

The FARMERS' CO-OP.



features NEW SERVICES to make your shopping MORE ENJOYABLE



66,000 square feet of attractive shopping displays make your buying easy.

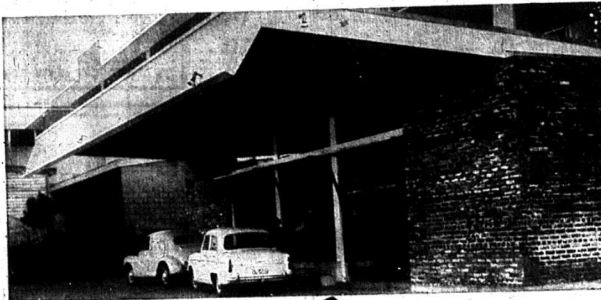
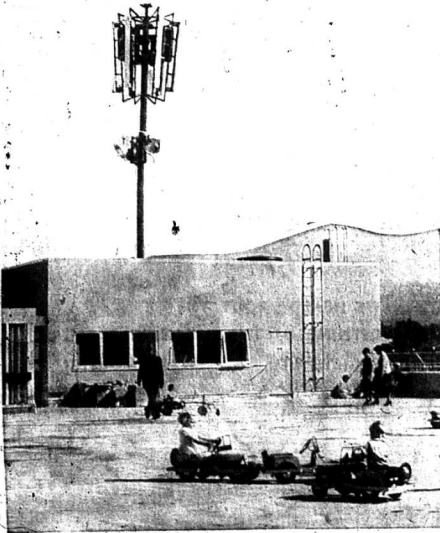
You will find **MANTLES, DRAPERY, LINGERIE, JEWELLERY, COSMETICS, SHOES, SOFT FURNISHINGS & FABRICS, MENSWEAR & MEN'S FOOTWEAR, HAIRDRESSING** for Men, Women and Children, as well as the **GARDEN LOUNGE** for refreshing Coffee and Tea on the **FIRST FLOOR.**

HOUSEHOLD APPLIANCES, our self-service **FOODMARKET, HARDWARE, HORTICULTURE, TOYS and FARM SUPPLIES and PRODUCE** on the **GROUND FLOOR.**

In our **BARGAIN BASEMENT** always there are hundreds of special values.

A ROOF with a view

A glorious panorama of ocean, city and Mount Egmont is available to visitors to New Plymouth's most modern and largest department store. There are garden seats for relaxation and a vast area where your children can play while you go shopping. Tricycles and pedal cars are available for their enjoyment.



Drive-in PARCELS PICK-UP BAY

With so many departments and so many lovely things to buy at the "CO-OP" you can enjoy the pleasure of our parcels pick-up service rather than carry them yourself. Ask for "PICK-UP BAY" despatch and all your parcels will be waiting for you to drive in from GILL STREET. They will be there in alphabetical bins so that you can collect them quickly and easily to save time and effort without any parking worries. This is a **FREE SERVICE** to help you to enjoy shopping at the "FARMERS' CO-OP", but it is not a parking area.



EASY COLLECTION
and
GET AWAY

DRIVE IN
from
GILL STREET

Today and every day
shopping is better at-

The FARMERS' CO-OP.
DEVON STREET : NEW PLYMOUTH



CONGRATULATIONS TO THE FARMERS' CO-OPERATIVE ON THE OPENING OF THEIR FINE NEW STORE

Where you will find these wonderful wash-day products



- ★ WAXINE SUPERSOAP
- ★ WAXINE SOAP POWDER
- ★ SUDS — the super soap chips
- ★ LIBERTY SANDSOAP
- ★ EUREKA CLEANSER

J. B. GILBERT & SON LTD. WANGANUI



Rooftop view at opening



THE ROOF of the huge new Farmers' building was packed on opening day last week. The roof, towering above other buildings in the city, provides an unexcelled view from all directions.

Merits of Farmers' co-operative policy

NO one should run away with the idea that the Farmers' Co-operative Organisation Society of New Zealand is a great big octopus, the managing director, Mr. C. G. Trotter, said when officially opening the new department store in New Plymouth last week.

"We are purely a voluntary organisation of thousands of individuals, both large and small, who have banded together for the purpose of trading, each one to his own benefit by the distribution of being ready and willing to accept certain responsibilities and to share in the profits in proportion to the contribution their trade has made towards the final results of our undertaking," he said.

"We ask for no special favours and the worthwhileness of our system we leave to be judged by our results. We claim that our co-operative policy adds to the general prosperity of Taranaki for the whole of our distribution of retail and wholesale goods."

Lifetime farming association

The general manager of the Farmers' Co-operative Organisation Society of New Zealand Ltd., Mr. H. F. Woodfin, was born at Teruka, South Canterbury, and has been connected with farming operations all his life. He was educated at the Waimate District High school and joined Dickett and Company at Waimate in 1918.

In 1919 Mr. Woodfin took up farming on his own account in the Waikato district, but joined the New Zealand Loan and Mercantile Company at Martinborough in 1923 and joining his present firm the following year as a stock agent and auctioneer at Hawera. He was transferred to New Plymouth in 1930 and succeeded the late Mr. T. J. Salmon as branch manager in 1935.

He was later appointed general manager of the society to succeed Mr. C. G. Trotter.

Mr. Woodfin's hobby is breeding racehorses and racing them. The great Duke was bred by Mr. Woodfin.

Congratulations

to

FARMERS' CO-OPERATIVE ORGANISATION LTD.

from



manufacturers of



Brand of Oxytetracycline

Antibiotic Feed Supplement

* Read Trademarks of Chas Pfizer & Co. Inc.

The best in Australasia

The new department store in New Plymouth owned by the Farmers' Co-operative Organisation Society of New Zealand Ltd. is the most modern and best laid-out store in Australasia. The managing director of an Australian company dealing with cash register systems said this last Tuesday when the store was opened to the public for the first time.

