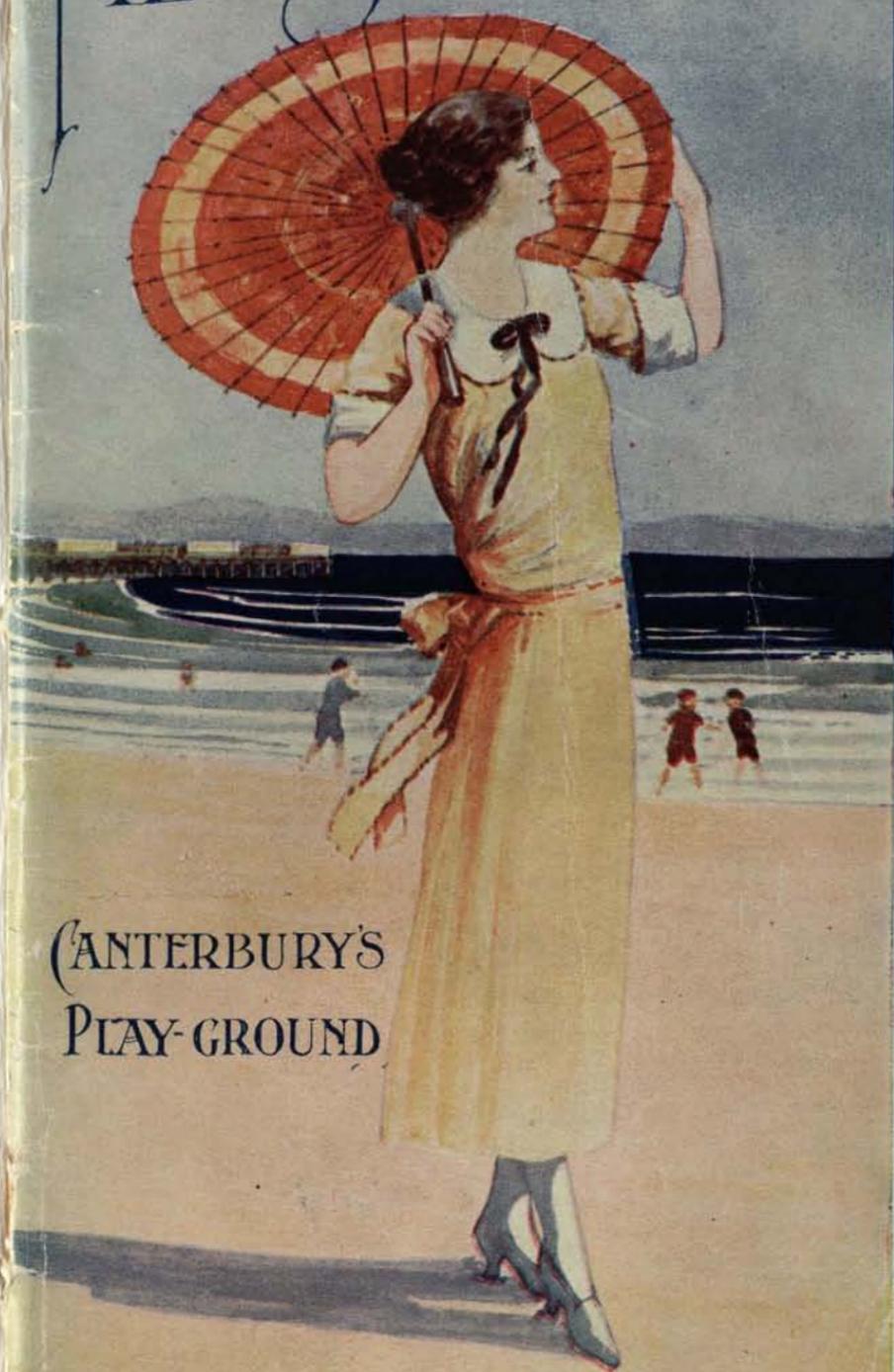


# NEW BRIGHTON



CANTERBURY'S  
PLAY-GROUND



Christchurch City Libraries  
Te Whare Pukapuka Aa Iwi Otautahi

Aotearoa New Zealand Centre

DONATED BY

MRS ANN MULCOCK

26 JUNE 2002



CHRISTCHURCH  
CITY COUNCIL - YOUR PEOPLE - YOUR CITY

NEW BRIGHTON

NEW ZEALAND

# CANTERBURY'S PLAYGROUND



PUBLISHED BY

NEW BRIGHTON PUBLICITY  
COMMITTEE

ASSOCIATED WITH

THE CANTERBURY  
PROGRESS LEAGUE

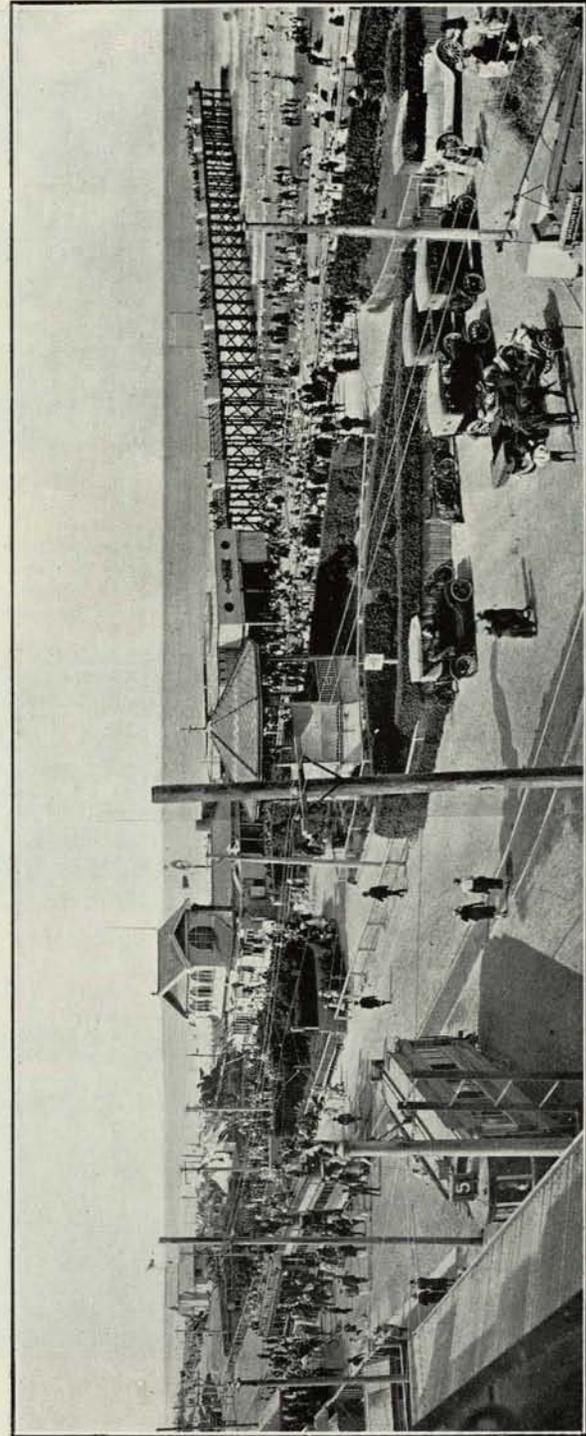
Printed by the "Lyttelton Times" Co., Ltd., Christchurch.

## Publishers' Note

THE object of this Booklet is to call attention to the many attractions of New Brighton as a Seaside and Health Resort — as an ideal place for a day's outing at the seaside, and as a desirable locality as a place of permanent residence.

Seaside and other attractions have been given a prominent place in the pages following, for the reason that it is these features that give New Brighton its claim to the title "Canterbury's Playground." It will be found, however, that the township and district are substantial and progressive, and present all the elements of permanence and prosperity.

It is claimed that this Booklet meets a want that has been long felt. Many visitors to the city have been unaware of the fact that at so short a distance and at the termination of so pleasant a journey, there are to be found sea bathing and surfing, sun bathing, and invigorating sea air unrivalled anywhere.



GENERAL VIEW OF PIER AND ENCLOSURE.



Scenes on the Beach.

## OFFICIAL NEW BRIGHTON.

(Borough. Suburban to Christchurch).

Constituted 1897.	Rateable Value—
Population 4500.	Unimproved, £255,576.
Wards: Undivided.	Capital, £551,416.
Area: 1500 Acres.	

NEW BRIGHTON is a seaside health resort situated about five and a quarter miles from the City of Christchurch, with which it is connected by two electric tramway services, supplying frequent and adequate communication at moderate rates of fares. The Borough is bounded on the western side by the River Avon, the sea being its eastern limit. There is a stretch of sandy beach some twelve miles long and from two to six chains wide, beautifully hard and smooth at low tide, which is largely used for walking, cycling, motoring and driving. The annual galas (held at North, Central and South Brighton) attract a large number of visitors from all over Canterbury.

## STREETS.

The total length of streets in the Borough is 28 miles of which approximately 20 miles are formed. There are also 24½ miles of concrete channelling and footpaths, 20 miles of the footpaths being asphalted.

## RECREATION RESERVES.

The Rawhiti Domain, containing 155 acres (88 of which are planted with pine, birch, oak and ash), is a favourite spot for picnic parties. A Sports Ground is also provided in this Domain. There are also 122 acres of plantation reserves partially planted with pines.

## STREET LIGHTING.

One hundred and eighty-four lamps. Current is supplied by the Christchurch City Council from Lake Coleridge. The charges are £3 10s. and £5 16s. per annum for 100 and 250 candle-power lamps respectively.

## LIGHTING SUPPLIED TO PRIVATE HOUSES.

Electric Light is supplied to the Borough by the Christchurch City Council. Current is supplied to 938 houses at a charge of 5d. per unit flat rate, or 6d. and 1d. on the maximum demand; the charges for residential and commercial heating are 1½d. and 3d. per unit, respectively; the charges for power are 1½d. and ¾d. per unit.

Coal Gas is supplied to the Borough by the Christchurch Gas Company. There are about 1070 houses to which gas is supplied for lighting and heating purposes. The price charged is 10/- (gross), or 8/5 (net) per 1000 feet.

## TOWN MUSIC.

The Borough has its own Municipal Band, subsidised to give open air concerts on the band rotunda near the Pier. The subsidy amounts to £30 per annum for ten concerts. Apart from this, several of the city bands provide concerts on Sunday afternoons at frequent intervals.

# Jones, McCrostie Co.

Limited

*Auctioneers, Valuators,  
Land & Estate Agents*

*Chief Agents for the New Zealand Insurance  
Company.*

*We specialise in Auction Sales of Farms, City and  
Suburban Properties, in our Central Auction Rooms,  
and in Clearing Sales of Furniture and Effects held  
in our Rooms, and held outdoors when and where  
required.*

THE SALES OF PROPERTIES SUB-  
MITTED BY US TO AUCTION SHOW  
A VERY HIGH PERCENTAGE.

*We employ a staff of Experienced Salesmen, who  
spare no effort to satisfy our clients' requirements.*

*Our Register of Properties is the most comprehensive  
in Christchurch.*

*Our Sales of Property during recent years have real-  
ised over £500,000 per annum, and we invite your  
business, however large or small.*

OUR NEW BRIGHTON BRANCH  
WAS OPENED IN FEBRUARY, 1911,  
AND WAS THE FIRST LAND AND  
ESTATE AGENCY BUSINESS TO BE  
ESTABLISHED IN THE BOROUGH.

