

SESSION II.
1912.
NEW ZEALAND.

GOVERNMENT ADVERTISING

(AMOUNTS PAID FOR) DURING LAST THREE YEARS.

Return to an Order of the House of Representatives dated the 2nd August, 1912.

Ordered, "That there be laid before this House a return showing the amounts paid for advertisements published in newspapers of this Dominion for the last three years; the amounts paid to each paper to be shown separately for each year."—(Mr. DAVEY.)

RETURN SHOWING AMOUNTS PAID FOR GOVERNMENT ADVERTISEMENTS PUBLISHED IN NEWSPAPERS
OF THIS DOMINION FOR THE THREE YEARS ENDED 31ST MARCH, 1912.

Name of Newspaper.	Place of Publication.	1909-10.		1910-11.		1911-12.		Total.	
		£	s. d.	£	s. d.	£	s. d.	£	s. d.
Akaroa Mail	Akaroa	13	0 1	8	19 9	17	10 3	39	10 1
Alexandra Herald	Alexandra South	19	8 2	16	19 9	34	8 6	70	16 5
Ashburton Guardian	Ashburton	54	6 0	47	10 0	72	16 0	174	12 0
Ashburton Mail	"	46	1 0	49	14 0	68	3 0	163	18 0
Athletic Field	Auckland	15	15 0	15	15 0
Auckland and Manukau Times	Onehunga	1	1 3	1	1 3
Auckland Free Press	Auckland	24	17 0	24	17 0
Auckland Star	"	322	17 6	405	19 8	524	15 7	1,253	12 9
Auckland Weekly News	"	139	13 9	102	16 10	171	0 6	413	11 1
Bay of Island Luminary*	Kawakawa	24	7 6	50	3 0	48	15 0	123	5 6
Bay of Plenty Times	Tauranga	12	9 0	20	8 9	39	9 0	72	6 9
Bluff Press	Bluff	15	6 0	15	15 0	28	10 6	59	11 6
Bruce Herald	Milton	30	6 0	28	13 9	42	13 6	101	13 3
Budget and Taranaki Weekly Herald	New Plymouth	23	5 0	11	19 0	45	16 3	81	3 3
Buller Miner	Westport	17	11 0	22	18 0	43	5 0	83	14 0
Buller Post	Murchison	1	1 0	0	10 6	8	0 6	9	12 0
Canterbury Times	Christchurch	100	4 1	58	17 11	76	18 9	236	0 9
Charleston Herald	Charleston	5	0 0	6	10 0	13	14 0	25	4 0
Cheviot News	Cheviot	17	3 3	11	10 0	22	8 6	55	1 9
Clutha Leader	Balclutha	42	5 6	32	7 9	71	8 1	146	1 4
Colonist	Nelson	115	8 9	93	14 6	154	0 0	363	3 3
Coromandel County News	Coromandel	9	0 9	4	12 3	19	4 9	32	17 9
Cromwell Argus	Cromwell	21	5 3	22	1 0	34	5 6	77	11 9
Daily Telegraph	Napier	159	8 0	124	5 5	173	0 3	456	13 8
Daily Telegraph	Waihi	28	16 3	44	3 9	57	11 3	130	11 3
Dannevirke Advocate	Dannevirke	68	15 0	65	18 4	85	19 0	220	12 4
Dannevirke Daily Press	"	15	9 3	15	9 3
Dannevirke Evening News	"	1	9 3	0	10 6	23	3 1	25	2 10
Dominion	Wellington	12	16 3	9	0 0	104	9 3	126	5 6
Dunstan Times	Clyde	20	9 3	16	14 3	38	0 3	75	3 9
East Coast Guardian	Opotiki	1	5 6	2	5 0	13	8 10	16	19 4
Egmont Star	Hawera	8	13 3	7	5 6	12	10 0	28	8 9
Eketahuna Express	Eketahuna	35	12 6	31	0 6	41	17 0	108	10 0
Ellesmere Guardian	Southbridge	13	16 0	11	9 6	26	3 6	51	9 0
Eltham Argus	Eltham	40	6 5	30	11 11	37	0 0	107	18 4
Evening News	Christchurch	1	9 2	1	13 9	31	6 3	34	9 2
Evening Post	Wellington	599	1 11	596	7 3	707	14 0	1,903	3 2
Evening Star	Dunedin	401	10 0	393	2 3	525	16 9	1,320	9 0
Examiner	Woodville	44	6 3	46	3 6	57	0 6	147	10 3
Farmers' Circular	Dunedin	1	0 0	1	0 0
Farmers' Union Advocate	Wellington	15	0 3	24	19 9	40	0 0
Feilding Star	Feilding	103	10 1	60	8 9	89	16 6	253	15 4

* Prior to April, 1910, this paper was known as the *Northern Luminary*.

