

GREATER HASTINGS



PHONE 86001

P.O. BOX 1478

Public Relations Office - Russell Street, Hastings

ANNUAL PROMOTIONS - EASTER HIGHLAND GAMES - SEPTEMBER BLOSSOM FESTIVAL - CHRISTMAS FESTIVITIES

**I have much pleasure in forwarding the following information concerning
Hastings City
"The Fruit Bowl of New Zealand
A GRAND PLACE to LIVE, to WORK, to
START INDUSTRY, or to JUST
RELAX.**

HASTINGS IS RENOWNED THROUGHOUT NEW ZEALAND FOR ITS GLORIOUS CLIMATE, rich fertile soils and high productivity. The latitude of Hastings, 39deg. 38in., 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 average temperature is 55 deg., and the average rainfall is 32.01 inches.

With a established economy by reason of the extensively irrigated orchard and farm lands in the area, and because of the industrial activity and fine retail and wholesale establishments permanently located in Hastings, new industries and business are growing up here and moving here because of the encouraging atmosphere which prevails in Hastings.

HASTINGS HAS THE DISTINCTION OF BEING THE YOUNGEST CITY IN NEW ZEALAND, and was proclaimed the Dominion's fifteenth centre with city status on 8th September, 1956.

Its progress has been most marked since the first settlement days when the centre of the present business area was swamp, and since the formation of the first Town Board in 1883. Three years later borough status was achieved - twenty two years after the first settlement of the Heretaunga Plains took place. Within ten years - actually in 1874 - the first railway ran from Napier to Hastings. It was this event which gave the town the impetus which has marked its rather remarkable development during the following years. For instance, it was about a year after the arrival of the first train, that the first school was opened, and when the Town Board gave way to the Borough Council, the fire brigade, which now ranks among the most efficient in the Dominion, was formed.

A GLANCE THROUGH EARLY HISTORY REVEALS THAT HASTINGS WAS ONE OF THE FIRST PLACES IN NEW ZEALAND TO HAVE ELECTRIC POWER, for in 1912 the Borough Council's plant came into operation and served the town for many years. It was sold to the Hawke's Bay Electric Power Board, which established its headquarters in Hastings in 1938.

Considered to be among the best equipped in New Zealand, the Municipal Theatre - a monument to the foresight of the "city fathers" of the day - was erected in 1915, and in the following year the present Council Chambers and Municipal Buildings, which are the envy of many local bodies, were constructed.

THERE'S PLENTY OF GOOD BUILDING SPACE AVAILABLE IN HASTINGS for commercial and industrial use. Inquiries addressed to the Hastings Public Relations Office will bring immediate action and all out assistance for industries, businesses and individuals interested in Hastings.

Our beautiful churches serve congregations of vitually all faiths, and we have excellent school and other educational facilities.

The Hawke's Bay Herald-Tribune, the Daily Telegraph and Radio Stations Z2C and Z2Z serve the people of Hastings and the surrounding area by providing them with accurate news, weather reports and radio entertainment. Residents of Hastings can also receive most other radio stations in the Dominion.

The new and modern Hastings Public Library provides cultural education and entertainment for all ages through its wide selection of books and publications.

Our folk work hard, and so we provide plenty of room for them to play. We have 304 acres of fine parks for picnics, skating and other sports and just plain relaxation. Concerts and other entertainment in the Municipal Theatre and Assembly Hall, and the four cinemas, provide a wide variety of entertainment for all.

There are also plenty of sporting events to attend in Hastings.

OUR BUSINESS CLIMATE IS JUST RIGHT. We have low utility rate to encourage new industry and business. Supplies of gas, electricity and water are sufficient for just about any type of commercial or industrial enterprise.

We are economy-minded and keep our tax rates low. There's plenty of skilled and unskilled, work-willing labour available. Our folks are self-reliant and willing to give a full day's work for a full day's pay without asking anything beyond what they earn. Ask our present employers about that - they'll tell you plenty of good things about our workers.

HASTINGS IS GROWING AT A PARTICULARLY FAST RATE, our construction programmes is making every effort to keep up, and there are adequate housing and industrial sites available. Rents and purchase prices are reasonable in our beautiful residential suburbs. The cost of living is low here, and that means lower operating and production costs. The nearby farming areas keep us well stocked with fresh produce, and other goods and services are kept at attractive prices in our competitive system.

Hastings City has the unique distinction of sponsoring and promoting two of N.Z.'s outstanding annual attractions - the HASTINGS HIGHLAND GAMES at Easter, and the HASTINGS BLOSSOM FESTIVAL in early September. These premier annual events have done much to publicise Hastings as a progressive centre, a good place in which to build a home or locate an industry, or to just plain relax. These functions have also given our citizens an opportunity to prove Hastings as the friendly city that it is and have helped to develop a "Welcome Neighbour" policy and to attract new industries and residents to our city and province.

