

SATURDAY
JANUARY 9th. 1965



WEBSTER BROS

Centennial



FOR CERTAIN SATISFACTION INSIST
ON



Ferdinand
BRAND

- ★ "FERDINAND" No. 1 Quality POTATOES
- ★ "FERDINAND" No. 1 Quality ONIONS
- ★ "FERDINAND" No. 1 Quality Washed CARROTS

Buy yours from your Greengrocer or Storekeeper, the modern hygienic way, in attractive "Ferdinand" Polythene Bags, with a money-back Guarantee.

REMEMBER — "Ferdinand" is Always Fresh!

WEBSTER BROS. ARE WHOLESALE DISTRIBUTORS



22-26 BULLER STREET NEW PLYMOUTH and NELSON STREET HAWERA



THE MODERN PREMISES of Webster Bros City Markets in Buller Street, New Plymouth, as buyers leave their vehicles at the loading ramp to attend an auction.

We're Only A Baby



Compared with
WEBSTER BROS.
BUT...
HOW WE HAVE
GROWN
TO OUR PRESENT STRONG POSITION IN
THE AUCTIONEERING FIELD

Competition is the life
of trade so...

WE HEARTILY
CONGRATULATE
WEBSTER BROS.
ON THEIR
CENTENNIAL
ACHIEVEMENT



N. J. WEBSTER & Co. Ltd.

AUCTIONEERS - FRUIT & PRODUCE MERCHANTS
22-26 Buller Street. (Phone 87664) New Plymouth

WEBSTER BROS' old building in James Lane, New Plymouth, now occupied by Woolworths. Websters vacated the building in 1961 after being in business there for about 35 years.

The start of Webster Bros

On January 11, 1862, two young New Plymouth men, one aged 23 and the other only 20, entered the original premises of the Bank of New Zealand in New Plymouth at Richmond Cottage, then near the foreshore where the new Tasman Hotel now stands. Full of hope and confidence, they pooled their hard-earned savings and opened an account with the bank under the name of Webster Bros.

These two sons of the town's first postmaster James Webster, were Frederick Lewis and William Dawson Webster and they styled themselves commission agents and general merchants. That original title, even though they launched out on many other enterprises as the years passed by, can still be applied to the Webster Bros of today.

The premises from which Webster Bros began preliminary operations in 1861 were on the site of the old Union Bank at the corner of Currie and Leicester Sts, where the new Australia and New Zealand Bank stands today.

Despite the fact that the Maori War had been going for over two years and both brothers were serving in the Taranaki Volunteers, the business began to grow.

Within three years they were appointed agents for the AMP Society and offered life insurance worth £100 for an annual premium of £4 5, with a bonus of £8 18/- after five years, and were prepared to grant life insurance up to even £4000 on life.

By August 1865 business was apparently looking up and Webster Bros were the largest advertisers in the Taranaki Herald.

Ships and shipping became one of their main interests and in one issue of the paper they offered "excellent accommodation for passengers wishing to sail to Hobart by the clipper brigantine Annie and also freight."

In the same issue we see them as agents for the N.Z. Steam Navigation Co's steamships and offering both freight and passages for Oroumu, Nelson, Wellington, Picton, Lyttelton, Dunedin and Wanganui—apply to Webster Bros, Brougham St. They had a separate place of business for the shipping side of their operations, as they were in the old Union Bank stone building until at least 1870.

In the same day's Herald there was also this advertisement: "Daily expected by the Albatross direct, from Sydney, 1000 bushels fine crisp malt, hops, sugar ex Mauritius, salt, candied guano, 'bonedust', Hennessy and Martell's brandy, Hennessy's 'J.B.' brandy, Geneve and J.B.K. gin, Old Tom and Stewart's whisky, Bass and Tennant's ales, old port, sherry, cordials, liqueurs, 6 barrels currants, 20 boxes lobsters, Dunn's red herrings, potted meat, salmon, oysters, pearl barley, rice, raisins, blue, coffee and pepper." And in still another advertisement: "Bonedust in two grades, 5 tons of Peruvian guano, also by the same ship."

