



*City of Hastings*  
*New Zealand*

1957



## *A Message from Our Mayor*



*I am very pleased to have the opportunity of supplying a brief foreword to this publication. Those who are so fortunate as to be able to peruse or acquire a copy of it will recognise immediately that it is presenting in an attractive, informative and artistic manner a wide range of material dealing with our scenic attractions and industrial, pastoral and social development in Hastings and in the surrounding district. I should like to compliment those who have been responsible for the compilation and production of this attractive booklet. I hope it will have a wide circulation, for I am sure that it cannot but help to awaken a keen interest in our district and all it has to offer. To those of us who call Hastings our home, it will act as a spur towards taking an even greater pride in our City and the surrounding district and will encourage us all to show that standard of good citizenship which is the surest guarantee for its future progress and prosperity.*

**W. E. BATE**  
*Mayor*





Situated in lush pastures only three miles from the centre of Hastings is one of the most famous stud farms in New Zealand – Sasanof Stud. Here at Longlands Sasanof Stud comprises 300 acres, abundantly supplied with artesian water. Poplars, willows and other deciduous trees provide shelter for the Sasanof thoroughbreds.

## **SASANOF STUD**



First came Mr. G. G. Stead who arrived in this country in 1866; then Mr. W. G. Stead who raced the famous Sasanof; and now Mr. W. R. Stead, present studmaster and founder of the stud. He perpetuates the name of one of his father's greatest racehorses in Sasanof, the first horse to achieve the notable double of the New Zealand and Melbourne Cups.

Although Mr. G. G. Stead made his great contributions to racing in the South Island, his son, Mr. W. G. Stead, came to Hawke's Bay in 1905, first settling in Kereru and then Flaxmere. Mr. W. R. Stead first had horses with his father at Flaxmere, then with his father-in-law, Mr. A. F. M. Symes, at Longlands, eventually taking over the Longlands property on the death of Mr. Symes. Mr. Symes himself was a lover of horses and an authority on all farm management.

Since purchasing his first thoroughbred in 1924, Mr. W. R. Stead's interest in the industry has never waned. He owns the imported thoroughbred stallions Booby Trap (sire of Hands Off, Voiron, etc.), Alonzo (sire of the great Rising Fast), Red Mars (sire of Red Jester, Redcraze, Annand, etc.) and Targui. The first three named are out on lease, but were originally standing at the stud, as was Colais, who was sold and is now in Queensland.

There are twenty-five thoroughbred mares at Sasanof. Mr. Stead still holds the record for the highest-priced filly ever sold in New Zealand or Australia. This was the 4750 gns. paid by Mr. Ed Phillips, of Melbourne, for Record Reign (by Coronach from Princess Ball) at the National Yearling Sales in 1944.

Yearlings from Sasanof Stud have been sold at the National Sales over the last nineteen years and the sale averages have been topped on two occasions. Every yearling offered under the hammer has been sold.

Over the period Mr. Stead has raced horses in partnership with his brother, Mr. A. G. Stead.

Mr. Stead purchased the property in 1950. The first owner was Mr. J. H. Coleman, who bought the land from the Maoris about 1867. Later owners were Mr. E. J. Watt, who took over in 1898, and Mr. W. Bridgman, from whom Mr. Symes took over in 1918.

Educated at Heretaunga School, Havelock North, and Christ's College, Christchurch, Mr. Stead served in the Pacific in World War II. He is vice-president of the Hawke's Bay Jockey Club, and is a foundation member of the New Zealand Thoroughbred Breeders' Association, past president of the Pukahu Sports Club and once a holder of an amateur rider's licence. Mr. Stead is also an ex-Hawke's Bay polo representative.

**The Governor-General, Sir Willoughby Norrie, shown inspecting the Sasanof Stud mares and foals in October 1954.**







Vidal's vineyards were first established in the ideal Hawke's Bay climate in the early 1900's. The year 1907 saw the setting-up in the province of an enterprise that has done so much to put Hastings on the map as a wine-growing centre.

Today Vidal's wines, which have won several gold medals for their excellence, are known throughout New Zealand for their reliability and first-class quality.

**VIDAL & SONS**



# 36 Years of Service . .

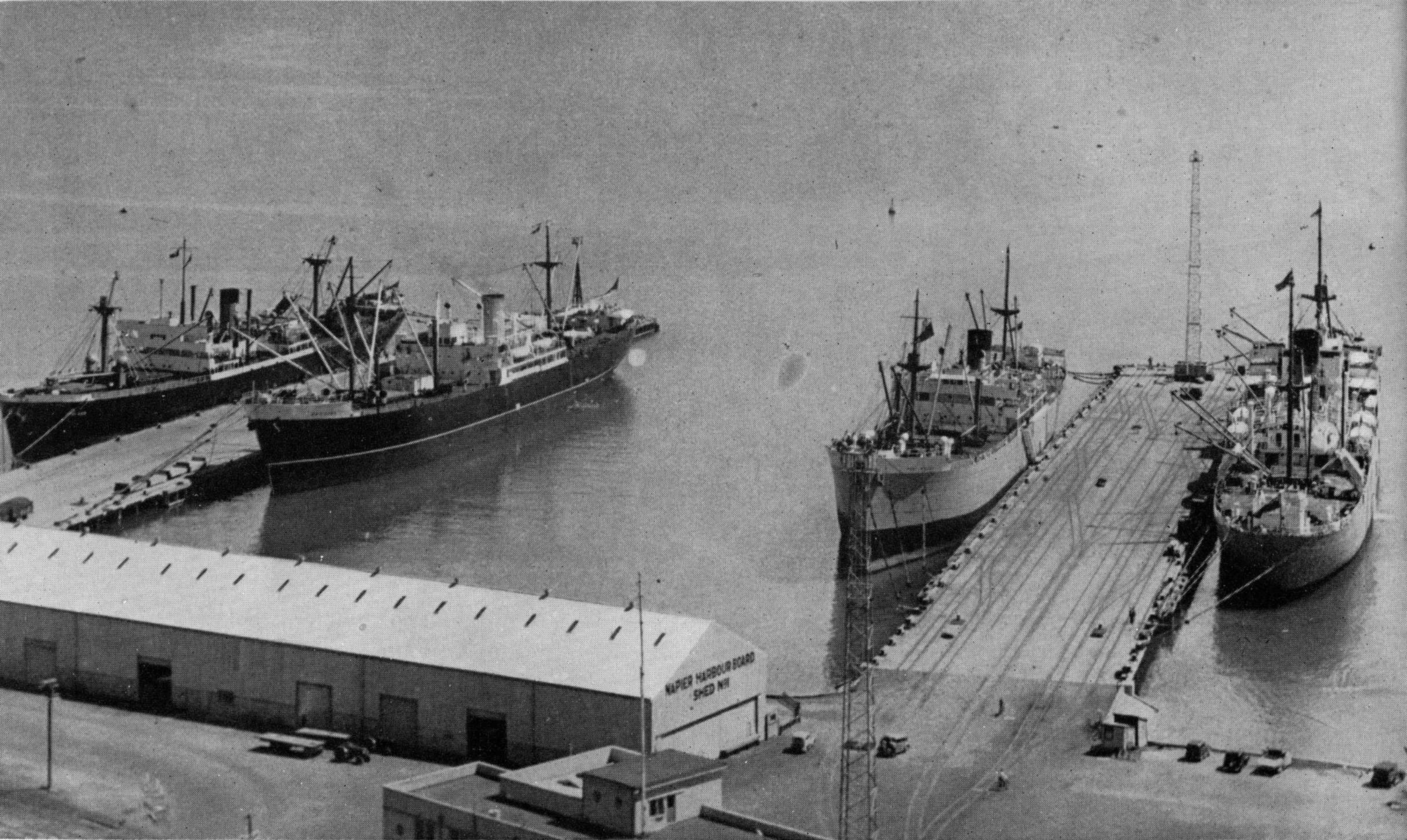


The photograph reproduced here is a "flash-back" to the Neeco showroom of those early days – surprisingly up-to-date, with vacuum-cleaners, electric fires, light fittings and similar electrical wares.

