

The Farm Location Map Project

After leaving Lincoln in 1963 I returned to home and gradually took over the 142 acre farm from Dad. Joined up with the very active Otautau Jaycees. They were one of the most respected Chapters in New Zealand due to the many projects they were involved in. While working on the farm at Maronan near Ashburton during 1962 I was impressed with a map that the local power company had of all its rural customers. Each farm had the owners name and if recall their power supply number. I got thinking what a great project this could possibly be for the Jaycees little knowing what may be involved.

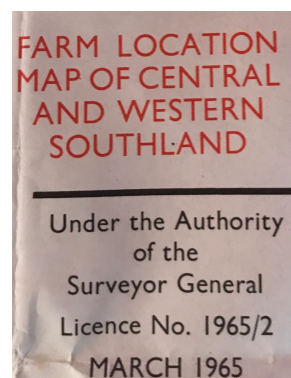
However started doing some research and no, the local power entities didn't have any such map. Then met Bruce Hands through Invercargill Jaycees who was head of the Post Office in Southland and at that time they ran all the telephone exchanges and phone lines. He said that they had maps of all the rural areas and each property had their phone number on it. Bruce was agreeable that we could use these maps to get our project underway. Then a few of us had a test run of completing the names on one of these maps. It was a slow process using the phone book to convert those phone numbers into names on the map but we believed that with time and a whole team it was doable. Then had to determine the area that we were going to cover and how close to go to urban areas with smaller properties. Lands and Surveys agreed to give us a licence to use their map as a base. Ok with the initial investigations completed then put a budget together and a presentation for the whole team at Jaycees.

It went very well and the only comment was from local bureaucrat Ian McCartney from the Wallace County Council who said that I had a spelling mistake in the budget! Everyone was quite enthusiastic about what we were about to take on.

We formed everyone into teams of 4 to tackle a set area. The first main job was converting all those phone numbers into names. Fortunately then (for us) most rural people were on quite big party lines. For example the Ryan clan were 22D for Jim Ryan, 22M for Charlie Ryan and 22S for John Ryan. Most areas then had clans of families so once one of them was identified it helped speed up the process to name the others.

Once that initial process was completed each team would then split into 2 and travel to their prescribed area. They would then attempt to find the most knowledgeable person who had good neighbourhood networking to confirm, correct and add to the names from those Post Office maps. These field expeditions often turned into very social events and everyone appeared to get engrossed into the project and so it turned out did those that they had met. Unwittingly these visits had also stimulated a huge interest in the project and there was a great expectation for when the maps were to go on sale.

Ok now that the final data was beginning to come in we could get our draftsman on the job. The actual map size was 730 x 540 and it was a huge task for him to carefully hand write in all those nearly 3000 names. The base map was copied from a Lands and Survey one. He had an office on the second floor of the old Bank of New South Wales building overlooking the Troopers Memorial at the intersection of Tay and Dee Street. It was fascinating and exciting watching as the map came to life with all the names. It was exacting and time consuming work and my only concern was fire or any other disaster wiping out all the good work. When it was about



3/4 completed I recall we took it on a truck to be copied somewhere (think Craig Printing) and while stopped at an intersection coincidentally saw Hugh McCrostie one of our Jaycee members on

es, Saturday, July 17, 1965

Farm Map Ready For Sale

OTAUTAU

Monday will see the result of many hours of research and work when the Otautau Jaycee chapter's farm location map of Central and Western Southland goes on sale from 45 agents throughout the province.

This is the largest project undertaken by the Otautau chapter since its inception in May, 1963. Thirty-five of its members have played some part in the production of the map.

The idea came from a map put out by the Ashburton County Council which showed the farms and rural deliveries around Ashburton.

The Otautau Jaycee map covers a greater area, including Woodlands and Hedgehope in the east, Benmore and Ohai in the north, Tuatapere in the west and part of Makarewa and Otatara in the south. The map, printed in black with the district name in red, covers about 1440 square miles. It has some 2800 names, which include farm owners, cottages, country halls and schools.

