

MS 91/37

FARMERS' TRADING COMPANY

**Inventory Compiled
by**

Nancy Croad

**Library
Auckland Institute & Museum**

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FARMERS' TRADING COMPANY

This collection is complimentary to and with some items, duplicate those held in **MS 1400**. They were donated by the Farmers' Advertising Department so consist mostly of Catalogues, Monthly Booklets and other advertising brochures in bound form, dating from 1913 to 1954. There is a full set of Farmers Staff News sheets from August 1964 to December 1983. [See also **MS 1707**]

BOX	ITEM	DESCRIPTION	
BOX 1	1	Annual Report	1968
	2	" " x 2	1971
	3	" " x 2	1972
	4	" " x 2	1973
	5	" " x 2	1974
	6	" " x 2	1975
	7	" "	1976
	8	" " x 2	1978
	9	" "	1979
	10	" " x 2	1980
	11	" "	1981
	12	" " x 2	1982
	13	" " x 2	1983
	14	" "	1984
	15	Annual Report to Staff (on shelf)	1976
	16	Advertising Ledger (on shelf)	July 1926 - Oct 1934
	17	" "	Nov 1934 - Dec 1942
	18	Stock/Price Book	[no date]
	19	Catalogues - Laidlaw Leeds	No. 6 1913 - 1914
	20	" " "	7
	21	" " "	8
	22	" " "	9 1917 - 1918
	23	" " "	unnumbered [no date]
	24	Catalogues - Farmers Union Trading	2 1918
	25	" - Farmers Union Trading Coy	3
	26	" " " " "	4
	27	" " " " "	5
	28	" - Farmers Trading Company	6
	29	" " " "	7 1925
	30	" " " "	7 1925
	31	" " " "	8 1926
	32	" " " "	9 1927

BOX 2

33	"	"	"	"	10	1929	
34	"	- Farmers Trading Company	21	1930			
35	"	"	"	"21		1930	
36	"	"	"	"22		1932	
37	"	"	"	"22		1932	
38	"	"	"	"23		1935	
39	"	"	"	"24		1936	
40	"	"	"	"	25	1938	
41	"	"	"	"26		1938	
42	"	"	"	"26		1938	
43	Scrapbook of Advertisements (on shelf)						1935
44	City Householders (Advert Catalogues)						1951

BOX 3

45	"	"	"	"		1959	
46	"	"	"	"		1959	
47	"	"	"	"		1961	
48	Branch Advertising						1961-1965
49	Monthly Booklet						Jan 1929-Jun 1930
50	"	"				Jul 1930-Dec 1931	
51	"	"				Jan 1932-Jul 1933	
52	"	"				Aug 1933-Aug 1935	
53	"	"				Jan 1936-Dec 1938	

BOX 4

54	"	"				Jan 1939-Jun 1941
55	"	"				Jul 1941-Jun 1944
56	"	"				Jul 1944-Dec 1946
57	"	"				1950
58	"	"				1951
59	"	"				1952
60	"	"				1953
61	"	"				1954

BOX 5

62	Farmers Staff News						Aug 1964-Dec 1972
63	"	"	"			Jan 1973-Dec 1976	
64	"	"	"			Jan 1977-Dec 1979	
65	"	"	"			Jan 1982-Dec 1983	
66	Prospectus						12 Dec 1973
67	"						12 Mar 1982
68	Farmers' Trading Company and McMair Report (A study in shopping habits)						1974
69	Historical Material - see list on folder.						
70	Printed Material - Inside Story of Farmers						1954
71	Inside Information (System Book)						1948

BOX 5 cont.

ITEM

DESCRIPTION

72	(Refer also MS 1707) Adventure in Merchandising 1909-39	1964
73	Developing a Marketing Strategy for Dept Store Furniture in	1968
74	"Adidas" - advertising prints for garments	
75	Advertising Encyclopaedia of Selling Phrases	