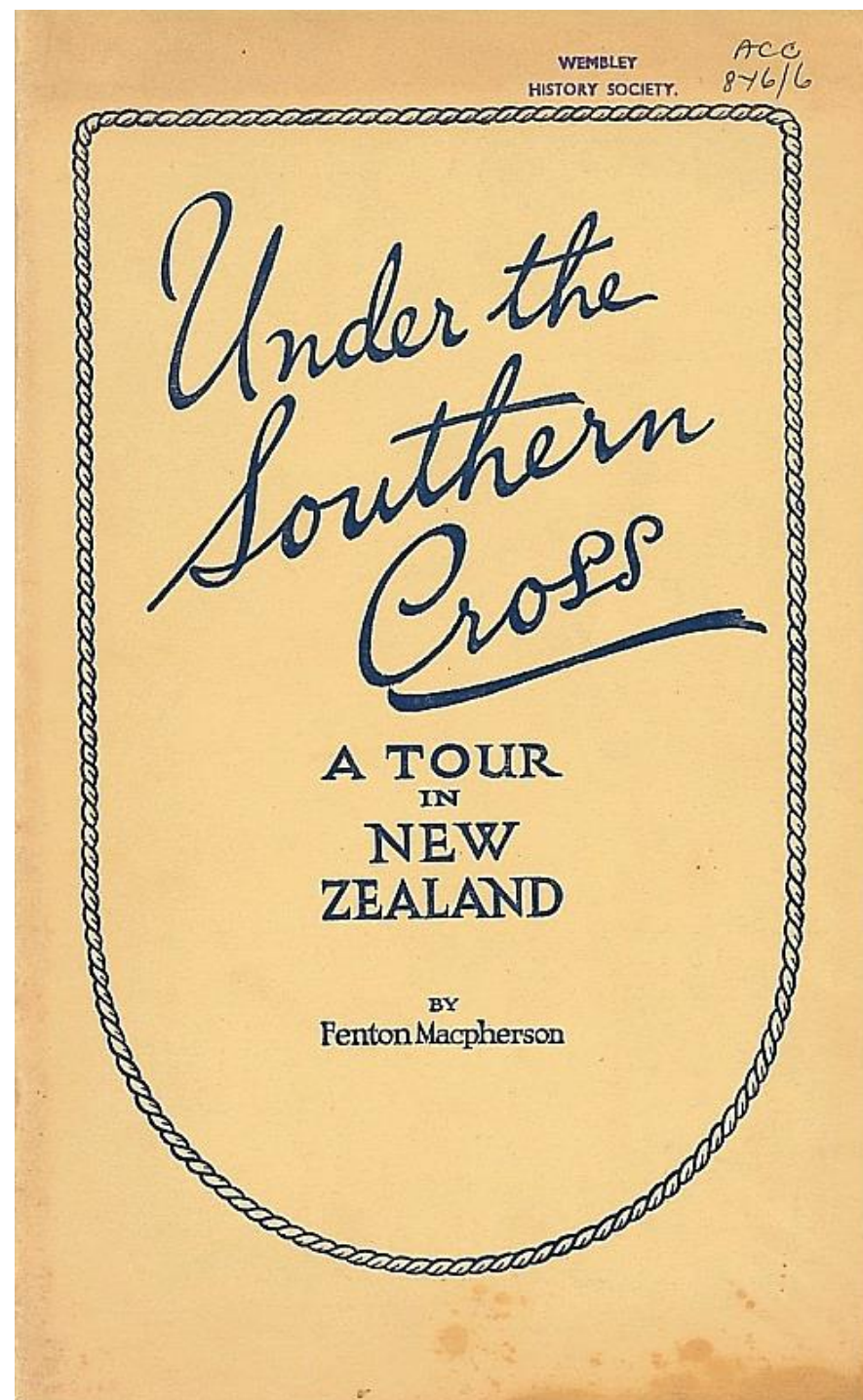


This document provides a scanned copy of the booklet **“Under the Southern Cross – a tour in New Zealand”**, which was published by the New Zealand Shipping Co. Ltd. for the 1924 British Empire Exhibition. It reproduces a number of articles written by the British journalist, Fenton Macpherson, which had been published in *“The Daily Chronicle”* newspaper, based on a trip he made with his wife to New Zealand.

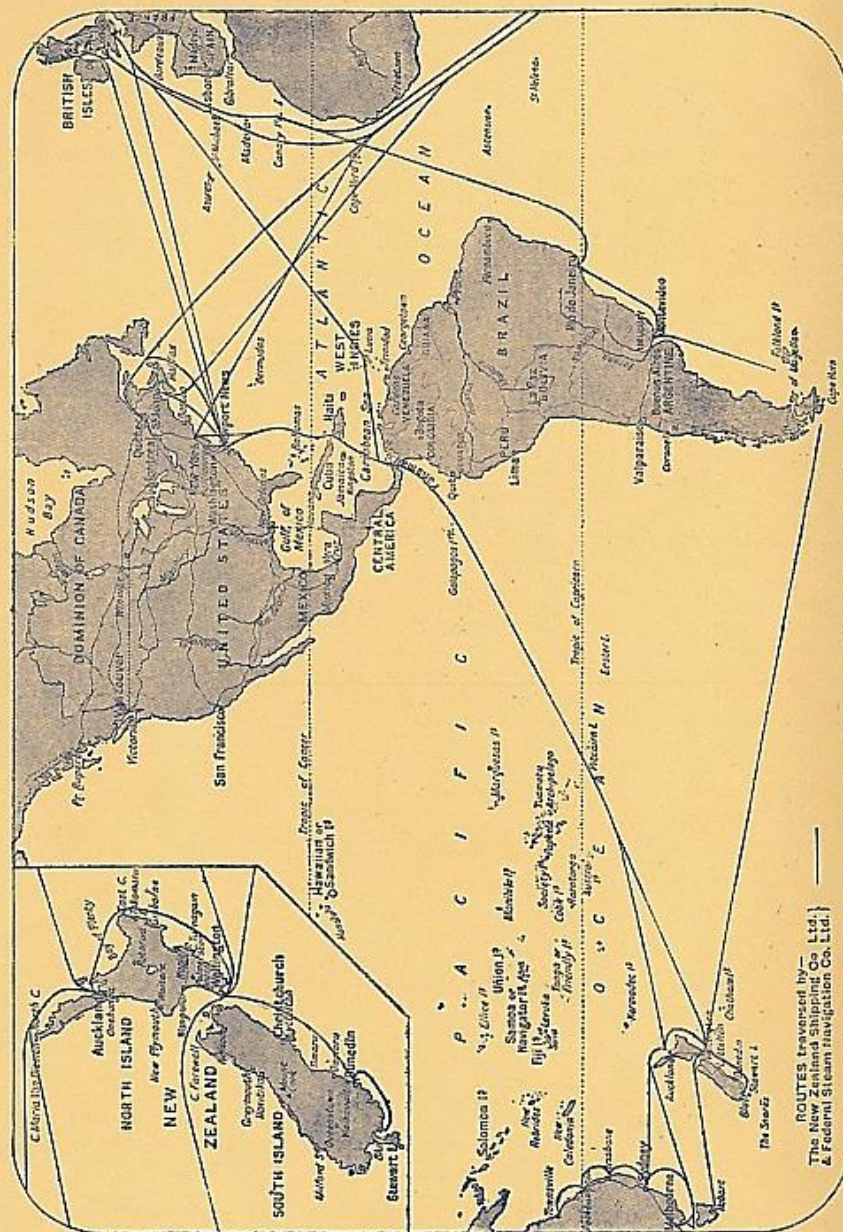
The purpose of the booklet was to show visitors to the New Zealand Pavilion at the Exhibition the opportunities that the country had to offer to ‘sturdy, self-reliant and hard-working’ British migrants. It was also aimed at potential tourists (those who could afford it!), and begins with a description of the 5-6 week steamship voyage from England to Wellington, via the West Indies, the Panama Canal and the South Pacific ocean. The information, photographs, maps and reports of conversations that Macpherson had with a variety of people, help to paint a picture of what “the Dominion” of New Zealand was like in the 1920’s.

The British Empire Exhibition (“BEE”) was held at Wembley, in North-West London, and brought together 56 countries and territories across the world, which ‘owed allegiance to the British flag’, to get to know each other better, and to improve trade between them. To celebrate the BEE’s 40<sup>th</sup> anniversary, Wembley History Society set out to collect material from the Exhibition as a permanent record of the event. Hundreds of items were donated in 1964, and you can see the Society’s stamp and accession number for this leaflet on its cover.

Wembley is now part of the London Borough of Brent. This leaflet has been catalogued by Brent Archives (website at: [www.brent.gov.uk/archives](http://www.brent.gov.uk/archives) ) as part of the Wembley History Society Collection, with the reference number WHS / 0 / 1 / 12 / 43 (marked in pencil at the top of the first page).