Map Committee

A special mapping committee was set up for the project and with the help of the Post Office, Wallace and Southland Counties, rural mail contractors, stock firms, store keepers, transport operators and numerous farmers and others throughout the province, a map of a high standard has been produced.

It is expected that the final cost of the project will be about £700.

Already, other chapters in New Zealand have realized the need for similar maps in their districts and the Otautau chapter has received several requests for information. One chapter has already started research for their project.

the map team. He was bemused to see 2 slightly nervous individuals standing on the back of a truck holding onto the very precious partially completed map.

While the work drawing up the map was going on we were busy selling advertising to go around the perimeter. Thanks to some great media there was a lot of interest in the project and the spots quickly filled up and if can recall the advertising actually paid for most of the costs.

Once completed it was carefully packed up and sent it off to the Whitcombe and Tombs Printing works in Dunedin.

While the 3000 maps were being printed we started getting selling points established. Rural garages were a popular option and so were the the Stock and Station agencies. We set up the members to look after each geographical area to stock and replenish the maps. Nearly 50 agencies needed to be looked after.

We had some discussions over what price we should charge and



FARM LOCATION MAP

for that New Farm Building!
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ALVANISED CORRUGATED ROOFING
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FARM LOCATION MAP

— of —
Central & Western Southland
PRICE 10/-

**Produced and Published
by
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COUNTRY HALLS, SCHOOLS, ETC.
COVERS 1500 SQUARE MILES

Available from ...
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WHITCOMBE & TOMBS LTD.
CROSBIES GARAGE
FEDERATED FARMERS**

And throughout the country area at most Garages & Stores
BUY TWO-ONE FOR THE HOUSE AND ONE FOR THE CAR

The Board and members of Otautau Jaycee Inc. take this opportunity to sincerely thank the countless number of people throughout Southland who have made this project possible. To farmers, Stock agents, transport operators, publicans, rural delivery mailmen and others who helped with the compiling and checking of the map. To the Post Office, Southland and Wallace County Councils and Lands Survey Department for the loan and use of various maps and documents. To advertisers who have supported this project and to retailers who are selling the map. And lastly we would like to thank the General Public of Southland for their interest, constructive criticism and encouragement throughout this project.

Signed W. B. PURVIS, President
J. W. RYAN, Convener, Map Committee

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Outstanding Success of Map-making



MORE than 3000 copies of the Southland farm location map, being studied here, have been sold so far on behalf of the Otautau Jaycees. The map of Central and Western Southland took more than five months to prepare and went on sale last month. The first printing was sold out in four weeks; it broke all sales records of one Invercargill retailer. A further 1000 maps have been printed and are selling steadily. Net proceeds so far are about £1100. Before deciding on the best use for the proceeds, the Jaycees are taking a careful look at local, provincial and national scenes. A recent meeting produced 98 ideas on how to use the money to best advantage. As a result of the Otautau success, at least three other maps have been started in Otago and Southland. Lumsden Lions are preparing a map of Northern Southland. It will adjoin the Otautau map, which takes in 1500 square miles and about 2800 names. Lawrence and Mosgiel Jaycees are preparing maps of their districts. Otautau Jaycees are receiving inquiries from chapters throughout New Zealand. The Otautau chapter has upwards of 55 members, and nearly all took part in the map-making. After the printing, members folded all maps by hand, put them in envelopes and distributed them in bundles of 50 to sales points.

The Otautau board member and project convener, Mr J. W. Ryan, says the Otautau Jaycees see the main value of the map in its use by the community. That value, says Mr Ryan, is reflected in the comments of farmers and others. In many cases, people have said they would have been prepared to pay £1 or more for a copy of the map, which sells at 10/-.

