



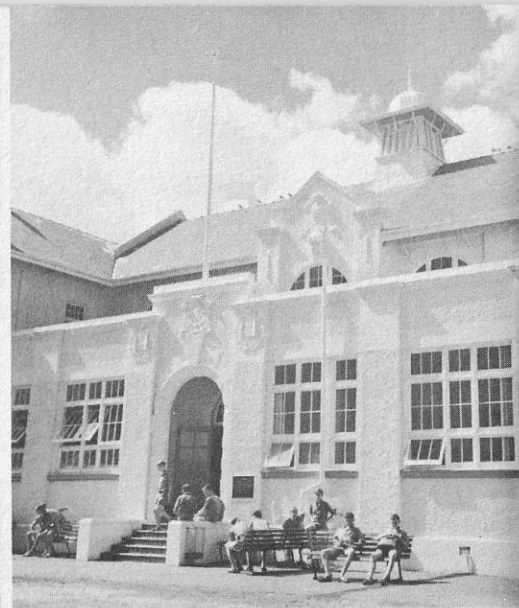
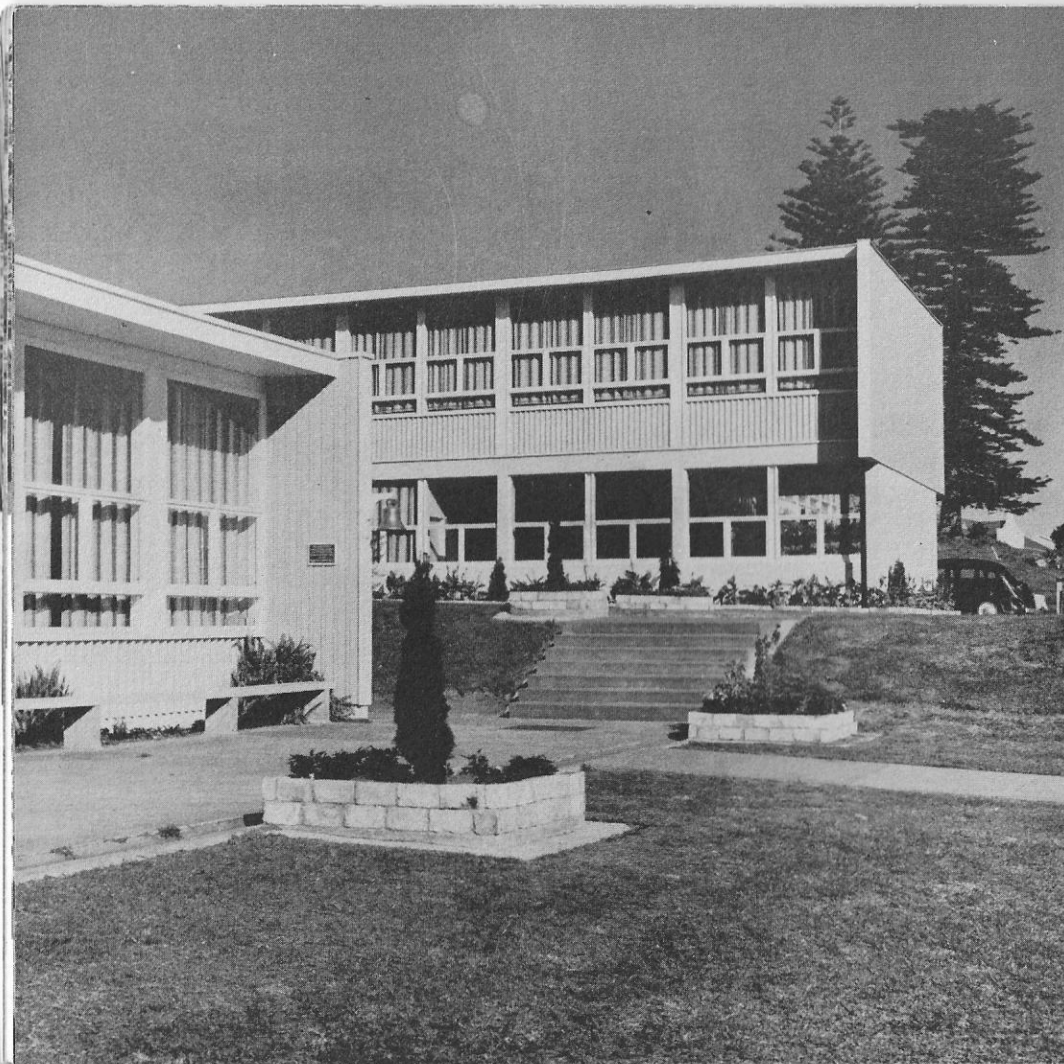
DAILY NEWS PHOTO



