



# We're Celebrating 50 Years With A Monstrous Anniversary Sale

Our great 50-year promotion of Menswear and Boyswear will prove a revelation in value giving to every man in New Plymouth and the Taranaki province, known as we are as "THE BEST VALUE STORE IN TARANAKI". This new demonstration of KASH values must add further prestige to our name. A personal visit will enable you to fully realise this.

COMMENCING MONDAY, OCT. 14th, at 8.30 a.m.

## MEN'S OVERCOATS AFTER-SEASON THROWOUTS

66 Only MEN'S LATEST CAR COATS: New style 1 length and 1 length. Complete balance of large stocks, including Quilted Lined, "Canterbury," "Van Diemen," "Richmond" etc. Usually up to \$25. Anniversary Sale Price **\$15**

72 Only MEN'S LIGHT WEIGHT RAINCOATS: Best quality "Nino" superline, for all the year round wear, 4 new tonings, new season's coats. Anniversary Sale Price **\$20**

48 Only MEN'S RAINCOATS: Superior quality Terylene and Cotton, by a leading N.Z. raincoat manufacturer. Anniversary Sale Price **\$25**

25 Only MEN'S ALL WOOL TWEED OVERCOATS: Smarter, shorter style with Raglan shoulders. Usually up to \$35. Anniversary Sale Price **\$20**

37 Only MEN'S ENGLISH HIGH GRADE TWEED OVERCOATS: Again by N.Z. leading overcoat manufacturers. "Newsome" foam-backed "Ahanek." 100% Pure Wool, Irish Tweed, etc. Usually up to \$45. Anniversary Sale Price **\$30**

24 Only MEN'S ENGLISH ALL WOOL GABERDINE RAINCOATS: Discounted to clear as most coats are in the longer length style. Usually priced at \$30. Anniversary Sale Price **\$20**

65 Only MEN'S ENGLISH ALL-WOOL GABERDINE RAINCOATS: New season's raincoats in latest style Charcoal, Lovat, and Grey tonings; also including fancy Venetian Gaberdine. Save \$10 on your new raincoat. Anniversary Sale Price **\$25**

The Bargains you've come to expect from THE KASH — Clothing you need for business, formal, casual wear — is all here at our 50-year promotion.

## MEN'S DINNER SUITS A SPECIAL OFFER

45 Only MEN'S LATEST STYLE, SHAWL COLLAR DINNER SUITS: This line is a special purchase and cannot be repeated. Full range of sizes. Anniversary Sale Price **\$37-95**

38 Only MEN'S LIGHT WEIGHT 2-PIECE SUMMER SUITS: Made from famous "Bruck" Polyester-Viscose fabric expressly for THE KASH. Take advantage of this offer for your summer suit. Anniversary Sale Price **\$35**

OUR COMPLETE BALANCE OF OVER 500 MEN'S SUPER QUALITY SUITS which include "Rambrandt" and "Medallion" will carry a special "Sale Discount" of \$4 (\$2) to \$6 (\$3) for our Suit Sale. Our experienced senior salesman will be at your service for expert advice. WE HAVE NOT FORGOTTEN THE STOUT, TALL OR MEDIUM FITTING CUSTOMERS: No matter what your size we can fit you. Call and inspect without obligation.

ALL SUITS OFFERED ARE OF HIGHEST QUALITY FOR WHICH "THE KASH" IS RENOWNED. So seize this opportunity to buy at a real savings.

THE "KASH" — the Shop with the Stock

## MEN'S SUITS

GROUP 1: These Suits have been specially selected from our huge stock and must be sold. Be early for this bargain offer. Usually up to \$48. Anniversary Sale Price **\$20**

GROUP 2: Superior quality Suits in this season's fashionable tonings. A large selection to choose from in all fittings. Usually up to \$53. Anniversary Sale Price **\$30**

GROUP 3: All new neat patterns in fine quality all wool worsteds. A full range of sizes in all fittings. Normals, midways, shorts and tails. You can save \$10 on every suit. Anniversary Sale Price **\$40**

GROUP 4: This group includes ranges from New Zealand's leading suit manufacturers. Top quality suits selected for our tops in suits, leaving you nothing to be desired. Anniversary Sale Price **\$50**

## OUR BUSINESS POLICY IS STILL WORTH REPEATING—

We will exchange goods at sale times. We will refund money in full if not satisfied. We guarantee courteous service by senior salesmen.

## SPORTS TROUSERS

54 Pairs MEN'S SPORTS TROUSERS: Neat dark patterned Melange cloth. A smart dark trouser for casual wear. Usually \$6.50. Anniversary Sale Price **\$4-50**

65 Pairs SUMMER CASUAL TROUSERS: Popular light tonings in slub patterned fully washable summer weight material. Usually \$6.50. Anniversary Sale Price **\$4-50**

130 Pairs MEN'S SPORTS TROUSERS: Our usual stock line which we cannot repeat. Full fitting (not narrow bottoms). Charcoal and Grey shades etc. Also in stout sizes at slight extra price. Anniversary Sale Price **\$6-50**

85 Pairs YOUNG MEN'S SPORTS TROUSERS: Smart, cuffs, pleats, in neat dark patterned checks. A special line which cannot be repeated. Anniversary Sale Price **\$6-95**

58 Pairs MEN'S SPORTS TROUSERS: Best quality. 55% Terylene, 45% Wool Trousers. Genuine value. Usually \$11.95. Anniversary Sale Price **\$9-95**

OUR COMPLETE STOCK OF SPORTS TROUSERS are specially reduced for this 50 year promotion. Our size range is up to a 34in. waist for the stout man and up to 36in. inside leg measurement for the tall man. We invite your inspection.

