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1980

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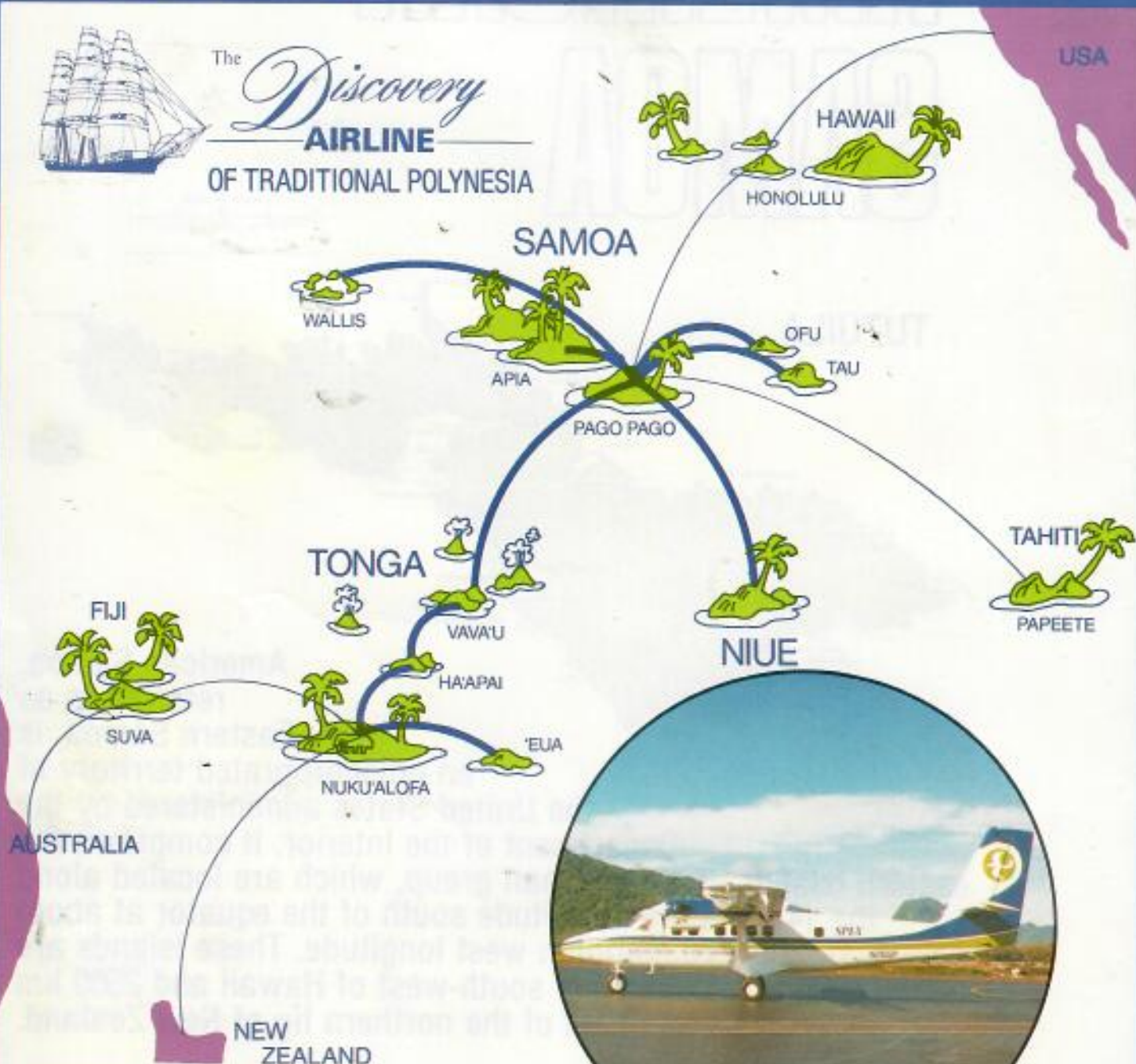
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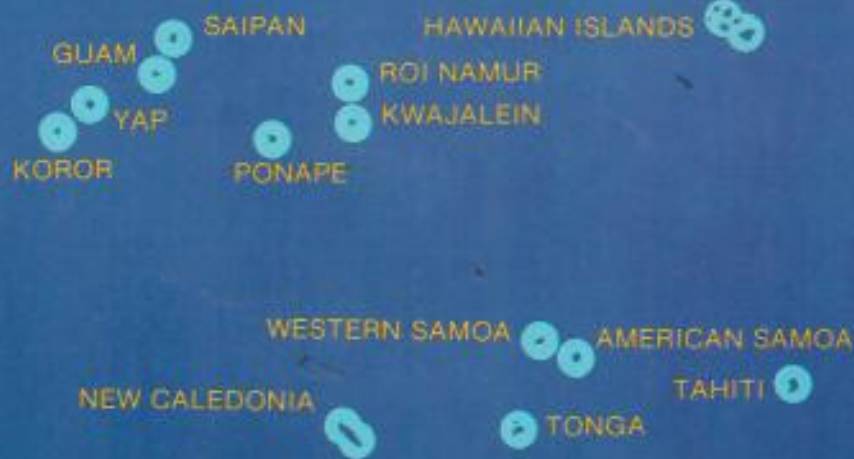
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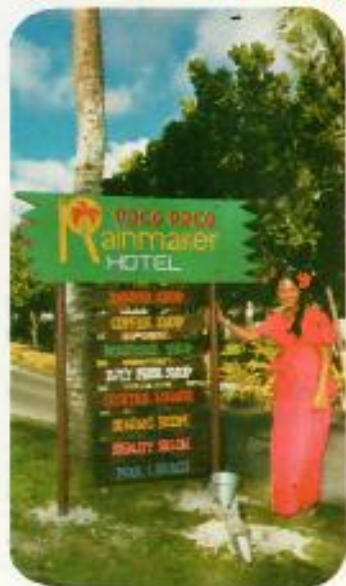
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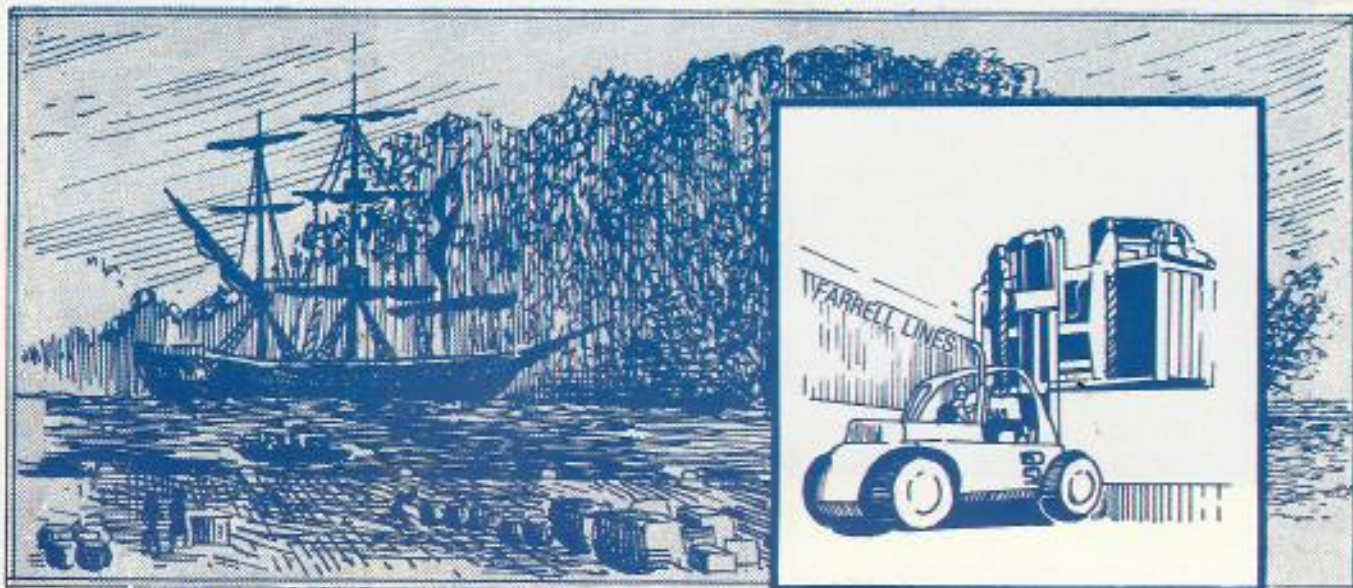




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The main islands are of volcanic origin and are now mostly a series of ridges rising abruptly from the sea. Tutuila is of irregular shape, approximately 29km long and 9km across at the widest point, and contains 67 sq km of land. A mountain range extends almost the whole length of the island, which is nearly bisected by Pago Pago Bay, one of the finest and most beautiful harbours in the South Pacific.

The climate of the islands is tropical but pleasant. From May to November moderate south-east trade winds blow. During the other months the winds are variable. The heaviest rainfall occurs from

December to March and the average per year for the past 40 years has been approximately 508cm. The yearly temperature ranges from 21°C to 30°C and the humidity is almost constant at 80%. The tourist will find the atmosphere of American Samoa to be quiet, peaceful and enjoyable, with a number of recreational facilities available to the visitor.

The United States Government is the authority for the supply of electric power. Voltage used is 115 volts, 60 cycles.

Vacation guide

★ TRAVEL

★ FORMALITIES

★ SIGHTSEEING

★ ACCOMMODATION

RECENT EVENTS

The Bank of Hawaii continues operation in the Lumana'i Building, also in the town centre, and site of the major airline and shipping offices.

A new addition to the Fagatogo area is the attractive and modern Legislature Building, which had its opening simultaneously with the 25th anniversary of the American Samoa Legislature in October 1973.

Pago Pago's first regulation 9-hole golf course was opened to the public in late 1973. It is located near Pago Pago International Airport, presently has club and golf-cart rentals available upon request, and a clubhouse with locker, shower and bar facilities.

American Samoa based South Pacific Island Airways began services to Western Samoa in 1975 and to the Kingdom of Tonga in 1976.

Three days of activities were held in January 1978, to celebrate the inauguration of Peter T. Coleman as the first Governor elected by American Samoa itself.

PEOPLE

The people of American Samoa are Polynesian and closely akin to other islands of the central and eastern Pacific, from the Hawaiians in the north to the Maoris of New Zealand.

Although contact with the Western way of life increasingly causes many of the younger Samoans to regard their traditions critically, the fabric of Samoan social organisation, with its complex inter-relationships, institutions and groupings, remains largely intact and is a dominant influence in the lives of the people. In this society, the village, composed of 30 to 40 households of extended family groups, is the basic social and political unit.

ACCOMMODATION

The 197-room *Pago Pago Rainmaker Hotel* is air-conditioned throughout and has a restaurant and bar, with pool and beach facilities.

The hotel, on the site of the old Goat Island Club, which has been demolished, is owned by the American Samoa Development Corporation, a corporation wholly-owned by local Samoan investors.

Design for the hotel stresses its Polynesian location. The shape and thatched roof of the traditional Samoan "fale" has been retained for 24 rooms at the edge of the bay.

Herb and Sia's Motel. A privately owned motel located in the heart of town. No service charge. For information contact Manager, P.O. Box 430, Pago Pago, American Samoa 96799.

SIGHTSEEING

Sightseeing tours, hiking, snorkelling, scuba diving and rental cars may be arranged by contacting Samoan Holiday and Travel Centre (Hertz Agency), P.O. Box 968, Pago Pago, or Samoan Tours and Travel Agency. Both companies operate concession desks at the Rainmaker Hotel.

