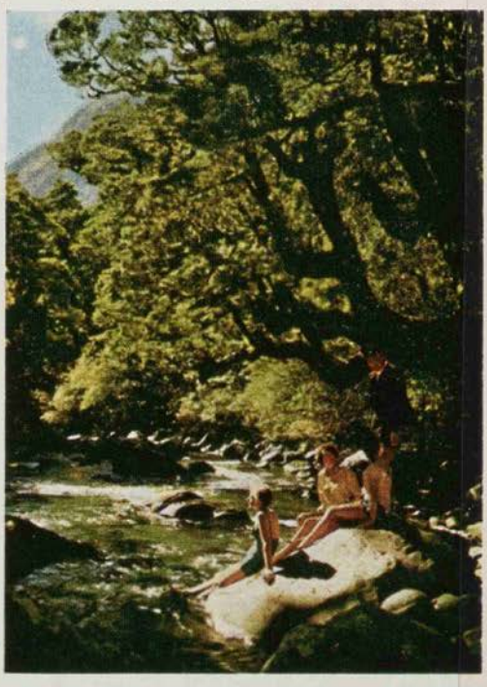
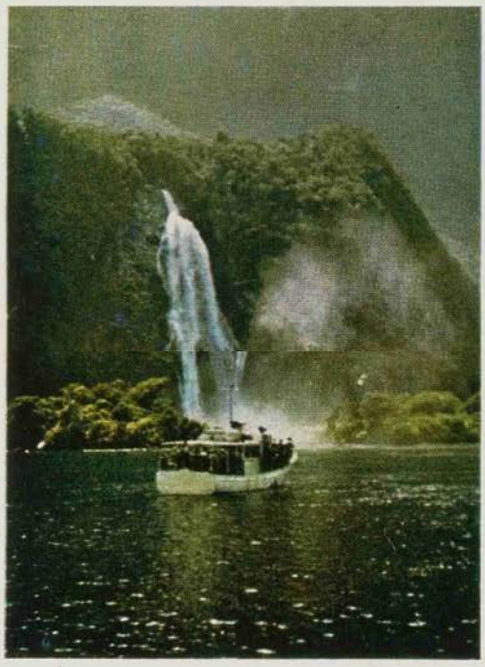
TRANS COACH TOURS





Include a tour with Trans in your Holiday plans!

From Stewart Island to Cape Reinga there is a tour to suit your pocket and your needs.

See our display at the Show

New Zealand wide

TRANS TOURS N.Z. LTD New Zealand's friendliest Coach Tour Network

AUCKLAND, WELLINGTON
CHRISTCHURCH, TIMARU, SYDNEY
agents everywhere!

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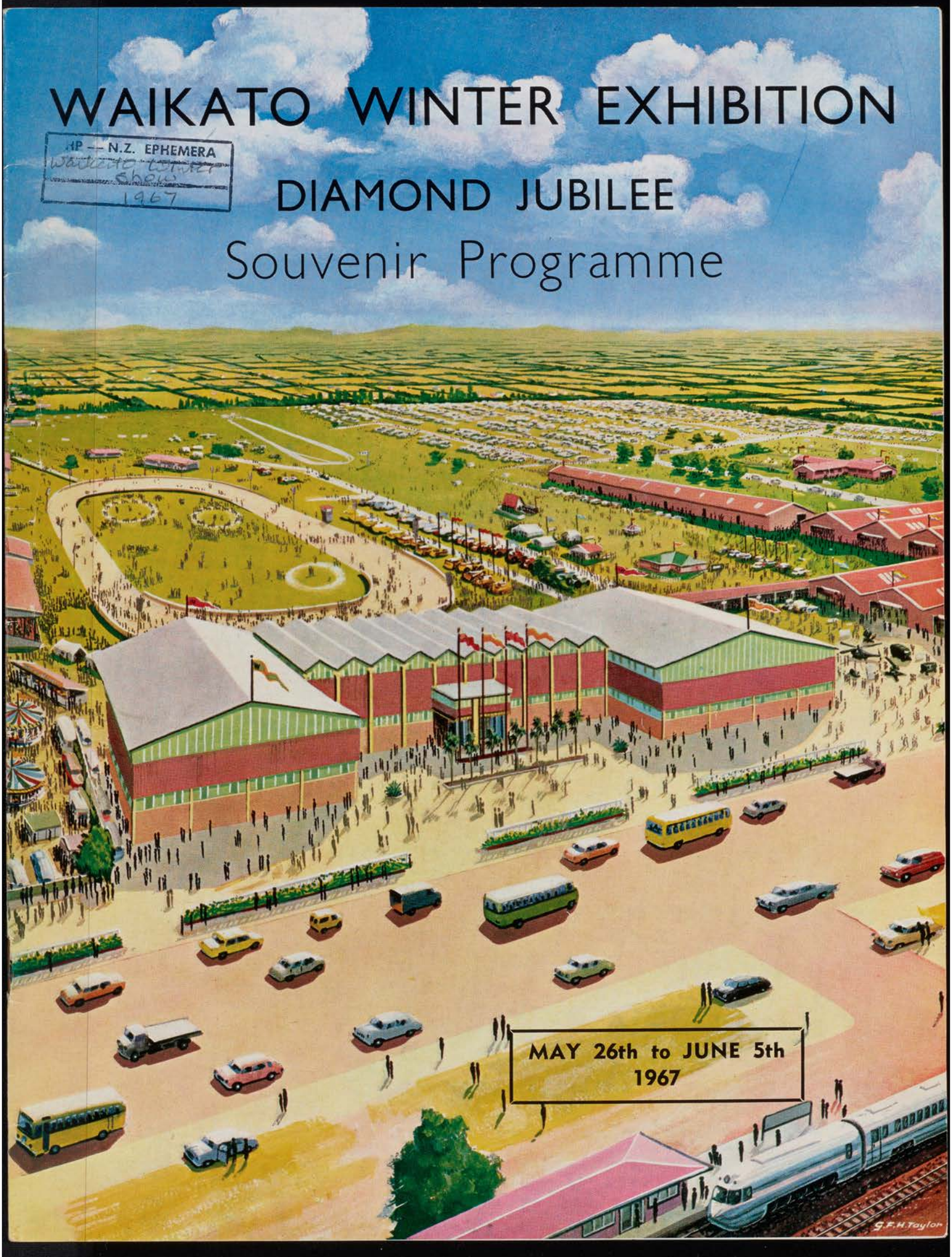
WAIKATO WINTER EXHIBITION