## CREAM BOWLING TROUSERS

85 Pairs MEN'S CREAM BOWLING AND CRICKET TROUSERS: Side-stripe, self supporting waist, genuine "Vonnell" turbo yarn for easy washing. Usually \$9.50. Anniversary Sale Price **\$6-50**

## JEANS & CORDUROY TROUSERS

270 Pairs MEN'S BLUE DENIM JEANS: 2 hip pockets, 1 with zip, 2 front holster pockets and fob pocket. A special bargain, yes it is true. Anniversary Sale Price **\$2**

65 Only YOUNG MEN'S HIPSTER STYLE CORDUROY TROUSERS: Latest fashion shades, action tailored for leisure wear, sizes 2's to 6's. Usually \$6.25. Anniversary Sale Price **\$4-25**

## "SPECIAL" NEEDLECORD

140 Only MEN'S SUPERFINE NEEDLECORD CASUAL TROUSERS: Five different colours, champion golf trousers; also suitable for weekend sports-wear. Usually \$8.99. Anniversary Sale Price **\$4-99**

## MEN'S WORKING TROUSERS

48 Only MEN'S "MOLESKIN" WORKING TROUSERS: Made from the genuine imported "Moleskin" material which "you cannot wear out." Anniversary Sale Price **\$5-95**

116 Only WANGANUI "BIG 5" ALL WOOL SADDLE-TWEED WORKING TROUSERS: Complete range of sizes up to 34in. waist. Anniversary Sale Price from **\$5-95**

## BOYS' PYJAMAS

OUR COMPLETE STOCK HAS BEEN REDUCED Anniversary Sale Prices—

WONDER—  
2 4 6 8 10 12  
\$1.25 \$1.35 \$1.50 \$1.70 \$1.80 \$2.00  
SUPER SUEDE—  
2 4 6 8 10 12  
\$1.40 \$1.60 \$1.80 \$2.00 \$2.25 \$2.50

30 Pairs BOYS' SHORT PYJAMAS: Buy now for the hot weather. Anniversary Sale Prices—  
Sizes 2-4 \$1 6-10 \$1-25

## MEN'S FUR FELT HATS

200 Only MEN'S FUR FELT HATS: Today's price for this quality Fur Felt Hat is \$4.99. For our 50 year promotion we give our customers a special bargain. Anniversary Sale Price **\$3**

## MEN'S PYJAMAS

300 Pairs MEN'S PYJAMAS: Good quality genuine Flannelette Pyjama Cloth. A quality pyjama below cost price. Usually \$3. Anniversary Sale Price **\$1-99**

180 Pairs MEN'S PYJAMAS: Best quality Supersuede and Polar Cloth. Both brands are well-known by our regular customers. Usually \$3. Anniversary Sale Price **\$2-50**

240 Pairs MEN'S PYJAMAS: Super quality genuine "Sheepskin" Pyjama Cloth, roomy big fitting balloon seat cut. Usually \$3.99. Anniversary Sale Price **\$3-32**

150 Pairs MEN'S SHORT PYJAMAS: A well-made Summer weight "De Luxe" material, elastic waist etc. Anniversary Sale Price **\$1-99**

200 Pairs MEN'S SUMMER WEIGHT LONG PYJAMAS: A regular "De Luxe" stock line. Specially discounted. Anniversary Sale Price **\$2-25**

SPECIAL REDUCTION ON ALL OUR WINTER WEIGHT AND SUMMER WEIGHT PYJAMAS: Take advantage of this offer for your Christmas presents. you will save!

## MEN'S PYJAMAS & SHIRTS SPECIAL PURCHASE FACTORY SECONDS FROM LARGE MANUFACTURER

120 Only MEN'S SUMMER WEIGHT LONG PYJAMAS: Super quality materials again with very slight defects. Usually \$5.50. Anniversary Sale Price **\$3-25**

97 Only MEN'S SHORT PYJAMAS: Highest quality with very slight defects. Usually \$4.50. All sizes. Anniversary Sale Price **\$2-99**

61 Only MEN'S NEW SEASON'S 1 SLEEVE SPORTS SHIRTS: Factory mediums with slight defects. Usually \$5.00. Anniversary Sale Price **\$3-25**

47 Only MEN'S LONG SLEEVE SPORTS SHIRTS: New season's goods, all with very slight defects. Usually up to \$6. Anniversary Sale Price **\$3-75**

50 Pairs BOYS' BEACH SHORTS WITH UNDERPANTS: All sizes to fit up to 12 years old. A large colour range including checks and fancy patterns. Anniversary Sale Price **\$1-25**

BOYS' & YOUTHS' WINTER WEIGHT DRESSING GOWNS: Super quality 90% Wool, sizes 22-32. Anniversary Sale Price from **\$17-25**

## MAIL ORDERS

SPECIAL ATTENTION GIVEN TO ALL MAIL ORDERS FROM OUR MANY COUNTRY CUSTOMERS IN TARANAKI AND KING COUNTRY AREAS. FREIGHT AND POSTAGE PAID.

SPOTSWOOD COLLEGE, FRANCIS DOUGLAS AND N.P.B.H.S., REGULATION LONG TROUSERS: Waist sizes from 25-32. An Anniversary Gift of \$1 off all sizes

YOUTHS' FINE CHECK SPORTS TROUSERS: These are the latest style. Pleatsless and cuffsless and waist sizes from 27 to 30. Anniversary Sale Price **\$6**

BOYS' "BOSS" JEANS: Sturdy tough wearing denim, zip pocket, triple sewing on all seams. Unbeatable value. Anniversary Sale Prices—  
2-4 \$2-20 6-10 \$2-30 12-14 \$2-50 14-16 \$2-75

YOUTHS' NEEDLECORD JEAN JACKETS: Shades include Black, Navy, and Brown. All sizes. Anniversary Sale Price **\$5**

YOUTHS' ENGLISH CORD DUFFLE COATS: Fully lined with nylon fur hood. Normally priced up to \$15. Anniversary Sale Prices—  
28-30 \$9 32-36 \$11-50

BOYS' POPLIN JEWELRY JACKETS: Hip length with nylon fur collar, in shades of Green, Grey and Navy. Anniversary Sale Prices—  
24-26 \$4-50 30-34 \$5

BOYS' ALL WOOL POLO NECK PULLOVERS: Three shades to choose from: Light Grey, Royal Blue, Fern Green. Normally priced up to \$8. Anniversary Sale Prices—  
24-28 \$4-95 30-34 \$5-50

BOYS' "365" GREY WINCEY REGULATION SCHOOL SHIRTS: There is a 25% Anniversary Reduction off all sizes.

