

PROGRESS FOR HERD IMPROVEMENT ASSN.

OPENING OF MODERN BUILDING TOMORROW



The use of natural lighting is illustrated in this view of the Herd Improvement Building's spacious and airy main office—a perfect example of today's imaginative and progressive building trends.



THE TARANAKI HERD IMPROVEMENT ASSOCIATION'S new building in St. Aubyn Street, New Plymouth, next to the Devonport Flats.

PROGRESS

For City and Province Typified in the

New HERD

IMPROVEMENT

Assn.

BUILDING



The accompanying photographs show the beauty of finish and the attention to detail typical of our sound craftsmanship. The stairway to the main office with its cast iron balustrade and the view of the main entrance featuring heart rim paneling to door height and the unusual two-tone Permia paneling surrounding the inquiry desk illustrates the high standard we have maintained throughout this modern building.



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And Again!

The Floorings by CHRISTIE'S

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AMBITION REALISED

An ambition of long standing will be realised tomorrow—that of the official opening of our own building. Office and store facilities of the past have been noted for their cramped and difficult conditions, but with the opening of this new building will give space and ease of working. For the first time all our activities, apart from our field work, will be centred in one building.

Knowledge of individual cow production is the basis on which a better producing herd can be built. Herd recording gives dairy farmers that knowledge. From our new headquarters we intend to maintain, and, if possible, improve the standard of our service to Taranaki Dairy Farmers, both in Herd Recording and in our recently developed work of Artificial Breeding. Application can still be made for both the Herd Recording and Artificial Breeding Services for the 1956-57 season.

TARANAKI HERD IMPROVEMENT ASSOCIATION (INC.)

NEW BUILDING, 119 ST. AUBYN ST. — PHONE 6479 (2 Lines)
P.O. BOX, 173, NEW PLYMOUTH



SUCH PERFECTION!

Soft Lights, Strong Lights, Lights for reading and Lights for decoration. Such perfection, so masterful a touch culminating in that superb combination of colour and flattering illumination!

Throughout the new Herd Improvement Building we have upheld our policy of using only the best English materials in every phase of installation resulting in a minimum of maintenance. We are specialists in all classes of Commercial Electrical Work, so if you are building or renovating be sure to see

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Commercial PAINTING is an Art...



Buildings are very individualistic, and to enhance their personalities the knowledgeable application of flattering colour combinations is one which demands a craftsman's touch. We believe this touch is evident in our work throughout the new Herd Improvement Building in the choice of tastefully and smoothly applied paints in colours that blend and harmonise for a pleasing and artistic finish.

For a painting job that is sure to please, be sure to see

STAN LOVEGROVE & CO.

20 RIAJU STREET,
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SERVICE TO DAIRY INDUSTRY

WITH the completion of its attractive new building in St. Aubyn Street, New Plymouth, the Taranaki Herd Improvement Society now has all its staff and equipment housed under one roof instead of being scattered in five buildings throughout the city.

Decorated on modern lines, the two-story building has 6ft. heart rimu panelling in the manager's office, board room and public space and the remainder of the plaster walls and the ceiling are painted in soft pastel shades. The stairway and the upstairs passage have the rimu panelling to a height of 3ft. 6in. The building is centrally heated throughout by an automatic oil-burner.

The front of the downstairs portion is used as administrative and executive offices and the rear part as storage space for herd testing equipment. This part of the building has been set up in readiness for the training of a new group of herd testers who will be in operation this season. Upstairs are records and filing offices, staff amenities, and a board room, which is yet to be furnished.

The association provides its members—dairy farmers—with individual production records for their cows and herds and general information which will be of assistance in building better dairy stock. It is also responsible for the commercial application of artificial breeding of dairy cattle in its area.

In its area between Walkawau, north of Awakino, to between Maxwell and Kai-iwi in the south, and west as far as the Tangararau Gorge, the association tested more than 54,000 cows last season and expects to have an average of 219 pounds of butterfat per cow this season. This will be the highest figure reached by any association. More than 14,000 cows have been artificially inseminated.



STAFF of the Taranaki Herd Improvement Association at work in the association's new offices.



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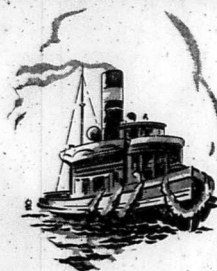
As A Waltz

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