He said his work took him throughout New Zealand and Australia and he had plenty of opportunities to see the latest trends in store design. Many shops he had seen possessed good features, such as food-markets, excellent window displays, paneled walls, but none showed off their goods better as well as the New Plymouth store.

The Australian was particularly impressed with the garden lounge and waterfall arrangement on the second floor of the new building. He said it compared more than favorably with anything he had seen overseas.

Accent on demonstration

"Better demonstrations mean better sales and that is why our new store at New Plymouth has such a fine demonstration area," says the merchandise manager of the Farmers' Co-operative Organisation Society of New Zealand Ltd., Mr. H. F. Woodfin.

Mr. Smith says that the most powerful factor after display in selling is demonstration. The Farmers' Co-op has plenty of goods well equipped to demonstrate and a fine place set aside specially for demonstrations on the ground floor just past the cash desk.

"There is a lot of room to allow large crowds of people to watch the demonstrations and the store management intend to allow only expert demonstrators to use the area set aside for this purpose."

Mr. Smith says that all demonstrations are planned to educate the public in correct usage of appliances shown. Sales are not the primary object of staging such demonstrations, but obviously are not turned away.

All members of the Farmers' Co-op staff have attended courses in better



MR. H. F. WOODFIN

—This page published by arrangement.

CONGRATULATIONS

We have much pleasure in congratulating the **Farmer's Co-op**, on their beautiful new modern Department Store in Devon Street and we are proud to be amongst the Suppliers of this fine Store in order to serve the public.

We recommend with confidence and pleasure our **EVEREST Knitwear** to all who patronise the **Farmer's Co-op**, and we are glad to have this opportunity to bring to the notice of the wider public once again the lines of **EVEREST** and **OLYMPIC**.

A. LEOPOLD & Co. Ltd.

BOX 514 : PALMERSTON NORTH
Sole Distributors for New Zealand

WE COULD HAVE

DANCED ALL NIGHT . . .



WHEN WE HEARD ABOUT THE OPENING OF THE TARANAKI FARMERS' CO-OP. SOCIETY LTD. IN NEW PLYMOUTH !

Congratulations and best wishes from



THE ARISTOCRAT OF N.Z. STOCKINGS—Distributed by BING HARRIS & CO. LTD.

Permanently Pleated TRICEL SKIRTS

IN FASHIONABLE HOUNDSTOOTH CHECKS AND PLAIN COLOURS



Stays pleated, whizzes through washing and drip dries.

WESCO SKIRTS and BLOUSES ARE STOCKED BY

This New Store

T. WESTHEIM & Co. Ltd.

ARE HAPPY TO BE ASSOCIATED WITH THE OPENING OF THE FARMERS' NEW STORE

WELCOME, FARMERS TO YOUR FINE NEW STORE

SOMA-PRESIDENT TEXTILES LTD.

We are delighted that our famous brand names, stockist and room, introduced for us by Farmers, will give reach an even larger public in their Farmers' modern New Plymouth store.

When you visit the new Farmers, look for our brand names on display. They are your guarantee of quality, superb styling and dedicated craftsmanship.



Manufactured under licence in New Zealand by Soma-President Textiles Ltd., Wellington.



congratulate

FARMERS' CO-OP. SOCIETY LTD.

on the opening of their new store



Now, with the opening of this new Store, you can choose your 'OAK' products quickly, conveniently, straight from the shelves. For flavour and freshness . . . for real enjoyment . . . always choose 'OAK' Canned Foods!



OUTSTANDING QUALITY MAKES THESE POPULAR 'OAK' PRODUCTS OUTSTANDING SELLERS!



Convincing proof of the quality of 'OAK' Canned Foods . . . these popular 'OAK' products are the biggest sellers of their kind in the Auckland Province. And these are only a few of the many 'OAK' varieties obtainable at your new Self-Service Store!



Over 50 Varieties Canned at Their Freshest and Best!



Manufactured and guaranteed by THOMPSON & HILLS LTD., Auckland and Napier.

SOME FARMERS' FEATURES



Mettler
present the famous
METTLER FABRIC
from Switzerland exclusive to us in our latest skirt creation.


Swiss Cotton Tapestry design in a button-through full skirt with ruffled pleats from the new wide waistband finished with a patent belt and buttons to match.

Newest shades in ground colourings of Black, Gold or Red.

Ask to see our full range of Skirts and Slacks in these really outstanding Swiss Cottons in both straight and full styles in such attractive designs and newest shades, so really different, they will intrigue you.

Our Maygastel range in fine linens plain colours and checks will be an asset to your Summer wardrobe. Exclusively stocked by Farmers' Co-operative Store.

Sizes are from 24" waist to 32" waist fittings.



CONGRATULATIONS

The N.Z. Co-operative Dairy Co. Ltd.—makers of famous Anchor Milk Products, congratulate the Farmers' Co-operative Organisation Society on their foresight and enterprise shown in the opening of the magnificent new Farmers' Co-operative Department Store in New Plymouth.

ANCHOR

The GREAT name in Milk Products!

THE N.Z. CO-OPERATIVE DAIRY CO. LTD.
HAMILTON and AUCKLAND



SERGEANT DAN CONGRATULATES THE
FARMERS' CO-OPERATIVE
ON THE OPENING OF THEIR NEW DEPARTMENT STORE

In this fine new store you will find the well known family range of health-giving cereal products well represented. Papilleda gives the natural goodness of those whole grain cereals for breakfast to build and maintain sparkling good health.

NOW—
THRISTLE ROLLED OATS
in NEW 4lb.
POLYTHENE BAG

N.Z.'s best quality product packed in best quality polythene—ORDER NOW!

Fleming & Co. Ltd., GORE.



