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# HAWKES BAY

*Year Book*



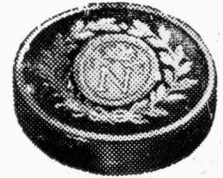
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# HAWKES BAY YEAR BOOK



VOL. 4

## THE CITY OF NAPIER

### Foreword

**N**APIER, the capital city of the Province of Hawkes Bay, is blessed with a wonderful climate, an excellent port, ample land for expansion, and could be termed today as the "City of Opportunity". Ranking as New Zealand's third exporting port with ample areas for industry, excellent air, rail and road facilities and a superb climate, Napier is attracting many commercial firms wishing to expand and decentralise.

Our city has many outstanding tourist attractions, and with the completion of our Memorial Hall on the famous Marine Parade, Napier is becoming increasingly popular as a venue for meetings and conferences. From November 1st, 1958, we will be celebrating

the Centenary of the Province of Hawkes Bay and celebrations will be continuing throughout the district for the ensuing twelve months.

Through the generosity of one of our esteemed citizens, the Napier City Council has been able to lead New Zealand in the provision for the elderly people in our community, and we are in the course of constructing over 90 pensioners' flats for the comfort of our older citizens.

Whether it be for the enjoyment of a holiday, a delightful place in which to reside, or for the establishment of a commercial business or industry, Napier can offer facilities that are unequalled by any other city in New Zealand.

**PETER TAIT,**  
Mayor.

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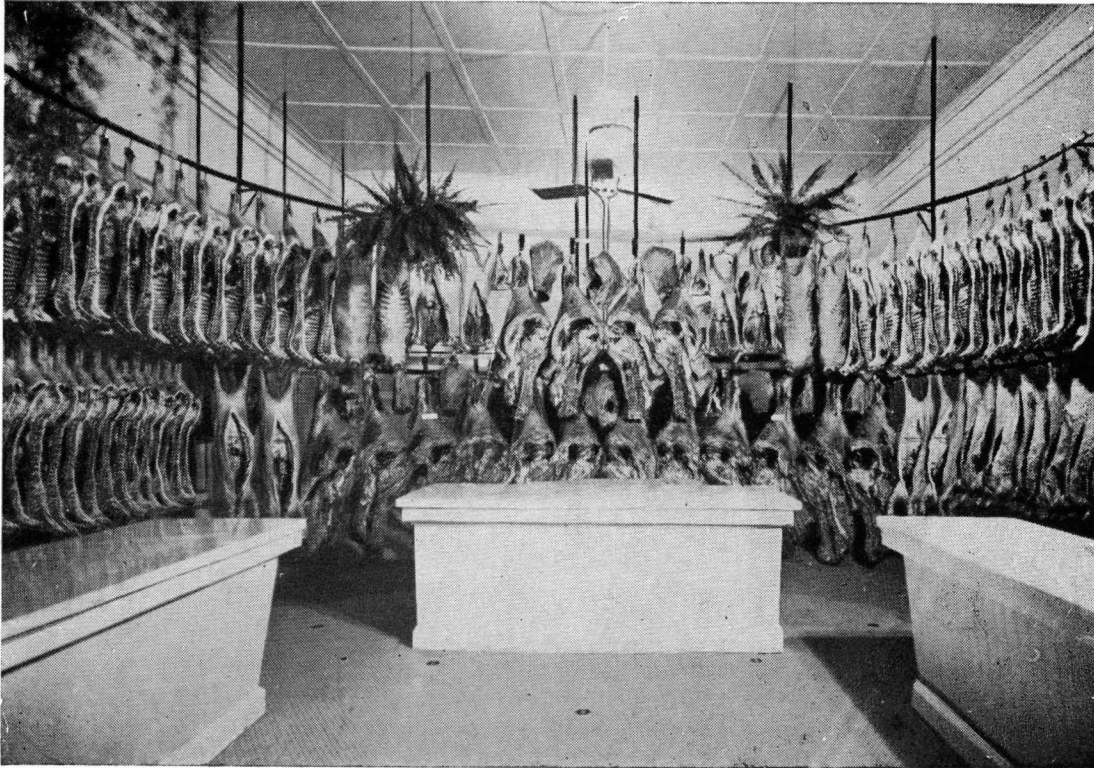
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● A fine general view of Napier showing the attractive Marine Parade and central city area.

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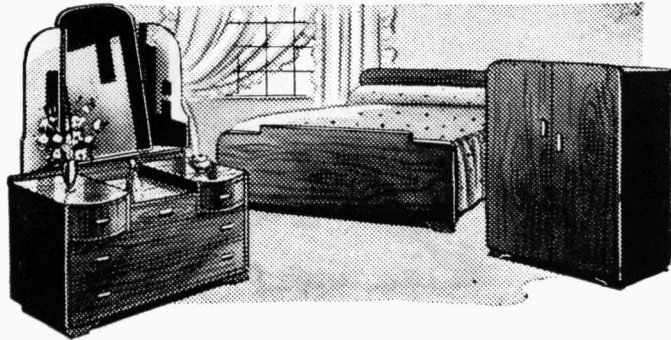
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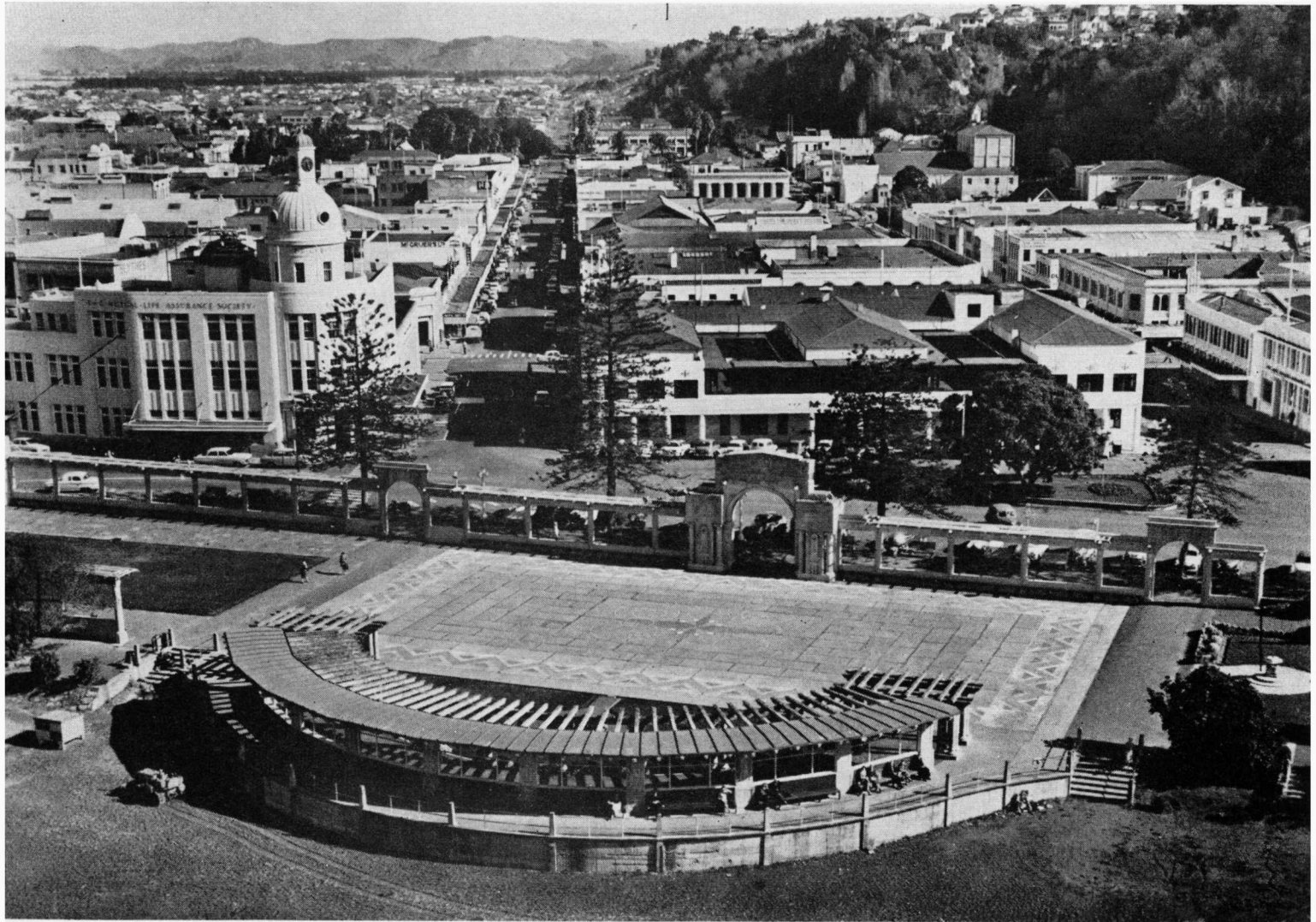
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● Looking down Emerson Street, with the Colonnade in the foreground.



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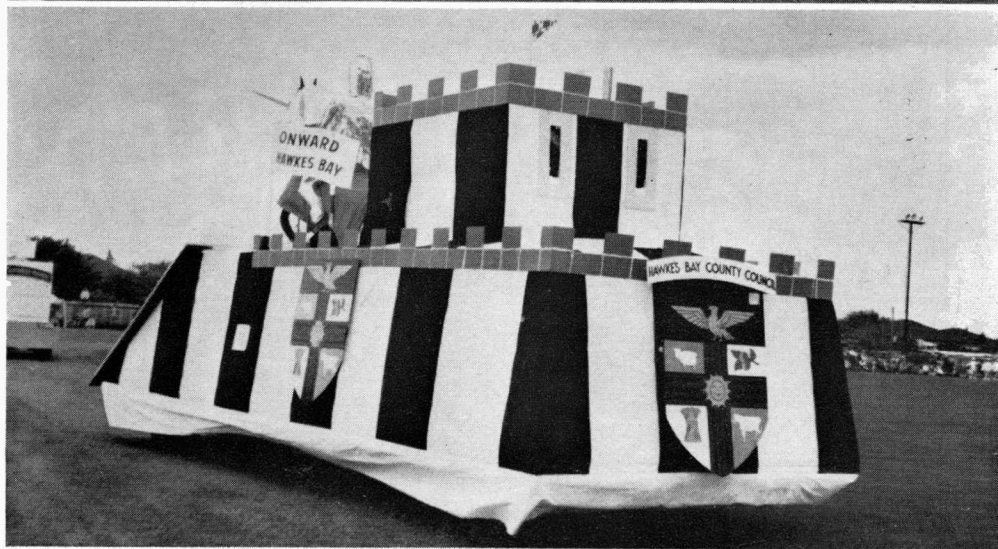
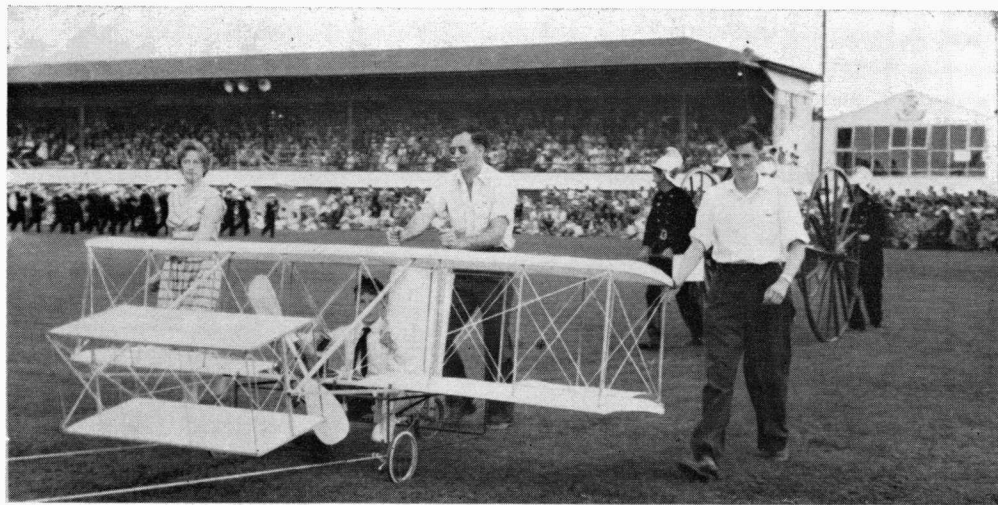
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● Two of the many interesting floats at the McLean Park procession.

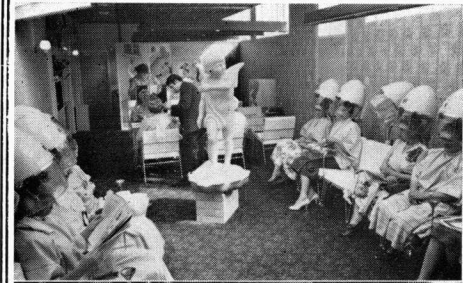




● Crowds line the sides of the Iron Pot, Ahuriri, to witness the spectacle of the re-enactment of the early settlers landing.

