$\begin{array}{ccc} & 1932. \\ {\rm N~E~W} & {\rm Z~E~A~L~A~N~D}. \end{array}$

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, 22nd August, 1932.

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, 1932.

ADAM HAMILTON,

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.

SIR,-

Wellington, 20th August, 1932.

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, 1932. Following previous practice, a separate report is submitted in respect of the Department of Industries and Commerce. The report is this year, for reasons of economy, somewhat shorter than on previous occasions.

I have, &c.,

G. W. CLINKARD, General Manager.

The Hon. Adam Hamilton, Minister of Tourist and Health Resorts and Publicity.

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ANNUAL REPORT.

ORGANIZATION AND STAFF.

The reorganization of the Department consequent upon the amalgamation of the Department of Tourist and Health Resorts, the Department of Industries and Commerce, and the Publicity

Department in 1930 has been made fully effective during the past year.

By section 21 of the Finance Act of 1931, the Census and Statistics Office, previously administered as a branch of the Department of Internal Affairs, was transferred to the Department of Industries and Commerce, and the financial appropriations of the Department as a whole are now divided into three sections: (1) Industries and Commerce; (2) Tourist and Publicity; and (3) Census and Statistics.

During the past year the Greymouth Tourist Bureau was closed, and Messrs. Nancarrow and Co., Greymouth, were appointed as booking-agents. Agents were also appointed at Palmerston North

(Messrs. M. A. Elliott, Ltd.) and at Masterton (Mr. R. H. Williams).

I contemplate the appointment of further agents on a similar basis in other towns where the Department is not at present represented, and where the circumstances do not justify the establishment of our own offices.

The results already achieved—despite the present unsatisfactory economic conditions—give every

encouragement to this extension of the Department's service through agency arrangements.

Honorary agents of the Department who are able to assist both in matters of trade and tourist traffic have for some years past been assisting the Department at many points overseas. A further appointment was made during the past year in the person of Mr. S. Hutchison, a New-Zealander resident and in business in Shanghai. Appointments at Suva and Hong Kong are under action.

The gentlemen who have been appointed as our honorary agents overseas are in practically all cases New-Zealanders now engaged in commercial pursuits abroad, and the thanks of the Department are due to them for the loyal and effective work done in the investigation of trade matters and in

relation to the distribution of publicity material.

As from the 21st June, 1931, the Department took over from the Railways Department full responsibility for the Auckland and Wellington Central Booking Bureaux, which had previously been administered jointly by the two Departments. A resulting economy in staffing represented a saving of approximately £2,000. There has been no loss in efficiency, and no reduction in the service to the public, while unified control has eliminated certain minor difficulties.

As from the 11th November, 1931, the Department took over, under the terms of section 19, subsection (4), of the Reserves and other Lands Disposal Act, 1931, the control of an area of approximately 150 acres of the Tongariro National Park on which is situated the Chateau Tongariro

and its accompanying facilities.

The administration of this additional resort has involved increased work for the Department as

a whole.

There have been no important changes in staff personnel during the year, and, apart from increased operations such as those just referred to, reductions in staff have been made and considerable economies effected. In view of the reductions effected in 1930–31, further substantial staff economies, unless accompanied by a reduction of departmental activities, cannot be secured without definite loss of efficiency.

I propose, however, to arrange, as far as circumstances will permit, to adjust the staff in certain

branches a little more closely to the seasonal demands involved by the fluctuations of traffic.

Some extracts from the annual reports of controlling officers at various branches within the Dominion and overseas are quoted in Appendix A of this report. Appendix B gives a list of the high ascents from Franz Josef Glacier and from the Hermitage, Mount Cook, during the past alpine climbing season.

TOURIST TRAFFIC.

The past year has been a difficult one from the point of view of those catering for the tourist traffic in the Dominion. Both local and overseas traffic has fallen off materially as compared with previous years. The result of this is, of course, reflected in the financial returns of transport organizations and hotels. Although there has undoubtedly been a substantial decline in the business during the past year, many resorts have been able to report quite satisfactory business, and the extent of the decline in the tourist traffic has perhaps not been so great as might have been expected.

It has been noticeable from the experience of the Department's booking bureaux that the value and extent of the individual tours taken both by local and overseas travellers has been less than in previous years. There has been a tendency to economize and to limit the expenditure wherever

possible.

During the past year the Department has been able to extend and improve its agency arrangements and contact with a number of the larger travel firms and transport organizations in North America. The New Zealand Trade and Tourist Commissioner, with headquarters at Toronto, has had opportunities of making personal contact with many of the large companies and booking offices who are able to influence business to New Zealand. They have been placed in possession of full information as to time-tables, fares, &c., and, where necessary, may now secure prompt assistance on matters of detail from the Department's Commissioner in America. The distribution of publicity material has also been greatly improved, and the result of these activities is manifesting itself in increased inquiries and definite business.

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New Zealand was again visited last year by two cruise-ships of the Matson Line, and further visits from cruise-ships are planned and expected for the coming season. The prospects of traffic from America are undoubtedly enhanced by the inauguration of a new steamship service from San Francisco and Los Angeles to Auckland. This new service is being supported by extensive publicity

Traffic from the United Kingdom during the past year was affected at a critical period by the departure from the gold standard. More or less temporary difficulties were caused, and definite cancellations of bookings resulted. The maintenance of an exchange rate favourable to visitors from the United Kingdom has no doubt, however, served to encourage traffic. The High Commissioner's Office in London is now in closer association with shipping companies and travel organizations, and during the past year several further important overseas travel firms located in the United Kingdom have been added to the list of those which the Department represents in New Zealand, and through which business is arranged on commission.

Tourist business from Australia is always looked upon as being of major importance, and it is from the Commonwealth that we secure the majority of our overseas visitors. Improved publicity methods in the Commonwealth, supported by better "selling" arrangements through the Department's agents and offices, have offset the general tendency for reduced travel. Our efforts, however, have been faced with difficulties in the matter of adverse exchange, the closing of the State Savings-bank of New South Wales, increased taxation, the threat of shipping strikes in late spring and early summer, and the absence of direct shipping from Melbourne. Despite these difficulties, the Department's Australian organization personally dealt with over seven hundred people during the past year, and sold shipping tickets and travel to a total value of over £23,000. These figures are actually greater than in earlier years. The average individual value of the tours sold, however, has shown a decline, and reflects the tendency towards a shorter trip and a cheaper holiday.