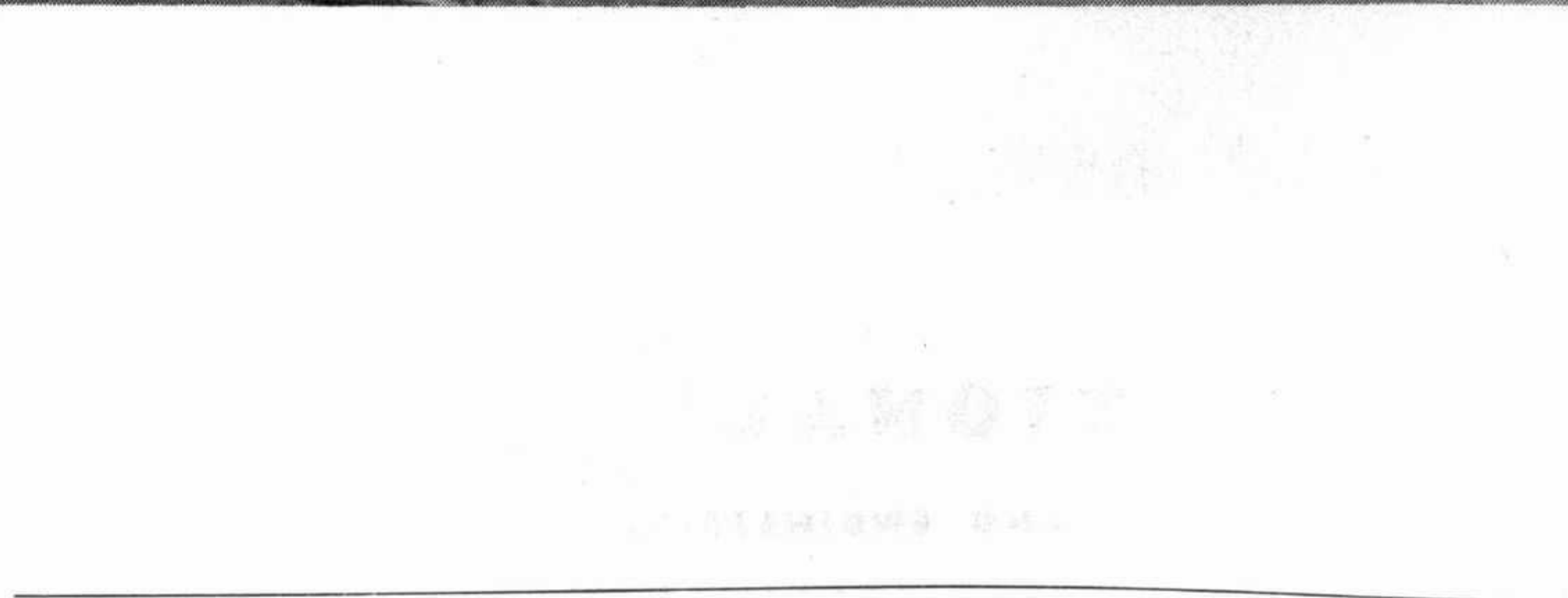
Today "National Electric" continues its proud tradition of service to Hastings and the Hawke's Bay district, the modern new premises in Nelson Street South being in the capable hands of popular Alan Jones.

THE  
**NATIONAL**  **ELECTRICAL**  
AND ENGINEERING COMPANY LIMITED





**NAPIER HARBOUR BOARD**





# *Of Service to Hawke's Bay*

The Port of Napier has long served the Province, but it is only in recent years that the Port has been developed to a stage which permits a full service to Importers and Exporters alike. During the last fifteen years the trade has grown from 162,386 tons in 1941, to 421,425 tons in 1956, an analysis of the trade being as follows:

	1956	1941
Coastal Imports .....	64310	69463
Coastal Exports .....	8743	16409
Overseas Imports .....	217261	19347
Overseas Exports .....	131111	57167
	<hr/>	<hr/>
	421425	162386
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Cargoes imported through the Port cover all classes of goods used by the public and by manufacturing interests. The very large volume of exports are in keeping with the high productivity of Hawke's Bay, and the Port ranks as the third New Zealand port for volume of overseas exports.

At present, four berths are available to all classes of cargo-carrying vessels trading to New Zealand, and a further wharf is in the course of construction, which will add 50% to the existing berthage space. In addition, the Breakwater is being extended by 800 feet and additional shed space for inward cargo is to be built.





A popular rendezvous on the Hastings-Napier highway

This illustration shows clearly why the Fernhill Hotel has gained the reputation of being Hawke's Bay's leading "country hotel". Situated only four miles from the centre of Hastings – a very pleasant drive – the hotel is set in attractive surroundings and its colourful beer garden is a popular attraction for the motoring public. Mine host at Fernhill is Mr. Bob Croft, well-known in Hawke's Bay sporting circles.

## FERNHILL HOTEL





**The recently acquired premises of Messrs. Long & Barden Ltd. in Heretaunga Street, Hastings**

Long & Barden Ltd. have expanded with Hastings and today are the proprietors of the most up-to-date cordial factory in the province. This photograph shows the firm's Hastings branch in Heretaunga Street. The company headquarters are situated in Napier.

**LONG & BARDEN LTD.**





Portion of Williams & Kettle's Chinaware and Crystal Section, Hastings Branch

**WILLIAMS & KETTLE LTD.**



# 76 Years of Growth —

It was in 1880 that the firm commenced operations, the founder being the late 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 the late Mr. N. Kettle in 1885, and to expedite 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 Ltd.

The staff of the Company has now grown to a figure approaching 500 in the season and the business transacted last year totalled nearly nine million pounds. The Company has always been foremost in the development of primary industries on the East Coast. It has indeed pioneered many of the services to farmers which are regarded as standard practice in the Industry today. First in the dressing of Grass Seed, first in the Binning of Wool, leaders in the steps taken to improve facilities for the sale of stock, the Company has put its full weight behind the many progressive steps taken to improve farming conditions, to increase production and to maintain a high level of return to the farmer.

