

NEW FRUIT AND PRODUCE CENTRE



A GENERAL VIEW of the eastern end of the main floor of McCutcheon's new fruit and produce centre in New Plymouth. In the foreground stacks of produce are stacked on pallets ready to be sold. In the background, left, an auction is being conducted.

ROLLER CONVEYORS propel a sample case of goods past buyers during an auction at McCutcheon's produce centre. The auctioneer, Mr. B. Robb (back to camera, at right) waits for the buyers to start their bidding. Other cases of fruit and vegetables to be sold are stacked in the background.

MCCUTCHEON'S 25TH ANNIVERSARY

ONE of the most modern fruit and produce marketing centres in New Zealand will be opened in New Plymouth tomorrow by the Mayor, Mr. A. G. Honor. It is McCutcheon and Co. (New Plymouth) Ltd's large new building, situated on the corner of Molesworth St and Pari St.

The opening of the building coincides with a special occasion in the company's history . . . the 25th anniversary since their business first began in Taranaki.

The land upon which the new building is sited was originally a residential area and one section contained the home of New Plymouth's first stationmaster.

Construction on the £90,000 project (the cost includes the building and equipment) was started in April, 1964, after a delay of many years.

Mr. G. O. McCutcheon, who designed and drew all plans, said he first planned such a project when he bought the property in 1937, but getting final approval for the building had been a "long, painful and expensive process."

Approval for the building plans had finally been granted last year. Mr. McCutcheon said that only half the land available had been built on. The re-

mainder would allow for future expansion.

The future "I would not feel very confident about the future if we had no further land," Mr. McCutcheon said. "If we outgrew this building and had no room for expansion it would be a terrific loss."

At present there is adequate office accommodation to last indefinitely and any

further extensions of the building would only need to be a shell to house stock."

At present the company has a staff of 22. Mr. McCutcheon spent many years designing the building.

"I drew hundreds of plans and continued altering them even after the building had been started," he said.

This is the fourth site Mr. McCutcheon has owned in New Plymouth. "None of the others were suitable."

The site however is ideal. It has good access to the suburbs and central Devon St. It is in a relatively quiet area and not near busy traffic. In a handy position for the central shopkeepers to come to questions, the transporters do not have to cross the main road to get to the railway yards and there is access to the building on three sides.

SIGNS

by
Cliff Horrill

Molesworth Street
N.P. Phone 83118
After Hours 8087

Congratulations

from

Fresha

PRODUCTS

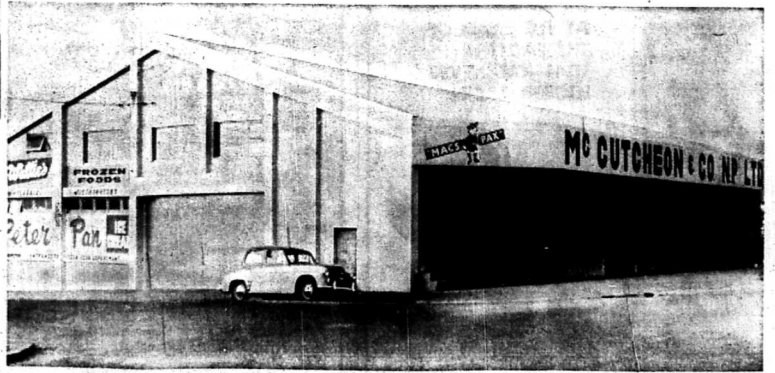
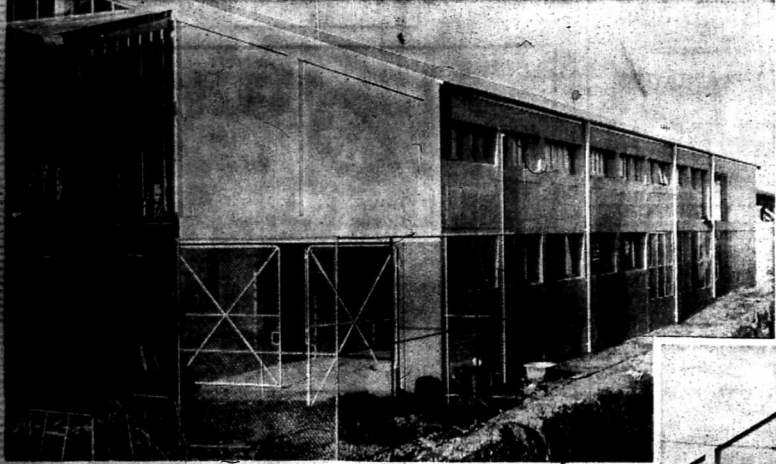


