

MODERN MACHINERY CENTRE

MacEwans' official opening tomorrow

Spacious... attractive... ideally placed. These are some outstanding features of one of MacEwans Machinery Ltd's most modern trading branches which will be opened in New Plymouth tomorrow by Sir Woolf Fisher.

Situated on the corner of Devon and Robe Sts, the new Plymouth building cost £37,000 and took the contractors 18 months to build.

The site of the new building was originally occupied by the Australia and New Zealand Bank's old wooden premises.

This building was quickly demolished to make way for the new building which is on two levels—a double storey on the Devon St frontage and a single storey from Robe St.

Built of reinforced concrete the glazing presents a continually expanding picture of aluminium windows and doors and galvanized steel roofing.

The move to erect the building was made because of the home appliance showroom, which is off the lower entrance, which is off the Devon St. leads into the home appliance showroom.

The home appliance showroom is 80ft x 40ft and contains a complete range of home appliances including television sets, radios, radiograms, washing machines, floor polishers, refrigerators, clothes dryers and electric ranges.

It also has a demonstration room a suspended staircase leads to the general offices, machinery showroom and parts department.

Also in the showroom are



SIR WOOLF FISHER who will open MacEwans Machinery Ltd's new building in New Plymouth tomorrow. Sir Woolf is the managing director of Fisher and Parcel Ltd, Auckland, which manufactures many appliances sold and served by MacEwans. He is also the chairman of directors of New Zealand Steel Ltd.

A short passage leads into the general office which is 40ft by 40ft. There are also reception and cashier counters.

The machinery showroom, which faces Robe St, is 23ft x 100ft, and includes in its display sales pumps and motor mowers.

At either end of the counter there are offices for the farm sales manager, Mr E. R. Healey, and head storeman, Mr P. Kerr.

The main entrance to the building runs off Robe St and into the machinery showroom.

Behind the counter and offices there is an extensive parts store which covers a floor area of 2500 sq ft.

This department holds home appliances, electrical wholesales goods farm equipment, pump spares, milking machine spares and dairy factory requirements.

A factory is to be erected at the southern end of the parts department which will enable the transfer of goods from the loading dock.

At present smaller goods are whisked to the dock by a gravity chute.

The tiled entrance to the parts store there is a cafeteria and kitchen, toilet facilities and cupboards.

The remaining bottom floor area consists of a bulk store which is 85ft x 80ft.

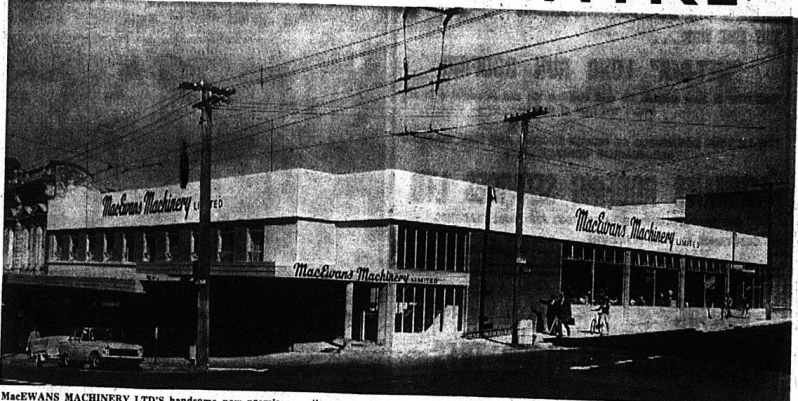
This house the larger home appliances including a bulk stock of pumps, polythene piping and Goodyear tyres.

Included in the store are concrete stairways, a toilet facilities, lockers, a parts department and a small oil store.

At the southern end of the bulk store there is a loading dock for trucks. Service lanes from Robe St and Powderham St give access to the dock.

The main entrance to the building is on the corner of Devon and Robe Sts and leads into the general offices, the machinery showroom and parts department.

At the northern end of



MacEwans Machinery Ltd's handsome new premises on the corner of Devon and Robe Sts, New Plymouth. The building is on two levels, with a double storey frontage on Devon St and one-storey off Robe St. The farm machinery showroom is on the right facing Robe St and the home appliance showroom is on the left facing Devon St. The main entrance to the building is on the corner.



AN AERIAL VIEW of MacEwans Machinery Ltd's new premises on the corner of Devon and Robe Sts. The company's old farm machinery building is on the left of the new premises and at the rear of the buildings is a small part of the land which can be used for future development. On the opposite corner is the Old Post Office and in the left background is the Taranaki County Building.

Special machine designs

MacEwans Machinery Ltd has designed special machines to assist mechanisation of the dairy industry.

The machines include cheese crate maling and wiring machines.

Design and experimental work has been carried out during the past few years on a machine to wrap and pack automatically 36lb blocks of butter into cartons for export.

After considerable thought by the design staff and valuable assistance from dairy companies, the machine is now in use in several factories. One has been exported to Australia and another can handle more than 300 blocks of 7 1/2 tons of butter per hour.

BOWERING, THOMSON, BOON & ASSOCIATES
Architects and Consulting Engineers
National Insurance Building, Brougham St., NEW PLYMOUTH

ALL INTERIOR STEELWORK by **TOLEDO ENGINEERING** SMART ROAD - NEW PLYMOUTH

NEW MYLUSTA HIGH GLOSS HOUSE PAINT

by British Paints (New Zealand) Ltd.

easiest - brushing
fastest - drying
HIGH-GLOSS over

Smith & Smith LIMITED
THE ONE STOP DECORATORS SHOP

REFERENCE THE COMPLETE ELECTRICAL INSTALLATION of "MacEWANS"

WAS ENTRUSTED TO...

JOHN ROBERTS ELECTRICAL (N.P.) LTD.
66 DEVON ST. EAST - NEW PLYMOUTH - PHONE 83775

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— TRUSSES, COLUMNS were installed by

WARD CONSTRUCTION CO. LTD.
Katero Road, New Plymouth

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MECHANICAL ENGINEERING STEAM PLANT INSTALLATIONS
STRUCTURAL STEEL PLASTIC FABRICATIONS AND
STEEL TANKS & PIPE WORKS LININGS.

We are proud to be associated with MacEwans in completing all the —

EXCAVATIONS

of the site for their New Building.

All types of work involving —

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are undertaken by —

B. J. BROUGH

BATHING, DRAINAGE and AGRICULTURAL CONTRACTOR.
EARTHMOVING, DRAINAGE and AGRICULTURAL CONTRACTOR.

Another Building Achievement

by **SNOWDON CONSTRUCTION ...**

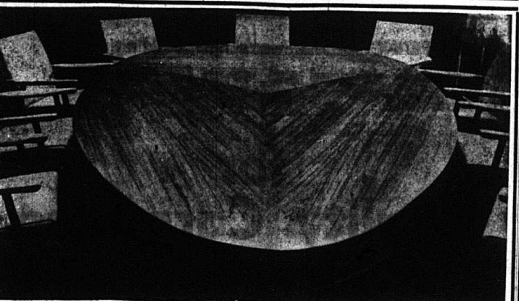
MacEwan's MACHINERY

MODERN NEW PREMISES

BUILT BY ...

SNOWDEN CONSTRUCTION LIMITED

53 LEACH STREET,
PHONE 83-106 NEW PLYMOUTH



Exclusive OFFICE FURNITURE

All Office Desks in MacEwans new building were exclusively designed and craftsmen built by us. We also design and build

ECCLESIASTICAL and TRADITIONAL FURNITURE

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YES! ON TOP AGAIN

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THIS TIME WITH ...

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"MET-DEK" is most suitable for wall cladding too and is available in any length and type of metal.

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14 CONSTANCE ST., NEW PLYMOUTH — BOX 3067 — PHONE 83747
TARANAKI — WANGANUI — MANAWATU

MOSAIC

WALL TILES and FLOOR TILES

For MacEwan's Machinery New Premises

WERE SUPPLIED AND FIXED BY OUR SKILLED TRADESMEN

MARTIN BROS.

FIBROUS PLASTERERS

DEVON STREET WEST — PHONE 83578, N.P.

ANOTHER MODERN BUILDING BEING PROTECTED WITH THE

GUNAC PROCESS

GUNAC ensures a long life waterproof and decorative coating for commercial or private buildings. GUNAC materials are manufactured from the best resins available in the world.

