



Hastings

PROFUSELY



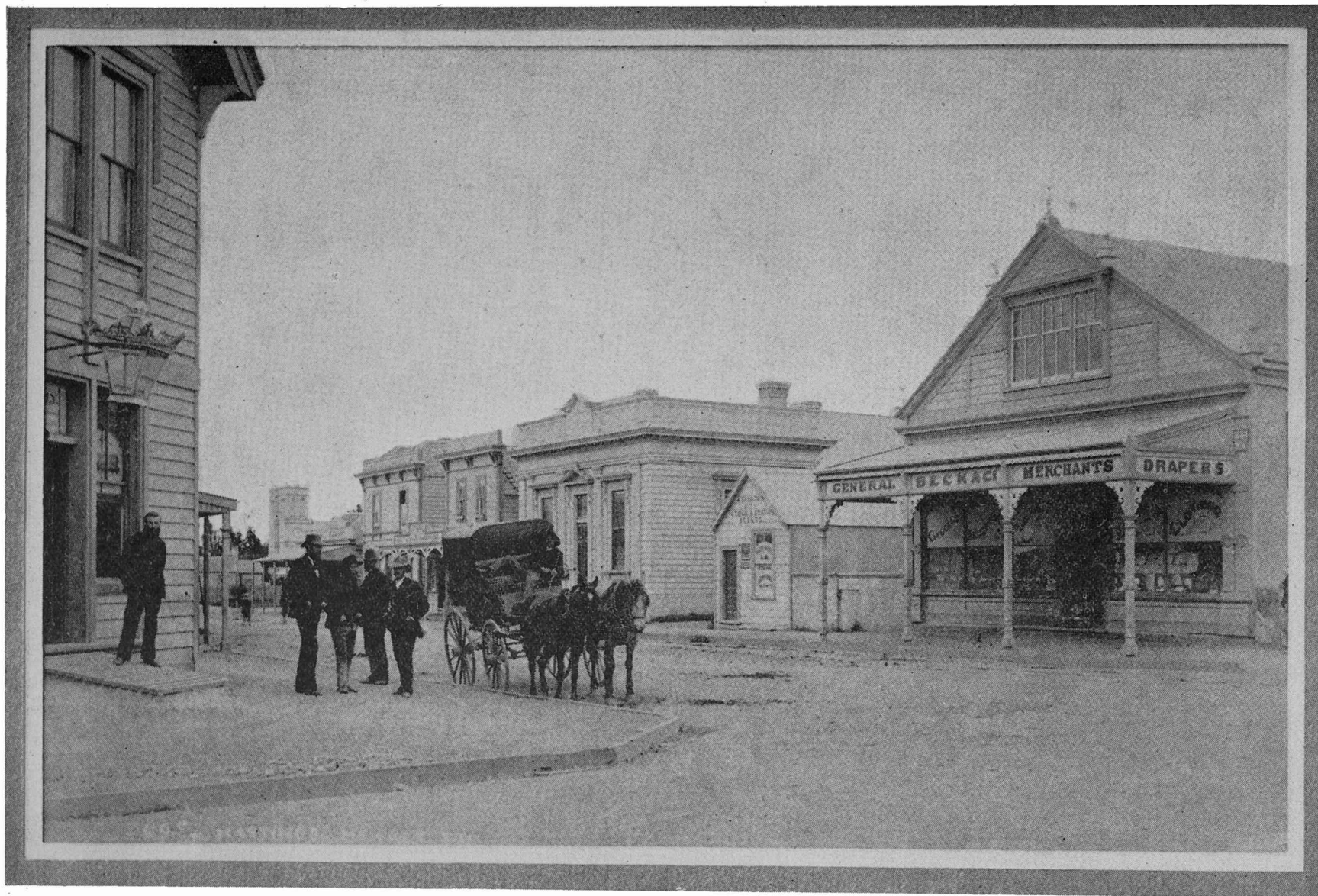
ILLUSTRATED

The Hub of Hawke's Bay, N.Z.



Sir Donald McLean's Pioneer Residence, one of the first dwellings in Hawke's Bay.

H. N. Whitehead, Photo



An old time view of Heretaunga Street, Hastings—probably 30 years ago.



The Anglican Church—a noble structure.

H. N. Whitehead, Photo



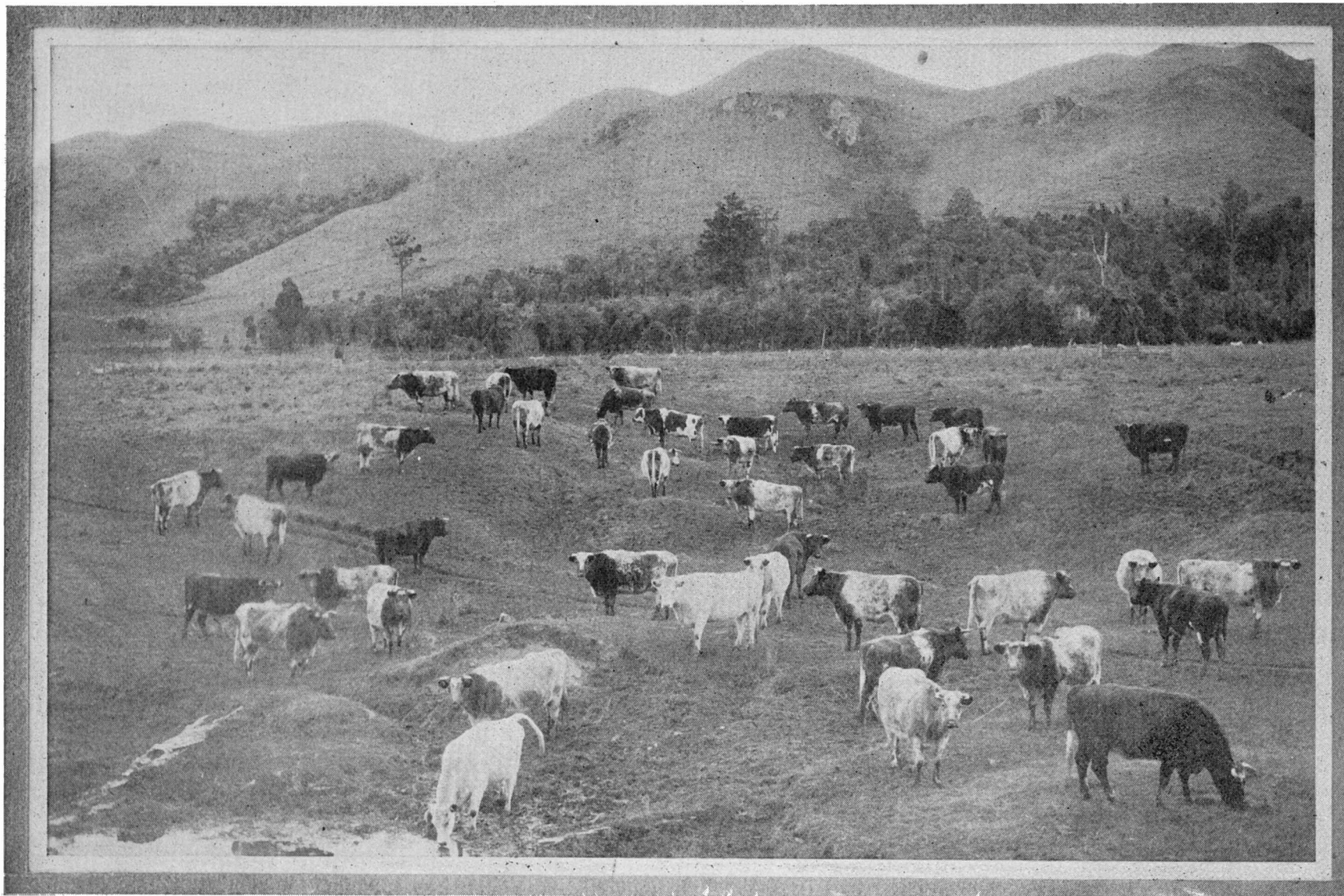
Te Hauke Maori Meeting House—a fine specimen of Maori Architecture.

H. N. Whitehead, Photo



One of the local Bowling Greens—a typical Saturday afternoon.

H. N. Whitehead, Photo



An Every-day Scene in the surrounding Farming District.

H. N. Whitehead, Photo



Fine Avenue of Poplars on Pakowhai Road near Hastings.



Hastings Municipal Buildings opened in April, 1917.

Hastings, the Hub of Hawke's Bay, N.Z.

The town of Hastings is situated upon the far-reaching expanse of fertile land known as the Heretaunga Plains, one of the most productive areas in New Zealand. Being thus favourably placed, within twelve miles of a seaport by road or rail, Hastings gives promise of becoming in a few years the premier inland city of New Zealand. Its growth during the past few years has been phenomenal, and ever since the great impetus given by the "boom" of 1907, the increase of business in all branches of commerce has been steady and continuous. The building trade, assisted by the proclamation of a "brick area," has contributed its share towards the advancement of the town, with the result that numbers of old premises have during the past few years given place to more substantial structures. Many of these are notable examples of modern architecture, including the fine new municipal buildings and an up-to-date theatre under civic control.

The aggregate length of streets within the borough is forty-seven miles, a considerable portion of this total being connected to the municipal electric light, high-pressure water, and drainage systems, whilst a gas supply controlled by a private company is also available.

The population of the borough proper is 8,000, and if the immediate suburbs be also included, the total reaches about 13,000. Latest returns show that in 1916 there were 3,500,000 sheep on the Hawke's Bay stations, and Hastings naturally forms the centre through which a great bulk of the business is transacted in connection with this industry.

Hastings forms a convenient centre for the handling of the products of the outlying stations, farms, and orchards, and the number of substantial mercantile houses in the town is in itself a proof of the productiveness of the district. It is the function of these firms not only to find a market for the varied output of the district—wool, live stock, seed and the like—but to deal in the numerous articles of supply needed in both town and country. The scale upon which the demands of the district are met in regard to supplies, the disposal of what it produces, and the efficient manner in which the industries and manufactures in and around Hastings are conducted, may be gathered from a glance at the illustrations in this booklet.

As a residential centre Hastings offers many attractions, and whether one resides within or without the borough, the same genial, sunny, unsurpassed Hawke's Bay weather is enjoyed. To the prospective resident Hastings makes a strong appeal as a centre of go-ahead business energy. Its broad, lengthy streets of shops where enterprise and novelty are always in evidence, its clean, well-kept asphalt footpaths, well-lighted streets, substantial public buildings, a public library, good railway and postal facilities, and a continuous telephone service, are matters of comfort and convenience too important to be ignored in the selection of a town in which to make one's home.

The almost ideal productiveness of the soil, coupled with the favourable climatic conditions, have attracted to the locality large numbers of people interested in

outdoor occupations, with the result that sheepfarming, dairying and fruitgrowing are very extensively carried on.

Within a short distance of the town are three freezing works, one of them run on the co-operative principle. The annual pay-roll of these concerns, giving employment as they do to some hundreds of workers, runs into a very large sum, and most of this circulates locally, the consequent benefit being directly felt. A large proportion of the stock frozen in New Zealand for export is produced in Hawke's Bay, and the industry has been the means of placing hundreds of residents in a position of comparative independence.

The largest nursery in the Dominion is situated a little over a mile from the town. It conducts an extensive business in the rearing and disposal of young trees, which are sent in quantities to all parts of New Zealand, besides which many shipments are made to foreign countries.

Hastings possesses several flourishing suburbs, and from a residential point of view Havelock North is a near approach to the ideal, and is one of the healthiest spots in New Zealand. Situated at the foot of the Havelock Hills and extending well up the slopes, a magnificent view is obtained of the Heretaunga Plains with the Ruahine Range as a background, whilst from some points of vantage Napier, the northern end of Hawke's Bay, and the waters of the broad Pacific form a scene that cannot fail to enrapture the observer. This suburb enjoys all the advantages of high-pressure water, electric light, and an efficient drainage system. Its advantages and attractiveness are so apparent that the constant arrival of new residents from all parts of the Dominion is not surprising. As an educational centre, Havelock North has already become well known, with four institutions dedicated to the acquisition of knowledge and learning.

Perched upon adjoining spurs of the hills are two striking buildings, Woodford House and Iona College, both boarding schools for girls, whilst some distance away are situated the Heretaunga College, with accommodation for a large number of boys, and St. George's Junior School, a preparatory branch of Woodford House. Some fine examples of private house architecture afford evidence of the prosperity and aspirations of the inhabitants. Wine-making is carried on at a large establishment, and the extent of the fruitgrowing industry is indicated by the large area utilised for orchards.

Another important suburb is Clive Grange, or Haumoana, the latter being the Maori name of the place. Situated at the mouth of the Tuki Tuki River and near the centre of Hawke's Bay, the "Grange" beach is always a popular watering-place during the summer months, both sea and fresh water bathing being available. Rowing, motor-boating and fishing all combine to make this a delightful holiday resort, the seven-mile journey from Hastings being quickly covered by motor. So strongly has Clive Grange grown in favour that during the past few years numbers of seaside houses have been erected by Hastings residents for use during the warmer months of the year. A properly constituted Improvement Society regulates the use of the beach in connection with bathing and boating. At Haumoana a tobacco plantation has been established by a local company, which, aided by the suitable climate, has succeeded in growing and marketing a very acceptable brand of the fragrant weed. From this part of the Bay, for miles in either direction, an excellent view of the coast is obtained, the most striking being Cape Kidnappers to the south. At the extremity of this point, perched high upon the flat top of almost inaccessible cliffs, is a gannets' nesting-place, said to be the only one in New Zealand. The birds

build their nests of seaweed only a few inches apart on the flat surface of the cliff-top, and sit upon their one or two eggs. When hatched, the young birds are fed upon small herrings. This forms an interesting and extraordinary sight, as few of the birds leave their nests on the approach of human intruders. At a little distance the whole area gives the effect of one continuous feather-covered expanse. It is a curious fact that thousands of gannets visit this remote spot every year for breeding purposes, migrating with their young to the other end of the world after a stay of about four months.

The Maori race is well in evidence around Hawke's Bay, and considerable tracts of land are still held by the Natives, numbers of whom live in modern bungalows and run luxurious motor cars, adding considerably to the general prosperity of the district. A Maori agricultural college is controlled and patronised by the Natives.

Some of the larger areas in the vicinity of Hastings are likely to be subdivided and placed at the disposal of wounded soldiers. One prominent resident has already handed over a considerable acreage to the Hawke's Bay Relief Association for that purpose.

The Hawke's Bay Agricultural and Pastoral Society has for many years made Hastings its show centre, and its two annual events, held in October and March respectively, rank amongst the most important in the Dominion.

In the sporting world the district is widely known, and the number of noted racing stables situated within a comparatively small radius is perhaps unequalled in New Zealand. From Hastings stables have emerged some of the finest racehorses in Australasia, and they have been responsible for winning some of the most

important racing events in this quarter of the globe. There is a fine racecourse with recently-erected brick grandstands, officials' quarters, tea kiosk, and all convenient and up-to-date appointments for dealing with results.

For the motorist Hastings forms an excellent headquarters, as it is fairly centrally situated in the North Island, and has direct main roads to Wellington, New Plymouth, Rotorua and Auckland. The Hot Lakes district, an area full of interest and attraction, is reached by a comparatively short motor run from Hawke's Bay. Most enjoyable tours can be made, including visits to Lake Waikaremoana, Taupo, Rotorua, with its unparalleled sights, and the innumerable boiling springs, geysers, volcanoes, and other marvels that go to make up the wonders of the Thermal Region of New Zealand. On these trips trout-fishing may be indulged in at the proper season, the conditions for the sport being unrivalled in the Dominion. Motorists are well catered for in Hastings so far as their supplies and repairs are concerned, as there are numerous well-equipped garages holding large stocks and possessing some of the finest special machinery that can be procured.

The reader of the foregoing summary of Hastings and its advantages and resources will easily recognise its claim of being "The Hub of Hawke's Bay," and further, that it is what so many have found it to be—a thriving, go-ahead district where the land is second to none in the Dominion, and the climate scarcely equalled anywhere in the world. The prosperous future of a locality blessed with such endowments of Nature is self-evident, and doubly assured when assisted by reasonable government and local administration such as New Zealand to-day generally enjoys.

The Tomoana Freezing Works

Tomoana, Hawke's Bay, New Zealand

The Tomoana Works were started in a very modest way by W. Nelson in 1880 for the manufacture of Extract of Meat in connection with the "boiling down" of sheep. In the following year Meat Preserving was added to the industry.

In 1882 the Colonial world was electrified by the arrival in London, on the 14th May, of the ship "Dunedin" with the first cargo of Frozen Meat from New Zealand (consisting of 4,460 carcasses mutton and 449 carcasses lamb), and the sale of it at fabulous prices, a fact which resulted in freezing works being demanded all over the country. Thus, in the early part of 1883, the present company, Nelson Bros. Limited, was hatched in London with a large capital, and freezing buildings were commenced at Tomoana in the middle of 1883 to deal with 400 sheep a day—capable of being increased to 800 a day. As shewing how little the community realised at that time the big things looming, the Manager (Mr. W. Nelson) was subjected to a good deal of quiet chaff for supposing that even a regular supply of 400 sheep a day would be forthcoming, much less 800. The combined daily killings of the four Hawke's Bay works now sometimes reach 8,000 or 9,000!

As already stated, the Tomoana freezing buildings were commenced in the middle of 1883. In February, 1884, freezing was commenced, and on the following 31st March the first shipment, consisting of 9,000 sheep, averaging 75½ lbs, was made by the sailing ship "Turakina."

In a very short time the freezing capacity was doubled, and in 1891 the machinery department was entirely remodelled, and every shilling's worth of the original machines scrapped. The freezing building was also remodelled and increased to six times its original capacity, and at fairly regular intervals further additions have been made, and to-day the killing capacity is ten times the original, viz., 4,000 a day.

In 1884 the works shipped during the whole season 41,000 sheep and 10 bullocks. **In 1914**, 232,560 sheep, 217,908 lambs, and 5,250 bullocks!

A few concrete figures are interesting as shewing how the little Tomoana "shop" has contributed towards the building up of the now considerable town and suburbs of Hastings.

Since the formation of Nelson Bros. Limited the Company has paid out over three-quarters of a million pounds in wages, independently of salaries. They have shipped 4,491,227 sheep, 2,471,954 lambs, and 363,210 quarters of beef. In addition, 500,000 sheep have been preserved and boiled down. During the same period they have also shipped 80,000 casks of tallow and 67,000 bales of wool.

One other item of vast interest to every stock-raiser in the Dominion is the fact that the reduction of the freight on frozen meat from 1¼d. to ½d. per lb. emanated from Tomoana through the introduction of the "Tyser Line" of steamers.

W. NELSON.



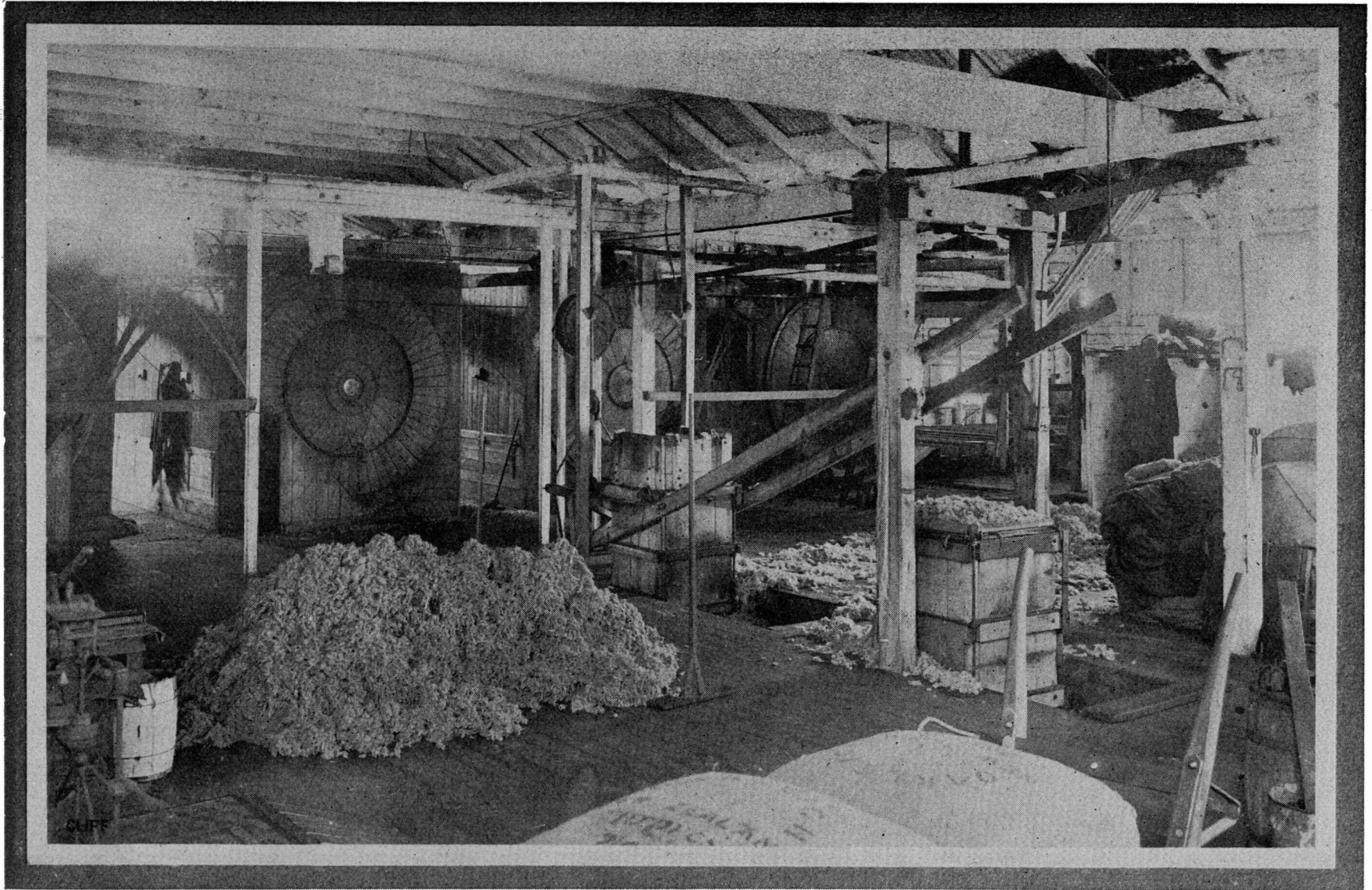
The Office Staff—x W. Nelson, founder of works. o Four employees 30 to 37 years service with the company



Shunting Sheep trucks at works. Office in distance



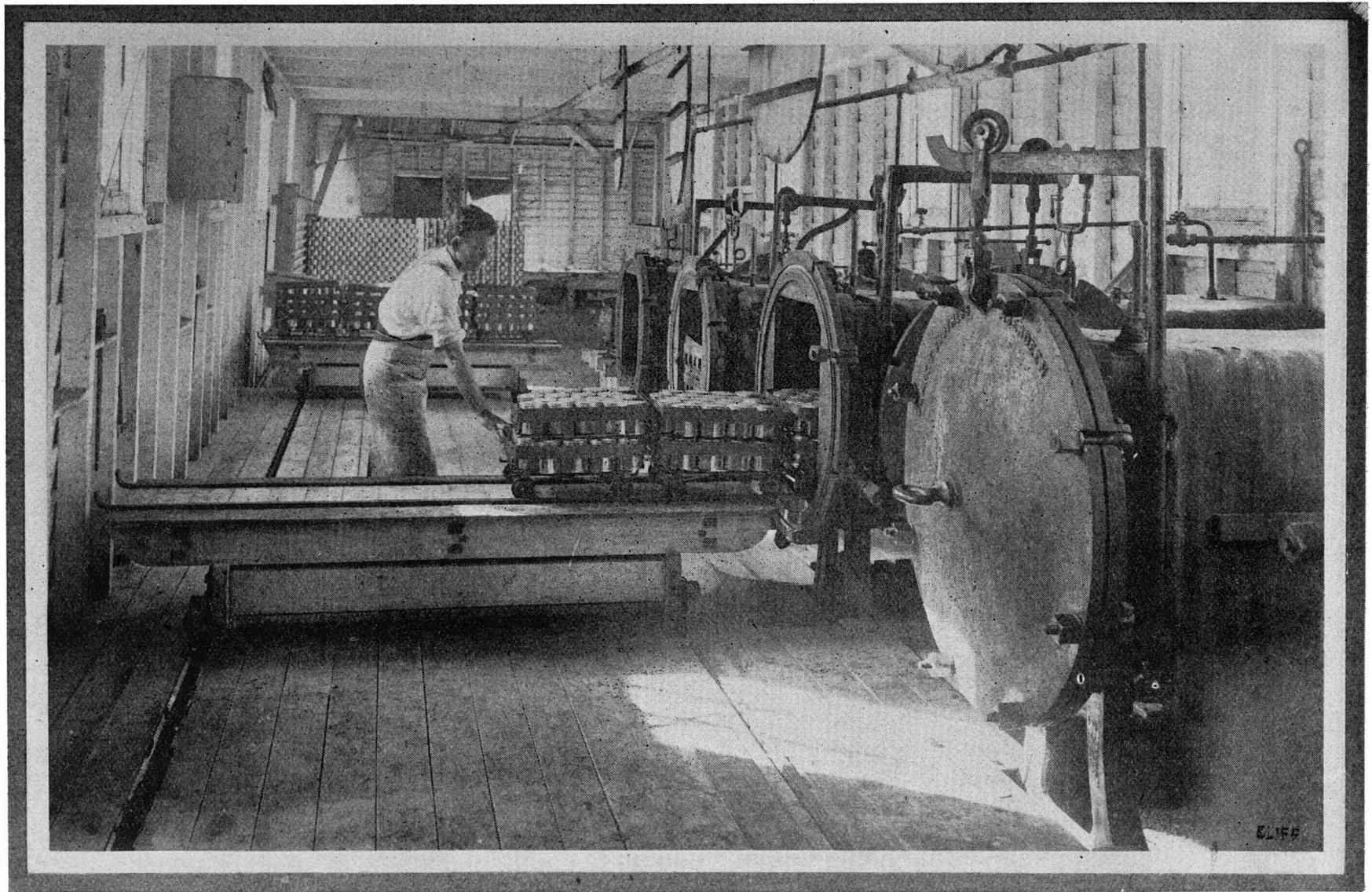
Sheep Holding Yards—Note the beautiful Shelter Trees.



