

A FREE "BEEFY-T"

With every pair of -
MENS or LADIES LEVIS
Purchased in September

- Mens styles available - Super Taper, Taper, Regular, Classic, Relaxed
- Ladies styles available - Mega Taper, Super Taper, EasyFit, Classic Fit, Relaxed Fit
- Available in - Stone washed, Rock washed, Faded wash, New Green, Blue Back, Black

DON'T MISS IT! GET INTO -

SHEEHY'S CLOTHING

Broadway, STRATFORD, Ph 765-6458 High Street, EDHAM, Ph 764-8908

SUPER CLOCK TOWER SPECIALS
3 DAYS ONLY!

- **ATLAS NEPTUNE 1u 602W (As illus):** Analogue clock, warmer drawer, large glass door, plug in elements **ONLY \$899**
- **ATLAS COLOMBO 1u 610W:** 60 min timer, 13 pin plugs, large glass door **ONLY \$799**
- **PHILLIPS VR555 VIDEO PLAYER:** 4 head, long play (3 Free 180 tapes), 4 only **BE QUICK! \$499**

DIMOCK'S RETRAVISION

237 BROADWAY • STRATFORD • PH (06) 765-8109 • FAX (06) 765-8189

STRATFORD ENGINEERING

- Geoff and Robyn Grierson -
Central Taranaki's
SPECIALIST PRECISION ENGINEERS

Proud to have been involved with the construction of Stratford's fine new clock tower.

Call us for
FREE QUOTES • QUALITY WORKMANSHIP
Corner Fenton & Juliet Streets
PHONE 765-8229 • A/H 765-6698

PHARMACY CARE
Dedicated to looking after you

TURN BACK THE CLOCK WITH THESE TIMELY SAVINGS

- Wella Home Perms Regularly only \$10.00
- Bulk Talcum Powder Only \$3.95
- Men's Toilet Bags \$9.95
- New Season's Sunglasses \$9.95
- VO5 Colour Highlight Shampoos 2 for \$10

Moss, Rocard & Smith Chemists Ltd
A.M. Rocard MPS, Stratford

TURN BACK PRICES ON WALLPAPER

SAVE UP TO 65% ON ALL WALLPAPER IN STOCK

3 DAYS ONLY

Guthrie Bowron
the helping hand for home decorators

277 Broadway, Stratford
Phone 765-7488

Stratford clock tower

A Daily News Advertising Feature

First clock tower up in 1924

THE first clocktower in Stratford was built in 1924, following the decision to replace the original 1896 post office. A new building to house the post office incorporated the town's first clock tower was constructed in Broadway.

Located on the same site presently occupied by VideoEzy, the post office clocktower became a significant landmark. The clockfaces, mechanism and bells were installed in memory of local residents who had fallen in the Boer war in South Africa and the World War I.

This original clocktower stood for more than 40 years before the post office was relocated to the present Miranda Street site.

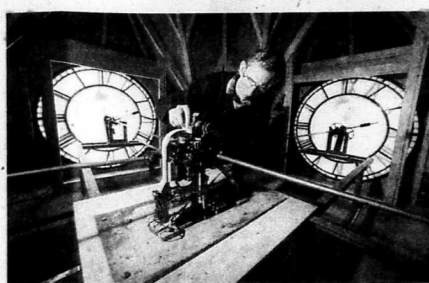
The post office vacated the building in the mid-60s (the new PO opened in 1963) and the RSA used the old building while its Miranda Street clubrooms were being completed.

By late 1967 the old clocktower was deemed an earthquake risk and was demolished in 1968.

The clock was replaced in 1969 with the structure which stood until this year and which is now surrounded by the new tower. Initial plans involved installing the original clock mechanism in the 1969 tower, but when the builders were ready for the clock, they found that the clockwork mechanism and its weights and cables were too big for the tower.

A new electric unit was fitted and the original clock mechanism, the mechanism and the bells were placed in storage.

The bells which were removed from the tower in 1963 when the old post



JUST A SECOND: Stratford Engineering's Geoff Grierson checks the Stratford clock tower's electric mechanism. He rebuilt the timepiece 10 years ago and suggested using the original 1924 faces, seen in background, in this new tower.

office closed, were eventually installed in the bell tower located in the Miranda Street carpark. That was erected in 1981 as part of the Stratford 125th centennial project.

