

1892.

NEW ZEALAND

RAILWAY ADVERTISING IN NEWSPAPERS.

Return to an Order of the House of Representatives dated 21st September, 1892.

Ordered, "That a return be laid before this House showing (1) the total amount expended in railway advertising in newspapers from the 1st January, 1889, to the 30th June, 1892; (2) the names of the newspapers in which advertisements were published, and the amount paid to each of such newspapers."—(Mr. SANDFORD.)

RULE ADOPTED IN NEW ZEALAND RAILWAY ADVERTISEMENTS.

For General Advertisements (one insertion per week to be ordered).—The principal morning and evening papers to be advertised in at Auckland, Napier, Wellington, Christchurch, Dunedin, and Invercargill. When local business is also concerned the local papers are also to have advertisements.

For Traffic Advertisements.—All daily papers, morning and evening, in the localities affected are to be used to such an extent as circumstances render desirable.

RETURN showing Amount expended in Railway Advertising in Newspapers from the 1st January, 1889, to the 30th June, 1892.

Name of Paper.	Place published.	Amount.	Name of Paper.	Place published.	Amount.
		£ s. d.			£ s. d.
Australasian	Melbourne	9 15 0	New Zealand Times	Wellington	425 6 8
Ashburton Guardian	Ashburton	277 3 8	Northern Advocate	Whangarei	21 13 6
Akaroa Mail	Akaroa	8 4 3	Nelson Evening Mail	Nelson	52 14 10
Bay of Plenty Times	Tauranga	1 4 0	Northern Luminary	Kawakawa	4 1 0
Buller News	Westport	9 10 0	New Zealand Tablet	Dunedin	0 14 0
Brunner News	Brunner	60 14 11	Oamaru Mail	Oamaru	161 19 3
Bruce Herald	Milton	34 11 0	Otago Daily Times	Dunedin	527 13 9
Bush Advocate	Danevirke	54 1 9	Observer	Auckland	12 3 9
Buller Miner	Westport	2 0 0	Press	Christchurch	947 4 6
Clutha Leader	Balclutha	31 13 3	Patea County Press	Patea	39 1 6
Clutha County Gazette	Clinton	18 6 9	Palmerston and Waikouaiti Times	Palmerston S'th	34 5 6
Colonist	Nelson	50 11 0	Pelorus District and Gold-fields News	Havelock	5 3 6
Catholic Times	Wellington	1 1 0	Rangitikei Advocate	Marton	126 6 2
Daily Telegraph	Napier	158 2 6	Rangiora Standard	Rangiora	18 4 6
Daily News	New Plymouth	115 4 5	Southland Times	Invercargill	341 18 0
Daily Standard	Palmerston N'th	6 13 6	South Canterbury Times	Timaru	170 1 0
Evening News	Napier	134 18 9	Southland Daily News	Invercargill	299 5 7
Ellesmere Guardian	Southbridge	19 8 6	Sporting Review	Auckland	1 10 0
Evening Star	Dunedin	405 2 1	Southern Standard	Gore	31 7 6
Evening Herald ..	Dunedin	224 18 6	Timaru Herald	Timaru	297 14 3
Evening Star	Auckland	205 3 3	Timaru Evening Mail	Timaru	30 10 6
Evening Post	Wellington	301 0 6	Tapanui Courier	Tapanui	23 17 6
Evening Press	Wellington	305 10 6	Taranaki Herald	New Plymouth	133 3 5
Evening Star	Greymouth	117 19 6	Temuka Leader	Temuka	50 8 9
Egmont Settler	Stratford	25 0 0	Tuapeka Times	Lawrence	24 5 0
Ellesmere Chronicle	Leeston	10 12 0	Te Aroha and Ohinemuri News	Te Aroha	17 3 3
Evening Mail	Timaru	25 13 0	Tairi Advocate	Mosgiel	15 16 0
Free Press	Balclutha	4 7 6	Takaka News	Takaka	1 11 3
Featherston Chronicle	Carterton	0 13 6	Woodville Examiner	Woodville	46 14 3
Feilding Star	Feilding	75 4 6	Waikato Times	Hamilton	51 19 6
Grey River Argus	Greymouth	98 15 9	Western Star	Riverton	52 6 6
Globe ..	Dunedin	137 1 6	Waikato News	Cambridge	17 2 0
Hawke's Bay Herald	Napier	159 8 6	Waimate Times	Waimate	32 6 6
Hawera and Normanby Star	Hawera	122 6 9	Wairarapa Star	Masterton	109 18 3
Hokitika Guardian	Hokitika	3 10 0	Wairarapa Daily Times	Masterton	150 9 10
Kaipara Times	Kaipara	2 7 9	Wairarapa Standard	Greytown	53 14 9
Kamo Echo	Kawakawa	1 4 0	Wairarapa Observer	Carterton	72 13 9
Lake Wakatipu Mail	Queenstown	18 17 0	Wairarapa Advocate	Greytown	5 2 9
Lake County Press	Arrowtown	15 0 0	Westport News	Westport	24 5 9
Land and Sea	Port Chalmers	6 2 6	Westport Times and Star	Westport	28 2 3
Lyttelton Times	Christchurch	940 9 8	Wanganui Herald	Wanganui	221 19 3
Marlborough Daily Times	Blenheim ..	50 7 0	Wanganui Chronicle	Wanganui	228 13 6
Marlborough Express	Blenheim	58 1 0	Waipawa Mail	Waipawa	47 17 0
Mataura Ensign	Gore	75 16 6	Waimate Witness	Wanganui	49 3 9
Manawatu Daily Times	Palmerston N'th	164 0 3	West Coast Times	Hokitika	3 3 9
Manawatu Daily Standard	Palmerston N'th	114 7 6	Weekly Herald	Wellington	9 1 0
Marlborough Press	Picton	40 12 9	Yeoman.	Wanganui	0 9 0
Mercury	Marton	15 4 6			
Marsden Times	Whangarei	2 4 0			
Manawatu Herald ..	Foxton	34 16 0			
North Otago Times	Oamaru	157 13 7			
New Zealand Herald	Auckland	285 7 9			
			Total		£10,218 11 1

8th October, 1892.

E. G. PILCHER, Secretary

Approximate Cost of Paper.—Preparation, nil; printing (1,160 copies), £1 5s.

By Authority : GEORGE DIDSURY, Government Printer, Wellington.—1892.

Price 3d.]