

will rever his memory as a symbol of the unity of the brown and white races which together represent the people of this Britain of the South.

What hospitality have we to offer tourists we are so avidly trying to attract to this country? Unfortunately, we cannot take much pride in answering this question.

The Government is anxious to increase its revenue from tourist traffic, but displays little business acumen in the manner it goes about the proposition of inducing greater numbers of visitors to our shores.

The most serious complaint one hears from tourists and travellers concerns the lack of suitable accommodation.

Even in the chief centres and at our leading resorts the hotels and boardinghouses are quite inadequate to cope with a large influx of overseas visitors or to meet the demands in holiday times for our own people.

The bookkeepers complain that the tourist traffic is only seasonal and consequently their charges must be proportionately raised during the season, and it would be unprofitable to provide more accommodation which would be idle for many months in the year. Consequently they argue that before they are disposed to launch more capital in providing additional accommodation and better service they require the Licensing Laws amended to give them greater security of tenure.

Whatever one's convictions may be on the Licensing Question there is no gainsaying the fact that if we are to cater adequately for tourists from overseas there should be available for them all reasonable luxuries, comforts, and service commensurate with what they are prepared to pay, and for this reason it is not for us to say: "Thou shalt not drink" if our visitors are accustomed to indulge in spirituous liquors, wines, or beer. They resent being deprived of them, even in our "dry" districts, and complain of arbitrary restrictions in "wet" districts.

This being so, the Government could well afford, when revising the Licensing Laws next session to see that generous consideration should be granted to licensed houses that actually cater for tourists and the travelling public, even if it means such drastic measures as a redistribution of licenses throughout the Dominion, and the withdrawal of licenses from hotels that thrive merely on their bar trade and make no pretence to providing accommodation or meals to either visitors or residents.

It is the freedom of Australia in respect to its Licensing Laws that makes Sydney, for instance, such a Mecca for pleasure-seekers.

An Interesting Gisborne Wedding

Back Row—Mr. W. Sherratt, Mr. MacBull, Miss Joy Barker.
Middle Row—Mr. W. Barker, Miss Janet Graham, The Bride, and Miss Floris Barker.
Front Row—Mr. Sattou, Miss Audrey Barker.

(Opp. Studio, Gisborne)

In the Mirror

Continued from page 2



Thousands upon thousands of New Zealanders go every year to Australia, drawn thence by the lure of a gay city, and with the knowledge that whatever their means they can, according to what they have to spend get the fullest measure of enjoyment for their money. In addition to this they also know that they are assured accommodation and service which compares more than favourably with the best to be found in their own country. This counts for much when one is holiday-making, or on a pleasure jaunt, and explains why so many Dominion visitors cross the Tasman, rather than spend their money in seeing the many attractions of their own country.

In a single week recently the Union Shipping Company carried over 800 people from New Zealand to Sydney, which represented many thousands of pounds in ster-

ling lost to this country, simply because our people prefer to take their holidays where they are assured of comfort, service, sport, and gaiety, which this country fails lamentably to provide, although we have scenic wonders far more varied than are to be found in the Commonwealth.

Hence if our Government seeks to make New Zealand a Tourists' Paradise they must tackle the problems in a statesmanlike way. It may be contended that the Licensing Laws cannot be made subservient to a country's policy to entice visitors from overseas, but if the tourist traffic is ever expected to be revenue-producing, to the extent many believe it capable of becoming, then it is incumbent upon us to provide good accommodation, efficient service, wholesome meals, and adequate transport facilities at a reasonable cost.

Un fortunately the Government Publicity Department, which has been created to broadcast the attractions of the Dominion, has in its zeal to "make a noise" overseas permits much blatant literature to be circulated which is far from reliable. For example in a recent tawdry-looking folder entitled "Sport in New Zealand" we find such misrepresentations as conveyed in this paragraph, selected at random: "The cities and towns, linked by good railways and roads, have modern provision for health and comfort. The prosperity of the country has enabled the people to encourage their Government and local bodies to undertake progressive policies to assure a standard of living which no other country has surpassed." (The italics are ours.)

This new Department of State was ostensibly created to co-ordinate and co-operate with the Railway and Tourist Departments, but it appears only to have usurped certain functions that should rightly be vested in the Tourist Department, while the Railway Department looks askance at the intruding and extravagant new channel the Government employs to make this country known overseas.

