

Changes at MacEwans

If you have been confused by recent changes at MacEwans Machinery Ltd, take heart—you are not alone.

Since the turn of the century, the company has been selling machinery to farmers.

As electricity reached out over the countryside, farms switched to electric milking machines; and farmers' wives started asking for things like washing machines.

MacEwans co-operated. They opened a home appliances division.

So now we have two parallel operations.

The change is that they are now under different and separate management; the machinery side has become a subsidiary of Steel and Tube Holdings Ltd, while the home appliances are under the wing of Wrightson Appliances "and you can't do better than that", as they keep telling us.

Mr Trevor Burrell, Taranaki Manager of MacEwans, is quick to point out that the company will still trade under the same name, with the same premises, with the same staff and the same commitment to the same customers.

The two companies, Wrightsons and MacEwans, are no strangers to each other, for both have been subsidiaries of Fletcher Challenge Ltd.

And the links are even closer than that: Fletcher is the major shareholder in Steel and Tube.

Although MacEwans originally specialised in farm machinery, the company has now expanded and diversified, and today carries a wide range of general industrial machinery.

As in any deal which makes good business sense, there are advantages on both sides.

For MacEwans, there

will be access to a wider range of products, bigger financial backing, and enormously wider horizons in terms of staff promotion.

For Steel and Tube, their turnover could be boosted by about 15% through the acquisition of MacEwans.

According to S & T's managing director, Mr D. C. Thurston:

Steel and Tube is paying about \$10 million in cash for MacEwans.

Thurston said: "So it's a significant and a very suitable adjunct to Steel and Tube's existing activities."

MacEwans specialised and highly developed industrial machine and process engineering services would give Steel and Tube the opening it had been seeking to expand its fabricating and contracting business offshore, he explained in an interview.

MacEwans export turnover was worth \$600,000.

MacEwans is seen as a more compatible "fit" with Steel and Tube than it was with Fletcher Challenge, and the new association will enhance growth prospects of both the new parent and its subsidiary.

MacEwans has in the past five years or so, moved increasingly away from the traditional farm machinery marketing and servicing role, which began last century with the manufacture and supply of equipment for the dairy industry.

Fletcher Challenge, meanwhile, has been moving more towards resources development.

Both Mr Thurston and MacEwans managing director, Mr David Burson, are keen to highlight MacEwans' growth potential in the high-technology area of process engineering in which it occupies an unusual slot in New Zealand.

The only other competitor of note, Mr Burson said, was the Swedish firm Alfa Laval.

MacEwans specialised expertise in this area recently won it a \$45 million contract against major international competition designing, fabricating and installing a complete new frozen food plant for the Western Australian icecream firm, Peters Ltd.

Mr Burson said the formal association now meant the companies could work as a team, particularly with the contracting and

Remember trolley buses? The Post Office Tower? When your son, now 18, was born? When your daily paper cost fourpence?

If you do, you'll probably remember the opening of this building.

MacEwans Machinery Ltd, with much blowing of figurative trumpets, opened their shiny new premises on Wednesday, November 16, 1966. Sir Woolf Fisher, of NZ Steel and Fisher and Paykel, did the honours, and the Mayor of New Plymouth, Mr A. G. Honnor was also there to speak about "this handsome addition to the city."

The changes now taking place climax a long list of mergers, acquisitions, and takeovers which have been going on ever since the death of Mr J. B. MacEwan in 1945.

Mr Thurston said Steel and Tube was funding the \$10 million cash acquisition almost entirely from retained earnings. The deal now has the approval of the examiner of commercial practices.

MacEwans fitted Steel and Tube's philosophy of management — "it runs itself" — and it would not have to change its operational style or direction, he said.

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required last year, holds two significant contracts to supply electronic control and instrumentation systems for the Motunui Synagas plant and for NZ Steel's mill expansion project.

Steel and Tube and MacEwans have previous strong links through various contracts.

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34 years with the company

After 34 years of working for MacEwans, Bob Holden is learning to say "Wrightson Appliances" when he answers his office phone.

Born 42 years ago in New Plymouth, and an ex-player of NPBS, Robert Peter Holden has been with the company all his working life.

He started as an apprentice, serviced refrigerators and appliances generally and is now in charge of the store.

A good keen man in the Rotorua and Gun Club, he has done a lot of hunting, gives the ducks a hard time in their season, goes after trout and enjoys surfing.

He is married, with a son of 21 and a daughter ("I think she is 28") in Brisbane who has made him a grandfather three times over. W.J.



Robert P. Holden

Priority Service

In the decades MacEwans Appliances Division has served the Taranaki area we have always placed priority on service to our customers. The key to the excellent relationship we have is our commitment to quality of appliance, customer satisfaction and full after-sales service.

Now the business is to transfer to a sister company, Wrightson Appliances, which is New Zealand's largest appliance chain.

Wrightson Appliances gives our operation the added advantages of big buying power (to cut costs), an unmatched range of leading brand appliances, and national support for our highly qualified sales and after-sales service team.

Taking pride of place in the showrooms at New Plymouth, Stratford and Hawera will be Fisher & Paykel's exceptional range of Frigidaire appliances, New Zealand's No 1 brand in design and quality.