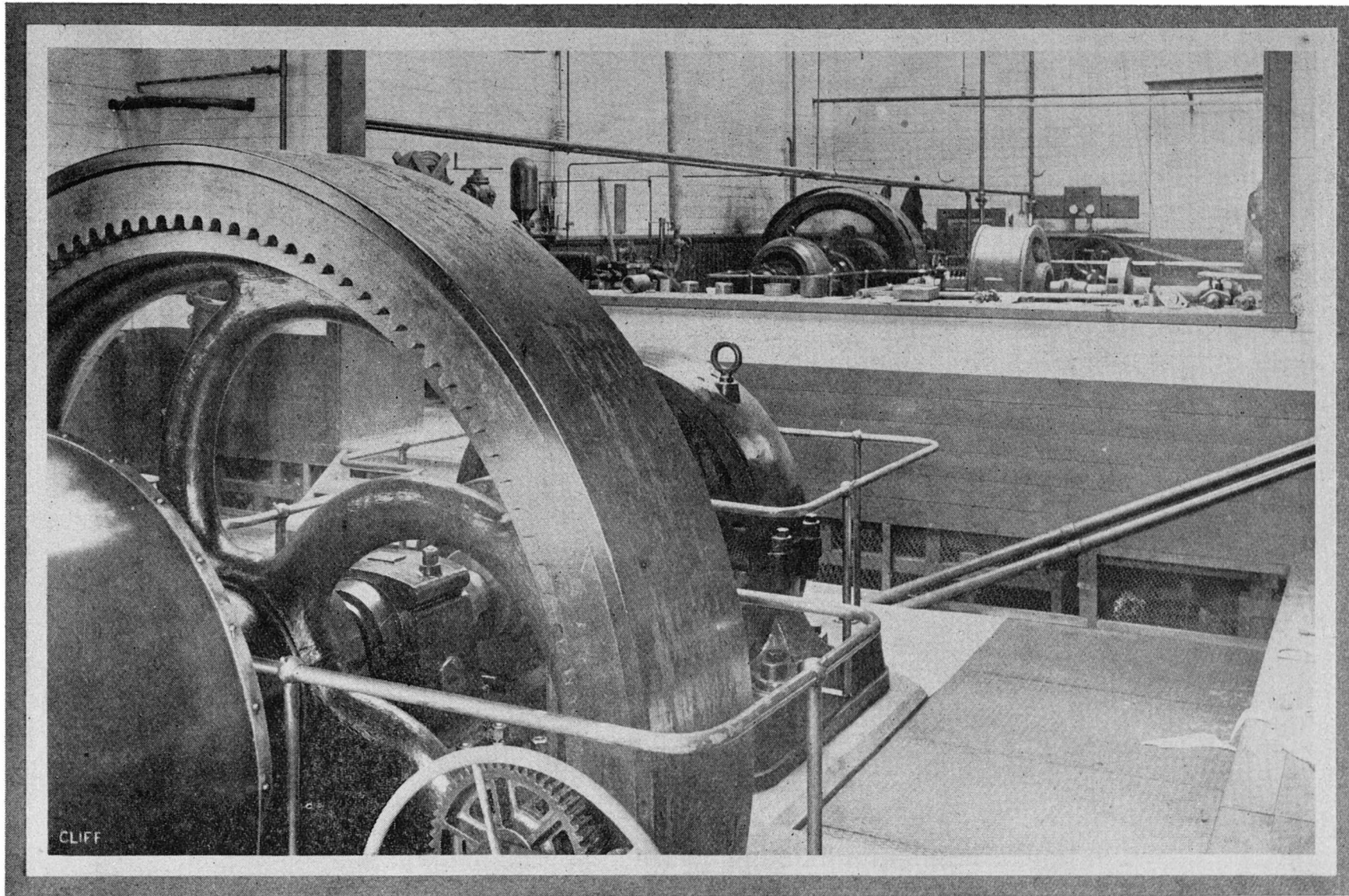
The Fellmongery Department—showing Nelson & Bowen's Patent Wool Dryers



Fellmongery Department—showing Scudding Beams



The Preserving Room showing Retorts



A Portion of the Engine Room—150 h.p. Gas Engine in foreground



View showing gas producer house, portion of boiler house, and coal stacks



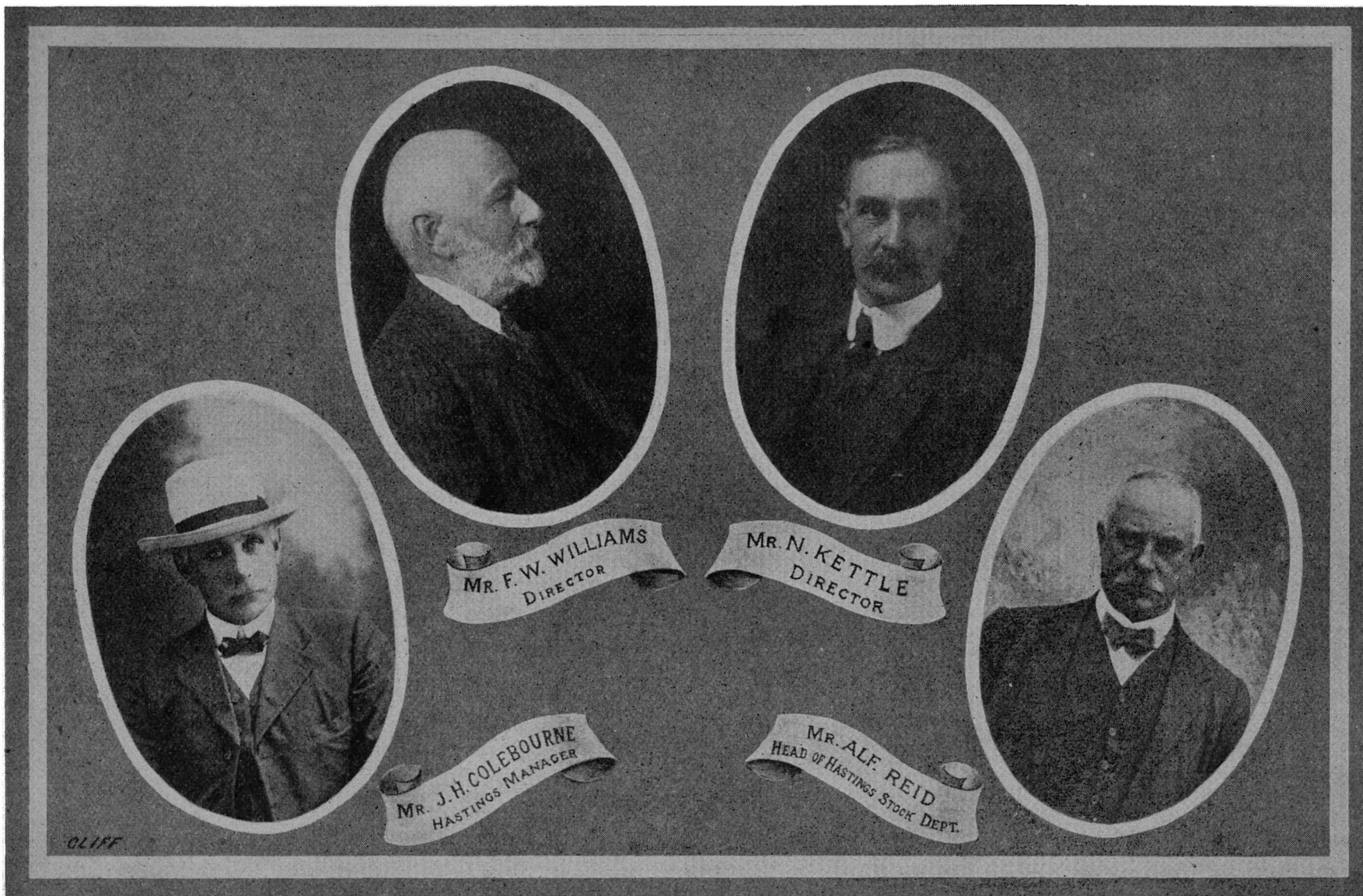
“Waikoko,”—The private Residence of W. Nelson, Esq., Tomoana



The beautiful lake at "Waikoko," the private residence of W. Nelson, Esq., Tomoana



Officers of the 9th Hawke's Bay Regiment Mounted Rifles.



Williams & Kettle, Ltd. . Original Founders and Manager, and head of Stock Department at Hastings.

A Flourishing Hawke's Bay Stock and Station Agency

Williams & Kettle, Limited

It is a generally accepted fact that the resources and progress of a district may be fairly accurately gauged by a survey of the growth and expansion of the business houses catering for the necessities of the primary industries and handling the products of the land. And if the rapid and substantial progress made by the firm of Williams & Kettle, Limited, be taken in proof of the advancement of the Hawke's Bay district in general and the town of Hastings in particular, then the wonderful productivity of this favoured portion of the Dominion, superficially evident to all, is only the more strongly emphasised.

Dating, as it does, from the days when the work of the pioneers had resulted in large areas being devoted to farming, the firm has under its different titles been closely identified with the development of the agricultural and mercantile activity of Hawke's Bay.

It was in the year 1880 that the firm commenced operations, the founder being Mr. F. W. Williams, who in September of that year opened a general store at Port Ahuriri, which was even at that time an important shipping centre, and the outlet for the bulk of the products of the province. After several years of successful trading, Mr. Williams was joined by Mr. N. Kettle in 1885, and to expedite the handling of the ever-increasing volume of business, new premises were acquired, and at a later date a branch was opened at Gisborne. The

venture continued to prosper, and in 1891 was formed into the limited liability company now known as Williams & Kettle, Limited.

As indicating the continued rapid expansion of the Company's operations, it may be stated that during the past nineteen years the annual turnover has increased ninefold.

The necessity for a branch at an important centre such as Hastings soon became evident, with the result that in 1892 the general store business of Messrs. Beck and Co. was purchased, whilst branches were subsequently opened at Wairoa, Waipawa and Dannevirke, and agencies at Waipukurau and Onga Onga.

Operations at the Hastings house rapidly developed, extensions of premises being accompanied by the installation of an up-to-date grass-seed cleaning plant. At a later date the present handsome and commodious office building, illustrated elsewhere, was erected in brick at the corner of Market Street and Queen Street.

The Company's chief lines of activity are those of stock and station agents, the buying, selling and shipment of wool, skins, hides, etc., and the supply of all farming requisites, agricultural machinery, and the like. The Company, besides acting as shipping agents for Messrs. Nelson Bros. Ltd.'s output of frozen meat,

holds numerous important agencies, including that of the Tyser Line since its steamers first came to New Zealand, later known as the Commonwealth and Dominion Line, and now as the Cunard Line Australasian Service. Other notable agencies are Cooper's Sheep Dips and shearing machines, high-grade agricultural machinery of all kinds, the National Insurance Company of New Zealand, Ltd., and the Liverpool, London and Globe Insurance Company.

Williams & Kettle, Limited, besides holding periodical sales of wool, skins and hides, conduct stock sales

at various convenient centres throughout the district. It may also be stated that the Company were the first to inaugurate stock sales at Waipukurau as a regular periodical fixture.

The following pages of illustrations include views of the numerous departments at the Company's Hastings branch, and the extensive wool stores at Port Ahuriri. The view of Hastings railway siding in 1904 shows the old premises fronting Heretaunga Street. Other illustrations show the fine class of Hawke's Bay stock that passes through the firm's hands.



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Office and store of Messrs. Williams & Kettle Ltd., Market Street, Hastings



Messrs. William & Kettle, Ltd.'s Railway Siding in 1917—An everyday scene



The Hastings Staff of Messrs. Williams & Kettle, Ltd.



The Grocery Department



The Seed Cleaning Department



Williams & Kettle Ltd.'s Railway Siding in 1904—note the bullock team.



A draft of fat wethers—one of the lines handled by Williams & Kettle, Ltd.



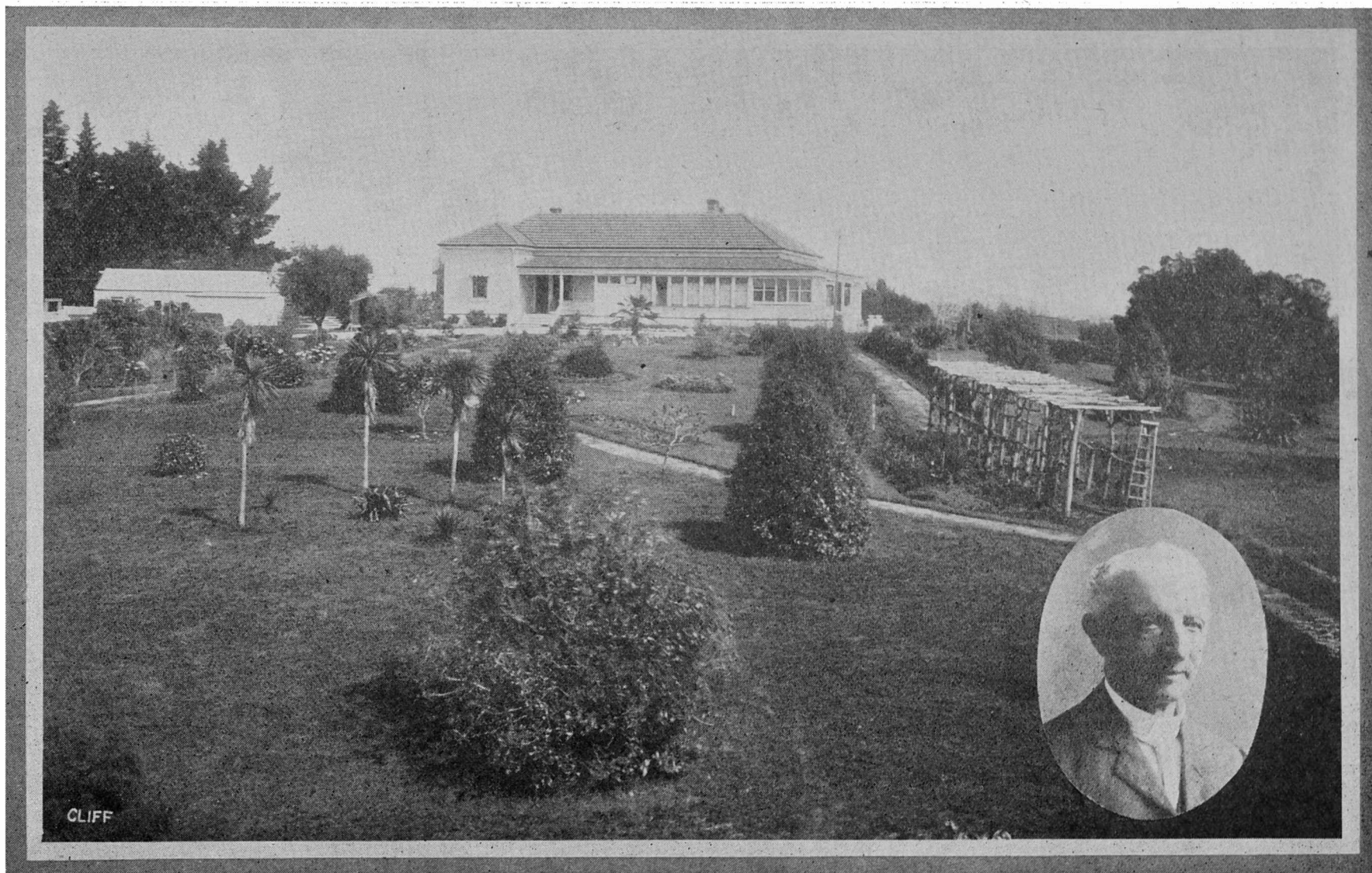
A small portion of a 20,000 flock sold by Williams & Kettle, Ltd., in one deal for £20,000.
The firm's stock agent (Mr. Tennant) centre figure of group.



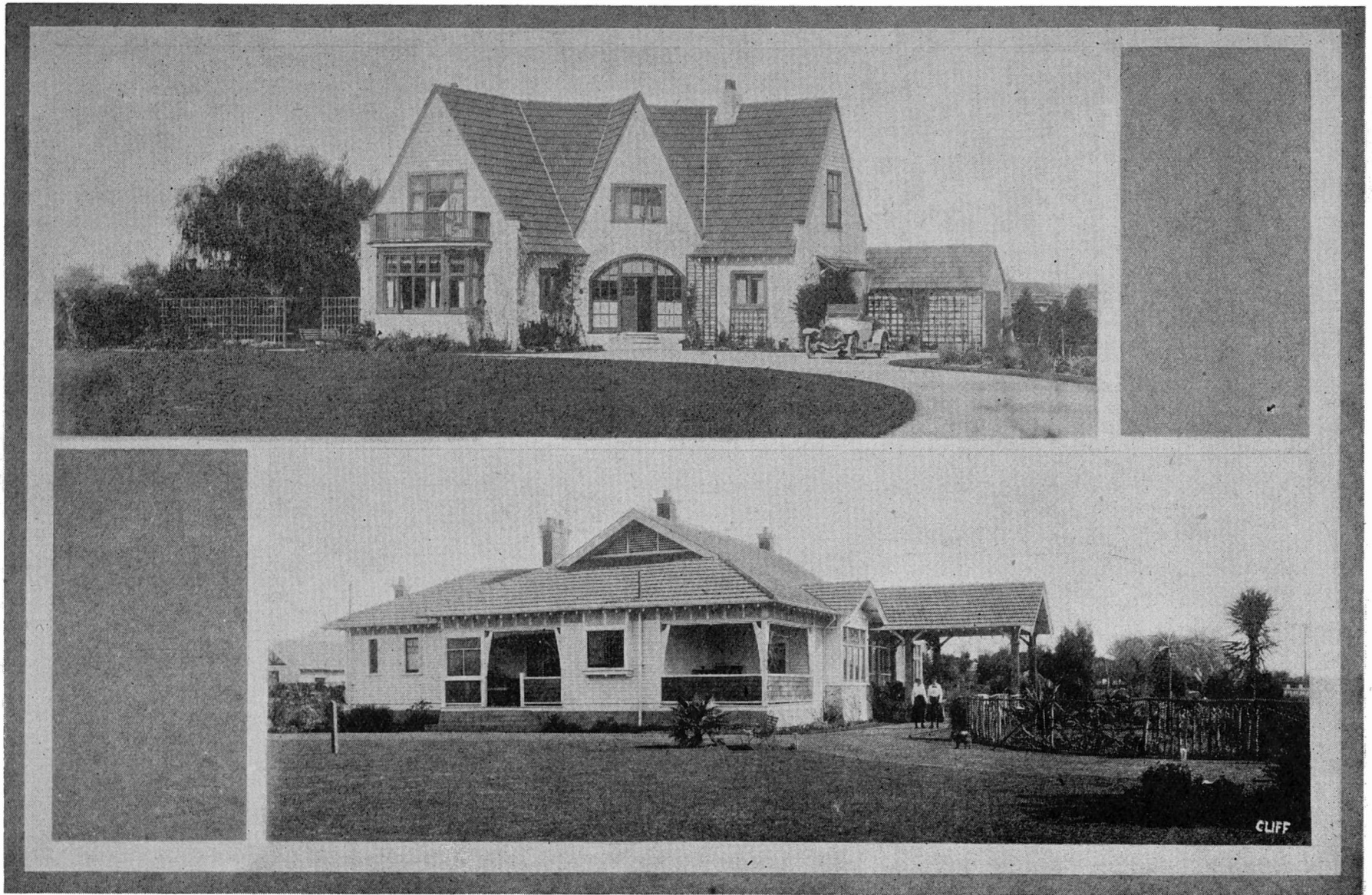
⦿ A typical view of one of Williams & Kettle Ltd.'s regular stock sales



Williams & Kettle, Ltd. Preparing wool for shipment after a sale day



Mr. Thos. Tanner's residence, "Endsleigh House" at Havelock North. Inset shows Mr. Tanner, who was one of the Pioneer Residents of Hastings.



Types of Hastings Residential Architecture.

"St. Brigid's," picturesque residence, York Street.

"Whare-Mako," Mrs. F. Douglas' pretty bungalow, Cornwall Road.



“Roycroft”—A Suburban Bungalow, Hastings.

H. N. Whitehead, Photo



"Myola"—Mr W. G. Jaeger's Residence, Nelson Street, Hastings.

H. N. Whitehead, Photo

Wonderful Progress of the Nursery Industry

Thomas Horton, Limited

In the year 1896, on a two-acre plot near the railway station of the town of Pahiatua, Mr. Thos. Horton laid the foundation of a nursery business which has now gained a Dominion-wide reputation. The district was known as the "Forty-mile Bush," one of those heavily timbered areas from which the bush has rapidly disappeared in the last two decades, and which has been replaced by dairy farms and successful farmers. Like all timber country, a great deal of hard work was necessary before the land could yield her increase; heavy stumps had to be dealt with and cleared before any cultivation could be entered into.

Mr. Horton, like a true pioneer, worked day and night to improve his holding and plant a few small things for immediate returns. He also planted fruit and shelter trees to form the basis of his nursery business.

During the year 1897 his first nursery sales were made, amounting to a few hundred trees and shrubs, and a fair quantity of shelter stuff. After the next year or two further land was taken in and cultivated, bringing up the area to five acres.

The business was growing rapidly, owing mainly to three reasons; the business ability of the proprietor and his thorough knowledge of the work; a judicious campaign of advertising, and the use of travellers to advise people in planting, and to secure their orders.

In 1903 Mr. Horton visited England in the interests of his business, getting into touch with the raisers and

producers of nursery stock, arranging for supplies of labels, catalogue matter, and other necessities to carry on business successfully, and also making enquiries into the possibilities of the export fruit trade as far as distribution in England was concerned.

On his return to New Zealand Mr. Horton had to lease land for extending his nurseries, so fast was the business expanding.

In 1905 the commencement of planting large orchard areas showed the possibilities in the nursery trade, and necessitated further acquirements of land for the purpose of increasing nursery stock, particularly in apples for commercial purposes. In this year, 20 acres of the famous Frimley Estate at Hastings were bought, and a nursery opened under the management of Mr. A. Tomlinson who had been with Mr. Horton at Pahiatua for some years. The following year a further 15 acres was purchased to cope with the increasing demand for nursery stock.

The same year saw the opening of the New Zealand International Exhibition, and one of the most interesting displays thereat was that of Mr. Horton, who staged a comprehensive exhibit of plants, fruit and flowers. This was a magnificent advertisement although it entailed a vast amount of preparatory work, and was the means of further pushing the interests of the firm in the South Island.

At the beginning of 1908 the business was converted into a private limited liability company under the name of "Thos. Horton Ltd.," the first directors being Messrs. J. N. Williams, W. H. Hartgill, T. Horton and E. J. Watt. The office of the business was established at Hastings, but the nursery at Pahiatua was not closed down in consequence of the change.

In 1913 and 1914 Mr. Horton paid two visits to the Argentine. The first was undertaken with the intention of establishing a connection for trade in fruit trees and enquiring into the potentialities of the export fruit trade.

Exhaustive enquiries were made, and Mr. Horton was convinced that a very large trade in fruit could be built up, and he furnished a comprehensive report to the New Zealand Department of Agriculture on the result of his investigations. As a result of the first visit, a very large shipment of trees was sent over in July, 1914. At the same time Mr. Horton took over a big display of New Zealand apples for exhibition at Buenos Aires which was the centre of attraction for about a month. As an example of the possibilities of the fruit trade with that country, Mr. Horton was approached by one firm who offered to take all the fruit he could send them; and by another firm who wanted to place an order for 20,000 cases per year for five years. War conditions have stopped all trade with the Argentine, but that country is

sure to be a good market for New Zealand fruit as soon as things get back to normal again.

Of recent years further land has been purchased by the Company, and the area in Hastings now held by them totals 75 acres. Of this area the major portion is in fruit trees and other nursery stock, part is in experimental orchard and testing plots, and a small portion for grazing purposes.

The staff employed by the firm in the busy season numbers upwards of 60 men. A few figures will give an indication of the growth of the business in 20 years.

In 1897 Mr. Horton employed one man, paid £150 in wages and disposed of some two or three thousand trees of all kinds.

In 1916 the firm employed 63 hands, paid close on five figures in wages and salaries, and sold upwards of a million trees of all kinds. This nursery business is recognised as being one of the largest of its kind in the Dominion, and the stock grown comprises all varieties of fruit trees, ornamental trees and shrubs, conifers, New Zealand native plants, hedge and shelter trees, plantation and forest trees, climbing plants, greenhouse and decorative plants, roses and herbaceous plants.

Up to date, forty-three former employees of the firm have volunteered for active service in the Great War, and have done valiant work for the Empire.



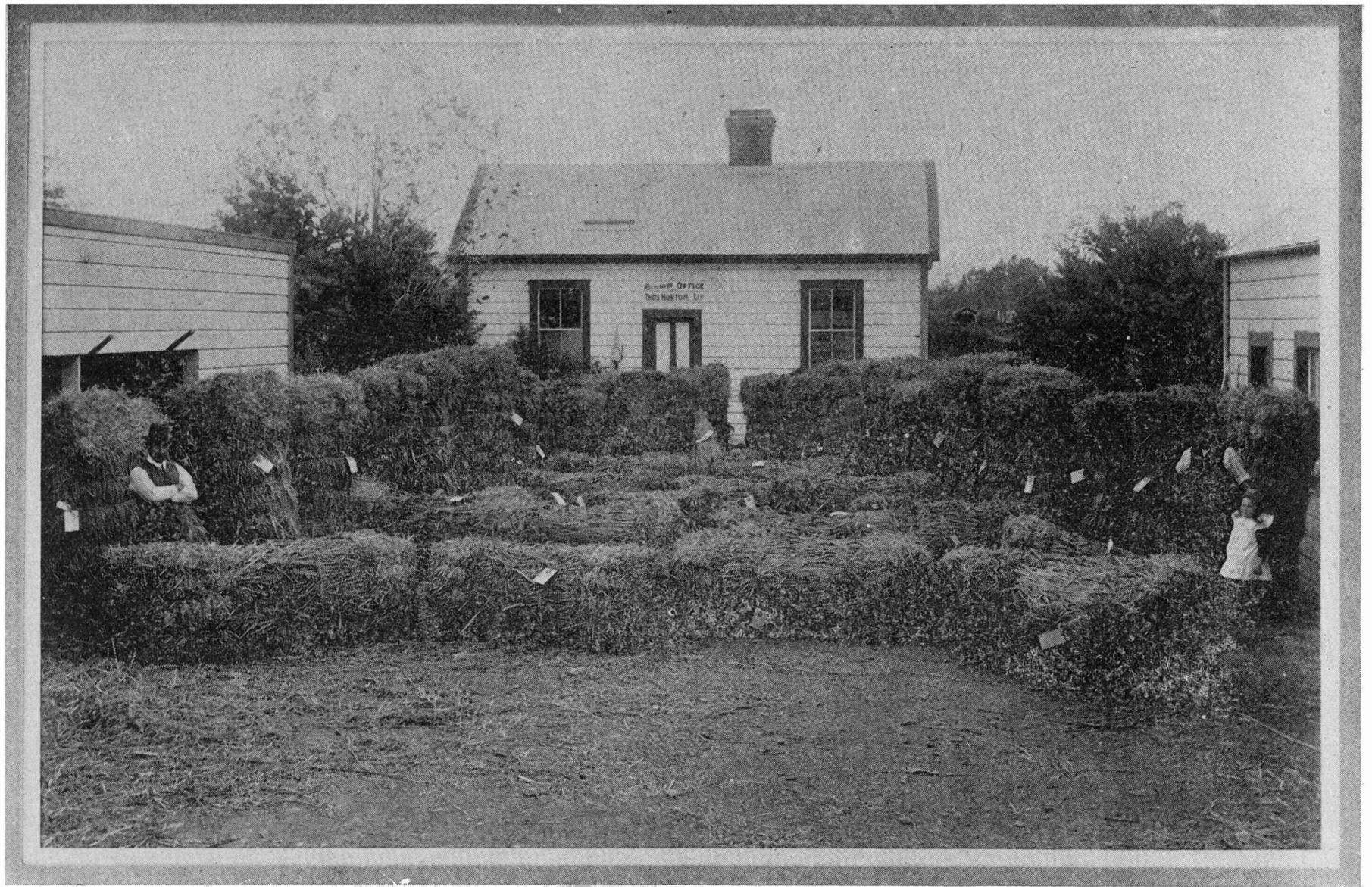
The Staff which has helped to build up the extensive business of Thos. Horton Ltd.