MCCUTCHEON & CO. LTD.
Sole distributors in the King Country and South Taranaki of our famous quick-frozen—

MEATS and SMALL GOODS

NEW MODERN PREMISES

climax 25 years' **PROGRESS**



Planned to meet a growing community's expanding need of fresh fruit, fresh vegetables and quality frozen foods, we have liberal floor space for storage and auctions, modern stores handling facilities, and advanced equipment for sub-zero storage, coolers and banana-ripening rooms; also extensive loading platforms under cover. The enterprise is serviced by a fleet of delivery trucks and refrigerated bulk haulers.

This business began in New Plymouth with a depot established in 1941. Auctions were instituted 1961 and increasing development has at last brought to fruition a really modern market directed by the wealth of experience gained over 35 years.

MCCUTCHEON & CO. (NP) Ltd.

MOLESWORTH STREET

NEW PLYMOUTH

PHONE 86036

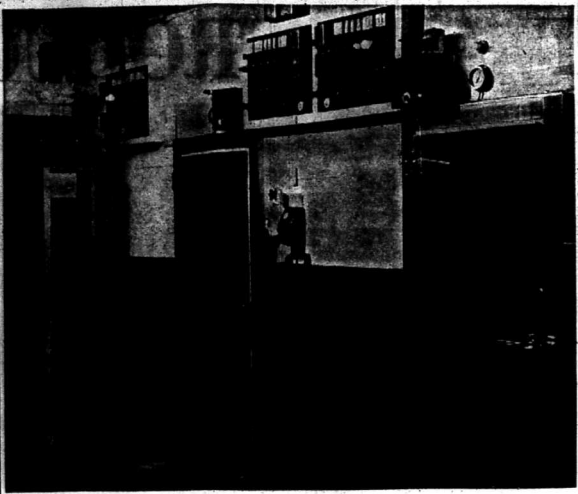
BUILT ON FIRM FOUNDATIONS

McCUTCHEON'S fine new building is a fine example of expert construction. We specialise in all types of excavation work, large or small.

Congratulations to McCUTCHEON, New Plymouth, on erecting such a fine building.

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CONTRACTORS
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REFRIGERATION FEATURED

THE basement of McCUTCHEON'S new fruit and produce marketing centre (10,000 sq ft) has in addition to banana ripening rooms and coolers a total of 8000 cubic ft of sub-zero storage space. There is also adequate provision for efficient loading of delivery trucks and unloading of refrigerated bulk haulers.

The trucks enter the basement from Paris St and leave via the company's one-way drive which runs behind the building to Elliot St.

The sub-zero frozen food store, which is maintained at 10 degrees below zero, incorporates some of the latest refrigeration techniques. Around the perimeter of the ground under the store and the door leading to the store is an "air curtain" which stops any warm air from entering and it turned on automatically the door is opened. Anti-freeze solution is pumped through the foundations of the store to stop and hydrate equipment. A fan is set into one of the walls to exhaust stale gas out of the room.

old could penetrate it, freeze the ground, causing it to expand and wreck the whole building.

The solution is pumped through inch thick copper pipes at nine inch centres. The whole of the refrigeration unit is water-cooled by rain water from two concrete storage tanks. Each tank holds 40,000 gallons of water and is 13ft deep.

The water, after going through the office heating system, is re-cooled by a cooling tower and returned to the bulk storage tanks.

The same water is circulating all the time. The three banana ripening rooms which are used extensively can do a dual purpose job - they are used as coolers. They are filled with conditions of the store to stop and hydrate equipment. A fan is set into one of the walls to exhaust stale gas out of the room.