Harbour move
By 2 1/2 times the unloading of supplies from ships at the anchorage was done by lighters, owned by the Taranaki Lighter Co. Ltd. Frederick Lewis Webster, at the age of 28, was chairman of directors and at the half-yearly meeting on April 14, 1865, appealed to shareholders to support the directors in their move to establish a small boat harbour at Moturoa at an estimated cost of £3000.

While it would appear that the two brothers were the proprietors of quite a flourishing business, this did not deter them from having a finger in more than one pie, as a report in the Herald in September, 1866, announced the formation of the business of Webster and Hulke.

This was F. L. Webster and W. K. Hulke, who later became famous by being the first person to import the Jersey cow to Taranaki.

The new business was an agricultural agency in the Earned. Four mill (now known as the old Farmers' Co-op building) at the southern end of Currie St. They dealt in farm produce, station supplies, seeds and implements. F. L. Webster, however, maintained this in-

FOUNDERS of Webster Bros. LEFT: Frederick Lewis Webster (1838-1903). RIGHT: William Dawson Webster (1841-1923).

On the same page they offered for sale 40 tons of "best English screened Coal" expected from Wellington, together with 70 sacks of fine seed barley, bonedust from Hobart town, 20,000 well burnt bricks which we imagine would take some handling in the open roadstead, 200 bushels of stone, 150 sacks of superior seed oats, 100 cases of Tasmanian apples, 20 cases of lams, 1 ton of superior bacon, 10,000 ft box balings, 10,000 5ft palings, 300,000 shingles, 20,000 ft of hard wood timber, 5 tons of bonedust, 1000 pans and rails, 10 tons of potatoes and 10 cases of eggs.

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CONGRATULATIONS!



From Your
CONTEMPORARY
AUCTIONEERS
On Your
GRAND
CENTENARY
ACHIEVEMENT

L. A. NOLAN Co. Ltd.

GENERAL AUCTIONEERS
Grain... Produce... Hides & Skins Merchants
New Plymouth

Dear Sirs,
With the greatest cordiality we take pleasure, with the citizens of this city and district, in acclaiming the achievement of the centenary by Messrs Webster Bros. This is a notable milestone on the road of progress.
As we have assisted to light their way in the past 100 years, we would be delighted to spotlight the present and illuminate the future.
Electrically yours,

NEW PLYMOUTH
CITY ELECTRICITY
DEPARTMENT
Showrooms: LIARDET STREET
PHONE 87669 (9 lines)



CONGRATULATIONS TO WEBSTER BROS.
ON 100 YEARS' SERVICE TO TARANAKI, from—
TARANAKI BREWERY LTD.
QUEEN STREET " NEW PLYMOUTH
BREWERS OF FAMOUS DRAUGHT TARANAKI ALE,
BOTTLED PROVINCIAL BITTER and TARANAKI SPECIAL XXXX



WEBSTER BROS.

HAVE FAITHFULLY SERVED THE TARANAKI PUBLIC FOR ONE HUNDRED YEARS.

BEDFORD TRUCKS

HAVE FAITHFULLY SERVED WEBSTER BROS. LTD. FOR MANY YEARS.

H. JOHNSON MOTORS LTD. congratulates "Websters" on a proud business achievement.



WHEN YOU USE "BEDFORD" YOU USE THE BEST.

L. H. JOHNSON MOTORS LTD.

BEDFORD DEALERS : NEW PLYMOUTH
LICENSED MOTOR VEHICLE DEALERS

"MILEMASTER" congratulates WEBSTER BROS.,

ON ONE HUNDRED YEARS' HONEST SERVICE TO THE TARANAKI PUBLIC

Webster Bros. Vehicles

RIDE "MILEMASTER SAFE"

YOU TOO CAN FIT THE RECAP PROVED FOR SERVICE AND SAFETY



NEW ADVANCED TREAD PATTERN

- Giving Greater Stability
- Better Cornering
- Higher Mileage
- Remarkable Wet Weather Grip

Specify the "OLYMPIC CHAMPION"

SAFETY GRIP TREAD AVAILABLE THROUGH YOUR GARAGE

Proposed and Guaranteed by....

