

Channel, the difficulty was overcome, and the meat arrived at Roubaix in a perfectly sound, hard condition, having only been out of store for twenty-four hours.

The Exhibition opened on the 30th April, but, as is so usual, everything was very much behind, and it was not until the end of May that the various pavilions were complete.

A pamphlet dealing with New Zealand wools was prepared from matter supplied by the Department at Wellington, and special French editions of the meat pamphlets and the general booklet "New Zealand," compiled at this end, were placed in the pavilion for distribution amongst visitors.

During the season some thousands of people inspected our exhibits. The addresses of those who signed the visitors' book showed that many came from Belgium, Germany, Italy, &c., as well as from all parts of France. The exhibits of frozen meat and wool were especially commended. The former was made the more striking by a chart outside the chamber, showing the current wholesale prices of beef, mutton, and lamb in London, and the equivalent French quotation. Several notices appeared in the Press appreciative of the general excellence of the New Zealand display. The fact of the meat being in a perfect state of preservation, although killed in the Dominion several months previously, attracted the widest attention, and came in for very favourable comment.

It was hoped that the Right Honourable the Prime Minister would be able to pay a visit to Roubaix for the purpose of officially "inaugurating" the New Zealand Pavilion, when a luncheon, at which New Zealand meats, fruits, &c., could have been used, would have been given. It was, however, found impossible for this arrangement to be carried out, and the proposal had to be abandoned in the hope that, at the close of the Exhibition, a dinner would be arranged, at which the French Ministers of Agriculture, Customs, &c., would be present. However, owing to unforeseen events, these gentlemen were prevented from accepting your invitation, and consequently steps were taken for cutting up the meat and presenting portions to prominent public men, journalists, and others interested in the question of the importation of meat, while the rougher cuts and small goods were given to hospitals and charitable institutions.

A request was received from the Tourcoing Chamber of Commerce for the samples of wool belonging to the Government to be presented to them for display in their museum, and, permission being obtained, the complete exhibit, together with samples of hemp, rope, &c., was transferred as desired.

Although the French Government have not considered that the time is ripe for the free admission of our meat into the Republic, there is no doubt that the practical demonstration of the working refrigerator at Roubaix helped to bring home to the French public the benefits likely to be gained from the use of frozen viands.

Festival of Empire.

This Exhibition, which, owing to the regretted death of His late Majesty King Edward VII, had to be postponed from the previous year, was held at the Crystal Palace from May to October, 1911. The arrangements previously contemplated were extended considerably in view of the Coronation, and therefore, on the matter being placed before them, the Government decided to take a special pavilion for the housing of the New Zealand exhibits. This decision proved to be a wise one in the circumstances, as most of the large halls were given over to trade exhibits, or were vacant, so that a much better advertisement was obtained by the Dominion in having a separate building. A complete range of exhibits was got together, both from the Dominion and at this end, special attention being paid to the Tourists and Immigration Sections, and a tasteful display was made.

From the point of view of advertisement, I am satisfied that the New Zealand pavilion, and the various exhibits shown therein, received their full complement of attention from visitors, many thousands of them passing through the doors every week; but, although this was the case, the hopeful anticipations of the promoters were not fully realized.

The general excellence of the New Zealand exhibits was favourably commented upon by the jurors, and forty-one diplomas were awarded. A full list of these was duly sent to Wellington.

The court was divided into four sections: "Sport and Tourist," "Refrigeration," "Timbers and Minerals," and "Wool, Grain, and General Exhibits."

A visit to the court was paid by the Right Honourable the Prime Minister, who was pleased to express his high appreciation of the manner in which the exhibits had been displayed, and with the general appearance of the section.

As usual, a large quantity of literature, dealing with all matters affecting New Zealand and its productions, was prepared and distributed at the pavilion.

Small Exhibitions.

During the year a large number of small exhibitions, shows, &c., in all parts of the United Kingdom have been brought under your notice by their promoters. As most of the available exhibits were required for use at the Crystal Palace and in France, it has only been possible to send specimens to a few of these minor affairs. Such displays, however, serve to keep New Zealand well before the rural populations, and a good advertisement is secured by the Dominion at practically no expense other than carriage on the exhibits. A complete range of wool-samples has been presented to the Glasgow and West of Scotland Technical College for their Textile Museum, while, at the request of Dr. Chapple, M.P., a full collection of specimens of hemp, timber, grain, &c., is being prepared for presentation to Dr. McCubbin's Kilsyth Academy, Glasgow.