

Here's Luck to —
HASTINGS CARNIVAL



**Tuesday, November 29th, to
Friday, December 2nd, 1937.**

CAPTIVATING CARNIVAL AT WESTERMAN'S



This is not an advertisement to sell goods. It's just an invitation to you. Visit our beautiful New Store and enjoy all the fun of the Carnival.

GAIETY AND JOLLITY, FANCY DRESS FRIVOLITY IN QUANTITY AND QUALITY — PERMEATE OUR STORE.

**FASHION'S NEWEST CREATIONS
ALWAYS ON SHOW.**

BEST SELECTIONS OF
HOUSEHOLD DRAPERY AND UTILITY GOODS.

We extend a Most Cordial Invitation to You to Visit our Store

WESTERMAN & CO., HASTINGS

A Carnival Message



Carnival time is approaching, and it may be fitting now to explain briefly the purposes that the Carnival Committee have in view in organising what we all hope will be the happiest festivities in the history of our town.

The committee's objective is not money-making. Any financial profit that may result from the Carnival will be shared among the Hastings and District Branch of the Red Cross, the Returned Soldiers' Christmas Cheer fund for distressed soldiers and their families, and the Mayor's Winter Distress Fund. So far as there is a financial objective, the benefiting of these organisations and their funds represents the committee's sole aim.

But there is another purpose; and it is to provide a tonic of gaiety and merry-making to a community which, in the last two years, has had especially severe trials to face, emotionally as well as financially.

Times may be hard, but we can all too easily make them harder by talking about them and failing to seek a means of escape from the moods to which they give rise.

Good times will come again; every sane man knows and feels that they must. Let us have at least a taste of anticipation at Carnival Time. Less than two years ago we faced a terrible disaster and apparent ruin. But hope is invincible, and we may say in all modesty that we have done much by remembering what can be achieved through courage and cheerfulness.

Let us throw off, at least for the coming Carnival Week, every burden of gloom and pessimism; and in the spirit of earthquake days join together in fellowship and mutual goodwill.

To those living in other towns and districts we extend the most cordial invitation to be present and to take part in our Carnival, and we promise them a hearty welcome and a jolly time.

On behalf of the Carnival Committee,

G. F. ROACH, MAYOR.



The Light of her Life.

POOR DOROTHY!

(A Novel in five chapters).

Chap. I.

IT WAS A TERRIBLE SHOCK TO HER! She was disillusioned at last, for she had firmly believed in him.

Chap. II.

And now a darkness had descended upon her life. The light seemed to have gone out of her home!

Chap. III.

And so it had.

Chap. IV.

If only she had depended upon Tom. He would not have deceived her.

Chap. V.

He would have made a proper job of the electrical installation, and she would not have experienced the danger that arises from electrical work shoddily done.

THE END.

BUT NOT OF

Thos. Ritchie, Ltd.,

ELECTRICIAN AND PLUMBER,

'Phone 2761

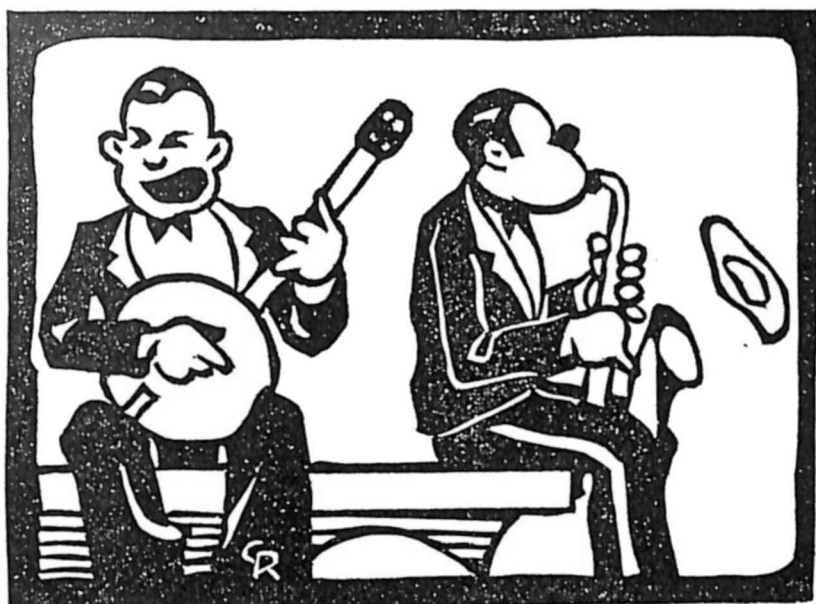
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Heretaunga Street.

Ritchie is the Man to Bring Light into Your Home.

His electrical and plumbing installations are guaranteed for faithful workmanship and the highest quality materials. All plumbing and electrical plant and equipment on display in our shop.



YOU'LL KNOW, ALL RIGHT!

(To be sung to any tune that will fit.)

When G. F. Roach is looking sweet
In Jester's cap and bells,
And F. E. Smith parades the streets
In wreaths of cockle shells;
When Inspector Carrell,
Broaching a barrel,
Shouts Arthur Giorgi a drink,
And Maurice Cohr
Scoots over the floor
Of the roller-skating rink;
You'll know its Carnival Time, all right;
You'll know its Carnival Time.

If you see Bill O'Neill in town at night
Play tig with Harry French,
And Lovell-Smith and Walter Wright
Before the J.P.'s Bench;
When Hughie Baird
(The local laird)
Has his hair tied up with a thistle;
And Teddy Rivers
Gives us the shivers
With tunes on his old tin whistle;
You'll know its Carnival Time, all right;
You'll know its Carnival Time.



Don't be a Rabbit.

**LOCKYER HOUSE UP AT CARNIVAL TIME
AND MAKE A RADIO ON OUR SHOPIO.**

All the Music (good or bad) that is being sung in
Carnival Week is to be sung with the permission of

**Lockyer's
Piano & Radio Stores,
HERETAUNCA STREET EAST.**

The permission isn't ours to give or to withhold, but we
give it just the same.

Everything from a Jew's Harp to a Pianola.

We do not stock second-hand gramophone needles, but

We can sell you a CULBRANSEN RADIO
which will give you

Every Station from Paki Paki to Palmerston North or
Auchtermuchty to the Hindu Kush (P.S. The Hindu
Kush is not to be sat on).

And every tone from a worm's sneeze to a Carnival whoop

CARNIVAL TIME IS MUSIC TIME.

If you hear Perce Purser say "Now, Dear Darvell,
 Another afore ye leaves;
 The way ye drink the stuff is a marvel—
 A headache is all I achieves";
 When Brandy Hold'ness
 Full of boldness
 Asks Moleskin to lend him a bob,
 And Moleskin says "Zounds,
 I'll make it ten pounds,
 And give you a big legal job;"
 You'll know its Carnival Time, all right;
 You'll know its Carnival Time.

When Willie Whitlock in Mick Lynn's cart
 Sells "Telegraphs" round the town,
 And Hugh Campbell, M.P. is taking a part
 In running the Government down;
 When Graham McCummick
 Has lost all his stummick
 And won't touch a bite to eat;
 And Budd (our Frankie)
 Dressed just in a hankie
 Has baby's bootees on his feet;
 You'll know its Carnival Time, all right;
 You'll know its Carnival Time.

If you hear Albert Jull say "Now, Dear Croney,
 Dear Higgins, Old Boy, I was wrong;
 I was grossly deceived about the 'Kaione',
 And you were right all along;"
 If Patrick reproloies
 "Dear Albert, twas loies
 That the Breakwater spalpeens have uttered;"
 And Geddis (that's Trevor)
 Says "Well, I never—
 The Breakwater ought to be scuttered;"
 You'll know its Carnival Time, all right;
 You'll know its Carnival Time.

If Sergeant O'Neill is calling "Now, Boys,
 Put a bob on the old Sergeant-Major."
 And is rattling the dice with a chuckling noise
 And the twist of the toughened old-stager;
 If John R. U. Foot
 (Face blackened with soot)
 Sings hymns out in front of the Cosy,
 And Edwin J. Hallett
 Equipped with a mallet
 Plays croquet with Rosenburg (Rosy);
 You'll know its Carnival Time, all right;
 You'll know its Carnival Time.

(Note: Mr. O' Neill, head of the local police force, is senior-sergeant, but we have had to disrate him for the purposes of our metre—such as it is.)

THE MAN —

Who has got hundreds of people into hot water.

Who has been responsible for a lot of the spouting that has been going on in Hastings houses.

Who nevertheless has been the means of putting a roof over many a poor man's head.



Spouting Going On.

And whose work has never yet got him into hot water himself (Don't misunderstand us).

CHAS. BONE,

THE PLUMBER

'Phone 2417

::

Heretaunga St. East.

If the Carnival Spirit does not take hold of you there's probably something wrong with your Little Mary.

Knight the Chemist will fix it, and his charges are not nearly so fierce as those of the knights of old.



His Little Mary.

What about a bottle of nice prussic acid for your neighbour's cat? Or a good tonic to build you up for Carnival Week? Or shall we develop and print your Carnival snaps? It's all one to us; and one and six to you (more or less).

HERB. KNIGHT OF

Knight's Pharmacy Ltd.

(Next Land & Heighway).

GET IT AT KNIGHT'S

GALA-DAY NOTES.

By
OUR UNRELIABLE REPORTER.

Our special sports reporter, whose credibility is far from being assured, informs the public of the following arrangements as made by his self-appointed and quite unofficial committee.

GRAND GALA PROGRAMME

RACECOURSE, THURSDAY, DECEMBER 1st.