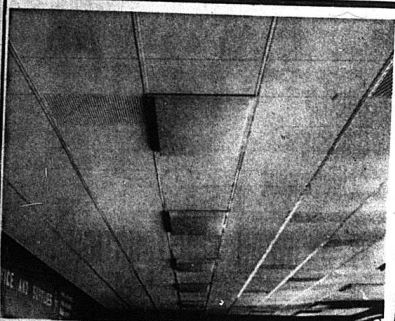
FORMWALL INTERIOR P.V.A. COATING

When in MacEwans also see the decorative fleck finishes on the walls of the showroom and offices. GUNAC materials are manufactured from the best resins available in the world.

GUNAC (TARANAKI) LTD.

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14 CONSTANCE ST., NEW PLYMOUTH — BOX 3067 — PHONE 83747
Sole Operators: Taranaki — Wanganui — Manawatu



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GRECON SUSPENDED CEILING

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GRECON SUSPENDED CEILINGS ADD CHARACTER & BEAUTY AND ARE AVAILABLE IN PATTERNED AND PLAIN MATERIALS SUCH AS PLASTER, PLASTIC, FOAM PLASTIC, AND MANY OTHERS.

GRECON SUSPENDED CEILINGS REDUCE NOISE THROUGHOUT OFFICE, BUSINESS OR SHOP PREMISES.

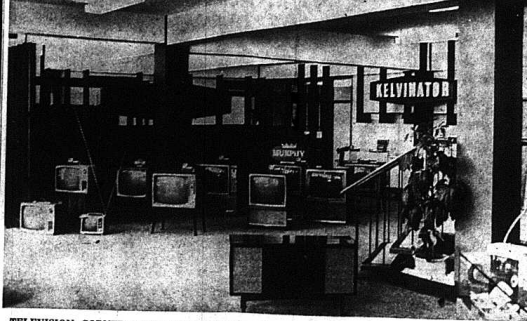
Supplied and fixed by—

R. HOYLE & SONS

BUILDERS. Agents for Grecon Ceilings and Horizon Aluminium Sliding Doors and Windows.

MOLESWORTH STREET — PHONE 88788 — NEW PLYMOUTH

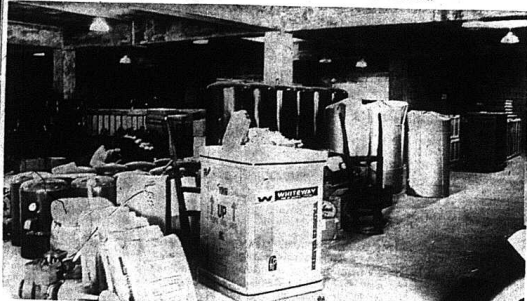
Inside MacEwans' new store



TELEVISION CORNER in MacEwans' home appliance showroom on the bottom floor of the new building.



THIS SUSPENDED STAIRWAY links the home appliance showroom with the general offices, the farm machinery showroom and the parts department in the new building.



THE BULK STORE at the southern end of MacEwans' new premises.

SOLID PLASTERING

— by —

E. C. TROTT

104B MANGOREI ROAD

PHONE 5861, NEW PLYMOUTH

Because of our long standing association with MacEwans, it gives us great pleasure to have supplied ...

ALL THE QUALITY HARDWARE FOR MacEWAN'S NEW SHOP

We congratulate them on fine new trading premises ... and the architects on its excellent design.

JOHN BURNS & CO. LTD.

DEVON ST. EAST,

NEW PLYMOUTH

FOR ALL BUILDERS' HARDWARE

INSPECTION INVITED BY BUILDERS AND THEIR CLIENTS



Ah, yes ...

FLOORING

Supplied and installed by—

Dominion Contractors LTD.

3 GLOVER ROAD HAWERA PHONE 6348

The CARPETING for MacEwan's new building was specially designed and woven for them by Tattersfield.

for Quality Carpeting

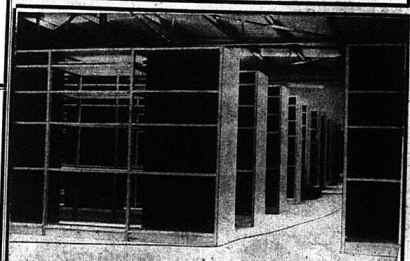
to give comfort in your home or prestige to your business call on the

TUDOR

CARPETING CO. LTD.

20 GILL STREET

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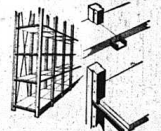


'SPEEDLOC'

ADJUSTABLE WOODEN SHELVING

Chosen by MacEwans Machinery, Speedloc gives strength and stability in any warehouse, shop or factory.

the key to economical storage



- No special tools needed.
- Shelves may be erected or dismantled in minutes.
- Adjustment is a fast, simple operation.

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DEVON STREET EAST

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WITH A NEW PRESENTATION
PRODUCTS of FAME behind THE NAME



MACHINERY LIMITED

FISHER & PAYKEL LTD.

- KELVINATOR Domestic and Commercial Refrigerators.
- WHITEWAY Washing Machines and Clothes Dryers.
- HOOVER Washing Machines, Vac. Cleaners, Floor Polishers, Elec. Steam Iron.
- GOBLIN Vacuum Cleaners and Waste Disposal Units.
- MURPHY Television and Radio.
- NECCHI Sewing Machines.
- REMINGTON Shavers.
- FAIRLADY Hairdryers.



SHACKLOCK H. E. LTD.

- Electric Ranges
- Dishwashers
- Electric Frypans
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MOOAR & STANLEY

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AUTOCRAT DISTRIBUTORS

- Television
- Radios
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FARM EQUIPMENT LTD.

- P.Z. Haymakers
- Herkules Mowers

I.C.I. (N.Z.) LTD.

- Butter and Cheese Salt
- I.C.I. Chemicals

WRIGHTCEL N.Z. LTD.

- Paraform Cheese Wraps



Howard Rotovator Co. Ltd.

- Cultivating Equipment for Home and Market Gardens

JAMES HARDIE LTD.

- Fibrolite Pipe and Fittings

IVON WATKINS-DOW LTD.

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GOODYEAR TYRE CO. LTD.

- Goodyear Tyres and Tubes — for Cars, Trucks and Tractors



PAYKEL BROS. LTD.

- Trojan Vee Belts
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TREVOR BURRELL
 Branch Manager at New Plymouth and controlling Stratford and Opunake areas.



RON HEDGES
 Farm Sales Supervisor, Pumps — Milking Machines and Machinery.



GARY LIGHTFOOT
 Manager of the Electrical and Home Appliance Division.



BOB HOLDEN
 Service Manager Home Appliances and Commercial Sales Representative controlling a team of Expert Technicians rendering Efficient After-Sale Service.

PROGRAMME

In our New Demonstration Area
HOME APPLIANCE COURT
TOMORROW (WEDNESDAY)

MRS NORMA McCULLOCH

FISHER & PAYKEL'S HOME APPLIANCE
 EXPERT will demonstrate all F. & P.
 Appliances, including:—

- THE HOOVERMATIC WASHER
- THE HOOVER VACUUM CLEANER — SHAMPOO FLOOR POLISHER — IRON
- THE WHITEWAY CLOTHES DRYER
- GOBLIN ACE CLEANER AND WASTE DISPENSER
- SLUMBERGUARD ELECTRIC BLANKET
- FAIR LADY HAIR DRYER
- REMINGTON ELECTRIC SHAVERS.

2XP Broadcasting Direct from
OUR NEW SHOWROOM.

MORNING COFFEE FREE to Public from
 10.30 to Noon.

THURSDAY, NOVEMBER 17
 SELWYN TOOGOOD'S POPULAR
HOUSEWIVES' PARTY from 2 p.m.
 Valuable Fisher & Paykel Appliances in
 Prizes to be Won

At HOME APPLIANCE CENTRE
 Devon St East (opp. Ford Garage)
FRIDAY, NOVEMBER 18
BONANZA AUCTIONS
 11 a.m. and 2 p.m.

RECONDITIONED REFRIGERATORS AND
 OTHER HOME APPLIANCES AND
 MOTOR MOWERS, etc.

DAIRY INDUSTRY CONNECTIONS

WE ARE JUSTIFIABLY PROUD TO REPRESENT
 THE FOLLOWING OVERSEAS COMPANIES
 OF WORLD-WIDE RENOWN IN THE NEW
 ZEALAND DAIRY INDUSTRY.

