

## ADVERTISING.

The scenic resorts of New Zealand have been well advertised throughout New Zealand and Australia during the year. Advantage was also taken of the Panama Exhibition to make a display in San Francisco papers, and this matter was placed in the hands of the New Zealand Commissioner (Mr. E. Clifton). A joint campaign was also entered on with the Railway Department for advertising in Australia, and it is hoped that the results may be satisfactory next season.

An illustrated poster, descriptive of Rotorua and the thermal district, was prepared by this Department, and circulated by the Railway Department throughout New Zealand and Australia. Many copies were also sent to America, India, &c. Similar publications are now being prepared to advertise the alpine and cold-lakes districts.

A complete collection of stags' heads and other sporting trophies and enlarged photographs of scenery were sent to the Panama Exhibition, and it is very pleasing to know that the exhibit has been described in many quarters as without a rival in its class in the whole Exhibition.

Arrangements were also made to acquire a set of films, taken under the direction of Major-General Godley, of the New Zealand troops in their camp in Egypt. The necessary authority to purchase was cabled by your direction to Major-General Godley, and the films should before long arrive in New Zealand, when arrangements will be made for their display in the different parts of the Dominion.

During the year a volume on the mineral waters and spas of New Zealand, by the Balneologist (Dr. Herbert), was published, and has been very widely distributed among the medical profession in New Zealand, Australia, and Europe. The work is a very complete one from the medical aspect, and should prove of great value in bringing the properties of New Zealand waters before those most interested. Two thousand five hundred copies of the Balneologist's pamphlet on the mineral waters and tourist resorts of New Zealand were reprinted. Ten thousand copies of a pamphlet on Rotorua, 5,000 of one on the Waitomo Caves district, 5,000 of one on Waikaremoana, and 10,000 copies of the "Itinerary of Travel" were also published and distributed through the Agencies of the Department. Assistance was also given to the publication and distribution of a pamphlet on Lake Wakatipu by the Dunedin Expansion League. Several of the Department's scenic maps were also republished during the year.

The various steamship companies trading to New Zealand have been very fully supplied with literature, and the Department's itinerary of travel has been kept up to date and widely circulated. Details of advertising in Australia are given in Mr. Manson's report attached.

## REPORT OF RESIDENT OFFICER, ROTORUA.

Rotorua, 4th June, 1915.

I HAVE the honour to submit my report for the year ended 31st March, 1915.

The work during the year has been normal and uneventful. Among the new permanent works the following items may be mentioned: Six new ferro-concrete culverts have been made opposite various business premises, and 20 chains of concrete kerbing and channelling have been laid in Pukuatua and Hinemoa Streets.

In course of general maintenance-work eight wooden culverts have been laid at points where business or property interests were not sufficiently permanent to warrant ferro-concrete work. Worn-out asphalt footpaths to the extent of 872 ft. have been picked up and relaid, while 1,188 ft. of existing asphalt footpaths have been recoated with tar and sand. Some 495 cubic yards of soft local metal and 255 yards of metal from Te Kuiti or Te Aroha were laid on various streets. 133 chains of soft pumice roads were reformed with the County Council's road-machine, at an average cost of 3s. 6d. per chain.

About 6 acres of the rubbish-tip and nightsoil-depot, which was infested with blackberries and other noxious weeds, was ploughed up, and, after the necessary disking and harrowing, was sown in oats, and yielded a fair crop. Apart from the improvement in appearance, this area of land will be useful for augmenting our supply of horse-feed, or, if left in grass, will be a resting-paddock for any of the horses.

In view of the unfavourable seasons experienced during the last few years, the yield of hay from the various local reserves has been so poor that additional cultivable land has become an absolute necessity.

## TOWN MORGUE.

This building was given to the town by the Department, but the cost of moving it to the selected site, and the internal renovation to fit it for its purpose, was borne by the Town Account.

## TOWN CLOCK.

The new post-office with clock-tower having been erected, the Seddon Memorial Clock, which had been purchased in England with money raised by public subscription, was duly installed, the Government defraying the cost of a set of chimes. The clock keeps excellent time, and is a most useful adjunct to the town. Its maintenance is a charge against the Town Account.

## FIRE-PREVENTION.

The personnel of the Board remains unchanged. The Board having decided after much consideration to purchase a motor hose-tender, negotiations are now in progress, and the machine will be available for use at an early date. The Board's levy on the Town Account was £282, to meet which a rate of  $\frac{1}{4}$ d. per pound was levied on the value of improvements.