

A STORY, PICTORIAL REVIEW
and BUSINESS GUIDE of

HASTINGS

THE CENTRE OF THE
HERETAUNGA PLAINS

Hastings Borough Councillors

H. W. Appleby	D. Rees
S. L. Gilkison	R. P. Tabley
A. Kirkpatrick	C. G. Wilkinson
J. Heffernon	A. D. Ross
H. M. Lochhead	

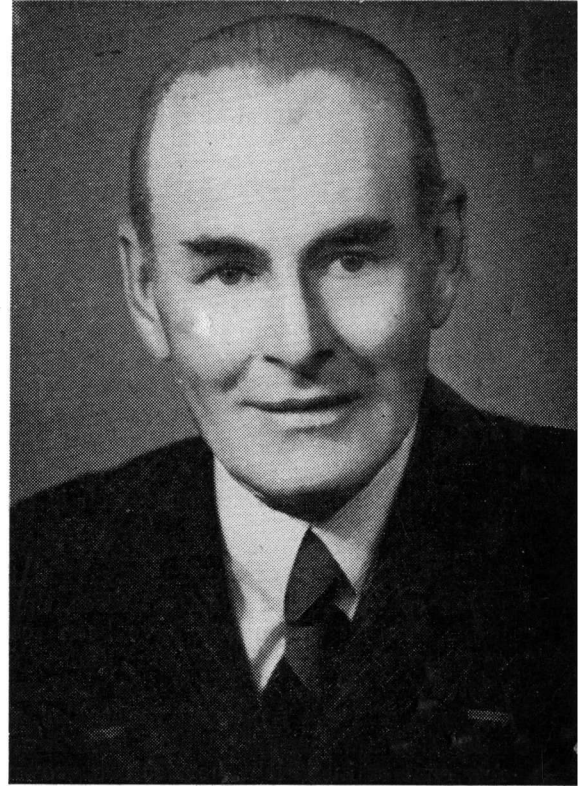
Town Clerk: N. C. Harding

Hawke's Bay County Council

R. Harding (Chairman)	W. Cowper Smith
R. B. Read	E. D. Holt
C. Lassen	A. Bullock
H. M. Glazebrook	J. J. Palmer
G. Black	R. A. Nimon
G. Gunn	

The Story of Hastings

HASTINGS is a modern and progressive town, primarily because it serves a wealthy rural district which enjoys an enviable reputation for the volume and versatility of its agriculture. The soil responds with celerity to cultivation and its inherent powers of production are marvellous. Climatically considered among the earth's most favoured spots, the latitude of Hastings, 39deg. 38min., corresponds approximately with that of Central Spain or Southern Italy in the Northern Hemisphere. Hastings' mild and genial climate is, therefore, comparable with that of Mediterranean tourist resorts. Cool sea breezes temper the summer warmth, and winter days, though crisp, invariably are bright and sunny. The mean average temperature is 55 degrees, and the average rainfall is 31.13 inches.