IN HASTINGS YOU WILL FIND A WARM, WHOLESOME ATMOSPHERE in which people and businesses thrive and prosper. We're vitally interested in all new comers to our community, whether a new family or new business, and we make sure that the surroundings in which we live and work with one another contribute to a rewarding way of life and harmony with our neighbours.

You'll want to visit Hastings and see for yourself why we're New Zealand's fastest growing city.

Come and meet our folks - and stay a while in Hastings. You'll find that Greater Hastings is an "on-the-ball" Community Public Relations Organisation ready to help you in any way possible, because -

A Greater Hastings means Advancement and Prosperity for all, in the most progressive city and most prosperous province in New Zealand.

THE FUTURE OF HASTINGS IS SECURE, AND THE CITY WILL CONTINUE TO PLAY AN IMPORTANT ROLE IN THE PROGRESS OF THE PROVINCE AND THE DOMINION AS A WHOLE. Farming operations on what is regarded as "some of the best farming land in the world" together with the fruit-growing and quick-freeze industries, alone will ensure that. It is industries such as these which are the backbone of the province, and both the Tomoana and Whakatu freezing works are constantly enlarging their works to accommodate an ever-growing amount of stock to be handled each year. The cool stores which provide the largest cool storage in the Dominion, the four fruit and vegetable processing companies which operate in the immediate vicinity of the city, with the accent on "quick freeze" production which finds its way to all parts of the Dominion and overseas, will play a major part in the economy and prosperity of the district. Industries of all kinds have sprung up throughout the city and its environs. One important industry is our "Visitor Industry". Thousands of visitors are attracted to the city each year through the famed camping ground amenities at Windsor Park; the annual Hastings Blossom Festival in September, and the Hastings Highland Games at Easter have reached the forefront of the Dominion's attractions. It is things such as these which will ensure the continued prosperity of -

HASTINGS - "THE FRUIT BOWL OF NEW ZEALAND"

Enquiries addressed to

Ken Sparks, Greater Hastings Public Relations Officer,
P.O. Box 478, Hastings. Telephone 86-001

will be readily and happily attended to.

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PLACES OF INTEREST, ENTERTAINMENTS and SPORTS.

ANNUAL HASTINGS HIGHLAND GAMES (the Braemar of Australasia).
Easter Saturday and Monday: "The Gathering of the Clans."

WINDSOR PARK - New Zealand's Ace Motor Camp (Selwood Road)

This lovely Park of 62 acres, with beautiful shady trees, swimming baths, children's paddling pool, canoes, outdoor skating rink, tennis courts and cabins, is a Campers' Paradise; New Zealand offers nothing better as your camping "Home away from Home". Each Easter it is the venue for New Zealand's premier Highland gathering, the "Hastings Highland Games", and for the "Annual Hastings Blossom Festival and Carnival" in September. The Hastings Public Relations Office gives a full service during the Christmas and New Year holiday period - Camp Concerts, Film Evenings, Skating Carnivals, Band Recitals, Campers' Own Sports, Delivery of Mail and Daily Papers, together with information on all topics and places of interest.

CORNWALL PARK (Tomoana Road)

A restful retreat, with spacious lawns bordered by colourful beds of flowers and shrubs. Stately trees, winding streams and beautiful birds add to the interest of the Park. Here our cricketers have ideal recreation grounds. Organised picnics by societies and families make this lovely Park an ideal recreational playground for young and old alike.

FRIMLEY PARK (Frimley Road)

One of the many outstanding features of this Old English type Park, in its typical New Zealand setting, is the large number of specimens of beautiful rare trees and shrubs together with its impressive sunken gardens and spacious lawns.

SHOWGROUNDS (Tomoana)

Set in lovely avenues of silver birch and plane trees, with weeping willows shading cool streams, Hastings has the loveliest Showgrounds in Australasia. Alongside is Waikoko House, a memorial to William Nelson, pioneer of New Zealand's frozen meat industry. The grounds have fine old trees, spacious lawns and glorious gardens.

OAK AVENUE (Omahu)

Unique and uniform, with more shady spots to the square yard than any other Hawke's Bay offering. Via Stortford Lodge - pass the Memorial Hospital en route.

HASTINGS BOYS HIGH SCHOOL (Karamu Road South)

A fine school with a fine record, it has beautiful grounds, impressive buildings and wide playing fields.

HASTINGS GIRLS' HIGH SCHOOL.

A new school situated in Pakowhai Road (next to Frimley Park)

HAVELOCK NORTH (2½ miles from Hastings)

A typical English village and home of education, with its well-known colleges, Woodford, Iona and Hereworth. Hawke's Bay's most delightful residential area, two and a half miles from Hastings, it nestles comfortably at the foot of Havelock Hills. The only place in New Zealand where six roads converge.

