

1937.
NEW ZEALAND.

DEPARTMENT OF TOURIST AND HEALTH RESORTS AND PUBLICITY

(ANNUAL REPORT OF THE).

Presented to both Houses of the General Assembly by Command of His Excellency.

The Hon. the MINISTER IN CHARGE OF THE DEPARTMENT OF TOURIST AND HEALTH RESORTS AND
PUBLICITY to HIS EXCELLENCY THE GOVERNOR-GENERAL.

Wellington, 1st September, 1937.

I HAVE the honour to submit to Your Excellency the report of the Department of Tourist and Health
Resorts and Publicity for the year ended 31st March, 1937.

FRANK LANGSTONE,

Minister of Tourist and Health Resorts and Publicity.

His Excellency the Governor-General of New Zealand.

ANNUAL REPORT OF THE GENERAL MANAGER OF THE DEPARTMENT OF TOURIST AND HEALTH RESORTS AND PUBLICITY.

Wellington, 26th August, 1937.

SIR,—

I have the honour to submit the following report on the organization and work of the
Department of Tourist and Health Resorts, with which is now incorporated the Publicity Department,
for the year ended 31st March, 1937.

I have, &c.,

L. J. SCHMITT, General Manager.

The Hon. Frank Langstone, Minister of Tourist and Health Resorts and Publicity.

ANNUAL REPORT.

It is pleasing to report a record year for travel to this Dominion for the year ending 31st March, 1937, and for the sale of inland tours by the Department.

The number of tourists visiting New Zealand from overseas was 17,297, being an increase of 21 per cent. on the arrivals for last year, and an increase of 80 per cent. on the pre-depression record.

The position is extremely gratifying, and, although it is agreed that the improvement recorded is, in a measure, due to the improved economic conditions throughout the world to-day—the flow of tourists being an accurate barometer to such conditions in the countries that contribute to the movement—still the fact that the number of tourists from overseas during the year under review shows such a material increase over the record year of the pre-depression period indicates that the publicity and sales promotion efforts of the Department during the past few years have been on the right lines.

The number of tourists arriving from abroad are recorded by the Government Statistician, and the following will give information regarding the countries from which New Zealand obtains its tourist revenue, also the countries which have contributed to the increase in the total number recorded :—

	1936-37.	1935-36.
Australia	12,802	10,083
United Kingdom	2,138	1,830
Canada	165	175
Other British colonies	1,138	1,163
United States of America	683	647
Foreign	371	386
	17,297	14,284

These figures are confined to persons classed as tourists, and omit other classes of temporary visitors—i.e., persons visiting New Zealand on business, persons with theatrical or sporting engagements, &c.

From a perusal of the statistics relating to tourists arriving from abroad the opinion may be formed, owing to the relatively small number of tourists who visit New Zealand from the United States of America, that the geographical location of New Zealand is proving a handicap in developing the tourist traffic with that country. That may have been the position several years ago, but now that shipping services operating between the two countries have been vastly improved as regards speed and the appointments of the vessels used, and the probability that a direct air service to New Zealand from America may be commenced next year, the prospects of a development in travel to New Zealand from North America are particularly bright.

Reports from the Department's representatives at Los Angeles and Toronto support this contention.

The funds allocated by the Government for overseas publicity have been increased considerably during the past two years, and the Department is now in a position to arrange a comprehensive advertising campaign in the United States of America and Canada with a view to attracting tourists to this country.

During the year under review an advertising appeal was made to the magazine-reading public of America to visit New Zealand, and this campaign will be continued during the ensuing year. This appeal was supplemented by articles on New Zealand, well illustrated, which appeared in some of the leading American magazines.

This is the first occasion for many years that the Department has had sufficient funds to make a direct appeal to the American public to spend their vacations in this country, and from reports received the result of the campaign to date has been very promising.

The efforts made by this Department to increase New Zealand's share of the world's tourist revenue will be dealt with in a separate portion of this report.

TRAVEL TO AND WITHIN THE DOMINION.
(a) *The Tourist Bureau Travel Service.*

The increase in the number of visitors from abroad and the number of New Zealand residents visiting tourist resorts during the year was reflected in the increased turnover at the Government tourist bureaux.

The Department's travel service is becoming increasingly popular, and many complimentary references have been made during the year by travellers to the up-to-date methods adopted and to the efficiency of the staff dealing with the travelling public.

The total turnover for the year on account of tour sales was £480,788, as compared with £402,147 for the previous year, an increase of approximately 20 per cent.

The branch of the Department's activities which deals with the sale of travel within New Zealand is a most important link in the development of travel to, and within, the Dominion.

In so far as overseas visitors are concerned, the staff of the various tourist bureaux are able to give full and unbiased information regarding the scenic attractions of New Zealand, and in many instances encourage travellers to prolong their stay in New Zealand.

It is important that when travellers have been induced to visit this country that there is some organization to assist them in making their travel arrangements and to help them, where necessary, so that at the conclusion of their stay they may leave this country well satisfied not only with our scenic attractions, but also with their reception and the assistance rendered to them during their stay here.

The Government Tourist Bureau Travel Service fulfils this function admirably, and the staff in their dealings with overseas visitors recognize that a satisfied tourist is one of the best advertisements for New Zealand.

The Bureau Service enables travel agencies overseas to sell New Zealand tours with confidence in the knowledge that their clients will be met on arrival and all their requirements carefully attended to.

A very valuable connection with many of the leading travel agencies throughout the world has been built up, and as these agencies play a most important part in directing travel to various countries, particularly in America, the connection is a valuable one.

This branch not only caters for the visitor from overseas, but also takes an active part in developing travel within the Dominion by working in close touch with travel interests in the promotion of group tours, excursion trips, &c.

The facilities provided by the service for carefree travel are, of course, available to our own people, and every effort is made to encourage New-Zealanders to see their own country. Whilst large numbers of New-Zealanders already use the Department's free service there is room for a big development in the recognition by our people of the valuable help that the New Zealand Government Tourist Bureaux can render.

(b) Shipping and Cruises.

It is pleasing to record that the volume of travel to the South Island tourist resorts increased appreciably during the year. The fact that the new steamer "Awatea" made frequent trips from Australia to Wellington, coupled with the efforts made by the staff of the Department's branches in Australia to popularize travel in the South Island, contributed largely to this state of affairs.

The s.s. "Marama" made eight direct trips from Melbourne to Bluff, and, generally speaking, satisfactory bookings were obtained for all sailings.

The excellent appointments and speed of the new steamer, the "Awatea," were favourably commented on by travellers, and the Union Steam Ship Co., Ltd., are to be congratulated on the initiative shown in providing such a fine ship for the Tasman service.

During the year six cruising liners from Australia visited Auckland and Wellington, and two cruises were made direct from Sydney to Milford Sound. All cruises were well patronized, and this method of travel is becoming increasingly popular.

It is interesting to record that many of the cruise passengers enjoyed their somewhat brief visit to such an extent that they expressed the intention that they proposed to visit New Zealand again in the near future and spend a real holiday in this country.