RETURN SHOWING AMOUNTS PAID FOR GOVERNMENT ADVERTISEMENTS, ETC.—*continued.*

Name of Newspaper.	Place of Publication.	1909-10.			1910-11.			1911-12.			Total.		
		£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.
Free Press	Balclutha	34	15	6	29	8	3	53	8	6	117	12	3
Geraldine Guardian	Temuka	2	2	9	7	10	9	9	13	6
Geraldine Mail	1	2	9	0	5	7	0	18	0	2	6	4
Gisborne Times	Gisborne	54	10	0	44	9	3	91	1	9	190	1	0
Golden Bay Argus	Collingwood	9	1	3	4	16	10	18	19	2	32	17	3
Golden Bay Times	Takaka	5	2	6	5	2	6	14	2	6	24	7	6
Goldfields Advocate	Karangahake	12	15	9	14	5	0	15	9	9	42	10	6
Gore Standard	Gore	57	9	2	46	14	9	46	6	3	150	10	2
Greymouth Evening Star	Greymouth	177	3	9	202	14	6	222	11	8	602	9	11
Grey River Argus	163	14	4	188	5	6	202	16	0	554	15	10
Hawera and Normanby Star	Hawera	90	5	0	60	3	6	73	17	0	224	5	6
Hawke's Bay Herald	Napier	112	18	6	99	4	0	131	19	0	344	1	6
Hawke's Bay Tribune*	Hastings	66	14	9	55	9	0	81	3	9	203	7	6
Hokianga Times	Kohukohu	16	3	0	10	6	0	11	16	9	38	5	9
Hokitika Guardian	Hokitika	146	12	9	119	9	0	126	15	0	392	16	9
Horowhenua Chronicle	Levin	17	1	9	21	9	3	25	3	0	63	14	0
Hot Lakes Chronicle	Rotorua	23	9	6	35	12	6	72	4	9	131	6	9
Hunterville Express	Hunterville	40	14	6	16	9	3	32	19	3	90	3	0
Huntly Press	Huntly	1	16	3	17	1	10	18	18	1
Hutt and Petone Chronicle	Petone	43	5	0	29	18	0	51	5	3	124	8	3
Hutt Valley Independent	Upper Hutt	6	3	0	6	3	0
Inangahua Herald	Reefton	55	6	0	50	8	9	74	19	6	180	14	3
Inangahua Times	56	7	0	49	13	6	73	2	0	179	2	6
Inglewood Record	Inglewood	29	11	0	14	5	0	39	8	9	83	4	9
Kaipoi Record	Kaipoi	7	8	6	7	8	6
Kaikoura Star	Kaikoura	14	8	0	8	0	3	14	13	3	37	1	6
Kaikoura Sun	5	15	3	1	11	6	7	6	9
Kaipara Advertiser	Helensville	4	1	9	6	9	9	18	6	9	28	18	3
Katipo	Wellington	5	7	6	15	0	0	15	0	0	35	7	6
Kawhia Settler	Kawhia	4	19	6	5	0	10	15	10	6	25	10	10
King Country Chronicle	Te Kuiti	30	13	0	27	2	9	63	19	0	121	14	9
Kumara Times	Kumara	74	7	9	60	13	6	62	13	0	197	14	3
Lake County Press	Arrowtown	24	18	9	22	5	3	32	6	9	79	10	9
Lake Wakatipu Mail	Queenstown	27	4	0	22	15	0	34	9	6	84	8	6
Liberator	Auckland	0	16	6	0	16	6
Loco. Record	Christchurch	2	15	0	2	15	0
Lyttelton Times	424	7	9	407	13	1	563	19	8	1,396	0	6
Manawatu Daily Times	Palmerston North	111	2	0	96	0	0	136	7	6	343	9	6
Manawatu Evening Standard	103	12	0	94	11	6	119	5	9	317	9	3
Manawatu Herald	Foxton	32	13	0	20	19	6	42	7	3	95	19	9
Mangaweka Settler	Mangaweka	39	11	3	31	15	0	49	16	0	121	2	3
Manukau Chronicle	Onehunga	7	10	9	7	10	9
Manukau Gazette	8	5	0	8	5	0
Maoriland Worker	Wellington	13	8	9	13	8	9
Marlborough Express	Blenheim	99	18	1	71	17	6	108	0	6	279	16	1
Marlborough Herald	89	14	3	62	12	3	152	6	6
Marlborough Press	Picton	46	14	0	42	13	3	56	17	3	146	4	6
Martinborough Star	Martinborough	16	16	9	15	9	9	16	17	0	49	3	6
Mataura Ensign	Gore	67	12	5	61	6	0	98	10	6	227	8	11
Mercantile Gazette of New Zealand	Wellington	2	3	9	2	3	9
Milton Mirror	Milton	23	8	0	23	8	0
Morning Press	Whangarei	6	3	0	6	3	0
Morrinsville Star	Morrinsville	8	11	3	8	11	3
Motueka Star	Motueka	8	7	3	5	16	6	17	3	0	31	6	9
Mount Benger Mail	Roxburgh	10	10	0	12	17	6	15	6	6	38	14	0
Mount Ida Chronicle	Naseby	15	17	6	13	2	0	21	1	3	50	0	9
Nelson Evening Mail	Nelson	113	8	4	81	13	6	153	4	4	348	6	2
New Zealand Bulletin	Hastings	1	8	6	1	8	6
New Zealand Civil Service Journal	Wellington	1	5	0	1	5	0
New Zealand Dairyman	19	19	6	19	19	6
New Zealand Farmer	Auckland	8	6	3	15	12	6	44	6	3	68	5	0
New Zealand Free Lance	Wellington	190	11	4	163	0	8	205	19	1	559	11	1
New Zealand Herald	Auckland	322	6	3	396	19	3	523	16	3	1,243	1	9
New Zealand Illustrated Sporting and Dramatic Review	56	12	6	36	10	0	106	16	3	199	18	9
New Zealand Journal of Education	Dunedin	0	8	0	0	14	0	0	6	0	1	8	0
New Zealand Observer	Auckland	114	1	3	111	16	3	215	4	3	441	1	9
New Zealand Railway Officers' Advocate	Dunedin	0	6	3	3	15	0	3	15	0	7	16	3
New Zealand Railway Review	Wellington	28	7	5	27	10	0	27	10	0	83	7	5
New Zealand Shipping and Commerce	29	0	0	10	6	0	39	6	0
New Zealand Tablet	Dunedin	26	2	0	14	0	0	42	3	0	82	5	0
New Zealand Times	Wellington	576	1	7	575	12	0	672	9	6	1,824	3	1
New Zealand Town and Country Life	Auckland	58	17	6	23	5	0	80	2	6	162	5	0
New Zealand Truth	Wellington	24	9	0	21	18	9	71	17	3	118	5	0
New Zealand Worker	Auckland	10	5	9	10	5	9
North Auckland Age	Mangonui	2	3	0	4	1	7	13	3	1	19	7	8
North Auckland Times	Dargaville	10	3	4	8	12	6	30	9	9	49	5	7
Northern Advocate	Whangarei	30	13	3	42	11	6	89	18	0	163	2	9
Northern Advocate Weekly	0	15	0	0	4	6	13	9	0	14	8	6
Northern Mail	6	1	9	21	19	9	52	10	0	80	11	6

