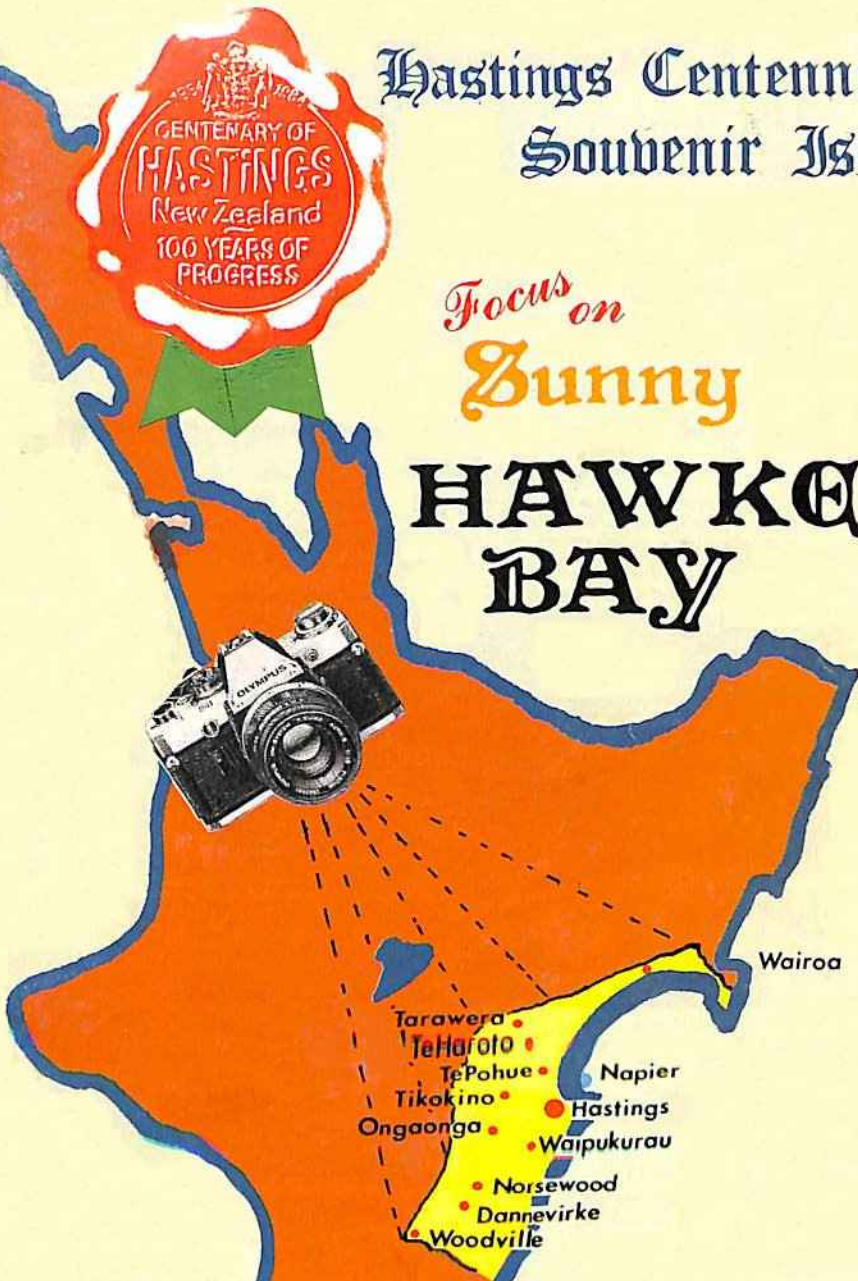




Hastings Centennial Souvenir Issue

Focus on
Bunny

HAWKES BAY



HASTINGS 1884 - 1984 • C ENTENARY OF HASTINGS 1884 - 1984 • CENTENARY OF HASTINGS - 1884 - 1984



1877 ST MATTHEWS CHURCH • 1890 TOMOKANA WORKS • 1880 RACE COURSE • 1891 BREWERY ESTABLISHED • 1884 TOWN BOARD

INTRODUCTION

It is with pleasure that we bring you this third edition of "Focus on Sunny Hawke's Bay" which this year is a Souvenir issue embracing Hastings Centennial Year. Publication has been delayed to enable photos of the first Centennial Parade to be included, a taste of what is to come in the shape of the big once only Blossom Parade to be held on the 15th September. As accommodation will be at a premium that week it is advisable to book now.

All advertisers who appear on these pages will be only too willing to offer you information as to what to do and where to go during your stay, and the accommodation houses and motels give excellent comfort, whilst the restaurants and eating houses offer a varied and tasty fare.

The following Public Relations Officers will give you every assistance during your stay:

MURRAY PINFOLD — Phone 69-001 Hastings

BRIAN COTTER — Phone 57-182 Napier

"HAVE A NICE DAY WHILST IN THE BAY"

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HASTINGS CENTENNIAL

Hastings Centennial Day — 4th February, 1984
The Centennial Day, that is the 100th Anniversary of the first Town Board Meeting of Hastings, is the 4th February, 1984, which fortunately happens to be a Saturday.
The tentative format for the day's celebrations is as follows:

Centennial Day 1984 will start at about 9.30 a.m. with a Monster Parade entitled "Parade of a Century" commencing around the hospital area in Omaha Road and proceeding right through Heretaunga Street to say Willowpark Road North, Grove Road and then Karamu Road North to finish at the Showgrounds.

At the Showgrounds there will be a "gala" atmosphere with hundreds of clubs and organisations involved in presenting entertainment and activity for the public. Some of the activities will be archery, jazzercise, fly casting and aerobics together with displays of floral arrangements, wargaming, pottery, model aircraft, photography, vintage cars and many more. This activity will be supported by an Arena Programme involving such items as marching girls, bands, BMX, dancing displays, show jumping, dog trials, wood chopping, sky-diving, aerobatic glider display, formation aerial display and a traditional Chinese Lion Dance. The only official or formal activity envisaged would be the introduction of invited V.I.P.'s and a short address by His Worship the Mayor of Hastings who could (providing a decision has been reached at that time) announce the major Centennial Project.

The main spectacle of the day's activities could be the re-enactment in costume of the first Town Board Meeting of Hastings, on the 4th February, 1884. The City has the original minutes of that meeting.

The celebration of Centennial Day in Hastings promises to be a memorable day of total community involvement.

Hastings

100 years of progress

The City of Hastings, in the province of Hawke's Bay, New Zealand, was officially founded when the Town Board held its first meeting in 1884. Its roots however go 20 years deeper to the first settlement of the surrounding Heretaunga Plains. In 1864 two settlers, Tanner and Rich, leased farmland from its native owners. A later settler, Francis Hicks, sub-divided his property into town lots in 1873, and built the first store.



Originally named Heretaunga, the town was finally named after Warren Hastings, who, following the initial victories of Clive in India, proceeded to strengthen British rule there. Today Hastings is a prosperous provincial city sited on extremely fertile river plains, enjoying a Mediterranean-type climate.

Hawke's Bay exports meat, wool, fruit, vegetables and wine; as well as a diversity of light and medium industrial products. The largest fruit and vegetable processing plant and export meat works in New Zealand are sited in and near Hastings. Hastings is also a holiday centre, placed within easy reach of ocean beaches and bush-clad hills, and surrounded by the changing beauty of the orchards, vineyards and pastoral landscape.

In 1965 the Borough was proclaimed a City. Its slogan is The Fruit Bowl of New Zealand, and the motto on the City Arms signifies the harmony between city and countryside.

The heritage of 1066

Eight centuries before the City of Hastings was founded in New Zealand, William the Conqueror landed near a seaside town of the same name in England. The ensuing Battle of Hastings shaped the culture, social structure and language of England; and they were subsequently passed on to our City within the wider New Zealand community.

In celebrating its 100 years of history, the City of Hastings pays tribute to the famous Bayeaux Tapestry which illustrates the momentous events of the Battle of 1066.

CENTENARY OF HASTINGS 1884-1984 • CENTENARY OF HASTINGS 1884-1984 • CENTENARY OF HASTINGS



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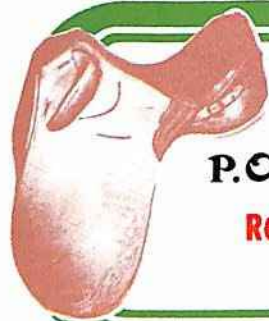
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ABOVE—Part of Wairoa showing the Wairoa River entering the sea.



The inland road from Wairoa to Gisborne.



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A picnic area near the mouth of the river at Wairoa.

STORY OF SUCCESS



Hastings takes pride in the fact that it is the home base of one of the most successful enterprises in the history of New Zealand commerce. It was here, in the heart of the fertile cropping land of the Heretaunga Plains, that the late Sir James Wattie founded J. Wattie Canneries Limited in 1934.

The company's early policy of import substitution evolved into seeking national and international markets. Along with the growth came expansion into other fertile cropping districts, and today J. Wattie Canneries Limited operates five processing plants and sells its production throughout the world.

Hastings, which is still the head office of the company, takes produce each year from more than 700 growers in addition to operating its own farms. This factory cans and freezes many types of fruit and vegetables, processes all the baby and junior foods manufactured under the Wattie's label, operates a tinplate lacquering and printing plant and, like Gisborne, has a can making division which produces cans for company use and for outside contractors.

The Gisborne plant, which began operation in 1952, is the largest processor of sweetcorn outside the U.S.A., cans and freezes a wide variety of fruit, vegetables and meats, is the sole producer of the company's massive pet food

range and possesses a huge "Fish House" on site which processes the many varieties of fish caught by the company's fleet of fishing vessels.

Fielding is the most recent Wattie plant to begin operation, and specialises in frozen foods. This factory processes many "premium" crops such as cauliflower, broccoli and kiwifruit.

