

A number of old-established manufacturing firms have reconstructed their works, and in some instances have erected factories of modern design and layout on sites more convenient for distributing their output.

In other cases manufacturers have added to their lists of manufactures certain products not hitherto made in the Dominion.

The district officers of the Department have, as in the past, reported upon conditions in many of the trades and industries of the Dominion, and some of this information, together with recent statistical data, has been embodied in Appendix A of this report.

NEW ZEALAND MANUFACTURERS' DIRECTORY.

This directory, compiled by the Department, and now being printed, will contain up-to-date information concerning the goods made in the Dominion, with the names and addresses of manufacturers. Every endeavour has been made to ensure that the directory will be both comprehensive and accurate and of service to the purchasing public. It will be recalled that the directory, first issued in 1923, met a real need for information in satisfactory form on the subject of the classes of goods made in the Dominion, and the names and addresses of firms in a position to supply the requirements of buyers. Several improvements have been embodied in the second edition to make reference more easy and to simplify the classifications of the trades dealt with.

The directory, as has been indicated, deals with manufacturers in alphabetical order, but for general information the Department has issued, through the Government Printing Office, a supplementary list of manufacturers, entitled "Index to Manufacturers of New Zealand." This index, besides being a most useful supplement to the directory, also complies with a general demand for a complete list of the names and addresses of those engaged in industry.

SCIENTIFIC AND INDUSTRIAL RESEARCH.

It has been found possible for this Department to continue to work closely in association with the recently established Department of Scientific and Industrial Research. Many questions arise which involve both technical and commercial research into the difficulties of the manufacturing industries, and in a number of cases during the past year officers of both Departments have been engaged in co-operative action on such matters.

In relation to certain subjects committees have been set up for the purpose of controlling and co-ordinating research activities, and, where necessary, this Department is represented on those committees.

NEW ZEALAND EXHIBITIONS AND WINTER SHOWS.

The Department did not participate in any large-scale exhibitions during the year. None of the kind was held in New Zealand, but winter shows and exhibitions devoted to the display of Dominion goods were held in various cities and towns, and in several of these the Department took part in the layout of exhibits and in assisting the management in providing decorative material. The exhibitions or shows held annually at Auckland, Wellington, and Christchurch, containing exhibits from farm and factory, are growing in public popularity. The services of the expert staff of the Department are being called upon to an increasing extent in matters of layout, design, and decoration, and at the Hawera Show in the winter of 1927, in conjunction with the Wellington Manufacturers' Association, the layout of the whole of the space devoted to manufactured goods was suggested and the display-stands designed by the Department on a uniform basis. This resulted in an effective presentation of the goods at low cost to the individual exhibitors.

In Christchurch the Manufacturers' Association and the Agricultural and Pastoral Association have decided to hold joint displays annually. The first of these exhibitions, held last year, was a marked success both from the point of view of the attendance of the public and the support given by the farming and manufacturing interests. From the standpoint of decoration this exhibition was outstandingly good, and some of the stands erected were both artistic and novel. In this connection the Department is of the opinion that the show and exhibition authorities should aim at higher standards of display, and should encourage by means of competitions the better presentation of goods.

NEW ZEALAND-MADE GOODS.

Side by side with the holding of industrial exhibitions and winter shows to display the quality and variety of New Zealand-made goods the manufacturers' associations of the Dominion in the four chief centres have inaugurated shop-window displays, where, in conjunction with the retailers, every endeavour is made to set out our manufactures attractively, and with an appeal to the public to give such goods preference in buying.

During the year a great deal of publicity has been given to the question of the appropriate branding of locally manufactured goods, and some exception has been taken to the practice of certain firms of using the brand "British-made." It is argued that this is misleading, and that some such term as "Empire-made" should be adopted. In other instances it is contended that the brand "British-made" is a perfectly legitimate one on goods made within the Empire, and that goods manufactured in the United Kingdom should, if it is thought desirable, be specifically branded "Made in the United Kingdom." The consensus of opinion among Dominion manufacturers is undoubtedly towards the adoption of the brand "Made in New Zealand," and thousands of pounds have already been spent in advertising with the object of creating and stimulating good will towards local productions. To some extent the wholesale and retail distributors of goods have pressed for particular brands, and in a large measure they are responsible for the tendency towards branding as "British" goods which are of local manufacture. New Zealand manufacturers can, in the Department's opinion, claim that the brand "British-made" or "Empire-made" is as correctly applied to their goods as to goods manufactured