

better authority than Earl Jellicoe, who expressed his congratulations at the excellence of the display in the pavilion.

With the exception of Messrs. Hoare and Callaghan, who have returned to New Zealand, the Exhibition staff which was sent from New Zealand last year will carry on in charge of the pavilion during 1925.

OVERSEAS MARKETS.

ISLAND TRADE.

Western Samoa.—New Zealand's Mandated Territory.

In comparison with 1923, statistics show that there has been an appreciable improvement both in the export and import trade of Samoa during 1924. The total imports for 1924 were £5,900 higher than those of 1923, and the exports, which exceeded the imports by £87,000, show an increase over 1923 of £73,000. The grand total external trade of Samoa for the year under review amounts to £636,000, which is 14 per cent. higher than the total external trade for 1923.

More than 90 per cent. of the exports, which total £361,000, are represented by cocoa-beans and copra, the former amounting in 1924 to £58,000 for 1,016 tons, and the latter £284,000 for 13,200 tons. Up to 1918 rubber formed a large proportion of the exports, but since that year this product does not appear to have been produced on a trading scale. The general trade position of New Zealand's Mandated Territory of Samoa therefore appears to be satisfactory, and is showing improvement.

The classes of products exported from Samoa are not used very extensively in the Dominion, and therefore our share of Samoan exports is only about 2 per cent. of the total, representing in 1924 approximately £7,000. Cocoa-beans to an amount of 129 tons comprised the main item of value, the balance being made up of hides, baskets, mats, and one or two small trial shipments of bananas, pineapples, and kapok—a trade that this Department is endeavouring to foster. Samoa buys from other countries many lines that might be supplied by New Zealand. The total imports of Samoa for 1924 amounted to £274,803. Of this amount—

	£
Australia supplied	99,448
New Zealand supplied	87,541
United States of America supplied	42,582
Canada supplied	6,181
Fiji supplied	7,972
All other countries supplied	31,079
	<u>£274,803</u>

A careful examination of the articles bought by Samoa inclines this Department to the opinion that New Zealand merchants and manufacturers should give this market immediate and thorough consideration. Commercial and manufacturing houses in America and Australia have developed quite a good business in the islands, and these two countries will eventually make it very difficult for New Zealand to hold its present trade if the commercial interests and industrialists of the Dominion do not show more initiative and keenness for a larger share of this regular and comparatively convenient market. The following are a few items—now chiefly supplied by Australia—that New Zealand should be in a position to supply on a competitive basis. The table shown below gives the value of imports during 1924 under the various headings from Australia and New Zealand:—

Item.	Australia. £	New Zealand. £
Tobacco	2,600	Nil.
Cigarettes	1,500	„
Bags and sacks	10,000	„
Tea	700	120
Boots and shoes	1,000	120
Cement	600	500
Confectionery	700	1,300
Drapery, apparel, and textiles	14,000	8,000
Leather	500	200
Biscuits	3,700	60
Jams, jellies, and preserves	1,000	200
Sugar	13,000	1,600
Soap	4,600	1,100
Totals	<u>£53,900</u>	<u>£13,200</u>

The above totals show that there is a big margin of trade in most of the lines indicated that might be captured by the Dominion. The only way in which this trade may be obtained is by personal canvass. It is reported to the Department that for every commercial representative of New Zealand who visits Fiji, Cook Islands, and Samoa, there are at least seven trade representatives from the Commonwealth of Australia.