In 1970 J. Wattie Canneries commenced processing in Christchurch. Vegetables are both canned and frozen, together with fruit, including apricots, apples and berry fruits.

J. Wattie Canneries Limited in Timaru continues to expand. In 1973 a new dehydration plant was installed which now produces all the company's dehydrated products. Potato crisps are made at this plant also.

This New Zealand company has grown from a one man business in 1934 to a multi-million dollar enterprise providing employment, both directly and indirectly, for thousands of people within this country, and through its exports arm, overseas.

50 Years of Growing with Hastings



Busy intake yard at Wattie's Hastings factory.

J. Wattie Canneries Ltd.

50 Years of Growing with Hastings

The unwritten history of New Zealand industry and enterprise must assuredly record personal triumphs and failures, and among the triumphs will be the story of Sir James Wattie and the industrial group which he created 50 years ago.

Born in Hawarden, North Canterbury, in 1902, the young Jim Wattie moved with his family to Hastings in 1915. Joining the work force, he studied accountancy at night, and held the position of Secretary/Manager of the Hawke's Bay Fruitgrowers Limited when, in 1934, he began his own company, J. Wattie Canneries Limited.

The fledgling company had an old wooden house as its first factory. This was in King Street, and the main plant in Hastings today includes this original site.

The capital needed to launch the processing company was raised by Jim Wattie and a close friend, Harold Carr, who was a young accountant.

The two men walked the main street of Hastings, Heretaunga Street, asking local businessmen if they would care to invest either 25 or 50 pounds in the proposed company. In two days they collected 1,250 pounds (\$2,500), enough to purchase the necessary equipment.

In the first year of operation, J. Wattie Canneries Limited canned fruit pulp for an Auckland jam manufacturer and also some "trial" peaches and pears. The net profit that year amounted to \$1,784.

And so it began! The more recent history is better known — company growth based on business acumen, courage in enterprise and abiding trust between Sir James and everyone with whom he had dealings.

Today the business of J. Wattie Canneries Limited reaches into countless homes in New Zealand and into a score of other countries.

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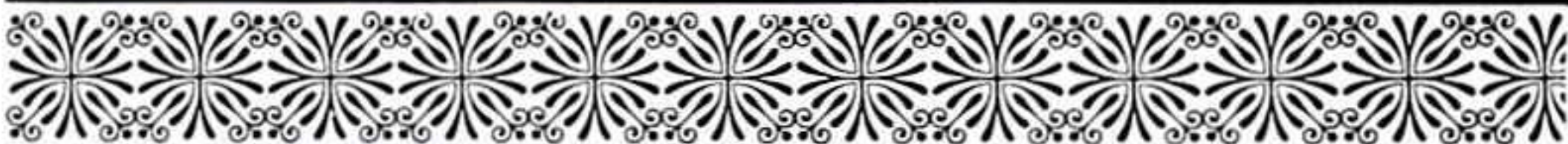
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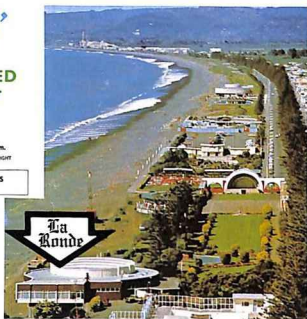
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WAIROA

Wairoa has one claim to fame, it is the first known area of Hawkes Bay to have a horse. One of the chiefs of the time named Apatu purchased the horse from a resident shipmaster about the year 1834.

Wairoa's story begins with the arrival of the early whalers about 1830 to 1840. Settlement in Wairoa was slow because of the silting up of the bar at the mouth of the Wairoa River which caused shipping delays of up to months at a time. Access to Napier in the south was practically impossible because of the nature of the country and the numerous rivers which had to be forded, and which could become raging torrents in a matter of hours because of the large watershed area in the back country draining the Kaweka and Urewera ranges. Only the most venturesome tackled the arduous journey to Napier overland and their trips alone would provide the material for many a good story.

Because of the whalers Wairoa had an early history of lawlessness and it was not until the arrival of the first of the missionaries that measures were taken to bring some semblance of law and order to the district.

Over the years Wairoa's progress has been slow in comparison to other places but this can be put down to the slow progress of communications such as the railway which was not opened until 1939, and the upgrading of the main Napier-Gisborne highway, a long overdue project now in the stages of improvements over various sectors of the road.

A very pleasant holiday can be had by staying in Wairoa, and visiting all the places of interest in the district. A trip out to Mahia Peninsula with its lovely beaches and good swimming and sun bathing spots. Fishing can be enjoyed off the beach, or if you have a boat good fishing can be had just off the coast. Always check the weather forecast before going out on the sea, and get as much information as you can from local people about conditions and fishing in the area you have selected.

THE LIGHTHOUSE

One of the town's most unusual attractions is its lighthouse, reconstructed on the banks of the river, a few yards from the bustling business centre.

Now the shaft of light that once warned seamen of the dangers of Bull Rock off the Mahia Coast now shines out harmlessly across the flat waters of the Wairoa river.

The lighthouse was built in solid Kauri on Portland Island off the Mahia peninsula in 1877 by English engineers. The lantern was shipped to New Zealand a year earlier from London and the lens apparatus was built by a Paris firm.

When the Marine Department changed to a different type of lamp the life of the lighthouse seemed doomed.

Wairoa's enthusiastic Mayor at the time was quick to realise the tourist potential and intrinsic value of the structure and with volunteer helpers, the lighthouse was rebuilt on the parade and opened in June 1961.

Under its polished copper dome, the veteran lighthouse sends out several beams at once through its lens assembly, which would cost an estimated \$20,000 to replace.

The original lamp equipment was a little too powerful for many Wairoa residents who preferred to sleep at night without having their homes a blaze of light at intervals, and less powerful globes were installed.

Visitors who wish to look inside the lighthouse should contact the Information Bureau. Additional historic material is available for the enthusiast.

Wairoa has a good information centre just beside the bridge over the Wairoa river at the Eastern end of the bridge on its Southern side.

You will find plenty to do and see around Wairoa.



The old Portland lighthouse which was re-erected on the Parade at Wairoa, as a tourist attraction.

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The bridge over the estuary at Napier.



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The "PARADE OF THE CENTURY" was held on a fine sunny day in keeping with the Hawke's Bay weather.



THE INLAND PATEA TO TAIHAPE

The Inland Patea road (not to be confused with Patea north of Wanganui) was one of the earliest roads in Hawkes Bay. In the days before the main trunk railway was opened all the wool from Taihape and surrounding districts went to the port at Napier for shipping away. Originally the road only went as far as the Waikonini Hotel which was between Waiwhare and Otamauri, but by 1880 it had reached Kuripango, where in 1882 a Mr. A. McDonald opened the Kuripango Hotel, which was afterwards used as a health resort much frequented by the well-to-do people of Napier and other parts of Hawkes Bay. Mr. McDonald also later ran one of the coach services to Moawhango, where by 1888 the road had now reached. Here a Mr. R.T. Batley had a store and carrying business. About 1893 two coach services were operating over the Napier Moawhango route and fares at one stage were as low as 5/- return. Another service connected to Taihape.

The Kuripango Hotel burnt down in 1901 and in 1903 the Hawkes Bay Motor Company took over the coaching service and in later years ran motor coaches over the route.

Before the advent of the Main Trunk Railway up the centre of the North Island, the Inland Patea route was the only way to get to the Taihape area, as the North, South and West were completely landlocked from Taihape and the Eastern route proved more accessible for the transport of wool to the port of Napier. The timber mills in the Taihape area came with the completion of the Main Trunk to Taihape where the railhead reached from the south in 1904, but the gap between Taihape and Taumarunui still had to be completed so a lot of travellers

of the day still preferred the coach trip to Taihape, then another coach trip to join the train at Taumarunui, rather than face the hazardous sea trip around the East Coast and across the Bay of Plenty with its stretch of rough water.

The trip over the Taihape road today is a far cry from what it was in those days. It is sealed practically out to the Kaweka Forest Headquarters, and then you come onto the seal again at the bottom of the Gentle Anne, this seal continues over the top of Gentle Anne which is not now the terrifying road it once was, but you go off the seal on the Taihape side of the hill. From then on the road is gravel and shingle but as long as you drive sensibly and carefully there is nothing wrong with the road.

Several miles on the Napier side of Moawhango you again come onto the seal which continues for the rest of your journey. On the trip over you will have had magnificent views of the Ruahine and Kaimanawa Ranges, crossed the Rangitikei River and seen some of the splendid high country that lies between Waiouru and Napier. In winter the road is sometimes impassable by snow for a short time as you are at an altitude of 3000ft. over the Ngamatea area.

However, anyone who takes the trouble to do a trip over the Inland Patea to Taihape always votes it as one of the more enjoyable trips they have undertaken. There are several good motels and hotels in Taihape and that town alone is worth while spending a few days in, with its two patches of natural native bush, interesting country drives and historical past.

At the end of your journey, travelling from Napier or Hastings to Taihape, you will find the Gretna Hotel, one of the original accommodation houses in Taihape. This hotel still retains a lot of its old world charm, with its old world dining room and other features. The accommodation is good and excellent meals are served, all at a reasonable price, which is a big thing in these days of high prices. Allow yourself 3½ hours to cover the journey from Fernhill to Taihape which gives you time to stop and take a photo or two.

GRETNA taihape

HOTEL host: hugh wallis



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GENERAL INFORMATION

NAPIER is the Capital of the wealthy Hawke's Bay province. One of New Zealand's famous holiday resorts, it is renowned for sunshine, the magnificent Marine Parade, stately pines, palms, flowering gardens, parklands, spectacular illuminations and the Marineland of New Zealand.