Hikes can be made over primitive trails to isolated outlying communities. Photography enthusiasts find American Samoa a pleasure, as the colour and scenery are magnificent. Visitors will find Samoan outlying villages clean, uncrowded and attractive. It is desirable, of course, in photographing events, houses or families, to exercise the simple courtesies of asking permission to take photographs where it appears that some invasion of privacy may take place.

There is a swimming pool at the hotel and a large municipal beach adjacent to the hotel grounds. It is suggested that visitors should



Aerial tramway arriving at the summit of Mt Alava (483m), with Fagatogo, Pago Pago Bay and the tuna factories below.

Photo: Normo Madachlan

contact local travel agencies or the Government Office of Tourism for suitable snorkelling and scuba diving areas outside of the Bay area. Sport fishing facilities, as well as fishing tackle, are available locally upon request.

An ideal place for your luncheon break or for a memorable evening out is *Soli's Restaurant*. Built out over the waters of Pago Pago Harbour, Soli's offers the very best of cuisine with live music and floor show in the evenings.

There are a number of night clubs in the Pago Pago area which serve liquor and beer, and have dancing and entertainment, except for Sunday.

One of American Samoa's most outstanding attractions is the aerial tramway which crosses Pago Pago Bay to service television transmitters atop 490km Mount Alava. Tourists can make the trip and enjoy one of the most sweeping sea views to be found anywhere in the Pacific.

IMMIGRATION REGULATIONS

Passports are required for all persons, except government employees, who enter American Samoa.

Tourists may visit American Samoa for a period of not more than 30 days provided that they have (a) a valid passport (b) a valid international smallpox vaccination certificate, (c) have either a return-trip ticket or a ticket to an onward destination which they have permission to enter. The Governor and the Attorney-General may, at their discretion, grant extensions of the 30-day visiting period.

HOLIDAYS

The usual National holidays are recognised as in the United States. In addition, April 17 of each year is designated as Flag Day and is observed by appropriate ceremonies commemorating the raising of the United States flag over Tutuila. Colourful ceremonies in native costume, group singing and dancing, native sports, boat racing and other activities continue through the day.

On the second Sunday of each October the Samoans celebrate "White Sunday," which is a day of feasting and presents and when parents honour their children.

New Year Day; Washington's Birthday; Third Monday in February; Flag Day (Am. Samoa) April 17th; Good Friday, Memorial Day, last Monday in May; Independence Day, July 4th; Labour Day, first Monday in September; Columbus Day, second Monday in October; Veterans Day, November 11th; Thanksgiving Day, fourth Thursday in November; Christmas Day, December 25th.

BANKS

The Bank of Hawaii, located in the Fagatogo town centre, offers full, modern, up-to-date banking services. American Savings and Loan is located in Pago Pago. There is also the new Amerika Samoa Bank located in Fagatogo.

CUSTOMS REGULATIONS

On June 1, 1967, American Samoa became a duty-free port. That is, customs duties on all luxury goods were removed, enabling local merchants to import large amounts of goods at lower prices. Only a few items (automobile parts, firearms, ammunition, soft drinks, light alcoholic beverages, automobiles, among other things) still retain duty-duty.

LAND TENURE

The Government policy on land ownership has been to retain it in the hands of the Samoan people in accordance with the general provisions of the Instruments of Cession of 1900 and 1904 to preserve the rights and property of the inhabitants according to their customs. Persons of less than 50 per cent Samoan blood may not purchase land except for a very small amount of freehold land, which is almost impossible to obtain. Land tenure is made under the matai who is the caretaker of the land for the family group, and in the case of Samoans may be leased or rented without restriction. In cases of non-indigenous persons, however, permission to lease must first be obtained from the Government. As most of the land is under the matai or communal system, the chief or



The Pago Pago handicraft centre, where visitors may purchase examples of local crafts in traditional Samoan surroundings.

Photo: D. Hook

the matai rents the land with the consent of the family, and the proceeds are divided among its members.

There is a small amount of freehold land owned primarily by churches and a few merchants. The Government owns land in the harbour and airport areas and leases 100 ha used as experimental farms at three locations: Taguna, Taputimu and Mapussa.

LOCAL COMMUNICATIONS & TRANSPORT

A United States post office is available and airmail to the United States several times a week. Shipping service is two or three times a month. United States postage rates are applicable. Telephone and radio-wireless communications are available and direct teletype service from Honolulu and San Francisco is maintained. There are regular shipping connections with the United States and other world ports. Several inter-island vessels make weekly trips to Western Samoa. Two local airlines, Polynesian Airlines and South Pacific Island Airways make daily flights to Western Samoa. South Pacific Island Airways flies every other hour commencing at 6am. Flight time is about 35 minutes. Flights are made to the Kingdom of Tonga several times weekly, and Continental Airlines operate to New Zealand and the United States.



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House of Parliament

Photo: Tourist Board

AMERICAN SAMOA

the go-ahead territory

★ ECONOMY

★ ADMINISTRATION

★ HEALTH

★ EDUCATION

The largest industry in American Samoa is tuna canning which accounted for over \$66.5 million in exports in the fiscal year 1973, an increase of 250% over the last five years. Star Kist Samoa Inc. is the largest private employer in American Samoa, producing canned tuna, pet food and fishmeal. Star Kist and Van Camp employ from 2000 employees and the canneries are served by 200 Korean, Taiwanese, American and New Zealand fishing boats, bringing in approximately 120 short tons of tuna per three-month trip.

In order to improve inter-island and harbour service, the territory purchased in New Zealand, two specially designed utility tugs. This purchase brought the Government fleet to a high standard with all vessels less than two years of age, at that time.

HISTORY AND GOVERNMENT

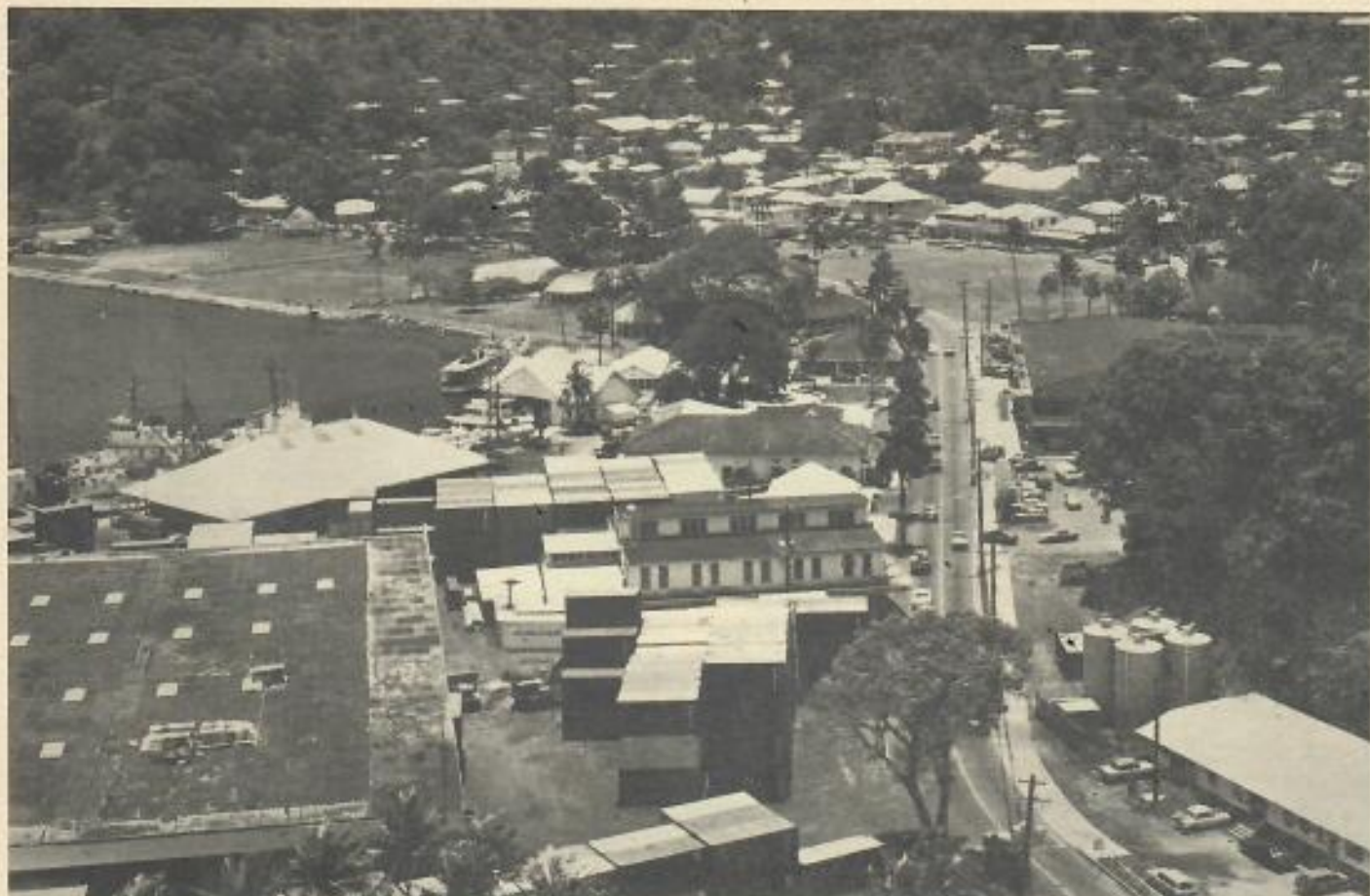
The United States interest in the islands of the Samoan group dates from the report made by Captain John Wilkes of the United States exploring expedition in 1842, although the first agreement reached between the Samoan people and a representative of the United States was not made until Commander Richard Meade visited the islands in 1872. After two "friendship and commerce" agreements had been made, the United States entered into a convention on December 2, 1899, dividing control of the islands between Germany and the United States at the 171st meridian west longitude. On February, 19, 1900, the President placed American Samoa under the jurisdiction of the

Department of the Navy, where it remained as a naval base until transferred to the Department of the Interior on July 1, 1961.

The Government of American Samoa is comprised of three branches: executive, judicial and legislative. The administration of the islands is headed by a civilian Governor, who is assisted by a territorial secretary. In 1977 American Samoa elected its own Governor — Peter T. Coleman. The inauguration was held on January 3rd, 1978. The Central Government includes such departments as Agriculture, Legal Affairs and Public Safety, Port Administration, Administrative Services, Education, Medical Services, Local Government and Public Works, as well as staff offices. Local Government is carried out by indigenous officials.

The territory has a Constitution approved by a Constitutional Convention on April 27, 1960, which became effective on October 17, 1960, and provides for a bi-cameral Legislature with authority to pass legislation within certain limitations. The 15 members of the Senate are elected through open meetings from the ranks of the traditional chiefs of the county councils in accordance with Samoan custom. The House of Representatives is composed of 17 members elected by universal suffrage and secret ballot and a non-voting delegate from Swains Island.

In the Judicial Branch, a Chief Judge and an Associate Justice, both of whom are appointed by the Secretary of the Interior, sit as members of the High Court and preside over all its deliberations, whether as a court of original jurisdiction or as an appellate court. The Justices are assisted by four Samoan associate judges who sit in all cases, except



Town and port of Fagatogo from aerial tramway.

Photo: Tourist Board

cases in probate, in which the court is exercising original jurisdiction. The High Court has an appellate, a trial and a probate division.

