

YOU ARE INVITED TO INSPECT THE NEW FARMERS' CO-OP. AT N. P.



BUILT TODAY FOR YOU TOMORROW

New Zealand's Most Lavish **GARDEN LOUNGE** is Now Open on Our 1st Floor

Delicious **CONA COFFEE** and **TEA**

Served in luxurious surroundings from 9.30 A.M. to 4.30 P.M. Daily. Open Friday Evenings till 8 P.M.

You'll enjoy our Delicious Home-made Cakes, Sponges, Savouries, Sandwiches and Novelties.

Private bookings during business hours by appointment.

Phone 88169 and ask for the Garden Lounge Hostess.

The Talk of New Plymouth - THE Place to Meet and Eat

- NOW OPEN

The Buyers of our new Drapery Store have combed the markets of the world to bring you top line merchandise from England, Ireland, Scotland, Wales, France, America, Germany, Austria, Switzerland, Japan, Czechoslovakia, Italy, Canada, Spain, Belgium, Australia and from one end of New Zealand to the other.

All the Famous Names are at the Farmers' Co-op. MANY OF THEM OURS ALONE

- | | | | |
|----------------------|------------------|---------------|----------|
| JONATHAN LOGAN | JULIE ANNE | BRUCE | ARTEX |
| SELEY | OLYMPIC | LINDSAY ROYAL | PETONE |
| LORNA COOPER | TEKAU | POPPET | MANAWAYU |
| SILTEX | GLAMIS | HARRINGTON | WILKES |
| CLASSIC | CANTERBURY | ROSLYN | PERFECT |
| KAY WINDSOR | KAIAPOI | DIANNE | DOMO |
| LADY WINDSOR | KNITEX | LEE JAY | LANDY |
| SOUTHWELL | MOSGIEL | LITTLE LULU | MONA |
| ADRIENNE ASTOR | SAVANNAH | TEXTA | OTIE |
| ALENE | FROMINENT | MOTHER GOOSE | FER |
| TEENA | VIVA-CAPRI | SERENAS | MC |
| BETTY STEWART | GEORGIA | BELLINIS | MC |
| ANITRA | LA MODE | CAROLETTES | MC |
| CAMEO | STARWAY | FOOTREST | MC |
| MANELLE | LA MODE | COQUETTE | MC |
| SHUBETTE OF LONDON | DAWN | FIFTH AVENUE | MC |
| BARCO ORIGINALS | STIRLING | CONTINENTALS | MC |
| JAYTEX | ST. ANNE | HT LARKS | MC |
| ALLIGATOR | SANDRA | DEMOISELLES | MC |
| ENTICEMENT | BROOKLYNNE | CONTESSA | MC |
| AVONMADE | AMOS | DEBRIE | MC |
| NOVA-TEENS | LIBERTY | PARSONS | MC |
| MARVELLA | MOSGIEL | DEBRIE'S | MC |
| MICHELE | FIRST LADY | STYLISH | MC |
| WALLACE STEWART | BELEI | GIARDMAN | MC |
| MATIS | PROMISE | VAN DIEMA | MC |
| NINON MODES | HICKORY | CLARION | MC |
| HAGER | BENDON | BERRICK | MC |
| TROPIC-GLO | DEB-U-FORM | HANES | MC |
| MARINA DEL MAR | BUTERIES | JOCKEY | MC |
| JANTZEN | DREAMLAND | PARIS' | MC |
| FRANCESCA PORTICELLI | JANNEW ORIGINALS | SUM | MC |
| JANEY DICKINSON | PRESTIGE | RAF JOE | MC |
| DERRIE DELMAR | LICHFIELD | TO N | MC |
| WOOLCRAFT | HOLEPROOF | AW | MC |

BUILT TODAY FOR YOU TOMORROW

SHOP TODAY THE FARMERS' CO-OP. 4 WAY CREDIT WAY



Store Opening Bombshell
Genuine American LADIES' PLEATED ARNEL DRESSES from N.Z.'s Leading Manufacturer. All sizes in shades of Black, White, Pink, Rose, Turquoise, Moss and Pale Blue. Slightly imperfect. Normally £5/19/6. The Greatest Prock Bargain Ever.
ALL ONE PRICE 49/6

Store Opening Bombshell
LADIES' Fine Quality NYLON SERGE TRENDS. Beautifully tailored and styled to fit perfectly. Zip placket. BLACK ONLY in all sizes. Normally 59/6. These will be rushed.
ALL ONE PRICE 29/6

HAIR DRESSING SALON
A New Service - LADIES' GENTS' CHILDREN'S HAIR DRESSING SALON is now open on our First Floor.
We are pleased to announce Mr. AM SCOWN, Proprietor Will be at Your Service

Store Opening Bombshell
LADIES' SWISS POPLIN BLOUSES. Drip-dry and styled in New York to popular American designs. Full range of sizes - 6 styles. In Chartruse, Ming, White, Lilac, Rose, Pale Pink. Super Fine Quality. Normally 39/6. ALL ONE PRICE 14/11

Store Opening Bombshell
GIRLS' CAN CAN FETTES. To fit girls 2 to 15 years. Terylene, Marquisee, Organdie, Lace Trims, Sequins. All the colours of a rainbow. Usually 29/6.
OUT THEY GO 12/11 15/11

FARM EQUIPMENT
A complete New Department specially developed to cater for the requirements of the Farming Community.
A complete area in our New Store entirely devoted to Farm Machinery, Fertilisers, Produce, Stock Foods, Farmers' Hardware. Have your Crop Seed individually mixed to your own requirements while you wait in our Fully Automatic Electric Seed Mixing Machine. A visit to this part of the store will please the heart of any Farmer.

