

to the executives, and practical assistance has been rendered on many occasions, particularly in relation to exhibition undertakings. The associations in the centres have taken commendable steps for increasing their membership and status. Much useful propaganda work is done in connection with the extension of sales of New-Zealand-made goods. In Auckland recently a newspaper advertising campaign was started to cover a period of twelve months for furthering national good will towards industry. A page in a weekly supplement is devoted to the display of advertisements, and a fund adequate for the purpose was founded by the association. Supplementary articles on various economic phases of industry appear regularly, and undoubtedly prove educative to the public.

In Dunedin wide support was given to the project for displaying New-Zealand-made goods in retailers' shop-windows. No less than 306 windows were made available in 200 shops. A fine spirit of co-operation marked the whole of the operations in connection with these displays, which were made in the most attractive manner, and showed conclusively the extent to which New Zealand industries are prepared to cater for the demands of the country. The public interest created considerably surpassed that of last year. Mr. J. Sutherland Ross, president of the Dunedin Manufacturers' Association, at the conclusion of the display, said, "The main object in this display is that the public should first have their attention drawn to our goods, and then that they should avail themselves of the opportunity of comparing them with the imported article. Our attitude, as manufacturers, is that we seek no favours, but merely ask the right of fair comparison as regards workmanship, cost, and finish. And, lastly, there is a point of great importance in these displays which is of special interest under present conditions—that is, the educational value of these exhibits to the juveniles. We hope that the goods and the work shown will encourage the youthful members of the public in the direction of taking steps to support these industries with their own training and abilities."

The Christchurch and Dunedin associations have been active in exhibition work. At the winter shows in these centres very fine displays are made of New-Zealand-made goods, and the increased attendance of the public from year to year shows that their efforts are highly appreciated. More attention has been given in exhibitions to the display of working machinery, and demonstrating how wonderfully automatic modern plant converts raw material into finished articles.

The Auckland winter show has perhaps the largest floor-space devoted to the display of New-Zealand-made goods, and indications point to a very successful exhibition being held in early July of this year.

In all these enterprises the Department has fully co-operated with the manufacturers. In both Christchurch and Wellington last year the Department took space at the exhibitions, and demonstrated by means of graphs, diagrams, and models the growth of commerce and industry in New Zealand. In both centres similar action will be taken this year.

The annual conference of the New Zealand Manufacturers' Federation was held in Wellington during the latter part of February of this year, and proved to be one of the most instructive and useful conferences held. Unanimity of action was most marked among the delegates attending from each of the four centres. Important matters dealt with at the conference included the passing of a resolution requesting the Government to set up a Board to advise on matters relative to the development of industries. A special committee appointed by the conference has since placed before Ministers the following suggestions:—

- (1) That a Commission or Board be set up, comprising five members, two representing Government and three representative of the industries of the Dominion:
- (2) That the Board shall be appointed for a period of three years, and that its members shall be paid such salary and allowances as may be agreed upon:
- (3) That the Board shall be called "The Development of Industries Board":
- (4) That its chief object shall be to develop those industries of New Zealand for which this country is particularly adapted from an economic point of view, and that its powers shall include inquiries into and reports upon any proposed changes in the existing tariff referred to it by Government or by the executive of the New Zealand Manufacturers' Federation.

The question of the proposed adoption of a national trade-mark for New-Zealand-made goods was also considered at the conference, and favourable resolutions were passed for its adoption. One of the difficulties encountered is to secure a design suitable for use on all classes of material—fabrics, leather, wood, metal, &c. There are also several difficulties to overcome—for instance, whether the trade-mark should be a mark of origin merely, or both a mark of origin and a guarantee of quality. A further point discussed was whether or not the New Zealand trade-mark should be used where the raw material is not of local origin. A woollen rug or blanket made entirely from New-Zealand-grown wool would undoubtedly qualify, but the question was raised as to what proportion of the factory value should be necessary to entitle the goods to be branded with the proposed trade-mark. The subject is under close investigation by a sub-committee, which is drawing up a considered scheme for further discussion.

During the past year the federation has appointed the *National Review*, a monthly magazine published in Auckland, as its official organ.

A manufacturers' association, fostered by the Canterbury association, has been formed in Timaru. A movement worthy of notice is the organization of a women's auxiliary to the Canterbury Manufacturers' Association. This auxiliary is proving a source of great strength to the association, especially in propaganda-work.