HEALTH

The Medical Services Department provides the only medical and dental care in American Samoa. It is a 200-bed general hospital, it has a tuberculosis unit, three dispensaries, and a 20-bed leprosarium on the main island of Tutuila and two small cottage hospitals in the Mau'a group.

There are no doctors in private practice and there is one private pharmacy. Visitors requiring medical attention may visit the hospital or make an appointment by telephone. A doctor is on call at all times for emergency cases. The hospital also provides dental treatment.

A \$3.5 million medical centre — named the Lyndon B. Johnson Tropical Medical Centre — opened in early 1978. It is one of the finest hospitals in the South Pacific and is located in Faga'uahu Valley, near the mouth of Pago Pago Bay.

The major health problems of the Samoan people are filariasis, tuberculosis, intestinal parasitism and infant malnutrition, which demand increasing efforts of sanitation, mosquito control and health education.

Visitors to American Samoa are required to have smallpox vaccination. Immunisation against tetanus and poliomyelitis is recommended and children should have a full diphtheria-pertussis-tetanus immunisation course. Typhoid-paratyphoid immunisation is also suggested. If visiting from "clean" countries these requirements are not applicable.

EDUCATION

The American Samoa public schools system operates under a recently revamped education concept using televised instruction as the core of the education effort. American Samoa's six-channel instructional television system is the largest educational television system in the world. This televised instruction is received in 21 consolidated

elementary schools and three high schools built especially for televised instruction. Stateside Americans and Samoans are research teachers, television teachers and production personnel. Samoan teachers in the classroom follow-up and reinforce the televised instruction.

There are over 9000 school-age children in American Samoa. About 85% of them attend the public schools; the remaining 15% attend six schools supported by churches. Televised programmes are planned and broadcast from the Michael Kirwan Instructional Resources Centre in Utulei, then beamed to television transmitters atop 480m Mt Alava, overlooking Pago Pago Bay, to all the schools in the territory. An aerial tramway transports engineers to the transmitters. Tourists may also ride the tramway for a breathtaking view of most of Tutuila.

Seat of Government and Courthouse at Fagatogo, Tutuila.

Photo: Government of American Samoa



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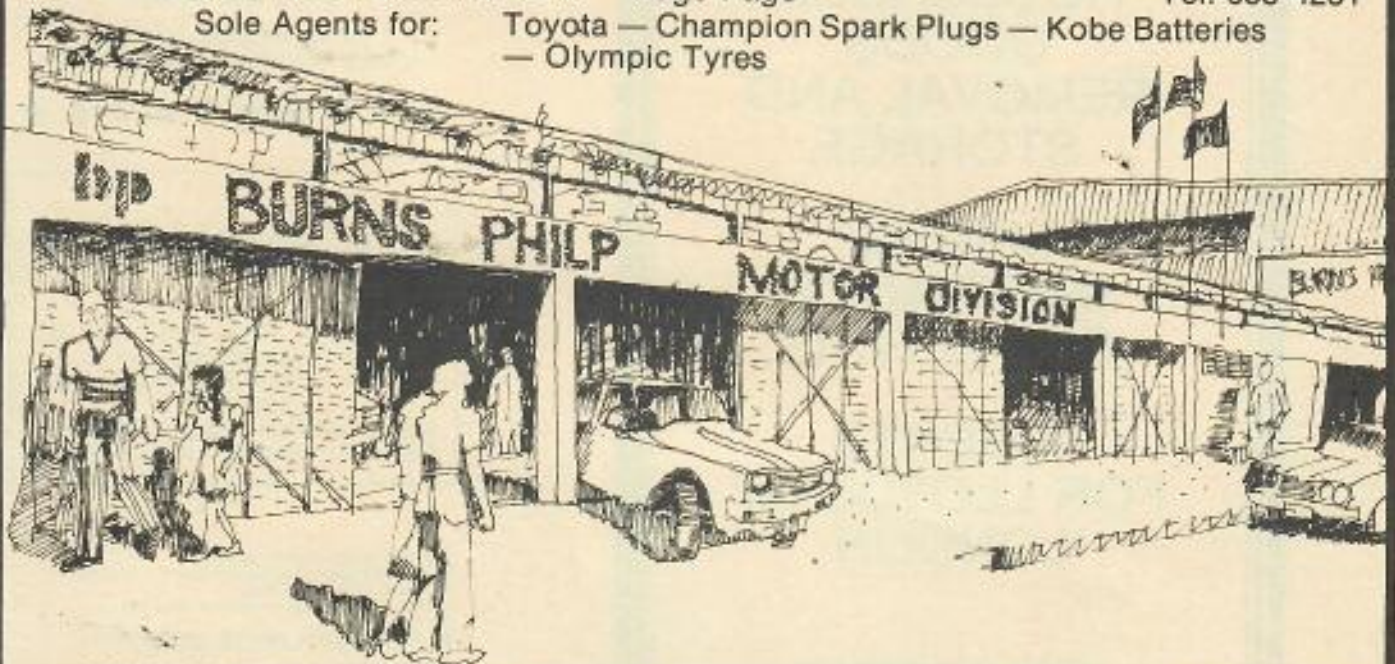
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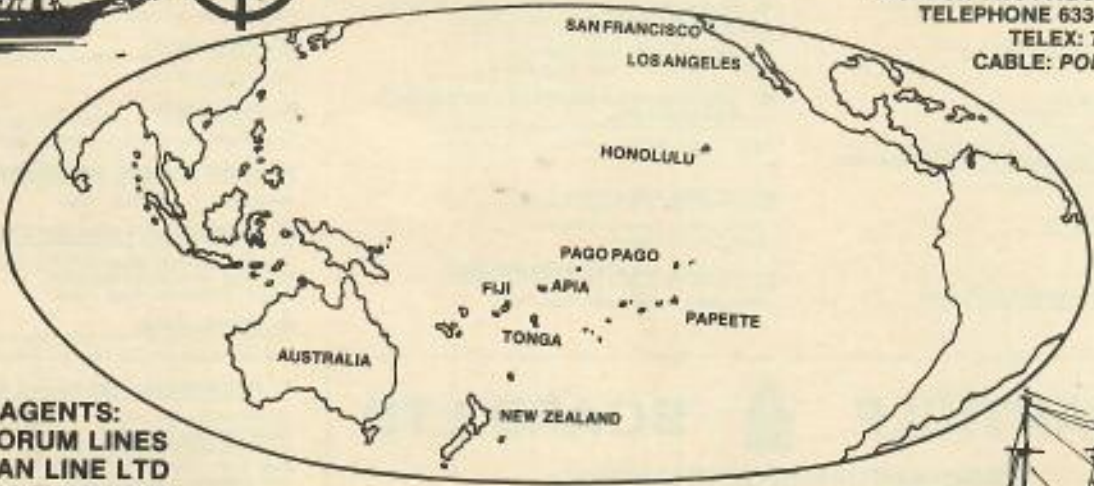
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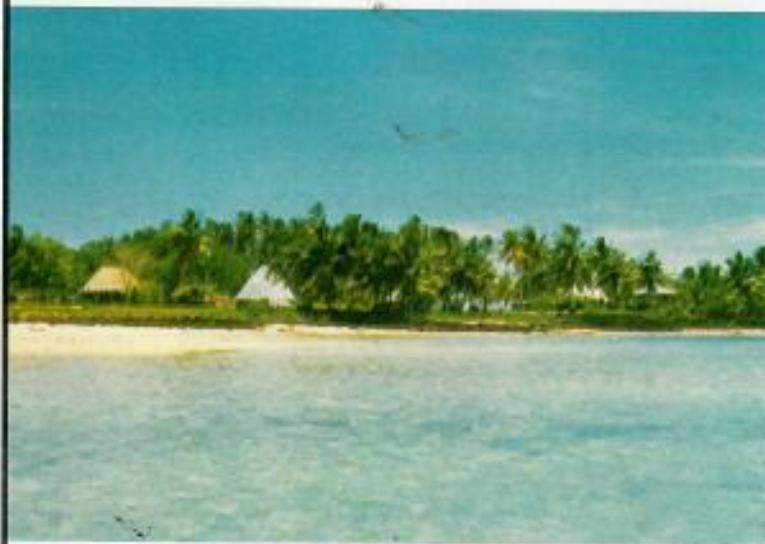
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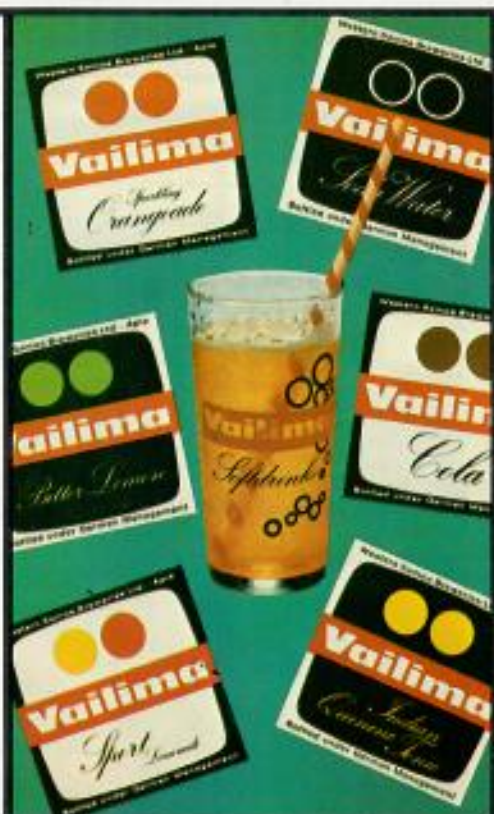
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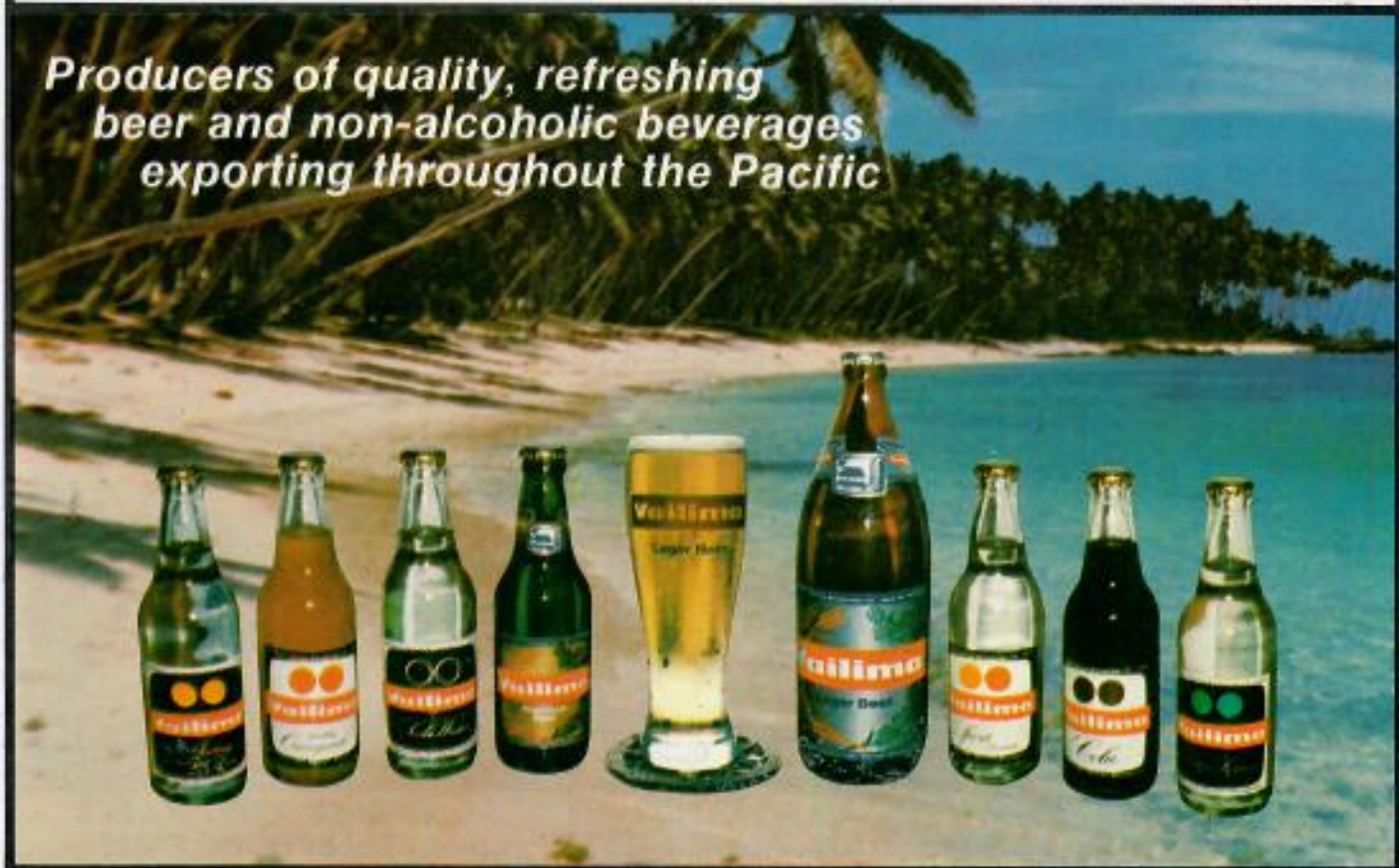
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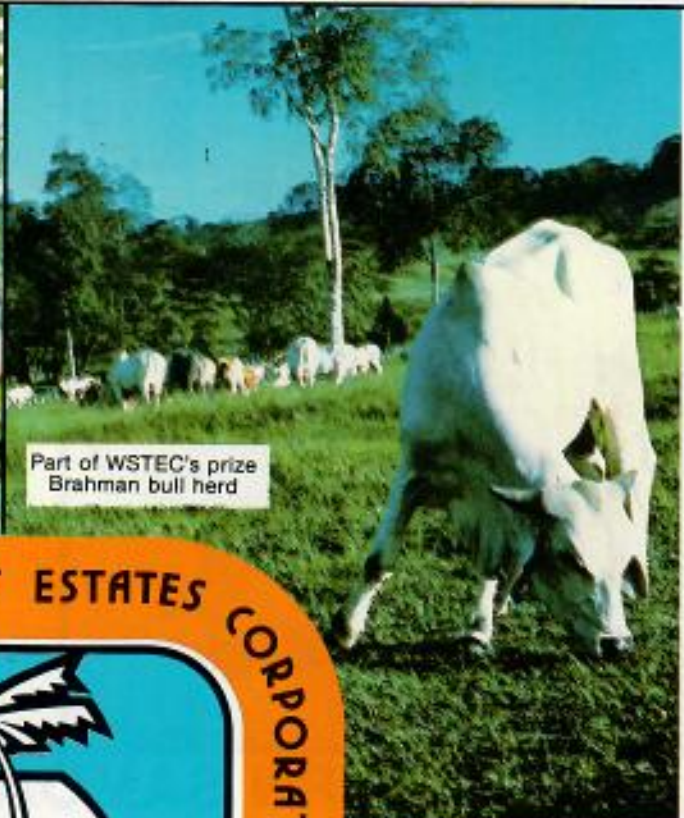
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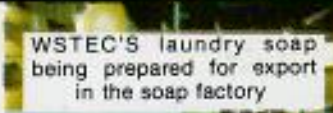
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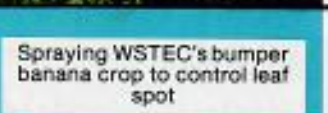
Cocoa seedlings in nursery ready for transfer to the field