BUILT TODAY FOR YOU TOMORROW

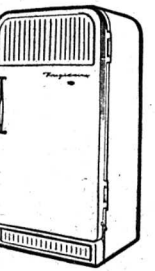
HOUSEHOLD HARDWARE
Everything you need for the Home - STAINLESS STEEL, ENAMELWARE, ALUMINIUM, BRASS GLASSWARE, CUTLERY, CLOCKS, GADGETS, NOVELTIES - and many new ideas for the Kitchen.
HARDWARE, TOOLS
See our Comprehensive Selection of Hardware and Tools for the tradesman and home handyman. All displayed for easy selection. Famous names in Tools imported from overseas and Hardware from all the leading manufacturers. Come - See for Yourself - then do-it-yourself.
TOYS
The Finest Range of Toys in Taranaki
Dolls, Mechanical Toys, Hooks, Novelties, Dig Saws, Games, Puzzles - in fact everything to gladden the heart of any child. **BUT NOW FOR CHRISTMAS** Use Our New Store Lay-by at No Extra Cost, while the selection is at its best.

SHOP TODAY THE FARMERS' CO-OP. 4 WAY CREDIT WAY

5000 Sq. Ft. OF SERVICE TARANAKI'S MOST FABULOUS FOOD MARKET IS NOW OPEN

WHERE YOU CAN PURCHASE ALL YOUR FOOD REQUIREMENTS - GROCERIES, FOOD, VEGETABLES, FRUIT, PRE-PACKAGED DAILY FRESH MEATS, POULTRY, CAKE, CONFECTIONERY and FROZEN FOODS. WE HIGHLIGHT OUR SPECIAL HEALTHY FOOD SECTION.
Our CIGARETTE and CONFECTIONERY BAR has one of the largest selections in Taranaki. Freshly Ground COFFEE While You Wait.
YOU'LL APPRECIATE OUR FOOD MARKET TRUNDLER SERVICE - NO WAITING. NO DELAY.

- | | |
|------------------------------------|--|
| OPENING FOODMARKET SPECIALS | OPENING FOODMARKET SPECIALS |
| JANOLA: 2/8. | TOILET ROLLS: 3/-. |
| SIFTA SALT: 1/8. | Now 3 for 2/6 |
| MURDOCK'S PICKLES: 3/4. | Now 1/3 |
| 22oz. OAK PEAS: 2/2. | 16oz. WATTIES TOMATO SOUP: 1/8. |
| VITA-BRITS: 2/4. | Now 1/3 |
| SUNSHINE DRINK EXTRACT: 1/6. | Now 4/3 |
| | 2lb. Tin PURE RASPBERRY JAM: 5/6 |
| | Now 4/3 |
| | BISCUITS: 1lb. Choc. Chippies, 1lb. Tea Time: 3/6. |
| | Now 2/11 |
| | MONSTER BOILED SWEET SPECIAL: Only 2/- lb. |



Frigidaire
THE GREATEST NAME IN REFRIGERATION
Famous Names at The Farmers' Co-op.

- | | |
|----------|-------------|
| MURPHY | HOOPER |
| PHILLIPS | MASPORT |
| CHAMION | MORRISON |
| NECO | SPEEDSEYTHE |
| ATLAS | SUNBEAM |
| WHARRITE | ULTIMATE |
| BENDIX | KENWOOD |
- GOBLIN AGE
- All Available on LOWER WEEKLY PAYMENTS



BUILT TODAY FOR YOU TOMORROW

PICK-UP PARCELS BAY NEW STORE SHOPPERS' SERVICE
Make all your purchases under one roof, in Taranaki's largest and most modern Dept. Store. For your convenience - use our NEW PICK-UP PARCELS BAY under cover - Drive in, drive out - What could be easier - Access from Gill Street - right alongside the new store - look for the signs. Make sure you use our new Pick-up Parcels Bay - designed to make shopping a pleasure.
On Request - All Purchases delivered to our Pick-up Parcels Bay.

HORTICULTURE
This completely new department is staffed by experts. It is stocked with a full range of plants, shrubs, seedlings, pet supplies and garden manures, sprays and other garden aids. Florists' supplies also available. Our experts will give full and free advice on all garden and pet problems.

CHINA & CRYSTAL
What a Collection - IMPORTED Fine Bone China - such famous names as Royal Albert, Tuscany, Aynsley, etc.
Our range of CRYSTAL is unsurpassed.
All priced to suit every pocket

BARGAIN BASEMENT
Gill Street Entrance
THOUSANDS OF BARGAINS AT GIVE-AWAY PRICES - Hardware, China, Crockery, Glassware, Plastic Ware, Paints, Tools, Radiograms, Refrigerators, Washing Machines, Motor Mowers, Kitchen Ware, Garden Tools, Hose, Tea Sets, Clocks - Far too many lines to list - Come and see for yourself. You can't miss a chance like this to save real money.
Shop NOW in Our BARGAIN BASEMENT

ARE YOU A TRADING SHAREHOLDER - It Pays YOU to Trade with Your Own Society

The FARMERS' CO-OP.

