

REBUILDING STRATFORD.

NEW REPLACING THE OLD.

PROGRESS OF BROADWAY.

CONFIDENCE AND PROSPERITY.

(From Our Own Reporter.)

If Stratford has progressed slowly in the past, it is making rapid strides today, and the demolition of old buildings with a view to replacing them with modern structures is being carried out on an extensive scale. At the outset it may be stated that modernization of the town has in the past been greatly handicapped by the fact that the greater portion of the east side of Broadway is railway reserve, and business people with an uncertain tenure have been reluctant to spend capital on the erection of new buildings. In a great many cases this difficulty has now been overcome, and a review of the building activity in Broadway gives the observer a pleasant feeling of security and prosperity.

The town's chief building, and one which is prominent for miles around is, of course, the new and commodious post office, the tower of which houses the burgesses' war memorial in the form of the town clock. The opening of the post office coincided with the opening of the splendid new bridge across the Patea River and the fine block of offices erected at the northern end of Broadway for the Public Trust.

NEW BUSINESS BLOCKS.

The State having thus given a lead in building for the future, far-seeing business men were not slow to follow the example, and almost immediately four additional shops were erected to fill gaps in northern Broadway, Petrie's big block on the corner of Regan Street and Broadway having been completed prior to the opening of the post office. There are at present three substantial business blocks in the course of erection in Broadway, besides the recently-completed new premises of Rawles and Hillock on the two modern shops built by Mr. Hillock on the site of the old P.A.C. mart.

Remarkable enterprise has been shown by Manoy's Ltd. in the design of their handsome two-storey business premises in central Broadway, and the magnificence of the building marks a step in Stratford's march of progress. The firm expects to "move in" early this month, and at the present stage of operations a good idea of the final effect can be obtained. The block is to cost £4000, being of reinforced concrete with white plaster finish and oak fittings throughout. It has the largest window display in Taranaki, the whole 37 feet of frontage being devoted to elaborate show purposes on the "island" plan. The windows are lit by night with 2500 c.p. globes.

The downstairs portion will contain seven counters, and arrangements are being made for an additional circular counter in the centre. At the back stands the cash office, and a little to one side, a special consulting office. Both these offices are of oak and present a striking appearance against the white of the walls and embossed ceiling. The rapid wire cash system will obtain downstairs, and the gravity ball system upstairs. A special feature downstairs will be the fitting up of a separate department for men's wear, while drapery and such like will be displayed in the balance of the 37 by 66 feet of available floor space. A feature of the upper floor is the splendid lighting system obtained from huge windows, each pane of which is 9ft. 9in. by 6ft. 3in., and a beautiful skylight.

A long felt want in Stratford is provided for in the arrangement of a ladies' rest room upstairs, where the firm has provided electric heaters and all conveniences, including specially indented wicker chairs for women and children. The private office is also situated on this floor, and communication to other departments is obtained by 'phone through a private exchange. The front part of the second floor will be devoted to the sale and display of millinery, mantles, frocks, ladies' and babies' wear. The architect is Mr. V. Griffiths, of New Plymouth, and the builder Mr. C. Moore, of Stratford.

Across the road, a new building is being erected on modern lines of grace and convenience for Mr. E. Carryer, clothier. This building is also of two storeys and will be a decided acquisition to the town when finished.

Building activity is also in progress on the site of the old post office in the heart of the town. Here Mr. Radich, of Hawera, is erecting a very fine two-storey block, of which the foundations are now being laid. Further building operations are projected at the northern end of central Broadway, where two existing shops are to be rebuilt with one

ten
bui
the
Ltd
att
hei
abl
bus
sto
Dev
cad
ent
Str
C
floc
tion
adj
a r
pla
and
the
the
hou
lead
stor
and
a s
in t
of
T
abo
pas
sup
win
are
the
tion
win
each
pris
stoc
new
plac
cele
the
day.
Tay
J. T
trac

Sp
judic
ing
servi
visit
coun
brick
and
fifty
there
conc
was
year
the
and
prop
been
relat
meth
creas
A
are
Dorn
fram
tons.
with
slabs
ment
erect
press
block
direc
crete
by a
1½in
Ma
Brita
eman
in th
formu
tiona
to t
expre
medic
Edinl
woul
steel
in hi
iron
famil
might
genite
as g
erecte
not s
house
ing.
meast
such
over
than

fronts
sive a
carries

will
qual
unt
to
and
lup-
ber,
ood
the
IC,
CH
AT-
ng,
All
Re-
ad
nt-
the
2.