L. H. JOHNSON MOTORS LTD.

TYRE DEPARTMENT

GOVER STREET

Phone 82864 New Plymouth



THE STAFF of Webster Bros, New Plymouth. In 1821, from left, L. B. Webster, L. E. Hoffman (tenant in Websters Building), R. Millman, A. Adam and N. J. T. Webster.

When small ships sailed into the Huatoki..

EXTREME SHORTAGES OF MANY COMMODITIES, PARTICULARLY FLOUR WHICH COST UP TO £3 A 100LB BAG, CAUSED CONSIDERABLE HARDSHIP TO THE GROWING POPULATION IN NEW PLYMOUTH AND SURROUNDING DISTRICTS ABOUT THE 1870s.

In 1870 Webster Bros in conjunction with W. K. Hulke, built the Egmont flour mill and in 1880 the Tawhiti flour mill at Hawera. This initiative by the firm helped to relieve the position and for many years large areas of grain were grown in different parts of the province.

The business continued to prosper. The two brothers, no doubt after their experiences in importing together with their love of the growing settlement, ventured into the ship-owning business. Although it is difficult to believe today, in the days before this small ship sailed into the Huatoki River and unloaded at a position almost where Newton King's Drovers buildings stand today.

With talk of a boat half hour at Moturoa and the Waitara River fast becoming a flourishing port, and with Webster Bros already holding several agencies for shipping lines, they established a branch at Waitara where for the next 20 years they were to carry out many pioneering ventures. They purchased property in Hainui West, Section 3, Block 35, and according to the records still in their possession, the first ship they owned was the Waitara.

Another interesting entry, "Run for shelter," no doubt refers to assistance given to vessel in probable danger. Records show yet another "widerline" in the firm's activities. This is a document showing an application made to "The Warrant of the Licensing Court of the Licensing District of Waitara, in the Province of Taranaki, in the Colony of New Zealand." In this, Webster Bros applied for a "Bottle License" for the sale of Alcoholic Liquors in their Waitara premises. The application was dated May 4, 1875.

Regular services were then pioneered by the firm in their ships from Waitara to Urenui, Pukearua, Tapanui, and Makau. These were followed by services to Opunake, Paeta and Wanganui, and with another service from Waitara to New Plymouth and vice versa.

No unions There was no restriction on cargo or passengers and apparently too, no Board of Trade regulations and no unions. Merchandise of every description was carried, such as furs, pie, mail, cloths, colonial wares, liquor, rope, timber, demijohns, livestock, sheep, skins, hides, sleepers, combs, shavers, tobacco and ploughs, etc.

In 1870 they were appointed agents at both New Plymouth and Waitara for the New Zealand Shipping Co. Ltd., an association which lasted for many years. The Waitara was followed by ownership of and interest in several vessels such as the Mary Webster, the Sallie, the Nelson and the Waitara.

In those days a far greater tonnage was put through the pool of Waitara than through New Plymouth. The firm's records show there was considerable activity in lighter and towing vessels in and out of Waitara and the roadstead at New Plymouth.

For instance, from February 4 to February 26, 1878, the firm carried out 15 towages and from April 22 to August 2, 1877, there were 40.

One final entry in the shipping records mentions the fact that W. D. Webster was sailing the Waitara to New Plymouth for Webster Bros when he left school in 1879.

In January, 1881, Webster and Hulke became Webster and McCallister and at that time they advertised in the Herald for the contents of 6241 of fluming for a mill race near the Tawhiti Stream, Hawera. This was the start of the flour-mill subsequently built there.

In January of the same year Webster Bros, as agents for the s.s. Rowena, advised that the vessel would leave Waitara on the following Monday at 9 a.m. for Okeana and that passengers would leave New Plymouth for Waitara by the 7 a.m. train.

Just before the 1890's F. L. Webster retired from the business.

Depression At that time there was a depression throughout most of the country and it is said that even the banks experienced difficulty in times. The slump inevitably affected everyone and the firm began disposing of their interest in certain vessels.

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Webster Bros New Plymouth staff in 1929 (from left): Back row, L. B. Webster and H. B. Maca. Front row, W. Kempson (customer), T. K. Wood, N. J. T. Webster and W. Hughes (suppliers).