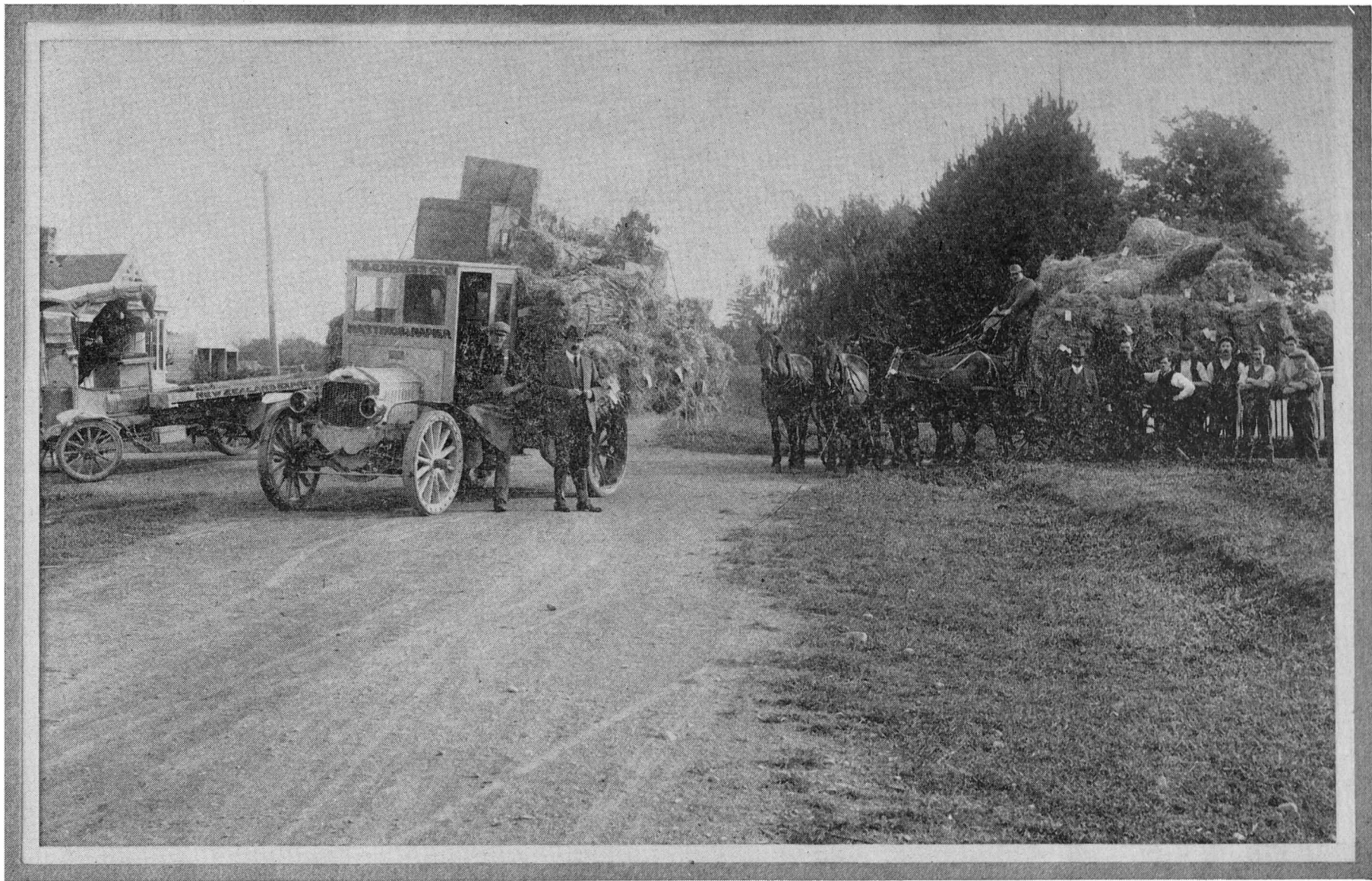
Lifting trees in Horton's Nurseries preparatory to executing orders



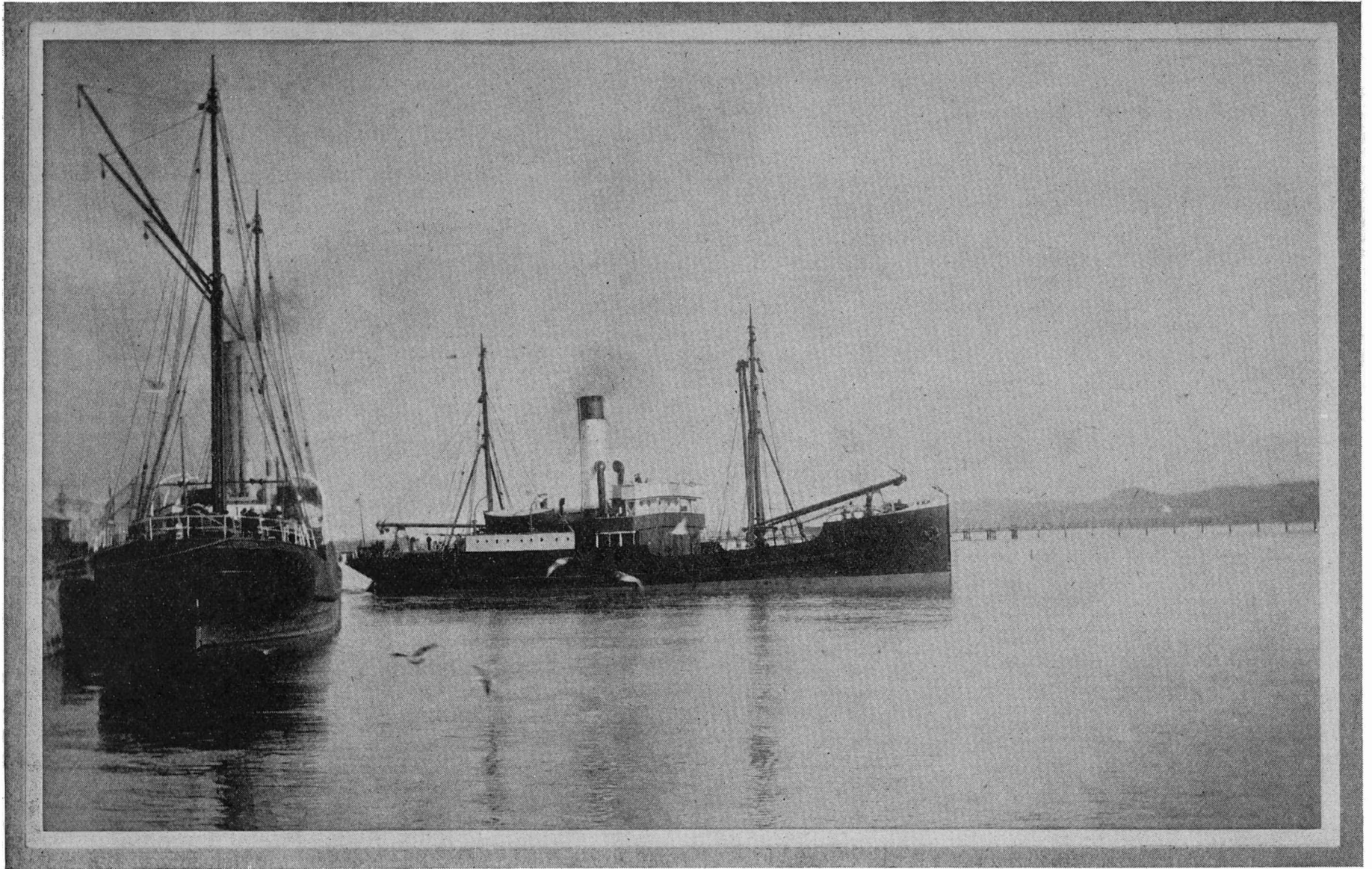
Packers at work—Sorting trees for various Oversea consignments



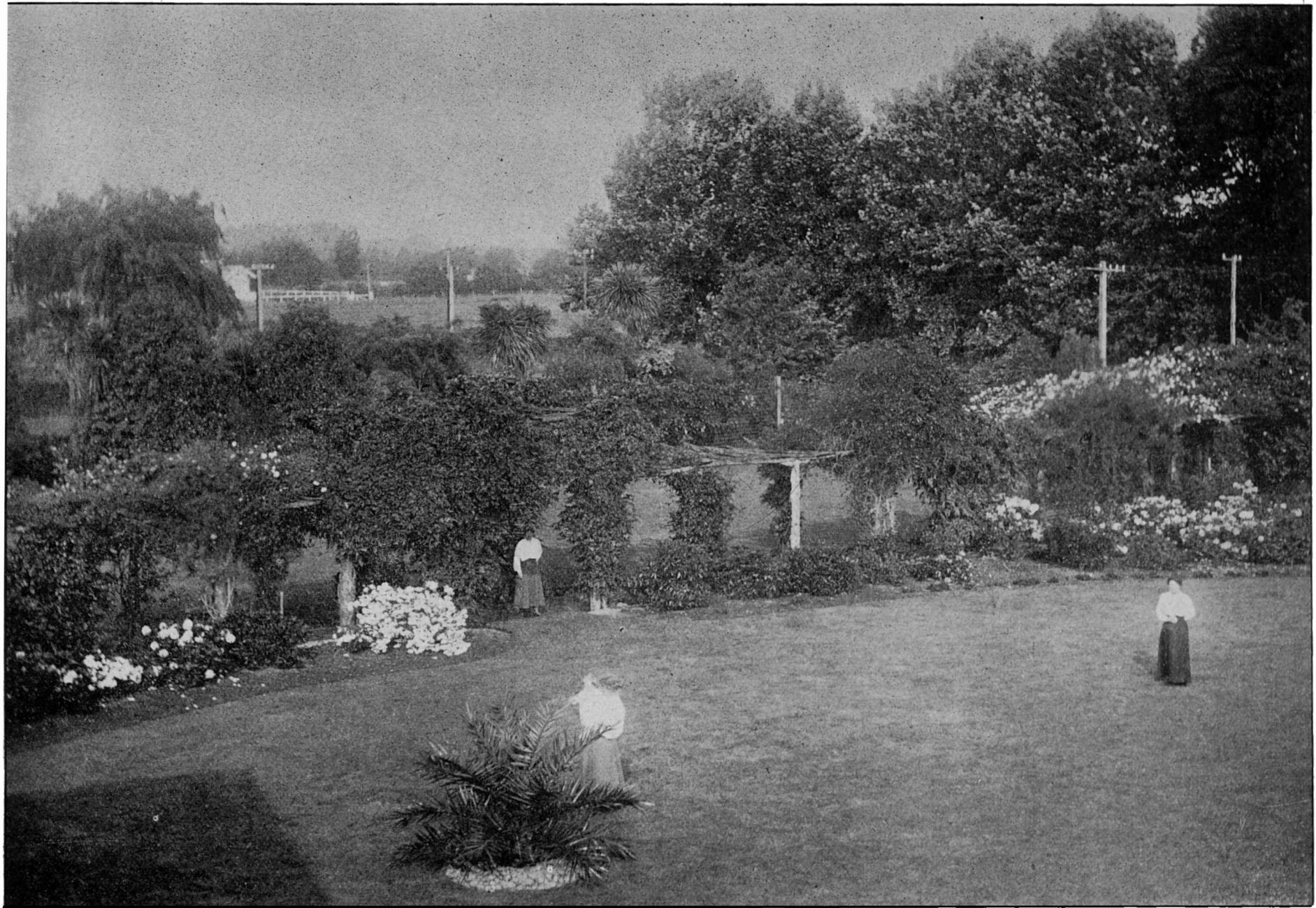
Portion of an Oversea order which shows the careful packing methods adopted at Thos. Horton Ltd's Nurseries



Horton's Trees en route for Port for shipment to Nelson district, N.Z.



Steamer specially chartered to transport 100,000 of Horton's trees to Nelson district, N.Z.



A portion of the garden surrounding Mr. T. Horton's residence, showing the growth of trees, etc., in 7½ years.
H. N. Whitehead, Photo



Example of work by Thos. Horton, Ltd.—an Abundant Growth after two seasons Cultivation.

H. N. Whitehead, Photo

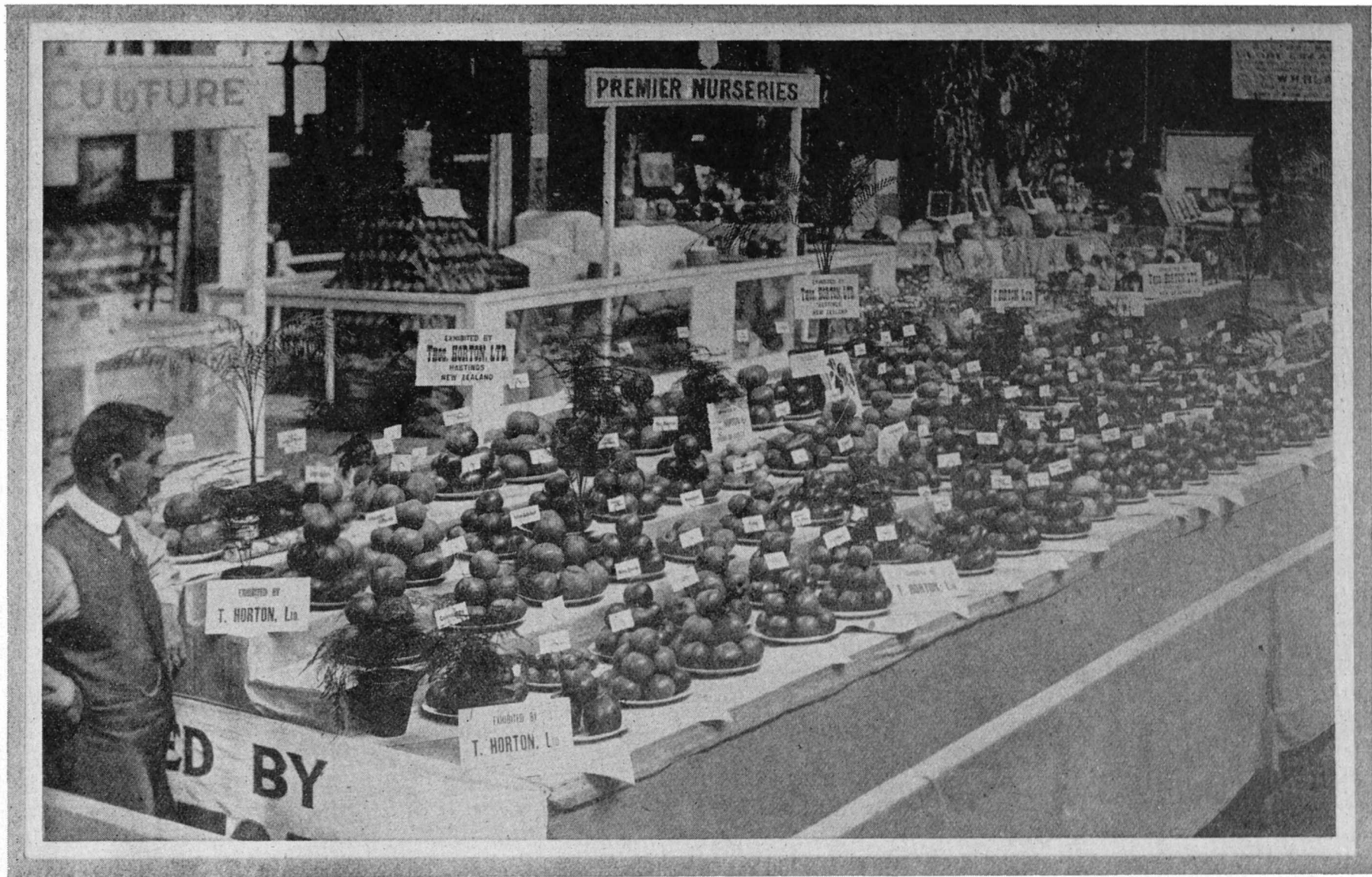
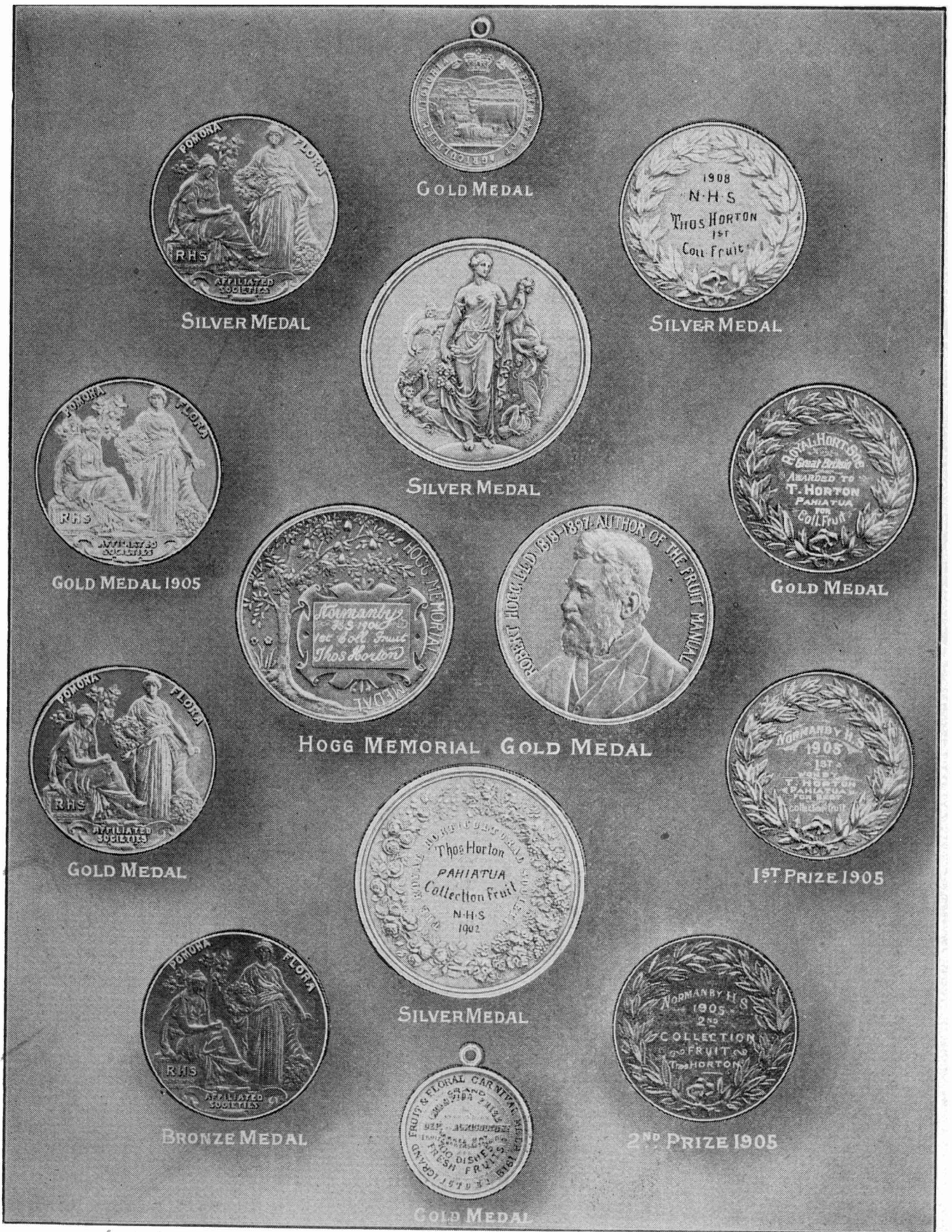
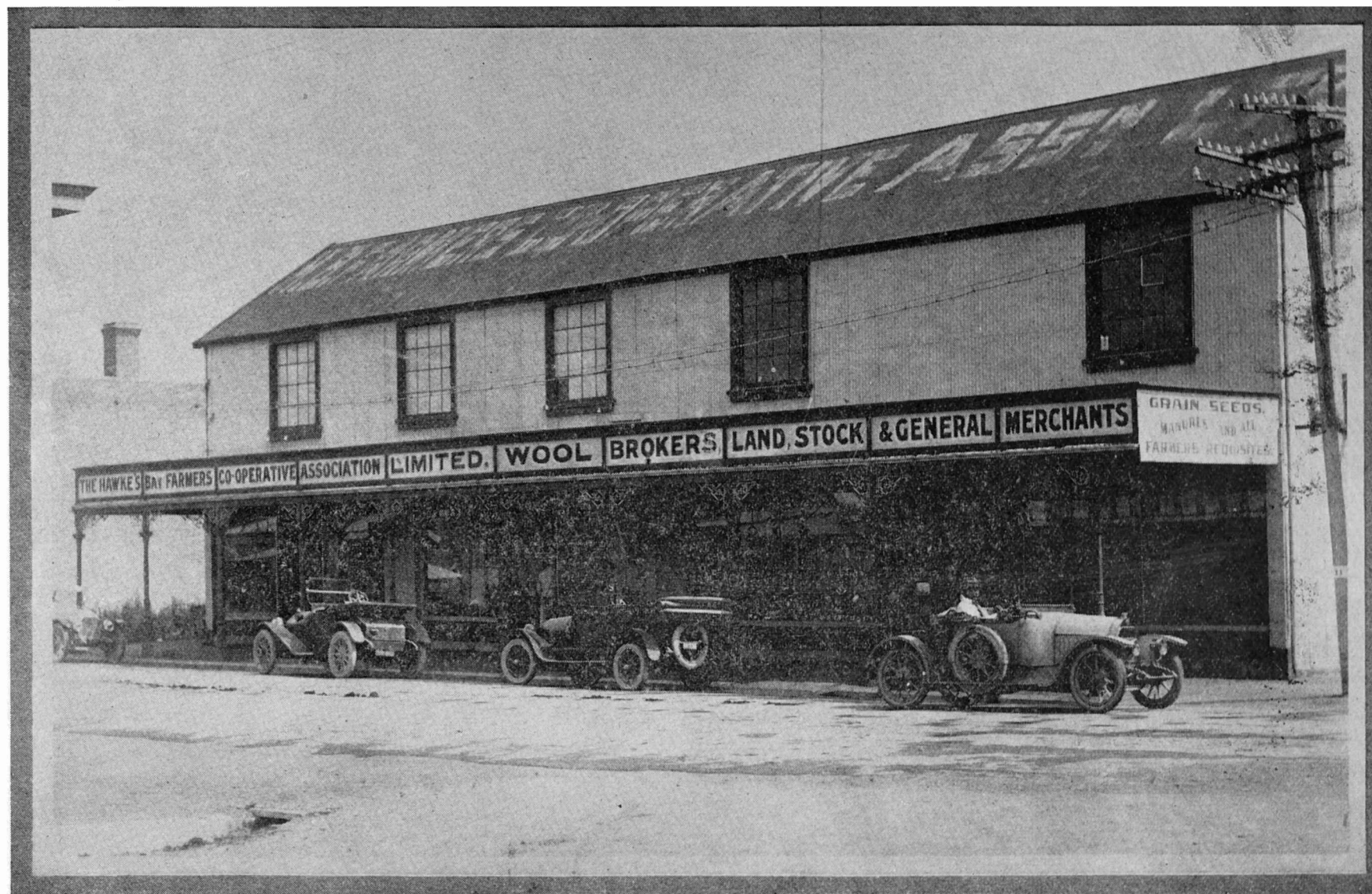


Exhibit of Fruit from Horton's Trees—Exhibited at Melbourne, winning the Championship gold medal for all Australasia



Medals Awarded for our Exhibits of Fruit at various Shows. The collection includes those awarded on behalf of the Royal Horticultural Society, England



The Hawke's Bay Farmers' Co-operative Association, Ltd., Market Street, Hastings



Grocery and Provision Department.



A general view of Boots, Ironmongery, etc.



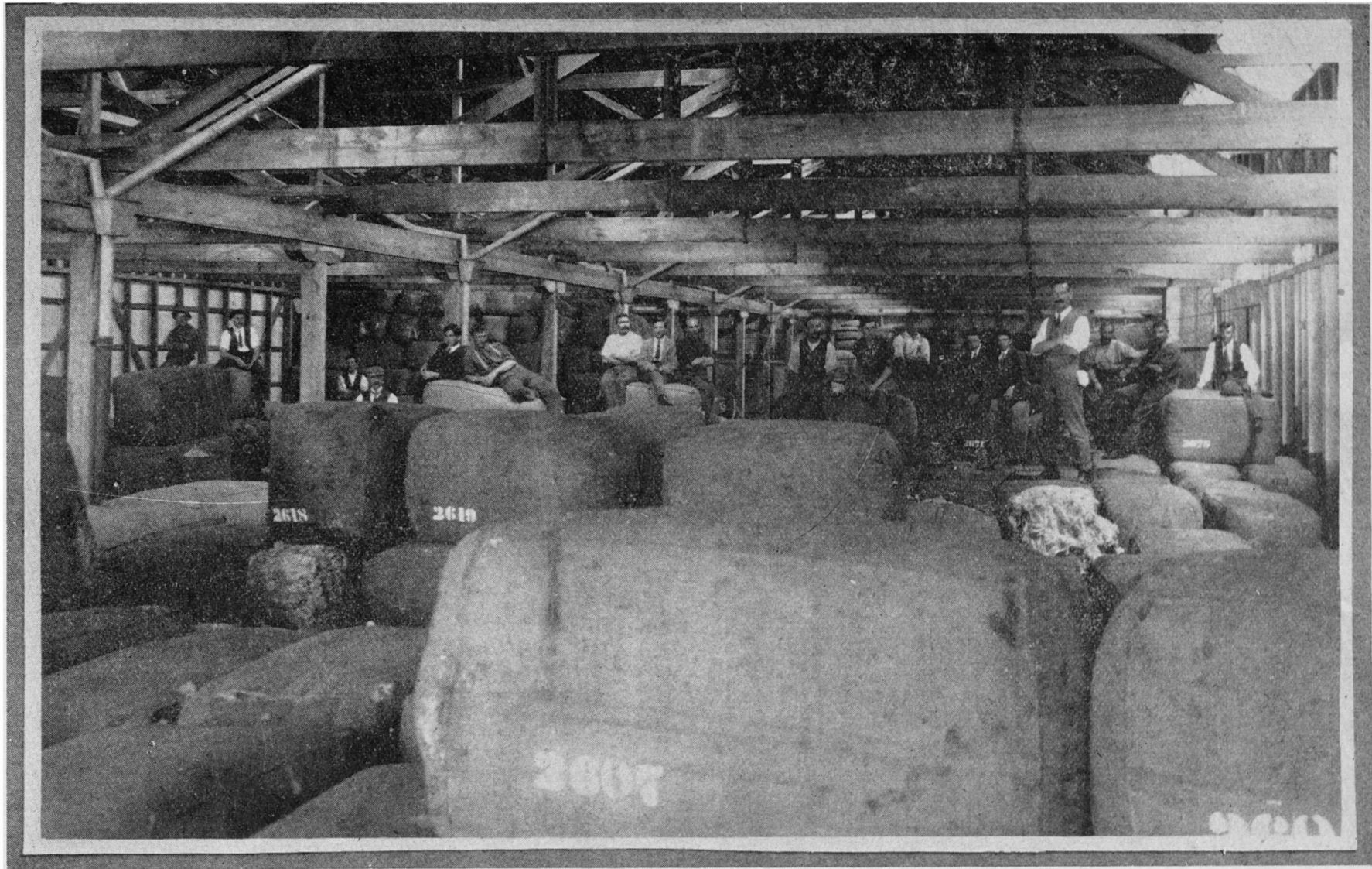
The Hastings Manager and staff of the Hawke's Bay Farmers' Co-operative Association, Limited



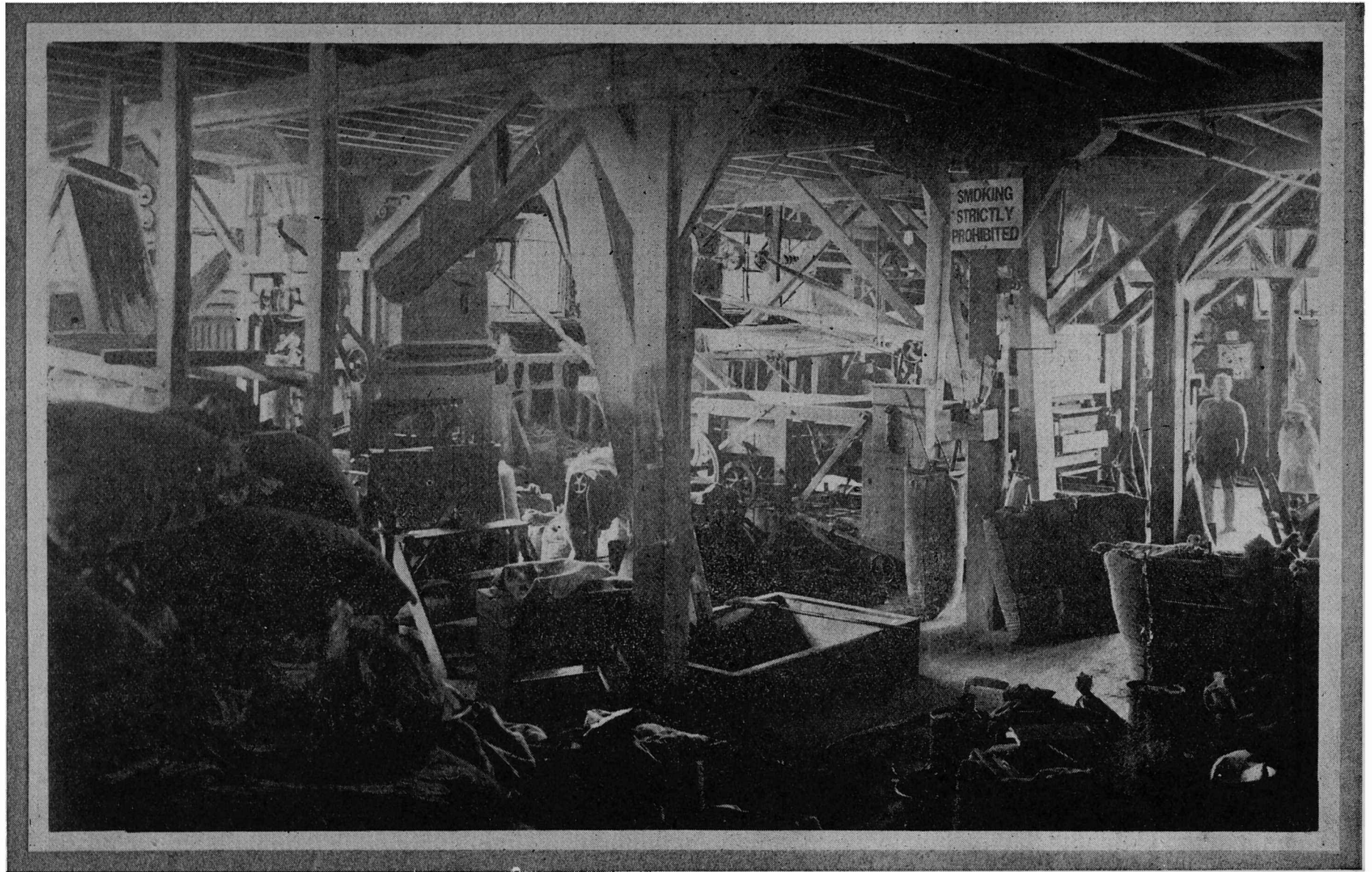
The Hawke's Bay Farmers' Co-operative Association, Ltd's Wool Store—Sir Andrew Russell's 1917 clip in foreground



Engineering Department, where all repairs are executed.



Another portion of the Farmers' Co-op. extensive wool store—full with wool for the British Government



Seed Cleaning Department.

Meat Supply and Cool Storage Enterprise

Lowe's Ltd., Stortford Lodge

Quite a new departure in the industries of Hastings was made when the present flourishing business of butchering, ice-making and cool storage of fruit and meat was inaugurated at Stortford Lodge, the conveniently situated suburban district of Hastings. It should be added that the rapid growth of the firm during its seven years of business reputation speaks well for its service and general dealings with the public.

Established early in 1910 as a butchering delivery business only, by Mr. Archie Lowe, it soon became apparent that the venture was to be favoured with rapid growth, with the result that Mr. Geo. S. Lowe soon became a partner in the concern, when the late premises at Stortford Lodge were occupied, thus enabling a large volume of business in the butchering and small-goods lines to be dealt with.

Realising that there was a genuine demand in the district for a cool store in which meat could be held, and quite as urgent a necessity for arrangements for the cool storage of fruit, Mr. Archie Lowe felt that the time had arrived for these wants to be fulfilled, and in 1913 formed the firm into the limited liability company now so widely known as "Lowe's Limited." The erection of a spacious cool store with a capacity of 7,000 bushels was rapidly completed, and in front of this at the "Lodge" corner, a spacious butcher's shop was built in brick, replete with such improvements as to make it probably the finest of such establishments in Hawke's Bay. The importance of this step to the district cannot be too greatly

emphasised, for whereas previously the fruitgrower had to rely solely upon the rapid marketing of fruit, and to bear the losses occasioned by periods of glut, he is now able to maintain a regular supply for the market, with the consequent advantage to both the consumer and himself.

Approaching the new building, one cannot help noting the emblem of strength and vigour growing in close proximity to the door—a sturdy oak tree—which has been pressed into useful service by attaching to it the outer end of the meat rails, by means of which goods for the cool store are run right from the motor lorry outside, through the shop, and into the chamber. In the butchering department, the absolute cleanliness and freedom from flies obtained only by the carrying out of a well-arranged system is very striking, whilst the ventilation arrangements are admirable, depending chiefly upon the drawing action of a beautifully formed dome ceiling, the idea of Mr. Geo. S. Lowe.

