

Dominion is benefiting in this respect through the medium of its agency in this State. A good deal of our time is occupied in supplying information to those who are desirous of knowing from a reliable source the possibilities of opening business in New Zealand, and it has been gratifying to hear from time to time of those who have been successful. Word was recently received from a young fellow who nine months ago left Melbourne to start business in Wellington, to the effect that he had now two shops there, and was doing remarkably well—this in face of the fact that he was paying £6 per week for one shop, and started on small capital.

Australian Exhibition of Women's Work.—On behalf of Mr. Hamilton, the Director of the Dominion Museum, and with your concurrence, I arranged for the erection and display of an exhibit sent by him of Maori women's work at the above Exhibition, which was held in October last. The exhibit, which consisted of kits, mats, &c., was given a prominent position, and considerable interest was centred on the display. The newspapers gave it a good deal of prominence, and, on the whole, the advertisement to the Dominion was such as to justify representation at the fixture.

Lantern-slides.—When circumstances were favourable during the winter evenings I gave lectures in different centres on New Zealand. Mentone in June, Romsey in September, Albert Park in October, and Mansfield in December were visited for the purpose. The lectures were illustrated by the Department's lantern-slides, and on each occasion the opportunity was taken to distribute literature likely to further New Zealand's interests. In addition to above, I had two evenings each in August and September at the agency at which I gave illustrated lecturettes. These proved very enjoyable to those who took advantage of the invitations. Each evening I invited residents from different parts of the city and suburbs in order that our presence might become known in as many parts as possible. These gatherings were instrumental in inducing quite a number of persons to take a trip and see for themselves the beauties portrayed by means of the lantern.

Advertising.—In December and January an advertisement was inserted in the columns of the *Age*, *Argus*, and *Herald*, drawing attention to the advantages of New Zealand as a holiday resort. This proved effective, as a large number of people called in response, seeking fuller information preparatory to making a trip. The extreme heat at this period helped somewhat to direct attention to a cooler clime. I took advantage of the fact that the shipping companies allow a considerable concession on fares to State-school teachers, and issued a circular to the headmasters emphasizing the fact, and showing at the same time what sights could be seen, the time it would take, and the cost. Several specimen tours were given showing what could be accomplished in the time over which leave of absence extended. This proved a move in the right direction, as quite a number took advantage of the concession. I intend following up this idea earlier in the coming year, and am confident of excellent results. The principal hotels, coffee-palaces, and clubs have been kept supplied throughout the year with itineraries and suitable New Zealand literature, and as opportunity offered the Home boats calling at Melbourne were similarly treated. On request a number of persons whose relatives and friends reside in Great Britain and other countries have been given suitable literature in order that they could post it abroad. Such requests are indicative of genuine interest, and provide an opening to reach those who may not have other means of becoming familiar with the attractions offered by New Zealand.

Australian Natives' Association Exhibition.—The New Zealand representation at the Australian Natives' Association exhibitions both in Melbourne and Launceston struck a popular chord. The exhibit attracted considerable attention in both centres."

New Zealand Agencies.

Within New Zealand the agencies are very largely patronised by the residents, as well as by the tourists from overseas. During the year the visitors to these agencies numbered 41,623.

ADVERTISING.

The advertising carried on during the year has been as varied and far-reaching as the amount of money at the disposal of the Department would permit. Less attention has been paid to America on account of the fact that there is now no direct steam service, but a great deal more has been done in India. The number of visitors and immigrants from the latter country shows an increase, and I hope to obtain a very large number of desirable settlers from this part. To facilitate this, arrangements have been made with the Imperial Government, which are particularly advantageous to the Dominion in this respect. It is the practice of the Imperial Government to pay the passages back to Great Britain of military and civil officers and men who have served their term in India should they desire to return to the Mother-land. Arrangements have now been made with the Imperial Government to give these officers and men the option of a free passage to New Zealand in lieu of returning to Great Britain. Many of these people retire on very comfortable pensions, and they are of a stamp that makes good settlers. Recent advertisements and newspaper articles which have been published in India through the instrumentality of the Department have led to a very large number of inquiries being received.

PAMPHLETS.

The following new pamphlets were published during the year: "Making a Home in New Zealand," 10,000; "New Zealand," 4,915; "New Zealand in a Nutshell," 9,623; "Wakaitipu," 5,000; view-books, 10,000.

The following were republished: View-books, 10,094; "Rotomahana Round Trip," 4,850. Besides the above, 100,000 post-cards were published.

The issue of the Department's Itinerary of Travel was considerably increased, residents of the Dominion on holiday bent taking the majority of copies.