

1898.
NEW ZEALAND.

ADVERTISING AND PRINTING

(AMOUNTS PAID FOR, DURING 1896-97).

Return to an Order of the House of Representatives dated the 4th November, 1897.

Ordered, "That there be laid before this House a return showing,—(1) The amount paid to each newspaper in the colony for Government advertisements during the year ended the 31st March, 1897; (2) the amount similarly paid for Government printing; and (3) the amount expended (a) in the colony and (b) outside the colony in advertising New Zealand scenery."—(Mr. BUCHANAN.)

RETURN of AMOUNTS paid to each NEWSPAPER during the Year ended the 31st March, 1897,
for Advertising and Printing.

Name of Newspaper.	Amount paid for Advertising.	Amount paid for Printing.	Paid in advertising N.Z. Scenery.*	Total Amount paid to each Newspaper.
			(a.) In the Colony.	
	£ s. d.	£ s. d.	£ s. d.	£ s. d.
Akaroa Mail	17 8 0	31 8 6	...	48 16 6†
Ashburton Guardian	59 19 3	6 7 6	...	66 6 9
Ashburton Mail	27 13 6	27 13 6
Ashburton Standard	6 12 0	6 12 0
Auckland Evening Star	380 3 3	75 11 0	...	455 14 3†
Auckland Weekly News (included in New Zealand Herald)
Bay of Plenty Times	23 2 9	66 0 0	...	89 2 9†
Bruce Herald	68 8 0	79 7 0	...	147 15 0†
Brunner News	51 12 0	51 12 0
Budget and Taranaki Weekly Herald (in- cluded in Taranaki Herald)
Buller Miner	28 5 0	66 4 6	...	94 9 6†
Buller Post	1 0 0	1 0 0
Bush Advocate, Dannevirke	83 0 6	83 0 6
Canterbury Times (included in Lyttelton Times)
Charleston Herald	12 15 0	12 15 0
Christian Outlook, Dunedin	4 10 0	4 10 0
Church Chronicle, Wellington	0 10 0	...	0 10 0
Clutha County Gazette	21 6 6	21 6 6
Clutha Leader	28 4 0	30 0 8	...	58 4 8†
Colonist, Nelson	111 1 6	35 3 6	...	146 5 0†
Coromandel County News	9 12 0	0 5 0	...	9 17 0
Coromandel Sun	5 2 6	5 2 6
Cromwell Argus	13 1 0	13 1 0
Daily News, New Plymouth	39 8 0	39 8 0
Carried forward	992 4 9	390 17 8	...	1,383 2 5

* (b.) Outside the colony, nil.

† Includes also cost of printing electoral rolls.

RETURN of AMOUNTS paid to each NEWSPAPER, &c.—*continued.*

Name of Newspaper.	Amount paid for Advertising.	Amount paid for Printing.	Paid in advertising N.Z. Scenery.*	Total Amount paid to each Newspaper.
			(a.) In the Colony.	
	£ s. d.	£ s. d.	£ s. d.	£ s. d.
Brought forward	992 4 9	390 17 8	...	1,383 2 5
Daily Telegraph, Napier	26 18 6	74 11 3	...	101 9 9
Democrat, Dunedin	22 0 0	22 0 0
Despatch, Thames	2 17 9	2 17 9
Dunstan Times	28 15 3	28 15 3
Egmont Post, Stratford	10 1 0	10 1 0
Egmont Settler, Stratford	82 1 6	87 13 0	...	169 14 6†
Egmont Star (included in Hawera, &c., Star)
Eketahuna Express	15 18 6	15 18 6
Eketahuna and Pahiatua Mail	13 1 9	13 1 9
Ellesmere Guardian	8 17 0	8 17 0
Eltham Guardian	14 16 0	14 16 0
Evening News, Napier... ..	163 6 3	0 12 6	...	163 18 9
Evening Post, Wellington	455 13 3	98 10 1	2 10 0	556 13 4†
Evening Star, Blenheim	9 9 0	143 6 6	...	152 15 6†
Evening Star, Dunedin	237 13 8	321 14 11	...	559 8 7†
Evening Star, Greymouth	87 3 9	29 17 6	...	117 1 3
Examiner, Woodville	47 2 3	76 13 9	...	123 16 0†
Feilding Star	97 12 6	4 0 0	...	101 12 6
Foxton Telegraph, &c.	3 0 0	3 0 0
Free Press, Balclutha	35 1 6	65 3 6	...	100 5 0†
Golden Bay Argus	10 4 4	10 4 4
Grey River Argus	97 5 2	133 16 6	...	231 1 8†
Hastings Standard	98 8 3	28 16 0	...	127 4 3†
Hauraki Tribune, Paeroa	21 4 2	33 8 0	...	54 12 2†
Hawera Morning Post, &c.	59 15 10	23 18 0	...	83 13 10†
Hawera and Normanby Star (including Egmont Star)	95 16 6	47 12 0	...	143 8 6†
Hawke's Bay Herald (including Hawke's Bay Weekly Courier)	207 0 10	32 13 0	...	239 13 10†
Hawke's Bay Weekly Courier (included in Hawke's Bay Herald)
Hokitika Guardian, &c.	82 19 9	78 10 0	...	161 9 9†
Hot Lakes Chronicle	23 18 6	0 15 0	...	24 13 6
Hutt and Petone Chronicle	1 19 9	15 4 6	...	17 4 3
Inangahua Herald	20 6 0	20 6 0
Inangahua Times	15 6 0	19 4 0	...	34 10 0†
Inglewood Weekly Record	1 0 0	1 0 0
Kaikoura Star	13 19 0	2 17 6	...	16 16 6
Katipo	3 3 0	3 3 0
Kumara Times	44 9 0	44 9 0
Lake County Press	13 13 0	14 11 6	...	28 4 6†
Lake Wakatipu Mail	29 0 6	38 4 7	...	67 5 1†
Leader, Hokitika	2 14 0	2 14 0
Levin and Manukau Express	0 12 0	0 12 0
Lyell Times	15 14 6	15 14 6
Lyttelton Times (including Canterbury Times and Star)	465 5 5	364 5 3	7 17 1	837 7 9†
Manawatu Daily Standard	180 7 0	180 7 0
Manawatu Daily Times	104 2 9	104 2 9
Manawatu Farmer	35 1 0	35 1 0
Manawatu Herald	13 8 6	13 8 6
Marlborough Daily Times	41 1 8	0 12 0	...	41 13 8
Marlborough Express	78 16 4	0 5 6	...	79 1 10
Marlborough Press	33 9 6	4 8 6	...	37 18 0
Mataura Ensign	21 0 6	9 10 0	...	30 10 6
Mercury, Marton	30 10 6	49 10 10	...	80 1 4†
Mount Benger Mail	4 6 0	4 6 0
Carried forward	4,219 13 5	2,191 3 4	10 7 1	6,421 3 10