TE META PEAK, 1285 feet (Havelock North)

The highlight of your visit to Hawke's Bay. See Hastings, see Napier, see the coast, see the rivers, see the fertile Heretaunga Plains. Definitely a drive to Te Meta Peak for the finest panorama in Hawke's Bay.

STUD FARMS (Longlands)

Hastings is proud of its stud farms, and they are all worth a visit. Enquire from A. E. Wishart, Secretary, H.B. Jockey Club, Queen Street E.

ANNUAL HASTINGS BLOSSOM FESTIVAL CARNIVAL AND PROCESSION.

Second week in September: Hastings demonstrates its right to be called "The Fruit Bowl of New Zealand".

CAPE KIDNAPPERS AND GANNETS (Clifton)

Visit this unique bird sanctuary by a lovely walk round the beach to Cape Kidnappers. Trips can be made only at the proper tides, so contact the Ranger at Clifton before starting out on this fine walk.

THE GAME FARM (Greenmeadows)

Make it a round trip via the orchards of Pakowhai, Napier and back to Hastings. Take in the Games Farm at Greenmeadows.

WAIMARAMA (22 Miles from Hastings)

A run of 22 miles over the hills takes you to the open sea and magnificent view of the rolling waters of the Pacific. Lovely sand beach and surfing.

HAUMOANA, TE AWANGA, AND CLIFTON DOMIAN.

Nine miles from Hastings, by good roads, to the lovely seaside spots of Haumoana, TeAwanga and Clifton, where gracious views of the coastline are obtained. Good swimming and fishing at these beaches.

SWIMMING.

Maddison Baths, Harding Baths, Mahora Baths, Havelock Nth Baths, Windsor Park Baths.

TENNIS.

Hastings Club, St Joseph's Club, West End Club, Parkvale Club. Campers wishing to play at Windsor Park please apply at Windsor Park Branch, Public Relations Office, during holiday period Christmas-New Year.

BOWLING.

Hastings Club, Kia Toa Club, Heretaunga Club, National Service Club.

CRICKET.

Summer season. Matches played at Cornwall, Nelson and Windsor Park each Saturday.

SOFTBALL.

Summer season. Matches played at St Leonards Park each Saturday.

FOOTBALL.

Winter season. Rugby, Nelson and Akina Parks. Association, Windsor Park.

GOLF

Hastings Golf Club, Bridge Pa;

FISHING.

Tuki Tuki, Ngaruroro and Tutaekuri Rivers offer good sport for anglers.

HAWKE'S BAY A. & P. SHOW.

Held in October (three days)

HAWKE'S BAY JOCKEY CLUB - RACES.

New Year, April, June, August and September.

PUBLIC INSTITUTIONS.

	Phone
Greater Hastings Public Relations Office, Russell Street.	86-001
Hastings City Council Chambers, corner Heretaunga and Hastings Streets.	87-065
Post Office, Russell Street	88-119
Felice Station, Railway Road	83-003
Railway Station, Russell Street	86-119
Public Library, Karamu Road South	87-094
Women's Rest, Civic Square, Russell Street South	
Women's Rest, Nelson Street North	
Flunket Rooms, Civic Square, Russell Street South	87-161
Memorial Hospital, Omaha Road.	88-109
Windsor Park Branch Public Relations Office (Xmas and New Year period)	
Automobile Association (H.B) cnr Railway and Lyndon Roads.	84-101
Newman's and H.B. Motor Co. Bus Depot, Russell Street.	87-388
N.Z.R. Road Services Bus Terminal, corner Karamu and Avenue Roads.	86-119
St John Ambulance Association, Southland Road.	89-515
Hastings Fire Station., Hastings Street South.	87-069

GUEST HOUSES.

Glendale Guest House, 303 Charles Street.	88-996
Grosvenor Guest House 1117 Karamu Road North	86-732
St Julians Guest House, 310 Avenue Road East	85-045
Tree Tops Guest House, 8 Fitzroy Road, Havelock North.	78-737
Cosy Guest House, 815 Caroline Road.	82-165

MOTELS.

Motel Mayfair, Karamu Road N.	86-932
Raceview Motels, 307 Gascoigne Street	88-837
Stephenson's Motel, Karamu Road N.	85-322
Evron Motel, Havelock North.	78-700
Hastings Motels, 1108 Karamu Road N.	86-243
Te Mata Motels, Te Mata Road, Havelock North.	77-160
Watene's Seaside Cabins, Haumoana.	IBTN 774

MOTOR CAMPS.

Hastings Municipal Motor Camp, Windsor Park, Selwood Rd.,	86-692
Arataki Park, Arataki Road, Havelock North	77-479
Farndon Park Motor Camp, Clive.	CE 820

HOTELS.