The latest step in the story of the towers is the new 'Elizabethan' tower which is to be opened this weekend. On show on the first floor of the tower is the original clock mechanism from 1924. Made in Wellington, the movement is

in excellent condition and had it been possible for the tower to be modified, the mechanism would have been able to drive the clocks in the new tower.

The faces used in the latest clocktower are from that original tower as well. Stored for the past 10 years at the Pioneer Village, these components have endured a firm link with the past - very very proud with Stratford's 1924 clocktower.

Mainstreet committee began plans

STRATFORD'S Mainstreet committee which was set up in 1992 was the group that established the plans that led to the clocktower construction.

"We must acknowledge the effort that they put in to establish an overall concept for the town," said Stratford District Council general manager Kemp Broughton.

"When the committee headed by Barry Smith was established, they met with the businesses and the wider community to gauge the feelings of the district and the direction the Stratford people wanted the town's development to go," he said.

"A group of hardworking dedicated people have spent a number of years planning the town's beautification and the Mainstreet committee always saw the clocktower redesign as a central focus for Stratford."

"Their vision is to be commended because the end result reflects the public discussions they had which started with the very first meeting held in the upstairs gallery four years ago," said Mr Broughton.

At the first public meeting of the Mainstreet committee, suggestions were sought from those gathered and every suggestion was displayed on the wall. The public attending the meeting were then invited to rate the options in order of priority and 'Juliet's Balcony' was one of the top priorities.

Juliet's Balcony was intended originally to be a modification of the existing tower but with Gavin Robins' streetscape design and the Mainstreet Committee's enthusiasm, the idea of the clocktower being rebuilt in a Tudor style



SET: Bricklayer Jim McIntee puts the final touches to the clock tower base.

quickly developed to become the central feature of the town's streetscape development.

"The Stratford District Council publicly acknowledges the hard work, enthusiasm and vision of the original

Mainstreet committee and all of those people who worked on the subsequent committees to bring the ideas into reality."

Stratford 2001 chairman Ian Jordan also paid the efforts behind the clocktower redevelopment.

"I would like to congratulate those with the vision and the energy to follow the project through, they should feel very proud of their achievements," he said.

"Stratford now has the opportunity to further establish the character, the history and the future marketing opportunities that will run on from the profile of the new clocktower and the future completion of the Streetscape development."

"If the way we present our town is something special, then the people of the town become special also," he said. "The positive approach will lead on to further progress for Stratford."

Mr Jordan also said that it had been great to have compliments given by many outside company representatives who call on businesses in Stratford. "A town that has progress and an aim and is prepared to present itself well, will always have a strong business community."

The clock tower certainly makes a statement of pride and with the completion of the Streetscape, this will give the retail businesses in the town the marketing opportunity to set their sights on positive future business growth.

Mr Jordan concluded by reminding Stratford citizens of the business organisation's slogan: Stratford 2001 - Putting Stratford First.

NOW IS THE TIME TO BUY

TO CELEBRATE THE OPENING OF THE CLOCK TOWER WE HAVE REDUCED A SELECTION OF THERMAL DRAPE CURTAINING

R. H. White & Co. Ltd

STRATFORD'S CURTAINING AND MANCHESTER SPECIALIST
Ph 765-6053 • Broadway STRATFORD

Designer SECURITY

knows the key to success
GOOD, OLD FASHIONED CUSTOMER SERVICE

SPECIALS

- ★ Get one key cut and we'll give you the second one FREE! (same key only)
- ★ Safe - 17 litre, security and fire protection for ONLY \$299
- ★ 10% OFF ALL LOCKS IN STORE

DON'T WASTE TIME!

Specials only last until midday Saturday

etpos 372 Broadway, Stratford, PHONE 765-5580

REPRINT your Favourite PHOTOS

for just **Cents**

Minimum \$10 prints, \$1 a print 25c colour negatives only

You'll find us Just North of our fine new Clock Tower.

