

# GRAND OPENING

## NEXT TUESDAY OCTOBER 25



PORTER & MARTIN, ARCHITECTS, WELLINGTON

### BUILT TODAY - FOR YOU TOMORROW

#### A COMPLETE SHOPPING CENTRE FOR:

- FARM EQUIPMENT
- MACHINERY
- HARDWARE
- PRODUCE
- HOME APPLIANCES
- PAINTS - WALLPAPERS
- DRAPERY, MENSWEAR
- FAMILY FOOTWEAR
- HOME GARDENERS
- FINE CHINA and GLASSWARE

The History of THE FARMERS' CO-OP. is one of incredible growth in turnover and truly rapid expansion in shopping facilities afforded for an ever increasing clientele throughout the Taranaki Province.

And now - the greatest achievement of all - a noteworthy milestone to mark many long years of service to Taranaki, with the completion of an ultra modern Department Store that measures up to the Highest traditions of retail trading anywhere in the Southern Hemisphere. Indeed, a massive building that will be a monument to the rapid progress of the City of New Plymouth.

The New FARMERS' CO-OP. will open for trading NEXT TUESDAY at 12.30 p.m. and present a huge selection of every conceivable type of merchandise combed from the markets of the world and brought specially to New Plymouth - all priced to appeal to a discriminating public and backed by a new high standard of service that our fully competent and top line staff will provide.

COME - SEE US IN OUR NEW HOME - YOU'LL BE AS PROUD AS WE ARE

#### IMPRESSIVE FEATURES

In This *ULTRA MODERN* Store

- DESIGNED FOR YOUR CONVENIENCE
- UNEXCELLED ROOF TOP VIEW OF CITY AND MT. EGMONT PLAY AREA
- 66,000 SQ. FEET OF SELLING SPACE
- SELF-SERVICE FOODMARKET
- GARDEN LOUNGE
- DRIVE-IN PARCELS PICK-UP BAY
- HAIRDRESSING SALOON - Ladies', Gent's, and Children.

SHARE HOLDING IS OPEN TO EVERYONE

The **FARMERS' CO-OP.**

IT PAYS TO TRADE WITH YOUR OWN SOCIETY

DEVON STREET : NEW PLYMOUTH

# NEW ZEALAND'S LARGEST PROVINCIAL STORE

## £500,000 spent on fine new building

MORE than £500,000 has gone into the largest provincial department store in New Zealand being opened by the Farmers' Co-operative Organisation Society of New Zealand Ltd. in New Plymouth next Tuesday.

The cost is made up in the site and in the magnificent building—with a total area of 88,000 square feet in its basement, ground and first floors, penthouses and roof area.

Some impressive statistics come from the construction of the building—the weight of the building is about 1,000 tons; steel supports in it total 139 tons; 240 cubic yards of concrete were used.

The building has a reinforced concrete frame with columns and beams and the concrete floor rests on piles averaging 28 feet in depth. Appropriately for a building of the most modern design, new processes have been used in its construction. For example, the basement has been finished off by an entirely new method to Tararaki. A mechanical rotary float was used to give an exceptionally hard-wearing surface, eliminating dusting.

A construction joint through the centre of the building was used to eliminate shrinkage. The joint was completely successful. In the walls in the construction joints flexible plastic bonding strips provide a tight constructive joint.

A special weigh-batching machine gave accurate control of mixes for all the concrete used on the job. The building has been designed to take another storey when required. The major feature of the structure is its main staircase. A flying staircase supports all the stair-treads and a riser of pre-cast concrete 1½ inches thick. Stairs forming a mezzanine to the Gill Street entrance to the premises are also cantilevered and pre-cast.

The whole building is laid out on a 2½ in. square model horizontally and lift 3 in. vertically, allowing interchangeability of all parts and providing for standardised building components.

The basement will generally be used for storage of grocery and hardware reserve stocks, but will also contain a start semi-mounting plant workshop for machinery repairs and a loading bay for 10 trucks. Two hoists from the basement drive goods to the retail floors. There is also a vermin-proof store and vegetable washing room in the basement.

### Attractive garden lounge

### Underground tank

The basement also contains a gangway goods store for limited quantities of petrol, turpentine, methylated spirits and other allied lines. Kerosene is stored in an underground tank below the basement.

