

BUXTONS

FLOORING · CARPETS · BLINDS



*A Family History
From Drums to Carpets & Flooring*

BUXTONS

FLOORING · CARPETS · BLINDS

A Family Business

SINCE 1919

THE BUXTON'S SHOP HAS ALWAYS BEEN A
POWERFUL REMINDER OF THE SUCCESS OF ONE
LOCAL FAMILY, WHO'VE CREATED A QUALITY
BUSINESS THAT'S ALL ABOUT PUTTING SERVICE
BEFORE PROFIT.



EARLY DAYS

Percival Hadlow Buxton and his wife Ada open the first shop in 1919 at 31 Ditchling Road, Brighton

1919

PRAMS

In the 1920's a second shop is opened and Percival begins selling prams, cots and toys.

1925

2ND GENERATION OF FAMILY JOIN

Percy and Ada buy the premises on either side of the existing shop in Ditchling Road and sons Norman & Roy join the business.

1945

FIRST MAJOR EXPANSION

Normans' sons Peter and Roger join the business in the mid 1960's. Buxtons becomes one of Brighton's most modern businesses, with shops in London Road & Ditchling Road Brighton, Crawley and Shoreham.

1961

EXPANDED CARPETS AND CURTAINS

Buxtons sell their last pram in Sept 1993. A new carpet and curtain department opens in the new 6,000 sq ft store in Ditchling Road. A 4th Generation join the business, Scott Buxton (1997) Damian Buxton (2002).

1993

2006

MOVE TO WOODINGDEAN

Carpets and commercial flooring move to new premises at Woodingdean and a smaller interior and furnishings store opens at 35 Ditchling Rd.

2019

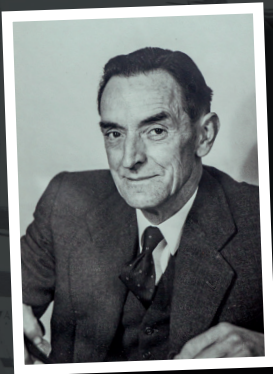
BUXTONS

100
YEARS ANNIVERSARY

1919 - 2019

A Family Business
SINCE 1919

100 Years of Family Business



PERCIVAL HADLOW BUXTON

Born in 1894, ex-sailor Percival Hadlow Buxton and his wife Ada opened the first Buxtons shop at 31 Ditchling Road, Brighton in 1919.

They borrowed £15 as working capital to start the business. The couple visited auction sales to pick up furniture bargains, which they washed and polished to display in the bay window and sell in the shop.

Percival used to hire a handcart for 4 pence a day to make the deliveries up and down the hilly streets of Brighton.

When they first began to sell new furniture it was possible to furnish a complete home for £30. Bedstead, complete dining room and lounge suite, kitchen table & chairs, lino and 2 rugs would all be within budget. Percy would also lay the lino for free.

"If there was an ethos behind the company then it would be the idea my Great-Grandad had when he started which was to provide a great service" Damian Buxton, Director

1919



31 DITCHLING ROAD

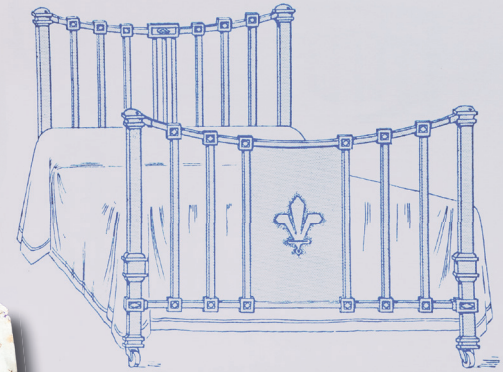
Percy and Ada lived above the shop for many years and both sons were born there; Norman in 1920 and Roy in 1922. There were gardens and stables at the rear of the old shop.

Buxton's

FURNITURE, PRAMS
TOYS & CYCLES

SUCCESSFUL EXPANSION

Percival opened more shops in Richmond Place and so began the Buxton reputation for selling quality prams, cots and toys. For a while the Buxtons shops in Waterloo Place and Kensington Gardens were the only 2 pram shops in Brighton.



ORIGINAL RECEIPTS

From 1920



1920's

PERCY EVEN SOLD HIS OWN SON'S BED
Norman's bed was then sold in the shop...



