

Autumn 1972

arrowhead



CHILDREN STEAL THE SHOW WHEN PRESIDENT SOEHARTO VISITS TAUPO

BUNTING, flags, programmes printed in Indonesian and 60 cheering children greeted President Soeharto and Madame Soeharto when they toured Fletcher Timber's Plycopyne particle board plant at Taupo in February.

And, frankly, the children stole the show. The sons and daughters of staff at the particle board factory, most were of primary school age.

Waving Indonesian and New Zealand flags, the children caught the attention of the Indonesian Prime Minister and once his visit to the factory was over, he strode past the waiting Rolls Royce and the line of other official cars to where the children were standing.

Together with Madame Soeharto and the New Zealand Prime Minister, the Rt. Hon. J. R. Marshall,

Children waving Indonesian and New Zealand flags welcome the Presidential party. Above: Greetings outside the Plycopyne factory as well as explanatory notices inside the factory were in Indonesian. Our front cover shows President and Madame Soeharto, the Prime Minister and Mrs. Marshall with the children.



the Indonesian president, smiling broadly, spent 10 to 15 minutes chatting with the children. It was a pleasant, informal end to a brisk three-day tour by the Indonesian party.

Before arriving at the Taupo plant, the Indonesian and New Zealand groups had toured the steel mill at Glenbrook, had a formal lunch at Taupo and seen the geothermal power project at Wairakei.

Early preparations for the tour had humorous sidelights. When a Maori employee saw the two galvanised iron flagstuffs being erected he asked what it was all about. The manager of the plant, P. W. Craighead, explained and then quickly quipped: "Don't you dare try and chop them down . . ."

Unchopped, the flagstuffs remained and they were flying the Indonesian and New Zealand flags when the presidential party arrived.





President Soeharto at Taupo.

The tour followed the flow of materials through the factory and began at the rear where the chip-pers processed the de-barked, cut-to-length logs.

Above the entrance was a huge gold and dark green banner reading "Selamat Datang" — the Indonesian words for welcome. At the sight of it, there was an appreciative grin from members of the Indonesian party.

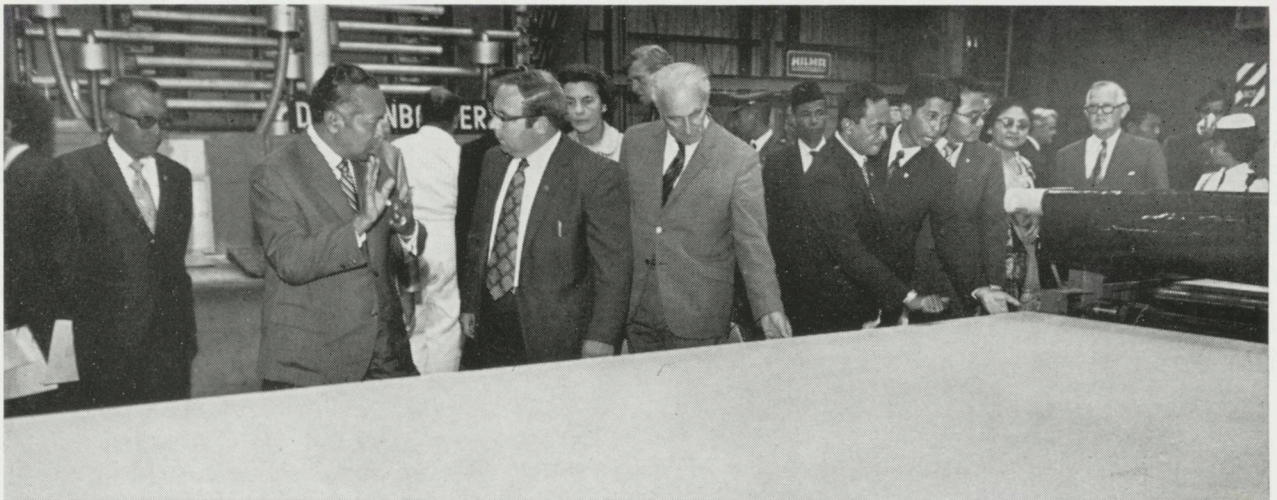
Factory Manager, P. W. Craighead, answers a question from the President while the Prime Minister and other members of the party examine a 6 ft. x 12 ft. sheet of Plycopyne.



Madame Soeharto with J. C. Fletcher at the factory.

Before they entered the factory each member of the touring party, including the large Indonesian and New Zealand press groups, received a finely printed booklet, written in both Indonesian and

English, that welcomed the party and gave information on both particle board manufacture and the Fletcher Organisation.



Once inside the spick and span factory, the visitors were confronted by a series of signs in both Indonesian and English that gave further information on the particle board process.

The tour was not long. The Indonesian party, prepared by information the Internal Affairs Department had sent to Djakarta and able to quickly read other information in their brochures and on the notice boards, became au fait with the particle board process with ease.

It only remained then for three young girls to present the bouquets to Madame Soeharto (repaid by a motherly kiss), Mrs Marshall and Madame Soekirno, wife of the Indonesian Ambassador to Australia and New Zealand, and the tour was over.



A bouquet for the Ambassador's wife.

FLETCHER TILES TO BE MADE IN INDONESIA

THE Fletcher Organisation and a large Indonesian company, P. T. Pembangunan Jaya, have signed an agreement for New Zealand-designed acoustic ceiling tiles to be manufactured in Indonesia. This is believed to be the first "Manufacture-under-licence" deal made with an Indonesian Company by a New Zealand company.

The ceiling tiles will be of a gypsum plaster type similar to those manufactured by Fletcher Industries in Auckland, Wellington and Christchurch. The tiles particularly interested Ir. Tjiptura, President Director of P. T. Pembangunan Jaya, when he visited New Zealand last year because their manufacture could be readily applied to Indonesian conditions. Within a few months Jaya technicians will come to New Zealand to be trained in tile manufacture. After a factory is built in Indonesia, a Fletcher expert will guide the initial production of the new industry.

The Fletcher acoustic tiles are designed for commercial buildings and will substitute for imported tiles. Indonesia's capital, Djakarta, is increasingly turning to high rise buildings and the locally made tiles are expected to be widely used.

Jaya is one of the largest contracting and building materials manufacturing groups in the Republic. It carries out a large volume of work annually for the Municipality of Djakarta, whose Governor, Lieutenant-General Ali Sadikin, is the chairman of the Jaya Board of Trustees.

Besides its interests in the construction and building materials fields, Jaya has been active in the field of recreation and entertainment, developing Djakarta's 40 lane bowling centre and Hailai stadium projects which together cost U.S.\$4 million. Other interests include steel, aluminium, gas, real estate and furniture.

FOURTH PRIVATE TRADE MISSION

FLETCHERS have sent a further private trade mission to Indonesia to discuss their tile contract and survey other possibilities for manufacturing building materials. The mission — Fletchers' fourth — was led by the Managing Director of Fletcher Holdings, J. C. Fletcher. It also investigated the possibility of Fletchers providing a management contract for a large Indonesian Government-owned plywood factory at Palopo in Sulawesi (Celebes) and the prospect of joint venture construction agreements in both Indonesia and other parts of South-East Asia.

Other members of the trade mission were K. G. Fraser, Associate Director, Fletcher Holdings; A. B. Downey, Managing Director, Fletcher Timber; L. C. Ryan, Managing Director, Fletcher Industries; C. Brough, Wellington Liaison Director, Fletcher Holdings.

CARRIER AIR-CONDITIONING IN FIJI

AMONG Fletcher divisions increasingly spreading their interests overseas are Fletcher Mechanical which has supplied Carrier air-conditioning equipment for major installations in Fiji.