GOOD LUCK FOR A PROGRESSIVE FUTURE!

THAT'S THE SPIRIT BEHIND OUR MESSAGE OF

Congratulations to WEBSTER BROS. IN A CENTENARY ACHIEVEMENT

Our valued association with Webster Bros. extends over the 52 years since our company was established and we have been pleased to supply them with printing and stationery over that period.

McLEOD & SLADE Ltd.

PRINTERS & STATIONERS
DEVON STREET EAST PHONE 5859 NEW PLYMOUTH

100 UP!

THAT'S THE AMBITION OF ALL CRICKETERS

AND NOW REGISTERED by WEBSTER BROS.

And out goes our hearty congratulations on achieving such a score in their grand innings in business.

We value our association with this firm in the building sphere.

R. HOYLE & SONS

BUILDING CONTRACTORS
Gladstone Road : New Plymouth
Box 194 : Telephone 88573 and 82607

FARMERS' TRADING Co. Ltd.

Produce Merchants Pukekohe

As we pay tribute on this "ONE HUNDREDTH ANNIVERSARY CELEBRATION" of MESSRS WEBSTER BROS., The Farmers' Trading Co. Ltd. are proud to have been associated with Webster Bros. for over 40 years, and we are honoured during this very important occasion, and have pleasure in extending to the Directors, Management and Staff of Messrs Webster Bros. our sincere congratulations in past achievements and goodwill for continued success.

Congratulations

ON THEIR 100 YEARS OF

Outstanding Service to the Community in playing an important part in an industry which is vital to the welfare of the people

GROWTH & PROGRESS

Onahunga, Hokanga, Wanganui, Foxton, Pukekohe, Westport, Picton, Lyttelton, Timaru and Dunedin.

At one period large quantities of local potatoes were shifted to other parts of the Colony and even to the South Island. While these operations did relieve the shortages, with the steady growth of the smaller towns in the province and the increase of local industries particularly timber, they decided to seek markets in Australia and while there trade on behalf of the local producers.

Some of the vessels used for voyages to Australia were under charter and on many occasions W. D. Webster accompanied them across the Tasman and also sailed with the schooner himself around the New Zealand coast.

A typical export to Australia was 20 pieces of timber, 18 casks of cheese, 20 sacks of oats, 400 sacks of potatoes, 20 barrels of butter, 20 sacks of carrots, 12 sacks of staff and 28 casks of butter.

Another, from Waitara to Brisbane with 20,000 of timber, was accomplished by the main shipper, Henry Brown and Co., of New Plymouth. One of the voyages made in the schooner Nelson to Sydney and Holland took 13 days.

SECOND GENERATION Plymouth. LEFT: Kenneth Cyril Webster (1878-1954). RIGHT: Leslie Colman Webster (1879-1954).

crossing the Tasman on the return trip bringing back freight including 8000 of cedar and 70 tons of coal. The schooner Waitara followed. One in 1884 took 40 kg of butter and 80,000 of heart timber on account of Henry Brown and Co., for Sydney.

The vessel sailed on March 25, unloaded at Sydney, and the schooner returned to Newcastle where, after taking on 160 tons of coal, it arrived back at Waitara on April 26.

With the business flourish at New Plymouth and Waitara, the latter for well over two decades records are available of the members of the staff of the firm. The exception of Mr Newton King who was employed by Webster Bros when he left school in 1879.

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The Hawke's Bay Fruitgrowers' Association

congratulates WEBSTER BROS. on completing 100 years of a fine service in a business conducted always with skill, experience and integrity much appreciated by our members.

HATS OFF

To WEBSTER BROS.

on achieving their 100th year of business and service to the community.

F. D. MCINTYRE LTD. PLUMBERS
180TH ST. NEW PLYMOUTH
PHONE 6555



THE HEYDAY OF TWO WELL-KNOWN SHIPS

FROM 1881 to 1904 Webster Bros held the agency for the Northern Steamship Company at both Wairoa and later New Plymouth, when the latter became a breakwater port.

These years were the heyday of two famous ships, still remembered by many people—the *Garloch* (subsequently lost off the coast, and the *Barwa*.