PRAMS

For several years Buxtons was the only shop in Brighton selling prams. Many generations of a family would use a Buxton's pram.

1930's

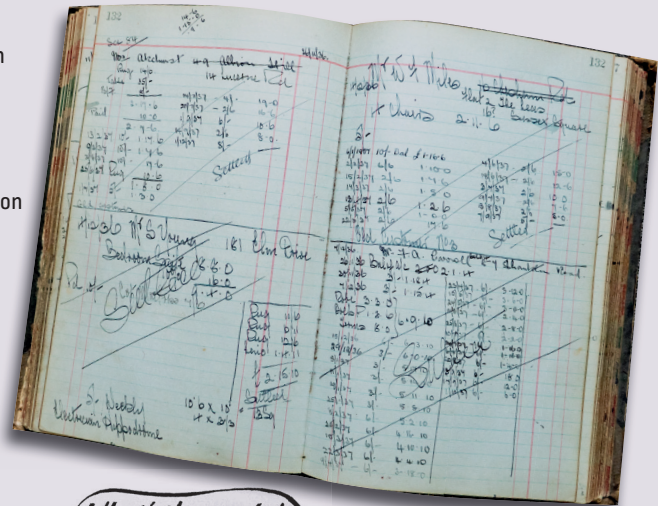
"Have you thought of a name for me yet?
Ask for Buxton's Free List of 750
Names and Meanings"

Wording from the cover of Buxtons Furniture and Baby Carriages catalogue.

SALES LEDGER

1935 - 1946

Buxtons started their own hire purchase scheme. Customers came into the shop regularly to pay off small amounts and new customers gave information about their employment.

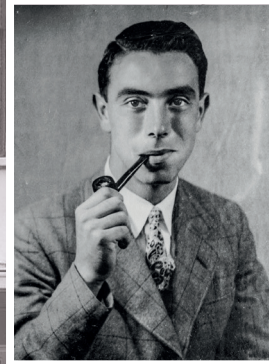


"For Baby's Healthier Tomorrow
Buy it New - Don't Borrow"
From Buxtons the Specialists

THE WAR YEARS

From 1939 - 45 during the war years the family virtually closed the store. Percy drove ambulances and fixed prams at the back of the shop. Buxtons re-opened the family shop in Ditchling Road in 1945. Later they bought shops either side at No. 29 & 33 and then expanded into flooring and furniture. Percival's son Norman, returned from WW2, and started to work in the business in Oct 1945. Later his brother Roy, also joined the business.

NORMAN BUXTON



ROY BUXTON



THE NEXT GENERATION

Norman Buxton (left) joined the business aged 25 after returning from the War in 1945, and 4 years later Roy also joined in 1949. P. H. Buxtons & Sons Limited was incorporated in 1949, recognising the sons valuable contribution to the growing business.

1940's

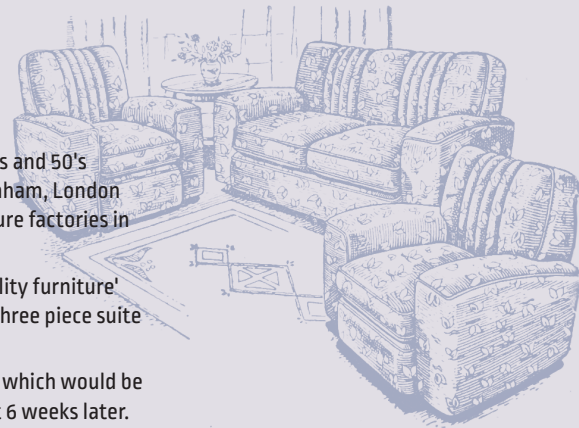


UTILITY FURNITURE

A collection of catalogues from the 40's and 50's shows Harris Lebus Furniture in Tottenham, London advertised as one of the largest furniture factories in the world.

Buxtons sold much of the so called 'utility furniture' from these catalogues, with a typical three piece suite selling for around £42.00.

Flooring mainly consisted of linoleum, which would be loose laid and then trimmed back to fit 6 weeks later. Carpets were thin on the ground in the 1950's, made mostly of wool and just used as stair carpet.