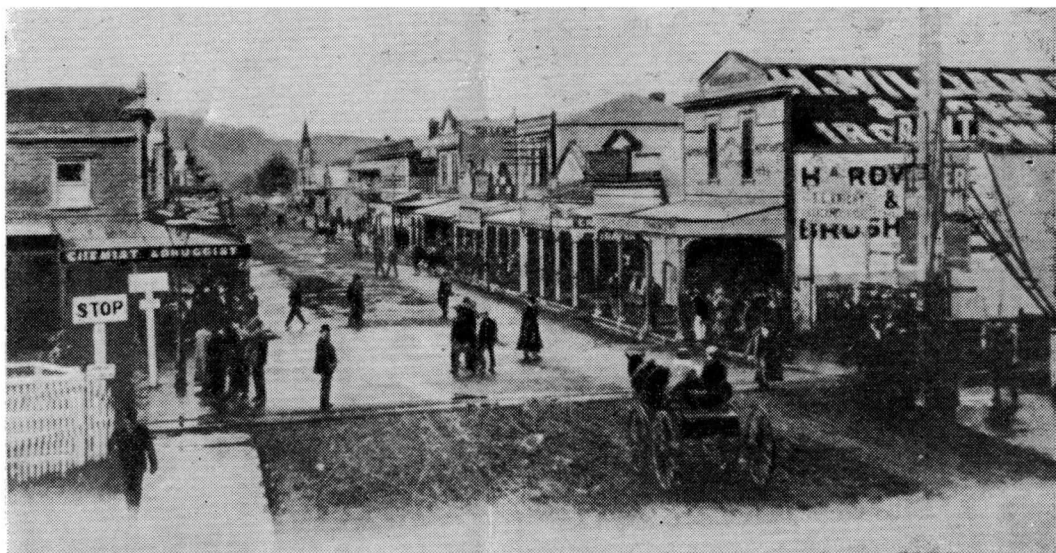


R. D. BROWN, Mayor

Hastings, one of the largest provincial towns in New Zealand, is situated in Hawke's Bay, a few miles from the east coast of the North Island. The early settlers in the Hastings district realised the perfection of both soil and climate for sheep-farming. They were interested primarily in the production of wool and chose the neighbouring limestone foothills for their pastoral activities. They were proud of the quality and quantity of their wool.

Real prosperity came, however, with the advent of refrigeration. With modifications in breeding it was found that the extremely rich and fertile plains on which Hastings is situated, produced the succulent feed on which stock, not only thrive well, but fatten to perfection. With the keen demand for New Zealand meat, it was not long before two of the largest meat-killing and freezing works in New Zealand were established close to Hastings. The quality of New Zealand lamb and mutton is proclaimed throughout the world. What is not generally known is that the best of this meat comes from the Hastings district where climate, soil and good husbandry enable more sheep to be fattened, and more to be carried to the acre, than any other district in New Zealand. Some of the world's best pedigree beef stock has been imported, principally from Great Britain, to build up local herds and fattened on the Heretaunga Plains, they reach that prime conditions which is the butcher's dream.

Hastings is not essentially a dairying district, nevertheless the average yearly butter production is approximately 1200 tons, of which half is exported to Britain. The phenomenal yield of the fruit trees, the stability of organised marketing and the establishment of a large cannery have been responsible for a great increase in the number of commercial fruit-growers. One and a-quarter million bushels of first-grade fruit are harvested each year. The varieties most popular are apples, pears and peaches. The quick-freezing of fresh fruit and vegetables, which are stored in refrigerating space for winter sale, is a new industry which is making remarkable progress. Hastings is one of the few centres in which cherries are grown commercially for markets throughout New Zea-