Stortford Lodge Hotel, Stortford Lodge (Decontrolled)	89-039
Mayfair Hotel, Karamu Road N., (Decontrolled)	85-109
Pacific Hotel, Heretaunga W., (Decontrolled)	83-129
Albert Hotel, Heretaunga Street E., (4-Star Plus)	87-747
Grand Hotel, Heretaunga Street E., (3-Star Plus)	84-363
Hastings Hotel, Heretaunga Street W., (3-Star)	89-734
Carlton Club Hotel, Heretaunga Street E., (3-Star)	87-990
Havelock North Hotel, Havelock North (2-Star)	78-717
Fernhill Hotel, Fernhill.	84-930
Clive Hotel, Clive.	CE 863
Windsor Private Hotel, corner Queen and Warren Sts.	84-565
Ranfurly Private Hotel, Warren Street South.	87-447

PLEASE NOTE: All Accommodation applications to Accommodation Bureau, P.O. Box 349, Hastings. Phone 85-703

THEATRES.

State Theatre, Heretaunga Street E.,	84-622
Embassy Theatre, Heretaunga Street W.	89-950
Regent Theatre, Heretaunga Street E.,	87-026
Municipal Theatre, Hastings Street S.,	84-260

COME VISIT HASTINGS - THE FRUIT BOWL
OF NEW ZEALAND

One of New Zealand's most progressive Cities, Hastings, enjoys a Mediterranean-type climate. Set in the heart of the rich and fertile Heretaunga Plains with a City population of 27,000 and Urban population of over 37,000, Hastings makes the ideal base for a holiday with a difference.

Within the 4219 acres in the city boundaries are many factories in the industry groups of food, wood manufacturers, metal products, furniture and fittings, clothing, machinery, transport, non-metallic mineral products, beverages, textiles, printing and publishing, leather - the value from these factories' output being over 44 million dollars annually.

Hastings, recognising its own progress, has set about making available comfortable accommodation, parks and reserves and beautiful scenic attractions for the many tourists whom it hopes to draw in the future.

Hastings' two annual events, the Highland Games held at Easter and the Blossom Festival held in September, are well known and draw many visitors but now new attractions have been added and are listed below.

Peak House and Peak Tours

Peak House is situated near the summit of Te Mata Peak, 1310 ft., and overlooks Napier, Hastings, Heretaunga Plains and the country beyond to the distant mountain range. Having just been built, Peak House is luxurious and comfortable and is already regarded as a sightseeing spot where people may travel to enjoy refreshments and the magnificent view.

Upon completion of Peak House last year it was decided to run bus tours from Hastings out through Havelock North, through the Te Mata domain to Peak House, these proving so popular that the bus company involved, together with the proprietors of Peak House, evolved Peak Tours which now operate from Hastings every Sunday to various scenic places in the surrounding district. The cost is four dollars each and information regarding each tour can be obtained from the Hastings Public Relations Officer, Mr. Murray Pinfold, as the Tours now operate to a different spot each Sunday.

Hastings Fantasyland

"To be constructed on the style of Disneyland, Los Angeles, this will be a place for children to enjoy and adults to admire" - so says the project organiser, Mr. Harry Poppelwell.

Situated in the 65 acres of Windsor Park, Fantasyland occupies 5 acres and will be the major tourist attraction in Hastings by the next tourist season, commencing about November. A playground with the theme of fantasy, the area is surrounded by a railway track which runs for one third of a mile over two bridges, the boathouse, through a tunnel and has its own station. A miniature engine draws four or five open air carriages and will carry people through this fantastic story-book land.

Centrally situated in Fantasyland is the lake where shortly the major attraction, the fairy castle, complete with towers and turrets and its own moat, will be constructed. Standing nearby will be the old Pirate Ship and further away the cave, waterfall and stepping stones.

Situated within Fantasyland will be the Robinson Crusoe storyland, the Old Woman in a Shoe, Cinderella with her Pumpkin Carriage and team of Mice, Snow White and the Seven Dwarfs. Space has been set aside for a Jungle complete with animals, a Spaceland to be equipped similarly to Disney's Tomorrowland and for the very young - Toddlersland with the Candyhouse and Three Bears nearby. A novelty swing and Maori Warrior Challenge make up the broad outline of Fantasyland.

Everything contained in Fantasyland will be of novel design including the seats and bridges which will all carry pictures of the story-book characters such as Donald Duck, Mickey Mouse, Pluto etc.

Already in operation is the railway and dinghies and canoes on the lake and so far these have proved most popular with people of all ages.

So far this project has cost \$40,000 and many donations have been received from interested organisations who realise the potential of Fantasyland as a major tourist attraction.

Mr. Poppelwell expects the project never to be completely finalised due to the scope and room for the continual addition of story-book figures and scenes.

W.A. Christian,
Sales Representative.