* Prior to December, 1910, this paper was known as the *Hastings Standard*.

RETURN SHOWING AMOUNTS PAID FOR GOVERNMENT ADVERTISEMENTS, ETC.—continued.

Name of Newspaper.	Place of Publication.	1909-10.			1910-11.			1911-12.			Total.		
		£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.
Northern Mail Weekly	Whangarei	0	4	6	0	15	6	6	10	6	7	10	6
North Otago Times	Oamaru	10	12	1	1	10	0	18	3	7	30	5	8
Oamaru Mail	"	112	13	3	110	17	9	148	10	6	372	1	6
Observer	Christchurch							0	9	9	0	9	9
Ohakune Times	Ohakune	10	16	2	9	3	8	27	9	4	47	9	2
Ohinemuri Gazette	Paeoa	29	0	6	41	17	9	48	17	3	119	15	6
Ohura Advocate	Ohura							10	3	3	10	3	3
Opotiki Herald	Opotiki	14	13	9	21	14	1	28	17	1	65	4	11
Opunake Times	Opunake	1	13	0	2	9	6	16	13	0	20	15	6
Orepuki Advocate	Orepuki	33	13	7	27	7	10	40	13	9	101	15	2
Otago Daily Times	Dunedin	447	8	6	412	2	3	541	18	9	1,401	9	6
Otago Witness	"	134	15	0	84	18	9	131	17	6	351	11	3
Otaki Mail	Otaki	11	8	9	22	9	3	25	18	9	59	16	9
Otautau Farmer	Otautau	24	14	6	19	13	9	38	6	10	82	15	1
Otautau Standard	"	27	19	3	21	5	0	40	7	6	89	11	9
Outlook	Dunedin							1	4	0	1	4	0
Pahiatua Herald	Pahiatua	12	17	6	16	11	6	53	12	6	83	1	6
Palmerston and Waikouaiti Times	Palmerston	34	3	6	28	17	3	54	5	0	117	5	9
Patea County Press	Patea	31	4	3	31	0	0	28	19	6	91	3	9
Pelorus Guardian	Havelock	15	10	6	15	8	6	34	5	6	65	4	6
Poverty Bay Herald	Gisborne	59	2	10	55	16	6	106	15	6	221	14	10
Press	Christchurch	401	19	5	400	18	8	552	1	9	1,354	19	10
Progress	Wellington							63	0	0	63	0	0
Raglan County Chronicle	Raglan	3	0	9	1	13	8	14	10	0	19	4	5
Rangitikei Advocate	Marton	102	19	9	58	7	6	85	18	9	247	6	0
Red Funnel Magazine	Dunedin	16	0	0							16	0	0
Rodney and Otamatea Times	Warkworth	2	14	9	6	0	0	15	7	5	24	2	2
Rotorua Times	Rotorua	53	11	11	52	3	9	62	7	6	168	3	2
Saturday Night	Auckland	24	17	7	9	4	5	44	3	9	78	5	9
Sentinel and Sporting Times	"	26	13	3	0	15	0	65	19	0	93	7	3
Southern Cross	Invercargill	45	6	3	35	5	7	47	0	1	127	11	11
Southland Daily News	"	271	8	11	239	1	0	305	3	6	815	13	5
Southlander	"	4	10	0	4	10	0	9	1	0	18	1	0
Southland Times	"	243	6	8	235	8	0	307	14	3	786	8	11
Spectator	Christchurch	165	1	8	140	8	3	231	6	7	536	16	6
Sport	Auckland							0	15	0	0	15	0
Standard	Rangiora	12	19	0	10	12	6	22	2	1	45	13	7
Star	Christchurch	4	7	0	4	10	7	30	11	8	39	9	3
Stratford Evening Post	Stratford	73	3	3	58	19	0	65	16	3	197	18	6
