

## BUTTER-WRAPPERS.

A service has now been in operation for over two years whereby retail grocers who regularly stock New Zealand butter may, on application, purchase from this Department at cost price supplies of either 1 lb. or  $\frac{1}{2}$  lb. size New-Zealand-butter wrappers. They are supplied on the recommendation of our representatives, after having satisfied themselves that the wrappers will be used strictly in the manner intended.

## ADVERTISING IN NEWSPAPERS AND WOMEN'S PUBLICATIONS.

For the first time in the relatively brief history of the advertising of New Zealand dairy-produce the Department has been in a position to engage in press advertising to consumers on a reasonably adequate scale.

Advertisements of a size that could scarcely be overlooked by any reader have appeared at regular intervals in provincial newspapers, which have been specially selected for their coverage and influence throughout the area of their respective circulations. The daily circulation of the newspapers referred to is 5,500,000.

Women's journals published monthly have again been used to press New Zealand's claim amongst the actual purchasers of butter. Great reliance is placed on the effectiveness of advertising in publications of this type. Fully 90 per cent. of their circulation is amongst actual buyers of butter for household purposes. The advertisements are mainly in colour and are of arresting design. The per-issue circulation of these journals is about 2,500,000.

Special advertisements and press articles were issued in newspapers with a per-issue circulation of 18,500,000 at a period during last autumn when it was thought that rising prices might result in a fall in consumption. These advertisements drew special attention to the fact that arrivals of butter from New Zealand would correct the temporary shortage, and that the public need not fear having to pay inordinately high prices for butter. This special advertising and publicity did a great deal to restore equilibrium in the shortest space of time.

## OUTDOOR PUBLICITY : LONDON.

It has always been considered sound practice to devote attention to outdoor advertising, particularly in London during the summer months. The period March–July, with longer days and generally better weather conditions, permits of outdoor publicity being carried through with the maximum effect and whilst the relative supply conditions as between Southern and Northern Hemispheres butters justify such a special campaign in London and the Home counties, some excellent "special" sites for large posters were secured in commanding positions in busy shopping centres. In addition, posters are displayed on delivery vans and on trolley-buses.

## SCOTTISH EMPIRE EXHIBITION, GLASGOW.

The primary function in so far as the exhibit of this Department at the Glasgow Exhibition was concerned was regarded as being the selling of the maximum number of samples of butter and cheese to visitors. Display counters were provided, and a butter-moulding machine was installed. The exhibit was so arranged that the demonstrators were able to meet the demand for samples simultaneously from three sides. The display featured pastures, soil fertility, and sunshine conditions as applying to the production of New Zealand butter and cheese. A waterfall (with actual water), model Jersey cows, trees, and paddocks contributed to make the display interesting and attractive. This exhibit was dismantled after a period, and a freshly constructed exhibit of changed design was substituted.

Sales of samples of butter and cheese exceeded all expectations, and this feature alone justified the exhibit. Immediately prior to the opening of the exhibition the canvassing staff began a concerted approach to the retail trade, and was successful in enlisting the active co-operation of most of the bigger distributors in Glasgow and the surrounding district.

## CHEESE EXHIBITS AT LONDON DAIRY SHOW.

It is pleasing to record that New Zealand dairy companies won all four prizes allotted at the London Dairy Show for cheddar cheese produced in the British Empire. There were thirty-eight entries in this class, nineteen from New Zealand, fourteen from Australia, three from South Africa, and two from Canada. The prizes were won as follows :—

First : Pine Bush Co-operative Dairy Co., Ltd., Invercargill.

Second : Otahuti Co-operative Dairy Co., Ltd., Invercargill.

Third : Pahia Co-operative Dairy Co., Ltd., Pahia, Southland.

Fourth : Mokotua Co-operative Dairy Co., Ltd., Invercargill.

Very Highly Commended : Menzies Ferry Co-operative Dairy Co., Ltd., Edendale.

Congratulations are extended to the directors and officials of the cheese-manufacturing companies named on their outstanding success in the cheddar-cheese section of the London Dairy Show.

It is reported that the quality of the New Zealand cheese exhibited was up to the usual high standard of the entries. The cheese was subsequently sold to Messrs. Selfridges, London, for a special window display, complete with prize cards and trophies.