* (b.) Outside the colony, nil.

† Includes also cost of printing electoral rolls.

RETURN of AMOUNTS paid to each NEWSPAPER, &c.—*continued.*

Name of Newspaper.	Amount paid for Advertising.	Amount paid for Printing.	Paid in advertising N.Z. Scenery.*	Total Amount paid to each Newspaper.
			(a.) In the Colony.	
	£ s. d.	£ s. d.	£ s. d.	£ s. d.
Brought forward	4,219 13 5	2,191 3 4	10 7 1	6,421 3 10
Mount Ida Chronicle	57 7 9	57 7 9
Nelson Evening Mail	14 3 0	1 17 0	...	16 0 0
Nelson Evening Star	82 15 2	29 15 10	...	112 11 0+
New Zealand Craftsman	7 7 0	7 7 0
New Zealand Graphic	75 15 0	...	40 0 0	115 15 0
New Zealand Herald (including Auckland Weekly News)	478 6 3	401 6 9	...	879 13 0+
New Zealand Finance and Insurance Journal	22 10 0	22 10 0
New Zealand Mail (included in New Zealand Times)
New Zealand Railway Review	15 0 0	15 0 0
New Zealand Tablet	19 18 0	19 18 0
New Zealand Times (including New Zealand Mail)	718 11 0	181 18 0	...	900 9 0+
Northern Advertiser	11 2 3	2 4 0	...	13 6 3
Northern Advocate	57 4 3	63 19 6	...	121 3 9+
Northern Luminary	28 15 1	100 19 9	...	129 14 10+
North Otago Times	41 5 7	52 4 0	...	93 9 7+
Oamaru Mail	112 11 0	44 3 0	...	156 14 0+
Observer, Auckland	317 11 3	25 3 1	...	342 14 4+
Ohinemuri Gazette	5 6 11	6 15 0	...	12 1 11
Opotiki Herald	7 3 6	7 3 6
Opunake Times	16 1 0	16 1 0
Otago Daily Times (including Otago Witness)	439 7 0	0 7 6	8 1 3	447 15 9
Otago Witness (included in Otago Daily Times)
Otago Workman	26 2 0	26 2 0
Otaki Mail	14 15 0	...	14 15 0+
Oxford, &c., Observer	3 8 6	3 8 6
Pahiatua Herald	58 4 9	39 8 5	...	97 13 2+
Palmerston and Waikouaiti Times	52 17 0	53 15 0	...	106 12 0+
Paraekaretu Express	46 0 6	46 0 6
Patea County Press	10 16 3	10 16 3
Pelorus Guardian	47 10 3	17 4 0	...	64 14 3+
People, Wellington	24 6 3	99 11 0	...	123 17 3+
Poverty Bay Herald	45 11 6	99 17 6	...	145 9 0+
Press (including Weekly Press)	361 15 3	18 17 0	14 1 3	394 13 6+
Prohibitionist	37 19 6	37 19 6
Rangiora Standard	7 0 6	51 3 6	...	58 4 0+
Rangitikei Advocate	83 12 3	0 7 6	...	83 19 9
Record and Waitara Age	20 19 9	20 19 9
Ross and Okarito Advocate	11 16 0	11 16 0
South Canterbury Times	38 11 0	38 11 0
Southern Cross, Invercargill	41 0 3	1 12 6	...	42 12 9
Southern Standard, Gore	34 2 0	123 5 9	...	157 7 9+
Southland Daily News (including Southlander)	215 12 6	9 4 0	...	224 16 6
Southland Times	241 11 6	80 15 6	...	322 7 0
Southlander (included in Southland Daily News)
Spectator	76 5 9	...	7 14 0	83 19 9
Sporting Review	14 7 6	14 7 6
Star (included in Lyttelton Times)
Taiari Advocate	46 15 0	47 4 3	...	93 19 3+
Takaka News... ..	7 7 3	7 18 0	...	15 5 3
Tapanui Courier	24 15 6	24 15 6
Taranaki Herald (including Budget, &c.)	167 9 4	43 9 6	...	210 18 10+
Taranaki News	44 11 4	10 8 6	...	54 19 10
Carried forward	8,538 3 7	3,820 13 8	80 3 7	12,439 0 10