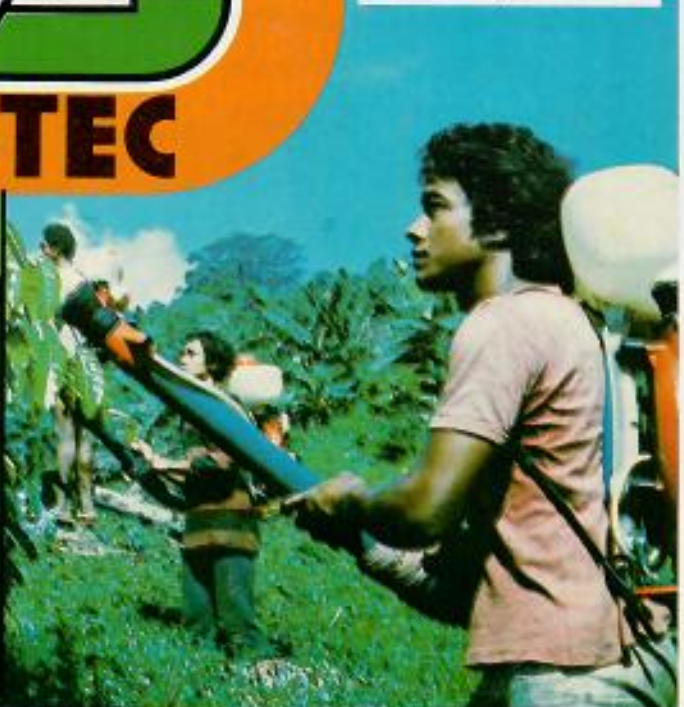
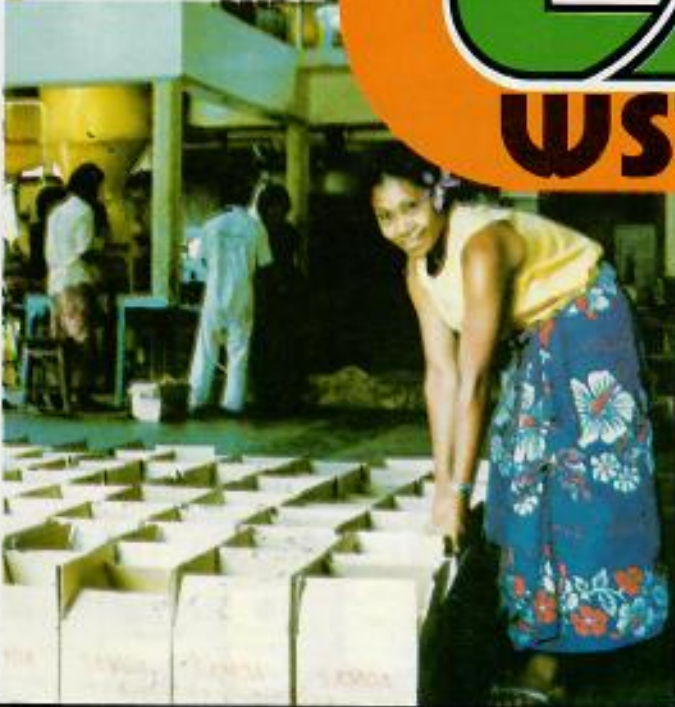
Part of WSTEC's prize Brahman bull herd



WSTEC'S laundry soap being prepared for export in the soap factory



Spraying WSTEC's bumper banana crop to control leaf spot



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Samoa Kava Ceremony

Photo, Courtesy Dept. of Economic Development

VIKINGS OF THE SUNRISE

★ THE SAMOAN PEOPLE

The Samoan is perhaps the purest surviving type of the great Polynesian race, the "Vikings of the Sunrise," who migrated to the Pacific many centuries ago, and peopled New Zealand, the Cook Islands, Tonga, Samoa, French Oceania and Hawaii. Fairer of complexion than other Polynesians, the Samoans have been described by James A. Michener as "the finest remaining Polynesians. The men and women walk like gods with unmatched dignity. Never will you see, in London or Paris, old men so handsome as these Samoans. They are politically alert and intellectually able."

Anthropologist Bengt Danielsson, of *Kon Tiki* fame, considers that nowhere has Polynesian culture been better preserved than in Samoa. Nevertheless, the Samoans have shown remarkable ability to absorb those of the modern customs of the outside world which can be combined successfully with their traditional way of life to raise their standard of living. They have embraced modern education and health services. The Samoan population was estimated at 152,000 in 1977.

Samoa life revolves around the family group (*aiga* — pronounced eye-ing-a) which includes a wide group of relatives by blood, marriage or adoption, who wish to acknowledge one person as the matai (pronounced ma-tie) or head of that family. The matai, who holds a title of either chief or orator, is responsible for the leadership and control of his family, and is entitled to the services and co-operation of all members of the family in return. An example of simple, orderly communal living, the Samoan *aiga* system provides for the cultivation of family lands by the younger members of the family, the resulting produce being shared among the whole family at the direction of the matai, who is thus able to care for the sick, the very young, and the aged members of his family.

Samoans are renowned for their generous hospitality. Their custom imposes a number of pleasant social obligations, not the least of which is a courteous and hospitable welcome to visitors. They do not expect overseas visitors to have more than a superficial knowledge of Samoan custom and will forgive breaches of traditional etiquette or custom where it is plain that no offence is intended. A quiet and dignified bearing in a visitor will be respected by Samoans, who will appreciate a courteous display of interest in their culture. Samoans are themselves a dignified race and constant respect for their dignity will pose no problems for the considerate visitor.

Samoans receiving guests like to shake the hands of their visitors and then conduct them inside the house (*fale*). If chairs are not available, guests will be expected to sit on mats on the floor, cross-legged in Samoan fashion, or with the legs tucked underneath the body. It is a breach of Samoan manners to sit with one's legs outstretched, pointing to the middle of the *fale*, unless they are covered with a mat.

Samoans willingly consent to allow themselves, their children and their houses to be photographed, but visitors should not make unnecessary intrusion on their privacy. Photographers at Samoan functions should be especially careful not to intrude on the area where ceremonial dances, etc. are being performed.

It is advised that any business proposals, which will ultimately affect the Samoan people, are discussed with both the Government and the people concerned. This will ensure that any agreements made are acceptable to all parties.

Brochures covering correct procedures for businessmen, tourists or those taking up employment in Western Samoa are available from the Department of Economic Development, in Apia.

★ GLOSSARY

Hullo	Talofa
Hullo to you	Talofa lava
Goodbye	Tofa Soifua
Please	Fa'amolemole
Thank you	Fa'afetai
Car	Ta'avale
House	Fale
Meeting ground	Malae
Village	Nu'u
Family	Aiga
Chief	Ali'i
Orator	Fallauga
Journey	Malaga
Banana	Fa'i
Coconut	Niu
European	Palagi
Greeting (drink)	Manuia or soifua

★ GEOGRAPHY

Western Samoa consists of the two large islands of Savai'i and Upolu, together with the smaller islands of Apolima, Manono, Fausatapu, Namua, Nu'utele, Nu'ulua and Nu'usafe'e, the whole group located between latitude 13 and 15 south and longitudes 171 and 173 west. Upolu and Savai'i are 72 km and 74km long respectively, and are separated by a strait, 17 km wide, in which are situated Manono and Apolima. The remainder of the islands are not inhabited (with the exception of Manono and Apolima) are within or near the fringing reef surrounding Upolu. The group is approximately 4180 km from Honolulu, 3840 km from Sydney, 2880 km from Auckland, 1110 km from Suva and 128 km from Pago Pago.

