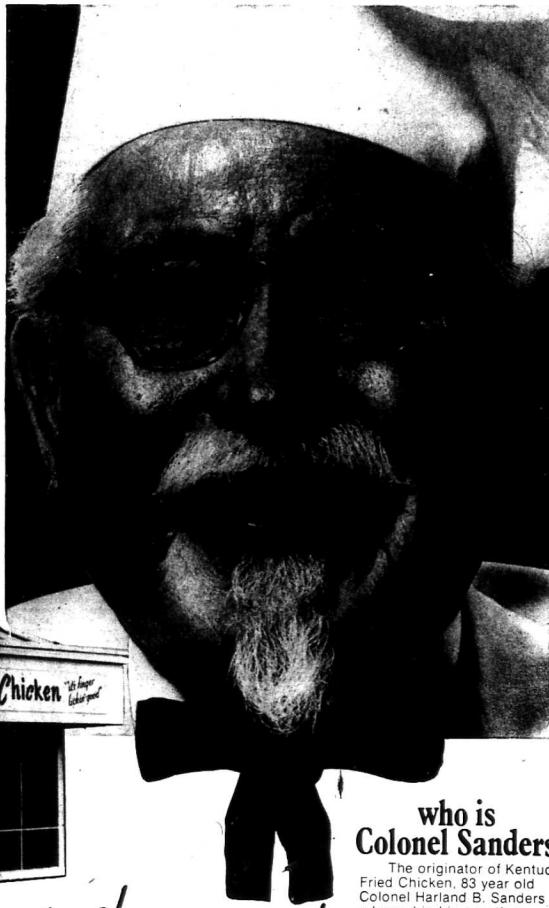


# Colonel Sanders' Kentucky Fried Chicken® comes to New Plymouth

## OPEN TODAY!

### Devon St. East Fitzroy



**TARANAKI'S  
FIRST KENTUCKY  
FRIED CHICKEN  
STORE!**



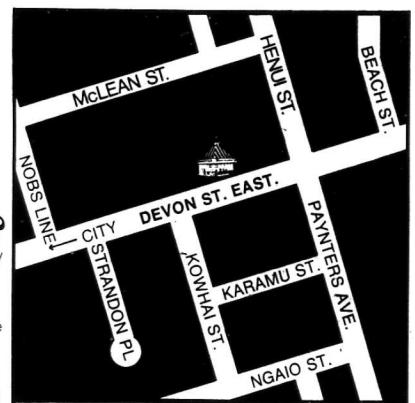
**INDIVIDUAL, FAMILY, OR PARTY-SIZE TAKEAWAY PACKS** with coleslaw, mixed bean salad, whipped potato with gravy, hot rolls, cold refreshments.  
A tasty snack - or a chicken dinner!

Now you can try the world's favourite takeaway chicken for yourself. **KENTUCKY FRIED CHICKEN.** Cooked to Colonel Sanders' secret recipe using eleven special Herbs and Spices. Try some. **Delicious, plump, tender Kentucky Fried Chicken.** You'll agree - nobody cooks chicken like the Colonel!

*"it's finger lickin' good"*

### who is Colonel Sanders?

The originator of Kentucky Fried Chicken, 83 year old Colonel Harland B. Sanders is a legend in his own time. But success didn't come easy for him. After creating the recipe for Kentucky Fried Chicken over 17 years ago, he found his single operation store in danger of collapse after a new highway by-passed his then thriving business. So taking his recipe and his cooking pots, he travelled from city to city demonstrating his special Fried Chicken Process. The results speak for themselves. Today there are over 5,000 Kentucky Fried Chicken Stores serving millions of satisfied customers in 26 countries of the world.



### Hey Kids! Free Balloons

Hundreds of them - to be given away to celebrate our opening.

# Open 7 days a week! Monday - Friday 11am to 9pm. Saturday - Sunday 10am to 9pm.



# Colonel Sanders' Kentucky Fried Chicken®

comes to New Plymouth



**GOOD HEALTH AND GOOD FOOD**

Go Hand in Hand

**EGSOL PRODUCTS**

congratulate Kentucky Fried Chicken for making their good food available to the people of NEW PLYMOUTH.