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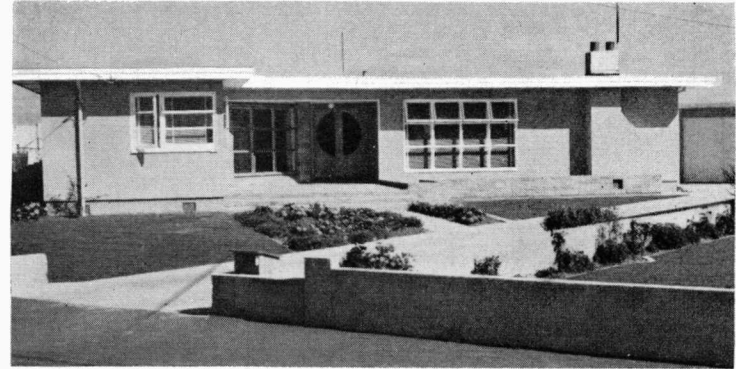
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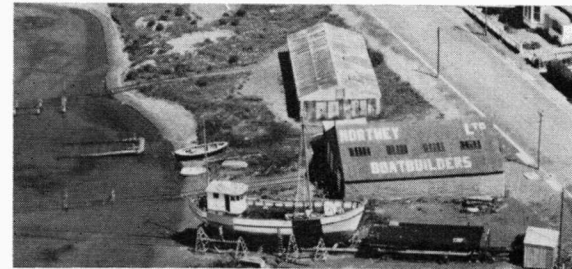
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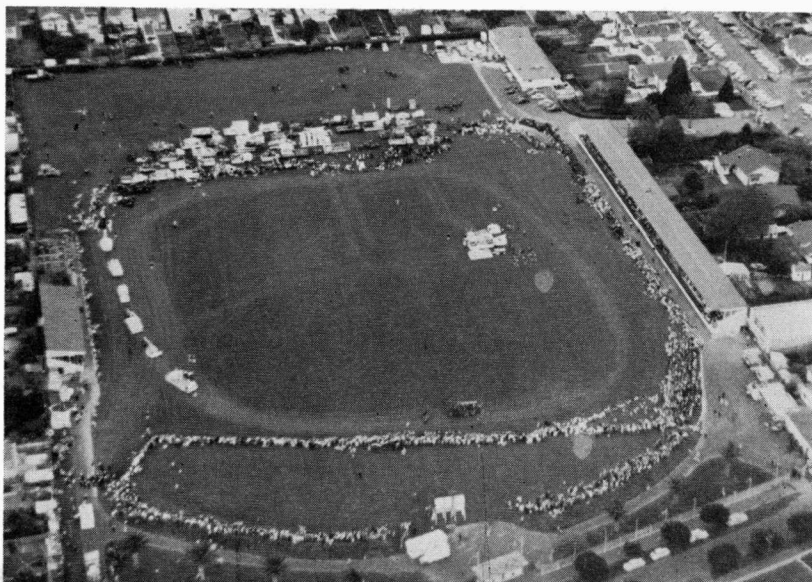
● Top: A group of traditionally dressed early settlers.  
Bottom: The Maoris giving welcome to the new settlers.

● The floats on parade at McLean Park. ➔

The story of Hawkes Bay Province's first one hundred years was told in the Cavalcade of Progress which marked the opening of the centennial celebrations at Napier. The re-enactment of the landing of the early settlers at the Iron Pot, the skilfully contrived cavalcade which followed, and events at McLean Park at Napier all had an underlying motif of deep significance.

Those who saw all these events were deeply conscious of their import and their part in the development of Hawkes Bay Province. The growth of the province to its present stage of unparalleled productivity and prosperity was by no means free of setbacks and grave difficulties. But the first settlers were fully convinced of the future of this new land, and their courage stood them in good stead in times of grave adversity.

As the year progresses, so each centre throughout Hawkes Bay Province plays its part in the celebrations. As capital of the province and the first established settlement in Hawkes Bay, Napier initiated the celebrations.



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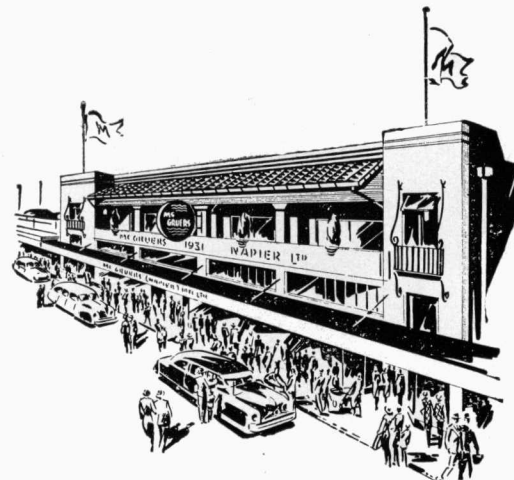
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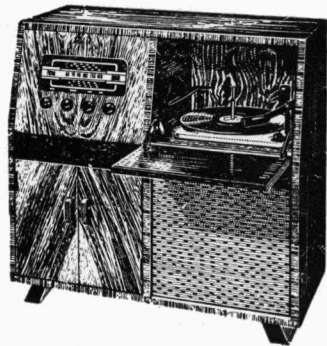


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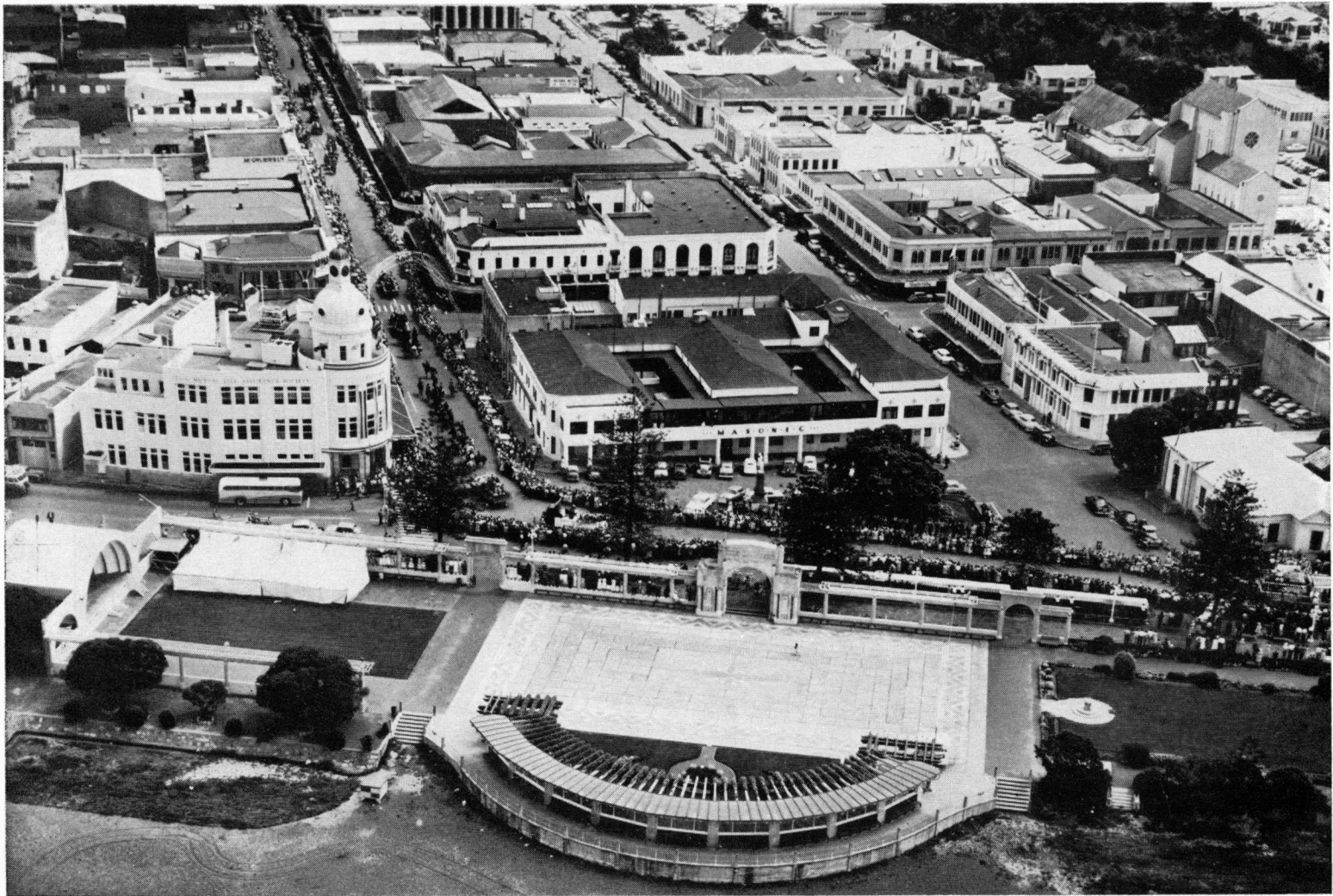
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● The commencement of the Centennial Procession heading down Emerson Street.

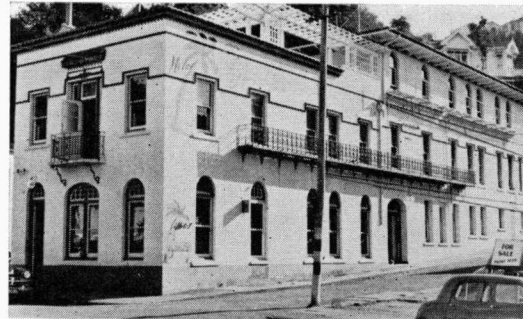




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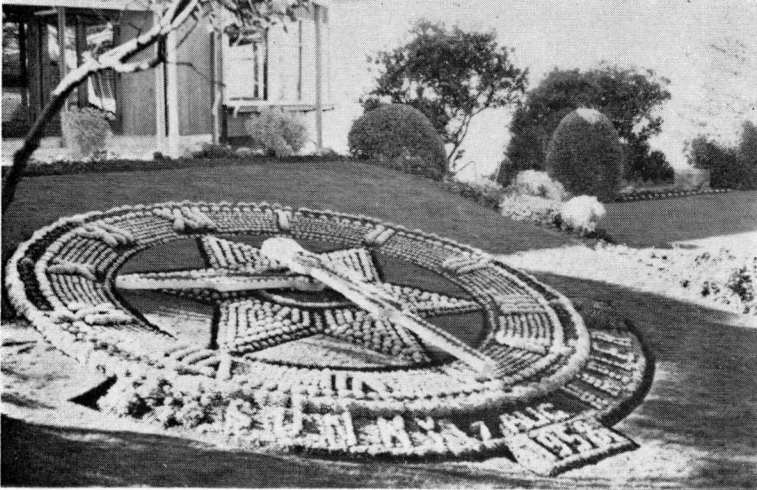
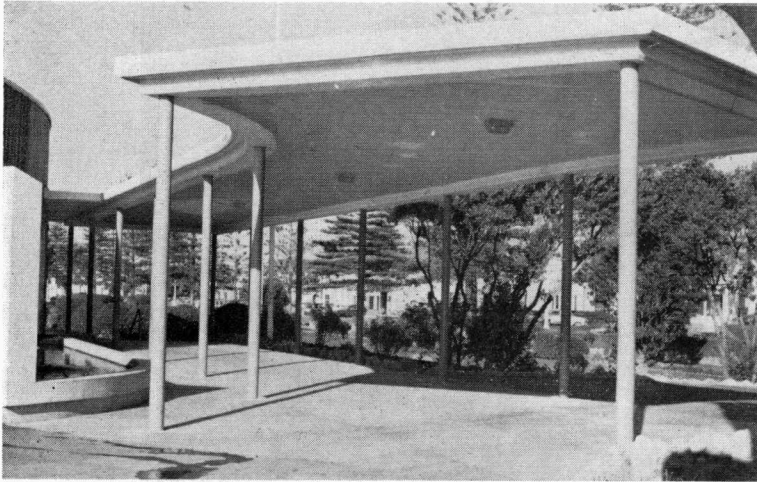


● The splendid illuminations at the intersection of Hastings and Emerson Streets.

**B**ARELY 30 years after Cook's second voyage—which took him along the East Coast of the North Island—the whalers were establishing their rough stations along the coast of Hawke Bay. By 1805 there were at least three whaling stations along the coast, and the Maoris were

already accustomed to dealing with the white people.

It is interesting to record that Hawkes Bay's first businessman was probably a man named Anketel. Mr Anketel's trade was suited to the time and the place—he opened a grog shop—and his premises were by no means



● **Top: The sheltered entrance to the Memorial Hall.**  
**Bottom: The floral clock.**

palatial. In fact, Mr Anketel's grog shop flourished under an upturned boat at Petane and his clientele, naturally enough, was almost exclusively whalers, with a taste for hard liquor.

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● Part of the Marine Parade with the Tom Parker fountain and the new Memorial Hall building.



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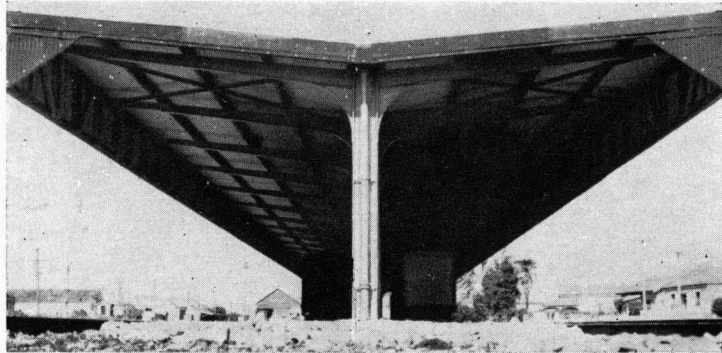
and at CENTRAL BUILDINGS,  
HERETAUNGA STREET WEST,  
HASTINGS.