Our agency arrangements in Australia have been improved by the addition of representatives in more important centres not previously touched. During the past year the Commissioner in Australia had the opportunity of visiting the Netherlands East Indies and Malaya, and appointed agents in several centres in that region. Definite business results have followed.

With an improvement in economic conditions in the Commonwealth the tourist business which New Zealand is able to secure from Australia should increase materially. Through increased publicity and extended agency arrangements the Department is now doing everything which can reasonably be expected to develop the traffic.

A further field of opportunity for tourist development work exists in India and other Eastern countries. To a limited extent it has been possible to do publicity work in that region during the past year, but more extensive activities through film publicity and direct mail advertising are planned for early adoption.

Publicity.

A further substantial reduction in the amount available for overseas publicity was last year made necessary for financial reasons.

In view of the very wide field available to be covered it will be readily understood that the appropriation makes it inevitable that our publicity in many areas is negligible. It is fortunate, however, that certain overseas shipping and railway companies spend considerable sums in advertising the Dominion's attractions, while the Produce Boards have continued to carry out extensive trade publicity work in the United Kingdom. The Publicity Officer in the High Commissioner's Office, London, has again assisted and co-ordinated much of the work of the Produce Boards.

Following the advent of sound films, which have practically superseded the silent picture in all theatre circuits, the Department produced, with the assistance of Messrs. Filmcraft Ltd., seven sound "synchronized" pictures as well as two taken in the field with "sound" directly recorded. These turned out quite successful, and were very favourably commented upon both in New Zealand and abroad.

Arrangements were made with the Greater Australasian Films Corporation, of Sydney, by which positive copies of these sound films have now been released throughout Australia and New Zealand on a basis which will provide the Department with some return on its outlay, in addition to the excellent publicity value of this release.

In addition, copies of some of these films have been sent for showing in India, while others are in circulation in Canada and South Africa. All of the sound films have been despatched for release in the United Kingdom.

On the industrial side arrangements have been made to take a picture with sound effects of the meat industry, which is expected to prove of great value in advertising the prime quality of New Zealand meat to overseas buyers. Other trade publicity films are planned for production during the

The Department, in conjunction with Messrs. Filmcraft Ltd., is at present engaged in the production of a feature picture to be entitled "New Zealand To-day." This film, which is being taken with sound effects and with certain sections in colour, will present a practically complete picture of New Zealand's development, both socially and industrially, covering particularly the main primary industries, the sport, and the scenery of the country. In addition to its great publicity value, a certain amount of revenue should be received from its release.

The valuable outlet afforded by the showing of films on board various passenger vessels has been availed of during the year. Both "sound" and "silent" films have been made use of, and reports as to these have generally been of a complimentary nature.

Apart from this effort, the silent, titled film still plays an important part in the main publicity campaign, being most useful for showing in connection with lectures and gatherings of a special nature

arranged by overseas agents and others.

The small-sized or 16 mm. film suitable for showing in private homes, small halls, or hotels, to selected audiences, is steadily growing in favour and finding fresh outlets. The best of the Department's films have been reduced to this size, and through the agency of Messrs. Kodak Ltd. and other sources, are daily covering a wider field in various parts of the world.

It has been amply proved that the film plays a most important part in modern publicity work.

During the year it became necessary to replenish stocks of literature of the folder type, which were almost exhausted owing to the heavy demands of overseas agents, shipping offices, &c., for this material. A new folder with an attractively designed cover and frontispiece in colour, which dealt generally with the leading attractions of the Dominion, was prepared specially for overseas use, and large quantities have been despatched to various contact points throughout the world.

In addition, a series of five folders covering in detail the various zones of interest to visitors, such as the fiords, lakes, and mountains of the South Island and the volcanic and thermal belt, caves, and forests of the North Island, were prepared for use within the Dominion as well as for overseas purposes, while a separate folder dealing entirely with sport to be obtained in New Zealand was also produced.

A further issue was prepared of the booklet known as "New Zealand Facts and Figures" or the "Pocket Year-book" which contains a large amount of useful condensed information republished from the Official Year-book and other sources. This booklet was brought up to date and reissued, and a booklet containing a series of New Zealand tours specially arranged for Australian visitors was also printed and distributed from the various Australian offices.

In all a total of over one hundred thousand pieces of literature were despatched overseas during the year, over ninety-seven thousand being placed with the various agents, shipping offices, &c., and the remainder going to a wide list of private addresses and for distribution at exhibitions held in various

parts of the world.

The Department, through its overseas organization, has also distributed large quantities of printed

matter produced by Progress Associations and similar local bodies.

A valuable publicity medium, of which considerable advantage was taken during the year, consisted of the preparation of special articles accompanied by photographs for publication in overseas journals and newspapers. One result of this was that several high-class journals made a special feature of photographs and letterpress, thus bringing the Dominion before the notice of many thousands of readers with whom the Department would probably not otherwise come into contact.

Considerable use was made of exhibitions held in various parts of the world, notably at Toronto, through the despatch of specially prepared show materials. These consisted of garments and articles of Native manufacture, dioramas, show posters, transparencies, films, lantern slides, and coloured enlarged photographs. Sporting trophics in the shape of mounted trout, swordfish, and stags' heads were also made use of. Similar materials in more mobile shape were made available for window displays in several of the main centres in the United States, Canada, and Australia.

In newspaper and periodical advertising the effort was naturally restricted by the limited amount of money available, but the appropriation was made use of as widely as possible in the direction from which immediate results might be anticipated. The major effort was thus directed upon Australia where previous experience has justified the expenditure. Very little could be done in this matter in the United States, Canada, Africa, or the East, which would require large allocations to

ensure worth-while results.

