

need is more pressing than in other directions. The plan of organization, however, contemplates the formation from time to time of further institutes to deal with such problems or industries as considerations of finance and the availability of expert staff may allow.

Each such institute would be controlled by a committee consisting of men of science (selected by the central organization) and of representatives of the industry and of the appropriate Government Departments. The finance would generally be provided by the industry.

In his references to the secondary industries of the Dominion Sir Frank Heath points out the difficulty of providing for research into all the many difficulties which arise. His suggestions and remarks on these matters are quoted in full in Appendix B of this report. The main points of the recommendation in that connection are—

- (1) The provision of financial subsidies to associations of manufacturers combining for research work ;
- (2) The assistance of secondary industries through fuel research ; and
- (3) The appointment to the staff of this Department of technical field officers to advise manufacturers on matters of general engineering or chemical character.

It has been announced by the Right Hon. the Prime Minister that general effect will be given to the recommendations which have been made.

#### BRITISH EMPIRE EXHIBITION: NEW ZEALAND PAVILION, WEMBLEY.

Reference has been made in the Department's reports of the past four years to New Zealand's participation at the above Exhibition. The progress made up to the opening of the 1925 season has already been fully dealt with in these reports.

The work of reconstruction for the second session of New Zealand's display at the British Empire Exhibition was carried on without cessation from the 2nd January until the opening day, 9th May, 1925. The Commissioner states that even with a fully completed building the period was none too long for the work that required to be done. It is with satisfaction that we have to report that the New Zealand exhibit was quite complete on the opening day ; and, in contrast with the 1924 season, it is also very pleasant to be able to state that the exhibit entirely satisfied all New Zealand visitors as well as visitors from other Dominions and from Great Britain. In fact, the New Zealand Pavilion, 1925, was looked upon as one of the greatest attractions at Wembley during that year.

During the 1924 period the total attendance at the Exhibition was 17,500,000, and from records taken at various intervals it was computed that the number of visitors to the New Zealand Pavilion was in the vicinity of 4,500,000. During 1925 the total attendance at Wembley was 9,700,000, and from the records taken it was found that the proportion of visitors to the New Zealand Section increased from one in four to one in three, and totalled approximately 3,250,000.

The New Zealand cinema is reported to have been the best in the whole Exhibition. It was efficiently equipped and tastefully decorated, and the films covered almost every aspect of New Zealand life, industry, and scenery. It was a most useful adjunct to the general scheme of propaganda, and the attendances were most gratifying.

Satisfactory arrangements were made with A. J. Carpenter (Limited), of Clapham, with whom a contract was made for catering in the New Zealand restaurant. The arrangements that were made for 1925 were not as satisfactory as the Commissioner would have desired, but most difficulties were overcome, and a menu at a reasonable charge was put on which included many classes of food products produced in New Zealand.

New Zealand's Commissioner, Sir Alexander Roberts, in reporting upon the benefits derived by the Dominion from the display of various classes of exhibits, states that there is no doubt that the dairy-produce section benefited more than any other from the publicity given at Wembley. The adaptability of butter for display purposes was a great advantage, and, as the article lends itself to artistic moulding, some really attractive exhibits were designed. In addition to the display of butter and cheese, an efficient selling organization was set up, which included machinery for putting New Zealand butter in 1 lb. and  $\frac{1}{2}$  lb. cartons. By this means approximately 50,000 packages of dairy-produce were distributed to visitors from all parts of Great Britain. Prices charged for this dairy-produce were kept in conformity with the current retail prices in London shops and stores.

The Commissioner states that, although the frozen-meat exhibit was a somewhat difficult exhibit to deal with, it is gratifying to know that the results obtained were highly satisfactory. This was due, it is stated, to two factors : firstly, that the quality of our mutton and lamb is second to none, and consequently little trouble was experienced in keeping the exhibit in good condition ; and, secondly, that the services of the most expert men in the art of meat-display were placed at the disposal of the New Zealand Commission for this purpose. The frozen-meat section was under the supervision of Mr. R. F. Forsyth, the London manager of the New Zealand Meat Producers Board, and that Board is well satisfied with the publicity obtained by means of the exhibit at Wembley.

Reports indicate that there has been a satisfactory increase in the number of distributors applying for supplies of New Zealand honey since this product was displayed at Wembley.

The selling organization set up by the Fruitgrowers Federation was to some extent handicapped in 1925 by the large number of fruit-stalls that were established throughout the Exhibition under concession from the General Administration. The quality of the New Zealand apples sold was, however, favourably commented upon, and excellent publicity was gained.

The display of wool made in the New Zealand Pavilion was said to be the most attractive wool display in the whole of the Exhibition. The chief interest in this part of the exhibit was said to have been shown by British farmers. The fleeces that were shown represented types of practically every grade and quality of wool produced in the Dominion, and they were so laid out that they could be studied by those who were interested from a practical and commercial point of view.