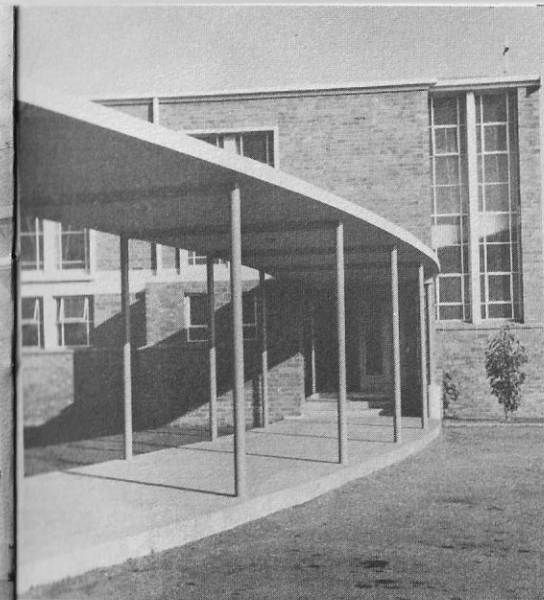
DAILY NEWS PHOTO

This aerial view of the Bowl shows how natural features of topography have been turned to advantage in creating New Plymouth's open-air theatre.

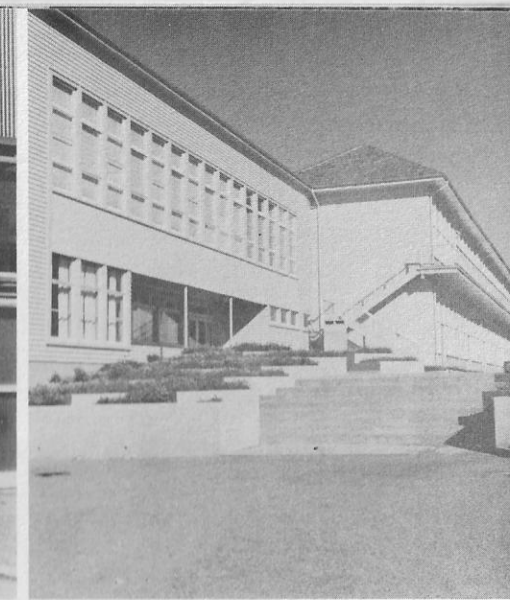
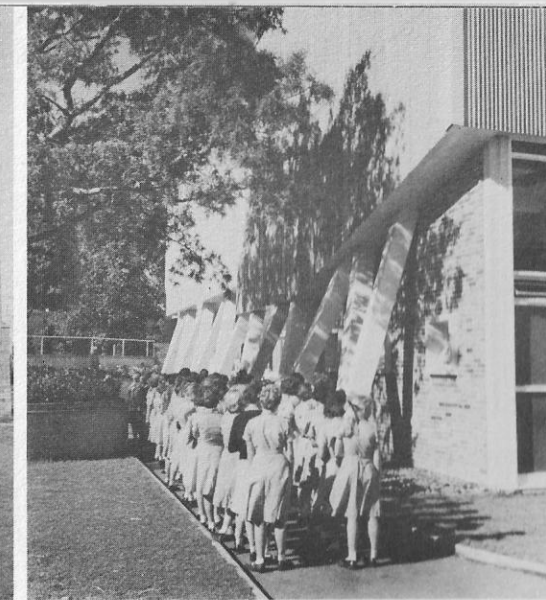
New Plymouth seen from the west. Devon Street, the city's main thoroughfare, runs through the centre of the picture.



In today's scientific and technological age, a sound education is becoming more and more important. New Plymouth's schools and colleges are well-equipped to cater for all demands of education up to university level.



New Plymouth Boys' High School (opposite page, right) and the Girls' High School (above, centre) both have a proud record of scholastic achievement. They also have the distinction of having the largest boarding establishments of any State post-primary schools in New Zealand.