Many of the contracts calling for this equipment have been carried out by the well-known South Seas trading firm, Burns Philp.

Installations include those for Travelodge, Taveuni; the Supreme Court, Suva; Bank of Baroda, Suva; Qantas coolrooms, Nadi; Telephone Exchange, Lautoka; and Group Computer Centre, Suva.

Another assignment, illustrated on these pages, has been an air-conditioning system for Cable and Wireless Limited, Suva.

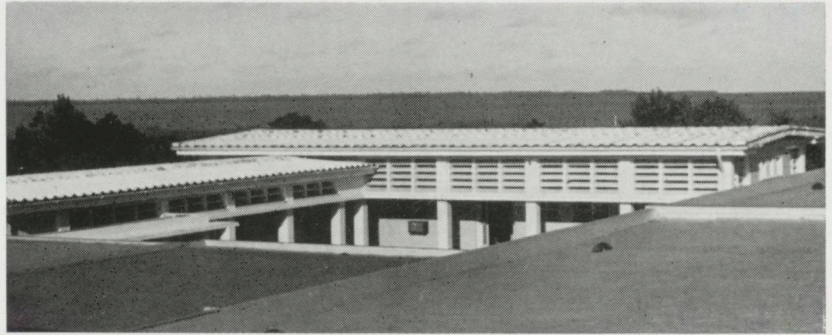
The purpose of the system was to provide the constant room temperature required for electrical transmitting and receiving equipment as well as providing comfortable working conditions for the operators.

A chilled water, fan coil system, incorporating the latest design of air-cooled packaged water chillers was selected. These Carrier chiller units are weather-protected and do not require a closed in plant room. Cooling towers are not required, with heat being rejected by the built-in air-cooled condensers. This is the first installation of this type of chiller unit in Fiji, and Australian contractors working in Fiji have been quick to follow this example.

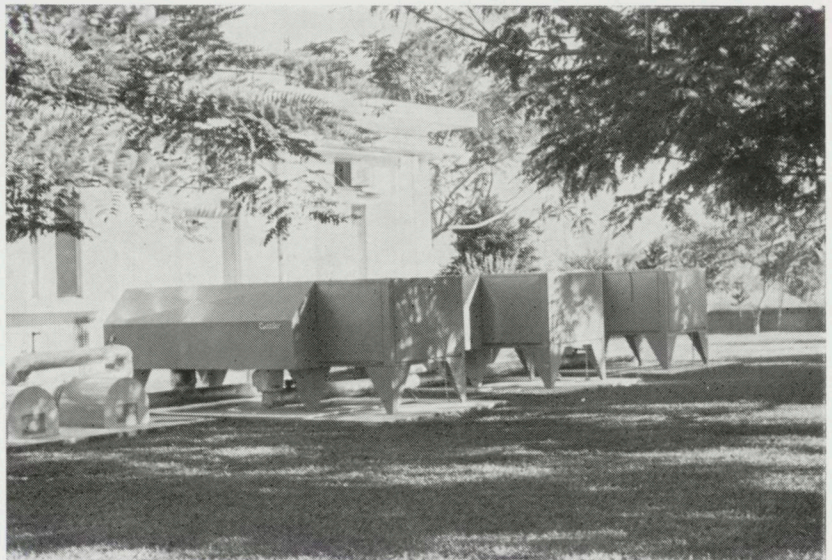
Chilled water is supplied to 4 Carrier air-handling units located within the conditioned area. These units supply air to the conditioned space at a temperature of 55°.

This chilled water system will replace the previous system of multiple through-the-wall type air conditioning units.

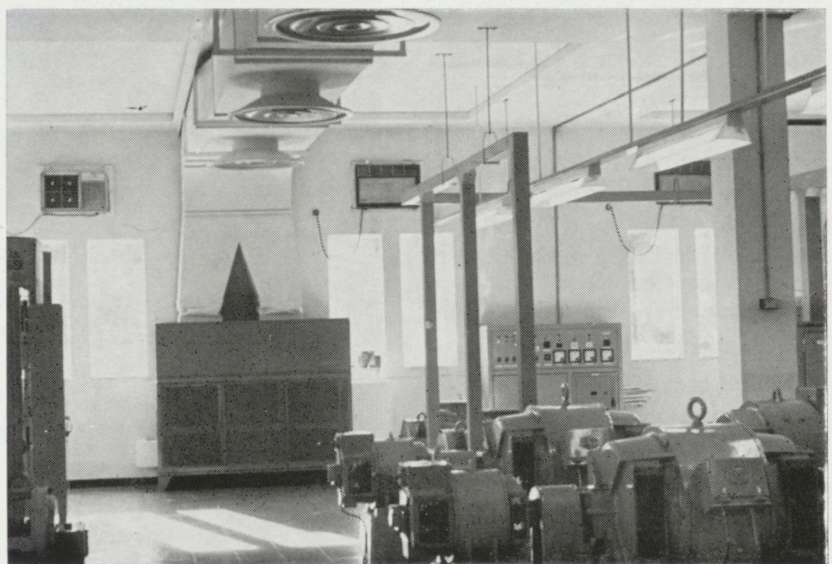
The equipment for this project was supplied by Fletcher Mechanical from Carrier International, New York.



Cable and Wireless premises on the Suva waterfront.



Air-cooled chillers (above) and fan coil unit (below).



NEW TAVERN FOR THE CAPITAL



Clyde Quay Tavern, Wellington, built by Fletcher Construction, on a difficult site, is now open for business. An unusually interesting exterior is complemented by an interior which is colourfully attractive. Architects were the Pierce Group. Fletcher Construction Contracts Manager was J. S. Craig and Foreman R. Carr.

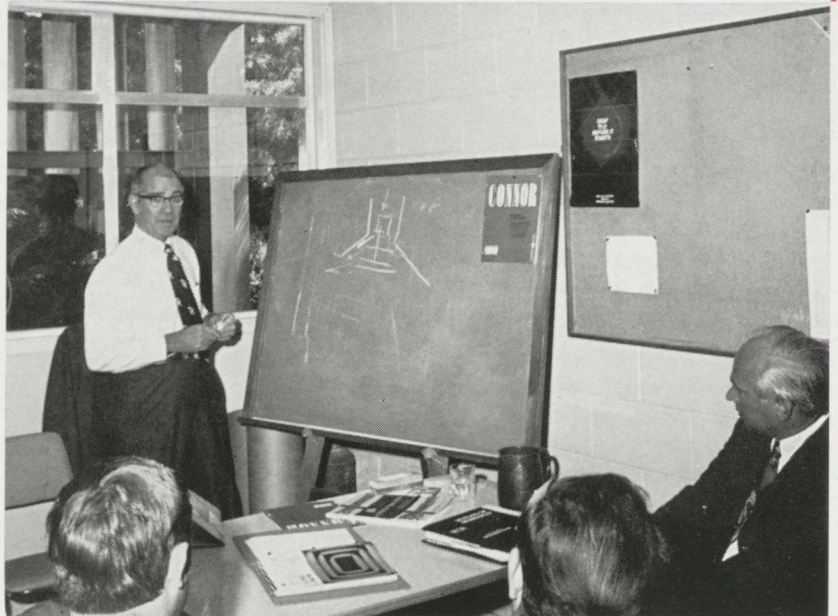
CONNOR DIRECTOR VISITS FLETCHERS

AN important visitor to Fletchers, Penrose, in February was T. L. Day, Director of Engineering of the Connor Engineering Corporation of Danbury, Connecticut.

He is on the U.S. Air Diffusion Council, a body to which air distribution equipment manufacturers belong and which tackles matters affecting the industry as a whole.