1. **Ladies' Novelty Pram Race, (5 miles):** Mother to wheel baby half distance, child to wheel mother remainder.
Prizes:—
1st—3 nights (washing up) at the Rialto.
2nd—A trip to China with Uncle Ed.
2. **Five Mile Cycle Handicap:**
Prizes:—
1st—Three hearty cheers from the crowd.
2nd—The same but not quite so hearty.
3. **Single Ladies' Race (500 yards)** (Entrants must be unmarried):
Prizes:—
1st—A look through Roachs'.
2nd—A pram, donated by Archie Christie.
4. **Married Men's Race (220 yards):**
Prizes:—
1st—An introduction to the winner of the single ladies' race.
2nd—Not published, as it is best for the Missus not to know.
3rd—A good boot, donated by C. Griffiths.
5. **Potato Race:**
Prizes:—
1st—Ton of spuds, donated by A. F. Redgrave.
2nd—An afternoon with Sid. Standing.
6. **Tilting the Bottle:**
Prizes:—
1st—Case of whisky, donated by H. R. French.
2nd—Smell of the winner's breath.
7. **Married Ladies' Race** (Twice round the grandstand or alternatively once round Ike Robin):
Prizes:—
1st—Water colour of Hastings Memorial Hospital (when completed), donated by C. Duff.
2nd—Wooden grid iron.



Trained on XXX.

**YOU ALL KNOW WHAT THE GOVERNOR OF
NORTH CAROLINA SAID TO THE GOVERNOR OF
SOUTH CAROLINA.**

**WELL, DON'T LET IT BE TRUE OF CARNIVAL
TIME.**

History may repeat itself!

But Darkie Herbert's beer never does.

— ∞ —
EVERY MAN HAS HIS CROSS TO BEAR, BUT IT'S
EASY WHEN THEY'RE NICE LITTLE CROSSES
LIKE THESE OF MR. SPEIGHT.

XXX

— ∞ —
THE HASTINGS HOTEL

(THE RUBBERDY-DUB on the JOHNNY 'ORNER.)

8. **Beer Drinking Competition** (Present Title Holder, J. Fullskin).

Prizes:—

2nd—Three month's beer at the Grand.

3rd—Everyone's sympathy.

(No first prize as the winner will be unconscious.)

9. **Bandsmen's Race.**

Prizes:—

1st—Wireless set, "La Luttrella," donated by Sutcliffe's.

2nd—Six monthly ticket, Hastings-Napier trips, donated by the Nash Service.

10. **Letter Carriers' Race (2 miles).** All competitors to parade in full marching kit (160 lbs.), fresh set of dogs to be loosed every 100 yds. Points will be given for approach (to dogs) and putting (into letter-boxes).

Prizes—

1st—Restoration of the "cuts".

2nd—The sack.

3rd—A Fiver, donated by Mr. M. Cohen.

11. **Ladies' Knitting Race, on bicycles.**

Prizes—

1st—Photo of Paki Paki Breakwater by "Moonlight."

2nd—The secret of how to correctly forecast earthquakes by Carley Lee.

12. **Unemployed Race, (To Beatson's Park and back).**

Prizes—

1st—A Promise by the Minister of Unemployment.

2nd—A Foreman's job.

13. **Ugly Man Competition.**

Prizes—

1st—Coil of barbed wire.

2nd—A free ride on the Elephant at Cornwall Park.

NOTICE TO COMPETITORS.

All events will be run under the rules as laid down by the Marquis of Rafferty.

In the event of any competitor being shot by the starter he has the assurance of the Committee that in all probability it hasn't been done deliberately, but was purely an accident.

The official time-keepers are Rev. D. J. Shaw and A. Bishop, who will, between drinks, correctly record and alter the times of the winning performers.

T. A. Smith, alias "Tassy" Smith, is debarred from taking part in any athletic events on the grounds of having unwittingly supplied false information to the handicapper relative to his performances in Australia. He will be allowed, however, to defend his title in the Ugly Man Competition.

The last man on the ground will be required to clean up all paper, dead marines, etc., pick up and account for all money found near the Highland dancing platform, and sing "Aint it Grand to be Blooming well Dead" all the way home.

A young Hastings feller named Walker,
Renowned as a thinker and Talker
Said tum-tutty-tum,
Dee-dumpetty-dum,
And McCormick's garage is a calker.

We owe Mr. McCormick our apologies. He handed our advertising man a beautiful "pome" all nicely typed out, and he lost it; so we had to put in just what we can remember of it. However, what Walker was going to say was what everybody knows, which is that

No matter what your requirements are, or what your troubles (limited to motoring troubles, of course),

McCORMICK'S LTD.

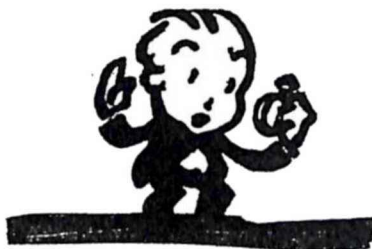
Nelson Street, can give you unexcelled service, solace, and satisfaction.

HILLMAN, HUMBER, COMMER, AND CHRYSLER
SPECIALISTS.

ANY PORT IN A STORM!

BUT VIDAL'S PORT FOR ALL WEATHERS!

(Farmers, please note:
we did not say "weth-
ers"—but it would do
even them good.)



Time for a Vidal!

**ORDER YOUR CARNIVAL AND CHRISTMAS
SUPPLIES NOW.**

A chappie who had long been idle,
And whose thoughts had become suicidal,
Met a cheerful friend
Who said you should end
Your gloom with a bottle of VIDAL.



X

X

“Facts are chieles that winna ding.”



Our business has been established since 1916. We have been pleasing and displeasing people ever since. We have lost money and made money. We have been cussed and discussed; knocked about; talked about; lied to; held up; robbed, etc., to the end of the chapter. The only reason we are staying in business is to see what the deuce will happen next.



It's Carnival Time! Be bright and gay!
Let's all do our bit, and be joyful,
Smile up! Dress up! To help in the play
Leave dull care for those who are scornful.

If you're short of Sox, a Boater or Bun,
Should the kiddies want re-juvenating,
There is no need for you to miss any fun
For Baird's here with everything waiting.



Phones: 2006
2066

BAIRD'S

P.O. Box 6

DRAPERS AND MEN'S WEAR SPECIALISTS,
HASTINGS and WAIPUKURAU.

X

X

When choicest furniture you need
E. Mathews you should try.
His aim and motto is to sell
The best cash can supply.

Each article is good and strong,
Made thorough and complete.
He has on hand some rare designs
All finished smart and neat.

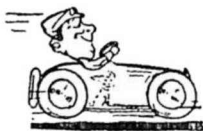
'Twill pay you very well indeed
E. Mathews' shop to visit,
Where everything is cheap and good.
Substantial and exquisite.

This is no Tale



E. Mathews

**ART
CABINETMAKER**



Bound for Cooper's

**Life is like Soap — full of bubbles.
Shake a Leg — forget your troubles.**

BE SURE AND CALL AT COOPER'S.

English Crockery, Glassware, Brushware, Stainless Cutlery, Copper and Brassware, Bedroom Clocks 5/6, Pocket and Wristwatches, English Floral Gilt Tea Set (10 designs) 16/6.

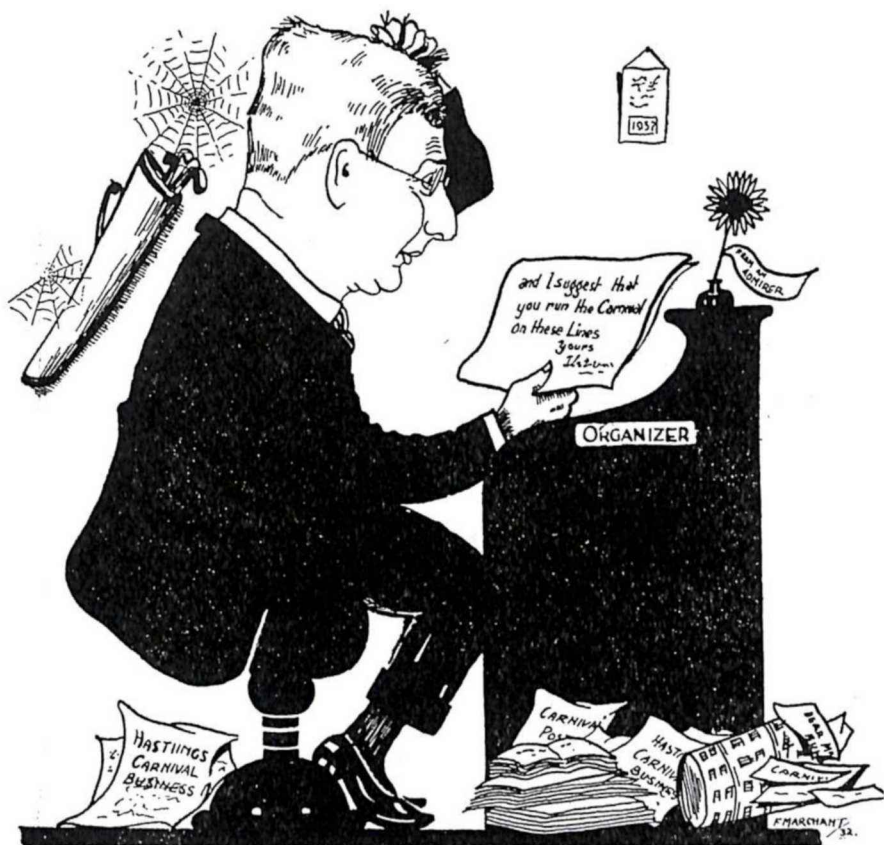
Our Complete Stock has been Reduced.