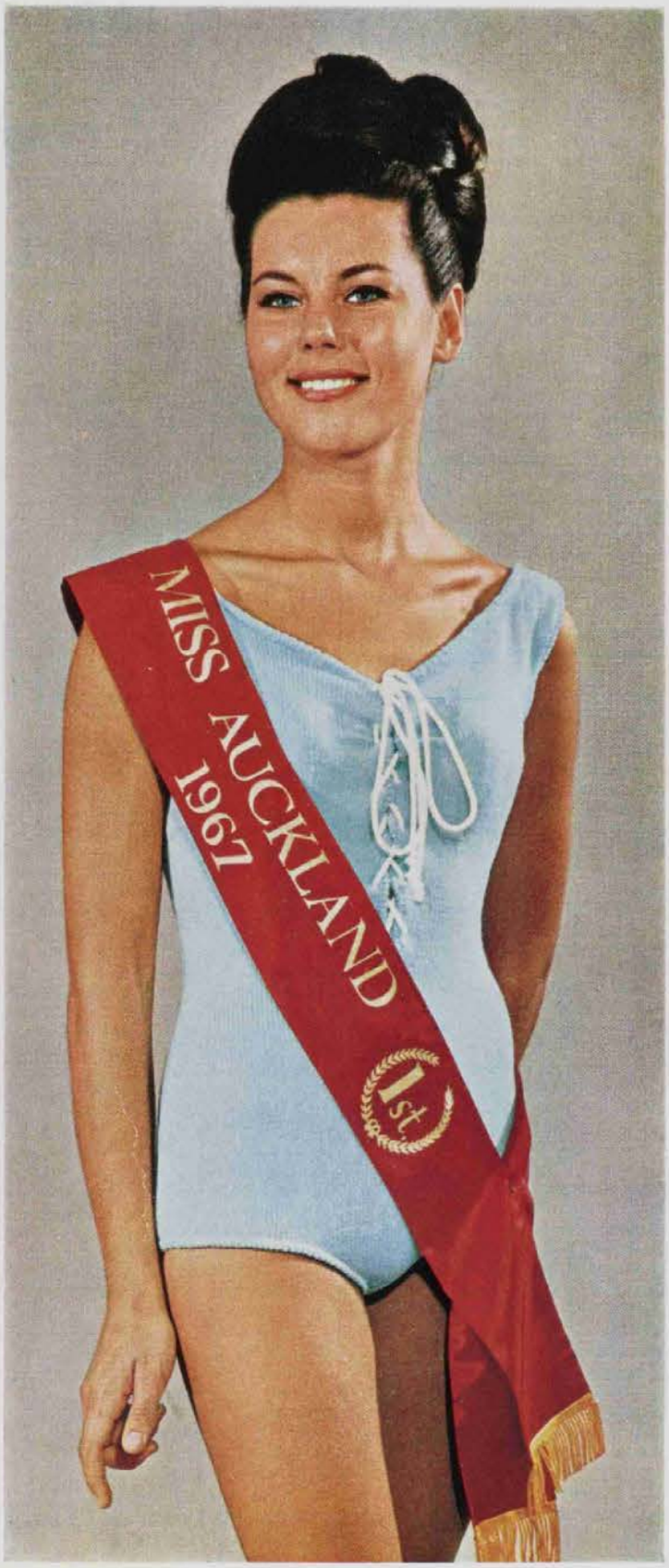
HP — N.Z. EPHEMERA
Waikato Winter Show
1967

DIAMOND JUBILEE

Souvenir Programme



'Nicky' won the Miss Auckland contest in her Shepherd Wool Juliette 4–ply crepe swimsuit



VISIT THE SHEPHERD WOOLS STAND AT THE SHOW

(Nos. 95-102)

See the fashion parades and hostesses wearing Shepherd Wool garments.

Shepherd hand knitting yarns are so versatile you can make everything from glamorous swimsuits to high fashion evening gowns — as shown by our own Miss Shepherd Wools, 'Nicky', when she won the Miss Auckland title.

Shepherd WOOLS

Made in New Zealand by Mosgiel

PURE VIRGIN wool

OW DIAMOND JUBILEE 1967

of Events

rcumstances permitting)

JUBILEE
JUNE 5

INTER SHOW

ic — by Reg Morgan

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he Yard," Fashion Parade.
AND DANCING ★ NIGHTLY

31st

ic — by Reg Morgan

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Parade (in Caravan Pavilion).
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and Show.

and Show.
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World of Wool," Fashion Parade.
AND DANCING ★ NIGHTLY

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c — by Reg Morgan

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he Yard," Fashion Parade.
e Act.
and Show.

and Show.
e Act.
World of Wool," Fashion Parade.
AND DANCING ★ NIGHTLY

FRIDAY — June 2nd

Morning:
10.00 a.m.: Gates open.
11.00 a.m.: Sound of Music — by Reg Morgan

Afternoon:
1.30 p.m.: Gnat Demonstration.
2.00 p.m.: "Salute to Spring," Fashion Parade.
2.30 p.m.: Aerial Trapeze Act.
3.00 p.m.: Air New Zealand Show.

Evening:
7.30 p.m.: Air New Zealand Show.
8.00 p.m.: Aerial Trapeze Act.
9.00 p.m.: Paper Dolls Fashion Parade.

"C'MON" SHOW STARS ★ AND DANCING ★ NIGHTLY

SATURDAY — June 3rd (Queen's Birthday Week-end)

Morning:
10.00 a.m.: Gates open.
10.00 a.m. - 12 a.m.: Slot Car Racing.
12 noon: Aerial Trapeze Act.

Afternoon:
1.00 p.m.: Trans Tours Fantasy Hat Contest Parade.
1.30 p.m.: Gnat Demonstration.
1.45 p.m.: Max Cryer and the Children.
2.30 p.m.: Children's Fashion Parade.
3.00 p.m.: Air New Zealand Show.
3.30 p.m.: Aerial Trapeze Act.

Evening:
6.45 p.m.: Max and the Children.
7.30 p.m.: Air New Zealand Show.
8.00 p.m.: Aerial Trapeze Act.
9.00 p.m.: Ball Gown Parade.

"C'MON" SHOW STARS ★ AND DANCING ★ NIGHTLY

MONDAY — June 5th (Queen's Birthday)

Morning:
10.00 a.m. - 12 noon: Slot Car Racing.
11.00 a.m.: Gnat Demonstration.
12.00 a.m.: Aerial Trapeze Act.

