

application for window-display material, and periodically special folders are posted to grocers within a specified area in which the material is illustrated item by item, usually in original colours. A response post-card addressed to the London office is provided for use of grocers in indicating their requirements.

The window and counter display material consists of such items as butter dummies, price tickets attractively made of an ivorine type of substance, and show-cards in colour of varying kinds. In addition, a range of special window-display material is provided consisting in the main of backgrounds of varying dimensions to suit selected spaces in the windows or interiors of grocers' shops. These backgrounds most frequently portray typical New Zealand pastoral scenes, but other subjects and modern treatments are also utilized. The requirements in this particular field of publicity are exacting, but the results are correspondingly good.

#### WINDOW-DRESSING COMPETITIONS.

Since the inauguration of the sales scheme, window-dressing competitions have not been such a prominent feature of publicity work as was formerly the case. Nevertheless, some excellent shows were made by branches of firms which desired that competitions should be arranged. These competitions aroused a good deal of public interest in their respective localities.

#### EDITORIAL PUBLICITY.

This side of advertising and publicity has been developed. A press campaign synchronized with general advertising was directed towards maintaining the consumption of New Zealand butter, particularly during the period of rising prices. News articles and letters to the press drew attention to the fact that New-Zealand-butter prices were returning to pre-war levels with the arrival of new season's supplies. This publicity was, it is considered, largely instrumental in recovering a substantial proportion of the consumption lost during the period of high retail prices.

The editorial publicity was most valuable in explaining New Zealand's case in connection with tariff preferences for British manufacturers, and in particular the circumstances of the duties imposed on certain types of British footwear.

#### WOMEN'S ASSOCIATIONS, WELFARE SOCIETIES, AND SIMILAR ORGANIZATIONS.

Booklets and other printed material on the quality and utility of New Zealand butter and cheese are supplied for circulation through women's associations, welfare societies, and similar organizations. Literature concerning the New Zealand dairy industry, the methods of manufacture of butter and cheese, and their quality and food value is requested by and supplied to domestic-science teachers, lecturers in housecraft centres, schools, colleges, evening institutes, co-operative societies, and women's institutes and guilds. Special attention is devoted to meeting requests from these inquirers, and it is felt that the cultivation of friendly relationship with them is invaluable to the furtherance of good will towards New Zealand and an appreciation of the high nutritive values of the Dominion's products.

#### EXHIBITIONS.

Displays of butter and cheese have been arranged at the following exhibitions: London Grocers, Bristol Grocers, Norwich Grocers, Swansea Grocers, News Chronicle Schools, Birmingham National Trades, Southampton Grocers, *Daily Mail* Ideal Home, Manchester Grocers.

In addition, displays have taken place conjointly with the High Commissioner's Department at the following exhibitions: North London, Brighton Home Life, British Industries Fair, Glasgow Empire (in progress).

Considerable attention is devoted to exhibitions arranged by grocers' associations. In this way the Department is able to demonstrate its desire to co-operate with the distributors of our produce.

#### DISPLAY SHOPS.

The Department has continued the practice of renting prominently situated retail premises for periods of about four to six weeks for the purpose of making displays and selling samples of butter and cheese. The displays are of the reciprocal-trade type. Local United Kingdom exporters who ship manufactured goods to New Zealand are encouraged to display a selection of their products in proximity to the display of butter and cheese, and the attention of visitors is drawn to the reciprocal-trade aspect, and to the tangible contribution that they can make to this inter-trade by buying New Zealand butter and cheese. The displays are usually opened with formality by the Lord Mayor of the city, in the presence of other prominent civic and commercial representatives. The High Commissioner for New Zealand is frequently present, also.

#### TRADE ADVERTISING.

A systematic approach to the wholesale and retail trade through the medium of the trade press is essential. It is continuous throughout the year and uses all the trade publications in this field, such as *The Grocer*, *Grocers' Gazette*, *Grocers' Review*, *Grocery*, *Scottish Grocer*, *Scottish Trader*, *Fingerpost*, *The Co-operator*, *The Producer*. In these papers a succession of topical advertisements is maintained, which almost without exception include a paragraph drawing attention to the window-display material available, and inviting inquiries for it.

Through this channel alone a very large quantity of display matter is put into useful circulation, the inquiries being consistently maintained week by week, and coming from traders in all parts of the United Kingdom.