## **AN ORGANISATION OF EXPERTS**

Over the years, a system has been built up which relieves the farmer of many of his business worries. The Company provides specialist services in many phases of the business side of farming at a minimum cost to the farmer. Through this many-sided service the Company has built up a unique client-loyalty. It has helped countless farmers in the purchase of holdings, of sheep and cattle, in the laying down of suitable pasture, the sowing, cultivation and harvesting of crops, the purchase of shearing and other machinery, and finally in the disposal of the results of their labours at satisfactory prices. With a network of branches, stores and agencies throughout the East Coast, the Company takes an important part in the life of the district.





An illustration of their modern and pleasing premises

Jewellers,  
Watchmakers, Engravers and Engagement Ring Specialists

**H. J. GRIEVE LTD.**





Like Christchurch, Hastings has an abundance of attractive parks and reserves – thanks to the foresight of the early city fathers. Civic Square (shown above) is right in the heart of the city and is a popular spot for office workers during their luncheon break.

## **CIVIC SQUARE**





**An aerial view of McDonald's Vineyards at Greenmeadows**

From a modest start in 1897 McDonald's Wines has progressed to a major industry in Hawke's Bay today, as the following table shows:

		Area	Production	Storage
1927	.....	5½ acres	3,000 gals.	15,000 gals.
1953	.....	80 acres	60,000 gals.	180,000 gals.
1959		Est. 100 acres	75,000 gals.	250,000 gals.

**McDONALD'S WINES LTD.**





Once situated on the well-known "Tower Corner", Hunts recently acquired premises in the Hastings Central Shopping Block. Stockists of men's and boys' wear, Manchester, haberdashery, ladies' and children's wear, Hunts aim at providing the public with a wide range of goods at the lowest possible price.

**HUNTS DRAPERY**

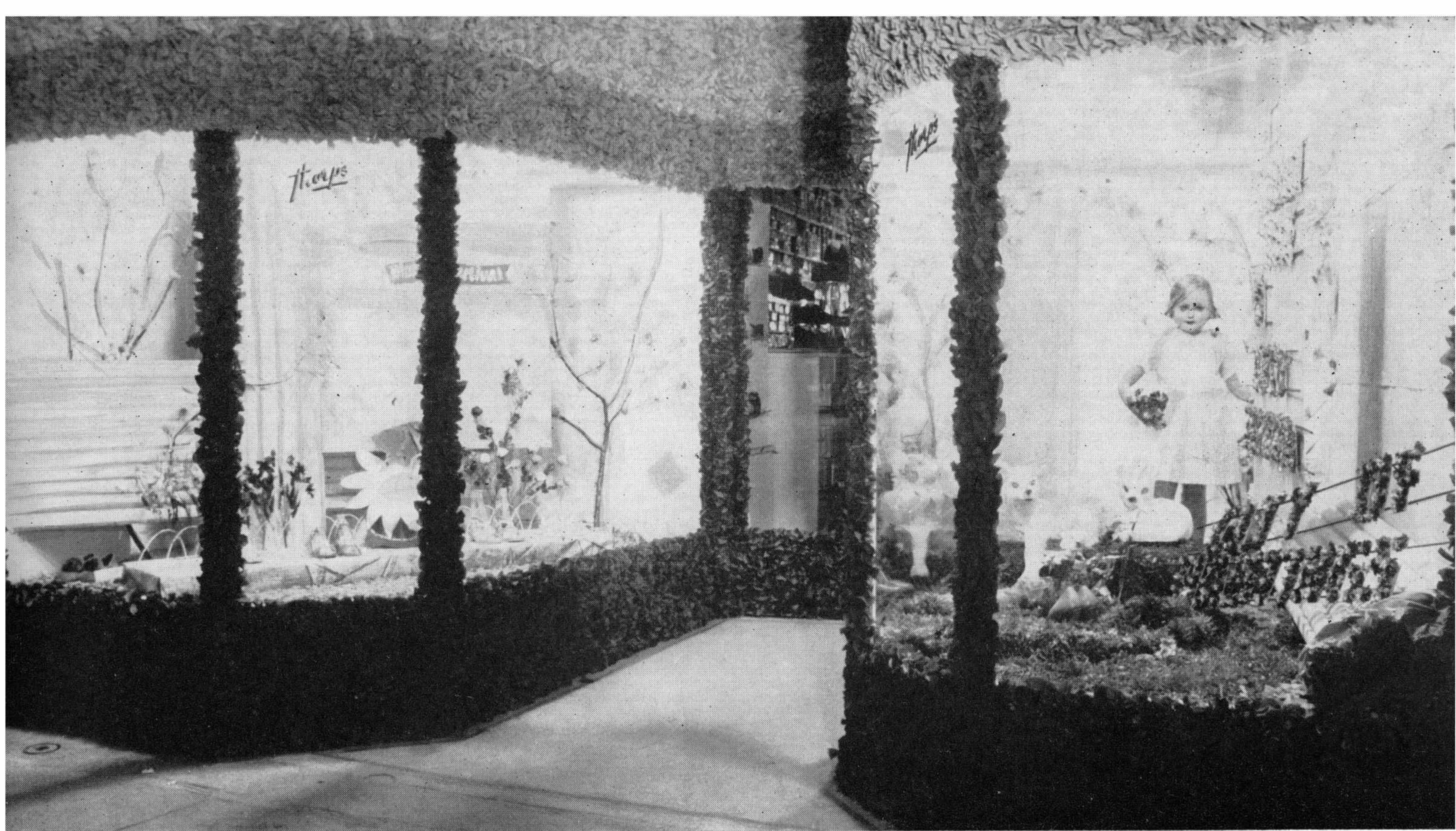




Business expansion to suburban areas is typified by this block of modern shops in Heretaunga Street West.

## **STORTFORD LODGE SHOPPING CENTRE**





The tastefully decorated window of Thorp's Shoe Store during the city celebrations in 1956.

**F. THORP & CO.**



# The Hawke's Bay Herald.

VOL. LX NO. 150 THE HAWKE'S BAY HERALD. TUESDAY, MAY 4, 1926.

## THE HAWKE'S BAY TRIBUNE

LATE EDITION

# The Hastings Standard

HASTINGS SATURDAY, MAY 21, 1926.

# The Hawke's Bay Herald-Tribune

## In Its 100th Year of Publication!

The history of any town or city is not complete without some account of its press – of the newspapers which have served its people, reflected their interests and expressed their aspirations. In the Hawke's Bay Herald-Tribune there are incorporated three papers, each of which had a proud history. The Herald-Tribune, the only paper now published in Hastings, has just entered upon its 100th year of publication, almost at the same time that Hastings

**THE HAWKE'S BAY HERALD-TRIBUNE**



was proclaimed a City. It was on September 24, 1857, that the Hawke's Bay Herald made its first appearance. The first issue was a four-page paper of tabloid size, and in it the proprietor expressed his "anxious desire to advance to the best of his ability the true interests of the district in which his lot is now cast."

