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GROUP RENTALS COLOUR



Once the Red House, then the State Hotel, now the State Establishment incorporating on the ground floor a Cobb & Co. Restaurant. The familiar building at the corner of Gover St and Devon St East, New Plymouth, has been rebuilt inside and refurbished outside.

Cobb & Co. Restaurant opening

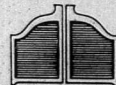
A new licensed restaurant opens tomorrow in Devon St., New Plymouth — Cobb & Co.

For months the old State Hotel has reverberated to the sound of hammers and power tools. The place has been almost gutted, rebuilt internally and refurbished externally. Men in leather aprons moved around among trees, ladders, long ladders and stacks of timber.

It looked a shambles, but clearly it was all highly organised, and the result is rewarding.

Brass, wood

There is a welcoming air about the place. Warm, dark wood, a predominantly red carpet and the twinkling of polished brass all add up to create a snug environment. There is a glow from open fireplaces and the lighting is soft without being dim — you



Taranaki Newspapers special feature

tionists, two chamber maids.

And, of course, management staff.

Hotel

The opening of the Cobb & Co. Restaurant has not altered the State's status as a hotel.

Upstairs are 17 bedrooms, many of them doubles; downstairs are three bars — the public bar which has remained open during the alterations, the bar, the house bar, and a stewards' bar, not open to the public from which the restaurant's wine waiters get their requirements.

The public bar is a long way from the "beer barn" image. Snug, intimate and handsomely fitted, it is the rendezvous on Thursday evenings of the "hunting, shooting and fishing" fraternity, who foregather there between about 5.30 and 7 p.m.

It may well be that more of the business of the Rod and Gun Club and the Taranaki Acclimatisation Society is transacted there than at their official meetings.

W.J.

Line of success

The first Cobb and Co Restaurant was opened in the South Pacific Hotel in downtown Auckland in 1973. It was such a success that 15 have been established since, of which the latest is the one now opening at the State Hotel, New Plymouth.

Three more restaurants are to be launched this year: two in Auckland, at Brown's Bay and Northcote, and one in Napier.

The locations and opening dates of Cobb and Co Restaurants are:

Lake Establishment, Taupo 1976; Commercial Establishment, Hamilton 1976; Taumanu Establishment, Taupū 1976; Kamo Hotel, Whangarei 1977; White Horse Inn, Pakuranga 1977; Greerton Hotel, Tauranga 1977; Grovenor Establishment, Blenheim 1977; Wakatu Hotel, Nelson 1977; Mountaineer Establishment, Queenstown 1977; Caldonian Hotel, Christchurch 1978; Grand Establishment, Rotorua 1978; Hibernian Hotel, Timaru 1978; Kings Cross Establishment, Lower Hutt 1979; Totara Lodge Hotel, Upper Hutt 1979; State Hotel, New Plymouth tomorrow.

But the "Old World" atmosphere does not extend to the kitchens. Back there behind the scenes it's all stainless steel and fluorescent lighting, starched uniforms and brisk efficiency.

The efficiency doesn't happen by accident. For the past fortnight the hotel has been invaded by (one staff member said "infected" by) a training team from the head office in Wellington, whose job it was to ensure that, from today, everyone who works there knows what to do, how and when to do it. A lot of people are involved in running the establishment — nearly 70 in all, including casuals and part-time staff.

There is a chef and two assistant chefs, supported by 20 cooks and kitchen hands; what they produce is served by up to 30 waitresses. Barman and wine stewards total 12; there are three recep-



"THE GUV'NOR" Mr Leonard B. (Lan) Scales, has been in the trade for 16 years, five of them with the Tourist Hotel Corporation, and 13 with Lion Breweries. During his career he has worked at Milford Sound, the Chateau Tongariro, and many other establishments all over the country. He has been manager of the State Hotel for nearly four years.

FROM SEPTEMBER 30

Cobb & Co's coach crossing the Waimakariri, 1875. The ferryman (wearing a lifebelt) is showing the way — the ferds shift in every flood. The river at this spot consisted of a number of streams which were sometimes impassable in bad weather.

(Courtesy of The Alexander Turnbull Library, Wellington N.Z.)