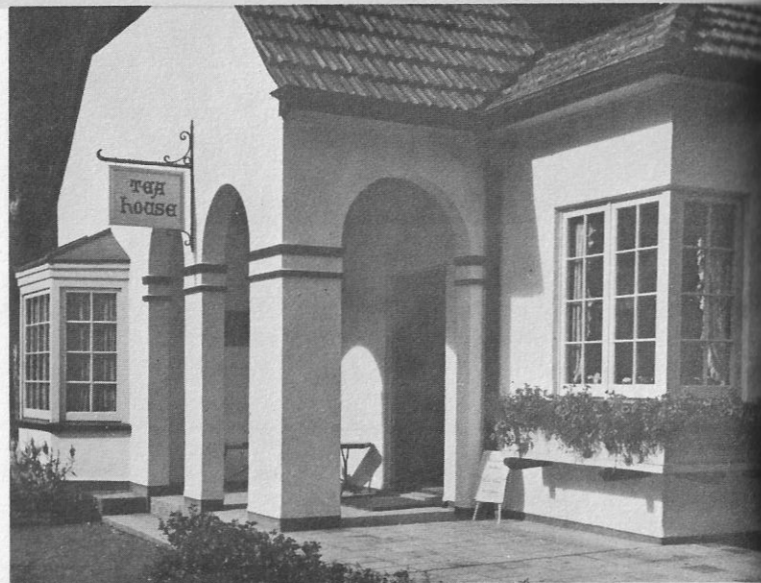


Also pictured are classroom blocks at the modern Devon Intermediate School (opposite, left), a section of the Francis Douglas Memorial College, a new Roman Catholic college at Westown (above, left) and the main front of Highlands Intermediate, at Brooklands.

A City of Beautiful Parks

If it is possible to name one feature which typifies New Plymouth, that feature must surely be its parks. Few cities of comparable size can boast so many fine open spaces, and for this the people of New Plymouth acknowledge their debt to the early city fathers for their foresight and vision.

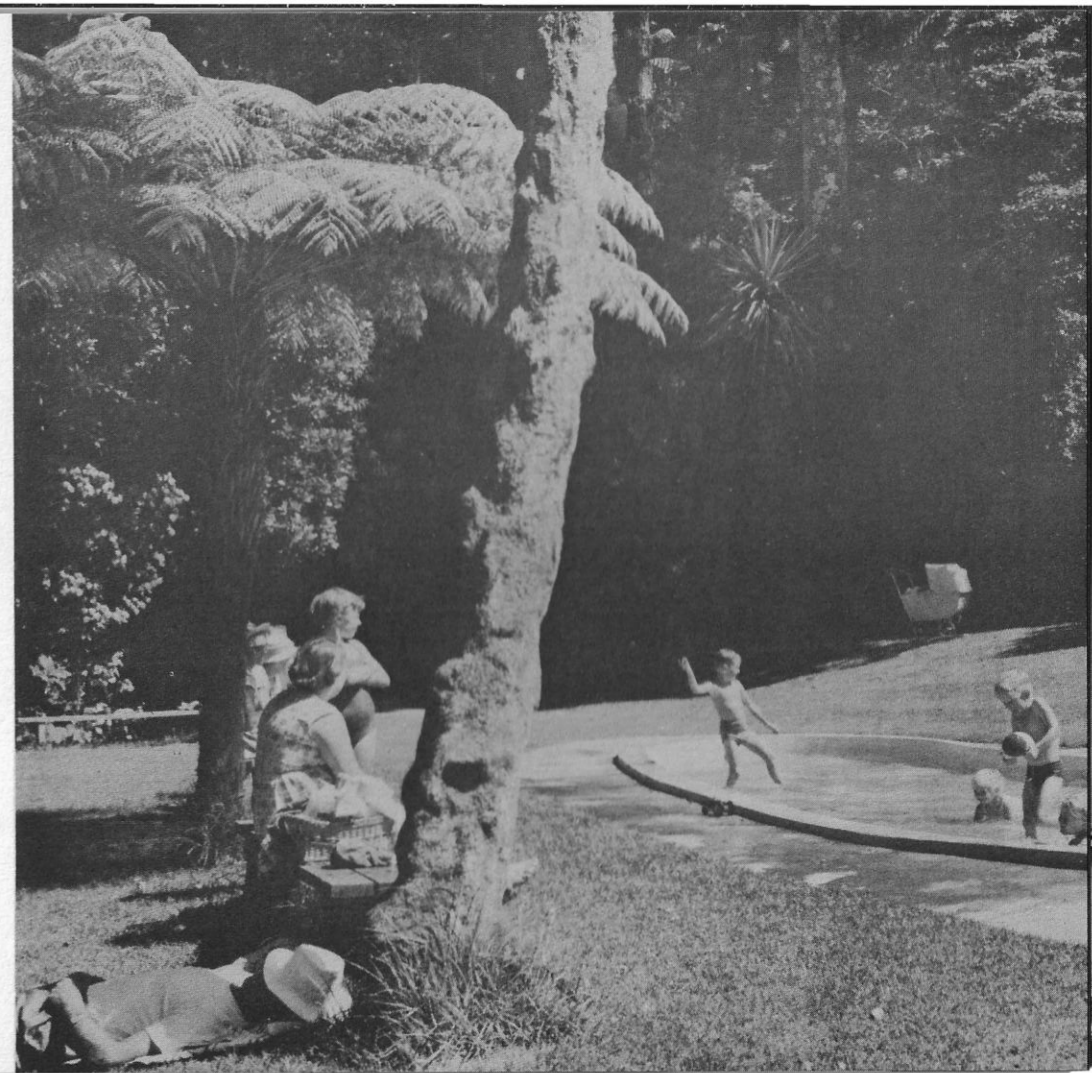
The most famed of New Plymouth's parks—and justly so—is lovely Pukekura. It is hard to believe now: yet less than a hundred years ago the area now occupied by Pukekura Park was a wasteland riven by gullies and blanketed by a dense covering of fern, gorse and scrub. It was set aside for development as a city park in 1875, and gradually, as the years went by, man's patience, skill and ingenuity transformed this wilderness into Pukekura Park as it is today.