It was not long before a small store and "grog depot" was established at Ahuriri, then variously known as Awridi, Acriri, Haurere and Howready. The first settlers were already in occupation by 1846, but it was a small, unstable population whose lives for the most part revolved around the whaling industry, with little or no interest in the land.

New settlers found themselves seriously cramped for space. Ahuriri was no more than an untidy collection of huts, whalers' gear, piles of rubbish and a few Maori whares. Most of the new settlers built their early homes



● The attractively carved interior of the Hukere Girls' School chapel.



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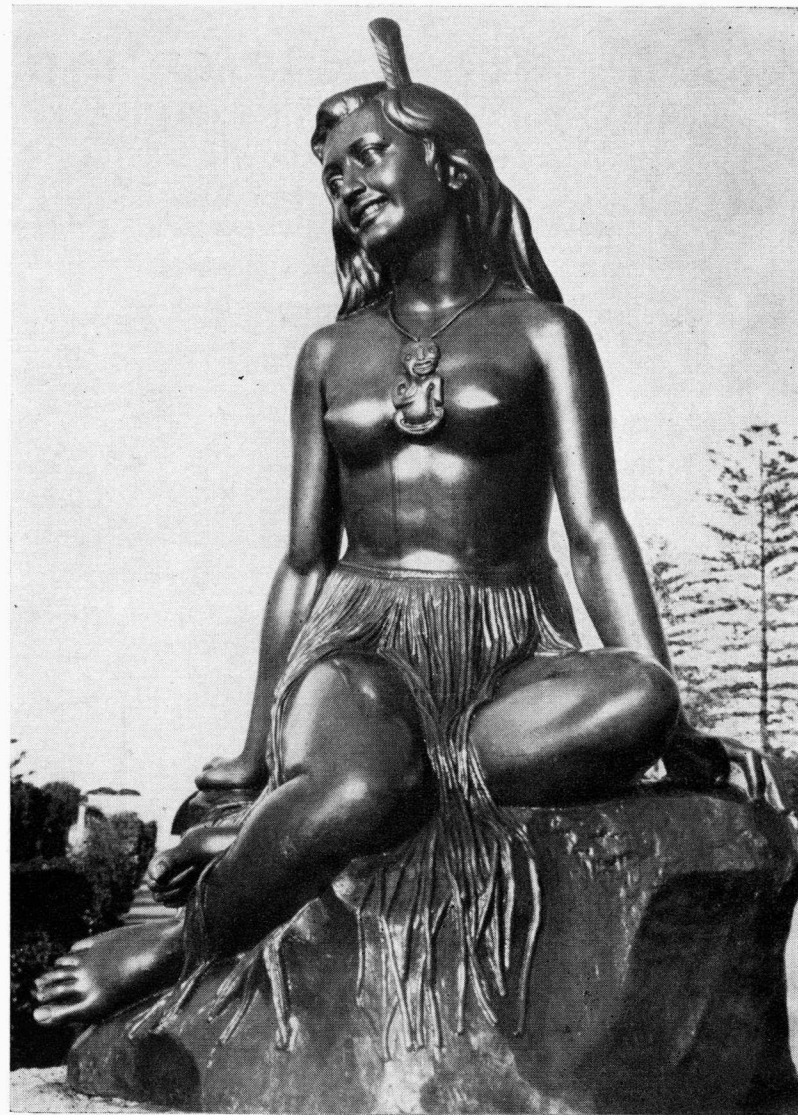


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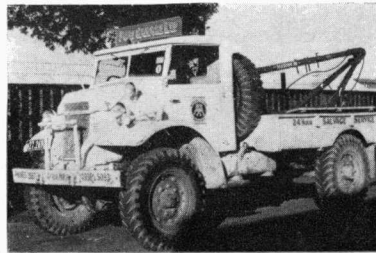
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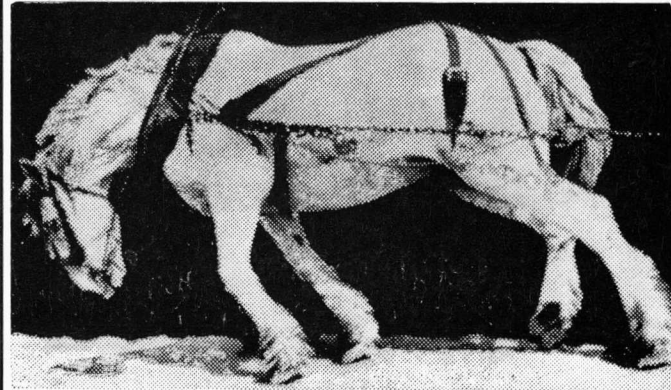
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● Meat being loaded for export overseas at Napier's busy port.

along Onepoto Gully. A track cut from the water's edge up the gully to the top of the hill was called Main Street, a name it bears to this day.

In the course of time Shakespeare Road was formed to give better access to the hill areas, several stores were started, and the hand of Government began to be felt. Ahuriri was a busy port, the only major haven between

Auckland and Wellington, and its attractions were a lure for the Maoris.

Less than a century ago more than 5000 Maoris lived at Ahuriri, most of them transients from inland villages. The whalers were poor tutors in the ways of the white men, and the Maori people degenerated sadly under their influence. Rough warehouses were built at the port to

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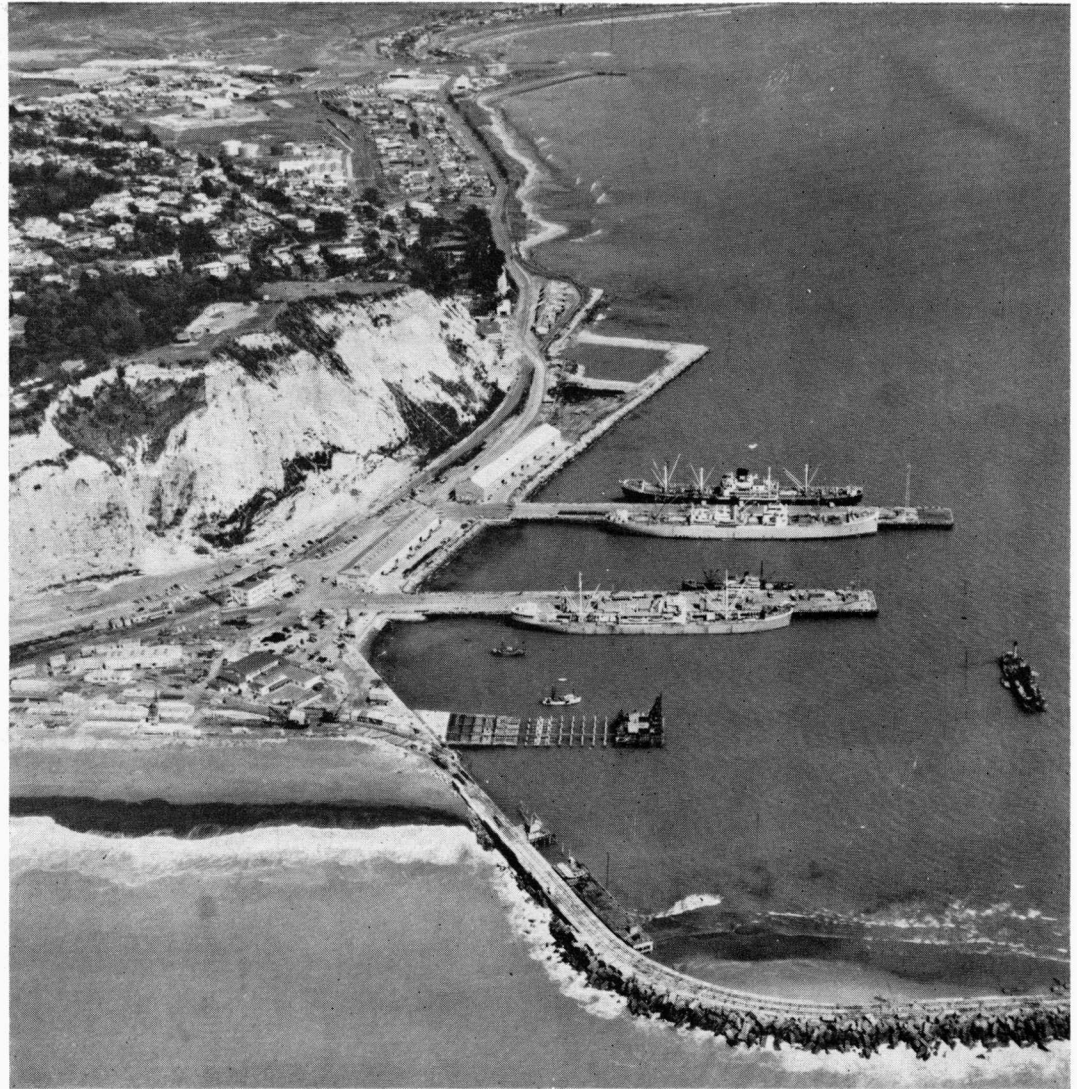
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● A recent aerial view of the port, showing the reconstruction work on the old wharf in progress.

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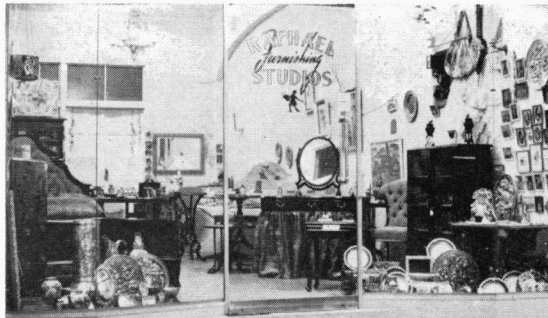
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As early Napier developed, so did the Maoris and



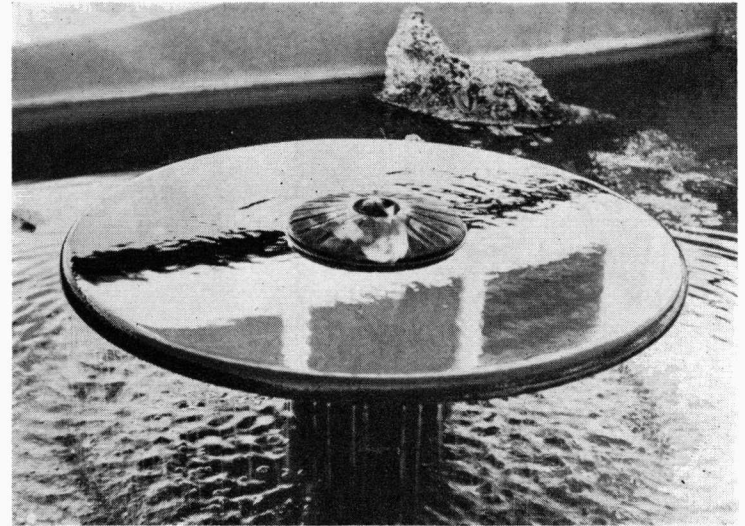


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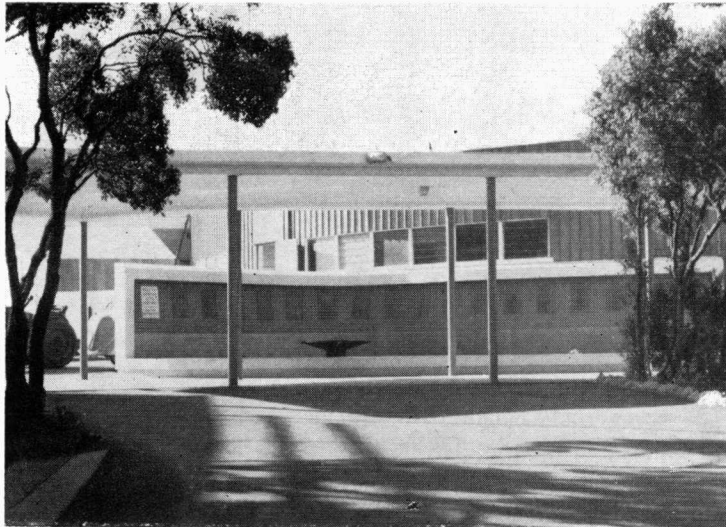
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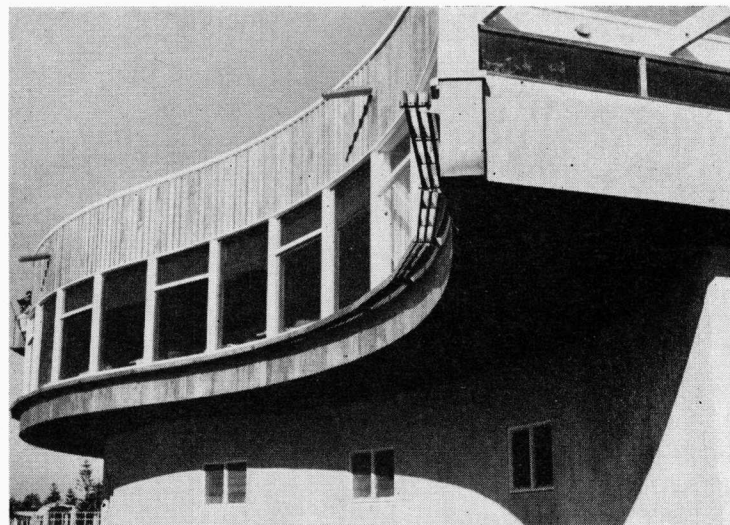
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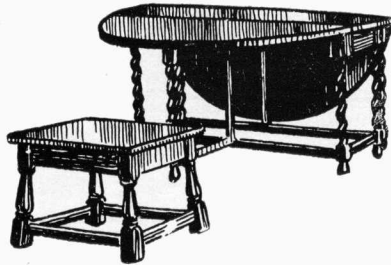
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'The Morris People'



at

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and

**WAIPUKURAU**



● View looking along Hastings Street.