BOYS' "WESTPOINT" DRILL SCHOOL SHORTS: These regulation shorts have side-strips, 2 pockets and all sizes, have a 20% Anniversary Reduction.

BOYS' REGULATION SCHOOL PULLOVERS: N.P.B.H.S., Spotswood, Francis Douglas, Devon, Highlands; also plain Grey and Navy. Anniversary Sale Prices—  
24 26 28 30 32  
\$3.45 \$3.75 \$3.95 \$4.25 \$4.50  
34 36 38 40 42  
\$4.75 \$5.00 \$5.45 \$5.70 \$6.20

## THE "KASH" — Suit Centre of Taranaki.

BOYS' FANCY STRIPED T-SHIRTS: There are all sizes and a big range of bright colours. Anniversary Sale Price from 85¢

BOYS' WHITE C.A. DRESS SHIRTS: Latest neat collar style. Save on these with a 30% Anniversary Reduction.

## PRESENTATION RUGS

48 Only FIRST QUALITY "TARUNA" "WOOL MARK" in genuine Royal Stewart Tartan, with plain back, extra good. Usually \$12. Anniversary Sale Price **\$9-50**

## SECONDS IN PRACTICE FOOTBALL JERSEYS

50 BOYS' & 144 MEN'S "CANTERBURY" PRACTICE FOOTBALL JERSEYS: Suitable for many purposes, work or play, factory mediums. Anniversary Sale Prices—  
Boys' 26-32 \$1-60 SM, M, OS \$2-35

75 Only DUFFLE BAGS: A must for all your sports gear. Anniversary Sale Price **\$2**

## MEN'S WINDBREAKERS

18 Only MEN'S NYLON WINDBREAKERS: Neat Grey and Green checks. Ideal for golf etc. Usually \$9. Anniversary Sale Price **\$5-95**

32 Only MEN'S POPLIN WINDBREAKERS: A regular stock line for everyday and casual wear. Usually priced up to \$10. Anniversary Sale Price **\$6-95**

## Men's Bowling STRAW HATS

96 Only MEN'S "AJIRO" PANAMA HATS: A firm hard wearing imitation straw. Anniversary Sale Price **\$2-25**

Our Large Stocks of all HEADWEAR, FELT HATS, PANAMA HATS, etc., carry special Anniversary Discounts. If you want to get a "head" see us.

## MEN'S KNITWEAR

LONG SLEEVE PULLOVERS in Veg and Crew Neck Styles. Our complete balance of Winter stock must be cleared, so we have discounted these lines to below cost price. Normally priced up to \$12.50 and \$14.25. Anniversary Sale Price **\$5-95 \* \$8-95**

## YOUR GREATEST MONEY-SAVING EVENT EVER.

Many famous brand items cannot be listed. At THE "KASH" you pay CASH. You can compare our prices easily and quickly and know that you are paying less.

## MEN'S CARDIGANS

THIS SEASON'S WINTER CARDIGANS in latest fashion shades. All drastically reduced to clear. Normally priced up to \$11.95, \$13.75 and \$14.50. Anniversary Sale Prices—  
**\$6-95 \$7-95 \$9-95**

## MEN'S UNDERWEAR

CANTERBURY SUPER INTERLOCK UNDERWEAR (Factory mediums). 4-short sleeve B.F. singlets. M, OS, XOS. Normal price \$2 to \$2.50. Anniversary Sale Price **\$1-25 \$1-35 \$1-50**

Long Underpants: **\$1-55 \$1-65 \$1-75**

SOMA INTERLOCK ELASTIC TOP TRUNKS. Normally selling at 89¢. Sizes SM, M, OS. Anniversary Sale Price **50¢** pr.

## SLEEVELESS KNITTED WAISTCOATS

MANAWATU ALL-WOOL KNITTED WAISTCOATS. Fancy knits in a large range of colours to choose from. Fawn, Grey, Lovat Green, Beige, etc. All sizes, SM to XOS. Usually priced up to \$10.55. Anniversary Sale Price **SM - OS \$7 XOS \$8**

120 ONLY DOLL PYJAMA PANTS. This line cannot be replaced at this price. M and OS. **90¢ EA. OR 2 FOR \$1-70**

## MEN'S SHIRTS

294 ONLY MEN'S GOOD QUALITY BRUSHED FLANNELLETT, for casual wear and also as a work shirt. Usually \$2.95. Anniversary Sale Price **\$1-99**

135 ONLY MEN'S LONG SLEEVE SUMMER CASUAL SPORTS SHIRTS. Latest style with button down collar. Special purchase from leading shirt manufacturer. All sizes. Usually \$3.99. Anniversary Sale Price **\$2-50**

98 ONLY MEN'S LONG SLEEVE SPORTS SHIRTS for best wear. A better quality shirt for everyday if required, or even a casual weekend shirt. Usually \$4.50. Anniversary Sale Price **\$2-99**

180 ONLY MEN'S HIGH GRADE "LONDON LOOK" BUSINESS SHIRTS. All new neat checks, a quality everyday best shirt. Usually \$4.99. Anniversary Sale Price **\$3-50**

