

MS 1400

Farmers' Trading Company

Records

**Inventory
edited by**

Alistair Carlile

BOX 1

Item		
1	Minute Book FUTC - AGMs	7 Nov 1910 - 29 Jun 1932
2	Minute Book FUTC - Directions	9 Jun 1915 - 27 May 1920
3	Minute Book FUTC/FIC - Directors	14 Jul 1920 - 19 Oct 1932
4	Minute Book FTC - Directors	16 Nov 1932 - 13 Mar 1940

BOX 2

Item		
5	Minute Book FTC - Directors	17 Apr 1940 - 15 Dec 1948
6	Minute Book FTC - Directors	16 Feb 1949 - 18 Apr 1956
7	Minute Book FTC - Directors [key missing]	May 1956 - Jun 1962

BOX 3

Item		
8	Minute Book FTC - Directors	22 Aug 1956 - 18 Dec 1968
9	Minute Book FTC - Directors	19 Feb 1969 - 30 Jan 1976
10	Minute Book FTC - Directors AGMs	28 Jun 1933 - 26 Feb 1981

Includes printed reports/balance sheets
and newspaper clippings.

Items 12 & 13 contain loose material
removed from this Item.

BOX 4

Item		
11	Minute Book FTC AGMs	16 Jul 1981 - 24 Jul 1986
12	Reports removed from Item 10	1934 - 1980

Box 4 cont.

13	Newspaper clippings - Trading profits etc. removed from Item 10.	1924 - 1975
	Printed Moratorium on Deposits	ca. 1921
14	Scrapbook of Reports/Balance sheets	1915 - 1951
15	Notices of Meetings & Agendas	5 Dec 1928 - 7 Jul 1976
16	Directors Reports	1981 - 1984
17	Annual Reports	1917 - 1970
18	Annual Reports	1971 - 1986
19	Memorandum/Articles of Association /Notices	1916 - 1937
20	FTC Analytical reports & Survey of Accounts copies from Auditors (Nov 1934)	1933 - 1937
21	FTC Analytical reports & Survey of Accounts copies from Auditors	1938/39 & 1945/46
22	FTC Analytical reports & Survey of Accounts copies from Auditors	1955 - 1959

BOX 5

Item		
23	Prospectus of FUTC and FTC	1916 - 1983
24	Manager's Financial reports - monthly	Aug 1920 - Oct 1927
25	" " " "	Nov 1927 - Apr 1935
26	Summary of Branch profits	1959
	Statement of Accounts	31 Mar 1959
27	Scrapbook of news clippings depicting economy and other items of interest to FTC	1959 - 1971

Box 5 cont.

27a	Scrapbook of news clippings depicting economy in 1972 - 1976 relation to FTC	
28	Cash book of Laidlaw Leeds - 6 monthly entries. Includes envelope of workers League Stamps and press cutting re. death of John Laidlaw, 1918.	Aug 1913 - Sep 1955
29	Annual Item analysis cards	1964/65
30	Changeover to Decimal Currency/Hire Agreement/Financial Review/Summary of Advertisements	1945

BOX 6

Item		
31	Ledger - stock items indexed	1916/17
32	Register of use of Company's Seals	14 Aug 1918 - 4 Oct 1974
33	" " Form letters	1915/16
34	" " " "	1916/17
35	FTC Form letters	No date
35a	" " "	1929 - 1941
36	" " "	1955 - 1973
37	Published volume – "The Auto Correspondent - How to Business Letters" by the Business Book Concern - Chicago	1908
38	Letter Service Manual - indexed to subject - Published by H M van Hoesen Co., Chicago	1909

BOX 7

Item		
39	Customer testimonials for furniture	1919 - 1938
40	Customer testimonials - general	1918 - 1929

Box 7 cont.