20 YEARS TOWN SERVICE

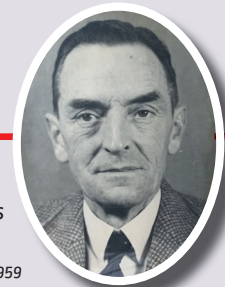
Percival still found time to serve the town in which he had lived for 50 years. In 1950, he was elected to Brighton Council as a Conservative representative for Pier Ward. In 1967, he was made an Alderman, with an opportunity to serve the people of the town where he lived and prospered.

1950's

It was noted in this catalogue that "This furniture enables servants' rooms to be equipped attractively and economically"

PALM TREES FOR BRIGHTON

Whilst serving on the Parks and Gardens committee he was instrumental in getting Palm Trees at the Royal Pavilion. "If Torquay can have them, so can Brighton" Percival Buxton, 1959





1961, THE BUSINESS EXPANDS

In 1960, the existing admin office was very small, with only 2 phone lines, all ledgers were hand written and at the end of each day cash was taken and stored overnight in the bank's safe deposit box. Steady growth had made the directors well aware that they needed to expand the office and the store itself.

To facilitate this expansion, the Directors agreed that it would be necessary to rebuild and modernise the store to help them plan for a growing business for both now and in the future.

1960's

After the rebuild, Buxtons announce that the new store has enabled them to be the only firm in this field to offer the latest method of visual exhibit and display. The special layout enables a customer to walk around the store to view and select purchases in their own time but with an assistant on hand if needed.



In the late 50's, Buxtons had several shops trading in Sussex:

- London Rd, Brighton - prams, nursery furniture & toys
- Ditchling Rd, Brighton - furniture
- Crawley (right) prams, toys & cycles
- Shoreham - cycles, mopeds, toys and prams.



Roy's son, Barry, helped out at the Shoreham store, bringing cash back to Brighton on the train.



**BUXTONS CONTINUE TO GROW,
THE FURNITURE STORE REBUILT
AND MODERNISED.**

1964

1964 - Corner shop extension for prams and toys.

THREE GENERATIONS OF FAMILY

Three generations of family working side by side. Top row from left: Roy Buxton, Percival's grandsons, Peter and Roger, who joined as directors in 1965 & 1966. Bottom row: Percival Hadlow Buxton, his wife Ada and son Norman.



HALF A CENTURY "OLD"



1969

14-LEVENING ARGUS, Wednesday, November 12, 1969

1919-1969

HOUSE FURNISHERS PRAMS AND TOYS

Buxton's

CELEBRATE WITH THEIR CUSTOMERS

HALF A CENTURY OLD... 50 YEARS YOUNG!

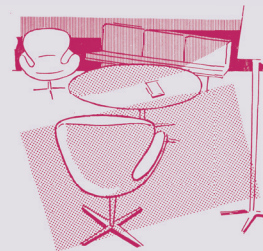
We've been together now for 50 years... and the next 2 WEEKS starting SAT., 15 NOV., UNTIL SAT., 29 NOV. WE CELEBRATE WITH OUR CUSTOMERS

Our half century attractions are being organised during the two weeks commencing 15th NOVEMBER, 1969, and ending 30th NOVEMBER, 1969.

1. During the above period a PAIR OF WING FIRESIDE CHAIRS or a 4' 6" DIVAN and MATTRESS SET will be given to the customer that can produce the earliest dated receipt made out by Buxton's.
2. Credit notes for £50 will be given to each 50th purchasing customer, during the above period.
3. A credit note for £50 will be given to the winner of a draw held at the end of the period. Tickets will be given free to each customer who makes a purchase and answers a simple question, five tickets will be given to purchases over £50.
4. During the above period special reductions and opportunities will be offered, and prices will be such that we feel we can cater for all tastes and pockets.

P. H. BUXTON & SONS LTD. 27, 29, 31, 33, DITCHING ROAD, BRIGHTON. 7

Brighton Evening Argus, Newspaper Advert Nov. 1969



1969 - GOLDEN JUBILEE

To celebrate their Golden Jubilee, Buxtons launched a special celebration fortnight with prizes for every 50th customer to enter the shop. Other prizes were a pair of wing fireside chairs or a divan mattress set for the customer that could produce the earliest dated receipt made out by Buxtons.

Percival Buxton said in a newspaper article "Today Buxtons is still a family business serving 3rd generation customers with our courteous service, good quality and reasonable prices. These principles have proved to be the back-bone of the business throughout it's 50 years in the town."