ONE of the many services in the new Farmers' store is a hairdressing department, catering for women, men and children. Here popular hairdresser, Mr. S. Seown, trims the hair of a small girl.



THE WOMEN'S SHOE department at the Farmers' Co-op, provides the customer with comfort and a wide range of styles to choose from.



COMFORT in modern surroundings in the coffee lounge on the first floor of the Farmers' store.

—This page published by arrangement.

ON DISPLAY—NOW!
Champion Ensign

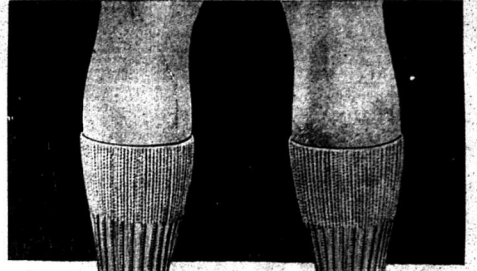


- * Clear vision "air wall" oven window.
- * Oven light.
- * Slow cooking compartment and warming drawer.
- * Thermostat oven control.
- * Minute timer.
- * Smokeless grill pan.
- * "Lift out" handles for easy cleaning.
- * Radiant hot-plate.
- * Self-looking enamel body.
- * Gaslit sealed wire door.
- * "Leakless" unit for automatic cooling optional.

No other cooler gives you so many features at anything near the price!

You can actually SEE how your cooking progresses through the big clear vision "air wall" oven window (double thickness, too, so it can't fog up!). And the handy minute timer calls you to the kitchen right on time. There's a host of features in the Ensign. Inspect it early!

PRODUCT OF RADIATION NEW ZEALAND LIMITED, BRIMSLEY WORKS, DUNEDIN.



At ease in **BRUCE** socks

80% WOOL for warmth
20% NYLON for long wear

It's the wool which makes Bruce socks so warm, so comfortable. It's the nylon reinforcing which makes Bruce socks wear so long. Deftly shaped, expertly finished... you'll find they outlast all others! Available in a wide variety of shades and weights. In colours grave or gay, for every suit, for every occasion... you can't buy better socks than Bruce!

Ask for them by name...
BRUCE Socks



Most celebrated idea in summer sleeping
Cool, light Short Pyjamas by Summit

'No man should toast on summer nights', says Summit, 'except with champagne.' And you'll agree. Particularly once you've slept cool as an ice cube in Summit Short pyjamas.

Summit Short Pyjamas are cut from the finest light weight fabrics. Tailored for trim good looks. Patterned with breezy elegance. They are nearly as cool as your birthday suit, but considerably smarter.

shorts are just as accommodating and feature a wide-band elastic waist.

Call in at your regular outfitters and ask to see his range of Summit Short Pyjamas. He'll have them in colour, fast plains and patterns... including the ever popular Paisleys. Cheers!

Take a look at our picture. Note the generous room in the jacket... the comfort of the short sleeves and tropical collar. The



Available From
THE MENSWEAR DEPARTMENT OF
The Farmers' Co-op New Store

Growth in rebate distribution

Farmers' Co-op. directors and executive pins themselves on the fact that their trading shareholders have received as rebates in the past 24 years the sum of £1,308,771. Other figures showing how well this great organization has been directed are as follows: Total funds of the company are £238,130 and rebates totalled £1,328,371, making a total distribution of £1,566,501.

Following on the growth in Farmers' Co-op. rebate distribution, Mr. Trotter said that in the eight years ending 1944 the sum of £71,713 had been distributed; in the eight years ended 1932 the sum of £207,091 or 7/8 in the £1. Rebate shares make up the sum of £507,091 or 7/8 in the £1. The number of shareholders in the company had increased from 3118 in 1937 to 7108 in 1940, Mr. Trotter said.

Backed the society in the depression

During the depression the directors of The Farmers' Co-operative Organisation Society of New Zealand Ltd. had so much faith in the future of the society that they passed their own cheques to enable the firm to meet its commitments.

In addition they later signed a 'joint and several' to a bank for the sum of £100,000 in order that the society would have sufficient capital to work on.

Of the men who signed that guarantee only two survive—Mr. A. E. Symes, Waverley, and Mr. A. O. Larcom, Ahara. Unfortunately Mr. Larcom, who is in his 83rd year, was unable to attend the opening last week of the great new department store erected for the society, but Mr. Symes, said he was a 'honorary guest' of the directors at the official opening.

Mr. Larcom sent a message to say that he would have dearly loved to attend, but he thought 'the young set' would be able to represent the original dignitaries very well.

He told the managing director of the society, Mr. C. O. Trotter, to see that his deputy behaved himself 'for the £11 he is doing to see the young 'un'.



MR. A. E. SYMES, of Waverley (right) is one of the two surviving members of the directors who signed a bank bond of £100,000 during the depression to assist the Farmers' Co-operative Organisation Society of New Zealand Ltd. to stabilise its finances. He is shown here with the general manager, Mr. C. O. Trotter, at the opening of the New Plymouth store last Tuesday.

Wide range in Farmers' food market

Taranaki's most fabulous food market is now open at the new departmental store opened in New Plymouth last Tuesday by the managing director of the Farmers' Co-operative Organisation Society of New Zealand Ltd, Mr. C. O. Trotter.

The market offers customers everything, food, vegetables, fruit, pre-packaged dairy fresh meats, poultry, cake, confectionery and frozen foods. It also has a special health food section which contains a wide variety of foods for the customer.

New cash register gives improved service

A NEW cash register, built by the National Cash Register Company, which automatically computes—in seconds—how much change a customer is entitled to, and then keeps a record of the figures, is now in use at the new Foodhall of the great new department stores opened in New Plymouth last week for the Farmers' Co-operative Organisation Society of New Zealand Ltd.

Just as with ordinary cash registers every item bought is recorded separately and the total of the sale automatically calculated. This total appears in the familiar place at the top of the register as the customer and the sales person know immediately how much has to be paid.