* (b.) Outside the colony, nil.

† Includes also cost of printing electoral rolls.

RETURN of AMOUNTS paid to each NEWSPAPER, &c.—*continued.*

Name of Newspaper.	Amount paid for Advertising.	Amount paid for Printing.	Paid in advertising N.Z. Scenery.*			Total Amount paid to each Newspaper.
			(a.) In the Colony.			
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	
Brought forward ...	8,538 3 7	3,820 13 8	80 3 7	12,439 0 10		
Te Aroha, &c., News ...	23 1 0	23 1 0		
Telephone, Gisborne ...	14 11 9	9 0 0	...	23 11 9		
Temuka Leader ...	63 16 3	90 3 6	...	153 19 9†		
Teviot Herald, Alexandra ...	0 7 6	0 7 6		
Thames Advertiser ...	52 4 10	52 4 10		
Thames Star ...	56 2 0	114 14 0	...	170 16 0†		
Timaru Herald ...	162 5 0	0 17 6	3 16 6	166 19 0		
Truth, Christchurch ...	2 8 4	2 8 4		
Tuapeka Times ...	61 16 0	88 12 6	...	150 8 6†		
Waihi Miner ...	0 9 0	0 9 0		
Waikato Advocate ...	3 3 0	33 19 0	...	37 2 0†		
Waikato Argus ...	15 9 2	7 15 0	...	23 4 2		
Waikato Times ...	45 5 3	35 19 3	...	81 4 6†		
Waimate Times, Waimate ...	22 16 9	110 8 0	...	133 4 9†		
Waimate Witness, Manaia ...	2 0 6	2 0 6		
Waimea Plains Review ...	0 5 3	0 5 3		
Waipawa Mail ...	83 15 6	9 6 0	...	93 1 6†		
Wairarapa Daily Times ...	83 3 0	10 0 0	...	93 3 0		
Wairarapa Observer ...	51 19 0	51 19 0		
Wairarapa Standard ...	42 11 6	52 10 0	...	95 1 6†		
Wairarapa Star ...	91 18 6	64 6 0	...	156 4 6†		
Wairoa Bell, Aratapu ...	14 7 5	14 7 5		
Wairoa Guardian, Wairoa ...	16 19 9	16 19 9		
Waitara Times, Waitara ...	14 2 0	14 2 0		
Wanganui Chronicle ...	148 10 7	129 7 0	...	277 17 7		
Wanganui Herald ...	198 8 6	69 13 0	...	268 1 6†		
Weekly Argus, Greymouth ...	5 8 0	5 8 0		
Weekly Budget, Dunedin ...	40 19 0	40 19 0		
Weekly Chronicle and Patea-Rangitikei Record ...	3 11 3	3 11 3		
Weekly Herald, Wellington ...	6 7 0	6 7 0		
Weekly Press (included in Press)		
Weekly Standard, Auckland ...	2 16 0	2 16 0		
Weekly Star, Masterton ...	2 11 0	2 11 0		
Wellington Price Current, &c. ...	2 11 0	2 11 0		
West Coast Mail (Otaki) ...	11 2 2	28 3 0	...	39 5 2†		
West Coast Times ...	114 7 8	0 15 0	...	115 2 8		
Western Star, Riverton ...	39 13 6	69 11 0	...	109 4 6†		
Westport News ...	20 5 9	5 0 0	...	25 5 9		
Westport Times ...	103 13 9	0 8 0	...	104 1 9		
Wyndham Farmer ...	6 9 0	0 8 6	...	6 17 6		
Wyndham Herald ...	3 4 6	3 4 6		
Yeoman, Wanganui ...	5 0 0	5 0 0		
Totals ...	10,178 0 6	4,751 9 11	84 0 1	15,013 10 6		

* (b.) Outside the colony, nil.

† Includes also cost of printing electoral rolls.

The foregoing return has been compiled from information furnished by the various Government departments.

HUGH POLLEN,
Under-Secretary.

Colonial Secretary's Office, Wellington, 6th January, 1898.

Approximate Cost of Paper.—Preparation, not given; printing (1,425 copies), £4 1s. 6d.

By Authority: JOHN MACKAY, Government Printer, Wellington.—1898.

Price 3d.]