

Internal Affairs. In 1931 the Publicity Office was merged with the combined Industries and Commerce and Tourist Department. The Miramar organization became part of the establishment with the purchase of the assets of Filmcraft Ltd. in 1936.

11. During the war an organization set up to serve the publicity needs of several Departments was the Economic Information Service, which began its work in 1943 as an ancillary of the Economic Stabilization Commission. It was responsible also for publicity relating to the Price Tribunal, rationing, internal marketing, rent control, and other related economic matters. It provided services also for the Treasury, the Reserve Bank, Electricity Controller, Mining Controller, Ministry of Supply; other Departments also sought its assistance. The principle which underlay its establishment was to avoid setting up a number of publicity units more or less self-sufficient in the various Departments.

12. The most noteworthy difference between the Economic Information Service and the Information Section was that the Economic Information Service was largely concerned with newspaper display advertising, whereas the Information Section had at its disposal films, still photographs, and art services. In addition its field has been extended to overseas as well as to internal publicity. In 1948 it was therefore considered that more efficient use could be made of the Government's publicity resources by bringing the two organizations under a single control. The dispersion of most of the staff of the Economic Information Service during the year has now left the Information Section with the function of providing publicity production services to all Departments requiring them. The administrative aspects of display advertising contracts remain the responsibility of an Economic Information Service officer who is attached to Treasury.

13. In 1945 consideration was given to the existence of a number of Government photographic laboratories, and it was decided that when it could be arranged the National Publicity Studios should occupy central premises, enabling it to serve conveniently the several Departments requiring photographic and laboratory services. The modification of premises on Lambton Quay for the purpose is almost complete, and accordingly the National Publicity Studios have recently taken over the considerable photographic establishment of the Works Department Aerodromes Branch.

14. Since 1942 there has existed a Works Department Film Unit comprising 16mm. camera and sound-recording personnel and equipment. Its purpose was to record on film technical aspects of engineering operations for study and instruction by the Department's staff. It also made films for the purposes of the Soil Conservation Council. During the year this Film Unit was taken over and the National Film Unit has undertaken the responsibility of producing such films as are needed by the Works Department and the Soil Conservation Council.

OVERSEAS PUBLICITY

15. The relationship between the Prime Minister's Department and the Department of External Affairs has made it convenient for the Information Section to handle the preparation and distribution of information and publicity material for overseas.

16. It is necessary to ensure that the libraries at New Zealand Government overseas posts are kept up to date with books, magazines, newspapers, clippings, and statistics so that questions may be accurately answered on the spot. Inquiries calling for substantial answers are sometimes referred to Wellington, and the Information Section may gather the facts and prepare the replies. Requests from magazines for articles or pictures about various aspects of New Zealand are usually referred to the Information Section for attention. Films, film strips, photographs, displays, maps, posters, background articles, and pamphlets are sent overseas in considerable quantity for the use of the overseas posts or for dissemination by them. These supplies are fully used in meeting the considerable demand for general information about New Zealand.

17. Active promotion of general publicity overseas involving expenditure is kept on a modest scale, but, within the limits set, such efforts are based on the assumption