The butchery department, Mr. Archie Lowe states, aims at the complete elimination of waste, and this is accomplished by utilising to the utmost the splendid system of storage always at hand, which, besides preventing loss, ensures that materials are always in perfect condition for whatever use they may be required. Upon viewing the fine installation of machinery in the small-goods room, reached by a passage from the shop, one becomes convinced that Lowe's Ltd. must have approached very near to the rapid and economical produc-

tion at which they aim. An airy room, electric power, a mincing machine with the tremendous capacity of one and a-quarter tons per hour, a sausage-filling machine, a cutter of the latest pattern capable of dealing with a large volume of work, and the arrangement for heating and cooking by steam from a six horse-power marine type boiler, give the impression that the firm is equipped with the best that money can buy, whilst the arrangement of the benches and accessories shows that the thoroughness of detail so necessary to success has not been neglected.

Mr. Lowe, briefly explaining the cool storage principle, states that the air is drawn from the chambers by means of a fan, and passing over freezing coils maintained at low temperature, thereby loses all its surplus moisture and heat, when it returns to the chamber, taking the place of that which is being drawn out. The goods in store are in this way kept at a temperature equal to that of a cool, dry winter's day.

The manufacture of ice naturally followed the installation of freezing machinery, and with an easy means of obtaining it so near at hand, its use by the public has rapidly grown to a matter of no small dimensions. Nor is it surprising that the powers of ice in retarding the development of injurious bacteria in milk and other articles of food should be receiving such growing recognition by the public, for scientific research is continually contributing to efficiency in the household as elsewhere. The housewife, with a properly kept ice-chest at hand, has now no fears or doubts as to the setting of jellies or junkets, which can always be served up firm and cool on the hottest of days, and in such weather the task of making butter is rendered comparatively easy with a supply of ice on hand.

For chambers capable of holding 10,000 bushels of fruit, it can well be imagined that considerable power is required to reduce the temperature and supply the necessary volume of air, and this necessary power is provided by a smooth-running 35 horse-power Langye gas engine, supplied with gas by a suction gas plant installed in a corner of its own adjoining the engine-room. The ammonia pump or compressor, with its frost-covered pipes leading to the cool stores, completes the machinery in use, but with the responsibility of thousands of cases of fruit in store, a complete duplicate plant is provided, which will take the place of that in general use should any breakdown occur to the engine or any other machine that cannot be quickly rectified. By this arrangement the firm is enabled to secure its clients against loss that might be caused through possible mechanical accidents. Although at the time of its installation by Lowe's Ltd. the cool storage of fruit was scarcely beyond the experimental stage, the plant was ordered, fixed, and got into running order, but there were points that early experimenters had missed, and these drawbacks had to be eliminated before the system could be called perfect. For instance, when the store was first built, it was provided that the air supply should enter the room at one side and leave at the other, but experience has shown that the ideal arrangement is to supply the air through perforations covering the entire floor, drawing it off through similar perforations. This method was adopted some time ago by Lowe's Limited, and other more intricate problems were grappled with and solved, with the result that the system is now as perfect as modern research and science can make it.

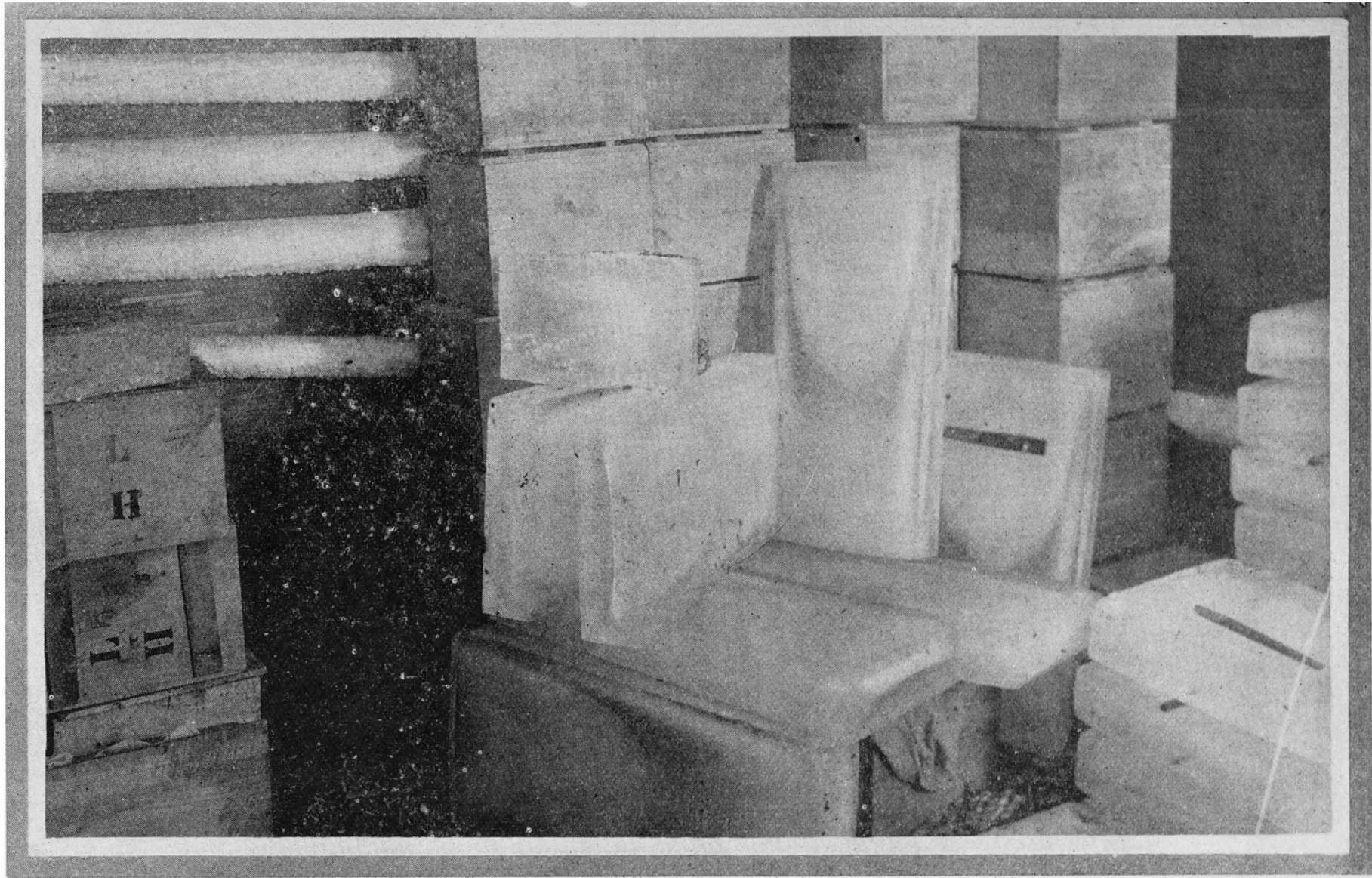
A glance at the illustrations on adjoining pages will serve to emphasise the points mentioned in the description of the firm's premises.



Lowe's Limited, Hastings.



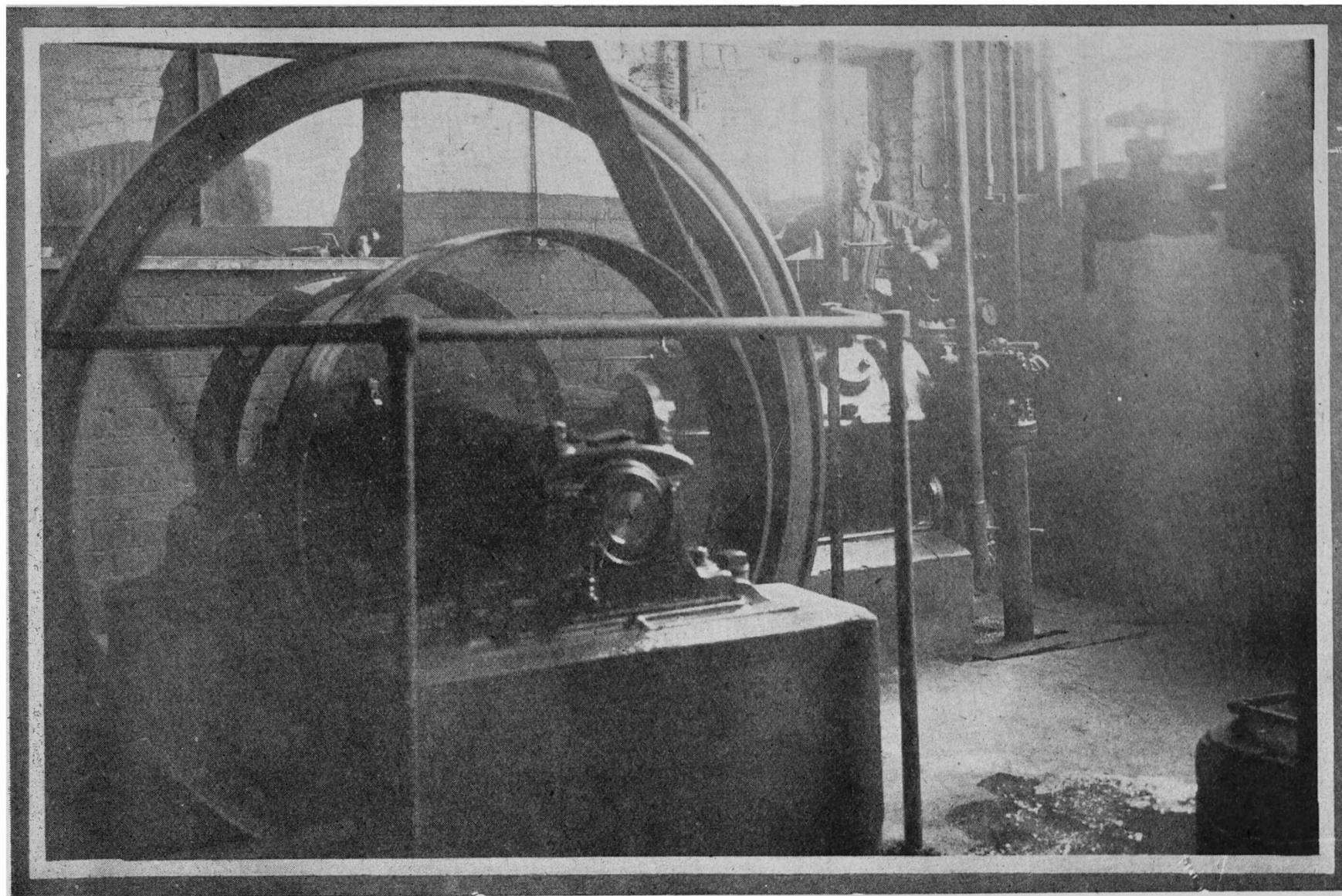
Lowe's Limited specialise in Ice making—view showing part of Ice making Machine capable of turning out $2\frac{1}{4}$ tons per day.



Ice Storage and Packing Chamber. Here Ice is treated and packed to ensure long travelling without wastage.



One of the Fruit Cool Store Rooms showing 1917 crop coming in. Apples have come from this Chamber, perfectly sound after two years' keeping.



A corner of the Power Supply Department, snapped while in motion.



A magnificent specimen of Oriental Plane, in the grounds of W. Nelson, esq., Tomoana, Hastings. The unusual appearance of the tree is gained by systematic pruning to give it a weeping effect

The Motor Engineering Industry

Davis & Boyd, Hastings

It is not surprising that in a town situated as Hastings is, in the centre of the broad expanse of rich and fertile land known as the Heretaunga Plains, the motor-car industry should have sprung within the past few years into a highly important and far-reaching undertaking. And during these years the firm of Davis and Boyd, which commenced business in 1910, has been, in no small way, instrumental in encouraging the rapid expansion of the use of the motor car in Hawke's Bay. Operations were started in premises owned by A. Jones and Sons, Ltd., but now the property of the Hawke's Bay Farmers' Co-operative Association, Ltd., in Market Street. Under the guidance of the two principals, Mr. D. E. Davis and Mr. S. Boyd, who never lacked the initiative to introduce any new and useful idea or appliance, business continued to increase at a rapid rate. It soon became evident that although the lease of the first premises had some time to run, the acquisition of a larger building was a matter of great urgency, and this led to the erection of the substantial garage in Station Street, shown on an adjoining page.

Approaching the main entrance of the new garage, on the left is situated the general office, and adjoining it are the principals' and manager's offices. On the right is seen the spacious showroom, where cars and accessories are displayed to advantage, public inspection being provided for by several plate-glass windows of large proportions. Passing into the garage proper, it is found to be an extensive and well-lighted area capable of accommodating upwards of forty cars, and here one sees

continuous activity in the repair department, cars of almost every make being represented. By means of a large turntable in the centre of this department, cars are rapidly handled and placed in the most convenient position with a minimum expenditure of time and labour. Stretching across the full width of the rear portion of the building are the repairing and engineering departments, and each of these presents a scene of great activity. A staff of skilled mechanics is engaged in effecting repairs of every description, either making replace parts or fitting them.

With the fine installation of lathes and special machinery, which is all electrically driven, it is easy to believe the statement that almost any replace part for any car can be made at short notice. However, as the firm carries a heavy stock of spare parts for every make of car for which they act as agents, even the trifling delay of manufacturing these is seldom necessary.

The firm has always recognised the worth of British goods, and previous to the war the agencies included the following famous makes of motor vehicles:—Wolseley, F.N., Darracq, Rover and Singer cars, and Dennis and Leyland commercial vehicles. Since the commencement of the war, however, it has been impossible to procure any of these makes, and in order to keep the business together, the only course open to the firm was to handle American cars. But as soon as the present struggle is over, the various makes of British and Continental cars that have proved so successful in the firm's hands will

again be imported in preference to those of American manufacture.

The present agencies include the already widely-known Hupmobile, Dodge Bros., and the famous Saxon cars, all of which, owing to their reliability, have earned solid recognition by motorists.

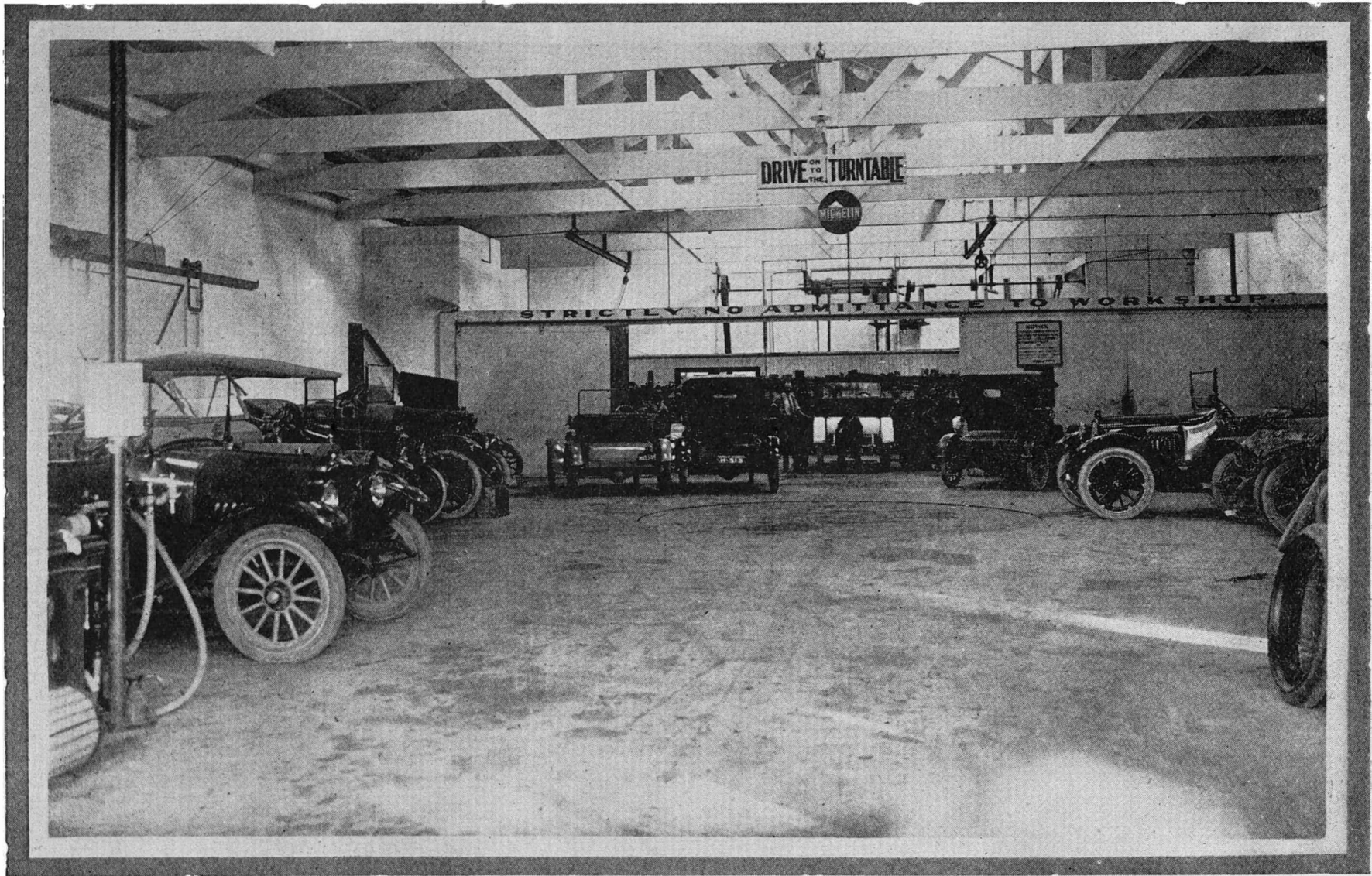
Mention must also be made of the large range of accessories stocked, and whilst the European crisis has had its effect upon this department also, the firm has been enabled to introduce a number of high-class new lines to take the place of those now unprocurable. Of

the numerous makes of tyres now on the market, Davis and Boyd stock an excellent range, prominent amongst these being the ever-reliable Michelin, Wood-Milne, and Firestone.

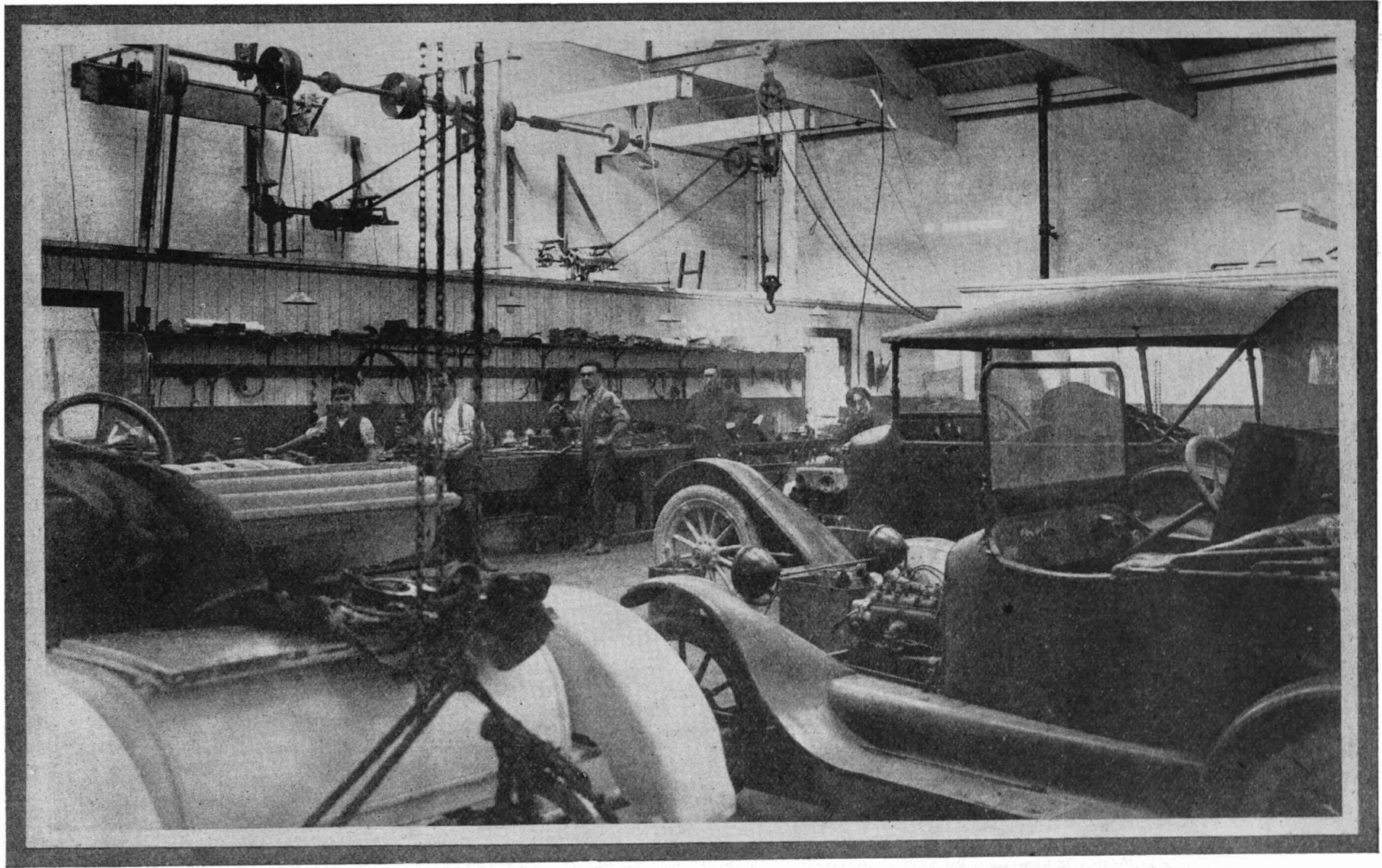
As was mentioned above, this firm has always been ready to introduce new ideas that might be of value to the motorist, and in this direction a notable example is the installation of a machine known as the "Bowser," by means of which all benzine for motorists' use is supplied free from all grit or foreign substances liable to clog or cause trouble of any kind in the carburettor.



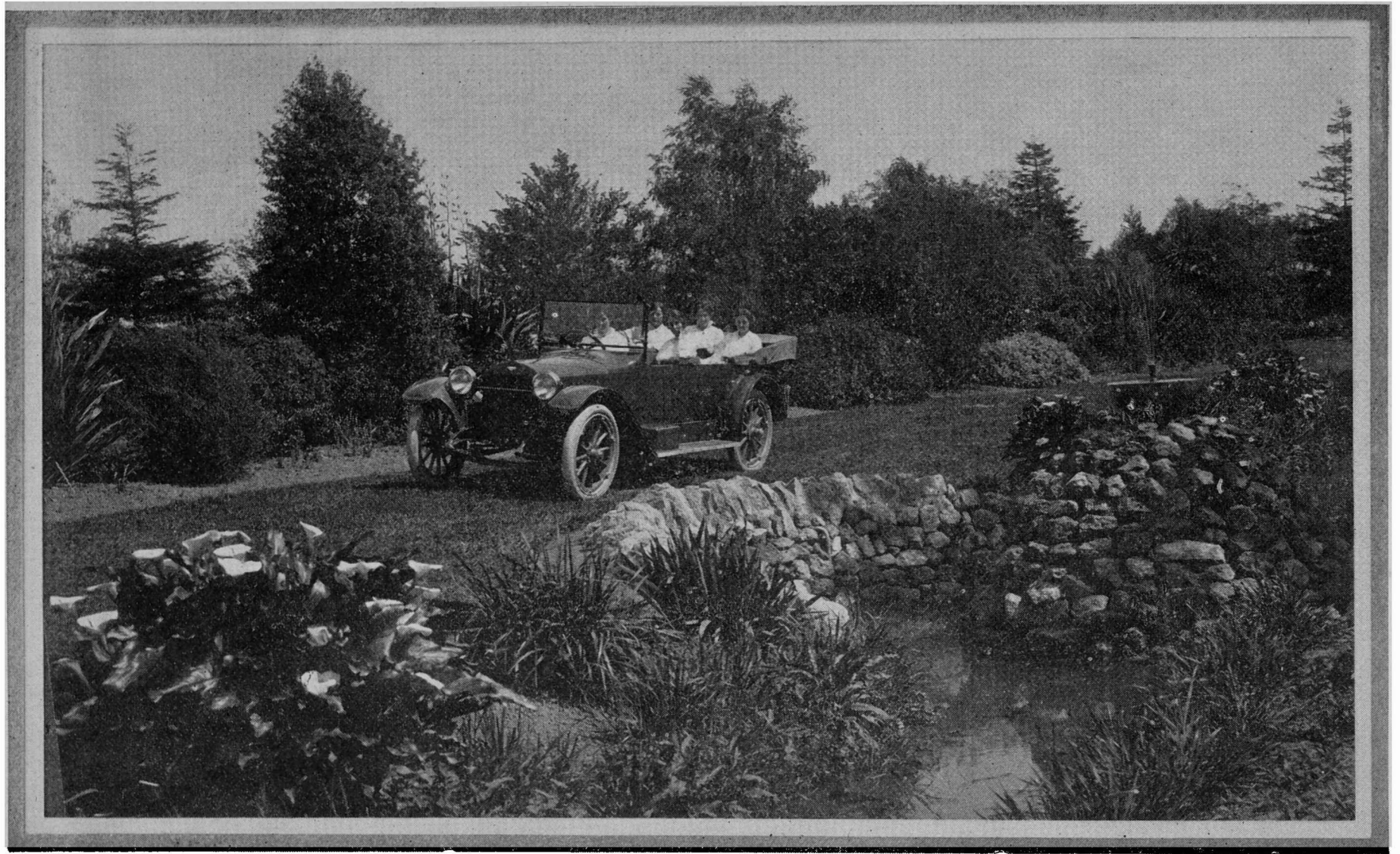
Messrs. Davis & Boyd's Motor Garage, Station Street, Hastings



An interior view of Messrs. Davis & Boyd's spacious garage



A corner of the Repair Department, where every modern improvement is to be found



Cornwall Park, Hastings. Messrs. Davis & Boyd demonstrating the capabilities of the Hupmobile Car

Sunny Hawke's Bay, the Fruitgrowers' Paradise

How the Product is Handled by the Hawke's Bay Fruit, Produce and Cool Storage Co., Ltd.

This company was formed in August, 1913, taking over the interests of an older company known as the Hawke's Bay Fruitgrowers' Company, which had been in business since 1906. The old company's turnover for its first year was about £2,000, but owing to the suitability of the Hawke's Bay climate and soil for the production of fruit, this turnover increased by leaps and bounds, until in 1913 it became imperative that provision should be made in order that better facilities might be provided for dealing with the rapidly-increasing volume of business. With this object in view, the Hawke's Bay Fruit, Produce and Cool Storage Company, Limited, was formed in 1913 with a capital of £20,000. A large site, conveniently adjoining the railway, and near the centre of the town, was procured, and within a short space of time the new premises were ready for occupation.

The following pages of illustrations show that the building is in every way suited to the rapid and efficient handling of fruit and other produce. A handy loading platform terminates the lengthy and spacious packing-shed, where all goods handled by the firm are received and delivered. A convenient door gives access to the cool chambers from this shed, and at the extreme end of the building is situated the engine-room. Here is located one of the latest type of plants erected in the Dominion, consisting of a large Tangye engine and

Haslam's producers, together with the necessary refrigerating machinery and accessories. The grading and packing departments present a busy scene, a large staff being employed in sorting the fruit and despatching it to all parts of the Dominion. And here the convenience of proximity to the railway should be noted, as the firm has a private siding by means of which the cases of fruit are loaded direct into the railway trucks and delivered at their destination with the minimum handling and consequent avoidance of deterioration by bruising.

The cool chambers serve a useful purpose in giving every advantage for the regulation of fruit supplies for either the New Zealand market or for export. The Company handles about 40,000 cases of apples and pears per annum, and 20,000 cases of stone fruits, besides potatoes, pumpkins and other produce grown on the Hawke's Bay plains, amounting to hundreds of tons during the year. The Company's turnover for the 1916-17 season amounted to £27,000 exclusive of apple exports, and these figures, showing the wonderful expansion of trade that they do, speak more strongly than words in favour of Hawke's Bay as a successful fruit-producing district.