The popularity of these cruises would appear to indicate that there is a possibility that a decided stimulus would be given to travel from Australia to New Zealand during the winter months if it were possible for shipping companies to introduce excursion fares during that period of the year.

The inauguration during the year of direct shipping services from Japan and the Netherlands, East Indies and Malaya open up additional direct prospective fields from which tourists may be expected.

During the year the Department received much assistance from travel interests throughout the Dominion, and the spirit of co-operation shown was greatly appreciated.

(c) Transport and Accommodation.

Attention has been directed in this report to the rapid manner in which the tourist industry is developing in this country, and the time is now opportune to give consideration to the problem as to whether we are in a position at the present time to cater satisfactorily for any further material increase in the number of tourists visiting this country.

Dealing with the transport side of the industry, it is felt that there need not be any uneasiness in respect of this section as the facilities for the conveyance of passengers can be developed as the demand for such facilities grows.

This satisfactory state of affairs is, however, not so in respect of the accommodation at present available in New Zealand to meet the demands of overseas visitors, and the travelling public of this Dominion.

At certain periods of the year under review great difficulty was experienced by the Department in arranging accommodation of a reasonable standard for overseas travellers, and in the event of any large increase in the number of arrivals next year the situation will be extremely difficult to cope with.

A shortage in accommodation is very inconvenient, and it is most discouraging to find that it is sometimes necessary for tourists to curtail their visit to this country on that account. Whilst quite a number of hotel-proprietors have enlarged their accommodation and on modern lines it is hoped that many more will endeavour to meet the situation by making extensions to their premises prior to the commencement of next season.

(d) Air Services.

The popularity of travel by air services in New Zealand is rapidly increasing, and there are promising indications of direct air services from the United Kingdom and the United States of America to this Dominion during the next year. Should services such as these be established, New Zealand will be in close touch, from the point of view of time, with largely populated countries whence we may expect many tourists.

(c) Group Tours.

During the year the Department planned comprehensive itineraries for several parties from overseas and made all travel arrangements in connection therewith.

The organization of these tours was carried out without a hitch, and members of the parties expressed appreciation regarding the efficient manner in which all arrangements were made.

The principal parties handled during the year were the Federated Chambers of Commerce party, the Queensland Bowlers' party, the Australian Primary Producers' party, and a party of Australian skiing enthusiasts for the New Zealand Winter Sports Championships.

It is not the policy of the Department to encourage or take part in arrangements for travel from New Zealand to other countries, but during the year a party of thirty-eight farmers from all parts of the Dominion was organized to visit Australia. The main object in organizing this tour was to promote friendly relationships between the farmers of New Zealand and Australia, and also to reciprocate to some extent for the assistance rendered in the past to this Department, by the various Australian tourist bureaux and farming organizations in Australia, in the formation of group tours to this country.

STAFF.

No important changes in staff took place during the year, but owing to the volume of work now being handled by the Department, due to the development of the tourist industry, it was necessary to increase the general staff during the period under review.

PUBLICITY.

It is pleasing to report that the Government has shown a decided interest in the development of tourism, and during the past two years has materially increased the vote for this purpose.

With the additional funds available the Department was able to extend its publicity activities, particularly in the United States of America, where, according to reports received, there is a growing interest in travel to the South Pacific.

The methods adopted by the Department to encourage travel to and within the Dominion are principally as follows:—

- (a) Advertising in magazines and newspapers.
- (b) Distribution of standard and 16 mm. films of New Zealand scenery, booklets, folders, photographs, posters, circular letters, lantern slides.
- (c) Radio broadcasting.
- (d) Placing articles on New Zealand with overseas newspapers.
- (e) Participation in exhibitions.
- (f) Window displays.
- (g) Lectures on New Zealand.
- (h) Frequent contact with travel agencies.

The Department recognizes the fact that, generally speaking, persons travel for pleasure to a particular country, because of an idea which has been established in their minds through something that they have read or heard about that country, consequently countries that are seldom heard of or read about, are not visited by travellers from other lands.

The question that has therefore to be solved is what is the best method of reaching the largest number of prospects in the shortest possible time. It has been the experience of the Department in its publicity work that the best and quickest method of reaching the potential tourist in the first place is by a direct advertising appeal in magazines and newspapers in the territory to be covered.

The other forms of publicity are important and necessary to supplement and strengthen the direct appeal, but lose some of their value if not supported by magazine or newspaper advertising matter.

Advertising campaigns in leading journals in countries from which a material increase in the tourist traffic may be expected—*i.e.*, the United Kingdom and the United States of America—can now be arranged with the additional funds available for publicity work, but as continuity of effort over a period of years is essential, if the full value of an advertising effort is to be gained, it is hoped that it will not be necessary for any reduction to be made in the future in the sum now appropriated by Parliament for this important work.

During the year under review an advertising plan covering newspapers and magazines in Australia was put into operation, and an advertising appeal in America and Canada, directed towards educationists and others who travel during the American summer, was arranged in specially selected journals having a national distribution.

The campaign undertaken in Australia was of an intensive character covering the best media likely to reach the travelling public, the designs of the advertisements being attractively produced, and the results achieved were entirely satisfactory.

From advice received the magazine-advertising plan in the United States and Canada attracted the attention of readers of the media used, and as a result many inquiries regarding this country were received by the Tourist Commissioner at Los Angeles from practically every State in the United States. The prompt response to this appeal is most encouraging.

During the year the Department leased the premises and plant owned and formerly used by Messrs. Filmcraft for the production of cinematograph films.

The Department is now able to produce its own films, photographs, lantern slides, window-display units, &c., at a considerable reduction in cost, and the members of the staff employed are doing excellent work and showing a considerable amount of initiative in producing novel designs and other features.

Publicity for the scenic attractions of New Zealand is still being actively pursued by means of cinematograph films in Europe, Asia, and Africa, and ships trading from United Kingdom and North American ports are being regularly supplied, and a special release was obtained in many theatres throughout Australia.

Valuable publicity was also obtained by means of 16 mm. films, which are much in demand by lecturers in Australia, the United Kingdom, Canada, South Africa, and the United States of America.

Photographs and lantern slides of New Zealand scenery were much sought after by visitors from overseas, and a large number were distributed. Albums of selected views were placed on passenger-ships trading between Australia and New Zealand, and the Department's overseas representatives were able to secure valuable free publicity by the reproduction of photographic subjects in the press of other countries.

In order to make known the scenic beauties of New Zealand to the children of this Dominion a large number of photographic enlargements were distributed to the schools.

Posters were largely utilized, and a high standard in this form of publicity has been reached. Several of the most striking designs were reproduced in quantities and despatched for display in other countries.

The Department participated in a large poster exhibition in Brussels and subsequently in a number of Continental countries.

Window-display units, which were constructed by the staff of the Department at the Film Studios, were sent overseas and attracted very favourable attention, particularly a series of six which were forwarded to the office of the High Commissioner for New Zealand, London, for the purpose of advertising New Zealand produce.