The ground floor, which is the main retail shopping area of the store opens off Devon Street, but a ramp leads from Gill Street to the Gill Street section where parcels are made up and dispatched for delivery.

The store manager's office, other store offices and the staff room are also on the ground floor, which con-

tains the food market, home appliances and electrical goods, china and crystal, household hardware, toys, horticulture, paints and wallpaper, hardware and farm equipment departments.

The first floor contains the New Plymouth district office, a garden lounge and a number of other departments. The haberdashery, wool and cosmetics, men's and boys' footwear, men's and boys' wear, hosiery, gloves and handbags, costume jewellery and fancy, ladies footwear, corsetry, underwear and children's dress fabrics, Manchester and furnishings departments are all on the first floor. There is also a showroom for manly, military and frocks, a workroom for an alteration hand, a hairdressing salon and a 1300 square feet garden lounge said to be the most modern tea and coffee lounge in New Zealand.

### Large sign

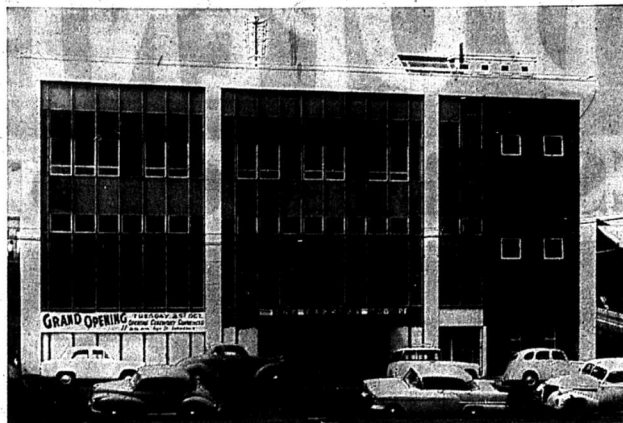
The roof houses the lift motor room, a fan room for ventilation machinery, a P.A.B.K. room for telephone equipment and a store room and display room for display work. There is ample provision for night-seers and children on the roof and special toilet facilities are provided. A canopy at the Devon Street end will frame a large laminated marquee sign. Special protection is provided at the parapet of the roof—plastic covered mesh—to prevent children from climbing on the walls.

A feature of the new store will be the beacon which rises 21 feet above the highest part of the building—more than 70 feet above Devon Street. The beacon will carry flashing "F" signs which are three feet high with revolving lights at the top.

The garden lounge in the Farmers' new building, in which tea, coffee and a wide variety of food will be sold in the most modern restaurant in New Zealand, will have a magnificent outlook over the city and across to Mt. Egmont.

The lounge restaurant, with seating for 80 people, will be a self-service type, with the accent on maximum efficiency and hygiene, with a minimum of labour.

All ages and types of people are catered for in the design of the lounge. For tenagers the management has provided stools in bright



AN IMPRESSIVE PATTERN of concrete, steel and glass—the Gill Street frontage of the Farmers' new building.

### Now a vast organisation

In the 46 years since it was established, the Farmers' Co-operative Organisation Society of New Zealand Ltd. has grown into a vast organisation. From its head office in Stratford the company now controls three sub-companies, three garages, a stock food factory, three branch offices, eight sub-branches, two wool stores, and 15 salaried.

The sub-companies are the West Coast Stragging and Deposit Company, Nolan's Buildings Ltd. and Taranaki Farmers (Wholesale) Ltd. There are two large wool stores at Waunganui and salesyards at Waverley, Kakaramere, Hawera, Manakau, Opunake, Kopyona, Eitiam, Stratford, Douglas, Kohurangi, Matatu, Inverwood, Tavisia, Ureui and Stony River. The garages are at New Plymouth, Hawera and Stratford.

The society's territory is divided into three districts or branches controlled by the Hawera head office. The New Plymouth district includes Waitara, Inverwood and Pungarehu. The Stratford district includes Eitiam and Kopyona and the Hawera district includes Opunake, Patea and Waverley.

The branch managers are Messrs A. Smith (Hawera), T. F. Mole-worth (Stratford) and J. S. Crichton (New Plymouth).

colours, couples or those who seek privacy are able to rest in comfort in a secluded area, while families are regaled with back-to-back benches and large tables.