COBB & CO. RESTAURANT & BAR

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MENU

COBB'S MAIN MEALS

Chilled Orange Drink	55	Fish & Eggs	1.90
Tomato Juice	55	Italian Style Pizza	2.95
Shrimp Cocktail	2.25	Grilled Sirloin Steak	4.15
Chilli Pie	1.15	Grilled Ham Steak	4.10
1/2 doz Bluff Oysters	2.90	Grilled Lamb & Sage	3.40
1 doz Bluff Oysters	4.70	Cumberland Chicken	3.95
		Stuffed Cobb Schnitzel	3.95
		Roast Beef	4.10

SUPP.

Soup of the Day

Homemade Hot Bread and

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40

COBB & CO'S OLD

FASHIONED POT PIE

Beef & Kidney Pot Pie

2.95

SANDWICHES & BURGERS

(Served with french fries and coleslaw)

Cobb American Hamburger

2.50

Meat Sandwich

2.95

Egg and Bacon Sandwich

2.95

COBB & CO.

KAMO HOTEL, Whangarei

BROWN'S BAY MOTEL INN, Brown Bay

POINAMU MOTEL, Lakemans

SOUTH PACIFIC HOTEL, Auckland Co.

WHITE HORSE INN, Pakuranga

GREERTON HOTEL, Tauranga

COMMERCIAL ESTABLISHMENT, Hamilton

GRAND ESTABLISHMENT, Rotorua

LAKE ESTABLISHMENT, Taupo

TAUMANU ESTABLISHMENT, Taupū

STATE ESTABLISHMENT, New Plymouth

MAUNIER ESTABLISHMENT, Napier

EMPIRE HOTEL, Palmerston North

TOTARA LODGE HOTEL, Upper Hutt

KINGS CROSS ESTABLISHMENT, Lower Hutt

WAKATU HOTEL, Nelson

GROVENOR ESTABLISHMENT, Blenheim

CHURCHILL HOTEL, Christchurch

BERKELEY HOTEL, Timaru

MOUNTAINEER ESTABLISHMENT, Queenstown

STAR COURTS ESTABLISHMENT, Dunedin

Whangarei, 1977

There is a chef and two

assistant chefs, supported

by 20 cooks and kitchen

hands; what they produce

is served by up to 30

waitresses. Barman and

wine stewards total 12;

there are three recep-

Smith & Brown's

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CONTRACT DIVISION

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And the first impression you get when you step into the new State Establishment is one which will put you completely at your ease.

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GREENERY
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PHONE 34380. P.O. BOX 72 N.P.

THE OLD DAYS



An early engraving of a Cobb & Co. coach fording a flooded river.

On the plates

The food at a Cobb and Co. Restaurant is good, hot, and prompt.

Haute cuisine a la Francaise it is not. Good Kiwi tucker at a fair price would be a better way to put it, but even that does it less than justice: for the double-decker turkey sandwich is as American as the Stars and Stripes, and nobody could call a pizza anything but Italian.

However, the bulk of the food is homegrown. Oysters, beef and kidney pot pie, lamb chops and cheddar cheese figure prominently in a 40-item menu, which also includes steaks, chicken and fish in the main course options.

You can have anything from a swift sandwich snack to a five-course leisurely dinner.

The five-course dinner is pretty reasonable. Pate, soup, steak, apple pie, biscuits, cheese and coffee totals \$8.85 — and you'd have to command a noble appetite to get through that lot.

At the other end of the scale, you could have a pot pie, with jacket potato and salad, and get change out of \$3.

When Freeman Cobb died at Port Elizabeth, South Africa, in 1878, he was famous throughout Australia and New Zealand as the pioneer of coaching. Cobb & Co's coaches, and drivers played an important role in the struggle to establish vital communication links between isolated settlements. A daily service from Auckland to Hamilton was in operation from 1867, and soon after, carriages could be hired for any part of the Waikato.

The year 1869 saw the beginnings of the Napier-Taupo road, and by 1872, Cobb & Co. were running a line of coaches from Napier to Taupo's increasingly renowned tourist attractions.

The journey was not an easy one. The road was extremely rough and at one point, passengers had to leave the coach and ride horseback for part of the journey. That journey, which today takes two hours, took two exhausting days.

A verse by Henry Lawson, first published in 1897 while he was in New Zealand, vividly recalls what it was like to travel by Cobb & Co.

"Three lamps above the ridges and gorges dark and deep
A flash on sandstone cuttings where sheer the sidings sweep,
A flash on shrouded wagons, on water ghastly white,
Weird bush and scattered remnants of 'rushes in the night'.

Across the swollen river a flash beyond the ford.