During the year attractive window displays of New Zealand scenery were arranged in the United Kingdom, Northern Europe, Canada, and the United States of America.

Travel organizations in the countries mentioned have been most helpful in co-operating in this respect.

The Department's representatives have been most active and successful in their efforts to place articles dealing with the scenic attractions of this country and various phases of New Zealand life in overseas newspapers and magazines. These articles, frequently well illustrated, appeared in some of the leading magazines throughout the English-speaking world, and valuable publicity was obtained.

Steps were taken during the year to arrange for the writing and placing of newspaper articles on New Zealand in German, French, Dutch, and Scandinavian languages in a number of suitable publications throughout Northern Europe.

The Department's publication "New Zealand in the News," which contains items of news interest, was widely distributed to the press in other countries, extracts therefrom being published in several newspapers, and useful publicity being thereby obtained.

The demand for publicity literature continues steadily to increase, with the result that large reprint orders from all classes of this material had to be placed before the end of the financial year.

The special booklets dealing with the Rotorua thermal region and the Southern fiordland were in keen demand in the Dominion, many more of our own people visiting these resorts during the season. These booklets were also in great request in Australia and on the various cruise ships.

The larger and more comprehensive books covering all the leading resorts and centres of the Dominion were very widely distributed in all parts of the world, particularly in the United States, Canada, Australia, and the United Kingdom, while advantage was taken of the Johannesburg Exhibition to circulate some thousands of these to selected addresses in South Africa. As a result of this latter distribution many inquiries have been received from prospective visitors, and a number of people made the trip from Durban and Capetown before the close of the season.

For widest distribution throughout the world generally the folder type of publication is still found to be very popular, and the "General Folder," covering all phases of life and scenery in New Zealand, has again fulfilled a most useful purpose. This has been spread to all travel agents, shipping companies, and booking agencies, and has also been largely utilized for distribution at exhibitions.

The smaller booklets prepared for distribution from travel agency offices have proved very popular, and extra editions had to be printed during the year. These booklets, which fit a medium-sized envelope, are posted by agents to prospective clients and are not as expensive to post as the larger books, while containing a similar amount of information in condensed form.

"Facts and Figures," the small pocket Year-Book, has again proved to be one of the most useful publications produced by the Department. In the latest edition the title originally used, "New Zealand in a Nutshell," has been revived, with a suitable cover design making an attractive change from previous issues.

The distribution of publicity literature so as to prevent wastage presents a problem, and during the year the Department made an arrangement with a large American organization which caters for this class of service, and which has offices staffed with trained assistants in leading tourist hotels and

departmental stores throughout the United States and Canada, to handle the distribution of folders, booklets, &c., on New Zealand throughout these territories. Stocks of literature for distribution to specially selected clients will be held by this organization, which has a very large and important clientele amongst the wealthiest sections of American people, and the service undertakes to create new travel business. The arrangement entered into should have beneficial results and make for the orderly distribution of the Department's folders.

In the radio-publicity field a special series of weekly broadcasts of one-quarter hour duration dealing with New Zealand's scenic attractions and phases of New Zealand life were arranged from one of the principal stations in Los Angeles for a period of three months at a very reasonable expense, and from the number of written and telephoned comments made to the radio station it would appear that the programmes were well received. Broadcasts from Toronto and New York were also arranged.

It is proposed to make further use of this method of advertising, particularly in encouraging travel within the Dominion.

During the year the Department was represented at the Empire Exhibition held at Johannesburg, South Africa, and a very attractive display was arranged, which was very favourably commented on in one of the issues of the *London Times* (weekly edition). The Commissioner was instrumental in obtaining a considerable amount of publicity for New Zealand through the South African press and was able to make this Dominion known to the many thousands of visitors to the exhibition.

Comment has already been made in this report to the value of securing the co-operation of travel agencies throughout the world in the promotion of travel to this country, and the Department has given particular attention to this matter during the year. Travel agencies in the United Kingdom, Australia, Europe, Ceylon, South Africa, the East, and North America have been regularly supplied with travel literature and specimen inclusive-priced tours of New Zealand, and, where possible, have been contacted by the Department's overseas representatives, and every effort made to secure their good will.

Staffs of the leading overseas travel firms were addressed on tours in New Zealand, and a special light-weight folder, attractively printed and setting out details of a range of New Zealand inland tours, and a specially planned agents' bulletin, together with particulars of advance sailing schedules for Pacific and trans-Tasman shipping services, were supplied to all travel agencies throughout the United States of America and Canada.

During the year under review the Department took active steps to promote travel within the Dominion to the various tourist resorts, and a comprehensive advertising plan was arranged through local newspapers. This was supported by window displays in the main cities and towns, film screenings, and travel talks by members of the departmental staff, and the distribution of posters and literature.

DEPARTMENTAL ACTIVITIES WITHIN THE DOMINION.

The satisfactory increase in number of overseas visitors to this Dominion and the buoyancy of travel within New Zealand was reflected in revenue earned by the Department from its various activities, and the total sum reached a record figure.

The hotels conducted by the Department were well patronized, and the various facilities provided for the holiday-maker at the Government spas were very popular with visitors.

In order to cater satisfactorily for the travelling public, extensive repair work and renovations were carried out at the Chateau Tongariro, and a number of private bathrooms were installed, and extensions to the lounge made at the Hotel Waitomo.

Improvements were made to the accommodation at Lake House, Waikaremoana, by the installation of running hot and cold water service in the bedrooms and by alterations to the electric lighting system. The motor-camping area was further developed at Waikaremoana by the provision of up-to-date facilities.

The Milford Track was maintained in good order and condition throughout the season, and it is pleasing to report an increase in the number of people who visited this particular locality.

A suspension bridge was constructed across the Clinton River at Glade House, and this improvement was much appreciated by visitors.

Improvements were carried out at Cascade Creek Camp to cater for the increase in the number of visitors to the Eglinton Valley. This trip is becoming more popular each year.

Morere Hot Springs was a very popular tourist resort during the past year and the steps taken by the Department during the past few years to keep deer out of the reserve and protect the bush has greatly thickened the undergrowth, and the reserve has been much improved from the scenic point of view.

At Queenstown it is pleasing to report that the grass on the new bowling-green came away freely, making an excellent playing-surface, and this additional playing-area was much appreciated by visitors. The new tourist bureau is an added improvement, and provision was made for more up-to-date facilities for handling the travelling public.

In order to increase the flow of hot mineral water to the various baths at Te Aroha a bore was put down, with satisfactory results. A commencement was made towards the latter part of the year with the painting of the various bathhouses and other buildings.

At Rotorua the work of changing the borough electrical system from a 110 volt to a 230 volt system was proceeded with, and satisfactory progress made. During the year a number of vapour street-lighting fittings were erected in the business area of the town, and a considerable improvement has been made to the standard of lighting, the high illumination from the new system being very favourably commented on by visitors to Rotorua. Flood-lighting in the gardens and Neon colouring of the geysers are being proceeded with.