The City was laid out in 1855 by Alfred Domett, Commissioner of Crown Lands, who was responsible for many of the street names and being himself a poet, several thoroughfares are named after famous poets and literary figures (e.g. Shakespeare, Emerson, Tennyson, Dickens, Milton, Shelley, etc). Other streets have Indian associations (e.g. Meeanee, Hyderabad, Scinde, Clive, etc). Napier is named after Sir Charles Napier, the hero of Scinde.

The town was constituted a borough in 1874 and proclaimed in 1950, a City. On the 3rd of February, 1931, Napier in common with most of the Hawke's Bay district suffered a disastrous earthquake. The business area was destroyed or damaged. H.M.S. "Veronica", a sloop attached to the Royal New Zealand Navy, was in port at the time and her men rendered splendid service. The "Veronica" bell is hung on the Marine Parade as a unique memorial and it is customary to toll it each New Year as a tribute to the sterling work of her ship's company.

This tragedy, nevertheless, was not without its compensations. Before the earthquake, Napier was almost entirely surrounded by sea and inland waters and had reached the limit of its geographical expansion. The earthquake carried out a huge reclamation of land which if carried out by man would have cost millions of dollars. Napier received a bounteous gift from nature of some 3,200 hectares of land. This land now comprises the residential suburbs of Marewa ("Raised from the Sea"), Onekawa (Sour Soil), Maraenui (large space in front of a house), Pirimai (Joining up). Tamatea and the City Airport.

Napier has a fine port which is the third largest exporting port in New Zealand and is noted for the active fishing fleet and yachting which is a favoured pastime of many residents.

Napier is a garden city and takes pride in the development of its parklands. In the average New Zealand city, parks and reserves are provided at the rate of 3 hectares per 1,000 of population, but Napier boasts a ratio of 8 hectares per 1,000 of population.

Napier welcomes you and trusts that your visit to our seaside paradise is enjoyable and that you will always remember your stay at the City where "THE TURF MEETS THE SURF".

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NEW RAFT TOUR OFFERS BEAUTY AND DRAMA

Drama, majestic scenery, wild action and hill country hospitality.

Those are the ingredients of the latest option in New Zealand river rafting, this season being offered for the first time by Rafting Unlimited (N.Z.) Ltd, which recently opened a Hawke's Bay office.

Developed during the winter months in response to a virtual closure of the highly popular Wairoa and Tongariro rivers, the new tour is based on the Mohaka River in Hawke's Bay, long famed for its adventure rapids and magnificent trout.

The newly developed one-day tour begins with a light aircraft flight, signalling the start of one of the most adventurous single-day rafting options available in the country.

Highly-qualified pilots with vast experience in the bush areas around Taupo carry adventurers to a hill country station airstrip where guests are given a traditional morning tea.

Then it's down to the nearby river for safety instruction and boat training.

Within minutes of getting on the river the raft fleet is splashing its way down the first of the innumerable rapids offered by this, the most exhilarating and dramatic section of the Mohaka.

This white water action goes on for five hours, punctuated by towering ravines as the river reduces to its narrowest point and a riverbank lunch break which gives time to catch a breath for the adrenalin burst during the last two hours of rafting.

As an alternative to the same-day flight and raft tour, the opportunity for a farm stay is given.

By arrangement tour parties can be flown in during the afternoon before the river tour and provided comfortable farm quarters for an evening on a traditional Hawke's Bay hill country station.

The afternoon provides plenty of time to walk through nearby farm or forest land, wander along the riverbank or fish the waters of the Mohaka in search of trout.

Rafting Unlimited director Chris Brit sees a tremendous advantage in the new tour which was developed to give adventurers an alternative to time consuming two or three day tours in this and other central North Island rivers.

The scenic flight and farm stay are already proving popular and as the new rafting season progresses the interest is certain to increase, especially from those who have undertaken other tours and are now seeking the ultimate in rafting experiences.

But the company spokesman says only the fit and those prepared to mix it with a wild river should embark on this tour.



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Mohaka camping/rafting expeditions*

Rafting Unlimited

**Hawke's Bay office
Phone Napier 445-234**

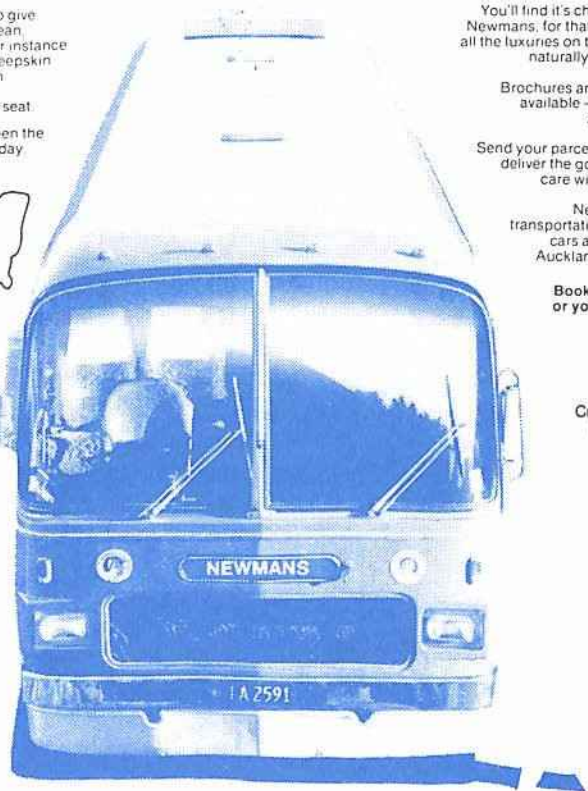
Plus
**A SCENIC FLIGHT
ex Taupo
or Napier**

One word which means comfort, courtesy, clean, economy, time table service and friendly ...NEWMANS.

DAILY SERVICES

We have made it our business to give efficient, friendly service and clean comfortable travel. Our seats for instance are covered in the best fluffy sheepskin and all coaches are heated, with individual air conditioning and personalised lighting over each seat.

Newmans coaches travel between the points shown on the map each day.



CHARTERS

You'll find it's cheaper to charter, with Newmans, for that next club outing and all the luxuries on the regular service are naturally included in the price.

TOURS

Brochures and information readily available — see Newmans' New Zealand with a friend.

PARCEL SERVICE

Send your parcels by Newmans — we deliver the goods on time and take care with whatever we carry.

RENTAL VEHICLES

Newmans complete the transportation service with rental cars and motor caravans at Auckland, Wellington, Picton and Christchurch.

Book now with Newmans or your local travel agent.

NAPIER

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Phone 52-009

HASTINGS

Cnr. Railway Road &
Eastbourne Street
Phone 89-096



When you go **Newmans...** you go with a friend

GANNET BEACH ADVENTURES

Tractors and Trailers leave from Burdens Motor Camp at Te Awanga and travel along the beach to the Gannet Sanctuaries at the Black Reef and Cape Kidnappers.

Departure time approx. 2½ hours before low tide at Cape Kidnappers.

Enjoy the Fascination of a Beach Adventure.

Group Inquiries Welcome.

For bookings Phone:

750-400 or 750-334

Licensed Passenger Carriers

ADULTS \$5 CHILDREN \$2 under 12yrs, STUDENTS \$3 under 18 yrs. Price increase approved by the Secretary of the Trade and Industries Dept.



GANNETS

This is the world's most famous gannet colony, on a rugged promontory jutting out into the Pacific Ocean. Why this colony is so unique is the fact it can be approached by land. All other colonies are on islands and are extremely difficult to land on. If you are attempting to see the gannets without going on one of the regular trips make sure you know what you are doing or you may have to swim home, the tides come in quick right up to the base of the cliffs and in some parts right up the cliffs.



Gannets at the gannet colony.

Te Awanga on the sea . . . the MOTEL Closest to Cape Kidnappers

Beachcrest Motel

Leyland Road, Te Awanga

- 5 Self-contained 2 Bedroomed Units • Trout Fishing - Guide Available • Guests' Herb Garden
- Service Station, Store and Post Office

C/- P.O. TE AWANGA, 750170 HASTINGS



HAWKES BAYS FAMILY CAMP

- 100 Power Pts 8 Hire Caravans
- 40 Tent Sites 72 Bed Lodge Complex
- 4 Motels
- 6 Tourist Flats
- 5 Cabins

ARATAKI HOLIDAY PARK. *Arataki Road HAVELOCK NORTH* Phone 777-479.

One of the many fine motor Camps in the Hastings district is the Arataki Holiday Park at Havelock North. It's location is approximately North-East of the township, on Arataki Road which runs from Te Mata Road to Brookvale Road. It is close to the Havelock to Napier Road, also the road to Waimarama Beach and Ocean Beach. Many orchards and gardens all nearby; a handy source for fruit and vegetables as most of them have road stalls. A truly nice place to stay.

A new addition to Park's varied accommodation is the 72 bed Lodge Complex. Particularly suitable for group bookings. Totally accessible for paraplegics.



Away from it all campers at Havelock North.

KEIRUNGA GARDENS

This homestead and gardens were given to the people of Havelock North by the late George Nelson. Keirunga Gardens provides a centre for the development of cultural activities such as spinning, weaving, pottery, drama, music, cane, rock and mineral clubs, fine arts and gardening.



Country homes near Havelock

Hastings Centennial Year Programme 1984

February

- 4: CENTENNIAL DAY: Starting with "Parade of the Century" and finishing with a Grand Gala at Tomoana Showgrounds.
5 & 6: Hastings B.M.X. Club Centennial Weekend Meeting.
6: N.Z. DAY — Takitimu Tangata Trust, Run-athon Festival.
10: N.Z. ArmyWAI/WEC Squadron Charter Parade.
11: Hastings Invitation Speed Skating Championships.
12: Hastings Host Lions Historical Rally.
13-17: N.Z. Institute of Professional Engineers Conference.
17: N.Z. Symphony Orchestra & Ron Goodwin Concert.
22 & 25: Napier Park Race Clubs Centennial Race Meeting.
23 - 20 Mar.: Hastings Historical Display at Cultural Centre.

