

In certain sections, notably the meat, wool, and butter displays, nothing better can be seen at Wembley. The secondary-industries display occupies but a small portion of the pavilion, approximately one-sixth. It was difficult in the first place to induce New Zealand manufacturers to participate, in view of the fact that their trade is practically confined to the domestic market. On the Department representing, however, that the exhibits were required for the national objective of demonstrating the quality and range of manufactures of the Dominion, and also for the purpose of showing intending migrants that the industries were well established, a fairly ready response was forthcoming, and had it been possible to afford more space a much more extensive staging of the secondary exhibits could have been made. Already most favourable comment has been received in the Dominion regarding these articles. The expert and the careful visitor have expressed astonishment at the quality of the work and the progress evidenced. Special admiration has been expressed at the quality of the woollen goods, floor-rugs, furniture, upholstering, motor-bodies, gelatine, glue, rope and twine, and brasswork; whilst praise has also been given for the leather and leather goods, agricultural implements, spraying-machines, fire-extinguishers, gas-stoves, plumbers' supplies, weighing-machines, and wickerwork.

The staff of New-Zealanders appointed to control the New Zealand display is as follows: Colonel A. F. Roberts, O.B.E., Commissioner; Mr. W. E. C. Reid, Assistant Commissioner; Mr. Denys Hoare, Secretary-Accountant; Messrs. M. J. Reardon, O. R. Clark, F. R. Callaghan, and J. W. Black, Information Officers.

Attached to the New Zealand pavilion is a cinema-hall capable of seating 650 persons, in which films are shown dealing with a wide variety of New Zealand subjects. The selection of subjects, as well as their treatment, has been most favourably commented upon, and it is affirmed that New Zealand leads in this important branch of propaganda work.

Another feature, apart from the pavilion, is the Maori house, "Mata-atua." This structure is receiving a very great amount of attention from the general public, and the ancient Maori carvings shown have been specially admired. The *fale* from Samoa is also a great source of interest to visitors, and contains representative exhibits of the products, arts, and crafts of Samoa.

The restaurant is well patronized, and it is a daily occurrence during lunch and dinner time for a queue to be waiting to gain admission. It should be emphasized, despite statements to the contrary, that New Zealand foods, notably butter, cheese, mutton, lamb, beef, preserved meats, honey, and fresh fruits, are being served. The management is keeping careful watch to ensure that New Zealand products are used and that they are served in good condition.

The expenditure involved in New Zealand's participation in this great Exhibition will probably amount to a little more than £100,000. This expenditure, in relation to the sum spent by other participating countries, is comparatively small. It was never contemplated or intended, however, by the Government or its advisers that the New Zealand pavilion should attempt to compete from the spectacular standpoint with the courts provided by Canada and Australia. If comparison is made from the standpoint of what each country does and can produce for the use and benefit of the Empire, then it must be considered that New Zealand's efforts have been signally successful.

The Dominion Advisory Council, and the committees set up in Auckland, Wellington, Christchurch, and Dunedin, ceased to function in June last, and the work in its entirety has now been taken over by the Department. Certain members of the Dominion Council, however, will continue to act on request in an advisory capacity. The work performed by the Council has been exceptionally arduous, and it is fitting that a special tribute should be paid to its members for the valuable national work they have performed.

#### OVERSEAS MARKETS.

In order to widen the markets for New Zealand products the Department has sought for and obtained information over a wide field, and has disseminated this information to Dominion interests concerned. In this regard the Department has acted upon requests made from traders and upon its own initiative. The study of overseas markets requires close concentration before tangible results can be obtained. It should be recognized that months and even years of effort will be required to overcome difficulties and place our goods on a competitive basis in foreign markets. The question of opening up trade with Java is a case in point. At the request of Chambers of Commerce, manufacturers' associations, and the New Zealand Farmers' Union, the Department made inquiries into the possibility of securing a market for New Zealand products. It was shown that the Commonwealth of Australia had a valuable market in Java in like commodities which are exported from New Zealand, notably butter, condensed and powdered milk, canned meats, hams, bacon, and other food-supplies. The Dominion manufacturers of cement, woollen goods, and soap also expressed a wish to exploit this market.

The Commonwealth traders had a distinct advantage over New Zealand traders in that regular lines of shipping were sailing from the chief ports of the Commonwealth to Javan ports, and it was considered essential, before this Dominion would be in a position to compete, that a direct line of steamers should be provided. After months of negotiation the Hon. the Minister of Industries and Commerce effected an arrangement with the Union Steamship Company to provide a direct service from main New Zealand ports to Java and Singapore. The service is to be a four-monthly one, and cargoes are to be carried at the same rates of freight in the meantime as obtain from principal Australian ports. The vessel provided can accommodate refrigerated cargo.

The arrangement effected represents a substantial concession in freight, and should enable the trade to be thoroughly tested during this current year.