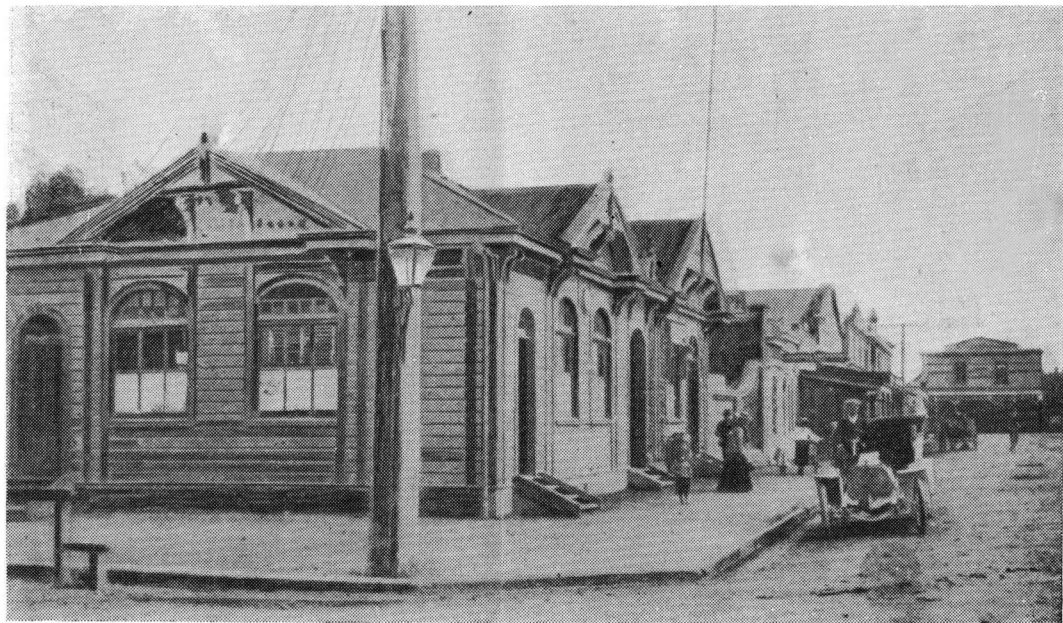
Heretaunga Street, Hastings

Print by F. Shepherd



Early Hastings

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Post Office, Hastings

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Aerial View of Modern Hastings

Photo by Russell Orr



Clock Tower, Hastings

Photo by Russell Or

BUSINESS GUIDE TO HASTINGS

ACCESSORIES

P. GIBSON AND SONS LTD., 116-118 King Street, Hastings. Phone 3980. Service Station, Tyres, Tubes, etc. Motor Accessories. Engineering and Carpenters' Tools of every description.

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TIMBER, JOINERY, HARDWARE

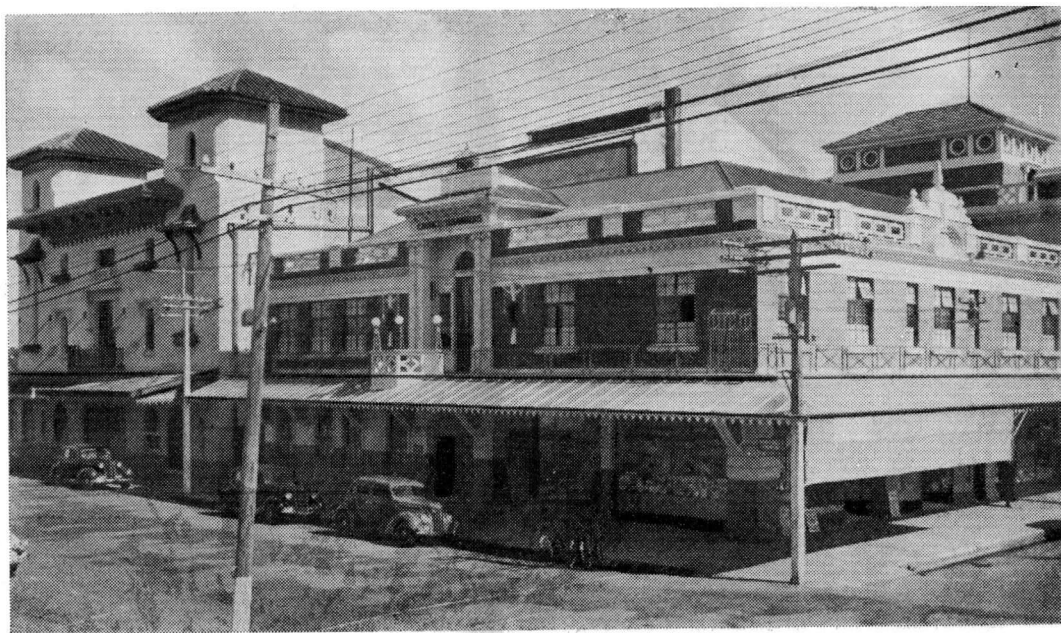
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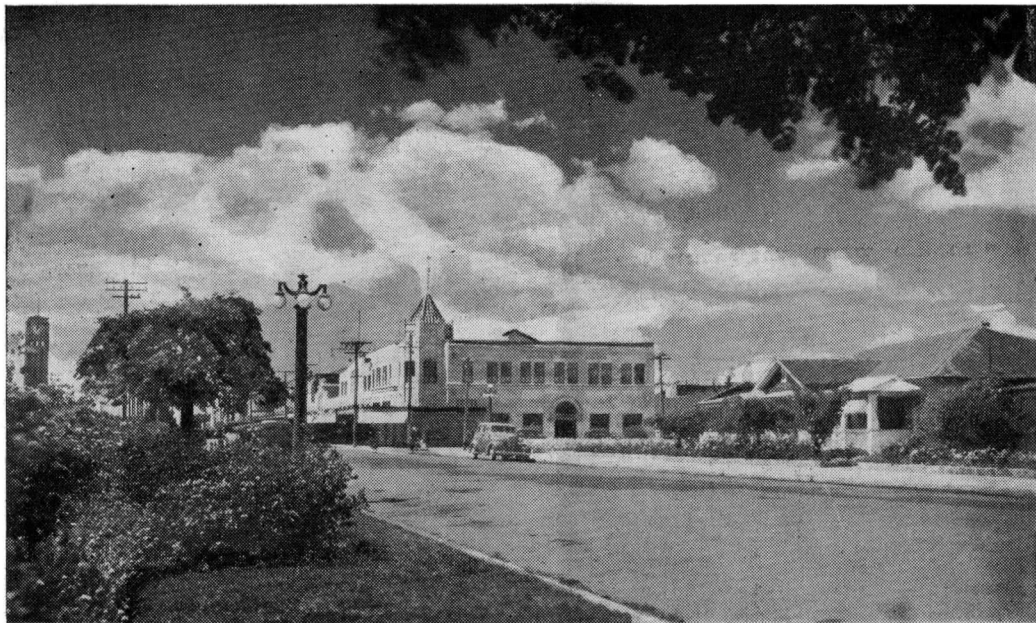
ALEX TYRE SERVICE, Warren Street, Hastings. Phone 3114. Complete Tyre Service, including Re-capping. Day and Night Service.