CASH DISCOUNT COUPONS
On all your Cash Purchases save your Coupons - they are redeemable for CASH at advertised intervals.
Shareholders' Cash Discounts are redeemable for Cash Discount and qualify for Rebate Registration

Farmers congratulated on enterprise

Message from the Tribute by Leader of Opposition Prime Minister

"Forty-six years have passed since the Farmers' Co-operative Organisation was formed and in that time it has firmly established itself as a valued institution in New Plymouth and in Taranaki," states the Prime Minister, Mr. Nash, in a message on the occasion of the opening of the Farmers' Co-op's new department store in New Plymouth.



MR. NASH

The Farmers' new store in New Plymouth is a monument to the success of the society, says the Leader of the Opposition, Mr. Holyoake, in a message.



MR. HOLYOAKE

"Both in precept and in practice, I have always been an advocate of organised co-operative effort as the best means of bringing together the widest range of resources for the widest field of benefit," Mr. Holyoake states.

"I have been interested to look through the charter of the Farmers' Co-op to refresh my mind on its cardinal principles. It has always been a champion of open membership, meaning that anyone who has a need in common with the rest of the shareholders is free to become a member."

"I find, too, that the society's shares are not listed and under the articles they cannot go above par, meaning that anyone joining comes in at par and on leaving goes out at par. It is a wise provision, too, which insures that shareholders must hold shares in proportion to their trade."

"The society's methods of distributing its profits are, I think, wise and sound. These, as I understand them, mean that a dividend is paid to the shareholder but not at the rate the shareholder would expect to get if this was his only source of return from the society; that the society puts to reserve funds necessary to its maintenance and expansion, and that a proportionate distribution of Holyoake concludes.

"I welcome this advance and am pleased to have this opportunity of wishing the new venture the success it undoubtedly deserves."



MR. E. P. ADELMAN, M.P.

Contribution to city's progress

In offering his sincere congratulations to the Farmers' Co-op on their new store, Mr. E. P. Adelman, M.P. for New Plymouth, states: "The opening of the new department store expands the city's business area, establishes a new standard for commercial buildings, and provides a full range of facilities for customers."

"The store will make a real contribution to the city's progress."

"This page published by arrangement."

ONLY BIRDS EYE PEAS ARE...

SWEET as the moment when the pod went POP!

BECAUSE THEY'RE FRESHEST PICKED FRESHEST FROZEN

They're the freshest peas you can buy! That's what makes them so much sweeter tasting—sweet as the moment when the pod went "pop"! So pop into your Birds Eye Shop for Birds Eye Peas. Look for the famous Birds Eye logo wherever you go.

Available in cartons and poly-bags in sizes to suit all families

ALWAYS AVAILABLE FROM THE NEW FARMER'S CO-OP.

DEVON STREET

MORE HOUSEWIVES IN NEW ZEALAND ASK FOR BIRDS EYE THAN ANY OTHER BRAND!

BEST FOR BABY— BEST FOR YOU!

The new giant economy size contains more than 3 regular size tins of ordinary brands. So save up to 2/ every time you buy. And you save on the best — for Johnson's is the purest, finest powder with the fragrance to keep baby's skin and yours, too, spring time fresh all the year.

SAVE 2/-

ANTIECONOMY SIZE TIN - 5/

LARGE 4/5

REGULAR 2/3

Johnson's BABY POWDER

NEW ECONOMY SIZE

Johnson's BABY POWDER

Johnson's BABY POWDER

CONGRATULATIONS TO THE FARMERS' CO-OP.

Anterbury heartily congratulate The Farmers' Co-op on the opening of their most modern department store, and their warmest good wishes for the years that lie ahead.

Wives adore No-Mends... the socks that stay out of the darning basket

Perhaps women don't wear men's socks... but they do have to darn 'em! No-Mends save money and labour—they're guaranteed to wear three times longer! Ask for Crest No-Mends by Canterbury. Select some of their quiet shades so distinctively patterned... whip on a pair and feel their softness ease your feet. In 2-ply merino wool fortified by nylon.

GUARANTEED THREE TIMES LONGER WEAR

ANTERBURY wool comfort plus nylon fit

ANTERBURY Canterised and shrinkproof

CREST NO-MEND SOCKS

BY *Canterbury*

NEW ZEALAND BY LANE, WALKER, HUDSON LIMITED, CHRISTCHURCH

38 YEARS

Association in Taranaki

THE FARMERS' CO-OP

and

THE "SOUTHERN UNION"

FIRE AND MARINE INSURANCES

ARRANGED AT CURRENT RATES

SOUTHERN UNION

GENERAL INSURANCE COMPANY

NEW ZEALAND BUSINESS MERGED IN ROYAL EXCHANGE ASSURANCE (Incorporated in England: A.D. 1720 with Limited Liability)

CHIEF AGENTS—

The **FARMERS' CO-OP.**

ORGANISATION SOCIETY OF NEW ZEALAND LTD. NEW PLYMOUTH and BRANCHES

AUSTIN OF ENGLAND

congratulates the **FARMERS' CO-OP**

ORGANISATION SOC. OF N.Z. LTD.

on the opening of their new store in Devon St.

AUSTIN Vans and Trucks are used to deliver all goods from the new store in New Plymouth and from Farmers' stores through Taranaki

FARMERS' CO-OP. GARAGES

HAWERA STRATFORD NEW PLYMOUTH

LICENSED MOTOR VEHICLE DEALERS

NCR
CONGRATULATES



The FARMERS' CO-OP. ORGANISATION SOC.
OF N.Z. LTD.