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## FOREWORD.

My thanks are due to the New Zealand Shipping Co., Ltd., for their courtesy in reproducing in pamphlet form my articles on New Zealand which were published recently in *The Daily Chronicle*.

The articles show the opportunities which the Dominion offers to sturdy, self-reliant, hard-working migrants of British stock who desire to secure, at least, a comfortable competence for themselves and to ensure a happy and prosperous future for their families.

Besides the advantages it offers to intending settlers, New Zealand also presents many attractions for those who travel either for pleasure or sport or in search of that treasure—health.

Within the thousand miles or so of its extreme length from north to south, New Zealand possesses perhaps a greater variety of scenery than any other country in the world. Its scenic wonders include snow-capped mountain ranges, awe-inspiring glaciers, a region where every known form of geyser activity may be observed and studied, wide-spreading plains of marvellous fertility, lofty uplands, beautiful lakes and isolated tarns, great rivers winding their way to the ocean between forest-clad banks, together with coast-line fiords, sounds, bays and other inlets of the sea set in the midst of a wild and picturesque grandeur.

To the blessing of a climate, the geniality of which is unsurpassed, New Zealand also provides for the benefit of the invalid wonderful thermal regions with their health-bringing medicinal springs—magic waters with the power to revive impaired energy, to soothe and eradicate pain, and to restore to strength and well-being those who for long may have endured a martyrdom of physical suffering.

For this reason alone, New Zealand might well be described as the Land of Healing Waters.

To lovers of all forms of sport, the Dominion can offer quite as much, and sometimes more, than can be afforded them elsewhere whether it be in the form of mountaineering, shooting, fishing, yachting, racing, motoring or other active pastimes. For the Alpine climber there are still heights and passes to conquer or explore. Giant moose and wapiti await the hunter in the wild, wooded areas of the south when he tires of the pursuit of other deer in other regions. The huge sword-fish and the fighting king-fish provide exciting open-sea sport for the adventurous fisherman, while the angler of more placid temperament will find plenty of big fish awaiting capture in the rivers and lakes.

Whether one travels from this country to New Zealand for pleasure or for health the cost is not prohibitive. Indeed, it is well within reach of those of even moderate means. Furthermore, the charges for hotel accommodation within the Dominion are usually inclusive and generally moderate.

Neither need the voyage be dreaded, for the finely-appointed and well-equipped vessels of the New Zealand Shipping Co. usually run into fine warm weather quite soon after leaving the English Channel, and it



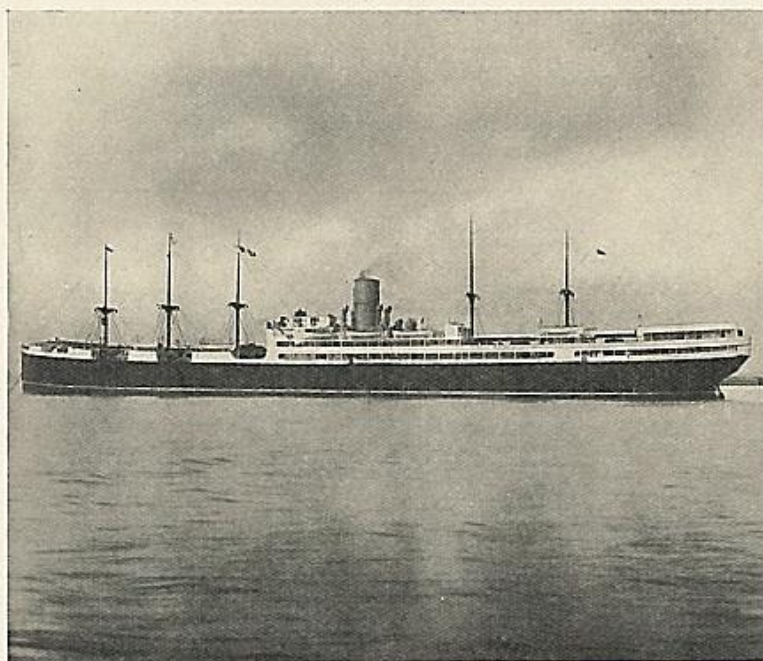
is rare that rough weather is encountered on the carefully chosen route they follow in their course across the Atlantic and Southern Pacific Oceans. The voyage, too, is broken by the passage of the vessel between the West India Islands and through the Panama Canal, during which passengers obtain a close-at-hand view of the splendours of tropic scenery and have an opportunity of a run ashore at picturesque Old Panama.

Add to the smoothness of the voyage, not only the comfort with which one is surrounded aboard, but also the excellence of both the cuisine and the service, and there is no wonder that passengers are prompt to settle down to the perfect enjoyment of a luxuriously placid ease in the midst of a world of bright, exhilarating sunshine, blue seas and glorious skies, where every want seems to be anticipated, and where it seems to be one's duty to rest and be thankful for a five weeks' respite from the cares and worries inseparable from the routine of life ashore.

Visitors from the Old Country are always welcome in New Zealand. They will enjoy their sojourn there so much that they, I believe, will leave the country, as I did, with a feeling of regret, resolved, many of them, as I am, to return thither at the first opportunity.

F. M.

LONDON, 1924.



R.M.S. "ROTORUA."

## UNDER THE SOUTHERN CROSS

### The Voyage Out.

#### I.

*Welcome to Wellington and New Zealand—May Sunshine in Winter—Landing of the Migrants—What the word "Home" means to New Zealanders.*

I returned to England recently after a tour of over two thousand miles throughout New Zealand.

The object of my long journey was to see things for myself and to ascertain from personal observation and inquiry on the spot:—

1. What opportunities New Zealand offers to British migrants.
2. What class of migrant is most welcome to the Dominion.

In order that the information obtained might be of real value to others I decided to proceed as an independent observer, choosing my own route.

I must admit that I began my journey rather doubtful of the reliability of at least some of the information I had acquired myself or had received from others regarding "The New Lands of Promise and Opportunity under the Southern Cross."

I must now admit that by the time my journey was ended I had found good reason to marvel at the restraint with which New Zealanders have written and spoken of the great possibilities of their country.

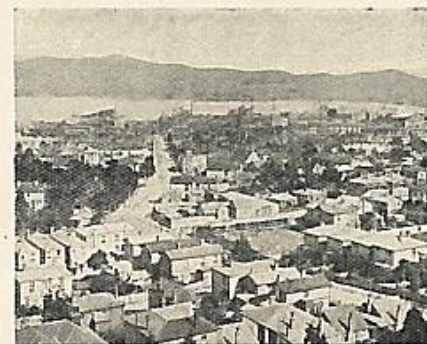
In their desire to avoid over-statement they appear to me to have fallen into the pardonable error of understating their case.

#### WELCOME TO WELLINGTON.

I shall always remember my first landing in New Zealand.

The comfortable, fast-steaming oil burner R.M.S. *Rotorua*, of the New Zealand Shipping Co., Ltd., had brought us by way of the North Atlantic Ocean through the West Indian Islands, the Panama Canal, and across the South Pacific Ocean, in record time, to our destination at Wellington.

Although it was mid-winter, the weather was that of a warm, genial May day at home. Brilliant sunshine set the great harbour a-glitter, and made a picture of the hundreds of gaily-tinted bungalows poised each on its hill-side or hill-top site in full face of a view of mountain, sea, sky and cloud that was worth travelling many thousands of miles to see.



WELLINGTON.



## UNDER THE SOUTHERN CROSS

Our vessel lay at anchor in mid-harbour while passengers were inspected, questioned, and advised by the courteous medical, Customs and migration officers of the New Zealand Government.

I was specially impressed by the kindly, considerate way in which the migrants were treated. There was an entire absence of fussy officialism. Each family or individual was interviewed separately. Each was listened to patiently. Where advice was required it was given frankly. Where assistance was necessary it was promptly forthcoming.

### PERFECT ORGANISATION.

The quiet, methodical, individual manner in which everything was done, the way in which all difficulties were anticipated and immediately smoothed away, revealed a very close liaison between the Migration Department of the High Commissioner's office in London and the Chief Migration Office in New Zealand.

In something under a couple of hours some 400 migrants, including about 90 children, had been personally informed that telegrams had been dispatched at the Government expense informing their relatives, friends, and future employers of their arrival.

They had also learned when and where they would be met by their relatives, friends or employers, as well as what provision had been made for their future. Furthermore, they had received railway tickets franking them through to their ultimate destination in North or South Island. In addition, they had been enabled to consult, if they desired to do so, a New Zealand representative of their own religious organisation.



THE CITY OF PANAMA.