The Herald was first published in Napier. At that time Hastings did not exist; where the City of Hastings now stands there was a raupo swamp. Many years were to pass before even a few shops were built to serve the settlers scattered over the plains.

The Herald was the third daily newspaper established in New Zealand and became a recognised influence in the affairs of the province, in which it had a wide circulation.

It was not until 1896 that a newspaper was published in Hastings. In that year the Hastings Standard made its appearance. This was a modest production and many difficulties were encountered in its early life. The Standard some years later was taken over by Mr. W. C. Whitlock, father of Mr. W. A. Whitlock, the Herald-Tribune's present Editor and Managing Director, and a partner, Mr. Alfred Carncross. The paper progressed under the new proprietors and in 1910, with the introduction of additional capital, a new company was formed and the Standard was incorporated with the Hawke's Bay Tribune.

The new company erected buildings at the corner of Karamu Road and Queen Street, and typesetting machines and a new printing press were purchased. Later a stereo plant and rotary press were installed to cope with the growing circulation.

The Herald, the morning paper, meanwhile had been making satisfactory progress but fate was in due course to bring it to Hastings. The earthquake of 1931 and the disastrous fire which swept through many parts of Napier destroyed the whole building and plant of the Herald.

The offer of the Tribune to make its plant available for the production of the Herald was accepted by the Herald proprietors and from then until January 1937 the Herald published as a morning paper. Those six years were, however, difficult ones for both papers, because of the aftermath of the earthquake and the world-wide economic depression of those years.

And so, as a logical sequence to these years of difficult endeavour, the two papers merged and became the Hawke's Bay Herald-Tribune.

Many members of the staff of both the Herald and the Tribune are still serving on today's paper. The late Mr. W. C. Whitlock, who had built the Tribune up to the high standard it had attained, retired in 1934 and his son, Mr. W. A. Whitlock, who had been working as a journalist in Christchurch, Auckland and Wellington, rejoined the Company and took over the reins. The Herald-Tribune has continued to rank among the leading provincial journals in the Dominion and today enjoys a high standing among the New Zealand Press.

There have been difficult years in the history of the paper. In addition to those mentioned earlier there were the war years, when newsprint was so scarce that every paper was rationed and from the usual issues of from 12 to 16 pages the Herald-Tribune was reduced to six pages. Difficulties were overcome, however, and the post-war years have seen many changes in plant and machinery. New typesetting machines were installed together with other modern newspaper equipment, and last year building extensions were completed to house the new high-speed Hoe rotary press capable of printing up to 48 pages.

Among the most recent new equipment is an electronic engraving machine, the Elgrama, enabling the speedy reproduction of photographs.

This is just a brief history of a long period of newspaper endeavour and achievement. As a newspaper we have travelled far in 99 years and we now look forward to the completion of 100 years of publication. We feel we have been of service to Hawke's Bay and its people, and we shall always endeavour to be worthy of the esteem and loyalty accorded to us by our readers.





The recently erected (by voluntary labour) Mormon Church in Heretaunga Street West is a fine example of contemporary architecture.

## **CHURCH OF THE LATTER DAY SAINTS**





A delightful scene in Cornwall Park – Hastings' most attractive and popular reserve. The cover picture of this brochure is another setting in this park.

## **CORNWALL PARK**





The first block of shops to be opened outside the city area was in Mahora. The proprietors of these premises provide a fine service for busy housewives.

## **MAHORA SHOPPING CENTRE**





**A corner of our Hastings Showroom**

The company was founded in Napier in 1929 and expanded to Hastings in 1934 and Waipukurau in 1953. In 1956 the present Hastings garage in Heretaunga Street West was opened, giving Hastings the most modern garage in New Zealand. The directors are W. D. Gordon, E. N. H. Stewart, and W. A. Greer.

**STEWART GREER MOTORS LTD.**





A garden scene was the theme of Bradshaw's progressive modern fabric store during the city celebrations, displaying fashion's newest fabrics for Spring 1956. From a modest beginning twenty-four years ago Bradshaw's has established a reputation of high standing by the quality of the goods sold and the service and satisfaction to clients.

## **BRADSHAW'S FABRIC SHOP**





The firm of H. W. Blackmore Ltd. commenced business in 1924 with a staff of two, in small wooden premises with a floor space not exceeding 600 square feet.

The earthquake of 1931 did not demolish this building sufficiently to prohibit it being used in a repaired condition until 1935 when the present modern concrete premises were erected.

In 1954 a stairway was installed and the business which up till then had been purely men's and boys' wear opened a ladies' outerwear department upstairs.

Now in 1956 as Hastings is proclaimed a city, the House of Blackmore occupies a total floor space of approximately 6500 square feet, and employs a staff of twenty.

**H. W. BLACKMORE LTD.**

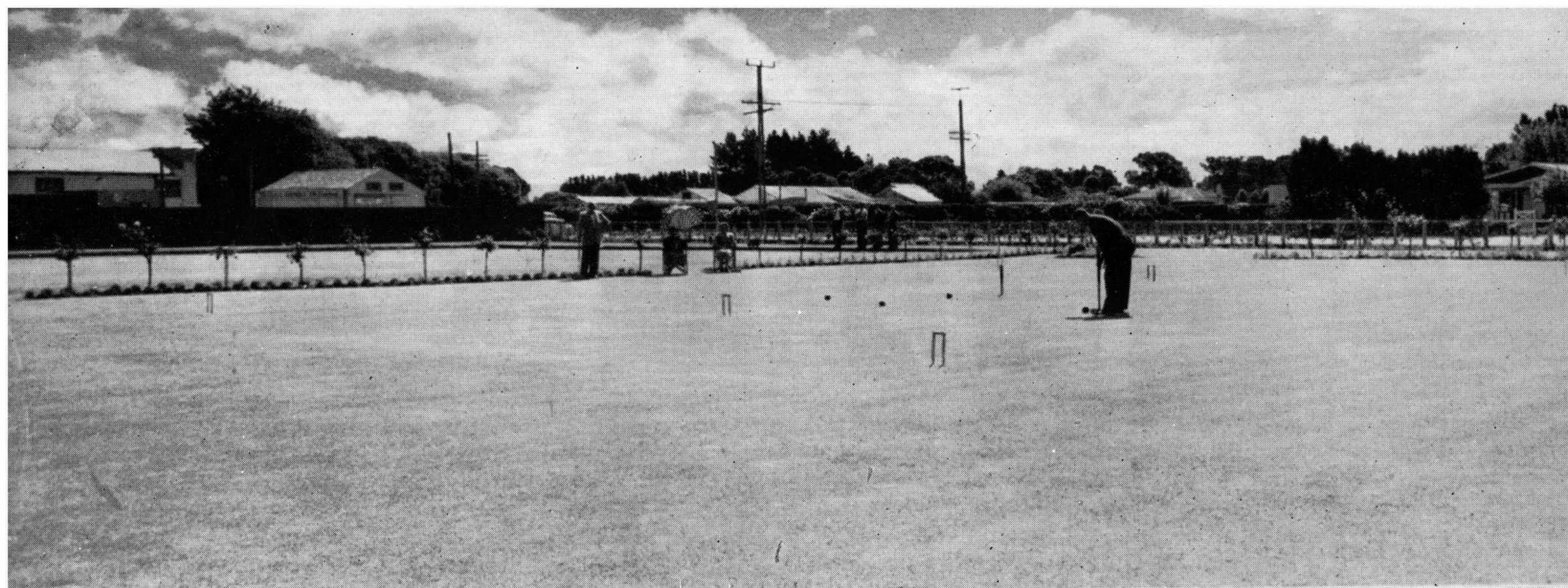




"The Lodge", to give the hotel its popular soubriquet, is situated at the western end of Heretaunga Street, Hastings, to which site it was removed from near the Stortford Saleyards some seventy years ago. Various alterations and additions to the original building failed to remove it from the traditional "beer house" atmosphere until 1954, when the Buchanan family (well-known throughout the Bay as wholesale wine and spirit merchants) purchased the hotel and set about a complete rebuilding programme.

