

must recognize, however, that they are required to find an alternative to the easy method of the protective tariff, which, in too many cases already, allows New Zealand industries to continue unco-ordinated, ill-organized, and upon an uneconomic basis, at the expense of the consuming public.

One great weakness of our industrial position at present lies in the fact that we have so many firms working independently of one another, and all attempting to produce small quantities of a great variety of "lines." Manufacturers must recognize that the onus rests upon them to place their industries upon a more economic basis by agreeing upon some scheme of co-ordination and specialization in the lines they produce, thus enabling them to reduce prices.

When we turn our attention to the possible extension of New Zealand's industries, primary or secondary, it is certain that the key to the problem is the market for the things we produce.

MARKETS FOR GOODS.

So far as exports are concerned, our country must compete in the markets of the world at prices determined in the markets of the world, at prices which we cannot control. Our problem here is to reduce costs.

We are not, however, wholly dependent upon the outside world; we are not altogether helpless in regard to markets for the things we produce or might produce. There is a part of our economic life that is within our own immediate power to control; it may indeed be a part that is somewhat smaller than the part in which we are dependent upon the outside world, but just because it is something which is within our own responsibility it is something which we cannot too strongly emphasize. Whether our local industries will prosper, whether employment will be offered to our people, depends in a great measure on the choice made by individual men and women in their day-to-day buying. It is a responsibility, admittedly, of the Government and of local bodies, but—far more important—it is a responsibility of individual men and women. Of women particularly, I might add, for the great bulk of the final retail buying of the world is in the hands of women. At this time, when there is need to do everything in our power to revive industries in New Zealand, I want to make a very special appeal to take deliberate and conscious thought in buying goods—that, where price and quality are right, we should consider afresh the merits of goods made in our own country.

ASSISTING IN RECOVERY AND IN LESSENING BURDEN.

There are some other specific directions in which, by taking thought, our people can help to restore prosperity and can help to lessen the burden of the depression while it lasts. Let me refer to one or two of these. So far as Government Departments, local bodies, manufacturers, and private individuals are concerned, my first appeal is that they should, as far as possible, buy New Zealand goods in preference to all others, provided quality and price are right. If they cannot buy New Zealand goods, they should look next to the country which, above all others, buys from us—that is to say, Great Britain. While Britain is depressed we cannot prosper. The surest way that we can help her, and thus help ourselves, is by buying British goods.

To all employers of labour, might I make an appeal to a course of action which, I fully realize, many of them are already following? When business is slack, let them help to tide us over difficult times by sharing employment, by rationing work. This is always difficult, and will sometimes be impossible; but, to the extent that it can be done, employers and manufacturers will render a service in doing it. It is a time, too, when some firms can properly consider the prospects of manufacturing for stock. One suggestion, which can be of only restricted application, is offered here. In some occupations it may be possible as an emergency measure, rather than dismiss regular employees, to give leave of absence without pay for a period of weeks. Where this can be considered, workers and employees themselves who are in a position to do so might be invited to apply for leave, so that the initiative and the selection would come from the employee rather than be imposed in a manner to cause hardship. It is a small point, but it is worth considering.

Addressing myself to a wider audience, may I make a further appeal? Prices have now fallen low and we may reasonably suspect that they have reached rock-bottom. There are, indeed, good grounds for believing that in the light of events of the past few weeks, prices may now move upwards. We are well entitled to be hopeful. This is a time when all sorts of useful work—the repairing and painting of property, for instance, much of it in the nature of odd jobs—can be undertaken. It is a time, too, I dare to say, when well-chosen expenditure is wiser than saving.

To-day there is every good reason why mortgagees, be they State Department or private lenders, should give financial assistance to protect the property that is security for their loans. This is a sound business proposition.

I have one other specific appeal to make, addressed to those who are usually classified as "employers," and, not less important, to all who are in a position to offer employment. Amongst the more than 50,000 men who are registered as unemployed there are scores and hundreds with exceptionally high qualifications. There are able and skilled men, temporarily out of work, who are compelled to-day to take navvying-work for sustenance. Their names and their qualifications are enrolled in the Labour Department's Employment Bureaux; they are anxious to get in touch with those who can place them in employment in their own trades. Will all employers, all who can offer work, get in touch with the Employment Bureaux of the Government Labour Department?

OTHER MATTERS.

I have come to the end of my statement, and there are many subjects I have not touched upon. The whole problem of unemployment amongst women, for instance, is one that is engaging our attention. It is one in which everything that can be done, will be done. The co-ordination of