

PUBLICITY OFFICE.

The past year has been one of steady progress and development in all branches of the office, and the publicity campaign overseas has undoubtedly resulted in an increased number of visitors to the Dominion. Among them were many important persons from England, America, and Australia, who openly expressed their appreciation of the beauties of the country and will prove good advocates for the Dominion. The trout-fishing and deep-sea sport are attracting increasing numbers of visitors annually.

Advertising in Australia.—During the year the Publicity Officer visited Australia with a view to obtaining first-hand knowledge of the requirements there and to confer with the local agents regarding the launching of an advertising campaign in the Commonwealth.

Cinematograph Branch.—The new laboratory referred to in my last report as in course of construction was completed and work commenced about the middle of the year. It was found that the quality of the films improved immediately through the provision of better accommodation and facilities for production. Lighting equipment was installed for use in the studio, and will prove of great value for filming interior scenes. If this phase of the work is developed, additional lighting may later be necessary. A film has been produced every week, and the usual number of copies distributed throughout Australia, England, America, New Zealand, and a limited number in the East. A reciprocal arrangement was made with the Indian State railways for the showing of films on their trains. Films were also supplied to the steamers of the Canadian Pacific Railway Co. and to the ships of the Orient line trading to Australia. Arrangements have been made to install a machine for the reduction of standard film to the 16 mm. size for use among amateurs and in schools and colleges, &c. This should provide a further excellent publicity medium. Arrangements are now in train for obtaining film of topical events from various agents in the main centres. The daily screenings of films were well patronized during the summer months. The latest developments of sound and colour processes in film-producing countries are being carefully watched with a view to their adoption here.

Publications.—The following books have been issued or reprinted: "Paradise of the Pacific"; "The Maori"; "New Zealand"; Guide-book and "Rotorua"; "Sport"; and scenic folders; while four posters were printed and distributed. Approximately 200,000 pieces of literature were distributed through channels from which the best results are anticipated. A greatly increased number will be well distributed when the overseas agencies are better established. A new booklet is in course of preparation which is intended to prove the best of its kind yet produced in New Zealand. It has been very gratifying to receive many complimentary references to the quality of our printing from overseas sources.

Photographs and Lantern-slides.—These have been produced in large numbers, and distributed overseas in hotels, shipping, and railway offices, schools, &c. The thanks of the Office are due in this respect to the Canadian Pacific Railways, Canadian National Railways, Thomas Cook and Sons, Union Steamship Co., and other organizations for their assistance.

London Publicity Representative.—Reports from London indicate that interest in the Dominion as an ideal country for sport and recreation is still increasing, and this is evident from the number of English visitors coming to these shores. Daily screenings of films are arranged through the theatres, and for special lecture purposes. Photographs suitable for reproduction are sent forward from this Office, and many of these find their way into the illustrated papers throughout Great Britain. Shows and window displays are a feature of the advertising.

General.—The contract with the firm of Foster Reynolds, of the United States of America, for the distribution of our literature and photographs was renewed for a further year. To further the campaign in America, an arrangement was made, in conjunction with the Union Steamship Co., for a year's engagement of a lecturer to tour the United States. This gentleman is now in the Dominion with the object of obtaining first-hand knowledge of the country and its attractions.

DISTINGUISHED VISITORS.

The Department has experienced a busy year in the reception and entertainment, on behalf of the Government, of many distinguished visitors. Naval visits comprised the H.M.A.S. "Australia," flying the flag of Rear-Admiral G. F. Hyde; the Argentine training-ship "Presidente Sarmiento," under the command of Captain J. Costa Palma; and the Japanese Training Squadron, consisting of H.I.J.M. ships "Yakumo" and "Idgumo," under the command of Vice-Admiral S. Kobayashi. H.I.H. Prince Takamatsu, younger brother of the Emperor, was an officer on the "Yakumo." Visits in the interests of science included the Royal Danish ship "Dana," under the command of Professor Johannes Schmidt, and the ships of the Antarctic Expedition, under Commander Byrd. Visitors from England included the Earl and Countess of Liverpool, Lord Lovat, and a large party of public-school boys; while those from Australia included the Hon. M. F. Troy (Minister for Lands, Western Australia), the Hon. D. H. Drummond (Minister for Education, New South Wales), and the Hon. Sir Walter Lee (Minister for Agriculture, Tasmania).

CONCLUSION.

Mr. James Hislop, who occupied the position of Under-Secretary from 1912, retired on the 30th June, 1928, and I succeeded him in that office on the 1st July of that year.

I am pleased to place on record my appreciation of the willing and loyal services rendered by my departmental officers, and of the spirit of co-operation in all sections of the Department. The many courtesies and assistance received from other Departments is also gratefully acknowledged.

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