## **STORTFORD LODGE HOTEL**





In two years a major transformation has been effected, and today "The Lodge" takes second place to no hotel in New Zealand for the standard of amenities and service provided for both bar and house patrons. The main public bar has a floor space of over 2000 sq. ft., and the installation of louvre windows and big electric fans assure a continual flow of fresh air. The bar is fitted with built-in tables and Dunlopillo seats, and the "private" and "ladies and escorts" bars are similarly endowed, whilst the "house" bar strikes a distinctive note with its Buchanan tartan carpet and general colour scheme.

The bedrooms are spacious and tastefully decorated, the beds have good linen and electric blankets, and some of the rooms have their own bathrooms. When the new lounge and dining-room are completed the management will be able to fulfil yet another objective – to cater for those wishing to dine out in a pleasant environment, secure in the knowledge that the meals will be beyond reproach, and that they have an experienced hotelier to advise them in their choice of wines.

"The Lodge" is fortunate in having such spacious grounds, some two acres in extent, and the Buchanans had the imagination to realise what a wonderful asset this was. As a result the old hawthorne hedges, wire fences and rough paddocks have disappeared – replaced by a full-size bowling green, croquet lawn and colourful flower beds.

The hotel has become something of an institution – a social centre for local residents, and the happy atmosphere that always prevails is proving an attraction to many others from distant neighbourhoods who enjoy good liquor served under the best possible conditions.



# *The* **MUSICAL CENTRE**

Towards the close of last century a young man arrived in Hawke's Bay, impelled by a spirit of independence sufficiently strong to urge him towards establishing himself in business on his own account. He had some natural attributes – a congenial personality and a pleasing tenor voice – to which he had added some acquired qualifications: a commercial training gained in Australia, and an experience in the merchandising of pianos and other musical instruments gained in the employ of the well-known firm of Chas. Begg and Co., of Dunedin. He was not lacking in awareness that his venture would confront him with problems, perhaps difficulties. But he had also the one quality – courage – which ensured that his other talents would carry him on to success. So this young man, Francis Henry Lockyer, became the founder of the now well-established H.B. firm of Lockyers Ltd.

The contribution thus made to the community's development by the late F. H. Lockyer proved to be the medium through which three generations of the people of Hawke's Bay have shared in musical accomplishment and entertainment. In more recent years, the firm of Lockyers Ltd. has diversified its service and, while preserving its part in the advancement of musical appreciation, has developed a reputation for progressiveness in the field of home appliances.

When mechanical music appeared, with the gramophone in the vanguard of its march, Lockyers were first in the field in assisting this new popular approach to musical entertainment. Close on the heels of the gramophone marched radio, an innovation in which, again, Lockyers were among the pioneers. Under the direction of F. H. Lockyer's elder son, one of the earliest broadcasting stations was established in Hastings. Station 2ZL (the L for Lockyer) served the Hawke's Bay province for many years. Two generations of listeners remember its programmes with happy gratitude, and in particular, perhaps, they remember the delight given to the children of Hawke's Bay by two of 2ZL's personalities, "Uncle Ed" and "Aunt Gwen" (Mr. and Mrs. E. H. Culver, of Hastings).



# of Hawke's Bay

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There is a true ring of adventure in some of the incidents that light up the record of service given by Lockyers Ltd. over many years. Consider the routine assignment of delivering a piano. Today the task takes no more than two or three hours, even to a remote coastal region of Southern Hawke's Bay. But fifty-odd years ago it was almost an expedition! The piano wanted by an Akitio or Herbertville farmer, for the satisfaction of his music-loving family, was transported first by coaster, then from ship to breakers by long-boat, and from surf to dry land (and finally to the homestead) by bullock wagon. A tuner accompanied the piano to ensure that when it was set in the homestead its performance was not marred by the ordeal of its journey; and as often as not the tuner's return trip was a cross-country journey on horseback as far as a road where regular transport could be contacted.

A venture of that kind – the delivery of a piano, and its servicing by a skilled tuner – might involve a full week of time and a succession of incidents and emergencies. Yet it was undertaken unquestioningly, because its fulfilment conformed to the spirit of enterprise and the standard of service which had distinguished the firm of Lockyers from its inception. That spirit, and that standard, the firm strives to preserve to this day, in satisfying the wants of the Hawke's Bay communities which it has been proud to serve through three generations.





Long Established

and Progressive Stock and Station Agency



The year 1884 saw the incorporation of Dalgety and Company Ltd. as a Limited Liability Company, and a year later the establishment of Napier Branch was an important step in the Company's progress.