Alfred Domett, Commissioner of Crown Lands, in 1855 found Napier "an oblong mass of hills, the whole mass being flattishly topped, and of nearly uniform height, with precipitous or very steep sides (so as to resemble in shape

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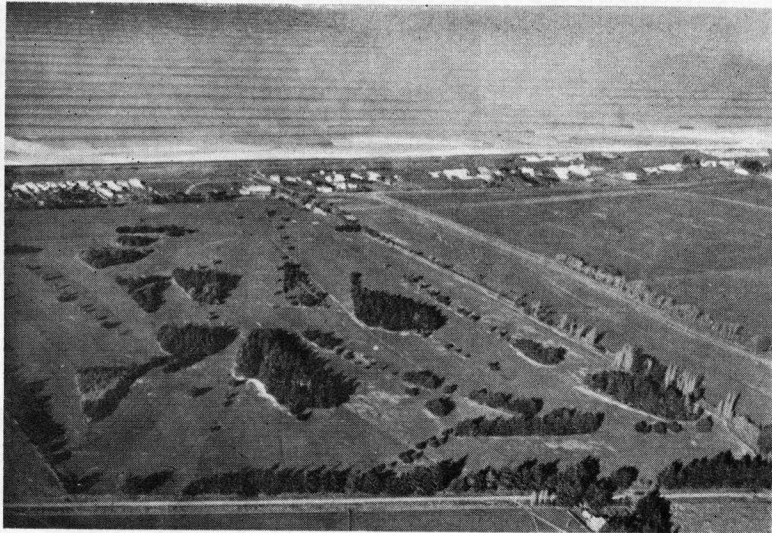
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● Left: McLean Park. Right: Nelson Park.



● Maraenui golf links.

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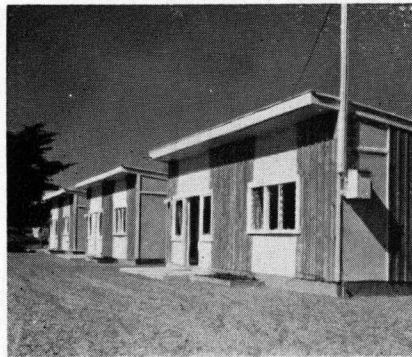




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an ordinary cake), but rent or cracked, as it were, into several ravines, forked or branching as they recede from the sea or the lagoons which almost entirely surround the elevated mass".

Gradually the swamps were drained and the land reclaimed. With Napier's constitution as a town in 1855, a start was made with the disposal of land. Quarter-acre sections were priced about £5.

For a decade from 1855, Napier's growth was very slow. However, with the resolute of land troubles, the end of friction with the Maori people and the introduction of progressive policies in immigration and public works, settlement was greatly stimulated. Napier's commercial life grew enormously as the land was developed. In 1874, Napier was given borough status and soon ranked as one of the leading provincial centres in the country.

In the course of its life Napier has been successively ravaged by flood, earthquake and fire. It has survived and grown, to become one of the Dominion's most attractive provincial cities.



● Bayview—noted for its vineyards and market gardens.



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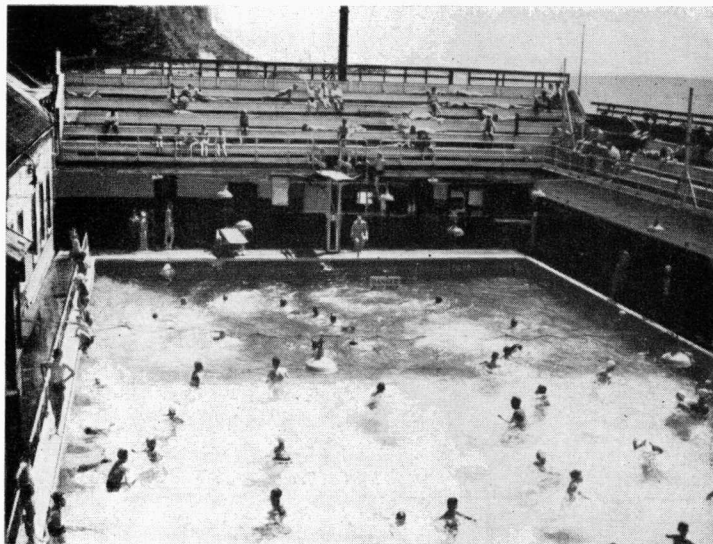
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Bottom: Summer shows at the Sound Shell.

Napier city has far-reaching associations with the 65th Regiment. During 1857, Hawkes Bay settlers became

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● Off-shore panoramic view of Central Napier.

alarmed at quarrels between the local Maoris, and asked for protection for Napier. The Government responded by sending a detachment of the 65th Regiment in the following February.

A gay populace gathered at the port enthusiastically welcomed the troops as they disembarked from the barque Easterfield. The troops' first camp site was at Onepoto Gully, where the men enjoyed the warm summer sunshine and the hospitality of local people.

In time many of the men were joined by their families who travelled from Wellington in the schooner Salopian. A barracks was built where Napier Public Hospital now stands.



Napier's first hotel was opened by Daniel Munn in 1852. It was the Royal, whose successor stands on the original site at the corner of Carlyle Street and Chaucer Road. The Royal soon became a focal point for social life of early Napier people and figures in many written records of the pioneers.

William Colenso attended a dinner there in 1855 when the residents dined and toasted the officers of H.M.S. Pandora, a naval supply vessel whose existence is commemorated by Pandora Point. Though Colenso enjoyed the dinner, he did not approve the balls held at the Royal when dancing continued to 4 a.m.

The enterprising Daniel Munn made full use of his

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● Kennedy Road looking towards Marewa.

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hotel. To lovers of Robert Burns he offered a special dinner, with haggis and "genuine mountain dew" for the sum of one guinea. The Long Room of the Royal was the

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venue of many meetings. It was also extensively used for many stage performances.

For the want of one signature a Yorkshireman named Barney Rhodes failed to buy Hawkes Bay — about 1,401,600 acres — for £150 in 1840.

In 1831 Rhodes had a third share in the brig Harriet which he had sailed to many parts of the world. In 1836 the ship was sold and with his share of the proceeds Rhodes bought a farm property in New South Wales.

Tiring of the farm life, Rhodes spent two years cruising around the New Zealand coasts as master of a whaler. With his partners who owned the whaler he began negotiating with the Maoris for big land purchases. In 1839 he "bought" 100,000 acres at Akaroa for £325.

Writing to his Sydney partner in 1840, Rhodes said he was interested in the purchase of a large part of "Hawke Bay". "The immense tract is very valuable," he wrote. "At Howready (Ahuriri) there is a tolerable harbour for small



● His Excellency the Governor-General, Lord Cobham, leaving the H.B. County Council Chambers after a meeting of the Executive Council.

vessels and a fine alluvial flat with numerous rivers about 12 miles by 30, or about 200,000 acres. It is the largest extent of level ground I have seen in New Zealand."

Rhodes' ambitious scheme fell through for the want of one signature, though whose, history has not disclosed.

Nevertheless, the redoubtable Rhodes negotiated some astonishing land deals. They included Kapiti Island, Akaroa, Lyttelton, Wairoa and Poverty Bay, together with many others, totalling some 1,575,411 acres. The Land Claims Commission granted Rhodes only a fraction of his "purchases". Among the more substantial allowed was an



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● Ahuriri's large woolstores and the light pleasure craft alongside make a pleasant picture from the air.

area of 2500 acres in Hawkes Bay, probably the origin of the Clive Grange Estate.

Now in its second century, Hawkes Bay looks back on its first one hundred years with pride and satisfaction. Where scrub and fern once held sway, sheep now graze and fruit trees produce their bountiful yield.

Stoney lands and swamp have given way to pleasant residential suburbs. Rough hill country, scorned by the early settlers as being suitable only for goats, now supports valuable sheep flocks.

Napier was the hub of Hawkes Bay's development. Ahuriri was always a popular gathering place for the

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Maoris. A centuries-old pa there was a kind of half-way house for the tribal peoples moving up and down the coast. The first whalers settled at Ahuriri, many of them later becoming Napier's first residents.

When Hastings was no more than a motley collection of rough shacks straggling along a single street, Napier was a prosperous, well established provincial centre. With Hawkes Bay's immense productive resources gradually



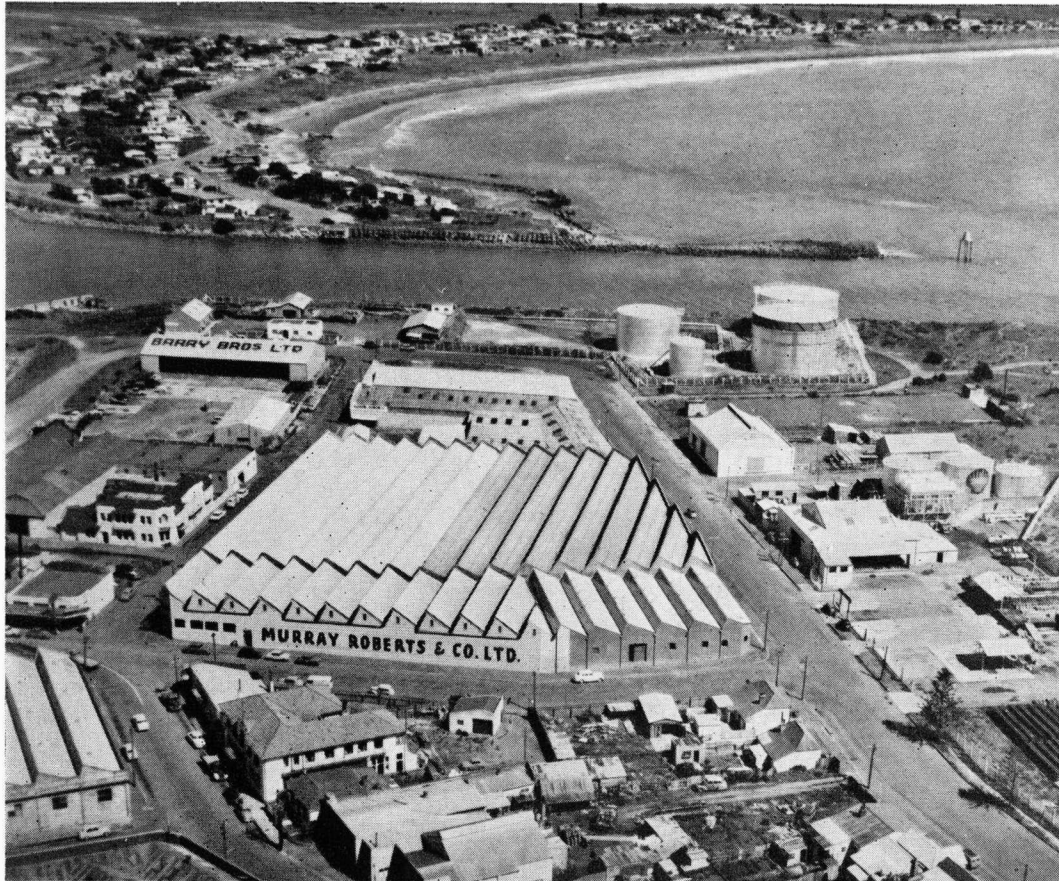
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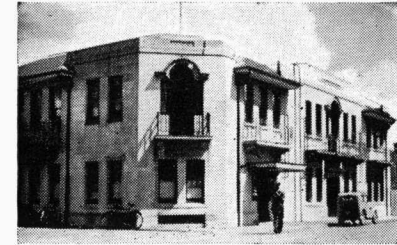
being developed, so grew the demand for better port facilities, and Napier grew with them. At the turn of the century Napier was fast expanding over all available land on the flat. By the 1920s all available land had been built upon, and the capital of the province was obviously wilting for lack of growing space.

In the meantime, Hastings was developing rapidly. The rough timber-frame buildings of the early days had given

way to permanent solid buildings in the business area centred on Heretaunga Street. The back country was being brought into heavy production, the freezing works were killing ever-increasing tallies, and the smiling Heretaunga Plains were becoming patterned with orchards and small farms.

This was the picture about 1930. In the space of three disastrous minutes early in the following year all under-

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● A further view of Ahuriri, showing the two hotels, oil storage tanks and Westshore Beach.





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● A view taken from Bluff Hill as far south as Maraenui.

went a violent change. The earthquake of 1931 raised the land in and around Napier up to seven feet. What had been the Inner Harbour eventually became dry land. Swamps were drained, and Napier was presented with thousands of acres of land for future development.