I had seen these same migrants come aboard the *Rotorua* at Southampton during a blinding rain storm on a bleak March day. After nearly five weeks voyaging, during which they had had plenty of fresh air, had been well fed and comfortably housed, I saw them going ashore improved in

## UNDER THE SOUTHERN CROSS

health and physique, and, in many cases, greatly increased in weight. The inspection over, the *Rotorua* began to move slowly towards the shore to berth and unload after her long ocean voyage.

The wharf was gay with fluttering handkerchiefs waved by a cheering crowd of people who had come to give a welcome to friends returned or a smile of friendly greeting to those come from the Old Country to make New Zealand their home.



CURACOA—THE HARBOUR OF ST. ANNA.  
OIL BURNING STEAMERS CALL AT THIS PORT FOR FUEL.

The shouts of recognition and greeting that had sounded faint at first now grew louder.

"Mother, mother, they're speaking English," shrilled out one small boy passenger who danced with joy on the deck as a result of his novel and, to him, unexpected discovery.

Yes, the people ashore were speaking English, and some of them an English with an accent that proclaimed its acquirement in Auld Scotland.

Everybody ashore was so radiant, so friendly, so genuinely glad to see us that those aboard, saloon passenger or migrant, could not help but feel that they were, each and every one, being personally welcomed both to Wellington and New Zealand.

For myself, I shall never forget that charming, spontaneous, unrehearsed, collective welcome that came from the quayside crowd at Wellington.

It was a lightning revelation to me of the friendly, genial, warm-heartedness of the New Zealand nation—a people who seem to be so endowed with a spirit of almost scriptural hospitality that strangers about to enter their gates feel they are being received as honoured guests.



## UNDER THE SOUTHERN CROSS

### "AND HOW'S EVERYBODY AT HOME?"

When the *Rotorua* was finally moored the shore-gangways were placed in position and friends and visitors trooped aboard. One till then unknown except by name greeted me with a hearty handshake, and the hope that I would like New Zealand, which hope was followed almost immediately by the question, "And how's everybody at Home?"

I did not know at the time that my visitor was New Zealand born, but I knew that he had spent the early years of his business life in England, and so concluded that he was referring to mutual friends and acquaintances in London.

It was not until some weeks later, when I was many miles from Wellington, in the heart of Central Otago, South Island, that suddenly there flashed across my mind the special significance of the words "At Home" when used by one born and bred in the Dominion.

It was in a small wooden hut which was being used as a temporary school-house in a public works construction camp at Chatto Creek, that I first really grasped the double meaning which the word Home has for those of British origin now domiciled overseas.

I had been invited to have a chat with the assembled pupils. They were a handful of sturdy small boys and girls who had probably seen me earlier in the day as I passed their tiny school on my way to inspect a ferro-concrete water-race built recently for purposes of irrigation.

Thinking to test their knowledge of the locality, I began with the question, "Where have I just come from?"

"Home, sir," came the electrifying answer, piped out by a bonnie wee lass, born in New Zealand, who had almost certainly never been out of the country.

One of the boys, who quite rightly guessed that I was somewhat nonplussed (my spectacles for a moment or so did seem a trifle dim), politely amplified the small girl's reply by stating, "She means England."

### FROM THE MOUTHS OF BABES.

To travel over 12,000 miles from London to a tiny little hamlet in the heart of New Zealand and there hear an infant lisp of England as Home is enough to make any lover of his country thrill with pride.

The Empire is in no immediate danger of dissolution while our outpost nations never cease to use the word Home for both the cradle of the race and for the hearth and fireside of the family.

The little ones have learned from their elders the double application of the word Home. And how strong a hold the memory of the Home Land had on the early migrants, and still has on their descendants, the public and private art collections of the Dominion bear witness to-day. In these collections pictures abound of British scenery and country life painted for the most part by well-known artists who have chosen their subjects from all parts of the British Isles. In some galleries English scenery preponderates; in others, the mountains and tarns of the Scottish Highlands, and the surge-beaten shores of the Western Isles.

## UNDER THE SOUTHERN CROSS

### First Impression.

#### II.

*A Land of Sunshine—Ideal Country for Everybody—Only A.I. Migrants Wanted—The Road to Success—Helpful Advice from an Old Migrant.*

What most migrants from the Old Country discover first on landing in New Zealand is the Sun.

Fresh probably from the dull-grey, clouded, often smoke-obscured skies they have grown accustomed to during so many months of the year at home, the brilliant sunshine that daily floods the new country is a shining revelation to them.

They are cheered and stimulated by it, refreshed and invigorated. They realise that they have come at last to a Land of Sunshine.



PITCAIRN ISLAND  
IN MID-PACIFIC. STEAMERS ANCHOR FOR A FEW HOURS OFF THIS ISLAND  
WHEN CONDITIONS PERMIT.

New Zealand owes its plenitude of sunny days to its geographical position, which corresponds roughly with that of Central France and Spain in the Northern Hemisphere. But while these countries form part of a great continental land system, New Zealand is a country surrounded on every hand by wide stretches of ocean.

### IDEAL COUNTRY FOR FARMER.

Thus favourably situated it has a mild, equable and salubrious climate.

There can be little doubt that the sunshine with which the Dominion is so constantly flooded is in no small degree responsible for the general good health of its population, which is so remarkable that for years the death rate has been the lowest in the world.



## UNDER THE SOUTHERN CROSS

The newcomer from home, on first landing in New Zealand, finds it difficult to realise that it is only some eighty-four years since the first group of settlers arrived under any definite scheme of migration.

In that short space of time New Zealand has developed from a country, some three-fifths of which was covered with forests and inhabited by warlike tribes of uncivilised Maoris, into a land already world-famous for the marvellous progress it has made in scientific farming and peopled by a nation of 99 per cent. British stock.

### WONDERFUL ACHIEVEMENTS.

How strenuous and untiring have been the efforts put forth by the people of New Zealand to attain their present prosperity as a nation may be judged from what they have already accomplished.

No thoughtful observer can fail to be impressed by their well laid-out towns, their splendidly-equipped ports, their gigantic national scheme for the application of their inexhaustible stores of water energy to the provision of electric power, light and heat for general domestic and industrial uses throughout the Dominion, their plenitude of labour-saving appliances, their extensive use of machinery in all branches of farming and other primary industries, as well as their scientific handling of the problems connected with the cultivation of the soil and the raising and selection of stock.

But it is not on the individual industry of its people alone that New Zealand depends for its present and future prosperity.

Coupled with that individual industry there is the collective spirit of co-operation which is so phenomenal a feature of its economic life.

By the success which has attended their linking-up of individual effort with co-operative methods in production, transport and marketing, New Zealanders are attaining a standard of efficiency in itself a model for the rest of the British world, apart from the individual and national prosperity it ensures.

It is just possible that the rapid development of the co-operative spirit has been in some measure due to the unselfish readiness to help others which is so characteristic of New Zealanders generally.

Were they a selfish people nationally it is highly improbable that they would have declared so early in their career as a nation their determination to reserve the opportunities afforded by their country for people of British stock alone.

### SELECTION OF MIGRANTS.

For that momentous decision too much honour cannot be paid to the New Zealanders who made it. That decision and all it has meant for the safety of the Empire explains the care with which the New Zealand authorities select from among intending migrants only those who are likely to become good citizens of the Dominion.

As a New Zealand born ex-soldier put it very bluntly: "We don't want to waste the big opportunities our land affords on those who cannot make the best use of them. We are an A.I. nation, possessed of an A.I. country, and the only migrants we have room for must be A.I. folk."

## UNDER THE SOUTHERN CROSS

The migrants most welcome are young people of character, endowed with the strength and energy of early manhood and womanhood, capable, adaptable, fired with the ambition and hopefulness of their years, who are ready and willing to face difficulties and resolute to overcome them, who will settle down on the land and make it their home.

### LANDED WITH A POUND.

No more money is essential than that sufficient to enable them to make a start. And if they begin at the beginning, as the wise ones will, that need not be much.

One successful small farmer who migrated to New Zealand in the old sailing-ship days told me that he landed with one pound in his pocket, all the money he had in the world.

His advice to newcomers is: "Take the first job on the land that offers, even if you only get a pound a week and your keep. And, whether you are a greenhorn or not, don't forget that at the beginning your boss will be paying for the privilege of teaching you what you don't know about New Zealand methods of farming.

"Even if your employer is a hard driver, stick to him. You will be gaining experience all the time, and more quickly than you would with an easy-going boss. Anyway, the longer you are able to put up with a hard boss, the more credit you will gain for staying-power, and the easier it will be later on to obtain a new and better job.

### GOING THROUGH THE MILL.

"I believe in all newcomers going through the mill. It is the best, and in the long run the cheapest, way to learn. The experience they gain while working for employers will save them from making costly mistakes when they have farms of their own.

"No newcomer," the old farmer added, "should even think of buying land until he has had at least two years' or even three years' experience of farm work."