**DALGETY AND COMPANY LTD.**

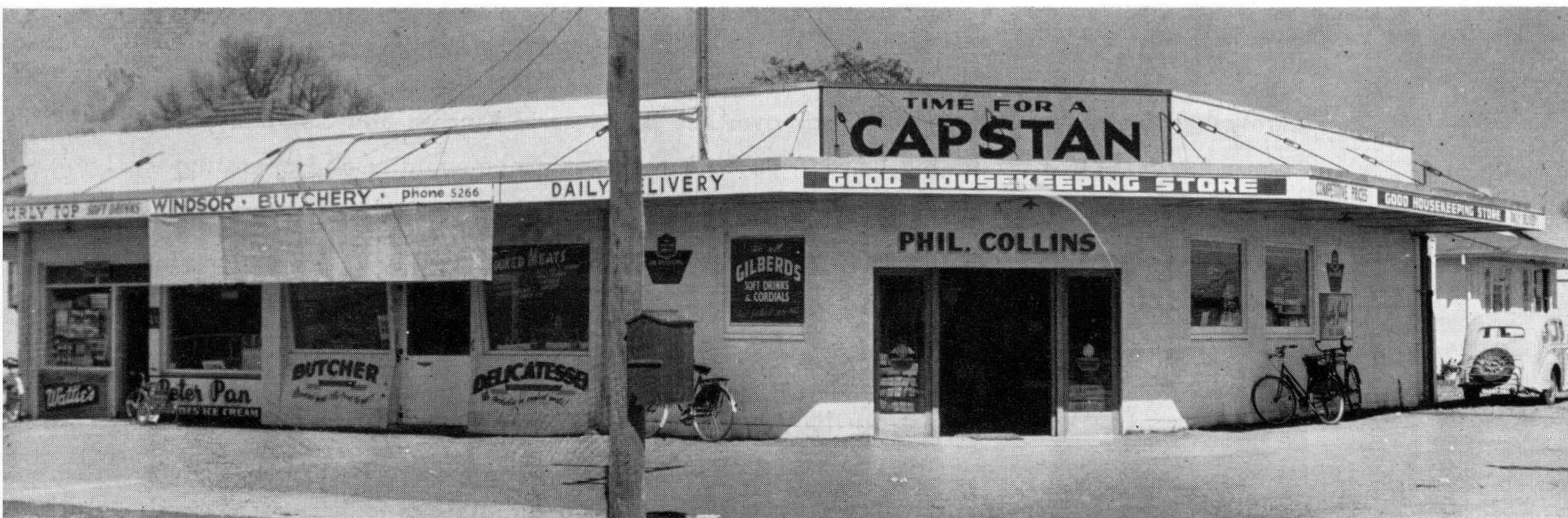


Dalgety and Company Ltd., in 1885 took over the business of Kinross and Company, this concern having a very valuable connection with the farming community and operating a considerable merchandise business including wines and spirits and shipping agencies. The Company expanded rapidly, branches being opened at Dannevirke in 1899, Gisborne in 1907, and at Wairoa in 1907.

In 1909 an agency was opened at Hastings in Russell Street, opposite the Railway Station, but was moved later to premises on the present site in Avenue Road, and these premises provided a home for an ever expanding staff until the earthquake in 1931. A complete rebuilding programme resulted, and later additions were a building to house the seed dressing plant and another for machinery and merchandise.

Over this long period Dalgety and Company Ltd. has continued to provide a service to the farming community and has identified itself with the growth and prosperity of the City and surrounding districts.





Serving the Windsor Park area, the owners of these shops save many a weary tramp into the city for household purchases.

## **LOMAS SHOPPING BLOCK**



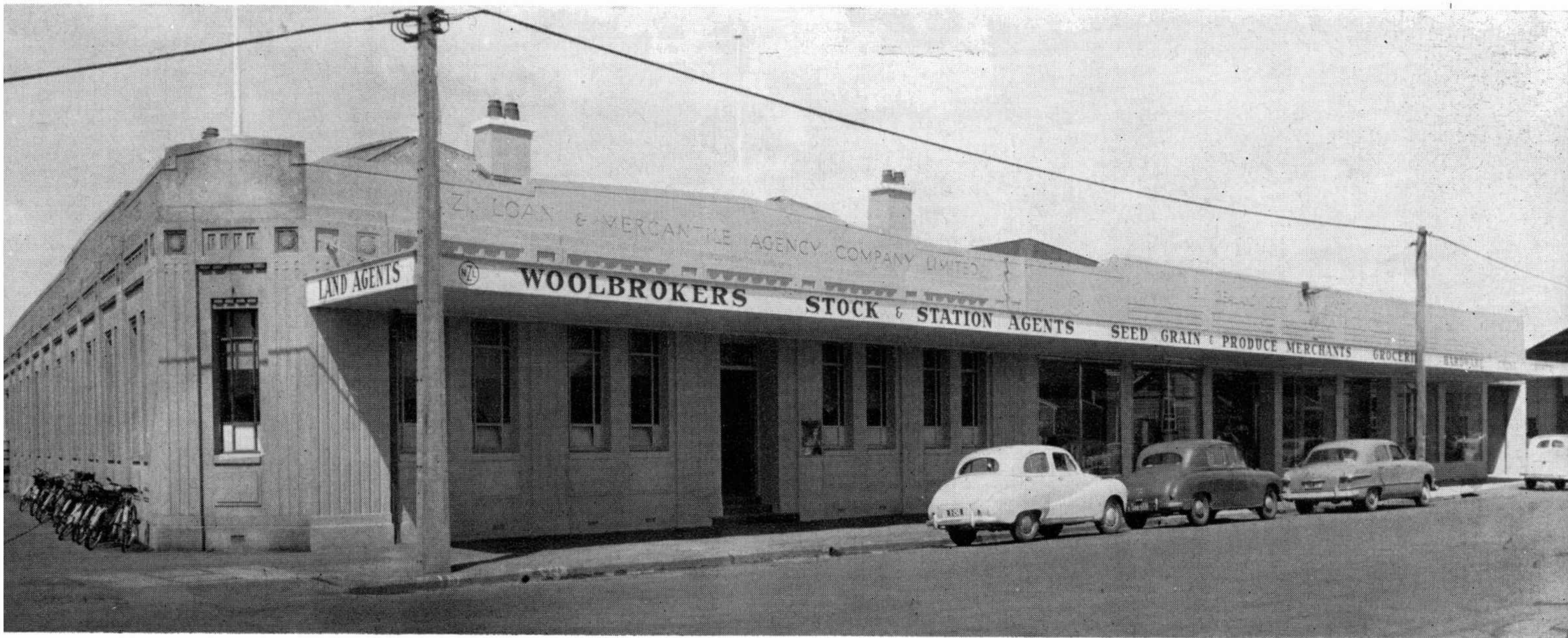


*Dry Cleaning is a Tradition with Taylor's . . . .*

Taylor's modern dry cleaning plant in Hastings is recognised throughout the industry as one of the most outstanding provincial plants in New Zealand. It has the advantage of completely modern equipment and, of course, uses the world-famous American Sanitone dry-cleaning process – brought to New Zealand by Taylor's in 1947. The display illustrated above depicts their winning entry in the 1956 Blossom Festival competition.

**H. M. TAYLOR LTD.**





Over half a century ago we raised our name above a small tin shed at the corner of St. Aubyn and Russell Streets, Hastings. Like many others, we have served the interests of Hastings. In business enterprise we have kept pace with its dynamic progress.

**N.Z. LOAN & MERCANTILE AGENCY CO. LTD.**





Established over forty years ago, the firm of Ross, Dysart & McLean Ltd. may well be considered to be a "pioneer business" of the City of Hastings. Under its present Managing Director, Mr. A. Dysart, it has progressed from small beginnings to its present important position in the motor industry of New Zealand.

Both Mr. Ross and Mr. McLean, while remaining directors but who do not now take an active part in the conduct of the business, are well known in Hastings. Mr. Dysart (known, by the way, to customers and trade alike as "Andy") holds a number of important offices in addition to his work as a J.P.

Situated at the corner of Karamu Road and Eastbourne Street the premises face the Civic Square which can be described as the centre of Hastings. This is the location for much civic development in the immediate and distant future. The business is thus ideally situated to carry out the purpose of its Directorate – the provision of a complete service for the motoring public.

**ROSS, DYSART & McLEAN LTD.**





Hawke's Bay's leading cabaret, the Cabana is excellently situated on the Napier-Hastings Highway and is the scene of the major balls and wedding dances held in the province.

Inset is a photograph of the popular host, Mr. Vic O'Brien, and his attractive wife who are on hand each night to give their many patrons a warm welcome.