**EGSOL PRODUCTS LTD.**

WHARF ROAD, GREENHITHE.  
Phone 253-716 or 253-717, Auckland.

## The candy-striped approach to good chicken eating



TOP: Boxes and cartons of Kentucky Fried Chicken "goodies" are purchased in this section of the New Plymouth store. Behind the counter are Mr Morrie Gill (operations manager), Mrs Gloria Reid and Mr Eric Collis (New Plymouth manager) and with the packages is Miss Denise Clarke. BELOW: Mark McDonald storing some of the candy-striped "carry away" packages which have helped make Kentucky Fried Chicken a household name in many countries.

Taranaki folk today got their chance to adopt a new approach to eating chicken with the opening of New Zealand's 15th Kentucky Fried Chicken store in Devon St East, New Plymouth.

The New Plymouth operation joins a long list of stores in many countries in the world selling the unique chicken dish prepared to a special recipe formulated by Colonel H. Sanders of Kentucky.

KFC — Kentucky Fried Chicken — was introduced to New Zealand more than two years ago when the first store was opened at Royal Oak, Auckland.

The New Plymouth store will be the first in a chain planned for the West Coast of the North Island. Eventually there will be more than 30 throughout the country.

The general manager of Kentucky Fried Chicken (NZ) Ltd, Mr Frank Lorrigan, said that the company had always been interested in North Taranaki, one of the company's major sources of chicken.

The distinctive red and white, cupola-topped roadside shops can be found in Auckland, Hamilton, Rotorua, Hastings, Wellington, Lower Hutt, Christchurch and Dunedin.

## WAITAKI INSTANT MASHED POTATO



**FLUFFY AND FABULOUS**  
**ONE MINUTE FROM PACK TO PLATE**

So quick to prepare, no washing, no peeling, no mashing — yet Waitaki Instant Mashed Potato has all the robust flavour of fresh mashed potato. And they fluff up the way you wish fresh potatoes always did. After all, that's exactly what they are — fresh farm potatoes processed straight from the fields. Great for busy cooks, families on a hurry, campers, travellers. Each economy size pack contains the equivalent of 4lbs of finest potatoes... 10-12 good big servings.

AVAILABLE FROM YOUR SUPER-MARKET OR DAIRY

WAITAKI INDUSTRIES LTD. Otago.

## For Refreshing NEW IDEAS

In Landscaping

It pays to ask about the wide range of gardening services available now from

**DUNCAN & DAVIES LANDSCAPE SERVICES**



Phone 36199 N.P. After hours BK 496  
Write: P.O. Box 340, New Plymouth  
or call at: The Westown Garden Centre.

**DIMONDEK**

## ON TOP AGAIN

WITH DIMONDEK ROOFING

Note the unusual roof style on this building. DIMONDEK and our own staff were more than equal to the demands. If you have a roofing problem — simple or unusual — call in —

**ASHMANS ROOFING SERVICES LTD.**

BOX 3067, FITZROY PHONE 58762, NEW PLYMOUTH



### CHICKEN TALK

The popular chicken is a precise chicken, precise in quality, size and price. And the days have gone when a chicken dinner was beyond the pockets of the average man for an everyday meal.

### Colonel's secret mixture

The key to the finger-lickin' good Kentucky Fried Chicken is the 11 secret herbs and spices developed by the Colonel himself, during his years in the restaurant trade.

The mixture is imported by pressure cookers, each by people serving and cooking the chickens do not know the ingredients.

Besides these the chicken must be cooked in a very precise way. Kitchens are kept scrupulously clean to ensure that the chicken reaches the customer in the best possible condition.

The method is the same worldwide. The bird is first cut into pieces, then it is put into a pressure cooker and cooked at varying pressures for a specified time before serving.

The cooking area has a row of gas burners topped by pressure cookers, each big enough to hold two chickens. In a word, the "flat" taste common with mass production.