In addition to the posters already prepared a striking new design was made use of during the year and large numbers of these sheets were despatched. Altogether some six thousand posters were sent away from the Dominion for distribution and display. A very useful tourist map was also reprinted and eleven hundred copies were sent overseas to meet the many requests for a good map

of the Dominion. Further posters are in course of preparation.

A steady demand for photographs for various purposes resulted in large numbers of prints being sent out during the year. Of the photographs supplied some four hundred were coloured enlargements used for exhibition and special display purposes, while of the seven thousand whole-plate prints issued, many found their way into the pages of magazines and papers in the United States and elsewhere. Postcard prints issued numbered over seven thousand, the majority of which were purchased by visitors. Lantern slides to the number of 2,870 were despatched to various countries for lecture purposes, while sixty-eight transparencies were prepared for exhibition purposes in America and elsewhere.

DEPARTMENTAL ACTIVITIES WITHIN THE DOMINION.

The Department's organization within the Dominion has continued to provide services called for extensively by our own people and by the incoming traffic from overseas. The booking bureaux, particularly in Auckland and Wellington, have been conducted with reduced staffs, and despite some falling-off in the individual value of tours sold the number of persons handled has been maintained at high figures.

As has already been mentioned, the Department took over last year full control of the Auckland and Wellington Railway Booking-offices, which, being located in the same offices as the Tourist

Booking Bureau, had been administered separately.

The Mail Agents on the Trans-Pacific steamers are now also acting as representatives of the Tourist Department. This gives, as a whole, an improved organization and unified control, which, taken in conjunction with our agency and commission arrangements with overseas firms, enables the

Department to give a complete and satisfactory service to intending travellers. As in the previous year, the Department has continued to provide and directly control facilities at several scenic resorts vested in the Department. The more important of these are Waitomo Caves and Hostel; Rotorua Baths, Gardens, &c.; Te Aroha Springs and Gardens; Lake House, Waikaremoana; Queenstown Gardens; and Glade House, Milford Track. The vesting under the Department's control of an area of the Tongariro National Park, on which is located the Chateau Tongariro, has already been referred to. So far as these activities may be expected to return a direct revenue, they have, of course, been detrimentally affected, in common with all hotel and similar undertakings, by the general falling-off in traffic during the past year or two. Several of the other more important reserves which are vested in the Department have been leased, and unfortunately the lessees have in general been experiencing difficulty in carrying on.

In many respects the Department is called upon to assist in improving the tourist facilities in Dominion, and work of this nature has been done during the past year in many localities. The amount available for this class of work has, however, been reduced, and the only important undertaking of a developmental character now proceeding is the completion of the work of construction of

the new Blue Bath buildings in Rotorua.

FINANCIAL.

The revenue of the Department during the financial year under review was £58,876, a decrease of £9,648 over that of the previous year, and the expenditure, including the Overseas Publicity Branch, was £91,951, as against £120,413 for the previous year.

The following tables give details of revenue and expenditure for the past six years; also the

receipts and expenditure at the main tourist resorts:-

		Return	of Receipt	s, 1926–32.				
Receipts		1926-27. £ $61,674$	1927–28. £ 65,447	1928–29. £ 72,658	1929-30. £ 75,083	1930-31. £ 68,524	1931–32. £ 58,876	
		Return oj	f $Expendit$	ure, 1926–3.	2.			
Consolidated Fund		1926–27. €	1927–28. £	1928–29. £	1929–30. £	1930–31. £	1931–32. ₤	
Public Works Fund	• •	$76,378 \ 31,981$	$76,865 \\ 36,673$	82,987	130,615*	120,413*	91,951*	
* Includes expenditure Ove of Chateau Tongariro.	erseas P	,	,	39,254 † Largely rep	20,546 presented by 1	60,288 repayment of l	87,609† loans in respec	t

Passenger Booking Branch—Ticket Sales.—1930-31, £173,930; 1931-32, £241,415: increase, £67,485. Sales, 1931-32, include Central Railway Booking-offices' sales at Auckland and Wellington.

Statement of Receipts and Expenditure at Main Resorts.

Resort.		Year 1931-32.				Year 1930-31.			
		Receipts.	Expenditure.	Excess of Ex- penditure over Receipts.	Excess of Receipts o ver Expenditure.	Receipts.	Expenditure.	Excess of Ex- penditure over Receipts.	Excess of Receipts over Expenditure.
		£	£	£	£	£			
Te Aroha		$1,\tilde{1}33$	3,004	1,871		1,244	$\stackrel{\cancel{\text{L}}}{=} 3,541$	$\frac{\pounds}{2,297}$	£
Rotorua			31,642		3,833	38,367	39,330	963	
Waitomo Caves		7,322	6,651		671	10,352	8,391		1,961
Lake House, Waikaremoana		2,096	2,834	738	, .	2,491	3,585	1,094	1,501
Queenstown		256	602	346		223	735	512	i
Glade House and Milford Track		1,564	4,364	2,800		2,845	7.179	4,334	
Morere Hot Springs		450	316		134	539	394	ĺ	145
Passenger-booking bureaux		8,743	11,762	3,019	, .	7,893	12,296	4,403	

APPENDICES.

APPENDIX A.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

THE TRADE AND TOURIST COMMISSIONER FOR NEW ZEALAND IN AUSTRALIA.

"Location of Offices.—The move to ground-floor accommodation in Sydney has proved to be well worth while. The window display spaces have been attractively decorated, and they are an excellent draw. Inquiries about tours and a thousand-and-one other matters are becoming so numerous that it is only with great difficulty that our present staff is able to cope with the callers.

"Agents.—In addition to the agents in the cities and towns mentioned in the 1931 annual report, there are now representatives in Australia in: New South Wales—Hay, Albury, Wagga Wagga, Katoomba, and Tamworth; Queensland—Bowen and Toowoomba; Victoria—Echuca, Seymour,

and Horsham.

"In addition, the following agents have been appointed in the East: Lissone-Lindeman, at Batavia and Sourabaya (Java); K.P.M. Steamship Co., at Singapore, Samarang, Batavia, Sourabaya, and Macassar; Bousted and Co., at Singapore; American Express Co., at Singapore and Penang.

