



The Farmers' Co-operative Organisation Society of New Zealand Ltd was formed in 1914 with its head office in Hawera. The retail and administrative complex at New Plymouth remains the most extensive retail concept in the city. Similar, but smaller, concepts are at Hawera and Stratford with branch stores in most towns in Taranaki.

Since its inception, the company has progressed and expanded its operations throughout Taranaki, from Mahoenui in the north to the Waitotara River in the south, and to Ohura in the east. This progress is further typified with the opening in Wanganui, Marton and Feilding of Farm Merchandise Stores to service farmer clients and the acquisition of Londontown, recognised as one of the leading Departmental Stores in that City. Each branch has the capacity and ability to provide the necessary services to that specific community.

With its origins principally to service farmer clients and shareholders, the company has diversified its operation to meet the needs of both rural and urban dwellers.

Apart from a substantial retail turnover involving all items of farm merchandise, fertiliser, home appliances, foodstuffs, clothing and general merchandise, a motor division operates four motor retail outlets, three in Taranaki and one in Wanganui to service its NZMC franchise and Mobil agency.

The company is very proud of its efforts in the livestock field. Either in its own right or jointly with another firm, it owns and operates 13 saleyards; and Farmers' Co-op Wools at Wanganui is a totally owned subsidiary to look after the interests of wool grower clients.

Real Estate figures large in the company's operations and covers farm properties, homes and businesses. Insurance, both Fire and Life agencies, and a Farm Supervision Department, are other readily available services. All profits are spent in the area of operations and together with the salaries earned by a work force of over 650, plus other overhead charges, must be of substantial benefit to the locality concerned. Trading as a true co-operative, the Company is mindful of the support of its more than 8300 trading shareholders. The total payout in Rebates and Dividends since 1937 exceeds \$10,000,000.

The Farmers Co-op has been an integral part of the progress the province has made over the years. The directors and management have every confidence in the future and with progressive co-operative policies and other upcoming developments the company will continue to reflect sound merchandising and management principles for the benefits of all trading shareholders and the public generally.

The true co-operative spirit will always make progress.

FCOS THE FARMERS' CO-OP.
THE TRUE CO-OPERATIVE