Afternoon:
1.30 p.m.: Max and the Children.
2.00 p.m.: Children's Fashion Parade.
2.30 p.m.: Aerial Trapeze Act.
3.00 p.m.: Air New Zealand Show.

Evening:
7.00 p.m.: Max and the Children.
7.30 p.m.: Finals Air New Zealand Show.
8.15 p.m.: Finals of Trans Tours Hat Contest.
9.00 p.m.: Trapeze Act.
9.30 p.m.: Hostess Contest — (Miss Waikato Show).

Kong, Sydney or Fiji by **AIR NEW ZEALAND**

WAIKATO WINTER SHO

Programme

(Weather and other ci

FRIDAY — May 26th

Morning:
10.00 a.m.: Gates open.
11.00 a.m.: Sound of Music — by Reg Morgan
Afternoon:
1.45 p.m.: Introduction of Hostesses.
2.00 p.m.: Parade Fashion by the Yard.
1.30 p.m.: Gnat Demonstration.
3.00 p.m.: Air New Zealand Show.
3.30 p.m.: Aerial Trapeze Act.
Evening:
7.45 p.m.: Air New Zealand Show.
8.15 p.m.: Aerial Trapeze Act.
9.00 p.m.: Parade. Paper Doll Fashions.

"C'MON" SHOW STARS ★ AND DANCING ★ NIGHTLY

SATURDAY — May 27th

Morning:
10.00 a.m.: Gates open.
10.00 a.m.: 12 noon — Slot Car Racing.
11.30 a.m.: Holiday Safari Parade. (Caravan Pavilion).
Afternoon:
12.15 p.m.: Aerial Trapeze Act. (Main Hall).
1.45 p.m.: Children's Fashion Parade.
2.30 p.m.: **OFFICIAL OPENING OF WAIKATO DIAMOND JUBILEE WINTER SHOW.** by SIR ROBERT MENZIES.
3.30 p.m.: Aerial Trapeze Act.
Evening:
7.15 p.m.: Air New Zealand Show.
8.30 p.m.: Gala Ball Gown Parade in Honour of Dame Pattie.

"C'MON" SHOW STARS ★ AND DANCING ★ NIGHTLY

MONDAY — May 29th

Morning:
10.00 a.m.: Gates open.
11.00 a.m.: Sound of Music — by Reg Morgan
Afternoon:
1.30 p.m.: Gnat Demonstration.
2.00 p.m.: Paper Dolls Fashion Parade.
2.30 p.m.: Aerial Trapeze Act.
3.00 p.m.: Air New Zealand Show.
Evening:
7.30 p.m.: Air New Zealand Show.
8.00 p.m.: Aerial Trapeze Act.
9.00 p.m.: "Wonderful World of Wool," Fashion Parade.

"C'MON" SHOW STARS ★ AND DANCING ★ NIGHTLY

TUESDAY — May 30th

Morning:
10.00 a.m.: Gates open.
11.00 a.m.: Sound of Mus
Afternoon:
1.30 p.m.: Gnat Demonst
2.00 p.m.: "Salute to Spr
2.30 p.m.: Aerial Trapez
Evening:
7.30 p.m.: Air New Zeal
8.00 p.m.: Aerial Trapez
9.00 p.m.: "Fashion by t

"C'MON" SHOW STARS ★

WEDNESDAY — May

Morning:
10.00 a.m.: Gates open.
11.00 a.m.: Sound of Mus
Afternoon:
1.30 p.m.: Gnat Demonst
1.00 p.m.: Holiday Safari
2.00 p.m.: Trans Tours F
2.30 p.m.: Aerial Trapez
3.00 p.m.: Air New Zeal
Evening:
7.30 p.m.: Air New Zeal
8.00 p.m.: Aerial Trapez
9.00 a.m.: "Wonderful V

"C'MON" SHOW STARS ★

THURSDAY — June 1s

Morning:
10.00 a.m.: Gates open.
11.00 a.m.: Sound of Mus
Afternoon:
1.30 p.m.: Gnat Demons
2.00 p.m.: "Fashion by t
2.30 p.m.: Aerial Trapez
3.00 p.m.: Air New Zeal
Evening:
7.30 p.m.: Air New Zeal
8.00 p.m.: Aerial Trapez
9.00 p.m.: "Wonderful V

"C'MON" SHOW STARS ★

You may win a free return flight to Hong

History of Show — 1907-1967

"Waikato Show Diamond Jubilee" 60 years

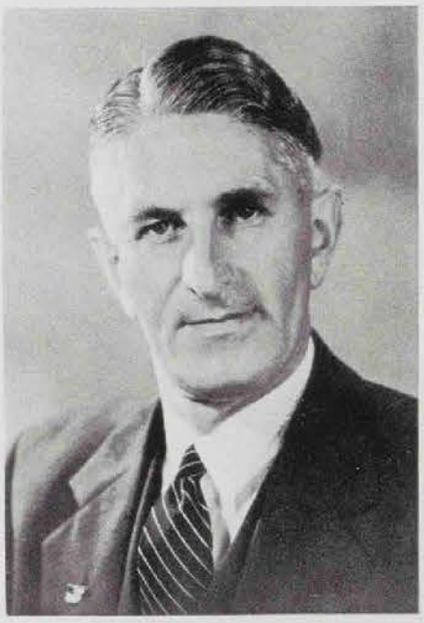
JUNE, 1907 saw the beginning of a three-day exhibition in the then recently erected Horse Bazaar on Ward Street opposite the Railway Station and was attended by approximately 1150 people. The Waikato Winter Show flourished and grew with the city's progress, staging an annual event, with the exception of the 1914-18 and 1939-45 war years, until a nine days' exhibition in the same building with the additions including Bledisloe and Willam Paul Halls drew crowds of 147,000 last year.

JUNE, 1967 and 60 years of Show business, a new era now opens and with the advent of the motor age, and the rapidly expanding city taking land for building, the parking problems, increase in value of property, and the state of disrepair of the buildings, the Show Association has had to look ahead and plan a "new life" for the Show. In co-operation with the Waikato A. & P. Association a Waikato Show Trust was formed, the Trust holding all the assets of both Associations. This enables the Trust, on the sale of the old Winter Show buildings to erect imposing, modern show facilities on the A. & P. grounds at the Claudelands Showgrounds.