Plants and shrubs are attractively arranged in the lounge, as indeed they are throughout the store, which has adopted New Plymouth's "Gentle City" motto as its theme.

In the centre of the entrance to the lounge is a unique waterfall arrangement with dripping bowls and a concrete pool. This is surrounded by beautifully-designed garden ornaments and plants.

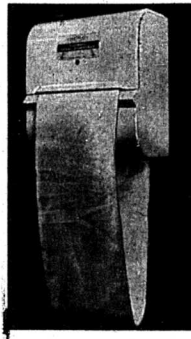
All ages and types of people are catered for in the design of the lounge. For tenagers the management has provided stools in bright

## Hygienic TOWELS

Supplied and installed throughout the new

### FARMERS' STORE

by the New Plymouth Steam Laundry.



- Hygienic Towel Dispensers give you a streamlined continuous cloth towel service of 50 yards or 250 controlled services.
- No cabinet or installation costs.
- A service for every business—including hotels, factories, etc.

A service that does not cost — IT PAYS

For full details contact —

## N.P. STEAM LAUNDRY

Gill Street, New Plymouth : Opp. Rear New Farmers'

**J. L. McMILLAN & CO. LTD.**  
PALMERSTON NORTH

ARE PROUD TO BE ASSOCIATED with the **FARMERS' CO-OP. Building** in the **MANUFACTURE AND SUPPLY** of the

### LAMINATED TIMBER MULLIONS AND THE LAMINATED TIMBER SIGN

The window mullions were laminated out of clear red Western Cedar and glued with resorcinol glue—one of the 40ft. window mullions being subjected to a load test exceeding 5 tons.

For Specialised Timber Laminating and Joinery Fittings consult—

**J. L. McMILLAN & CO. LTD.**  
BUILDING CONTRACTORS & JOINERY MANUFACTURERS  
TERMAINE AVENUE PALMERSTON NORTH

## CONGRATULATIONS

and best wishes to the Directors and Staff of

# FARMERS'

CO-OP. ORGANISATION SOC. OF N.Z. LTD.

ON THE OCCASION OF THE OPENING OF

## FARMERS' NEW BUILDING

from

### HYFLO (N.Z.) LTD.

We were privileged to serve as catering equipment consultants and suppliers for 'Garden Lounge' equipment

- ★ HYFLO-ACTIVE STERILISING PROCESS
- ★ BERRY HAYMAN HEATING EQUIPMENT
- ★ FREE FORM OF AMERICA FURNITURE

R. POWLEY & CO. 'CONA' COFFEE EQUIPMENT

★

## HYFLO (N.Z.) LTD.

20 POWER BOARD BUILDINGS, AUCKLAND

Suppliers and consultants to the catering industry

# COP FITTINGS

## by

# Jones & Sandford Ltd.

# GEARED FOR SELLING



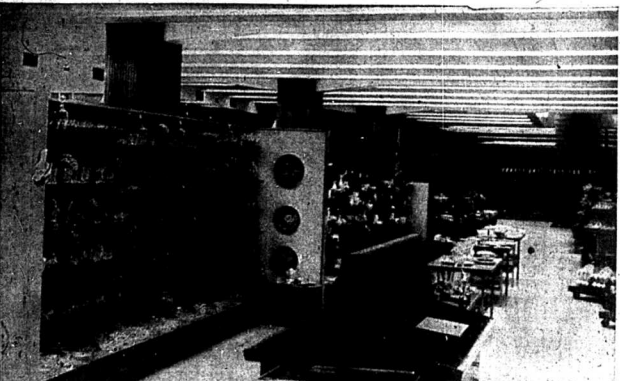
GIANT FREEZERS and open self-service shelving are modern features of the Farmers' Foodmarket.



EVERYTHING from plaster gnomes to clothes lines in the hardware department, and all set out for easy selection and quick service.



THIS INTERIOR VIEW gives a good idea of the spacious, eye-pleasing layout in the new Farmers' store. The layout, planned by experts, is designed to make shopping easy.



GLEAMING CRYSTAL, china and crockery show out to advantage with this modern layout in the Farmers' new store.

