

New Zealand, Newfoundland, British East Africa, and Gambia ; while semi-official exhibits were made of Jamaica, Grenada, and other West Indian products. The British Cotton-growing Association, in conjunction with the Imperial Institute, also made an extensive and comprehensive exhibit.

The New Zealand Court took a decided first place as regards size, comprehensiveness, and general attractiveness. The fine stand which had been made for use at the Crystal Palace, having been designed with the view to rearrangement and to convenient erection in sections, such as might be required at smaller exhibitions, was used at Liverpool. The chief exhibits at the permanent New Zealand Court at the Crystal Palace were drawn on for the occasion, and these, supplemented by goods received specially from the colony, made up a very complete and effective display of New Zealand's resources, industry, and wealth.

On the present occasion it was decided not to display frozen meat or butter and cheese on the New Zealand stand. Arrangements were accordingly made with the Riverside Cold-storage Company, who occupied a stall adjoining and possessed all facilities for freezing, &c., for the proper display of these important lines. The meat displayed by this company was solely New Zealand, and the carcasses were clearly labelled as such. Literature concerning New Zealand meat, &c., was also distributed at this stall.

Merchants this year appeared to take more interest in the Exhibition than before, and I am satisfied that the exhibit made by New Zealand must prove helpful in the development that is being introduced by means of the service of direct steamers between the colony and the Port of Liverpool. Inquiries on the part of visitors at the New Zealand Court were very numerous, and covered a wide range—the trade, consumers, and emigration sides sharing the list fairly equally.

The timbers attracted as great a share of attention as anything. There are undoubtedly valuable new openings for certain classes of our goods if regular supplies can be forthcoming. The grain, particularly the malting-barleys, earned great praise. The hemp attracted a great deal of attention, and was very favourably commented upon by fibre experts.

One of the opening addresses of the Exhibition was delivered by yourself. During the course of the Exhibition I gave a couple of lectures, illustrated by limelight views, on "New Zealand as a Field for Settler and Tourist," in one of the courts in St. George's Hall, there being on both occasions a crowded and interested audience.

Gold-medal diplomas of merit were awarded as follows : To the New Zealand Government—for butter, cheese, grain, farm seeds and clovers, timbers, veneers, &c., hops, flour, oatmeal and bran, leather, hemp, collection of minerals, and wool ; to the Mosgiel Woollen Company (Limited)—for woollen goods ; to the Wellington Woollen Company (Limited)—for woollen goods ; to Messrs. S. Kirkpatrick and Co. (Limited)—for preserved fruits, jams, &c. ; to Messrs. Thompson and Co.—for aerated waters, cordials, &c. ; to Messrs. Donaghy and Co. (Limited)—for rope, cordage, and binder-twine ; to the Christchurch Meat Company (Limited)—for preserved meat, meat-extract, &c., and for tallow, oil, and oleo.

PERMANENT NEW ZEALAND COURT AT CRYSTAL PALACE.

During the year arrangements were made with the management of the Crystal Palace Company for the establishment of a court in which an attractive exhibit of New Zealand products could be permanently shown. This was the result of representations made by yourself to the Government that such a display would prove an attractive feature, and would be an excellent advertisement of the colony's resources, to the large assemblies of persons who so generally frequent that centre. For this purpose the "Roman Court" at the Palace has been engaged, and is now occupied. This court lends itself admirably to the purpose, and the result is that a bright and serviceable display of New Zealand productions of all sorts is secured, which is most favourably commented upon, and is doing an immense deal of good. The bulk of the exhibits in the court are, as was intended, those shown at the Colonial Exhibition. Not only does the New Zealand Court at the Crystal Palace act as a standing advertisement for the colony, but it is extremely useful as a store and basis from which can be drawn exhibits required to make displays at small exhibitions throughout the country, advantage of which has been frequently taken during the past year.

ADVERTISING BY SMALL COUNTRY EXHIBITIONS.

The opportunity has been taken this year, having had a sufficiency of produce-exhibits on hand, of making small displays of New Zealand produce at several local exhibitions held throughout the country. At the Darlington Seed Show the New Zealand exhibit attracted considerable attention and favourable comment, while at Gravesend, Rochdale, Halifax, &c., the result attending this innovation was likewise highly successful.

I have, under your authority, had a number of enlargements of photographs of New Zealand views made of a size suitable for the purpose, and their inclusion renders these exhibits highly attractive. It is intended to push energetically the development of this system of advertising.

I have, &c.,

H. C. CAMERON,

Produce Commissioner.

The High Commissioner for New Zealand, London.