The Company's rapid expansion is also demonstrated by the fact that after only one year's running it was

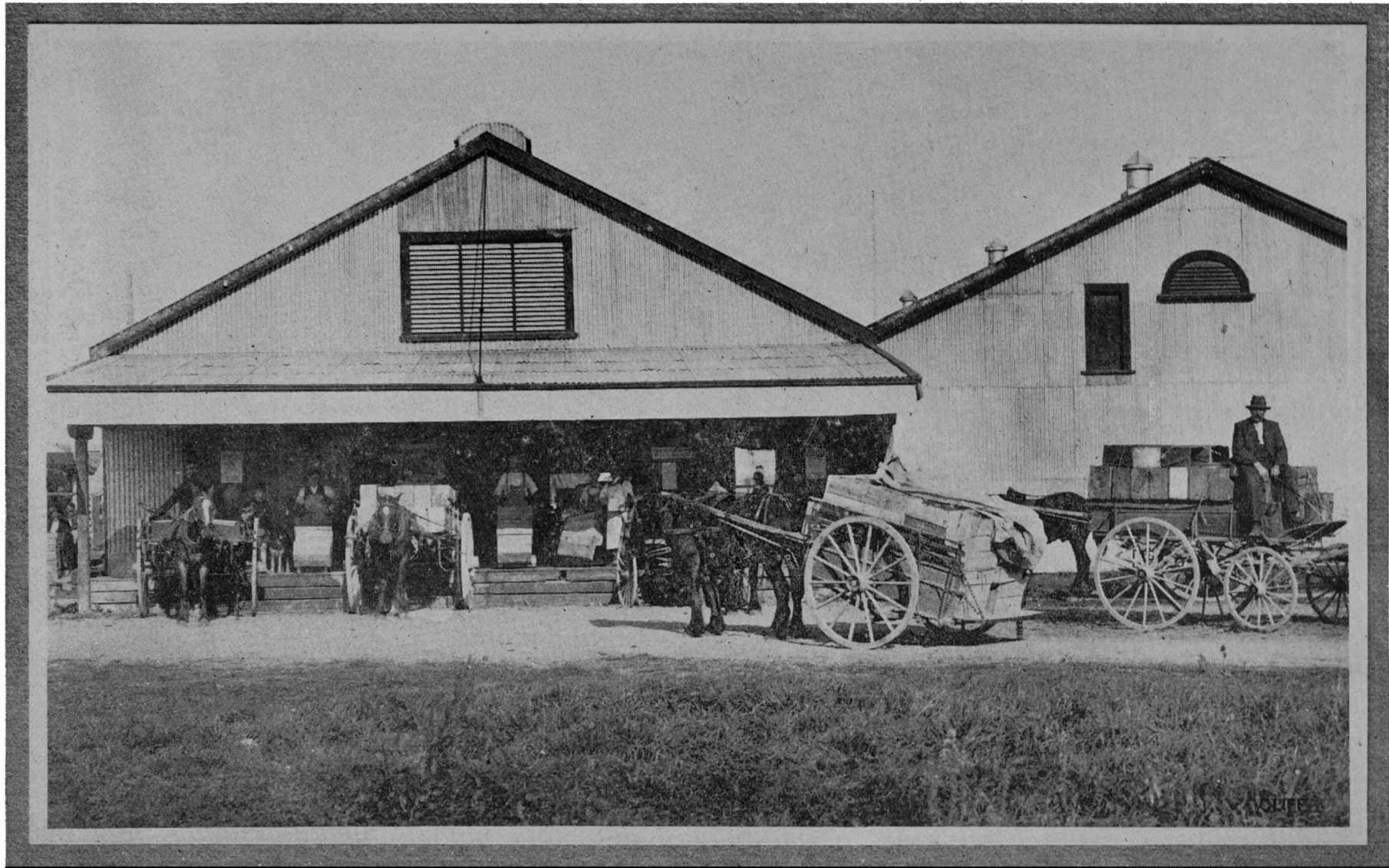
found necessary to add two cool chambers, bringing the total storage capacity up to 20,000 cases. It is safe to say that were it not for such a convenient channel for the distribution of the district's fruit output, Hawke's Bay fruitgrowers would not be so widely known as they are to-day.

The sunlit plains of Hawke's Bay are destined to become one of the largest and most important districts for the growth of export apples, and when one considers

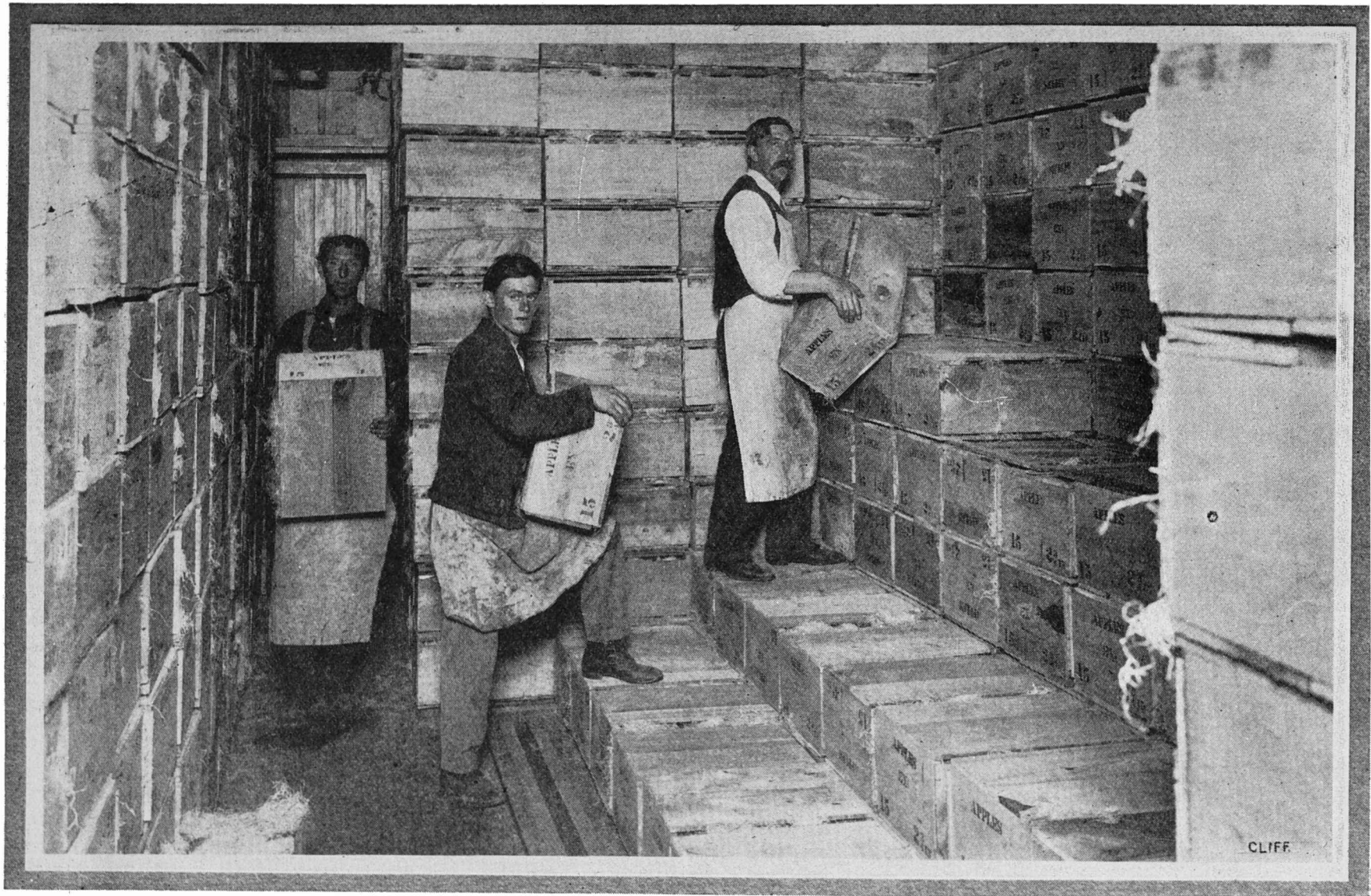
the vast area of first-class land glowing in the life-giving New Zealand sunlight it is easy to realise that such a claim is perfectly reasonable.

The wants of the fruitgrowers are well catered for by the Company in another important direction—that of orchardists' supplies. Stocks of spraying materials are kept in readiness for the requirements of growers, and in this item alone the Company's turnover is considerable.





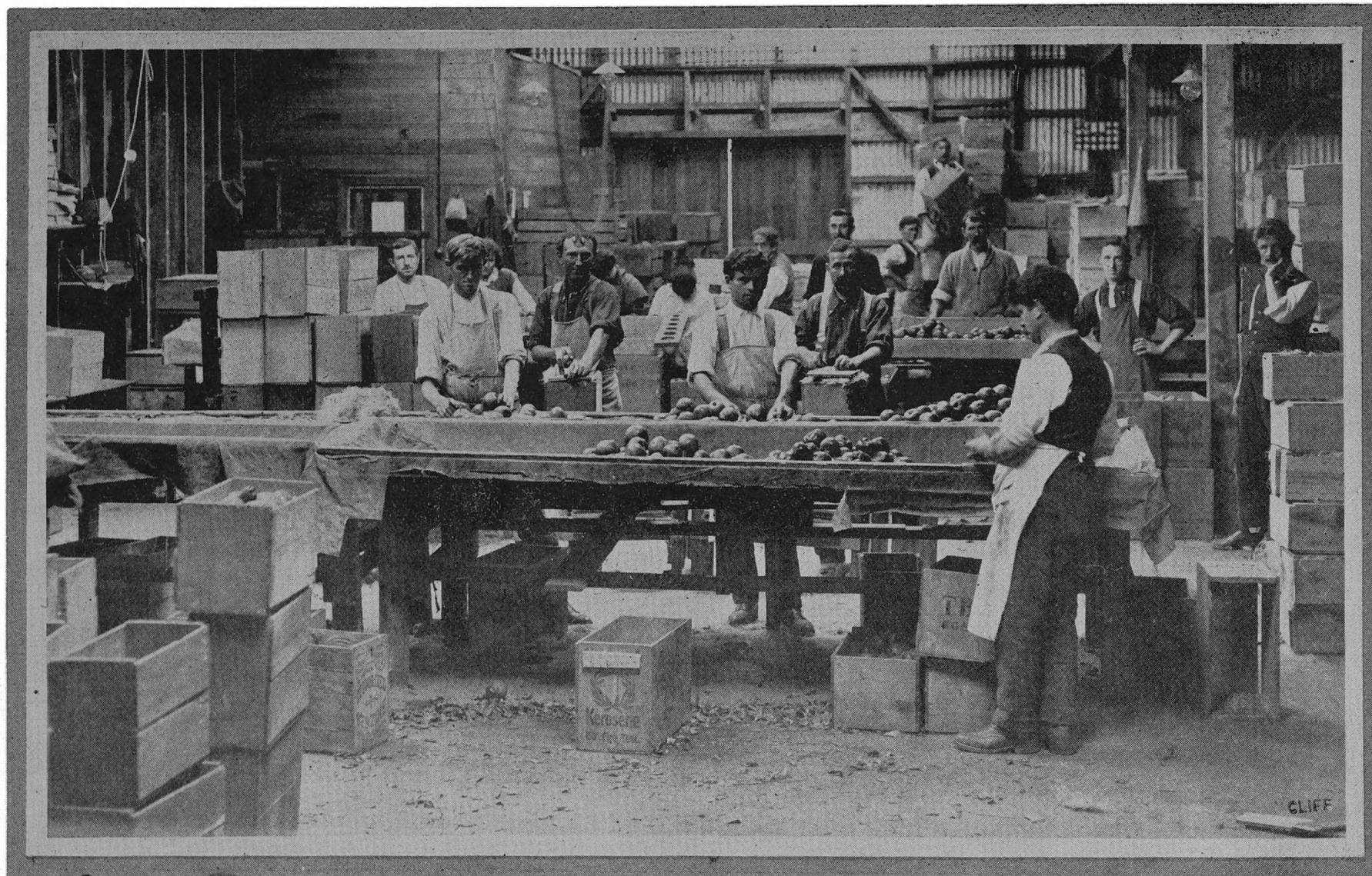
Fruit being delivered by the growers to the Cool Storage Company.



Cool Storage—Apples direct from the grower are stored in these chambers available for export to England and South America, and when shipped have landed in excellent condition



Fruit passing through to the Sorting Department straight from the growers



Fruit being graded and packed before going into cool chambers



To minimise damage to fruit the Company have their own railway siding, which ensures the fruit being forwarded in the best condition possible.

The Freezing Industry in Hawke's Bay

Thomas Borthwick & Sons (Australasia) Limited

The firm of Thos. Borthwick & Sons (Australasia), Limited, is well known throughout both New Zealand and Australia, being represented in each country by three large works. The New Zealand establishments are situated respectively at Paki Paki (Hawke's Bay), Belfast (Canterbury), and Waitara (Taranaki), whilst the Australian plants are at Portland (Victoria), Brooklyn (Melbourne), and Moreton (Brisbane). That Hawke's Bay has been chosen as a centre of operations by a firm with such a wide sphere of action is a fact which speaks well for the stock-raising possibilities of the district.

Messrs. Borthwicks Ltd. are buyers of fat stock and rabbits from Auckland to the Bluff, and in addition to the large business in frozen meat, the firm turns out a good range of standard fertilisers which are in great favour amongst farmers. Blood and bone, turnip, potato, mangold, grain, rape and grass are the terms by which these fertilisers are known, all being of special usefulness in Hawke's Bay. Sausage casings and fiddle strings form another important line which the firm puts out in large quantities.

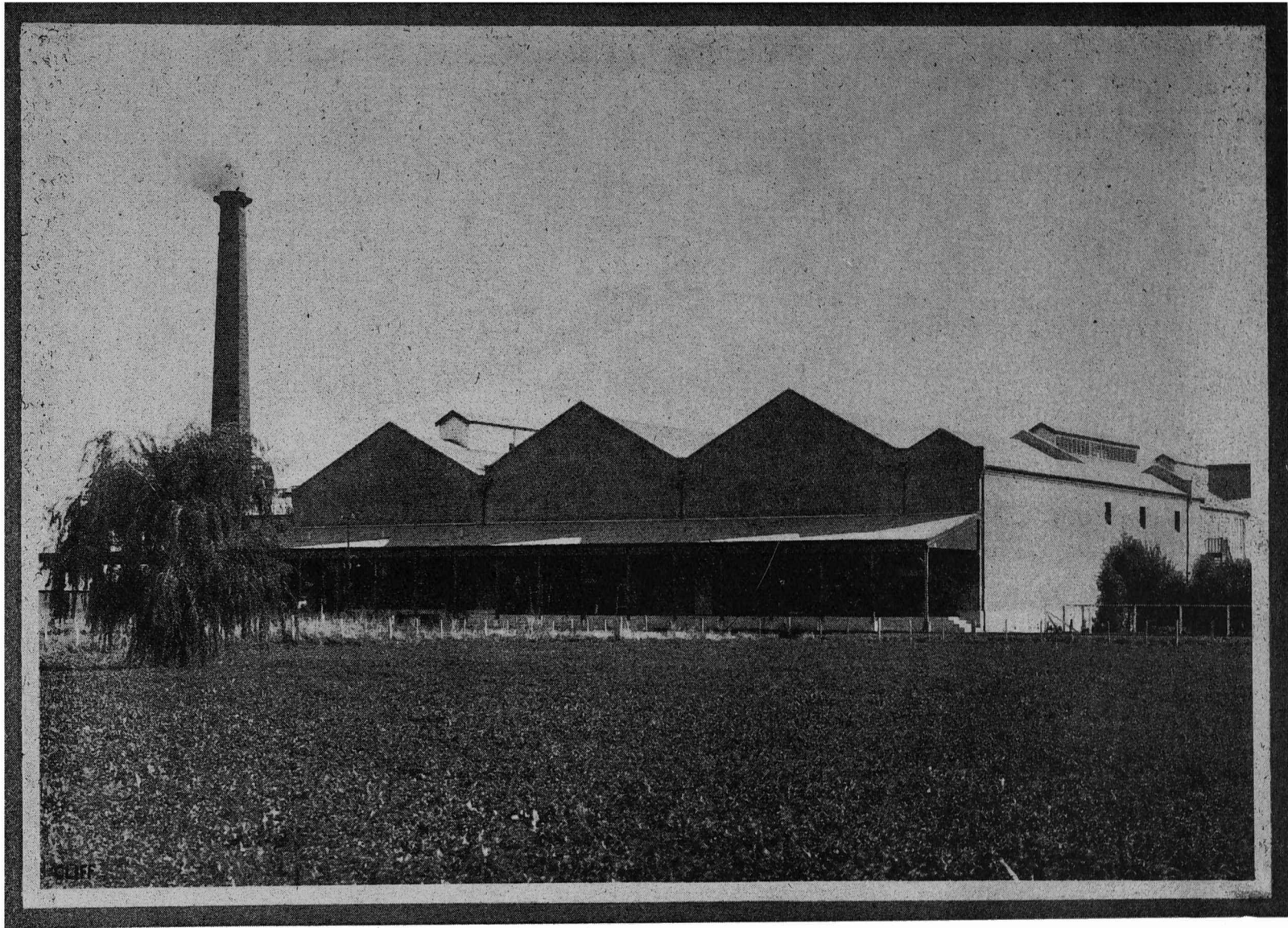
The Hawke's Bay establishment, situated about four miles from Hastings, was erected during 1905 and 1906, commencing operations in that season. The

capacity of this works is about two thousand sheep per day, the handling of this output being greatly expedited by the use of innumerable labour-saving appliances. Electricity plays an important part in the operation of the plant, the machinery in the various departments being driven by electric motors, current being supplied by a large dynamo situated in the engine-room, a view of which appears on an adjacent page. Other illustrations serve to convey some idea of the several departments at the Paki Paki works.

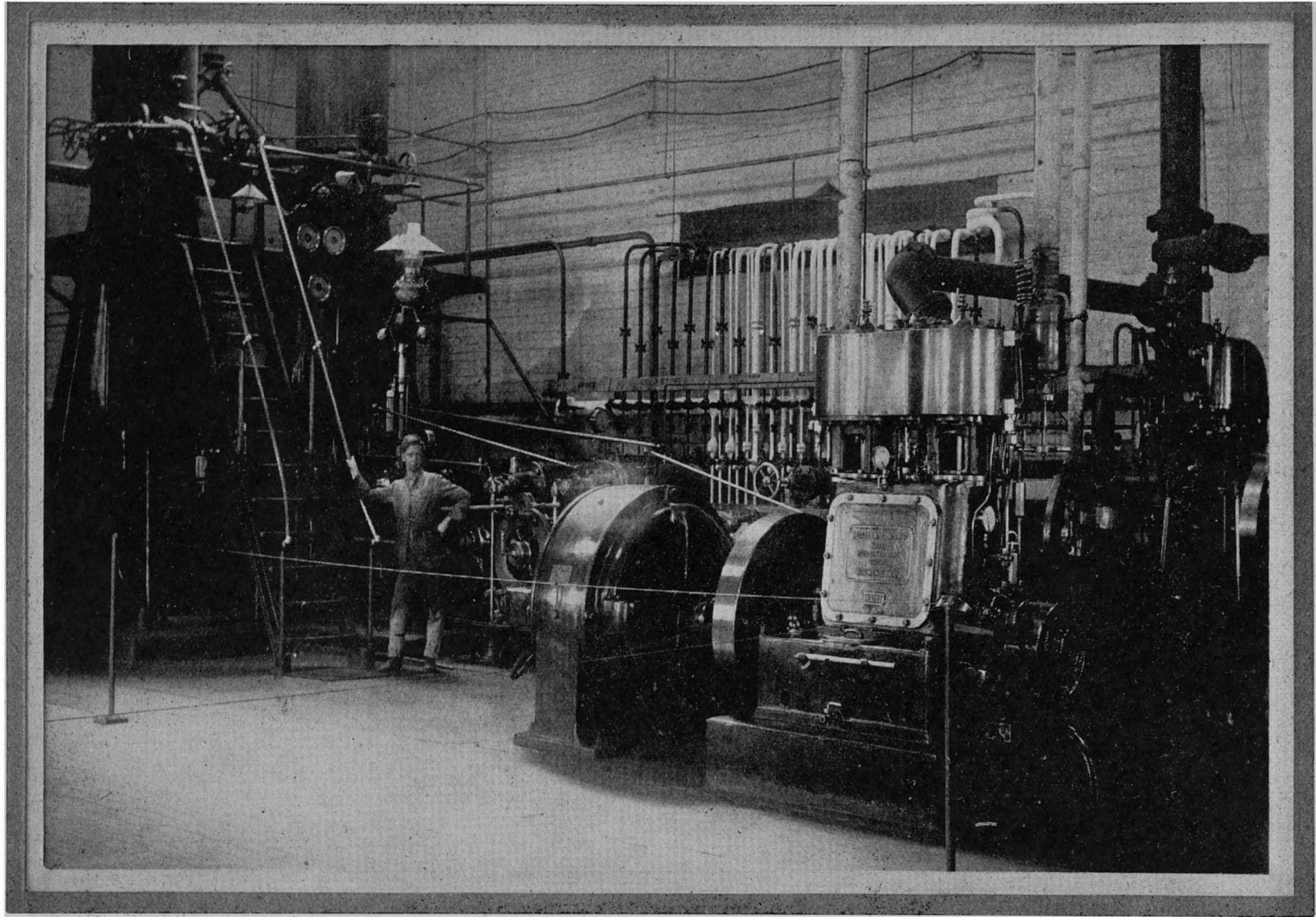
The Company's new establishment at Belfast (Christchurch) was completed in 1916, and commenced operations in December of that year. This works represents the latest improvements in slaughtering and freezing plants, being operated entirely by electric current derived from the Lake Coleridge scheme. A similar source of electric power may yet be available for the Hawke's Bay branch, as the waters of Lake Waikaremoana, situated at quite a practicable distance, will probably at some future time be harnessed to supply electricity over the whole of Hawke's Bay.

Views of the Belfast and Waitara works are shown on following pages.





The Hastings Freezing Works—note the fine lucerne field in front of picture



The Engine Room



A portion of the beef killing department



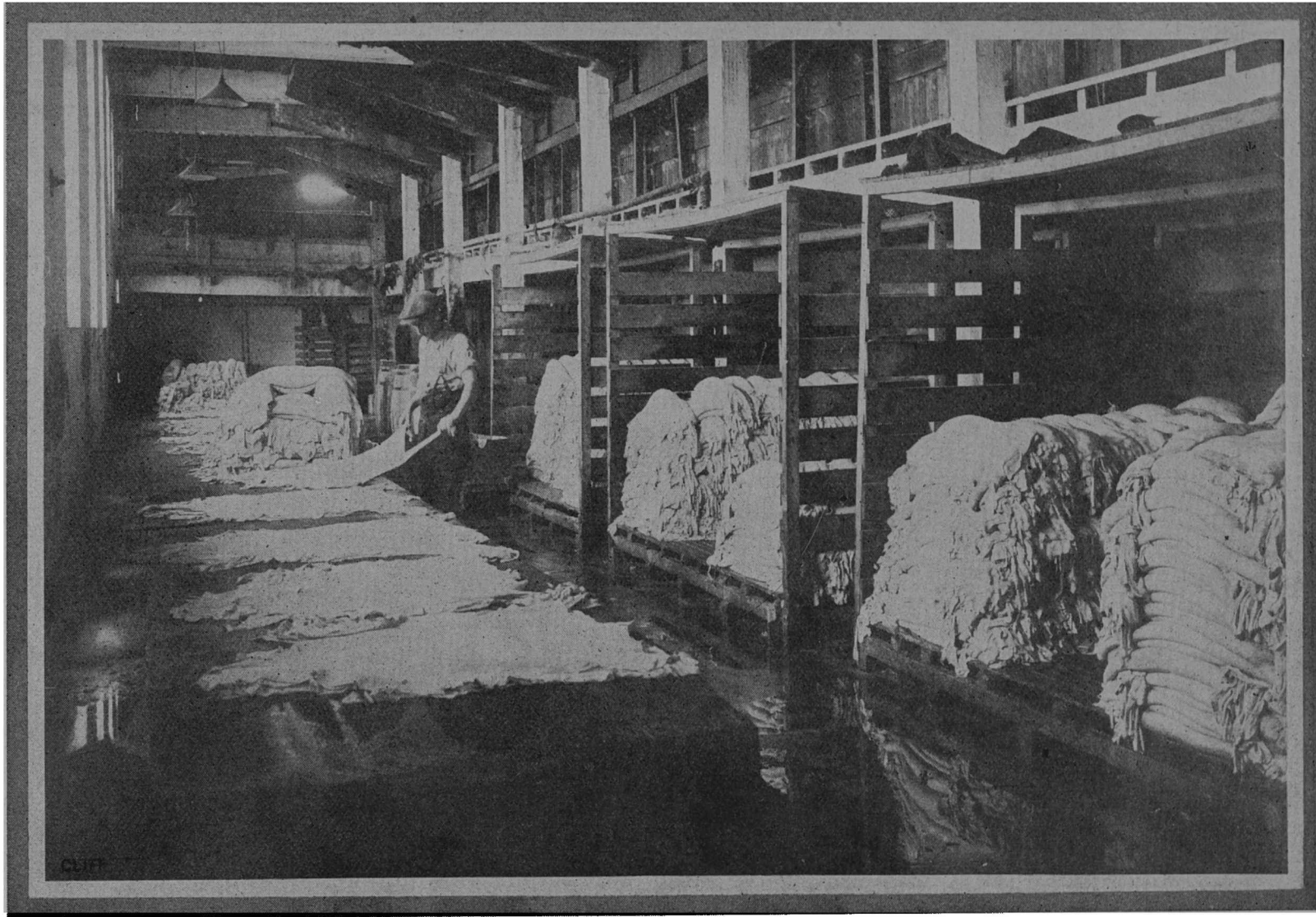
The Cooling Room



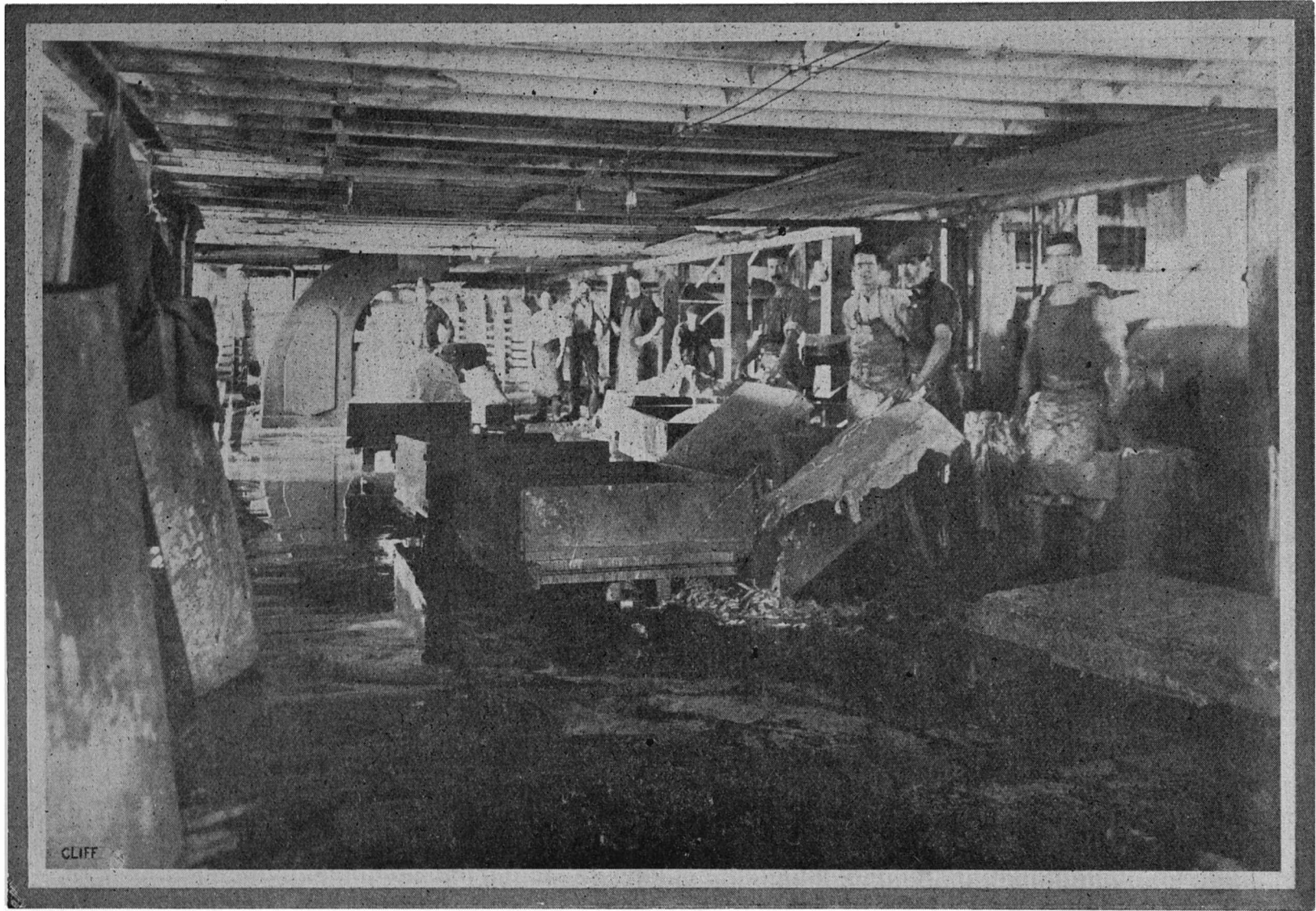
Fellmongery, showing "Pullers" Removing wool from skins



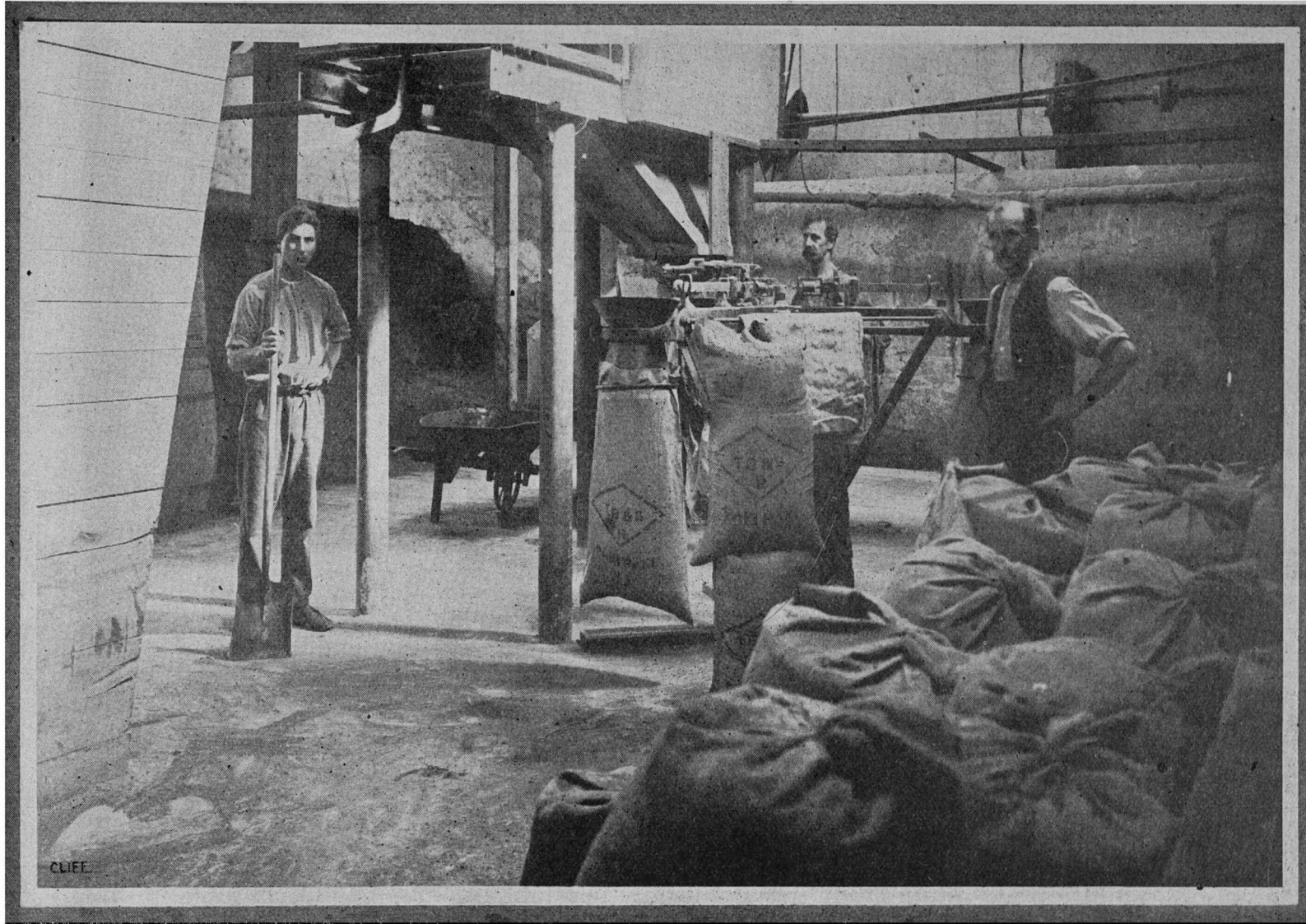
Wool Department, showing Hydro-extractor for drying wool.