120 ONLY MEN'S WHITE LONG SLEEVE BUSINESS SHIRTS. Ironless poplin, non-curl collar, two-way cuffs. A super quality white shirt. Usually \$4.25. Anniversary Sale Price **\$2-75**

48 ONLY CASUAL WINTER SPORTS SHIRTS. Oddments from our large stock including Needle-cords, Cashmillons and better quality Brushed Cottons. Anniversary Sale Price **\$2-95**

HOLEPROOF GLENNEAL WOOL MIX SHIRTS. The ideal shirt for dress or casual wear. A host of popular shades to select from in all sizes, 141 to 171. Normally \$4.75. Anniversary Sale Price **\$2-95**

## PIRATE SHIRTS

COMPLETE STOCK OF PIRATE SHIRTS, all drastically reduced to clear. Ideal for summer beach and casual wear. All sizes, SM to XOS. Normally priced at \$3.75 and \$4.65. Anniversary Sale Price **\$2-00 \* \$3-00**

## Special Message to All Customers:

On account of business etiquette we cannot advertise many standard brands but EVERY LINE OF OUR LARGE and COMPREHENSIVE STOCKS ARE DISCOUNTED.

## MEN'S HANDKERCHIEFS

75 DOZEN MEN'S PLAIN WHITE and COLOURED BORDERED HANDKERCHIEFS, regular stock line but these are "factory seconds", slightly imperfect. Usually 20c each. Anniversary Sale Price **3 for 40¢**

75 DOZEN MEN'S COLOURED BORDERED HANDKERCHIEFS, superior quality, large size, also "factory seconds" Buy now while stocks last. Anniversary Sale Price **3 for 45¢**

## MEN'S SOCKS

50 DOZEN MEN'S NYLON STRETCH SOCKS in both ankle length and a hose length. Plain shades and fancy patterns. Anniversary Sale Price **69¢ pr.**

20 DOZEN ONLY MEN'S 75% WOOL-NYLON MIXTURE STRETCH SOCKS. "Factory mediums" normally selling at \$1.00 pair. Anniversary Sale Price **69¢ pr.**

## MEN'S TIES

A TERRIFIC RANGE OF MEN'S TIES, by leading makers, in silks and wools. Normally priced up to \$1.25. Anniversary Sale Prices **50¢ & 75¢**



On the Hill,  
Devon St. Central,  
and at Moturoa.  
P.O. BOX 210  
TELEPHONE 83349









IF SHE LOOKS  
AT YOUR TIE  
BEFORE  
YOUR EYE  
IT'S A  
PARISIAN

To celebrate 50 years of trading we have discounted our complete stock to our customers' advantage with genuine savings.

**THE KASH**

On the Hill, Devon St. Central, New Plymouth, and at modern Moturoa.

Imagine  
50 years  
in  
underwear  
(and menswear  
of all kinds)

The manufacturers of Hanes' underwear for men extend congratulations to THE KASH MENSWEAR LTD. and the achievement of their first 50 years. Because KASH Menswear provide such a great service, the men of Taranaki can look to KASH service for all their future needs.

**HANES**  
OF AMERICA

Manufactured in New Zealand under license by Soma-President Textiles Limited.

A COMPLETE RANGE OF HANES GARMENTS  
IS AVAILABLE AT "THE KASH"

**HANES**  
OF AMERICA



**GUARDSMAN**

offer their congratulations to  
**THE KASH MENSWEAR LTD.**

In this their 50th ANNIVERSARY



GUARDSMAN CLOTHING

Designed here in New Plymouth by Mr. Arthur Luty.

BING HARRIS & Co. Ltd. and "GUARDSMAN" are proud to say that THE KASH have been stockists of their quality merchandise over the past years.

★ SUITS

Quality English Suits.  
PRICED FROM \$49-95

★ SPORTS COATS

English Cotswold Tweeds.  
PRICED FROM \$25-95

★ SPORTS TROUSERS

Guardsman Trousers in all sizes.  
PRICED FROM \$11-95

THE KASH are Taranaki's clothing specialists. THE KASH are proud to be the largest stockists of Guardsman Clothing and this makes them able to offer you all the Guardsman fittings.

★ For personal service and quality GUARDSMAN Clothing, see the specialists and join in with them in their 50th Anniversary.

**THE KASH**

ON THE HILL, DEVON ST. CENTRAL, N.P. and MOTUROA



THE MANAGING DIRECTOR at the KASH, Mr W. T. Wood (centre) and Radio 2ZP's sports announcer, Mr Mark Comber indulge in a little horse-play in a special pair of sports trousers made as part of the 50 year celebrations. The KASH's senior suit salesman, Mr G. A. Thrush is checking the fit. Mr Comber runs a sports session for the KASH at 2ZP every Saturday morning.

## Fashion has turned full cycle

Take a young fashion-conscious man of today and place him back in the New Zealand era just before the 1920s and it is doubtful whether anyone would notice anything odd about his clothes.

The reason is simple. Over the past four or five decades the fashions in men's clothing have turned a full cycle. About the only difference between the clothing worn by the young man about town then and now is the waistcoat.

Waistcoats of the mid 1910s had lapels.

Later in this period were narrow brimmed hard felt, trouser cuffs were narrow and the popular jacket had four buttons.

From the 1920s on, a change in the width of the

trousers became obvious.

Trousers became wider and wider until by 1940 they had come up from 12 to 16 inches to 21 to 22 inches. In some extreme cases this was taken a step further and bell-bottom trousers appeared.

With the increase in trouser width the jacket lapels and hat brims also increased in width.

These finally reached a maximum of about four inches in width.

Then followed the era of the double breasted suit. This style was worn

by young and old alike and remained in fashion until the mid-1950s.

One notable fashion trend of the late wide trouser and early double-breasted jacket era was shaped jackets.

