

1893.  
NEW ZEALAND.

# GOVERNMENT RAILWAY ADVERTISING

(EXPENDITURE ON), FOR THREE YEARS ENDED 31st MARCH, 1889.

*Return to an Order of the House of Representatives dated 11th October, 1893.*

*Ordered, "That a return be laid before this House as early as possible next session showing the total amount expended in advertising in connection with the Government railways for the three years ended the 31st day of March, 1889; the return to show the amount paid for each year."—(Mr. GUINNESS.)*

RETURN showing Amount expended in Advertising in connection with the Government Railways for the Three Years ended 31st March, 1889.

Name of Paper.	Place published.	Amounts.			Total.
		Year ended 31st March, 1887.	Year ended 31st March, 1888.	Year ended 31st March, 1889.	
		£ s. d.	£ s. d.	£ s. d.	£ s. d.
Ashburton Guardian ..	Ashburton ..	3 16 6	0 13 6	..	4 10 0
Ashburton Publishing Company ..	Ashburton ..	60 1 3	77 5 9	58 19 9	196 6 9
Akaroa Mail ..	Akaroa ..	5 18 3	0 6 0	1 16 0	8 0 3
Australasian W. S. Gazette ..	Dunedin ..	..	5 8 0	..	5 8 0
Bruce Herald ..	Milton ..	15 13 0	15 2 0	7 8 0	38 3 0
Buller News ..	Westport ..	2 5 0	8 10 0	6 0 9	16 15 9
Bush Advocate ..	Danevirke ..	..	..	1 12 3	1 12 3
Bay of Plenty Times ..	Tauranga ..	..	..	1 4 0	1 4 0
Clutha Leader ..	Balclutha ..	11 1 0	12 18 0	5 18 6	29 17 6
Colonist ..	Nelson ..	5 4 0	3 1 6	2 4 0	10 9 6
Cambridge News ..	Cambridge ..	8 15 3	..	..	8 15 3
Clutha County Gazette ..	Clinton ..	..	..	10 14 6	10 14 6
Daily News ..	New Plymouth ..	26 1 8	26 2 0	15 12 1	67 15 9
Daily Telegraph ..	Napier ..	59 2 0	90 16 0	38 4 0	188 2 0
Daily Standard ..	Palmerston North..	..	3 2 3	..	3 2 3
Evening Star ..	Auckland ..	108 1 6	50 10 6	59 15 0	218 7 0
Evening Bell..	Auckland ..	47 13 3	50 16 10	4 1 3	102 11 4
Evening Star ..	Hastings ..	36 8 3	60 9 6	6 13 0	103 10 9
Evening Post ..	Wellington ..	147 4 0	117 5 0	102 12 6	367 1 6
Evening Press ..	Wellington ..	137 13 3	123 9 6	108 14 3	369 17 0
Evening News ..	Napier ..	73 10 6	92 17 0	38 5 0	204 12 6
Evening Mail ..	Timaru ..	..	26 8 9	34 14 6	61 3 3
Evening Mail ..	Nelson ..	8 5 6	4 2 9	3 12 9	16 1 0
Evening Star ..	Greymouth ..	55 11 0	25 12 0	23 13 0	104 16 0
Ellesmere Guardian ..	Southbridge ..	4 1 0	10 2 6	6 18 0	21 1 6
Evening Star ..	Dunedin ..	142 11 6	156 10 3	138 8 9	437 10 6
Evening Herald ..	Dunedin ..	135 3 0	184 11 0	144 6 0	464 0 0
Egmont Star ..	Hawera ..	..	1 13 9	..	1 13 9
Feilding Star ..	Feilding ..	18 4 3	27 11 9	13 2 6	58 18 6
Featherston Chronicle ..	Carterton ..	..	..	2 0 6	2 0 6
Grey River Argus ..	Greymouth ..	24 7 0	25 14 0	22 17 0	72 18 0
Geraldine Chronicle ..	Timaru ..	2 12 0	..	..	2 12 0
Golden Bay Argus ..	Collingwood ..	..	0 14 0	..	0 14 0
Hawera and Normanby Star ..	Hawera ..	23 5 0	59 5 0	31 10 6	114 0 6
Hawke's Bay Herald ..	Napier ..	53 18 0	86 0 6	45 5 4	185 3 10
Illustrated New Zealand News..	Dunedin ..	3 0 0	0 18 0	..	3 18 0
Lyttelton Times ..	Christchurch ..	233 13 6	333 10 6	266 2 0	833 6 0
Lake Wakatipu Mail ..	Queenstown ..	..	4 0 9	7 4 3	11 5 0
Lake County Press ..	Arrowtown ..	..	..	3 19 3	3 19 3
Land and Sea ..	Port Chalmers ..	..	..	3 10 0	3 10 0
Manawatu Daily Times ..	Palmerston North..	40 10 0	35 7 3	23 6 0	99 3 3
Mataura Ensign ..	Gore ..	20 6 3	10 18 9	22 15 0	54 0 0
Marlborough Express ..	Blenheim ..	16 9 0	13 4 9	12 7 6	42 1 3
Marlborough Times ..	Blenheim ..	19 6 0	13 7 0	17 16 6	50 9 6
Manawatu Herald ..	Foxton ..	21 1 6	11 12 6	2 6 6	35 0 6