A Harvard graduate (physics), he spent some time in the U.S. Navy, became a professional engineer and has been 23 years with the Connor Corporation. His work covers laboratory testing of equipment, quality control and new designs.

His visit to New Zealand was made at the invitation of W. J. C. Wilkinson, General Manager of Fletcher Mechanical, who manufacture Connor air distribution equipment under licence.



It enabled Fletcher Mechanical staff an opportunity to discuss present activities and to learn from him of new developments.

He found progress here far more advanced than he expected and he expressed himself as being "amazed at how much you are doing".



TRADE FAIRS

AT the International Building Exhibition at Olympia, London, Fletchers were represented by a photographic display indicating the range of the Group's interests. Leary and Company, who are Fletcher Timber's London agents, had the adjoining stand. A considerable number of inquiries for New Zealand timber products resulted.

Above: At the stand are from left: Fletchers' UK Representative, J. Iles, Miss New Zealand (Miss Linda Ritchie), the New Zealand First Secretary and Trade Commissioner, J. D. Kerr, and the New Zealand Ambassador, Sir Denis Blundell.



FLETCHERS were among the 200 companies exhibiting in the International Trade Fair in the Sydney showgrounds last year. The accent was on the new Construction and Industrial ply and its use in containers, pallets and building was demonstrated. The photographic display was of Fletchers' plywood operations.

Illustration (left) shows the Managing Director of Fletchers' Australian company, D. J. Atkins (left) and Fletcher Timbers' Sydney Representative, H. B. McInnes (right) discussing the exhibit with the Senior Trade Commissioner for New Zealand, A. Davys.



Glenfield Mall Opens

FLETCHERS' FIFTH SHOPPING MALL

IN early November, nicely timed so that tenants were well settled in before the pre-Christmas rush, Glenfield Mall, Fletcher Development's fifth major shopping centre, was officially opened by the Chairman of Waitemata County Council, J. V. Colvin.

The Managing Director of Fletcher Development, J. H. Churton, introduced the speakers who, besides the County Chairman, were the Managing Director of Fletcher Holdings, J. C. Fletcher; the Member of Parliament for Birkenhead, N. J. King; and the New Zealand Manager of National Mutual Life Association, S. R. Ellis.

The centre, which is on the Glenfield Road, serves a rapidly growing district on Auckland's North Shore. The site covers seven acres and the building 2½ acres. There is parking for over 600 cars, and further land has been acquired to extend both the parking area and the retail space.

The development was planned by Fletcher Development and the property is owned by National Mutual Life; Fletcher Development have a head lease and are responsible for management of the mall.

The Manager, M. P. Davey, has previously managed three of the

other four Fletcher shopping centres; Pakuranga (Auckland); Johnsonville and Wainuiomata (both Wellington). He also assisted with the opening of Northlands (Christchurch). Overall management of Fletcher shopping centres is the

responsibility of K. Robinson, who is the only New Zealander to pass the International Council of Shopping Centres examinations, which he sat in the United States last year — of 62 entrants only 38 passed.



The mall was designed by the Fletcher Design Group (Architect: D. T. McGee) and built by Fletcher Construction (Contracts Manager: R. Smith; Foreman: A. Bell). Fletcher Development's site representative during construction was P. E. Keepin.

The mall consists of three major shops — Haywrights (30,000 sq. feet); McKenzies (27,000 sq. feet); and Foodtown (22,800 sq. feet) and 32 speciality shops. These include chemist, dairy, fruiterer, butcher, coffee bar, stationer, jeweller and shops specialising in toys, wool, rubberwear, clothing, gifts, crockery, paint and paper, hardware, electrical appliances, wines and leather goods, and services such as dry cleaning, land agency, post office and bank. There are also professional rooms for dentist, solicitors and medical laboratory.

The mall is completely enclosed to provide comfortable, all-weather, shopping. The two storeys are

linked by an escalator and there is a promotion court on the upper floor.

The 2½ acre roof is of Brown-built, the \$2.4 million investment is protected by Reliance fire-fighting equipment, and to ensure a pleasant

atmosphere for customers and shop staff, Muzak environmental music is piped to the centre.

Plans are already under way for the extension of the mall by a further 44,000 sq. ft. of retail space and a half-acre garden centre.

A general view of Glenfield Mall (top left) and (lower) inside one of the malls. Right: The official party at the opening, from left: N. J. King, M.P., J. C. Fletcher, J. H. Churton, Mrs. Colvin, J. V. Colvin and S. R. Ellis. Below: The animals in the malls are great favourites with the young children. Below (right): The scene at the Charity Day carnival the day before the Mall shops opened for business.



NOT COAL TO WESTPORT

But Timber For Greymouth

SENDING timber to Greymouth is just about as unbelievable as shipping coal to Westport, but this is what happened recently to the considerable interest of West Coasters.

The shipment — a large one — was of Solomon Island maple for Fletchers' plywood factory at Gladstone.

Fletchers have been importing this timber for some time but previous shipments have gone to Auckland. Following the concentration of the company's plywood operations in Christchurch and Greymouth a few months ago, this was the first of regular shipments to the West Coast.

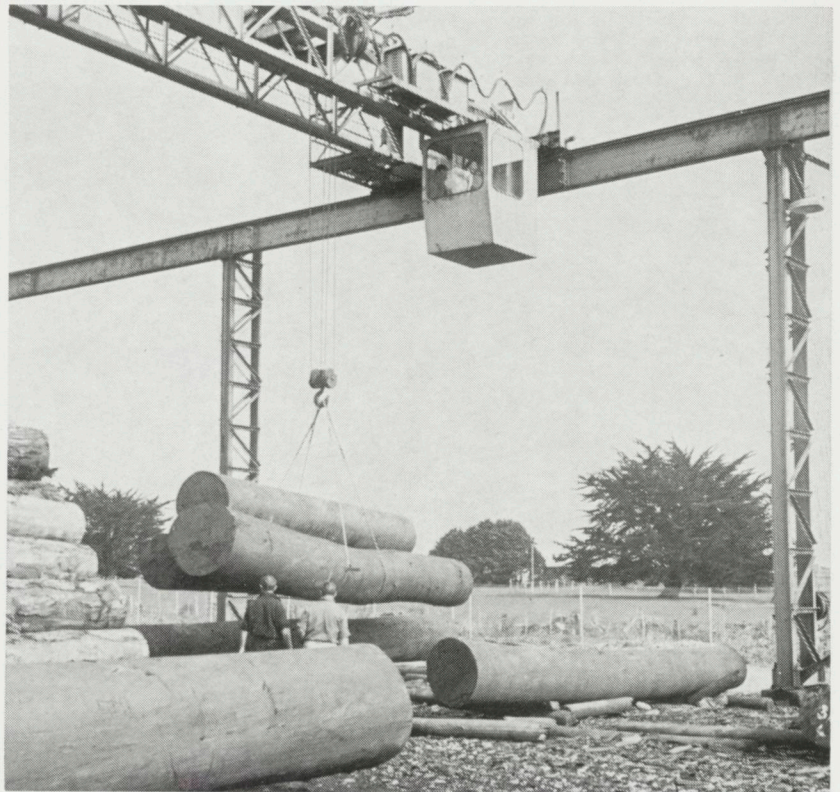
The timber is used in the manufacture of Ranch Pattern exterior panelling and to a lesser extent marine ply. It has better qualities for exterior use than native timbers and supplements the manufacture of native timber plywoods, as part of the programme of expanding the activities of the Gladstone factory.