The total area of the islands is 1756 sq km (Savai'i 1060, Upolu 693) and, being of volcanic origin, they are mountainous in character, Savai'i rising to 1828m and Upolu to 1062m. For the most part a dense



Samoa Fale

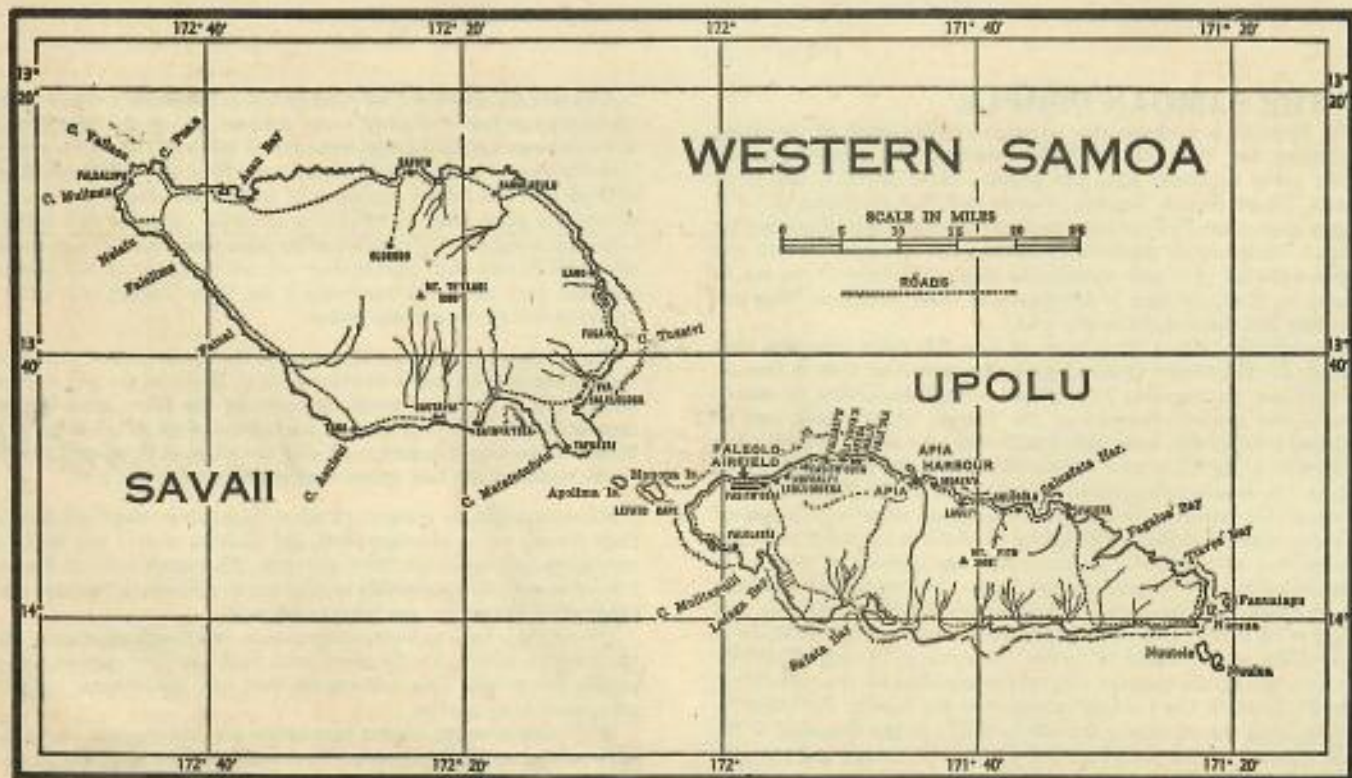
Photo. Courtesy Dept. of Economic Development

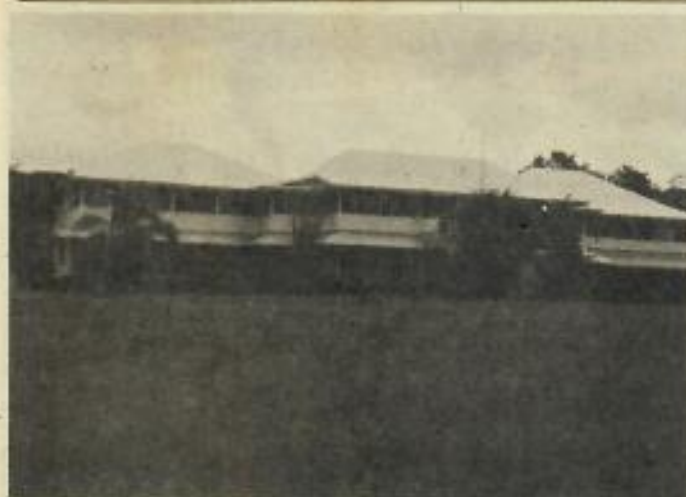
blanket of forest covers the land, completely overshadowing the narrow coastal fringe which supports the bulk of the population and plantations. Both main islands possess a number of small rivers and both show evidence of their volcanic origin, a marked feature of Savai'i being the lava fields on the northern side, which have rendered large tracts of land useless for cultivation. Of the two, Upolu is the more extensively cultivated. It is almost entirely surrounded by a coral reef which in places fringes the coast and, at others, recedes to sea.

Because of the steep and rugged nature of these islands, there is a great variety of scenic attractions — waterfalls, volcanic tunnels, unusual rock formations, blowholes, lava fields, beautiful river scenes and coral reefs, being a source of continual fascination to the visitor.

★ CLIMATE

The modifying effects of the large area of sea surrounding the Samoan Islands has resulted in a mild and equable climate which varies





Robert Louis Stevenson House now Head of State's Residence located at Vailima above Apia
Photo: D. Hook



Parliament Buildings Apia

little throughout the year. The thermometer rarely exceeds 34°C or falls below 17°C, the average being 27°C. January is the hottest month and July the coldest.

The "wet" season extends from November to April — the hotter months of the year — the average rainfall for the year being 284 cm, but the southern and eastern portions of the islands have a higher rainfall than the northern and western portions because of the prevailing south-east winds.

★ HISTORICAL

The first recorded discovery of the Samoan Archipelago was by the Dutch explorer Jacob Roggeveen in 1722, but the history of the following century is scarcely more than a series of dates marking the visits of various other explorers — Bougainville paid a visit to one group in 1768, La Perouse called at Tutuila in 1787, and the British *Pandora* in search of the *Bounty* called in 1791. Other visitors there undoubtedly were, but they have left no record for future historians. In 1830 a missionary of the London Missionary Society, John Williams, landed in Sapaŋali in Savai'i, and since that date the history of Western Samoa has been recorded fairly accurately.

The second century was a period of strife and upheaval which was accentuated by the efforts of the Consuls for Britain, the United States and Germany, who were appointed to Apia in 1847, 1853 and 1861 respectively. The various Consuls also made the serious mistake of taking sides in internal rivalries. Toward the end of the century these

endless disputes again came to a head and were settled once and for all by a Commission set up in 1899 by the three Powers concerned. This Commission divided the group between Germany and the United States of America, Germany taking Savai'i, Upolu and the adjacent smaller islands (Western Samoa), and the United States taking Tutuila and the adjacent smaller islands (American Samoa). Great Britain obtained territorial possessions elsewhere and agreed to withdraw.

On August 29, 1914, New Zealand Forces occupied the German territory of Western Samoa and remained in occupation until April 30, 1920, when Western Samoa became, under the Treaty of Versailles, a Mandated Territory administered by New Zealand on behalf of His Britannic Majesty. This mandate was confirmed by the League of Nations on December 17, 1920. On December 13, 1946, a Trusteeship Agreement between New Zealand and the United Nations was submitted for the Mandate.

★ GOVERNMENT

Western Samoa achieved independence on January 1, 1962, thus becoming the first fully independent Polynesian State. The Supreme law of Western Samoa is the Constitution adopted by the representative Constitutional Convention convened at Apia in August, 1960. In addition to guaranteeing fundamental rights to all Samoan citizens, the Constitution makes provision for a Head of State, Executive, the Legislature and the Judiciary.

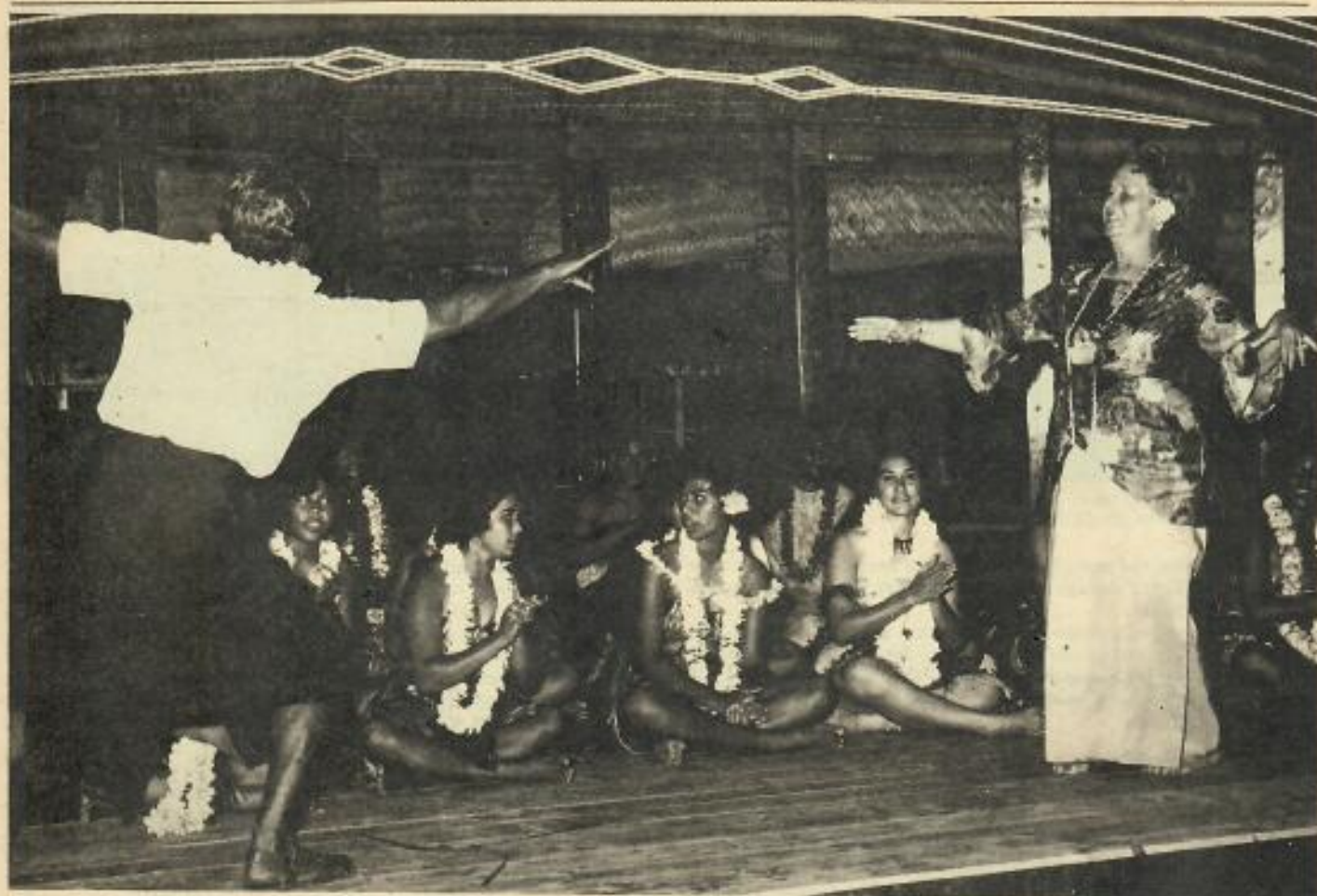
WHERE TO GO AND WHAT TO SEE ON

Your Samoan Holiday

All Samoa is a beauty spot, and the visitor will find much to interest him wherever he may go, but the following places are worth a visit and serve to illustrate the variety of attractions that are offering. It is recommended that visitors who would like to go sightseeing should contact one of the four excellent tour operators, namely Gold Star Tours, Stars-Retzlaff Travel Samoa, Samoa Scenic Tours and Charter Services, and Beehive Travel and Tours.