Ride hard to warn the driver! He's drunk or mad, good Lord!

But, westward a broad and cheerful glow
New camps extend across the plain, new routes for Cobb & Co."

Like the menu, the Cobb and Co. wine list comprises mostly New Zealand products — local wines, half-a-dozen imported varieties, two kinds of grape juice and cider.

And, of course, beers. The whites are, with one exception, in the medium to sweet range. The exception is a dry Pinot Chardonnay, which is also at \$9.80 the most expensive.

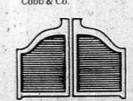
The selection of reds is better balanced, with two straight cabernets, a pinotage, two clarets and a couple of the sweeter reds.

Seven sparkling wines are offered, one of them in magnums if you really want to impress the natives.

And if you must dine alone, there are five wines available in half-bottles, besides two house wines which can be ordered by the glass or carafe.

Among the imported wines the cheapest is that admirable Australian Jacob's Creek claret, at \$8.75; the ubiquitous Mateus Rose Asti from Italy, and genuine German Liebfraumilch at \$15 a bottle.

All in all, it is a good selection at pretty fair prices.



Taranaki
Newspapers
special
feature

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The Red House

The State Hotel, or as it used to be known — the Red House — has been operating for about 113 years.

This advertisement appeared in 1872: RED HOUSE HOTEL At corner of Devon & Gyver Streets.

R. Langman, Proprietor.

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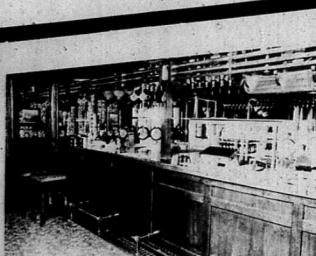
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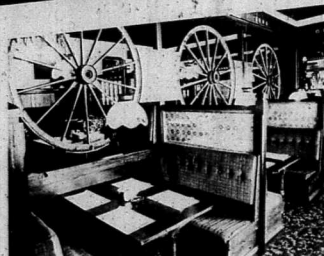
Construction of COBB & CO.
and
Rejuvenation of "STATE"
by
JONES and SANDFORD LTD.
CONSTRUCTION DIVISION
(Ian Gough Construction Manager)



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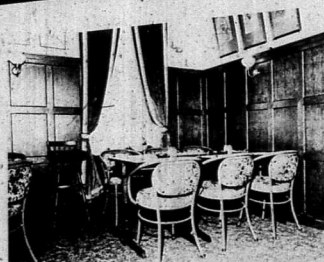
Contact WAYNE STEFFENSON (Joinery Manager) Phone 75-425 N.P. Ex. 70.



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Henderson and Pallard plywood wallpanels used throughout COBB & Co. Supplied by Taranaki Plywood and Hardware Ltd. For all your interior and exterior lining requirements call

GARY MALCOLM (Manager) PHONE 79353 N.P.



MR R. L. JONES
Managing Director of Jones & Sandford Ltd.

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A & T Burt Ltd



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Newton King Limited

A MEMBER OF THE CROWN CONSOLIDATED GROUP

REFRIGERATION DIVISION — PHONE 75719



The main dining area of the Cobb & Co. Restaurant. Note the breakfast bar at the right rear, and the tasteful use of brass and copper ware for decoration. You don't have to wait for the waitress to bring you a menu — that's it printed on the place-mat.



In the kitchen

In charge of the Cobb and Co. kitchen is chef Garrick Fraser (38). Born in Scotland and raised in Tyneside, he went to sea as a galley-boy at the age of 15, and has been cooking ever since. He had five years at sea, but went ashore when he got married, and for the next 10 years he and his wife ran a small restaurant in South Shields. After a year's full-time study at the South Shields Marine Technical College he qualified for his City and Guilds diploma in hotel catering. The family (they now have three children) then migrated to New Zealand. Since then Mr Fraser has had jobs on Ferrod and the Maui platform.



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HOTEL-LICENCED RESTAURANT

to the Cobb & Co chain throughout New Zealand

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ADVERTISE your name and business. PERSONALISE your premises and vehicles.

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BY QUALIFIED TRADESMEN

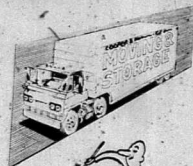
on any building or vehicle
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Schweppes the great thirst quencher!

PHONE 86032 KATERE ROAD N.P.

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326 DEVON STREET EAST NEW PLYMOUTH — PHONE 87753

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- Weiser

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