The Pukekura Park teahouse, by the upper lake, was donated by Mrs. Anne Burgess, a notable benefactress of the city.

Two man-made lakes form the centre-piece of Pukekura. Round about them, miles of quiet paths wind through native bush and among the groves of exotic trees, including flowering rhododendrons and azaleas. The lakes are a haven for duck and swan. The upper lake, with its rowing boats and picturesque tea kiosk, is world-famous for the view of snow-clad Mt. Egmont soaring above its mirror-like waters. Nearby are terraced greenhouses in which can be seen more than 100 varieties of ferns. On the lower lake, the Queen Elizabeth fountain plays through a cycle of 14 spray variations and 22 colour combinations.

The playground in Pukekura Park, with its attractive paddling pool constructed by the New Plymouth Jaycees, is a popular spot for younger children.





Tree ferns frame a view of the band rotunda, seen across the illuminated waters of the upper lake at Pukekura Park.

Next-door-neighbour to Pukekura Park is Brooklands, an area of wide lawns and noble trees, with many historic associations. It was originally the home of Captain Henry King, New Plymouth's first Resident Magistrate, and part of the stone chimney of his home, built in 1843, still stands on the green sward. Near the park gates is a quaint, gabled cottage hospital built at the instigation of Sir George Grey in 1848. It served as a military hospital in the Maori wars and was removed to its present site early this century.

Burgess Park, four miles beyond the city boundaries, consists of 13 acres of native bush. Adjoining it is the 62-acre "Meeting of the Waters" reserve, a popular picnic spot on the banks of the Waiwakaiho River.

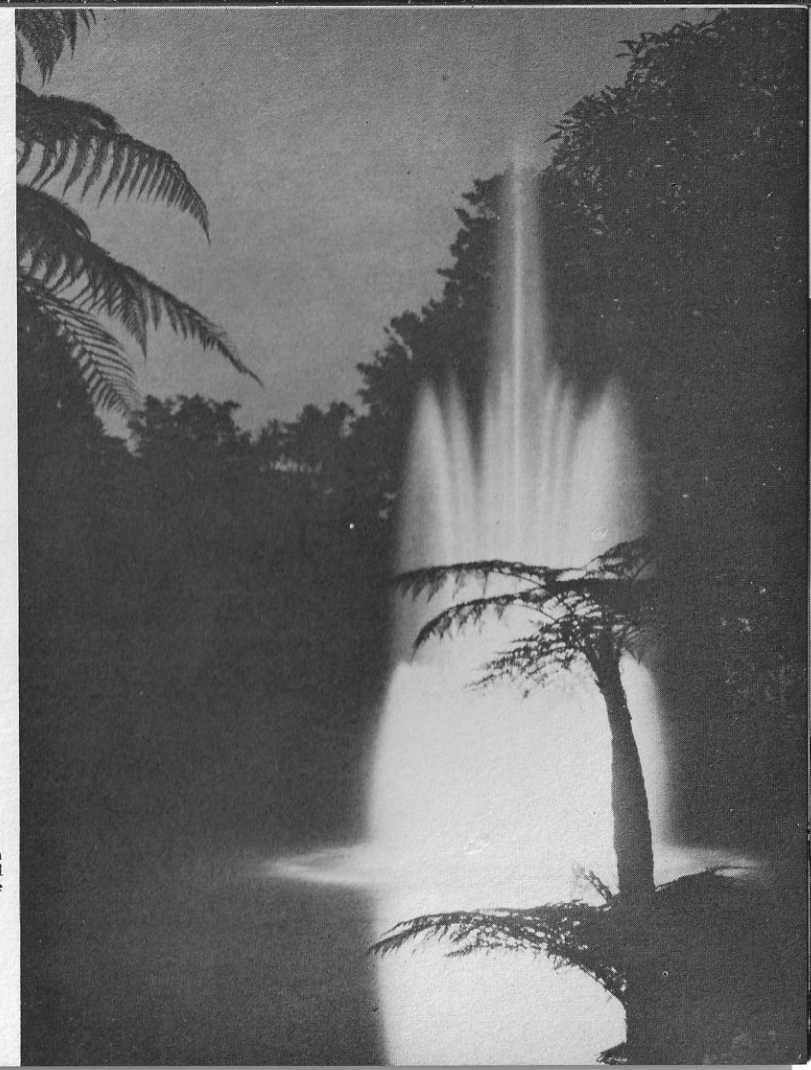
These are but a few of New Plymouth's parks. There are many others—such as the natural vantage point of Marsland Hill, site of