Note the Address:—

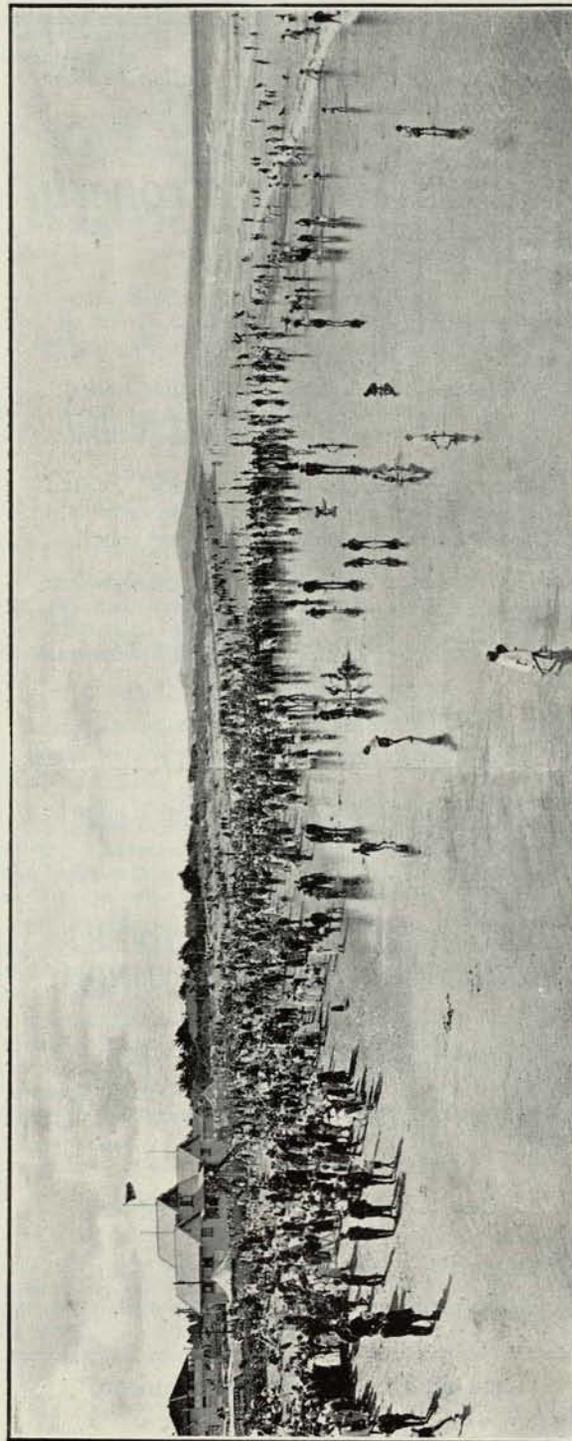
AUCTION ROOMS:—Corner of Cashel and  
Manchester Streets, Christchurch.

BRANCH OFFICE:—No. 7 Seaview Road,  
New Brighton.

## Jones, McCrostie Co. Ltd.

C. E. JONES,  
Managing Director.

New Brighton is a Residential Paradise.



A TYPICAL CROWD ON THE BEACH.

*If you want to know anything relating to New Brighton—come in and ask us.*

## *New Brighton Property OVER!*

*AND !!  
OVER !!!  
AGAIN !!!!*

*People say—"GOOD GRACIOUS," I could have bought that for "So and So," and now it is "So and So" (naming a much higher price).*

*THIS is the story of New Brighton, where values are daily rising.*

*NO OTHER PLACE shows such increases in Prices.*

*THIS PROFIT IS  
WAITING FOR YOU.*

*NEW BRIGHTON property is a gold mine to all who own a bit of it.*

*WE are OLD ESTABLISHED, and hear of the BEST values first.*

*ALL THE BEST HOUSES TO LET.  
FURNISHED AND UNFURNISHED.*

*INFORMATION GLADLY GIVEN.*

*Evelyn Clark, Robinson & Co.  
LAND AGENTS,*

*51 Sea View Road, New Brighton.*

*'Phone 1645, direct to Christchurch Main Exchange.—No fees for you to pay.*

**Home at Brighton is Home Indeed.**

### PICTURE THEATRES.

One picture theatre in the town (seating capacity 350), showing nightly.

### RECREATION HALL.

A privately owned theatre (seating accommodation 400) used for dances, lectures, concerts, etc.

### BATHS.

Hot Salt Water Baths have been erected by private enterprise.

### RATES (1922-23).

On unimproved value—General 4d. in the £. Lighting 11/16d. in the £, Antecedent Liability 17/32d. in the £. Special Loans:—7/16d., 3/4d., 3d., 2 1/2d., 3/4d., 3/4d., in the £.

On Capital Value:—Drainage 3/64d. in the £, Hospital and Charitable Institutions Rate 9/32d. in the £. Sanitation Charge 20/- per annum each service.

### STATUTORY HALF-HOLIDAY.

Wednesday.

### REPRESENTATION OF THE COUNCIL ON OTHER LOCAL BODIES.

North Canterbury Hospital Board, Lyttelton Harbour Board, Waimakariri River Trust, Technical College, Christchurch, and Christchurch Domains Board.

### RECEIPTS AND PAYMENTS.

The total receipts for the year 1922-23 were £30,043, including £9,632 from rates. The total payments were £28,725.

### LOANS.

(1) £8000 at 4 1/2% whole Borough Loan, issued November, 1907. Interest payable half-yearly on 1st May and 1st November, at Bank of New Zealand, Christchurch. This Loan is redeemable on 1st November, 1927.

(2) £10,000 at 5%, portion of District Loan, issued 1st April, 1918. Interest payable half-yearly on 1st April and 1st October, at Bank of New Zealand, Christchurch. This Loan is redeemable on 1st April, 1948.

(3) £52,000, whole Borough Loan, £16,100 at 6% issued in October, 1922, and £13,500 at 5 1/2% issued March, 1923. Interest is payable half-yearly on 1st April and 1st October, at any branch of the Bank of New Zealand in New Zealand. The loan is redeemable on 1st October, 1958.

Government Loans amount to £17,963, the balance of principal owing at the 31st March, 1923, being £17,062.

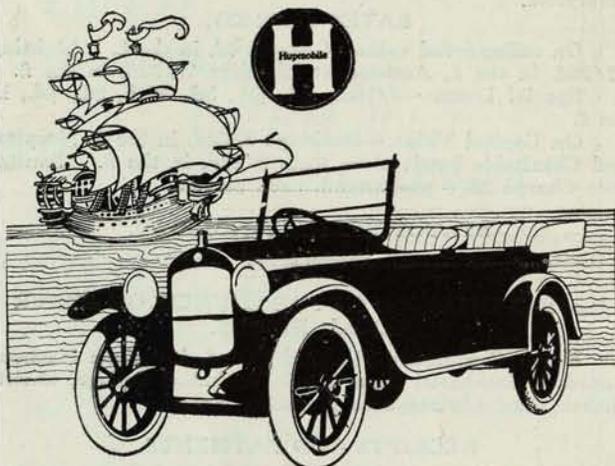
### COUNCIL.

The Borough is managed by a Council, consisting of Mayor and nine Councillors. All information concerning any Borough matters will be given in response to enquiries addressed to His Worship the Mayor, Council Chambers, New Brighton, or the Town Clerk.

## NEW BRIGHTON MOTOR GARAGE

BERESFORD STREET

(Opposite Joyland Theatre)



*Motor and Electrical Engineers,  
Taxi Proprietors.*

*New reliable comfortable Cars for hire  
(open or closed) any hour (day or night)  
at reasonable prices.*

*Our staff of fully qualified mechanics  
are competent to undertake repairs to  
any type of motor vehicle.*

*Electrical repairs a speciality.*

*Garage for Cars and Motor Cycles,  
Stand for Cycles.*

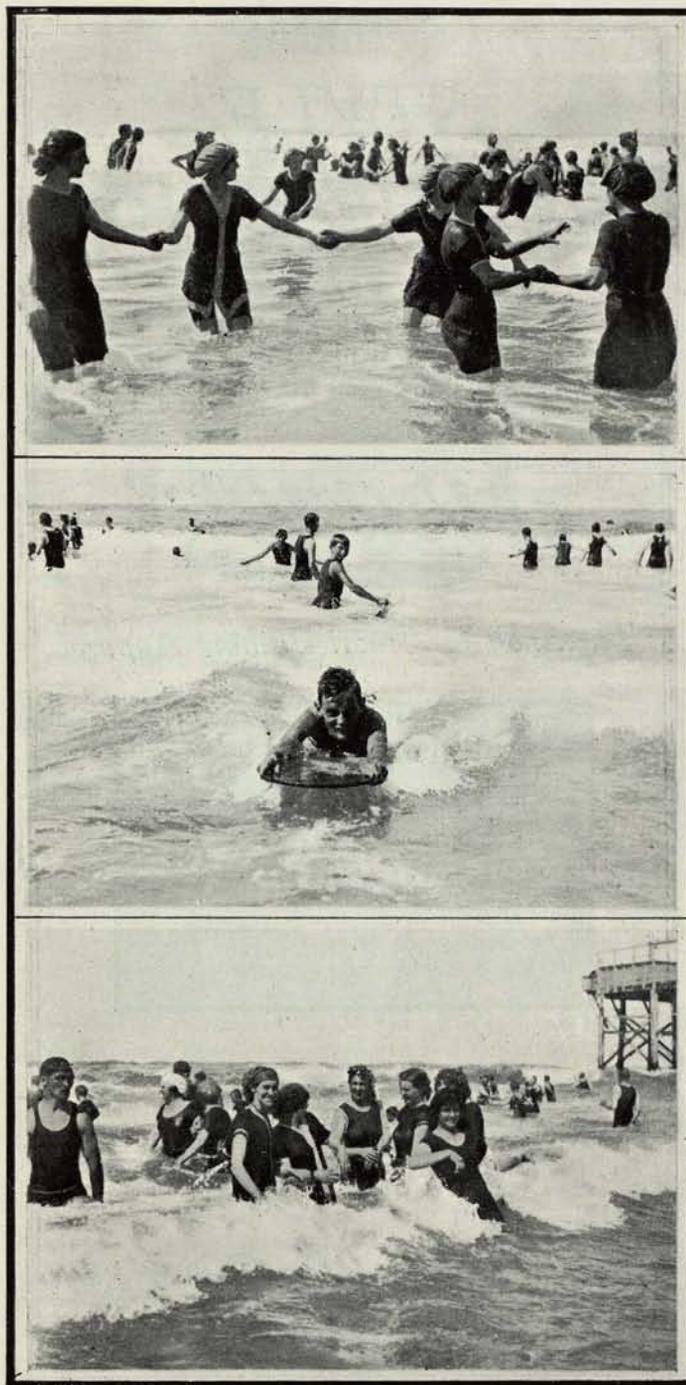
*We carry a full stock of Tyres, Tubes,  
Sparking Plugs, Lamp Bulbs, Motor-  
cycle Accessories, etc.*

*Plume, Shell, Meteor and Mercury  
Petrol, Mobiloil, Shell and Monogram  
Oils, always in stock at Christchurch  
prices.*

**FITCHETT & MIDGLEY**  
PROPRIETORS

'Phone 3295K

**New Brighton — The Motorists' Rendezvous.**



Surfing.

## STYLE IN THE SURF

Even at the seaside there is the correct wear and those who want it look to . . .

# Strange's

*The Shop for Smart Bathing Apparel*



*All the latest styles in  
COSTUMES AND CAPS  
For Bathing and Surfing*

**W. Strange & Co. Ltd.**  
CHRISTCHURCH

The Finest Surfing in Australasia.

## NEW BRIGHTON BEACH.

THE Beach at New Brighton is often referred to as the finest in the Southern Hemisphere. If the absence of shingle—the smoothness and fineness of the sand—the great length of uninterrupted promenade—the joy of sun bathing in the hot sand, and the safety of the foreshore for bathers of all ages, make for perfection, then these advantages are certainly present in a superlative degree. The Beach stretches from the mouth of the Estuary in the South, to the mouth of the Waimakariri River in the North, a distance of about ten miles, and is an unbroken stretch of the purest and finest sand. Wading is a sheer delight, while the absence of any foreign substances that may hurt or cut the feet of the children gives a sense of perfect security from accident.

As a promenade in the cool of the evening, the Beach provides a perfect walk, and its great length gives exercise for the most enthusiastic pedestrian. The beauty of the prospect, particularly should the moon throw its light on the water, must be seen to be appreciated.

An astonishing firmness is assumed by the sand as the tide recedes, and in this condition the Beach provides a racing track of the greatest value for speed trials for motor-cars and motor-cycles. These races are of very frequent occurrence and attract great crowds of competitors and spectators. The races take place in the extreme north. They usually extend for a considerable distance northward of the boundary of the Borough, and are not allowed near the areas used by bathers.