These buildings will be used for the first time for the staging of the 1967 "DIAMOND JUBILEE WINTER SHOW" and in the future for the Annual A. & P. Shows. It is the hope of the Trust that the buildings will be used by many organisations between Shows, to give the citizens of Hamilton and the district first class amenities which in the past have been sadly lacking.

1908 COMMITTEE AND BUILDINGS IN THE EARLY YEARS OF THE SHOW

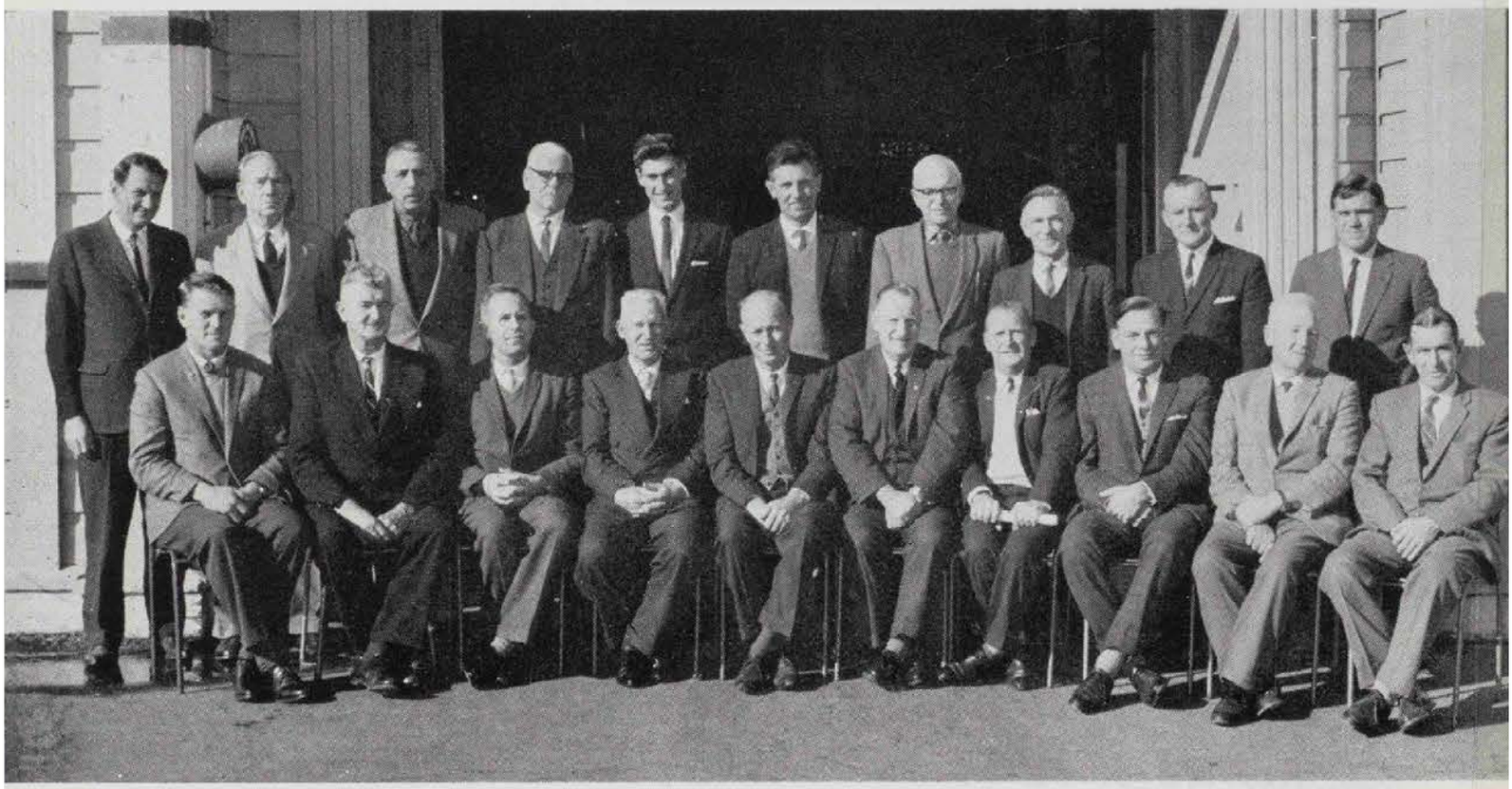
MR W. H. WALLACE
President, Waikato Show Assn.



MR G. I. CLARK
Chairman, Waikato Show Trust Board.

MR M. V. WEST
Waikato Show Trust
Waikato Show Trust Board of Control
Waikato Winter Show Assn.
Waikato A. & P. Assn.
Secretary, Waikato Show Trust

Waikato Winter Show Executive Committee, 1967



Front Row—
A. GORE, R. D. PICK, F. M. SPEIGHT (Treasurer), G. C. WOODHOUSE (Vice-President), W. H. WALLACE (President), A. C. WATKINS (Vice-President), M. V. WEST (Secretary), C. S. FRASER, A. V. BALLARD, C. H. DAVISON.

Standing—
R. BROWN, W. G. TRUMAN, T. R. BIRDSWALL, S. W. WHYTE, K. PICK, R. J. BALLARD, W. McFARLAND, G. R. BULLOCK, R. W. WOODCOCK, I. FINLAYSON.

Absent—
I. JUDGE, N. HOLDEN, A. D. MERCHANT, W. J. McMIKEN, C. F. O'CONNOR, C. R. SMITH.

Childrens Court

WE HAVEN'T FORGOTTEN THE YOUNG ONES . . .

A special Children's area has been created in one corner of the Main Hall by the "House of Sargood," "Laloli" and "Personality Furniture."

Here will be displayed the things children use and grow up with through childhood, from a baby's world of "high chairs, play-pens, cots and cribs," through playdays of exciting, fascinating toys to the youthful fashions of the clothes they wear and the comfort, security and individual designing of their domain in the home, "their own rooms." Here too on Queen's Birthday weekend or Children's Day, they will meet Max and the Children, signing autographs and compete in the contests specially designed "just for them" on this Court.

Bring them to see ☆ ☆ ☆ THE LOLLYPOP TREE.

To compete in ☆ ☆ ☆ THE SLOT CAR RACES.

To see and meet ☆ ☆ ☆ MAX AND THE CHILDREN

To see ☆ ☆ ☆ THE YOUTHCRAFT FASHION PARADES.

AND LOTS OF OTHER EXCITING SURPRISES.

'The Young Ones'

PERSONALITIES AT THE SHOW . . .