COOPER'S

MUNICIPAL BUILDINGS

::

HASTINGS



OUR ORGANISER.

YOU ARE FEELING THE PINCH!

Then why don't you wear a pair of **Gebbie's Shoes?**

There may be corn in Egypt, but there's none in a pair of our shoes.

IF YOU WANT HORSESHOES, DON'T COME TO US

But we can sell you **THE BEST AND THE LATEST.**

Whether you have two left feet or are a human centipede.

Gebbie's Shoe Stores,

HERETAUNGA STREET
WEST.



Our stocks are a strong pull.

BOOKS to suit the most depraved taste.

But if you prefer good literature—I won't **FAIL** you;



SEASONABLE STATIONERY IN GREAT VARIETY,

Xmas Cards — Calendars — Periodicals.



L. FAIL,

BOOKSELLER and STATIONER,

Heretaunga St. :: :: :: Hastings.

IF YOU HAVE A NEDDY TO SPARE,

GET HIM RIGGED OUT FOR THE
CARNIVAL COMIC DERBY.

McDERMOTT CAN DO IT!

He'll do everything but shoe it.



COME ALONG
AND JOIN THE THRONG.



TRIB-ER-UNE -
LATE EDITION!"

Willy Whitlock Working Overtime.

IF NOAH CAME BACK TO EARTH
AND STARTED PLAYING MONKEY-BUSINESS
WITH THE NGARURORO, IT'S A THOUSAND TO
ONE HE WOULD WANT US TO SUPPLY THE
HARDWARE AND TIMBER FOR HIS ARK
THERE'S NO DOUBT ABOUT IT.—NOAH DOES
KNOW-A THING OR TWO, AND LIKE ALL WISE
MEN HE WOULD GET HIS TIMBER FROM

?

There is no question about it — It would all come from

Robert Holt & Sons

TIMBER AND HARDWARE MERCHANTS,
HASTINGS and NAPIER



He knows a Thing or Two

" We know our business "



MAKING CARNIVAL RECORDS
J. Le C.



A Ruler of Rugby.

YOUR ADMIRER WILL WANT A PHOTO OF YOU
AT CARNIVAL TIME

HE WILL LOVE-LL SMITH'S PICTURE

I CAN MAKE EVEN YOUR MOTHER-IN-LAW LOOK
PLEASANT. YOU MIGHT BE ONE YOURSELF
SOME DAY SO COME IN NOW WHILE YOU ARE
AT YOUR BEST.

Lovell-Smith's Studios,

MARKET STREET, NORTH.



A Man of Taste.

**IF YOU HAVE BEEN
REARDON WRIGHT LINES**

And are a Man of Good Taste
(as the cannibal said in paying a
tribute to a missionary) YOU
WILL CHOOSE YOUR SUITS
AND ALL YOUR CLOTHING
AT . . .

REARDON & WRIGHT'S
OPPOSITE THE ALBERT HOTEL.



Cecil Duff—Our Guardian—and Morse-O!



Meet Jones !

Say, you—Robinson! Smith and Brown too—
Come and meet Jones—The Livliest Mercer in
Town—No Strings on him—He only handles the Best
Values and the Best Sellers—

A. J. Jones and Co.

MERCERS and MEN'S OUTFITTERS,
HERETAUNGA STREET HASTINGS

AT OUR BIG STORE

You Will Find

Ammunition for killing
flies etc.

Lawnmowers for shaving
the Lawn

Seeds for the birds to eat.

Hammers to bang your
Thumb with.

Nails to be used when
Buttons come off.

Buckets to be kicked.

Spades that you'll soon
hate the sight of

AND LOTS MORE AT



Don't Forget

Henry Williams & Sons

Hardware Merchants

::

Heretaunga Street

Hastings.

CUMING & GOING

HERETAUNGA STREET.

Have not gone into Partnership except for the purposes
of Carnival Advertising.

CUMING IS STILL SELLING THE DAINTIEST
HATS AND FROCKS FOR THE OUTER WOMAN.

GOING IS STILL SELLING THE DAINTIEST
SWEETS FOR THE INNER MAN

Customers are ceaselessly Going from Cuming's to
Going's or Cuming from Going's to Cuming's

CUMING!



Cuming is Going on with his well-established and
highly-reputed business of selling the highest quality
and the most modern frocks and hats and what-not for
the ladies.

Going is Cuming into favour more and more every day
with his Ideal Candy Store next to Fail's, and his ices
and drinks are unsurpassable.

CUMING and GOING, Drapers and Confectioners.



AND GOING!



A few years ago . . .

Four of our famous horses would have
pulled King Carnival in the Procession
But the public demanded speed as well
as the traditional Barry Service—
so today your goods, your wood and
coal are moved by speedy lorries.



Barry Bros. Ltd.

HASTINGS—NAPIER.

Hawke's Bay Agents for Taupiri Coal.





SWIMMING CARNIVAL.



BY HERETAUNGA CLUB.

The Heretaunga Swimming Club's SPECIAL SWIMMING CARNIVAL on FRIDAY NIGHT will be another of the leading attractions during Carnival Week, and there will be not only serious swimming in which all the best of local performers will take part, but also a number of novelty items that have never previously been seen in Hawke's Bay. The Heretaunga Club are well known for their organising genius, and assure the public that their Carnival will startle the natives.

It begins sharp at **8.0 o'clock.**

These are some of the items: Boys' race of 50 yards; Girls' race of 25 yards; Ladies race of 50 yards; Open Handicaps of 500 and 100 yards; 100 yards invitation handicap; open Plain Dive; Diving Exhibitions (both serious and comical); Teams race (three in each team) over 75 yards; Novelty Items.

The Carnival will be run under the rules of the N.Z.A.S.A.

Be there and take part either as a swimmer or as a spectator. You will be well pleased in either case.



HI!

But all is now peace and quietness and you'll find everything you need in Fishing Gear, Tennis and Cricket

Goods, and Camping Supplies at

Land & Heighway's

Heretaunga Street

::

::

Hastings



Andy's Baby.

Did you hear about Andy and his Lovely Babies?

They are good Singers too—(not sewing-machines—but the best little light car on the Market.)

—∞—
GET A DEMONSTRATION FROM

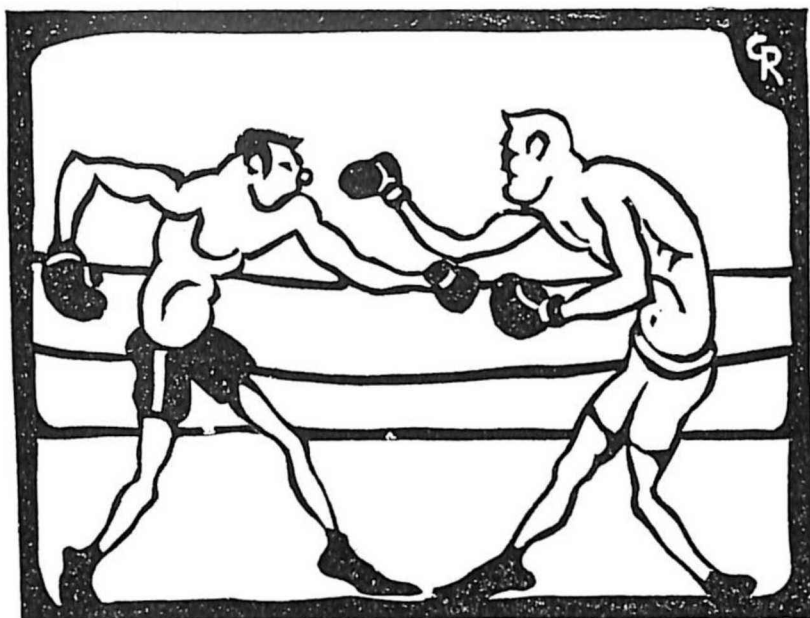
Ross, Dysart & McLean

KARAMU ROAD

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HASTINGS



CARNIVAL BOXING TOURNEY



PART OF THURSDAY'S FUN



At the racecourse on Thursday night you will see innumerable and irresistible attractions, and one of the best will be the open-air Boxing Tournament.

The entries have been tremendous, and the Hawke's Bay Boxing Association, who have organised the tournament, have thus been enabled to select the very best from what was in any case a jolly good lot.

You must not miss seeing Carnera Junior, the Wonder Boy of Hastings.

The following are some of the bouts:—Jack Davis v. Green; Peter Wilson v. Sheridan; A. Donnelly v. R. Galbraith; Harry Ashman v. T. Mullinder; D. Thompson v. L. Weaver; Keith Dyer v. Rex Davis; Brian Schofield v. I. Franklin; J. Gray v. J. Hunt; and Eric Lay v. Ray Davis.



SOW \$IMMOND'S SEEDS AND SO ENSURE SUCCESS

DO YOU TAKE SCHNAPPS?

OUR MISTAKE—WE MEAN SNAPS.

If so, we can develop and print them in four hours.
Left by 9 a.m. they will be ready at 1 p.m.

We develop your films or your physique.

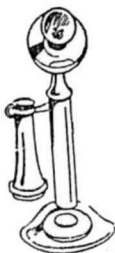
Grant's Pharmacy

HERETAUNGA STREET, WEST.

NORMAN K. DAVIDSON. M.P.S., MANAGER.

FOR ALL CARNIVAL INFORMATION RING THE
CARNIVAL OFFICE

TELEPHONE



2766

UPSTAIRS IN "TRIBUNE" OFFICE.