Pictured (from left), are: Messrs R. Insall (distribution and sales organizer), J. W. Ryan (convener), B. Wilson (inaugural president of Otautau Jaycees) and K. Simpson (chapter member).

settled on 10 shillings. While this does not appear much in 2019 terms it relates to \$20. On reflection we could have gone to 15 shillings but the significant GP return on each map meant that we were able to make a considerable return anyway and then pass this onto the community.

The Board and members of Otautau Jaycee Inc. take this opportunity to sincerely thank the countless number of people throughout Southland who have made this project possible. To farmers, Stock agents, transport operators, publicans, rural delivery mailmen and others who helped with the compiling and checking of the map. To the Post Office, Southland and Wallace County Councils and Lands Survey Department for the loan and use of various maps and documents. To advertisers who have supported this project and to retailers who are selling the map. And lastly we would like to thank the General Public of Southland for their interest, constructive criticism and encouragement throughout this project.

Signed W. B. PURVIS, President

J. W. RYAN, Convener Map Committee

The maps arrived by train from Whitcombe and Tombs Printing on a wooden pallet. They were still in their original flat size but we had established a method of folding them. Ray Newman from the Otautau Hotel lent us the dining room and we had just about every member on deck split into teams and fold them and then place them into the printed A4 sized envelopes. It was a huge job with the 1 meter x 750 mm size and think it took several evenings of very thirsty work. Years afterwards there was still snide remarks from some who claimed to have had nightmares from their folding experience!

We had extensive newspaper and radio advertising ready to kick off when we had everyone stocked up. Whitcombe and Tombs (Whitcoulls) in Dee Street was expected to be a major seller. The name of the manager eludes me but he was fast approaching time to be put out to pasture. When I suggested that they take 200 maps to start off with he was horrified and ordered just 12! One of the Invercargill Jaycee members however was manager of their magazine department and Tracy Hammonds agreed to hold a buffer stock for us. (*Tracy rose to significant national importance being the instigator of getting Playboy Magazine into New Zealand! There was considerable opposition but the meek bookseller from Invercargill won the day.*)

More Maps

OTAUTAU

Because of an encouraging demand, the Otautau Jaycees' production of farm location maps of Central and Western Southland has been increased by an additional 1000 copies.

A member of the mapping committee said last night that this would bring the number of maps printed to 4000.

So come launch day - Monday 19th July 1965 and must confess to being quite nervous as to what the response would be. It was with some relief when about 9.30am the grumpy Whitcombe and Tombs manager rang, urgently requiring more maps. Told him to get out of his office and go downstairs and then to see his manager of the magazine department, Tracy. Tracy then contacted me early afternoon in a panic as his 200 stockpile was gone! The members allocated to the various regions also had similar requests for urgent stock ups. Think it coincidentally was the monthly Jaycee meeting that night and there was a real buzz of excitement about what we had done and the response and the potential monetary

windfall.

There were some grizzlies from a small minority about names being left off or names in slightly the wrong place and why couldn't we have extended the area! Considering that we had covered about 1,500 square miles and had nearly 3,000 names these were minor.

The feedback from the majority was outstanding and best summed up by Stewart McLean to me in 2019. In 1965 he was then with the very large NZ Insurance Company in Invercargill. "Jim - all our agents had maps, we had several pinned to the wall in the office. They were our bibles. If any farms changed ownership then everyone's map was updated. I really don't know how we used to work without them". To me it was a great pleasure to go into virtually any office in Southland and see them pinned to the wall any many had coloured pins showing clients, potential clients and other useful information.

The initial print run of 3,000 quickly sold out and another 1,000 ordered and so it was back to the folding team - most fronted but a few were still having those imagined nightmares!

Meanwhile our bank balance was looking extremely healthy and the big question was what to do with all the money! Not sure how much it really was - the Southland Times reported £12,000 - that's just under \$50,000 in 2019 terms.