## **CABARET CABANA**





**TOMOANA FREEZING WORKS**



From a very modest beginning in 1880 the Tomoana Works have developed into one of the largest industrial plants in New Zealand. At the peak of the season upwards of one thousand hands are employed.

In 1882 the ship "Dunedin" arrived in London with the first shipment of frozen meat from the Dominion. The heavy demand for frozen meat from this country necessitated the building of new freezing works in the Dominion. Thus in 1883 Mr. W. Nelson founded the present company and introduced the necessary freezing machinery.

The works were designed to handle 400 sheep a day – capable of being increased to 800 plus 10 cattle per day. Now the works have a killing capacity of 14,000 sheep and lambs and 500 cattle per day.

The first shipment, consisting of 9000 sheep, was made by the sailing ship "Turakina".





**The late Lord Vesty's visit to Tomoana, February, 1948**

- From left: **Mr. D. J. McKay (Engineer, since retired), Lord Vesty, and the Manager, Mr. A. Kirkpatrick**





**An attractive view of part of the vast holding paddocks at the works**

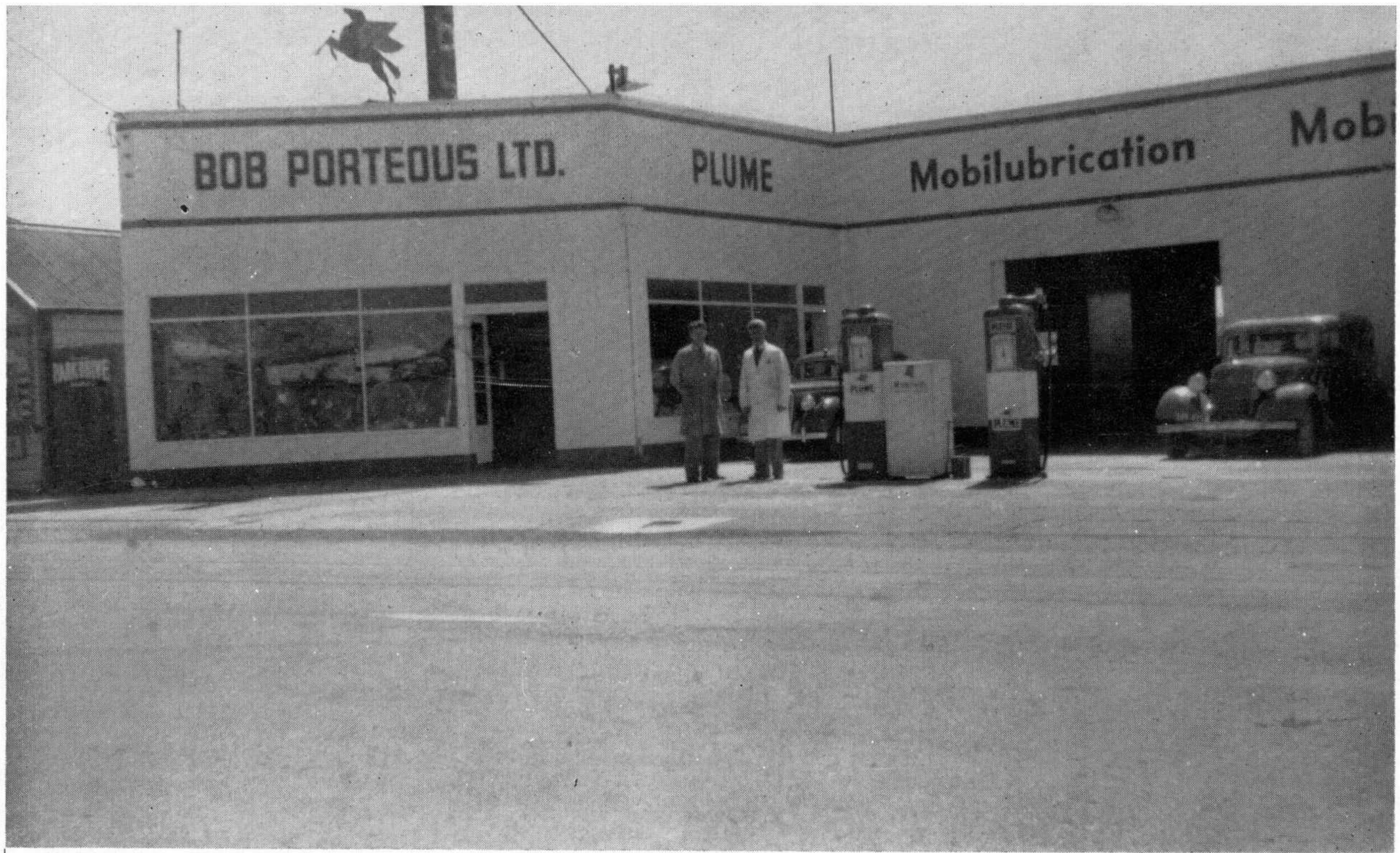




Commercial and industrial expansion in Hastings has been very noticeable in recent years, and particularly so in the Stortford Lodge area.

## **STORTFORD LODGE SHOPPING CENTRE**





The modern premises of Bob Porteous Ltd., which serves the needs of the motoring fraternity in the Stortford Lodge district.

**BOB PORTEOUS LTD.**





**LEVIN & CO. LTD.**



Levin & Company first commenced business in Wellington in 1841 and in 1888 amalgamated with Messrs. Edward Pearce and Company.

In 1896 a Limited Liability Company was formed and since that date branches of the parent company have been established in a number of towns and cities throughout the North and South Islands, and also in Australia.

Levin & Co. Ltd., Hastings, was formed in 1946, having purchased the business owned by Mr. J. Underwood in Heretaunga Street West, and with the addition of stores in Warren Street and King Street, this business grew to such an extent that larger premises were required and with this in view a section was purchased in King Street.

However, in July 1956 the premises occupied by Messrs. J. E. Peach & Co. Ltd. became vacant and were obtained by Levin & Co. Ltd. who now have adequate facilities for the display and servicing of agricultural and industrial machinery.





Parkvale, another popular suburban shopping centre providing fine service to local residents.