Improvements and additions were made to the water and drainage systems in the town, and a considerable amount of maintenance-work to the departmental buildings was done.

FINANCIAL.

The revenue collected from the various activities controlled by the Department, and the expenditure from the Consolidated and Public Works Fund for the past six years, was as follows :—

<i>Return of Receipts, 1931-37.</i>							
	1931-32.	1932-33.	1933-34.	1934-35.	1935-36.	1936-37.	
	£	£	£	£	£	£	
Receipts	58,876	59,138	65,077	75,634	84,564	100,678	

<i>Return of Expenditure, 1931-37.</i>						
	1931-32.	1932-33.	1933-34.	1934-35.	1935-36.	1936-37.
	£	£	£	£	£	£
Consolidated Fund	91,951*	85,850*	91,571*	103,028*	124,151*	148,389*
Public Works Fund	87,609	14,455	13,510	12,880	13,683	16,789

Ticket sales at the Government tourist bureaux for the past six years were as follows :—

1931-32	£241,415	1934-35	£343,933
1932-33	£263,573	1935-36	£402,148
1933-34	£308,255	1936-37	£480,789

* Includes expenditure on overseas publicity.

APPENDICES.

APPENDIX A.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

THE TRADE AND TOURIST COMMISSIONER IN CANADA AND THE EASTERN UNITED STATES.

The Trade and Tourist Commissioner reports that as a result of the advertising appeal made to the magazine-reading public of Canada the office correspondence increased greatly, information being sought on all matters pertaining to travel in New Zealand. As a result of this advertising many reputable travel agencies decided to sponsor special escorted parties and issued leaflets giving full information of sailings, fares, and tours in this Dominion.

The work of planning itineraries for travel agencies and assessing their cost has reached considerable proportions, and is a tribute to the effectiveness of the advertising and of the personal visits made to agencies in the large cities. These calls engender good will and foster and maintain interest in New Zealand travel.

Consequent upon growing interest in overseas travel generally, particularly from the United States, competition has grown more intense, and it is remarkable, yet true, that agents are served by representatives from many foreign countries in a manner which leaves little room for improvement. In addition to providing film, window-display material, models of steamships, trains, and airplanes, some countries also pay for or subsidize individual advertising and for the printing of leaflets and folders. Poster designs in colour are offered freely, and, in addition, attractive enlarged coloured photographs framed ready for hanging in main offices are also freely distributed.

The Trade and Tourist Commissioner expressed the opinion that during recent years New Zealand has not lagged behind other countries either in service to travellers or in the supply of essential and interesting advertising material. Each year marks improvement in the general attractiveness and suitability of the publications and display material offered by the Department, and high encomiums have been passed upon them by interested parties. Reference is made to the fact that the file folder containing information for travellers, which was prepared for the Los Angeles office, has been adopted by other countries.

The work of advertising New Zealand in large-scale exhibitions has been continued, and at the Canadian National Exhibition held annually in Toronto a very attractive display was arranged. The New Zealand display, as a unit, was awarded a Gold Medal by the directors.

Window displays were arranged throughout the year in the following cities: New York, Atlantic City, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, and Buffalo.

With the provision of additional attractive material, specially designed by the Department for window-display purposes, it is proposed to extend this form of publicity during next year.

Personal calls were made during the year on leading travel offices throughout Canada and the eastern seaboard of America and every effort made to elicit their interest and support. The statement is made that throughout the United States and Canada there are now 200 travel agencies who are active in sponsoring travel to New Zealand, and it is anticipated that this number will be increased in the near future.

The past year has been a most active period in respect of the number of lectures given on the scenic attractions of this Dominion. Apart from twenty personal engagements, addressing service clubs of all types and a few schools, a special lecture was given in one of the leading auditoriums in the City of Toronto to an assembly of nine hundred people, for which an admission charge was made. Addresses were given on many varied subjects, but, in the main, they dealt with the Dominion's sporting and scenic attractions.

This means of publicity is very largely availed of in both Canada and the United States, and during the long autumn and winter season the calls made upon the office were greater than it was possible to accept. Almost without exception at these engagements either coloured lantern slides or 16 mm. silent films were used, prepared for the purpose by the Department of Publicity in New Zealand, and it is pleasing to report that this material was most favourably commented upon because of its merit and educative interest.

Acknowledgment is also made of the efforts of many people interested in or native of New Zealand who lecture either in the United States or in Canada, and sometimes in both countries. The New Zealand Government is well served in this connection by some twenty volunteer speakers, and the Department appreciates very much the assistance rendered by them.

Where opportunity occurs, use is made of radio publicity, and during the year five electrical transcriptions of stories of New Zealand travel were used over the world-wide short-wave station at Schenectady.

Extended use was also found for both silent and sound film of New Zealand scenery, small-size film being distributed to approved lecturers and for societies interested in New Zealand. Standard film was supplied to passenger-liners plying the Pacific and the Atlantic oceans. A depot for distributing New Zealand silent film was established at Montreal and is proving most successful as to coverage, and this central service will later be extended to New York and Chicago. The film already supplied was kept working most actively during the autumn and winter seasons and forms an important feature of the general publicity effort.

THE TRADE AND TOURIST COMMISSIONER IN WESTERN AMERICA.

The Trade and Tourist Commissioner for New Zealand in Western America reports that, because of the comparatively recent inauguration of New Zealand Government representation in Western America, a review of a complete year's activities has not been available hitherto and therefore comparisons by which progress may ordinarily be adjudged are not possible. Establishment in a new territory necessitated considerable preliminary work in both tourist and trade promotional fields, and, despite several uncalculated factors which militated against a more favourable initial year, undoubtedly encouraging results have been achieved.

The fact will be appreciated that, although the area nominally served by the Los Angeles office consists of only the eleven Western States of the United States of America, both trade and tourist activities will, at all times, be subject to national economic conditions. During the year under review industrial, commercial, and political situations have arisen to result in conditions not propitious to the undertakings for which the representation was established. However, an increase in the number of American visitors to the Dominion and a larger volume of trade between the United States and New Zealand indicate that, while certain factors were unfavourable, a measure of success has been achieved.

During the year the Department took its place amongst the interests competing for the American overseas travel expenditure, and close touch was kept with those engaged in travel-selling. One hundred and thirty authorized travel agents in this area are completely equipped to arrange and sell New Zealand inland tours to be carried out under the auspices of the Department in New Zealand. Agents' file-folders of information, pamphlets, booklets, posters, and other promotional material have been regularly supplied, and personal calls at the majority of these agencies have been effected to stimulate interest in the sale of New Zealand travel, to establish routine, and to create good will between the travel salesmen and the Department. An increasing number of special itineraries have been planned for agents for submission to their clients. Letters of introduction to facilitate the New Zealand visits of individuals have been furnished through the same channels. Addresses have been given to groups of tour salesmen to indicate the "selling-points" of New Zealand in order that they may be better equipped to present New Zealand as a tourist country.