## Store layout makes buying a pleasure

Trading, in one form or another, is as old as life itself. But it has been a changing pattern through the centuries until today it has reached the stage of almost being a science. The markets and bazaars of the middle ages have become the modern stores where selling is psychological as well as physical.

The mid-20th Century department store such as New Plymouth's great new Farmers' Co-op, is a carefully designed machine for selling. Much thought and care have gone towards giving the customer comfort and convenience through streamlining the processes of selling.

A leading firm of shop and store design consultants, Messrs. Durrant and Canton, one of the only two such firms practicing in New Zealand, has been responsible for the entire layout of the new store.

The aim of modern designing is to get the maximum results with the minimum expenditure of time, money and energy, at the same time giving the customer every possible aid in his or her purchasing.

The layout of a modern department store is based largely upon human psychology.

The location of departments, the intensity of lighting fittings, the selection of colours, the placing of fittings, and traffic lanes and displays are all decided upon through a study of well-known human behaviour patterns.

### Tempting

In the Farmers' new store Messrs. Durrant and Canton have used the open front. The passing public may see all the merchandise displayed in its full range of variety, colours and sizes, and thus be tempted by the inviting atmosphere to enter, make a selection and buy.

The presentation of the goods is such that the customer can easily locate the article required and see its full range and cost at a glance, making shopping a pleasure.

The grouping of associated departments within the store will assist the busy housewife. When one buys food in the supermarket, ready are refrigerators in which to keep it, stoves on which to cook it and pots and pans to contain it while cooking, and crockery and cutlery with which to eat it.

Likewise in the farm equipment section all activities relating to sheep, cattle, poultry, bee and crop farming are grouped together—everything in fact, displayed for the customer's convenience.

The fittings and fixtures are designed to give the maximum flexibility and layout, permitting changes to be made easily and readily during periodic seasonal fluctuations.

### 'Free flow'

The stock is carried in three groups—bulk reserves in the basement, forward reserve stocks in the first floor store rooms and forward stocks fully displayed for open self-selection in the store itself.

There are 33 separate departments in the store and the final position of each group is determined by impulse, convenience and demand.

The free standing mobile fittings are arranged in such a manner as to give what is known as "Free Flow" customer traffic patterns. This creates variety and interest and does away with the monotonous "warehouse" look that was apparent in the outdated grid layout.

An important part in the efficient planning and operation of the store lies in the behind-the-scenes activities which the customer does not see. In spite of its size and complexity, the department store of today is merely a place for goods along their line of distribution.

They must be transported, unpacked, set out for the convenience of the customer, sold, packed and then taken away by conveyor or delivery truck, all movements posing material handling problems. The less the number of times goods are handled, the lower the cost to the consumer.

### Planning

To cope with this efficiently requires many non-selling operations—deliveries, receiving, unpacking, marking off, store administration, display, accounting, etc. Space and facilities have been planned by Messrs. Durrant and Canton to allow all this work to be done with the minimum of time and work.

—Published by arrangement

**Central heating**  
Much research went into the heating system for the Farmers' new building.  
Central heating, which is thermostatically controlled, has been installed throughout the store. Two boilers are used for the oil-fired low-pressure hot water system.  
Most of the heating equipment is installed in the ceiling to keep the walls free for the display of merchandise. A special type of ceiling holds a grid of heating pipes to which are fixed panels of perforated aluminium backed by insulating material. In the office on the first floor, wall convectors below windows are used.



## Fanfare for an OPENING

And co-operation is the keynote.

Can you? they asked and we said YES. We have the facilities, the manpower, the ability and the resources both to build and furnish.

That's why "the Farmers" called on us to build a pick-up bay annexe to their grand new building and assist in supplying a smartly modern range of shop fittings as fine as the future.

# ROEBUCK

CONSTRUCTION & INDUSTRIES LIMITED

Devon Street : New Plymouth

We are proud to have been requested to supply a considerable proportion of the paint used on the superb new

## FARMERS' DEPARTMENT STORE

a complete range of quality

# Berger PAINTS

including amazing, new Berger Breeze-Plastic Wall & Ceiling Paint-Berger Full Gloss Enamel & Bergermaster Full Gloss House Paint...

exactly as specified by the Farmers' for their own building..