When W. D. Webster retired in 1904 his son, James Cleverly, who carried on in his stead.

He held the Northern company the agency for the Tainui Line, later the Commercial and Dominion Line and also held the Port of Wairoa.

At a meeting of the directors of the Northern company held in Auckland on March 17, 1904, the following resolution was carried unanimously: "That Mr. W. D. Webster be thanked for his faithful services during the many years he has represented the company at New Plymouth."

A communication received a few weeks ago by Webster Bros from the present general manager of the Northern Steamship Company says that according to the minutes of the company, Mr. W. D. Webster was always a great supporter of the Otago-Wairoa traffic, freight company's passenger business was transferred to the Otago-Wairoa traffic.

It is also stated that some idea of the trade and tribulations which attended those who strove so hard in the last century to save the "Breakwater" port are instanced by a letter written by Mr Webster in March, 1891, soliciting

Webster's start in Hawera

We REFRIGERATED FREIGHT LINES LTD.

TRANSPORTERS OF REFRIGERATED GOODS THROUGHOUT NEW ZEALAND

Store and Pip Fruits from Hawke's Bay to Taranaki and Auckland districts

Offer our congratulation to WEBSTER BROS.

ON THE OCCASION OF THE CELEBRATION OF THEIR CENTENARY

MOHO (N.Z.) LTD.

SUPPLIERS OF PLASTIC BAGS

WEBSTER BROS.

Take this opportunity of sincerely congratulating Webster Bros. on the occasion of their celebration of a century of service.

MOHO (N.Z.) LTD.

BALLARAT STREET, ELLERSLIE AUCKLAND.

TRAINS FOR TRANSPORT

Preparing for another hundred years of service to the people of New Zealand

MODERN POWER FOR NEW ZEALAND RAILWAYS

The power of 1,800 horses installed in each one of these modern diesel-electric locomotives enables long trains of carriages or wagons to be moved speedily, safely, and at minimum cost between our towns and cities.

Generations of New Zealand railwaymen are proud of their long years of association with local industry, and of the immeasurable contribution their railway system has made to the development of New Zealand commerce since 1863. The railwaymen of the 1960s look forward to continued fruitful, friendly association with all industries, whether they be users of transport services, or suppliers of the wide range of goods and materials required by New Zealand's vast widespread and comprehensive transport undertaking. The modern equipment constantly being acquired by New Zealand Railways will ensure that the low-priced, high-capacity transport so vital to New Zealand's prosperity will continue to be available.

KEEPING IN STEP WITH PROGRESS!

Sale by auction

"Fowl, Ducks, Poultry, Carrots, small casks," "Seed, Beans, Corn, Wheat, Oats, Green, White, Red, Blue, Yellow, Italian, Red, White, Blue, Green, small, medium, large, etc." "Pine, by Zedel, Berlin, Oval Table, Mattresses, Pillows, Bed, Blankets, Coshes, Hat Baskets, Sun-umbrellas, etc." "Quantity of Cakes, without reserve. Sale at 1 p.m. Saturday."

The first trip to Hawke's Bay was done by L. B. Webster in 1881, when he was exporting and importing trade. The first time over-land was made by the Otago-Wairoa traffic. The increasing population of the Bay was maintained by the fact that fruit was not grown in the province until

Newton King

On October 15, 1906, the purchase of the furniture and fruit auction business of Mr. Newton King and steady progress was maintained in both these departments.

During the pre-World War I period considerably larger quantities of both fruit and produce were handled with the earlier exporting and importing trade. The very fine over-land quantities of 1912, 1913, and 1914 enabled increased quantities of other fruits and vegetables to be handled from the Auckland area.

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THE BUILDING STORY

By 1919 the Devon St premises of Webster Bros were too cramped and having acquired the property situated in the corner of Devon St and the Otago-Wairoa traffic, they moved back temporarily to their old Egmont Road mill site.

This move was repeated once in 1881 while their present new building in Buller St was being constructed, thus making three different times in the one building. This is probably unique in the history of the city.

After World War I quantities of Fiji bananas were handled and sometimes successfully but more often with disastrous results.