These fitted tightly round the waist and did not hang as low on the body as modern coats. Today we have returned once more to the narrow trouser cuffs, narrow lapel and narrow hat band. Although four button jackets are not as popular as they were at the beginning of the century a number can be seen on the streets.

## Influence of TV

It is very interesting to note the strong influence that television and advertising are having on fashions for men.

This trend to follow the television is very noticeable among the teenagers and at the moment the trend for young men is going through a cycle similar to that seen in the Victorian era.

High button coats and four button coats with heavier collars and also longer coats are in fashion.

With regard to the middle-aged group, two button coats have been popular for the past two or three years but the trend in Europe is to go back to the high button coat, three button coat and also the slimmer line.

This is in a lesser degree what is taking place in the young men's fashions.

There has been a trend to break away from the dark colours in the materials and over the past two seasons there have been a lot of exciting cloths and more colourful materials, especially in the sports jackets.

Reefer jackets are not so popular now that the

brighter look in sports jackets are in greater demand.

Lightweight suits are accepted now not only as a garment which can be worn two or three months of the year, but which can be worn all the year round.



THE KASH's oldest long-standing customer, Mr G. H. Wray, is served by the managing director, Mr W. T. Wood.

MR A. W. LUTY

Present and possible future trends in men's fashions are outlined in this article by Mr A. W. Luty, the managing director of the men's clothing manufacturers in New Plymouth, Guardsman Ltd.



IF SHE LOOKS AT YOUR TIE BEFORE YOUR EYE IT'S A PARISIAN

## Kash's oldest customer

A former Oneiro farmer, 88-year-old Mr G. H. Wray, is regarded as the KASH's oldest, long-standing customer.

Mr Wray said recently that he had been shopping at the KASH since it was bought by Mr J. J. Lomas in October 1918.

"I think I was the first customer through the door when Mr Lomas opened up for the first time," Mr Wray said. "I have kept coming back because of the attentive, civil and friendly attitude started by Mr Lomas and continued by Mr Wood."

Every time I come in there is a chair for me to sit in and all the staff have a friendly word of greeting."

Mr Wray is a son of the engineer who has responsibility for building the railway line from New Plymouth to Waitara, Mr A. Wray.

He also built and drove the first steam engine to run on the line. I can remember how he used to have a dog which travel-

led with him. In the cab of the engine.

"There were no fences on the railway in those days and the dog was used to drive stray stock from the line."

"One day it got rather carried away and the engine ran over its tail, cutting half off, but the dog still went on with the job."

Mr Wray's father also supervised the building of the New Plymouth reservoir which was demolished a few years ago when the present one was built.



IF SHE LOOKS AT YOUR TIE BEFORE YOUR EYE IT'S A PARISIAN

# THE KASH 50 NOT OUT

CLAUDE NEON are proud of their long association with KASH MENSWEAR LIMITED, and with the part they have played in shedding light on men's fashions.

**CLAUDE NEON**

Home Lighting Showroom and Warehouse  
188 Thorndon Quay, Wellington.

FROM WOOLLEYS LTD., makers of—

## "APEX" CALIFORNIAN SHIRTS & DRESSING GOWNS.

Congratulations to The KASH Menswear Ltd. on the attainment of their 50th Anniversary. With 50 years of experience in men's and boys' clothing, THE KASH can recommend "APEX" quality clothing.

Summer "APEX" Californian Casual Sports  
Shirts now showing at The KASH are—

- SHORT SLEEVE SPORTS SHIRTS:  
All sizes up to XXOS.  
Priced from \$2-50

- BOYS' SPORTS SHIRTS:  
All sizes from 2 years to 16 years.  
Smart new summer shades.  
Priced from \$1-30

- "APEX" SPORTS TROUSERS:  
All fittings up to 32in. waist.  
Priced from \$9-95



- APEX DRESSING GOWNS  
Quality all wool Dressing Gowns in a host of colours to choose from, checks and plains. All sizes always in stock at THE KASH. 34in. to 48in. Chest.  
PRICED from \$11-75

- ★ For the best SELECTION  
★ For the best PERSONAL SERVICE  
★ For the best VALUE  
SEE THE MEN'S AND BOYS' WEAR SPECIALISTS

**THE KASH**

ON THE HILL, DEVON ST. CENTRAL, NEW PLYMOUTH, AND MOTUROA

**HOLEPROOF**

extend their heartiest congratulations to

**THE KASH**

on the occasion of their anniversary of 50 years of service to the community

the KASH sell and recommend:

- ★ HOLEPROOF TOP QUALITY MEN'S HQSE
- ★ AYWON THOROUGHbred SLACKS FOR MEN AND BOYS.
- ★ HOLEPROOF FAMOUS WOOL ZEALON SCHOOLWEAR



**THE KASH**

MENSWEAR

DEVON ST. on the hill NEW PLYMOUTH AND MOTUROA



## CONGRATULATIONS TO...

THE KASH ON YOUR 50th ANNIVERSARY  
AND WISHING YOU CONTINUED SUCCESS FOR THE FUTURE  
from the manufacturers of "Broadway Clothing"

**WRIGHT AND WITT LTD.**

33-39 BOND STREET, WELLINGTON

THE KASH has been a stockist of our Quality Clothing for this long period, and now has their finest selection ever of...

## ★ BROADWAY SPORTS COATS

All fittings: Normals, 34in.-48in. chest;  
mid-ways, 36in.-46in. chest.  
PRICED FROM **\$23-95**

## ★ BROADWAY SUITS

THE KASH has a stock of over 750  
Quality Suits. Broadway fittings are  
The Kash's best. 34in. to 50in. chest  
sizes.