Ok, the Fire Brigade could do with upgrading its engine so that was easy. Co-incidentally at this time the new Otautau fully automatic telephone exchange was about to open and Bruce Hands the Post Office chief who had helped us, was out in Otautau

checking everything and he showed Dad and myself through. I recall saying to him that it will be great now to now have the 111 emergency service. He said that sadly that would not be the case as the area would need not only a full fire service but ambulance as well. Brought this up with the team and getting an ambulance was not the problem. It needed a full St John's organisation with trained volunteers and it needed to be funded on an annual basis. Gulp. Ian McCartney and I were given the job to sort it.

First was to St John's Invercargill and they were outstanding in helping us get off the ground. It was interesting the head person of St Johns was a Les Hynes who had met as the accountant of Whitcomb and Tombes. He was a really great guy and helped us stumble our way through the process. He first pointed us to the then Southland Hospital Board crew at their Dee Street head office (where McDonalds now is). It was not easy and the Mr

£1200 From Farm Maps

OTAUTAU
From the £1200 it has received from the sale of farm location maps, the Otautau chapter of Jaycee has allocated £500 to the Otautau Volunteer Fire Brigade to assist in buying a new engine; £385 to the Otautau branch of the St John Ambulance Brigade to help buy a new ambulance; £200 to Project Concern (a scheme to assist refugees in Hong Kong and South-East Asia); and the remaining £115 has been put aside to buy a duplicator for the chapter.

The maps are still on sale, and more money will be distributed later.

The president, Mr W. Purvis, said last night the chapter felt it had made a wise decision. It had been able to give money to an international aid project and also assist the people of Otautau district with money for the fire brigade and an ambulance.



The ambulance arrives at the Ryan farm, Bayswater

Venus the boss as Ian McCartney said was aptly named as being so far removed from earth! There



1965 and Otautau's first ambulance is on display
Funded by the Jaycee Farm Location Map project

were a lot of hoops to jump through but eventually we got to set up the Otautau St John's. One of us was chairman and the other secretary (can't recall which way round!). Somehow we got a great bunch of volunteers together and got them qualified.

Les Hynes had

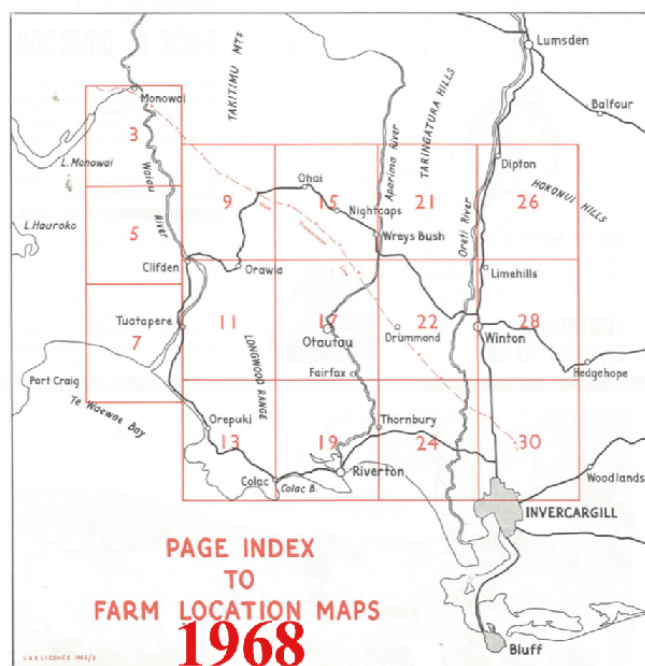
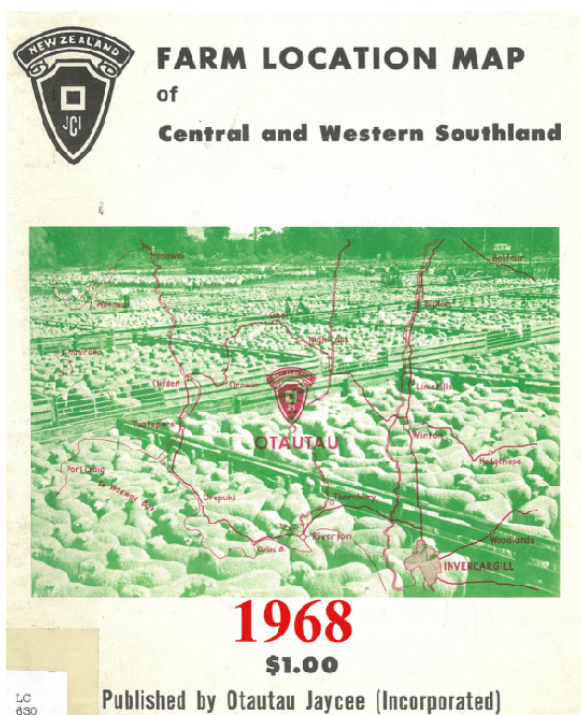
sourced a very good second hand ambulance from Dunedin for us. The next hurdle was where to house it. We did have informal talks with the fire brigade crew about doing a combined head quarters but there were cultural differences that would have cramped their style. Eventually Ian said that we could use one of the bays at the Wallace County Council yard at Alderly Street until a permanent home could be found. So we placed the order for the ambulance, paid for it and they drove it down to our Bayswater farm. Think that it stayed there for a few days to the concern of some of the neighbours who were not in the loop. Remember that 2 of us drove it to Invercargill to demo to the St John and Hospital crew. Have never ever been so nervous driving a vehicle but it was fun finding that at one stage we were following someone that knew and gave them a good blast on the siren! We had an open day inspection outside J.E.Wright's on Main Street and it was enthusiastically received.