ON THEIR NEW DEPARTMENT STORE

NATIONAL CASH REGISTERS
WILL PROVIDE FASTEST POSSIBLE
SERVICE TO CUSTOMERS

THE NATIONAL CASH REGISTER COMPANY
(N.Z.) LTD.
471 Devon Street East : Phone 2669 : New Plymouth

Message from the Managing Director

It is with pleasure and pride that the directors and the shareholders of the Farmers' Co-op. welcome the opening of the largest provincial department store in New Zealand at New Plymouth today.

This has only been made possible by the co-operative principles by which we trade and the loyalty of our shareholders. In addition to our large cash distributions to our shareholders over the years, the majority of our development has been financed out of the retentions from undistributed profits and rebate shares derived wholly from trading activities in the area in which we operate.

We are encouraged by the messages of goodwill received from leaders of all sections of the nation and the community we deal with. The foundations of this society are solidly laid and the benefits our shareholders have received in the past are nothing to what they will receive in the future if we have a continuance of the loyalty they have shown us over the years.

This magnificent store has



MR. C. G. TROTTER, O.B.E., managing director.

been Built Today For You children and their children's Tomorrow and the responsible children.

It rests on the ever-increasing number of our shareholders to ensure by that their support these co-operative principles will be preserved for their

Congratulations

We extend our sincere congratulations to the **NEW PLYMOUTH BRANCH** of the **FARMERS' CO-OP.** on the completion of their magnificent new building.

Many housewives and families will offer their congratulations—

on the wise choice of—

Tucker's Tasty SLICED BREAD



Try a wise choice. **TUCKER'S TASTY SLICED BREAD** is first choice for—

- Freshness
- Flavour
- Wholesome Goodness

AND — Tucker's Tasty Sliced Bread preserves its flavour/wholesomeness/freshness for a week or fortnight when kept in a deepfreezer.

TUCKER'S TASTY SLICED BREAD IS Manufactured solely by

THE FARMER'S BAKERY
65B MANGOREI ROAD :: PHONE 4105, N.P.

So rich... so satisfying



Fagg's PURE COFFEE

TASTES BETTER ALWAYS FRESH

One sip of Fagg's Coffee and you can taste the difference. Rich fresh coffee is so satisfying and Fagg's Coffee is always fresh because it sells so much faster.

TAST FAGG'S INSTANT COFFEE TOO. Fagg's Instant Coffee tastes as good coffee should because it's made by men who know coffee. Fagg's Instant Coffee is sealed in air tight tins to keep it absolutely fresh.

FAGG'S COFFEE IS ALWAYS AVAILABLE FROM FARMER'S CO-OP.
DEVON STREET • NEW PLYMOUTH

CONFIDENCE IN CITY'S FUTURE

"This is a red-letter day for the Farmers' Co-operative Organisation Society and its shareholders," says the chairman of directors of the society, Mr. R. M. Cathie, in a message to mark the opening of the new store.

"It is also, I believe, a red letter day for New Plymouth, for the opening of the Dominion's most modern department store is the measure of confidence placed in the future of the city by the directors and shareholders of the firm," Mr. Cathie continues.

"The facilities offered to the people of New Plymouth are more varied and comprehensive than is normal in provincial city stores. The opening of this building therefore signifies that New Plymouth has grown up."

"As chairman of directors it is my proud duty to thank the management of the Co-op. for their leadership and loyalty in times of trouble and in times of buoyancy.

"Nor can I express adequately the gratitude of the directors, staff and shareholders for the sterling work of the retiring managing director, Mr. C. G. Trotter, to whose vision, leadership and initiative this store will be a permanent memorial."

"Much as we regret the retirement of Mr. Trotter, I am sure he will be ably succeeded by Mr. H. P. Woodfindin, who has served the society over a long period of years and whom your directors have the utmost confidence."



MR. R. M. CATHIE, chairman of directors.

THE MUTUAL LIFE AND CITIZENS' ASSURANCE COMPANY LIMITED
(Incorporated in Australia)

The M.L.C. congratulates the Directors, Executive, and members of the Farmers' Co-operative Organisation Society Limited on the completion of the Society's new building in New Plymouth.

The association of the M.L.C. and the Farmers' Co-op. in Taranaki goes back to 1929 when the Farmers' Co-op. were appointed agents in Taranaki for the M.L.C.

In the field of life assurance today the name of the M.L.C., too, stands for Integrity, Strength and Service. The company transacts all types of life assurance at competitive premium rates.

LET THE M.L.C. ADVISE YOU ON:

- CONSERVING YOUR ESTATE
- PROTECTION FOR YOUR FAMILY
- YOUR PROBATE PROBLEMS
- PARTNERSHIP ASSURANCE
- KEY-MAN REPLACEMENT ASSURANCE
- MORTGAGE PROTECTION ASSURANCE
- HOME PURCHASE FINANCE
- FARM PURCHASE FINANCE
- STAFF SUPERANNUATION ASSURANCE


Inquire from any Branch of—

THE FARMERS' CO-OPERATIVE ORGANISATION SOCIETY LIMITED

Or from the—

M.L.C. NEW PLYMOUTH REPRESENTATIVE, MR. J. BASIL BROWN


Telephones: **Business: 88-100** **Postal Address: P.O. Box 554, NEW PLYMOUTH, Or P.O. Box 66, WAITARA.**
Private: 8100 (WAITARA)



CONGRATULATIONS FARMERS!

