

in the British Empire. In furtherance of a promise given by the late Right Hon. Mr. Massey to the Canadian Government, it was decided to make an exhibit on national lines, and for the purpose 22,000 square feet of space was allocated to this Dominion. Press reports received since the Exhibition was held are unanimous that the New Zealand section was a conspicuous success, and that the exhibits created profound interest among the 1,573,000 visitors who attended during the brief fortnight the Exhibition was open to the general public. The attendance averaged 120,000 per day, and on one day, a public holiday, no less than 258,000 people attended.

The exhibition is situated three miles from the centre of Toronto, and is located in a municipal park of 300 acres. Eighty buildings of a permanent nature have been constructed to house exhibits drawn from all parts of the world. A feature of last year's exhibit was the support given to it by certain portions of the British Empire. The Mother-country was represented by a fine display of manufactured goods, whilst far-off Sierra Leone and India had arrestive and interesting exhibits. The New Zealand section, however, exceeded in size and interest any exhibit from other parts of the world, and proved a veritable surprise to visitors as to the productiveness and attractions of this Dominion. The New Zealand Government's objective was not merely to make a friendly gesture to Canada, nor merely to acknowledge the courtesies received from that nation in participating in our international exhibitions of 1906-7 at Christchurch and at the recent New Zealand and South Seas Exhibition at Dunedin in 1925-26; the Government desired to educate Canadians as to the important progress made in New Zealand during recent years in production, manufactures, in Government and civic undertakings, and to advertise our sporting and scenic attractions, and, if possible, encourage greater trade with Canada. Naturally, prominence was given in the New Zealand section to our primary products—wool, meat, dairy-produce, fruit, flax, and seeds—and due emphasis was given to our important export trade, to the United Kingdom particularly, in most of these commodities. The wool display was one of the finest ever shown overseas, and fleeces gathered from all parts of the Dominion were included in both the educational and commercial sections. It was not practicable, owing to the lack of refrigerating space, to show exhibits of butter and cheese, but a very tasteful court was provided showing by means of coloured photographs, charts, and diagrams the growth of the industry over a period of years, whilst photographic transparencies—twenty-two in number—showed factory processes and the care taken in grading butter and cheese for export. A large map of the Dominion locating the position, by small coloured electric bulbs, of every dairy factory formed a conspicuous feature of this exhibit.

A comprehensive range of New Zealand minerals, timber, and kauri-gum was shown, and the arts and products of Samoa and Cook Islands provided a colourful and educative exhibit. A special section was devoted to the arts and crafts of the Maori. A large centre bay, attractively designed and decorated by Maori carvings, was used for exhibits showing the attractions of the Dominion from the point of view of the tourist and the sportsman. The large painted murals used at the British Empire Exhibition at Wembley proved to be splendid advertisements of our scenic attractions. Another section showed convincingly progress made by our cities, up-to-date harbour facilities provided, and a working diorama of the boiling pools and mudholes of the thermal regions. Our social and industrial legislation was also attractively advertised, together with the work of our chief Departments of State.

A popular feature of the New Zealand section was the cinema, with seating accommodation for three hundred people. This was crowded during the short fifteen-minute sessions which were given about twenty times daily during the progress of the Exhibition. The films supplied by the Publicity Department dealt with all phases of New Zealand's national life, and proved to be a most valuable supplement to the exhibits, and most educative to visitors as to the mildness of New Zealand's climate, general progress in agricultural, pastoral, and industrial pursuits, and the daily life of our people in work and play.

The conspicuous success achieved was due largely to the excellence of the exhibits which were made available from the collections shown in the New Zealand and South Seas Exhibition by the Government and the provinces of New Zealand, and to the fact that much of the decorative material returned from Wembley was used. Tribute should also be paid to many private owners for the loan of valuable collections and sporting trophies. The splendid service rendered to the Government by the Canadian National Exhibition authorities in providing space, lighting, and much of the constructional material without charge, together with the expert assistance of a trained staff in the layout of the section, deserves special mention. The directors, management, and staff gave practical proof at all times of their desire to assist the New Zealand Government, and it is a source of satisfaction to the Department to learn that as a recompense for all the courtesy and consideration shown the exhibit made by New Zealand was entirely satisfactory to the Exhibition authorities. In its annual report on the 1926 Exhibition the following reference is made: "In all, the international exhibits occupied 100,000 square feet of floor-space, of which 22,000 was occupied by New Zealand's display, which was perhaps the most striking individual exhibit on the grounds."

Acknowledgement should also be made of the splendid transport facilities provided for shipping and railing the exhibits from Dunedin to Toronto by the Canadian Government Merchant Marine and the Canadian National Railways. The care taken in the handling of approximately 200 tons of exhibits, many of them of a fragile nature, was exemplified by the fact that no damage whatever was sustained. This experience is so unique and satisfactory that it deserves special mention. The estimated cost of the exhibit was £7,500; the completed accounts show the actual net cost to have been £6,024. The result is highly satisfactory in view of the size of the exhibit, the long distance traversed, and the splendid general publicity obtained for New Zealand.