March

- N.Z. Salt & Pepper Clubs 10th Birthday Conference.
St. Dunstons Re-union.
3 & 4: N.Z. National Colts & Junior Women's Track & Field Championships at Nelson Park.
5-11: N.Z. Saville Cup Polo.
9-11: H.B. Square Dance Clubs March Madness Dance.
16-18: N.Z. Horse of the Year at Tomoana Showgrounds.
18: Hastings Host Lions Centennial Fun Run.
19-28: Hastings Croquet Clubs 51st Tournament.
23-25: Lions Conference.
25-28: South Devon Cattle Breeders Assn. World Conference.
29: World Hereford Breeders Conference at Tomoana Showgrounds.
30: Waipukurau Jockey Club Meeting at Hastings Racecourse.
30 & 31: Central Region Solo Parents Conference.
31: St. John Ambulance 50th Jubilee at Tomoana Showgrounds.

April

- 5-8: N.Z. Polocrosse Championships.
7 & 14: Hawke's Bay Jockey Clubs Race Meetings.
20-23 Easter: N.Z. Bank Track Speed Skating Championships.
20-23 Easter: Altrusa Australasia Conference.
20-23 Easter: Morris Car Club Rally.
20-23 Easter: Military Vehicles (N.Z.) Assn. at Tomoana Showgrounds.
21-23 Easter: Hastings Highland Games at Windsor Park.
21-23 Easter: H.B. Rifle Assn. Championships.

May

- 1-4: N.Z. Planning Institute Conference.
10-11: Automotive Engineers National Conference.
14-27: Exhibition of Hastings Craft at Cultural Centre.
19: Hastings Harrier Clubs Invitation Steeplechase.

June

- 2-4 Queen's Birthday: N.Z. Commercial Travellers Assn. Conference.
2-4 Queen's Birthday: R.S.A. National Snooker Pairs Tournament.
2-4 Queen's Birthday: Hastings Centennial 3 Day Orienteering Competition.
7-20: Hastings Painters Exhibition at Cultural Centre.
22 - 3 July: Major Touring Exhibition at Cultural Centre.
23 & 30: Hawke's Bay Jockey Clubs Race Meetings.

July

- 5-22: Hastings Potters Exhibition at Cultural Centre.
21: H.B. Car Clubs National Rally.
25 - 1 Aug.: H.B. Science Fair at Cultural Centre.

August

- Ross Shield Rugby, H.B. Centennial.
H.B. Badminton Assn. North Island Tournament.
8-22: H.B. Private Collections Exhibition at Cultural Centre.
24: Hastings City Centennial Race Meeting.
25: H.B. Car Clubs Central Region Invitation Rally.

September

- 1: Marae Netball Tournament at Windsor Park Courts.
1-18: H.B. Assn. of Potters Special Exhibition.
3-15: Bi-annual Conference, Inst. of Hydatid Control Officers N.Z.
SPECIAL ONCE ONLY BLOSSOM PARADE.
15: H.B. Car Clubs Blossom Trial.
17-21: N.Z. Electrical Supplies Authorities Assn. Conference.
21-24: N.Z. Science Fair at Cultural Centre.
27-31: H.B. Orchid Society Centennial Show at Cultural Centre.

October

- 9: H.B. Agricultural & Pastoral Society Annual Spring Show.
19-22: R.S.A. National Snooker Singles Championships.
25 - 11 Nov.: Touring Exhibition from Papua New Guinea at Cultural Centre.

November

- 2-4: Royal N.Z. Airforce Conference & Reunion.
13-18: National Rose Society of N.Z. Conference.

December

- 14 - mid Jan.: Xmas Holiday Feature at City Cultural Centre.



© 1984 AERIAL MAPPING © 1980 GRAVURER HASTINGS DESIGN

Hastings — The Place to Bring People Together

Conferences — Exhibitions — Sporting Events — Holidays

- ★ Well-appointed conference venues offering full facilities for up to 1000 people.
- ★ Park-like areas suitable for trade fairs, rallies, jamborees, machinery displays.
- ★ World-class venues for sports as varied as roller skating and sky diving, polo and swimming, golf and horse racing.

For full information and assistance contact the Hastings Convention Bureau, a division of the Hastings Public Relations Office.

And when the serious business is over, Hastings offers diversions for every taste and interest, inside its city boundaries or within an easy drive.

Holiday Attractions

The Fantasyland Children's playground in Hastings City, where storybook fantasies are brought to life.

The Hastings Cultural Centre has almost continuous displays of arts and crafts from New Zealand and overseas artists.

Keirunga Gardens at nearby Havelock North where crafts such as cane-making, spinning, weaving, painting and pottery are demonstrated and sold.

In summer, organised tours take you to within feet of the gannet colonies on the tip of Cape Kidnappers, where you can see thousands of birds nesting and rearing their young.

Fruit and Produce

Hastings is well known as The Fruit Bowl of New Zealand. Fruit and vegetables of all kinds can be purchased at low prices fresh from roadside orchards and market gardens.

Industry

Some of New Zealand's major export industries are based in and around Hastings: fruit and vegetable processing, honey, sheep farming, meat processing, plastics, motor mower and bicycle manufacturing, fresh fruit packing, brewing and wine making.

Visits, to any industry, can be easily arranged.

The Hawke's Bay Wine Trail, meandering from vineyard to vineyard, often with free sampling, is a particularly congenial way to enjoy a local industry.

Shopping

Hastings is a city of active and competitive shop keepers, from local boutiques and craft shops to major retail outlets. It is possible to go shopping somewhere in or near Hastings every week day, Thursday and Friday night, and Saturday morning.

Sport and Recreation

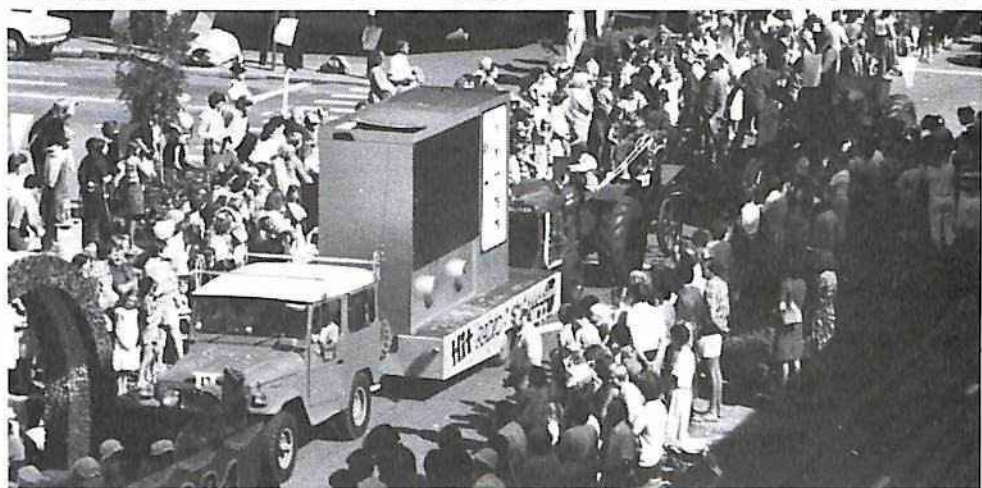
Organised sport and cultural pursuits are plentiful in Hastings and local clubs and societies make visitors welcome. Enquire at the Hastings Public Relations Office.

Get Away From it All

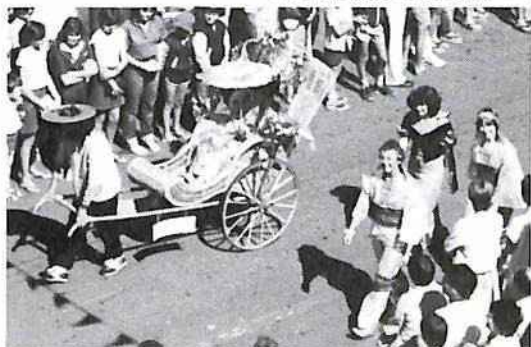
Stroll through one of Hastings' beautiful parks . . . drive to the golden sands of Ocean Beach or Waimarama Beach . . . watch hang gliders being launched from Te Mata Peak . . . picnic beside a river . . . take a scenic flight from the local aerodrome . . . or just drive and enjoy the ever changing vista of farm lands and orchards.

Visit our twin City, Napier, only 19kms distant and see performing dolphins at Marineland of New Zealand and the variety of fish life at the Aquarium. Enquiries to Hastings Public Relations Office, Private Bag, Hastings, New Zealand. Phone: 69-001.





The Hastings Centennial Procession in progress.



Gallery 242

For fine New Zealand craft
*It is here, that you will find, that extra special gift
 or that unique piece to enhance the beauty of
 your own home.*

Cnr Warren St
 Heretaunga St East
 HASTINGS
 PH: 65-802

SUMMER HOURS:
 10am - 5pm
 Fri: 10am - 7.30pm
 Sat: 9am - 12 noon

HASTINGS



Fantasyland

ORCONA ORCHIDS

PAKOWHAI ROAD
 (½ way between Bridge & Store)

*We specialize in Orchid
 Plants of all Sizes*

"CYMBIDIUMS AND CATTLEYS"

OPEN 7 DAYS



Pea viner at work in one of Hastings many market gardens.

GOLFLANDS MANGATERETERE

HI-WAY 2 PHONE 68-847

9 HOLE PUBLIC GOLF COURSE
 DRIVING RANGE — HIRE CLUBS
 GOLF SHOP

ALL VISITORS WELCOME

CLIVE



Above:— Clive Township looking south;

CLIVE LODGE MOTEL

MAIN RD, CLIVE, HAWKE'S BAY. PHONE 862

Situated half way between the twin cities of Napier & Hastings

Your Hosts: Alan & Christine Wyndham

- ★ 7 Luxury Self Contained Units
- ★ Colour T.V.
- ★ Telephone
- ★ Electric Blankets
- ★ Radio
- ★ Cooked & Continental Breakfasts available
- ★ Cot & Highchair on Request
- ★ Spa Pool early 1984

All credit cards accepted

Pacific Freezing NZ Ltd.