When I went to visit the old farmer he was busy lifting gigantic turnips in one of his fields. Work is his hobby and he lives for his farm. "I'm out early every morning," he said, "and I can always find something to keep me busy as long as daylight lasts."

Here is the story he told me of his migration, and his early years in New Zealand.

"I was born in the Old Country, where my father had a pocket-handkerchief of a farm, out of which he scraped a thin thing of a living for himself, my mother and five of us children. When I was big enough, I went out labouring. By saving and saving I managed to get together enough to pay my fare out here in a sailing ship.

### HOW HE SAVED £300.

"I got farm work right away at a pound a week and my keep, with a bit extra money at harvest-time. I worked for my first boss three years. Then I went to another at the same wages, and stayed with him longer.

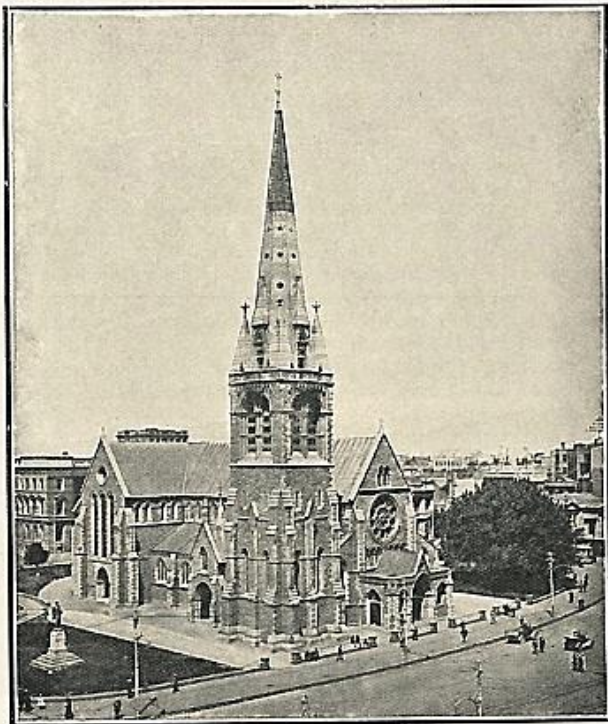


## UNDER THE SOUTHERN CROSS

I never spent a penny of my earnings. All my wages went untouched into the bank, and out of the interest I bought my clothes. I spent nothing on drink or tobacco, I can tell you. Why? Because I was too eager to save in order to get my own farm.

"By the time I had got £300 together I had my eye on this little farm where I am now. I put down most of my small capital, raised the balance on mortgage, and got the farm. A few good seasons enabled me to pay off the mortgage. Quite recently I refused an offer of £100 an acre for my land. And I didn't pay anything like that when I bought it."

The secret of his early success was partly due to the fact that he had the wit to buy a "made" farm, and partly also to his wisdom in selecting a farm of such a size that he could cultivate it himself, and so avoid the necessity of employing expensive, occasional labour.



ONE OF THE CITY CATHEDRALS

## UNDER THE SOUTHERN CROSS

### In Otago.

#### III.

*The Garden of Otago—Irrigation Works Wonders—Arid Lands made Fertile—  
Vast Acreage for Orchards and Small Farms—The Kawarau River Dam.*

Cromwell is a homely little town in the wonderful upland region of Otago province variously known as Otago Central, The Central, and The Garden of Otago.

This region lies to the north-west of Dunedin, and is famed for the picturesque ruggedness of its scenery which recalls that of the Highlands of Scotland.

Cromwell has seen better days, and is to see better still.

During the years of its earliest prosperity goldseekers washed fortunes daily from the beds and banks of local rivers, which seemed to be Nature's own sluice-boxes, rich in gold washed down in the course of ages.

But the day came when the "rush" was over and the goldseekers disappeared, leaving a desolation behind them.

#### PROSPERITY RETURNING.

Now prosperity is returning again to the homely little town.

Like similar little towns in the same region, it no longer depends on the prospectors, but looks to cultivators of the soil, who, through their industry and skill in cultivation, are to reap from the irrigated lands of Otago Central riches undreamed of by the early goldseekers.

Although Otago Central may be described as an arid region—its rainfall averages only 12 to 16 inches annually—it has within its boundaries an inexhaustible supply of water in its mountain torrents, creeks, and rivers. The leading or forcing of this water on to arid wastes is all that is required to transform what seems a desert into orchards and farm-lands, that will rival in productivity the most productive irrigated areas to be found elsewhere.

#### THE BLESSING OF IRRIGATION.

There are hundreds of thousands of acres on the great inland terraces and plains of Otago Central only awaiting the blessing of irrigation to become, in the recent words of Mr. H. W. Jones, ex-President of the Dunedin Chamber of Commerce:

"A land of health and wealth, a land of small holdings, of orchards and dairy farms on the plains as well as sheep runs on the hills, a land of running water and of electric light and power, a land of production and prosperity, a land which pours its surplus wealth into the seaports, and receives in turn the manufactures of our cities and the merchandise from overseas."

Much of the land can be irrigated by gravity. In the Lindus River Valley there is a settlement of farmers whose holdings are watered by this



## UNDER THE SOUTHERN CROSS

method. The river is tapped some distance above the settlement, and the water led in a seven-mile long race to the point of distribution.

Under irrigation, land that could barely provide feed for a few sheep is now supporting in comfort a whole colony of farmers and their families.

### STREAM THROUGH A TUNNEL.

To provide a gravity flow for another and larger area, the Manuherikia River has been tapped by the State Irrigation Department, and a stream of water diverted into a tunnel, cut through a mountain, to pass by way of a ferro-concrete race, some miles in length, to the land awaiting irrigation.

Over a quarter million acres in the Upper Clutha Valley will, no doubt, come under intensive cultivation by some thousands of settlers when the State Hydro Electric scheme provides power for the pumping plant required.

I made the journey through the uplands to Cromwell in the company of Mr. P. R. Sargood, the head of one of the largest businesses in New Zealand, who has done more than one man's share of work in connection with the development of Central Otago, not only for the benefit of the province, but also for that of the whole Dominion.

The greatest and most pressing need of the Dominion is more population. Without a large increase in their numbers, New Zealanders recognise that they cannot make the fullest possible use of their land, or develop its natural resources as they should be developed.

Natural increase cannot supply all the additional population needed. It is, therefore, necessary to look overseas and to endeavour to attract migrants, especially from the Old Country.

### A PRACTICAL METHOD.

One practical method of doing so was suggested to me after I had seen what Mr. Sargood has accomplished in building up a flourishing settlement, under irrigation, on what was formerly regarded as uncultivable land.

The method suggested was briefly this :—

Lay out, on irrigated land of proved fertility, small farms on which houses can be quickly and cheaply built to meet the requirements of settlers. The farms should be of a size easily workable by a single man, or by a married man with the assistance of his family.

It was his search for a practical method of attracting the most suitable migrants to New Zealand that led Mr. Sargood to become one of a band of pioneers in irrigation who, inspired more by public spirit than by mere desire to make profit, sought to help in showing the way in which "The Dry Belt of Otago" could be developed with the aid of new population engaged in intensive cultivation.



WAPITI HEAD  
SHOT IN NEW ZEALAND.

## UNDER THE SOUTHERN CROSS

### LAID OUT IN 20-ACRE FARMS.

The ideal of Mr. Sargood and his associates in forming the Cromwell Development Co., Ltd., in order to obtain control of some thousands of acres of arid land in the neighbourhood of Cromwell, close to the Kawarau River, was :—

The establishment of a great orchard and small farm settlement upon modern lines, in which the element of co-operation would have foremost place, and where British settlers could live under the happiest conditions, creating by their industry prosperity for themselves and thereby increasing the wealth and furthering the advancement of the province.

The land has been laid out in farms averaging in size some 20 acres, an area which is considered to be "as much as one man can handle successfully without additional help, or at best with very little outside assistance."

"The soil," as described to me by Mr. Sargood, "consists of rich detritus washed down for centuries from the mountain ranges. It contains mineral salts in such abundance as to dispense with any necessity for orchardists to use fertilisers for many a long day."

The land is adapted for growing apples, pears, peaches, apricots, nectarines, cherries, plums, strawberries, various small fruits, vegetables, cereals, clovers, lucerne, seeds of all kinds, onions, tomatoes, peas, &c.

Below the level of this cultivated area runs the Kawarau River, the power of which is being cleverly utilised to lift its own waters to a height of 180 feet, so that they may be used for irrigation purposes.

### BARRAGE OF TOWERS.

To enable this to be done the Kawarau was dammed at a point  $4\frac{1}{2}$  miles from Cromwell. Here, where the river rushes through a narrow gorge, two mammoth pillars of reinforced concrete were built up, one on either bank. With the aid of charges of gelignite, both towers were thrown into the bed of the Kawarau, thus constituting a foundation barrage on which the dam was built.