The figure flashes into view right where the customer and the sales person can see it under a neat...

Modern accounting machines... Machine-printed figures are hard, if not impossible, to alter, and the totals can be locked in so that only the 'accountancy' staff employed by the society can get at them.

CONGRATULATIONS

A.C.I. PLASTICS PTY. LTD. congratulate the TARANAKI FARMERS CO-OP. LTD. on the opening of their modern new building.

We wish them continuing success in their business and feel sure that this fine building will prove a great boon to them. We recall with pleasure our long and happy association with them and are proud to have them listed as distributors of the famous GARNITE CONTOUR PIPE.

Garnite CONTOUR PIPE advertisement with images of pipes and text: Single Red Stripe, Single White Stripe, Normal Pressure, High Pressure.

Roll as you Mow new styled Rotomoa Suburban advertisement with images of lawnmowers and text: Roll as you Mow new styled Rotomoa Suburban.

FISHER & PAYKEL LTD

Advertisement for Fisher & Paykel Ltd home appliances including: BENDIX HOME LAUNDRY, GOBLIN ACE VACUUM CLEANER, FAMOUS WASHRITE WASHING MACHINE, CLOTHES DRIER AND DISHWASHER, HOOVER CONSTELLATION VACUUM CLEANER, HOOVER STEAM AND DRY IRON, HOOVERMATIC WASHING MACHINE, MURPHY RADIOS AND TELEVISION, RADIOGRAMS.

THE FARMERS CO-OP on the opening of their big new store in Devon St. advertisement with image of the store building.

Branch manager

The New Plymouth district branch manager of the Farmers' Co-operative Organisation Society of New Zealand Ltd, Mr. J. S. Critchton, was born at Marton and spent his early youth in the Rangitikei and Pledford districts.

Mr. Critchton joined Freeman B Jackson and Company Limited stock broker and local banker, Wellington, in 1925 as an office boy and was later posted to the stock department where he remained for 17 years as a stock agent and assistant manager.

Mr. Critchton was transferred to the Stratford branch in 1942 and the district manager, being promoted on the retirement of the late Mr. W. Williams. He was president of the Chamber of Commerce at Stratford for two years and was on the executive of the local Shanty Council. He is a member of the board of governors of St. Mary's School, Stratford.

MR. J. S. CRITCHTON... In 1941 he joined the 1st stock department of the Farmers' Co-operative Organisation Society of New Zealand Ltd in New Plymouth district buying for the Patu Freezing Company Ltd. The following year he joined the New Zealand Army and went overseas to the Middle East with the 18th Anniversary Regiment Taranaki, returning in 1944.

you'll find a full range of world famous

Berger PAINTS on the shelves of the FARMERS' advertisement with large stylized text.

- MODERN, NEW DEPARTMENT STORE
All sizes... all colours of these and all the other GUARANTEED Berger Paints are on the Paint Department shelves of the FARMERS!
* BERGERMASTER Full Gloss Exterior House Paint...
* BERGER FULL GLOSS ENAMEL...
* BERGER PAVE-OL Paving Paint...
* BERGER ROOFMASTER High Gloss Protective Roof Paint...
* BERGER BREEZE Inside/Outside Flat Wall Paint...
* BERGER FLAT AND SEMI-LUSTRE ENAMEL for walls and ceilings...
* BERGER ROOFMASTER High Gloss Protective Roof Paint for Roofs, Tanks, Galvanized Buildings and all metal structures...
* BERGER FLAT AND SEMI-LUSTRE ENAMEL for walls and ceilings. Can be applied to plaster, plaster, stucco, concrete, asbestos cement, wallboards, etc.

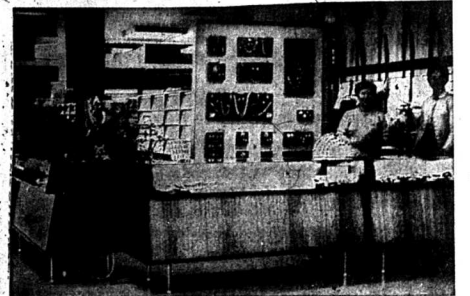
THE UNIQUE INGREDIENT IN EVERY CAN OF BERGER PAINT IS 200 YEARS OF EXPERIENCE.

**Bet Mum
iced with
BRIERLY'S**



**BRIERLY'S
CONGRATULATE
FARMERS' CO-OP
ON THE OPENING
OF THEIR NEW STORE**

*The ORIGINAL
SUPERFINE
icing sugar
USED AND TRUSTED BY
ALL HOUSEWIVES FOR
OVER 50 YEARS*



FASHIONABLE costume jewellery on display in the Farmers' new store.

**AMAZING NEW TROUSERS WITH
INBUILT 'DOUBLE-LIFE' CUFFS
to make them last twice as long**

**"2-UPS"
SLACKS**



**WHEN THE ORIGINAL CUFFS FRAY, JUST SHIP
THE CONCEALED BINDINGS... PULL OFF OLD
CUFFS... NEW CUFFS ARE ALREADY IN PLACE!**



GREATEST TROUSER INNOVATION IN 100 YEARS
Double-life cuffs started a stir overseas, they're causing a commotion in New Zealand because revolutionary 2-UPS slacks begin a new era in men's dress. You always look neat in 2-UPS. Your cuffs always look new.

LATEST OVERSEAS DESIGN
And 2-UPS design is eye-catching too. That same sleek 19 inch cuff so popular overseas is here with 2-UPS. They bring you twin hip pockets, zip fly, latest waist styling, belted waist or popular side tab.

WIDE RANGE MATERIALS
Choose from Venetian, 50% Worsted/50% Terylene and Worsted (2 qualities). There are hundreds of fittings.