ARTHUR YATES & CO. LTD WISH TO CONGRATULATE THE FARMER'S CO-OP
ON THE OPENING OF THEIR NEW STORE

This grand opening of a new department store by the Farmers Co-op. is the result of many years of hard work, planning and achievement. It is the result of good solid service given to consumers, and of the same consumers faith in the Farmers Co-op. Ltd. Arthur Yates & Co. Ltd. are proud to be associated with the opening of this fine store, and we take the liberty of joining with all Taranaki growers in voicing warm good wishes for your continued growth and prosperity.



Yates RELIABLE SEEDS

A co-operative background

The Leader of the Opposition, the Rt. Hon. K. J. Holyoake, whose message of congratulation and best wishes to the Farmers' Co-op. appears in this issue, has a background in the co-operative movement that is possibly unique in New Zealand. Not only has he personally been a champion of and an active participant in co-operative movements in Britain, Mr. Holyoake's great-grandfather, Richard Holyoake, who landed among the first pioneers in Nelson in 1842, was a brother of George Jacob Holyoake, a famous figure in the annals of the English co-operative movement, after whom Holyoake House, headquarters of the Co-operative Wholesale Society in Manchester, and Holyoake College, United States of America, are named.



MR. H. P. WOODFINDIN, general manager.



MR. J. S. CRICHTON, branch manager.



MR. E. G. LYNDON, store manager.

Buying and selling

No section of the activities of the Farmers' Co-op. calls for more specialised knowledge of primary production than the buying and selling of land and house properties. To give satisfaction to both buyer and seller requires judgment possessed only by men of the highest qualifications. The Farmers' Co-op. is fortunate in having men such as Messrs. A. McLellan and W. Fairlie at New Plymouth, B. Dick at Stratford and J. Daulton at Hawera, who operate this very important feature of the society's business.

—This page published by arrangement.

Copable auctioneers
To be a successful auctioneer one must know one's buyer and seller. Messrs H. Hester and K. Newland, Messrs G. D. Rich and Stratford, and D. D. Miller at New Plymouth and Messrs J. G. McWhirter and J. G. McWhirter at New Plymouth, have, very ably fulfilling the position assigned to them. Increased business is constantly being offered to Messrs Hester and Newland. Messrs Hester and Newland are a testimony to their capabilities.

Chief insurance agents
The Farmers' Co-op. are the chief agents for the well-known Southern Union Insurance Company and the business handled comes under the direction of Messrs. A. S. Purdy at New Plymouth, Mr. P. M. Espagosa at Hawera and Mr. J. D. King at Stratford, all of who handle these sales for The Farmers' Co-op.

Invest in an Austin
The Farmers are justly proud to be direct factory representatives of the famous Austin Motor Company of England. Mechanical transport has played an important part in the development of New Zealand. Clearly supervising this branch of the company's business, filling the Austin range, and offering a complete garage service, Mr. H. J. Osborn and his staff at the Hawera, New Plymouth and Stratford garages are fully equipped.

New store is complete shopping centre

THE opening of the new Farmers' Co-op. department store in Devon Street, New Plymouth, today marks the greatest occasion since the company was formed 46 years ago. The building, which cost £500,000, is the most modern departmental store in New Zealand and is easily the biggest provincial department store in the country.

The store contains 6400 square feet of selling space, all of which is utilized in the best possible manner for the benefit of the customer. Its complete design has been made after intensive study of overseas and New Zealand departmental stores in operation.

The self-service foodmarket is as modern as the Spitzing and the trolleys provided for customers to use their purchases in even have a seat for the baby. More than 1400 cubic feet of refrigerated space have been provided for the tremendous range

of frozen meats, vegetables and other foods requiring cool storage which are on offer in its refrigerated show cases and cool rooms.

The Farmers' Co-op. garden lounge offers a wide range of foodstuffs, soft drinks and has a magnificent outlook across the city to Mt. Egmont. It seats 80 people and is completely self-servicing with the accent on maximum efficiency and hygiene with a minimum of labour.

Plants and shrubs are attractive. Arranged in the lounge, the focal point of which is a unique water

Largest in New Zealand
The Farmers' Co-operative Organisation Society of New Zealand Ltd. is the largest individual distributor of fertilizers in New Zealand. The requirements of Taranaki farmers are assumed vast proportions in modern times and much skill and foresight are needed to keep up with the latest techniques and developments. Mr. R. J. O'Leary and his busy staff are closely in touch with supply and demand and all

Agricultural machinery
Taranaki's pre-eminence in agricultural matters calls for expert knowledge of agricultural machinery. The Farmers' Co-op. offer a complete range of the most modern farming equipment in the country. The head of this department is Mr. D. C. Burke.

Blue Star Line
The Farmers' Co-op. are chief agents for the famous Blue Star Line ships at Wanganui and New Plymouth. Whenever ships of this line are in port Mr. W. M. Spedding and his staff are busily engaged in the numerous tasks required to be done—clearing passengers and their luggage, inward and outward, ordering down the carcases, thousands of freight cargoes of meat, crates of cheese and butter, wool and all the other valuable exports of this part of New Zealand.