Turbines and pumps, operated by hydraulic power derived from the river, force the irrigation water up to the farm level through 2,240 feet [of 36 in. iron pipes. From the end of this rising main the water is led along a race one mile in length, and then reticulated in pipes and open ditches to all the farms of the settlement.



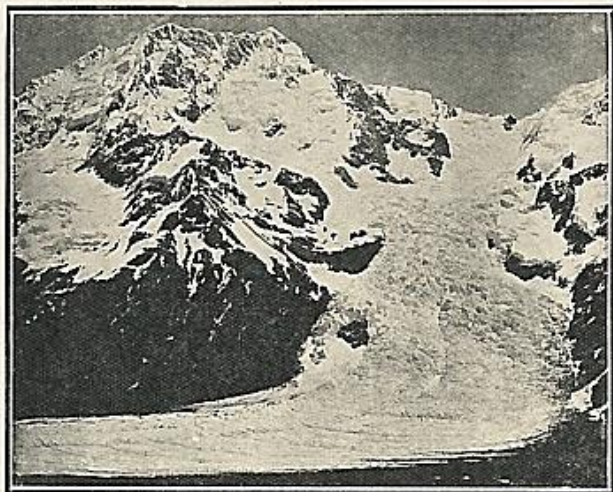
MOUNT COOK- THE SOUTHERN ALPS.



## UNDER THE SOUTHERN CROSS

Central Otago is a land of sunshine, and is claimed to possess a summer climate which matures and ripens fruit as no other climate will. Its summer weather is warm, but the heat is never excessive. The air is pure and dry. Long days of sunshine, with clear skies, are followed by cool nights.

Cromwell, which has a population of 700, is the present terminus of the railway line from Dunedin, 150 miles distant. It has a resident doctor and a hospital. It also possesses two banks and several hotels, places of worship, post and telegraph offices, State schools, a court house, shops, garages, a weekly newspaper, and a cinema. A coal-mine near by supplies fuel at reasonable prices.



CREST OF MOUNT COOK IN SUMMER.  
THE HUGE HOCHSTETTER ICEFALLS ARE ON THE RIGHT.

## UNDER THE SOUTHERN CROSS

### Dairy Farm Life.

#### IV.

*Dairy-farm road to Prosperity—Seven Days a Week Job—How to Make a Start—Working to Learn—Share-milking Opportunities.*

In a previous article I quoted an old migrant, with many years' experience in New Zealand farming, as advising his successors of to-day to work as farm hands for two or three years before making any attempt to begin farming on their own account.

In other quarters I sought information regarding the kind of farming which might most profitably be taken up by a young man after following the advice given by the old farmer.

Most of those with whom I discussed this question suggested dairy-farming.

Among those I consulted was a New Zealander who served with distinction during the war, and whose father came from England as a baby with his parents who were among the early migrants.

#### ADVICE TO MIGRANTS

His view was that of the young, well-educated New Zealander of to-day, who believes in scientific, specialised farming. He was convinced that the road to prosperity for new-comers now runs through the dairy-farm.

His confidence in what the future had in store for the dairying industry was very strong indeed. In his opinion, the dairy farmers of the Dominion would not only be able to increase their present exports to Britain, but would also be able to find new markets for their products, in addition to extending old ones.

His considered advice to intending migrants seemed to me of so much interest that I give it here :—

#### NO SLACKERS WANTED

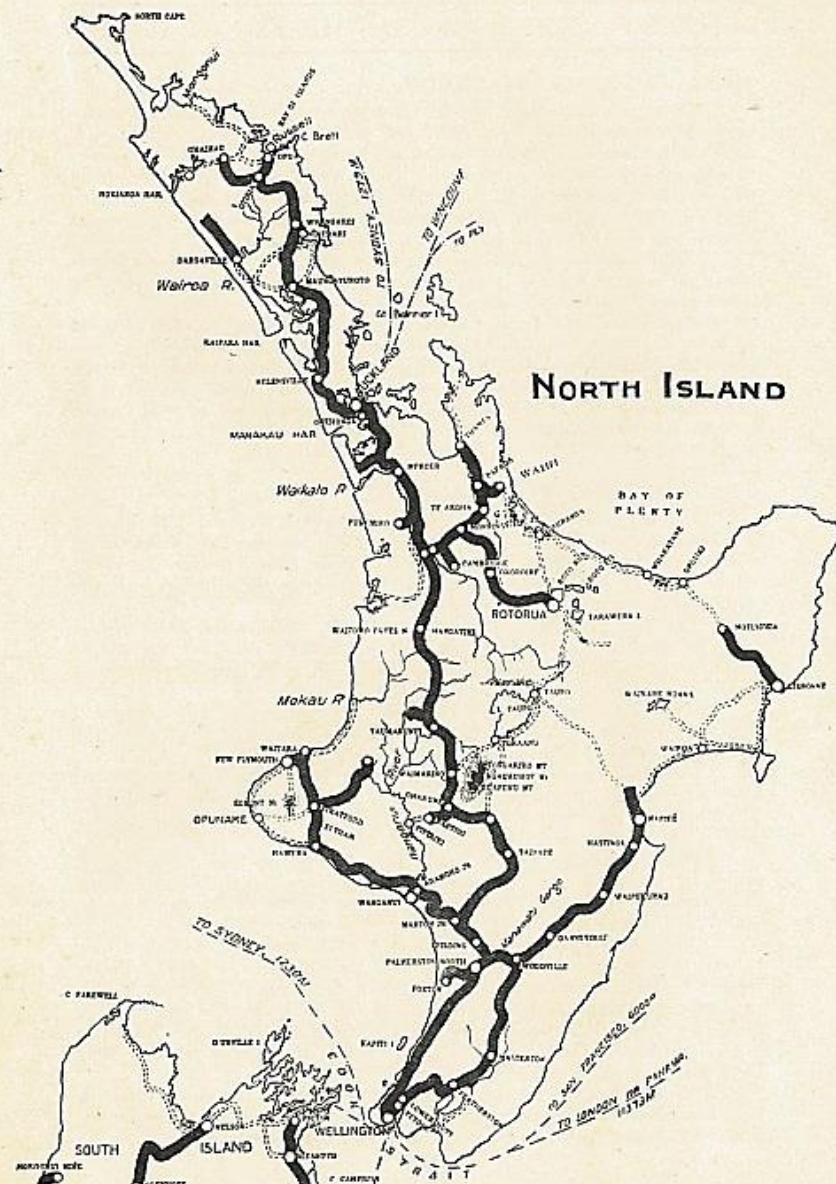
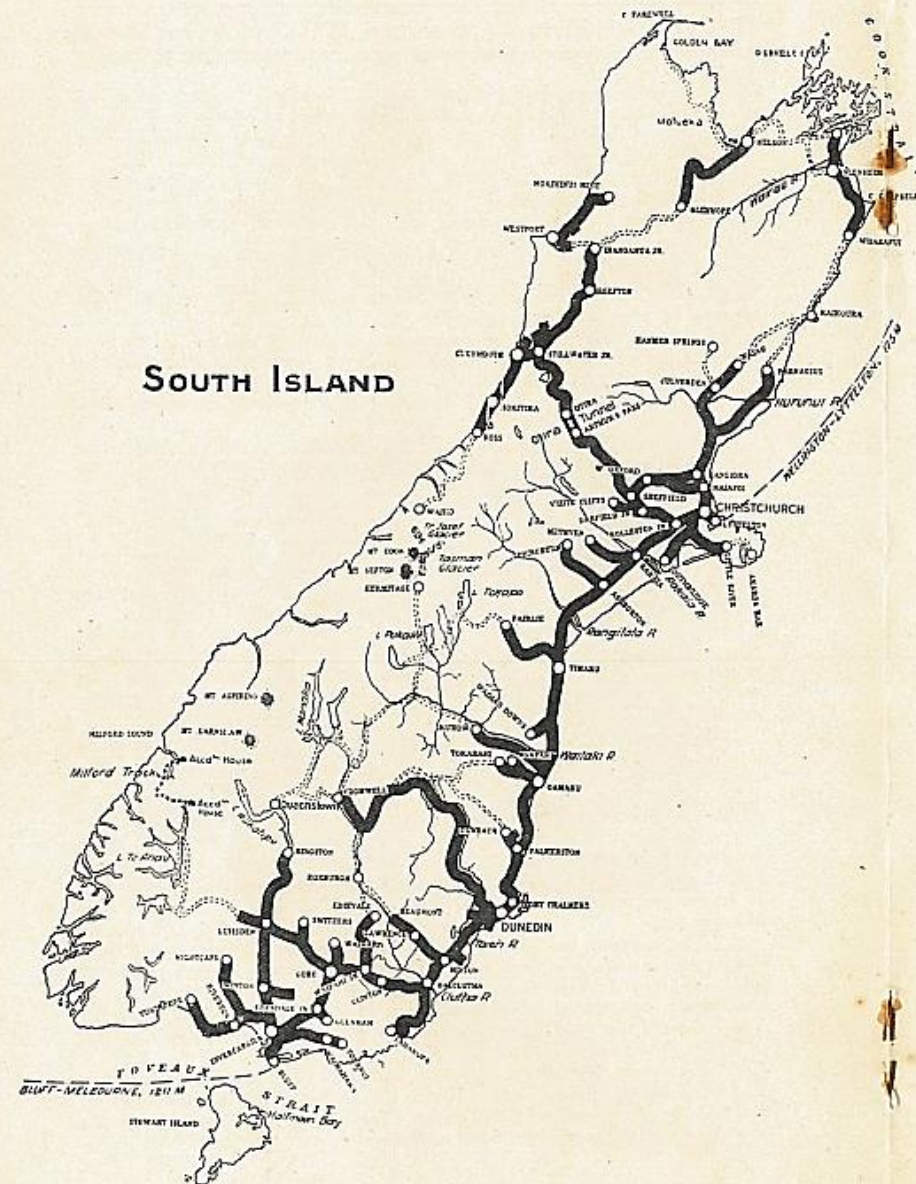
"First of all, I would like to make it quite clear," he declared, "that no one should come to New Zealand with the object of taking up any branch of farming who is at all afraid of long hours and hard work. To be frank, people like that are not wanted here. They had far better stay at home.