THESE three banana ripening rooms and coolers are situated in the basement of McCUTCHEON'S new produce centre. The two rooms nearest the camera are of 700 cubic feet, and the one on the left has an area of 2500 cubic feet. It is possible for 1000 cases of bananas to be ripened in the three rooms at the one time.

AUTOMATIC "FREON" REFRIGERATION and HUMIDITY CONTROL EQUIPMENT, ETHYLENE GAS INJECTION EQUIPMENT, installed by BRIAN FORBES



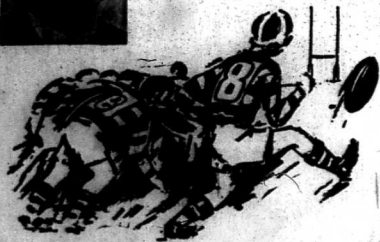
BRIAN E. FORBES

COMMERCIAL & INDUSTRIAL REFRIGERATION ENGINEER
73 PRINCES ST., EXTN., HAWERA, PHONE 5512

YET ANOTHER MILESTONE IN THE HISTORY OF
McCUTCHEONS
AN ACHIEVEMENT MARKING 35 YEARS OF PROGRESS, THE OPENING OF GREATER NEW PLYMOUTH PREMISES

Congratulations to
"MAC"

AT THE HEAD OF THE PACK - THAT HAS NEVER LOOKED BACK!



Peter Pan

A COMPLIMENT FROM

ICE CREAM & FROZEN FOODS

CONGRATULATIONS to McCUTCHEON & CO. LTD.

on the completion of their new premises.

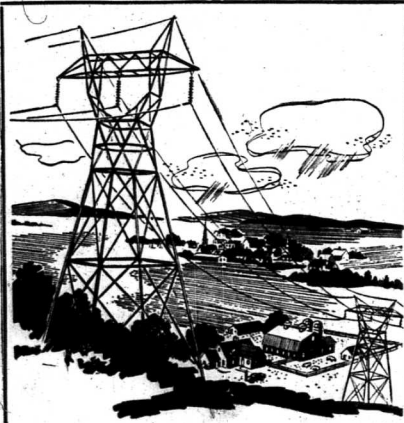
Of prime importance to McCUTCHEON & Co is the efficiency of their food storage. We are pleased to announce that—



WATER RETICULATION
was efficiently carried out FOR THE ESSENTIAL REFRIGERATION plus the **PLUMBING & DRAINLAYING** by —

H. T. HUGHES Ltd.

PLUMBERS & DRAINLAYERS
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Premier Grade Frozen Pastries

AND FAMOUS

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ARE DISTRIBUTED by "McCUTCHEON'S"

Every day "McCUTCHEON'S" deliver Neville's "Frozen for freshness" products that are continually in demand by housewives throughout Taranaki and the Waikato.

NEVILLES LTD. CONGRATULATE McCUTCHEONS ON A FURTHER STEP FORWARD WITH THE COMPLETION OF THEIR NEW PREMISES.



LIMITED

PRE-CAST FLOORS



POTATO STORE

At the eastern end of the basement is a bulk potato storage room of 1000 sq ft. Here sacks of potatoes on pallets, are lifted to the main floor by means of an electric fork-lift truck.

A large number of vermin-proof stores with a capacity of 1200 cubic ft are also found in the basement. These hold various types of potato chips and ice cream cones.

Scientifically engineered and CERTIFIED for strength, pre-cast, stressed concrete building members give added strength and speeds construction.

Stressed Products Limited congratulate McCUTCHEON & Co. on the completion of their new building - A progressive firm who knows the modern techniques of food processing and who have appreciated an equally modern concept in building construction.

for taste superb and looks delicious
'AUSTRAL'
TOMATOES



Glasshouse ripened for flavour and guaranteed for quality are distributed in Taranaki solely by
McCUTCHEON & CO. LTD.
*applied for many years by the growers who congratulate McCUTCHEON & Co. Ltd. on the achievement of a fine new building.

MASSEY WOOD LTD.

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Floor space of 24,000 sq ft

THE new McCutcheon's fruit and produce marketing centre building measures 150ft long by 75ft wide and comprises a basement, a ground floor and a mezzanine floor, giving a total floor space of 24,000 sq ft.

