

An ordinary page advertisement of the magazine costs £25 per insertion. As the article, with illustrations, makes twenty-four pages, you will see that the ordinary advertisement charge would be £600. The charge of £300 for the printing of the article in the body of the magazine and on special paper is therefore a reasonable one. We are given to understand that this proposal is made at a reduced rate, as the article will have considerable interest for English readers as an article pure and simple.

If this suggestion commends itself to your judgment, will you kindly advise us that you accept the proposal, and we will at once forward on the plates to London? Of course, any alteration of illustrations or matter you desire can be made.

Yours, &c.,

REVIEW OF REVIEWS PROPRIETARY (LIMITED),

(T. SHAW FITCHETT, Managing Director).

Rt. Hon. R. J. Seddon, P.C., Premier of New Zealand.

SIR,—

167-9, Queen Street, Melbourne, 23rd January, 1901.

We beg to advise you that we have shipped this day per s.s. "Mokoia" three cases, containing first supply of 2,500 copies of our January issue containing the special article on New Zealand, of which your Government is purchasing 10,000 copies. Please find B/L and invoice enclosed. We shall be sending the remaining 2,500 by next boat, and the 5,000 that are to go to England next week.

Yours, &c.,

REVIEW OF REVIEWS

(Per Wm. H. FITCHETT, Jun., Publishing Department).

The Under Secretary, Chief Secretary's Office, Wellington, New Zealand.

SIR,—

167-9, Queen Street, Melbourne, 17th January, 1901.

Under separate cover and by this mail I have forwarded you half a dozen copies of the January number of the *Review of Reviews*, containing our supplement on New Zealand. We venture to think that the article is an effective and valuable advertisement for your colony, as well as of great interest to our readers generally. By the first outgoing mail to London and New Zealand we will despatch the bulk of the copies, as per instructions already received.

Yours, &c.,

REVIEW OF REVIEWS PROPRIETARY (LIMITED),

(T. SHAW FITCHETT, Managing Director).

The Under-Secretary, Chief Secretary's Office, Wellington, New Zealand.

DEAR SIR,—

167-9, Queen Street, Melbourne, 7th December, 1900.

We beg to acknowledge the receipt of your letter of the 23rd November, embodying order for 10,000 copies of the number of the *Review of Reviews* containing the special New Zealand article, together with details *re* photographs.

We desire to inform you that the photographs in question did not reach us until a couple of days ago. It is impossible, therefore, that the article appears in our December number, but will be inserted in our issue for January, as already stated in our letter of the 22nd November.

Yours, &c.,

REVIEW OF REVIEWS PROPRIETARY (LIMITED),

(T. SHAW FITCHETT, Managing Director).

The Under-Secretary, Colonial Secretary's Office, Wellington, New Zealand.

SIR,—

Premier's Office, Wellington, New Zealand, 27th November, 1900.

I have the honour to inform you that the Government have arranged for the supply of 10,000 copies of the December number of the *Review of Reviews for Australasia*, which is to contain a special article on the resources and beauties of New Zealand, and that half the number of copies to be supplied are to be forwarded to your address direct from Melbourne for distribution at Home in whatever way you may deem expedient.

I have, &c.,

J. G. WARD

(For the Premier).

The Agent-General, London.

SIR,—

Colonial Secretary's Office, Wellington, 23rd November, 1900.

I have the honour to acknowledge the receipt of your letter of the 18th ultimo, offering to supply 10,000 copies of the December number of the *Review of Reviews*, which will contain a special article descriptive of the resources and beauties of New Zealand. You also ask that photographs to illustrate this article may be supplied.

In reply, I am directed to inform you that this Government will be prepared to purchase 10,000 copies at 6d. per copy of the number of the *Review of Reviews* containing the proposed special article on New Zealand, together with a reprint of the article by the Hon. Sir Robert Stout which was published in the October number.

Thirty-one photographs (as per list enclosed) of New Zealand scenery, &c., are being forwarded to you by this mail separately. If space will not allow of the whole of these photographs being published it is desired that preference should be given to those numbered 1 to 19 inclusive. I am also directed to request that the whole of the photographs may be returned to this office as early as convenient.

I have, &c.,

HUGH POLLEN,

Under-Secretary.

The Managing Director,

Review of Reviews Proprietary (Limited), 167-9, Queen Street, Melbourne.