Chickens must be of a uniform weight and quality, only a two-cent tolerance each side of the 2½lb stipulated is allowed. At peak times the entire row of pressure cookers will be bubbling, all at different stages of cooking, and this enables staff to keep up a continuous supply of chickens to the customer, about two a minute.

## Looking ahead

Colonel Sanders is billed as "the legendary figure in his white suit, black string tie and silver-knobbed cane."

What happens when he's 70? The Colonel thought that one out, too. He would be the last one to want Kentucky Fried Chicken to suffer. So he entered into an agreement some years ago.

He sold out for two million dollars plus a salary of \$40,000 p.a. (increased considerably over the years) for staying on as adviser and promoter-in-chief.

Today Kentucky Fried Chicken is part of the giant Heublein organisation and is one of the largest international organisations in the catering field. With over 5000 outlets it is continually developing throughout the world.



## FOR ANYTHING TO DO WITH STEEL



**FITZROY ENGINEERING**

## Congratulations



Hygrade Packaging Company, Suppliers of packaging to K.F.C. (N.Z.) Ltd, congratulate them on the opening of the new Kentucky Fried Chicken store in New Plymouth.

innovators in the ever-changing world of packaging

**AHI Hygrade**  
HYGRADE PACKAGING COMPANY

## NEW ZEALAND CONTRACTING CO. LTD.



ONE OF THE J. H. M. CARPENTER LTD. GROUP OF COMPANIES.

WE CONGRATULATE KENTUCKY FRIED CHICKEN CO. LTD. ON THEIR NEW PROJECT AND ARE GLAD TO BE APPOINTED TILE FIXERS TO THE COLONEL.

## NEW ZEALAND CONTRACTING Co. Ltd.

10 Kingdon Street, Newmarket, P.O. Box 9529

Suppliers and Contractors for all Mosaic, Ceramic and Quarry Tiles

PHONE 542 - 573





# Colonel Sanders' Kentucky Fried Chicken®

comes to New Plymouth



**Kentucky Fried Chicken just has to be good, it starts with...**



Nothing but the best is good enough for Kentucky Fried Chicken. That's why Colonel Sanders chooses Tegel Chicken for all his New Zealand stores. Tender Tegel Chicken. Plump, young chicken. Succulent, spring-fresh. You've never tasted chicken — like Kentucky Fried Tegel Chicken.

General Foods Poultry Division

## Home cooking as a boy, in and out of work and then...



COLONEL SANDERS offers a few tips to Kentucky Fried Chicken store kitchen staff during his visit to the Rotorua store.

Life has not always been hard trips and champagne for Colonel Harland Sanders. He began franchising his chicken business at 65, an age when most people are retiring. He has not slowed down since.

The Colonel was six when his father died. He was left to do most of the cooking and housework while his mother worked to support her three youngsters.

By the age of seven he was a handy cook, and even baked bread.

At 10 he began working on a farm for two dollars a month, but left Indiana when his mother remarried two years later.

During the next few years Harland worked as a street-car conductor in Albany, a railway fireman, soldiered in Cuba, studied law by correspondence, became a justice of the peace in Arkansas, an insurance salesman and a steamboat operator.

At 40 he was selling meals to hungry customers from his service station in Corbin.

Kentucky. As the business grew he discarded the name and turned his business into a 142-seater restaurant.

It was during the next nine years that he developed the secret combination of spices and herbs which has given Kentucky Fried Chicken its reputation.

In the 1930s, Kentucky Governor, Ruby Laffoon, appointed him an honorary colonel in the Kentucky cavalry in recognition of his cuisine services to the State.

The Colonel opened a restaurant in Berea, 65 miles north of Corbin in 1941 and followed shortly after with Kentucky's first motel. However, the war and petrol rationing forced him to close his restaurants and the motel.

After the war the restaurant in Corbin reopened, but a planned interstate highway forced the Colonel to quit at a loss.

After all the bills were paid, the Colonel found it necessary to live on a Social Security cheque.