The improvements that have recently taken place have added to the enjoyment of those frequenting the Beach, and as time goes on there is little doubt that these improvements will be added to until a thorough-going seaside equipment of attraction will be at the disposal of the public.

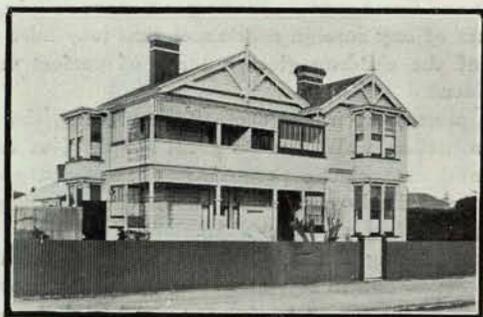
The efforts of the Beautifying Associations and the proceeds of several of the Annual Galas have been expended upon Beach Improvements, and under the Borough Council No. 7 Loan, a sum was allocated to the same purpose.

Included in the design for permanent beach improvements is a raised promenade extending probably along the whole of the foreshore, the material in the present sand-hills being used for the purpose. This promenade will provide a magnificent walk of several miles in length, unbroken, excepting for the space occupied by the Gardens, Buildings, etc., at the Pier. The recently erected Stadium, as well as providing a much-needed addition to the seating accommodation on the beach, will form the northern terminus of the southern promenade.

# BRIGHTON HOUSE

43 GEORGE STREET  
NEW BRIGHTON

(Central)



HIGH CLASS  
BOARD and RESIDENCE  
for the  
Residential and Travelling  
Public.



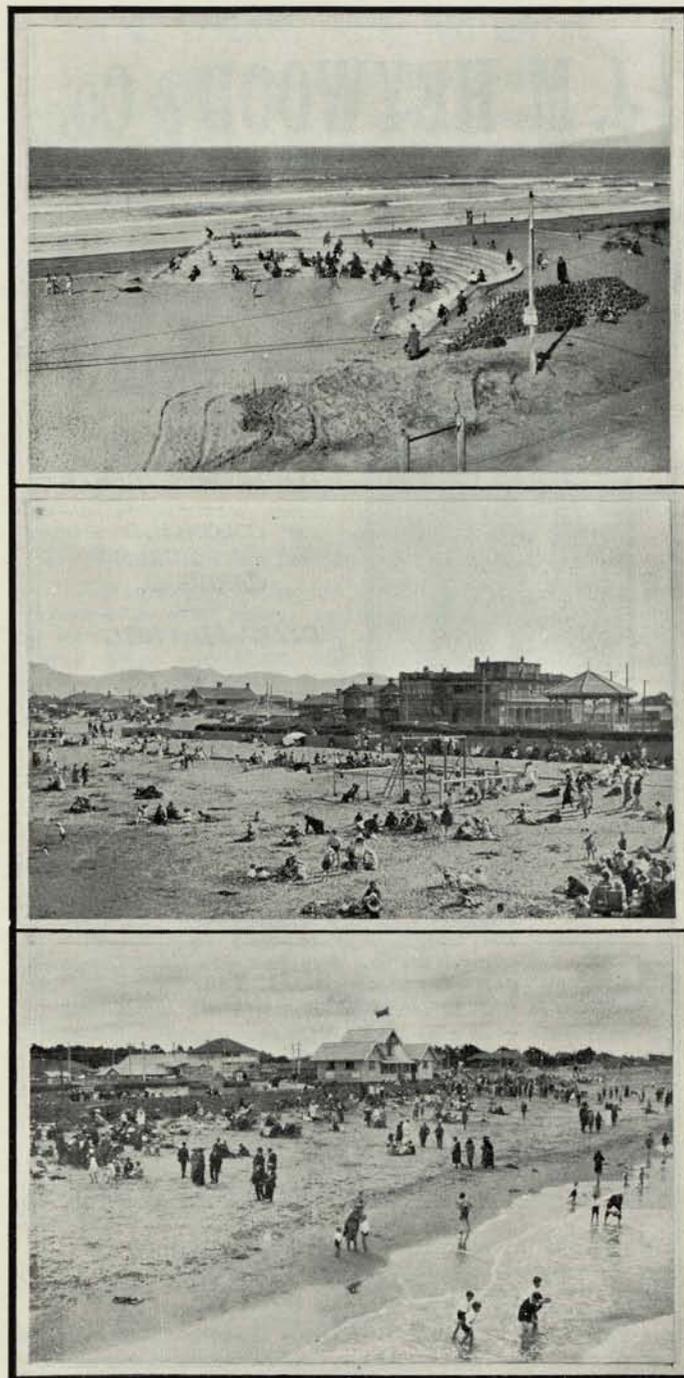
Every possible convenience, electric light, good hot-water service, baths night or day, up-to-date dining room, good table. About a minute from beach, pier, tram, garage, shops, &c.

Moderate Tariff and every  
personal attention.

Postal Enquiries promptly attended to.

Mrs. E. FAITHFUL,  
Proprietress.

Visitors Find City Comforts at Brighton.



Top—The Stadium.

Centre—Looking South from the Pier.

Lower—Looking North from the Pier.

# J. M. HEYWOOD & Co.

LIMITED

(New Zealand Carrying Company)

Manchester St., Christchurch



CUSTOMS,  
FORWARDING,  
SHIPPING and  
GENERAL  
COMMISSION AGENTS.

COLONIAL  
and FOREIGN  
CARRIERS.

Established June 1851.

PARCELS & GOODS FORWARDED  
BY ALL LINES TO ALL PARTS OF  
—THE WORLD—

WHY WORRY about your  
Baggage? Every season Tour-  
ist baggage is exposed to  
many hazards. Are you pre-  
pared for possible loss? Your  
baggage is valuable. Entrust  
it to us.

*Furniture Removers*  
By Land or Sea

IN COMBINATION—

J. M. Heywood & Co. Ltd., Christchurch.

Crust & Crust, Dunedin.

Colonial Carrying Co., Wellington.

A. B. Wright & Sons Ltd., Auckland.

**Tourists—See New Brighton First!**

## THE POCKET NEW BRIGHTON.

### CENTRAL AND GENERAL.

NEW BRIGHTON, one of the most important and popular seaside resorts in the Dominion, is situated a little over 5 miles from Christchurch—capital city of Canterbury—and is chiefly remarkable for what has been described, as the finest beach for surfing in the world.

Its easy accessibility to the City of Christchurch, and the encouragement given to, and provided for holiday-makers and prospective residents, has made for phenomenal progress, the population of the Borough having doubled itself in 10 years.

The salubrious climate of New Brighton—as evidenced by the health of the school children, and in many other ways—is a sure indication of the purifying properties of the sea breezes from Pegasus Bay.

The stimulating and regenerating properties of surf bathing are so well known and appreciated, that during the season thousands of people of all ages may be seen disporting themselves in the breakers. Mixed bathing is allowed, and is largely indulged in.

Although the beach has been repeatedly and rightly described as the “lungs” and playground of the City, and is admittedly the chief asset of New Brighton, there are many other attractions which appeal to residents and visitors alike.

The Pier, opened in 1894, by Lord Glasgow, the then Governor of the Dominion, extending for about 700 feet into the sea, is very largely availed of for promenading, viewing the beach and mountains, and for fishing. On the Pier itself there is ample seating accommodation and there are tearooms, wind shelters and bathing accommodation for about 400 persons. The frequent heavy seas give the structure—owing to its great length—a severe buffeting, which it nobly withstands, testifying to the faithful work put into its construction.

The Domains, in various parts of the Borough, are remarkable for their natural and restful beauty. Among the magnificently grown trees there is shelter in all weathers. In addition to the commodious Sports Ground in the Central (Rawhiti) Domain, great improvements have been made at the southern Domain—Pleasant Point. Extensive projects are in hand for the erection of many permanent attractions at this spot.

Picnic parties find in these Domains ideal camping grounds. A delightful aromatic mat of pine needles forms a grateful resting place. Fresh water may be obtained from permanent wells, and fireplaces are provided for “boiling the billy.”

The Power Boat Club, with its fleet of twenty-eight boats, is a very strong body. Its headquarters are on the River Avon, which is the western boundary of New Brighton. On Sundays and holidays, large passenger motor boats convey trippers to and from the Jetty at Pleasant Point picnic ground.

'Phone 3780 s

**L. W. HUDSON**

CHEMIST

SEA VIEW ROAD,  
NEW BRIGHTON

Make a Picture Record  
of Your Holiday with a

**Kodak**

Don't wish for your holiday over again  
treat yourself to a Kodak *now*, and bring  
home your holiday happiness in picture form.

*We have a full stock of Kodaks and  
Brownies at Reduced Prices.*



— Everything in —

*Photographic Accessories and  
Kodak Supplies*



*A varied and select  
stock of Toilet and  
Chemist's Sundries  
at city prices.*



*PUREST DRUGS and SKILLED SERVICE*

**Efficient Medical Aid for the Sick.**



Merry Groups of Bathers.

# OZONE STORES

BOWHILL ROAD

NORTH BRIGHTON



The Most Complete and Up-to-Date  
**GROCERY & CONFECTIONERY STORE**  
in North Brighton

All Goods are supplied at  
Lowest City Prices.

DELIVERIES DAILY

*THE OZONE STORES are on the Tram  
Lines to City, and close to the finest sandy beach  
in the whole of Australasia.*

*Our Confectionery is of the very best quality and  
in large variety. Real Ice Cream on sale.*

*Residential and seasonal patrons are assured of  
every courtesy and attention.*

**T. E. THOMSON,**  
Proprietor

The Zone for Ozone — North Beach.

Patrons of sport of every kind, namely, Trotting, Bowling, Tennis, Cricket, Croquet, Golf, Football, and Hockey, are catered for, visitors to New Brighton being welcome on the various grounds.

The New Brighton Trotting Club holds four meetings annually, and is one of the most important trotting clubs in New Zealand.

The health-giving properties of salt water are now widely recognised. One of the most important institutions in New Brighton are the Hydro Hot Salt Water Baths. At this institution remarkable cures of rheumatism, sciatica, neuritis, and kindred diseases have been effected.

New Brighton is a self-contained trading centre, every business having several shops of their kind. Great development is proceeding in the business area. Large and commodious premises are being erected in brick in Sea View Road, while at the North Beach there is also complete shopping service at the disposal of residents.

The telephone service is extensive, most subscribers being connected with the Christchurch Central Exchange, just as is the case in the City itself.

On the lighter side, amusement is provided at several dance halls, and at a large picture theatre.

Ample accommodation is provided for the visiting public, at the Hotel, Cafe, Brighton House, Ozone Cafe, and at many smaller boarding-houses. Comfortable board being obtainable from 30/- upwards.

The day schools, North, Central and South, show remarkable development, having doubled their rolls in seven years.

A great deal of evidence is available regarding the health-giving properties of the Borough, whose permanent population is very largely made up of those who came in the past for a holiday.

It often happened that during that brief holiday period, so much benefit was derived, that the idea of permanent residence was conceived.

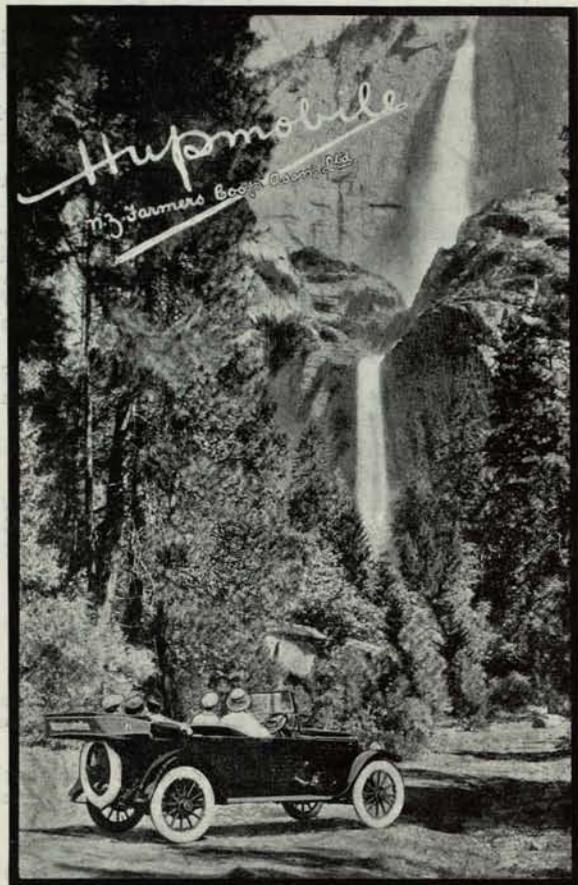
The fact that New Brighton has a small army of advertisers gleaned from the many who have had relief from insomnia, loss of appetite, and like troubles, explains in some degree its phenomenal progress, and has added to its attractiveness from the point of view of the home-seeker or the investor.