Processors of cattle in Hastings, and lamb and mutton at Oringi, providing a modern service to the farmers, producing products for world markets.



Pacific Freezing NZ Ltd has export processing plants at Whakatu, near Hastings, and at Oringi, 9kms south of Dannevirke.

The Company is a joint venture by Dawn Meat New Zealand Ltd and W. Richmond Ltd, both Hastings based meat exporters.

The Hastings beef plant commenced production in April 1974 and was designed on a single storey concept, which was new to the industry, and provided for a capacity of approximately 500 head per day. For the first two years the plant's kill was restricted to 55% capacity so that it did not affect the kill of neighbouring, competing works.

This limitation was removed in 1976 and since then the daily kill has consistently exceeded 500 head, and the annual kill has averaged over 100,000 head. This puts the plant in the

top four beef plants in the country.

The Oringi sheep and lamb slaughterhouse was opened in November 1981 and included new technology which ranged from a low temperature rendering system, to pelt removal machines.

The first two years has seen the plant fully commissioned, workers trained, two major disputes settled, and we look forward to improving the production levels in the 1984 year.

The various meat cuts, offals and by-products processed at both plants are exported to World markets.

The Company's growth and success has been achieved through the efforts of all 800 people employed at the Hastings and Oringi Plants, including the Ministry of Agriculture & Fisheries inspection personnel.

FLAXMERE - NEW SUBURB

In order to cope with the rapid growth of Hastings, the City Council has created a new suburb on an area of approximately 300 hectares to the west of the previous city boundary, and connected it by a narrow industrial strip, adjoining Omaha Rd, the western outlet beyond the Memorial Hospital. The Residential area of Flaxmere is planned to house 10,000 people a figure which could be reached within the next 8 years. Flaxmere takes advantage of the most recent developments in town planning, having as its central feature, Flaxmere Park, which is already well laid out in lawns, gardens and trees.

SHOPPING: A full commercial shopping centre, including a Post Office, is built around a parking area and pedestrian precincts.

COMMUNITY SERVICES: Kindergarten, primary, and intermediate schools are all provided for, while churches, community buildings and a tavern are near the main shopping centre.



Premier Service Station 1970 Ltd

Ph: 88-183 Stortford Lodge Ph: 88-184 Hastings



Full Service Station Facilities

Automatic Car Wash



Open 7 Days 7am-9pm

Peak House Restaurant Te Mata Peak

Licensed BYO Restaurant * Morning and Afternoon Teas

FULL DINING FACILITIES

.....LUNCHES.....

Hours Daily 10.30am to 4pm.
Friday Night — Smorgasbord Dinner.
Saturday Night — A la Carte Dinner.
Sunday — Smorgasbord Lunch.

* Bus Tours
* Private Functions by arrangement



"DINE IN THE SKY"

OPEN 6 DAYS .. CLOSED MONDAY
HAVELOCK NORTH PHONE 778663

Tommo's

FAMILY RESTAURANT

FULLY LICENSED

Stortford Corner
PHONE: 87-389

AN IDEAL EATING PLACE FOR YOU
AND YOUR PARTNER

- ☆ A business lunch
- ☆ A family get together, or
- ☆ A family treat you can afford — often
- ☆ Daily Blackboard Specials.

For the children we offer a special menu packed with appeal in a pint size meal. Open daily all day from 11-30am.



Motel Frimley

Close to Aquatic Centre

Hosts: Vic & Doreen Terrill

12 SELF CONTAINED
UNITS

- * Colour TV * Telephones * Pool Table
- * One and Two Bedroom Family Units
- * Swimming Pool
- * Breakfasts * Video * Spa Pool

311 PAKOWHAI ROAD. Phone 86-599
HASTINGS

STAGS PARK

For Reservations

THE TRUCK AND TRAVELLERS STOP PHONE 86-403 TAUPO



OPEN 24 HOURS A DAY, 7 DAYS A WEEK

Meals at all hours, including BREAKFAST,
LUNCH & ROAST DINNER (after 5 p.m.)

Napier-Taupo Highway

Accommodation: THERMALLY HEATED UNITS

(next to De Bretts)

RELAX IN PARKLIKE SURROUNDINGS

“GENERAL PUBLIC WELCOME”

TRUCKIES

Tired of trying to find a comfortable, reasonably priced place to stay when you arrive late in town. Having to wait for a meal until after you have serviced your rig?

Well no more! Contact Stags Park, the center catering especially for truck drivers. We service your vehicles while you shower, dine or sleep. With our diesel pumps, mechanics and workshop, towing service, refrigeration points, and complete security lit yard, your problems are over.

Our restaurant can provide you with almost any type of meal you may require, whether it be a simple cup of coffee or a full dinner. Afterwards relax in our games and T.V. room, or in one of our spacious and comfortable rooms provided especially for the purpose. All thermally heated.

If you are in a hurry and only want a meal, radio us your order. It will be waiting for you when you arrive. This also applies to almost anything else such as tyres, fuel, etc.

TRAVELLERS

This service is also available to the average traveller, with lock-up storage for boats. Let us organise your fishing trips, or simply assist you in planning your sightseeing while you are with us.

**REMEMBER WE PROVIDE TOTAL
ALL-SERVICE**

NAPIER-TAUPO HIGHWAY.

The Napier - Taupo Highway was once one of the worst stretches of road in New Zealand. When I first travelled it I had already been over practically every motor road in both the North and South Islands with the exception of this one and I wondered what I had got onto. Is it any wonder that an early transport operator established depots along the way, where gear boxes and spare parts were kept, some drivers getting so adept that they could change a gear box in 1½ hours.

Improving the road from the Napier end

proceeded slowly after the 1939-45 war, and by 1950 only 30 miles had been sealed. By 1957 about 22 miles of the pumice covered Rangitaiki Plains had been realigned and sealed, leaving 30 miles of steeply rising and falling grades, tortuous alignment with many hairpin bends, and a rough gravel surface.

Surveying the new route was a tremendous task, and an aerial photogrammetric survey was used, the first in the country, for highway purposes. Over the years work proceeded slowly, but by the late 1970's the bulk of the work had been done, although there is still work to do. At present a new deviation is being constructed at Tarawera, and the continual upgrading of the road is necessary because of the heavy use by the large logging trucks carting the logs to the Whirinaki Mill from the Kaingaroa forest near Taupo. As well as the logging trucks a large number of other heavy vehicles use the road daily travelling up to the Auckland area or the Bay of Plenty.

Travelling from Napier you pass Te Pohue with its lovely lake then climb up over the Titiokura Saddle about 2200 feet above sea level, from where you get magnificent views of the surrounding countryside over Hawkes Bay to the East and the Mohaka river valley to the West. Dropping down into the valley you cross over the Mohaka river bridge to climb the other side over the Turangakumu Range. At the summit you will find tea-rooms where you can break your journey and enjoy the surrounding views from the top.

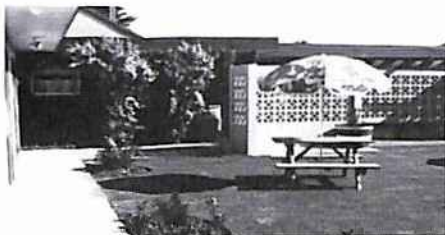
From here you drop down to Tarawera where there is a Tavern at what was once a famous overnight stopping place for the horse drawn coaches. Leaving Tarawera you travel up through the Runanga deviation which takes you right to the high country of the Rangitaiki Plains. From here to Taupo the road is practically straight, only a few gradual curves, and it is not long before you will see the blue water of Lake Taupo before you.

KARAMU LODGE MOTELS

Karamu Rd Nth, Hastings. PHONE: 85322

- ★ 5 Self Contained 2 bedroom units in a rural atmosphere, just 4km from Hastings City Centre.
- ★ Spacious Grounds with Dairy and Petrol pumps adjacent.
- ★ Just over the road is Tomoana Showgrounds and Golf Links.

mecca motel



806 Heretaunga St, HASTINGS
PHONE: 83-192

Your Hosts: Colleen & Ken Sandilands

- 11 Luxury Units
- Honeymoon & Waterbed Suite
 - Private Spa
 - In Room Video
- 5 minutes walk to City
- Handy to Fantasyland and
and
- Licensed Restaurants

All Credit Cards Welcome



THE FRUIT WAREHOUSE

MAIN ROAD MANGATERETERE
(between Clive & Hastings)

Public & Bulk Sales
of Fruit & Produce
We Buy & Sell

KEN HARVEY

Phone 68 812 Orchard
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P.O. Box 312 Havelock North

Wide variety of Fruit & Produce

**N.Z. INTERNATIONAL APPLE TREE,
at THE FRUIT WAREHOUSE**

On Highway 2 between Napier & Hastings
at Mangateretere.

The world famous tree has 117 varieties
from 31 countries and includes many unusual
names such as Peasgood Nonsuch, England;
Nonnetit Bastard, Denmark; Scraeren Kitaska,
Russia; King Cole, Australia; and Eliza Rathke
(Weeping apple) from U.S.A.



Tread the Wine Trail to **GLENVALE**

PH: 266-411
Bayview

Monday to Saturday
9am to 5pm



Call into our cellars on the main highway,
just 8 miles north of Napier. Sample our
dessert wines, Liqueurs and table wines.