Made in New Zealand

**Top fashions, wide
range in drapery**

FOR the past nine months under the direction of the merchandise manager, Mr. L. B. Smith, the manager of the drapery department, Mr. Frank Gibbons, has been placing orders for his department after making a selection from New Zealand and world merchandise.

Mr. Gibbons says that all the top manufacturing houses offer their New Zealand fashion houses offering exclusively through the highest value top fashions were seen - and orders were placed. Thus enabling the Farmers' Co-op to offer the most complete range of good quality brands of any store in New Zealand.

All fashions sold by the Farmers' Co-op are overseas designed and styled, being made by New Zealand manufacturers under license. The layout of the drapery shop is most modern in the Dominion, its 18,000 square feet being especially designed to cater for all members of the family - from babies to great-grandparents. A feature of the drapery department is the wonderful range of women's sportswear offered customers. This section is far and away the most complete and up-to-date ever offered in Taranaki and, perhaps any New Zealand provincial town or city.

Because of its attractive method of display the shoe salon for women and children is also rated at the very top in New Zealand shopping circles. It is modelled on the best overseas and Australian stores and its excellent lighting effects make shopping easy for the customer. The ladies' lingerie, children's and nursery department offer Taranaki customers a chance to shop in complete privacy and a number of

range of footwear, dress clothing, suits, sportswear, working clothes and children to possess the best selection of men's shirts in the province of Taranaki.

There are eight fitting rooms and one alteration room provided for the use of customers in the store and an expert tailors is housed on the second floor for the drapery department.

The new store also offers the services of a well-known hairdresser Mr. Sam Stevens, who will cut on style the hair of ladies, men and children.

Drapery manager



The manager of the drapery department of the New Plymouth Co-operative Society Organisation of New Zealand Ltd., Mr. F. E. Gibbons, has been in the drapery business all his working life. Mr. Gibbons was formerly general manager of Brown, Faine and Company, Dunedin, and has held a number of active positions in large stores throughout New Zealand. He left with the New Zealand Armed Forces in 1942 for service in the Middle East and Europe. At the end of the war he left Italy to spend three months with the buying office in London of a large New Zealand organisation. Mr. Gibbons has had a large and varied experience in almost every department of the retail trade, including display and advertising executive positions. He is a keen rugby fan and coached several grade teams of a well-known Auckland club at one stage of his career. He has had a distinguished athletic and rugby career.

—This page published by arrangement.

FESTIVAL

GOOD FRIENDS GO TOGETHER

and **The FARMERS' CO-OP.**

are proud to be associated and so will you when you buy your new season's

FESTIVAL LINGERIE AND SLUMBER WEAR



WOMEN CAN SEE a wide range of outfits quickly and easily on these special display fixtures in the fashion section of the Farmers' new store. The extensive stock comprises clothes for every social engagement and every age group.

Full 4lb. of luscious, sun-ripe tomatoes in every 22oz can (OR BOTTLE) of Wattie's TOMATO SAUCE



—The Can Saves 8p

Wattie's TOMATO SAUCE

CHALLENGE FERTILIZERS



helped this building grow

N.Z. FARMERS FERTILIZER CO. LTD. CONGRATULATE THE FARMERS CO-OP ORGANIZATION SOCIETY

(Area distributors of popular Challenge Fertilizers)

ON THE OPENING OF THEIR NEW WAREHOUSE AND DEPARTMENT STORE

You can step up farm production two ways with intelligent regular use of Challenge Fertilizers. Fertilizers help you improve existing crops and turn waste land into productive farm land.

Prove for yourself the effectiveness of Challenge Fertilizers. Constant development and practical research have produced a range of balanced mixtures that give positive results and help step up farm production.

SPECIAL MIXTURES QUICKLY MADE UP TO ORDER

Challenge Fertilizers... now Manufactured ONLY by

N.Z. FARMERS FERTILIZER CO. LTD.

INCORPORATING THE CHALLENGE PHOSPHATE CO. LTD. AND THE KIWI FERTILIZER CO. LTD.
AUCKLAND — MORRINSVILLE — NEW PLYMOUTH
AND ARE AVAILABLE FROM THE FARMERS' CO-OP ORGANIZATION SOCIETY

the manufacturers of
Laundrine
 SOAP POWDER
 offer their congratulations to the
FARMERS' CO-OPERATIVE ORGANISATION SOCIETY
 on the opening
 of their modern department store

See it there in the grocery department
LAUNDRIE
 SOAP POWDER

Always use Laundrine and you wash will have that better than new look — that clean right through look.

Made by McLeod Bros. Ltd., DUNEDIN.



More New Zealand Farmers buy Modernite than any other polythene pipe.

It's a fact! Modernite is the most widely-used polythene pipe in the Dominion. Listed below are the main reasons why Modernite has won this universal acceptance... reasons why you should buy Modernite for preference.



- Modernite is sold with a money-back guarantee.
- Made in 16 sizes from 3/4-inch diameter to 4 inches and in various wall thicknesses.
- Shotgun barrel bore ensures maximum flow rate.
- It is flexible and light and easy to carry. The man in the photo opposite is carrying two 600 feet coils with ease.

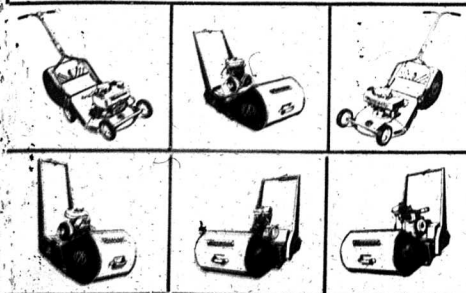
(Made in N.Z. by Modern Plastics (N.Z.) Ltd., and distributed by A. S. Patterson and Co. Ltd.)

IT IS STOCKED, RECOMMENDED AND SOLD BY:

THE FARMERS' CO-OP.