## NORTH.

**NORTH NEW BRIGHTON**, possibly better known as "North Beach," is a part of the Borough of New Brighton, situated about three-quarters of a mile north of the Pier.

While separated from Central New Brighton by the Rawhiti Domain, which consists of some 160 acres, it is connected with the Centre on the east and west by good roads, and it may be approached by delightful walks through the Domain.

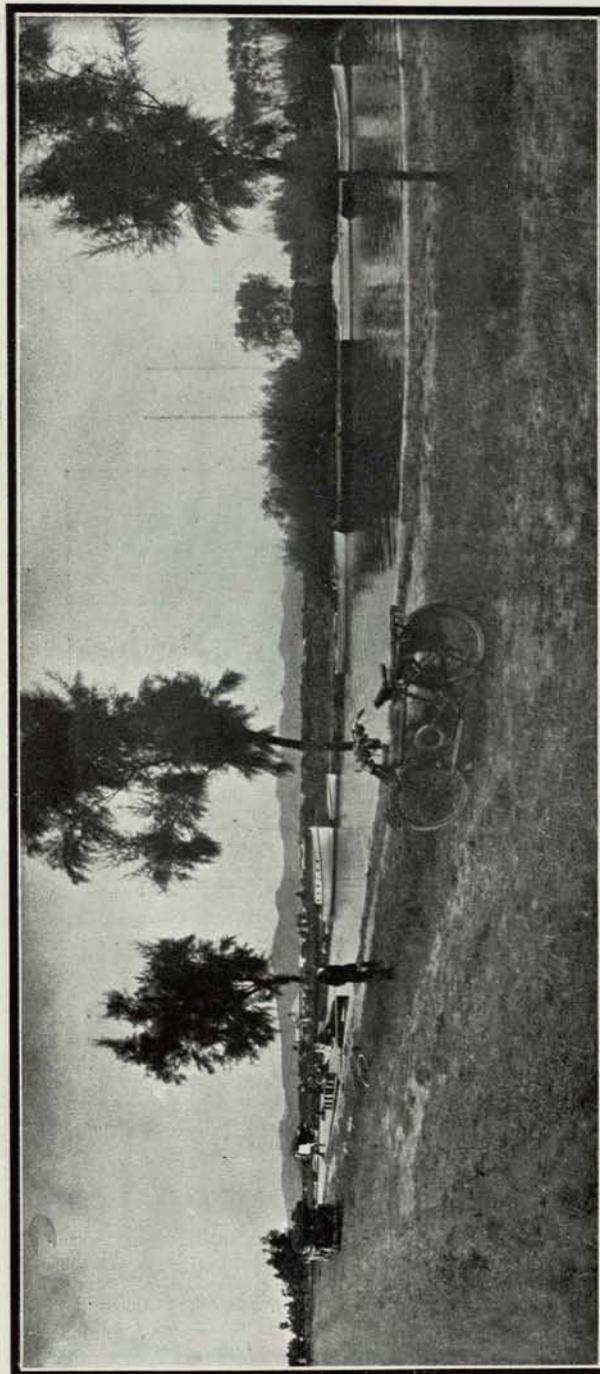
North Beach was a barren waste of sand until the year 1911, when a few enthusiasts induced the ratepayers to sanction a loan of £5000 for some attempt at road formation.



## HUPMOBILE

*This car is so well known to the critical motoring public of New Zealand that it is unnecessary to dwell here on its extraordinary merits and efficiency. The Hupp. has always competed in all Reliability Trials with brilliant success. In the present model there are to be found numerous improvements which all add to this car's already many exclusive features and refinements, and make the Hupp. better than ever.*

**New Brighton Attracts the Motorist.**



THE RIVER AVON AT NEW BRIGHTON.

*NEW BRIGHTON BUTCHERY*

*Telephone 3350D*

**JOHN H. SHAW**

*The Old-Established Firm  
in a Progressive Borough*



*Have you tried our Famous  
**CORNED BEEF ?***

*You are assured of the Best Meat  
Procurable at the*

*NEW BRIGHTON BUTCHERY*

*Where all Meat is specially  
selected.*



*BRANCH SHOP AT NORTH BEACH*



*Telephone 3220D*

**City Prices Prevail at New Brighton.**

Since then the progress of the district has exceeded all expectations. Recently further extensive street and footpath formation has taken place, and asphalt sidewalks, with kerbs and channels, are general. Until about two years ago North Beach was entirely residential, but so great has been the progress that there are now about 30 shops doing business permanently. Commodious dressing-rooms are available for bathers, and a well-appointed brick private hotel, known as the Ozone Cafe, provides accommodation for visitors.

A Public Main School, standing on four acres of the reserve, provides accommodation for nearly 200 scholars.

North Beach has many attractions for visitors and holiday-makers, and has become a well-settled and desirable place of residence.

**SOUTH.**

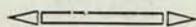
THE district lying south of Rodney Street is usually referred to as South New Brighton, and here a very commendable spirit of progress is evident. The main feature for the visitor and holiday-maker is the Pleasant Point Domain, which is becoming a most popular site for picnic and other parties. In addition to the well-grown forest of pine and other trees, there is, on the western side, the wide expanse of water known as the Estuary.

As the illustrations of Pleasant Point printed in this booklet indicate, there is in the combination of forest, water and mountain, a most pleasing variety of scene, which adds greatly to the charm of the Domain. In addition, all the advantages possessed by the Centre and North in the matter of sea bathing are available. A shopping centre has been established, and is rapidly extending. A very commodious hall has been erected at the corner of Bridge St. and Estuary Road, and it forms an excellent rallying place for all the activities of the district. South New Brighton is destined to carry a large population; indeed, should the promised tramway connection with Central Brighton take place, the access of population will be only a matter of a very short time.

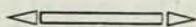
**PUBLIC LIBRARY.**

A MUNICIPALLY-OWNED Circulating Library has been established in the Borough for some years, and is managed by a Committee of Subscribers under the chairmanship of Mr. C. H. Opie. On the shelves are some 2500 volumes, which are constantly being added to. A very moderate subscription entitles readers to the benefit of the Library, and this very tangible asset to the Borough equipment is largely availed of. A Reading Room is open daily, and the current newspapers are filed. The Library is housed in a very substantial building in Nelson Street, a few steps from Sea View Road. The Library is subsidised by the Council to the extent of £10 per annum. The fees for Subscribers are: 6/- per annum, 3/6 per half year, 2/6 per quarter, 1/- per month.

# Gas Geysers for £8-10-0



When Gas Geysers can be bought at this nominal price, there is no reason why anybody should forego the undoubted convenience of being able to have a Hot Bath, at any moment of the day or night, for a few pence.

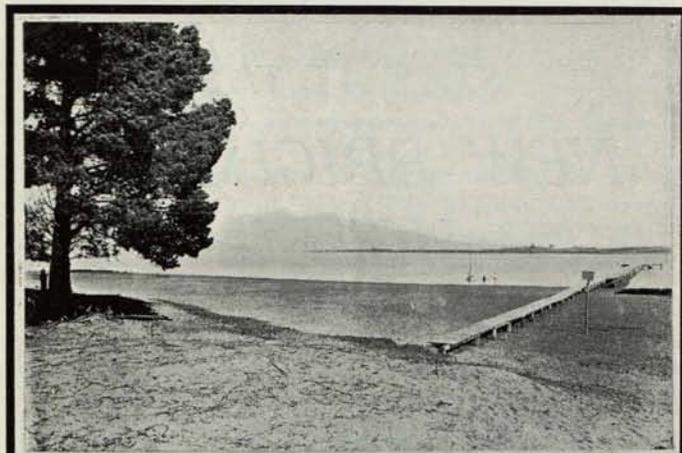


The  
Christchurch Gas  
Company Ltd. ::

77-79 Worcester Street

Phones 432 and 2140

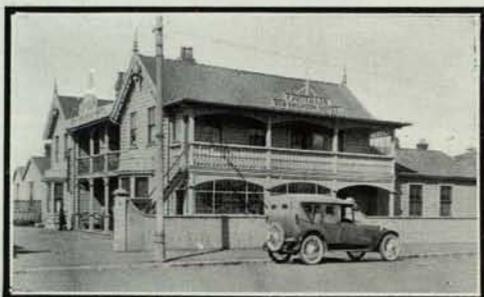
New Brighton's Lighting is Modern.



Views of the Estuary from Pleasant Point.

STAY AT THE  
**NEW BRIGHTON  
 HOTEL**

*(Only 20 minutes from City)*



**RIGHT ON THE BEACH**

*Where Swimming, Surfing, and Sun-bathing  
 are the safest in New Zealand.*



**ELECTRIC LIGHT THROUGHOUT**  
*Hot water at all hours.*



*All the best of Wines, Spirits and  
 Ales stocked.*

*Crown and Speight's draft Ales always on tap.*



**TARIFF—10/- per day.**

*Write, wire, or 'phone us for any information.*

**F. B. PATTERSON,**  
*'Phone 3430K Proprietor.*

**Holidays are Happiest at Brighton.**

**NEW BRIGHTON TRAM SERVICES.**

FROM CHRISTCHURCH.

No. 5—Direct Route, leaves the Beresford.

No. 10—Burwood Route, leaves from Bank of N.Z. Corner.

THE means of transport from the city and suburbs to a health and seaside resort, such as New Brighton, has a very vital connection with its progress and development. New Brighton is favoured in this respect. Being comparatively only a short distance from the City of Christchurch, and connected therewith by excellent roads, the motor car ride is very popular, but for the general public the tram is, of course, the chief means of transport.

No. 5 car, taking the shortest and more direct route, leaves the Square during week days two and three times during the hour, and on Sundays twice during the hour. The journey occupies twenty-five minutes.

After a stay is made at the seaside terminus, the return trip may be undertaken by a route used by No. 10 cars through North New Brighton, Burwood and Richmond, and en route an excellent idea of the extent of the residential suburbs in the north-eastern district obtained.

For the convenience of through passengers, Express Cars are run at certain hours of the morning and evening. This service is much appreciated by regular travellers, the vast majority being carried from terminus to terminus. On these cars special destination signs are exhibited, and these should be carefully noted by those who do not desire to make the through trip.

On holidays and special occasions a suitable time-table is arranged, and vast crowds are conveyed by trams leaving termini every fifteen minutes.

The tram service is an excellent one. The cars are roomy, and overcrowding rare. On account of the level nature of the country each electric car is capable of hauling a train of two additional cars. The trains, in groups of three cars, provide seating accommodation to a degree not possible in other centres where the single car is in use.

The service is fully electrified. Power is obtained from the Board's Power House or from the hydro-electrical supply at Lake Coleridge.

HEAD OFFICE—Cathedral Square.

GENERAL MANAGER—Frank Thompson.

TICKET OFFICE—Cathedral Square, at Head Office.

ENQUIRY OFFICE (Lost Parcels, etc.)—Cathedral Square, opposite Cathedral.

New Brighton Concession Tickets also on sale at Hudson's, Chemist, New Brighton.

# KIA ORA TEA ROOMS

(Opposite Pier)

NEW BRIGHTON

(Central)



COLD LUNCHEONS  
HOT DINNERS - AFTERNOON TEAS

Ices, Salads in season, Soda Fountain Drinks and Cordials, Confectionery, &c.