PEOPLE WHO LIVE IN STONE HOUSES SHOULD
NOT THROW GLASSES

ESPECIALLY IF THE WALLS HAVE BEEN
PLASTERED WITH ATLAS FIBROUS PLASTER
THE WALLS OF JERICHO WOULD NEVER HAVE
FALLEN DOWN IF THEY HAD BEEN PLASTERED
BY

The Atlas Fibrous Plaster Co.

420 WILLIAMS STREET :: 'PHONE 4187.

Get the Right Spirit!

HERE ARE TWO OF THE BEST—

THE SPIRIT OF JOLLITY AT CARNIVAL TIME.

AND

“BIG TREE” AT ALL TIMES.



MOST ECONOMICAL

BIGGER MILEAGE

PERFECT COMBUSTION

SMOOTHER RUNNING.

BIG TREE SPIRIT and OIL



JAMES MILLS—DEPOT FOR
A. S. Paterson & Co. Ltd., Distributing Agents.
HASTINGS.



FOR LITTLE GIRLS AND BOYS.

To every little boy and gal
We wish a Happy Carnival.
We wish both days and nights of joy
To every little girl and boy.
There are so many things to do
And things to see arranged for you.
Clowns will be there and funny men,
Processions, games, and bands; and then
There's dancing on the Racecourse green
And side-shows too that must be seen;
Ice-creams, and sweets, balloons to buy,
And comic games for you to try.
Four days of gorgeous fun there'll be.
So after school, when you are free,
Remember to remind your Dad
That after all you're not so bad
As some small boys and girls you know;
But don't tell names—say "So-and-So."
And if he talks about the slump,
And tells you he has got the hump,
Or says that business is rotten—
Tell him those things should be forgotten;
Or say that if he isn't willing
You'll go yourself and spend his shilling.
From Stortford Lodge, Mahora too,
Havelock and Fitzroy Avenue,
Tomoana Road and Hastings West,
Come, children, in your Sunday best;
In Daddy's car or on your bike,
And see what Carnival is like.

The Grand Carnival Programme

Details of All Festivities.

Four Days and Nights of Fun.



There'll be Monkey Business at Carnival Time.



WEDNESDAY, NOVEMBER 30th.

- OPENING NIGHT, TUESDAY, NOVEMBER 29th, 1932.**
- 5.0**—Approach of aeroplanes in formation flight over the town dropping carnival announcements and leaflets containing lucky numbers.
- 6.45**—King Carnival makes his formal appearance, attended by his Chamberlains and Equerries and His Court Attendants. The crowning ceremony will be performed by His Worship the Mayor, Mr. G. F. Roach.
- 7.0**—Procession of decorated vehicles, pedestrians in fancy dress, and all Carnival participants through the streets. The procession will be headed by the Hastings Citizens' Band.
- 8.0**—Grand Carnival Concert by the combined Napier and Hastings Orphans' Clubs in the Municipal Theatre. King Carnival will perform the opening ceremony.
- 8.15**—Lorry Concert parties will parade the streets and entertain those who are unfortunate enough not to be able to gain admittance to the Carnival Concert.
- Side-shows**, including Chair-o-plane and Merry-Go-Round, will be situated in Russell Street and between Eastbourne St. and Lyndon Road.

- 10.0 a.m.**—Formal opening of side-shows in the streets.
- 11.0 a.m.**—Comic Tug-o'-War between businessmen, East versus West.
- 12.30 p.m.**—Community Singing, conducted by Mr. Percy Spiller, of Napier, in the Municipal Theatre. Admittance free.
- 1.0 p.m.**—Assemblage of townspeople in fancy dress. Everyone is asked to appear in Carnival Costume.
- 2.0 p.m.**—The Mock Court will open in Heretaunga Street, and the Hastings and Napier Commercial Travellers will be in charge.
- 5.30 p.m.**—There will be a formation flight by the Hawke's Bay Aero Club in combination with visiting airmen.
- 7.0 p.m.**—Procession through the town. Decorated vehicles and pedestrians, together with the bands, will again take part.
- 8.15 p.m.**—Grand Carnival Masked Ball in the Assembly Hall. See special announcement in this booklet.
- There will be lorry concert parties in the streets throughout the evening, and other entertainments, including open-air dancing, band music, and side-shows, will be provided.

Birds of a Feather Flock Together.

Birds of More than One Feather Flock by Themselves.

DON'T FLOCK BY YOURSELVES AT
CARNIVAL TIME



TAKE FOR YOUR MOTTO—

**“The More We are Together
The Happier We'll Be.”**

And nowhere could you be Happier than at

Roachs' Ltd.

If you are looking for Carnival Bargains.



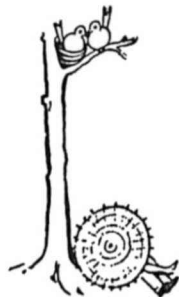
**Roachs' have it, no matter what you ask for—
TAPIOCA, CROCKERY, MUSLIN, TINNED FRUITS,
FANCY TIES, TOMATO PLANTS & UNDERWEAR.**

In Fact

**EVERYTHING FROM A NEEDLE TO AN ANCHOR
WOOL.**



Getting Together.



SOW SIMMOND'S SEEDS AND SO ENSURE SUCCESS

THURSDAY, DECEMBER 1st.



GRAND CARNIVAL FETE DAY.

- 11.0 a.m.**—Entertainments in Heretaunga Street. Fancy dress parade for children between the ages of two years and six. There will be many prizes.
- 12 noon**—Community Singing in Municipal Theatre. Percy Spiller will again take charge. Admittance free.
- 1.30 p.m.**—Fancy dress procession to the Racecourse.

The Festivities will now continue at the Racecourse.

- 1.45 p.m.**—Aerobatic display over Racecourse by Flying Officer Gerrard.
- 2.0 p.m.**—Boys' bun-eating competition, greasy pole competition, pinning on the pig's tail, Ugly Man competition, Special Comedy Carnival Horse Race.
- Drag Hunt by Hawke's Bay Hunt, with hounds in full cry.
- Theo. Starkey's Wonder Troupe of children will perform in one of the marquees.
- Musical Chairs on Horseback.
- Side-shows, folk-dancing, pillow-fighting, rolling horse, chain-stepping, treasure hunt, baby show, Highland dancing, Ugly Boy competition, Afternoon-tea at the Kiosk, Stalls for Ice-cream, Jumble, Cakes, Sweets, Meat and Produce.
- Boy Scouts competitions and displays. Machine Gun Drill. Maypole Dancing by High School Girls. Maori Items by Paki Paki Maori children, and innumerable other attractions.

SPORTS AND ENTERTAINMENTS GALORE! !

Thursday Evening Session.

- 7.0 p.m.**—Procession to Racecourse.
- 8.0 p.m.**—Open-air Boxing Tournament.
- Side-shows. Stalls.
- Concert by Napier Orphans.
- Fireworks Display. Folk Dancing. Lantern Parade.
- Lorry Concert Parties. Cabaret Dancing in the Kiosk.

BENNETT IS NOT A BISHOP—

—HE'S. JUST A PLAIN TOM.



Portrait of Tom.

MAKE THE

GRAND

YOUR RENDEZ-VOUS AT CARNIVAL TIME.

—TOM BENNETT.

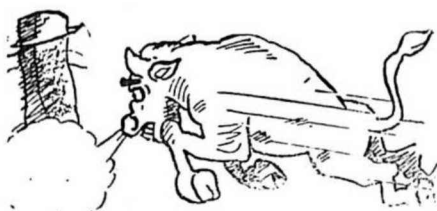
FRIDAY, DECEMBER 2nd.



The Final Carnival Day.

- 10.0 a.m.**—Side-shows in the streets will be opened.
Decorated tricycle parade—Many prizes.
- 11.0 a.m.**—Entertainments in the streets.
- 12.30 p.m.**—Community Singing in the Municipal Theatre.
Admittance free.
- 2.0 p.m.**—Aero display by local and visiting airmen.
Boys' tyre races. Girls' decorated Pram and Bicycle
Parade. Many Prizes.
- 4.0 p.m.**—Entertainments in the streets.
- 7.0 p.m.**—Procession through the streets.
- 8.0 p.m.**—Grand Swimming Carnival at the Maddison Baths.
See special announcement elsewhere.
- 8.0 p.m.**—Grand Carnival Athletic Meeting at Nelson Park.
See special announcement.
- 10.0 p.m.**—Carnival fun in the streets. Lorry Concert Parties,
Band Music, Side-shows, Dancing in the streets.
- 11.45 p.m.**—King Carnival arrives in readiness to perform the
closing ceremony.
- 11.55 p.m.**—King Carnival restores to His Worship the Mayor
the full possession of the town. and takes farewell of
Carnival Time.
- 12.0**—Grand Finale. The people will join in singing Auld
Lang Syne and

GOD SAVE THE KING.



OUR Charges are Reasonable.

We can Supply

UNSEASONED POPLAR FOR YOUR NEW OFFICE
BUILDING, OR THREE-PLY FOR TELEGRAPH
POLES

But only if you persist.

**For your own satisfaction and our reputation's sake we
would rather advise**

THE WELL GROWN AND THOROUGHLY
SEASONED TIMBERS FROM OUR OWN MILLS.

OUR TIMBERS SUPPORT MANY A HASTINGS
FAMILY

HASTINGS! SUPPORT OUR TIMBERS.

WHETHER YOUR JOB IS TO BUILD A MANSION
OR TO REPAIR A MOUSE-TRAP, WE HAVE THE
TIMBER FOR THE JOB.



SOFT WOODS FOR HARD TIMES



McLeod & Gardner

MARKET STREET,

::

::

HASTINGS.