RETURN showing Amount expended in Advertising in connection with the Government Railways for the Three Years ended 31st March, 1889—*continued.*

Name of Paper.	Place published.	Amounts,			Total
		Year ended 31st March, 1887.	Year ended 31st March, 1888.	Year ended 31st March, 1889.	
Manawatu Standard .. ..	Palmerston North..	£ 29 11 9	£ 42 0 9	£ 22 17 6	£ 94 10 0
Marlborough Press .. ..	Picton .. ..	4 13 0	11 13 9	8 15 0	25 6 9
Mercantile Gazette .. ..	Dunedin .. ..	.. ..	4 9 0	.. ..	4 9 0
North Otago Times .. ..	Oamaru .. ..	61 6 10	63 16 5	52 6 9	177 10 0
New Zealand Times .. ..	Wellington .. ..	125 17 8	143 0 2	102 6 0	371 3 10
Northern Advocate .. ..	Whangarei .. ..	12 9 3	12 5 9	6 9 3	31 4 3
New Zealand Herald .. ..	Auckland .. ..	173 9 5	100 4 2	74 0 8	347 14 3
New Zealand Referee .. ..	Christchurch .. ..	6 18 0	.. ..	.. ..	6 18 0
New Zealand Printing and Publishing Company	Auckland .. ..	12 6 0	.. ..	.. ..	12 6 0
Northern Luminary .. ..	Kawakawa .. ..	.. ..	.. ..	1 0 0	1 0 0
Otago Daily Times .. ..	Dunedin .. ..	179 8 9	220 2 3	182 0 9	581 11 9
Oamaru Mail.. .. ..	Oamaru .. ..	71 3 9	52 10 9	54 7 9	178 2 3
Observer .. .. ..	Auckland .. ..	.. ..	.. ..	4 6 3	4 6 3
Press .. .. ..	Christchurch .. ..	338 17 1	294 6 1	277 16 10	911 0 0
Patea Mail .. .. ..	Patea .. ..	16 11 6	26 3 6	.. ..	42 15 0
Popotunoa Chronicle .. ..	Clinton .. ..	8 0 6	12 13 0	1 1 3	21 14 9
Palmerston and Waikouaiti Times	Palmerston South..	14 17 10	15 7 0	8 5 6	38 10 4
Patea County Press .. ..	Patea .. ..	.. ..	.. ..	16 6 3	16 6 3
Rangitikei Advocate .. ..	Marton .. ..	20 18 6	32 12 3	25 8 0	78 18 9
Rangiora Standard .. ..	Rangiora .. ..	9 1 10	2 16 3	10 17 3	22 15 4
Southland News .. ..	Invercargill .. ..	181 5 3	73 13 3	59 19 3	320 2 9
South Canterbury Times .. ..	Timaru .. ..	86 4 6	75 12 6	31 4 0	193 1 0
Southland Times .. ..	Invercargill .. ..	102 9 6	72 2 6	74 19 6	249 11 6
Tuapeka Times .. ..	Lawrence .. ..	11 11 0	16 8 3	10 7 0	38 6 3
Timaru Herald .. ..	Timaru .. ..	81 10 9	77 6 0	63 9 3	222 6 0
Taranaki Herald .. ..	New Plymouth .. ..	29 12 5	47 11 0	23 2 9	100 6 2