MEET THE "YOUNG ONES" from the "HOUSE OF SARGOOD," NICKY, CINDY, DEBBIE, MANDY, who will model the Youthcraft Fashions selected from the Children's Court.

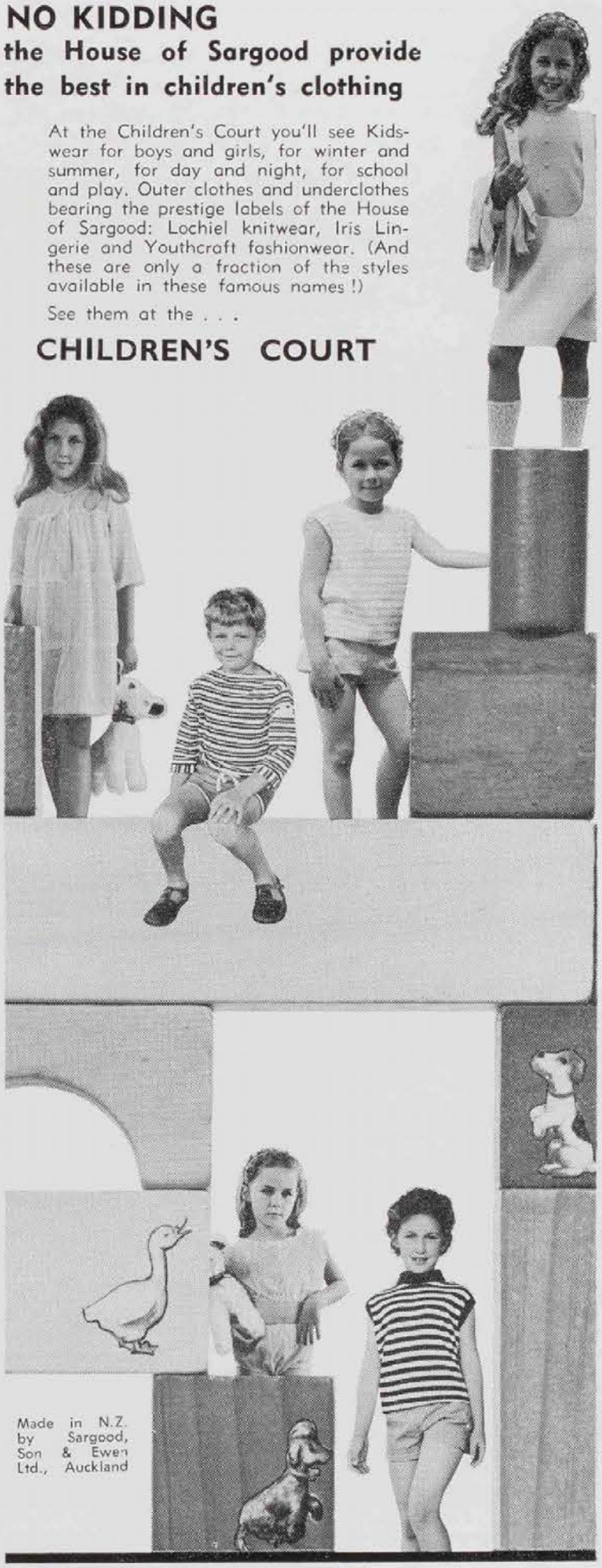
NO KIDDING

the House of Sargood provide the best in children's clothing

At the Children's Court you'll see Kidswear for boys and girls, for winter and summer, for day and night, for school and play. Outer clothes and underclothes bearing the prestige labels of the House of Sargood: Lochiel knitwear, Iris Lingerie and Youthcraft fashionwear. (And these are only a fraction of the styles available in these famous names !)

See them at the . . .

CHILDREN'S COURT



Made in N.Z. by Sargood, Son & Ewen Ltd., Auckland

Furnishings Court

THE MANY FACES OF FURNISHING FASHIONS

. . . are co-ordinated at the Show this year to provide guidance and offer suggestions to choose FABRICS, FURNITURE, FURNISHINGS, FLOORINGS and Accessories that suits every taste and style. If you are in search of . . . Quite Comfort and Elegance, a sort of "English" atmosphere which has long been admired, ROBERT ALLEN of Hamilton, offers this at their "gracious living" Period Court.

For excitement and colour "BRUCK MILLS of AUSTRALIA LTD." have staged a series of fantastic "fabric sets" where the originality of design and use of colour has made BRUCKS the trend setter in Australian and New Zealand decorating fields.

TREAD SOFTLY LEST YOU DISTURB MY DREAMS could be the theme song for the FARMERS of HAMILTON Court presenting luxurious Carpets and Bedding and DUNLOP (N.Z.) Ltd. brings you a world of softness and warmth, a world of resilient foam products from flooring o bedroom accessories.

A wide range of decorative and functional materials for use as fixed permanent Walls, Surrounds and Surfaces are displayed by FOREST PRODUCTS while the luxury of your home warmed to its full comfort for the cold winter months is demonstrated to you in EUROPA'S Home Heating Display designed to suit any furnishing scheme.

A SPECIAL COURT has been set aside for the fine display of Can Furniture designed by the N.Z. INSTITUTE FOR THE BLIND.

PRESENT DAY LIVING is the story told so beautifully in glorious colour at the special display court presented by AIREST INDUSTRIES LTD. who faithfully reproduce under exclusive licence the famous PARKER OIL FINISH TEAK FURNITURE. Long famous as one of the world's outstanding timbers, teak has always been in great demand for its strength, durability, moderate weight, colour and beautiful figuring. Parker select only the best and painstakingly prepare it until it is judged ready to blend gracefully with the design concept. See PARKER, renowned throughout Australia and New Zealand at the PRESENT DAY LIVING EXHIBITION STAND.

we've taken a WHOLE Court in the MAIN HALL

because it takes a lot of space to show you the variety of Pinex Wallboards

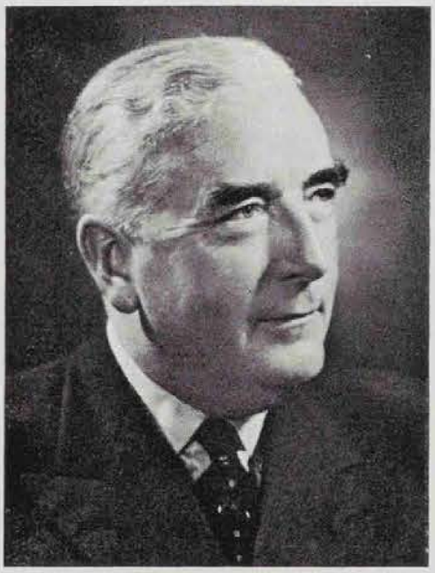
HERE THEY ARE!