Illustrated Circular Letters.-It was with great disappointment that we learned that for the 1931-32 season you had been compelled to cancel the despatch of letters similar to those sent out in 1930-31. This was a most effective means of publicity, and we still very often get coupons filled in and sent to us from the people that you circularized almost eighteen months ago.

Newspaper Publicity.—This was done as effectively as funds would permit, but the cancellation at a critical period of a portion of the appropriation for this class of advertising was disturbing. We were very grateful, however, for a somewhat compensating subsequent expenditure that helped us

considerably.

"General Free Newspaper Publicity.—We have had quite a fair share of this, more, in fact, than most other countries and very often excellent articles appear in the Saturday's issue of the Sydney

Morning Herald which has a circulation of over two hundred thousand.

Publicity by Shipping Companies.—Competition between the shipping companies trading to New Zealand gave the Dominion quite a lot of publicity in the way of really good newspaper advertisements. This additional publicity compensated to some extent for our reduced allocation.

"General Publicity.—On a number of occasions radio talks from leading Australian stations have been given during the past year. Dozens of lantern lectures have been given to leading organizations not only by our officers, but also by private individuals. Window displays have been made and pictures circulated.

"Exhibitions.—During the year we made displays, free of cost, at the Australian Bushlands Exhibition and at the Advertising Club's Exhibition. Both were attended by many thousands of

visitors.

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

"Considerable organizing work has been done in both Canada and the United States, and the distribution of New Zealand publicity material has been considerably widened. Practically every large city with a population of over a million people has been visited and contact made with the chief travel offices. Not merely have the usual comprehensive publications been made available to these offices, but copies of itineraries of internal travel drawn up by the head office have been supplied and explained to the executive officers. In New York, Chicago, Philadelphia, Cleveland, and Detroit the leading offices have linked up with the Toronto headquarters of the New Zealand Government. Information and advice is tendered promptly regarding New Zealand's facilities for travel, and internal itineraries are submitted, on request, to these offices for their clients. This personal touch has undoubtedly had the effect of creating interest in New Zealand, and the offices concerned are now much better equipped to deal intelligently and quickly with tourists desiring to go to New Zealand.

"Judicious advertising, so necessary in these competitive times, has necessarily had to be restricted owing to financial stress in New Zealand, but the importance of displaying the Dominion's tourist attractions by means of enlarged coloured photographs, special tourist maps, posters, sporting trophies, and specimens of Maori handicrafts and clothing has been recognized. This class of material has been used to make colourful and attractive window displays in Chicago, New York, and Philadelphia. Centrally situated shop-windows have been made available without cost in all the cities concerned. This form of advertising is being developed and extended as experience teaches the precise form it

should take to meet the interests of particular localities.

"The field for exploitation is very large, and, as time permits, attention will be given to cities

ranging in population from half a million to a million.

"Despite the prevailing conditions, the tourist offices all report a better showing for the first five months of 1932 compared with 1931, and it is fully expected by those who keep in close touch with the tourist trade that during the summer of 1932 and 1933 a distinctly upward trend will be experienced. Interest in travel to the South Pacific is growing greater each succeeding year, and the prospects are enhanced greatly by the provision of new steamers, improved services, and lower fares. Wide publicity has been given to the attractiveness of New Zealand by means of special articles and the issue of folders by the steamship companies concerned. The amount spent by steamship companies during the past twelve months on advertising New Zealand has been greater than for years past.

"The services of honorary lecturers continue to be enthusiastically given, and much of the material necessary for their speeches is provided by the local office. The film and lantern slides used are considered to be of the highest standard of quality. The special posters are also popular and useful for display at exhibitions, in shop-windows, and at railway-stations. Several hundreds of fullplate photographs have been distributed to the photogravure press and to the weekly papers in both Canada and the United States, and have proved of the utmost service in illustrating special articles dealing with New Zealand sport and travel.

Officials in charge of large travel organizations have expressed the highest appreciation of the work of the Department in New Zealand as to the type of folders and general material and publications made available for distribution. Three outstanding organizations, dealing mainly with ocean traffic, have spontaneously written testifying to the improvement in matter and illustrations, to the promptness in service, the assistance rendered in the lecturing field, and by articles submitted to the press, and, in general, to the continued contributions made towards securing increased interest in travel

to New Zealand.

"The surface of tourist-travel possibilities has hardly been scratched in the North American Continent, but, due to the depression of the last three years, thousands of tourists have restricted their vacations abroad, and take, in the alternative, short holidays within the confines of the United States or Canada. Statistics prove that the Americans are the greatest travellers in the world, and with the return of a new cycle of prosperity we may witness an expansion of tourist business to the South Pacific which will make the growth of the last ten years appear but a stepping-stone to a new era of development."

CARETAKER, LITTLE BARRIER BIRD SANCTUARY.

"The stitch-bird is increasing in numbers. I see them regularly when I enter the dense bush. Other species of native birds are also on the increase. It is good to find the long-tailed cuckoo and also the shining cuckoo increasing each year. I was pleased to locate the rifleman, which is the smallest of native birds. As usual, scores of bell-birds and tuis are feeding near the house and are The yellow-fronted parrakeets, although rare, are certainly increasing in numbers, more very tame. so than in former years. The bush-wren are in goodly numbers. They usually feed in the dense bush and are not easily seen. I hear the kiwis calling at the close of the day. They come down near the house nearly every evening. Many come close to the house after darkness sets in. The native pigeons are still in considerable numbers. They feed on the beach on a small sweet grass and seem to like it well and also the puriri-berry which grows on the trees. I shot a wild cat lately close to the house, but have not seen one since.

TOURIST AGENT, TE AROHA.

"Bath Buildings, Drinking-fountains, &c. - The bath buildings, drinking-fountains, and pumps have been kept in good order during the year. Fifty cans of No. 15 spring water were sent to Rotorua baths as compared with sixty-two for the previous year.

"Gardens and Playing-areas.—The gardens have been kept up to their usual good standard, the display of flowers and well-kept lawns and playing-areas being much appreciated by visitors and

residents alike.