Congratulations to an enterprising Society
 (THE FARMERS' CO-OPERATIVE SOCIETY OF N.Z. LTD.)
 from the pioneers of power mowing in New Zealand
 (MORRISON MOWERS LIMITED)

You will see the MORRISON MOTOR MOWER RANGE in the FARMERS' new Devon St. Store.



Make mowing fun with

MORRISON

Manufactured by Morrison Mowers Ltd., Hastings.

Distributed by Stewart Mason Ltd., Auckland, Wellington, Christchurch and Hastings.

FARMERS' RADIO ROOM



CUSTOMERS hear their favourite records at the Farmers' new store in a special listening room equipped with the latest in stereophonic radiograms.



ONE OF THE MOST MODERN self-service restaurants in New Zealand is on the first floor of the Farmers' new building. While they sip their coffee, customers look out on a magnificent view of the city.

Staff training programme

"We at Farmers' Co-op. believe that selling is a noble career and salesmen and women must have the facilities and equipment to make them regard it as such," says the merchandise manager and chairman of the staffing committee, Mr. L. B. Smith.

He said the new study at New Plymouth was specially designed to lift the level of the staff to a higher plane and it was hoped by the directors and management that the store's excellent working conditions would attract high school graduates to take up selling as a career.

"Already many pupils of the New Plymouth high schools have made inquiries about employment and the company hopes to draw from these young people a good proportion of its future staff," said Mr. Smith. "We are giving a great deal of thought to the training of staff and feel that offering good conditions of employment we will attract a good type of youngster to work in our shops."

The primary purpose of staff training in the society is to make better sales people by providing the principles of service, their attitudes and personal arrangement.

and an understanding of the techniques of selling and helping sales people and better citizens. It has been said by many people in many different ways that we all must spend a great deal of our lifetime in labour we should seek a job in which we can gain satisfaction as well as a good living.

Although this may imply that only new-entraged staff is given training, it is not so. Newly-entraged staff are trained extensively in all routine of store service, modes of payment, deliveries, etc. sets to use all the many facets of modern merchandising, but from the store's point of view, it is not so. Many students are not poured indiscriminately into one mould—such is the diversity of the great organization that there is room for a large variety of types, and therefore staff training is designed to develop the individual's personality and not make him conform to a pattern.

Human element Staff members are chosen for additional training on the evidence of their aptitudes and personal arrangement.

Education Training is also provided for people who, though not nominated for executive training, have personally requested further education.

More and more today emphasis is being placed on the human element in commerce, and staff members are encouraged to see themselves as an integral part of the organization.

Lectures

So that employees can understand the purpose and plan of the society they are given lectures on its history, the men who had the vision and foresight to begin the company, store personalities, location of departments, general store organization and control, and all other matters of importance. Staff members are encouraged to see themselves as an integral part of the organization.

All the students advance their lectures and training more from the purely functional to a knowledge of merchandise, department stock, distribution, care of stock, display and advertising. To many of these students staff members are encouraged to prepare talks of notes on their own merchandise giving them valuable experience in collating facts on what they sell.

An important point about staff training within the society is that students are not poured indiscriminately into one mould—such is the diversity of the great organization that there is room for a large variety of types, and therefore staff training is designed to develop the individual's personality and not make him conform to a pattern.



STANDFAST
 MADE IN N.Z.

Clothing & Mercery

The makers of "Standfast" Clothing and Mercery are proud to be associated with the Farmers' Co-operative Organisation Society of N.Z. Ltd., and to heartily congratulate them upon establishing their new ultra modern store in Devon Street.

The opening of this new store is but another milestone on the road of success achieved by this progressive organization. We are happy to advise that you will find a wide selection of "Standfast" Clothing and Mercery at the Farmers' Co-op.

Full stocks available at the—

FARMERS' CO-OPERATIVE
 NEW STORE IN DEVON ST.



The tenderest of the very best quality lamb tongues, packed tight to reduce the jelly content. Specially processed to retain the full fresh flavour.

"Ace" Lamb Tongues are a real delicacy at a sensible price.

Ask for "ACE"

More meat—less jelly



OFFER THEIR CONGRATULATIONS and wish the **FARMERS' CO-OPERATIVE** Every Success

Farmers will be pleased to know that the new warehouse will stock a full range of all varieties of Coopers Farm Seeds.

"PRIZE WINNER"
 CHOU MOELLIER
 SWEDES
 TURNIPS
 MANGELS
 FODDER BEET
 AND
 FORAGE CROP SEEDS



Established 1860

F. COOPER LTD., WELLINGTON, AUCKLAND, MASTERTON, BLENHEIM, CHRISTCHURCH

D. H. BLACKIE LTD.

Manufacturers of

Manhattan

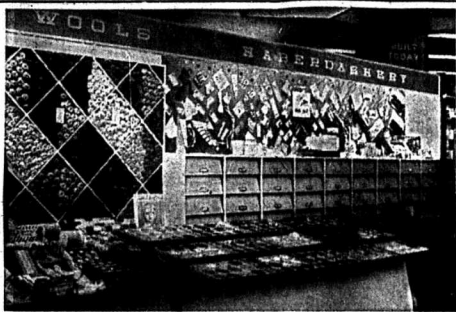
Coats and Frocks
 GIBSON BLOUSES

and

LINDA LEIGH FROCKS

Congratulate the Farmers Co-op

on the opening of their new store and wish them continued success for the future.



FOR THE KNITTER or the sewer there is everything you need in this department of the Farmers' new store. And it is all laid out for quick and easy selection.

CONGRATULATIONS FARMERS' CO-OP.

on this FINE NEW BUILDING achievement . . .

We are PROUD to have been closely associated with you for THESE MANY YEARS. Just as . . .

GENUINE BELGIAN BASIC SLAG

SPREADS GOODNESS WHEREVER IT GOES!