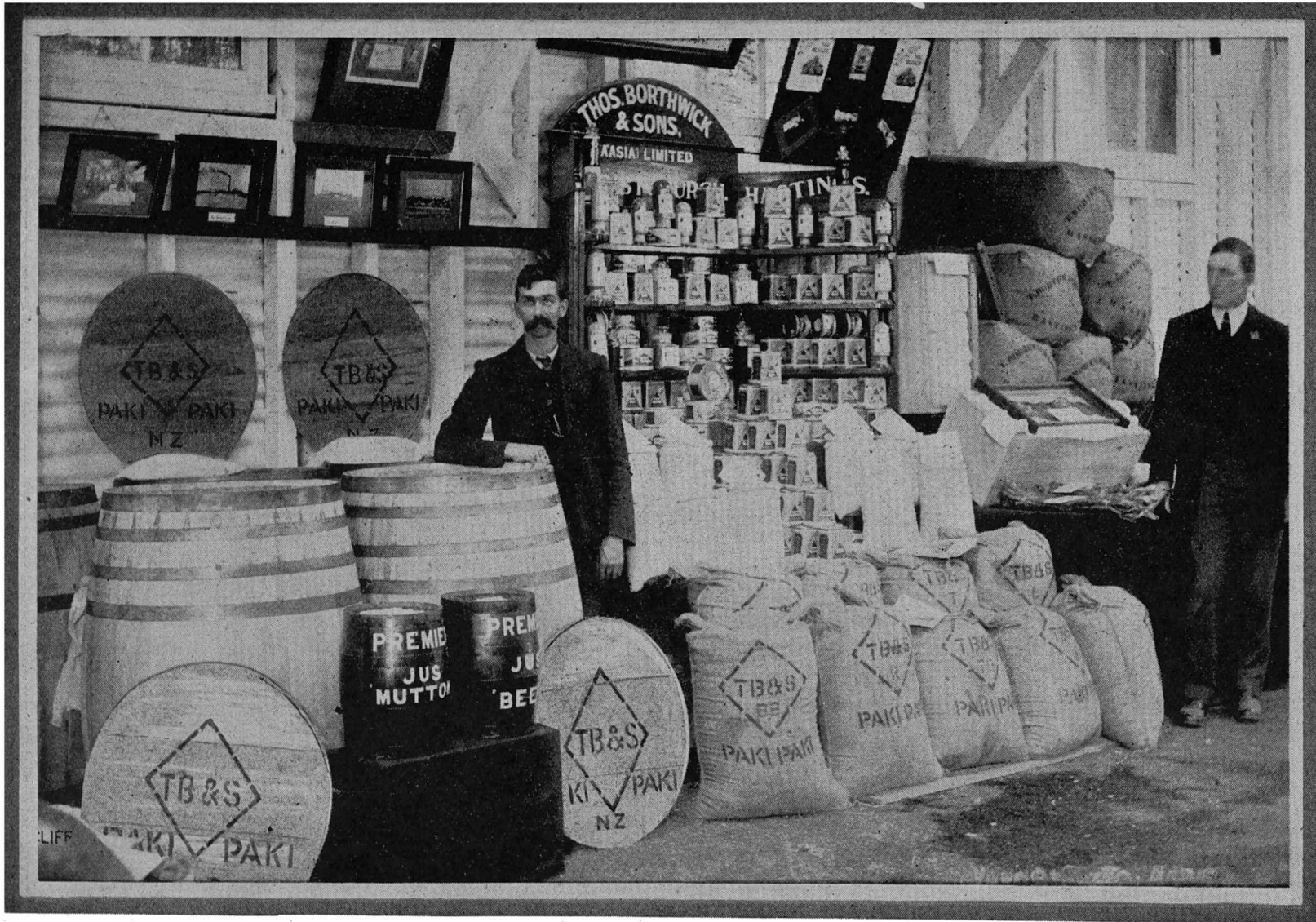
Pelt Grading Department.



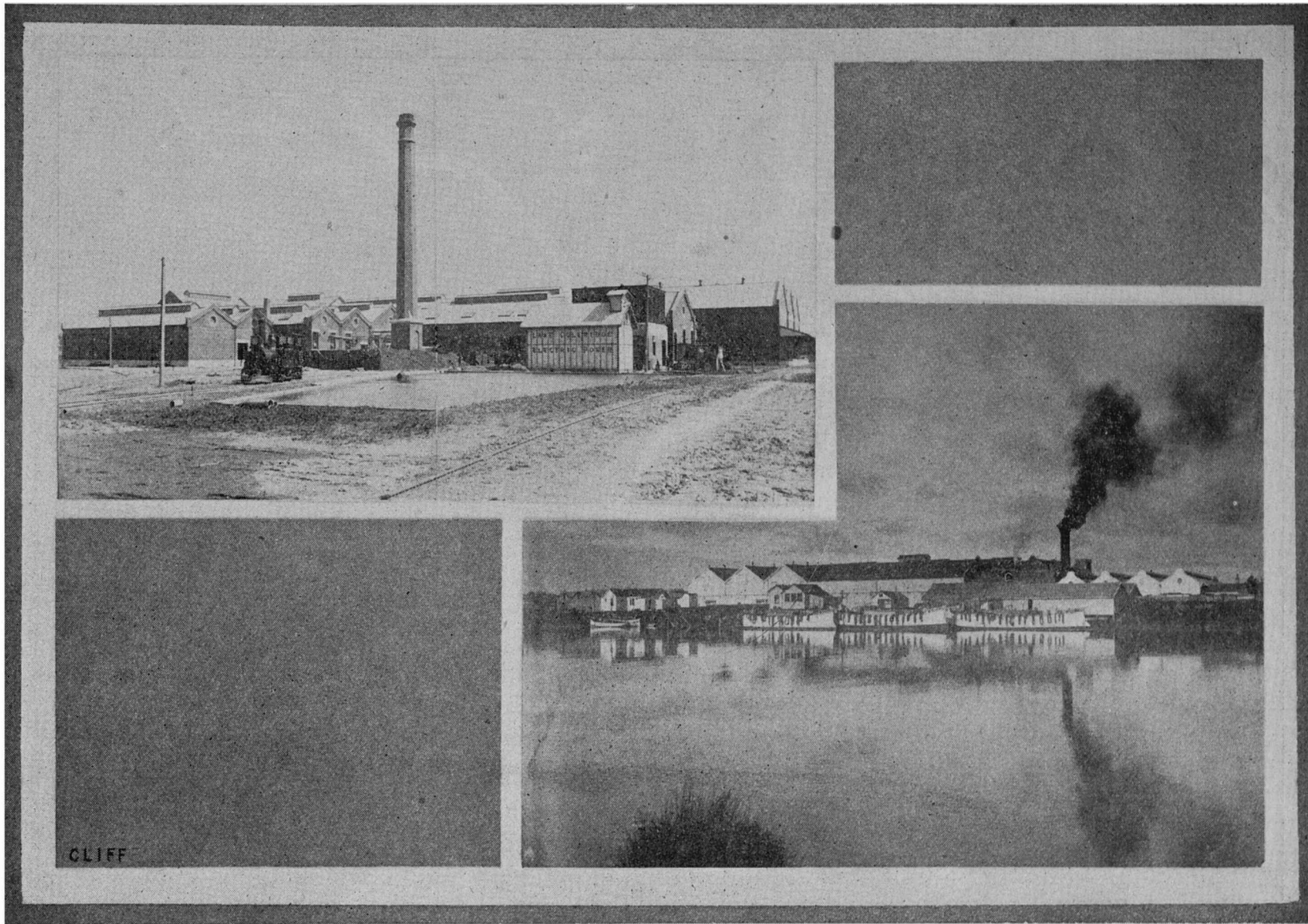
Pelt Washing Department.



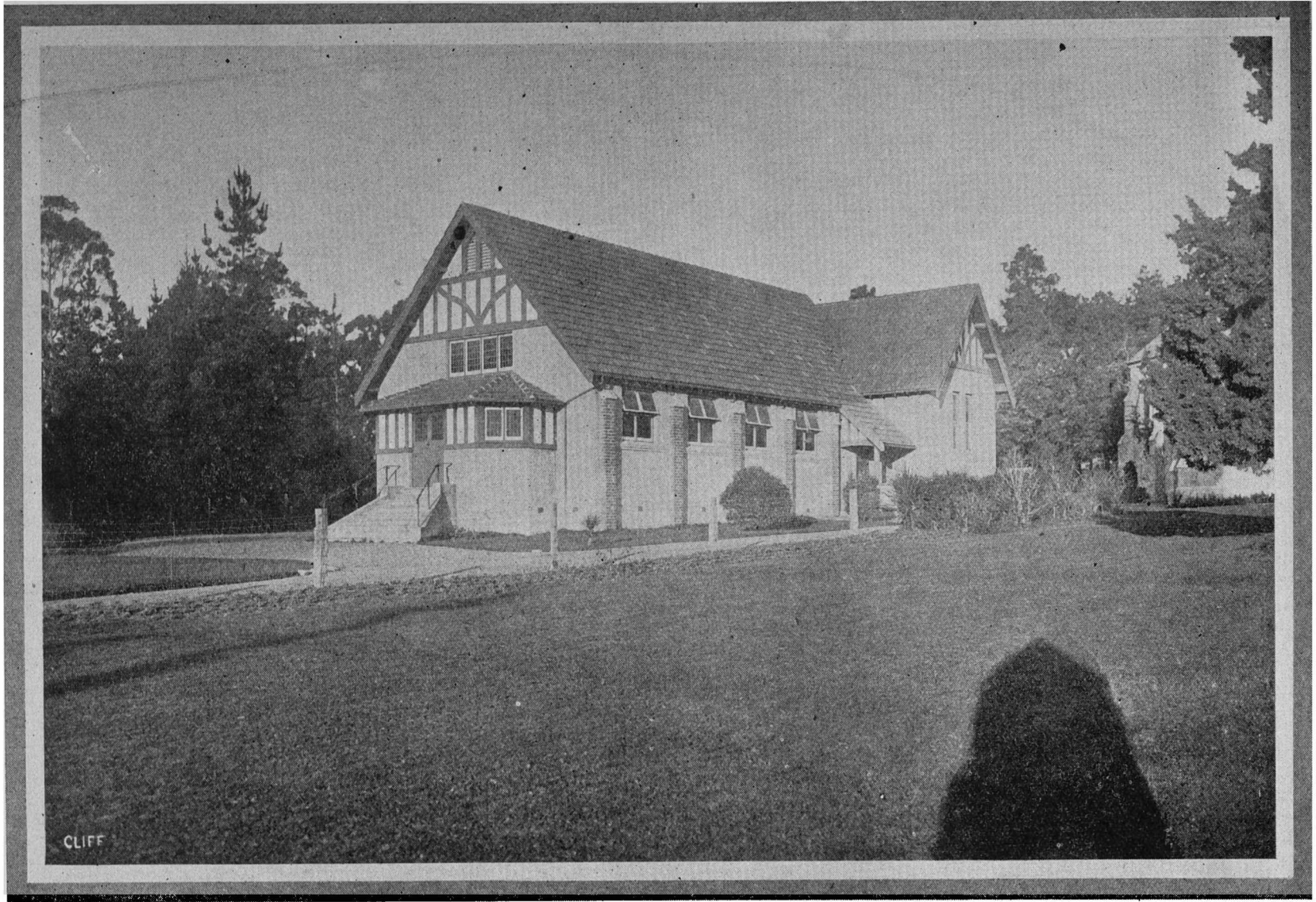
Manure Department, Mixing and Bagging.



Show Exhibit of Borthwicks Ltd's Finished Products.



View of Borthwicks Ltd's Christchurch and Waitara Works.



Havelock North Village Hall.



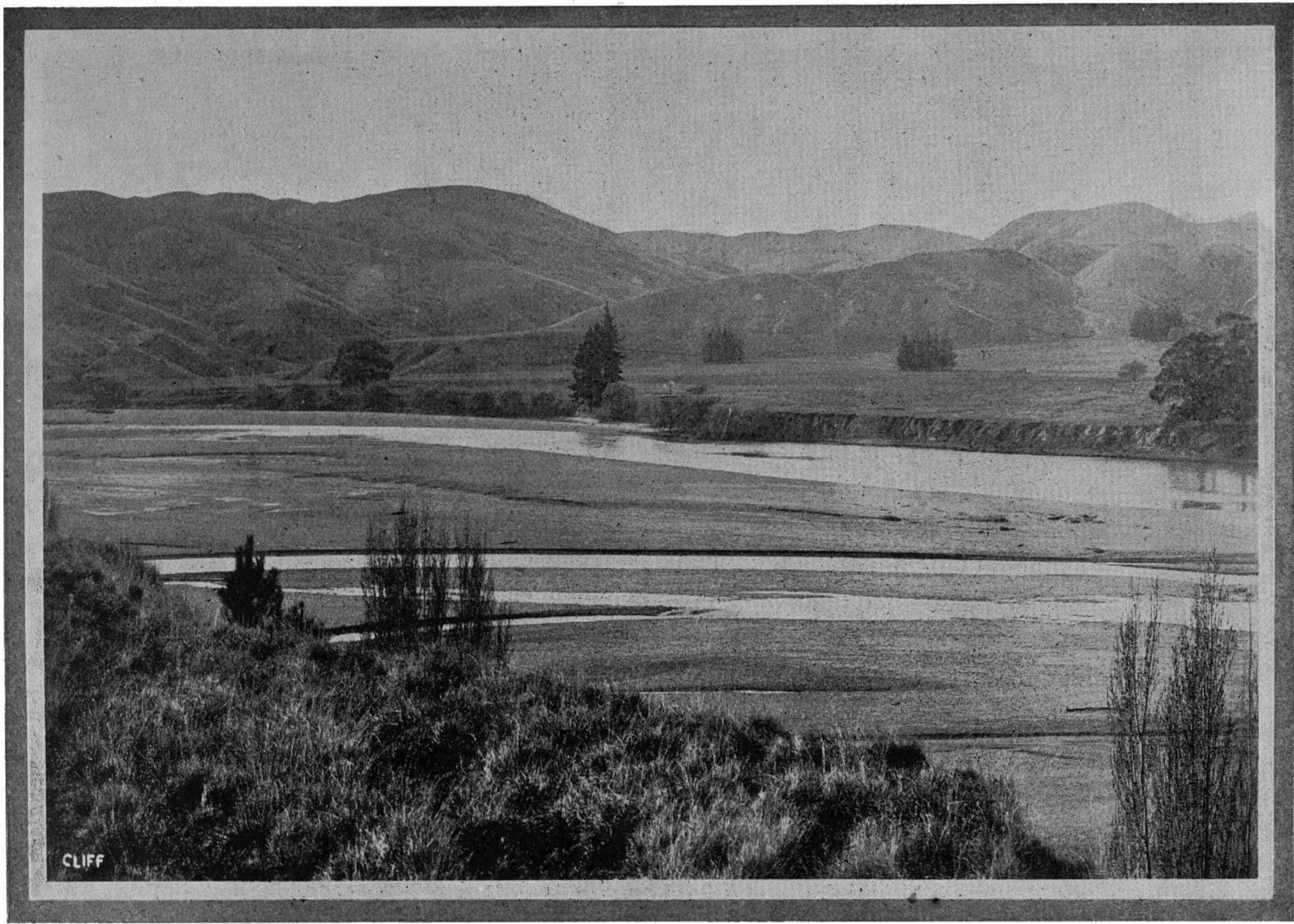
Cross Roads, Havelock North, showing Rest-house erected by Residents.



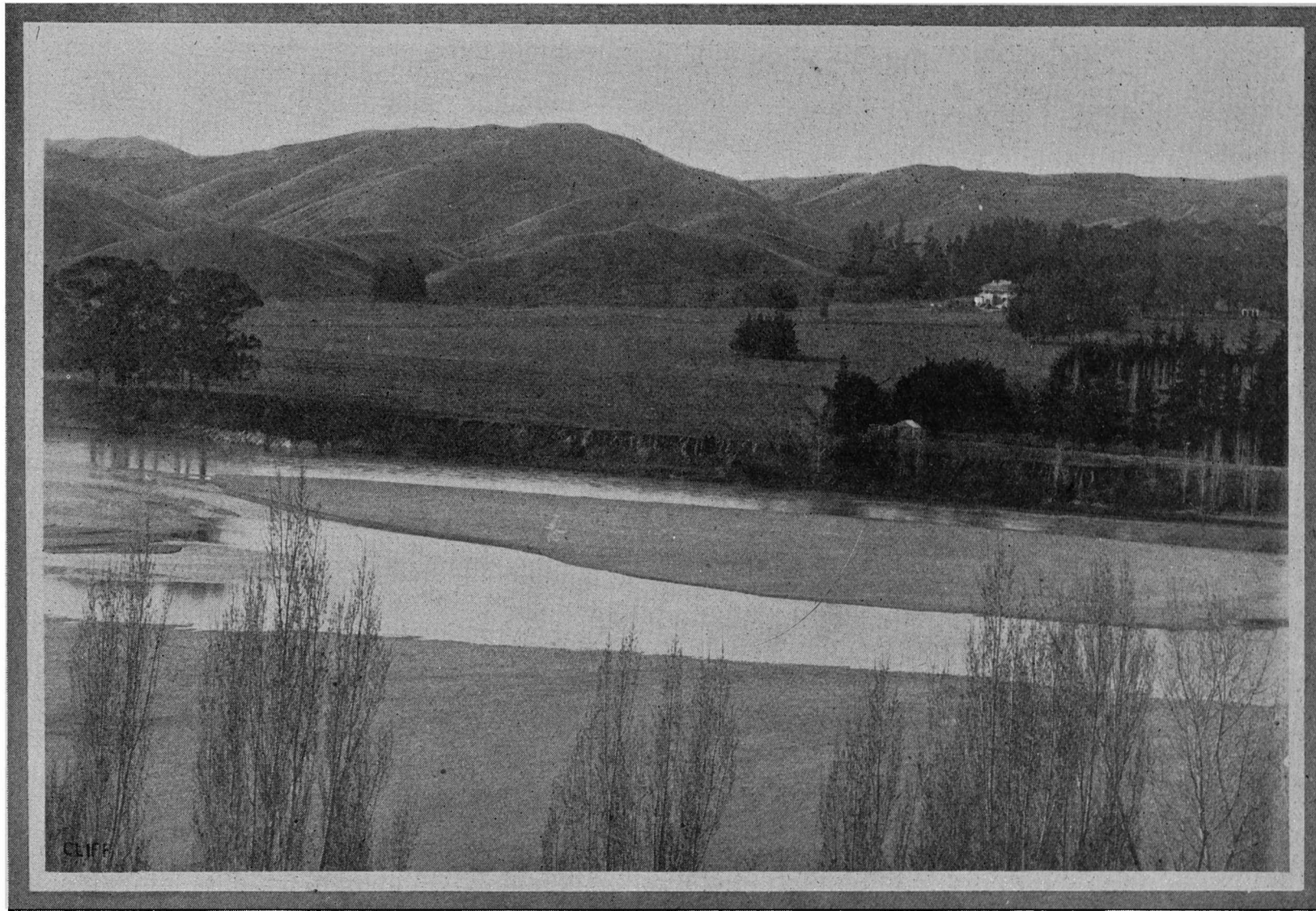
Duart Residential Estate, Havelock North.



“Tauroa” Mr Mason Chambers’ Residence, Havelock North.



Tuki Tuki River, and Hills towards Cape Kidnappers.



Tuki Tuki River as seen from Undercliff, near Havelock North.



Heretaunga Boys' College, Havelock North.



Woodford House Girls' College, Havelock North.



Iona Girls' College, Havelock North.



St. George's Junior School, Havelock North.



General Offices of Messrs. de Pelichet, McLeod & Co., Ltd., Market Street, Hastings.

A Progressive Mercantile House

de Pelichet, McLeod & Co., Ltd.

This firm was established in 1906, with Head Office at Hastings and branches at Napier and Port Ahuriri.

They are woolbrokers, stock and station agents, merchants, and shipping agents, and from a small beginning have now developed into one of the largest firms in Hawke's Bay, doing business directly with the agricultural and sheep-farming community of this prosperous province.

They consider one of the greatest factors in the rapid progress of their business was the decision to make their Head Office at Hastings, which is undoubtedly the natural and most convenient business centre in Hawke's Bay.

The firm holds the following agencies:—

Federal Shire Lines (West of England Ports)
New Zealand Shipping Company, Limited
Anderson's Ltd. Oil Engines and Electric Lighting Plant
Distributors British Empire Trading Company, Ltd.

Fison's Powder and Fluid Dips
"Wyandotte" for Household Cleansing and Woolscouring
Pump Separators
G. R. Mackenzie (Glasgow) Ltd. Old Scotch Whiskies
D.C.L. "Highlander Nectar," Whisky and "V.O.S."
King George IV Whisky
Lindeman's Cawarra Wines
Penfold's Wines
Ayala Champagne
Crown Brewery Co., Christchurch
Namtor Cigarettes, Sole Agents for New Zealand
de Reske Cigarettes
Dominion Tobacco Company, Melbourne
Ardath Tobacco Company, London
Keofoed's Tomato Sauce
E. Lazenby & Son, London, Pickles, Sauces, Condiments





Messrs. de Pelichet, McLeod & Co., Ltd.'s Clerical Staff at the Head Office, Hastings.



Bales of Wool ready for inspection at Messrs. de Pelichet, McLeod & Co., Ltd's wool store.



A fine collection of Hawke's Bay wool at Messrs. de Pelichet, McLeod & Co. Ltd.'s wool store.



The Rennet and Margarine Industry—The Vello Company, Ltd.'s factory near Hastings

The Rennet and Margarine Industry

The Vello Company, Limited

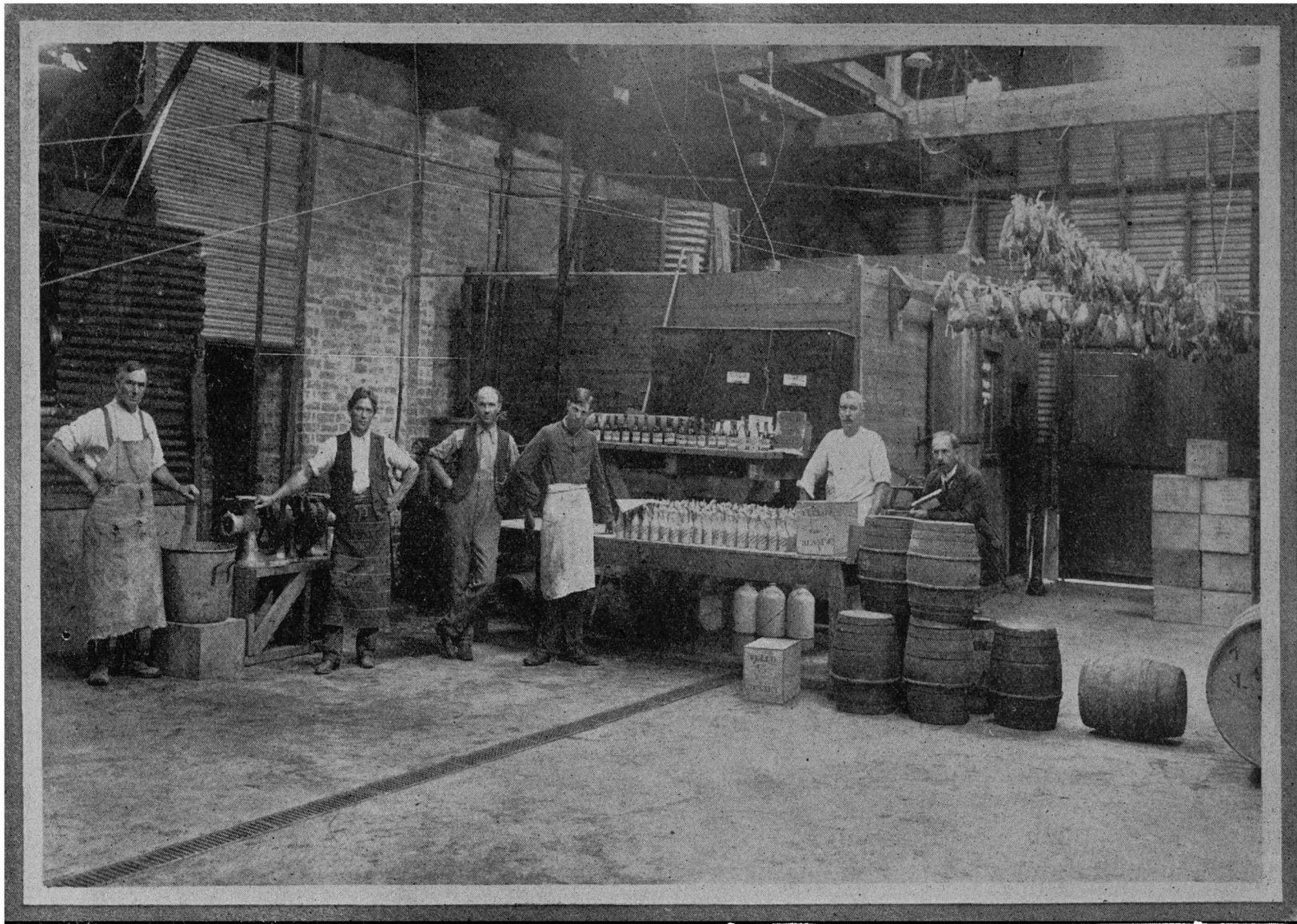
An enterprise which should prove of value to the people of New Zealand who are interested in dairying is that of rennet manufacture. Owing to the difficulties of importation due to the war, supplies of rennet are scarce, and at this juncture local effort has come to the rescue. The Vello Co., Ltd., is now making provision for rennet for next season, and orders are coming in quickly. Many of the cheese factories of both islands have availed themselves of the opportunity of securing the rennet now manufactured here. Up-to-date plant has been installed, and everything done to facilitate the manufacture.