"The migrant we welcome most gladly is the healthy, strong, and active young man, who puts his back into his job, who doesn't grouse at local conditions because they are not what he was accustomed to at home, and who is determined to make the best of everything that comes along. Youngsters of this type are certain to make good out here, whatever branch of farming they take up.

"Personally, I would advise such a youngster to go in for dairy-farming. The work takes time to learn. Hence the necessity for the newcomer to start at the very beginning and go as a farm hand for at least two years in order to get a knowledge of our methods.



# NEW ZEALAND.





## UNDER THE SOUTHERN CROSS

### HARD WORK AND STUDY.

"Dairy-farming is not easy; far from it. It is a hard, constant, seven-days-a-week job. Strength, not only of body but also of will, fixity of purpose, and staying power are all required in those who want to earn more than mere wages at it. Those who desire a competence must add to their possession of the qualities already mentioned a working knowledge of the scientific side of the industry, which can only be obtained by devoting to study many hours of an already scanty leisure.

"Arduous as dairy-farming is, for those who have gone in for it determined to achieve success it has this advantage: its ultimate reward is sure and ample, in some cases remarkably so.

"One reason why I insist so strongly on the beginner, once he takes on work at a dairy farm, sticking to it for at least two years with the same employer, is that by so doing he will have shown his ability to adapt himself to new conditions, his reliability as a worker, and, what is even more important so far as his own future is concerned, he will have proved himself to be a man of character who keeps his word and stands by the bargains he has made.

### STATE LOANS FOR FARMERS.

"The newcomer does not always realise that every farmer in the district is keeping an eye on him. The older migrants because they want to see whether the young folk just out from Home shape as well as they did themselves in their young days, and also because they genuinely wish the youngster to make good for his own sake.

"The New Zealanders are curious to learn whether the latest arrival is up to the high standard of grit and character which their parents or grandparents, also from Home, have always held up to them as the special qualities inherent in those of British stock.

"If by his work and behaviour the youngster wins favour he will find no lack of those willing to take an interest in him, and to give him the friendly advice and information he may require.

"Such friendliness on the part of others, coupled with their personal knowledge of his qualities, will stand him in good stead when he decides to take a farm on his own and requires financial backing to enable him to make a start as his own master.

"There is always money ready for advance on loan or mortgage, either by the State, by companies, or by private individuals, to young dairy-farmers, just starting, who are known for their determination to make good, for their industry, reliability, and sturdy character.

"Once he sets to work, the young dairy-farmer need not have long to wait to see some return for his labour. By selling his cream to a butter factory he will benefit by receiving a monthly cheque in payment for his product—an advantage much appreciated by the youngster just starting on his own, especially when he remembers the time that those engaged in other branches of farming have to wait before they know whether they have made a profit or a loss on their work."

With the object of testing the general accuracy of the above information, I laid it before the head of an important New Zealand business organisation, who himself had risen from the ranks of the farm workers.

## UNDER THE SOUTHERN CROSS

His comment was: "I agree with what your informant has told you. I hope you will tell the folks at home all that he has said.

"He has described exactly the type of migrant we want, and newcomers who follow the sound advice he has given will do so to their great and lasting advantage.

"Hard-working, ambitious young men, with experience gained by two or three years' steady work on the land, who are really in earnest in their desire to start farming for themselves, will find little difficulty in obtaining financial help to enable them to take up land of the right sort and to buy the right kind of stock.

"Every young farmer started in this way is another recruit for the army of primary producers who are working not only for their own advantage, but also to maintain and increase the general prosperity of New Zealand. For on the prosperity of the individual farmer depends the prosperity of the whole country."

If after a couple of years experience a young man prefers to work himself into a farm, rather than borrow money to enable him to buy one, he may go in for what is known as share-milking, or milking on shares.

Under this system, many New Zealanders, as well as migrants from the Old Country, whose labour was their only capital, have not only been able to secure possession of their farms, but have also made a competency for themselves and their families.

### "SHARE-MILKING."

Share-milking is worked as follows:—The owner of a dairy-farm needing someone to work it, hands it over with its land, stock, buildings, machinery, implements, &c., to a share-milker who contracts to provide all the labour required.

The share-milker is not paid wages, but in return for his labour receives an agreed-upon proportion of the takings of the farm. Usually he receives one-third of the total cash received from sales of milk, two-fifths of the value of calves sold, and half the profits made on pigs. In some cases the share-milker has a "half to me, half to you" agreement with the owner.

The share-milker may be a man working by himself, or often a man with a growing family. In this case his wife and one or more of the elder children may give him help. Sometimes brothers or friends co-operate in share-milking.

After working a dairy-farm for several years a share-milker may decide to buy it from the owner on the deferred payment system. As each monthly cheque is received from the butter or cheese factory, an agreed sum is handed to the owner of the farm until the whole purchase price is paid. In this way the share-milker may well be said to have worked himself into possession of the land, stock, buildings and everything included in the farm.

As illustrating the opportunities that exist in New Zealand for share-milkers, I was told in one dairying district that the owner of some good land was then cutting it up into dairy-farms to be worked on half shares. After fencing in the necessary acreage he built a house for the share-milker, usually a man with a family, provided good milking stock, dairy, milking plant and other machinery required.



## Great Electricity Schemes.

V.

*Electricity working a Beneficent Revolution in New Zealand Country Life—Drudgery of Farmwork Lessened—Electricity in the Home—Power, Light, and Heat for the Whole Dominion.*

The electrification of the whole of New Zealand is the dream, well within reach of early realisation, of the Hon. Joseph Gordon Coates, M.C., Minister of Public Works and Minister of Railways in the present Dominion Government.

He is a tall, well-built ex-soldier of fine physique, who represents the Kaipara electoral district in the New Zealand Parliament.

The Rt. Hon. W. F. Massey, Prime Minister of the Dominion, who has a genius for picking out able young members and turning them into capable Ministers under his own fostering guidance, made no mistake when he called on Mr. Coates to shoulder the responsibilities of office.

### THINKING AHEAD.

He had chosen a forceful young man who has since justified his selection and elevation by his ability to think ahead for New Zealand—a young man whose powers of initiative and apparently exhaustless energy are enabling him to render invaluable service to his country.



LAKE MANAPOURI.

that day. His broad-brimmed soft hat and his waterproof were soaked with rain.

### RIDE THROUGH FLOODS.

I whispered a query to the man who was seeing me off. "That's Coates," was the reply, "Minister of Public Works and Railways. He has been riding for the last two days through the flooded districts out back,

inspecting damage to important roads and bridges and arranging for immediate repair work. He reports to the Cabinet soon after he arrives in Wellington to-morrow morning."

Some days later, when I was introduced to Mr. Coates by the Prime Minister, I learned something of the fatigues which must be borne and the energy expended by the man who is determined to do his duty faithfully to the Dominion as a Cabinet Minister in charge of several important Departments of State.

He must be ready to travel to any part of New Zealand on the shortest notice. Trains will take him as far as the rails run, motor-cars will carry him as far as the roads go, and some distance beyond. On horseback he will be able to pick his further way across country where motor-cars dare not go.



ON THE MILFORD TRACK  
THE MOST BEAUTIFUL WALK IN THE WORLD.

### SEEING FOR HIMSELF.

But there will come a place and an occasion where he may call neither train, motor-car, nor horse to his aid. Then he must walk, wade, and, if need be, climb the rest of the way in order to reach his objective. And get there he must, for it is his duty to see everything for himself.