- A.P.V. — ENGLAND: Cream and Milk Treatment Plant and Automation.
- WESTPHALIA — GERMANY: Separators and Continuous Butter Making Machinery.
- ADHYRO — DENMARK: Spray Drying Plant.
- ROGERS — U.S.A.: Spray Drying Plant.
- F. W. KANE — ENGLAND: Cartoning — Filling and Sealing Machines.

**MacEwans MACHINERY
 PENROSE**

- MacEwan WATER PUMPS.
- MacEwan FLOOD PUMPS.
- MacEwan AJAX CENTRIFUGAL PUMPS.
- MacEwan MILKING MACHINES.



**MacEwans MACHINERY LTD.
 WELLINGTON**

- MacEwan RINDLESS CHEESE PRESSES.
- LISTER GENERATING SETS.

REIDRUBBER (N.Z.) LTD.

- Reidrubber Inflatons
- Milker Rubberware



GENERAL ELECTRIC CO.

- Television
- Radio
- Xpelair Fans
- Electric Slicing Knives
- G.E.C. Electric Appliances
- Woods Fans and Controllers

NATIONAL MORTGAGE

- National Polythene Piping
- National Field Drain
- Wintest Clothing
- Wintest Camping Equipment



R. S. MORROW (Easybuilt)

- MacEwans are completely equipped with "Speedloc" Shelving

TASMAN VACCINE LAB.

- TVL Animal Remedies
- TVL Vaccine



BOTTLED GAS LTD.

- Rockgas
- Rockgas Appliances
- Primus Equipment

TISCO

- Television Service

ULTIMATE EKCO

- Television
- Radio and Radiograms
- ALL ULTIMATE APPLIANCES — including Jugs, Irons, Toasters, Heaters, etc.



MacEwans Machinery Limited

Founder was prominent in dairy circles

Mr J. B. MacEwan, founder of J. B. MacEwan and Co. Ltd (now known as MacEwans Machinery Ltd), died in Wellington on May 9, 1941. He was 75. He was also one of the founders of the dairy industry in New Zealand and one of its most prominent figures.

Born in Stratford, Ontario, Canada, Mr MacEwan, after receiving his education in the Canadian Department of Agriculture, entered the Agricultural Department of Canada, where he was promoted to the rank of Chief Inspector. He was also in charge of the Dairy School in Stratford.

In 1904 he was selected by the New Zealand Government as Dairy Commissioner. In this role he did extensive work in promoting dairy schools throughout the country and educating factory managers in practical and technical work in the production of butter and cheese.

After two years' service with the Government, Mr MacEwan decided to enter business on his own, starting at Dannevirke.

In 1898 he moved to Wellington and founded the firm of which he was governing director. The business was formed into a limited company in 1908.

Prominent

Mr MacEwan played a prominent part in establishing many butter and cheese factories throughout the country, arranging for their erection and equipment and also financing many of them. In 1920 Mr MacEwan and six partners established a firm to deal with the export of butter from his farm at Otaki, Wellington. This the largest of its kind in New Zealand at that time, was subsequently taken over by the company.

From 1900 onward Mr MacEwan also did much in the establishment not only of co-operative dairy companies, but also of proprietary

Two brick-faced exposed aggregate panels are a feature of MacEwans' new building. One panel, 32ft x 22ft, faces Robo St, and the other, 21 ft x 21ft, is on the Devon St. frontage.

concerns. In 1917 as another branch of the business, Mr MacEwan established dairying and agricultural works at Freeman's Bay, Auckland - a business which expanded so fast that in 1920 it was transferred to new and larger works at Penrose.

Mr MacEwan figured largely in the dairy export trade, handling the output of many co-operative factories and proprietary concerns, and also dealing with local distribution.

He was an early member of the Dairy Produce Export Control Board and served

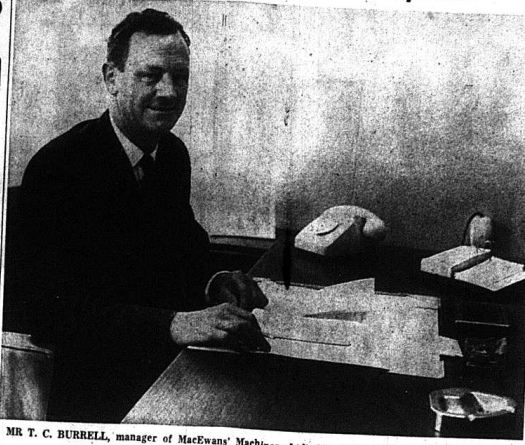
on many business committees affecting national and local interests. Mr MacEwan was among the founders of the New Zealand Taxpayers' Federation, the New Zealand Welfare League, the National Club and the Rotary Club.

From 1921 to 1923 he represented players of duos other than on ships on the Wellington Harbour Board. On the sporting side his main interest was in golf. He was one of the original members of the Millar Golf Club, captain at one time of the Wellington Golf Club (Heretaunga) and member of the New Zealand Golf Council.



MR J. B. MacEWAN, founder of MacEwans.

Branch manager at New Plymouth



MR T. C. BURRELL, manager of MacEwans' Machinery Ltd's New Plymouth branch, in his new office, which overlooks Devon St.

Represents many overseas firms

For many years MacEwans Machinery Ltd has represented a large number of overseas machinery companies connected with the dairy, brewery and food industries, and packaging and pumping equipment.

Some of the best known New Zealand agents for the United Dairies Engineering Co. Ltd, London, Sumo Pumps Ltd, Crawley, and the Westfalia Separator Co., Gelle, West Germany.

MacEwans has also been actively engaged in experimental work in association with some of these principals to develop specialised machinery.

Work began in 1948 with the development of a plant for the pasteurisation and de-aeration of cream machinery handled includes: Pasteurising plants, homogenisers, bottle washers, cream equalisers, vacuum heat sealers, cream equalisers, vacuum heat sealers, cream equalisers, vacuum heat sealers.

Work is continuing and pumps, fittings and tubing, value of £19,360,570.

WIDE RANGE OF PUMPS

A wide range of pumps, including axial flow flood pumps, have been manufactured at MacEwans Machinery Ltd's Penrose works.

The largest pump built in New Zealand was completed at the works. It can pump up to 1,300,000 gallons per hour. As no facilities existed in New Zealand for testing and calibrating a pump of this size, the company had to build a large test tank and weir so that certified curves could be produced. These facilities will be invaluable for testing all MacEwans pumps and for calibrating new models which are produced regularly. In a large, modern pattern shop epoxy resins, in wood and metal, are used for pattern-making. The shop was one of the first in New Zealand to adopt this method. An iron and non-ferrous foundry produces top quality castings for almost all the requirements of the machine shop and for other companies without foundry facilities. The machine shop has modern equipment and turns out a first class product. Some of the products manufactured at the Penrose works include: Centrifugal pumps in cast iron, gunmetal, nickel alloy pumps, horizontal double acting pumps, gear pumps, normal axial flow land drainage pumps, rams, swimming pool filtration plants, pressure irrigation equipment, cheese vat agitators, cheese curd mills and tinders. These hot presses.

CONGRATULATIONS to MacEwans' MACHINERY LIMITED WHERE WISE FARMERS HAVE BEEN DEALING FOR YEARS



He's choosing Reidrubber inflations. Why? Because he knows about the flexibility, shed proven design, and special rubber compounds that ensure full milking pulsation, without becoming sluggish. And that's why more farmers are using Reidrubber inflations and tubing to get the best performance from their milking machines. Wise men!