the military barracks during the Maori Wars; Churchill Heights, and the 89-acre Paritutu Centennial Park, which includes within its boundaries three picturesque offshore islands not far from Port Taranaki.

The area of Paritutu park is one redolent with history. Captain Cook, struck by the singular shape of the islands, appropriately named them the Sugar Loaf Islands. Used for centuries by the early Maoris as fortified pas, they are in fact the eroded remains of an ancient volcano vastly older than Egmont.

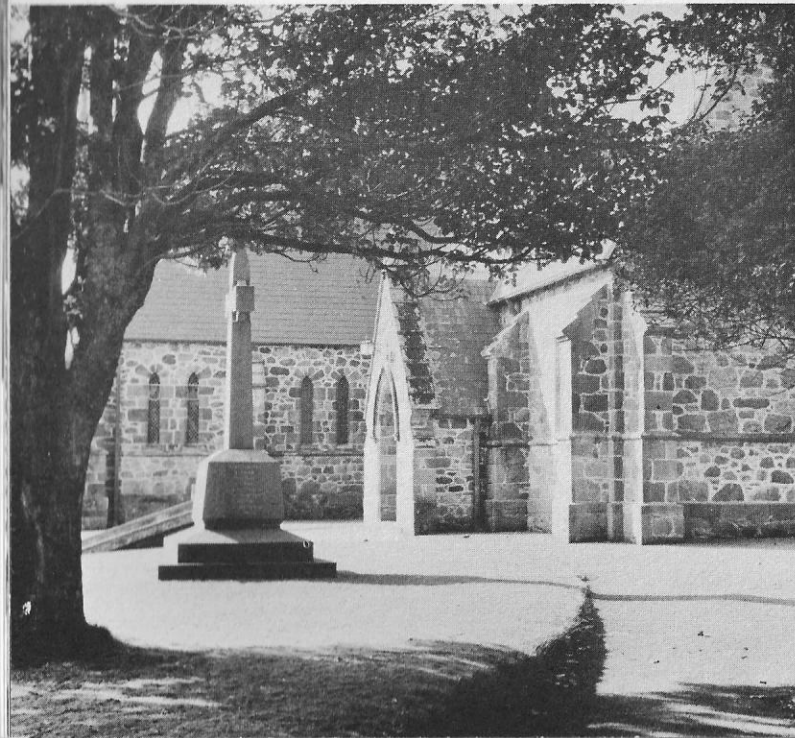
Another attractive seaside park is Kawaroa, with its splendid open-air swimming baths. Built by New Plymouth City Council at a cost of £140,000, the baths were opened in the summer of 1963-64. Besides the main pool, they contain a diving pool, a learners' pool and a children's paddling pool.

On the lower lake, the Queen Elizabeth Fountain, with its numerous spray and colour combinations, makes an unforgettable sight, whether seen by day or by night.

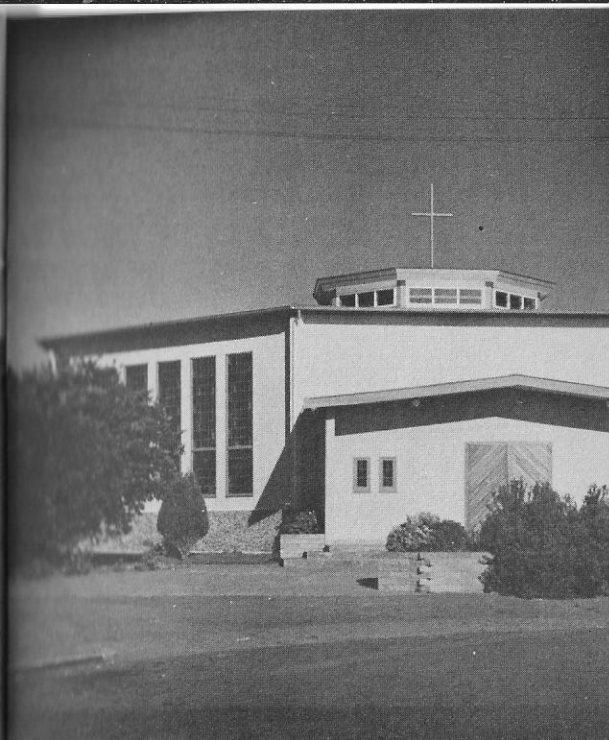


New Plymouth is well-endowed with churches, ranging in architectural styles from the traditional to the ultra-modern.

