

the distribution of publicity booklets and photographs, the making of window displays, and travel-magazine advertisements. From the increasing demand for information relative to New Zealand it appears that the small expenditure in this connection is justified.

The Office is again indebted to the agents of the Canadian Pacific Railways, the Canadian National Railways, the Union Steamship Co., and Messrs. Thomas Cook and Son, and other companies, which have so willingly assisted in the distribution of our advertising-material.

Exhibitions.—New Zealand has been represented only at small exhibitions on the Pacific coast, and these have been arranged by the local agents.

London Publicity Representative.—Reports from London indicate that there is increasing interest in New Zealand as a tourist and sporting resort, undoubtedly brought about by the continuous advertising campaign being made in Great Britain. New Zealand films are being shown daily throughout the theatres and various institutions, and other advertising means adopted include shop displays, window displays, exhibitions, lectures, magazine advertisements, &c. A feature of the advertising in Great Britain has always been through the school-children, and this policy is being continued; this is especially effective for advertising our products.

General.—It is realized that the biggest number of visitors to our shores must necessarily come, in the meantime, from Australia, and it was decided that an intensive campaign be launched in Australia during the coming year. In this connection a conference of departmental officers concerned was called by the Right Hon. the Prime Minister to meet and discuss the matter with Mr. Manson, the New Zealand representative in Melbourne, and as a result of this conference various decisions were arrived at and recommendations made, which are now before the Government. It was also decided that the Publicity Officer should visit the Commonwealth with a view to obtaining first-hand knowledge of the requirements there.

The Publicity Board held frequent meetings during the year, at which a great variety of matters was discussed.

DISTINGUISHED VISITORS.

The Department has again had the privilege of being associated with a number of distinguished visitors, and of carrying out the arrangements necessary during their stay in the Dominion. Special reference must be made to the visit of the Right Hon. L. M. S. Amery, Secretary of State for Dominion Affairs, and Mrs. Amery. The French war sloop "Cassiope" also paid a visit to the Dominion in March, and hospitality was extended to the captain, his officers and men. As in past years, the assistance rendered by various organizations, local bodies, private individuals, and Government Departments is appreciated.

CONCLUSION.

As in previous years, I am pleased to place on record my appreciation of the willing and loyal services by my departmental officers, and of the spirit of co-operation in all sections of the Department. The help rendered by other Government Departments is also appreciated, as this has added in no small measure to the smooth working of the various activities undertaken.

In view of my early retirement from the Public Service, I desire to express my thanks to the various Ministers of the Crown under whom I have served for their kindly consideration during the period I have had the privilege of being the Head of the Department, and to extend my remarks in regard to the assistance of the various Government Departments and my officers to that time.

Approximate Cost of Paper.—Preparation, not given: printing (500 copies), £12.

By Authority: W. A. G. SKINNER, Government Printer, Wellington.—1928.

Price 6d.]