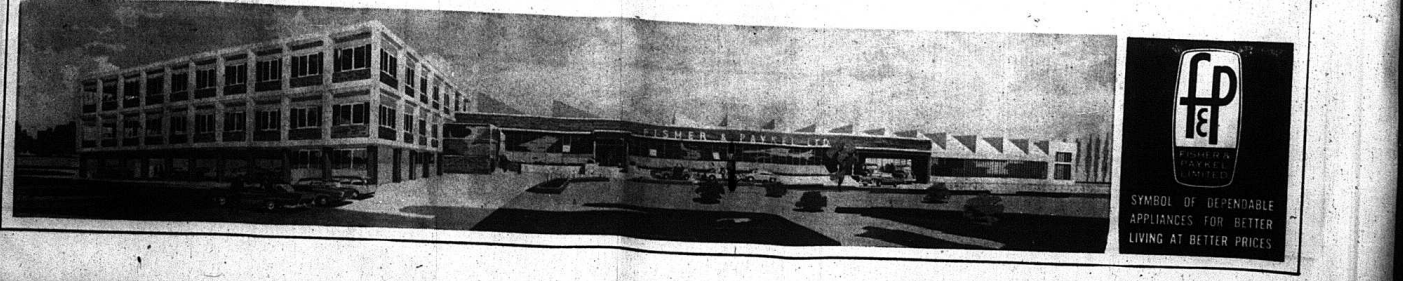
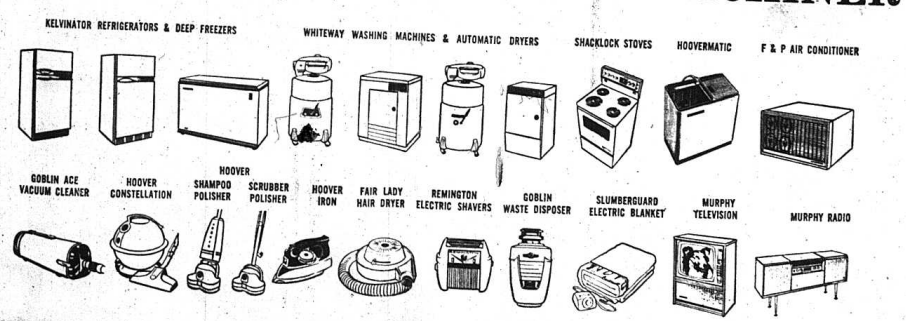
Reidrubber (FULL RESPONSE) INFLATIONS
REID NEW ZEALAND RUBBER MILLS LIMITED, AUCKLAND

MacEwans new store in Devon Street is yet another milestone in their long record of service to the people of Taranaki. Because MacEwans are one of their oldest stockists, this progressive move takes on an additional importance for

FISHER & PAYKEL LIMITED

who join with other Manufacturers and Consumers in offering

CONGRATULATIONS to MacEWANS MACHINERY LTD.



FP
FISHER & PAYKEL
LIMITED
SYMBOL OF DEPENDABLE APPLIANCES FOR BETTER LIVING AT BETTER PRICES

DEVELOPMENT OF DAIRY INDUSTRY

MOVE TO PENROSE

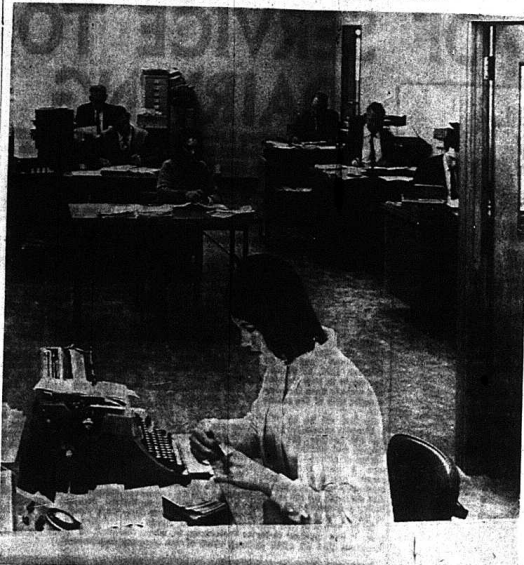
Probably no other individual company took a more active part in developing the dairy industry in New Zealand than J. B. MacEwan and Co. Ltd.

After occupying the Freeman's Bay workshop in Auckland for about 15 years, J. B. MacEwan and Co. Ltd again found it desirable to obtain larger premises.

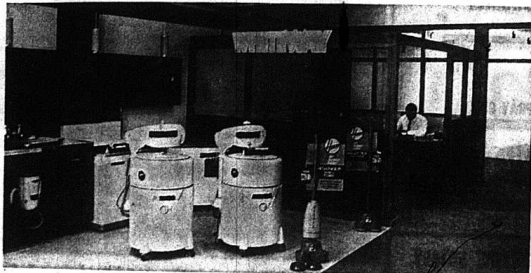
The company aided the formation of co-operative factories, and established machinery concerns under their own control. Ever since the formation of the Dairy Board, the company's dairy supplies have been prominent in MacEwan's service to the dairy industry. These include such items as salt, cheese handbags and caps, tinless cheese vats, butter parchment, lined steel, aluminium milk cans, and cream cans, and the handling of their output with neatly, all exports.

In 1930 the company bought a property fronting the main south road at Penrose and a new factory was built. Two years later the engineering works and dairy machinery supplies department became a separate company—MacEwan Machinery Ltd. Trading branches were opened in Stratford, Opunehi and Hamilton. One of the largest suppliers of these lines.

Inside MacEwans' new office



OFFICE STAFF at MacEwans Machinery Ltd's new building work in roomy and pleasant conditions. In the foreground is the reception desk.



VIEW of the home appliance showroom in MacEwans, showing part of the demonstration area and the sales office.

Introduction of machine milking EXPANSION

In 1901 the agency for the sale of milking machines in New Zealand enabled J. B. MacEwan and Co. Ltd. to take a foremost part in providing farmers with an efficient and reliable means of milking their herds at a reduced level of cost, and the elimination of a great deal of the drudgery from hand-milking methods. This first plant was known as the J. and K. (Lawrence and Kennedy), and in 1904 the principle of air admission into the test cup was invented by

an Australian and incorporated into the plant which then became known as the LHC (Lawrence Kennedy Gillett) milker. This name has been familiar to New Zealand farmers for over 50 years. With the complete redesign of the machine in 1955, the name was changed to the "MacEwan."

NATIONAL Mortgage and Agency Co. of New Zealand Ltd. who own MacEwan's have recently opened a £300,000 new wool store in Kennedy Place, Opunehi. The store, with the associated amenities block, exceeds four acres in area and is the most modern of its type in the South Island.

About 1907 J. B. MacEwan and Co. Ltd's workshop was formed in New Plymouth. Two years later it was transferred to Auckland at the rear of the branch office in Fort St.

Milking machines, milk and water pumps, cheese presses, etc. were manufactured in cramped, difficult conditions. These conditions and the onset of an engineering shop on the same floor as the sales office made other premises imperative. In 1918 a two-storey brick building in Wellesley St., Auckland, with a frontage to Sale St was bought. The engineering staff increased to about 50 men.

TISCO service is growing too!

Like MacEwans we have gone into big new premises. More and more people wanted complete, guaranteed protection for their TV sets; fast, reliable emergency repairs to both TV sets and radios.

In short, we needed big premises. Now we have them. You'll find TISCO's smart new Television and Radio Service Centre at 7-9 Currie St., New Plymouth.

Growing, yes — but the big thing about TISCO is the service. For all TV, and Radio service contact ...



7-9 Currie St.
Ph. 5707

GOOD YEAR congratulates MacEwans Machinery Ltd.

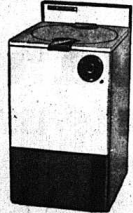
on the opening of new premises at New Plymouth

AND
GOODYEAR IS PLEASED TO ANNOUNCE that from November 28, 1966, MacEWANS MACHINERY N.P.,

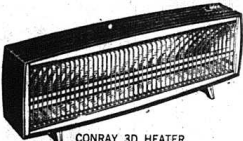
will be Taranaki Distributors of ...
GOODYEAR TYRES and TUBES for Cars, Trucks and Tractors

THE RANGE WILL BE AVAILABLE IN ALL SIZES.
PHONE 7649, NEW PLYMOUTH, FOR SERVICE

PROVEN PRODUCTS DEVELOPED & ENGINEERED BY NEW ZEALAND'S MOST EXPERIENCED RANGE & HEATER MANUFACTURERS H. E. SHACKLOCK LTD., DUNEDIN. PROVEN PRODUCTS DEVELOPED & ENGINEERED BY NEW ZEALAND'S MOST EXPERIENCED RANGE & HEATER MANUFACTURERS H. E. SHACKLOCK LTD., DUNEDIN.