Of course, all MacEwans appliance staff are transferring to Wrightson Appliances, and our undertaking to service all products purchased from us in the past continues unchanged.

Hire purchase and normal accounts can be paid at MacEwans as usual.

MacEwans industrial activities in process engineering, pneumatic systems, pumping equipment, machine tools and SKF bearings continues unchanged in New Plymouth.

Staff and management at Taranaki's new Wrightson Appliances stores look forward to demonstrating their new commitment to better brands, better service, and better value to customers in the area.

T. C. Burrell
Manager

Canadian founder

Mr. J. B. MacEwan, founder of J. B. MacEwan and Co. Ltd (later MacEwans Machinery Ltd), was also one of the founders of the dairy industry in New Zealand.

Born in Ontario, Canada, Mr MacEwan, after receiving his education, served the Agricultural Department of Canada, undergoing special instruction in the Canadian Experimental Dairy Schools.

In 1894 he was selected by the New Zealand Government as Dairy Commissioner. He founded and promoted the industry throughout the country and educating factory managers in practical and technical work in the production of butter and cheese.

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MR J. B. MacEwan, founder of MacEwans.

The men at the top

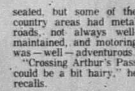
Trevor C. Burrell is the Taranaki manager of MacEwans Machinery Ltd.

He was born in Christchurch 57 years ago, and educated at Christchurch Boys High School.

His first job was with John Chambers and Son, still in Christchurch, and it was from that job that he was recruited for his present place. When he joined, cheese was made in 1000 blocks, mainly wrapped in two blocks to a wooden crate.

The switch to 400 blocks, individually sealed in cartons, meant more business for MacEwans, more work for our man.

"But it was a good time. Many of the factories were



Trevor C. Burrell

seated, but some of the country areas had motor roads, not always well-maintained, and motoring was well-adventurous.

"Crossing Arthur's Pass could be a bit hairy," he recalls.

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"But it was a good time. Many of the factories were

in pretty isolated places, and a caller was a new face, and so very welcome. You made a lot of friends."

In 1964 he moved to his present appointment in New Plymouth.

Trevor and his wife have four children. Greg, the eldest, is married to a Dutch girl and is a squash coach in Holland. His sister Claire (26) is a trained nurse, his is actually working at Motunui as a dairy processor.

Second son and third in the family is Craig (23), who gets married on Saturday and is then taking off to join big brother in Holland, while Michael (20) is — like his sister — working at Motunui. W.J.

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Nigel Hayman (right) MacEwan's industrial sales supervisor, and operator Allan Sandford with a drill that makes your workshop Black and Decker look pretty silly. This one is a 2300Wx 25 Chinese radial drill at Toleys, Bell Block

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Especially your name. Till now, you've known us in Taranaki as MacEwans appliances. As part of our commitment to better products, better services and better all round value, we recently teamed up with New Zealand's largest home appliance network. **Wrightson Appliances.**

It's a name you'll be hearing a lot in the future, because from now on MacEwans appliance division is **WRIGHTSON APPLIANCES.**

The most important things will never change!

Your new Wrightson Appliances stores are staffed by the same helpful home appliance experts you know so well from MacEwans.

We still pride ourselves on services that are second to none, like free delivery, attractive hire purchase terms and maximum quality guarantees. Of course, Kelvinator appliances, like everything you've brought from us at MacEwans, is still fully serviced by our own highly qualified team.

More than ever, our commitment is to you, our Taranaki customer.

We're the stores you've always known, and more!

Taking pride of place in our new stores is Fisher & Paykel's renowned range of Frigidaire appliances. Frigidaire is without doubt New Zealand's no. 1 appliance brand in design and quality.

We're sure you'll agree that Fisher & Paykel's Frigidaire is a better choice of appliances for your home.

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Bob Holden
Wrightson Area Supervisor
TARANAKI
Cnr Devon & Robe Streets
Telephone: 88-047



Stuart Dear
Wrightson Appliances Shop Manager
NEW PLYMOUTH
Cnr Devon & Robe Streets
Telephone: 88-047



Bernie Garret
Wrightson Appliances Shop Manager
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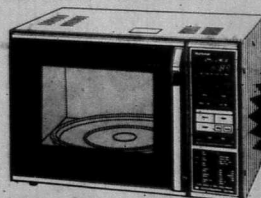
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Frigidaire

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The big 346 litre fridge with butter conditioner, egg racks, tall bottle storage and more!

Only \$77 Deposit
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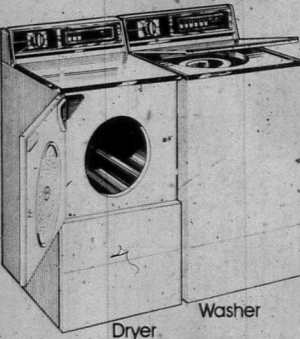
Elite FF300

Vertical Freezer holds 305 litres! Teams up with the 350 fridge!

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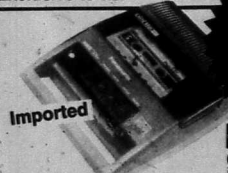
SPECIAL \$199!



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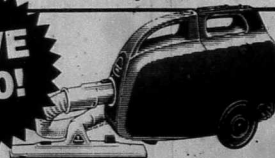
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