So we got the ambulance and the Post Office (Telecom/Spark) gave us our 111 service. In the Council bay we set up a battery charging unit and radiator heater for the ambulance. Can't remember how the volunteers were notified of an emergency but once they got to the ambulance there was a Radio Telephone that connected them to the call centre.

Three years later we started the map project all over again. We had a good discussion about what needed to be done and clearly it needed to be in a booklet for ease of use. An index too would be useful. We divided up the whole intended area into pages that would fit easily onto a A4 size. Of course we had a great start with the 1965 map and we again divided it up into areas and set up teams to visit and check and update names. It was still a huge job but the guys enjoyed the challenge and this time they knew the key people to visit in each neighbourhood.

The book format was a huge success. However I had an abrupt phone call from one farmer "you left me off the map". I was well aware of where his farm was and it was right in the corner of 4 pages and in fact his name was listed twice - once on each of 2 pages and was able to explain it to him but he was adamant - sigh! Used to see him on a regular basis but there was never an apology.

Shortly after it was published, George Crack from the Lumsden Lions Club contacted me to see if I could come and discuss the project with them. It was a long visit as George was Mine Host of the Royal Mail Hotel! Anyway the Lumsden Lions members enthusiastically embraced the idea and within a very short time they had produced a booklet covering I think Northern Southland, Te Anau



Introduction 1968 Booklet

The first edition of the Otautau Jaycee farm location map of Central and Western Southland was published as a single sheet in 1965. Public demand for this, the first of many subsequent maps published by service organisations throughout New Zealand, was strong. About 4500 copies of the first edition have been sold; more than \$3000 has been donated to local, national and international causes.

This second edition, which covers a slightly wider area, is completely revised and shows 2600 farmers' names accurately printed at their homestead sites, reflects an entirely new approach. Never before has a farm location map been published in booklet form; never before has an easy-reference index system been provided to allow the user to find the one name, and location, in a matter of seconds.

The International Jaycee organisation (I.C.I.) has 338000 members throughout the world, including 5750 in New Zealand, 50 in the Otautau district. Jaycee is primarily dedicated to the task of preparing young men for positive leadership in the modern world. But individual chapters try whenever possible to provide a direct service to the community, believing that the training through action and involvement is the best preparation of all.