BROOKFIELDS WINES



*The home of quality table wines
Full range of Sherries and Port*

**BROOKFIELDS ROAD
MEEANEE — PH. 442-471**



**Telephone
442-259
448-138**



**P.O. Box 43,
Church Rd.,
Taradale.**

Mission Vineyards

**Greenmeadows
Hawke's Bay**

**NEW ZEALAND'S OLDEST ESTABLISHED WINEMAKERS
ESTABLISHED 1851 IN HAWKE'S BAY**

HOURS: 9.00 a.m. — 12.00 a.m. and 2.00 p.m. — 5.00 p.m. Monday to Saturday.
Conducted Tours around Winery at 3.00 p.m. Monday to Friday.

Stables Winery

A new addition to the wine trail is the Stables Winery in Ngatarawa Road at Bridge Pa, just out of Hastings. This is an old stable that has been converted into a winery, and much is being done to preserve its unique rural character. At present they are specialising in premium table wines.

AROUND THE VINEYARDS

It is with great pleasure that I write this introduction to the third issue of "Focus on Hawkes Bay".

The success of the Wine Trail in Hawke's Bay has been very evident to those participating, and the scheme has been followed by a similar one in the Henderson district.

Since writing the previous introduction, several alterations have taken place of great interest to the industry. The old Sales Tax on wine has been abolished and replaced by a literage tax. This means that the tax is only on the wine and not on the wine packaging, freight and merchants mark-up as previously. This should assist to stabilise prices to a degree.

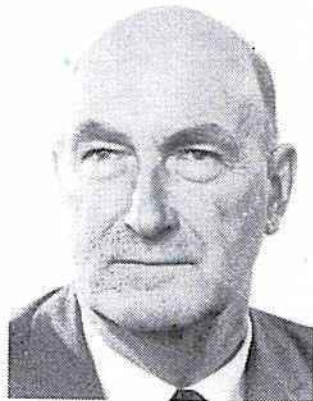
A new committee, named Vorac, has been set up to develop research in both viticulture and oenology. This committee comprises representatives of wine-makers, grape-growers, D.S.I.R., Justice and M.A.F., with an independent chairman.

A recent survey of grape plantings in New Zealand, showing all varieties in numbers of vines and acreage, shows an immense increase in number of vines under two years old.

One promising factor to increased overseas sales, is the acceptance of some of our wines on the markets of Europe.

Hawke's Bay will certainly take its share in this developing trade to the benefit of all concerned in the wine industry.

T.B. McDONALD – *Past President* New Zealand Wine Institute



BROOKFIELDS VINEYARDS

Situated at Meeanee, between Napier and Hastings, Brookfields Vineyards may be a little out of the way, but it is well worth making the effort to visit these attractive cellars, both to taste the wine made there and to confirm the friendly welcome extended to visitors.

Ngairé and Peter Robertson, proprietors since 1977, intend it should remain a small winery, concentrating on cellar sales of quality table wines, with a special attention to white wines.

Brookfields Cellars are situated in Brookfields Road, Meeanee, and the cellars are open 9.00 a.m. to 6.00 p.m., Monday to Saturday. Telephone: 442-471.

GLENVALE WINES

Visit the Hospitality Centre at Glenvale Wines, north of Napier City, just before the Taupo-Gisborne road junction, and enjoy the opportunity to taste as wide a variety of table, sparkling and fortified wines as is available anywhere in the country.

Tour parties rendezvous here, mingling with local patrons and the individual visitor to Hawke's Bay, tasting and buying.

Glenvale Wines is another family concern, operated now by Robbie and Donald Bird, who have succeeded their father, Robert Bird, who took over from his father, also Robert Bird.

The founder became a leading wine-maker almost by accident. Although his mother made wonderful damson and blackberry wines, it was not until 17 years after his arrival in New Zealand, that he grew grapes. That was in 1933. The grapes hardly fetched 2d a lb, so he turned to wine-making in the sun-drenched valley of Bay View, and thus established a business now ranked among the largest of the family producers in New Zealand.

Glenvale Wines is open from 9.00 a.m. to 5.00 p.m., Monday to Saturday. Telephone: 266-411.

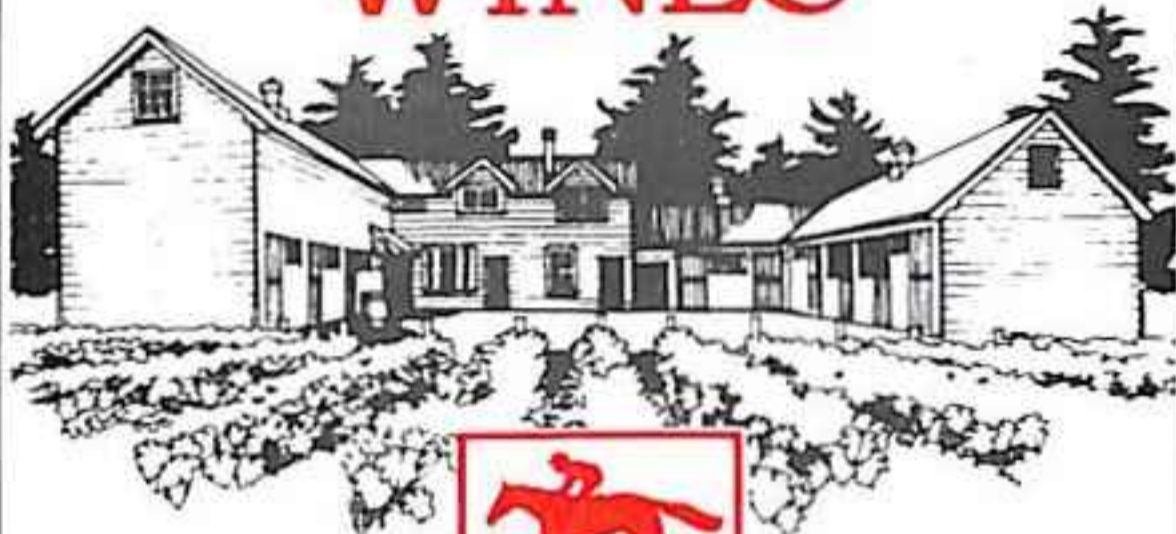
MISSION VINEYARDS

In the long tradition of the Catholic Church, not least notable has been the practice of promoting scholarship and wine-making as joint pursuits. This relationship has been pursued in Hawke's Bay since 1851, latterly at the Mount St. Mary's Mission at Greenmeadows, on the outskirts of Napier, where Fathers and Brothers of the Society of Mary study learned writings – and make good wine.

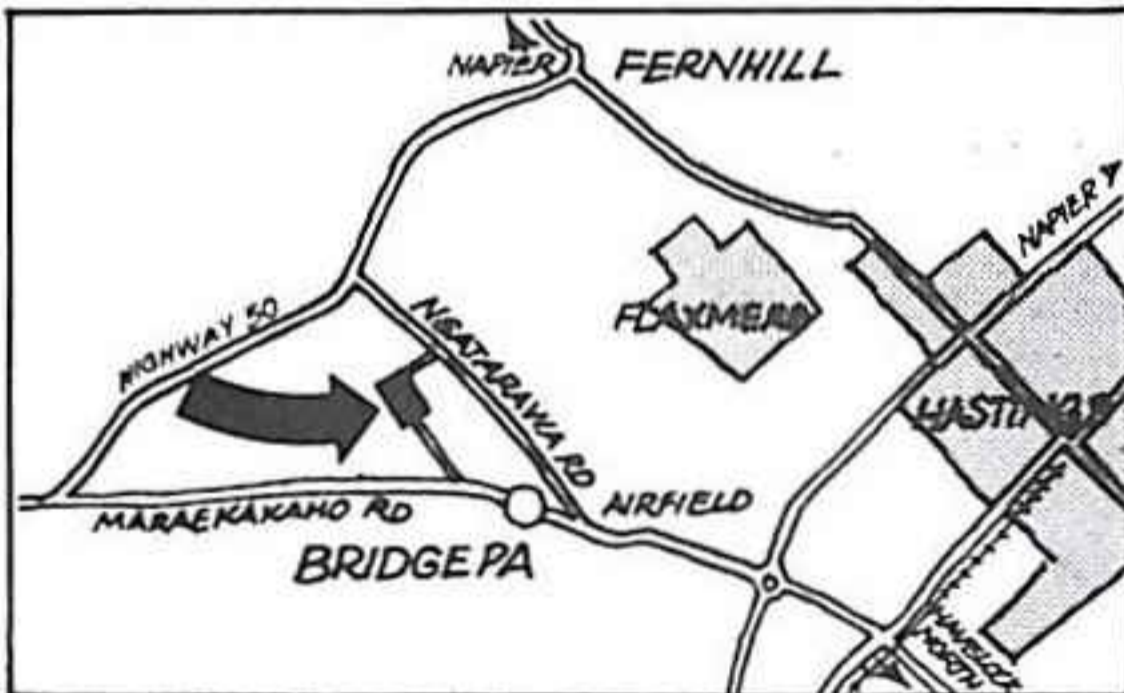
Founders of this mission were Fr. Lampila and Brothers Basil and Florentine, who sailed for Napier in 1850, but an ill wind blew them off course and they ended up in Poverty Bay, where wine from grapes they planted was used for Sacramental purposes. Advised to establish themselves in Hawke's Bay, these pioneers went to Pakowhai, before moving to Meeanee, where the first recorded commercial wine sales were made in 1895.

Consequently the future looks exciting and the styles of wine now being produced and to come should be top-class. All the wines made at the Mission are made from classical *vitis vinifer* species of grape. The cellars are open from 9.00 a.m. to noon and from 2.00 p.m. to 5.00 p.m., Monday to Saturday. Telephone: 442-259.

NGATARAWA WINES



BRIDGE PA, HASTINGS
HOURS 9AM - 6PM MON - SATURDAY



Ngatarawa Wines, Hawke's Bay's newest winery is situated in old stables near Bridge Pa to the southwest of Hastings. Much work is still to be done but already the winery has a unique rural character.