One of the principal tasks to be undertaken was that of dissuading agents from offering to the public round-trip tickets to Australia, thus presenting New Zealand as merely a place of call en route.

Results from our activities were confidently anticipated to become more evident during the New Zealand tourist season now ending, but the extremely unfortunate withdrawal of the Union Line's steamers from the Pacific Coast—New Zealand route and the complete tie-up of all shipping as the result of the maritime strike were responsible for the very drastic reduction of business which had been stimulated in this way.

During the latter portion of the year it was decided, in view of the conditions then obtaining, to direct activities towards the promotion of traffic at a time when circumstances would be more favourable, and, therefore, preliminary arrangements were made with leading tour agencies in Western States to promote groups to visit New Zealand during the coming months of June, July, and August—the Northern Hemisphere mid-summer period. Support has been afforded the promoters of these proposed tourist groups, and there is every indication that at least eight special parties will visit the Dominion at the time. In addition, an increased number of independent travellers can be expected to arrive.

THE TRADE AND TOURIST COMMISSIONER IN EUROPE.

The Trade and Tourist Commissioner reports that opportunity was taken during the year to secure relatively inexpensive publicity through window-displays, the placing of newspaper articles, the distribution of printed publicity material, brochures, posters, &c., and action was taken with the object of securing a distribution of both theatre-size and small-size publicity film. Steps are being taken to secure if possible without payment, some publicity through broadcasting-stations, and endeavours are being made to arrange for publicity without heavy expense through an extension of the distribution of photographic and window-display material.

Steps have been taken to arrange for the writing and placing of newspaper articles in German, French, Dutch, and Scandinavian languages in a number of suitable publications throughout Northern Europe. The office was able to participate in a large poster exhibition shown in Brussels, and subsequently in a number of Continental countries. Short news paragraphs prepared in the office and also from material sent from New Zealand have been translated and distributed to newspapers in Switzerland, Holland, Germany, Scandinavia, Austria, France, and Belgium. Wherever possible photographic material has been distributed with news paragraphs.

Contact has been established with a number of tourist agencies and with important shipping companies, and offers have been made to supply information and itineraries for prospective travellers who might visit the Dominion. In conjunction with the departmental representative in London offers have been made in a number of cases for the establishment of agency arrangements which would provide European travel firms with commission on tourist business directed towards New Zealand.

THE TRADE AND TOURIST COMMISSIONER IN AUSTRALIA.

The Trade and Tourist Commissioner for New Zealand in Australia reports that the past year marked the continuance of more prosperous conditions throughout the Commonwealth and that a substantial increase in travel from Australia to New Zealand was recorded. The total bookings including travellers' cheques issued, &c., by the Department's branches in Sydney and Melbourne, also sub-agents, throughout the Commonwealth amounted to the substantial figure of £108,385.

A record was achieved in passenger-booking revenue from cruises to New Zealand, and the bookings from practically all States showed an upward movement, a very substantial increase being shown in the case of Western Australia.

The shipping companies who operated the cruises to New Zealand were well satisfied with the manner in which the Department handled the shore excursions in New Zealand.

The business secured by sub-agents throughout the Commonwealth showed a marked increase over the previous year's figures.

New Zealand publicity during the year has embraced the following avenues to the limits permitted by local circumstances and the travel-staff capacity.

Increasing co-operation has been obtained, especially in the smaller State capitals and country centres, by way of free publicity in the nature of write-ups, personal paragraphs, photographic material, articles, &c. For the most part the cabled material from New Zealand has been good.

The demand for film screenings is becoming heavier each year. Films have been shown by members of the staff not less than one night a week and, on occasions, even three nights a week, to audiences of from fifty to three hundred and fifty persons, principally in New South Wales and Victoria, but also this year in West Australia, South Australia, and Tasmania. In this respect lantern slides are proving a most valuable auxiliary to "movie" material by way of a background for introductory lectures.

The "Filmsound" 16 mm. projectors purchased during the year and reinforced by Maori records have proved a most valuable medium of publicity.

In addition, films have been loaned to numerous organizations for private screenings, notably an oil company, who have shown to audiences totalling five thousand persons, all car-owners, and issued with special invitations.

A film service has been instituted whereby all overseas passenger-ships are supplied with New Zealand publicity films, which are changed on the ship's return to Sydney after completing the round trip.

This year has proved a record period for the South Island. This has arisen by reason of the increased patronage through the southern service and the popularity of Milford. Also all substantial tours of New Zealand prepared by both the Sydney and Melbourne bureaux have included South Island travel wherever possible, and usually as the major component. The special press campaign for the South Island has also done excellent service in popularizing the southern resorts. Moreover, to the Queensland and northern New South Wales districts, the snowfields of the south have a peculiar appeal.

Full and cordial co-operation was extended to all travel interests, which was reciprocated, making for a very happy atmosphere.

From time to time throughout the year articles and letterpress of all kinds have been contributed from this office to various journals. In most cases this has been done in conjunction with the ordinary advertising, but in some instances, however, it has been gratuitous free publicity. Most of the material used has been original in its entirety.

The Department's publication, "New Zealand in the News," has been utilized to the best advantage and at times favourable publicity has been obtained. Items appearing in the sheet which are of outstanding nature, especially when supported by unusual photographs, are invariably used.

LONDON REPRESENTATIVE.

The Department's representative in London reports that throughout the year the bureau was kept busy dealing with inquiries regarding New Zealand, but owing to the extremely heavy outward bookings from New Zealand on account of the Coronation celebrations in London this year difficulty was experienced by prospective English tourists in securing return steamship accommodation, and as a consequence some business was lost.

No group tours were organized during the year under review owing to the difficulty in securing return steamship accommodation, but plans were in hand for several parties during next year, and every effort will be made to stimulate this type of tour.

Close contact was maintained with travel agencies, and these contacts will be continuously renewed and extended. Much has been done to stimulate interest in New Zealand by travel agencies, and this work will be continued. It is pleasing to record that the London bureau enjoys the full confidence of travel agencies and shipping companies.

Appreciation was expressed of the very sincere interest the High Commissioner takes in the work of the bureau. His valuable advice is available at all times. Head Office and the bureaux in New Zealand have given their fullest co-operation throughout the year, and returning tourists speak in the highest terms of the service of the Department and of the Department's officers with whom they came in contact. Personal service, both in London and in New Zealand, is one of the major factors helping to increase the flow of English tourists to New Zealand, and it is pleasing to note that with the growth of the Department this spirit of personal service remains.

TOURIST AGENT, TE AROHA.

The Government Tourist Agent at Te Aroha reports that the various springs, drinking-fountains, bath buildings, &c., have been kept in good order during the year. The water-supply, both hot and cold, has not given any trouble.

The Domain has been kept in good order during the year. The display of flowers, the neatly kept lawns, borders, and paths have given great pleasure to the many visitors to the Domain.

The track to the summit has been well maintained and a large number of visitors have climbed the mountain. The height of the mountain is 3,126 ft. above sea-level, and on a clear day there is a splendid view from the summit.