## Is on SALE in their MODERN PAINT DEPT.



# THE FARMERS—A STORY OF SUCCESS

## 46 years of phenomenal expansion

THE story of the Farmers Co-operative Organisation Society of New Zealand Ltd. is the story of success. The growth of the organisation since it started 46 years ago has been phenomenal—particularly over the last 20 years.

Today it is a flourishing concern, composed of many departments, each staffed by fully-trained specialists, most of whom joined the organisation on leaving school and stayed on.

A meeting in the Havers Borough chambers on October 26, 1912, was the first move towards the establishment of the Farmers Co-op.

At that meeting a committee, with power to add, was appointed with instructions to work on the start of the formation of a farmers' co-operative organisation society for Taranaki with adequate capital. The committee were Messrs. C. Tarrant, A. E. Deane, J. Baraka, C. H. Gibson, G. H. Buckleidge, A. T. Willis and H. Batten.

On May 8, 1913, delegates from various districts met again in Havers and formed the company under its present name with the authorised capital set at £200,000. The delegates were appointed as provisional directors.

### First step

The statutory meeting was held on January 31, 1914. The first directors comprised Messrs. C. H. Buckleidge, A. E. Deane, A. H. Gibson, J. R. Corigan, C. D. Dickie, E. A. Gray, W. F. Coombes, D. Todd, W. Jones, W. Skene, W. Richards, G. Gwynne, T. Foreman and A. F. Symes. Mr. Buckleidge was the first chairman but at the following meeting Mr. Hunter was appointed chairman and Mr. Dickie vice-chairman.

As a first step towards achieving the objects of the company, the business of Messrs. Gillies and Walker, including salaried staff at Havers, Mania, Okaiawa, Aurora, Kaponga and Kihoua, was purchased in 1914 and on April 1 of the same year business operations were transferred under the management of the late Mr. O. A. Holder.

At the first meeting of shareholders on March 21, 1915, it was reported that the paid-up capital amounted to £178 and the gross profits were £11,588. By way of comparison capital and gross profits were £212,228 and £145,521 respectively in 1939.

Between March 31, 1937, and March 31, 1939, dividends paid to shareholders amounted to £539,120. Interest paid in the same period were £1,295,271, making a total allocation into the motor business in New Ply-

mouth. The company took over modern garage premises in Stratford in 1935.

The head office of the firm was moved in 1934 from Prince Street to Regent Street, Havers, and a retail grocery and hardware shop was opened in the same building.

Two important building contracts were completed in 1938, one being the new six-store office and store and the other additions to the Wangaimu wool store.

The 20-year period since 1919 has seen the greatest expansion in the company's history. Hundreds of thousands of pounds have been spent on new buildings and alterations and extensions to old buildings. Listed below are the new buildings and alterations and extensions mentioned:

1941: Substantial additions to the Inglewood premises and new store.

1942: Large extensions to Wangaimu wool store.

1943: The company acquired the whole of the premises and business of the New Zealand Loan and Mercantile Company in Taranaki.

1945: The company purchased the firm of D. Rooda Pates.

1946: New salaried erected at Taranaki and new premises built at Opuake.

1947: Devon Street, New Plymouth, Presbyterian Church site and a section in Gill Street, New Plymouth, were purchased. In Wangaimu the Farmers' Co-op bought their No. 2 wool store.

1948: Buildings and property of the National Dairy Association, adjacent to Farmers' Havers garage, were purchased.

1949: A retail store was opened at Pungarehu.

1951: Further Devon and Gill Street streets properties purchased in New Plymouth.

1952: Substantial additions were made to the Pungarehu store. The Hotel Cargill, New Plymouth, was acquired.

1953: Further Gill Street, New Plymouth, properties were acquired and the new Waitara building was commenced.

1957: The Freehold of the Farmers' Co-op, Stratford garage was purchased.