This publication is not merely a money-raising gimmick; we believe after many voluntary hours of preparation that it will fulfil a community need to an extent that does much more than justify the modest price asked. It is a guide to the 2600 components of a local primary industry that produces a gross product worth about \$25 million a year. All proceeds from its sale will be donated to worthy causes.



A page from the first booklet

Basin and West Otago. Very soon the template was picked up by service clubs throughout New Zealand.

The Southland Times 2009:

The latest edition of the Farm Location Map for Southland and West Otago is now available.

In its eighth edition, the 94-page publication is put together by the Lumsden, Otautau and Wyndham Lions clubs. Each group concentrates on a local segment to take advantage of the collective local knowledge.

The new format enables the user to find a farm even if the farm owner doesn't appear in the index using rapid numbers and road names.

Each map is in colour instead of the previous black and white.

A comprehensive 22-page index provides an essential key to the publication.

Entries are sorted by surname, address, map number and grid reference.

The scale used, 1:100,000, is helpful in scanning the 63 full-page maps.

Originally, it was produced by Otautau Jaycees as a single sheet covering Central Western farms in 1965. Later the Lumsden Lions club issued a similar guide for Northern Southland and West Otago locations.

In 1967 the Seaward Downs Young Farmers Club published a sheet for eastern and southern Southland properties.

These publications were amalgamated into an indexed booklet form in 1968 and a third edition came out in 1972. Lions clubs took over when the Jaycees and YFC went into recess.

Any profits made by the clubs are used to finance a wide range of community projects within their areas.

The Southland Times 2015:

Books which could help save lives are being handed out to Southland and West Otago emergency services.

The ninth edition of the Farm Location Map of Southland and West Otago book has been organised and printed by the Lumsden, Otautau, and Wyndham Lions Clubs.

Lions Combined Farm Location Map Committee chairman Andrew Cottam said about 100 volunteers from the three clubs had scoured the countryside to ensure the information in the book was correct.

The Farm Location maps have been published since 1965, when the first maps were made by several different organisations for their communities.

Since then, the three Lions Clubs have taken over, and use the books as their biggest fundraiser, Cottam said.

About 180 books would be donated to the Fire Service and St John Ambulance in Southland and West Otago, one for each vehicle, he said.

It is the first time the books have been donated to emergency services Southland wide, Cottam said.

Invercargill St John Ambulance spokeswoman Katrina Andrew said the books were invaluable.

Their operations base was in Christchurch, and ambulance officers didn't always receive clear directions, she said.

"They send us out into the wild blue yonder, this gives us a hard copy, in colour, so you can see all the contours of the land, and the little tricky roads," she said.

Invercargill Fire Service chief fire officer Bruce Stubbs said while the service's GPS systems were good, they weren't always reliable.

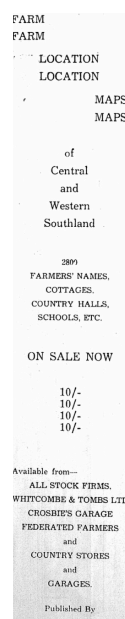
People calling in a fire would often give a rapid number or a farmer's name, and the map book included that information, he said.

Wyndham Lions member Ivan Crean said the club's motto was "We Serve."

The map was a perfect example of putting their motto into action, he said.

Cottam said profits from selling the books would be divided equally among the clubs, which then distribute the money to causes in their communities.