The upper reaches of the Waihou River have yielded some good catches of Rainbow trout. Wild duck were not so plentiful as last year, but a few good bags were made on private lagoons at the commencement of the season. Godwit, curlew, and dottrel were plentiful on the Thames Coast, Waibi Beach, and Tauranga Harbour.

The Te Aroha Municipal Band rendered a number of programmes in the Domain during the year, which were much appreciated by visitors and residents.

The X-ray apparatus was used frequently, sixty-seven patients having been X-rayed.

The total rainfall for the year was 45.33 in., rain being recorded on 175 days. Daily records were kept and forwarded to the Meteorological Department.

General maintenance-work was carried out during the year, and a bore for hot mineral water was put down in November, and the result obtained was very satisfactory, all baths now being kept at a suitable temperature.

DISTRICT MANAGER, ROTORUA.

The District Manager reports an increase of 12 per cent. in the revenue collected during the year as compared with the previous year, the total sum reaching £55,596, which constitutes a record.

All sections of the departmental activities at Rotorua showed an increase, and the continued popularity of the baths and playing areas was reflected in the very satisfactory increase in the revenue collected from these sources.

The receipts from the round trip again showed a substantial increase, and the returns would probably have been much better had it not been for the inclement weather conditions during the peak holiday periods.

The increase in the amount received from hire of boats reflects the great popularity of Lake Tarawera during the fishing season.

The returns from the sanatorium showed a considerable improvement, and the District Manager wishes to place on record the valuable service rendered by Dr. A. T. M. Blair, who acted as Government Balneologist during the absence of Dr. J. D. C. Duncan during his tour of inspection of European spas, which was arranged for the purpose of enabling Dr. Duncan to report on the most up-to-date methods available in connection with therapeutic treatment and the facilities available at the leading spas in that territory.

The passenger-booking branch of the Department's activities at Rotorua continues to provide a very useful and essential service to overseas visitors and the travelling public generally, and during the year special arrangements were made by the branch to enable cruise visitors to view the thermal sights and enjoy the Maori entertainments.

During the year the reduced working-hours per week were applied to all sections of the Department at Rotorua, and the District Manager states that he is pleased to report that the principle is working satisfactorily.

The various buildings, fittings, and equipment in the various sections have been well maintained. On account of the age and condition of certain buildings, and peculiar atmospheric conditions in and around the buildings and areas administered by the Department, this work is of considerable magnitude.

Minor improvements are being effected and the working conditions improved from time to time, and some time has been occupied by the staff in the construction and alteration of the various buildings, workshops, fittings, and plant. No major building operations have been undertaken.

Certain alterations were made to the old works office to provide additional office accommodation for the Internal Affairs Department.

An addition was also made to the painters' workshop, and the conditions under which this staff are now working have been considerably improved. In regard to the painting section, maintenance-work has been considerably facilitated by the acquisition of a spray-gun equipment. For certain classes of work this plant has proved of considerable assistance, and maintenance-work on certain buildings, which has been necessary for some considerable time, has now been carried out by the use of this equipment. There is still an amount of arrears of maintenance-work to make up, but this is being carried out as methodically and expeditiously as opportunity and time permit.

Certain minor alterations have also been made to the carpenters' shop to permit of the installation of certain woodwork machinery taken over from the Public Works Department. These machines also are proving of considerable benefit in facilitating the work in this section.

Electrical.—The most important new works undertaken during the year under review were the extension of the supply to Central Road, Ngongotaha, and to the Rotoiti area.

The Central Road extension entailed the construction of two and a quarter miles of 6,600 volt lines and the necessary low-tension lines and transformers. The main purpose of this extension was to give supply to the farming community in that area.

In the Rotoiti area two miles of 6,600 volt lines have been erected, together with half a mile of low-tension line and transformers. Progress on this particular extension has been slow. This was unavoidable, due mainly to the difficulty experienced in obtaining delivery of the required poles.

Satisfactory progress has been made in the change-over from 110 volt to 230 volt supply, and during the year 370 consumers have been changed over, the total number to date being 529. It was found necessary to employ extra staff to deal with the applications continually being received from new residents in the town, or on account of shifting of consumers who have had their appliances changed to the higher voltage. In conjunction with the change-over a good deal of line construction work has been required to give supply at 230 volt and to meet the requirements of new consumers.

During the year twenty-seven mercury-vapour street-light fittings were erected in the business area of the town, and have considerably improved the standard of lighting. The installation has been favourably commented on and, whereas the old method of lighting was the cause of a good deal of criticism, the high illumination from the new system is freely acknowledged. The remainder of the street-lighting system has been extended and maintained as required.

Water-supply.—Sixty-seven new connections were made to the water-supply, necessitating the laying in various streets for this purpose of 1,400 ft. of $\frac{1}{2}$ in., 70 ft. of $\frac{3}{4}$ in., and 1,600 ft. of 1 in. piping.

In connection with the Ohinemutu drainage system controlled by the Rotorua Borough Council, as indicated in my last year's report it was necessary for the purpose of giving supply to this system to lay 1,850 ft. of 3 in. cast-iron main. By arrangement all conveniences in the Native Village were connected to the new mains, necessitating laying of 1,100 ft. of 1 in., 160 ft. of $1\frac{1}{4}$ in., 200 ft. of $\frac{3}{4}$ in., and 100 ft. of $\frac{1}{2}$ in. G.W.I. pipe.

For the purpose of giving an improved supply, especially for fire-fighting purposes, in the James and Pretoria Streets areas, 2,000 ft. of 4 in. cast-iron mains were laid in place of the existing 1 in. supply.

Also to improve the supply to the area adjacent to the Cottage Motor Camp at Ohinemutu, an additional 700 ft. of 1 in. piping was laid, resulting in a very considerable improvement.

Drainage.—Eight new consumers were connected to the system during the year.

The condition of the gravitation main from Pukuatua Street to the septic tanks necessitated the renewal of 2,050 ft. of 12 in. cast-iron Stanton spun pipe. In accordance with arrangements entered into with the Rotorua Borough Council in regard to the use of portion of our mains in connection with the Ohinemutu drainage system, portion of the cost of this work was paid by the Council.

Sanatorium Grounds.—The gardens have been maintained in first-class order and the usual standard maintained in regard to the floral display.

The gardens are a very popular rendezvous for all visitors to Rotorua, and eulogistic remarks are made from time to time on the lay-out and wonderful display of flowers.

The Rachel Spring and Malfroy Geysers are a continual source of interest. The appearance and general effect have been considerably improved as a result of the flood-lighting. It is hoped that before next season the general lighting effects in the gardens will also be considerably improved as a result of the installation of a new ornamental lighting system. This material is now on order, and the work will be put in hand as early as possible.

The playing-areas have received the usual seasonal attention and have been kept in excellent playing order, many favourable comments being made by the clubs operating on the respective areas in regard to their condition.

All paths, drives, hedges, &c., have received the usual attention and have been well maintained.

Throughout the summer season a regular supply of flowers was forwarded to Waikaremoana Hostel, together with plants and flowers as required to the Chateau Tongariro.

