

ADVERTISING.

During the year the two hoarding advertisements at the Agricultural Showground and at Katoomba have been continued, and space taken in a "Guide" of a leading city hotel.

An excellent advertisement was obtained in the shape of a number of photographic enlargements of the Southern Alps, which the Kodak Company exhibited without charge in the windows of their Sydney, Melbourne, Brisbane, and Adelaide branches. I also issued and distributed throughout the Commonwealth some thousands of "Guides" descriptive of New Zealand. In this case the result was most gratifying, as, although the booklets have been only a few months in circulation, they have already been the direct means of securing £120 worth of business; the total cost of the "Guides" to the Department was £4 4s.

WORK CARRIED OUT ON BEHALF OF OTHER GOVERNMENT DEPARTMENTS.

Quite a feature of the work carried on at this office during the year has been the amount of business performed for other Government Departments in New Zealand. Work has been carried out at the request of all the principal Departments, including Immigration, Customs, Defence, Public Works, Postal, and Internal Affairs. I am pleased to state that the office has also been very largely availed of by persons desirous of obtaining information on matters dealing with Customs tariff, immigration, taxation, labour laws, settling, defence, patent laws, and statistics. Much of the increase in this branch of the work is due to the regulations that the Government have found it necessary to draw up on account of the war. Other Departments not affected by the war have apparently found it advisable to use this office more than hitherto.

DOMINION DAY IN SYDNEY.

On Dominion Day a luncheon was given on behalf of the New Zealand Government, and I am pleased to state that it proved a great success.

GENERAL.

During the year advantage was taken of every opportunity of advertising New Zealand by distributing literature, lending magic-lantern slides, and loaning framed photographs.

The drought that has been affecting Australia for some considerable time past caused many persons to make inquiries about settling in New Zealand. Most of these inquirers were farmers and artisans, and in each case full information was given, and many intimated their intention of settling in the Dominion.

Approximate Cost of Paper.—Preparation, not given; printing (1,100 copies, including illustrations), £32 15s.

By Authority: JOHN MACKAY, Government Printer, Wellington.—1915.

Price 9d.]