LAZER 1 HOUR PHOTO CENTRE
246 Broadway STRATFORD
06 765 5276

Kodak EXPRESS
For the best photos in town...

McDONALDS REAL ESTATE

Congratulates the Streetscape design and support their initiatives

WHEN YOU SAY IT'S TIME - WE'RE HERE TO HELP

PHONE (06) 765-7567

GIVE THE OLD HORSE A REST - IT'S TIME TO BUY A BIKE

- Buy or layby a bike worth \$300 or more before Christmas and receive a...
- **FREE HELMET** worth \$54
- or
- **FREE Front and Rear Lights** worth \$42

STRATFORD LEISURE
Broadway Stratford Phone 765-7580

IT'S TIME! HIGH TIME!

YOU CHANGED TO THE ENERGY OF THE FUTURE ...

WE'VE GOT THE CONNECTIONS TO INCREASE YOUR HOMES VALUE BY 3%

Quite simply, a home connected to Natural Gas or with access to it, is considerably more saleable than one without.

What's more, connecting to Natural Gas increases a home's value by up to 3%

STRATFORD 2001
PUTTING STRATFORD FIRST

NATURAL GAS - For the best in
• HOT WATER • HOME HEATING • COOKING •

Contact:

PLUMBING WORLD, cnr Gill & High Sts, New Plymouth, Ph 06 757 5798. MASTERS MITRE, 110 Broadway, Stratford, Ph 06 765 6488. PENNALL, JORDAN & CO. LTD, 191 Broadway, Stratford, Ph 06 765 5336. A.D. CARTERS & CO, 59 Ross St, Inglewood, Ph 06 756 2500. THE GAS SHOP, 39 Richmond St, Inglewood, Ph 06 756 6488. STORES PLUMBING & GAS, Broadway St, Stratford, Ph 06 765 7540. HOUGHTON'S PLUMBING WORLD, Princes St, Hawera, Ph 06 778 2883.

GAS CENTRE

Stratford's new clock tower

A Daily News Advertising Feature

Looking IV a clocktower lean?

USE of the IIII symbol on the clockface of the new tower in Stratford has drawn comment in the town.

Although the rest of the numerals indicating the hour marks are traditional Roman numerals, the 'Four O'Clock' hour mark is indicated by the IIII.

The clockface, which comes from the original tower built in 1924, is not unusual, according to Stratford District Council promotions manager Stuart Perry. "Many clocks and watches have four o'clock marked in this way," he said.

Some residents, thinking that IIII was an error, felt that numbers should have been modified to mark the hour with the Roman IV. However as these are the original clock faces, that would have been unacceptable to the council who were delighted to be able to incorporate parts of the town's first clocktower, Mr Perry said.

"The clock and mechanism were installed as a memorial and to change such a visual component would have drawn even more comment."

And, of course, there are many clocks and watches that use the Roman numeral 'I' to indicate all of the hour marks and there are some that use the 'I' to indicate one, two, four, five, seven, eight, ten and eleven.



IN TIME: Stuart Perry with some of the school entries in the clocktower competition.

So 4 whatever reason and IV its historic significance, the clockface will IIII ever remain as it is.

Mr Perry had some advice for those still confused: "Don't worry. When the big hand is on the twelve and the little hand is halfway between the III and the V, then it is four o'clock."

The second aspect of the tower to attract comment is its supposed lean away from the vertical - the leaning tower of Stratford??

No way, says Stratford-District Council operations manager Wally Bullen.

"It's an optical illusion and even that is only apparent from the northern side

of the tower from the start of the commercial district."

Viewed from further north and from the south, the clocktower does look vertical and the optical illusion can only be put down to such things as the slope of the building roofs nearby, the camber of the road or even the tapering and curved light poles.

The tower did have a minor lean on it when it was first put up but it was so small that the naked eye would not have detected it.

Stuart Perry said that that was just part of the construction process.

"After all it was 90 degrees out and lying on its side when it first arrived in town."

"But seriously, the tower was only about 30 millimetres out over the full 20-metre height when first bolted in place and by the time the structure was finally locked into position, the tower was within a couple of millimetres of vertical," he said.