SHACKLOCK CHEFMAID DISHWASHER



CONRAY 3D HEATER



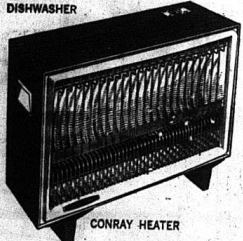
SHACKLOCK CHEF 24 DE-LUXE



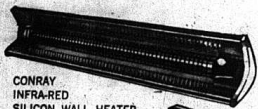
TANGRAY 2000



SHACKLOCK CHEFMASTER 30



CONRAY HEATER



CONRAY INFRA-RED SILICON WALL HEATER

THERE'S A LOT TO BE SEEN AT MacEwan's NEW STORE IN DEVON STREET...

for example all those products from **H. E. SHACKLOCK LTD.**, who offer their congratulations to MacEwans Machinery Ltd., on this progressive move.



SHACKLOCK CHEF 24



SHACKLOCK ORION



SHACKLOCK CHEF 24 DUAL OVEN



CONRAY FLAME SHELL



SHACKLOCK CHEF 24 AUTOMATIC

SHACKLOCK SLIMLINE INFRA-RED WALL HEATER

ENGINEERED BY NEW ZEALAND'S MOST EXPERIENCED RANGE & HEATER MANUFACTURERS H. E. SHACKLOCK LTD., DUNEDIN.

ENGINEERED BY NEW ZEALAND'S MOST EXPERIENCED RANGE & HEATER MANUFACTURERS H. E. SHACKLOCK LTD., DUNEDIN.

MANY YEARS OF SERVICE TO DAIRYING

FOR VERSATILITY ON THE FARM GO...



NEW ZEALAND'S MOST COMPREHENSIVE RANGE OF AGRICULTURAL SPRAY EQUIPMENT

Never before has such a complete range of Agricultural Spray Equipment been offered to the New Zealand farmer. The New Sprayrite range includes piston pumps, gear pumps, roller pumps, diaphragm pumps—as well as booms, nozzles, spray guns, pressure control units and accessories; R.S.M. orchard sprayers and Fontan motorised knapsacks. All backed by the Sprayrite 90-day warranty and nationwide service.

With Sprayrite you get expert advice on the type of equipment best suited to your farm. Advice backed by years of manufacturing and field experience. There's a Sprayrite distributor in your district. Call him today. Get advice on your problem without obligation.



PUMPS BOOMS NOZZLES GUNS NEVER GOT THE LOT!

ENQUIRE WHERE YOU SEE THIS SIGN



BEST RANGE OF PISTON PUMPS ON THE MARKET



MYERS PUMP



HILO 4



SPRAY GUN

MANUFACTURED BY **IVON WATKINS-DOW LTD** **stantox** **WEECO**

MacEwans Machinery Limited for **SPEEDIESCYTHE ROTARY LAWN MOWERS**

MacEwans Machinery Ltd—a firm which introduced the milking machine to New Zealand and probably did more to develop the dairy industry in this country than any other single company—was founded in 1896 by Mr James Ballantyne MacEwan.

Mr MacEwan came to New Zealand from Canada in 1884 as chief dairy expert working for the Department of Agriculture.

On May 1, 1895, his title was changed to Dairy Commissioner—the first appointment of its kind to be made in New Zealand.

His appointment was for a Wellington would be more term of two years, during central so he acquired a temporary office in a house at the corner of the big dairying areas of the North Island.

When Mr MacEwan's term of office with the Government ended in October, 1896, he decided to remain in New Zealand and embark upon the commercial side of the industry.

He first set up an office in Dunedin and after brief sojourns in Melbourne and Christchurch, he came to New Zealand in 1907 to take charge of the dairy industry in the North Island.

From the outset he arranged for the sale of MacEwan and Co Ltd moved to a modern building at the corner of Customhouse Quay and Johnston St. and in 1907 industry to develop equipment for the dairy industry to meet its specific requirements.

As the volume of orders grew more salesmen were employed in some Taranaki towns and the department's business was also conducted on a wholesale basis.

The company's premises in King St were extended in 1935 the department was given ample space for its trading and to store its comprehensive stock of electrical and radio goods.

Under Mr Holden's management this part of the New Plymouth business went from strength to strength.

In November 1937 Mr R. S. M. Levy joined the company. When Mr Holden retired in 1954 he was appointed manager of the department.

Agencies were then established until his resignation last January. Mr G. L. Lightfoot, the company's general manager, was also appointed manager.

In the early days of Mr Holden's management, the original Kelvinator refrigerator was offered for sale and the original Kelvinator was obtained through J. J. Niven and Co. Ltd. Both cabinets were imported from the United States.

Another brand sold was Frigidaire, mainly ice cream cabinets, and again imported from the U.S.

The next cabinet introduced to the company was the Westinghouse through H. W. Clarke. This cabinet had the first sealed unit and was offered as an agency. But it was decided to select the Crosley Sheldrad refrigerator.

Mr G. L. Lightfoot's selection sets and other appliances manufactured in Auckland by Fisher and Paykel have been sold and serviced by MacEwan's Machinery Ltd.



MR. J. B. MacEwan (centre) with members of the dairy industry in the bush at Stratford in 1894. The men are (from left) standing: Messrs A. Busck, J. T. Lang, A. A. Thornton, B. Waite. Sitting: Messrs S. M. Robbins, J. B. MacEwan, J. Sawers.

New department

At the New Plymouth branch of J. B. MacEwan and Co, an electrical and radio department managed by Mr S. J. Holden was started in 1927.

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MacEwans for SALES and SERVICE

ACTIVAR
New Zealand's most wanted Clothes Dryer

THE ONLY CLOTHING DRYER WITH PATENTED 'EASIROTOR' RAILS

Autocrat and MacEwans bring you New Zealand's most exciting range of RADIO and TELEVISION

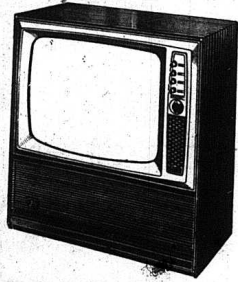
Golden 'A' Series

TV. RECEIVERS

TANIA

Proud Aristocrat of the new Golden 'A' Series 25" Console on ball castors.

25" — £159/10/-



LORINDA

Twin elliptical speakers complete the realism in this 25" Console model.

25" — £155/-

LEANDER

At home in any room the 19" Leander is a sensational television value for money.

19" — £119/10/-

PATRICE

The big 25" direct vision tube makes pictures so big, so lifelike, you feel they're real.

25" — £145/-

TRANSVISION

The exciting, new, transportable baby of the Golden 'A' Series.

16" — £109/10/-

Golden 'A' Series

RADIOGRAMS

KARLA

The very latest in solid state engineering. All transistor. Stereophonic Radiogram. £92/10/-

GINA

All transistor Stereophonic Radiogram. £89/10/-

MODEL TRM3

B. Transistor — manual tuned. Capable of most modern sets. FROM £28/18/-

MODEL TRM2

Do yourself transistor. A set of 12 tubes. Includes aerial, wireless set, tuning and operating instructions. All installation hardware. Do yourself installation. £24/18/6 COMPLETE

MODEL PCR4

Do your own transistor model. With push-button operation for five settings. Comprehensive fitting for almost all new model cars. FROM £37/15/-

MODEL TRP3

Do your own transistor model. With push-button operation for five settings. Comprehensive fitting for almost all new model cars. FROM £37/15/-

FOLLOW THE SUN WITH

MODEL 8TRBC

Autocrat bring you the first quality B Transistor. Portable at a popular, new, low price. £24/18/6

MODEL 8XP24

Styled in sparkling silver and black. 8 Transistor power on 4 band reception. — All push button controlled. £27/10/-

MODEL 7C318

A great little performer. Packs 7 transistor power yet weighs only 11 ounces. £12/18/6 Complete with Carrying Case

MODEL 8C28A

Only Autocrat could give you top quality performance, particularly for fringe area reception at such a low price. £19/19/- Complete with Carrying Case

MODEL 8C28A

Only Autocrat could give you top quality performance, particularly for fringe area reception at such a low price. £19/19/- Complete with Carrying Case

MacEwans came to New Plymouth 65 years ago

Because of the immense development of the dairy industry, which found early roots in Taranaki's highly productive soil, the first Taranaki branch of J. B. MacEwan and Co. was opened in New Plymouth in 1901.

From the outset, the company enjoyed a satisfactory share of support from the local dairy factories and farmers.