THERE'S A LOT OF GAS GOING TO WASTE IN WELLINGTON, BUT WE CAN BEAT IT FOR QUALITY AND FOR QUANTITY.



Wasting His Gas

THE DIFFERENCE IS THAT OURS PROVIDES CHEERFULNESS AND BRIGHTNESS.

WE CHALLENGE ANY OTHER SOURCE OF HEAT TO BEAT US FOR COMFORT, CLEANLINESS, CONVENIENCE, and CHEAPNESS.

WE ARE SORRY TO SAY SO BUT WE HAVE JUST ABOUT PUT THE CHIMNEY-SWEEP AND THE CHIMNEY-BUILDER OUT OF BUSINESS.

THEY ARE NOT WANTED WHEN YOU HAVE GAS.



BUY £15 WORTH OF GAS APPLIANCES AT CARNIVAL TIME AND GET 5,000 G. FEET OF GAS FREE

Napier Gas Co.

KING STREET,

::

HASTINGS.

PHONE 2009.



MEAT THE BONES IN THE FLESH.

THERE'S F. L. AND THE BOYS, NOT INCLUDING TROM/BONE.

We sell garden seeds and wallpapers, hoes and hoses, tin-tacks and lawn-mowers, glass and brass, rakes of all makes, paints, pans, picture-hooks, pots, pokers for stokers, and pint-pots for soakers.

F. L. BONE HERETAUNCA STREET,

Guarantees Quality and Satisfaction with Everything he Sells. Your Wishes are safe with him, he has the will and the means to please you.



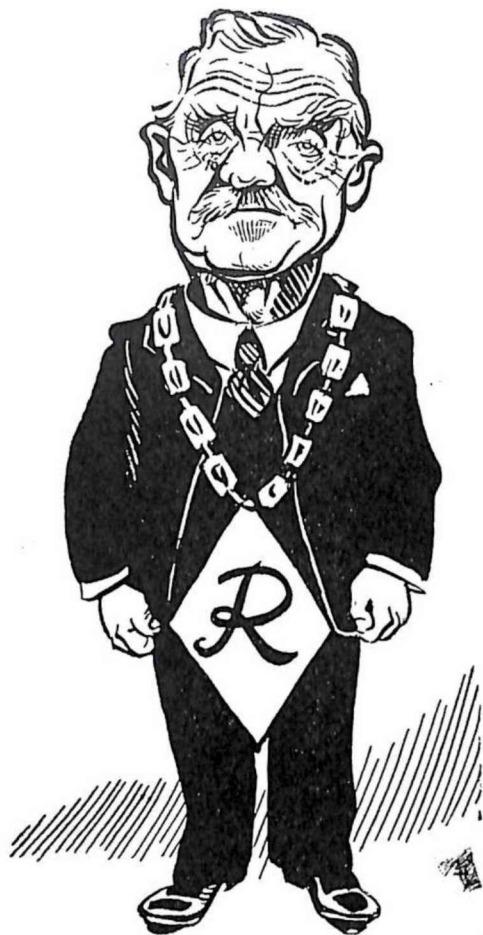
Don't Beer Rum
Cove but a Stout
Feller and Buy
your Friend the
Brandy Likes.

A Rum Cove

**CARNIVAL SPIRITS—ANY SORT OF SPIRITS;
ALES AND STOUTS OF THE FINEST QUALITY
AND AT THE MOST REASONABLE PRICES
ARE READY FOR YOU AT**

THE I. X. L. WINE & SPIRIT STORES

ST. AUBYN STREET, EAST :: PHONE 2583



THE OLD GREY MAYOR.



“Tassy”

Worth making a Song about !

The refrain about the dinky little Austin Seven has been sung in every part of the world—

Well, perhaps there wasn't too much room for the mother-in-law in the early models, maybe it was a blessing—!

But the 1933 Babies! They are a real job—Hardly babies at all—big enough for a small family, all riding in perfect comfort!

MORE VALUE THAN EVER FOR LITTLE MONEY



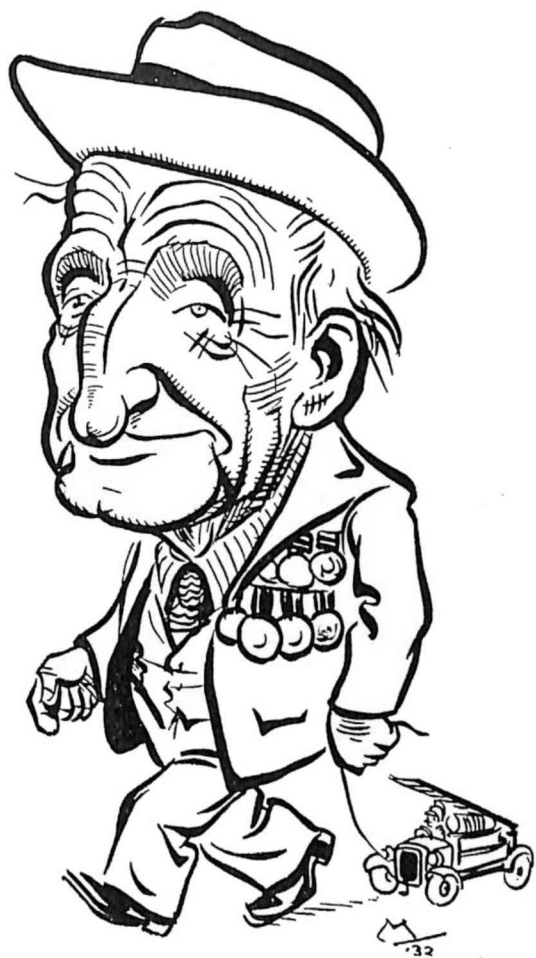
Anderson & Hansen

LIMITED.

Distributors:

NAPIER.

HASTINGS.



Ex-Superintendent Bill.

ALAN GRANT HAS NO BUSINESS

TO SAY HE'S CLOSING ON CARNIVAL
THURSDAY AFTERNOON!

His shop will be more than ever in demand for
Carnival Week —

Don't miss the 'goods'
at . . .

Alan
Grant's

(Woodward's
Pharmacy),
opposite Pacific Hotel.



CONSIDER YOUR BODY

— It strikes not neither does it give you back chat —

THEN WHY DRESS IT ROTTENLY?

That Tie that Aunt Matilda gave you ought to be burnt,
so ought those shirts. That pair of socks ought to be
fumigated.

GIVE YOUR BODY A TREAT FOR ONCE.

GO to Millar & Giorgi and say to them, "Here is a body,
dress it!" They will probably look at you rather oddly
but upon reflection will do what you wish (after a few
preliminary shudders); and when you come out, Solomon
in all his glory won't be in the picture with you. That's
their job. They are the King of Clothiers and Mercers.
So if you want to cut a dash or an acquaintance, pop into



Millar & Giorgi's

HASTINGS.

*A Millar & Giorgi
Outfit.*



Tally Ho!

GOOD NEWS FOR THE CARNIVAL!

PARENTS, avail yourself of the opportunity of securing
a BOYS' BELT

FREE

with every pair of

BOYS' SCHOOL TROUSERS

with Double Seats, made of All Wool Material.
Colour Guaranteed.

at 4/11 per pair.

PAY CASH AND SAVE!



BON MARCHE Ltd.

'Phone No. 2813

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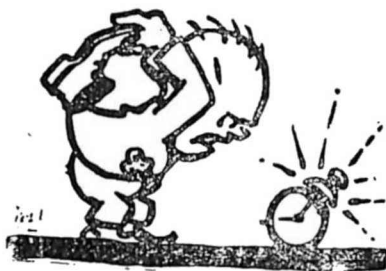
::

P.O. Box 254

We reserved this space
for

HARVEY'S

the Ironmongers and
what-not, and we don't
mind telling you that
they disappointed us.



Harvey hadn't the time.

"Hey," we said, "what about your Ad?"

"Too busy," said Harvey's. "Come in next Easter."

"Whaffor?" we asked. "What's the large idea?"

"Got too many customers to attend to youse Carnival
fellers just now," they said.

"All right," we replied. "We'll just tell the public that
you're so busy serving people that you couldn't
spare us a minute."

"O.K. big boy," said Harvey. And that's just about
what he wanted us to do.

If you are green—

Don't stay Green !

GET THE CARNIVAL SPIRIT!

The only thing that will **Stay Green** at
Carnival Time and at all times is

Steelite Green Steelite Green

We've had our fifth repeat order from
the U.S.A (see daily papers). Perhaps
they want to paint their tariff walls
with it.

**LUSTROUS AND STEELITE
LUSTROUS AND STEELITE
LUSTROUS AND STEELITE**

**THE SUN-PROOF PAINTS!
THE SUN-PROOF PAINTS!
THE SUN-PROOF PAINTS!**



SMITH & SMITH

Heretaunga Street, W.