Textured and plain. Ready-to-paint or completely pre-finished. Versatile, utility wallboards and luxury, special-surface wallboards. Insulating and sound-absorbing Pinex Wallboards. New building ideas. Expert advice on all lining, insulating and decorating problems. Don't miss the

PINEX
wallboards
N.Z. FOREST PRODUCTS LTD

DISPLAY

Official Opening of Waikato Show



Main Exhibition Hall, Saturday, 27th May, 1967, at 2.30 p.m.

Sir Robert Menzies and Dame Pattie have graciously accepted the invitation of the President of the Waikato Winter Show Association to visit New Zealand in order to officially open the 1967 Diamond Jubilee Waikato Winter Show.

Special entertainment for the distinguished guests has been arranged in the evening at the Show in honour of this occasion.

The Right Hon. Sir Robert Gordon Menzies K.T., C.H., L.L.M., Q.C., F.R.S., F.R.C.S., (Hon). Appointed 1965 Lord Warden of the Cinque Ports in succession to Sir Winston Churchill; Prime Minister of Australia from 1949 to 1966, and 1939-41, Minister for External Affairs 1960-62; Leader Federal Opposition 1943-49; P.C. 1937; Chief Commander Legion of Merit (U.S.) 1950; Member Advisory War Council 1941-44.

Hamilton City Council

Mayor's Office,
Hamilton, N.Z.

The President,
Waikato Winter Show Association,
P.O. Box 616,
HAMILTON.

Dear Sir,

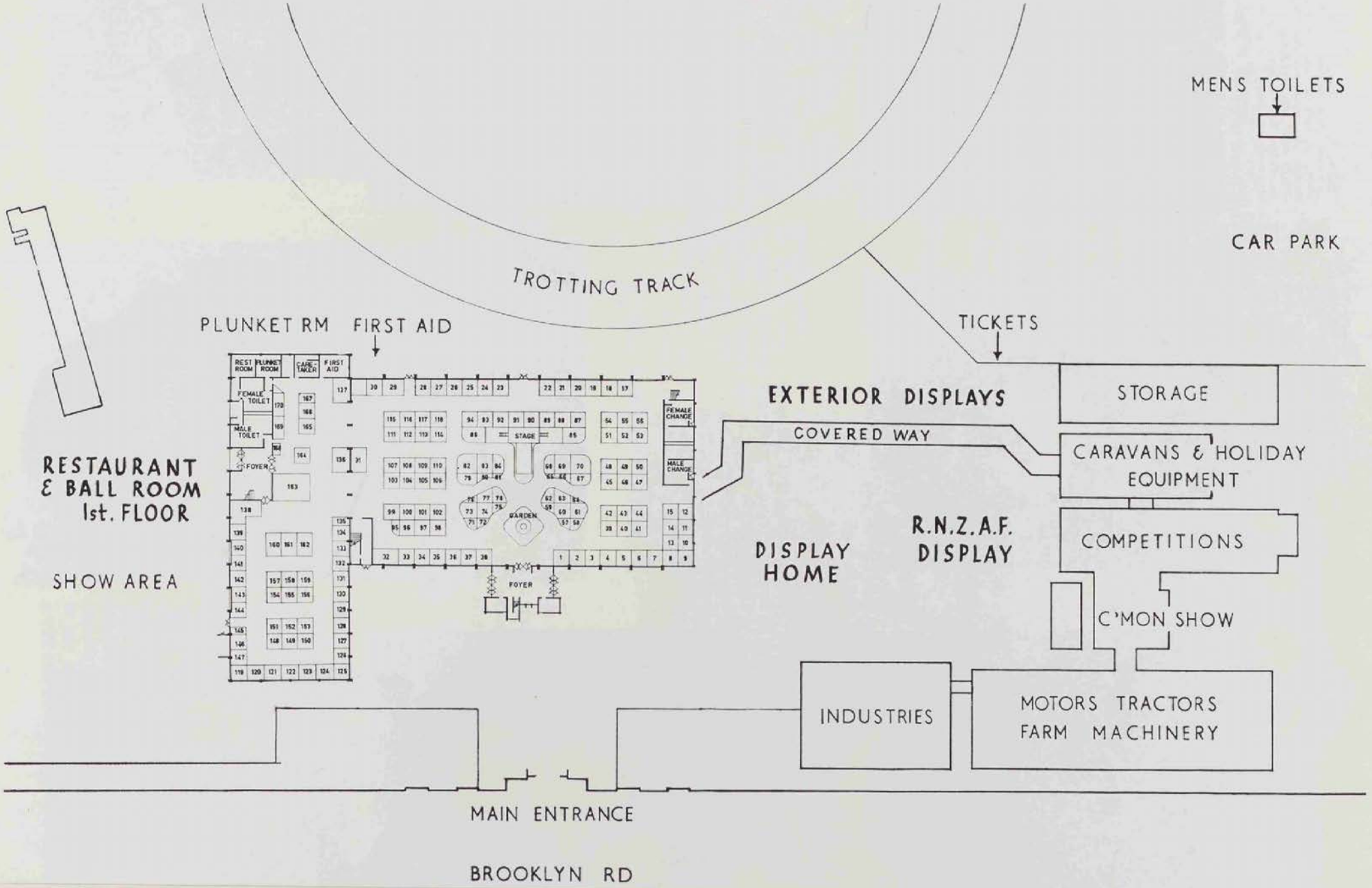
The dream has come true, and with goodwill and co-operation from all, the Waikato Winter Show moves not only into fine new buildings but into a new era with unlimited potential.

To all exhibitors, competitors and visitors I extend my thanks and a very sincere welcome. I hope you will be able to encourage many others to join with you and so make this 1967 Show a wonderful success.

Yours sincerely,

Mayor.

PLAN OF SHOW GROUNDS



World . . .

BRIDAL COURT . . .

A LUXURIOUSLY APPOINTED BRIDAL WONDERLAND HAS BEEN CREATED ESPECIALLY FOR YOU BY POLLOCK & MILNE OF HAMILTON and STEELE'S.

On the most important day of her life a girl must look beautiful. HERE IS WHERE IT ALL BEGINS . . . with exquisite collections of bridal fabrics assembled from every continent and the flattering headdress and veils. A display of regal elegance in the traditional manner.