As most New Zealanders are aware, Greymouth is a bar harbour and very tricky to work. After the all clear had been given to come through the bar, conditions deteriorated and a further signal was given the ship to lie off. The signal was not received and the ship came through. It was a very relieved Harbour Master at Greymouth when the ship finally made port.

Since then two further shipments have been made from the Solomons but they were landed at Lyttelton and railed to the Coast.



Above: Unloading Solomon Island maple at Greymouth. Below: The maple at the Gladstone plywood factory, where it will be used in the manufacture of exterior and marine grades of plywood.



Senior Appointments

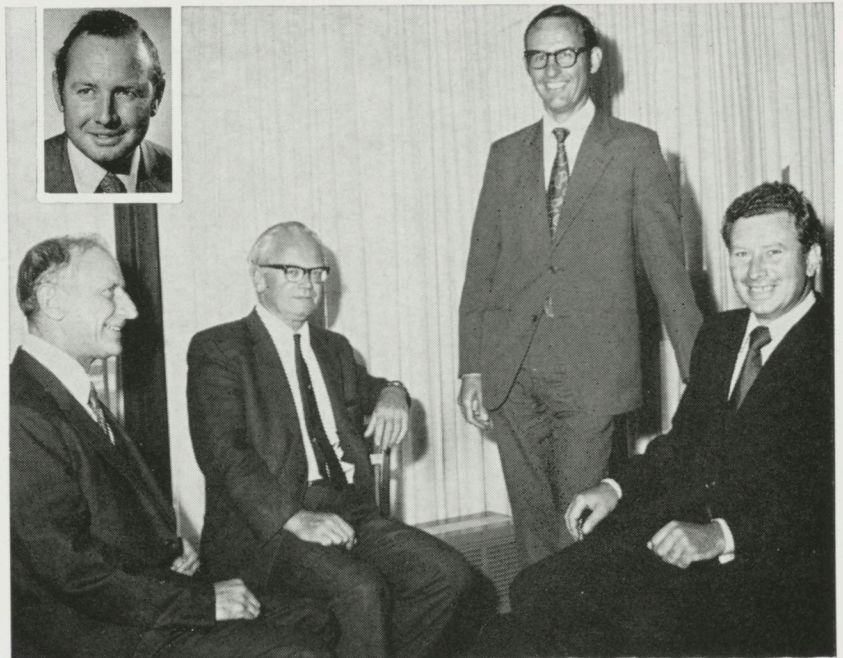
SEVERAL senior staff changes have recently become effective. H. F. Molony is now Associate Director (Finance) of Fletcher Holdings, and D. G. Sadler has been appointed Secretary of Fletcher Holdings and a member of the Fletcher Holdings Board of Management. R. T. Arkley becomes an Assistant Secretary of Fletcher Holdings and Secretary of the Board of Management.

B. D. Cooper is appointed Secretary of Fletcher Construction and M. J. Aim Secretary of Fletcher Industries.

H. F. Molony joined Fletchers in 1943 and has been Secretary of Fletcher Holdings for nearly 20 years. He is a Director of several Fletcher subsidiary companies and also of Certified Concrete and Marac.

D. G. Sadler joined Fletchers in 1963 and was an Assistant Secretary of Fletcher Holdings and Secretary of the Board of Management prior to his present appointment.

R. T. Arkley joined Fletchers 22 years ago and for the last 18 years



Photograph shows from left: R. T. Arkley, H. F. Molony, B. D. Cooper, D. G. Sadler and inset M. J. Aim.

has been Secretary of Fletcher Construction.

B. D. Cooper joined Fletchers two and a half years ago and was Executive Officer in Wellington until his transfer to Head Office.

M. J. Aim joined Fletchers 12 years ago and was Secretary of

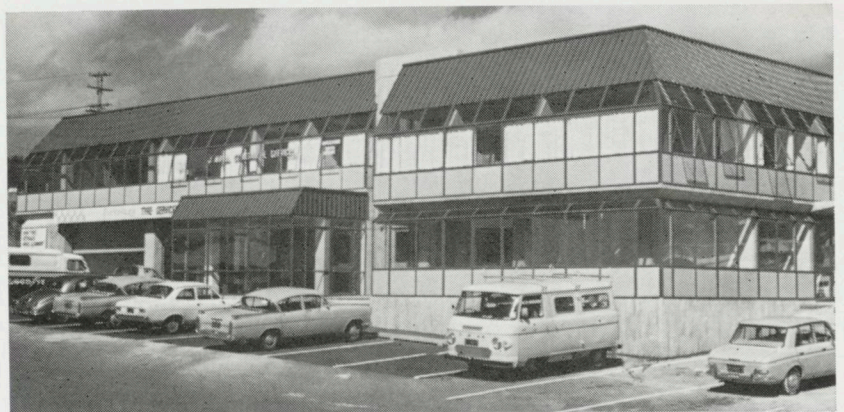
Fletcher Steel when it was a separate company. After it was merged with Fletcher Industries he became Chief Accountant of the enlarged company.

All the appointees are chartered accountants as well as holding other qualifications.

Addition To J. Mall

THE architecturally distinctive two-storied office and service block sited adjacent to the main entrance to the Johnsonville Mall in Wellington was completed by Fletcher Construction at the end of December. The building opened virtually fully let and tenants moved in early in the New Year. Only one area of 450 square feet remains and this is currently under option.

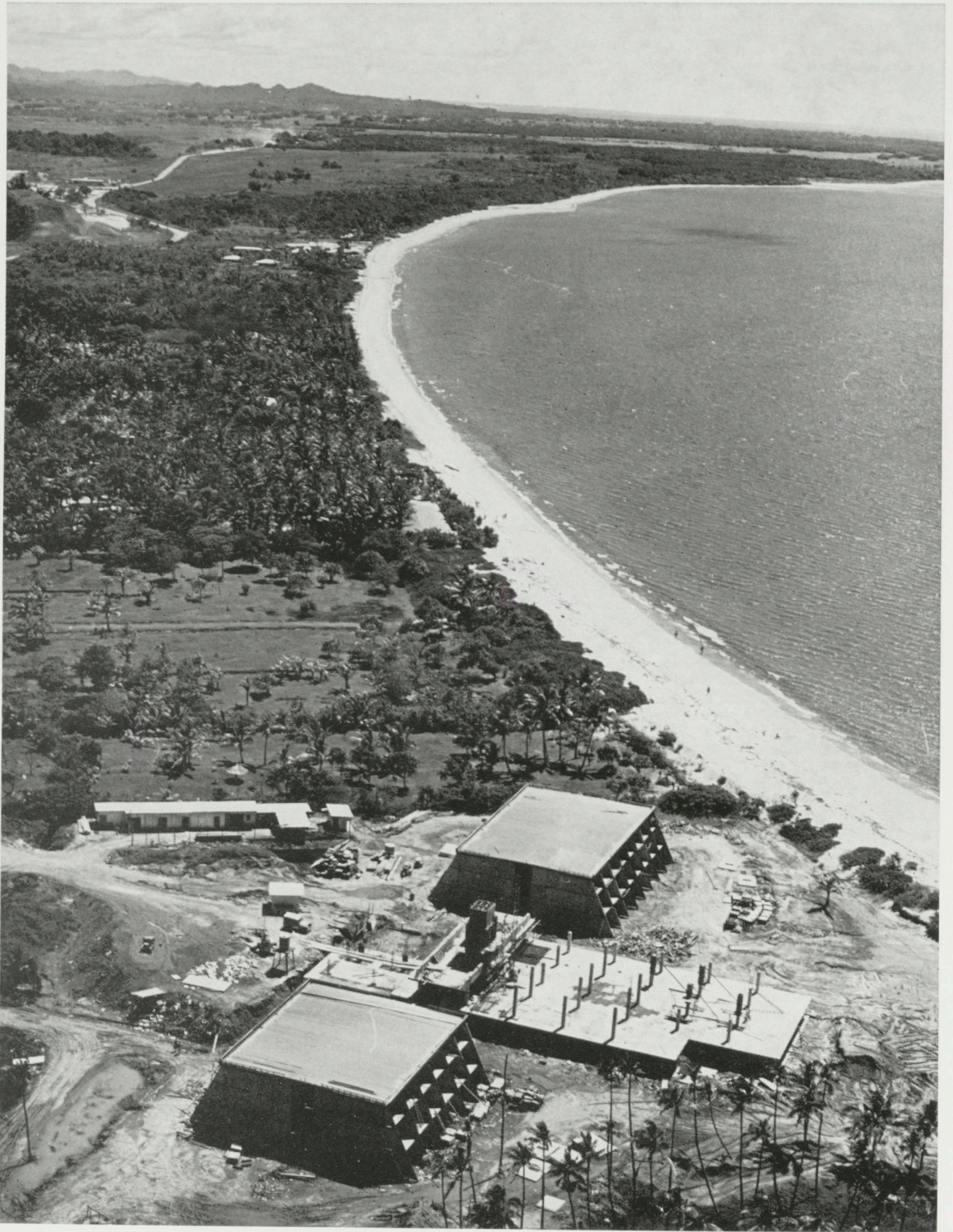
Johnsonville suburb will benefit markedly from the provision of this much needed office space. The supplementary services provided from the building will also add a new dimension to the shopping facilities at the Mall, further enhancing its reputation as a shopping centre serving the widest range of the community's needs