"Mount Te Aroha.—The track to the summit of Mount Te Aroha has been kept in good order

during the year, and a number of visitors have climbed to the summit.

Games.—The revenue from this source shows an increase of £55 16s. 6d. as compared with the The amount received for games, £438 0s. 8d., is higher than has been received for previous year. Tennis has been popular this past year, and has helped to keep up the revenue from many years.

this source.

"Music in the Domain.—The Te Aroha Municipal Band rendered a number of programmes in the domain during the year. The Auckland Girls' Brass Band visited Te Aroha during Easter week

and played several programmes in the domain.

X-ray Apparatus.—The X-ray plant has again been of good service during the past year, forty-eight patients having been attended to. The majority of these were accident cases. portable X-ray apparatus developed a fault in February last, and was taken to Rotorua for overhaul. Fortunately, the defect was only a small one and easily remedied.

General.—The general work in connection with the baths, gardens, drinking-fountains, buildings, &c., has been well carried out. A number of improvements have been made in the domain, and

nearly all of the buildings have been painted.'

DISTRICT MANAGER, ROTORUA.

"Buildings.—The outstanding feature in so far as buildings are concerned is the completion of the juvenile portion of the new Blue bath. This building is a reinforced-concrete structure, 88 ft. long and 73 ft. wide, with a pergola 22 ft. deep extending from the southern end. The swimming-pool, which is to be finished with 'Stourbridge' glazed fireclay bricks and tiles is 70 ft. long and 36 ft. wide, with a depth varying from 2 ft. 6 in. to 4 ft. 6 in., and a capacity of 70,000 gallons. Surrounding the pool is a 7-ft.-wide floor, in concrete grained plaster, finished and corrugated to prevent slipping. The exterior of the building is finished in "textured plaster," and is designed to give the appearance of old concrete. The lighting of the accommodation sections is of the ordinary type, but the bath itself is flood-lighted from the roofs, balcony, and pergola.

"In the large pool excavations and reinforcing are now complete. It

It is hoped to have at least

the bath portion of the main building complete before next season.

"The old Duchess bath building has now been completely fitted up as the departmental store, housing approximately £6,000 worth of stores, varying from copper cable for the electrical section to bath-towels for the baths, and including a special vermin proof compartment for foodstuffs, &c.

"The new store, tool-shed, stable, &c., in the kitchen-garden has been completed, and is a big improvement on the various 'tumbledown' buildings previously existing at different points in the Sanatorium grounds.

"The matter of the general appearance of the departmental buildings mentioned in my last report has been almost completely remedied in that all buildings, with the exception of the tea-house, have been painted, and despite the age of some of them they are now, I think, in reasonably good

Electrical Section.—Although in some directions there have been reduced demands for electrical supply, there have been increased demands for other purposes, and, as a result, we have had a busy year, and have carried out a number of extensions, besides reconstructing a number of the older As a result of the increase of load, the single 6,600-volt lines to keep pace with the heavier loadings. 3-phase circuit from Ngongotaha is now not large enough to carry economically the whole load required in Rotorua, and arrangements had to be made to duplicate it. One mile of this line was built on new poles and along a different route to the existing line, but the balance, four and a half miles, is erected on the same poles as the old lines. It has been a difficult piece of work and by careful organizing it has been possible to do it with the minimum of inconvenience to consumers.

"The Okere plant has been operated continuously during the year to reduce our demand on the

Public Works Department while Arapuni was out of commission.

"The necessary repairs have been carried out to keep the plant in a reasonable state of repair,

and it should still be a useful standby for some years to come.

"The Diesel plant was also operated five hours a day and six days a week for the first six months When the new generating-set of the year to reduce our demand on the Public Works Department. was installed in Auckland the Public Works Department no longer required us to operate the Diesel.

"The following table sets out the units generated and purchased for the year, and the new load connected, &c.:-

Year.		Purchased from Public Works Department.	Okere.	Diesel.	Total.
1090 91		1,013,297 1,132,819	1,530,134 1,027,807	$49,236 \\ 106,457$	2,592,667 2,267,083
Increase for	year				325,584

"New consum	ers		Number.	Watts.
`` Light		 	64	23,340
"Heat		 	45	35,700
"Ranges		 	28	113,500
"Extensions—	-			1.6. 600
m ``Light"		 	74	16,600
m ``Heat"		 	43	41,010
" Motors		 	26	32,814

"Total new connected load for year, 262.9 kw.
"Maximum load for year, 639 kv.a., 7.30 p.m., 26th March, 1932.

"Water and Drainage Section .- During the year thirty-five new consumers were connected with the water-mains. The following pipe-lines were laid in various streets to provide for extensions and new connections: 2,100 ft. of 1 in., 60 ft. of $\frac{3}{4}$ in., and 1,286 ft. of $\frac{1}{2}$ in. The 4 in. cast-iron main in Sophia Street was extended to the length of 200 ft. in order to provide consumers on the higher levels with a better pressure.

"At the request of the Fire Board, 2,300 ft. of 4 in. cast-iron main fitted with eight fire plugs

was put in in Ti Street and Wairoa Road at a cost of £398.

An electrically operated automatic pumping-plant was installed at Utahina Bridge to boost

the pressure to consumers on the higher levels during the summer months.

The usual maintenance work on all town mains and on all pipes and fittings in gardens and at baths and other departmental buildings has been carried out; also the laying of minor lengths of pipe to connect premises or renew many connections that had become useless through corrosion, &c., was

"All maintenance work was faithfully carried out on town main sewers, manholes, branch drains, pumping-plant, &c. All sanitary pipes and fittings in the gardens, baths, and other departmental

buildings have received attention.

" All pipes and fittings in basement of main bath building have been given a good coat of protective

material which, it is considered after experiment, will add several years' life to same.

"All the work in connection with the hot- and cold-water supplies to the various baths in the Ward bath building has now been completed. Work in connection with linking up the new Blue bath building with the 4 in. cast-iron main supply from Whaka and the 3 in. galvanized wrought-iron main supply from Rachel spring has also been completed.