CONGRATULATIONS TO THE FARMERS' CO-OP. ON THE OPENING OF THEIR NEW STORE IN DEVON STREET. WE WISH THEM EVERY SUCCESS IN THEIR VENTURE AND LOOK FORWARD TO A LONG AND HAPPY BUSINESS ASSOCIATION.

The many new Shoestyles creations on display will include...

- (1) Cuddles
- (2) Gals
- (3) Bow Knot
- (4) Fringe
- (5) Ripple



County chairman's congratulations

It requires vision, courage and confidence to embark on a project the size of the Farmers' New Plymouth venture. The chairman of the Taranaki County Council, Mr. L. D. Hickford, says this in a message on the occasion of the opening of the new store. His message states:

"Very hearty congratulations to the Farmers' Co-operative Organisation Society on its forward and progressive move in consolidating its operations in North Taranaki and establishing such a modern and complete departmental store in New Plymouth.

To extend sincere congratulations is always a pleasure, but when such congratulations are associated with an achievement that is in furtherance of an outstanding service to the public, that pleasure becomes a double one.

"A study of the history of the Farmers' Co-op. Society, and the future pertaining to its growth and development, make interesting reading, but few people, and least of all the farming community, require such a study to know how and why the society has developed so rapidly until it has become one of the chief firms of its kind in New Zealand.

SERVICE

"The simple answer is that it has given service to the community. It is, in all departments, to the advantage of both buyer and seller.

"In a country like New Zealand, which receives 80 per cent of its national income from pastoral production, it should be obvious to any thinking person that the prosperity of not only the rural but equally the urban community must depend on the productivity of the land and the services provided for the actual takers.

"This is a responsibility which

has been accepted in no small measure by the Farmers' Co-operative Society, and one which has been discharged with a sense of responsibility that gives confidence in its operations and has earned the esteem of its members and customers.

CO-OPERATION
The history of farming in New Zealand, and particularly in Taranaki, has been obtained by a combination of rugged individualism and co-operation—individual efforts of hard work and good management on the farm, extended to co-operative methods in the manufacture of dairy produce and the prototype of services.

"The society is to be commended for having had full regard to the benefits and value of co-operative movements by at all times working very closely and amicably with all concerned.

"The management has never failed to show a full appreciation of the fact that the progressive policies adopted in farming must be matched by similar methods in providing goods and services.

"It requires vision, courage, and confidence to embark on a project the size of the New Plymouth venture, which we all take a pride in, and which will doubtless serve the province for countless years ahead, and itself play a part in even further progress and development."

Mr. Hickford states: "I am sure that all residents of the Taranaki county, whether the major portion of their business is done with the society or not, would want to be associated with expressions of goodwill and congratulations on this important occasion, which marks such a pronounced forward step in the progress of our city and district. May the future of the society be a satisfying and rewarding one."

MR. L. D. HICKFORD, chairman of the Taranaki County Council.

congratulations FARMERS' CO-OPERATIVE ORGANISATION SOCIETY



7.30 a.m. Honest coffee lovers can now instantly enjoy the lasting pleasure of wonderful true flavoured coffee, from the first refreshing cup in the morning to the last relaxing cup at night. The flavour and quality of Gregg's Instant Coffee places it in the top flight of international instant coffees. Gregg's Instant Coffee is 100 per cent Pure, 100 per cent Soluble, 100 per cent Fresh. Flavour sealed in glass jars at your grocer now—and just 4/11 a jar.



Gregg's Instant COFFEE

W. Gregg & Co. Ltd. — 100 years in coffee.

'Taranaki can take pride in society'

"Citizens of New Plymouth and Taranaki can well take a pride in the achievements of a co-operative organisation that has so successfully implemented true co-operative principles," said the president of Peterborough Farmers of New Zealand, Mr. W. Malcolm, in a message to mark the opening of the new departmental store.

Mr. Malcolm said: "I regret that my absence abroad will prevent me from being present when a Farmers' organisation is to open a departmental store as significant as anything in New Zealand. This is an occasion when country comes to town and is an indication of the close relationship between our farming and our cities.

"It shows that city and country can work together for the common good. To Mr. Trotter, as managing director, and as one who has had so much to do with the building up of the Farmers' Co-op. Organisation Society over the years, October 20 will be a red letter day, just as it will be for his board of directors, staff, and shareholders.

"As an outsider, it seems to me to be just possible that Taranaki people who have lived side by side with the society, have not fully realised the unique position the organisation occupies in farming and business circles in New Zealand. It is even possible that, because of that familiarity, shareholders and public alike, have not appreciated its real nature in the commercial world.

"Citizens of New Plymouth and Taranaki can well take a pride in the achievements of a co-operative organisation that has so successfully implemented true co-operative principles.

"The results which have been achieved are a wonderful tribute to sound management. Any company that can increase its shareholders' funds by over £1,000,000 in a period of 20 years and at the same time give services in a strongly competitive field in a manner which remains self-sufficient and profitable is a record.

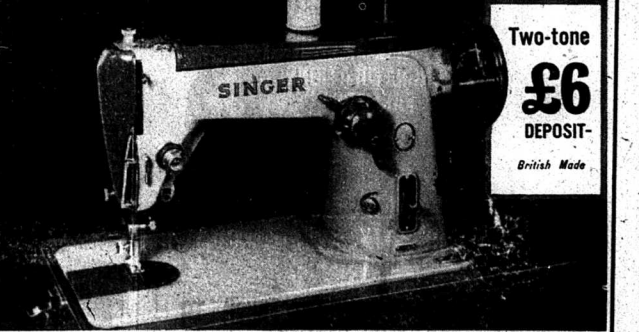
"To all who have contributed to the building up of the organisation, I offer my sincere congratulations. It is a major investment in New Plymouth, your board has clearly demonstrated its confidence in the future of a flourishing city and its high producing hinterland. It is a definite sure that in future years the society must receive a well-deserved reward for its initiative and enterprise."