First in the market with the sale of milking machines, the company found Taranaki a ready market for the introduction of mechanical milking which meant so much to the individual in lessening his labour and production costs.

As in the case of other Taranaki cities in 1928, the company had in Taranaki a team of hand-working salesmen collecting orders on either a cash basis or under the hire-purchase system.

The salesmen's efforts were implemented by highly capable engineering designers, several of whom, in addition to their daily duties, found time to devote and suggest improvements in the working of these machines.

Prominent in this respect were Messrs A. E. Robertson, O. G. Lindstrom, W. H. Luscombe, N. G. Davis and, more recently C. W. Maxwell.

These five men gave outstanding services in the evolution of milking machinery during the first few years, the New Plymouth office was organized as a selling depot only.

Mr T. W. D. Robertson was manager until 1909 when he was transferred to Wellington and was placed in control of the machinery interests of the company.

He was succeeded by Mr. A. C. MacEwan who was manager for six years until he moved to Christchurch in 1914.

The next manager was Mr. J. T. White, a refrigeration engineer. Mr. White became a salesman of factory machinery and various lines of manufacturing supplies.

Recognition was made after World War I of Mr. MacEwan's intimate knowledge of milking machines and he was appointed manager of the factory department.

Mr. White retained control of the dairy factory business in addition to exercising a general supervision over all trading interests in the

came under the Guardian Trust and Executors Co. Ltd. and a change was effected.

Further changes were made in 1946 after Messrs Levin and Co. became owners of the business. Both Messrs Luscombe and Ulander retired shortly after.

The next manager to be appointed was Mr. S. J. Holden. He had held the position until 1954, when, because of ill-health, he retired.

He was succeeded as manager by Mr. G. S. Anderson, accountant since 1941 and assistant manager from 1949.

Mr. H. S. Jones succeeded Mr. Anderson as branch accountant in 1949.

Mr. Anderson resigned in May 1958, and was replaced by Mr. J. G. Booker who was manager of the Hawera branch.

In June 1963, Mr. Booker was transferred to Christchurch as the South Island manager and Mr. R. J. Baxter, who had been managing the factory department at the New Plymouth branch, was appointed branch accountant in April 1949.

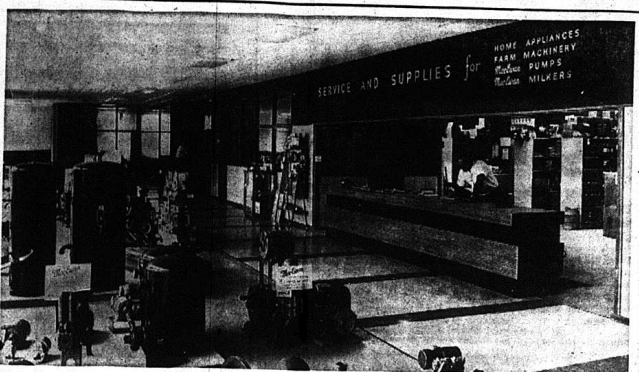
Mr. Hamilton joined the clerical staff in Wellington in 1911 and in 1919 was transferred to New Plymouth as branch accountant. He gave valuable service for many years until his retirement in 1946.

CHANGES

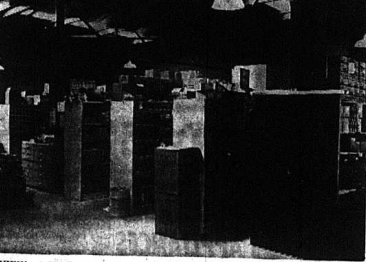
In 1941 the direction of the company's affairs eventually he decided to launch out into business for himself.

Being short of capital he applied to MacEwans for financial assistance and was offered it on the basis that he give preference to any orders that MacEwans placed with him.

As trade steadily grew his premises became too small for the complete range of equipment for handling heavy machinery jobs.



TWO double-acting pressure units form part of the display in the farm machinery showroom on the upper floor of MacEwans' new building. On the right is a long counter and behind this a section of the parts department.



VIEW of MacEwans' parts store which is on the upper floor and behind the farm machinery showroom. It covers a floor area of 3500 sq. ft. and stocks include home appliances, electrical wholesale goods and milking machine spares.

THREE SUB-BRANCHES

Although the New Plymouth headquarters of MacEwans Machinery Ltd is the main Taranaki branch, there are sub-branches in Hawera, Opunake and Stratford.

A depot was established in a shop in High St, Hawera, but in 1938, a lease from Booth Macdonald Ltd for premises in Union St was accepted. These were bought in 1941 and two years later a strip of land granting the company access to Nelson St was also purchased.

Hawera became a separate branch in 1948 under the management of Mr. J. G. Booker, who joined the New Plymouth clerical staff in 1928.

When Mr Booker was appointed manager of the New Plymouth branch in 1958 he was succeeded by Mr. G. B. Dicker from the Hawera office. The present manager, Mr. W. G. Francis, took over the branch in 1959.

The company has rented a small office from Mr. G. Bevan at Opunake for many years.

For many years the Stratford district was controlled by a resident salesman. In the late 1920s a branch was set up in the main street when Mr Davis was transferred to Stratford. Mr J. B. Kristensen was appointed manager. Last April, the company had two present managers, Mr B. G. Walsh, was appointed.

THE NORTHERN ASSURANCE COMPANY LIMITED

FOR COMPLETE INSURANCE SERVICE

CONGRATULATIONS

We are pleased to have this opportunity to congratulate MacEwans Machinery Ltd. on its handsome new building in Devon St. This is another landmark in the development of New Plymouth and Taranaki, with which "MacEwans" have been so closely connected for many fruitful years.

MacEwans Machinery

Links in a chain of service:
MacEwans MACHINERY LTD. and THE NORTHERN ASSURANCE COMPANY LTD.

MacEwans Machinery Ltd. have been our Chief Agents in this progressive area for many years. Together we have seen the city and the district grow space. Today, we look forward to further years of friendly association, and a continuation of our close interest in Taranaki.

For cover without confusion

N.I.M.U. BUILDING: CORNER LAMBTON QUAY AND WOODWARD STREET, WELLINGTON

EARLY BACKING FOR ENGINEERING FIRM

New Plymouth's largest engineering firm, Swanson Engineering Co. Ltd had a strong association with MacEwans for a number of years.

The originator of this engineering company was Mr Charles Swanson who had previously been an employee of MacEwans.

Mr Swanson had had training in heavy construction work of a kind not undertaken by MacEwans and suggested that a company

be formed in which MacEwans would take an interest. A decision was made in 1935 to incorporate the business as C. Swanson and Co. Ltd.

A site for the new premises was found in Devon St and a building capable of further extension was erected complete with equipment for handling heavy machinery jobs.

Previously its most important work was centred upon marine engineering repairs and the building of bridges.

One of the largest contracts entered into by C. Swanson Ltd was the erection of New Plymouth's first oil storage tanks at Moturoa.

The successful completion of this contract brought the company's name into prominence and may be regarded as a turning point in its career.

When he retired, Mr C. H. Woodward, who had been auditor from the company's beginning, was appointed manager. MacEwans decided to discontinue their interest in Swanson in 1946.



NEW ZEALAND LIMITED
congratulate
MacEwans
on moving to their modern new premises

G.E.C. (New Zealand) Limited, congratulate MacEwans on moving to their modern new premises.

G.E.C. are proud to be associated with the construction of MacEwans building. All heating and lighting equipment installed was manufactured by G.E.C. (New Zealand) Limited.





Agents for G.E.C., Radio and TV, Oram Lamps, Lighting Fixtures, Wood Fans, Xpiala Extractor Fans, and G.E.C. Domestic Appliances.



