

Manchester and Liverpool district, a third the West Riding of Yorkshire, and a fourth the Birmingham district, while the Supervisor has his headquarters at Manchester. During the year 12,114 calls were made on retail grocers and wholesalers, reports being made of each call regarding the extent to which New Zealand butter was being stocked.

- (c) Supplying butter-wrappers: A system has been introduced whereby retailers who stock New Zealand butter may purchase from the Department, at cost price, smartly designed New Zealand butter-wrappers in 1 lb. and $\frac{1}{2}$ lb. sizes, and during the year 1,125,000 of these wrappers were sold.
- (d) Participation in trade exhibitions: These exhibitions are usually organized by local grocers' associations, and the Department often book space for a display of New Zealand butter and cheese. Samples of the produce are also sold to interested visitors.
- (e) Advertising in grocers' price-lists and annual reports: Among the larger retailers there has been a growing practice of late of issuing their own price-lists for distribution to their customers, and in cases where the retailers are actively interested in increasing their sales of our products the Department takes advertising space in the price-lists. In regard to the annual reports of grocers' associations which are prepared in handbook form for circulation among association members, the Department is at times approached to advertise in these, and does so in a limited way.
- (f) Sampling demonstrations in retail shops: These demonstrations, which are carried out by departmental officers, are arranged with selected retailers and are supported by an adequate window and interior display. The usual period of the display is a week, but often the shopkeepers are so pleased with the results that they apply for an extension, which is granted whenever possible. The demonstrating is done by means of samples of butter which are moulded in a small machine, wrapped in special wrappers, and offered for sale to customers as they arrive at the shop to transact their usual business. The butter is supplied by the retailer, who retains the proceeds of sale. In the case of cheese, the samples have to be cut by hand, and the usual practice is to confine the demonstration to free tasting-samples. During the year a large number of these demonstrations have been carried out, and it is intended that the scope of this work should be enlarged as circumstances permit. The usefulness of the demonstrations is two-fold in that practical assistance is given to the retailer from a selling point of view, and, at the same time, an opportunity is afforded to the demonstrator to establish contact with the consumers.
- (g) Supplying material for carnivals and trade processions: Retailers often approach the Department for decorative material to be used in displays during local celebrations, and suitable advertising pieces are made available for this purpose. Special display cards were also prepared and supplied to retailers who desired suitable material with which to link up New Zealand butter and cheese with their Coronation displays.

2. THE WHOLESALE TRADE.

In those districts through which the Department's travellers operate the wholesalers as well as the retailers are canvassed, and the Department also supplies to wholesalers and importers, on request, advertising-material for distribution to retailers.

3. NEWSPAPER ADVERTISING.

During the season press advertising has been utilized, chiefly in Glasgow and the south-west of Scotland, Birmingham, and the Midlands, and Lancashire and the West Riding, at times when prevailing conditions in those districts appeared to call for such advertising. In all, nineteen of the principal daily papers, having an aggregate circulation of 4,330,000 in the districts mentioned, were made use of, and the insertions in the various papers ranged from three to twenty-two, with a total of 154.

4. ADVERTISING IN WOMEN'S JOURNALS.

Publications for women offer a valuable advertising medium in respect of such articles as butter and cheese, and the Department arranged advertisements in fourteen of the leading monthly women's journals, which have a combined circulation of 1,900,000 copies. The insertions totalled sixty-three, several of which were full-page advertisements in colour.

5. ADVERTISING IN TRADE PUBLICATIONS.

It is essential that regular advertisements regarding our produce should appear in the trade periodicals, and, though the funds available do not permit of a complete coverage in this field, the Department's scheme allows for either half-page or full-page advertisements in all the principal trade papers.

6. GENERAL EDITORIAL PUBLICITY.

Prepared articles on subjects such as health and diet, and food value and vitamin content of New Zealand butter and cheese, are supplied to various newspapers, and have been published from time to time.