Round the island tours can be arranged.

VAILIMA — This is the historic residence of the late Robert Louis Stevenson and lies about 5 km up in the hills behind the town. It has been modernised to a certain extent without disturbing the building too much, as it was in Stevenson's time. Until January 1, 1962, the house was the residence of Western Samoa's Head of State. Directly above it is Mount Vaea, at the top of which is Stevenson's tomb, with the words of his immortal "Requiem" carved upon it. Stevenson lived in Samoa from 1889 until his death in 1894. He was dearly loved by the Samoan people, who called him "Tusitala," Teller of Tales.



Entertainment at Aggie's Hotel

MULIFANUA — The largest copra plantation in Western Samoa and one of the largest in the Southern Hemisphere, lies 40 km to the west of Apia and is operated by the Western Samoa Trust Estates Corporation. On this trip, many intimate scenes of village life may be observed. Malua Christian Congregational Church training College is on the route to Mulifanua.

CENTRAL GROUP cocoa plantations are about 5 km from town and are an interesting illustration of the cultivation of one of the country's chief products.

LAKE LANUTO'O — A crater lake teeming with goldfish, about 19 km from Apia, is difficult to reach, but amply repays the effort.

THE LAGOON AND REEF — The reefs that border nearly all the coasts of Samoa are famed for the beauty of their coral gardens. Coral of fantastic shapes and almost unbelievable shades of colour may be seen growing on the floor of the lagoon or bunched on the sand in amazing clusters. With the aid of a pair of water-glasses the glories of the reef can best be appreciated. Vividly coloured fish — green, red, yellow, violet, blue, and of all shapes, even including the fabled butterfly fish — flash and dart among the coral masses. Literally, it must be seen to be believed. Within the reef, which is anything up to a mile from the land, lies the blue and quiet lagoon, which provides good swimming facilities in places.

MOAMO MISSION — This is the Catholic Mission headquarters. The drive out to it passes through inland native villages.

LAULI' SURF BEACH is down the east coast a few km from Apia. Cars will wait while visitors swim.

SOLOSOLO BEACH — Beyond Lauli' Surf Beach is a km-long beach covered with beautiful black sand. Good swimming and an excellent picnic spot.

LEFAGA (location of "Return to Paradise") — Across the island is the pretty seaside village of Lefaga where, in 1952, the American Technicolor film "Return to Paradise", starring Gary Cooper, was filmed. Visitors are able to experience at close hand all the colour and tradition of Samoan life. Travelling time is approximately one hour, and the car will wait while visitors swim, sightsee and picnic, if they so desire. (Picnic lunches will be supplied by hotels on request, although visitors are asked to give hotel managements reasonable notice of such requirements.)

MAFA PASS AND FALLS — A lovely 50 km drive along the East Coast road, following some of the most colourful scenery in the island, with the first 29 km of the crashing surf of the Pacific Ocean on one side and picturesque Samoan villages on the other. At the end of the 29 km is Falefa Falls, where a short stop will be made to allow visitors to take photos. The drive continues through beautiful tropical bush until the spot is reached where cars will stop while passengers walk a short distance to view the Fuisia Falls, a really magnificent sight of the 55 m waterfall in a perfect setting.

ALEIPATA is at the eastern tip of Upolu, 64 km by the road from Apia, which passes through the Mafa Pass and over the mountainous backbone of the island, down to the south coast. An ideal picnic spot with a white sandy beach.

POUTASI is also on the south coast, reached by the airport road and a cross-island road, from the top of which can be had a view of

Mulifanua Plantation, Mt Tafua, and the neighbouring islands, Savai'i, Manono and Apolime. Another ideal picnic trip.

FALELATAI is at the western end of Upolu, passing the airport and Mulifanua plantation en route.

★ ACCOMMODATION

Aggie Grey's Hotel: Aggie's is a South Pacific landmark made famous by its energetic owner-founder. Over the years Aggie's has been expanded and modernised into what is now a comfortable and beautiful complex able to accommodate up to 200 guests. In its verdant gardens is a club bar and swimming pool.

Apian Way: The Apian Way is also a well known hotel/motel complex offering accommodation for up to 58. It has the only family style motel units complete with all facilities in Apia. It is also well known for its generous and excellent cuisine. No trip to Western Samoa is complete without sampling the beautifully prepared seafood dishes available here.

Tiafau Hotel: The Tiafau Hotel is a new modern 3-storey hotel with 35 air-conditioned rooms located right on the sea front, offering excellent accommodation and pleasant views over Apia Harbour.

Tusitala Hotel: Tusitala (Teller of Tales, named after Robert Louis Stevenson) is Apia's latest and most modern hotel, noted for its large, beautiful Samoan Fale architecture and pleasant grounds. It has 96 air-conditioned rooms, cocktail lounge, swimming pools, and is rapidly becoming the place to dine out in Apia.

All these four hotels are located on Beach Road on the waterfront within 5 minutes walk to the heart of Apia.

Samoa Hideaway Beach Resort Hotel: The Samoan Hideaway is situated on the south coast of Upolu Island, 37 km from Faleolo Airport via the coast and 26 km from Apia over the cross island road. It is built on the edge of the Mulivai white sand beach alongside a fresh-water river in a rural setting that remains unspoiled and truly Polynesian.

All hotels offer or can arrange a complete service for tours, feasts, picnics, deep sea fishing and skindiving.

Savaian Guest House, Lalomalava, Savai'i: This is a recently opened private hotel on the island of Savai'i and has accommodation for 50 people in a Samoan Fale style building. All meals are provided and tours can be arranged.

Safua Guest House, Lalomalava: Safua Guest House is a relatively new guest house in Savai'i and is about 150 yards from the Savaian Guest House at the village of Lalomalava. It has 5 units accommodating two or three in each unit.

Smaller guest houses in Upolu Island include Paradise of Entertainment, Betty Moore, Maota ole Alofa and Olivia's Casual Accommodation.

Entertainment: A friendly atmosphere prevails in most of Samoa's popular clubs, namely the Surfside, Tanoa-a-ali'i, Mt Vaea and the public bars at the Hotel Tusitala and Aggie's. Admittance to the RSA Club is gained by being introduced by a Club Member.

★ FLORA AND FAUNA

A most striking feature of Samoa is the scarcity of bird life. There are no gulls, so inseparable from most seaports, and there are no sparrows or starlings. Only deep in the native woodlands are any birds to be seen.

The Samoan "Siva" or dance

Photo: Courtesy Dept. of Economic Development



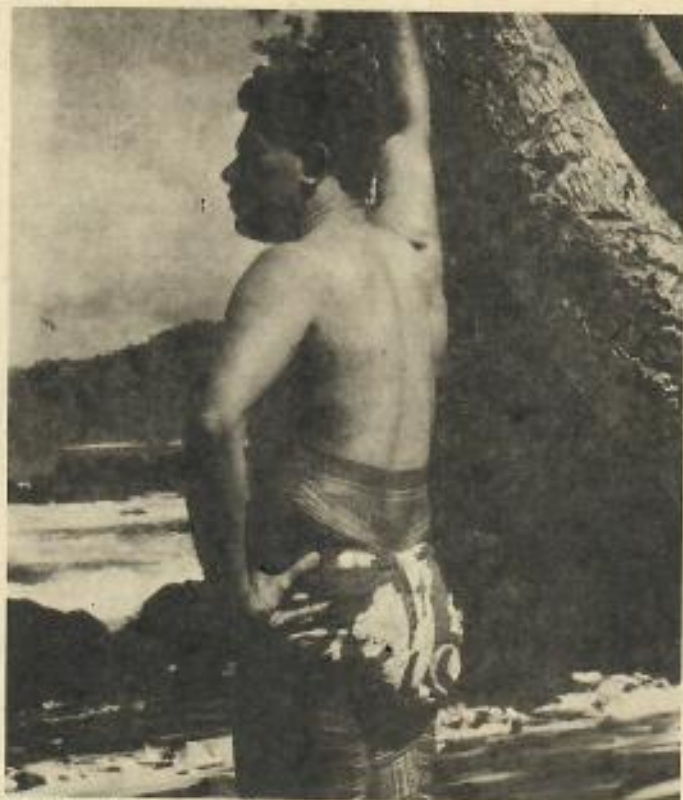
There are 50 known types and of these 16 are sea birds, many visiting the group only during the breeding season. Of the remaining 34, 16 are found nowhere else in the world — a striking fact indicating the complete isolation of the group from a very remote period — and they are usually found in any numbers only in the depth of the bush. Tooth-billed pigeons, doves, parrots, golden plover, pigeon and wild duck are the main varieties.

There are herds of cattle on both Upolu and Savai'i, pigs and poultry abound everywhere, and field rats, flying foxes and lizards are also plentiful.

Practically the whole territory is bush-covered, ferns, creepers, banyan trees and innumerable others mingling in prolific profusion. There is an intense depth of colour, and to the visitor this colour will give a never-ending sense of joy. The famed hibiscus, the vaunted frangipani, the gardenia, convolvuli and orchid are everywhere to be seen. Some of the trees of Samoa have economic value. Fala, or pandanus, fuafua, moso'oi, talie or umbrella trees — all furnish timber for canoes, houses and other domestic uses, while the last-named has a beautiful grain and texture and is excellent for cabinet work.

★ RECREATION

For recreation the visitor will naturally enjoy the good swimming facilities in Apia. The best beaches are located at Mulinu'u or at Vaiala, both localities being only a short distance from the town. The use of snorkels, goggles and flippers is recommended for those who wish to observe reef life and the beautiful coral formations which are found in close proximity to the shore. At low tides it is possible to walk on the reef and collect coral, provided the feet are adequately protected from abrasion. A nine-hole golf course is laid out at Fagali'i. There are numerous tennis courts available and a bowling green is also situated in the centre of town. The clubs running these sporting facilities welcome all visitors. Movies are shown in the several movie theatres every day. Television from American Samoa is received quite clearly each evening.



A tattooed Samoan youth

Photo: Courtesy Dept. of Economic Development

Community Fishing





Tourists strolling at one of the villages at Savai'i

Photo: Courtesy Dept. of Economic Development

★ ENTRY FORMALITIES

1. A visa or permit to enter is not necessary for any visitor coming to Western Samoa for thirty days or less. A passport, however, is necessary.