## ★ BROADWAY SPORTS TROUSERS

All styles in Broadway Trousers... Drop-looped  
or Action Waist fitting trousers in quality Cloths.  
PRICED FROM **\$11-95**

## ★ BROADWAY REEFER JACKETS

The perfect fitting Reefer over time at THE KASH. All fittings: Normals,  
shorts and talls  
PRICED FROM **\$23-95**

WRIGHT & WITT LTD. invites you to call at THE KASH MENSWEAR LTD.  
and see for yourself their wonderful range of Men's and Boys' Clothing.

**THE KASH**  
ON THE HILL, DEVON ST., CENTRAL, NEW PLYMOUTH, & MOTUROA

*Pacific and Letholite*  
by PALMER, COLLINS & WHITAKER LTD.,  
Travel Goods Manufacturers  
239-241 Ponsonby Road,  
Auckland.



PACIFIC SUITCASES: All sizes available  
on The Kash. 21in., \$4.70; 22in., \$5.25;  
24in., \$5.75; 27in., \$6.25.



SCHOOL  
ATTACHE CASES  
from \$1.50  
to \$2.45.

LETHOLITE SUITCASES: Lightweight, strong,  
tried for the jet age. All prices, from \$9.95.  
The Kash has a large range of EXPANDING  
SUITCASES, very suitable for travellers. Priced  
from \$7.50.

**THE KASH**  
DEVON ST., NEW PLYMOUTH

Is it the fabric, the cut  
or the man who wears it?

It's the name Florida Brilyn — the  
shirts that keep their good looks, be-  
cause the quick drying, no-iron quali-  
ties are built in.

After 50 years of expe-  
rience, Kash Menswear Ltd.  
know all there is to know  
about shirts. And they  
strongly recom-  
mend Florida  
shirts.

Their wide Florida  
range includes the  
famous Florida Alpine all-wool shirt  
— first choice for hunting, shooting,  
fishing and week-end wear.

**Florida**  
THE HOUSE OF BARBOOD  
Made in N.Z.

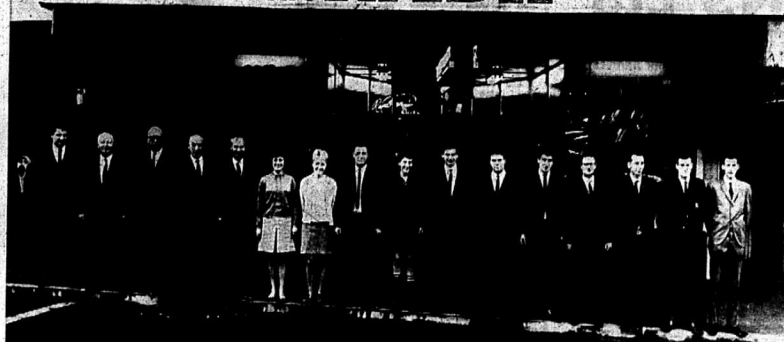


**MEN! BUY YOUR  
FLORIDA SHIRT**

AT

**THE KASH**

## MEN'S WEAR The KASH BOYS' WEAR



THE KASH STAFF TODAY. From the left: Messrs K. J. Wood, W. T. Wood, S. C. Hodgkinson, G. A. Thrush, G. W. Henderson, Misses G. Kara, J. A. Sinclair, Messrs G. C. Johnstone, J. D. Young, M. J. Wood, N. H. Edmonds, S. C. Bryant, J. F. Greiner, B. A. Sarney, I. F. Cooper, P. N. Gerrard.

# Prominent in the sporting world

Monday morning in the Kash is a time for tall stories.  
The fish that got away; the try that nearly was on; the smashing century at cricket are all likely  
subjects of conversation.

The reason is that almost  
every member of the staff  
has some sporting interest.  
In fact, the Kash is quite  
proud of the sporting  
records of some of its staff.

Bill Wood, George  
Thrush, John Greiner and  
Sid Hodgkinson are all  
well known in Taranaki  
bowling circles.

George Thrush has  
many a bowling tourna-  
ment to his credit, the  
most recent being the  
New Year tournament  
where he was a member of  
the winning team.

Most bowling friends  
will remember George  
Thrush as a member of the  
"Gonville Ambassadors"  
which were established in  
1949.

Sid Hodgkinson is the  
immediate past president  
of the East End Bowling  
Club.

**INDOOR BOWLS**  
George Henderson is a  
well-known personality in

the world of indoor bowls.

At present he is secretary  
of the Woburn club.

There is no lack of  
Rugby enthusiasts at the  
Kash and besides all the  
sideline experts Graeme  
Johnstone, Murray Wood,  
Stephen Bryant and Kevin  
Wood are all keen players.

Graeme Johnstone cap-  
tained the new Fitzroy  
senior team through its  
first year of senior A  
Rugby.

**REFEREE**  
George Thrush is a man  
who has done a great deal  
for Rugby as a referee.

He refereed at a provin-  
cial level from 1934 to  
1945 and refereed the final  
New Zealand trial in 1937.

The only New Zealand  
title-holder at the Kash  
is Noel Edmonds, who  
holds the national record  
for 16 and 17-year-old  
discus throwers. He also  
has the West Coast  
junior titles for discus,  
javelin and shot-put.

At the provincial level  
Stephen Bryant is last  
year's Taranaki Junior  
light-middleweight boxing  
champion.

The Kash's youngest  
staff member, John Young  
is an active St. John Am-  
bulance Brigade member.  
This organisation does a  
wonderful job for all  
sporting activities and has  
the full support of the  
Kash.

The Kash has a skin-  
diver on the staff, and a  
keen one at that. Ian  
Cooper is a member of  
the New Plymouth Under-  
water Club and has just  
finished a year as club  
captain.

Fencing and tramping  
have been popular sports  
with Barry Sarney over  
the past years.

**SUMMER**  
Summer sports are now  
with us and the Kash is  
also well represented here.

Peter Gerrard is a keen  
softball player and also  
likes the occasional game  
of squash.

