

# Business Progress in Hawera

## C. C. WARD LTD'S NEW BUILDING

### C. C. WARD Ltd.

HAWERA

### OCCUPY THEIR NEW MODERN PREMISES

IN THE CENTRE OF HAWERA'S MAIN STREET

A CORDIAL INVITATION

issued to all to inspect our Spacious and Up-to-the-minute DRAPERY STORE

OUR NEW STORE ENABLES US TO OFFER A LARGER VARIETY OF STOCK, TO OPEN NEW DEPARTMENTS, GIVE BETTER SERVICE AND PLEASANT SHOPPING CONDITIONS.

Watch for opening SALE ADVERT. in this paper Monday morning next.

For the 47 years they have been established in Taranaki Messrs. C. C. Ward Ltd. have endeavoured to serve their customers in the best possible manner with the best possible merchandise; to absolutely satisfy every customer with every purchase and to sell only the goods it will pay their customers to buy. Today, thanks to the support received and the goodwill built up during these years, Wards lead as the foremost Department Store in Taranaki.

The firm of Messrs. C. C. Ward Ltd. was first established in 1889, 47 years ago and now has branches in New Plymouth, Eltham and Hawera. A very fine building was recently erected in New Plymouth and now in Hawera Messrs. C. C. Ward have erected a building which, for its size, ranks among New Zealand's best.

The building was designed and erected by Mr. Arthur Brown in close collaboration with Mr. C. C. Ward Esq. The store is of the latest design, absolutely earthquake proof, and occupies one of the largest floor spaces of any shop between Wanganui and New Plymouth. Practically all the work was carried out by local tradesmen with the exception of the Taranaki front and the floor plaster, and nearly all the money expended on the work was paid to Hawera businessmen. There are two shops in the complete structure, the other being occupied by Mr. H. C. Dunning as a cake shop and tea room. The main shop has a frontage of 20ft and a depth of 132ft, the frontage of the smaller shop being 14ft and its depth 68ft. The front half of the building is of two storeys, the upper half being divided into five offices which have a separate entrance from High Street. Mr. H. E. Robinson occupies three of these rooms.

The staff has been increased to 18 so that customers may be given as much attention as possible. Ten separate cash stations have also been installed and it is expected that these will facilitate the quick handling of change, the business being run practically on a cash basis. Modern lighting effects and the latest type of glass fittings have been installed in the windows to assist in the display of the goods. The building is heated by means of two coke fireplaces let into the walls and these with the addition of electric and gas heaters are capable of radiating the heat to the furthest corner of the shop. A commodious ladies rest room, comfortably furnished and fitted with washbasin, etc., fitting rooms, staff room and parking rooms are situated in the rear of the shop. Customers may enter the shop either from High Street or Little Regent Street, which runs at the rear of the premises.

A parking area will be provided for at

### REMOVAL NOTICE.

I beg to announce that I have removed to new offices above

WARD'S BUILDINGS.

H. E. ROBINSON  
COMPANY SECRETARY  
AND ACCOUNTANT.

### UNION FOUNDRIES LTD.

#### PRIMARY Producers

This is a reminder from a local

#### SECONDARY Industry!

Your Prosperity will be greater if you apply True ECONOMY. Get the full value out of your machines and implements by having worn and partly broken parts efficiently repaired at a low cost.

SUPPORT LOCAL INDUSTRY Consult—

### Union Foundries LIMITED

NELSON STREET, HAWERA. Phone 228.

Inspect— The HUTCHINSON RAMS and our HYDRAULIC VACUUM PUMPS.

the back of the shop and it is estimated that the area available for this purpose will accommodate 40 cars. The entrance will be through Regent Street, and the following contractors took part in the building of C. C. Ward Ltd.: Builder and Designer, Arthur Brown; Electrician, W. F. Wallace; Interior Decorator, Martin Bros.; Plumber, W. Adams; Brick-layer, H. C. Fake; Plumber, Philip and Sons; Iron Works, Union Foundries.



Old Buildings, which were demolished to make way for our New Premises.

**MODERN PLUMBING**

Beauty in your bathroom is essential to the well-furnished charming home, and we can show you new and inexpensive ideas and designs. Our fixtures, too, are keenly priced, and the comfort they add to your home will surprise you.

**A. PHILIP & SONS** NELSON STREET HAWERA.  
Registered Plumbers by W.A.P. of London, City and Galts, London.

**Yes—we did the PLASTER work**

HAVE YOU SEEN A BETTER JOB ANYWHERE IN NEW ZEALAND?

The Plaster Work on Ward's Building is an example of the first-class work we can do. This is the most modern of its kind yet done in New Zealand.