Heretaunga Street, Hastings



Municipal Buildings, Hastings



Russell Street, Hastings



Cornwall Park, Hastings



Rustic Bridge, Windsor Park, Hastings



Rose Gardens, Cornwall Park, Hastings



The 1951 Snowfall. Heretaunga Plains in the background, from Te Mata Peak.



J. Wattie Canneries Ltd., Hastings

Print by F. Shepherd

land. The apiarists have increased in numbers with the growth of the fruit industry with a provincial output of nearly 1,000,000lbs. of honey annually. Recently a large firm of Australian vinters, after exhaustive investigation of conditions for viticulture in New Zealand, chose the Hastings district for the acquisition of a large area which has been planted with special wine grapes. Table grapes, too, are grown for New Zealand markets.

The district has been most wonderfully endowed by nature. Hastings has passed many milestones since its founding, and is second to none in New Zealand not only in the facilities it provides but in its potential for the future. Few country towns have so much to offer the manufacturer and the visitor. It is well to pay tribute to those who have contributed to the town's progress, the present prosperity of which is only overshadowed by its future promise.

The community is exceptionally well served by sporting organisations and has been the stronghold of polo for over fifty years. It is one of the few districts in which the racecourse is situated in the heart of the town. Local rivers and lakes provide excellent sport with a variety of duck, swan, Californian quail and pheasant during the shooting season, while the fisherman enjoys himself in the clear streams of the Tuki Tuki, Tutaekuri and Ngaruroro.

The public schools are liberally providing educational requirements and traditional to the district are its churches, administering to the spiritual welfare of the people since the earliest days of settlement, and to all must go the credit for efforts to encourage Divine worship in the common weal.

The equal zeal for play as well as industry happily reflects the spirit of a people who play a prominent part in the moulding of the destinies of Hastings. The Councillors, members of the Chambers of Commerce have shown vision, courage and enterprise, going forward, always confident that their faith is in no way misplaced, and being certain that Hastings will play an increasingly more important part in the affairs of New Zealand.

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