Designed by Houghton & Mair, who also designed the Johnsonville Mall, the building was given a harmonious architectural treatment so that it would integrate successfully with the total complex. Fletcher Construction were the main contractors. Foreman: E. Williams.

Principal tenants are the Firestone Tyre & Rubber Company who

occupy two thirds of the ground floor and offer a "while you shop" service specialising in wheel balancing, wheel alignment, retreading and brake relining. Two long established land agents are also occupants. Other professional accommodation has been leased to a firm of chartered accountants, a law practice and a secretarial service. The last is a new venture for the Johnsonville area.



Developments at Pacific Harbour

WHEN the news was announced late in 1970 of the plans for Pacific Harbour, the 7,000 acre, multi-million dollar resort at Deuba, Fiji, there must have been many who wondered whether this project, comparable with the largest in Hawaii and the Bahamas, would really go ahead.

Today, some 500 sections of the 1,300 in the 1,150-acre Stage I, have been sold — some of them to New Zealanders through Fletcher Development, the sole New Zealand sales agents; homes are being built; construction of the first hotel, the Flagship Beachcomber, is on schedule for a September opening; the airstrip is being serviced by Fiji Airways; a championship golf course is being developed and dredging of lakes and waterways is near completion.

One benefit to New Zealand from the project is that while the developers of the Beachcomber are drawing on Fiji firms first for supplies, where these are not available locally, next preference is New Zealand. By the end of 1971 these imports totalled \$170,000 in value and included drapery, upholstery, beds, mattresses, light fittings, carpets and rugs, wine and 80 per cent of the hotel's kitchen equipment.

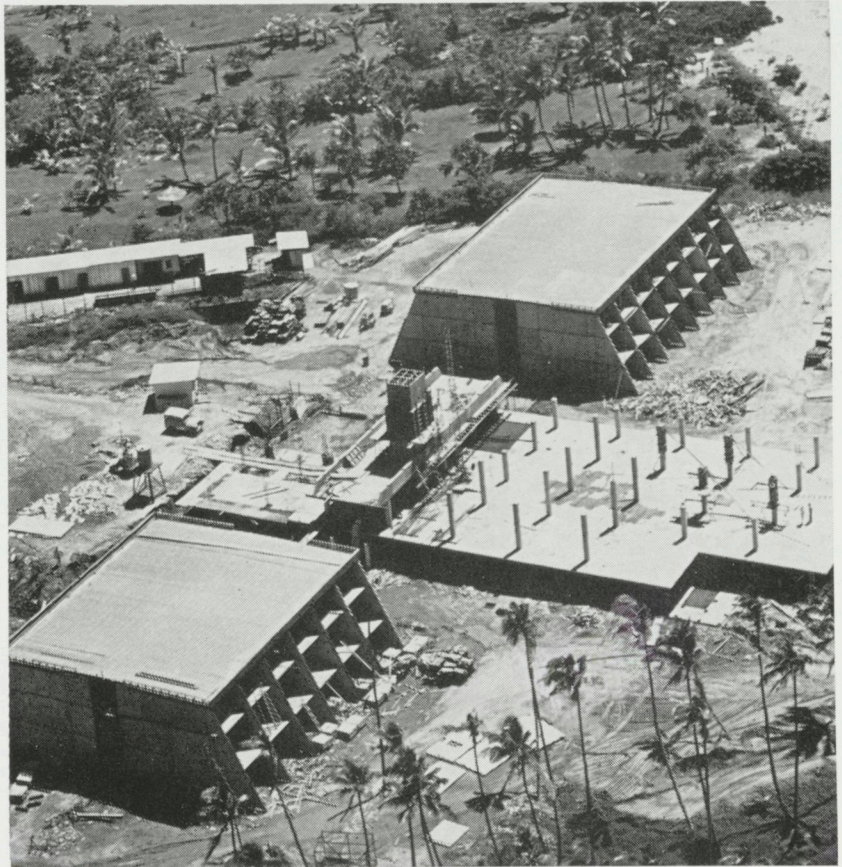
The developers are reported highly pleased with the good quality, reasonable prices and prompt delivery of goods from New Zealand and especially mention furnishing materials and tableware.

The New Zealand market for house sites is somewhat limited as only New Zealanders with adequate overseas funds or those who intend retiring to Fiji can meet the currency requirements.

Those who can, however, may reasonably look forward to a satisfactory return on their investment from renting their house to tourists and to considerable capital appreciation because this land is freehold — and only 10 per cent of Fiji land is freehold.



On opposite page: An aerial view of the magnificent Deuba beach with the Flagship Beachcomber Hotel in the foreground. Above: Visiting Fijian chiefs and officials inspecting construction and (below) another view of the new hotel.



New Church Called for Design Skill



POPULATION growth in the seaside South Auckland Borough of Howick created the need for a larger church to service the Anglican community, which, since 1847 had held services in the attractive "Selwyn" church of All Saints.

The parish had the land, and, as the result of a bequest, the money to erect a building adequate for its present needs. But the project provided a serious challenge for the architects, Kingston, Reynolds, Thom & Allardice. The site for the new church adjoined the original church and its historic graveyard, and the problem was to avoid the very much larger new building dwarfing the small church.

The new building is two storeyed, with Church and parish offices on the upper floor and a hall on the lower level, but keeping the scale of the new church as low as possible and by judicious siting so that from the old church the new appears a single-storey structure, a happy harmony has been achieved.

Fletcher Construction were the contractors for the building and a number of Fletcher products were used. The external walls and major internal partitions are of Decrapac concrete blocks, the flooring in the

upper area is Plycopyne particle board and at the lower level Nairn-floor.

Fletcher Construction Contracts Manager was R. Smith and Foreman was B. Carter.



Another Outlet for Camlon

FLETCHER Industries' Camlon — a plastic material used mainly for tarpaulins and protective clothing — has been found a new outlet.

The father-and-son business of Commercial Hovercraft Limited is now using Camlon 840 for the skirts of the hovercraft it manufactures. The Camlon replaces a laminated PVC-nylon material because the Fletcher product does not delaminate, is strong and is economical.