**W. ADAMS** 62 ARGYLE STREET HAWERA.

**All the Bricklaying Work was done by H. C. FAKE**

Old-fashioned Fireplaces re-modelled. Bakers' Ovens a specialty. All classes of Brickwork executed in any part of the district.

**FOR PERMANENCE—BRICK.** HAWERA.

**Electrical WIRING and CONTRACTING**

We employ a permanent staff of fully qualified electricians, and complete satisfaction is guaranteed with every job. Besides Electrical Wiring and Contracting, we do all Classes of Repairs.

VACUUM CLEANERS  
ELECTRIC JUGS  
ELECTRIC IRONING MACHINES  
RANGES

Modernise your home and improve your mode of living. Visit our shops and learn all about the appliances that are made to save you time, money, and energy.

S.T.C. AND STWATER KENT RADIOS HEATERS WASHING MACHINES IRONS TOASTERS

**W. P. Wallace**  
WAVERLEY, PATEA AND HAWERA (UNION STREET).



NATIONAL BANK, PALMERSTON. Architect, Aitken Mitchell, Wellington.

Why spend your money out of your own district when Arthur Brown can give you the best?



N.D.A. HEAD OFFICE, WELLINGTON. Architect, Aitken Mitchell, Wellington.

## EXPERIENCE

The following premises were either built or built and designed by Arthur Brown and are a sufficient warranty of his work.

CAN YOU PICK A BETTER LIST?

**CHEESE FACTORIES**

Te Rehunga, H.E.  
Whenuakura  
Mangawhero (Jolls)  
Westmere  
Tokoroa (Hwa. Dairy)  
Melrose

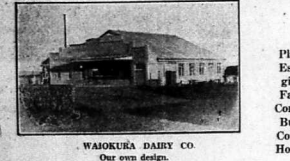
Rua Roa, H.E.  
Palmer Rd. (Jolls)  
Te Ngutu (Jolls)  
Parapanui  
Tawhiti (Hawera Dairy Co.)

WARDS Ltd.

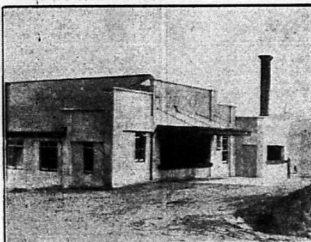
**COMMERCIAL BUILDINGS**

George Syme & Co. (2)  
Hodder & Tolley (2)  
Ford Garage  
Shops, Union St. (4)  
N.D.A., Wellington  
N.D.A., Hawera  
Marton Hotel

National Bank—Hawera and Palmerston  
Australasia—Hawera  
New Zealand—Mania

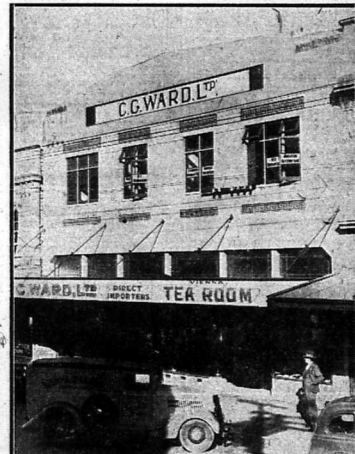


WAIOKURA DAIRY CO. Our own design.



TOKAORA, HAWERA DAIRY CO.

**ARTHUR BROWN**  
DIVES AVENUE :: HAWERA



C. C. Ward Ltd.'s new premises at Hawera.



Mr. C. C. Ward first commenced business here in 1914.

**WE WILL MAKE—**

Homes out of your houses, and the best possible job of your shops and offices.

Experience is the best teacher that successful decorating can be done only with high quality materials and the best possible workmanship.

We have brightened up thousands of homes. See us about yours.

MODERN DESIGNS IN FIBROUS PLASTER.

**MARTIN Bros.** Phone 772  
NEW PLYMOUTH.

And after we've finished our shopping we will have Afternoon Tea at the New Vienna.

You will appreciate the charming atmosphere, the courteous service, and the high quality food of this—the most modern Tea Rooms in all Taranaki.

— The —  
**VIENNA**  
REGENT STREET, HAWERA.

**Bargain NO Hunters!**

That the Greydawn Crockery used on the tables at The Vienna Tea Rooms was supplied by Wilkinson's.

Call and inspect our large range of English Tea and Dinner Sets. You will be delighted at the variety of the patterns and the quality of the china. When you see the prices you will be glad you called at Wilkinson's.

**WILKINSON'S LTD.**  
BRANCHED AT HAWERA, ELTHAM AND STRATFORD.