He may be accompanied by experts with whom to consult, but he must shoulder the responsibility for all decisions made and be ready in Cabinet or Parliament to defend any action he may have taken.

Despite his ironclad constitution and his constant expenditure of energy in journeyings about the Dominion, Mr. Coates is a dreamer of dreams. The electrification of New Zealand is the dream of his life.

"One of our great needs," he told me, "has always been an abundant and constant supply of cheaply-produced power, and we have it in the water energy of our islands, which is capable of developing approximately 5,000,000 horse-power.

### NATIONAL SCHEMES.

"We are now harnessing that water-power," he continued, "steadily and methodically, in accordance, not only with our present needs, but also our future and greater requirements, through our State hydro-electric



## UNDER THE SOUTHERN CROSS

schemes. These, in both North Island and South Island, will consist ultimately of a completely inter-connected transmission system, supplied from several main power houses and subsidiary sources.

"Both schemes have for their object the provision of electricity for use as power, light and heat in every farm, factory, and household throughout the Dominion, and for the electrification of main-line railways, light railways, and rural tramway systems, as well as for mining and industrial purposes generally.

"It is the intention of the Government," Mr. Coates added, "to produce electricity as cheaply as possible, and then to supply in bulk, at practically cost price, to Electric Power Boards. These public bodies will undertake the work of distribution in their various districts which include rural as well as urban areas."

Mr. Coates then told me of the gigantic head-works and power-houses planned for North Island at:—

- (1) The Arapuni Gorge, to supply the Auckland province: at
- (2) Lake Waikaremoana, to supply the Hawkes Bay and East Coast Districts, and also to augment the power developed at
- (3) The Mangahao River, to supply Wellington and the West Coast districts.

He also spoke of the great Lake Coleridge installation in South Island, which has been functioning continuously since early in 1915, and is supplying electricity for domestic and commercial uses not only to Christchurch City, but also over wide areas in the Canterbury province.

### 160,000 H.P. SCHEME.

He spoke, too, of the Horahora power station in North Island, which, purchased by the State in 1920, has since been supplying electricity for mines, butter factories, cheese factories, and numerous dairy-farms, besides providing current for homes and industries in large urban and rural districts.

"Our plans for North Island," Mr. Coates went on, "include the development of 160,000 h.p., which will suffice for all present needs, as well as those of the immediate future. Further developments up to 320,000 h.p. can be made when necessary. The power supply planned for South Island amounts to 110,000 h.p., which it will also be possible to extend as required."

Although the comprehensive scheme of electrification outlined above will not actually function as a whole earlier than 1928, individual power houses are already supplying current to Electric Power Boards which are estimated to include within their areas approximately 60 per cent. of the total population of the Dominion.

The extension of electric power to the rural districts is already working a beneficent revolution in country life in New Zealand.

### RELIEVED OF DRUDGERY.

Here again I quote Mr. Coates:—"With the coming of electricity, the farmer finds himself relieved of much of the drudgery of farm work. So also does his wife in her domestic work within the home,

## UNDER THE SOUTHERN CROSS

"Later, when electric light-railways and rural tramway systems, with a halt at every farm, begin linking up the country to the town the isolation of country life will be at an end.

"Townfolk will then begin to invade the so-called back-blocks, attracted by the easier conditions of life and work, lower cost of living, cheaper land and transport, fresh air and, perhaps, scenery.

"Wherever electricity has been placed within their reach, farmers are now using it to operate their milking machines, cream separators and pumps, and also for heating the water required for the necessary scalding and cleansing of the vessels and apparatus used.

"Electrically-driven cutters prepare roots and other feed for their cattle, while threshing machines are worked by electric motors which obtain current from overhead wires led directly into the fields.

### ELECTRICITY IN THE HOME.

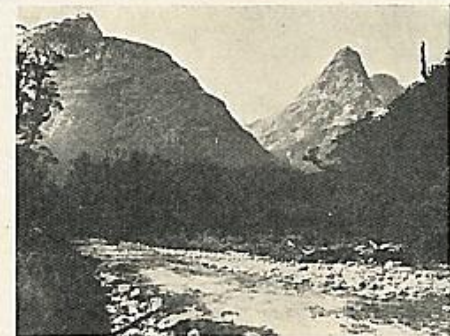
"Aided as they are in this way by cheap power, it is no wonder that the farmers have been able to increase production with a corresponding benefit to themselves.

"The farmer's wife begins to find herself in possession of leisure the moment electricity comes into her home. She promptly ceases to be a household drudge."

It is beyond the scope of this article to detail the many uses made of electricity in particular industries in New Zealand.

I have, however, directed special attention to the manner in which the State provision of cheap electricity has already benefited, and will benefit in future perhaps still more, the farming population of the Dominion.

I have done so because I am convinced that in this, as in so many other ways, the people of New Zealand are striving with all their power to smooth the road to comfort, well-being, and prosperity which they have opened, so unselfishly, to the migrants from the Old Country whom they now invite to make their homes on the land in the New and Brighter Britain under the Southern Cross.



MOUNT BALLOON  
(ON THE WAY TO MILFORD).



## UNDER THE SOUTHERN CROSS

### VI.

*Scarcity of Domestic Servants—Good Wages and Conditions for Capable Help—  
Touring Servants—Houseworkers Earn Cost of Enjoyable Holiday Trip.*

The women of New Zealand rank high among the most capable and most efficient housewives in the Empire.

Household management with them is an art in which every woman has an opportunity of expressing her own individuality. I might have said many opportunities, during most hours of every day of her life.

For servants are scarce, very scarce, in the Dominion. Here are some figures, which show how scarce.

When the 1921 census was taken, there were in New Zealand barely enough servants to provide one for every eight dwellings throughout the whole country, or, eliminating all dwellings with only five or less rooms, there were not enough servants to provide one for every three dwelling-houses containing from six to ten or more rooms.

One consequence of this lack of domestic help is that the woman out there who shoulders the responsibility of housekeeping for husband and children must be prepared to undertake each and every household duty herself, unless her husband has the time or her children are old enough to help her.

This lack of assistance in the household may not be keenly felt by the childless married woman. But it does bear very heavily, however, on the mother, who, in addition to the care she must take of her children, has to do all her own housework single-handed.

### THE SERVANTS' TERMS.

Another result of what may be described as the more or less permanent shortage of domestic help reveals itself in the terms of employment.

Those willing to engage in household work receive high wages. They are also in a position to obtain much more favourable working conditions than are customary in domestic service here.

When I was in South Island, I heard of "the touring servant." I give the story as it was told to me.

It concerned three servants, friends. They decided to "work" their way through New Zealand in the intervals between visits to its most famous tourist centres.

On disembarking, being capable, energetic girls, they quickly found situations at good wages, which they saved until they had enough to pay for a trip to the Central Otago Lakes and the beautiful Milford Sound district.

## UNDER THE SOUTHERN CROSS

### TRIP TO THE GLACIERS.

Then followed another spell of work, and after that a visit to Mount Cook and the Glacier Region. Proceeding to Christchurch, the girls took situations pending the acquirement of enough money to enable them to visit the wild Otira Gorge and its rugged scenery, and thereafter the West Coast. (This was before the Otira Tunnel was opened for electric rail traffic.)

Back again in Christchurch, they made their way to Wellington.

Then followed another period of employment, succeeded, in due course, by a journey to the famous Rotorua district, with its volcanoes, hot springs, geysers, fumaroles, mud baths, Maori village, lakes and scenery.

After going the round of all the sights, the girls made their way to Auckland where they set to work again.

### "HARD ON THE EMPLOYERS."

"A good way of getting a holiday," commented my informant, "but just a little hard on the New Zealand employers who had probably paid the girls higher wages than customary, in the hope of securing their services for a much longer period than the girls, without saying so, really intended to stay."

The fact that it was possible for these three girls to make such a long and enjoyable tour, and to pay for it out of their earnings as house-workers, is an indication of the good wages paid in New Zealand for domestic help.

It also shows the ease with which such employment can be obtained, and, further, reveals the fact that employers are not unwilling to pay higher wages than usual if by so doing girls may be prevailed on to remain in their employment for some considerable time.

If domestic help is scarce in the towns of the Dominion, it is scarcer still in the country districts.

### DOMESTIC MIGRANTS.

Mrs. Macpherson, who accompanied me during my tour of the Dominion, is of opinion that the present method of attracting capable domestic servants to New Zealand might easily be made more effective. She says:—

"While on the voyage out I had several opportunities of talking with young women who, having been in domestic service at home, were on their way to take similar situations in New Zealand."



TROUT FISHING.



## UNDER THE SOUTHERN CROSS

"Few of them had any clear idea of what a New Zealand house was like, its furnishings and fittings, or how it was worked. And they did not always seem to realise that housework out there might not be carried on in exactly the same way as in the Old Country.