The main and mezzanine floors are occupied by the fruit department, while the basement houses the frozen food department.

The area of the main floor, which is made of 24 x 2 hollow, pre-stressed concrete slabs, 11 inches thick, is 16,000 sq ft.

It is divided into two sections:

- The private treaty sales area 4000 sq ft which is operated by McCutcheon and Co. (New Plymouth) Ltd and
- the auction area, at the eastern end of the building, conducted by McCutcheon's Auctions Near Plymouth Ltd.

At the western end of the floor is a special loading dock which is used by three trucks for deliveries into the country and suburbs.

On the selling floor the private treaty sales area there is a 14ft by 6ft cooler. This is only used for short time storage — for holding vegetables and tomatoes overnight.

At the western end of the main floor the cleaning, packing and grading of food vegetables is carried out.

Office

Spacious office accommodation can be found on the main floor.

In addition to the general office of 600 sq ft there are offices for the manager of McCutcheon's Auctions (N.P.) Ltd, Mr. B. Booth, the governing director, Mr. G. O. McCutcheon (the accountant), the ledger machinist and a mailing and filing room.

These offices are heated by warm water from the water-cooled refrigeration units, running through 1400ft of one-inch copper pipes embedded in the concrete floor.

Bright

Adding a bright effect to the layout of the floor is a 10ft by 10ft of plaster of Paris. The fruit, made by the staff of McCutcheon's, is 12 times its natural size.

Over 220ft of loading platform extend round two sides of the building. These are, given an all-weather coverage by 4000 sq ft of wide verandahs.

OFFICES

Offices for the general manager, Mr. G. Kirby;

the manager of McCutcheon and Co. (New Plymouth) Ltd, Mr. P. Gearty and the fruit driver salesman can be found on the mezzanine floor.

The telephone receptionist has a room overlooking the whole of the main floor with a central view in every direction.

A loudspeaker system to every part of the building is also controlled by the receptionist.

All of the mezzanine floor is made of laminated timber. The floor, except the offices which are carpeted, is treated with a transparent plastic finish to retain the natural grain of the timber.

Ellis-Hardie-Syminton

Engineers — Manufacturers — Merchants

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Congratulate

MCCUTCHEON & CO. (N.P.) LTD.
ON THE OPENING OF THEIR NEW PREMISES IN MOLESWORTH STREET.

It has been our pleasure to be associated with this undertaking involving the design and supply of Refrigeration Equipment for Frozen Food Storage Space, Banana Ripening with Special Alumiseal Reflective Insulation.

WELLINGTON BRANCH OFFICE:

P.O. Box 1783, Wellington.
181-189 Thorndon Quay,
Telephone 45-830.

MODERN INDUSTRIAL REFRIGERATION

As agents in Taranaki for Ellis Hardie Syminton Ltd., suppliers of refrigeration equipment, we have played our part in ensuring the freshness and condition of food supplies to New Plymouth and Taranaki distributed by McCutcheon & Co. Ltd. in whose new building the ammonia installation was made by our engineers.

Dairy Companies throughout the province are using similar equipment with both ammonia and freon for the preparation and storage of dairy produce for export.



NATIONAL DAIRY ASSN.
NEW PLYMOUTH



AN AERIAL VIEW of the growing industrial area in central New Plymouth between Devon St and the seafront. The arrow points to McCutcheon and Co. (New Plymouth) Ltd's new building situated on the corner of Molesworth and Pari Sts, Woolcombe Terrace is in the left foreground.

THE SOCIAL SIDE

McCutcheon's new fruit and produce marketing centre has a mezzanine floor of 4000 sq ft. In addition to executive offices it contains a large cafeteria, a kitchen and a staff social room.

The bright airy cafeteria has an area of 330 sq ft and can comfortably sit 40 people. The large kitchen is fully equipped and includes a staff office being made to install a refrigerator.

The staff social hall of 1350 sq ft includes a piano and a table tennis table. At a recent function over 70 people were present and the orchestra and table band around the perimeter were adequate room left for dancing. It is hoped to use the hall for indoor bowls and other sports.



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