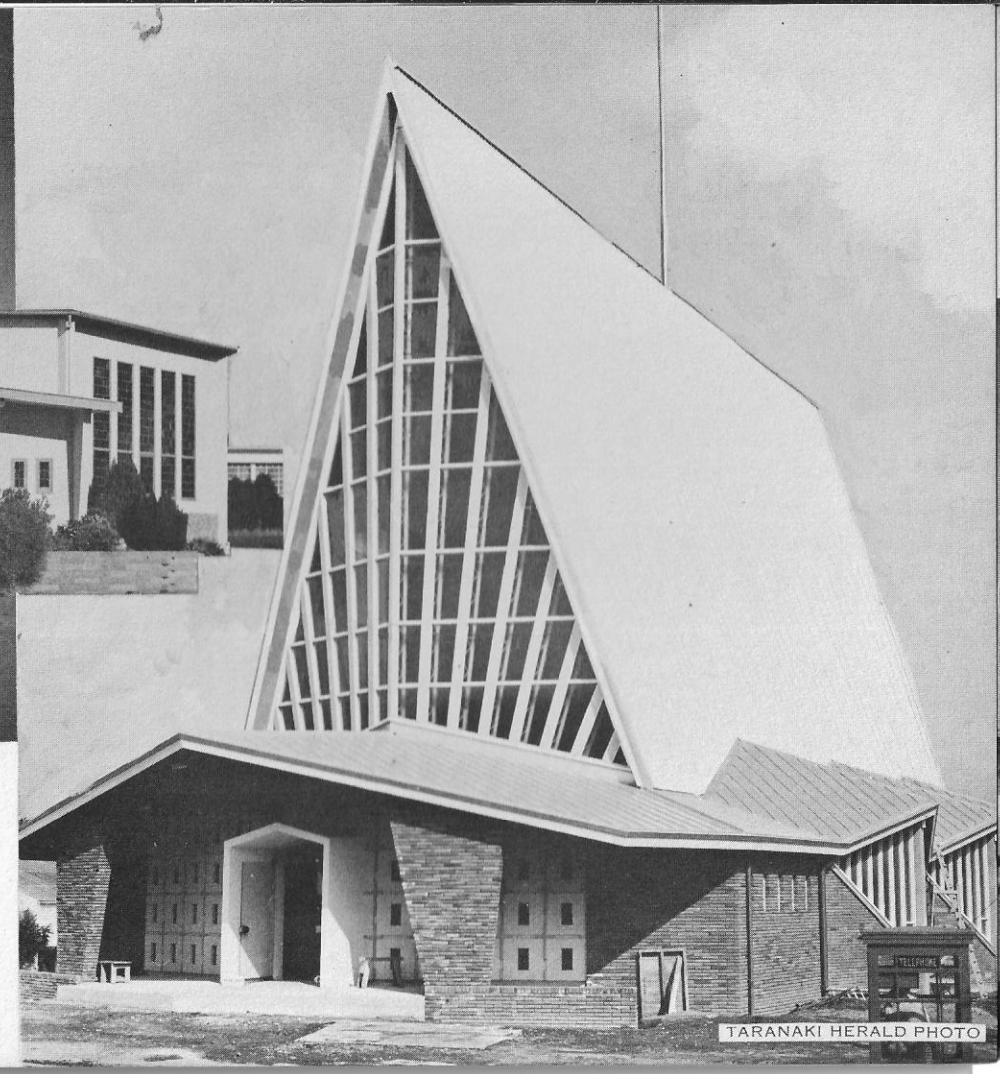
Most well-known is the historic St. Mary's Anglican Church (below), noted as much for its architectural beauty as for its associations with the early history of the province. It has been described as "a poem in stone."



Another fine church in traditional design is St. Andrew's (below), with its graceful, Gothic-style steeple. Twentieth-century church design is seen at its most striking in the bold lines of Whiteley Methodist Church (extreme right), whose gleaming roof of ribbed aluminium soars steeply above surrounding commercial buildings to form a prominent landmark in central New Plymouth.



Equally modern, but in more restrained style is Fitzroy Catholic Church, one of the city's newer suburban churches.