"This lack of knowledge may account for the seeming helplessness of domestics just out from home when taking up work for the first time, amid the unfamiliar surroundings of what, to them, is an absolutely new country, with its own way of doing things even in housework.

### NEW ZEALAND HOUSE IN LONDON.

"All this might be obviated if a house, built on the New Zealand model, on one or two floors, furnished and fitted in all its details in the New Zealand fashion, were erected in, say, London, where it would be open daily, and especially on Sundays, for inspection by domestic servants and other young women who may be thinking of bettering their condition by migrating to the Dominion.

"Such a house planned on the above-mentioned lines would be an object-lesson for all accepted, as well as possible, domestic migrants privileged to visit it. More especially if it were placed in charge of New Zealand born women.

"It is quite possible also that the house, being so well planned from the woman's point of view for easy working, with its easily-mopped polished floors, its few stairs, its electric or gas fires and stoves, its airy rooms and spacious verandahs, might attract to New Zealand energetic, self-reliant, educated young women who, while skilled in cookery and really fond of household work and management, would not dream of entering domestic service here at home."



GOLD-DREDGE, WEST COAST, SOUTH ISLAND.

## UNDER THE SOUTHERN CROSS

### Last Impression.

#### VII.

*Sunshine and Scenery—Christchurch, the Dominion's most typically English City—New Zealander's Home-Pride—Visitors from the Old Country always Welcome.*

Scenery, like sunshine, is never absent in New Zealand. Coast or inland, every town has its own setting of natural beauty.

The whole country is a thousand-mile-long picture framed in the silver of the ocean surge.

In no scheme of New Zealand town-planning can the scenery be left out. There is so much of it that it cannot be removed. It is too beautiful to be forgotten.

The Dominion has little to learn from the Old Country in the art of town-planning.

### ON SPACIOUS LINES.

The early settlers, fresh from home, knowing what they wished to avoid, and having plenty of land at their disposal, planned spaciouly. Their descendants bettered even their good example.

Both laid out their town-sites with wide streets and broad boulevards, at the same time reserving for future use large areas, now the lovely parks and picturesque pleasure grounds which beautify so many New Zealand cities.

Along the great wide avenues and into the magnificently-planned open spaces and enclosed gardens, the trees of the forest began to advance in leafy battalions as if to consolidate recaptured positions. Here they stood in orderly alignment, there in seeming natural disarray. But all, always and every-

where, beautiful. And never more so than to-day when in their full splendour of growth they have made of populous cities an annex of the countryside.



ON THE MOKAU RIVER  
NEW ZEALAND



## UNDER THE SOUTHERN CROSS

### COUNTRY IN TOWN.

The houses standing in their well-foliated gardens, the care with which the gardens are tended, the luxuriant growth of each and every kind of tree, shrub, and flowering plant, all serve to deepen the impression. Away from the business centre of the city and the chief shopping streets, the sudden fading of town into country is as remarkable as it is refreshing.

New Zealanders may congregate in cities, but they are not city people. They are country folk with a liking for the amenities of town life. So, when they go to the cities, they take the country along with them. That is why they have so skilfully assisted the forest to invade their streets and breathing spaces.

They are artists whose town-planning makes rural life possible within five minutes' walk of office, shop, wharf, mine, or factory. They have discovered the secret of ruralising their cities with the aid of trees.

### MOST ENGLISH OF CITIES.

If ever a city was ruralised in this manner, that city is Christchurch—capital, cathedral city, university town and business centre of Canterbury province.

Christchurch had been described to me as the most typically English of all New Zealand cities. That was before I had seen it for myself, and when I was inclined, perhaps, to regard the description as being more sentimental than accurate in its application.

In the warm, bright sunshine of a winter morning I went a-walking by way of its wide tree-shaded boulevards. I passed beside houses built after the old Home fashion, each standing in its own well-treed garden where, in the open, roses were still in full brave bloom, and where green, well-tended lawns lay smooth and restful to the eye.

I went past the gray masses of the Canterbury College buildings, the museum, world-famous for its treasure store of all that now remains of the long-extinct gigantic and mysterious Moa; past the picturesque old Provincial Parliament House, by an old-world tree-bordered green that looked as if it had been transported bodily from Home, and then along the banks of the Christchurch Avon, where the weeping willows shower down their trembling tresses as if seeking the clear waters of the river that runs so limpidly below.

### THE OLD COUNTRY ASPECT.

During that pleasant, memory-stirring walk I began to realise the truth of the description I had heard applied to the City of Christchurch. To the newcomer Christchurch presents a surprisingly welcome Old Country aspect.

And this aspect is undoubtedly due to the fact that its founders and early residents endeavoured, as far as lay in their power, to reproduce in and about their new home city the physical surroundings of the life to which they had been accustomed in England.

There is about the city, with its cathedral and its colleges, its placid-flowing river, its gardenised homes, its wealth of trees and grassy open spaces, an air of leisured calm, fragrant with memories of the Old Land, that holds the visitor, just out from Home, as with a charm.

## UNDER THE SOUTHERN CROSS

I have written thus of Christchurch because the city holds me in its thrall. Had I my way, no visitor to the Dominion should see Christchurch before he had first seen Wellington, Auckland and Dunedin.

Wellington because it will impress him with its efficiency. Dunedin because it will command his respect. Auckland because it will fascinate him with its loveliness.

Then I would show him Christchurch, for there he will learn to love New Zealand.

### NEW ZEALANDERS' HOME-PRIDE.

Of the wonderful beauty of their country New Zealanders have every reason to be proud. And their home-pride takes the very natural form of a desire that others should see it and admire it as they do. Their especial wish is to receive more visitors from the Old Country.

This wish was expressed to me on one occasion in somewhat novel fashion thus: "It is all very well for the people at home, when talking of us, to quote:

'Daughter am I in my mother's house

But mistress in my own!'

"That sounds proud and thrilling, I agree. But it doesn't make up for mother and the family not coming to see us oftener.

"We know every stick and stone of the old place over there, but they don't seem to realise that we have now got a fine, well-furnished place of our own out here that we want them to see, so that they may tell us what they think of it.

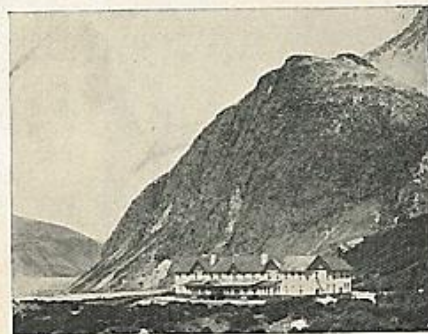
### THREE HALFPENCE A MILE.

"The journey is neither so long, nor so trying, nor so costly that any of them can plead lack of time, fear of discomfort, or high fares as an excuse. The New Zealand Shipping Company will carry anyone in a floating hotel the whole 25,000 miles there and back at about three halfpence a mile.

"Why, it's cheaper than a taxi, with the holiday of a lifetime and all the comforts and luxuries of well-ordered civilised life thrown in.

"It isn't that we haven't asked the family to visit us. We are almost tired of inviting them to come oftener and make themselves at home.

"Take the leisured members of the family, for instance: where do they go? Big game shooting in East Africa, perhaps. Haven't we got moose and wapiti, not to mention other kinds of deer? Or they go tarpon fishing on the coast of Florida, U.S.A. Have they ever dreamed of the sport our king-fish can give them?



MOUNT COOK HERMITAGE  
(SOUTHERN ALPS)



## UNDER THE SOUTHERN CROSS

### TOURS FOR LEGISLATORS.

"Take the members of the family who are legislators, hereditary or elected; Cabinet Ministers, past, present or future; M.P.'s actual, prospective, or in contemplation. They shouldn't need to be invited. It is their duty to visit us, if only to gather at first-hand information which will enable them to appreciate the New Zealand point of view as regards international relations, trade, and migration.

"Those whose privilege it is to legislate for the Empire must visit the nations of the Empire if they have any real desire to gain an understanding of Imperial problems, conditions, and requirements.

"Take the British manufacturer or merchant from whom we buy 76 per cent. of all the goods we import. Why doesn't he visit us more often and stay with us longer? A dash by steamer from Australia, then a day spent here, a day there, and a day in another place, is followed the day after by a rush to catch the boat back to Sydney or Melbourne.

"This doesn't give the non-stop British business man a chance to see the country or an opportunity to make the acquaintance and learn the needs of the people who buy from him direct or through his agents.

### UNCLE SAM COMES ALONG.

"But Uncle Sam of U.S.A. doesn't even wait to be invited. He arrives by every boat. And, as if he were a member of the family, doesn't even trouble to apologise for not telling us that he was coming.



THE SUTHERLAND FALLS.

the advantages and opportunities offered them in the dominions overseas, I would say: 'Don't forget New Zealand.'

## NEW ZEALAND

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Wellington, New Zealand.