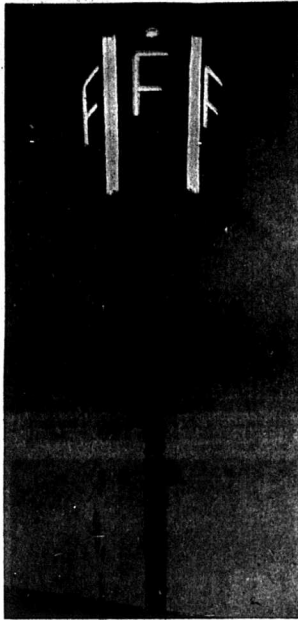
So has your Organisation been of INESTIMABLE VALUE and SERVICE throughout TARANAKI over the years.

Agents for "SYBESCO"

CATHIE DEMPSTER

AND COMPANY LIMITED
WELLINGTON

FARMERS' BEACON



THIS FLASHING BEACON high above the Farmers' new store pinpoints the building for miles round New Plymouth.

Garden lounge has attractive setting

NEW ZEALAND's most lavish garden lounge has been erected on the first floor of the new department store which the managing director of the Farmers' Co-operative Society Organisation of New Zealand Ltd., Mr. C. G. Trotter, officially opened in New Plymouth last Tuesday. Delicious home-made cakes and excellent cakes, scones, savouries, sandwiches and noddies are served daily at the lounge, with tea and coffee.

A feature of the lounge is its India, mechanical toys, books, big garden fountain with three dripping spouts, games and puzzles complete with a very good surround to take the eye of every child entering by magnificent plants set around the store. Ask at this department the manager for details of the new store through the windows before the display scheme which allows goods to be selected now while the farm equipment section designed to meet every need of the farmer. The horticulture department—a complete area of new venture for the society—is the store is set aside for farm staffed by experts and stocked with machinery, tools and a full range of plants, shrubs, trees and ferns suitable for all gardens, pet supplies and garden customer's own requirements in a fully automatic electric wind machine and a few minutes notice garden questions is available to the horticulture department. Farmers' Co-op customers at this most complete for new existing departments. Already the Bargain basement is a complete department. Here growing to be one of the most attractive, colorful, goods, garden products features of the new store. Hundreds of new and thousands of bargains have been sold at giveaway prices.

Hardware, china, crockery, glassware, in the hardware and china department, plastic ware, paint, tools, cement may be found in a comprehensive department. The tradesman or handyman. All new garden tools, law mowers and are displayed for easy selection, clocks are only a few of the items. Many famous names in toys and offered at bargain prices to customers are shown from all the sources.

The china and crystal department. The two department offers the finest range of crystal most complete and the largest range of in the Dominion. Famous of toys at any store in Tararua, such as Royal Albert, Duncans and all are available at low week payment rates.

—This page published by arrangement.



EVERYTHING for the home gardener is in this department from the spade to work the ground to the seeds to put in it.

Store manager

The store manager of the new department store opened by the managing director of the Farmers' Co-operative Society Organisation of New Zealand Ltd. in New Plymouth last Tuesday is Mr. M. G. Lyndon, who joined the company at Havers in 1937.

Mr. Lyndon first worked in the motor department and then moved into the credit department of the head office at Havers. He served overseas in the Second World War and on his return in 1946 worked for a time in the produce department at Havers.

Mr. Lyndon was promoted to assistant store manager at New Plymouth in 1949 and became store manager in 1952. He takes a keen interest in church and school affairs and is a family man.



MR. M. G. LYNDON

and Aynsley give some idea of the quality of the imported bone china offered.

The pick-up parcels bay is a complete innovation in Taranaki. Farmers' Co-op customers may make all their purchases under one roof and come and collect them at any time from the parcels bay which is entered from Hill Street right alongside the new store. Customers may drive in to the bay, collect their parcels and then drive out. The bay is completely covered. On request all customers' purchases will be delivered to the parcels bay.

The directors and management claim justly that the new store possesses the most modern home appliance department in Taranaki. Some of the greatest names in the home appliance manufacturing field are featured at the new store.

These names include Murphy, Philips, Champion, Neeco, Atlas, Washite, Hends, Hoover, Masport, Morison, Speedycycle, Sunbeam, Tristar, Herwood and Gordon. And all are available at low week payment rates.

Salute to Progress



Among the many fine things to be found in the new Farmers' Co-op Department Store . . . Hills Hoists—the Hoist Royce of Rotary Clothes Hoists. No matter what the time . . . there is no finer hoist than a Hills.

Pride of the extensive Hills range, the Super elevating model raises washing approximately two feet higher with a turn of the handle. Featuring every advantage it is possible to incorporate into a clothes hoist, the Hills Super is available in seven sizes . . . from 120" to 210" line space.

Money can't buy a finer hoist—it's practical, efficient, so simple even a child can operate it. From only £14/1/6

Hills Hoists (N.Z.) Ltd.

The world's largest hoist manufacturers
533 MAIN HIGHWAY, PANMURE, AUCKLAND PHONE 571220

The FARMERS' CO-OP.

Celebrate the opening of their

NEW DEPARTMENT STORE

with a special presentation of 1960's greatest hosiery sensation

NEW ACTIVATED

30 denier STRETCH NYLONS

produced exclusively in New Zealand by

Columbine

- NOW!
No Woman has hand-to-fit legs
• Fits, glamour into stretch hosiery!
• Gives you perfect skin-smooth fit
• Super durable wearing and flexibility.
• All this at less cost — Only

13/11 PAIR

This new number in the famous Columbine stretch hosiery range has features which will meet with enthusiastic approval. It's a 60-gauge 30-denier stretch made in the new activated crimp Nylon yarn. This definitely improves wear, gives tremendous flexibility, perfect skin-smooth fit and a sleek glamorous appearance. All this at no extra cost. New activated stretch nylons are only 13/11 per pair.