In the tragic days of the disaster, however, these bless-

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● A modern timber mill stands here at Conunna Bay where once the early trading vessels anchored.

same time, Napier's excellent climate and fine civic amenities make it one of the country's most popular holiday resorts.

Marine Parade is among Napier's prime attractions. Immaculate lawns and gardens, the coloured Parker Fountain, children's play areas, the municipal swimming baths, the sun bay and the sound shell are but a few of the fine amenities of Marine Parade.

Hastings' steady growth bids fair to outdo Napier's post-war development. Set in the fertile Heretaunga Plains, Hastings benefits from the tremendous wealth produced each season by the land around her. Increasing demands for canned and quick-frozen goods find the food factories rapidly expanding, with ever greater demands for labour. Far-sighted civic administrators have provided Hastings with first-class public amenities, and one of the lowest incidences of rating in the Dominion.

The railway brought many blessings to such towns as Waipawa and Waipukurau. The latter town long remembered the opening of the railway bridge and station in 1876. The bridge was decked by triumphal arches, the station was hung with a gay array of bright flags, and a crowd of 800 seethed with excitement when a distant whistle announced the train's arrival.

Miss Russell broke a bottle of champagne over the engine of the special crowded train from Napier, and christened the locomotive "Die Vernon". But more exciting things were to come. Headed by the Napier town band, the company proceeded to the Tavistock Hotel, then nearly a mile distant, where luncheon proceeded nearly all the afternoon.

When the time came for the train to return to Napier, frequent imperious blasts on the whistle and desperate appeals by the guard and stationmaster failed to hurry along many laggards.

Mr Bogle, the first stationmaster at Waipukurau, held the office for 40 years. He was 93 when he died at Havelock North in 1939.

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NAPIER and HASTINGS



● This picture bears witness to the rapid growth of the Onekawa industrial area.

Waipukurau was established about 1867 and took its name from a Maori pa about a mile down the river. Waipukurau means water-soaked fungus, a kind of mushroom which the Maoris ate when other food was scarce. At Waipukurau Pa the first inland church in Hawkes Bay was erected by the Maoris in anticipation of the Rev. Colenso's mission among them. Here, on March 2, 1847, Colenso on his return from crossing the Ruahine Ranges married nine young couples.



It is believed the first buildings on the site of the present town of Waipukurau were probably the blacksmith's shop belonging to Robert Kirk and the shingle-roofed cottage in which he lived. Avison's Accommodation House had been established in 1856 at the junction of the Tamumu and Wellington roads. Drower's Store nearby was a going concern by 1862. The vicinity then became Waipukurau.

Soon after the arrival of the 65th Regiment at Napier in 1858 detachments were sent to Ruataniwha and Waipukurau. Barracks were built on the hill at Waipukurau,

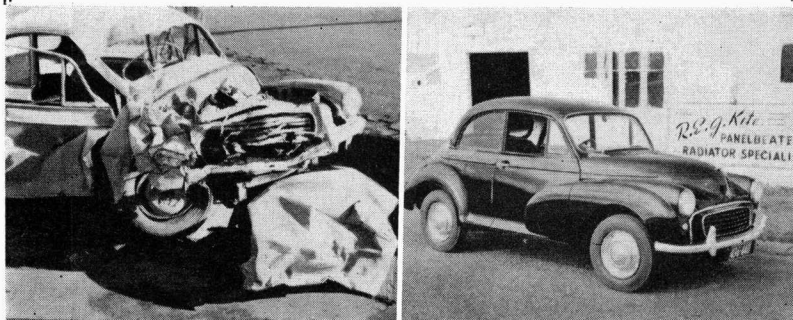


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● A different angle on Onekawa, the new industrial area.

and two tunic buttons of the 65th Regiment have been found on the site.

When W. R. Russell completed his purchase of the Maori reserve of 207 acres known as Pa Flat in 1867, he decided to establish a model village on the site of the present Waipukurau. He built several cottages and leased the sections for a term of 99 years. The barracks in the early sixties were used as a schoolroom during the week and for intermittent church services on Sundays.

In 1880 a cottage hospital was opened under the charge

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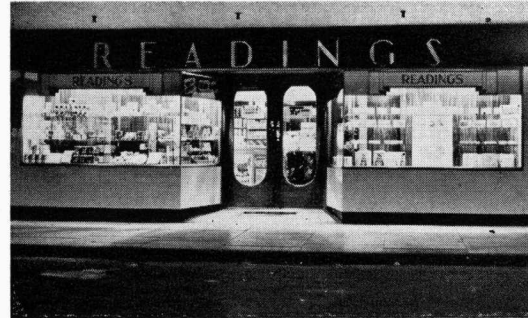


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● Rebuilt after the 1931 earthquake, Central Napier has no overhead telegraph or power lines to spoil the view.

of Mrs Putnam as matron. The completion of the railway bridge and the opening of the railway station were indeed important landmarks in Waipukurau history.

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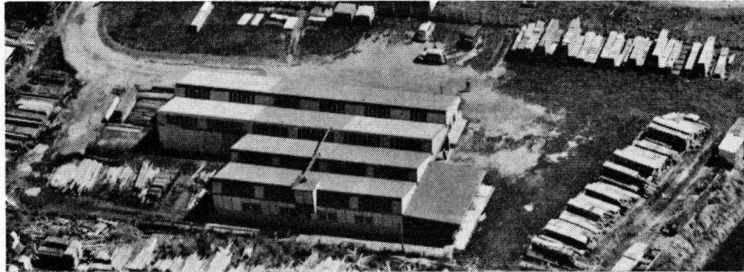
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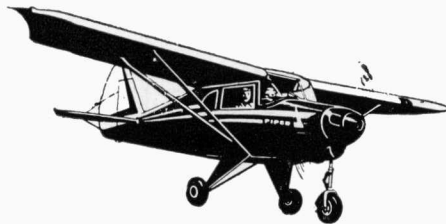
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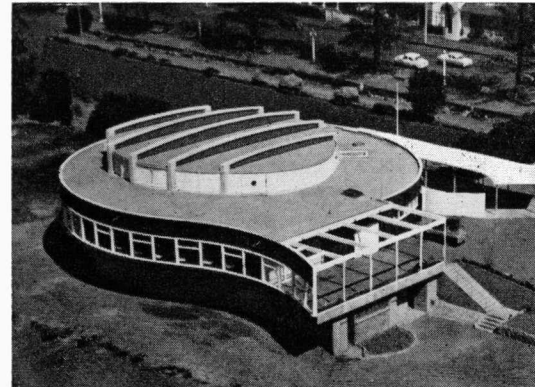
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Napier



● An uncommon view of Napier, from Munroe Street in the foreground to the Marine Parade at top.

A Waipukurau town board was formed in 1905 and the borough seven years later. The Waipukurau County was formed in 1907.

Waipukurau today is a busy, prosperous country town,

the business centre of a large and fertile district. In the last decade considerable building progress has indicated residents' faith in the future of their pleasant town.

A clean and tidy country town, Waipawa in Central



Hawkes Bay is the commercial and business centre of some of the province's most highly productive countryside. As early as 1860 Waipawa was becoming well established, with a newspaper of its own and also a one-man police force.

As for Waipukurau, the coming of the railway spelled progress for Waipawa. The town rapidly expanded, the main street became lined with shops and business premises, and residents were confident of their future.

● Greenmeadows.



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TARADALE



A series of sound civic administrators have guided Wai-pawa's welfare well. The town has good civic amenities and sound prospects for future development.

The crossroads of a busy and prosperous district, Woodville is regarded as the southern gateway to Hawkes Bay. The history of the town goes back to 1872 when a narrow and unreliable track was opened through the Manawatu Gorge.

By 1882 Woodville was a busy little town, with church, school, library, telephone exchange, hotel, a band and a post office.

Dannevirke means "Danes' Work", and the establishment of this prosperous and pleasant town indeed was the work of the Scandinavian people.

The scene is Te Aute, the date September, 1872. Five wagons have pulled over to the side of the rough track, fires are being lit, and many are preparing a camp for the night. But their speech is not English, and their clothes, of rough, coarse-spun material, are of unusual cut and style.

These people were the first settlers of Norsewood and Dannevirke, en route to their new homes in the bush after recently landing at Napier.

The Hovding arrived at Napier on September 15, 1872, carrying 74 married couples, about 280 children, and the rest single men and girls, a total of 475. The Ballarat preceded the Hovding by only a few hours and brought a large party of immigrants, among them 71 Danes.

The newcomers were accommodated on the beach at Napier in barracks erected for the purpose. A few days later the men and boys left Napier in five wagons bound for their new land in Southern Hawkes Bay. Most of the party stayed on their sections around Norsewood, but 13 Danish and six Norwegian families were taken on to Dannevirke. The new settlers were shown their 40-acre allotments, and set to work felling the bush and erecting their slab two-roomed huts.



● The borough of Taradale.

Coming from a virtually forestless land, the Danes found the going particularly tough. Some of the Danes despaired when they saw the conditions, walked back to Napier, and took ship for America. But the majority stayed, to apply their diligence and ingenuity to developing the raw land and establishing the thriving farms of today.

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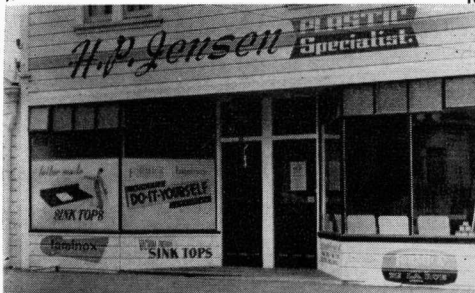
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# HAWKES BAY



● Timber forms an important ingredient in the economy of Hawkes Bay.

# INDUSTRY



● Diverse industries are found at Ahuriri, embracing wool, tobacco, oil, engineering, marine supplies, canneries and others.

Typical of the rapid growth of industry matching the agricultural development of Hawkes Bay is J. Wattie Canners Ltd., with the parent concern at Hastings and a second factory at Gisborne.

The company operates the largest fruit and vegetable canneries and the biggest sweet-corn processing plant in



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This Company which started in 1909 as "The Acetone Illuminating & Welding Co." is still, after 49 years, affectionately known to the older residents as "The Acetone".

The pioneers of Oxy-Acetylene welding in New Zealand, their organisation is now Dominion wide and is a key factor in the industrial economy of our Country. We feel proud that this up-to-date concern had its conception in Hawkes Bay and that in Napier, Oxygen and Dissolved Acetylene were produced for the first time in the History of New Zealand.

Their Equipment Factory (where the first Gas Welding equipment to be produced in N.Z. was made) now turns out a wide range not only of Gas Welding Plants, but also Electric Arc and Spot Welders plus all the necessary sundries.

Though their gas producing plants at the larger centres now somewhat overshadow Napier, we must not forget that our City was the birthplace of an industry which has contributed very largely to the prosperity of our Dominion.





● The H.B. Farmers Meat Company's freezing works at Maketu.

the Southern Hemisphere. In addition to 1200 people directly employed in their Hastings and Gisborne factories, Watties provide livelihood for more than 400 growers, with their employees numbering many hundreds more.

A range of more than 75 varieties of foods is sold under the Watties label by over 5000 retailers throughout the Dominion. Some 40 per cent of the company's production is marketed abroad.

First to can asparagus in this country and today the

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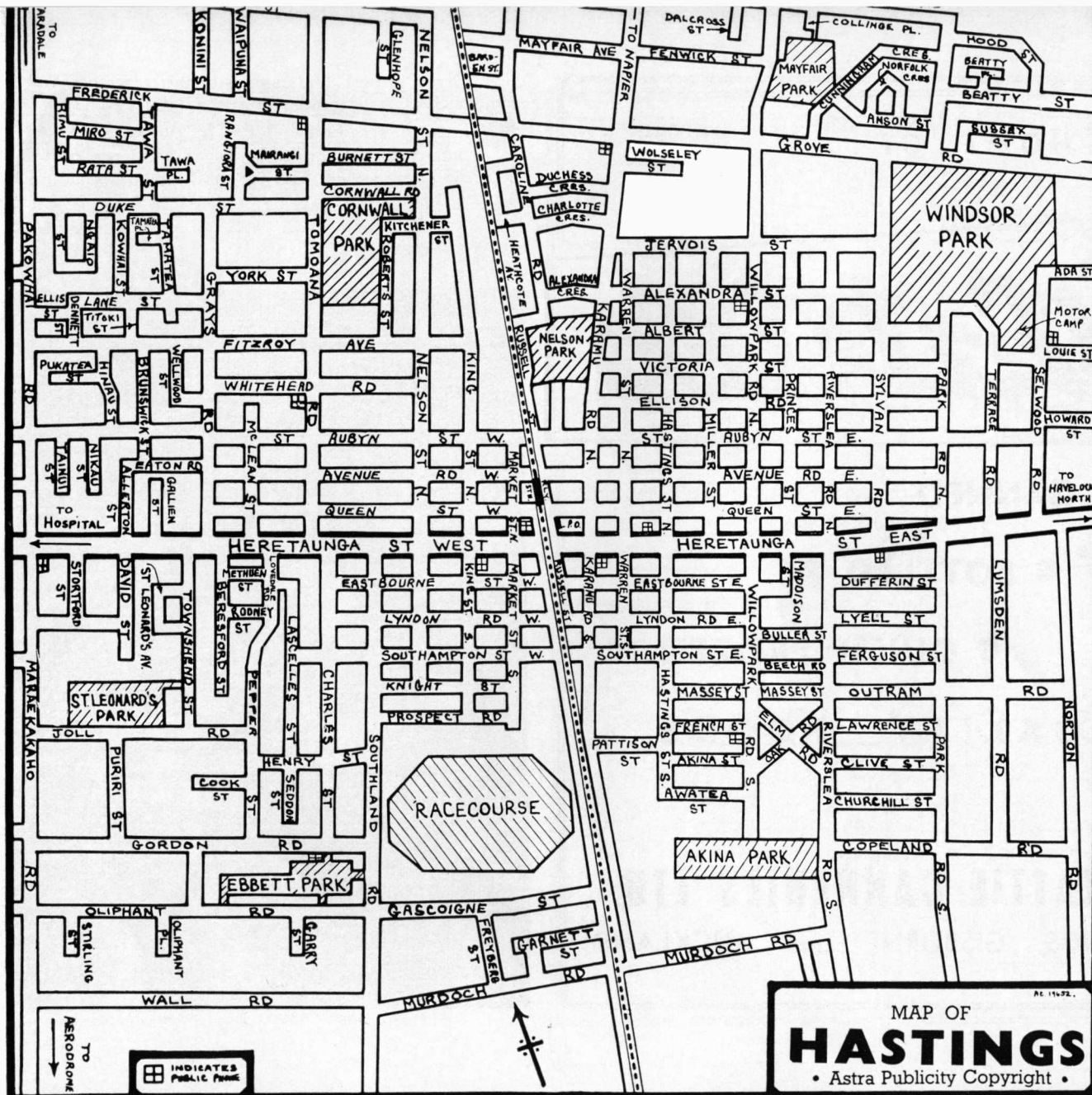
HASTINGS, GISBORNE and AUCKLAND