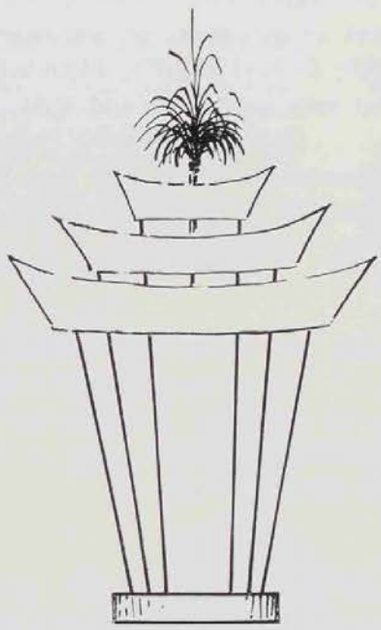
And the FOUNDATION OF FASHION which with the loveliest, lightest, most fabulously feminine garments gives perfect figure control and poise. Pretty pastel blossoms in delicate trousseau lingerie enhance this court designed for EVERY GIRL with DREAMS FOR SALE.

DIAMOND JUBILEE
MAY 26 JUNE 5
WAIKATO WINTER SHOW

A DREAM KITCHEN presented by F.F.F. Hamilton, combines skillful planning for good cookery with a functional Laminex area with good looks and labour-saving devices. A large display of Plix Hi-life perspex baths and vanities complete with "fixtures, fittings, furniture," explains adequately the meaning of F.F.F.

SPECIAL MENTION must be given to the attractive decor of the stage which is the focal point for the glamorous parades and entertainments in "Woman's World." Here, clever and colourful use has been made of attractive Cedrella Board panels in mahogany and gold tonings, a product of Forest Products Ltd., highlighted with gold P.M. mouldings manufactured by Parkin Metal Moulds of Wellington.

FOWS FLOORINGS of Hamilton have combined with WESTEND WALL PAPERS & PAINTS LTD. to bring you a world of colour and design in mix and match ideas from floor to ceiling decor for the home.



Designers and Manufacturers of Pagoda's and Centre-piece displays in the "Woman's World Court."

- ★ **SILK SCREEN PRINTING**
- ★ **COMMERCIAL ART**
- ★ **SIGNWRITING**
- ★ **DISPLAY AND DESIGNING**
- ★ **ADVERTISING CONTRACTORS**

We specialise in . . .

TRADE MISSION DISPLAYS

Our work has gone to all corners of the world.

(Displays in association with Fashion Promotions Ltd.)

RUDLING TAYLOR N.Z. LTD.

3135 GT. NORTH ROAD, NEW LYNN, AUCKLAND, 4.
P.O. BOX 15-153, NEW LYNN. TELEPHONE 872-926.

As Consultants to the Waikato Winter Show Association, Fashion Promotions Ltd. have been responsible for the NEW LOOK of the 1967 Exhibition.

If you are looking for . . .

* **A new image in your business**
* **Retail or Trade Promotions**
* **Trained Sales Personnel and Demonstrators**
* **Fashion Comperes, Mannequins or Hostesses**
* **Display Advertising and Photography**
* **Marketing and Promotional problems taken completely off your hands**
* **Space in next year's Waikato Exhibition**

Consult . . .

Fashion Promotions Ltd.

Directors: MRS TAM HILL, W. F. HILL, A.N.Z.I.M.

Organisers of THE NEW ZEALAND GOWN OF THE YEAR CONTEST.

FASHION PROMOTIONS LTD.

FASHION CONSULTANTS AND PROMOTERS

Telephone 872-046
P.O. Box 15-040.

R.S.A. Building, New Lynn
Auckland, New Zealand.

The Woman's

This feature will highlight the "New Look" of this year's DIAMOND JUBILEE EXHIBITION.

Glamour and feminity is the keynote of this main exhibition area with its gold carpeted courts, oriental display pagodas, its Japanese water garden and its central fashion stage all designed to enhance the overall effect of the specially selected exhibits of Fashion, Textiles, Furniture and Furnishings, Beauty and Design.

FASHION COURT . . .

A premature "attack of Spring Fever" has been brought on by the excitement of introducing the fashion story in the "Woman's World" by H. & J. Court Ltd. of Hamilton. This Court has been designed for the woman who feels that fashion is a wonderful game — who gets endless pleasure choosing outfits for every occasion — loves mixing and matching co-ordinates — selecting exciting after five finery — experimenting with zany sportswear for week-end leisure — adores trying on hats and who really likes to be "In Fashion."

FABRICS COURT . . .

COLOUR ! COLOUR ! COLOUR ! to catch the eye. Colours tangy, intense, vibrant. What a wonderful backdrop for showing off the Fabrics and Patterns of the new season. What does the woman and young girl of today look for when creating and making her own clothes. She seeks superb cut from simple, easy to follow patterns, an efficient, light, modern sewing machine to work with, and fascinating fabrics to choose from. This Court is a glamourised version of a "do-it-yourself" project presented by "SEKERS SILKS," VOGUE/BUTTRICK PATTERNS and PINNOCK (N.Z.) LTD.
Here Mrs New Zealand can actually see her fashion garment being created by first, selection of fabric — second, selection of suitable pattern — and made up before her eyes on a reliable machine.

DON'T MISS THESE DEMONSTRATIONS. SEE THE HOME DRESSMAKERS PARADES. THIS IS WHERE FASHION BEGINS.

BEAUTY COURT . . .

"WOMAN and BEAUTY" today should go together like "strawberries and cream" which is why our Beauty Court presented by GALA and MARIGNY L'OREAL (N.Z.) LTD., will draw women of all ages, from the very young to the very old, all seeking the Magic Formula. Internationally famous, these beauty preparations and Hair Cosmetics will combine together in demonstrating daily the art of keeping young and beautiful. Because hair styling, colouring, make-up and skin care requires experience and skill you will want to feel completely confident in your operators and Hamilton's top Hair Stylists and Beauty Consultants will instruct and advise. So prepare to Swing Into Spring feeling ten years younger.

Personalities at the Show

REG. MORGAN . . .

Well known radio and television personality provides a romantic atmosphere for the "Woman's World" and Mood Music for the exciting variety of stage entertainments, fashion interludes and quiz sessions.

MRS LAURIE BRAITHWAITE . . .

Well known throughout the Waikato for her great efforts in conducting parades for charity, Laurie acts as GIRL FRIDAY for the "Woman's World" at the Show in charge of back stage and preparations for the Fashion presentations.