Soon he was back into chicken franchising, travelling from restaurant to restaurant all over the country.

The Colonel cooked batches of chicken for the restaurant management and staff; if the reaction was favourable the owner would put the dish on the menu and buy a franchise.

By 1963, after eight years on the road, he had more than 400 franchised outlets for his chicken in the United States and Canada.

A year later he sold his interest in the United States company but retained ownership of the Canadian, one and began operating as Kentucky Fried Chicken's goodwill ambassador.

## PLUMBING

If your job is  
★ SOPHISTICATED AND DIFFERENT  
★ DIFFERENT  
as in the new Kentucky Fried Chicken structure, we would like to accept the challenge and assure you of satisfaction.

**ANCHOR & ELLIS LTD.**  
521 Devon St. East, New Plymouth

## KENTUCKY FRIED CHICKEN

USES

## NCR Class 5

Cash Registers to record accurately and quickly customers' purchases of their succulent food — in all their New Zealand outlets

NCR is proud to be associated with the renowned KFC operation and extends congratulations on their opening in New Plymouth

**NCR** NEW ZEALAND

**TOM RUSSELL LTD.**  
ON TOP AGAIN with our **MECHANICAL SERVICES**

★ **Herald Special Feature**

★

## Good service means a lot

The girls at the counter can make or break the Kentucky Fried Chicken image, according to the organization's national training bosses, Miss Beryl Fleming. She is a former assistant to the youth director of the YMCA in her home town, Christchurch, and, as such, has long experience in dealing with the public.

KFC girls throughout the country are trained in public relations, grooming, beauty care and sales operation before they are ready to pass the chicken over the counter.

The New Plymouth store will employ about 40 staff members, both full time and part time, and Mr. Eric Collins, the store manager, explained that all had to be trained to the Colonel's standards.

"The same efficient friendly service will accompany Kentucky Fried Chicken here as it does all over the world," he said.



Suppliers of high quality shortenings congratulate and are proud to be associated with **KENTUCKY FRIED CHICKEN** on this special occasion **ABELS LIMITED**

Carlton Gore Road, Newmarket, Auckland

## Quality and speed

Tasty food at a reasonable price, and quick too. This is the secret of the Kentucky Fried Chicken formula.

In a matter of minutes it is possible to drive in, choose your meal and take it home and eat it, still piping hot.

Customers make their choice from a menu of salads, chicken, potatoes, rolls and gravy, varying in quantity from individual snack boxes to a bumper box, designed to feed 10 people.

This makes it ideal for people in a hurry — mothers, flatters and almost anyone.

Even large catering orders can be filled with ease.

Apart from snack and dinner boxes there are chicken pieces in packs of five (\$1.65), nine (\$2.60) and 21 (\$5.20). The price depends on the number of pieces.

Side salads, bean and potato, whipped potato, hot rolls, gravy and fruit salads are all available separately from 15c a portion for salads and potato, rolls 3c and gravy 20c a half pint.

## THE detergents & sanitizers used by KENTUCKY FRIED CHICKEN

to maintain the highest possible standards of hygiene are supplied by **ECONOMICS LABORATORY NEW ZEALAND LTD** HAMILTON

First with the newest through original research

**Economics Laboratory**  
The pacemakers

## Kentucky Fried Chicken uses Symphonaire because... only with Symphonaire can you choose the music you want, play it when you want it and for only half the cost of similar systems!

Check the price of any other "on location" background music system. It's twice the cost of Symphonaire. And you pay less than half the charge of "piped" systems for your music library subscription — only \$2 per week. To be able to play the music that gives you pleasure seems a fundamental requirement. Yet other systems give no choice. (You get what comes over the line — like it or not!)

Only Symphonaire — specially designed "on location" system under your own control — lets you choose

your own music styles, lets you change them when you want to. And provides a paging system, too. In the U.K., this system is utilised by over 80% of the market — and surely that many users can't be wrong!



## Symphonaire BACKGROUND MUSIC SYSTEM

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