

sustained, and, had conditions been normal, there can be no doubt that it would have been difficult to provide shipping-accommodation for all those who desired to include the celebrations in their itineraries. A case in point was the members of the R.S.S.I.L.A. and other ex-Service organizations throughout the Commonwealth whose original estimate was that up to five thousand members desired to visit New Zealand for various periods, including the Anzac Day celebrations.

In all other respects publicity expenditure has been cut to the minimum possible.

No opportunity has been lost in enlisting the co-operation of commercial and other organizations in obtaining free publicity display space. Also many sections of the Commonwealth press have proved very sympathetic in relation to free space, and many links with free-lance journalists have been helpful and productive.

With the decline in travel work, new responsibilities in relation to defence supplies, &c., developed, and the staff in both the Sydney and Melbourne Bureaux was reorganized along lines which enabled the total numerical staff strength to be reduced by one-third and leaving on the remaining male staff only married officers trained in travel duties but also competent to handle all phases of the Bureaux representation and commercial duties.

As in past years, numerous lectures and talks, illustrated by lantern slides and films, were delivered to interested clubs and other organizations, both by members of the staff and by private individuals, to whom our organization extended willing co-operation by supplying any material appropriate.

Agency connections throughout the Commonwealth have been maintained as in previous years.

The work of the Department's Honorary Agent in Queensland must again be referred to in the highest terms. The standard of service supplied in Brisbane is very high indeed, as is shown by results obtained.

Films. The use of films in both standard and 16 mm. sizes has continued to provide the Dominion with a most valuable avenue of free publicity. These have been distributed per medium of shipping companies and distributing houses in the Commonwealth in their country circulations.

However, the most valuable medium of film publicity during the year has been through the news-reel production organizations in the Commonwealth—namely, Fox Movietone News and Cinesound Review.

The introduction of 16 mm. sound films has begun to fill a long-needed want in respect to publicity screening given by Bureaux officers and those commercial organizations which co-operate by including New Zealand films in their private and trade screenings.

LONDON REPRESENTATIVE.

The London representative of the Department reported quite early in the year that, while inquiries were still being received, there was not a great deal of business eventuating owing to the uncertainty of European conditions.

Immediately war was declared all tours from Britain were cancelled. The senior representative is now in the British Army, while the junior, who was temporarily working at the New York World's Fair, returned to New Zealand and has enlisted.

The Publicity Officer attached to the High Commissioner's Office is carrying out what departmental work is required.

TOURIST AGENT, TE AROHA.

A slight decrease in the amount of revenue received over the year is disclosed, the figures, however, being still in excess of those for the year 1937-38. The final quarter's drop in receipts is responsible for this decrease and may be partly attributable to the poor local summer conditions as, although the number of visitors taking baths shows an increase over last year, the local attendance has dropped.

Private baths seem to be decreasing in popularity, whilst the separate pools for ladies and men are showing a correspondingly increased attendance.

Mineral Drinking Springs.—The placing on sale of bottled mineral waters, in the baths, has resulted in a considerable increase in sales.

Water-supply and Geyser.—The Public Works Department have completed the concrete catchment basin.

Supplies of both hot mineral and cold water have been ample for the requirements of this year.

Games Section.—Owing to the poor summer weather games have, as a whole, suffered, and night bowling has not been so popular owing to the cooler evening temperatures.

Gardens and Domain.—During the year all the usual maintenance-work was carried out, and the Bald Spur path and mountain track were put in order.

The entrance to the Domain has been considerably brightened at night by the installation of two powerful lights on the gateway erected last year.

Buildings.—The usual maintenance and a certain amount of painting, &c., have been carried out in the office buildings subsequent to the closing of the reading-room. The corridor has been repainted and framed scenic pictures hung on the walls. Internal alterations have been made and an additional room subsequently leased.

General.—The passenger-booking facilities have been consistently advertised on the local screens and are being more availed of by the community, again resulting in an increased turnover, this time of 66 per cent.

Music has been supplied on occasions by the Te Aroha Band, whilst a public-address system has been installed for the provision of radio and recorded music.