

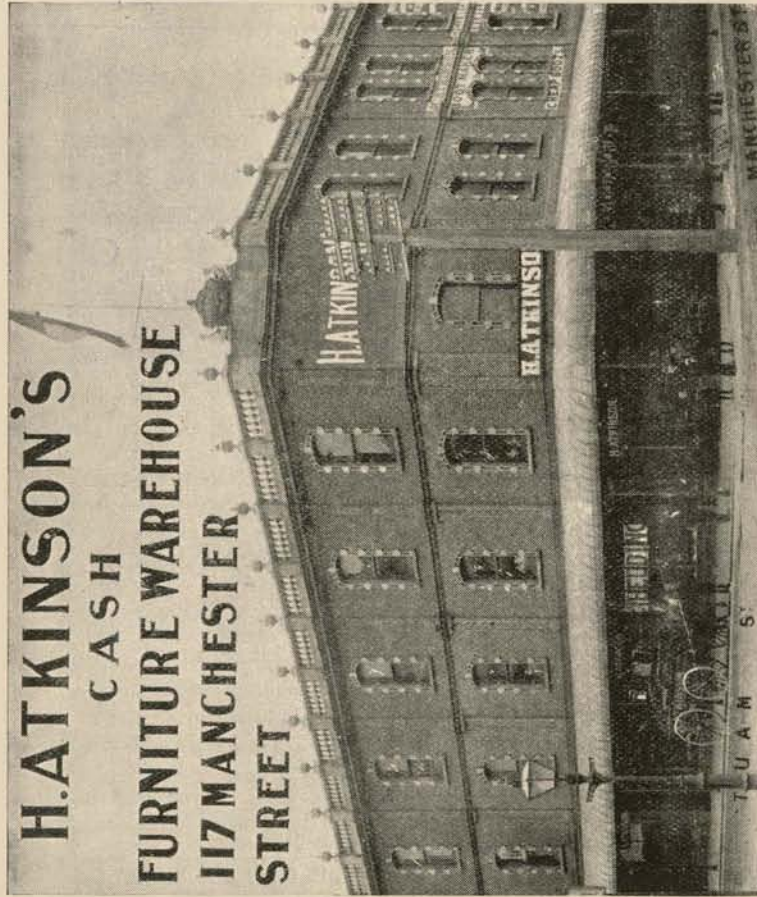
H. ATKINSON'S

CASH

FURNITURE WAREHOUSE

117 MANCHESTER

STREET



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and buy their wedding
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house.



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Goods and
Prices.



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CASH
WAREHOUSE
IN
CHRISTCHURCH**



uninterrupted progress and development. Unlike many of the successful business men of the colony, Mr. Ballantyne had duly served his apprenticeship to the business at Berwick-on-Tweed, and had supplemented the knowledge thus gained by thirteen years of Australian experience. After seven years of successful business, Mr. Ballantyne retired from the firm, and took up farming, for which he had always had a hankering since his boyhood. The business is at present in the hands of his three sons: - Messrs. Josiah, William, and Thorne Ballantyne. Needless to say the constant extension of business has necessitated numerous and costly alterations of the buildings, and should the present rate of development continue even more outlay will shortly be required in this direction. As it stands at present, however, the shop front, general arrangement, lighting, and stocking are second to none in the colony. The premises cover an acre of ground, and every department is under separate management, without which thorough and complete supervision would be almost impossible. The firm has always made a special study of the soft goods branch, with the result that they are fully recognised as the leading drapers of the colony. Needless to say, they are very strongly represented in London, and having a thorough knowledge of Colonial requirements, they instruct their representatives to buy nothing but the best goods obtainable on the market. Other leading departments are silks and dresses, millinery and household furnishings, etc., and large and varied stocks are always on hand. The real beehive of the establishment, however, is to be seen on the two upper floors where there are six large workrooms devoted to the dress-making industry. Altogether the firm employs 700 hands in connection with the Christchurch business, and 200 in the Timaru

Branch, which, though necessarily smaller, is equally flourishing from a business point of view. The tourist, and especially the lady tourist, may be well assured that at Ballantyne and Co's. nothing but the best class of goods is to be obtained, whilst the selection is as varied as could be desired, and in all sartorial matters "Ballantyne's" style, fit, and finish are equal to any found in the large capitals of Australia.

BALLANTYNES RECEIVE ALL THE LATEST NOVELTIES 233

BALLANTYNES' MODES ARE BECOMING.