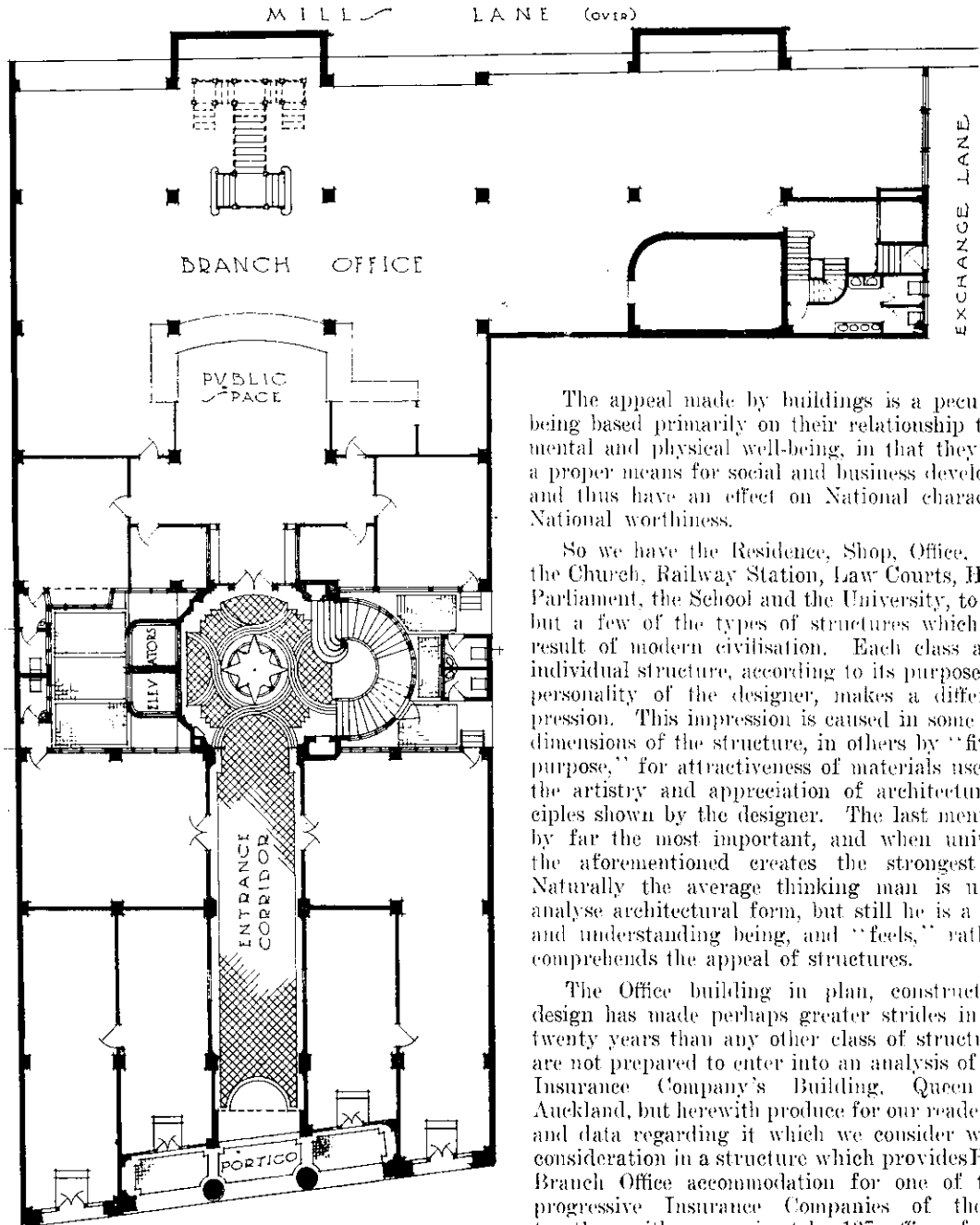


The N.Z. Insurance Coy., Ltd.

Queen Street, Auckland. Recently Completed.

Messrs. Hoggard & Prouse and W. H. Gummer, A.R.I.B.A., Architects



Plan of Ground Floor N.Z. Insurance Co.'s Building,
Queen Street, Auckland

The appeal made by buildings is a peculiar one, being based primarily on their relationship to man's mental and physical well-being, in that they provide a proper means for social and business development, and thus have an effect on National character and National worthiness.

So we have the Residence, Shop, Office, Factory, the Church, Railway Station, Law Courts, Houses of Parliament, the School and the University, to mention but a few of the types of structures which are the result of modern civilisation. Each class and each individual structure, according to its purpose and the personality of the designer, makes a different impression. This impression is caused in some cases by dimensions of the structure, in others by "fitness for purpose," for attractiveness of materials used, or by the artistry and appreciation of architectural principles shown by the designer. The last mentioned is by far the most important, and when united with the aforementioned creates the strongest appeal. Naturally the average thinking man is unable to analyse architectural form, but still he is a sensitive and understanding being, and "feels," rather than comprehends the appeal of structures.

The Office building in plan, construction and design has made perhaps greater strides in the last twenty years than any other class of structure. We are not prepared to enter into an analysis of the N.Z. Insurance Company's Building, Queen Street, Auckland, but herewith produce for our readers photos and data regarding it which we consider worthy of consideration in a structure which provides Head and Branch Office accommodation for one of the most progressive Insurance Companies of the world, together with approximately 137 offices for letting purposes. That the building follows the most modern methods of construction and finish is apparent, and it