Still, it is an interesting illusion and no doubt the town will field comments for years to come as visitors are deceived by the optical illusion.

An interesting footnote from Wally Bullen is that the previous tower had a 150-millimetre taper and that was never noticed by the local residents.

TWO'S COMPANY

Next to Petrocorp Kings Theatre
213 Broadway • Stratford • Ph 765-7818

TOWERING SPECIALS...

UP TO **50%** OFF SELECTED ITEMS

THURS • FRI • SAT ONLY

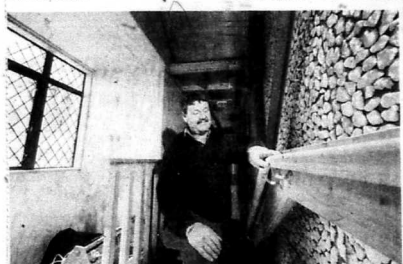
TIME WAITS FOR NO MAN

Take Time To View More Of Our History At

TARANAKI PIONEER VILLAGE

We Congratulate Stratford District Council

Phone (06) 765-5399



ABOVE: Jones and Sandford foreman Les King with a smoothing touch on stairway, BELOW: 1924 edition (left) and 1960s replacement.

BEST SELECTION BEST PRICES

Time after Time

- Spring lettuces 95c-\$1.55 each
- Fresh mushrooms 60% discount - only \$3.95kg

JOE BROS

Broadway Stratford Ph 765-6418

backstage cafe

CONGRATULATIONS STRATFORD ON OUR FINE NEW CLOCK TOWER

"WATCH THIS SPACE FOR OUR AL FRESCO OUTSIDE DINING DEVELOPMENT THIS SUMMER"

MONDAY 9AM-5PM
TUESDAY-FRIDAY 9AM-TILL CLOSE
SATURDAY 10AM-2PM - 6PM TILL CLOSE

Round The Clock Savings!

T-SHIRTS REDUCED TO CLEAR

POSTERS REDUCED TO CLEAR

Selection Of Portable Radios On Special

GOOD RANGE OF CALCULATORS LAYBY NOW FOR CHRISTMAS

Selection Of Radio/Cassette Recorders, Walkmans, Clock Radios and more ...

SOUNDVISION
(FORMERLY NEIL VOLZKE LTD)
Broadway • Stratford • Phone 765-6756

THE TIME IS RIGHT, AND SO IS THE PRICE!!

- Royal Doulton 20pc "Expression" DINNER SETS
- Attractive floral design

Was \$399 FOR 3 DAYS ONLY

Hurry limited Stock

NOW \$299

Sturmern Keepsakes

Broadway Stratford Ph 765-7832

Visitor Information NETWORK

STRATFORD PH (06) 765-6708

BROADWAY SOUTH (SH3)

- ★ Information ★ Maps ★
- ★ Souvenirs ★

CONGRATULATIONS ON A FANTASTIC CLOCK TOWER

CLOCK UP THE SAVINGS AT TARANAKI FARMERS in Stratford

GREAT SPECIALS AND BARGAINS

IN EVERY DEPARTMENT, THIS THURSDAY, FRIDAY AND SATURDAY

FASHIONWEAR SAVINGS

- Priced to Clear - Ladies fashion racks from \$9.95 - \$49.95
- Selected lingerie, nightwear and robes

AT HALF PRICE!

GARDEN CENTRE SPECIAL

- Compost super deal - 5 x 30 litre bags for only \$20.00

HARDWARE SUPER BUYS RYOBI

- Angle Grinder 100mm Was \$115.00 NOW \$89.95
- 9.6 Volt Cordless Drill Was \$159.00 NOW \$119.00

FARM SUPPLIES SPECIAL

- AGRICULT CULVERT PIPE **MARLEY**
- 200mm \$86.50 • 250mm \$125.50
- 315mm \$199.00 • 400mm \$299.00

(per 5 metre length)

PLUS LOTS MORE BARGAINS IN STORE

Every purchase will go in the draw for a FABULOUS HAMPER

Regan St. Stratford. Ph: 765-6199

Discover the Difference

TARANAKI FARMERS