TARANAKI HERALD PHOTO



New Plymouth must be just about the nearest thing to a sportsman's paradise. Whether one's interests is in football or fishing, bowls or badminton, cricket or mountain-climbing (to give just a few examples), New Plymouth offers unrivalled opportunities.



First class beaches make swimming, yachting, surf-riding and water-skiing popular summer sports; while for the alpine sports enthusiast the snowfields and ski runs of Mt. Egmont are barely an hour's drive away. The city has three excellent golf courses. The Taranaki Bowling Centre's January tournament, which brings hundreds of visitors to the city each summer, is the second-largest bowls tournament in New Zealand.





Charming forest walks
are a feature of Pukeiti
nature reserve.

Eighteen miles from New Plymouth, the Pukeiti Rhododendron Trust's 900-acre reserve nestles in a vale between the bush-clad Kaitake and Pouakai ranges, not far from the north-western slopes of Mt. Egmont.

Founded in 1951, the trust exists to promote the growing of trees of all kinds, and of the showy rhododendron in particular. So successful have its efforts been that Pukeiti ("The Little Hill") is fast becoming known as one of the foremost rhododendron parks in the world.

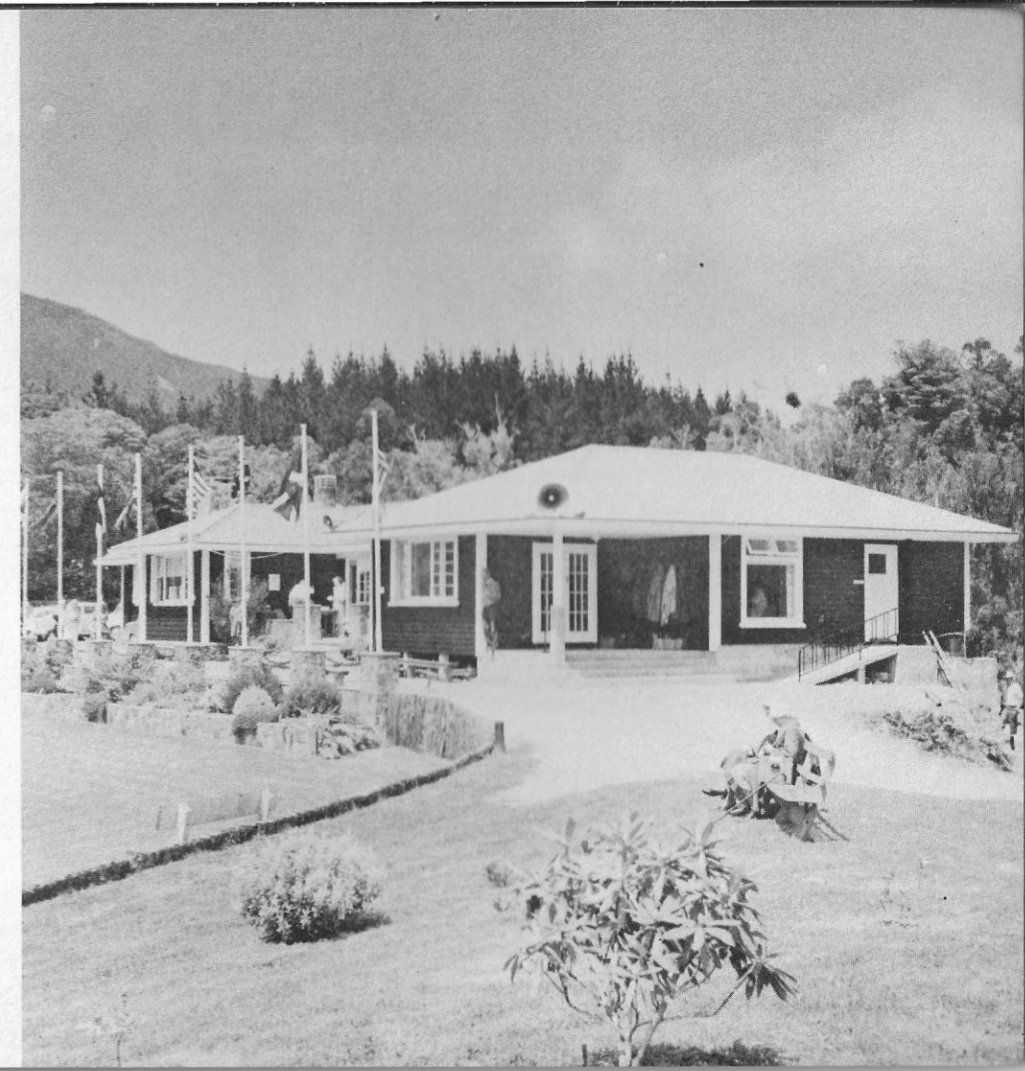
A large part of the reserve is preserved as native bushland. Here, paths wind among stately

rimu, rata, totara and other forest giants. The forest floor is lush with ferns, mosses, lichens and a host of native plants, while in the treetops tui and bellbird thrive unmolested.