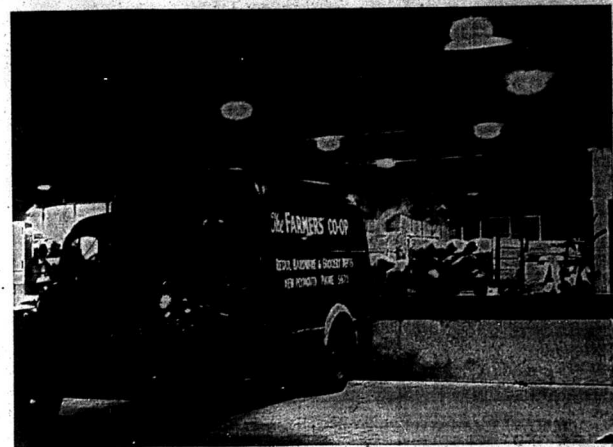
1958: Farmers' Co-op service station and garage at the corner of Gill and Dover Streets, New Plymouth, was erected and further property was acquired in Devon and Gill Streets for garages.

1959: The company extended the No. 2 Wangaimu wool store by 31,000 square feet and additional adjoining land was purchased at Pungarehu store.

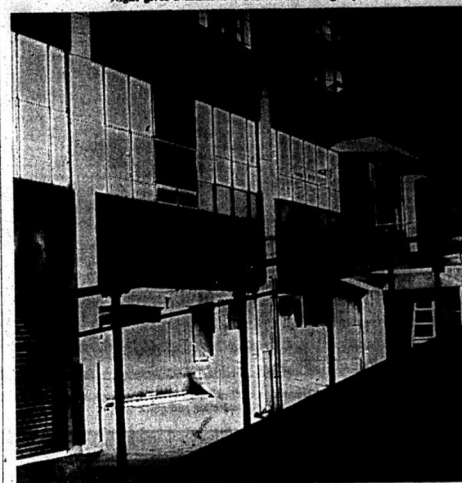
Test drilling for the new store opening next week was begun in April, 1936, when a quotation for the erection of the Gill Street ramp was accepted. A tender for the erection of the main building was accepted in December, 1934, and work began on March 18, 1937.

The basement and ground floors of the Farmers' new building were ventilated with a complete intake and extraction system. In the grocery reserve stock area, a special extract system works continuously throughout weeknights and holidays to ensure freshness of atmosphere.

VENTILATION



NIGHT SCENES at the loading bay for the giant basement store of the Farmers' building. ABOVE: A truck stands at the bay ready to discharge its load. BELOW: Night gives a dramatic touch to the loading bay.



YOU'LL SEE THE SIGN EVERYWHERE!

Glass by Tingeys in the N.P. Girls' High School ASSEMBLY HALL

Glass by Tingeys in the NEW POST OFFICE

Glass by Tingeys in the new WAR MEMORIAL LIBRARY & MUSEUM

And at TINGEY'S New Wellington Shop Two of the largest shops ever glazed in N.Z.

AND NOW ACRES OF GLASS by TINGEY'S IN THE FARMERS' CO-OP. HUGE DEPARTMENT STORE

WHEN YOU THINK OF GLASS COME TO THE GLASS SPECIALISTS

# TINGEYS Ltd.

CURRIE STREET NEW PLYMOUTH

## We're taking steps—

and going places, as can be seen by some of the recent major commercial projects entrusted to our competent staff.

HEATING IN SPOTSWOOD COLLEGE

AUTOMOBILE ASSOCIATION

FRANCIS DOUGLAS COLLEGE

CENTRAL HOSPITAL BLOCK

HALLENSTEIN BROS. STORE

Our contract for the Farmers' Co-op Department Store involved the following work—

Plumbing : Drainage  
Stainless Steel Benches, etc.  
Coffee Lounge Fittings  
Copper Flat Roofs

# F. D. McINTYRE

LIMITED

Sanitary Plumbers & Sheetmetal Workers, Hot & Cold Water Experts, Copper-smith, Heating & Ventilating Engineers.