Stephen Bryant plays  
senior cricket and George  
Thrush represented Wai-  
nangui against the Austra-  
lian touring team in 1928-  
29 at this sport.

Staff members make full  
use of New Plymouth's  
surf beaches and Murray  
Wood, Graeme Johnstone  
and Kevin Wood are all  
members of local surf  
clubs.

The Kash itself takes  
an active part in promot-  
ing sport in the province  
and every Saturday morn-  
ing since 1933 has spon-  
sored a sports session on  
Radio ZP at 7.40 a.m.

This is conducted by  
Mark Comber and is for  
the use of any sporting  
body. Announcements  
made during the session  
are paid for by the Kash.

CONGRATULATIONS  
TO

**THE KASH**

From the Manufacturers of

- ★ "CORDYON" Corduroy Trousers
- ★ "HIGH COUNTRY" Woollen Shirts
- ★ "MALIBU" Shirts and Pyjamas
- ★ "SNAKE" Jeans

WE EXPRESS OUR BEST WISHES AND APPRECIATION OF OVER FIFTY YEARS  
OF CORDIAL RELATIONS

**R. GREER & SON LIMITED  
AUCKLAND**

REMEMBER ALWAYS AT THE KASH QUALITY GREER'S CLOTHING  
AND ALWAYS PERSONAL FRIENDLY SERVICE AT THE KASH'S  
TWO BUSY STORES.

ON THE HILL, DEVON STREET CENTRAL  
AND NO. 2 SHOP AT MODERN MOTUROA.

An outstanding example  
from the famous  
**CRESTKNIT** range...



**Crestknit**  
Doubleknit Jacket in pure wool

Super quality... magnificent colour selection... all  
sizes... deft finishing touches... a luxury jacket  
sensitively priced from \$13.50.

Available from **THE KASH MENSWEAR LTD.**

Made in New Zealand under licence by Norstel Woollens Ltd.,  
Dunedin. Established 1870.

QUIZ  
ANSWERS

- (1) Robert Herrick.
- (2) Benjamin Disraeli during  
his speech to the House of  
Commons in April, 1846.  
The gentleman is Sir Robert  
Herrick.
- (3) Thomas Carlyle.
- (4) William Shakespeare (King  
Lear, Act IV).
- (5) Benjamin Franklin, King  
Lear.
- (6) Robert Herrick.



IF SHE LOOKS  
AT YOUR TIE  
BEFORE  
YOUR EYE  
IT'S A  
PARISIAN  
SHIRT BY THE KASH

## REGENCY

## SPORTS TROUSERS

Top grade woollen worsted and terylene  
trousers in a wide range of styles and fashions  
for all ages.

Available pleated and cuffless or with pleats  
and cuffs.

## STYLIST

## CASUAL TROUSERS

Styled especially for the younger set and  
competitively priced to suit all pockets.

KIAIAPO PETONE GROUP

TEXTILES LTD. congratulate

THE KASH MENSWEAR LTD.

on the occasion of their  
50th Anniversary.

**KIAIAPO PETONE  
GROUP TEXTILES LTD.**

FROM US ALL AT...

# KEANS Ltd

QUEEN STREET, AUCKLAND  
WE CONGRATULATE THE KASH MENSWEAR LTD.  
ON THIS THEIR 50th ANNIVERSARY.

The KASH offer you all our well-known KEANS garments.

RANGE OF KEANS JUNIORS FOR

## ★ KEAN'S BOSS JEANS

- PITTSBURG SUPERS ..... \$3-99
- RANGERS ..... \$4-50
- BREAKERS ..... \$3-99
- HODADS ..... \$4-99

## ★ ROEBUCK SPORTSWEAR

- BERKLEY TROUSERS ..... \$4-95
- NEEDLECOT LANCERS ..... \$6
- CASUAL DORSET TROUSERS ..... \$6-95

## ★ KEAN'S BEACHWEAR

- KANVAS BERMUDAS ..... \$3-75
- FLORAL BOARDSHORTS ..... \$4-50
- SURF PARKAS ..... \$7
- NYLON SURFSHORTS ..... \$4-95

## ★ KEAN'S BOYSWEAR

THE KASH ALSO STOCKS A LARGE RANGE OF KEANS JUNIORS FOR BOYS.

FOR THE FINEST SELECTION OF KEAN'S BOSS JEANS AND ROEBUCK SPORTSWEAR, SEE THE LARGEST STOCKISTS:

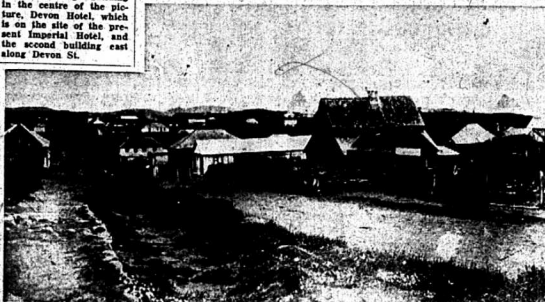
# THE KASH

ON THE HILL, DEVON ST., NEW PLYMOUTH & MOTUROA

# THE KASH — HISTORICAL BACKGROUND

A PICTORIAL record of the development of New Plymouth since 1843 showing the part the KASH has played in changing the New Plymouth skyline.

1843: The eastern section of New Plymouth about three years after the arrival of the first settlers. The picture is taken from a sketch by Mrs. J. T. Wickstead wife of the Plymouth Co. agent at New Plymouth. It was drawn from the Wickstead home on top of Mt. Eliot, a former New Plymouth landmark which has since been levelled. Mrs. Wickstead would probably have been working from a spot over the present site of the Cenotaph. The stream in the foreground is the Huroki and the bridge running over the east is Devon St. The site to be occupied by the KASH has not yet been built on but the section lies roughly half way between the large building in the centre of the picture, Devon Hotel, which is on the site of the present Imperial Hotel, and the second building east along Devon St.



