

BOOKLETS AND GENERAL PUBLICITY.

Calls upon the Department's publicity material have continued steadily to increase, this being due largely to the wider distribution at present being made in all those countries overseas in which a greater interest in the Dominion is being evinced.

The opening of a new Commissioner's Office in Brussels and also one in Los Angeles, apart from the extra demands made by the regular agencies in all parts of the world, has also contributed towards this increase.

The cruises made by the P. and O. and Orient Lines from Australia were repeated this year, and the Department carried out a special campaign in conjunction with the shipping companies by producing two special booklets setting forth in detail particulars of the various tours available both for the cruises arriving at Auckland and also for Australian visitors using the Melbourne-Bluff service. Five cruise ships were also well provided with other publicity booklets, and the Bluff service was well patronized and supplied. There is no doubt that this additional specialized publicity helped materially both in inducing passengers to join the cruises and in assisting them to decide what places to visit during their stay. Seven cruises are already planned for the coming season, when similar publicity matter will be supplied by the Department.

Reprints of all the Department's booklets were called for on several occasions during the year, and it is felt that a larger programme of printing will be necessary to cope with the growing requirements of coming seasons.

The folder specially prepared for circulation in the East, containing a wide range of particulars both of touring and also in regard to suggested settlement in New Zealand by retiring Indian Army officers, Civil servants, and others, was sent to several thousand individual addresses, as well as in bulk to messes, clubs, &c. This has already been productive of many inquiries for additional information, while several correspondents have booked tours during which they will prospect the country for suitable properties. A further edition of this folder is to be printed shortly, having an even wider appeal.

Advices from the High Commissioner and elsewhere overseas tend to show that the booklet form of publication is proving more suitable in some cases than folders. A publication of this type was produced during the year, and, with further modifications to meet various requirements, it will be reprinted in large quantities in readiness for the coming season.

"Facts and Figures," the pocket edition of the Year Book, again proved one of the most useful of the Department's publications, and, owing to the heavy demand from overseas offices and individual inquirers, a second reprinting was necessary. A new edition with figures revised by the Government Statistician for 1936 was issued at the beginning of this year.

The "General Folder" was again printed and distributed in large numbers, and proved a most useful contact in introducing the Dominion at all offices and agencies throughout the world. It deals with all manner of subjects of interest to intending visitors, and is considered to be doing excellent work in this direction.

Posters, especially for display purposes, have been more freely utilized than in the past, and a series of striking new designs has materially assisted in brightening the walls of the various bureaux and agency offices, both within New Zealand and also in Australia. Several have been selected for printing in large numbers for distribution overseas, by reciprocal arrangements with other countries.

Window-display material has been widely utilized everywhere, local bureaux adapting this medium in connection with special trips to other centres. Dioramas, both fixed and "moving," were also constructed and exhibited.

Photographs of all sizes from the post-card to the biggest enlargement were again in great demand, both by visitors, the press, and for many other uses. Some hundreds of new subjects were added. The quality of the Department's negatives was often eulogized. Albums containing a selection of views were again compiled and distributed, while colour-plates and cover designs for many of the New Zealand press annual publications were made from prints supplied by the Department.

New sets of lantern-slides were made for overseas use and were in great demand, several new subjects being included, while the addition of a small map in the corner of the slide indicating the whereabouts of the subject drew most favourable comment.

As a result of previous experience, a further newspaper advertising campaign was undertaken in Australia, with excellent results. It was also extended to the Dominion, and the figures of increased utilization of the Department's various bureau services indicate the success attending this step. Local campaigns were successfully undertaken by the various overseas offices elsewhere, while an increasing number of articles, photographically illustrated, are being supplied to the press of the world. A news bulletin containing paragraphs of interest is published regularly and despatched overseas.

The use of radio for publicity work continues to be developed, and many valuable contacts have been secured thereby.

Several well-known journalists have paid visits of varying length to New Zealand, with resultant articles appearing in overseas newspapers of good publicity value.

The Department keeps abreast of all developments in publicity activities. The establishment of new overseas offices and the resulting increased demand for material of all kinds indicates the absolute necessity for increased production, and steps have already been taken to cope with this and with the demand emanating from the increasing number of visitors for souvenir publications.