largest growers and canners of this vegetable, Watties have 450 acres in production. A total of 800 acres has been planted. Last season 150 acres of new beds were brought into yield, but a further 2000 acres are needed for the domestic market, and for the demand abroad no less than 10,000 acres would be needed.

Watties now enjoy a major share of the quick-frozen  
(continued page 71)

● **Wattie's extensive cannery in Hastings.**





MAP OF  
**HASTINGS**  
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# HAWKES BAY YEAR BOOK

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## THE CITY OF HASTINGS

### Foreword



**H**ASTINGS is the youngest city in New Zealand, having been proclaimed as recently as September, 1956. It is probably the youngest in another sense also in that as a town it did not come into existence until 1887. It is one of the most recently established of the urban centres in the Province of Hawkes Bay, which this year is celebrating its Centenary. Notwithstanding this, it has an urban population of approximately 30,000 and progress still goes on apace. Hastings is known throughout the country as "The Fruitbowl of New Zealand". We have by far the largest cannery in the country, and our saleyards handle more stock than any other. For these advantages, we are indebted to the high fertility of the Here-taunga plains, our temperate climate and the skill and industry of our people. Industrial areas are being opened up in the Frimley

suburb recently incorporated in the city, and we can look forward with confidence to a period of assured prosperity.

I am glad to take the opportunity of writing this brief foreword in a publication which is designed to publicise this progressive area. We always welcome visitors to Hastings, and indeed they come in thousands, especially at Easter time during the Highland games festival, and during our Blossom Week celebrations in September every year. I hope all who read this excellent publication will find an opportunity of visiting us in our district, and discovering for themselves the beauty of our countryside and the natural advantages with which we are favoured.

W. E. BATE,  
Mayor.



# PROGRESS

Having been established in Hastings since 1907, we have grown up with the town and feel that we have, in some small measure, contributed to its becoming the City of the Plains. We will continue to offer its citizens the same efficient service in

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# *CITY OF HASTINGS*



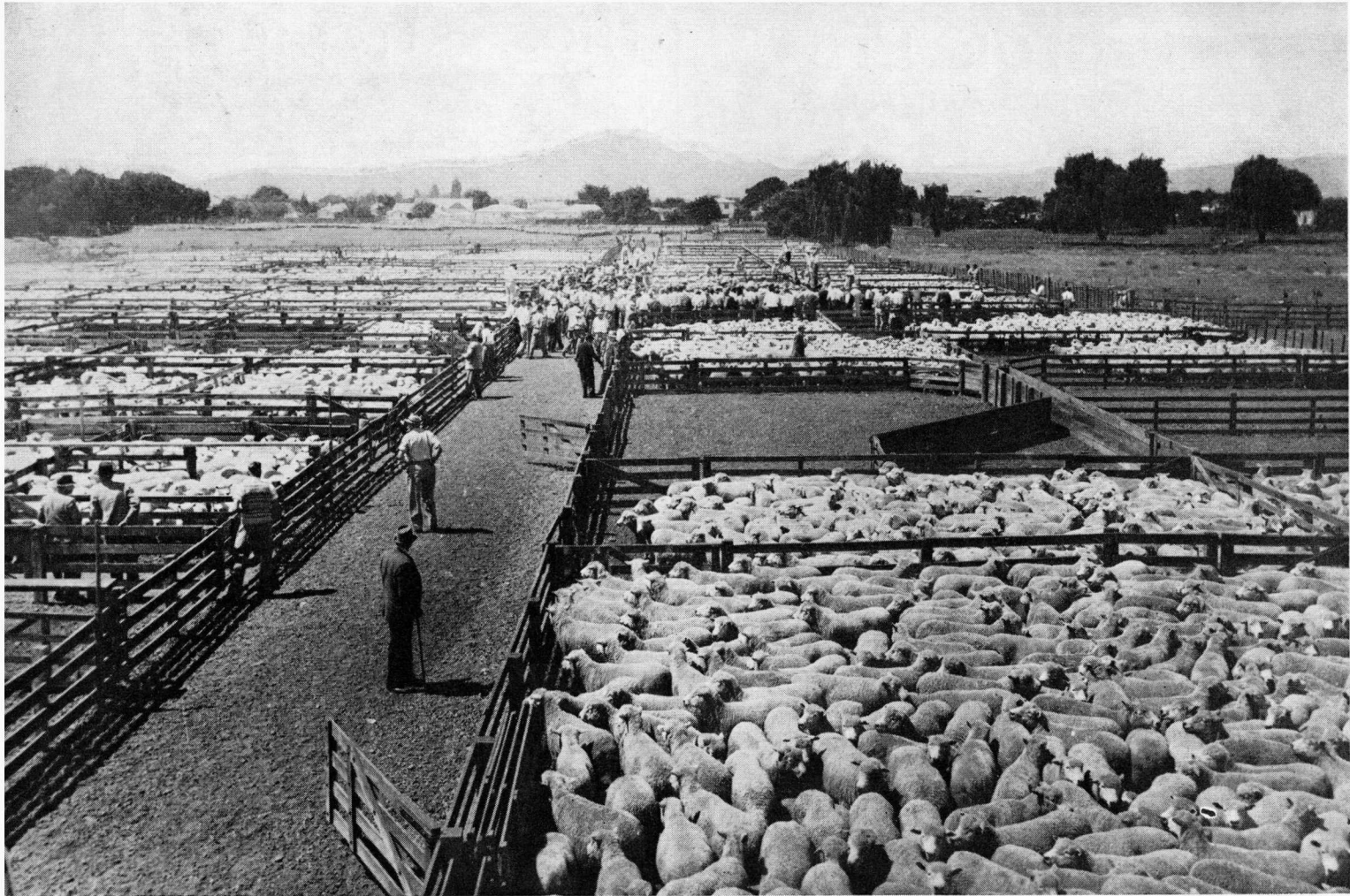
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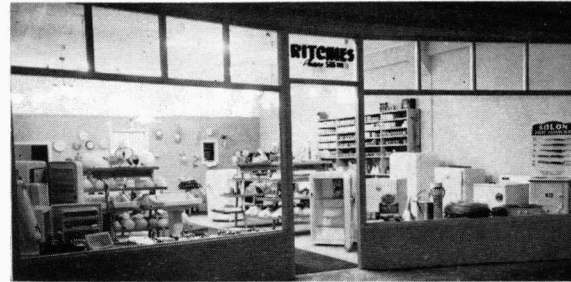


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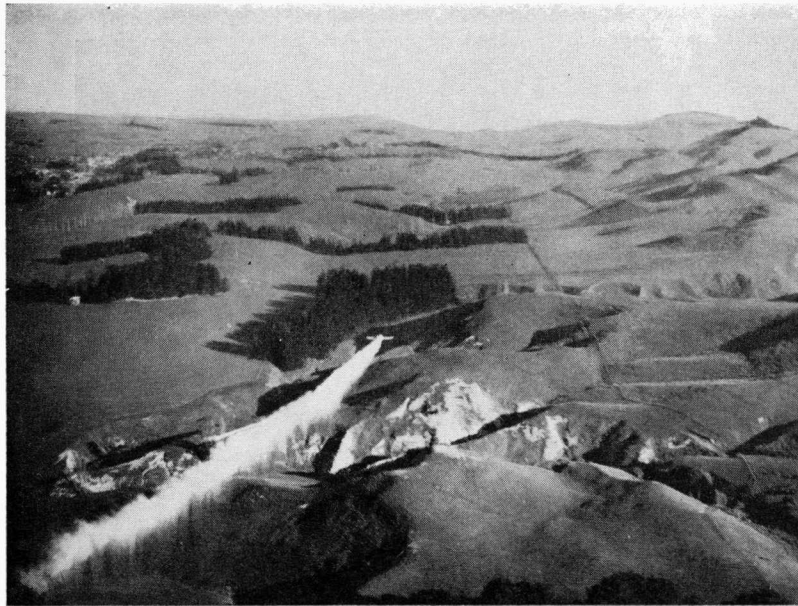




● View showing the clock tower which separates Heretaunga St. E. from Heretaunga St. W.

products market, providing a wide range of products at the lowest possible prices. Operating in the most favoured peach-growing areas of New Zealand, Watties' orchardists cultivate 30,000 trees of Golden Queen peaches for canning.

The growth of Wattie Canneries is one of the true success stories in New Zealand. When the company was formed 24 years ago with a capital of £1250 subscribed by 24 members, it was little more than an act of faith in the future of the Hastings district. In that first season



● A great deal of aerial topdressing is carried out in Hawkes Bay, especially over the hilly sheep country.

there were only 25 on the payroll. In the second year the company had no difficulty in increasing its capital to £10,000. By 1937 the company had a modern plant with a capacity of 26,000 cans each eight-hour day, phenomenal production for those days but laughably small compared with today's output of more than 30,000,000 cans per annum.

In 1951 the company established its factory on the Gisborne waterfront, specialising in the processing of sweet-corn and peas, with a growing emphasis upon fish and meat processing, and the development of fruits and vegetables. Today the Gisborne operations bid fair to rival those of the parent factory, and have been a major factor in the development of market-garden cropping in that district.

Recent years have seen the establishment and development of many major concerns in Hawkes Bay. The extensive works of the East Coast Fertiliser Company cover many acres of land at Awatoto, catering for the needs of thousands of farmers and providing employment for many hundreds of workers.

Handling a large proportion of New Zealand's cross-bred wools, the wool stores at Ahuriri are a focal point of industry in that locality. The port of Napier handles a large share of the country's export trade, and facilities to cope with it are steadily being developed by the Napier Harbour Board.

Increasing tonnages of meat are processed each year by the two freezing works in the Hastings district, and the works at Wairoa.

The meat trade provides Hawkes Bay with one of its greatest single sources of income. With relentless efficiency, the three freezing works in the province each season kill many thousands of sheep, lambs, cattle and pigs. All this vast organisation sprang from very humble beginnings.

Hawkes Bay was probably the first province to establish the boiling-down industry on a commercial scale. In 1868 the Hawkes Bay Steam Boiling Down Company began

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● Cape Kidnappers, location of the unique gannet sanctuary.

activities in a scattering of small buildings at Whakatu. The company had a modest capital of £1500 and the bulk of the shares were held by local farmers.

The works were capable of boiling down 2000 carcasses a week. The first sheep rendered down were 400 wethers

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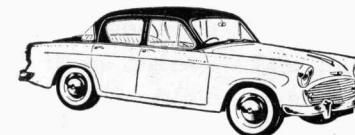
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● Looking along Heretaunga Street East towards Havelock North.

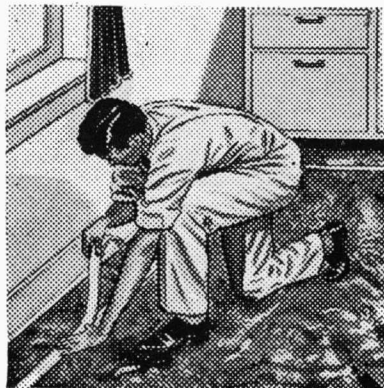
averaging 49lb. They produced a net weight of  $63\frac{3}{4}$  cwt. of tallow, averaging  $17\frac{1}{2}$ lb a head.

It was calculated that with the value of the skin covering the cost of boiling down and with tallow realising 4d a pound, the sheep would net about 6/10 a head. With the

industry firmly established, the average net return was about 5/-. The works were a blessing for the surrounding community. Meat was essentially a by-product of the business, and choice cuts were always available at give-away prices.