One of the largest retail customers was Leong Ting who handles the usual stocks and so on, handled very big quantities of bananas from the firm. His variety of stocks however was not nearly as extensive as that of the competitor, Cheong, of earlier days.

During the twenties the growth of the business was such that an additional building was acquired just down James Lane from the Devon St Mart. After only about 10 years in the new building the premises were converted into shops and offices.

Another new and more modern one for those times was built on the James Lane site, previously used as a poultry market for the storage of potatoes, seeds for the holding firm auction, and many other purposes.

After more than 30 years and mainly because of the coming of the motor vehicle and the need for parking, Webster Bros moved into Buller St on February 8, 1962.

This building of over 15,000 sq ft is one of the most modern on hand in the Dominion with its steel structure, rooms, banana ripening facilities, well ventilated office accommodation and other modern facilities for the quick handling, sale and dispatch of the many thousands of cases, bags and cartons of highly perishable commodities which pass over its floors every week.

To bring you fresh produce

"All auctioneers and produce merchants today fully realise the vital importance of being served by quick and efficient methods of transporting supplies from growers to consumers in the least possible time."

This has been a vexed problem for many years and Webster Bros take pride in the fact that they have always been to the forefront in trying to get faster and better services for their growers and buyers.

They are proud of the fact, in conjunction with the Railways Department they have been responsible for the inauguration of the new faster perishable service from the Tairāhiti district and in the start of the new refrigerated road transport service from Hawke's Bay during the summer.

Other notable "firsts" by Webster Bros in recent years have been—

• The first firm in Taranaki to install a modern American gas-making machine for the preparation of prepared vegetables.

• The first in New Zealand to experiment with the use of ground cooling storage and temperature control of fine fruit in conjunction with the Department of Agriculture.

• The first in Taranaki to arrange importations direct from Australia of shipments of Murray River navel oranges.

• The first fruit and produce firm in New Zealand to carry out trials with new varieties of potatoes to ascertain their suitability for local conditions.

• The first in Taranaki who died in 1954, was both a manager and also the present managing director of Webster Bros.

Tomatoes by the thousand

In the years immediately following World War II exceedingly large quantities of tomatoes were handled by Webster Bros mostly from the Hawke's Bay area of Tairāhiti and Bay View.

In those days it was quite normal to receive over 2000 quarter-cases of tomatoes daily. When the winter months started to operate the quantities became less, and the above figures seem most unlikely ever to be exceeded.

DUCKED OUT

Chinese loo ducks. Recently a box containing two large Muscovy was being carried by the Otago-Wairoa traffic. The ducks were in the box as the other was crumpled down in the corner and the storeman had been warned not to open the lid too much as the birds were inclined to be wild.

One of the holders said to the auctioneer that he wanted to feel the duck to see how it was.

He opened the lid himself and immediately there was a flurry of wings and the bird flew through the main door.

There was taking a beating on the roof of the Tairāhiti Bacon Co. in Melbourne St. It wasn't seen again.

Congratulations

TO WEBSTER BROS.

ON PASSING SUCH A MAMMOTH MILESTONE IN THEIR MARCH OF PROGRESS.

THROUGH THE YEARS SINCE OUR ESTABLISHMENT IN NEW ZEALAND IN 1872, WE REFLECT BACK ON A LONG ASSOCIATION WITH THIS MUCH VALUED CLIENT.

FOR SERVICE • SECURITY AND STABILITY IN FIRE - MARINE OR ACCIDENT INSURANCE

THE SOUTH BRITISH INSURANCE CO. LTD.

CURRIE STREET (Phone 5949) NEW PLYMOUTH

The New Zealand Apple & Pear Marketing Board

congratulate

WEBSTER BROS.

(NEW PLYMOUTH) LTD.

on over 100 years

of fruit and produce service to the community of Taranaki

McCUTCHION & CO. (N.P.) LD.

LIARDET STREET

We are BERRY pleased to be associated with Webster's centenary, being in the supply business ourselves we CANNOT imagine anything more worthy of congratulations than community service spread over a hundred YEARS. Would it not BERTRUDE say that there are few businesses hereabouts that have SEAN been so long WATERLOON we should be if we did not wish them a happy CELERY-bration.