

# That Was Away Back In 1894



A Photo taken "in the bush" at Stratford in 1894.  
Standing (left to right): A. Busck, J. T. Lang, A. A. Thornton, B. Waite.  
Sitting: S. M. Robbins, J. B. MacEwan, J. Sawers.

When the late Mr. J. B. MacEwan was Chief Dairy Inspector to the Government and later held the title of Chief Commissioner, the first appointment of its kind to be made in New Zealand.

## Then in 1896

Resigning his post, this man of vision who had such confidence in New Zealand's future, commenced his business on his own account as a distributor on the local market of butter, cheese, eggs, bacon and associated lines. This was carried on over a period of some 40 years until in 1945 it was transferred to a Dairy Farmers' Organisation under Government sponsorship. Mr. J. B. MacEwan laid the foundation of this successful business on the highest ideals of service which have been rigidly adhered to through 56 years of trading.



The late Mr. J. B. MacEwan, 1866-1941.  
Founder of the Company.

## INTERESTING FACTS!

Destined from the earliest days of the dairying industry to become one of its pioneers, the late Mr. J. B. MacEwan in those early days made frequent trips to England to secure agencies in machinery and dairy supplies, also to gain the New Zealand representation of prominent London firms for the purchase of butter and cheese outputs from dairy factories, handling their outputs on what was then known as the "open consignment basis," when in 1936 it was taken over by the Government's Import Marketing Department. The valuable agencies Mr. MacEwan obtained were to prove of outstanding importance to the dairying industry and to play a vital part in its rapid growth.

The famous "A.P.V." Paraflovs and Heat Exchangers used for the pasteurisation of milk, "U.D.E.C." Bottle Washers and equipment for city milk treating stations and "Westfalia" Separators are but a few of the agencies we are proud to enjoy.

The Company is also justifiably proud of its own engineering workshops at Penrose, Auckland, where upwards of 100 men are employed in the manufacture of every type of water, cream and milk pumps, "L.K.G." milking machines, cheese presses, curd mills and agitators, etc.

As early pioneers in the field of refrigeration, the Company established a reputation with their early "Humble" ammonia compressors. To-day, MacEwans cater for every type of commercial and domestic automatic refrigeration in both sales and service.

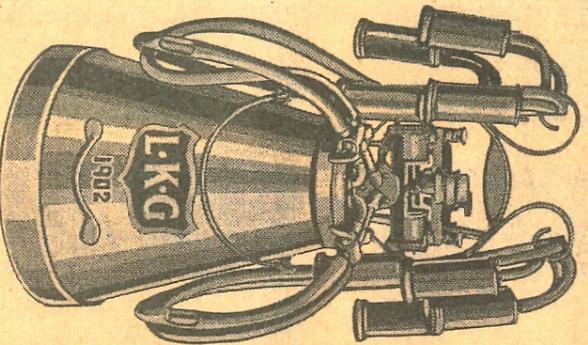
In step with the advancement shown by the firm was the transfer recently to premises in Devon Street of the Farm Implement section of the business. Here the Allis Chalmers agency is administered and the Tractor Division not only supplies and services Allis Chalmers tractors, Roto Balers, Side Rakes, etc., but gives a wide and varied service in farm machinery and agricultural implements generally.

IN 1901 . . .

Came the first Milking Machine  
THE THEN AS NOW  
FAMOUS

"L.K.G."

Over 50 years ago the "L.K.G." came into being and was a sensation. Through the years this famous milking machine has kept ahead of the times with vast improvements year by year. To-day "L.K.G." is recognised as the indisputable leader in the extensive field of milking machinery.



THE FIRST  
MILKING  
MACHINE  
IN NEW ZEALAND  
TO USE MOULDED  
TEAT CUPS  
WAS  
THE  
"L.K.G."  
IN  
1901



The late Mr. William Kirkland using his "L.K.G." Plant in 1901.

# J. B. MacEwan & Co. Ltd.

A.P.V. Paraflovs, U.D.E.C. Bottle Washers, Westfalia Separators, "L.K.G." Milkers, Allis Chalmers Tractors, Aga Cookers, Kelvinator Refrigerators,  
Bendix and Washrite Washing Machines, Ultimate, Courier and Rolls Radio Receivers, etc., etc.

NEW PLYMOUTH . . . HAWERA . . . STRATFORD . . . OPUNAKE