"Gardens.—The playing areas, flower-beds, &c., have received the necessary attention during the year. The usual supply of vegetables, eggs, and poultry has been obtained from the kitchengarden for consumption at the Sanatorium and King George V Hospital. Waitomo Hostel has also

been supplied with whatever vegetables they have ordered.

"The bowling, tennis, and croquet lawns have been well patronized during the year. As a matter of fact, the fees received from this avenue show an increase of £64 18s. 10d. This fact, considering the times we are passing through, shows that these facilities have lost nothing in popularity with the general public. The past summer has been one of the driest experienced for years, and consequently during the last two months the ends of the greens showed signs of being the worse for wear. At present two of the bowling-greens are being partly returfed, and should, therefore, stand up to next season's play better than they have this year. The hard tennis-court has been top-dressed during the year. The ground formerly used as a small croquet-lawn is now being redug and laid down as a new green for winter bowling and summer croquet.

The various reserves have been well looked after, and the following gives a short description

of what has been done:-

Model Pa and Whaka Reserve.—All tracks, including that to the Trig. Station, have been overhauled and are in good order. The model pa has been kept clean and in as good a state of repair as possible, without spending any appreciable sum of money on materials. New signs have been erected and others repainted throughout the reserve.

'Block 49, consisting of 9 acres, which has been taken over by this Department from the Lands and Survey Department, has been completely cleared, stumped, and is now ready for planting in

native shrubs, &c.
"Kuirau Reserve.—During the year a scheme was started to divert the boiling water which flows alongside the road from the Kuirau spring. Borough employees entered the reserve and cut a drain without permission of the Department. The scheme has now been abandoned, and the Borough Council intends repairing the damage done to the reserve. The actual Kuirau spring maintains its usual level,

and some day will undoubtedly be of value as a source of hot-water supply for baths, &c. "Sanatorium Reserve: Golf-links.—By the time next year comes round I hope to have a good nine-hole golf-course, despite the fact that the Department has been unable to grant any money for the construction of same. A month ago I mapped out the nine holes and the fairways are now cut

and temporary greens placed.

"Sanatorium and Baths.—I attach the usual annual report from the Government Balneologist in connection with these two institutions. It is satisfactory to note the increased revenue derived from the baths for the year. From a business point of view every effort has been made to popularize the baths, both with the local people and visitors, and I look forward to a continued increase in revenue with the completion of the new Blue bath building.

BALNEOLOGIST, ROTORUA.

"Following in the wake of the general financial depression throughout the Dominion, our receipts from the Sanatorium and certain departments of our Spa establishment show a considerable falling-off—this mainly in the Sanatorium and out-patients' fees. The baths fees, on the other hand, are markedly increased. The popularity of the baths, mainly in the recreational pools, is no doubt due to the improved facilities for bathing and the attractiveness of our new buildings. The Ward baths have attracted many bathers and the new Blue swimming-pool, providing facilities for mixed bathing, has been popular to the extreme limit of its resources.

"The falling-off in the revenue from the Sanatorium, apart from the widespread necessity for individual economy, has, to a degree, been influenced by the various Hospital Boards cutting down their guarantees of patients' fees, and the medical practitioners conserving their treatment of

rheumatic patients at home.

"The Sanatorium.—Throughout the year the institution has been maintained to the limit of its efficiency and the buildings both within and without, have been painted and repaired.

'Approximately ten thousand baths and nine thousand special treatments were given, and the

results have been entirely satisfactory.

"The Main Bathhouse.—The more urgent repairs to the building have been carried out, and the whole of the outside of the building painted. No new constructional alterations have been added. "Massage and Physiotherapy.—These departments have been maintained to the highest degree

of efficiency and the new pyretic-couch treatments have proved a boon to many of our patients. "Staff.—During the past year there has been a radical overhaul of our entire staff, which has been considerably reduced. However, they have cheerfully risen to the increased hours and duties,

and loyally carried out their service to the Department.

"Summary.—Despite depression and restrictions in individual finance, Rotorua has been probably the most popular holiday place of the Dominion this year, and there is no doubt that the new baths have been important factors in attracting visitors to our Spa.

"The new Blue bath, with its facilities for communal bathing, has been particularly popular, and I am assured that when the whole scheme is completed it will be the social rendezvous of the township."

MANAGER, WAITOMO CAVES AND CAVES HOSTEL.

"I regret once again having to report a big decrease in revenue at this hostel during the past financial year. The cash receipts amounted to the sum of £7,322, as against £10,352 for last year.

During the year the following organized oversea parties visited this resort: S.s. 'Malolo,' 'Mariposa,' Pacific Tours, Criswell South Sea Island Tours, and the New South Wales Football Team.

The Labour Day week-end excursion from Auckland was only modestly patronized, forty

people taking advantage of the reduced rate.

"The total number of visitors for the year was 8,500. This number shows a decrease of 3,700 compared with last year, when 12,200 people visited this resort.

"During the year all buildings, fences, tracks, and furnishings have been kept in order.

"The Public Works Department have just completed resealing the Waitomo Road, so that our visitors should have a first-class road to travel on for many years to come.'

Manager, Lake House, Waikaremoana.

"Although there has been a decline in the receipts at this resort during the past financial year, there was not sufficient accommodation available to accept all the business offering during the Christmas and Easter holidays.

"There has been a further increase in the revenue from the camping-ground, for, with the opening

of the road through the Urewera, this locality has become very popular with motor campers.

"On New Year's day there were over two hundred people resident in the main camping-ground near Lake House.

"Four huts fitted with bunks, tables, fireplaces, &c., have been erected on the main camping-

ground during the year, and have been very well patronized.
"A number of improvements were effected at Lake Waikare-iti, including the erection of a substantial hut, the provision of a low-level boat-landing, and the extension of the track round the lake-shore for a distance of 7 chains."

THE HONORARY AGENT, FRANZ JOSEF GLACIER.