The hovercraft, which are sold in kitset form, seat two people and are mostly used for joyriding but they also have a number of commercial uses. Two sold recently are being used by whitebait fishermen, who can now drive freely out to their nets by skimming over the mud flats of the Waikato River instead of making the time-wasting detours necessary when using boats.

One of the hovercraft, with a special attachment added, was used recently to clear weed from Western Springs lake.

Solidly constructed of marine ply over a box frame, the craft are 10 feet long and are sold either fully made up, complete with motors, or in a kitset form. The sides of the craft fold up so they



The Managing Director of Commercial Hovercraft, T. Crowley, checks the Camlon skirting while his son, Graham, also a Director of the Company, is seated in the hovercraft.

can be easily stored, transported on a small trailer, or packed into crates for shipment.

Two motors provide the power for the craft. Uplift is provided by an Australian 4.2 horsepower motor while the thrust comes from a 20 horsepower German rotary engine with a propeller.

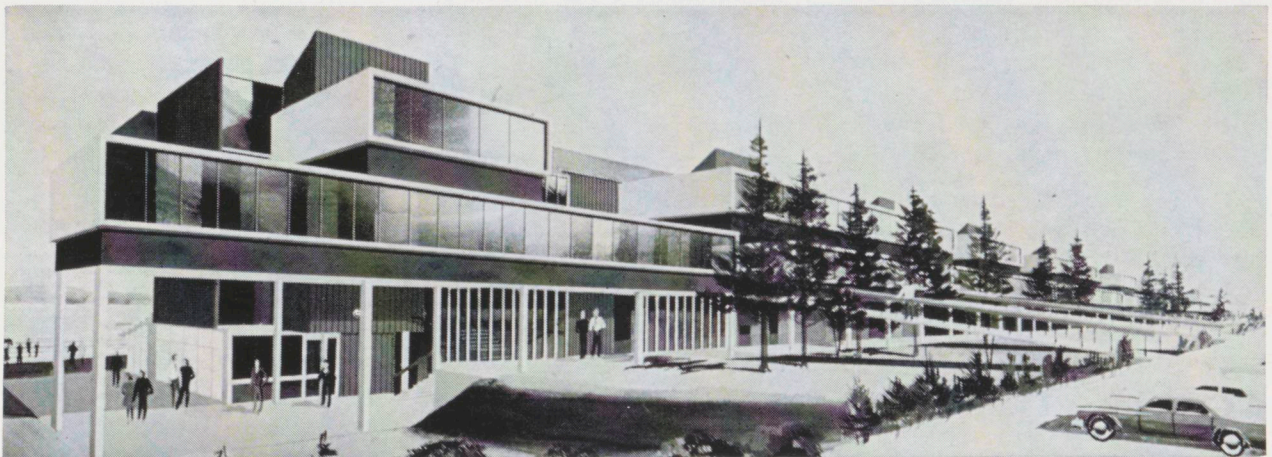
The craft hover at a height of five inches above the ground. Steering is provided by a joy stick which

controls the rudder at the tail of the craft. There is a hand throttle to control lift and a foot throttle to control thrust.

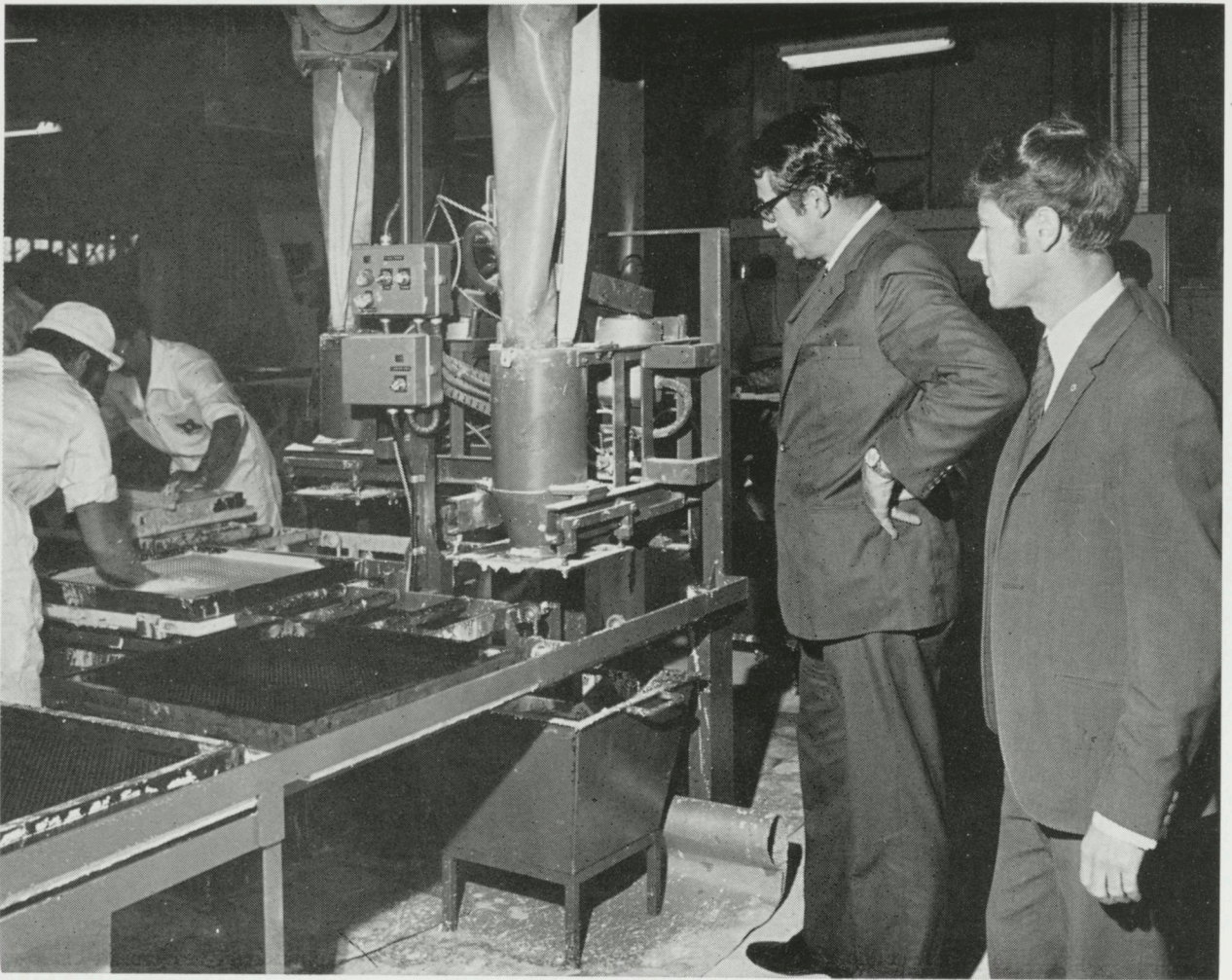
The company manufactures larger hovercraft as well and construction is well under way at present for a craft of 17ft 4in.

Commercial Hovercraft came into being only five years ago and is already exporting as far afield as Singapore.

Franklin Racing Club's \$ $\frac{1}{2}$ million Grandstand



An architect's sketch of the \$553,000 grandstand at Pukekohe, Auckland, which Fletcher Construction are building for the Franklin Racing Club. The architects are J. Rex Roberts and Partners. Fletcher Construction Contracts Manager is R. Harrison and Foreman is L. Bain. Construction began last November.



NEW ACOUSTIC TILE PLANT

A NEW semi-automated plant to manufacture "Flesound" acoustic ceiling tiles has recently been installed by Fletcher Insulation — a Division of Fletcher Industries — at their Penrose premises.