Reserves.—The various reserves under the control of the Department have been well attended to, and all boundary fences and paths overhauled and are now in reasonably good order. The carved houses, gateways, &c., at the Model Pa were painted prior to the tourist season, and the reserve in all other respects received attention. This area is used for reception purposes to the large tourist parties from the cruise ships and provides an excellent setting. The pa is a source of continual interest to visitors.

Round Trip.—The trip has operated very satisfactorily and smoothly throughout the year. Additional comfort was provided in the launches used primarily for round-trip purposes by the construction of a glassed-in saloon on the launch "Manuwai" on Lake Rotomahana, while, in so far as the staff is concerned, an improvement on the "Rangitihi" on Lake Tarawera by the building-in of a pilot-house has been a boon.

A new rowing-boat and outboard engine were purchased during the year to meet fishermen's demands.

The various boats were completely overhauled, and no difficulty was experienced as a result of the Marine Surveyor's inspection and the issuing of certificates for the current season.

BALNEOLOGIST, ROTORUA.

The Acting Balneologist reports that the receipts for the past year have shown a considerable increase, chiefly owing to the fact that the numbers of patients in the sanatorium remained at a high level during the winter months. As many of the patients who receive treatment during this period are farmers, who are able to leave their farms only in the winter, this increase is no doubt due to their better financial position this year as compared with the past few years.

The massage staff have carried out their work most efficiently during the year. In spite of changes in the hours of duty of the sanatorium staff and bath-attendants, necessitating the employment of an increased number of temporary attendants, the work has been carried on satisfactorily.

The Ward and Blue Baths were closed to children of school-age during the Christmas holidays, as there was reason to believe that their crowding together would favour the spread of infantile paralysis. Though this must have caused a considerable loss, the baths fees for this year have shown a marked increase.

MANAGER, WAITOMO CAVES AND HOTEL.

The Manager reports that the year under review was a record so far as revenue was concerned, an increase of 16 per cent. being recorded.

Caves and Hotel.—Approximately nineteen thousand people visited the caves and nine thousand visitors were accommodated at the Hotel. A larger number of travellers would have visited the hotel had it not been for the inclement weather during the Christmas and Easter holiday periods.

Improvements to Hotel.—The work of building private bathrooms was completed before the commencement of the tourist season, and there was a steady demand for this class of accommodation.

The main lounge was extended so that it opens out on to the front vestibule, and this has given more room and also improved the appearance of the Hotel. New carpets were provided for the lounge and main corridor downstairs.

A commencement was made with the erection of the cottage for the Chief Guide, and this building will be ready for occupation during next year.

MANAGER, LAKE HOUSE, WAIKAREMOANA.

The Manager reports that there was a further increase in revenue.

During the year a new hot-water system has been installed, while all bedrooms have been fitted with basins and hot and cold water. The old staff cottage has been renovated and turned into two comfortable dormitories to take the overflow from the hostel during rush periods.

All tracks, buildings, and equipment have been kept in good order.

THE CARETAKER, MORERE HOT SPRINGS.

The Caretaker reports a large increase in the number of visitors to the Morere Hot Springs, with the result that the revenue showed a material increase.

The new open-air swimming-pool was very popular with visitors, who expressed their appreciation of the facilities provided.

The native bush in the reserve has improved a great deal during recent years owing to the steps taken by the Department to prevent damage to the undergrowth by deer and the eradication of noxious weeds.

The building of the new open-air swimming-bath and the improvements made to the grounds have made the entrance to the reserve more picturesque, and further improvements are being proceeded with in respect of tracks, &c.

THE MANAGER, MILFORD TRACK AND HOTEL.

The Manager reports that the Milford Track was well patronized during the season, an increase in the number of visitors being recorded, despite the setback to travelling in the South Island caused by the infantile paralysis epidemic.

Milford Sound has had a busy season with shipping, the "Marama" having called on sixteen trips to and from Melbourne, disembarking and embarking passengers on each trip. Over eighty passengers landed direct from Australia, commencing their New Zealand tours from Milford Sound. Several tourists embarked here for Australia, having completed their tour of New Zealand.

The "Maunganui" made two direct cruises from Sydney to Milford Sound, each trip being well patronized. The tourists were able to land at Milford for a few hours on each trip.

The "Maunganui," also the "Wanganella," made one cruise from Wellington to Milford, both ships being fully booked.

The weather during the past season has been very unsettled, snow having been experienced on the McKinnon Pass late in January. The rainfall has not been exceptionally heavy, only one party of tourists being inconvenienced by floods.

The Milford Track was maintained in good order throughout the season. A suspension bridge has been constructed across the Clinton River at Glade House.

The new road to the Homer Pass is progressing favourably, the advance party being within three miles of the Divide.

As the lighthouse at St. Annes Point has now been built it should be in operation at an early date, and passenger-ships should be able to call at Milford on regular time-table.

The Grave Talbot Pass has been crossed by thirty mountaineers during the past season. Mount Madeline was climbed from the Cleddau by Mr. Simm and party. A new pass was made by Guide Suter and Miss Byles, of Sydney, from the Hollyford to Harrison's Cove. Miss Gardiner and Guide Alec climbed Mount Hart, returning to the Eglinton via the Grave Talbot Pass.

THE MANAGER, THE CHATEAU TONGARIRO.

The Manager reports a record year in respect of the total revenue collected at this resort, which was practically double the total sum collected during the first year the Department had control of the hotel.

New staff quarters were erected during the year, the main building reroofed and thoroughly renovated inside, this improvement being favourably commented upon by the guests. All water-pipes on the outside of the building were lagged and the balcony in front of the main building was reroofed.

General maintenance-work on all buildings, plant, &c., has been attended to during the year, and the various services, such as the hydro-electric plant, water and drainage systems, &c., have been well maintained.

Roads, Tracks, &c.—All walking-tracks from the Chateau have received attention so far as it was possible owing to the adverse weather conditions throughout the summer.

A new bridge was erected over the Whakapapanui above the Chateau and on one of the favourite walking-tracks, the work being performed by members of the hotel staff, and owing to the excellent way in which the bridge was constructed it should last for many years.

During the past year the main roads leading to the Chateau Tongariro have been used a great deal by heavily laden timber lorries, and this fact, coupled with the wet summer experienced, has made it difficult for those responsible to keep the roads in good order and condition.

The golf-course continues to do well, and the healthy appearance of the grass comes in for much favourable comment. The tournament inaugurated last year was again held this year and proved popular with the guests. The fees collected show an increase over last year.

Ski-ing.—The New Zealand ski-ing championships and first inter-Dominion meeting were held in August, and a representative team from Australia competed, victory going to the Australians by a very narrow margin in the inter-Dominion competition. The presence of an overseas team of skiers added largely to the interest shown in this year's winter sports, and the Chateau and hut accommodation were taxed for many weeks.

Many complimentary references were made by members of the ski clubs and guests at the Chateau Tongariro to the manner in which the Department contributed to the success of the championship meeting and the excellent way in which the management catered for the enjoyment of visitors.

