

&c., the chief scenic and other attractions of the colony. These agencies, during the nine and a half months they have been opened, have been visited by persons requiring information concerning this country, to the number of 18,500. A large quantity of booklets and other advertising matter has been distributed, which is calculated to direct the attention of Australian people to the advantages and attractions of New Zealand. Through these agencies we are able to get into close touch with the population of the Commonwealth, and I think the results of the past nine months' work sufficiently indicate the value of these agencies to the colony as a means of inducing many hundreds of people to come here. In New Zealand the agencies still continue to grow in popular favour: no less than 39,066 persons made use of these offices during the past year, an increase of 2,157 over the previous year.

A literature-distribution agency has been established at Fremantle, Western Australia, in order that the attractions of New Zealand may be brought under notice of a very large number of overseas visitors arriving in Australia. I am hopeful that by this means many of the visitors to Australia may be induced to extend their tours to New Zealand.

Further afield an agency has been established in Chicago, U.S.A., in connection with the British Consulate. Mr. Alexander Finn, the Consul, and his assistants in that city are showing great sympathy with the desire of the colonies to secure settlers of a good class, and I have no doubt that much good will result from the work done in Chicago on behalf of New Zealand. Large quantities of literature are being set for distribution, and by having an agent on the spot we have some assurance that the literature will be placed where the most good will result.

The Government Agent in Melbourne writes as follows:—

"We would estimate that close on two thousand of the visitors leaving Melbourne for a visit to New Zealand and the Exhibition have passed through this agency. A large percentage of the visitors who were supplied with information before going to New Zealand have, on their return, called and expressed themselves as being highly satisfied with what they saw, and their deep appreciation of the facilities that were afforded them during their sojourn. From time to time New Zealand's enterprise in the matter of the establishment of a general information and tourist bureau in this centre has been favourably commented upon by intending visitors, as the following letter, which is a specimen of others, will show:—

"Many thanks for the speedy and complete reply of the 4th instant to my inquiries re Wellington—New Plymouth—Auckland trip. The information is precisely what I require, and is given in the excellent manner that all my experience with your office led me to expect I would receive it. I appreciate your assurance of pleasure in furnishing any further particulars, and desire to add that there is no institution, public or private, to which I should go for information with greater confidence in being met with accurate and concise details, supplied with unvarying courtesy."

"In order to bring this agency into as much prominence as possible we have adopted quite a variety of inexpensive methods.

"*The Victorian Agricultural and Pastoral Association*.—I seized the opportunity of the annual occurrence of the premier show of Australia to establish an Information Bureau on the grounds. I obtained a good position on a main avenue at a small cost, and the increased number of visitors to the office in the subsequent weeks was sufficient proof of the advisability of what was merely an experiment. One prominent gentleman residing in the Mansfield district, who was supplied with information at the show, was instrumental in inducing three or four other prominent men from his town to visit New Zealand, they being passed on to us by him to arrange their itineraries.

"Practically all steamers arriving at and leaving Melbourne are visited, and itineraries and other literature relating to New Zealand generally is placed in the reading-rooms and saloons. This method has also proved most encouraging: only a few days ago a gentleman from South Africa who was making inquiries in the office, on being handed an itinerary, stated that he had seen one on the steamer he was travelling by, and that a gentleman, his wife, and daughter, who were on their way to Queensland, had, after reading the same, decided to alter their plans and go on to New Zealand.

"*Lantern Lectures*.—I trust that in the coming year I may be able to extend my engagements in this respect. The leading hotels, coffee-palaces, &c., have been kept supplied with New Zealand itineraries, guide-books, &c.

"From time to time we forward back copies of our New Zealand illustrated papers to the various tourist resorts, hospitals, &c., in Victoria.

"A most effective means of drawing attention to our presence has been the placing of a stand in front of the agency for displaying pictorial illustrations taken from the weekly papers. All day long small groups of people are seen gathered round, intently studying the pictures."

The Government Agent at Sydney writes:—

"The agency first opened its portals to the public in July, 1906, so that practically only nine months have elapsed, during which period a mass of information has been disseminated concerning both travel and settlement in New Zealand.

"The location of the office is by general consensus of opinion admitted to be the most desirable situation in Sydney, and the handsome structure wherein the agency is housed, together with the ornate appointments, form a fruitful topic of conversation.

"The interior displays artistic photographs, &c., of all the choice beauty-spots of the colony, and is amply supplied with current New Zealand literature, whilst the fullest information, both printed and oral, is available. Affixed to the exterior are large-sized brass plates suitably engraved, so that visitors experience no difficulty in locating the agency.

"The salient features which have been kept steadily in view were the development of the tourist traffic and the encouragement of (reciprocal) trade relations between the Commonwealth and New Zealand. In addition to supplying all necessary information to Australian inquirers, I have made