Brothers Peter and Roger joined the business in 1965 and 1966 respectively. They were Managing Directors through till 2016 when they retired.

THE PAVILION LONG GALLERY

During the 1970s, Buxtons started a number of interesting contracts at the Royal Pavilion, Brighton. The first contract was for fitting a unique carpet in the Long Gallery, joining the Music Room and Banqueting Room.

The Wilton Royal carpet was specially designed and woven in the colours and pattern replicating the original 1822 Nash print hanging in the Pavilion.

The plain green carpet for the central strip was reserved for the public walkway. Each 194ft seam took 6 hours to sew by hand with linen thread. The contract was completed in the summer of 1975.



1970's

In 1973, the founder and chairman Percival Hadlow Buxton sadly died age 79. His wife Ada Elizabeth Buxton, died aged 87 in 1976.

Norman (front row) continued as Managing Director together with his wife, Joan Buxton and sons Roger & Peter. Paul Summers (top right) who joined in 1964, became a Director in 1974 and retired in 2006.

A ROYAL MAT FOR GEORGE



Norman presents the special rug to the Royal Pavilion,



The WILTON ROYAL Carpet Factory Limited
 Registered Office:
 WILTON - SALISBURY - SP5 0AY
 Telephone: 01753 61411
 Registered in London No. 8887
 Telex: 47704

PERSONALITY NOTE

As pleased as a cat with two tails is "George" with his cat nap mat.

George, the official puss of the Royal Pavilion at Brighton, is thought to be a re-incarnation of the Prince Regent because of his very courteous but slightly aloof attitude to visitors.

When a new and specially designed carpet by Wilton Royal was laid recently in the Long Gallery, George took such a liking to it that he moved his normal sleeping place from the entrance hall to one particular spot on the new Wilton.

As it was not quite seemly to tell the 'owner' of such a famous residence where he could sleep it was decided to present George with a special sleeping mat of his own. This was designed by Philip Coombes, Wilton Royal's Chief Contract Designer, in the same style as the new carpet but to ensure that there is no doubt who is the owner of the mat, the word "George" has been incorporated in the design.

END

NOTE: George proved so photogenic that he - and the new carpet - appeared on both BBC and ITV television programmes on the day his cat mat was presented to him.

Further information from:-
 Maureen Duck, Pressads Limited, Bridge House, 181 Queen Victoria Street,
 London, EC4



OVER THE YEARS, BUXTONS HAS ALWAYS CHANGED AND ADAPTED WITH THE TIMES

PARKING

As parking started to become a problem in Brighton, derelict houses were demolished in Oxford Place making a new car park available for customers and directors.

Later in the 1990's when parking at Ditchling Road became even more difficult, Buxtons offered customers complimentary vouchers for off street parking.

OPEN ALL HOURS

One of their most popular and successful sales events was the Buxtons 'cheese and wine' evenings which enabled customers to browse and choose products at their leisure. They also introduced 6 day opening to fit in with customers growing busy lifestyles.

FREE FITTING

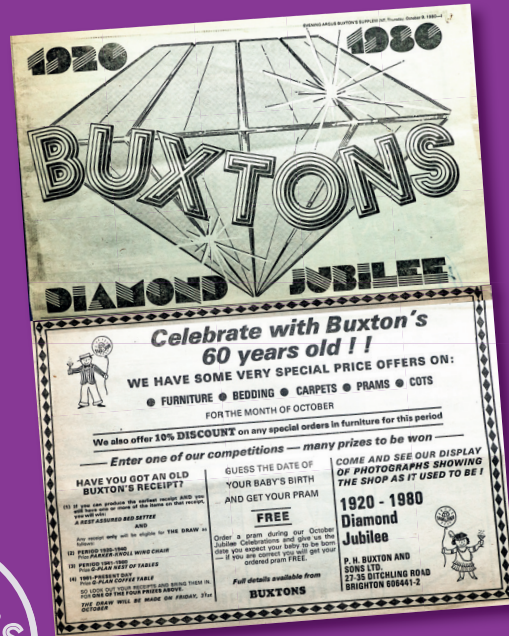
With growing competition from other retailers, Buxtons offered customers free credit and also free carpet fitting to help them keep ahead of their competitors.