The new plant will increase the daily output and ensure better quality control and consistency of finish.

Of more interest, however, the new process allows the incorporation of an integral $\frac{3}{8}$ " nominal gypsum plaster backing to increase the tile's strength and sound performance qualities, and to reduce dust movement. With a simple mould and in optimum conditions it is

possible to produce tiles at the rate of one every 30 seconds. The improved product will cost the customer no more.

The new plant has been manufactured in Auckland to a design developed by Fletcher Insulation in association with a successful Australian manufacturer, and is the only such machine in the country.

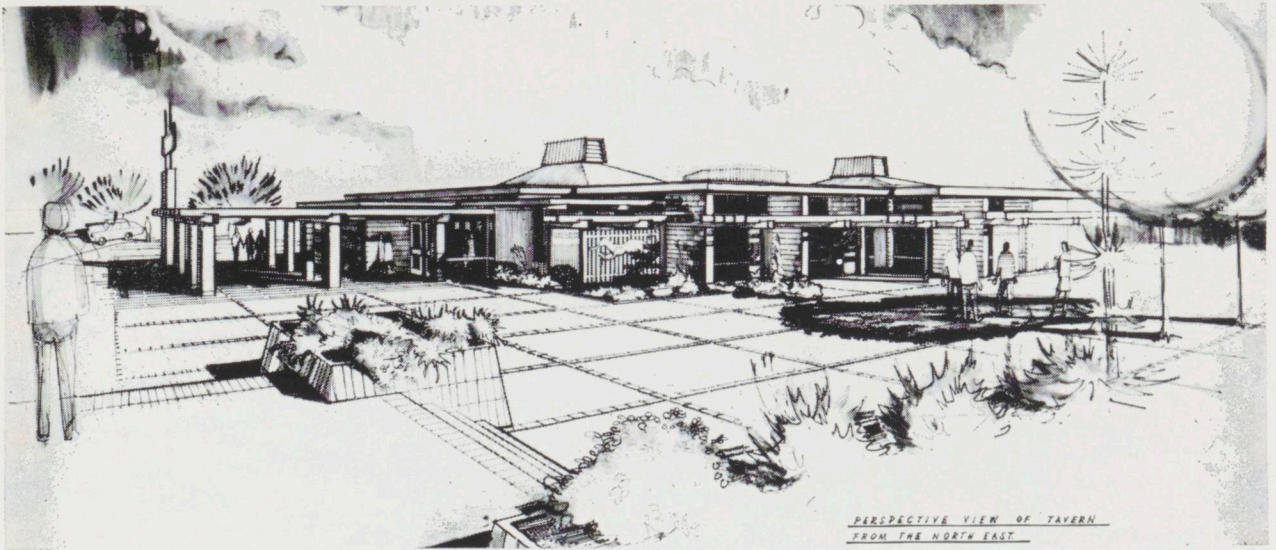
The selected rubber mould is initially treated with a specially prepared detergent to prevent the sticking of plaster to the rubber, and passes under the first delivery chute to receive a specific amount of accurately gauged gypsum plaster.

The mould is then conveyed on rollers to a vibrator which evenly spreads the plaster over the mould. The fibreglass mat is then placed into the mould and a second amount of plaster is automatically poured over the mat to marry with the inside face of the tile.

The tile continues around a roller conveyor system to set and is then withdrawn from the mould and racked to allow controlled curing.

Inspecting the new plant are the General Manager of Fletcher Insulation, R. W. Bridgman (left) and his Production Manager, G. Harvey.

TRUST TAVERN FOR SOUTH AUCKLAND



FLETCHER Construction is building a new tavern at Papatōetoe, Auckland — the first local licensing trust hotel since the Mt. Wellington trust hotel opened for business in 1957.

The 12,000 sq. ft. St. George Tavern will have three bars, wholesale liquor facilities and a small conference room for local clubs. The architects, Orchard and Allison, intend developing an English tavern theme in its decor.

The St. George Tavern is expected to be completed by July, 1972. Contracts Manager is R. Harrison. The Foreman in the early stages was B. Whittle and is now G. Smith.

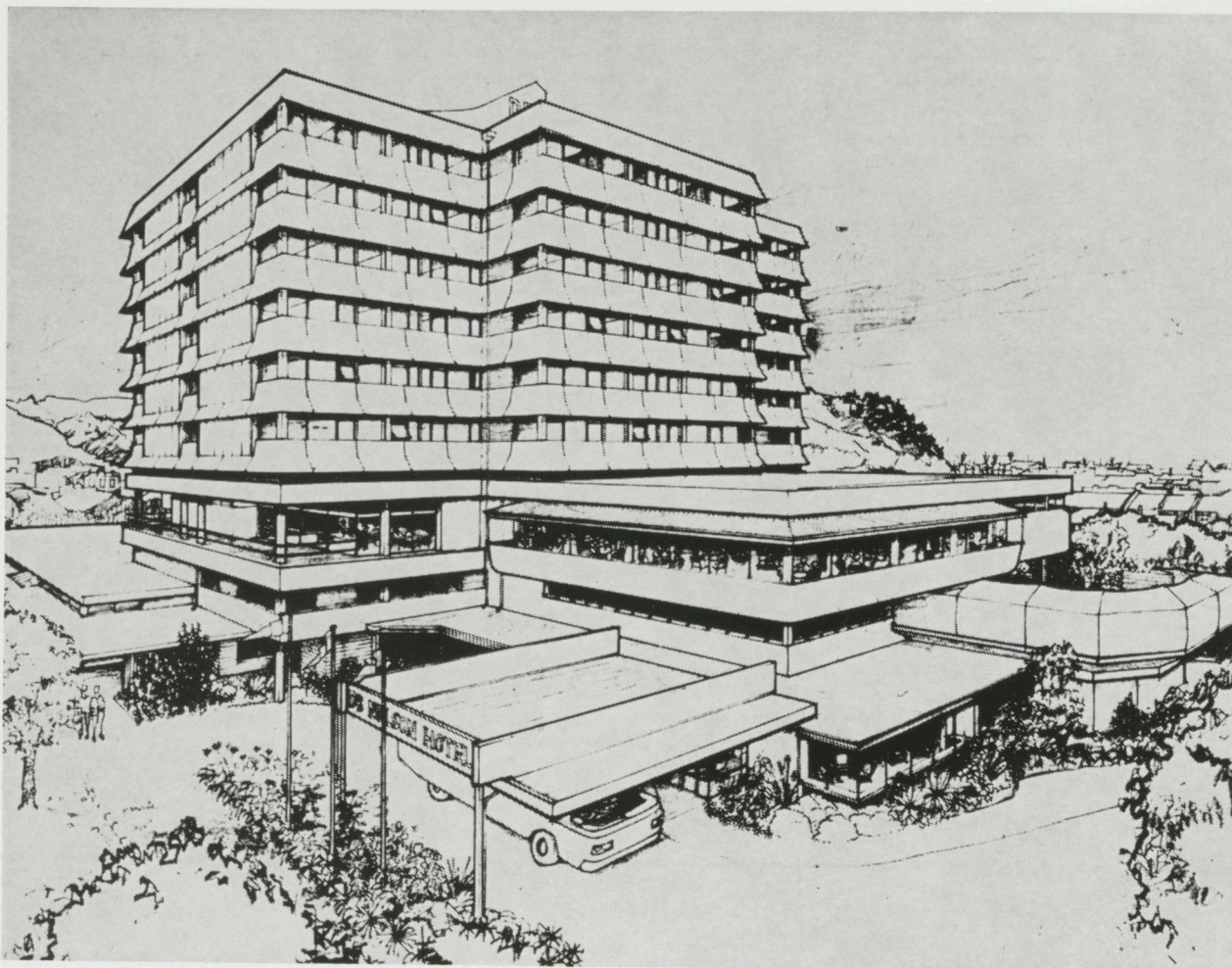
LANDMARK IN THE SUBURBS

HIGH-RISE buildings outside the city area — like Fletcher House at Penrose — stand out as landmarks. One of the latest of these is The Pines, in Owen's Road, Epsom.