G.E.C. (NEW ZEALAND) LIMITED
P.O. Box 3341, Wellington

Ultimate-Ekco

ELEGANCE PLUS ENGINEERING

are proud of their long association with

MacEwans Machinery Ltd.

as stockists of their famous products in

TELEVISION-RADIO-APPLIANCES

Ultimate "CAVERSHAM" 25"
A superbly styled big screen receiver with hand-wired Super Response chassis. "Automatic" picture control, two speakers for full tonal balance. In medium or light mahogany. Depth 15 1/2", width 32", height 23".
PRICE £165/-/-

Ultimate "IMPERIAL"
Specially designed with 4 speakers for finest sound reproduction. Latest multi-purpose valves give magnificent Hi-Fi performance. Ultimate "Paragon" plated circuit means longest life. Traditional style cabinet in an exceptionally polished mahogany (dark or medium). Measurements: Width 40", depth 15 1/2", height 25".
PRICE £99/17/6

Ultimate "GRANDEUR" 25"
A superbly styled big screen receiver with hand-wired Super Response chassis. "Automatic" picture control and "true tone" sound from large 7" x 2 1/2" speaker. In mahogany or walnut veneer.
PRICE £145/-/-

DUAL GUARD JUG
Handmade, styled 3 pint jug that can't burn out or tip over. With heat resistant handle. Guaranteed 12 months.
£5/15/-

POP-UP TOASTER
The outstanding toaster features the "Perpetual" Timing Unit designed to last longer - save you money. Range of dial settings for different degrees of toasting. In gleaming stainless steel.
£10/10/-

STEAM 'N' DRY IRON
Has automatic water tank, let cleaning needle, fingertip heat control. Guaranteed 12 months.
£7/10/-

See the Great **ULTIMATE-EKCO** Display Now at -



MacEwans Machinery
LIMITED

HOME APPLIANCE COURT, DEVON ST. WEST, N.P., PHONE 7669
AND AT STRATFORD, UNION ST., HAWERA, AND OPUNAKE

Over a stream in Egmont St



A CARAVAN HOLIDAY IS REALLY FUN—WHEN THE COOKING IS DONE WITH ...

Rockgas

Fast, efficient, economical Rockgas takes all the bother out of cooking ... gives you more time to relax and enjoy your holiday. There's no pricking ... no pumping ... the consistent Rockgas flame burns cleanly ... does away with sooty pots and pans.

insist on Rockgas

Wherever you are ... turn on home comforts with inexpensive Rockgas. Cooking, lighting and heating appliances, suitable for tents, caravans, boats or beaches, are available from Rockgas dealers everywhere.

Be sure you take low-cost Rockgas on your holiday. The 20 lb. Rockgas cylinder lasts for ages but ... wherever you are ... you're never far from one of the many Rockgas dealers throughout New Zealand. (40 lb. cylinder also available).



WHEREVER YOU ARE ... THERE'S ROCKGAS

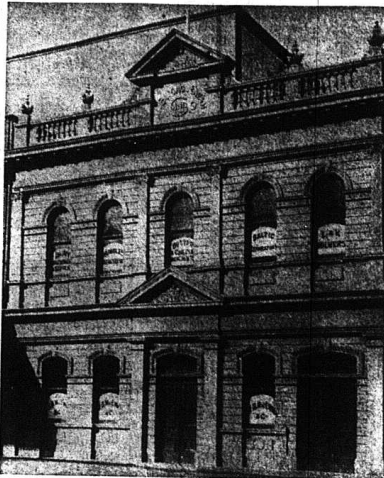
PRIMUS BOTTLES: If you are a Primus user ask for the special Primus list of ROCKGAS dealers from your usual supplier. Obtain the latest list of ROCKGAS dealers from your usual supplier.

BOTTLED GAS LIMITED - P.O. BOX 1095, WELLINGTON

For full information about Rockgas supplies and equipment consult the distributors for Taranaki—
MacEwans MACHINERY LIMITED
NEW PLYMOUTH ... Also at Hawera, Opuake and Stratford

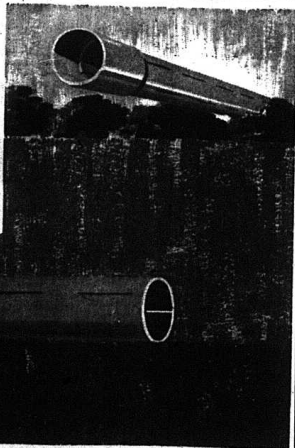
The first building owned by J. B. MacEwan and Company in New Plymouth was on the western side of Egmont St. It was the principal station for the machinery branch of the business in Taranaki.

The two-storey structure of wood and iron was built over a stream by Mr E. W. Rand, who subsequently erected several dairy factories under the company's instructions. Because of the steep growth of business the building quickly became congested. Plymouth's main thoroughfare, giving easy access to farmers and others arriving on the upper floor and an agency work was carried out on the ground floor was used for trading stocks. The location had the great advantage of frontage to a street leading directly from the railway station to New



J. B. MacEwan AND CO. LTD'S first building in New Plymouth. It was situated on the western side of Egmont St and was destroyed in the Theatre Royal fire of 1916.

in a field on it's own!



NATIONAL

POLYORC RIGID PVC FIELD DRAIN

A NEW SOLUTION TO AN OLD PROBLEM. NATIONAL POLYORC RIGID PVC SLOTTED FIELD DRAINS CUTS COSTS FOR THESE REASONS.

1. Drainage widths are substantially reduced with National Polyorc Field Drain—down to 3 or 4 inches—resulting in less back filling, trenches dug and filled more quickly.
2. All Field Drain piping is supplied in pre-formed 20ft. lengths and in bundles of 20ft.—weighing only 80lb.
3. National Polyorc Field Drain has a known and constant inside of at least 20 sq. in. per 20ft. length.
4. National Polyorc Field Drain is rigid enabling a constant fall to be maintained.
5. The Field Drain is installed simply by joining 20ft. lengths with 3" couplings to form a resilient Field Drain in constant and perfect alignment.
6. Particularly suitable for use in Post country since it will neither sink nor float up.

SPECIFICATIONS
Nominal Size 2"; Outside Diameter 2.275"; Inside Diameter 2.275"; Wall Thickness .90 thou; Weight 23lb. per 100 ft.
Slotted P.V.C. pipes are being used very widely throughout the world. Rigid P.V.C. Slotted Field Drains have been approved in the U.K., by the Ministry of Agriculture, Fisheries and Food for use in great sided drainage schemes.

Start cutting costs on your next drainage job by using National Polyorc Rigid P.V.C. Field Drain. Your stock list is as near as your telephone.

NATIONAL MORTGAGE & AGENCY CO. OF NEW ZEALAND LIMITED
MANUFACTURERS OF

NATIONAL POLYORC RIGID PVC FIELD DRAIN

EXTEND THEIR CONGRATULATIONS TO MacEwans MACHINERY LIMITED ON THE OPENING OF NEW PREMISES TO SERVICE TARANAKI

Merger increased efficiency

In 1961 National Mortgage and Agency Co. of New Zealand Ltd purchased the remaining shareholding of Levin and Co. who had owned J. B. MacEwan and Co. Ltd since 1946.

Prior to purchasing Levin's National Mortgage had had only a modest connection with the dairying industry. Now it found itself controlling J. B. MacEwan Ltd which had not only been a pioneer in the field but was also responsible for great steps forward on the mechanisation side of dairying.

The NMA decided there should be tidying up of their machinery position. Although all the separate concerns and branches were financially related, they were not under unified control.

HOUSEHOLD APPLIANCES

In the north and south Taranaki areas, in addition to MacEwan Machinery Ltd's normal dairy machinery and supplies and farm equipment trading, home appliances form a large part of the business.

To cater for this trade, a special shop was opened in New Plymouth, and a new building was erected in Hawera in 1968, at that time one of the most modern in Hawera. The New Plymouth shop, on the flat in Devon St, will confine its operations.

Instructions were given to an architect, Mr Bates, to prepare plans for a new building. The plans were designed to provide accommodation for a butter factory, a scheme which was never realised.

Erection of the building was completed in 1917. Both floors were extended in 1922 seven years later a building was erected on the adjoining vacant section to provide showroom space for farming implements and to house adequately the electrical and radio department.

About the same time a sports department was established on the north side of Devon St and later was moved to larger premises on the other side of the street.

This department was placed under the control of Mr J. Holden with Mr Frank Quinn as shop manager. After three years Mr Quinn was succeeded by Mr D. Sutherland.

SHIFTED

Owing to the war and import controls, the department was closed completely in 1942 and the company vacated the premises, which had also been used for the display of home appliances. The appliances were then shifted back to King St.