Farm supervision

As farm supervisor for the Farmers' Co-op., Mr. M. Pridmore carries and supervises properties for any clients who desire his service throughout Taranaki and the Waikato. He is in close touch with Dominion conditions and the increased production of building, wool and fat stock are part of his achievements.



let me demonstrate the fabulous SINGER 306K at the FARMERS' new New Plymouth Store!



Two-tone £6 DEPOSIT—British Made

MRS. M. RYAN, HEAD SINGER DEMONSTRATOR SAYS—

"I have demonstrated Singers in Wellington—and how the women appreciate it! They can see the potential of the powerful SINGER 306K Zig Zag at first sight. No fuss—no fancy adjustments. Even building dressmakers can zig-zag, buttonhole, embroider, fashion stitch, etc., plus perfect straight sewing through even the heaviest materials. Ask for me when you come to the new Farmers'. I'll be glad to show you this machine, or any other Singer model you like."

see the stitch witchery of **SINGER** At the FARMERS'

**£1,295,271 PAID
IN REBATES**

Farmers Co-op. directors and executive staff themselves on the fact that their trading share-holders have received an rebate for the past 24 years the sum of £1,295,271. Other figures showing how well this great organisation has been directed are as follows:

Total funds of the company are £1,324,992, of which shareholders have subscribed £277,959 or 21 per cent. Rebate shares make up the sum of £597,091 or 45 per cent. Total profits amount to £483,933 or 37 per cent.

The managing director, Mr. C. G. Trotter, said that the total cash, invested by Farmers Co-op. shareholders amounted to £237,900. Dividends distributed amounted to £369,130 and rebates £483,933, making a total distribution of £1,084,963.

Pointing out the growth in Farmers Co-op. rebate distribution since 1927, Mr. Trotter said that in the eight years ended 1948 the sum of £1,171,812 had been distributed. In the eight years ended 1950 the sum of £2,046,062 had been distributed, and in the eight years ended 1949 the sum of £2,029,493 had been distributed. This made a grand total of £11,295,271.

The number of shareholders in the company had increased from 2118 in 1927 to 7166 in 1950, Mr. Trotter said.



THE FARMERS' CO-OPERATIVE ORGANISATION SOCIETY OF NEW ZEALAND LTD. is a huge concern and its affairs need skillful handling. These men, the directors of the firm, have kept it moving along sound lines. From left: Back row, Messrs. S. M. James, E. C. Dickie, J. J. Pease, T. C. Tarrack, H. E. Byrde, E. E. Chapman, C. R. Sarien, P. Thomson and T. S. Cocker. Front row: Messrs. G. W. A. Williams, J. D. Law, L. Martell, E. W. McAllum (deputy chairman), R. M. Cable (chairman), C. G. Trotter (managing director), H. F. Woodfin (general manager), N. C. Blake (secretary) and M. P. Bremer.

**Merchandise from
all over the world**

THROUGH its merchandise manager in New Plymouth, Mr. L. B. Smith, the Farmers' Co-op. brings goods from all parts of the world to its stores. The United Kingdom and Australia are the greatest suppliers, but places as far apart as China and Sweden are represented on the shelves of all Farmers' Co-op. stores.

In the drapery sections may be found:

- Hosiery, scarves, haberdashery, fabrics, cottons, towels, sheets, gloves, linens, paper and furnishings from the United Kingdom.
- Embroideries, satins, velvets and laces from France.
- Cottons, fabrics, towels, lace, plastics and jewellery from Germany.
- Fabrics, laces, handkerchiefs, embroideries and jewellery from Switzerland.
- Cottons, laces, gloves and jewelry from Italy.
- Towels from Canada.

The names of the countries supplying grocery lines to Farmers' Co-op. stores read like a gazetteer of the world. From the United Kingdom come salt, cordons, alum, soda, spongy salts, canned soups, vegetables and foods, fish paste, salt, pepper and ready-cry stall, bran, barley, maize and dried apples and tinned meats, fish and tinned.

From Italy come havers, olive oil and sundries, while India sends peas, white, abraded walnuts and rice, smooth African canned fruits, evaporated apricots, peaches, smoked fish, pickled and butter beans and a ready-made in Farmers' Co-op. stores. Australian canned fruits, dried apricots and peaches, peanuts, pineapples, muskats, rice, prunes, plums, currants and nuttans are given pride of place on the grocery counters. From Japan come canned salmon, tinned and shrimp, Spanish fruit juices, almonds and walnuts. France also sends shelled walnuts, as does China, which also supplies a certain amount of tea.

Besides coffee beans, Kenya exports canned pineapple to New Zealand for Farmers' Co-op. stores. McAllum also reports canned pineapple, coconut, lard, and tapers for customers. India, Ceylon exports tea and about half America sends Alaskan salmon and some Canadian products include salmon, prunes, raisins and tinned. Cane-proof paper comes from Sweden.