Visitors who wish to come to Western Samoa to stay for a period longer than thirty days must obtain a visa or permit to enter through the consular offices of the Government of New Zealand, or Great Britain if no New Zealand office is available.

2. If a permit to enter is needed immediately, write to the Immigration Division, Prime Minister's Department, Apia, indicating name, address, nationality, age, marital status and occupation of the visitor, passport photo, and a permit will be issued as soon as possible.

★ CURRENCY

The Western Samoan decimal currency is known as the Tala (for dollar) and sene (for cent), 100 sene equals 1 tala. Notes 1, 2 and 10 tala. Coins 1 and 2 sene (copper), 5, 10, 20 and 50 sene (cupro-nickel). US dollars are generally accepted anywhere. The Bank of Western Samoa offers normal banking services daily. The Pacific Commercial Bank now operates in Western Samoa. It is jointly affiliated with the Bank of Hawaii and the Bank of New South Wales.

★ SERVICES

There are a few doctors in private practice. The Government-operated Apia Hospital has a large and competent medical staff, and a well-stocked dispensary. Overseas visitors requiring medical attention should call at the hospital. A doctor is on duty at all hours for emergency cases. The hospital also provides dental treatment.

AIR SERVICES: — Western Samoa based Polynesian Airline operates an average of three return services each day between American and Western Samoa using turbo-prop Hawker-Siddey 748 aircraft. The

airline also links Western Samoa with Tonga, Fiji, Niue Island and Rarotonga. Along with Air New Zealand, Polynesian Airlines connect Western Samoa, with Auckland, New Zealand. Services to Nadi (Fiji) provide direct connections for passengers travelling to and from New Zealand.

Air Pacific also provides services between Western Samoa and Fiji and Air Nauru has flights Western Samoa and Nauru onward to Guam and Japan. South Pacific Island Airways of American Samoa schedules daily flights between Pago Pago and Faleolo Airport in Western Samoa.

More complete information may be obtained either by communication with the Visitors Bureau Department of Economic Development, Government of Western Samoa, Apia; the Public Relations Officer, Prime Ministers Dept, Apia, Western Samoa; the Department of Tourism and Publicity, Wellington or Auckland, New Zealand; or in other countries through New Zealand's diplomatic or trade representatives.

SHIP SERVICES: — The following cruise ship lines call at the port of Apia: CTC Lines, Pacific Far East Lines, Princess Cruises, P & O Lines, Sitmar Cruises, Royal Viking Lines and Pacific Forum Line which is based in Apia. There are also passenger/cargo ships sailing from Pago Pago to Apia on Tuesday, Thursday and Friday and returning on Monday, Tuesday and Friday.

BROADCASTING & NEWSPAPER SERVICES: — Apia has a Government-operated broadcasting station, 2AP, with two channels. Channel 1 1420/kHz 10 kW. Broadcasts 8.00 a.m. - 11.00 p.m. Mondays - Saturdays, Sundays 9.00 - 3.00 p.m. it is bilingual. Channel 2, 1050 kHz, 3 kW, broadcasts 5.00 p.m. - 11.00 p.m. Monday to Saturday. A bilingual newspaper, "Samoa Times", is published weekly. The Government newspaper, "Savali", also bilingual, is published and distributed fortnightly. Other newspapers include the "Observer" and "Samoa Weekly."

RELIGIOUS SERVICES: — Religious observance is strong in all groups. The Christian Congregational Church (formerly L.M.S.) forms the main denomination of the population, while the Catholic, Mormon and Methodist Missions account almost equally for a further 40%, leaving about 8% of the population as adherents of other groups. Sunday services are conducted in Apia by the following denominations.

Christian Congregational Church (Apia Protestant Church); Catholic; Methodist; Anglican; Seventh Day Adventist; Latterday Saint; Christian Brethren; Assembly of God; Church of the Nazarene.

The following churches offer services in English.

These are all located in Apia.

Apia Protestant Church (Interdenominational) and the oldest of the English speaking churches.

Anglican Church (All Saints) the only Anglican congregation in the Samoa.

Assemblies of God (Peace Chapel) the newest of the English speaking churches.

Roman Catholic (Mulival Cathedral) one English language Mass a Sunday.

PUBLIC HOLIDAYS AND ANNUAL EVENTS

New Year's Day — Public Holiday.

Easter

Good Friday — Public Holiday

Easter Monday — Public Holiday

April 25th Anzac Day, — Public Holiday

June

Independence Celebrations. Usually for the first 3 working days in June. Most festive week of the year. Sports, long boat racing, horse racing, football. In the evening, traditional dances and socials.

October

Second Sunday in October and the following Monday: White Sunday/Children's Day. Children, dressed in white and garlanded with flowers, march to church. Children honoured in church services, at family feasts.

November

Arbor Day.

December

25th Christmas Day. Feasts, Church Services, Carols and Plays.

26th: Boxing Day.

PRIMARY PRODUCTION

Samoa's economy is closely allied to its fertile soil

The coconut palm grows well, especially around the fringe of the seaboard where most plantations are situated. Coconuts will grow inland but their yield decreases at any distance from the sea.

The normal yield is 7 cwt to 10 cwt per acre, with occasional yields of 15 cwt. European plantations carry 48 palms per acre, but some Samoan plantations carry more. Samoans produce over 90 per cent of the copra exported. Hand weeding the groves is an expensive item in the labour costs, and as the soil is usually too rocky for plough or harrow, grazing cattle are used after the palms have grown sufficiently. Palms bear in six years and upwards from planting; they come into full production in the ninth to twelfth year and they continue to bear for between 50 and 100 years. The rhinoceros beetle causes considerable damage to palms in Samoa, as in many other islands, and is estimated to destroy between 20 and 30 per cent of the whole crop; that is, up to 5000 tons valued at \$800,000 f.o.b. Year ending to June 1977 1598 tons of copra was exported valued at (Tala) 518,700. The attack on this pest has been greatly intensified in recent years with encouraging results. The marketing of copra is controlled by the Copra Board, which also operates a stabilisation fund. Bulk contracts with the open market in London and Abels Ltd (NZ) take a large proportion of the country's production, and the balance is sold by the Board on the world market.

COCOA

Samoa cocoa is of high quality and is used for blending in the manufacture of the highest class of chocolate. The average number of trees per ha is 160. These bear fruit in their fifth year and the fair average yield is 5 or 6 cwt of cocoa beans per acre. Insect pests and diseases are also common amongst cocoa and it is estimated that their ravages account for up to 15 per cent of the crop. Active steps are being taken to combat them.

Samoa-produced cocoa is normally obtained from small areas of plantation the beans being dried in the sun or driers. Year ending December 1977, 2149 tons of cocoa was exported valued at (Tala)15,875,200.

BANANAS

The banana is a staple item of Samoan diet, and it has been proved that a fine quality export fruit can be produced in the country. The export trade is under Government control, with a guaranteed minimum price, although fluctuating from year to year depending largely upon weather and shipping conditions. All the fruit is exported to New Zealand. Year ending December 1977, 18041 cases of bananas were exported valued at (Tala)61,300.

CATTLE

Originally introduced as a means of keeping plantations free from undergrowth and weeds, a greater interest has been taken in cattle as a source of beef supply during recent years. Consequently a policy of herd improvements and experimentation with breeds more suited to tropical and local conditions is carried out by the Western Samoa Trust Estates Corporation and the Department of Agriculture.

NEW EXPORT INTEREST

Although the majority of Samoa's economy is closely allied to its fertile land, the Samoans in recent years have found an increasing demand in local and overseas markets, mainly Australia and NZ for their artistic handicrafts. They make and export, woven mats and baskets, tapa cloth, bead and shell necklaces, Samoan designed clothes, including the popular lavalava and grass skirts.



A smart presentation of export produce

Photo: Studio Brian

INDUSTRIES

Since Independence in 1962, Western Samoa has striven to develop its economy and provide a decent life for its rapidly growing population, which now totals close to 160,000. With this in mind, the government has utilised available resources in order to strengthen the economic base upon which economic and social progress has to be founded.

Western Samoa has been experiencing a need to promote economic development through the set up of light manufacturing industries rather than rely principally as in the past on the traditional agricultural industry. Private sector investment in secondary industry has been encouraged under an Enterprises Incentives Scheme and Industrial Estate Legislation.

Increasingly, the government has recognised that foreign investment is an necessary supplement to domestic capital in implementing the country's programme for economic development. Coupled with this is the anxiety and concern of government to provide employment to satisfy the great demand from the unemployed population and the increasing flow of annual school leavers who find themselves vying for a few jobs. A large potential holds out for development on all levels of

industry. Government has approved incentives for primary industry involving timber and floriculture. Food processing, brewery, cigarettes and match factories are major areas of development in the secondary sector. Development in the services industry has centred on the growing tourist industry.

Foreign capital that brings with it technical knowledge, skill and modern methods which will assist Western Samoa's development is especially welcomed. Foreign capital is also welcomed for its contribution towards receipts of foreign exchange and because there is a shortage of investible funds in relation to the demand for capital from private industry and government.

Agriculture is the mainstay of the country's economy and so naturally has absorbed a large share of available funds. There is an increasing drive to establish agro-industrial operations. The Development Programmes have placed heavy emphasis on infrastructure in order to provide a sound transportation and communication network.

A realistic policy towards development incorporates concern about the delicately balanced environment with a recognition of the dangers of over-exploitation of resources causing pollution, erosion and health hazards.

A licence for any new industry or business is more readily obtained, if at least 51% of the ownership is by Western Samoa. This inhibits exploitation of the market by foreign-owned companies, creating a situation where profits are taken out of the country. Although development may be slower, enterprises will belong to the Samoan people.

TAXATION

In 1974 the Western Samoan Government passed the Income Tax Act as it recognised the need to promote investment in the country by both individual and non-resident, a resident company being one that is incorporated in Western Samoa or that has its administrative management there.

The two different types of taxation i.e., for the local resident or non resident encourage saving and enterprises that will develop the country as approved by the Minister of Finance, whether the project be industrial or agricultural as long as it is beneficial to the economic development of Western Samoa.

Detailed rates of taxation can be obtained by writing to the Commissioner, Inland Revenue Department, Apia.

Part of a village copra crop dries in the sun, while the rolling Pacific murmurs ceaselessly in the background

Photo: Gregory



★ EXPORTING TO WESTERN SAMOS

Import restrictions

Private sector commercial imports into Western Samoa are restricted to some extent because of problems with the country's balance of payments. These restrictions are enforced by merchants being given foreign exchange allocations which limit the amount which can be spent on importing goods. Quantitative import limitations apply to motor vehicle imports only. Three basic foodstuffs; flour, sugar, and powdered milk and motor vehicles spare parts are outside the scope of the Foreign Exchange Allocation System. There are also certain import restrictions on grounds of security and public health.

Customs and Tariff.

Duty is based on Current Domestic Value for imports from those countries, where the Customs Department is confident that the stated value is correct and certified on a Customs Invoice providing separate columns for the current domestic value. The most common rate of duty is 42%, although many luxury items are at much higher rates and a few essential items are at lower rates. The Brussels Tariff Nomenclature is used.

It should be possible to obtain the Customs rate for any item by writing to the Collector of Customs, Apia.

Documentation Procedures

Documents for imported goods require clearance by the Customs Dept. (at which time all import duties are to be paid) and, where necessary, by the Agriculture Dept., before goods will be released.