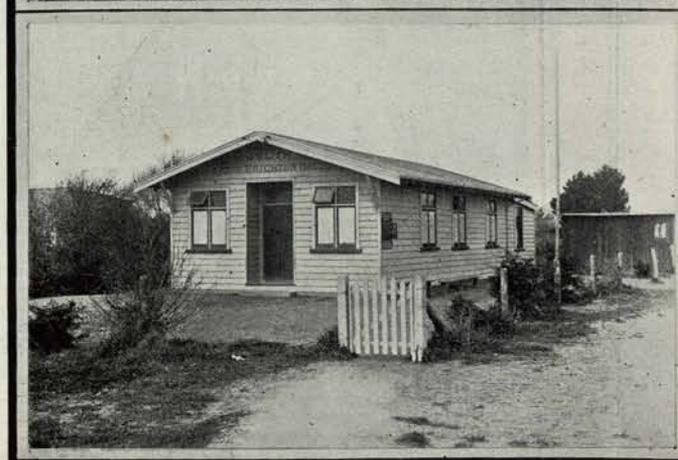
Picnic Parties catered for. Teapots and Crockery, Utensils, Hot Water and Soft Drinks supplied.

Open every day, Sundays included.  
Both Tram Routes start from door.  
Close to Parking Places, Garage,  
and Beach Playgrounds.

All enquiries re Catering receive prompt attention.

C. H. STOKES, Proprietor.

New Brighton for the "Cup that Cheers."



Top—The School, Central New Brighton.  
Centre—The School, North New Brighton.  
Lower—The School, South New Brighton.

TWO  
GREAT  
MAGNETS

*New Brighton and*

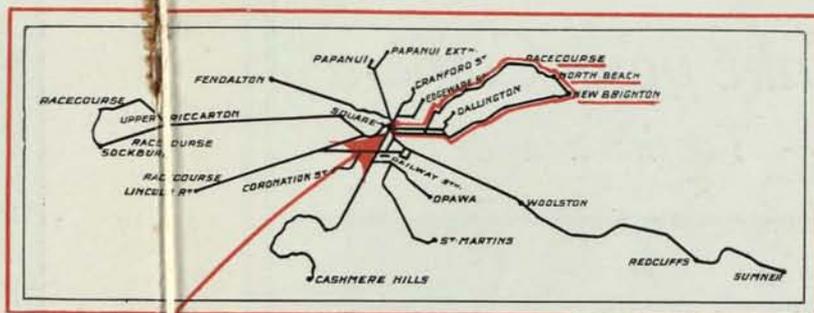
**BALLANTYNES**

*All Routes  
Lead Here*

*The Hub of a  
Progressive City*



DUNSTABLE HOUSE



PLAN OF SUBURBAN TRAM LINES FROM CHRISTCHURCH.  
NEW BRIGHTON TRAM ROUTES IN RED.

*“The Service of a House is judged by its capacity to retain the good-will of its Patrons. Ballantynes strive to extend to THEIR Patrons an all-efficient service — that of offering high-grade merchandise, reasonably priced, linked with a well equipped Sales Organization.*

*That they retain the good-will of their Patrons is evidenced by the latter's loyalty to this old-established House.*

*Take your Camera  
To the Seaside!*



*Send us your Spools for  
Developing and Printing*



*We Guarantee*

**BEST RESULTS . . .**  
**SPEEDY SERVICE**



*Thorough and Permanent Work*

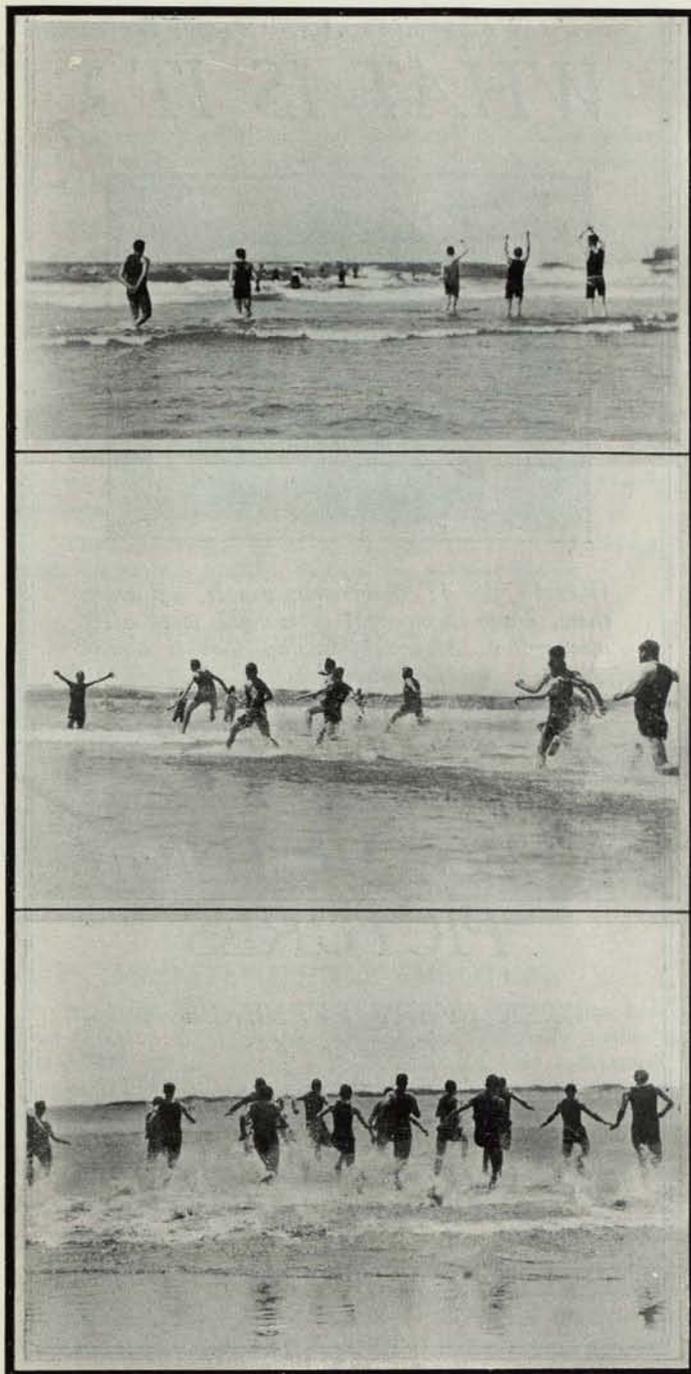


**WATERWORTHS**

*The Leading Photographic House*  
**705 COLOMBO STREET**

*Or Postal Box 111, Christchurch*

**Brighton is a "Snapshooters" Paradise.**



Surf Club Exercise.

## WHAT IS IT ?



*WHAT IS IT that sways people, influences them, draws them, night after night, week after week—that indefinable quality that is almost unexplainable ?—*

### POPULARITY !

*That's the word! It just fits*

## NEW BRIGHTON PICTURES

OPEN EVERY EVENING at 7.15  
Commence 7.45

PRICES—9d. and 1/- Children 6d.

Change of Programme three times weekly.  
Matinee every Saturday at 2.30.

MARCH & FARLAND,  
Proprietors

Happy Evenings for the Pleasure Seeker.

## SPORTS AND PASTIMES.

### BOWLING.

One of the beauty spots of the Borough is the Bowling Green, situated at the end of Mafeking St., with an entrance from Hood Street.

The playing surface, pronounced by experts to be one of the best in the Dominion, is surrounded by well-grassed banks and gay flower beds, much admired throughout the whole season. The pavilion, an artistic structure with a tiled roof, admirably serves the purpose for which it was built, being well furnished with tables, chairs, lockers, and appliances for dispensing afternoon tea. It is intended to add a billiard-room when funds are available.

The members, like all bowlers, are the best of good fellows, fond of their game and always ready to welcome a stranger.

The subscription is moderate, special concessions being made to visitors wishing to join for a short period.

### TENNIS.

In Howe Street will be found the Tennis Courts of the New Brighton Tennis Club. Four Asphalt Courts are available, and enthusiasts find all the appurtenances of an old-established Club at hand. The Club has nearly 100 members. Courts are established at North New Brighton, and a rapidly increasing membership testifies to the popularity of the pastime at North Beach. In Central New Brighton a privately owned Court has been laid down. The facilities thus offered appeal to visitors, and the proprietor spares no effort in arranging for the comfort of patrons.

### MINIATURE RIFLE SHOOTING.

Accommodation for a good Miniature Rifle Range has been found at the Tramway Sheds on the Esplanade. Ladies' and Men's Clubs are in active operation, and interested visitors are always welcome. This very fascinating pastime has made great progress, and the Clubs are now firmly established.

### CRICKET, FOOTBALL, CROQUET, Etc.

These outdoor sports, without which no community can be regarded as complete, are in full operation. In the directory printed on page 64 will be found the names of the managers of these Clubs, and indeed of all Sports Bodies operating in the Borough.

## *For Every Meal—*

*for your health's sake,  
for your pocket's sake,*

## *Buy Dixons' Meat*

If you spend the summer at New Brighton you'll save money on your housekeeping or baching bill if you buy all your meat at Dixon Bros.

Buying for cash only secures us bigger discounts which are automatically passed on to you — selling for cash only prevents you paying a share of other folks' bad debts; result, cheaper meat all round.

Low price does not mean relaxation of quality — Dixon's meat is always tender and juicy, and much higher in quality than the Government standard demands.

Try Dixon's for your next order.

# **DIXON BROS.**

*NEW BRIGHTON*

*and at 103 Cashel Street, Christchurch*

**New Brighton Shopping is Profitable.**

## SURF-BATHING AND LIFE-SAVING CLUBS.

### CENTRAL.

NEW BRIGHTON possesses two very efficient Life-Saving Clubs. The New Brighton Club operates in Central New Brighton. It was founded in 1910 with a modest membership of 20. The primary object of the club is to teach and to practice life-saving. While there are no dangerous currents running along the Beach, it happens occasionally that a bather becomes exhausted and in need of help. The Surf Clubs provide this help in a manner best calculated, by training and experience, to ensure success.

The present membership is 420. The Club undertakes a patrol of the foreshore on Sundays and holidays, assisting the Borough Council in controlling conduct on the Beach. Teams from Central Brighton have won the Dominion Life-Saving Championship for the past two years.

The Club has a very commodious pavilion in which is housed all the plant and equipment necessary for life-saving operations. Spacious club and social rooms are provided, and all the elements of a successful and efficient organisation are present in a marked degree.

### NORTH BEACH.

AT the North Beach an organisation similar to the Centre is in active operation. The membership totals the very gratifying number of 300, and the members of the Club spare no effort in giving the time and undertaking the training necessary for full efficiency. The members of the North Beach Club has been successful in many competitions, and bathers may depend upon ready and skilful help should such be needed. Here, too, is a commodious pavilion erected by the efforts of members.

These Clubs are deserving of the unstinted praise accorded them. A more self-sacrificing and helpful body of workers does not exist, and New Brighton—both Central and North, as well as the general public—is under considerable obligation to them.

### THE RIVER AVON.

THE River Avon forms the boundary of the Borough along the greater part of the western side. While the seaside and its beach are New Brighton's chief attractions, the River is not without a charm of its own. A motor boat trip from the Bridge to the Pleasant Point Jetty, or, if conditions are favourable, across the Estuary to Redcliffs or Sumner, is most enjoyable. En route are many pretty vistas, and the view of the Port Hills, while proceeding down the River, as seen on the right, is very fine. In the summer the many motor, rowing and sailing boats passing to and fro make an animated scene. A Motor Boat and Sailing Club is in active operation, and the Club provides accommodation for the safety of the many boats on the River.