The block consists of ten floors of four flats, each about 2,000 sq. ft. and is set on an estate of several acres, fully developed, with tennis courts and swimming pool. All the big old trees have been preserved.

Owners are Pines Apartments Limited and contractors Fletcher Construction (Contracts Manager, W. T. Anderson; Project Superintendent, P. Fowler). Architects are Welton Becket and Associates, of Los Angeles, with Beetson, Rix-Trott, Carter and Company, of Auckland.





Fletcher Construction building

\$3m. HOTEL FOR D.B. IN NELSON

NELSON will have accommodation and conference facilities which will rival those of New Zealand's largest cities, when the DB Rutherford Hotel opens in October, 1972.

Construction is well advanced on the hotel which will be the largest building in Nelson.

Fletcher Construction are the main contractors for the \$3.1m. hotel, but local sub-contractors and suppliers will gain close to \$1m. from the project.

Local labour is being employed as far as possible and when the hotel opens it will employ more than 100 staff, most of whom will be recruited in Nelson.

These factors, Nelson's Mayor, T. F. Horne, recently pointed out, will make the hotel "an industry in its own right."

The hotel will have 100 twin bedrooms, a conference room for 300, guests' lounge and late night dining facilities, in addition to several bars. A special feature will be the heated open air swimming pool adjacent to a breakfast room where food will be served on a 24-hour basis.

The new hotel should encourage tour parties, visitors and conference groups who are at present deterred from visiting the city by insufficient accommodation and facilities.

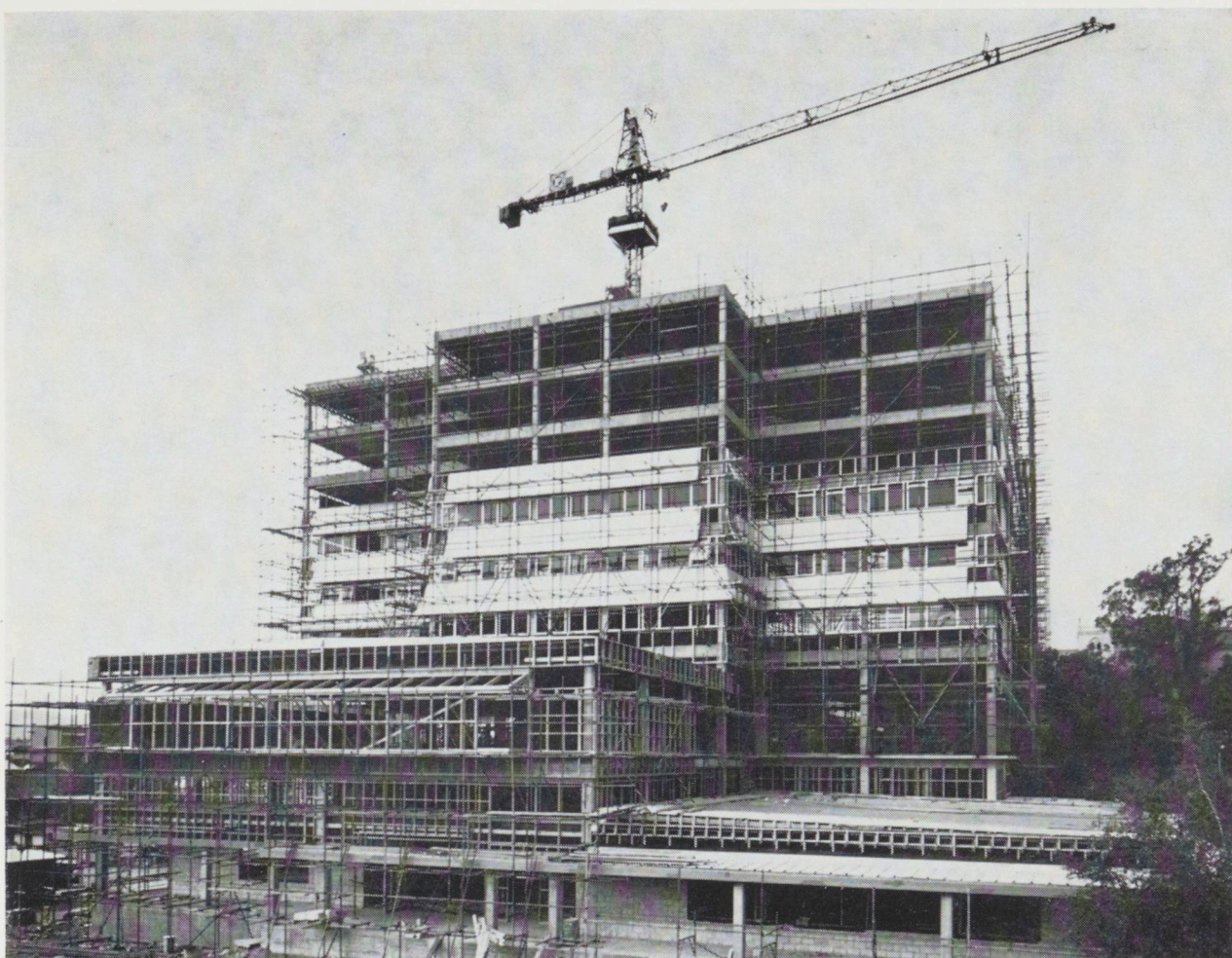
The hotel, built on a site adjacent to Nelson's cathedral, rises in

a series of levels to ten storeys. Its designer, G. Smith, of JASMaD, said that care had been taken to prevent the new hotel from overpowering the nearby cathedral. This design also provided a way to keep the top floor of the hotel at a level with the nave of the cathedral while fulfilling space requirements.

The interior design of the hotel will stress its close associations with the province. Local materials will be used as decorative features and historic names will be given to the bars.

The Project Manager is R. M. Bevan and the foreman is B. A. Phillips.

Top of the next page is shown construction nearly at full height.



WHY ARROWHEAD?

IT is now some six years since we mentioned in Arrowhead the reason for calling the Fletcher magazine by this name, and in that period many new readers have been added to our distribution list who will not realise the connection between Fletcher and Arrowhead.

The word Fletcher is derived from the Old French Flechier or Flecher, a maker or seller of arrows. In the Middle Ages in the City of London voluntary trade associations known as guilds were established to safeguard the practitioners of the craft concerned and ensure outsiders did not set up in unfair competition and to maintain standards of workmanship.

The Worshipful Company of Fletchers was established in 1371 as a separate guild; until then fletchers had been allied with bow-makers.

Arrows were required in their thousands for warfare — archery was also encouraged as a sport — and the fletchers flourished. The introduction of the gun put a virtual end to the craft, but not the Company of Fletchers for the guilds had become powerful civic institutions, whose members had special rights and privileges. It was necessary also to belong to a Company to set up in business in the City of London, even if the company bore no relationship to the trade to be pursued and in the 18th century members had such callings as peruke-maker, gold and silver lace maker, whalebone cutter, sperm oil refiner and — of interest to us — papermaker.

Our illustration is the coat of arms of the Worshipful Company of Fletchers.



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New Acoustic Tile Plant