The Samoan culture continues to thrive through the determination of its people



Village children playing on the sand

Photo: Gregory

Local Agents

Most imports are cleared by the merchants themselves although there are several organisations in Apia which offer services as customs and shipping agents.

★ WESTERN SAMOA TRUST ESTATES CORPORATION

The Corporation was originally founded after the confiscation of German Companies and Properties after the 1920 Treaty of Versailles. The property became vested in the right of the NZ Government and effect was given to this expropriation with the Territory of the Samoan Crown Estates Order, 1920.

Estates taken over included those of seven previously German owned companies of which the largest, owned extensive plantations and trading stores throughout Samoa. From 1920 onwards, the plantations carried on as Crown Estates.

In 1957 the entire assets and undertakings were handed over to the Western Samoa Trust Estates Corporation, a Samoan Government Corporation trading independently.

The WSTEC is engaged in agricultural and non-agricultural pursuits. All through its history, the traditional agricultural crops consisted mainly of copra, coconuts, coffee and bananas. WSTEC exports copra (approx. 21% of the national export total) coconuts and coffee.

Also, a cattle programme was founded at an early date. The Corporation has approximately 12,000 head of cattle and supplies approximately 95% of the total domestic production and the Corporation is attempting to maintain a herd of this size. The meat has only been sold in the local market. In the nonagricultural area, there is a retail and a wholesale store, an automotive service station, a soap factory, a feed mill, two piggeries and land/property leases. Other areas included in the Corporation's activities are engineering, plumbing, carpentry, transportation, coffee roasting and an abattoir.

WSTEC exports soap to USA, Australia and New Zealand among other countries. One factor that has prohibited WSTEC from meeting the demand has been its oil expeller facilities but last year (1977) the NZ Government assisted in improving these facilities.

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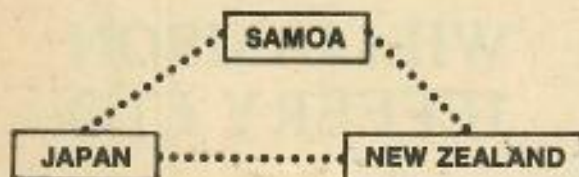
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Pacific International Savalalo
Ratzlaff H & J Limited Vaea St
Samoa Coconut Products Ltd Vaitele
Western Samoa Trust Estates Corp Beach Rd

WESTERN SAMOA TRUST ESTATES CORPORATION

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Front of Western Samoa Section

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Samoa Industrial Gases Ltd Vaitele

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Boat Craft Main Rd Vaitele

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FOOTWEAR MANUFACTURERS.

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Pan Pacific Travel Services Ltd Beach Rd
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Western Samoa Trust Estates Corp Beach Rd

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Curry's Cordials Ltd Beach Rd

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Burns Philp (SS) Co Ltd Beach Rd

FURNITURE MANUFACTURERS, RETAIL.

Lober Transport Ltd Vaime
Samoa Construction Company Limited Sogi
Western Samoa Trust Estates Corp Beach Rd

GAS APPLIANCES.

Samoa Industrial Gases Ltd Vaitele

GAS COMPANIES.

— refer to page 226

GAS SUPPLIERS (INDUSTRIAL & DOMESTIC).

Samoa Industrial Gases Ltd Vaitele

GENERAL MERCHANTS

— refer to page 225

GENERAL STOREKEEPERS.

Aggie Greys Shop Beach Rd
Ah Cheng J M & Co Ltd Vaea St
Ah Kuo J & M Ltd Savalalo St
Burns Philp (SS) Co Ltd Beach Rd
C Bartley & Sons Ltd Beach Rd
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Ratzlaff H & J Limited Vaea St
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Western Samoa Life Assurance Corp Beach Rd

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Perchal S C & Co Ltd Savalolo

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Wiseman J (South Pacific) Ltd Four Corners

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Carruthers I H Ltd Beach Rd
Gold Star Transport Co Ltd Beach Rd
MacKenzie & Co Ltd Beach Rd
Morris Hedstrom Limited Beach Rd
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Perchal S C & Co Ltd Savalolo
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Gold Star Transport Co Ltd Beach Rd
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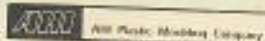
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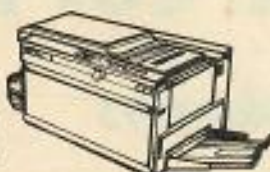
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Christmas 1977 24
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Samoa Roofing & Builders Supplies

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Retzlaff H & J Limited Vaea St
Wendt H & Co Vaea St Box 131
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Government Printer Beach Rd
Malua Printing Press Tameitai Western Samoa
Samoa Printing & Publishing Company Limited Cnr Post
Office & Convent Sts
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Retzlaff H & J Limited Vaea St
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MacKenzie & Co Ltd Beach Rd
- **RENTAL CARS.**
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Avis Rentway Rentals Ltd Apia Motors Ltd Vaea St
Gold Star Transport Co Ltd Beach Rd
Loper Transport Ltd Vaimeas
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Lober Transport Ltd Vaimea

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Penala Bros Matafui-Uta
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Burns Philp (SS) Co Ltd Beach Rd
Gold Star Transport Co Ltd Beach Rd
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■ SHIPPING COMPANIES.

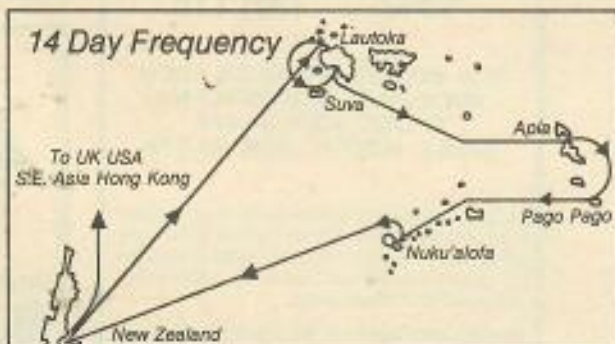


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TONGA: Union Steamship Company
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The "South Seas Express" Your Pipeline to the Pacific



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We call her The South Seas Express.

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The "Marama" provides a safe, fast, reliable service to the advantage of New Zealand and Pacific Island traders, as well as providing the essential link for trade between the Pacific Islands nations.

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Nelson 81-459
New Plymouth 75-459
Timaru 86-099
Wellington 850-799
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 Carnuthers J H Ltd Beach Rd
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Samoa Construction Company Limited Sogi

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Savalo

■ STOCK & STATION AGENTS.

Western Samoa Trust Estates Corp Beach Rd

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Carruthers I H Ltd Beach Rd
Coxon E A & Co Ltd Vaea St
New Samoa Industry Ltd Vaea St & Main Rd Vaitale
Retzlaff H & J Limited Vaea St
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GOLD STAR BLDG, BEACH RD
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Refer to our Colour Space Advertisement
Front of Western Samoa Section

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Gold Star Transport Co Ltd Beach Rd
Janes Tours & Travel Ltd C/- Tutuila Hotel Mulinu'u Rd Apia
Pan Pacific Travel Services Ltd Beach Rd
Retzlaff Tours & Travel Limited Vaea St
Samoa Scenic Tours & Charter Services Ltd C/- Aggie Greys
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Burns Philp (SS) Co Ltd Beach Rd

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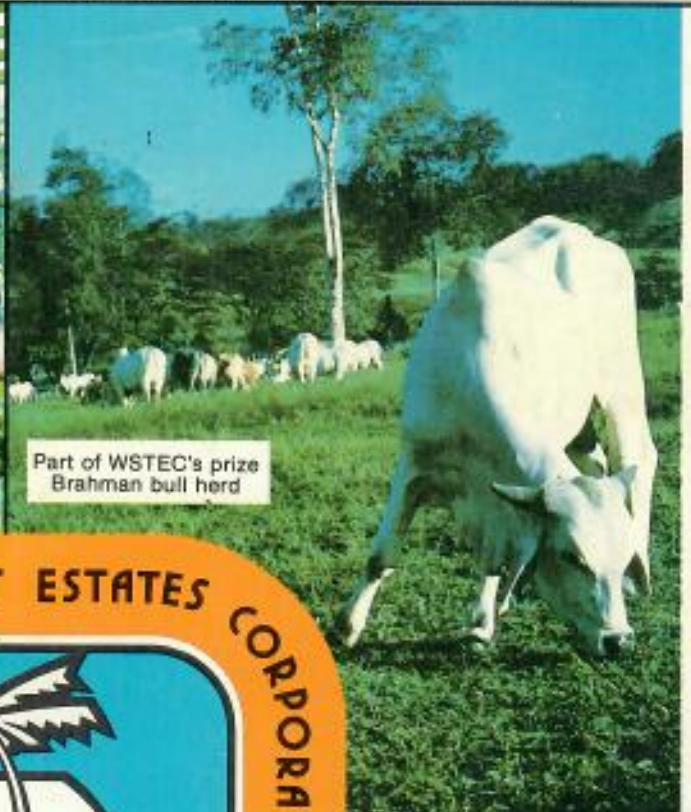
The Rainmaker is located in a beautifully picturesque setting on Pago Pago Bay. You have a choice of either a comfortable beach fale or one of the 164 large, air-conditioned rooms in the main building. All are attractively furnished in Island decor with colour television available in your room.

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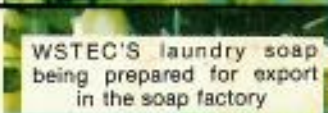
WESTERN SAMOA TRUST ESTATES CORPORATION



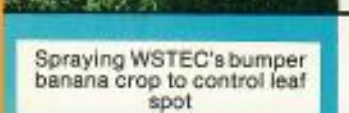
Cocoa seedlings in nursery ready for transfer to the field



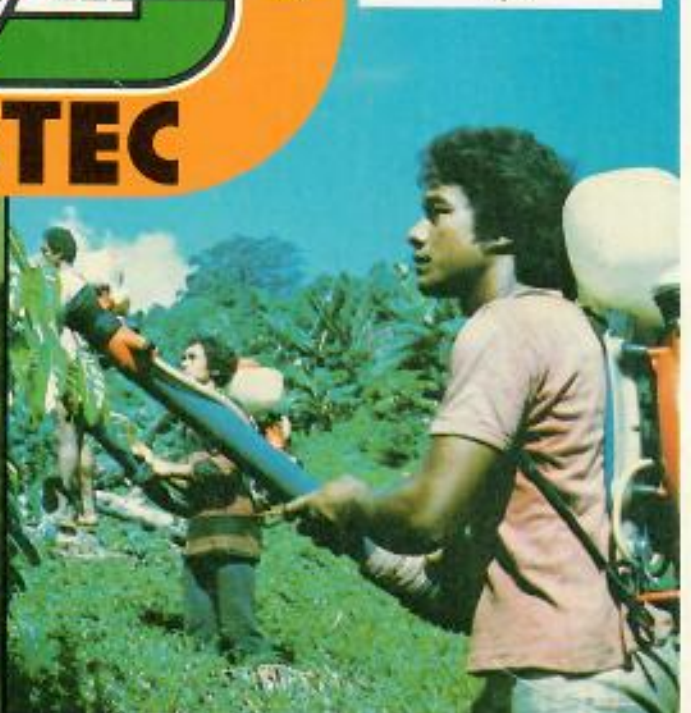
Part of WSTEC's prize Brahman bull herd



WSTEC'S laundry soap being prepared for export in the soap factory



Spraying WSTEC's bumper banana crop to control leaf spot



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