# Blinds

*Get your Blinds made by  
Hulstons', the window  
blind specialists of the  
Dominion.*

*Only guaranteed Fade-  
less Holland employed,  
and work done for any  
part of New Zealand.*

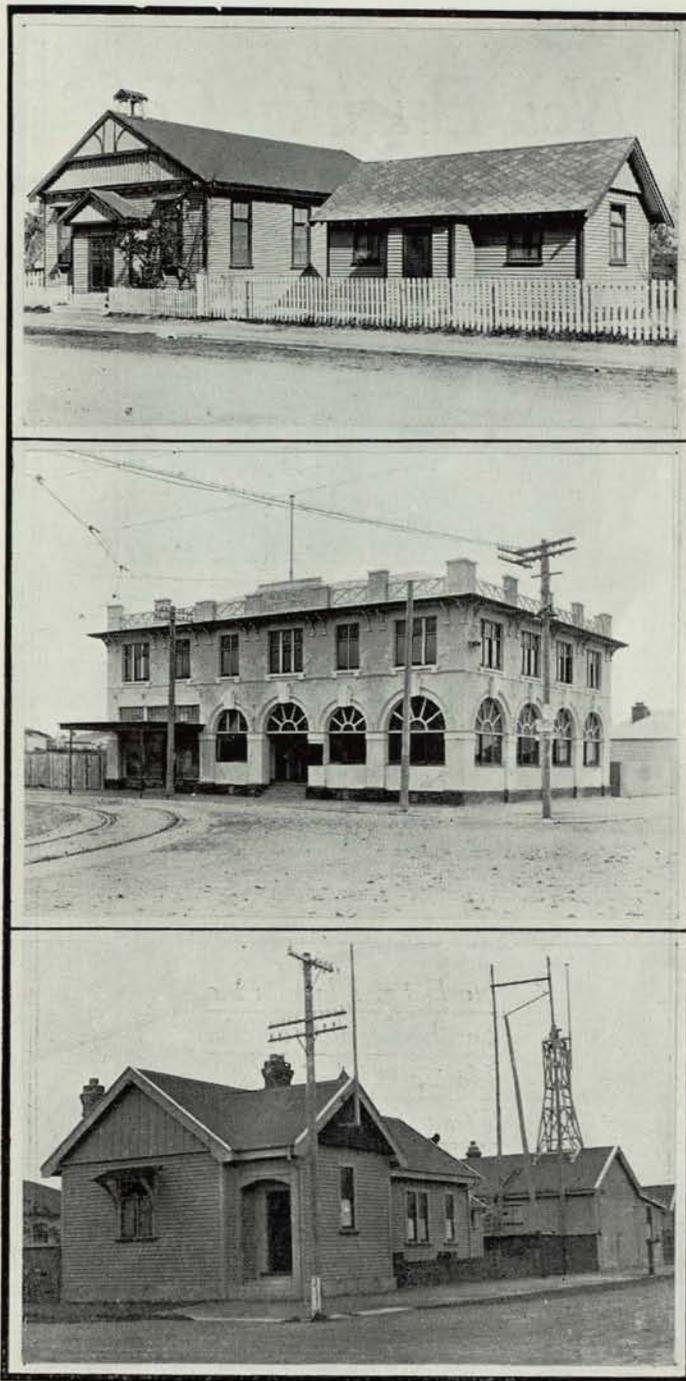
*Write to Hulstons' for  
their low quote—it will  
agreeably surprise you.*

## Hulstons' Ltd.

COMPLETE FURNISHERS

437-439 Colombo St., Sydenham, Christchurch  
and at New Brighton.

New Brighton Caters to its own Homes.



Top.—Presbyterian Church.  
Centre.—Ozone Cafe, North Beach.  
Lower.—Borough Council Chambers

# New Brighton Cafe

— PRIVATE HOTEL —

(Facing Esplanade, and close to Pier)



One of the Finest of Seaside  
Hotels in the Dominion . . .

*Beautifully furnished, and providing every  
possible comfort and convenience for the  
Tourist and Residential Public.*

**Moderate Tariff and generous table.  
Afternoon Teas a speciality.**

*Hot, Cold, and Shower Baths at all hours.*

*Motor Garage almost adjoining.*

*No Better Place in the  
South Island for the  
Holiday Maker or  
Tired Visitor. . . .*

*Correspondence and Telegrams receive  
immediate attention.*

Mrs. N. J. JOHNSTON,  
Proprietress.

'Phone 2635

**New Brighton Beach is Unsurpassed.**



Healthy Enjoyment at New Brighton.

# A. M. MEREDITH

*General Storekeeper*

SEA VIEW RD., NEW BRIGHTON

*Handy to Beach*



*DAILY DELIVERIES*

*Customers waited on for Orders*

*ALL GOODS AT TOWN PRICES*

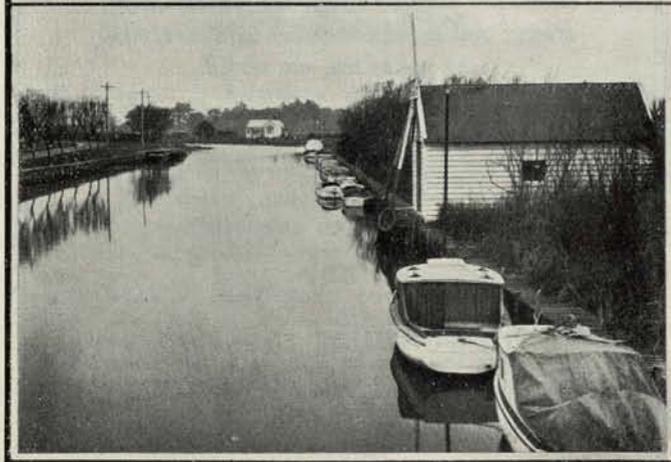
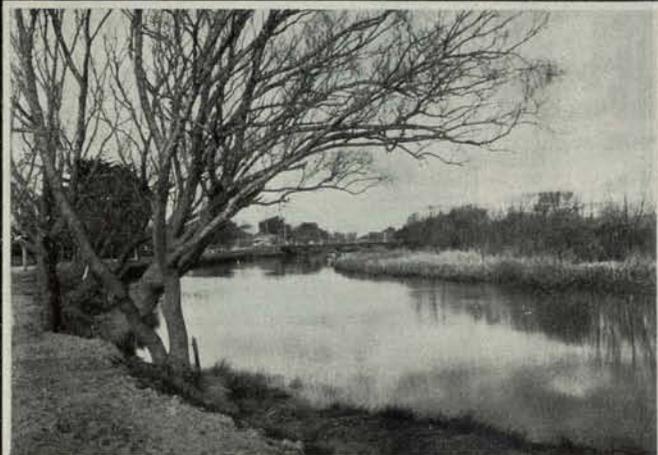
*Daily Supply of Fresh Butter and Eggs*

*IRONMONGERY  
CROCKERY  
PRESERVING JARS  
TOILET SOAPS  
Etc., Etc.*

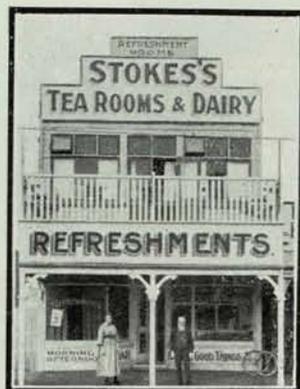
# A. M. MEREDITH

NEW BRIGHTON

**Travel Light — Buy on Arrival.**



Scenes on the Avon at New Brighton.

*Estab. 1911***R. A. STOKES****PASTRYCOOK****NEW BRIGHTON**

*VISITORS should not fail to pay a visit to our cool and cosy Tea Room, where the daintiest and most delicious Cakes, Pastry and Scones, together with a refreshing pot of tea, are served.*

*YOU WILL BE PROMPTLY ATTENDED TO.*

All goods made under my own personal supervision, which ensures perfect satisfaction.



*We make what you buy  
What you buy we stand by!*

**New Brighton for a Good Appetite.**

## SEA BATHING.

THE main attraction for holiday-makers and visitors to New Brighton is the sea bathing and surfing. These pastimes are indulged in by old and young of both sexes, and provide a most healthful recreation for thousands. During the season the beach is gay with the many coloured costumes of the bathers, and the shouts of delight as each wave spends its force and dashes its spray in all directions, testifies to the enjoyment of those who participate in the fun. A favourite sport is surfing. On surf boards the surfer is carried shorewards on the crest of the wave from great distances. The beach is specially suited to wading by the children. A shelving and gradual slope gives perfect foothold, and the youngest can "paddle" about in safety.

To be on New Brighton Beach in the early morning during the summer is an experience to be long remembered. As the sun rises, apparently out of the sea, the eastern sky is usually tinted with gorgeous colours which change momentarily. The beach is tide washed and hard, and a "dip" is a luxury indeed. For those to whom seaside life is denied, a delightful summer season may be spent in surfing, swimming and generally "lazing" on the New Brighton Beach.

The care of the Beach so far as life-saving is concerned is in the hands of the Surf Clubs at Central and North New Brighton. The operations of these Associations are referred to elsewhere, but it cannot be too often stated that the experience, efficiency and enthusiasm of the Members has placed bathers and others under a very great debt of gratitude.

## FIRE PREVENTION.

THE Borough is fortunate in the possession of a very efficient Volunteer Fire Brigade (Superintendent and 22 Firemen). Plant maintained by the Borough Council out of the General Rate. The plant consists of one 350/400 gallon Leyland Motor Pump, one Shand, Mason Steam Engine, one manual chemical engine (60 gallon cylinder), and two manual pumping engines, which are stationed in outlying parts of the Borough. The supply of water is drawn from the River, where possible, and from underground tanks of capacities of from 4500 gallons to 12,500 gallons, the tanks in all cases being fed from deep wells.

The Brigade is well conducted, and the members are most enthusiastic firemen. A Social Hall is attached to the Station. In cases of alarm the Brigade may be communicated with at any hour of the day or night by telephone No. 2087.

# E. LANGFORD

BUILDER  
AND JOINER

SEA VIEW ROAD  
NEW BRIGHTON



*YOUR PATRONAGE IS SOLICITED*

**'PHONE 3587k**

ESTIMATES GIVEN PLANS DRAWN  
REPAIRS OF ALL DESCRIPTIONS  
PROMPTLY ATTENDED TO.

**IN STOCK :**

**Timber, Lime, Glass, Cement, Oil, and  
Builders' Ironmongery.**

Having been in business in New Brighton, and having my interests there, I am conversant with all the problems which confront a builder in this district; and also employ a staff of men who are always at the call of customers who need their services in any branch of the building trade.

**A Building Boom is on at Brighton.**

## ARTESIAN WATER SUPPLY.

A RATHER remarkable artesian water supply for the Borough is found in several strata by sinking wells to various depths. What is known as the "shallow well" is reached at a depth of about 70 feet and provides a fair supply. This strata is affected by the tide, and does not give the satisfaction of the deeper wells. From 300 to 500 feet is a strata of water unequalled in the world. An abundance of the purest water is discharged from a pipe driven between the depths stated, and under favourable circumstances will rise above ground to a height of 16 feet. This water supply is one of the distinct advantages possessed by New Brighton, and in its copiousness and in the apparently never-failing nature of its flow, is an asset of the greatest value.

The deepest well in the Borough is one situated in Tonks Street, North New Brighton; total depth 508 feet.

The following is a most interesting table showing nature of the ground passed through when sinking this well:

From		Layer
1 to 70 feet	Beach Sand .. .. .	70 feet
70 to 95	„ Blue Sand .. .. .	25 „
95 to 135	„ Blue Clay .. .. .	40 „
135 to 155	„ Blue Shingle .. .. .	20 „
155 to 170	„ Brown Shingle (water rose 1ft. above kerb) .. .. .	15 „
170 to 234	„ Yellow Sand .. .. .	64 „
234 to 242	„ Brown Shingle (water rose 9ft. above kerb) .. .. .	8 „
242 to 268	„ Blue Clay .. .. .	26 „
268 to 365	„ Brown Shingle (water rose 12ft. above kerb, flow at depth of 275, 295, 320, and 356 feet) .. .. .	97 „
365 to 400	„ Yellow Sand .. .. .	35 „
400 to 414	„ Very hard brown shingle, no water .. .. .	14 „
414 to 450	„ Yellow Sand .. .. .	36 „
450 to 494	„ Blue Clay and sea shells .. .. .	44 „
494 to 496	„ Timber .. .. .	2 „
496 to 498	„ Very hard brown shingle .. .. .	2 „
498 to 508	„ Brown shingle, loose .. .. .	10 „
Water rose 26 ft. above kerb, Sept. 19, 1922		508 ft. dp.