Hastings

When
you think of Tyres think
of

*INDIA
SUPER
TYRES*

Master of them all—

Safety

Comfort

Mileage

WHEN YOU BUY **INDIA**
YOU BUY

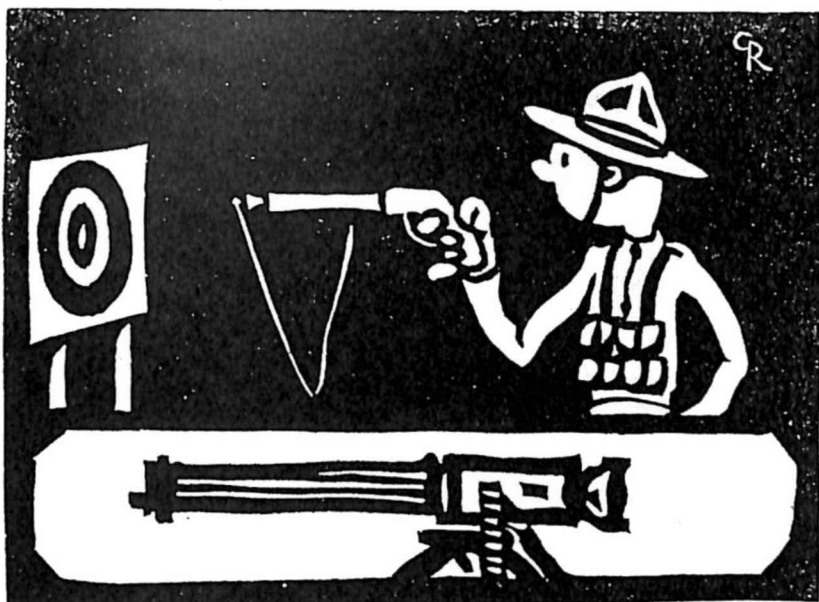
ALL BRITISH

Agents:

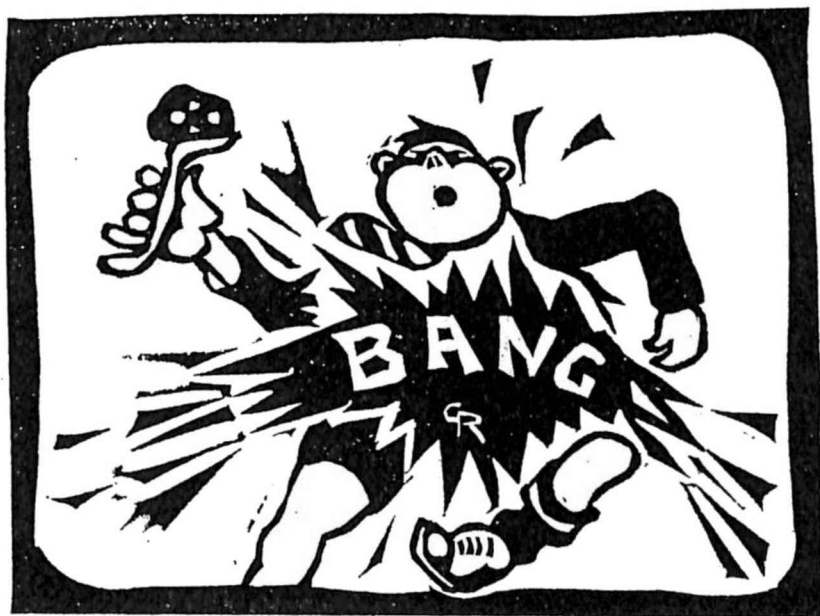
Murray, Roberts & Co. Ltd.

HASTINGS, NAPIER & WAIPUKURAU.

SOW SIMMOND'S SEEDS AND SO ENSURE SUCCESS



See the Territorials' Display on Thursday.



Boys! Eat Buns Till You Burst—Racecourse, Thursday.



**If height
makes you
dizzy—**

Come and look
at the Low
Prices of
our

Eclipse-All Suits

They'll suit you DOWN
to the ground in style,
in fit, and in wear.
The only thing HIGH
about them is the qual-
ity. That's why the
LEVEL-HEADED men
of Hawke's Bay prefer
ECLIPSE-ALL'S.

They're the "dizzy
limit" for satisfaction
and value.

**Millar
&
Giorgi**

**The Men's Men
Heretaunga
Street.**

SOW SIMMOND'S SEEDS AND SO ENSURE SUCCESS

POINTS FOR VISITORS.

ITEMS OF INTEREST CONCERNING HASTINGS.

Hastings shares with her sister town of Napier the record for the total number of hours of sunshine per year—namely 1487.

Women visitors to Hastings are reminded that they may obtain rest and light refreshment at the Women's Rest. Hastings, by the way, pioneered the now popular movement towards the establishment of Women's Rests.

Hastings is proud of Mrs. Mary Ann Adamson, who entered her 100th year on November 29. She has lived in New Zealand for 97 years; she was present at the signing of the Treaty of Waitangi when she was seven years old, and was present also at the burial of Governor Hobson.

Visitors will be offered Carnival entertainment at the Municipal Theatre, which was built in 1915 at a cost of £17,000 and holds 1400 people.

The Assembly Hall, where the Carnival Ball will take place, adjoins the Municipal Theatre, and was built in 1916 at a cost of £15,500.

Cornwall Park, 20 acres in extent, with its miniature zoo, and beautiful gardens, playing ground for children, and Tea-Kiosk, will afford a pleasurable stroll for Carnival visitors. Beatson's Park, which is 42 acres in extent, contains numerous tennis courts, a nine-hole golf links, a swimming pool, and a splendidly equipped camp for motorists. Ebbett's Park, which contains what is known as one of the most spectacular examples of carved Maori gateways, is also worth visiting.

Chambers Park, on the Havelock Hills, is 246 acres in extent, and the highest point is 1309 feet. The view of the surrounding country is unsurpassable, and there is a good motoring road almost to the top of the Peak.

There are several other parks in Hastings, and numerous swimming baths, bowling greens, and tennis courts.

Hastings is within a short motor drive of several beaches, notably Haumoana and Te Awanga. Waimarama, a wonderfully fine beach three miles long is 20 miles distant, and Ocean Beach five miles nearer.

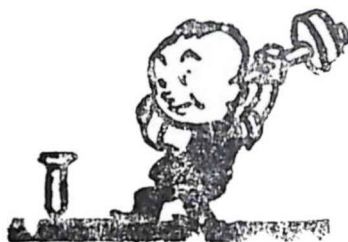
The countryside around Hastings is delightful, and offers innumerable and extremely pleasant drives.

Hastings' population in the Borough alone is approximately 13,000, and the population of the urban area approximately 16,000.

Permits representing an expenditure of over £400,000 for building have been issued in Hastings since the earthquake.

Visitors, come and see how our town has grown again.

*This Hits the Nail
on the Head.*



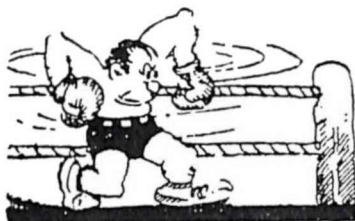
HERE'S A TRIMMER! — HE KNOWS HIS JOB!

J. G. MARTIN

**MOTOR-TRIMMER and UPHOLSTERING EXPERT,
HERETAUNGA STREET.**

If the youngsters give your car a rough time in the excitement of the Carnival, don't get upset. Just come along to us and we'll fix your troubles in a jiffy.

**DON'T GET
YOUR HAIR OFF**



Without the Advice of

Getting his hair off.

The Broadway Toilet Salon

HERETAUNGA STREET.

Gentlemen: We can give you that girlish complexion.

Ladies: We can preserve it for you, or give you a permanent wave for £1.

The other day we gave an old lady face treatment and when she went home her granddaughter thought that she was the new baby.



Make a Bird of Attending the Carnival Masked Ball.



Doing it Hard—He won't be out for The Carnival.

CHEER UP!

**IT'S
TIME TO
RE-FURNISH**

FURNITURE BUILT TO A STANDARD.



**CHESTERFIELD
SUITES**
FROM
£7-19-6

J. W. SHAW

is still giving "Honest to goodness" Value.

Prosperity is at hand, so cheer up and gather round you quality furnishings that combine Strength, Quality and Long Life.

No more economical guide to quality is obtainable.