The books can be purchased from Lions Clubs directly for \$25, from bookshops for \$35, or from some schools for \$35,



Available from :	
W. S. Kirker, Riverton	
A. G. & W. Wohlers, Riverton	
Orawia District Stores	
Miss P. Popham, Orepuki	
Ohai Motors-Service Station	
I. L. Ltd.	
Laidlaw's Garage, Nightcaps	
North End Milk Bar, Otautau	
J. E. Wright Ltd, Otautau	
Carousel Coffee Bar, Otautau	
Waianiwa Stores	
Wallacetown Store	
Travellers' Rest Hotel, Drummond	
K. W. Roberts Motors, Drummond	
Crosbie's Garage Ltd, Invercargill	
Federated Farmers, Invercargill	
Whitcombe & Tombs, Invercargill	
Invercargill Jaycee Inc.	
Heenan's Engineering Co. Ltd, South Hillend	
Centre Bush Garage	
J. L. Gee Ltd, Winton	
Hedgehope Garage	
Browns District Stores	
Waimatuku Stores Ltd	
Kyai Bush Garage	
Grant's Store, Woodlands	
All Branches of--	
National Mortgage & Agency Co. Ltd	
Wright, Stephenson & Co. Ltd	
J. E. Watson & Co. Ltd	
Southland Farmers' Co-op. Assn	
Dalgety-N.Z. Loan.	

with \$10 going to the school from each sale.

Other Jaycee Chapters throughout New Zealand soon learnt of the Map project and contacted us for guidance. One was the Morrinsville Jaycees and by a total coincidence a good friend (but didn't know him then) Bob Diprose was a member and when I told him about scribbling a few notes about the project it brought back memories of it from all those 50 plus years ago.

So after 54 plus years a simple idea (with a spelling mistake in the budget!) has morphed into a popular service for those involved in New Zealand's farming community as well as being a significant fund raiser for the many service clubs involved. New fire engines, ambulances plus many other services have benefited lots of rural areas.

The dynamics of identifying who and where people live has changed and having the maps where mainly only the index needs updating makes revisions much simpler.

Wonder which service club will be the first to present their area via an App?!

To those of you that were involved all those years ago - a huge thank you for being part of a very special project.

I was only 24 years old at the time but by the end of 1965 I met a wonderful young lady who certainly mapped out the next 50 plus years for me!

The image shows a vintage 1965 map of New Zealand, specifically focusing on the South Island. The map is surrounded by numerous advertisements for local businesses and services. At the top, there are ads for 'CLOCKS', 'KIENZLE', and 'WATCHES'. Below these, there are ads for 'OTAUTAU HOTEL', 'THE FARMERS' BANK - AT YOUR SERVICE', 'THE SOUTHLAND SAVING BANK', 'SOUTHLAND TIMES', 'STOP', 'SHOP', and 'SAVE'. On the left side, there are ads for 'WREYS BUSH CONCRETE PRODUCTS', 'E HAYES & SONS LTD.', 'LOCHIEL MOTORS LTD.', 'PRODUCERS!', 'CONTRACT SHEARING', 'JOHN SCHULTZ', 'FARMERS! Have you any Surplus Money?', 'SOUTHLAND BUILDING SOCIETY', 'MILLARS BREAD', and 'CONVENIENT - SAVES WASTE - HYGIENIC'. On the right side, there are ads for 'J. E. WRIGHT LTD.', 'CENTRE BUSH GARAGE LTD.', 'B. M. RYDER', 'A.M.P. SOCIETY', 'RUSSELL HODGES LTD.', 'H. & H. MOTORS LTD.', 'Herman Engineering Co. Ltd.', 'McCormick International Sales and Service', 'UNIVERSAL FARM MACHINES LTD.', 'MOBILGAS', 'TETRAMOL', 'MOBIL DIESEL', 'MOBIL OIL', 'THOMSON & MCKENZIE', and 'BOOTH & WATSON'. The central map of the South Island is titled 'FARM LOCATION MAP OF CENTRAL AND WESTERN SOUTHLAND' and is under the authority of the Surveyor General. It shows a detailed network of roads and towns. A small inset map shows the location of the South Island within New Zealand. The map is dated 'MARCH 1965'.

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September 2019