Situated on the banks of the Karamu River near Mangateretere, an outlying district of Hastings, the factory is assured of a magnificent supply of water for the working of the plant, whilst the proximity of the

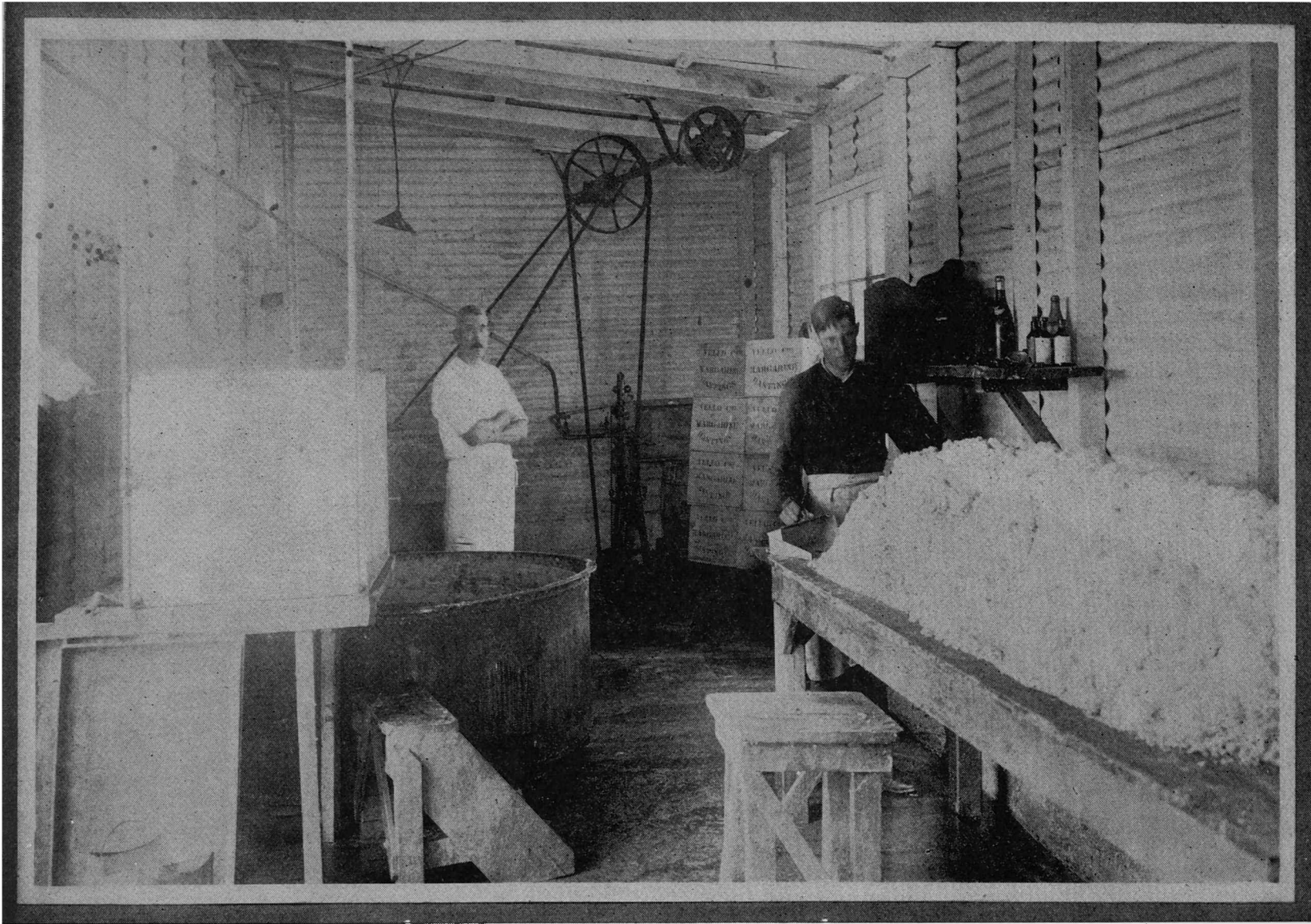
railway line provides every facility for the rapid delivery of the finished product. The firm handles some orders of considerable magnitude, as may be gathered from a glance at an adjoining page.

Margarine, now so largely used by the bakery trade, as well as for household pastry-making, is another important line manufactured by the firm, and of this commodity large quantities are now despatched to all parts of New Zealand. Mr. J. E. Smith, the Company's manager, states that so great has the demand become for the firm's margarine that an extension of this department of the factory is now proceeding, whilst arrangements are being made that will enable the Company in the course of a few months to turn out a high-class table margarine, an article for which enquiries are continually being received.





A department of the Vello Company, Limited's Rennet and Margarine Works.



A glimpse of the Margarine Department at the Vello Company, Ltd.'s works near Hastings.



The Vello Company, Ltd.'s Margarine is in great demand throughout the Dominion. A consignment ready for railing



"The Hawke's Bay Tribune"—The fine Publishing Office Building with Printing Works in rear (on left.)

The Hawke's Bay Tribune

The Leading Provincial Newspaper—The Advertiser's "Gate" to Popular, Prosperous Hawke's Bay

THE most important institution in every progressive district is the daily press, and in this respect the Province of Hawke's Bay is exceptionally well served by The Hawke's Bay Tribune which now enters upon its seventh year of existence. Seven short years, but how full of momentous events they have been. Yet notwithstanding the great war which has blighted the greater portion of the world since the black August in 1914, the Province has made progress and always in the lead of that advancement has been The Hawke's Bay Tribune. Thus it has found an exalted place in the homes of the people, such as has never before been won by any provincial newspaper in the Dominion in so brief a period. Someone has written: "The newspaper is irresistible if it is on the side of right. You can't stop an honest newspaper any more than you can dam Niagara with toothpicks and hairpins." The Tribune has proved the truth of the sage's words—it is and always will be irresistible, because it has been and always will be on the side of right.

RETROSPECTIVE.

Think naught a trifle, though it small appear;
Small sands the mountain, moments make the year,
And trifles life.

—Edward Young.

Without disrespect to the founders of the press in Hastings, it can be truthfully said that the Tribune has grown from a trifle. On the 4th of September, 1896, a modest little production called the Hastings Standard

found its birthplace at premises on the Karamu road, on a site on which now stands a portion of the Carlton Club Hotel. Its foster parents were the late Mr. W. D. Arnott (Editor), and Mr. A. Cashion, Manager, associated with whom was Mr. A. L. Ryan, now the Hastings representative of a Napier evening contemporary. The little stranger was not born with a silver spoon in its mouth, and it soon encountered financial difficulties which almost made its ink run dry. On its composing staff was Mr. R. Catherall, who is now foreman of the Tribune composing room, and who, except for a short interval on another paper, and during the time he was away fighting the Boers, has been connected with the paper ever since. Changes in the personnel of proprietorship of the Standard were frequent and varied, and so were the home of the little journalistic waif, and when Messrs. Whitlock and Carncross purchased it from Mr. W. Hart it found shelter in premises which at one time had been a barber's shop. Its circulation at that time was about as modest as the paper itself, and the new proprietors quickly discovered that they would have to make the Standard justify its existence. It meant new plant and hard work, so the one was purchased and the other applied and things began to assume a rosier hue. But the paper's troubles were not at an end for it was soon found that to make substantial progress the old system of hand setting had to be discarded and linotypes take its place. This necessitated the introduction of fresh capital and in December, 1910, Mr. Carncross retired from the partnership and the Standard was merged in the Tribune under the present directorate company.

THE FOUNDERS OF THE TRIBUNE.

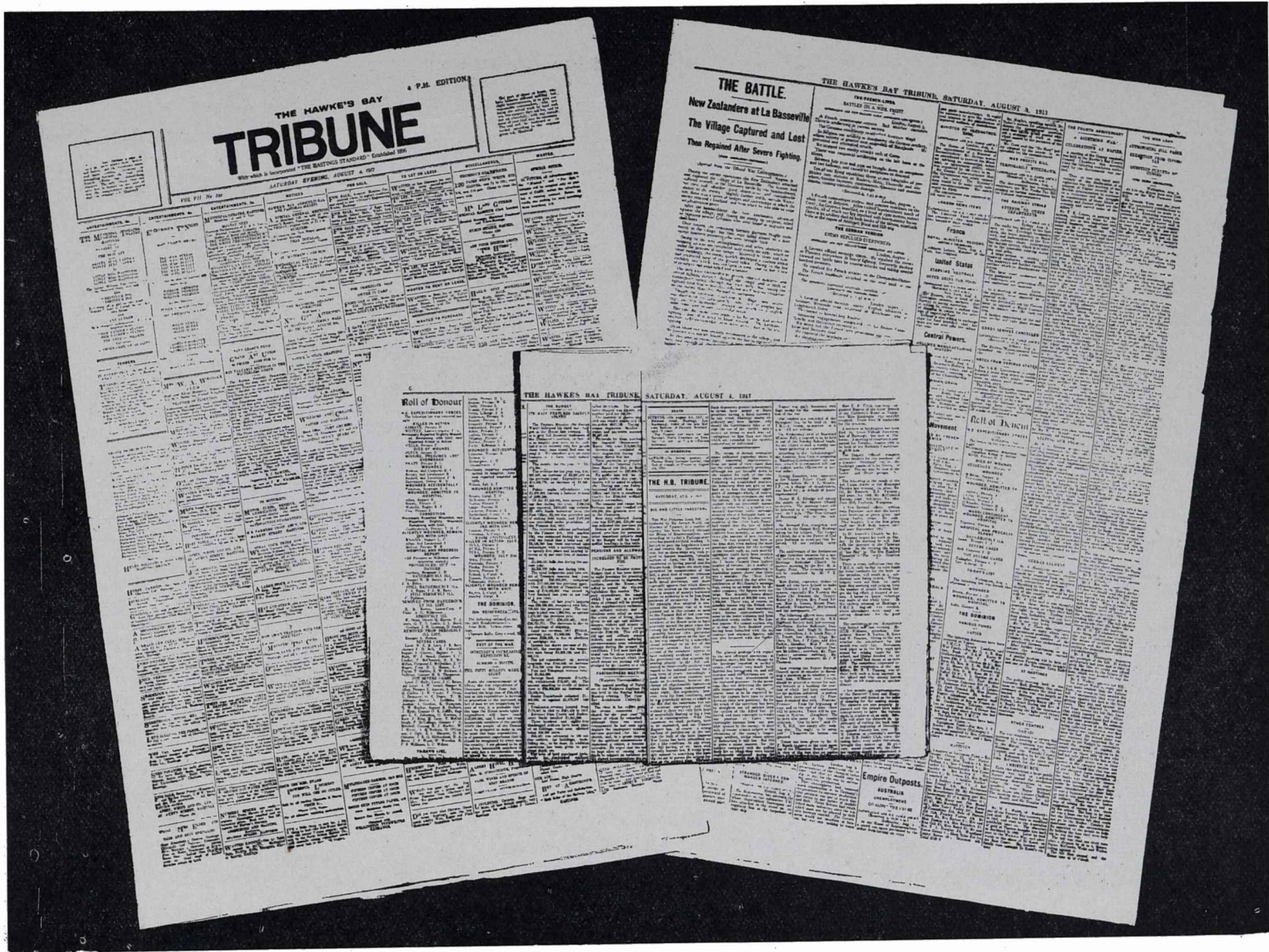
The gallant and successful fight the little Standard put up in support of the Inner Harbour scheme when its two Napier contemporaries were supporting the big loan proposal for the extension of the Napier Breakwater attracted the attention of Mr. William Nelson and he invited the editor to Waikoko and suggested the formation of a small limited liability company so that the necessary linotype plant, press, and buildings could be obtained and a newspaper in advance of the requirements of the district be published for circulation throughout the whole of Hawke's Bay. It was his suggestion also that the newspaper should be styled "The Hawke's Bay Tribune," the "Hastings Standard" being, he considered a too parochial name for a big provincial journal. As a result of this meeting, although Mr. William Nelson did not personally become a shareholder, the company known as "The Tribune, Ltd." was formed, and within two months, the first number appeared. Awaiting the arrival of the Cossar press from England, and the erection of the new premises, the Tribune was printed as a twelve-page paper on the old Standard press and published at the Standard Buildings in Queen street. The work of erecting the Tribune Buildings at the corner of Karamu road and Queen street was then proceeded with and on August 28th, 1911, the company moved into their new quarters and the Tribune was printed in its present popular form.

THE TRIBUNE'S POLICY.

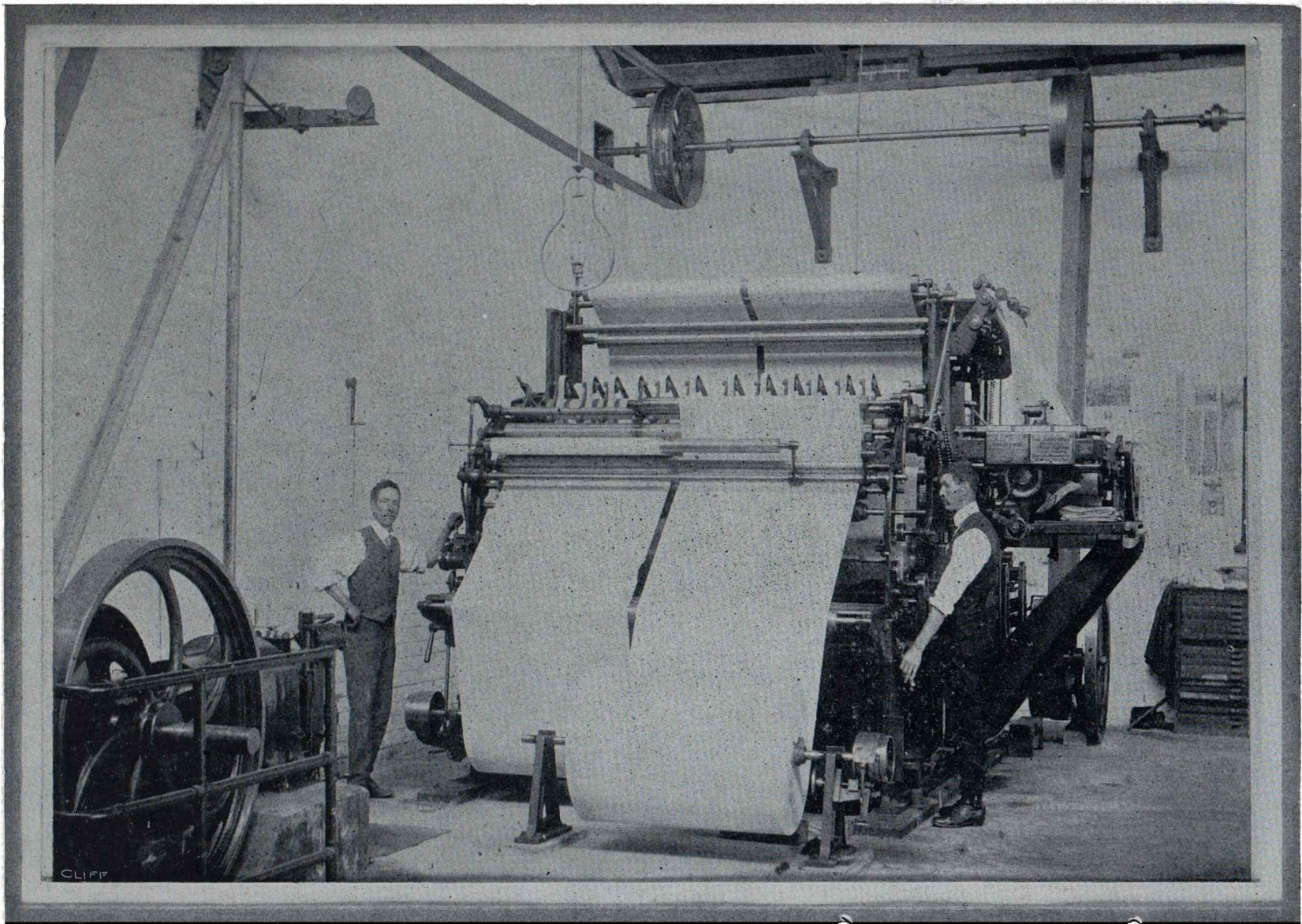
The object the founders of the Tribune had in its institution was that the people should have a clean and honest newspaper. As stated in the leading article in the first issue, "It stands for broad general principles and is not tied to any political party. Its columns are to be a medium for free discussion of subjects of local and

general interest and they are open to all so long as there is anything to be said worth the saying. . . . As the Tribunes in Ancient Rome were appointed to see justice done, so will it be our endeavour to secure equal treatment for all." How far it has succeeded in following the ideals of its founders we leave the public to judge. Perfection is difficult to attain, and possibly there have been shortcomings, but where these have occurred the fault lies entirely with its editor and not with the proprietors. He has been given full liberty in all things, and the only instruction he has to follow is "to be always on the side of right whatever the immediate consequences may be." It is the ultimate result that counts, not the present advantage and benefit. The responsibility of journalists who are given full liberty is great, but they are not likely to go far wrong if they follow the lines laid down by that great journalist, the late Henry Reeve of the London "Times," namely, "Find out the true state of facts; report them with fidelity; apply to them strict and fixed principles of justice, humanity and law; inform as far as possible the conscience of the people, and call down the judgment of the world on what is false, or base, or tyrannical." These are the duties of those who write for the Tribune and they are duties which all are carrying out to the best of their ability. Again quoting Henry Reeve: "The ideal can only be reached through the individual; but, if every individual associated with the Press, from the richest proprietor to the youngest contributor, determines to pursue that ideal, no fear need be entertained as to the future of British journalism. It has always led the van; and it will never lose that commanding position, whatever the changing ambitions of commercialism, if to its own historic, honest and high-minded self it continue to be true."

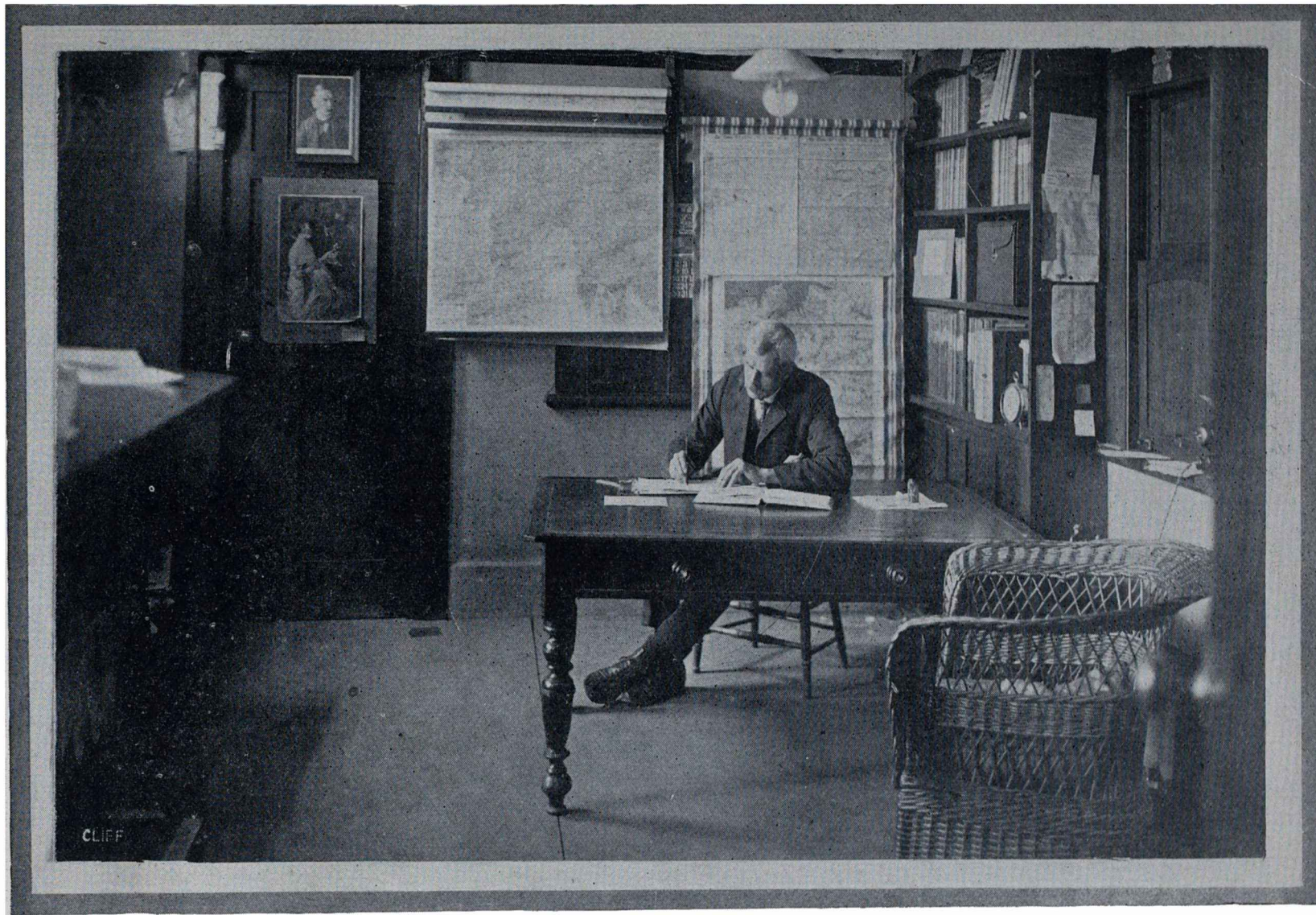
Words are things, and a small drop of ink
Falling like dew upon a thought, produces
That which makes thousands, perhaps millions, think.



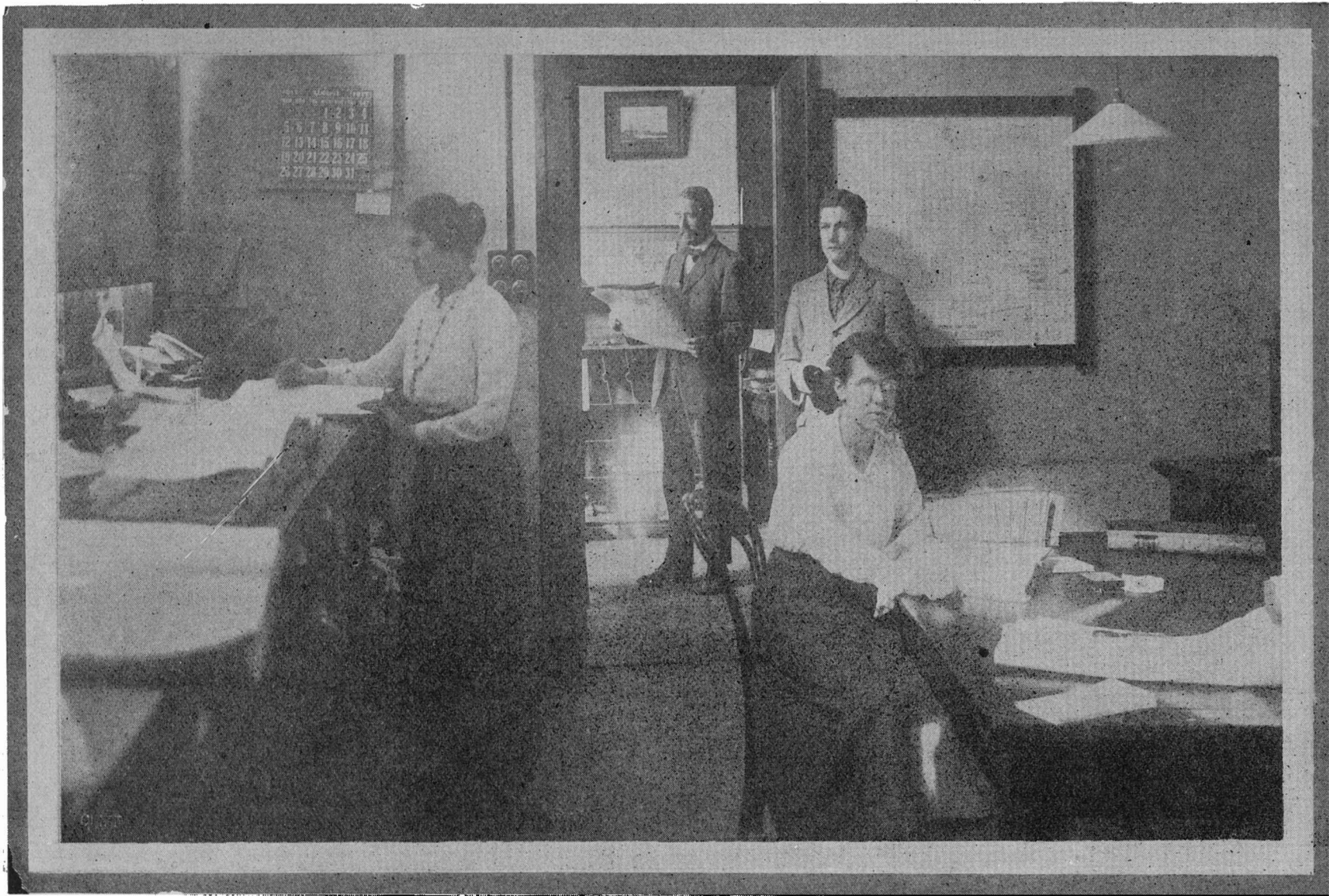
“The Hawke’s Bay Tribune”—The only newspaper published in Hastings. Appears daily at 4 p.m.



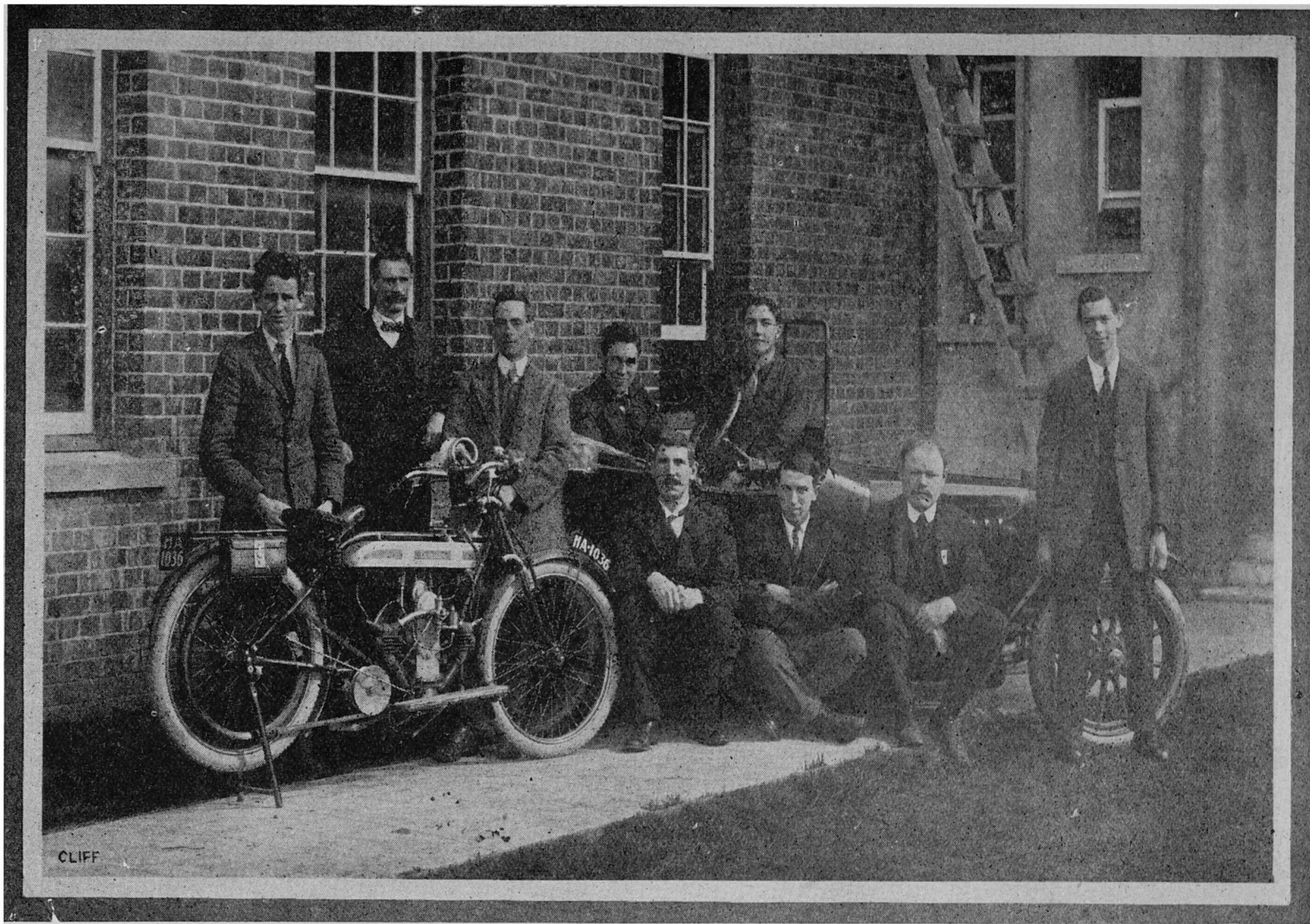
“The Hawke’s Bay Tribune”—The Printing machine which produces complete eight-page folded copies at one operation



“The Hawke's Bay Tribune”—Mr. W. C. Whitlock, the editor, in his room



“The Hawke’s Bay Tribune—”—General Office and Secretary’s Office



"The Hawke's Bay Tribune"—Group of Mechanical Staff.



Messrs. T. Ritchie & Co.'s General Office.

Hydraulic and Electrical Engineering and Plumbing

Thomas Ritchie & Co.

At the present day, when water supply and sanitation are held to be such vital factors in the welfare and progress of a town or district, any firm meeting the demand for high-class work in connection with installations of this nature naturally takes an important place in the work of development.

Messrs. Thos. Ritchie & Co. have been closely identified with the progress of Hastings since the year 1905, when the firm was first established in premises adjoining Mr. F. L. Bone's present store in Heretaunga Street. Soon after the firm commenced business the fine new ferro-concrete block was erected near King Street during the building "boom," and into a portion of this commodious property the business was removed. With the increased accommodation new departments were added, and the carrying of much larger stocks was made possible.

From being originally plumbers and sanitary and lighting engineers, Messrs. Ritchie & Co. have extended their scope of business to include, besides the above-mentioned, heating and ventilating engineering and electrical work in all its branches, including the installation of complete electric lighting plants for country houses. An important department is that for such motor-car repairs as come more properly within the range of the work of the skilled plumber and sheet-metal worker. Hydraulic and sanitary engineering as applied to station work is specially catered for.