Ngatarawa is specialising in a small selection of premium table wines, call in and sample or for mail order, price and availability write to Ngatarawa Wines, "Washpool", Private Bag, Hastings. Phone 797-603.

NGATARAWA WINES

Ngatarawa Wines are a newcomer to the "Focus on Hawke's Bay's around the vineyards," and welcome you to visit them and sample some of their products. They are not hard to find, open between 9am to 6pm Mon. to Sat.

Naturally the trail leads to .

McWilliam's Hospitality
Cellar - Taradale



McWilliam's Wines (N.Z.) Limited, the largest winemakers in the Hawke's Bay area, and in fact the second largest in New Zealand, have always had great faith in the Hawke's Bay area. Ever since they planted their first vineyard in Te Awanga in 1947 they have remained faithful to Hawke's Bay, where all their wineries and vineyards are located.

Visitors to Hawke's Bay are likely to see the McWilliams's vineyards scattered around in various areas of the "Bay". Soil conditions vary from area to area and this enables McWilliam's to concentrate not only on wines to meet the large national demand, but also to experiment on limited varieties which are suited to the soil and micro-climatic conditions of particular areas.

In October 1980 the company built new Hospitality Cellars at Taradale in Church Road, Greenmeadows, specifically to cater for visitors and locals alike who wish to tread the wine trail around sunny Hawke's Bay. From time to time special limited edition wines are released only from the Hospitality Cellars, which means that a visit to this centre could be a fruitful experience and provide your cellar with wines that are not elsewhere available.

A full range of their products at vineyard prices are available, so we suggest when "treading the wine trail" make a call at McWilliam's Hospitality Cellars at Taradale a "must". They are open weekdays 9.00 a.m. to 5.00 p.m. and Saturdays 10.00 a.m. to 6.00 p.m. Customers are also welcome to wander through the Taradale winery and observe winemaking processes and wine storage in large barrels. Telephones: Faraday St. 58-413; Hospitality Cellars, Taradale 442-087.

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Your Hosts: Alma & Bob Bartosh

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The Pirate Ship at Fantasyland.

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Napier—Taupo Highway

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(731 Metres Above Sea Level)

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MEALS etc. at the "Friendly"
Shop, on top of the hill at **Te Haroto**.

Seating for 50 Persons

OPEN 7 DAYS

Host— DOUG BYERS



SAVING LIVES ONE MAN'S ENDEAVOURS

Shortly after he took over the ownership of the Summit Kiosk at Te Haroto on the Napier-Taupo Highway 5, Mr Doug Byers

realised that there was no rescue equipment available between Te Haroto and Napier or Te Haroto and Taupo.

A fatal motor accident shortly afterwards emphasised his concern, especially as the accident report said that if rescue equipment had been available the deceased person may have been possibly saved.

Mr Byers set about creating public awareness as to the possibility of having rescue equipment available at Te Haroto, which is approximately midway between Napier and Taupo, the cost to be met by local bodies or public subscription. Meeting with typical apathy where money is involved Mr Byers went ahead and ordered equipment as he was prepared to try and meet the cost out of his own pocket.

However, because of newspaper publicity, local LIONS Clubs and other organisations came to the rescue to help defray the cost of the equipment. In short time several thousand dollars worth of equipment was purchased and housed at the Te Haroto Summit Kiosk, 731 metres (2,400 feet) above sea level, here it is now available to be quickly transported to any accident scene on the Napier-Taupo State highway. Mr Byers who is a motor mechanic by trade, knows what to do when it comes to using the emergency equipment, and donations towards its upkeep are gratefully received, as it has to be maintained in good order.

The Napier-Taupo highway has been notorious for the number of accidents on it since it first opened, speed being one of the main contributing factors, as well as snow, ice, wind and rain, all contributing to treacherous conditions. If you are travelling on that highway treat it with respect, stop and have a rest somewhere along the way, do not drive overtired, there are plenty of rest areas all the way between Napier and Taupo.

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Tikokino on Highway 50 is a small community who mainly owes its existence to the farming community, which backs right up into the Ruahine Ranges, as well as spreading up either side of Hi-way 50. Hi-way 50 is a good route to take when travelling from Woodville to Napier or

Hastings. It is a good sealed road all the way, and good views of the Ruahine Ranges are to be had the whole length of it. At the present time a big programme of renewing bridges is in progress, and soon one way bridges will be a thing of the past.



Norsewear Industries Ltd.

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P.O. BOX 10 PHONE 899 (3 lines)
TELEX NORSE N.Z. 31343



Norsewear industries situated at Norsewood, Southern Hawke's Bay, is New Zealand's greatest 'name' for producing quality woollen knitwear for outdoor people.

"Norsewear" is not only famous throughout New Zealand but is renowned for its knitting quality, warmth and practicality in the many other countries to which it is exported — U.S.A. including Alaska, Japan, Australia, Canada and Germany.

The master-mind behind Norsewear was the late Ola Rian, a man from Norway who knew as an ex-army officer, champion skier and a Scandinavian just what long, bone-chilling winters are like . . . knew the true value of well-designed quality woollen garments.

Ola Rian started "Norsewear" in a back room in Wellington and in 1969 moved into an empty general store in Norsewood with the business growing on the firm basis of — 100% pure New Zealand wool, high quality knitwear of fairisle and plain design. Knitwear for Outdoor People.

Norsewood, home of NORSEWEAR, is situated against the spine of the Ruahine mountain range, with fertile grasslands stretching out to the coast and wide Pacific Ocean. An area that is fresh, clean and unpolluted.

Norsewear products reflect the New Zealand outdoor environment and they represent the successful marriage of modern technology, crafting a natural resource, wool into a practical and appealing product, quality knitwear. The theme — "Quality Woollen Knitwear for Outdoor People" means "it must be Norsewear".

ABOVE—Aerial view of upper and lower Norsewood, a few miles North of Dannevirke, and the site of the original settlement of Hawkes Bay by the migrants from Norway. In the lower half of the photo the Norsewood Knitting factory can be seen opposite the row of parked cars. There you can see a large range of hand crafted patterned knitwear.

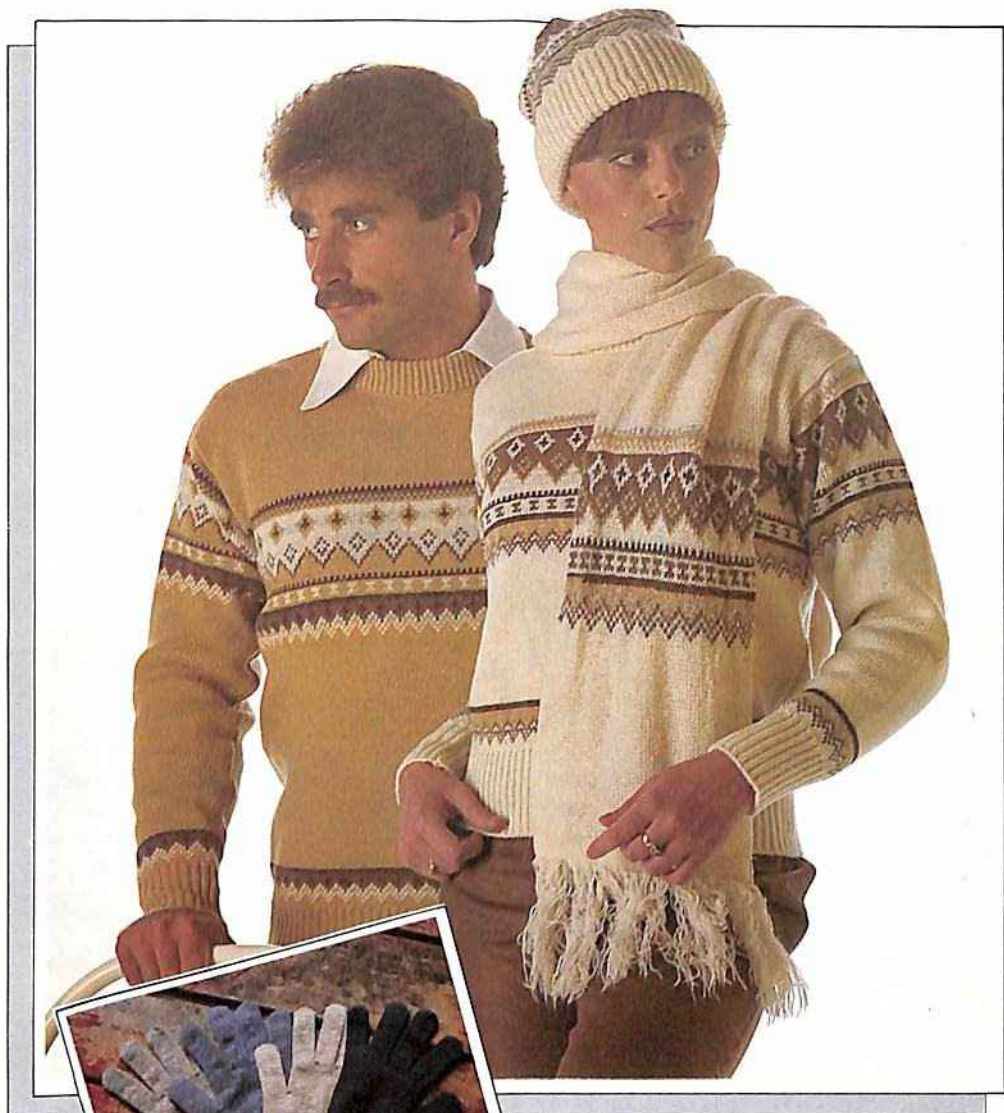




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An enterprising man of his day, a Mr H.R. Russell started the township of Waipukurau in 1867. It was to be his community, with strict restrictions of entry, but the Liberal Government of the 1890's soon put paid to his ambitions. Compulsory acquisition of land was introduced, and large one man estates were reduced to many small holdings.