## "THE HYDRO"

NEW BRIGHTON

### Howey's Sea Water Baths

(HOT and COLD)

**THEIR CURATIVE POWERS** *Howey's Hydro Baths spell Hope for the Hopeless. Scores of sufferers have there parted company with their pains, and delight to tell of the triumphs of the treatment.*

#### THE GREAT 20th CENTURY CURE

FOR

SCIATICA, MUSCULAR RHEUMATISM, LUMBAGO, GOUT, THROAT TROUBLES, VARICOSE VEINS, EYE and EAR TROUBLE, SPRAINS, STIFF JOINTS, INSOMNIA, NEURITIS, STOMACH and LIVER TROUBLE.

FOR SHATTERED NERVES

and as a GENERAL RESTO-

RATIVE HAVE NO EQUAL.

*HOT and COLD SHOWERS.*

*SEA WATER TREATMENT*

*(Male and Female Attendants)*

*Don't wait until it is too late—Give THE HYDRO BATHS a Trial!*

*They are recommended by the Medical Profession.*

**J. HOWEY,**  
 'Phone 385s, New Brighton. **Proprietor.**

#### EXTRACT FROM TESTIMONIAL.

Dear Sir,

I would like to express my appreciation of the value of your **SEA WATER BATHS**, and your treatment of my ailment while suffering from an acute attack of Lumbago, which made me so helpless that I could only reach the Baths with the aid of crutches, and then only with great difficulty. Your treatment was so efficacious that I was enabled, after my first visit to you, to leave the baths without the aid of the crutches, and with only two days further treatment you completely cured me. I went to you feeling an old man of seventy, and left you feeling what I am—a young man. I was able to resume my work, which requires a good deal of bending of the body, and suffered no inconvenience whatever.

I would like to also thank you for the way in which you cured me of an attack of pleurisy last winter, an attack of which you banished in three treatments, and I have not felt anything of it since.

Yours faithfully,

[Signed] A. E. COCKLE.

**New Brighton Spells New Health.**

## Howey's Hydro Baths

NEW BRIGHTON

### More Testimonials.

January 19th, 1923.

Dear Sir,

I have much pleasure in recommending the Hydro Baths to anyone whom it may concern for their curative properties, my wife having occasion to test the treatment given; the result being that she was entirely cured of long-standing neuritis.

My wife was bed-ridden for over two years with neuritis, and after receiving two months' treatment at the Hydro Baths, she was enabled to walk, and as proof of that, she has been doing her usual work ever since for three years without any aid whatever.

Yours faithfully,

(Sgd.) JONAS OBERG.

Dear Sir,—

After being five weeks in the Greymouth Hospital I came to Christchurch with the intention of going to Hanmer. I was recommended to try your Hydro Baths, and found much relief from my first bath.

**I have continued with the Baths and treatment until now I am almost myself again.**

My friends did not think I could get relief from my pains and said it, my age being over ninety years. I shall never forget Mr. and Mrs. Howey's kindness and shall often speak of them to my friends when I return to my home on the West Coast.

W. ARNOTT,

Architect and Builder,

Greymouth.

Dear Mr. Howey,

Thank you very much for your kind attention and the effective Hot Sea Water Baths and treatment you gave me. I go back to my home in Hawke's Bay almost completely cured (after 12 baths) of that terrible neuritis. You know what a painful, useless arm I had, and now it is without pain and free of movement, only a few traces of the malady remain. I can strongly recommend your treatment.

From yours gratefully,

(Sgd.) ROBT. FRIZZELLE.

P.S.—Written with my arm that was bad.—R.F.

Many other grateful testimonials may be inspected on enquiry.

## Howey's Hydro Baths

NEW BRIGHTON

Open Daily from 7 a.m. to 9 p.m.

Fridays, Close at 5 p.m.

Sundays, Close Mid-day.

**Salt Water Works Wonders.**

'Phone 3459K

**F. E. BARRETT***REGISTERED PLUMBER**Gas, Hot and Cold Water Fitter**SEA VIEW ROAD, NEW BRIGHTON**PRIVATE ADDRESS:**Fisher Street, New Brighton.**ESTIMATES GIVEN for*Electric Fitting and  
Installations

Spouting

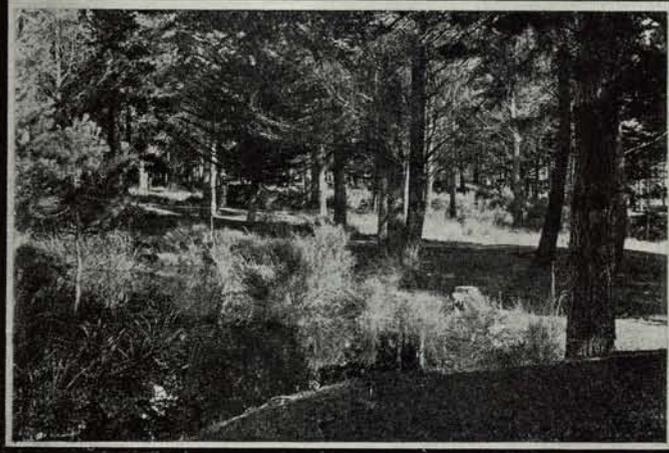
Down Pipes

Rams, Windmills

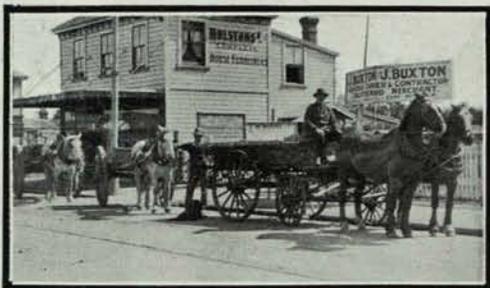
Gas Fittings

Baths, Basins, Etc.

including Fixings.

*SANITARY WORK A SPECIALTY***F. E. BARRETT,***Sea View Road***New Brighton is Growing Rapidly.**

Rawhiti Domain—Among the Pines.



ESTAB. 1905. 'PHONES 3350M and 917.

BOX FOR ORDERS at  
E. REECE LTD. and A. W. BUXTON LTD.,  
Colombo Street, Christchurch.

## JOSEPH BUXTON

Coal and Firewood Merchant,  
General Carrier, Etc.

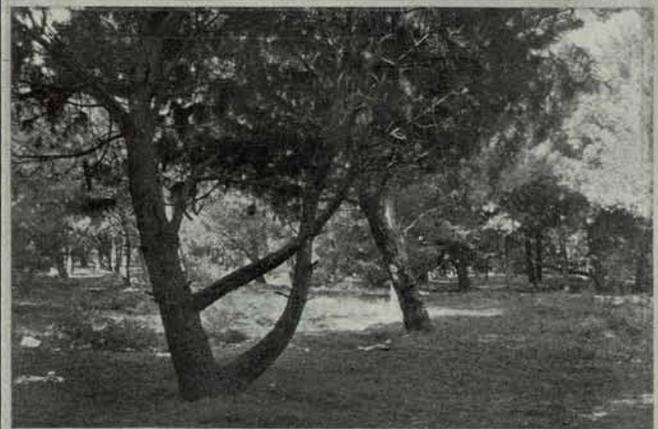
NEW BRIGHTON

*The oldest, yet most up-to-date Carrier and Coal Merchant in New Brighton. After 18 years of business in the borough, I am well able to cater for the needs and requirements of the residents. Coal, firewood, shingle, sand and sharp grit can be supplied at shortest notice. Scooping work and levelling of sections done by experienced workmen. Goods delivered by motor in Christchurch and New Brighton. Furniture removed with care, and Picnic Parties catered for.*

PRICES QUOTED on application to  
J. BUXTON, Proprietor,  
Sea View Road, New Brighton.



Adequate Transit Facilities at Brighton.



Pleasant Point—Favourite Picnic Grounds.

# MUIRSON BROS.

*Builders & Contractors*



## A BEAUTIFUL, BRIGHT BUNGALOW

WILL cost no more than a dull or dubby one. Every woman is home-proud and dreams of the home beautiful — every thinking man will try to gratify that ambition. A thing of beauty is a joy forever.

A Plan and Price Cost Nothing.

*Two Addresses:—*

39 BLIGH ST., NEW BRIGHTON

'Phone 3295s

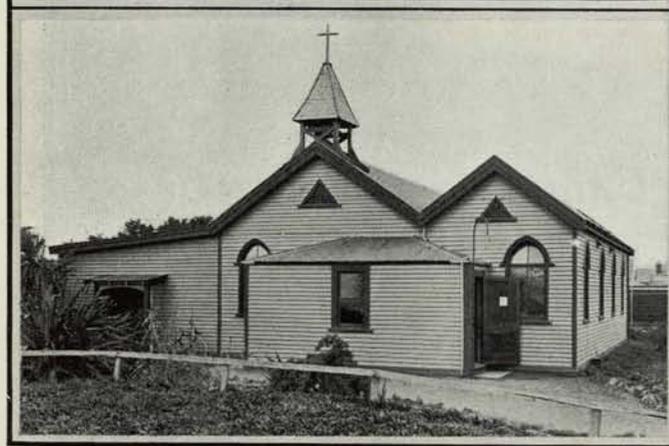
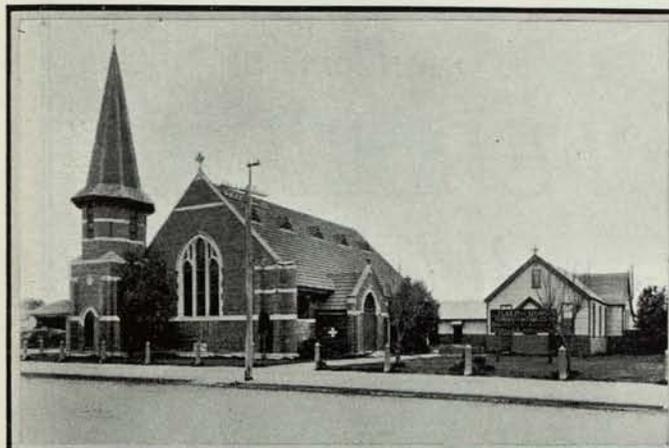
356 HEREFORD STREET  
CHRISTCHURCH

'Phone 4307

*Offices and Factory:*

Corner LINWOOD AVENUE & CASHEL STREET  
CHRISTCHURCH

**New Brighton Has Beautiful Homes.**



Top—Methodist Church.  
Centre—Roman Catholic Church.  
Lower—Anglican Church.

The Home of  
**"FERNLEAF"**  
**BUTTER**



The Canterbury Central Co-operative Dairy Co.'s  
 Head Office and Factory at Addington.

OWNED and CONTROLLED by FARMERS  
 whose support has assisted in building up  
 The Largest Butter Business in the  
 South Island.