DIAMOND JUBILEE
MAY 26 JUNE 5
WAIKATO WINTER SHOW

MAX CRYER AND THE CHILDREN . . .

The singing group which catapulted to fame last year on T.V. now the stars of their own L.P. "Town Cryer." MAX CRYER was already established as one of N.Z.'s favourite radio and TV stars when on Festival Revue night last year he folded himself on a stool on the Auckland Town Hall stage, gathered an enchanting group of children around him and joined them in song, with a singing voice nobody realised he had.

At the Show they will sing songs from Nursery Rhyme Days, Mod, up-to-date swinging numbers, songs from "The Sound of Music." Bring the kids to meet Max and the Children.

Personalities of the Show

TAM HILL . . . needs no introduction to the women of the Waikato and is internationally known in the fields of Fashion and Beauty.
With her husband, Fred Hill, as Consultant and Adviser to the Show Committee creating "Woman's World," planning the layouts and decor of courts and pavilions, selecting the attractive, friendly hostesses, and co-ordinating the central stage entertainments, all with a view to attract and interest all members of the public, has been a real challenge and they hope you will enjoy and like the "New Look" DIAMOND JUBILEE SHOW.

Meet the Hostesses

Like the DIAMOND, they will be your "best friend" at the Show. Selected for their friendliness, charm, brains and beauty, their duties are to advise and help you with your problems, tell you all about the exhibits, conduct tours of visitors through the Show, entertain you on the stage, and model for the Fashion and Beauty interludes.

LEE DAVIDSON

Has been chosen as Hostess for her friendly, mature attitude towards people. With a background of service through her long association with one of Hamilton's leading Fashion Salons, she has made many friends amongst the elegant, well-dressed women of the Waikato.

SHARYN RUSSELL

The youngest of the Show Hostesses has always been a very active member of the younger set charity workers in Hamilton. Educated at Sacred Heart College, she has turned her hand to organising all types of entertainment for her old school and is a very, very popular young person indeed.

TRICIA MILLER

Has indeed made a name for herself in Hamilton in the Fashion and Modelling worlds. Now conducting her own Charm School she has been responsible for helping many young girls in the Waikato gain poise and good grooming and is herself an excellent example of a HIGH FASHION MODEL.

ANN TAIAROA

Ann fell in love with Hamilton when she visited here as a hosiery demonstrator some months ago. Modelling demonstrating and looking after her three-year-old daughter keeps Ann busy in Auckland, but she is thrilled at the opportunity of meeting Hamilton people again and making many more friends.

GLENYS SCOTT

Needs no introduction anywhere in the Waikato. Living back in the town where she grew up, she will be remembered by many who saw her blossom into one of New Zealand's top models. Glenys has toured with two "Gown of the Year" shows and won the "Tam Cochrane Award" as the "most popular and co-operative model."

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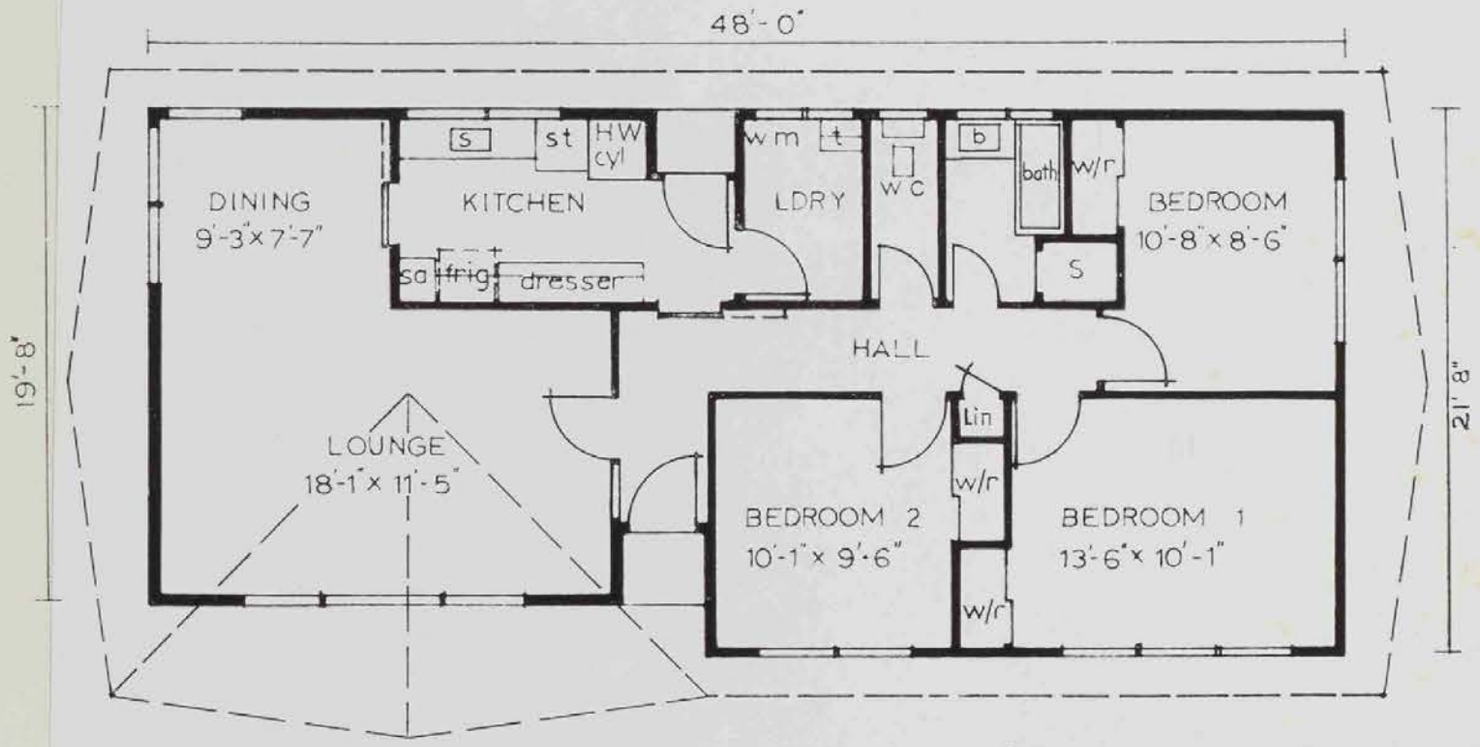

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