

non-telephone subscriber the benefits of the telephone, and to the telephone subscriber the convenience of an extension telephone. As a direct result of such advertising, the revenue of the Telephone Branch has been augmented.

Practically all the publicity matter has been addressed to "The Householder," and this has removed all need for sorting in the circulation branch.

"HOUSEHOLDER" CIRCULAR SCHEME.

The "Householder" delivery scheme provides that circulars or other printed matter addressed merely "The Householder" may be postage prepaid in cash to the number of not less than 240 at the rate for each postal packet of $\frac{1}{2}$ d. for each 2 oz., or if 250,000 or more circulars from one sender are posted within twelve months, at the rate of $\frac{3}{4}$ d. for each 2 oz. or fraction thereof.

The scheme continues to be popular. The revenue from "Householder" circulars posted during the year was £9,759, and the number of the circulars dealt with was 4,916,948.

POST-MARKING MACHINE ADVERTISING.

Much use has been made of post-marking machines for advertising the telephone and toll services. In addition, the advertising-space in post-marking machines is rented from time to time by agricultural and pastoral associations, competitions societies, progressive leagues, &c., for advertising shows, competitions, or scenic resorts. For such advertising there is a scale of charges based on the number of letters that pass through the machines. The charges vary from £30 per annum in the case of the small offices to £87 in the case of the larger offices.

BLOTTING-PAD ADVERTISING.

The blotting-pads in use at the public desks at many post-offices are supplied without cost to the Post Office. Commercial and departmental advertisements are printed on the pads. It is found that the revenue derived from the commercial advertisements is more than sufficient to pay the cost of the pads. The advertisements are printed in two colours with water ink, which does not reduce the absorbent qualities of the blotting-paper.

STAMP-BOOKLETS.

The cost of production of the booklets of postage-stamps issued by the Post Office is paid for out of revenue received on account of the commercial advertisements which are printed on the leaves separating the stamps.

ADVERTISING-MATTER UNDELIVERED.

It is the experience in New Zealand that business people frequently do not realize that a fair proportion of advertising-matter postage prepaid $\frac{1}{2}$ d. is not delivered, and, in the absence of a request for return to the sender, is destroyed in the Post Office. A scheme has, therefore, been introduced under which the senders of large quantities of advertising-matter are asked at the time of posting whether, in the event of any of the matter being found to be undeliverable as addressed, they would like it to be delivered to the present occupier of the house to which it is addressed. If the reply is in the affirmative, advertising-matter for a person who has "gone away" is delivered to the present occupier of the address, and an additional postage rate is collected from the senders. Sometimes the desires of senders in the matter are ascertained when the advertising-matter reaches the Dead Letter Office. They are then told that they can either have the advertising-matter returned or have it reissued to "Occupiers." In either case an additional postage charge is made.

Business people are very appreciative of the new system, as it enables them, in the case of matter delivered to "Occupiers," to find a billet for each piece of advertising-matter, or, in the case of matter returned as undeliverable, to correct their mailing-lists. The system also has the effect of bringing to the Post Office revenue which otherwise would not be received.

INSPECTION.

During the year 1,741 visits of inspection to post-offices were paid by Inspectors.

ARTICLES DELIVERED.

The number of articles delivered in the Dominion, including those received from places overseas during the year 1929, compared with the number in 1928, was as under:—

		1929.	1928.	Increase Per Cent.	Decrease Per Cent.
Letters	..	159,977,587	154,922,174	3.26	..
Post-cards	..	5,244,459	5,402,400	..	2.92
Parcels	..	3,601,476	3,631,800	..	0.83
All other articles	..	105,759,874	106,376,061	..	0.58
Totals	..	274,583,396	270,332,435		