41	" " "	1930 - 1946
42	Hire purchase system	[no date]
	Staff Bonus Plan	1923 - 1949
43	FTC Credit/Instalment Selling/Lay-by Plan	
44	Selling schemes	
45	Farmers & Calder Mackay Company sales plans - monthly	1972 - 1976
46	" " " " " "	1978 - 1980
47	Receipts & Payment passbooks	1960 - 1972
	Invoices	1929 & 1938
	Bonus certificates	1919 - 1946
	Docket directories	1966/67/69/70/72/75
	Bankcard forms & Invoice docket	

BOX 8

Item		
48	Insurance/Family protection/Other sources of advertising - [see also Item 57]	
49	Farmers Basic Buying Course lecture notes. Self Instruction System for Store Managers	1984
50	Booklet & News clippings - Robert A Laidlaw Passed Away	12 Mar 1971
50a	The Escalator Story with photographs	2 Dec 1954
51	Staff memos/ Managers' appointments	
52	Memos to staff	1939 - 1952

Box 8 cont.

53	Staff information sheets & booklets	1937 - 1984
	Tearooms and Menus Calendar and printing details of same	1951 - 1954
54	FUTC - Shareholders Order book & Price guide	[no date]

BOX 9

Item		
55	Laidlaw Leeds Optimist (Monthly In-house mag) No 4 - No 207 [incomplete series - some as bound volumes]	Feb 1912 - Mar 1932
	The Optimist - 21st Birthday Souvenir issue	1930
	FTC Junior Optimist No 1 - No 7 Bound photocopies of articles from The Optimist featuring 'My Trip Abroad' by D. Robertson, Asst.	Jan - Jul 1931
	General Manager	ca. 1930s
	The Big Store News - (In-house magazine)	Jan 1946–Easter 1964 ¹
	The Radiator - FUTC magazine	Mar/Apr 1923
	Farmers Store/Staff News Vol 1 No 1-Vol 5 No 4	May 1935–Jun 1939 ²
	Farmers Staff News Vol 1 No 3-Vol 26 No 2	Oct 1964–Feb/Mar 1987 ³
	Annual Report to Staff	1978/79/80

¹ The Auckland Museum Library's Serials Collection holds the following volumes not contained within this series – 1945: v1n1-n5; 1946-47: v1n1-10; 1947: Aug, Oct, Dec; 1948: Feb, Apr, Jun, Aug, Oct, Christmas; 1949: Feb, Apr-Oct, Christmas; 1950: Jan-Mar, Jul; 1951: Feb; 1952: Feb-Aug, Oct-Dec; 1953: Feb-Sep; 1954: New Year, Easter, May-Oct, Christmas; 1955: New Year, May-Jun; 1956: April-May; 1957: Jun-Jul, Dec; 1958: Christmas; 1959: Dec; 1960: May, Aug, Dec; 1961: Apr, Jun; 1962: Easter, Summer, Dec; 1963: Jun, Autumn, Dec.

² The Serials Collection holds the following volumes not contained within this series – 1935: v1n2-n5, n8, n12; 1936: v2n3, n5; 1938: v4n4, n18, n19; 1939: v5n1-n3, n5; 1940: Aug, Dec.

³ The Serials Collection holds the following volumes not contained within this series – 1964: v1n1, n2, n4, n5; 1965: v2n1, n2, n4-n6; 1966: v3n4-n10; 1967: v4n1-n7; 1968: v5n1-n8; 1969: v6n1-n5; 1970: v7n1-n5; 1971: v8n1-n6; 1972: v9n1-n6; 1973: v10n1-n5, n7; 1974: v11n1, n5, n6; 1975: v12n1-n4, n7, n8; 1976: v14n5; 1977: v16n1, n2, n4; 1978: v17n4-n6; 1979: v18n1; 1980: v19n1, n6; 1981: v20n2; 1982: v21n1, n2, Special Edition; 1984: v23n3; 1985: v24n1; 1987: v26n3-n6; 1988: v27n1-n3.

BOX 10

Item		
56	Santa Parade units	1949 - 1974
	Christmas cards	1954 - 1967
	Advertising outlets	
57	Store broadcasts	1939 - 1953
	Other advertising outlets-[see also Item 48]	1951 - 1953
	FTC Service Stations	
	Monthly specials tabulated-[refer also Series 9]	1926 - 1942
57a	Policy handbook	[no date]
58-65	Laidlaw Leeds Catalogues No. 1 – No. 8	1909 - 1917
66-67	FUTC Trading General Catalogue	1917
68-70	FTC Catalogues No. 3 – No. 26	1921 - 1938

BOX 11

Item		
71-84	FTC Catalogues No. 3 – No. 26	1921 - 1938

BOX 12

Item		
85	Specials	1929 - 1946
86	Subsidiary & Brand sales - monthly & total	1966 - 1971
	Daily gross sales	1967 - 1972
87	Advertising accounts	1945/46
88	" "	1954/55
89	" "	1955/56
90	Sales of Radios/Washing Machines/Vacuum Cleaners	1948 - 1951

Box 12 cont.