Guiding, Mountain Climbs, &c.—There was a considerable increase in the receipts from the hire of climbing equipment, &c., showing that this sport is becoming very popular. The climbing year was unfortunately marred by a very sad tragedy in May, 1936, when Mr. Gordon, of Taumarunui, lost his life by slipping off the slopes of Paretaitonga into the crater lake.

Staff.—The staffing of the Chateau Tongariro is still a major problem owing to the uncertain volume of traffic and the isolated locality in which the hotel is situated. On the whole, the staff seemed to be settled and contented, and gave excellent service during the year under review.

CARETAKER, LITTLE BARRIER BIRD SANCTUARY.

The Caretaker reports that the routine work on the island was regularly performed and that tracks were attended to and kept open.

The coast-line was traversed frequently in order to prevent unauthorized camping.

Bird-life is on the increase, and it is interesting to record that the Caretaker counted sixty native pigeons in a small clearing, which he walked across without one bird taking to wing.

Active steps were taken during the year to prevent any increase in rats on the island, which are a menace to the bird-life, and a large number were either shot or trapped.

Records of the weather and rainfall were carefully recorded throughout the year and supplied to the Meteorological Department.

APPENDIX B.

LIST OF HIGH ASCENTS AT FRANZ JOSEF GLACIER, SEASON 1936-37.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
			Ft.	
1936. Dec. 26	D. S. Carty ; Guides, J. Cox and G. Somerville	{ Mount Wilszek . . Elie de Beaumont	10,027 10,200	{ First ascent and traverse from west to east. Route : From Almer Hut over head snow- fields of Franz Josef Glacier, across a new pass leading down on to Spencer Glacier, and thence from a high bivouac in the Callary Valley, on western spur of Mount Elie de Beaumont, between the Spencer and Burton Glaciers. The western ridge was followed to the summit of Mount Wilszek, traversing the peak, and thence along eastern ridge to summit of Mount Elie de Beaumont, descending down the south-eastern face to Tasman Glacier and to Malte Brun Hut.
1937. Jan. 15	Mrs. E. Theomin ; Guides, J. Fluerty and Jack Durnford	Mount Sefton . .	10,359	Ascent and descent by western face from high bivouac at head of Scott's Creek above Welcome Flat.
Jan. 15	G. Clark, B. Thompson ; Guide, J. Cox	{ Lendenfeldt . . Mount Tasman . . Silberhorn . . Teichelmann Peak	10,503 11,475 10,757 10,368	{ First complete traverse from west to east. Ascent from Pioneer Hut at head of Fox Glacier to Col. between Mount Haast and Lendenfeldt, traversing Mount Lenden- feldt and thence by north-east ridge to summit of Tasman, descending Tasman's southern ridge, ascending Silberhorn, and thence along ridge to Teichelmann Peak, finally descending the south-east of the Silberhorn to the Grand Plateau and over Glacier Dome to Haast Hut.
Jan. 18	G. Clark, B. Thompson ; Guide, J. Cox	Mount Cook . .	12,349	Ascent and descent by the Lenden route from the Haast Hut.
Jan. 28	Mrs. E. Theomin ; Guides, J. Fluerty and C. Pearsons	Mount Lendenfeldt	10,503	Ascent and descent by north-east ridge from the Pioneer Hut, later crossing Pioneer Pass to Haast Hut, and thence to the Hermitage.
Feb. 20	Max Spoerri ; Guide, J. Cox . .	{ Mount De la Beche Minarets Peaks	10,022 10,058	{ Ascent from Almer Hut to Graham's Saddle, and thence by south-west face and South Ridge to summit of Mount De la Beche, and thence to the top of two peaks of the Minarets. Descent made same way.

HIGH ASCENTS FROM THE HERMITAGE, SEASON 1936-37.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1936.			Ft.	
June 3	Miss N. Lovegrove, Mr. I. Lawrence ; Guide, M. Bowie	Minarets ..	10,058	From Malte Brun Hut via Ranfurly Glacier.
Sept. 19	Mr. C. Wyatt ; Guide, M. Bowie	Elie de Beaumont	10,200	From Malte Brun Hut and Lendenfeldt Saddle.
Sept. 29	Mr. C. Wyatt ; Guide, M. Bowie	Minarets ..	10,058	From Malte Brun Hut via Ranfurly Glacier.
Dec. 9	Mr. H. K. Douglas ; Guide, M. Bowie	Elie de Beaumont	10,200	From Malte Brun Hut via Ranfurly Glacier.
Dec. 12	Mr. H. K. Douglas ; Guide, M. Bowie	Minarets ..	10,058	From Malte Brun Hut via Ranfurly Glacier.
Dec. 13	Miss K. Gardiner ; Guide, V. Williams	South Peak Cook	..	From Gardiner Hut via Western Rock Ridge.
Dec. 19	Mr. H. K. Douglas ; Guide, M. Bowie	Silberhorn ..	10,757	From Haast Hut via Grand Plateau and Southern Ridge.
Dec. 27	Mr. H. K. Douglas ; Guide, M. Bowie	{ Traverse Silberhorn .. Tasman .. Lendenfeldt ..	{ 10,757 11,475 10,503	{ From Haast Hut via Grand Plateau and Southern Ridge. Descent West Ridge and Pioneer Pass.
1937.				
Feb. 4	Miss C. Irving ; Guide, M. Bowie	{ Silberhorn .. Teichelmann ..	{ 10,757 10,368	{ From Haast Hut via Grand Plateau and South Ridge. Descent same route.
Feb. 20	Mr. H. Hall ; Guides, M. Bowie and L. K. Murray	Minarets ..	10,058	From Almer Hut and Graham's Saddle.
Feb. 22	Mr. H. Hall ; Guide, M. Bowie	Malte Brun ..	10,421	From Malte Brun via Malte Brun Glacier and West Ridge.
Mar. 17	Miss C. Irving ; Guide, M. Bowie	Haidinger ..	10,059	From Haast Hut via Freshfield Glacier and South West Ridge.
Mar. 18	Miss C. Irving ; Guide, M. Bowie	Lendenfeldt ..	10,503	From Pioneer Bivouac and Marcel Pass.
Mar. 27	Miss B. Sinclair ; Guide, M. Bowie	Haidinger ..	10,059	From Haast Hut via Freshfield Glacier and South West Ridge.
April 18	Mr. N. Denton ; Guide, M. Bowie	Minarets ..	10,058	From Malte Brun Hut via Ranfurly Glacier.
Feb. 2	Miss Dora de Beer, Miss M. B. Scott ; Guides, H. M. Sweeny and L. Mahon	Minarets ..	10,058	From Malte Brun Hut via Ranfurly Glacier.
Feb. 4	Miss Dora de Beer, Miss M. B. Scott ; Guides, H. M. Sweeny and L. Mahon	Malte Brun ..	10,421	From Malte Brun Hut via Malte Brun Glacier and West Ridge.

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