The FARMERS' CO-OP.

magnificent new store will be featuring this

Hansell's

3 full of flavour JELLIES plus useful and thrifty sugar dispenser



6/8 value for ONLY 4/3

From a New Plymouth Manufacturer "to" "THE FARMERS'" one of their leading Distributors . . . Congratulations from GUARDSMAN MENSWEAR

for Savile Row perfection, at reasonable prices in suits, leisure wear, evening dress.

EVANS & CO. LTD.

Manufacturers of the well-known "EVANS ATLAS" Poultry Foods offer their congratulations to "THE FARMERS' CO-OPERATIVE ORGANISATION SOCIETY OF N.Z. LTD." on the opening of their New Warehouse and Departmental Store at New Plymouth.



as our Taranaki distributors will be pleased to supply further information on our range of poultry foods.

EVANS & COMPANY LIMITED, TIMARU



The Farmers' stock a complete range of

Reidrubber

MILKING RUBBER
REID NEW ZEALAND RUBBER MILLS LTD. MAKERS OF THE WORLD'S FINEST MILKING RUBBER

Proved by actual Trials

Tomoana FULL-FEED Dog Crackers are all that working dogs need

It's proof on the farm that counts and widespread farm tests of long duration with Tomoana Full-Feed Dog Crackers have proved conclusively that dogs not only relish them, but also accept them as a complete food on which they will work with full alertness and vigour. This completely new type of food—completely sterilized—is enriched with liver-oil, and, weight for weight, has a much higher food value than meat. Clean, easy to feed, and lasting indefinitely, farmers everywhere are finding them the ideal food, and a major factor in the drive to eliminate Hyalidist. Write to W. & R. Fletcher (N.Z.) Ltd., Box 594, Wellington, for Free Leaflet giving full details, or ask your Merchant.



Tomoana FULL-FEED Dog Crackers

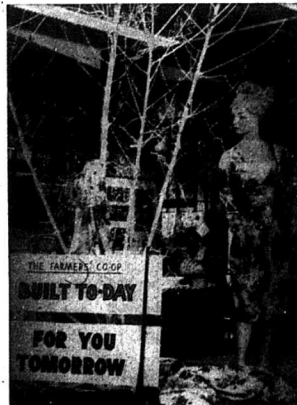
Farmers' bargain basement



EVERYTHING from hinges to refrigerators is laid out in the bargain basement of the Farmers' new store. As in all departments, the display is carefully planned to make shopping easy.



PAINT for every purpose and the brushes to put it on with make an impressive display in this section of the Farmers' store.



A MODEL displaying fashions is a backdrop to the sign that tells the theme of the new Farmers' shop—"Built today for you tomorrow." Since the store was opened last Tuesday, the white-painted tree in the picture has put out green shoots.

—This page published by arrangement.



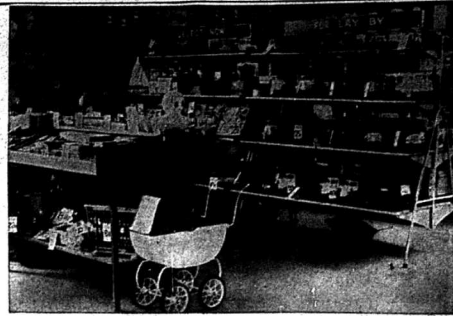
Give a tasty touch to cold meals with **MURDOCH'S SWEET PICKLES**

Leftovers vanish in a twinkling of an eye when you add Murdoch's Sweet Pickles. Cold meats are so much tastier... summer meals more exciting with the appetising tang of Murdoch's Sweet Pickles. Try some yourself... give some to your family... try them as a sandwich filling or with cheese and salads. They're lovely.



MURDOCH'S PICKLES

Add zest to every meal!



HERE'S a department to gladden the eye of youngsters. Toys of all shapes and sizes and in very large numbers are on display in the Farmers' toy department.

"NOW DADS GOT THIS HURRICANE FENCE OR... THE ONLY WAY OUT IS TO DIE OUR WAY OUT"



HURRICANE CHAIN MESH NETTING

Available in handy standard packs at economy prices.

4in. mesh x 12 ga. x 24ft. x 100ft.	—	£8/- per roll
5in. mesh x 12 ga. x 24ft. x 50ft.	—	£3/- per roll
7 1/2in. mesh x 12 ga. x 24ft. x 100ft.	—	£12/6 per roll
8in. mesh x 12 ga. x 24ft. x 50ft.	—	£7/- per roll
10in. mesh x 12 ga. x 24ft. x 100ft.	—	£14/6 per roll

Available from Hardware and Farm Supply Merchants throughout the Auckland Province.

"HURRICANE — Your Guarantee of Quality"

Manufactured by—

NEW ZEALAND FENCE & GATE WORKS
AUCKLAND — HAMILTON — PETONE — CHRISTCHURCH — INVERCARGILL

"KITCHEN KATE" INTRODUCES another outstanding Rickstan achievement!

Flo-line DUPLI-KATE SINK TOP

merges for the first time all the advantages of



Costs only £6-15-0 additional. Can be incorporated in any Rickstan sink top. Complete price only two shillings that of stainless steel.

Rickstan "DUPLI-KATE" gives you all the beauty and colour of a laminated plastic sink top, merged in perfect harmony with all the hygienic and hard-wearing qualities of an extended stainless steel one piece bowl and draining tray. The gleaming stainless steel is "faultlessly fused" to the laminated plastic top with a smooth electronic weld—with absolutely no lip or edge to collect dirt! Featuring "Flo-line" roll front, Rickstan "DUPLI-KATE" gives you EVERYTHING you desire in a sink top for your dream kitchen. See it today.



Sole Manufacturers: RICKSTAN INDUSTRIES LTD., 27 Hill Street, Christchurch, Auckland

AVAILABLE FROM RICKSTAN DEALERS EVERYWHERE