

In connection with the proposals for publicity, I am making arrangements for advertisements to appear periodically in some of the leading New Zealand newspapers; at the same time, four methods of advertising on board the ships will be entirely reorganized, and steps will also be taken to advertise, as far as possible, at all the hotels and other public places in New Zealand. It would be of great assistance if your Department will make arrangements to keep every telegraph-office in New Zealand supplied with up-to-date advice of the ships in range with New Zealand coast stations, so that any inquiries can be answered for the public, and messages can be routed to the proper coast stations. In addition to this we should be pleased to supply copies of our intercolonial, Pacific, and Australian coast communication-charts to your chief post-offices in the various States if you are agreeable to have them exhibited in suitable frames at some convenient place in the public part of the offices. From these charts can be seen not only the ships which are in range with New Zealand, but the date on which any ship trading to New Zealand and Australian ports may be expected to communicate with various land stations, so that the public will know when their messages should be handed in and when they might expect to receive communication from the ships. As these charts may prove to be a little complicated for uninformed persons, it would enhance their value if your telegraph officers at the counter would endeavour to examine and understand them, so that they themselves can readily obtain and give information from the charts. They are, of course, quite simple when understood, and are used with great facility and advantage by all our operators at sea.

You will, no doubt, fully realize with me that any advertising you may do at your telegraph-offices, and whatever we do on board the ships, in hotels, and other places, operates to our mutual advantage; and I would suggest that we (this company) advertise thoroughly on board the ships, in the hotels, &c., at our own expense, your Department advertise, as far as it thinks advisable, in the post-offices, and perhaps in other public Government buildings, at its own expense, but that advertising in the Press might be done jointly. I am sure that periodical advertisements in the newspapers, under the advice of some one who thoroughly understands newspaper advertising, will be well repaid in telegraphic traffic, and we should be prepared to carry these on systematically, paying for the necessary expert advice, if your Department will bear half the actual cost of advertisements up to a limit of £100 per annum.

I should be very grateful to have your views on these points as soon as you have had time to give them due consideration.

I have, &c.,

E. T. FISK,

Technical Manager.

The Secretary, General Post Office, Wellington.

#### No. 110.

The ASSISTANT SECRETARY, General Post Office, Wellington, to the TECHNICAL MANAGER, Amalgamated Wireless (Australasia), Limited, Sydney.

SIR,

General Post Office, Wellington, 9th January, 1914.

I beg to refer to your letter of the 14th November last on the subject of advertising wireless telegraphy as a means of communication.

This Department agrees to pay up to £100 per annum half the cost of advertisements in some of the leading New Zealand newspapers; to exhibit at post-offices a suitable poster drawing the attention of the public to the facilities afforded for exchange of wireless telegrams; to keep New Zealand telegraph-offices posted up to date with the advice of ships within reach of New Zealand coastal stations; to exhibit at its principal offices your intercolonial, Pacific, and Australian coast communication-charts; and to instruct counter officers to study and thoroughly learn the means of using the charts so that their contents may be given the public immediately on request.

I have, &c.,

F. V. WATERS,

Assistant Secretary.

The Technical Manager, Amalgamated Wireless (Australasia), Limited,  
Culwulla Chambers, Castleragh Street, Sydney.

#### No. 111.

The ACTING-SECRETARY, Postmaster-General's Department, Melbourne, to the SECRETARY, General Post Office, Wellington.

SIR,

Postmaster-General's Department, Melbourne, 25th February, 1914.

In confirmation of my cablegram of to-day's date [not printed], I have the honour to inform you that arrangements have been completed by this Administration for the reduction, from the 1st proximo, of the charges on wireless messages exchanged with vessels licensed by this Department, to 6d. per word, which includes coast station (3d.), ship station (2d.), and land line (1d. with no minimum). The following is a list of the vessels affected [not printed].

2. I might add that it has been suggested to this Administration by the Amalgamated Wireless (Limited) that the vessels fitted with that company's system and licensed by your Administration may also desire to participate in the reduced charges.

3. This Department therefore is prepared to agree to a similar reduction on messages exchanged with vessels licensed by your Administration as from the 1st proximo if the vessel originating or receiving the message charges 2d. per word in respect of the ship-station handling of messages.

4. Should this proposal meet with your approval and you will be so good as to furnish me with a list of New Zealand vessels so fitted, the necessary instructions will be issued in the matter.

I have, &c.,

CHARLES E. BRIGHT, Acting-Secretary.

The Secretary, General Post Office, Wellington.