91	Trading totals - monthly	1911 - 1960
92	Time & Wages Book	1929/30
93	" " "	1935/36
94	" " "	1937/38
95	" " "	1954 - 1957

BOX 13

Item		
96	Monthly household advertising booklets	Aug 1955 - Sep 1984

BOX 14

Item		
97-100	Monthly booklets (bound volumes)	1950 - 1954
101	Monthly booklets - (tied bundle)	1946 - 1965
102	Laidlaw Leeds pamphlets etc.	1909 - 1918

BOX 15

Item		
103	FUTC Circulars	1920 - 1926
104	FUTC Advertisements & Services	
105	General Advertisements	
106	Cycles/Radios/TV/Refrigs/Pianos/Perambulators	
107	Groceries/Labels/Farming/Gardening/Fashion	
108	Toys/Sports/Camping & Touring/Cameras	
109	Sewing machines/Paints & Wallpaper/Furnishings	
110	Catalogue advertising	1932 - 19[?]

Box 15 cont.

111 Farmers circulars 1934 - 1937

BOX 16**Item**

113	Farmers week	1919-1921
114	Scout Day Enterprise	1929
	Five Million Target ⁴	
115	Anniversaries 40 th	1949
	50 th	1959
	60 th	1969
	75 th	1984
116	Jim Swatzman - Interior Design promotion	1967
	Colin Quincy promotion - Across the Tasman	1977
117	Mickey Mouse promotion	1978
118	Printed material on packaging	[no date]
119	Inside story of Farmers by Malcolm Kay	ca. 1954
120	Adventure in Merchandising 1909 - 1939.	
	Thesis presented for Master of Commerce & Economics	1964
121	Montgomery Ward & Company. Catalogue no. 57	1895
122	The Story of Sears in America	1952
123	Laidlaw Leeds - advertising clips in the front	1910 +
	Laidlaw Leeds - Form letters at the back	1910 +

⁴ One item relating to the £5 million sale was transferred to the Pictorial Collection [Call No. PH91/1; Record ID 2276]. It relates to a proposed external store lighting design that was rejected due to power restrictions. Flags were used instead.

Box 17

Item		
124	Advertising budget & for various departments	Monthly summary 1918 - 1926
127	Calder Mackay Articles of Association	1971
	Share Transfer forms	1970
128	Minute Book - Directors Calder Mackay Co. Ltd.	3 Oct 1957–26 Jul 1979
129	Minute Book - Director FTC (Wellington) Ltd formerly C. Smith Limited	14 Nov 1907–24 Jul 1986
130	Share Register – C. Smith Ltd - Wellington	1907 - 1968
131	NZ Farmers Co-op Assoc. Ltd (Christchurch) Catalogue No. 3	1930

BOX 18

Item		
132	Minute Book - Directors Mercantile Gazette of New Zealand Limited - contains loose papers	9 Apr 1946 - 20 Dec 1969
133	Minute Book - Directors Mercantile Gazette NZ Ltd - contains loose papers	9 Feb 1970 - 28 Jan 1975
134	Minute Book - Directors - Mercantile Gazette NZ Ltd - contains loose papers	29 Apr 1975 - 11 Jun 1982
135	Share Register - NZ Shipping Gazette Ltd changed to Mercantile Gazette Marketing Ltd	1962 - 1984
136	Share Register - Mercantile Gazette of NZ Ltd	1981 - 1984

BOX 19

Item		
137	Directors Minutes	25 Mar 1976 - 18 Dec 1980
138	Directors Minutes	26 Feb 1981 - 29 Mar 1984
139	" "	26 Apr 1984 - 19 Aug 1986

Box 19 cont.