Set like a gem in the midst of this forest scene are the green lawns of Pukeiti Lodge, ablaze in season with multi-coloured blooms of countless rhododendrons and their gay cousins, the azaleas.

Pukeiti (maximum altitude 1600 feet), with its moist, sub-alpine climate, also provides ideal growing conditions for camellias, magnolias, kalmias, hydrangeas, and herbaceous and alpine plants, both native and exotic.

Heart of Pukeiti is the
modern lodge, flanked
by the flags of many
nations.



New Plymouth . . A Few Facts

- ★ The city has a population in excess of 33,000; covers an area of approximately eight square miles. The population is growing at a higher rate than the New Zealand average, and it is estimated that by 1981 New Plymouth may have a population of 53,000.
- ★ Annual output totals from the New Plymouth employment district is more than £30 million, representing an added value of £8 million. Output is more than that of Palmerston North, Invercargill, or Napier-Hastings combined.
- ★ New Plymouth has more than 350 factories, employing approximately 5500 workers—more factories than Lower Hutt and nearly half as many again as Wanganui.
- ★ Labour turnover in all occupations averages only 28 per cent., compared with the New Zealand average of 61 per cent. Only two towns—Oamaru and Ashburton—have a lower figure.
- ★ Building permits issued in New Plymouth in recent years averaged about £1.3 million a year.
- ★ New Plymouth is the main commercial centre of a province which accounts for more than 60 per cent. of New Zealand's cheese exports and nearly 10 per cent. of its exports of meat and butter. Taranaki's farms carry more than a million sheep and about half a million cattle, and the butter and cheese produced by its dairy factories is worth about £15 million.

Where We Are

NEW PLYMOUTH is centrally situated, almost exactly half-way between Auckland and Wellington.

AIR

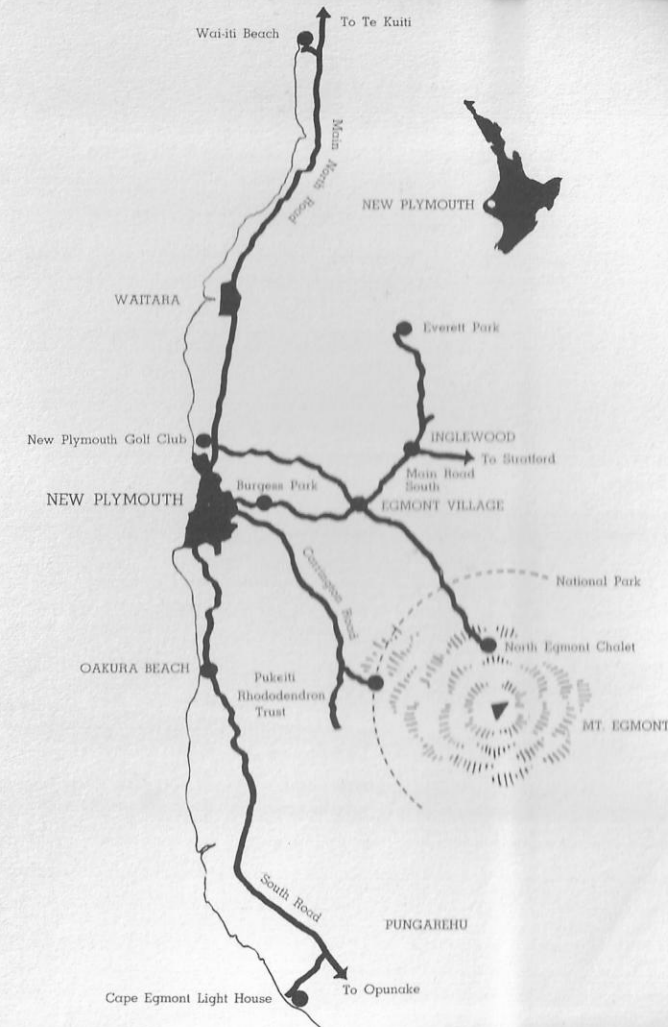
Air services link the city directly with Auckland, Wanganui, Palmerston North and Wellington. The airport is only $4\frac{1}{2}$ miles from the city centre.

RAIL

Rail connections are good to all parts of the North Island. A railcar service runs to both Wellington and Auckland.

ROAD

New Plymouth is on the No. 3 State highway. The distance to Auckland by road is 235 miles, and to Wellington 223 miles.



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