

Cinematograph Branch.—In this branch great developments have been made during the year, the biggest feature being the production of the film “Glorious New Zealand.” This picture, which contains 8,000 ft. of the Department’s best negative, has been showing successfully throughout New Zealand during the past six months, and has already been filmed in twenty-six towns. The value of the film as an internal advertising-medium is undoubtedly very great. Arrangements are now in train for its display in Australia.

At the present time the laboratory is producing weekly from 8,000 ft. to 10,000 ft. of film for showing throughout Australia, England, and New Zealand. Negotiations are also being made for the display of New Zealand film in Canada, America, and on the Continent. The total production during the year amounted to 220,000 ft. New films were obtained during the year in numbers of districts extending from the North Cape to Stewart Island.

Photography Branch.—Photographic enlargements, albums, and lantern-slides were widely distributed throughout all parts of the world. A very high standard of coloured photographs has now been reached, and the pictures are proving most attractive. The total output for the year was: Enlargements, 3,000; slides, 2,400; prints, 20,000.

Publications.—Probably the most important of the publications issued during the year was the monthly journal *New Zealand News and Views*, which was first published in January. The magazine is proving most popular both locally and overseas. It is regularly despatched to libraries, newspapers, clubs, &c., throughout Australia, England, the United States, and the East. It is intended shortly to commence an advertising campaign in connection with the magazine which should cover the cost of production. Other publications produced were—“Pocket Annual,” booklet on Stewart Island, a general folder on New Zealand, and a folder dealing with deep-sea sport, whilst the printing of five other folders and booklets numbering 400,000 copies is also under way. The number of publications distributed during the year totalled 300,000.

New Zealand and South Seas Exhibition, Dunedin, 1925–26.—The Publicity Office supplied most of the photographs for the Tourist Court at the Exhibition, and also set up a small cinema-theatre in which New Zealand, British, Canadian, and Australian films were continuously shown. The total attendance at the theatre, which proved a most popular institution, during the period of the Exhibition was 407,200.

General.—The correspondence and general office-work have very considerably increased—the overseas inquiries regarding possibilities of employment and settlement numbered 570. Opportunity was given the general public on a number of occasions, including the duration of the Dunedin Exhibition, to forward names and addresses of friends abroad to whom they desired booklets descriptive of New Zealand to be sent. Many thousands of persons took advantage of the privilege.

Publicity in the United Kingdom.—The year has been one of unprecedented activity on the part of the Publicity Officer attached to the High Commissioner’s Office in London. Newspaper articles, advertisements, films, lectures, and the distribution of literature and photographs have all helped to keep the Dominion well before the people of the Old Country.

WAR FUNDS.

During the year six further funds have been closed by transfer or disbursement of funds. The following statement shows the amount of funds held by the various societies:—

	£	s.	d.
31 incorporated societies	911,786	9	7
10 Red Cross organizations	183,900	10	1
3 Blind Soldiers’ or Veterans’ Homes funds	48,906	8	6
16 administering societies	5,008	17	7
4 memorial funds	1,356	14	7
1 Navy League Fund	5,526	14	8
9 Returned soldiers’ club funds	42,978	18	5
3 social funds	2,156	14	5
77	£1,201,621	7	10

In addition, the National War Funds Council holds £122,291 16s. 3d., and the funds held by Treasury are £31,737 14s. 9d.; making a grand total of £1,355,650 18s. 10d.

The funds held by the seventy-seven societies are distributed under the following heads (approximate amounts):—

	£	s.	d.
Outstanding advances to soldiers	155,271	19	11
Investments	742,274	4	6
Fixed deposits	39,926	8	9
Post Office Savings-bank	18,293	17	6
Current account	20,754	2	10
Cash in hand	516	7	10
Lands and buildings	218,508	0	2
Furniture and fittings	5,293	0	4
Miscellaneous	1,642	6	9