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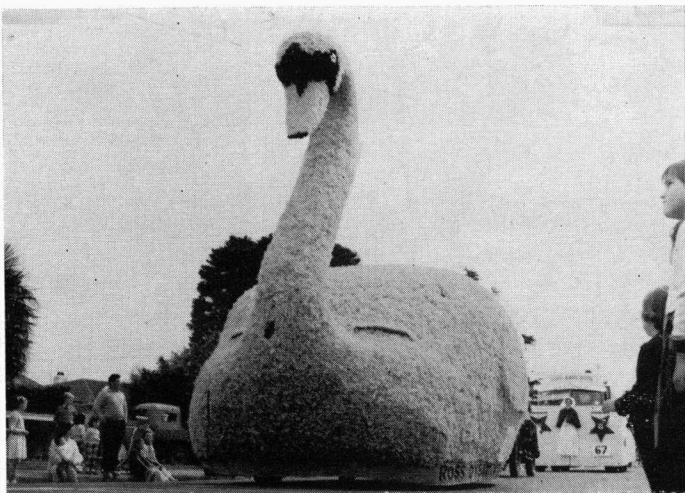
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● Two views of the 1958 Blossom Festival parade of floats.





● Left: Trick cyclists collide! Right: Ross, Dysart & McLean's attractive float.

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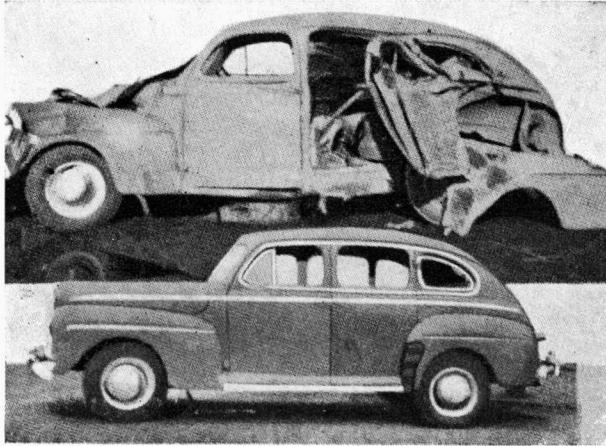
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● Many industries are centred around Karamu Road North, shown above.





● A panorama of Hastings, with the stortford Lodge area in foreground.

The legs of the sheep were not rendered down. The company hawked them around the settlements in a spring-cart. It is on record that the arrival of the first cart at Napier caused quite a flutter of excitement among local

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**We stock a complete range of  
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Fresh coffee ground on  
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● Main Hastings business area.

residents. A total of 106 legs were sold for one shilling each.

The approach of the "leg-of-mutton cart" was heralded by the driver blowing lustily on a large trumpet. Later the company announced that the old cart was replaced by "a



After twenty years' experience, Luxaflex Venetian blinds have reached their "PEAK" of perfection. To the layman all venetian blinds are very much alike, as they can obviously all be raised and lowered, have slats with tilting adjustment, and can be supplied in a range of colours.

A venetian blind is, however, in daily use, and what with occasional cleaning and frequent handling, it is certainly important that if you buy blinds, you should buy Luxaflex, the blinds that can take rough handling.

Luxaflex is a thoroughly proved product which is today a symbol for quality all over the world, and has given lasting service and satisfaction to all our customers.

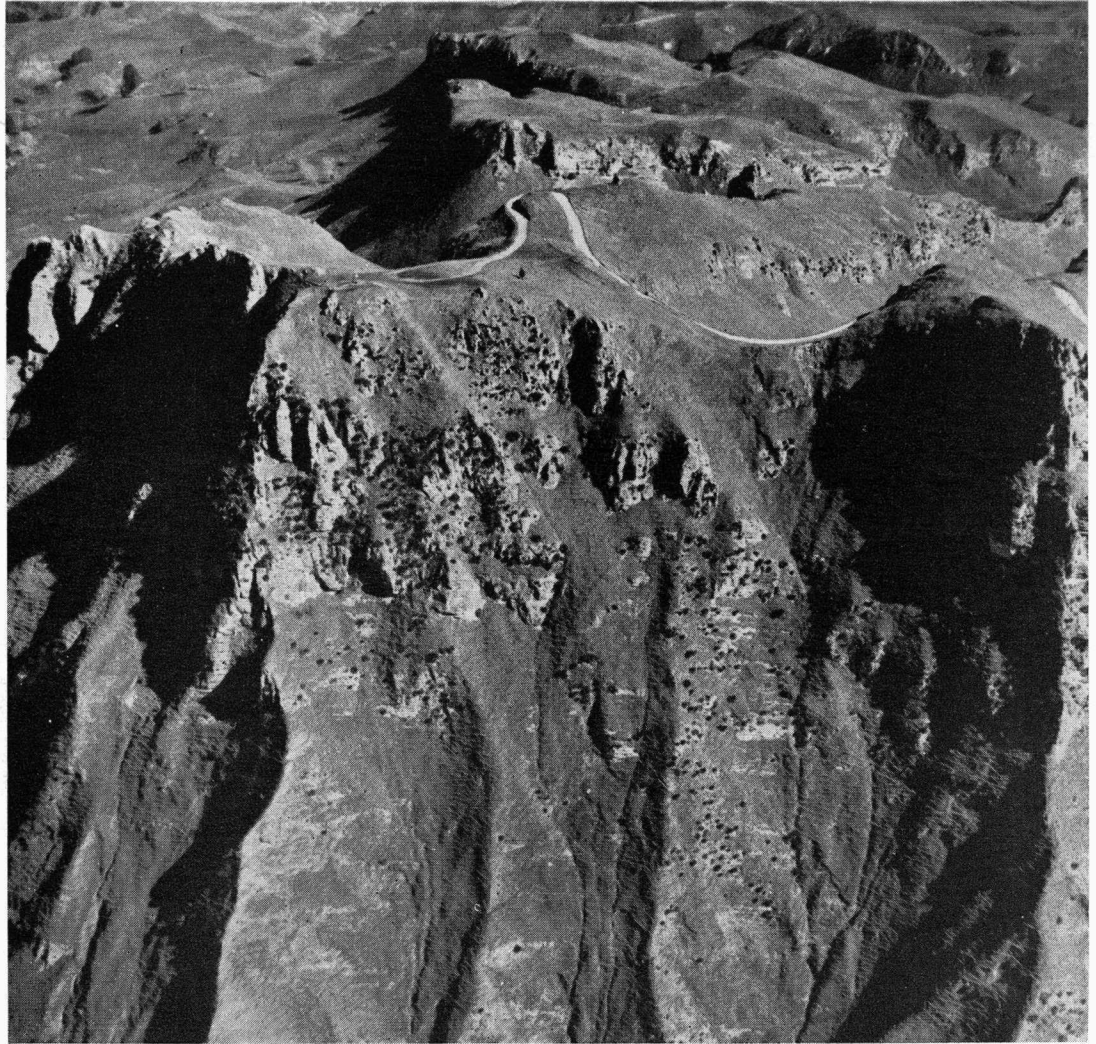
Luxaflex also offers you the exclusive ventilated aluminium awning, a highly decorative awning in many popular colours.

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commodious two-horse spring-cart, with a bona fide bugle replacing the trumpet".

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**HASTINGS**



● Springtime is blossom time in Hastings, aptly named "the fruit bowl of New Zealand".

smoked and spiced legs 2/-, and smoked tongues at 1/6 a dozen.

Other boiling down plants were soon established and doing a thriving business. The largest and most modern plant was set up at Tomoana in 1880 by William Nelson in partnership with his brother Fred and his cousin J. N.

Williams. The factory was soon making its own tins and packing cases. In addition to the tallow and canning departments there were facilities for wool-scouring and fellmongery.

Meat extract was the Tomoana plant's main line, which was shipped to Britain for manufacture into soups and

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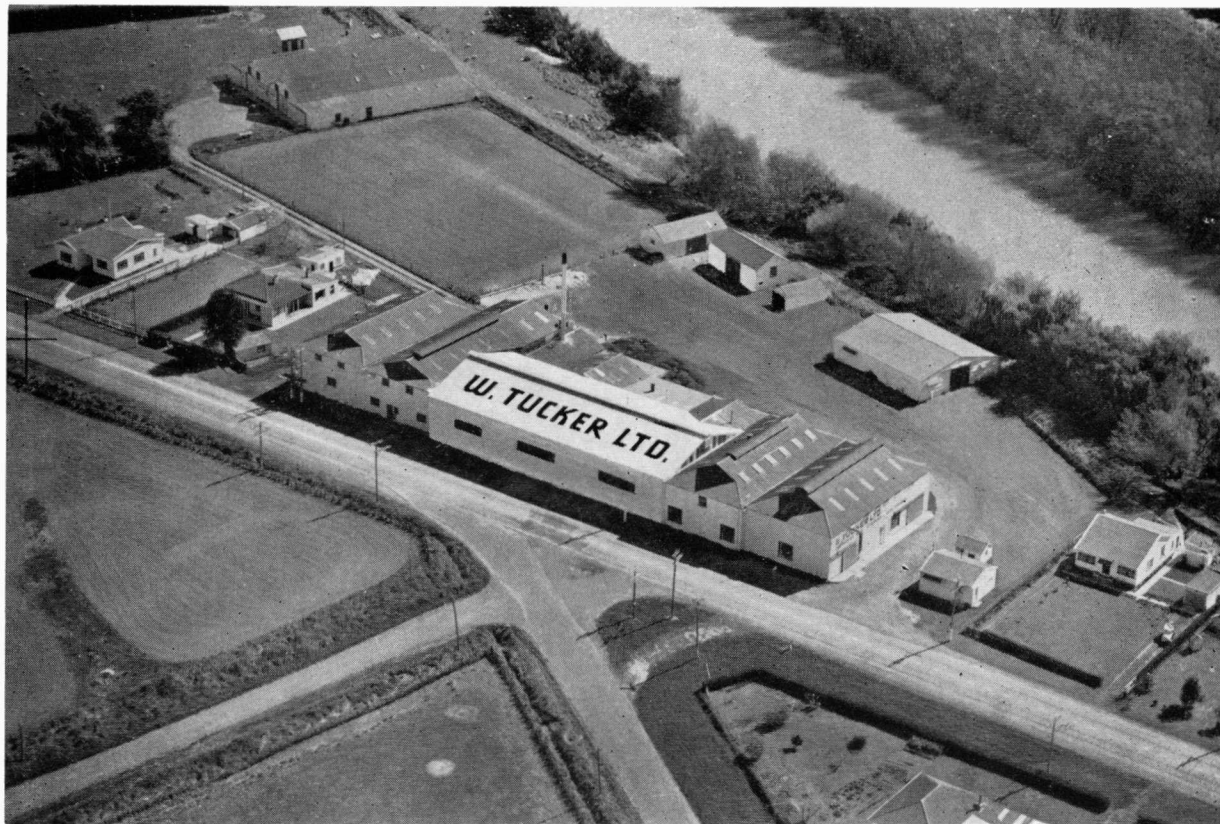
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● Clive, pleasantly situated on the banks of the Ngaruroro River, is midway between Hastings and Napier.



gelatine. By 1882 Tomoana was preserving 30 bullocks a week. In the year 1881, 202 cwt. of canned meat was exported through the port of Napier. Within three years the total had increased to more than 5000 cwt.

At this time significant advances had been made with the science of refrigeration, and the stage was being set

for the birth of one of New Zealand's major industries. In May, 1882, New Zealand's first shipment of frozen meat arrived in London. Later that year M. R. Miller, a Napier stock and station agent, and several prominent pastoralists discussed with Nelson Brothers a proposal for taking over the Tomoana boiling down works and estab-

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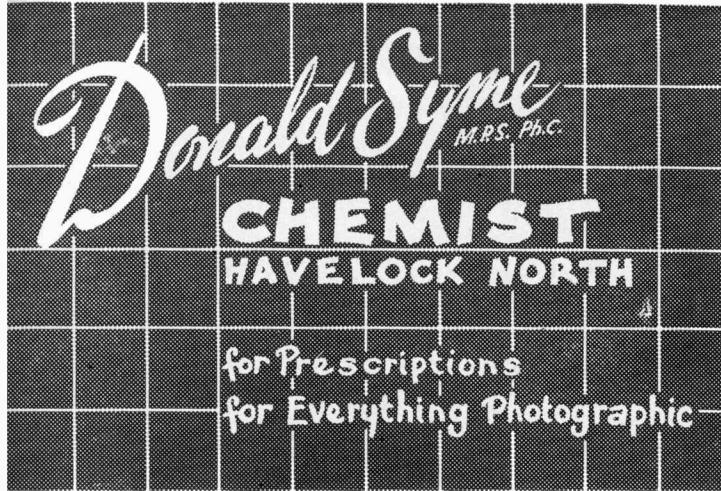


● Havelock North, an expanding borough, has a pleasant English village atmosphere.

lishing a freezing works, Nelson Brothers and J. N. Williams agreed to the sale of the Tomoana works for £30,000 provided that they retained a one-third interest in the new company, and that William Nelson continued as manager.

At the present day it is difficult to believe that the pro-

posals for the establishment of the freezing industry would have met with anything but enthusiasm. Such was not the case. There were some who were extremely critical of this new-fangled proposal and forecast that the province would suffer badly from it. Some thought Hawkes Bay would



● Te Awanga, with its motor camp, is a popular holiday spot near Hastings.