Taieri Advocate	Mosgiel	27	4	0	18	18	3	40	8	6	86	10	9
Taihape Daily Times	Taihape	75	0	9	40	8	6	61	7	9	176	17	0
Tapanui Courier	Tapanui	12	4	9	14	3	3	26	3	3	52	11	3
Taranaki Daily News	New Plymouth	96	16	0	87	10	0	165	3	7	349	9	7
Taranaki Herald	"	97	2	0	85	6	0	137	13	11	320	1	11
Taumarunui Press	Taumarunui	27	11	6	32	19	9	50	8	10	111	0	1
Te Aroha and Ohinemuri News	Te Aroha	22	2	10	26	19	6	58	7	6	107	9	10
Te Aroha Mail	"	27	12	11	20	10	7	32	9	3	80	12	9
Temuka Leader	Temuka	26	3	6	28	13	9	46	10	9	101	8	0
Temuka News	"							5	18	0	5	18	0
Te Puke Times	Te Puke							0	10	0	0	10	0
Thames Advertiser	Thames	51	10	9	48	17	5	80	16	2	181	4	4
Thames Star	"	49	7	0	48	8	9	93	3	8	190	19	5
Timaru Herald	Timaru	110	17	0	105	8	0	160	0	0	376	5	0
Timaru Post	"	98	15	4	94	9	4	134	7	6	327	12	2
Triad	Dunedin	1	10	0							1	10	0
Tuapeka Times	Lawrence	31	16	0	27	9	0	58	0	0	117	5	0
Vanguard	Christchurch							0	15	0	0	15	0
Waikato Argus	Hamilton	63	8	9	70	2	1	106	1	6	239	12	4
Waikato Independent	Cambridge	27	7	0	31	6	0	49	3	0	107	16	0
Waikato Times	Hamilton	79	8	5	102	9	6	128	16	6	310	14	5
Waimarino County Call	Raetihi	4	13	7	5	7	6	14	7	6	24	8	7
Waimate Advertiser	Waimate	17	18	10	26	11	9	32	12	3	77	2	10
Waimate Times	"	18	11	3	24	14	0	35	13	3	78	18	6
Waimate Witness	Manaia	30	5	9	13	3	6	28	0	4	71	9	7
Waipa Post	Te Awamutu							7	9	4	7	9	4
Waipawa Mail	Waipawa	29	14	3	21	14	9	49	13	0	101	2	0
Waipukurau Press	Waipukurau	17	14	9	18	10	0	34	14	6	70	19	3
Wairarapa Age	Masterton	59	3	0	47	19	0	78	4	6	185	6	6
Wairarapa Daily News	Carterton	58	18	0	49	13	0	57	6	9	165	17	9
Wairarapa Daily Times	Masterton	60	13	0	47	12	0	76	0	0	184	5	0
Wairarapa Standard	Greytown	44	6	0	37	18	6	49	5	9	131	10	3
Wairoa Bell	Dargaville	13	4	4	11	7	4	35	11	6	60	3	2
Wairoa Guardian	Wairoa (H.B.)	9	17	9	17	8	0	26	18	9	54	4	6
Waitara Evening Mail	Waitara	30	13	6	25	18	6	41	8	6	98	0	6
Waitemata Post	Devonport							33	18	8	33	18	8
Waitemata Times	"							8	7	3	8	7	3
Wanganui Chronicle	Wanganui	123	0	0	104	11	1	130	2	0	357	13	1
Wanganui Herald	"	117	8	0	102	13	7	114	3	6	334	5	1
Weekly Budget	Dunedin	3	0	0							3	0	0
Weekly Chronicle	Wanganui							1	7	0	1	7	0
Weekly Graphic	Auckland	74	13	9	58	18	9	129	16	3	263	8	9
Weekly Herald	Wellington							32	7	7	32	7	7
Weekly Press	Christchurch	135	10	0	44	15	0	80	13	9	260	18	9