140	Minutes - A.G.M. (video cassette)	24 Jul 1986
141	Hardware Price Book	[no date]
142	Advertising Brochure - 80 yrs	1989
	Share Certificates (Louis Charles ZIEGLER)	1964/73/79/85
	Dividend Warrants x 2 (Isaline E.E. AITKEN)	1937
	Form letters to shareholders from Chase Corp	5 May 1987
143	Presentation Gold Key to Farmers to commemorate the official opening of the first escalator in Auckland	2 Dec 1954

BOX 20

Item		
144	Board papers (includes Minutes)	22 May 1987
145	Report	1984
146	Financial & Evaluation Reports	1980 - 1986
147	Private Report to Board - Financial Proposal	Jan 1984
148	Reports - Financial	Feb - Jul 1987
149	Reports - Strategies	1986
150	Investment Proposals	1982
151	Corporate Planning Report	1970 - 1980
152	Corporate Plan	19 Feb 1986
153	Takeover Plans	1981 - 1985
154	Restructuring Proposals	1984 - 1986
155	Financial Memos	
156	Defeasance Proposals	1985 - 1987

Box 20 cont.

157 Orewa Seminar

8/9 Jun 1987

Items added to Box 20 on 30 March 2004

(1) Branch Bookkeeping Instructions

First document dated 1952 but label stuck inside front cover says 'No 31', 'Issued to Papakura C & C' and 'Date 10.9.42'

Loose items inside this volume :-

- (a) Circular No 32 'Goods ordered by Branches from Head Office for customers', dated 3 February 1949 (Typescript, 1 leaf)
- (b) 'Managers' responsibilities – 280 stores' (Typescript, 2 leaves)
- (c) 'Instructions regarding the handling of cash for the payment of small purchases and expences which have in most Branches been handled as Petty Cash', dated 7 April 1942. (typescript; 2 leaves)

(2) Junior Salesmanship Training Manual

BOX 21 Press Cuttings 1970–1979

Originally held in scrapbook (Item 126) Taken out of scrapbook on 6 March 2000 and placed in folders in this box due to sellotape drying out.

- Folder 1 1970
- Folder 2 1971
- Folder 3 1972
- Folder 4 1973
- Folder 5 1974
- Folder 6 1975
- Folder 7 1976
- Folder 8 1977

Box 21 cont.

- Folder 9 1978
- Folder 10 1979
- Folder 11 Miscellaneous items
- Item 1 Telegram from Geff Wiles, Namco NZ Ltd to Mr Burt Taylor, Merchandising Manager, [no date]. Thanks for help in [Santa] parade. (holograph; 2 leaves)
- Item 2 Press cutting (photocopy) regarding British “Monarch Special” cycle. Annotated ‘1937’. (1 leaf)
- Item 3 Picture postcard with B&W drawing and labelled ‘Laidlaw Leeds Auckland’ from Ray Price to Bert Law, dated 25 February 1913. Shows building, saddlery, hardware, furniture and boots and shoes departments.
- Items 4-8 Various artwork showing ‘The Farmers’ Union’, ‘Head Office, The Hobson St warehouse’, ‘Laidlaw Leeds & Company’, ‘Laidlaw Leeds’, and ‘Farmers’ buildings.
- Item 9 Notice signed by Farmers Trading Company and Peter Hughes, Librarian, Auckland War Memorial Museum Library, dated 6 August 1991, regarding the uplifting of photographs for Farmers’ Exhibition. (holograph; 1 leaf)

BOX 22 Press Cuttings 1925–1977

Press cuttings added to this collection on 6 March 2000. Cuttings are mounted on paper and date stamped.

- Folder 1 1925–1929
- Folder 2 1930–1939
- Folder 3 1940–1949
- Folder 4 1950–1959
- Folder 5 1960–1969
- Folder 6 1970–1977
- Folder 7 [no date]

OUTSIZED ITEMS

Item

- 112 Large posters/calendars/banners/plastic bags
package for Special Promotions/covers for matches/
large printed booklets
- Two Whites Aviation booklets. This Changing 1950s
Auckland and Auckland Today
- 125 Insurance policy records - indexed by township 1921 - 1924
- includes lot plans/Govt valuations/related
correspondence
- 126 Large scrapbook of news clippings⁵

FARM1400.doc
25/2/99
30/3/2004

⁵ Note: Press cuttings from this item moved to Box 21 on 6 March 2000.