So ended one mans dream, but from then on Waipukurau became a busy open Town serving a prosperous farming community, and also milling, quarrying and engineering industries.

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Ruataniwha St.

Waipukurau

ONGA ONGA

A pleasant village on route 50 is Onga-Onga, a place which is steeped in the history of the past. This area runs to the Ruahine Ranges, and pleasant drives up into the foothills can be made in a very short time from Onga-onga. There are numerous rivers and streams which are ideal for picnics, and outings.

The main occupation of the district is now farming, but in times past, saw-milling was one of the main industries, as at that time the whole area was practically all covered in bush, which has now given way to other farmland.

Enquire at the Store about seeing inside the Ongaonga Museum. You will find the people of Ongaonga proud of their heritage and only too willing to tell you about some of the past history.

A good rest area is to the west of the museum.



DANNEVIRKE HAWKE'S BAY — NEW ZEALAND

Dannevirke, situated at an altitude of 680 feet, some 79 miles south of Napier and 34 miles north east of Palmerston North, is the commercial centre of Southern Hawkes Bay.

Its mean temperature is 12°, the mean daily maximum being 17°, and it has an average rainfall of 1083 mm. Wind speed averages 7.2 knots.

The district was first settled in 1872, the land being originally allotted to Scandinavian settlers by the Government, in an endeavour to clear the heavy bush land. The area was part of the "Seventy Mile Bush", and from this bush the sawmilling industry which contributed largely to the rapid growth of Dannevirke between 1880 and 1900 was developed. When the land was cleared, it was found to be ideal for pastoral farming, and so started the farming industry which plays a major part in the economy of the town at the present time. The early settlers also helped to build the railway which reached Dannevirke by 1884.

The population of the borough as at the 1980 census was 5668, while that of the surrounding county district totalled 4380.

In the main, industry in the borough is of the smaller manufacturing and servicing type — Woollen yarn production, Wool Scour, Dairy products, Woollen goods, Women's clothing, Footwear, Engineering and Printing.

Dannevirke is the centre of a prosperous farming area, dairy farming being generally located between the borough and the Ruahine Ranges, with sheep and beef cattle on the undulating pasture land between Dannevirke and the coast.

The borough is fully reticulated for both water and sewerage, some \$300,000 having been expended by the Council over recent years on water supply and storage. The Dannevirke Electric Power Board and the Dannevirke Hospital Board provide full services to the borough and district. Ample educational facilities are provided by a kindergarten, five primary schools and the Dannevirke High School, which caters for both day pupils and boarders. Most Churches are represented, while the Public Library and many local organisations cater for a wide variety of cultural activities. Sporting facilities in the borough provide for rugby, rugby league, soccer, hockey, cricket, tennis, indoor and outdoor bowls, squash, netball, athletics, rifle shooting, swimming, basketball, badminton and skating, with an excellent 18-hole golf course some 2 miles south of the borough.

The Dannevirke Domain, with its gardens, sports fields, wildlife area and campsite is well worth a visit, while the Ruahine Ranges and the many streams from the ranges provide excellent facilities for both hunters and fishermen.



Dannevirke Domain.

VISIT THE . . . **DANNEVIRKE DOMAIN**

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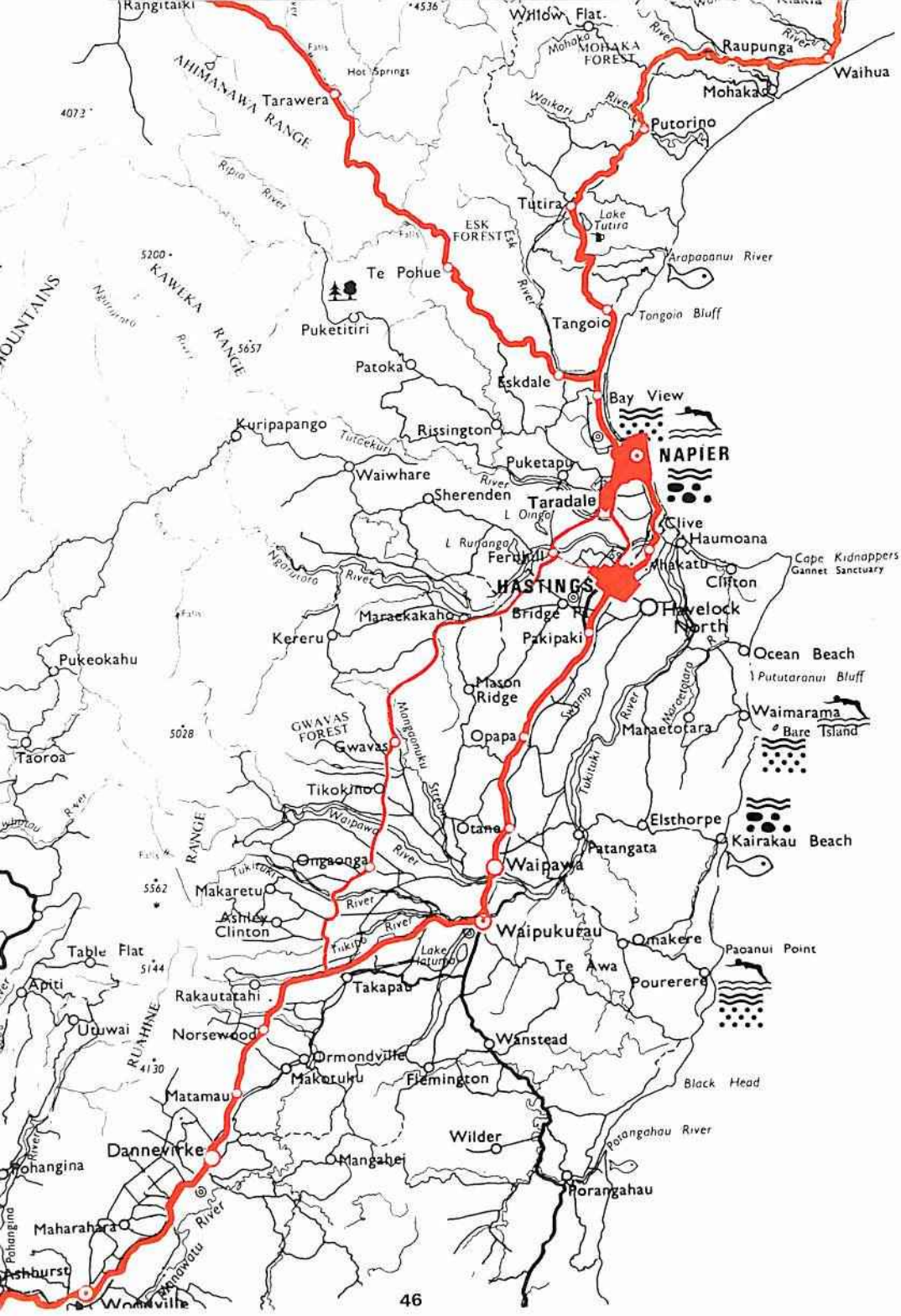
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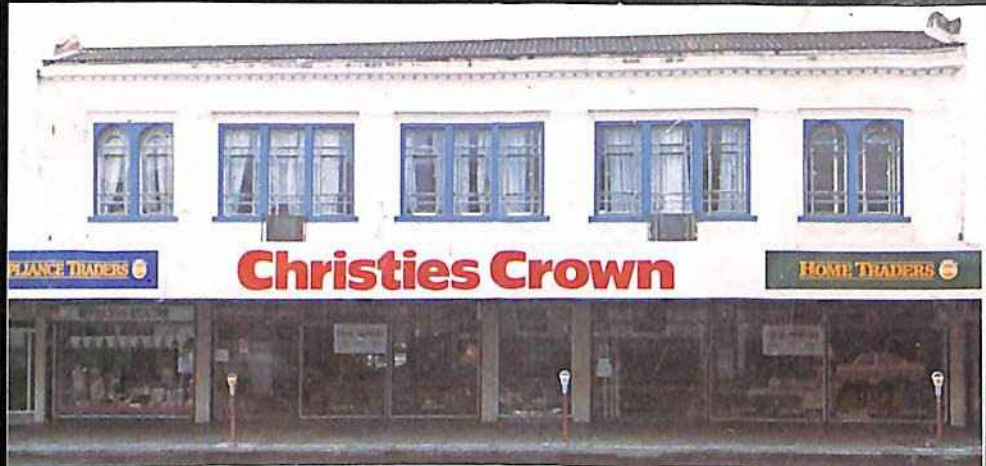
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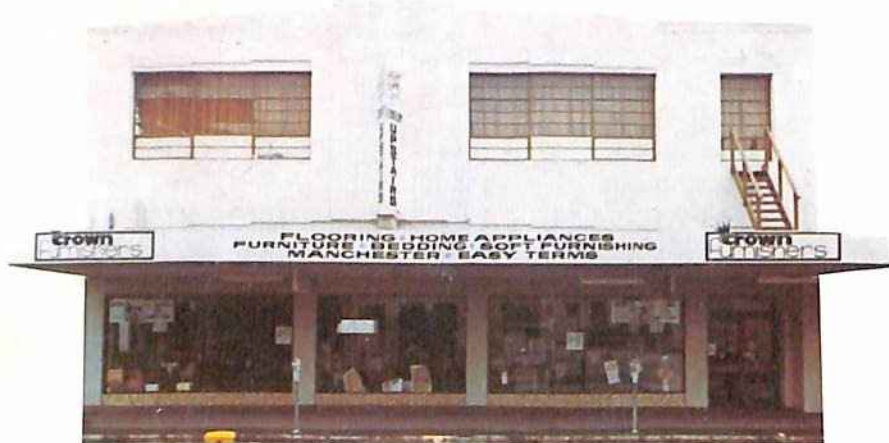
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