

(b) *Production and Distribution of Films, Photographs, Display Material, &c.*—The production of all films, photographs, and miscellaneous advertising material is now performed at the Department's studios, and the year under review has been a particularly busy one owing to the increased demands made both from overseas and internally for films and display material depicting the various tourist resorts of New Zealand. From reports received high tributes have been paid by competent judges to the excellent quality of the productions.

In addition to the printing of many copies from existing film negatives during the year, six new films were produced and exhibited at the leading metropolitan theatres in New Zealand; these films will eventually be shown at practically every town throughout the Dominion and in most overseas countries. Special mention might be made of the documentary film of the wheat industry entitled "Our Daily Bread." This has been authoritatively stated to equal anything of its kind produced in other countries.

The services of the Department's cameramen and laboratories were sought by other branches of the Public Service, and a very complete sound-film was made showing the methods now adopted by the Public Works Department in railway, road, and other construction work.

A decision was made to extend film-publicity work, and orders were placed during the year for new and improved equipment which will enable the whole of the scenic attractions of New Zealand to be systematically filmed. The staff of the photographic branch have been fully occupied in satisfying the increasing demands for photographs and lantern slides, and a considerable amount of publicity has been obtained from the production of photographs in newspapers throughout the world. Lantern slides have been supplied to lecturers in many countries.

The small-size film—viz., 16 mm.—was in great demand by travel agencies during the year in Australia, United States, Canada, and the United Kingdom for tour-promotion work, and by individuals for lecture purposes. Next year the Department proposes to produce 16 mm. films in sound, which should increase their popularity greatly.

Particularly good work was performed during the year by the Art Branch of the studios in the production of all types of display material for internal and overseas distribution. Large dioramas of modern design depicting New Zealand scenes and incorporating working models, together with large quantities of small window-display units, were produced and proved most attractive and effective in advertising travel in New Zealand.

Attractive window displays are a valuable medium of publicity, and good use was made of them, both locally and overseas. In Western America an arrangement was entered into with a private contractor to produce and distribute effective window displays throughout that territory, and it is pleasing to record that ten large window displays forwarded to different cities for permanent retention were utilized and circulated by travel agents. In Canada, the United Kingdom, and in States on the eastern seaboard of America very effective window displays were arranged, and in Europe efforts are being made to induce travel interests to assist in this form of publicity.

New Zealand participated in exhibitions at Toronto and Nova Scotia and the Travel Exposition at Chicago, and during the year the Department arranged for the Dominion to be represented at Australia's 150th Anniversary Celebrations. The Department's float in the "March to Nationhood" procession in Sydney was awarded first prize, consisting of a handsome trophy as well as a cash prize of £120.

The production of the departmental film and photographic studios for the two years ending 30th June, 1938, was as follows:—

Films	..	..	..	..	..	14 new pictures produced.
						284 standard copies distributed.
						576 16 mm. copies distributed.
						Total footage processed, 786,000 ft.
Photographs and lantern slides	..	..	..	..	..	773 new negatives obtained.
						83,000 contact prints produced.
						5,526 enlargements produced.
						4,130 lantern slides produced.
Display material	..	..	..	..	..	460 window units produced.
						1,400 posters produced.
						300 showcards produced.

(c) *Production and Distribution of Booklets, Folders, Posters, &c.*—In order to satisfy the increasing demand for information concerning New Zealand created partially by other forms of publicity, large quantities of descriptive literature were printed and distributed overseas, and, in addition, a very attractive light-weight folder was produced in the United States for distribution to travel agencies. In this folder two of the Department's coloured advertisements which appeared in American magazines were reproduced, and the publication contained a brief description of New Zealand, its discovery, climate, &c., reasons for selecting this Dominion for a holiday, suggestions for tours, and descriptive matter concerning the travel service of the Department.

This publication was very favourably commented upon by travel interests, and the Manager of one American business concern stated that he was so impressed with the production that he made a request for a number of copies to illustrate to his clients the excellent results that could be obtained by using a particular class of paper.

Special literature describing and illustrating the scenic attractions of New Zealand was produced in large quantities, and the demands from overseas for this class of publicity material was heavy during the year—over 7,000,000 leaflets and folders were distributed last year.

Posters were also widely distributed.