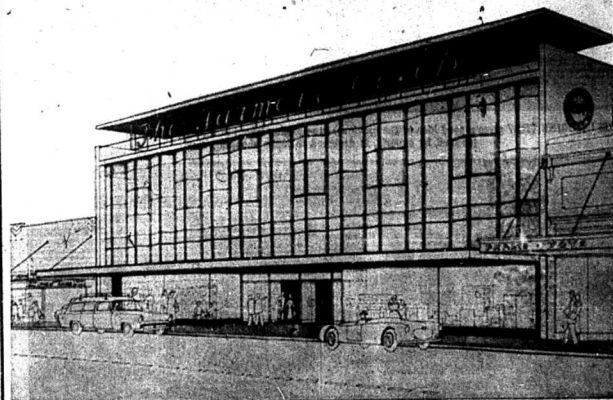
Manufacturers of 'VICTOR' Open Fire Wetbacks

303 SOUTH RD.

NEW PLYMOUTH

PHONE 2563

## WE PAINTED IT!



# Stan Lovegrove & Co.

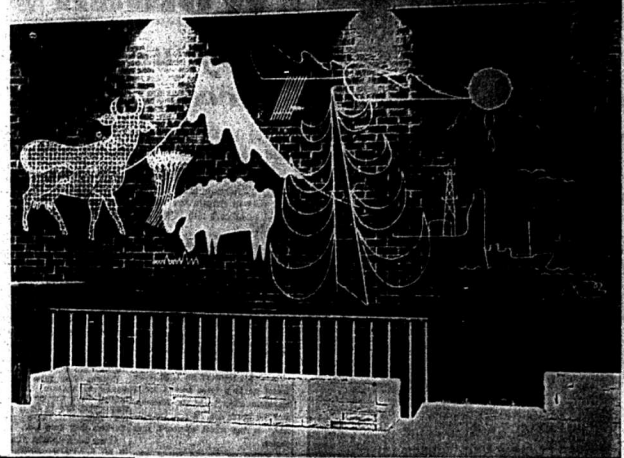
PAINTERS & PAPERHANGERS

MANGOREI RD. : NEW PLYMOUTH : PHONE 88687

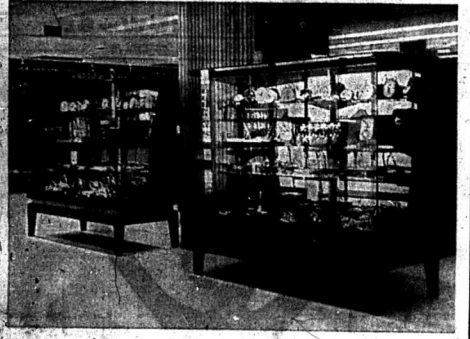


### Three features of Farmers' new store

THREE striking features of the Farmers' new department store in New Plymouth which is to be opened next Tuesday. LEFT: The main staircase leading from the ground floor to the first floor. RIGHT: Wrought iron is turned into a mural depicting Taranaki. The mural is on a brick interior wall on the ground floor. BELOW: Modern chandeliers look well and provide efficient lighting in the new building.



## Mahogany Showcases



... just two of the numerous shop fittings manufactured by us for the Farmers' New Store, a striking example of our high standard of workmanship.

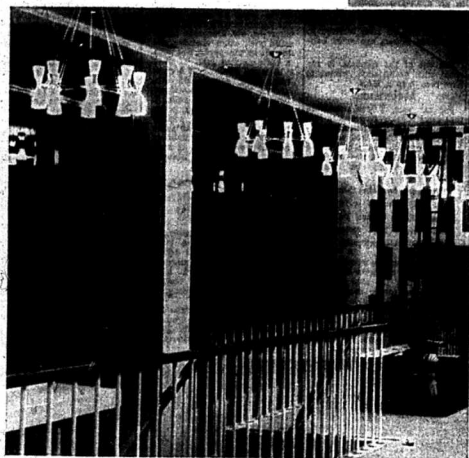
**TASMAN JOINERY CO. LTD.**  
South Road : NEW PLYMOUTH : Phone 89764

Atlantic CONGRATULATES FARMER'S CO-OP.



who have built premises in New Plymouth, which are among the most modern in New Zealand. We feel proud you chose Atlantic Fuel Oil for central heating... a fuel that measures up to all modern requirements - economy, dependability, minimum of maintenance and maximum heat.

ATLANTIC UNION OIL COMPANY PTY. LIMITED



## REFRIGERATION IN A BIG WAY

THE Farmers' new store has a total of 1400 cubic feet of refrigerated showcases and coolrooms, making it well equipped to handle the tremendous range of frozen meats, vegetables and other foods that require cool storage.