● Iona Girls' College and (at top) Woodford Girls' College.

be best served by a continuation of the canning industry alone. However, progress was inexorable, and not many years had passed before the freezing industry was firmly

(continued page 94)

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● General view of central Wairoa with North Clyde in foreground.

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## THE WAIROA DISTRICT

From several nondescript wooden buildings straggling along the river bank in the early 'seventies, Wairoa has developed into a pleasant commercial and residential centre whose progress is assured by a highly-fertile surrounding district. Wairoa's greatest boost came with the completion of the railway link with Napier in 1939. From then the town has shown steady growth, with a rather spectacular building boom in the last decade.

Seventy years ago the town's only link with the outside world was by the sea. There were several overland tracks to Napier in the south and Gisborne in the north, but these were unreliable and most inconvenient.

Sailing vessels and then steamers maintained regular services with other coastal centres, with the dangers of the Wairoa bar adding a dash of adventure for every passenger who made the passage.

In the 'sixties, Wairoa as a town did not exist. The principal settlement on the East Coast at that time was Mohaka. Maori title prevailed over practically all the lands between Mohaka and Mahia. Early Wairoa boasted three hotels, a schoolhouse, courthouse and lock-up. The latter stood near Spooner's Point, with two or three stockades for defence against hostile Maoris and several trading stores scattered along what is now Marine Parade.

Town planning was a science of the future, and the storekeepers were no more than squatters on the sufferance of the Maori owners. The stores and the hotels provided meeting places for the local residents.

Of notorious memory was "the Cottage", a spot in old Wairoa where many doubtful land deals were transacted. The nondescript building stood athwart the present Marine

Parade, and the county council had to take severe measures to ultimately have it removed.

The first flax traders settled in Wairoa in 1829. Twelve years later Bishop Williams visited the settlement, and three years after that the first mission station was established. In 1845 Joseph Carroll, the first white settler, came to Wairoa. A military post was established in 1866, and a regular ferry service across the river was begun four years later. The first bridge was opened in 1877, the year that the harbour board was formed.

Wairoa became a borough in 1909, the freezing works began operations in 1915, and the Wairoa Power Board was formed in 1920. In 1921 the district high school was opened.

Wairoa and district have a total population of just over 12,000.

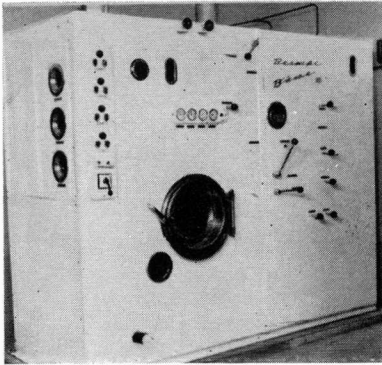
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● Top: Wairoa Primary School. Bottom: Lambton Square.



● Left: An old carving of Kawiti, a stone age chief and ancestor of the Wairoa Maoris, at Te Uhi, near Wairoa.  
 Right: Views of N.Z. national rowing championships held at Wairoa.

established and a major source of revenue to the province.

From humble beginnings 50 years ago, fruit-growing has developed into one of Hawkes Bay's major industries. The present average yield of pip fruit is in the vicinity of one and a half million bushels.

The good soil and climate of the Heretaunga Plains were recognised by early settlers as being ideal for fruit-growing. With the establishment of freezing works in 1883 and the opening of the railway between Napier and Wellington in the 'nineties, development of general farming in the district was rapid.

At the turn of the century settlers were showing an awakening interest in commercial fruit production. The development of the fruit export trade from 1920 onwards



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● A comprehensive view of Wairoa set on both banks of the river.

gave tremendous impetus to the industry.

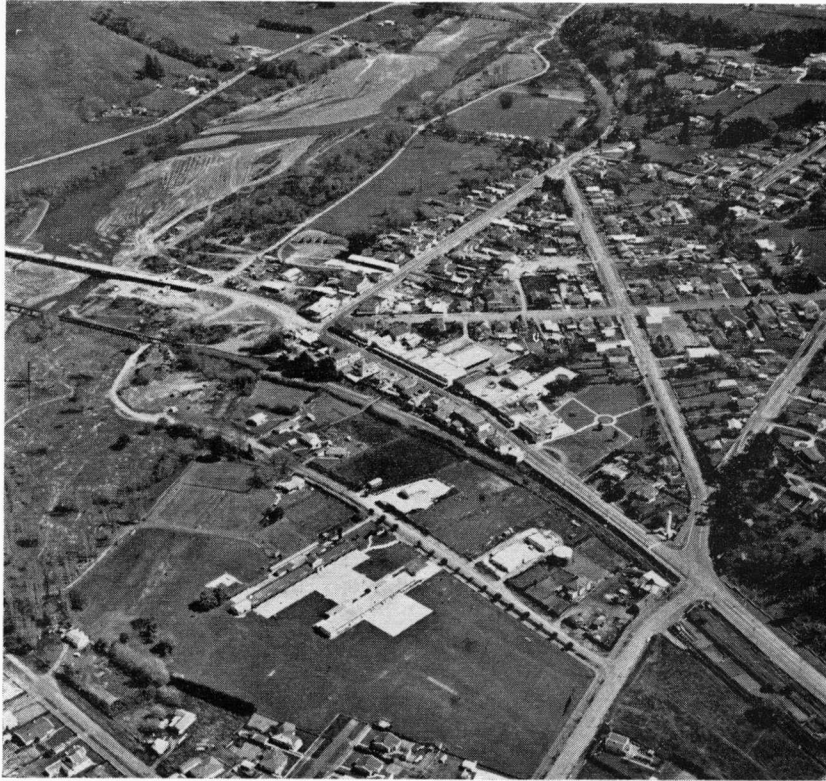
An early pioneering effort was the planting of a large peach and pear orchard at Frimley nearly 50 years ago. This orchard consisted of 60 rows of trees one mile long, planted by Mr J. N. Williams. This pioneer also estab-

lished the Frimley canning factory to absorb the production from this area. However, various factors did not favour the business, and it closed down in 1911.

If nothing else, this early canning venture centred attention on the fruit industry and the growing potential of the

★ ★ ★ ★ ★

● Right: Waipukurau.



● Above: Waipawa, showing the new road bridge over the river on the left.

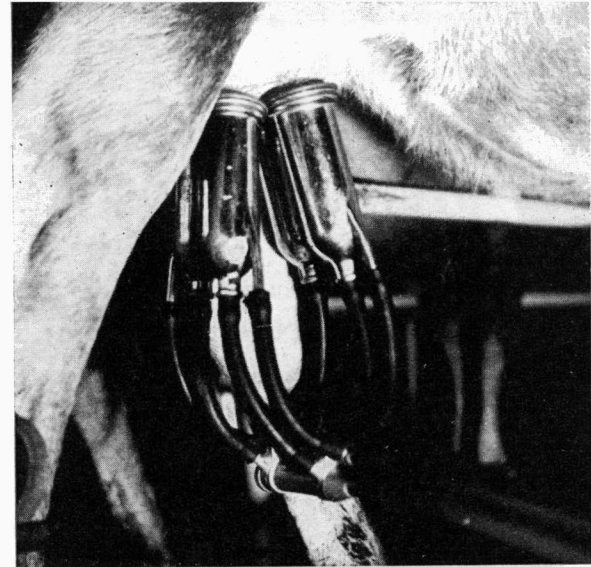
● Right: Te Aute Maori College.



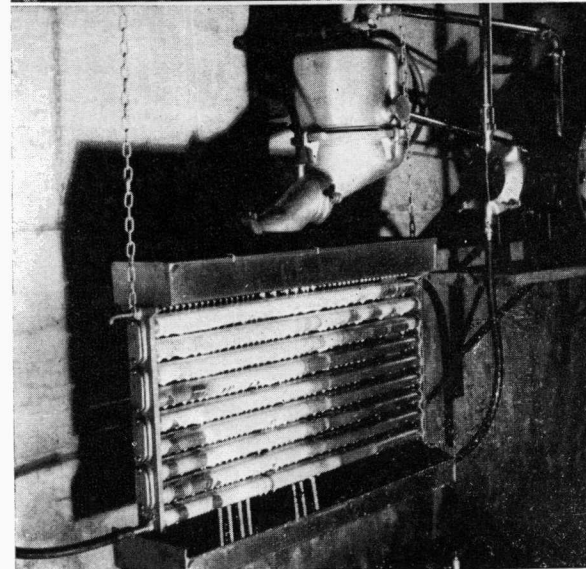
★ ★ ★ ★ ★



land. In 1934 the Hawkes Bay Fruitgrowers' Association leased a small orchard at Havelock North and handed it over to the Plant Diseases Division for experimental work. This arrangement continued until 1950. In 1948 a new area



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Milk and wool—two of the  
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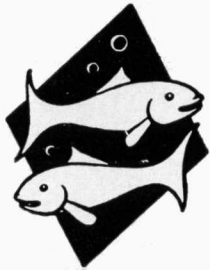
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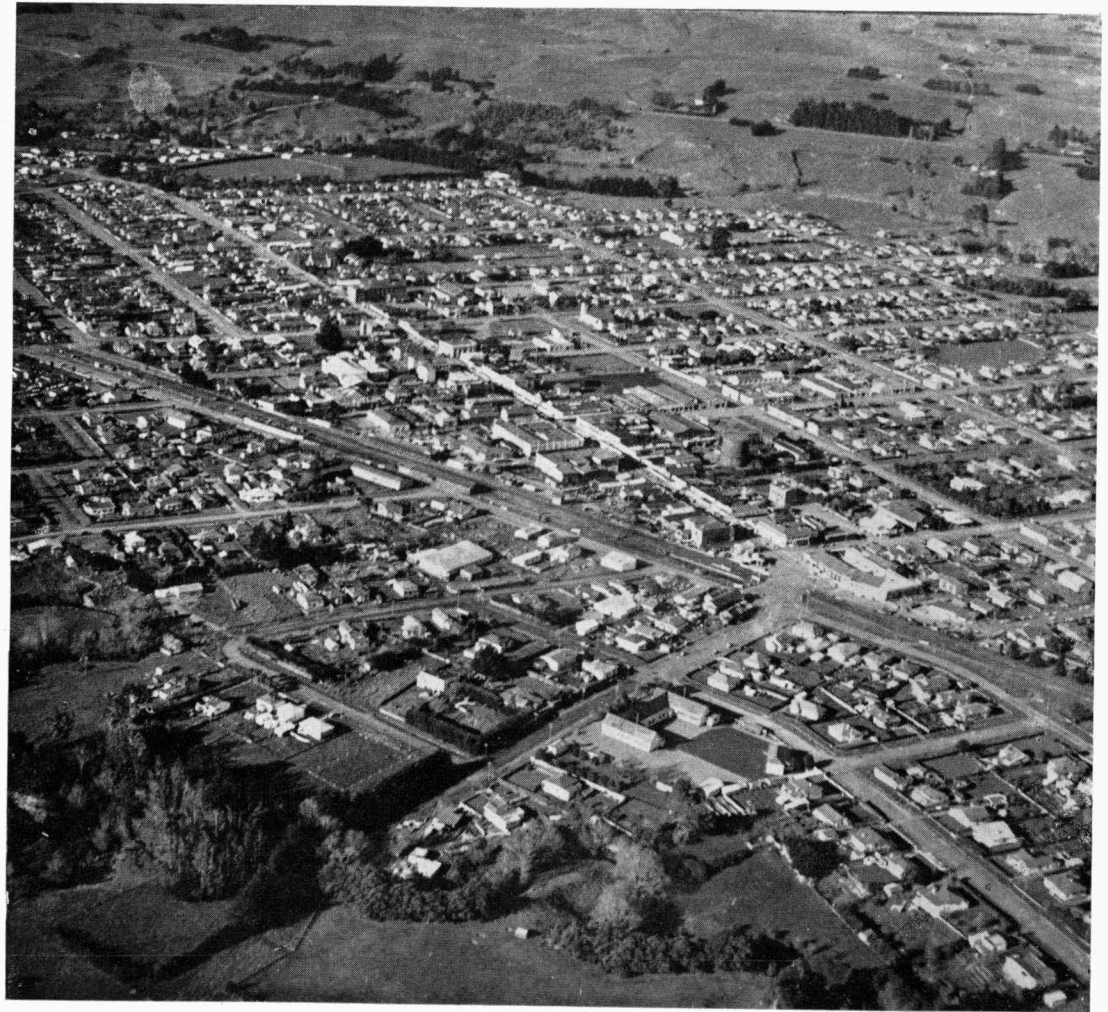
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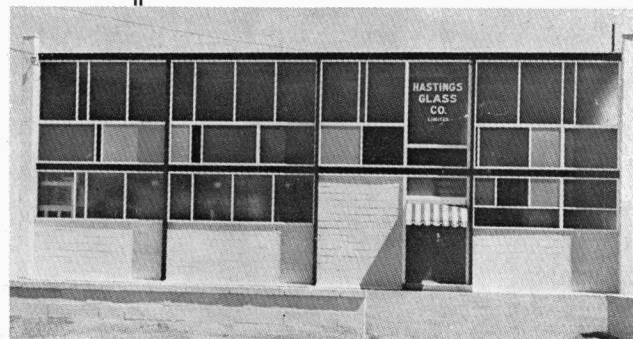
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