

The Department had a general exhibit there, and, in accordance with the agreed policy, the Tourist and Immigration Departments participated. The staff at the exhibit were kept fully occupied dealing with inquiries of all kinds, and put into good distribution substantial quantities of informative literature and other advertisement material. It is felt that, even under present-day conditions, participation in this exhibition is well worth while.

BOOKLET "FOOD FOR PEACE"

Reference to the production of this booklet was made in last year's annual report. After more delay than was anticipated, due to industrial difficulties, supplies began to come through from the printers about mid-March, and the preparations already made for distribution were put into operation. It is the intention to keep the distribution as selective as possible, owing to the limited number of copies available, which is not likely to be much in excess of 270,000. Up to date some 60,000 copies have gone out to public libraries, hospitals, educational authorities, women's guilds, and similar organizations, newspaper editors, co-operative societies, multiple grocery firms, and retail butchers' and provision shops. This distribution still proceeds. It is encouraging to note that the booklet has been generally very well received.

CENTRAL OFFICE OF INFORMATION "MEET NEW ZEALAND" EXHIBITION

Some twelve months ago the Central Office of Information communicated to the High Commissioner for New Zealand its desire to arrange an exhibition to be entitled "Meet New Zealand," the cost of which, over £25,000, would be borne by the COI. New Zealand was asked to supply the necessary references for pictorial treatments and also for dioramas and other exhibits of like nature; also to arrange for the necessary officers to be in attendance throughout the run of the show.

The exhibition was due to open in London early in November, and after about a two weeks run was to go on tour to several large provincial cities for eight or nine months, depending upon circumstances. The intention is that commodities will participate under the background committee, and although the cost will not be heavy it is clear that certain expenses will be inevitable. Arrangements are being made to set aside 60,000 booklets for distribution to visitors during the show. This generous offer on the part of COI is gratefully acknowledged.

1948 PUBLICITY

For 1948 a "background" campaign on similar lines to 1947 is to be continued.

SPECIAL DAIRY PUBLICITY

The matter of carrying out certain publicity, especially in respect of butter and cheese, was deferred owing to the continuance of shortage of food conditions.

As referred to in last year's annual report, the Marketing Department's London Advertising Manager paid a visit to New Zealand during the period November, 1946, to February, 1947, and in conjunction with the Government studios at Miramar obtained a number of first-class photographs of technical processes in the manufacture of butter and cheese.

It is considered these photographs will prove valuable in connection with publicity among the retail and wholesale provision trade in the United Kingdom.

The question of special publicity for butter and cheese it to be further considered in respect of the year 1948.