In addition, there is 158 square feet of shelving or display space for fruit and vegetables on the retail floor. The cubic capacity of the refrigerated showcases on the retail floor is 185 and the cubic capacity of the coolrooms is 1240.

In the coffee lounge upstairs a specially designed dual-temperature storage refrigerator provides storage for 10 gallons of ice cream and eight cubic feet of storage at medium temperatures for milk, butter, meat and other commodities for the tables.

Sixteen motors, ranging from 1.5 to two horsepower, operate the refrigeration plant in the store. All the display refrigerators are equipped with completely automatic electrical defrosting systems activated by preset time clocks.

An unusual feature of the refrigeration system is that it is all water-cooled, a water cooling tower having been erected on the roof. This reduces the demand for town supply water to five gallons every 24 hours to replace evaporation losses.

Water flows from the condensing units at a temperature of 75 degrees

## CHUBB Series M RECORD PROTECTION FILES

Proved by Fire and Fall

**FIRE, FALL AND FIRE TEST**  
A Standard Chubb 3-drawer Series M file was filled with loose papers, a suspended filing system machine posting ledger cards, and placed in the testing furnace for one hour, during which time the average furnace temperature rose to 1708 deg. F. While still in its white-hot condition the file was removed from the furnace and dropped from a height of 13ft. on to loose rubble. After this it was immediately returned to the furnace and reheated for a further half an hour to 1562 deg. F. Then it was finally removed from the furnace, allowed to cool and opened. The papers and cards were in perfect condition and ready for immediate use.

Supplied to the THE FARMERS' NEW STORE by **BEECHEY & UNDERWOOD LIMITED**  
CURRIE STREET : NEW PLYMOUTH

## Managing director is known throughout N.Z.

THE managing director of the Farmers' Co-operative Organisation Society of New Zealand Ltd., Mr. C. G. Trotter, is a nationally known figure, who has served on a number of Government commissions under both political parties.

Mr. Trotter was a Government representative on the commission which went to London in 1945 to deal with the stocks of wool which had accrued in the hands of the United Kingdom Government during the war years under the War Purchases Agreement. Out of this London meeting emerged the wool disposal plan known as J.O.-Trotter Organisation.

The following year he was appointed a member of the New Zealand administering committee of J.O. In 1950 Mr. Trotter went to London as a member of the commission reviewing the wind-up of J.O. and was later appointed a member of the New Zealand Wool Disposal Commission when it was formed.

One of the most important commissions on which he served was the Monetary Commission which recently made its report to Parliament. Mr. Trotter served as president of the New Zealand Wool Brokers' Association from 1943 to 1948 and is New Zealand director of the Royal Exchange Insurance Company.

Commenting on the progress achieved by Farmers' Co-op during 46 years of trading, Mr. Trotter said: "The year 1946 marked the turning point in the company's history, inasmuch as the full principle of co-operative trading was founded in

and the articles of the company were changed.

"The success of this change is best illustrated by the fact that although shareholders have had very substantial returns in cash, the company has been enabled to find more than 60 per cent. of the total cost of its development out of its own earnings.

"Everyone benefits by the system under which we operate. The large sums we distribute each year are only part of the benefits seen. Our prime function will always be to stock and station agri-cult, but through our new store and other stores in urban areas we are bringing the benefits derived therefrom to other people in the city and towns," he said.

"Solid plastering was one of the biggest jobs in the construction of the Farmers' new store. The large sums we distribute each year are only part of the benefits seen. Our prime function will always be to stock and station agri-cult, but through our new store and other stores in urban areas we are bringing the benefits derived therefrom to other people in the city and towns," he said.

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"Tiling has been extensively used in the Farmers' new building. The tiles have eased the walls and floor. Entrances to the store were lined with oxbloodum which mixed in to stop slipping. The hill street end of the store has a special feature pattern of glazed tiles. A good deal of terrazzo work was used in the entrances to the store.

"We are proud to have been associated with this project as the General Contractors and we congratulate the Farmers' Co-op. Organisation Society of N. Z. Ltd., for their enterprise. We wish them success in this great venture."

**Chas. S. LUNEY Ltd. Contractors**  
Head Office 129 Kilmore Street, Christchurch  
Branch Office Devon Road, New Plymouth