RETURN SHOWING AMOUNTS PAID FOR GOVERNMENT ADVERTISEMENTS, ETC.—*continued.*

Name of Newspaper.	Place of Publication.	1909-10.	1910-11.	1911-12.	Total.
		£ s. d.	£ s. d.	£ s. d.	£ s. d.
Weekly Times	Invercargill ..	5 0 0	3 13 1	11 14 0	20 7 1
West Coast Times .. .	Hokitika ..	133 10 9	106 14 3	118 8 6	358 13 6
Western Star	Riverton ..	41 10 11	34 4 8	51 6 8	127 2 3
Westport News	Westport ..	70 13 6	86 17 6	136 16 0	294 7 0
Westport Times	" ..	63 14 0	83 0 3	135 7 9	282 2 0
Whakatane County Press .. .	Whakatane ..	0 11 3	4 14 0	18 7 9	23 13 0
Winton Record	Winton ..	33 17 10	32 11 8	37 19 7	104 9 1
Wyndham Farmer	Wyndham ..	29 14 3	19 13 9	38 19 6	88 7 6
Wyndham Herald	" ..	28 17 3	21 2 3	35 4 9	85 4 3
Sundry guide-books, time-tables, and magazines	" ..	81 0 0	116 10 0	109 10 0	307 0 0
Sundry show catalogues, programmes, tickets, &c.	" ..	8 10 0	24 0 0	83 7 4	115 17 4
		11,431 14 6	10,495 11 3	15,683 15 3	37,611 1 0

P. J. KELLEHER, Clerk in Charge.

Advertising Office, Wellington, 3rd September, 1912.

Approximate Cost of Paper.—Preparation, not given; printing (1,400 copies), £3 5s.

By Authority: JOHN MACKAY, Government Printer, Wellington.—1912.

Price 3d.]