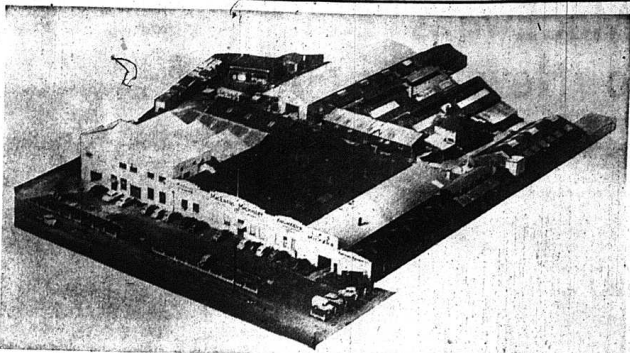
Strangely enough, the Devon St premises were purchased again in 1947 and used as the farm machinery and tractor department managed by Mr G. Petheram.

The site of the new building was occupied by the ANZ Bank and a decision was made the land was made in 1964.

Electrical section

The electrical department sales manager, Mr G. N. Lightfoot was the company's representative. He was appointed to his present position in January.

He is married with two children.



MacEwans' factory at Penrose, Auckland.

Farm sales manager

The second stage was the taking over of the Levin and Co. interests, which was deferred for a year, the effective date being July 1, 1964.

The company's name was changed to MacEwans Machinery Ltd on that date and the machinery worked on a Morrisville farm for a few months before joining the company's works at an appropriate time.

Mr E. R. Hedges, farm sales manager at the New Plymouth branch of MacEwans Machinery Ltd, has two to three years and worked for about 21 years.

Mr Hedges was educated at the Morningside Technical College. After leaving school he worked for 10 months at Opuake and after being joined in April last year, he is married with two children.



AN OLD Baltic cream separator exhibited by J. B. MacEwan and Co. Ltd at the Palmerston North Winter Show in 1906.

TALL FESCUE

threatens our dairy lands
RID YOUR PASTURES
OF TALL FESCUE with
'GRAMOXONE'

PARAQUAT

- * Rapid kill at all stages of green growth.
- * Replaces necessity for cultivation as a method of control.
- * Clovers quickly recover after spraying.

For information on techniques and rates of application for this revolutionary method of control of Tall Fescue consult your I.C.I. Agricultural Chemical Distributor or usual supplier.

'Gramoxone' is included in Part 2 of the Third Schedule of the Poisons Regulations 1964.



'GRAMOXONE'

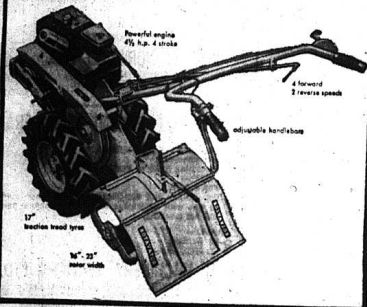
PARAQUAT

IT'S THE CHEMICAL YOU SPRAY - TO IMPROVE YOUR FARM IN 100 WAYS

IMPERIAL CHEMICAL INDUSTRIES (NZ) LTD, Auckland, Wellington, Christchurch.

MacEwans Machinery LIMITED
STOCKS AND SERVICE
for all HOME APPLIANCES
 at New Plymouth, Stratford, Opunake, Hawera

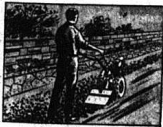
POWER AND VERSATILITY
 FOR THE GROWER, CONTRACTOR AND GARDENER



BASICALLY A ROTAVATOR, THE "300" CAN BE SPEEDILY ADJUSTED FOR MANY OTHER TASKS

ATTACHMENTS INCLUDE—

* Ferrower * Toolbar front or rear mounted * Pump * Trailer bracket for hauling * Plug * Side blades for seedbed preparation * Wheel extensions * Wheel weights. In short, the 300 Rotavator offers versatility normally found in machines twice its size. In minutes, anyone can master the simplicity of handling and its effortless operation, whether your field is market gardening, farming, contracting or a large section to keep in trim, the name to cultivate is HOWARD ROTAVATOR. Behind that name there's 50 years of Rotavator experience. See your local dealer about the HOWARD ROTAVATOR 300, or write to:



HOWARD ROTAVATOR 300

HOWARD ROTAVATOR CO. LTD., P.O. BOX 233, LOWER HUTT.

RAKE, TED, WINDROW, TURN & SPREAD...

It's the 'all-in-one'

PZ QUICK HAYMAKER

The truly amazing versatility of the PZ haymaker has to be seen to be believed. Just any farmer who owns one. It is light and manoeuvrable, requires little storage space and yet the PZ has a large capacity for hard work. It is capable of handling heavy crops at high speed and will not wrap or cause roping of the crop. See your dealer soon.

For fast efficient trouble-free mowing

get the TKT Hercules HYDRAULIC LIFT MOWER

An efficient and reliable mower designed for better haymaking. Unique adjustment arrangements ensure tailor-made adaption to any tractor with ordinary hydraulic lift. Impressive advantages are offered in this reliable TKT Hercules mower.

- * wide range of adjustment * quick, simple attachment and release * direct drive from tractor P.T.O. * effective, hand-wedging cutter components * reliable safety release * smooth, shock-free V-belt transmission * adjustable speed coupling for pitting.

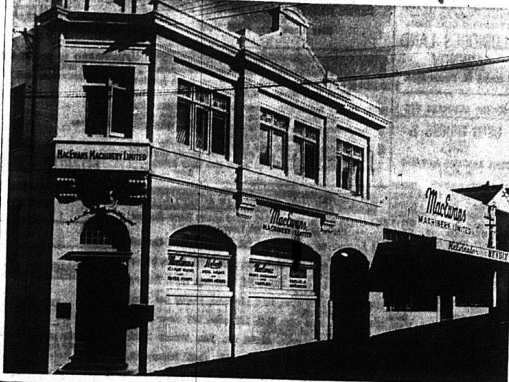
Farm Equipment Co. Ltd.
 WATGANUI
 DEALERS THROUGHOUT NEW ZEALAND

Still operating on the Devon St flat

MacEwans MACHINERY LIMITED



MacEwans Machinery LTD's home appliance centre in Devon St East. The firm will continue operations in this building.



MacEwans Machinery LTD's old premises in King St, New Plymouth. The double-storey building was completed in 1917 and in 1935 the farm machinery showroom and electrical and radio department were added.

PAYKEL Bros. Ltd.

Are Proud to be Associated with

MacEwans Machinery Ltd.

NEW PLYMOUTH

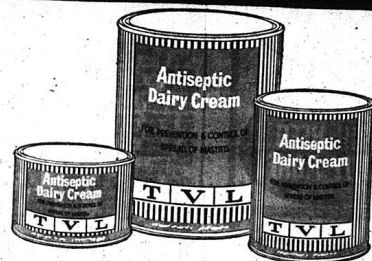
For Providing Service to both Agriculture and Industry from their new premises.

LOCAL DISTRIBUTORS AND COMPREHENSIVE STOCKISTS -

TROJAN TERYLENE VEE BELTS
 A. B. & C. SECTIONS

Prevent and control the spread of mastitis with

TVL ANTISEPTIC DAIRY CREAM



TVL Antiseptic Dairy Cream is invaluable for combating the spread of mastitis, and for promoting rapid healing of cuts and abrasions in livestock. TVL Antiseptic Dairy Cream contains T.C.C. (5,4,4-Trichlorocarbanilide), a chemical compound which prevents the growth of bacteria. T.C.C. is extremely effective in dealing with antibiotic-resistant bacteria which cause mastitis. It has a continuous action and remains active long after application.

TVL ANTISEPTIC DAIRY CREAM
 Protects: Provides positive control of bacteria (especially mastitis-causing strains) on the skin of the teat.
 Prevents: Prevents cracked teats and promotes rapid healing of cut wounds—a common source of udder infection.
 Heals: Promotes rapid healing of cuts, wounds and abrasions by preventing growth of contaminating bacteria.

TVL Antiseptic Dairy Cream is easily removed with normal water washing. It does not make hands or utensils slippery. Does not affect rubber or metal.
 Available in 50L, 40L, and 20L packs from your usual supplier.

PARAFORM

The manufacturers of "PARAFORM", WRIGHTCEL (N.Z.) LIMITED, Feilding, congratulate their sole New Zealand distributors, MacEwans MACHINERY LTD., on their new Branch Premises in New Plymouth.

"PARAFOAM" continues to be the most popular wrap for local and export rindless cheese.

TVL
 and animal health

TASMAN VACCINE LABORATORY LTD.
 WHAKATIKI STREET, UPPER HUTT