1980's

In the 1970's, Buxtons closed the Crawley and Shoreham shops, and the prams and toys department in London Road moved into the corner development on Ditchling Road.



1980 - 60TH DIAMOND JUBILEE



Norman Buxton enjoys the company of the Evening Argos girls at the 60th Anniversary 'Cheese and Wine' event.



The friendly team at Buxtons celebrate their Diamond Jubilee

1980's

"We had many emergency call-outs to the store in the 80's, broken windows and other odd break-ins - My brother Peter would often come out with his German Shepherd..[dog]....just in case! On one occasion a car drove right through the front window!"

Roger Buxton, joint Managing Director

BUXTONS HAVE WORKED ON MANY INTERESTING JOBS AND PROJECTS OVER THE YEARS

1980

THE ROYAL PAVILION

Music Room and gallery
bespoke Wilton carpet.

1980 GOODWOOD HOUSE

Sanding of wood block floors at Goodwood House. Lord and Lady March invited all operatives working on the project to a banquet in the main dining room. It was reported to be a very grand affair, with Royal Silver Service.

1980's

1982

DOME THEATRE

Re-carpeted the Dome Theatre. The Buxtons carpet fitters had the challenge of fitting the flooring around the unique curved auditorium.

Contracts for many new blocks of flats in Brighton were sold with Buxtons carpets included in the price. Colour was chosen by the buyer.

Channings
Ashdown Court
Eaton Gardens
Fairlawns
Roedean Court

Copthorne Court
Mandalay Court
Bath Court
Derrick House

1985

THE GRAND HOTEL

New flooring at the hotel after an IRA bomb destroys part of the hotel.



Alan Clarke set up a fitting company within Buxtons. His son Lewis joined the business and later became a Director.



75YRS CELEBRATION PRAMS OUT - CARPETS IN

Oct 1993 - changing with the times, Buxtons closed the prams side of the business and opened a new carpet and curtain department in the 6,000 sq ft store. This gave them more space, better opportunities for display and a relaxed environment where customers could browse through samples and take time to consider their purchase.

With commercial work accounting for 3 times the retail business. The directors took the decision to open a contracts office on the first floor. The formal opening coincided with the 75th year celebration.

The Directors
Left to right:
Roger Buxton,
Alan Clarke,
Paul Summers,
Peter Buxton,
Seated: Norman
and Joan Buxton



1990's

"The decision proved to be right...sales improved markedly"...

Excerpt from interview with Buxton's Retail Director
Paul Summers in Carpet and Floor Coverings Review, 1994

The last pram was
sold from Buxtons
store on Sept 30th
1993.





ROYAL ALEXANDRA HOSPITAL FOR SICK CHILDREN, BRIGHTON

In 1992, Buxtons were contracted to lay the flooring at the 'Alex'. A competition was held to add a design to the floor of the hospital. The competition was won by Marc Blackman from Lewes. (pictured here) with his winning design and Brian Wilcox from NHS Trust and on the right Buxton's joint Managing Director, Roger Buxton.

1990's

2,000 SQ METRES OF FLOORING
Buxtons awarded a contract to replace floor covering at the Brighton Conference Centre.



80TH ANNIVERSARY

To celebrate their 80th Anniversary Buxtons turned back the clock and organised a 1920's style reception at the shop complete with vintage car and 'flapper girls' Jean de Fuszard, PA to Roger Buxton and Gabrielle Buxton, daughter of Peter Buxton.

'HAIR RAISING' INSTALLATION AT THE PAVILION
For one fitting at the Royal Pavilion Brighton, Buxtons had to use a crane to lift rolls of carpet onto the first floor, taking great care not to hit the tall minarets on the Royal Palace!

2006 MOVE TO WOODINGDEAN

*Furniture and
Gift-ware store
at 35 Ditchling
Road.*



With the contracts flooring division regularly undertaking work for many institutions throughout Sussex including universities, schools and hospitals. The decision was made in 2006 to move out of the premises that had been their home for 85 years, retaining the furniture, upholstery and gift-ware store at 35 Ditchling Road and relocate to the impressive newly built Woodingdean Business Park.

The move which would clearly benefit the operations of the business giving them modern warehousing and office facilities and excellent transportation and delivery links to and from the A23 and A27. The new Woodingdean site would also give them the opportunity to set up a new domestic flooring and carpet showroom.