"Quite a number of interesting climbs were accomplished during the season, those of particular interest being the first ascents of Mount Tasman from the Westland side, and also the ascent of Mount La Perouse from the La Perouse Valley, by a party including three ladies, and the first ascent of Mount Copland from the same valley. Mount Cook and Mount Sefton were also climbed by parties

from the Franz Josef Glacier.

"The tracks in the vicinity of the glacier have been kept in good order throughout the year, and

the necessary care and attention to all the huts has been well maintained."

THE LESSEE, THE HERMITAGE, MOUNT COOK.

"The Ball Hut Road has been completed right to the hut. The Malte Brun Hut has been completed, and to meet the growing demand for winter sports we are commencing on enlarging the

"As you will note by the list we have had a very successful climbing season, and have been

favoured with better weather than usual."

THE TRACK-MANAGER, TE ANAU-MILFORD TRACK.

"The season has been very short, the track having opened on the 1st December and closed on the 8th March. Business has been deplorably slack, and at no time throughout have we been able to consider that the Milford Track was being well patronized.

"During the winter months the wharf at Glade House was repaired; new decking, stringers, and caps of totara now replace the old rotted structure. The timber was felled and squared on the

site, the resulting job being very creditable.

"At the commencement of the season the track was under snow and guides were frequently in attendance on the pass in December, and also in January on account of heavy rain. Two large slips occurred in January between Lake Ada and the mouth of the Arthur River.

"The Public Works Department is still working on the additions to Quintin huts. This work

should be finished in the course of another month or so.
"There have been more than the usual number of trampers across the Dore Pass this season, this track having become more popular since the formation of the Te Anau Road. This route has been inspected and a fair amount of clearing done through the bush. The track over the pass needs poles to assist trampers in finding the easiest and safest way over."

THE MANAGER, GOVERNMENT HOSTEL, MILFORD SOUND.

"Owing to the depression the tourist traffic to Milford Sound has been very quiet this season. The weather has been very favourable. Eleven tourists arrived via the Grave Talbot Pass; two of these were ladies. Three returned by that route, making fourteen to cross the pass during the season. Three others made the attempt, but were unable to cross owing to indifferent weather.

"The steamer service from the Bluff to Milford, returning via the Sounds, has been greatly missed this year. The Melbourne steamer has also been taken off this year, which also must have made a

difference to our bookings.

"Good progress has been made with the new road that is being formed from the landing to the hostel. All tourists who have visited Anita Bay have enjoyed their trip very much. They have appreciated the comfort of the hut there. A new track has been cut from the hut to the Greenstone Beach. Good sea-fishing has been enjoyed this year by the tourists, some of them bringing home

large catches.

"The new Cleddau Track has also been well patronized and appreciated by all who have made it. This track promises to become very popular, the scenery in that direction being very majestic.'

APPENDIX B.

LIST OF HIGH ASCENTS AT FRANZ JOSEF GLACIER, SEASON 1931–32.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1932. Jan. 7	D. A. Carr, G. L. Nanson; Guide, M. Lysons	Mount Lendenfeldt and Third Peak, Haast	Feet. 10,450 9,912	From bivouac on Pioneer Ridge to Marcell Col, and thence by north arête. Descent to col, then up south-west arête to third peak of Haast. Descent same
Jan. 17	Miss L. Familton; Guide, T. Sheeran	Minarets Peak and De la Bêche	10,058 10,022	route. From Almer Hut to Graham's Saddle, thence to col, south of De la Bêche, then to summit of peak by south arête, afterwards climbing both peaks of Minarets. Descent same way.
Jan. 17	Mr., Miss W., and Miss M. Skiellirup; Guide, J. Cox	St. Mildred		From Almer Hut.
Jan. 19	Miss L. Familton: Guides, P. Graham and T. Sheeran	Glacier Peak	9,867	Ascent by west face from bivouac on Pioneer Ridge.
Jan. 20	Miss L. Familton; Guides, P. Graham and T. Sheeran	Mount Lendenfeldt	10,450	Ascent from bivouac on Pioneer Ridge to Marcell Col, and thence by north-east arête.
Jan. 23	Mr. A. Rae; Guides, J. Cox and R. Gibson	Mount Lendenfeldt	10,450	Same route.
Jan. 31	Miss L. Familton; Guides, P. Graham and T. Sheeran	Mount Sefton	10,350	From bivouac on Copland Valley above Scott's Creek to Douglas Glacier névé, thence by west face to summit. Descent same way.
Feb. 23	Miss L. Roberts, Miss A. E. Stevenson, Miss. M. Scott, Mr. J. Mitchell, Mr. W. Fraser; Guides, A. Graham and T. Sheeran	Mount La Perouse	10,101	Ascent from a bivouac in La Perouse Valley by the western arête. Second ascent from the Westland side, and the first ascent by ladies.
Feb. 23	R. E. Clarke; Guide, M. Lysons	Mount Bismarck, Mount Roon, and Mount Moltke	8,324 7,850 6,850	Ascent from Defiance Hut, traversing Mounts Moltke and Roon to Mount Bismarck. Descent same way.
Mar. 1	Miss L. Roberts; Guides A. Graham and T. Sheeran	Mount Copland	7,695	Ascent from bivouac at Gulch Creek, La Perouse Valley, by the north face of the main east arête, thence to summit. First ascent.
Mar. 4	P. Blundell and N. Blundell; Guide, J. Cox	Minarets	10,058	Ascent from Almer Hut to Graham's Saddle, thence to col south of De la Bêche, thence by south-west face to summit.
Mar. 10	Guides Jack Pope, Jack Cox, and Joe Fluerty	Mount Tasman and Mount Lenden- feldt	11,475 10,450	Ascent from bivouac on Pioneer Ridge to Engineer's Col, and thence by main north arête to summit. Descent to Engineer's Col, and traversed Lendenfeldt back to bivouac. The first time that Mount Tasman has been climbed from the western side.
Mar. 25	Syd. Milne and P. Hull; Guide, T. Sheeran	Mount Rudolf	9,039	From Almer Hut to Graham's Saddle and thence by north-east arête.
Mar. 26	Same party	Minarets and De la Bêche	10,058 10,022	From Almer Hut to Graham's Saddle and to col, south of De la Bêche, up south arête to top. Return to col, then to summit of the two peaks of the Minarets by south face.
Mar. 28	Same party	Mount Roon and Mount Moltke	7,850 6,850	From Almer Hut across Franz Josef Glacier up Melchoir Glacier to David Rock, traversing round to Zurbriggon Col, to Mount Roon, and to Mount Moltke, down to Defiance Hut, traversing both peaks.
Mar. 28	Mr. H. Amos; Guides Jack Pope and Jack Cox	Mount Cook	12,349	From Franz Josef Glacier over Graham's Saddle to Haast Hut, and thence by the Linda Route to summit.