BEDROOM SUITES

FROM

£10-10-0

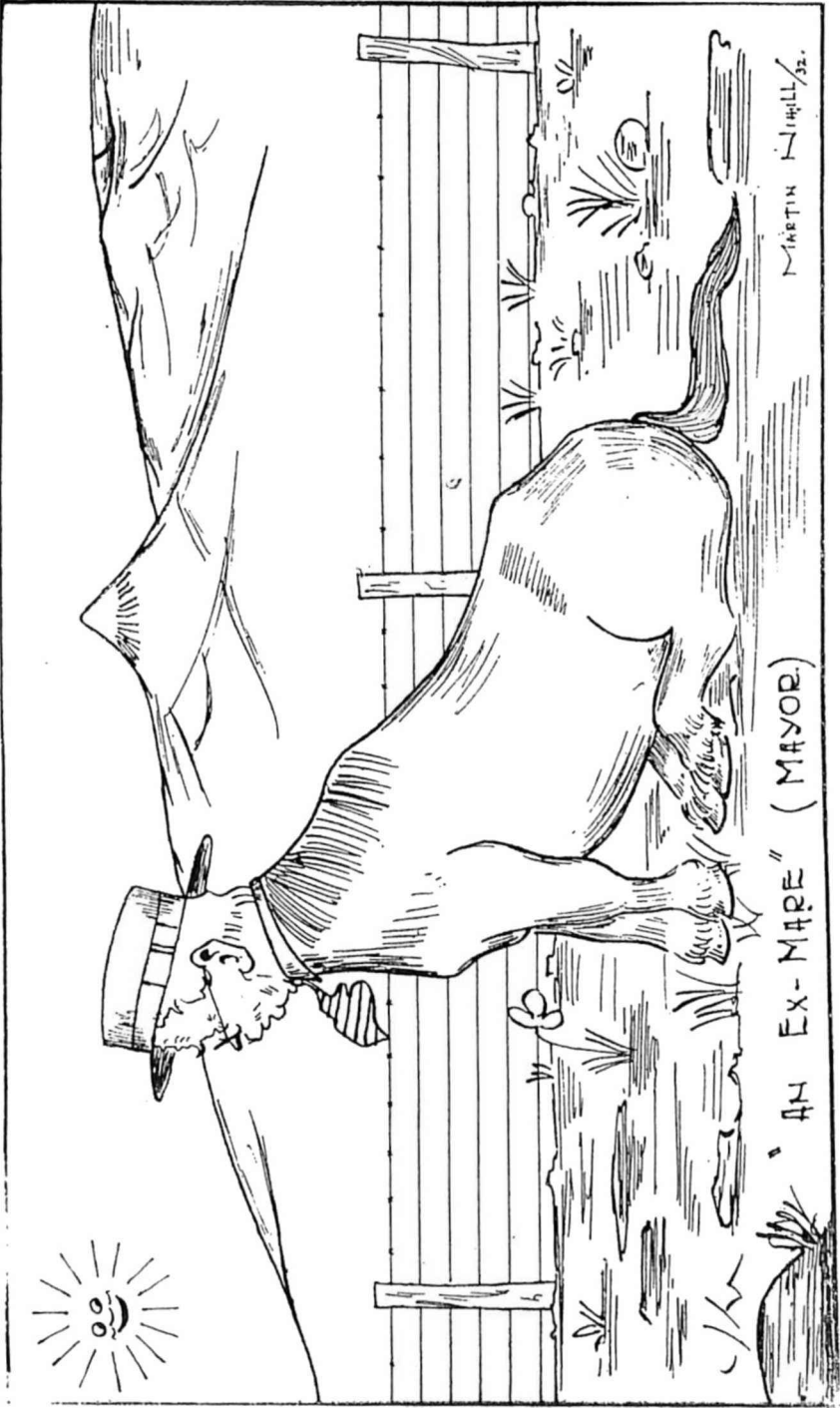


WE DELIVER FREE

J. W. SHAW

**FURNISHER
AND
LAND AGENT**

**QUEEN STREET,
HASTINGS.
OPP. POST OFFICE.**



AN EX-MAYOR (MAYOR)

MARTIN HILL/32.

EVER BEEN STRUCK BY A DEPRESSION CYCLE?



WELL, DON'T WORRY, THEY DON'T LAST LONG.
But TEN HEIGHWAY'S cycles do. You'll see them
on ten highways (this is where you laugh) and more at
CARNIVAL TIME.



TEN. HEIGHWAY,

HERETAUNGA STREET, WEST.

WHAT ABOUT AN 'OT WATER KENT?

(There goes that Printer's Devil again—we distinctly
wrote Atwater)

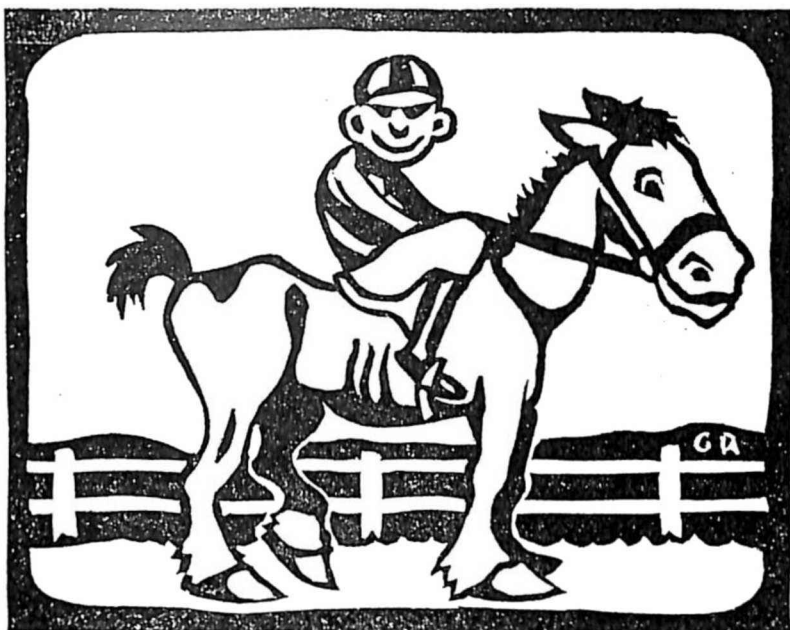
YOU MIGHT GO WRONG AT CARNIVAL TIME,
BUT YOU CAN'T GO WRONG WITH AN

ATWATER KENT RADIO

FROM

SUTCLIFFE'S LTD.

RUSSELL STREET.



G. F. Roach's "Nightmare"—Sam Tong up.

CARNIVAL TRACK NOTES

The Carnival Committee's specially engaged racing correspondent has the following comments to make in connection with the great Carnival Derby to be held on Carnival Thursday **HAVELOCK HI-CUP HANDICAP**—of 5 sovs, and a Cup presented by the Unemployed Bookmakers' Association. For horses that have never won a race to the value of two quid, and never likely to. Horses must be in the Bird-cage the night before.

1	Mr. J. Foot's	TALKATIVE	12	3
		Cosy—Municipal, Rider—Diddy Harrison.		
2	Mr. C. F. Roach's	NIGHTMARE	12	1
		Unemployed—Memorial Rider—Sam Tong.		
3	Mr. J. Stickland's	LONGFELLOW	10	6
		Printer's Devil—Misprint Rider—Charlie Bryant.		
4	Mr. J. D. Donovan's	GOOD SNIP	8	2
		Scissors—Ocean Wave Rider—Graham McCormick.		
5	Mr. A. H. Herbert's	DARKIE	7	3
		Medium—Pint Rider—Mr. Frank Cole.		
6	Mr. E. River's	HIGHLAND NECTAR	7	0
		Great Stuff—Say When Rider—F. S. Budd.		



At the Garden of Sweets
AND REMEMBER—

ADAM and EVE
would never have been tempted
with
A MERE APPLE
had there been in
THE GARDEN OF EDEN
a luxury similar to the
ICE CREAM
which may be purchased at
THE
GARDEN OF SWEETS
(MUNRO'S)

TO GET THE BEST YOU MUST GO WEST
704 HERETAUNGA STREET.



Getting His TEE-SET

**GOLFERS' LANGUAGE
IS NOT ALWAYS BAD**

We've all heard those naughty stories about what golfers say when they miss a short putt or drive into a bunker, and all that sort of thing.

But the other day a local player encountered a bunker that he was tremendously pleased about.

It was Bunker of Bunker's Store, and our Golfer wanted a Tee Set.

There were hundreds to choose from, and he, like all our customers, went away well satisfied.

Look in at Bunker's for Your Carnival Fancy Goods.

C. H. BUNKER

TWO SHOPS :: :: HERETAUNGA STREET



A CARNIVAL CELEBRATION.

One of the gayest and most attractive of all the items arranged for CARNIVAL WEEK will be the GRAND MASKED CARNIVAL BALL to be held in the ASSEMBLY HALL on WEDNESDAY, NOVEMBER 30th, beginning at 8.15.

YOU are especially requested not only to come, but to come masked and in fancy dress.

There will be a wonderful supper, and Les Henry's Orchestra will play a special programme of music suited to the Spirit of Carnival Time.

The prices are 3/6 for single tickets and 6/6 for double.

We guarantee that you will enjoy yourself..

DANCING COMPETITIONS AND DISPLAYS.

POOR HERB. BLACKMORE

was going to have an advertisement on this page
AND THROUGH NOBODY'S FAULT BUT HIS OWN,
HE MISSED THE BUS.



Day after day our advertising man went to see him, and every time poor old Herb. was so busy selling LYNX SUITS that he just couldn't spare the time to do anything else. And that's the truth about . . .

Lynx-a Perfect Fit

Herb. Blackmore

**AT THE SIGN OF THE LYNX,
NEAR THE PACIFIC HOTEL.**



**WE HAVE NO BANANAS
WE DO NOT SELL**

**RACEHORSES,
FACE CREAM,
CATTLE LICKS,
OR FANCY SOCKS.**

**We are sticking to the furniture
trade in the meantime anyway. We
find that it pays us.**

High-Class Service

And that's not a bad reason, is it?
But it pays our customers too. And that's why the
public sticks to us. Our prices and our service are the
glue.

CHRISTIE'S

FURNISHERS :: :: RUSSELL ST.



CARNIVAL JOTTINGS.

POINTS FOR YOUR NOTICE.

Don't be just a watcher and a critic. Join in, and show them how things ought to be done instead of telling them afterwards how they should have done them.

Look out for the aeroplanes at 5.0 on Tuesday evening. Their coming will announce the beginning of the Carnival.

Be there for the coming and the coronation of King Carnival at 6.45 on Tuesday evening. It will be a most spectacular show, and the Mayor will hand over the town to the possession of the King and his subjects.

Be there to take part in the processions; and don't be frightened of making a monkey of yourself. Let yourself go.

There will be several community sings in the Municipal Theatre. Go along and jolly yourself up. See the detailed programme in the middle of this book for times of community singing and all other items.

Don't run the risk of coming into town on Wednesday afternoon unless you are in fancy dress. Even if you are not lynched, you run a bad chance of being brought before the Mock Court. There will be no mercy.

See the special announcement of Thursday's festivities; it is on page 13.

The fireworks display and the lantern parade, let alone the processions in the afternoon and the evening, will make Thursday a memorable day.

Don't forget the Carnival Masked Ball on Wednesday night. It will be the gayest event of the year.

See the special announcements of the Carnival Athletic Meeting and the Swimming Carnival on Friday night.

There will be processions every evening and also on Thursday afternoon.

On Friday night, after you have been to the Swimming Carnival or to the Athletic Carnival, come and dance and sing in the streets, and be there in readiness to see the farewell to King Carnival; and then join in singing Auld Lang Syne.