Damian Buxton said: "*Percival Buxton my Great Grandfather who with his entrepreneurial attitude was always looking for opportunities to move the business forward and to change with the times. He would I'm sure have agreed with the reasoning behind the move, but he would also want to know the Buxton's ethos of providing quality and service will continue.*"

2000's

THE 2ND GENERATION OF FOUNDERS OF THE BUSINESS SADLY PASSED AWAY

In 2011 - Roy Hadlow Buxton died and then in 2013 his brother Norman Percival Buxton passed away.

4TH GENERATION OF DIRECTORS

The company now has five Directors - the 4th generation pictured here.

Standing left to right:

Dave Sinden - joined 2004

Damian Buxton - joined 2002

Seated left to right:

Scott Buxton - joined 1997

Steve Knight - joined 1986 (at age 17!)

Inset: Lewis Clarke - joined 1987



THE ROYAL PAVILION, A RICH HISTORY

The Royal Pavilion holds a rich history originally built as a seaside retreat for the then Prince Regent.

In 1850, Queen Victoria decided to sell the Royal Pavilion to the town of Brighton. All the furniture, fittings and carpets were to be transported to Buckingham Palace to be used by the Queen and her household. It was decided that the original Axminster carpet (designed by Thomas Willy in 1822) was not needed and it was de-constructed to make rugs for the Royal London residence.

Restoration work began on the saloon in January 2014 to produce an authentic replica of the carpet. Decorative artist and glass conservator, Anne Sowden, used the one fragile portion of the carpet to create an intricate line drawn and painted design.

Anne worked closely with Axminster carpets who made the original 195 years ago. It took 7 months to complete the work which was laborious and time consuming. It was also of prime importance to meet with Buxtons fitters who had previously fitted carpets at the Pavilion in the Long Gallery in 1975 to discuss the practicality and tolerances of the design. This ensured all eventualities of fitting were considered. Installation was undertaken in 2018.



2018

CARPET FITTERS

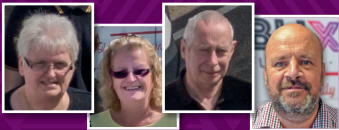
Buxtons have over 20 flooring and carpet fitters, many have been with them for several years. The longest serving is Stuart McPherson - 'Mac' who has been with them for 48 years. They also train and employ several apprentices, often the sons of long-standing fitters.

"The resulting design is a triumph - beautiful, vibrant and historically informed."

David Beevers, Keeper of the Royal Pavilion.



BUXTONS ARE PROUD TO HAVE LOYAL & LONG SERVING STAFF....



Lorraine Pain - 1985

Angie Gill - 1984

Alan Nye - 1989

John Thomsett - 1994

BUXTONS TEAM 2019

Pictured left to right: Roger Buxton, Chris Lockerby, Dave Sinden, Jo-jo Sharp, Alan Nye, Lorraine Pain, Sam Woods, Damian Buxton, Scott Alexander, Angie Gill, Charlie Swannack, Scott Buxton, Peter Buxton.

A NEW LOOK FOR 100TH YEAR

BUXTONS
FLOORING · CARPETS · BLINDS

A Family Business
SINCE 1919

Adapting and changing with the times, the 4th generation of Buxtons will continue the ethos of providing good quality products and the personal service started by Percival Buxton 100 years ago. He could never have imagined that a century later a 4th generation of Buxtons would be working and developing the family business, continuing his vision of which he would no doubt be very proud.



2019

A special event will be held at the Royal Pavilion Brighton to celebrate 100 years.

While businesses come and go, and independent companies face increasingly tough times, Buxtons will continue to be a powerful reminder of the success of one local family.

Buxtons Family History

Buxtons' Faces & Places



BUXTONS HAVE A NEW BABY BOUTIQUE

LOOK WHAT I'VE FOUND

AN EXTENSIVE RANGE OF CHILDREN'S AUTUMN CONTINENTAL CLOTHES - COVERING AGES 1 MONTH-5 YEARS

On all purchases in the department to mark the opening of the new Baby Boutique including proms, nursery goods and pre-school toys

10% OFF

FREE COMPETITION

BUXTONS
27-33 DITCHLING RD., BRIGHTON
BN1 4BB TEL.: 664172

the difference  is KINGFISHER



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SINCE 1919

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