HIGH ASCENTS FROM THE HERMITAGE, SEASON 1931-32.

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Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1931.		•	Feet.	
Mar. 4	Miss K. Gardiner; Guide, F. Alack	Elie de Beaumont	10,200	From Lendenfeldt Saddle.
Mar. 5	Miss K. Gardiner; Guides, V. Williams and F. Alack	Mount Walter	9,507	From Tasman Glacier.
Mar. 14	Miss K. Gardiner; Guides, V. Williams and F. Alack	Malte Brun	10,421	Via Western Face.
April 4	Mr. K. Parker, Mrs. V. Williams; Guides, V. Williams and M. Bowie	Mount Sefton	10,359	Via Earle's route.
April 22	Miss F. A. Roberts; Guide, V. Williams	Hochstetter Dome	9,258	
April 28	Miss F. A. Roberts; Guide, V. Williams	Mounts Sealey and Annette	$8,651 \\ 7,351$	From Mueller Hut.
Dec. 19	Messrs. Lud, Mahan, and D. Bryant	Mount Malte Brun	10,421	
Dec. 22	Messrs. Lud, Mahan, D. Bryant, and A. Dewar	Elie de Beaumont	10,200	
Dec. 31	Messrs. D. Young, C. Hilden- dorf, and G. Kerr	Mount Cook	12,349	Via Linda.
Dec. 24	Dr. McDowall; Guide, A. Brustad	Mount Johnson	8,858	
Dec. 19	Dr. McDowall; Guide, A. Brustad	Mount Chudleigh	9,686	
Dec. 28	Ken Parker; Guides, Brustad and Bowie	Mount Johnson	8,858	
Dec. 31	Dr. McDowall and Mr. Thompson; Guide, A. Brustad	Mount Malte Brun	10,421	
1932.	Soil, Galac, in Diame			
Jan. 22	Miss Ida M. Corry; Guides, V. Williams and F. Alack	Mount Cook	12,349	Via Linda Glacier.
Feb. 2	Mr. A. Harrison; Guide, V. Williams	Mounts Sealey and Darby	8,651 8,287	
Jan. 30	Mr. A. Harrison; Guide, V. Williams	Mount Hamilton	9,915	•••
Jan. 14	Misses Brown and Wickenden; Guide, M. Bowie	Mount Sealey	8,651	From Mueller Hut.
Mar. 30	Mr. A. J. Charman; Guide, C. Suter	Mount Cook	12,349	
Mar. 29	Mr. A. J. Scott; Guide, A. Brustad	Aiguilles Rouges	9,731	Via Beetham Glacier.
Mar. 30	Mr. A. J. Scott; Guide, A. Brustad	Mount Darwin	9,715	

List of Ascents of 8,000 ft. or over made by Members of the Otago Section, New Zealand Alpine Club, Season 1931–32.

Date.	Party.	Name of Peak.	Height.	Route and Remarks.	
1931. Dec. 28 Dec. 28	A. Jackson, G. Speden, and A. Dickie A. P. Harper (A.C.), J. H. Gilkison, W. S.	Mount Tutoko (Darran Range) Mount Clarke (Forbes Range)	Feet. 9,042 8,100		
200. 20	Gilkison, A. Duthie, J. A. Sim, V. J. Leader, R. S. Russell, and S. D. Divers	2-0440 044110 (2 01808 2-1			
Dec. 30	E. Miller, H. W. Edwards, C. L. Buddicomb, S. Macdonald, W. G. McClymont,	Mount Head (Forbes Range)	8,366	First ascent from Rees Valley.	
Dec. 28	R. R. Edwards, and C. E. Smith E. Miller, M. McGeorge, H. W. Edwards, C. L. Buddicomb, S. Macdonald, W. G. McClymont, R. R. Edwards, and C. E. Smith	Moira Peak (Forbes Range)	8,100	First ascent from Rees Valley.	
Dec. 31	A. P. Harper (A.C.), J. H. Gilkison, W. S. Gilkison, A. Duthie, J. A. Sim, V. J. Leador, R. S. Russell, and S. D. Divers	Moira Peak (Forbes Range)	8,100	••	
Dec. 30	E. Miller, H. W. Edwards, R. R. Edwards, S. Macdonald, and W. G. McClymont	Ellie Peak (Forbes Range)	8,200	First ascent from Rees Valley	
Dec. 31	J. A. Sim, V. J. Leader, J. H. Gilkison, and G. Reyward	Ellie Peak (Forbes Range)	8,200	• • •	
1932.					
Jan. —	W. S. Gilkison and G. Reyward	Mount Earnslaw (east peak), (Forbes Range)	9,165		
Mar. 11	R. R. Edwards, G. L. Edwards, and C. E. Smith	Mount Amundsen (Barrier Range)	8,000	First ascent.	
Mar. 10	R. R. Edwards, G. L. Edwards, and C. E. Smith	Mount Edward (Barrier Range)	8,590	Second ascent.	
Mar. 27	A. Dewar, V. J. Leader, J. H. Gilkison, and W. G. McClymont	Aiguilles Rouges (Malte Brun Range)	9,731		
Mar. 28	J. A. Sim, W. S. Gilkison, and W. Young	Aiguilles Rouges (Malte Brun Range)	9,731		

 $Approximate\ Cost\ of\ Paper. — {\it Preparation,\ not\ given}\ ;\ \ printing\ (615\ copies),\ \pounds 15.$