



It's all yours

One of these evenings, when you've got a bit of time on your hands, take a look round the house. We don't doubt you'll find all the essentials, most of the comforts and some of the luxuries which really make life worth while. And it's all yours. Well, you've earned it, none better. But take a closer look . . .

Aside from the food in the larder and the furniture, almost everything which contributes to your present comfort and standard of living had to be imported from overseas.

That's a sobering thought.

It emphasises, as nothing else does, your complete dependence on the seas and the ships which sail the sea. Take them away, disrupt their service—and all your work goes for nothing. New Zealand must have ships.

And not just ships.

In an economy as complex as yours, there must be a regular and dependable

service of ships, a service which is related as far as humanly possible to the national and seasonal needs of an island race of primary producers.

That is the service which is yours today. It did not come by chance; it came because there was—as there had to be—close co-operation between all the interests concerned, shippers and shipowners alike. That co-operation is still the foundation of New Zealand's link with the outside world.

And what are its advantages to you, the producers of New Zealand's wealth? A moment's thought provides the answer. You have four individual Lines working as one for the benefit of all, co-ordinating their separate services and providing, in effect, one great fleet to serve New Zealand's needs. You have the freedom and certainty with which trade flows into and out from New Zealand's ports. You have, finally, the direct result of these endeavours—your standard of living, among the highest in the world. . . .

. . . and that, indeed, is worth preserving

Issued in the interests of mutual understanding by

NEW ZEALAND OVERSEAS SHIPPING LINES

SHAW SAVILL & ALBION CO. LTD • THE NEW ZEALAND SHIPPING CO. LTD • PORT LINE LIMITED • BLUE STAR LINE LIMITED