## **PARKVALE SHOPPING CENTRE**

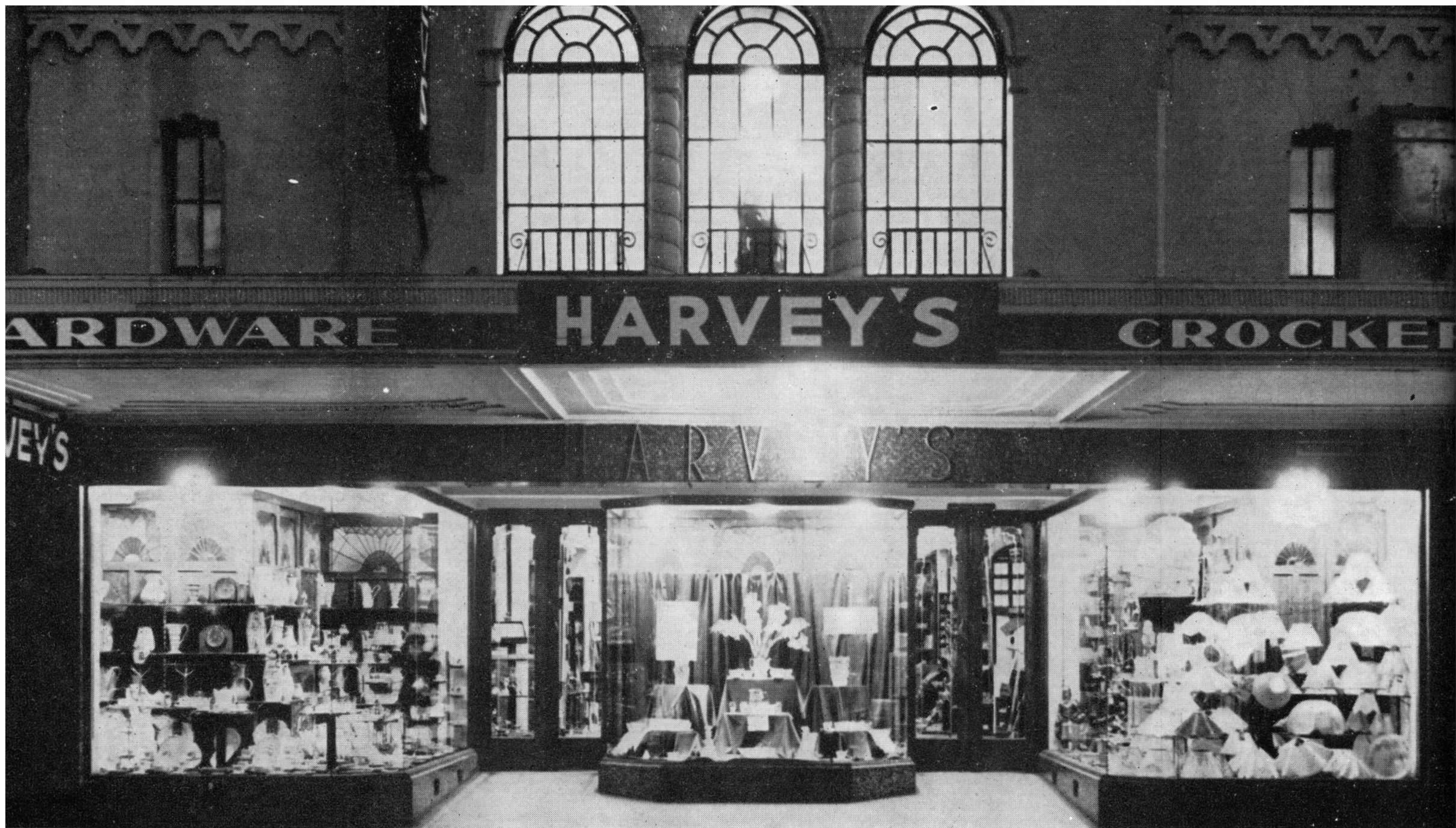




The Easter Highland Games held in Windsor Park are recognised as the largest gathering of their kind in New Zealand. Sponsored by Greater Hastings, the games attract top-flight competitors from all over the Dominion – and many thousands of visitors to the city.

## **WINDSOR PARK**





From small beginnings great things often develop, and that is what has happened with L. J. Harvey Ltd. In 1912 Mr. L. J. Harvey came to Hastings and opened a hardware business at the corner of Warren and Heretaunga Streets. Since then the business has developed to such an extent that it is now recognised as one of the foremost hardware and crockery establishments in New Zealand.

The shop is situated in Russell Street South, employs thirteen hands, and has one of the most up-to-date showrooms in New Zealand.

**L. J. HARVEY LTD.**





This modern building, completed in August 1956, is now the largest and most up-to-date venetian blind factory in Hawke's Bay.

**EXTRALITE VENETIAN BLINDS (H.B.) LTD.**





Although it was established only a few years ago by the present proprietor, Mr. Brian Neill, Hastings Car Sales has quickly won the reputation of being one of the best and most progressive firms in its field. Mr. Neill was the first in Hawke's Bay to set up an open-air used-car lot and it was not long before other dealers were following his example.

Besides dealing in used cars the firm is the Hawke's Bay agent for several well-known Continental cars. It also has one of the biggest fleets of rental cars available in the province and these are expertly serviced by the firm's mechanics.

To keep pace with the trend of expansion in Hastings Mr. Neill recently acquired a section in Heretaunga Street at Stortford Lodge which can accommodate about 50 vehicles.

## HASTINGS CAR SALES





A restful scene at the Hawke's Bay Jockey Club grounds. Recognised as the finest provincial course in New Zealand, Hastings attracts many owners, trainers and spectators to its well-run meetings.

## **HAWKE'S BAY JOCKEY CLUB**





Having been established since 1907, we have given the people of Hastings and surrounding districts a service in plumbing, electrical and sheet-metal work that is second to none. The home service section of our business caters for all household hardware, crockery, radio, and electrical home appliance needs.

**LOACH & PRICE LTD.**





An illustration showing a portion of the Company's buildings and fleet of trucks. The latter are a common sight throughout the Bay as they transport the Company's products.

**FARM PRODUCTS CO-OPERATIVE (H.B.) LTD.**



# Leopard Brewery Limited



**LEOPARD BREWERY LIMITED**



On March 31, 1957, Hastings' new brewery and soft drink project will be one year old. In that year what was formerly a family business conducted by Mr. D. H. Newbigin & Son Ltd. has, under the name of Leopard Brewery Ltd., taken the first steps towards changing, enlarging and modernising the brewery to cope with the increasing demand for its products.

Following the latest practice of delivering ale to hotels in tankers – a practice in which New Zealand leads the world – Leopard Brewery are already operating the first vehicle of their tanker fleet.

In the soft drink field Leopard Brewery have produced an entirely new product and the blue-and-gold case and label design are becoming an increasingly common sight not only in and around Napier and Hastings, but as far afield as Masterton.

With the arrival of modern plant from overseas the day is not far distant when the brewery will play its part as another of the rapidly developing secondary industries which contribute so much to the prosperity of the City of Hastings.

Leopard Brewery Ltd. is sponsored by two large overseas companies – Fraser & Neave Ltd., manufacturers of aerated waters and cordials, and Malayan Breweries Ltd. – both of Singapore.





*Chosen by Her Majesty The Queen for Buckingham Palace*

Distributors of Dishmaster, Clothesmaster, Wastemaster,  
Dry-o-matic Tumbler Dryer.

**DISHMASTER (H.B.) LTD., 348 Heretaunga Street, Hastings**





A view of our modern wine and spirit department

Established 1885.

Wholesalers of Groceries, Hardware, Wines and Spirits.

**ELLISON & DUNCAN LTD., Vaughan St., Ahuriri, Napier**





One of the many splendid floats entered in the spectacular Blossom Parade, an annual event which attracts thousands of visitors to Hastings. This float was entered by the Hawke's Bay Milk Treatment Station.

## **MILK TREATMENT**



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