1860: This picture taken looking west from about the present day site of the T and G Mutual Life Society building at the corner of Devon and Llandet Sts. The gates to the stockade built at the start of the Maori wars in March of this year were situated just to the right of the intersection. The slab where first building on the left is standing on the eventual site of the KASH. Directly opposite is the boarding house which was run by Mr. J. Bartlett. Mrs. C. Homer used part of this building as a school. The large building just across the bridge at the bottom of the hill is the Masonic Hotel standing on the present day site of the Bank of New Zealand. At this stage Devon St. was still only a dirt track.



1872: Looking along Devon St from Llandet St. At this stage the building on the present day site of the KASH had been rebuilt and was one of the most modern business premises in the town. It was one of the first buildings in Devon St to have a verandah. This was the first year of Government assisted immigration and four ships called at New Plymouth with new settlers as passengers. The ships were the *Avalanche*, *Chile*, *Halcyon* and *Humbolt*. Settlers from these four ships followed the developing railway system out from New Plymouth. Passengers from the *Humbolt* were of mainly Swiss and German nationality and settled in the Inglewood area.



1872: The first drapery and menswear shop to stand on the site of the KASH is the building on the right of this picture. On the left is Devon House which was built in November 1872 for Mrs. M. Ross, who later became Mrs. Powell. Mrs. Ross owned both properties, living upstairs in Devon House and running a general drapery and menswear store next door. To the right of the drapery shop the palisade fence which encircled the town can be seen. The steps on the left of Devon House led up to a clay bank which was also part of the fortifications against Maori attack.



1875: By this stage there had been a considerable increase in the number of verandas in Devon St and improvements made in the condition of the road. The bridge over the Huroki was rebuilt and widened and the road raised to its present level. Cobblestones were laid in the gutters. The railway line to Waitara was built this year crossing Devon St near Currie St and running through a cutting next to where the New Plymouth City Council buildings now stand and through the gully in which the YMCA stadium has been built.

# 'It's our 50th year together!'

## Kash Menswear LIMITED

### AND Roslyn

the natural warmth of wool



### Roslyn ALL-WOOL UNDERWEAR

ROSLYN All-wool Underwear is the sensible choice for warmth and masculine comfort during colder weather. Quality work (tailor's own pattern) against cold and slightly limited into fine knitted garments. All are made, proofed and treated against shrinkage. There's a style of garment for every male shape and an exact weight to match local winter weather.

AWT

### AT THE KASH

OUR BUSINESS POLICY IS WORTH REPEATING

- ★ We will Exchange Goods at sale times.
- ★ We will Refund Money in full if not satisfied.
- ★ We will Lay-by at sale times.
- ★ We Guarantee Courteous Service by senior salesmen.

# THE KASH

On the Hill, Devon St. Central, New Plymouth, and Moturoa.



CONGRATULATIONS TO...

# THE KASH

ON YOUR 50th ANNIVERSARY FROM

## J. TREMBATH & Co Ltd

(Manufacturing Tailors) WELLINGTON

THE KASH are leaders in Men's and Boys' Clothing in Taranaki and we are pleased to be associated with them. THE KASH specialises in Suits and our "CROWN" SUIT is amongst their fine selection.

### ★ CROWN YOUNG MEN'S SUITS

- ★ Single breasted, two covered button style coat.
- ★ Latest hand-finished welted edge lapels.
- ★ Cuffless, pleated trousers tapered to 16in. bottoms.
- ★ All sizes from 32in. to 44in. chest.

NOW AVAILABLE AT THE KASH—

Priced from \$45.95

### ★ CROWN REEFER JACKETS

- ★ Smart two-button front reefer jackets.
- ★ Double-vent.
- ★ Quilted Black Worsted Cloth.
- ★ All sizes, normals, tall and midways.

Priced at \$23.95 at

# THE KASH

ON THE HILL, DEVON-ST. CENTRAL, NEW PLYMOUTH, and MOTUROA

BEN SCHNEIDEMAN & Co., manufacturers of

## "MEDALLIST" SUITS

congratulate

# THE KASH

on the attainment of their

50th ANNIVERSARY

For MEDALLIST SUITS

THE FINEST SUIT MONEY CAN BUY—

CONSULT THE SUIT SPECIALISTS...

THE KASH

- ★ EVERY MEDALLIST SUIT CARRIES A CERTIFICATE OF HAND WORKMANSHIP.
- ★ MEDALLIST HAND-FINISHED SUITS EMBODY THE FINEST MATERIALS AND BEST TAILORING SKILL AVAILABLE. EACH SUIT IS A MASTERPIECE OF HAND TAILORING.
- ★ EDGES, BUTTON-HOLES AND LAPELS ARE HAND-STITCHED, THE SHOULDERS ARE PERFECTLY MOULDED BY HAND, COLLARS METICULOUSLY HAND-DRAWN, AND SLEEVES CAREFULLY BALANCED AND TESTED TO ENSURE A SUPERB FIT. POCKETS ARE HAND-STITCHED TO GIVE DOUBLE LIFE.
- ★ YOU, TOO, CAN HAVE THAT SUPERIOR HAND-FINISHED SUIT, WITH SIROSET TROUSERS AND ELEGANT APPEARANCE.

Your new Custom Built MEDALLIST SUITS are

Priced from \$57.95 at The KASH

### MADE-TO-MEASURE SUITS

If you prefer the individuality of made-to-measure tailoring, we at The KASH invite you to discuss with our experts your own individual requirements. We are the exclusive stockists of MEDALLIST SUITS and all our made-to-measure tailoring is carried out in Schneideman's Wellington workshop. We have over 100 top grade all wool English worsted suitings to select from.

# THE KASH

ON THE HILL, DEVON ST., CENTRAL N.P. AND MOTUROA