The firm has been entrusted with the plumbing for many of the most important buildings in the district, including the Grand Hotel, Woodford House School, Havelock Village Hall, Heretaunga Boys' College, Iona College, St. George's School, and the National Bank, and in the case of the four latter electric light was also installed. Messrs. Ritchie & Co. have made a special study of both steam and hot-water heating systems, and the numerous plants put in by the firm in both town and country, all working satisfactorily, emphasise the success of continued efforts in the direction of excellence and efficiency.

In a brief survey of the premises in Heretaunga Street, the visitor enters a spacious showroom where a wide variety of goods is on view pertaining to the several branches of the business. There are baths of almost every modern style and design, accompanied by a wide choice of other bathroom fixtures and fittings. Hydraulic rams and force and lift pumps of varied sizes, suited for homestead or grazing paddock water supply, form an important group in this department, and impress one with the fact that Messrs. Ritchie & Co. are in a position to carry out urgent station requirements without the delay caused by waiting for articles not in stock. Dairying requirements are also catered for to some extent, milk coolers and other appliances forming part of the general display. The now widespread adoption of electric lighting has caused a constant demand for new lamps and fittings of all kinds, and these, being imported

direct, are stocked in large quantities, along with supplies for electric bells and private telephones, which the firm is constantly placing in private houses and offices.

A valuable aid to the housewife is on view in the shape of the "Thor" vacuum cleaner, which is electrically driven by flexible connection to a light socket, the only exertion required on the part of the user being sufficient force to wheel the cleaner over the surface of the floor.

Doud's supreme petrol lighting system is a wonderfully simple and highly efficient means of obtaining a good light in country houses with the minimum of trouble and at low cost. Important points in favour of this system are the safety from explosion, and the fact that it is equally efficient and pleasant to use for either lighting or cooking.

The "New-Way" air-cooled petrol engine is an item of great interest to station owners, as it can be used for water-lifting, shearing, or running milking-machines. "Monitor" and "Climax" windmills and pumps and other accessories, including hot-air engines, for pumping domestic water supplies complete the display in this department.

An interesting feature is the showroom for electric light fittings, in which is displayed a seemingly countless number of electroliers and pendants of different patterns showing the effect of almost every possible variation of coloured shade. This departure has met with widespread admiration from clients, who find it a much simpler task to select designs from the articles themselves rather than from catalogue illustrations.

Passing the well-lighted general office, the galvanised iron working department is reached. This branch is well equipped with the most approved labour-saving machinery for sheet-metal working. A wide range of special work is dealt with here, in addition to the every-day work of manufacturing galvanised piping, guttering, down-spouts, and other building requirements. Tanks in all sizes up to 5,000 gallons capacity are constantly in course of construction, ready for despatch to all parts of the district.

In the motor-car repairing department, situated upstairs, a staff of experienced workmen is engaged in dealing with repairs to mud-guards, radiators, petrol tanks and lamps, and the metal portions of hoods.

The following pages of illustrations will convey a general idea of the firm's premises and some of the departments mentioned above.

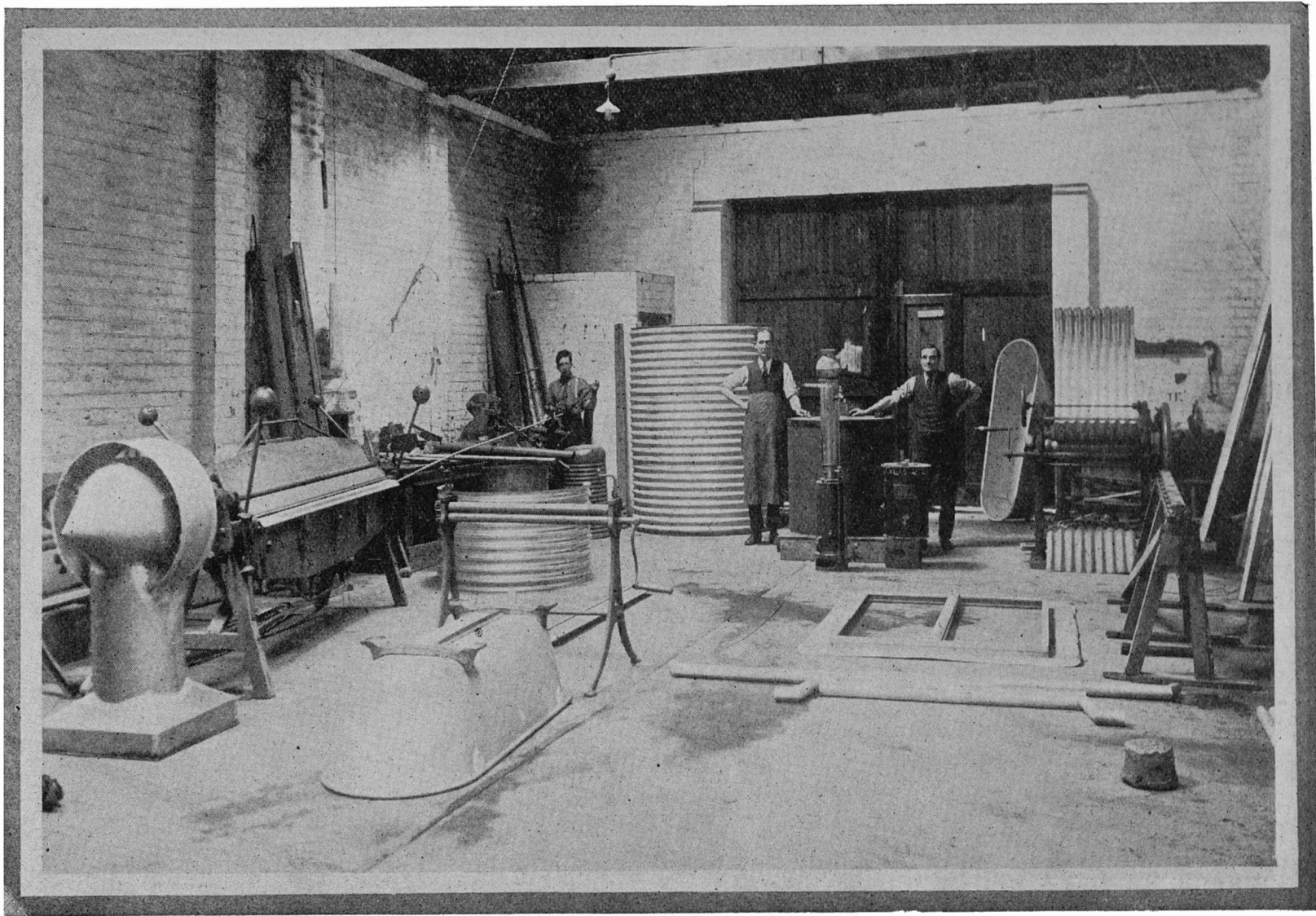




View of Main Showroom at Messrs. T. Ritchie and Co.'s, Hastings.



A portion of Messrs. T. Ritchie & Co.'s Electric Light Showroom.



Galvanised Iron Working Department, Messrs. T. Ritchie & Co's.



Soldering Car Radiators—A corner of Messrs. T. Ritchie & Co.'s Car Repair Department.

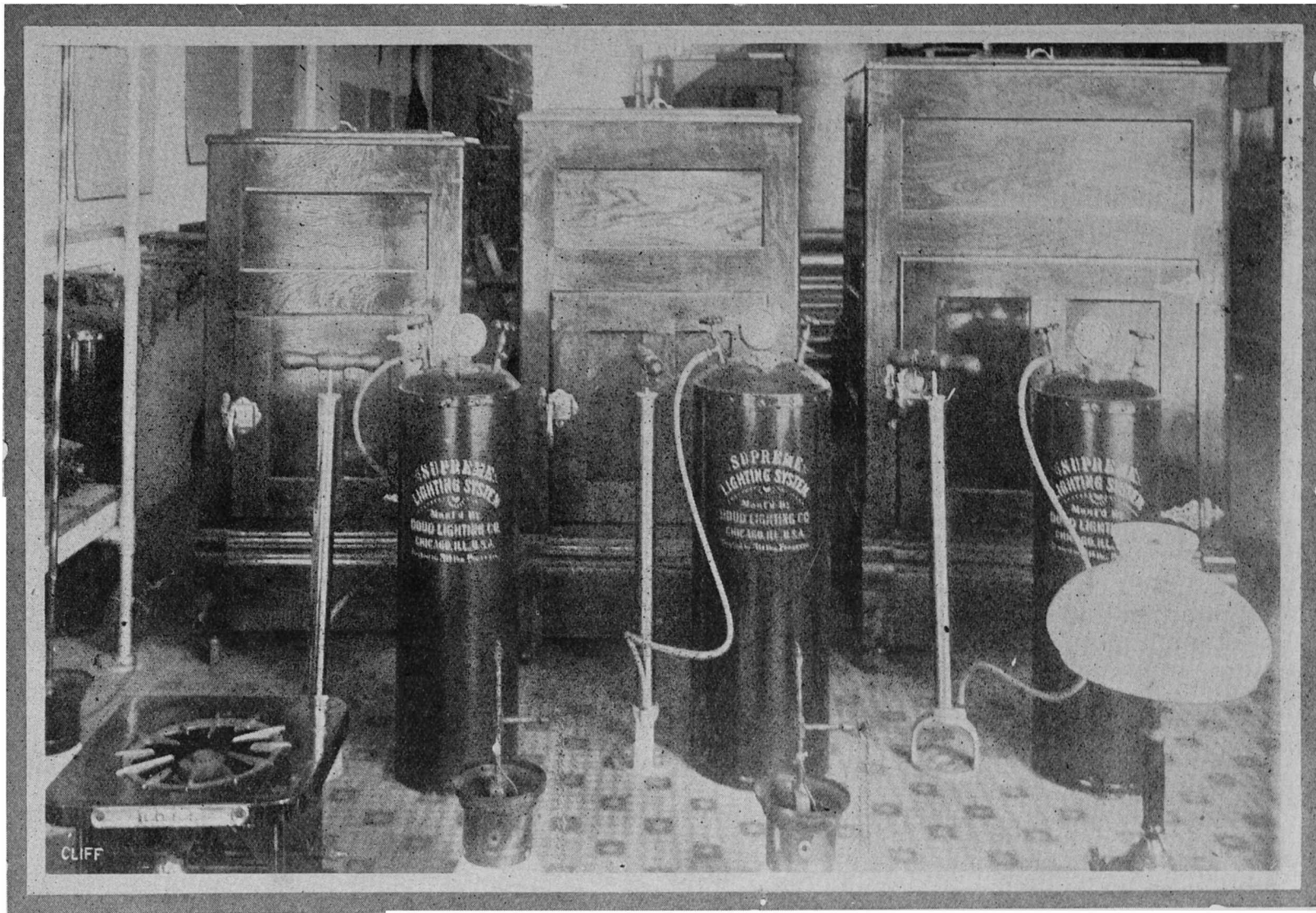
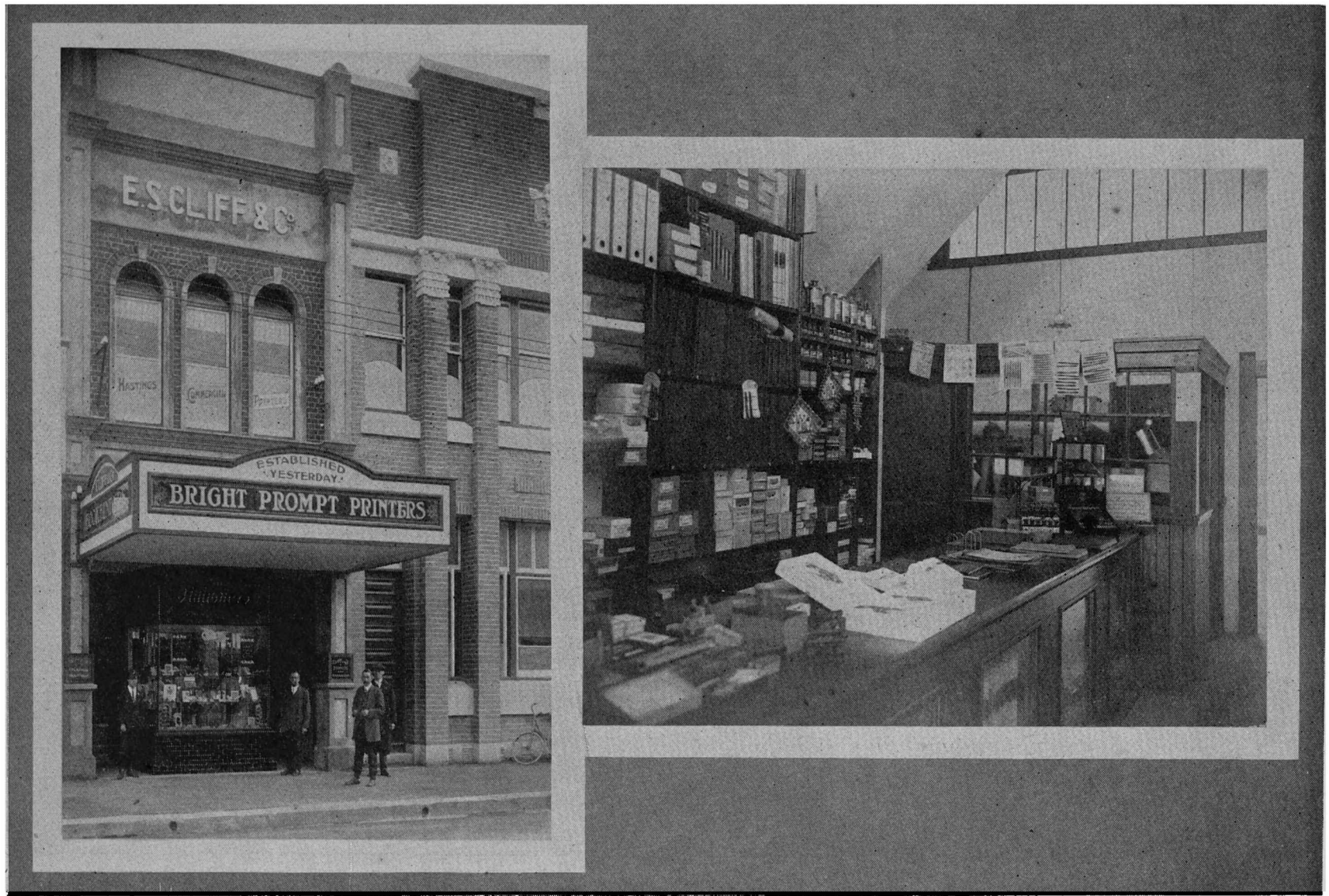


Exhibit of "Supreme" Lighting Sets at Messrs. T. Ritchie & Co's.



Building Frontage and Stationery Department of Messrs. E. S. Cliff & Co.'s Printing and Engraving Establishment.

A High-class Printing, Bookbinding and Stationery Establishment

THE PIONEER PHOTO-PROCESS HOUSE

E. S. Cliff & Co.

The growth of the printing trade and extension of its sphere of usefulness to commerce generally in Hawke's Bay is well exemplified in the case of E. S. Cliff & Co. This business, founded in 1906, after some changes, passed into the present proprietorship in 1909, the works being then situated in Karamu Road. From the outset, Mr. Cliff realised the future possibilities of Hastings, and the firm's aim has always been to enable the quality and class of work turned out to keep stride with the continued active progress of the district in other directions. With this object in view, a substantial building was erected in Queen Street, and in November, 1915, the business was transferred to the new premises.

The stationery department caters largely for the requirements of commercial offices in addition to the general demand for writing materials and a multitude of sundry articles. Account books of all sizes are stocked, from the large mercantile ledger down to the small sets for private use.

Passing through from the shop, the free writing room is entered. This is a spacious and well-lighted room, furnished in oiled rimu, and set apart for the use of any who care to avail themselves of its use, requisites for letter-writing being supplied gratis to all. On either side of the writing room are situated a business office and a ladies' cloak room.

Entering the machine-room, the visitor finds a large area over which is distributed the machinery used in the production of the numerous lines of printing handled by the firm. An object of considerable interest to visitors is the high-grade art printing machine upon which this booklet has been worked, giving a result greatly superior to that obtained upon a machine of more ordinary design. Other machines of various sizes, all electrically driven, are busily engaged in adding their share of work to the general output. The composing department, where the type is set in readiness for the machines, has been carefully planned so that the maximum amount of work can be carried out in a given time, whilst no trouble has been spared to procure from the leading British and American typefoundries any supplies that would tend to enhance the appearance of the finished product.

The bookbinding department is equipped with a power ruling machine of the latest pattern and of large dimensions, numerous machines, presses, guillotine, millboard cutter, etc. This branch of the business is chiefly engaged in the manufacture of account books of all kinds, magazine binding, gold lettering on leather goods, and work of a miscellaneous character.

The stereotyping department is another important branch of the firm's activities, for here the duplicating of pages of type or blocks is carried out by a casting plant of ample dimensions. By means of this the work of

printing large orders is greatly reduced, as several casts can be taken from the type and printed on one sheet, being afterwards cut into separate portions.

Situated upstairs, where every advantage regarding daylight may be gained, is the photo-engraving department. This is the firm's newest branch, and fills a want that has long been felt in Hawke's Bay, as photo-blocks can now be produced in a few hours if required, thus obviating the delay of many days necessary when work of this nature had to be sent to one of the centres. No expense has been spared to ensure the output being of a high printing quality and effective in appearance, the result being seen in the views illustrating this booklet, all the blocks and most of the photographs having been executed by Cliff & Co.'s engraving department. A glass studio contains the large copying camera, electric arc

lights of 2,000 candle-power each being provided for use in dull weather, or for urgent work that must be carried out after dark. The etching-room, a spacious, well-ventilated dark-room, and a room for drawing, complete the upstairs departments. Owing to difficulties of importation of machinery from England during the war, the engraving plant is not yet as complete as it is intended to be, but with the arrival of plant which has been ordered, and the building of an extension to the studio at the close of the war, this department will be an even greater assistance to the commercial and advertising requirements of the district than at present, and in fact will then be one of the most complete of its kind in the Dominion.

Visitors to Hastings are invited to inspect the works at any time, when the proprietor will be pleased to show them the various departments in operation.

Some Testimonials from our Visitors' Book

DATE	NAME	ADDRESS	REMARKS
30 May	F. W. HICKSON	Wellington	Absolutely Up-to-date
13 June	WALTER ROSS	Wellington	The most up-to-date Print Shop to be found, with new ideas
3 Aug.	W. R. WILLIAMSON	Auckland	Just like the Print Shop you sometimes read about
12 Aug.	H. E. PITHER	Wellington	The real craft of high class Printing is well expressed here
14 Aug.	G. F. MORAN	Wanganui	The most Up-to-date Printing Office I've seen
5 Sept.	FRED L. WOLEDGE	Christchurch	A walk through this house is quite a revelation, quite the most
26 Oct.	JOHN A. TAYLOR	Wellington	Go on "Well-doing" [progressive firm of its kind
8 Nov.	G. MEREDITH	Christchurch	EXCELLENT. Swift and Co.—Success
15 May	HAYDON BECK	Wanganui	Really very fine : an eye opener.
28 May	L. E. EASTABROOK	Wairoa	Splendid. "Carry on"!
27 July	S. E. SCOTT	Hastings	Necessary addition to our Township, so complete
10 Aug.	A. K. ALEXANDER	Thames Valley	A great Boon to Visitors who visit this Town



The Staff of Cliff & Co's Printing, Bookbinding, and Engraving Establishment.



The Printing House Garden is a feature at Cliff & Co's. This early rose bloom, grown there, was cut and photographed on July 6th, 1917.
(July in New Zealand corresponds to January in England)

The Tobacco Industry

The New Zealand Tobacco Company, Ltd.

Registered Office: Hastings, H.B.

Factory: Port Ahuriri, Napier, H.B.

There is one industry in Hawke's Bay which is unique as far as New Zealand is concerned. Some four years ago the growing and manufacture of tobacco as a commercial undertaking was initiated by what was then a small company.

Being satisfied by experiments, and having the services of an expert, about 150 acres of land were secured, and very fine crops of a most excellent tobacco leaf have since been grown by the company, and it has been proved that both the climate and the soil of Hawke's Bay are eminently suitable for the purpose.

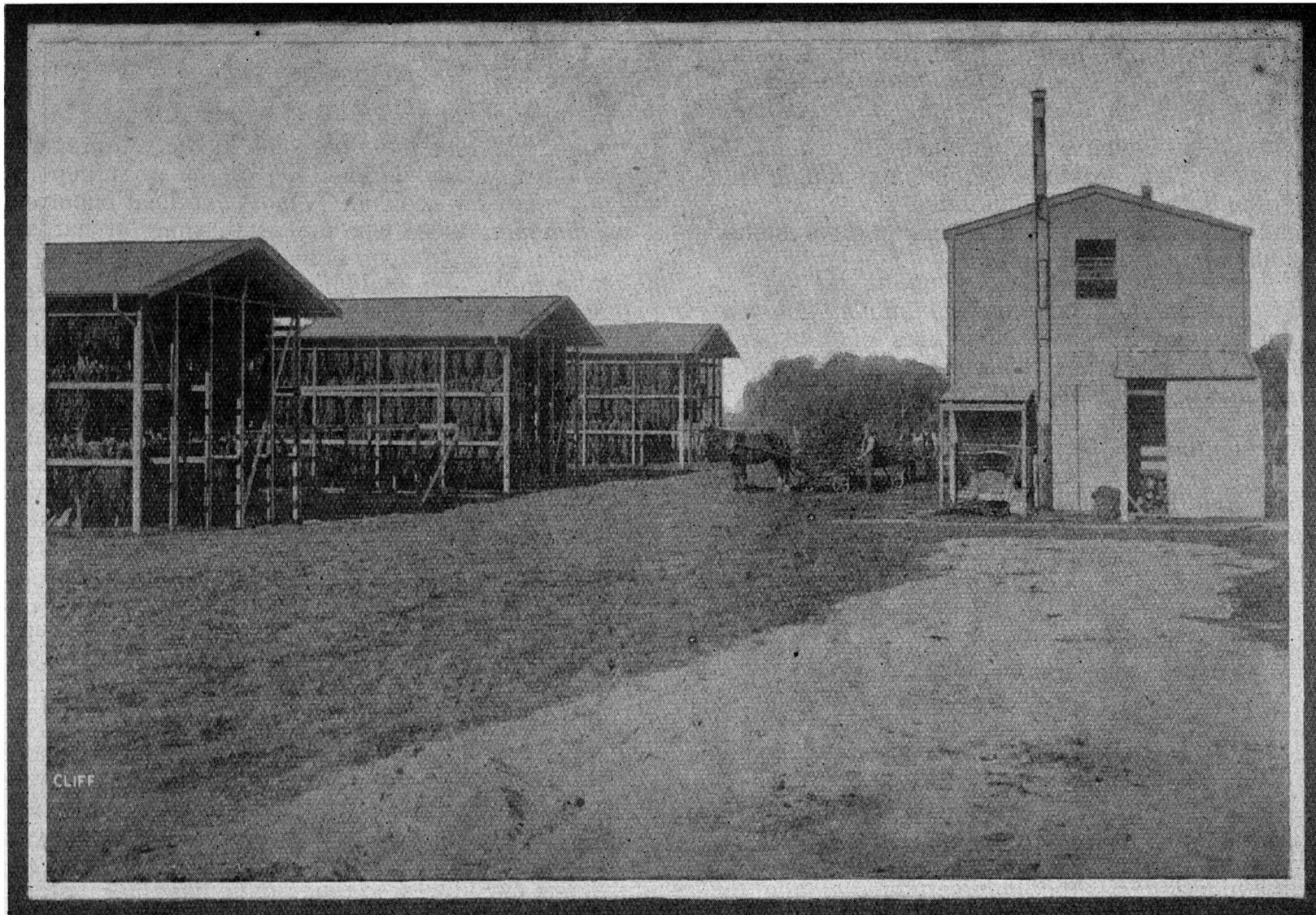
Drying and heating and packing sheds of large dimensions were built, and there the tobacco leaf was dried, cured and packed ready for manufacture. When the stock had reached about 200,000lbs a factory was established at Port Ahuriri, the machinery procured, and manufacturing commenced, and the finished article was placed on the market some twelve months ago.

The tobacco soon became known for its excellent smoking quality and its purity and harmlessness to the smoker, and the public were quick to appreciate its merits, and realising that it was the duty of every patriotic smoker to use an article which was produced in his own country, and which helped to employ his own labour, the demand has become very great, and the company is now selling about 60,000 packets monthly, the quantity consumed being equally great in almost every part of New Zealand.

About £15,000 has been sunk in the venture, which promises to rapidly become one of the most important industries in New Zealand. A most excellent opportunity is presented to those who are establishing orchards, as they could grow tobacco between the young trees, and as 800lbs to the acre could be produced, and the company is prepared to give up to 1/3 per lb for a suitable article, it will easily be seen that a very fine return could be got from the land while the fruit trees are maturing.

The extent to which the industry could be taken is practically unlimited, because already about three million pounds of tobacco are imported into New Zealand annually, and it should not be forgotten that the whole value of this is paid to foreigners. The possibility of increasing the dimensions of the industry is of extreme importance, keeping in view the fact that we shall have many thousands of soldiers returning after the war, and that employment must be found for them. If occupiers of land suitable for the purpose would grow tobacco, besides the labour employed in that way, thousands might be employed in the process of manufacture.

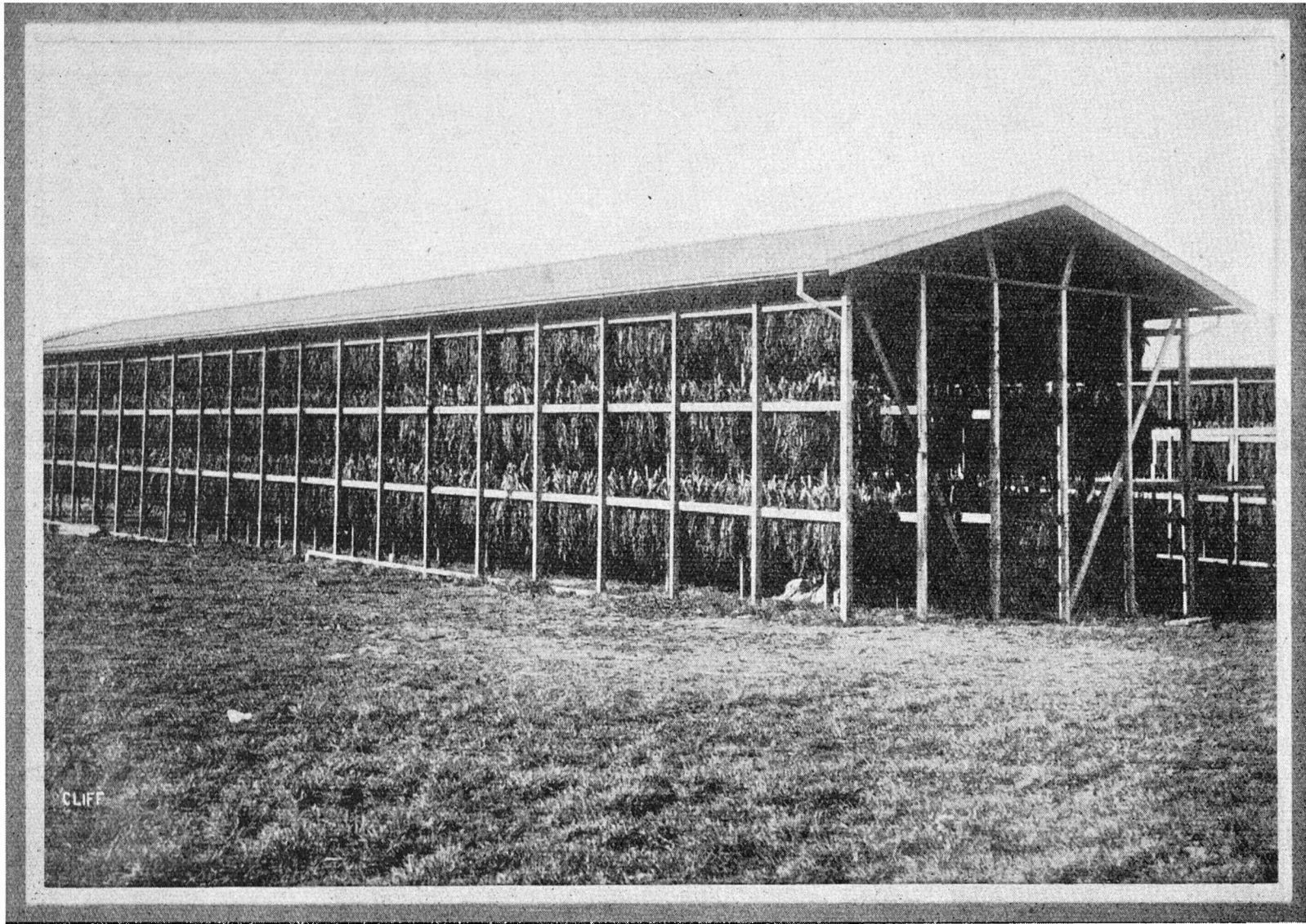
However, much depends on the New Zealand smoker; he has at his command a tobacco which he can rest assured is absolutely pure and the smoking properties of which are the very best, and if he will continue loyal to himself and to his country, and demand New Zealand grown and manufactured tobacco, he has the satisfaction of knowing that he is helping to establish an industry among his own people, the importance of which to the Dominion cannot be over-estimated.



New Zealand Tobacco Company's Drying and Packing Sheds at Haumoana, near Hastings.



The New Zealand Tobacco Company's Plantation near Hastings. The leaf in its growing state.



Drying Sheds at the New Zealand Tobacco Company's Plantation near Hastings.