SUPPORT CO-OPERATION

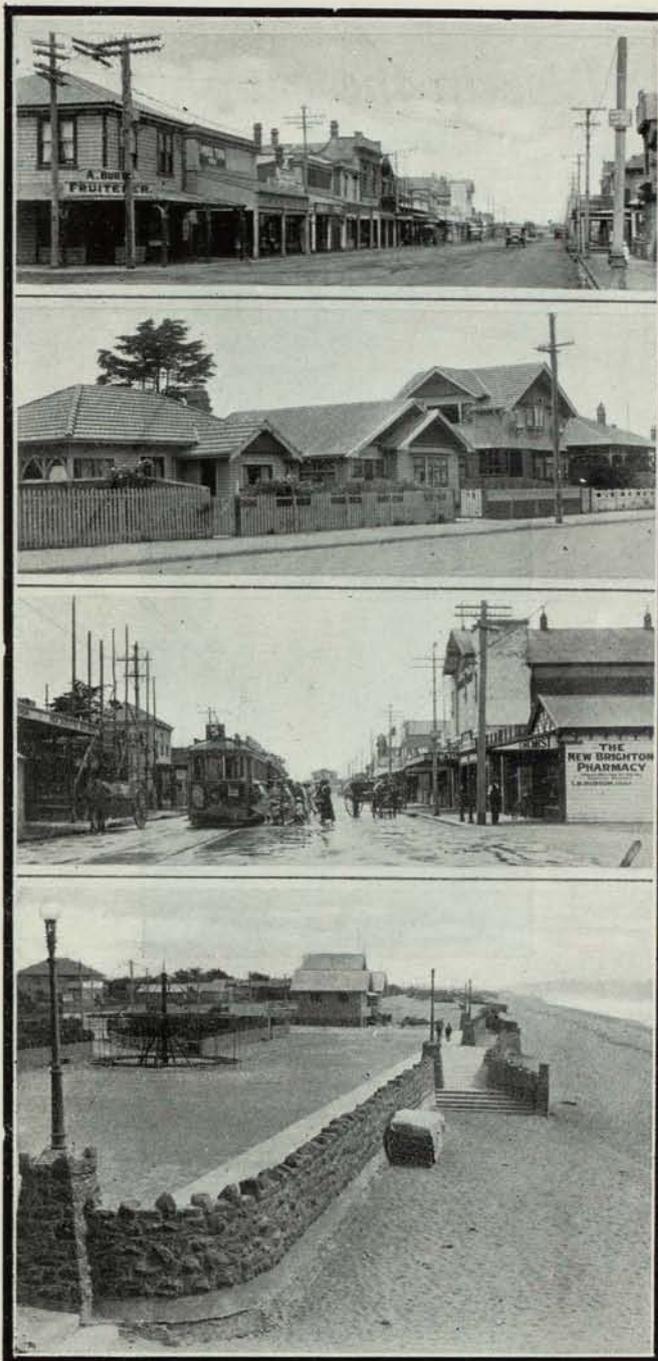
Consign your Cream to the

**Canterbury Central Co-op.  
 Dairy Co. Ltd.**

ADDINGTON

Postal Address: P.O. BOX 909, CHRISTCHURCH  
 'PHONES A5485 and 495

**New Brighton Shopping is Profitable.**



Top—Sea View Road, looking West.

Second—Typical Bungalows.

Third—Sea View Road, looking East.

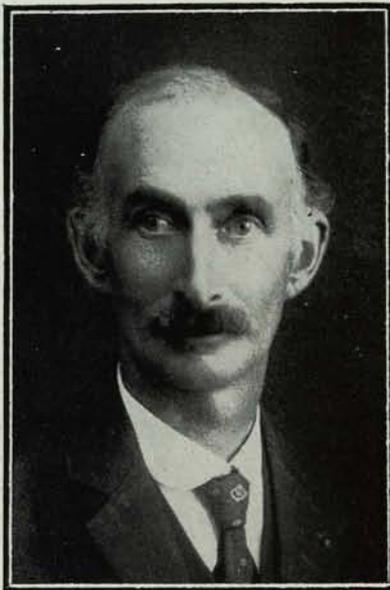
Lower—The Northern Stone Wall and Enclosure.

## Live in the Sunshine!

Have you noticed the Progress of  
**North Beach?**

It will pay you to invest or reside  
at this popular Seaside Borough.

CONSULT US BEFORE PURCHASING



WE HAVE PRACTICALLY EVERY  
PROPERTY THAT IS FOR SALE.

### E. A. M. LEAVER

NORTH BEACH ESTATE AGENCY

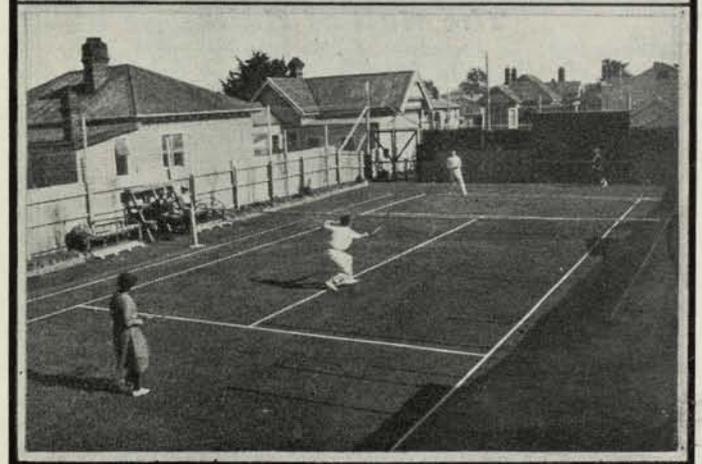
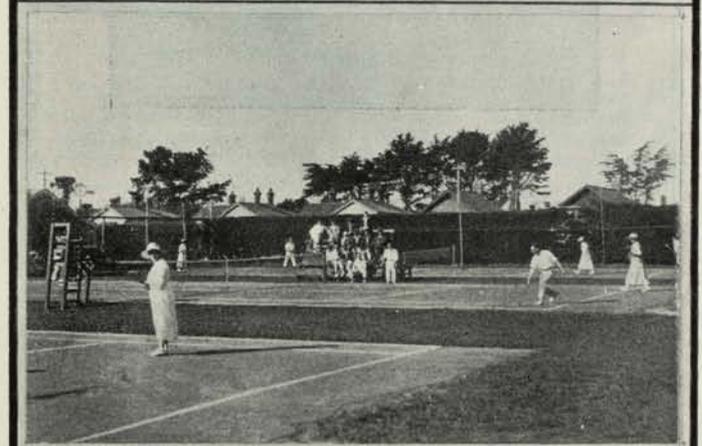
29 BOWHILL ROAD, NORTH BEACH.

TAILOR

High-class Work. Bedrock Prices.

Phone 3220M and Residence 892R

**Brighton Property Values are Rising.**



Top—The Bowling Green.  
Centre.—Central Club Tennis Court.  
Lower—Idle Hours Tennis Court.

## JOYLAND THEATRE

BERESFORD ST.  
NEW BRIGHTON



One of the most up-to-date  
.. Theatres in Canterbury ..

□

Electric Light, good Ventilation and  
Heating Arrangements, well-equipped  
Kitchen, with crockery, cutlery and all  
accessories; and Supper Room.

□

### The Hall of Halls

for  
Concerts, Theatricals, Exhibitions,  
Wedding Parties, and  
Meetings, etc.

□

Fullest Information from

CAPT. A. W. OWLES,  
37 UNION STREET

Secretary:

JAS. AINGER, 162 Manchester St., Christchurch.

Brighton is Keyed to Sociability.

## CHURCHES.

THE following denominations are represented in the Borough:—

Anglican.  
Presbyterian.  
Methodist.  
Roman Catholic.

Each denomination has very commodious churches and schools. The Anglican Church is shortly to be replaced by a new edifice, which will be erected on the very fine site at the corner of Nelson and Hawke St. The Presbyterian Church is fortunate in the possession of an ideal site at the corner of Seaview Road and Hardy Street, where no doubt, in due time a permanent church will be erected. The Methodist Church in Union Street is a fine lofty building, and on the same site are schools and parsonage. The Roman Catholic Church occupies a central site in Lonsdale Street. A Central Mission is also conducted in the Hall, George Street.

## SENIOR CADET TRAINING.

New Brighton is the Headquarters of A Company 5th Cadet Battalion, Canterbury Regiment. The Company has a total strength of all ranks of 145, and is recognised by the Defence Authorities as being one of the most efficient and highly trained night parading Companies in the South Island. The discipline of the Company is of a very high standard.

Parents may rest assured that their boys have everything to gain by joining the ranks of A Company. Quite apart from the Military training, a good deal of time, it is understood, is devoted to Physical Training, while the national games of Football and Cricket receive their due share of attention, and the Cadet is also, during the period of his four years' training, taught how best to become a good citizen.

The Company, together with its Drum and Bugle Band (16), parade weekly in the Drill Shed, situated in the Rawhiti Domain.

The motto adopted by the Company is "On parade, on parade—off parade, off parade," which, for the benefit of the lay mind, may be interpreted as "Work when you work, and play when you play."

During the Great War, 34 Members of the Company joined the N.Z.E.F. and saw service overseas, and some "Went West."

## BOY SCOUTS.

The training of the Boys and Youths of the Borough is further attended in the very efficient corps of Boy Scouts, now divided into three Troops, and attached to the Anglican, Methodist and Presbyterian Churches.

After being in sole charge for many years, Mr. G. W. Bishop still acts as Chief Scoutmaster, giving instruction to the Boys on Saturday mornings. This new arrangement should mean increased members and efficiency, and should also encourage friendly competition between the Troops.



## DIRECTORY.

INFORMATION regarding the following Institutions, Sports Bodies, etc., may be obtained by addressing enquiries to the officers, at New Brighton:—

**Borough Council**—Mayor, J. Gamble; Deputy-Mayor, F. D. Muirson; Councillors—J. C. Scott, J. H. Shaw, F. Ward, A. M. Chivers, E. A. M. Leaver, J. Buxton, W. R. Gahagan, H. A. Glasson; Town Clerk, H. L. Jenkins.

**Churches**—**Anglican**: Rev. C. Maclaverty, Nelson St.; **Presbyterian**: Rev. J. Jackson, Collingwood St.; **Methodist**: Rev. F. T. Read, Union St.

**School Committee**.—Chairman, F. Ward; Secretary, H. A. Glasson; Messrs. J. Buxton, E. A. Langford, H. E. Gott, E. A. Lawry, T. Robins, Rev. F. W. Knowles, Mesdames W. H. Bellamy and Campbell.

**Masonic**.—W.M. Wor. Bro. F. J. Parson; Secretary, Wor. Bro. W. Midgley; Treasurer, Wor. Bro. A. W. Owles.

**Surf Clubs**.—**Central**: President, F. Kibblewhite; Captain, A. L. Tucker; Secretary, A. E. Summerfield. **North Beach**—Captain, R. Snell; Secretary, W. A. Smith.

**Municipal Library**.—Chairman, C. H. Opie; Librarian, W. Miles; Secretary, J. Bosomworth.

**Cricket**.—Captain F. Ward; Secretary, J. McCree. Wednesday Cricket Club—Captain, J. W. Farland; Secretary, P. Campbell.

**Football**.—Secretary, E. A. Owles.

**North Beach Burgesses Association**.—President, J. P. Whatman; Secretary, Mrs. Giles.

**South Brighton Progress League**.—President, F. D. Muirson; Secretary, A. W. Scarr.

**Volunteer Fire Brigade**.—Superintendent, R. A. Stokes.

**Motor Boat Club**.—Captain, H. Hawker; Secretary, W. R. Lilly.

**Municipal Band**.—Conductor, J. A. Nuttall; Secretary, S. Grammar.

**Plunket Society**.—President, Mrs. Gamble (Mayoress); Secretary, Mrs. Tracy.

**Boy Scouts**.—Chief Scoutmaster, G. W. Bishop. Anglican Troop, J. G. L. Scott, Scoutmaster; Methodist Troop, Rev. F. T. Read, Scoutmaster; Presbyterian Troop, Mr. Grant, Scoutmaster.

**A. Company 5th Cadet Battalion**.—Lieutenant, A. P. Hopkins (O.C. Company); Second-Lieut., H. Beaumont; Second-Lieut., R. Noonan; Company Sergt.-Major, E. A. Owles; Company Quarter-master, Sergt. McKaskell; Chaplain, Rev. F. T. Read.

**Miniature Rifle Clubs**.—**Men**: President, A. W. Owles; Captain, G. W. Bishop; Vice-Captain, W. R. Cooke; Secretary, A. G. Munns. **Ladies**: President, Mrs. Kibblewhite; Captain, Mrs. Harding; Secretary, Mrs. Brooke.

**Bowling Club**.—President, F. D. Muirson; Secretary, G. W. Bishop.

**Croquet Club**.—President, The Mayor; Secretary, Mrs. Blunt.

**Tennis Club**.—**Central**: President, R. C. Bishop; Vice-President, G. Jackson; Secretary, J. Bosomworth.

**North Beach Gala Society (Inc.)**.—President, E. A. M. Leaver; Secretary, E. Bush.

**Inter-Borough Sports Association**.—The Mayor, G. W. Bishop, W. Herrick, Secretary W. R. Cooke.

**Publicity Committee**.—Chairman, The Mayor; Convener, E. A. Langford; Secretary, G. T. Robinson.

**North Beach Tennis Club**.—Captain, J. P. Whatman; Secretary, Mr. Agar.