Vast quantities of agricultural tools, hardware and household ware come to Farmers' Co-op. stores from the United Kingdom. Other countries supplying these departments are U.S.A., Germany, Australia, Canada, Italy, Sweden, Japan, China, Belgium, Czechoslovakia and the United States.

One of the problems of my department is seeing into the future and anticipating the requirements of the pastime and committing the responsibility to the future. Mr. Smith said that the Farmers' Co-op. stores have to be ordered at least 12 months in advance of requirements.

MR. L. B. SMITH, merchandise manager.

Message from Mayor

The Mayor of New Plymouth, Mr. A. G. Honnor, has congratulated the Farmers Co-op. on their new department store. He said in a message:

"I deem it a great privilege to note the opportunity of extending to the Farmers' Co-op. the services of the Mayor's Office."

Now a vast organisation

In the 45 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 Hawera the company now controls three sub-branches, three garages, a stock food factory, three branches, eight sub-branches, two West Coast Milk Buildings Ltd., Deposit Company, Nolan's Building Ltd., Central Farmers' Wholesale Ltd. There are two large wood stores at Waikanae and at Waiverua. Other branches are at Waikanae, Opunake, Kaponga, Eihau, Stratford, Waikanae, Kaitiaki, Whararua, Manawatu, Taranaki, and Shyly River. The garages are at New Plymouth, Hawera and Stratford.

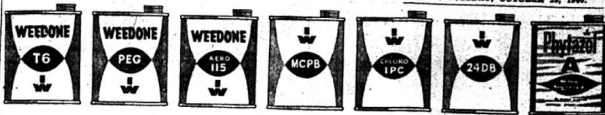
The society's territory is divided into three districts or branches controlled by the Hawera head office. The New Plymouth district includes Waikanae, Inglewood and Pungarehu; the Stratford district includes Eihau and Kaponga and the Waikanae district includes Opunake, Paera and Waiverua.

The branch managers are Messrs. A. Smith (Hawera), T. J. McInnes (Stratford) and J. S. Crofton (New Plymouth).

Other recent additions in our commercial area.

It would also like to thank the society for the very friendly way the many negotiations necessary for the planning and the completion of such a building have been conducted and extend to it all best wishes for the future.

—This page published by arrangement.



**IVON WATKINS LIMITED,
NEW PLYMOUTH**

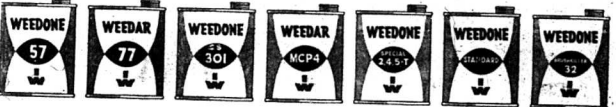
**Congratulates
The Farmers' Co-op.
Organisation Society of
New Zealand Ltd.**

On the opening of their magnificent new building at New Plymouth

The Farmers' Co-op. Organisation Society in erecting this latest and largest building in their planned expansion programme have shown the same foresight as is evidenced in their distribution and servicing of Weedone products. Just as the Farmers are looking after the interests of their customers in providing better amenities, so are Ivon Watkins Ltd., in supplying them with the agricultural chemicals best suited to New Zealand farming needs. Consult the Farmers' for expert technical advice and the complete Weedone service.



Consult The Farmers' on all your weed problems **PRODUCTS**



BEROS BROS. ARE PLEASED TO EXTEND CONGRATULATIONS TO THE FARMERS' CO-OP. ON THE OPENING OF THEIR NEW PREMISES AT NEW PLYMOUTH AND TAKE THIS OPPORTUNITY OF WISHING THEM EVERY SUCCESS IN THEIR GRAND VENTURE.

BEROS BROS. HAVE SUPPLIED LIME TO FARMERS THROUGH THE SERVICES OF THE FARMERS' CO-OP. FOR MANY YEARS AND IT IS LIME THAT WILL KEEP TARANAKI FARMS FERTILE AND PROSPEROUS. TO ALL FARMERS WE SAY — DON'T NEGLECT LIMING YOUR PASTURES BECAUSE—

LIME IS THE BASIS OF FARM FERTILISATION.
LIME IS THE FOUNDATION UPON WHICH TO BUILD GOOD PASTURES, GOOD CROPS AND GOOD STOCK.

BEROS BROS. Ltd.

P.O. BOX 270 TE KUITI

**Best Property Protection
Best Fence Value**
Fully Galvanised Wire
Made to suit YOUR Job
Any Length or Width Available
From as little as 2/5 sq. yd.



CHAIN NETTING



Colour Wire
Gay, plastic coated netting in green, black, white, yellow. Any length, and widths up to 5ft.
Only 6/9 sq. yd.

STOCKED BY—
The FARMERS' CO-OP. Organisation
THROUGHOUT TARANAKI

"a fine building is a symbol of progress"

CONGRATULATIONS

FROM ROBERT YOUNG & CO. LTD.
OF GLASGOW AND FROM
YOUNG'S SHEEP DIPS (N.Z.) LTD.
TO THE

**FARMERS' CO-OPERATIVE
ORGANISATION SOCIETY OF (N.Z.) LTD.**

upon the magnificent achievement signified in the fine new building at New Plymouth.

Young's are proud to associate the high quality and reputation of their wide range of Sheep Dips, and other products, with the Society—throughout Taranaki.



There's a Young's Dip for every farmer's special needs.



MR. A. G. HONNOR, Mayor of New Plymouth.

congratulations of the city council and citizens of New Plymouth on the completion of the new building.

"It is very pleasing to see such confidence placed in the future of our city and we are very proud to have such a building added to it."