



The bright idea that created a problem

The man who first thought of aerial top-dressing certainly started something. This new technique, pioneered and developed in New Zealand, placed new resources into the hands of producers—and created new problems for transport organisations.

In 1950, about 5,000 tons of artificial fertilisers were distributed from the air over a little less than 50,000 acres of land. So remarkable were the results that, within *six years* the figures had increased no less than *eighty-fold*. The fact is, that on suitable land, a farmer's wool clip can in five years be substantially increased and possibly doubled in weight by aerial top-dressing combined with oversowing and (in many cases) the provision of additional fencing and irrigation. In livestock farming, too, equally substantial improvements result.

That was the 'bright idea'.

Now for the problem.

Before the producer can profit by his enterprise, his out-

put must be carried to the waiting markets of the world. And so increased output calls for increased transport facilities by road and by rail and increased handling capacities at freezing works and harbours.

And, in the final analysis, it will call for an increased service of ships. That, in turn, may mean building more new ships and every ton of new shipping calls for a capital provision by the Lines of £250, for in these days an average refrigerated cargo liner will cost every penny of £2,500,000.

One thing, however, is certain. The increased output which follows the use of new production methods will continue to flow smoothly and surely from New Zealand to the markets of the world. In co-operation with Produce Boards, Railways and Harbour Authorities and the waterside workers, the ships will keep New Zealand's life-line open.

They have never failed you yet.

Issued in the interests of mutual understanding by

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