**WE BELONG TO
THE OLD SCOLLAR FURNITURE-MAKERS.**

The last workman who did a bad job for us got the sack in 1763 (or thereabouts). Since then we haven't had occasion to say even a rough word—not even “sand-paper,” for example—to one of our employees.



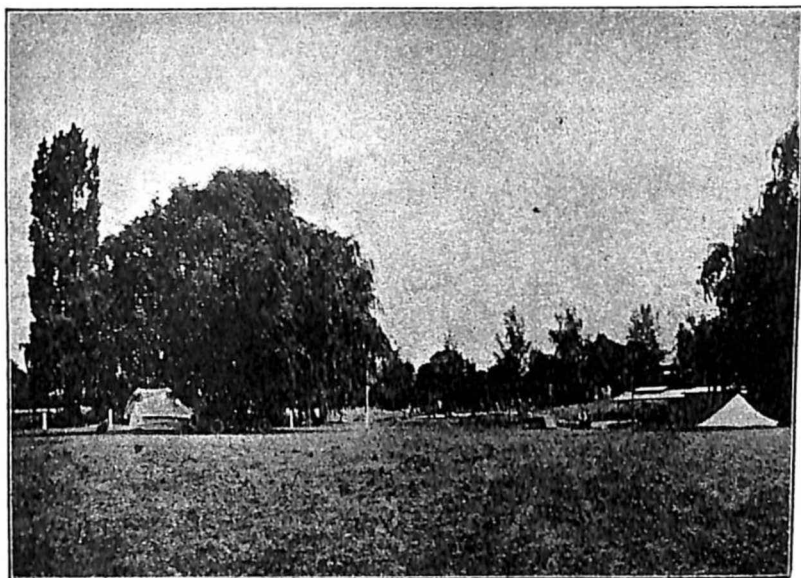
FOR A COMFORTABLE CONVALESCENCE AFTER
CARNIVAL CAPERS
TRY A
VI-SPRING MATTRESS.



Don't miss it!

Scoullar & Co.

HERETAUNGA STREET WEST.



TO VISITING MOTORISTS



HASTINGS' CAMPING GROUND
PEACEFUL AND PRETTY SPOT

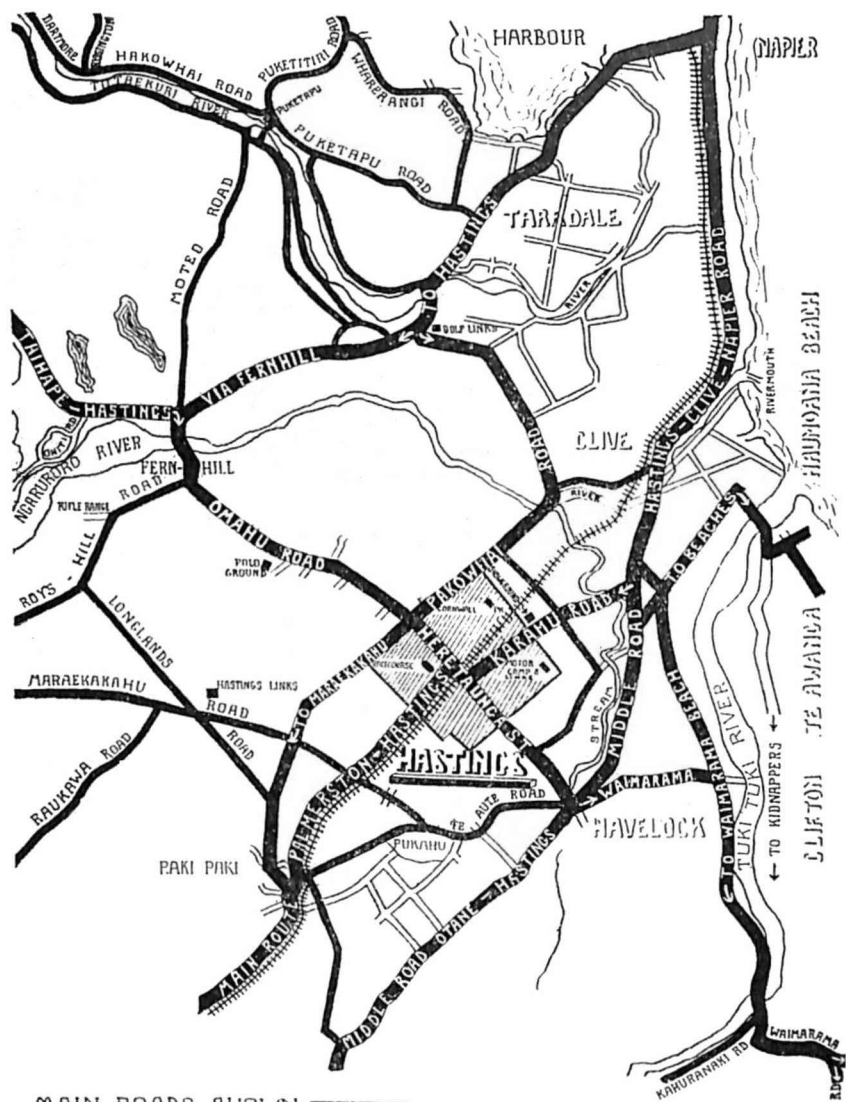
Nothing could be more peaceful and prettier than the **MOTORISTS' CAMPING GROUND** at **BEATSON'S PARK**, which is forty-two acres in extent.

Visitors to Hastings have been delighted with the Camp, and speak in glowing terms of the equipment and facilities that are available there.

The Park contains not only the Motorists' Camp, but also a nine-hole Golf Course (laid out under the direction of A. J. Shaw, Professional and Open Champion of New Zealand), a number of tennis courts, a miniature lake, and a swimming bath.

There is a splendid hot water and shower service, gas rings for cooking, and an excellently equipped cook-house.

The camp is handy to town, and is an ideal spot for rest and quietness after your motor trip, or after the festivities in which it is hoped you will join.





Get an Eyefull of this !



You Might Have Thought
Painter Was a Painter.

But you will know from his
work on this booklet that he
is a printer—

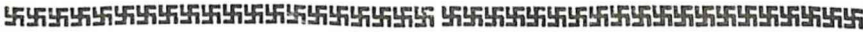
Painter THE Printer—
Look **Wattie** did with this
job.

Painter & Wattie know how !



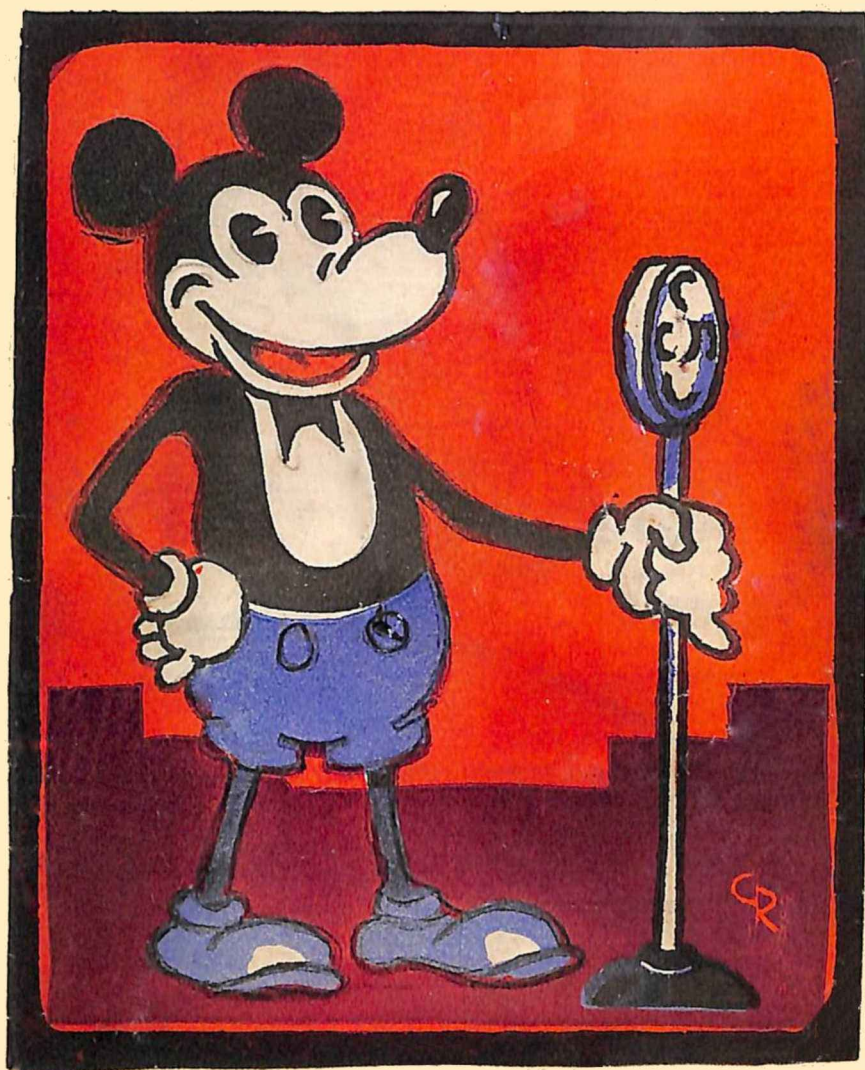
Painter & Wattie Ltd.

Printers :: Hastings



ANNOUNCING—

Hastings Grand Carnival



TUESDAY, NOV. 29th, to FRIDAY, DEC. 2nd.
(INCLUSIVE)

THE GAYEST FESTIVITIES OF 1932.