Te Aroha and Ohinemuri News	Te Aroha .. ..	11 11 3	12 17 6	2 3 0	26 11 9
Temuka Leader .. ..	Temuka .. ..	8 7 3	18 10 0	9 12 0	36 9 3
Tapanui Courier .. ..	Tapanui .. ..	7 2 6	10 3 0	8 18 6	26 4 0
Tairāi Advocate .. ..	Mosgiel .. ..	9 17 6	11 10 5	5 13 0	27 0 11
Taranaki News .. ..	New Plymouth .. ..	0 10 5	.. ..	.. ..	0 10 5
Wanganui Herald .. ..	Wanganui .. ..	66 7 6	90 0 9	55 3 0	211 11 3
Wanganui Chronicle .. ..	Wanganui .. ..	58 16 0	62 5 0	54 2 0	175 3 0
Wairarapa Star .. ..	Masterton .. ..	55 10 0	48 4 9	32 18 3	136 13 0
Wairarapa Observer .. ..	Carterton .. ..	43 12 7	33 0 4	21 2 11	97 15 10
Wairarapa Daily .. ..	Masterton .. ..	72 15 0	53 12 5	39 11 2	165 18 7
Wairarapa Standard .. ..	Greytown .. ..	68 10 7	30 14 6	26 12 0	125 17 1
Waimate Times .. ..	Waimate .. ..	19 10 0	19 10 6	24 13 6	63 14 0
Waikato Times .. ..	Hamilton .. ..	19 5 0	20 14 0	18 16 3	58 15 3
Waipawa Mail .. ..	Waipawa .. ..	20 17 9	39 5 0	17 17 3	78 0 0
Woodville Examiner .. ..	Woodville .. ..	18 14 0	22 8 0	13 14 6	54 16 6
Western Star.. ..	Riverton .. ..	13 12 3	22 5 9	8 12 9	44 10 9
Waikato News .. ..	Cambridge .. ..	12 19 6	12 3 9	14 6 3	39 9 6
Westport Times .. ..	Westport .. ..	.. ..	2 8 6	5 19 3	8 7 9
Westport Star .. ..	Westport .. ..	2 12 6	9 14 9	.. ..	12 7 3
Yeoman .. ..	Wanganui .. ..	.. ..	0 12 0	.. ..	0 12 0
Totals .. ..	.. ..	£3,659 9 10	£3,692 4 7	£2,766 13 0	£10,118 7 5

NOTE.—As this return overlaps a period of three months, and includes the amount expended on railway advertising during that time shown in the return laid upon the table of the House in October, 1892, the respective figures are shown below for purposes of comparison :—

	Approximately.
	£
Total for three years ending 31st March, 1887, 1888, 1889 .. ..	10,118
Total for three years ending 31st March, 1890, 1891, 1892 .. ..	8,758
Decrease during Commissioners' term of office .. ..	£1,360

New Zealand Government Railways,  
Head Office, 22nd June, 1893.

E. G. PILCHER, Secretary.

Approximate Cost of Paper.—Preparation, nil; printing (1,250 copies), £2 8s. 6d.

By Authority: SAMUEL COSTALL, Government Printer, Wellington.—1893.