

Publicity. There is no doubt that in the past the galleries of the Imperial Institute were the least known of any of the museums in South Kensington and it is evident that this ignorance continues to some extent. During the year under review, propaganda through the Press has been considerably increased, and on the whole, the start of the campaign may be said to have achieved success in that a number of newspapers and periodicals have published notices, articles, and illustrations concerning the work of the Institute.

During Christmas week, a special distribution of an illustrated pamphlet was made in the Chelsea, Kensington and Notting Hill areas.

By arrangement with Mr. Frank Pick, the Underground Railways have kindly undertaken to produce and display throughout their system an illustrated poster calling attention to the Institute.

I am hopeful that the Institute may benefit from the press campaign to be undertaken during the coming year by the Empire Marketing Board.

There is, however, urgent need of spreading greater knowledge of the activities of the Institute and I am considering the advisability of recommending the Board of Governors to set aside a definite sum for this purpose in the 1927-28 Budget.

Cinema. I am glad to be able to report that the Empire Marketing Board are placing £6,000 at our disposal for the conversion of one of the existing buildings as a cinema and its necessary equipment, provided that the Office of Works are satisfied that all requirements as to fire precautions have been fulfilled. In addition the Board are placing the sum of £1,000 per annum for five years at my disposal for maintenance, staff salaries of the cinema, and for the hire of films.

I have already been promised a number of films, on loan, illustrating the life and industries in the Dominions and Colonies.

I am now awaiting the final decision of the Office of Works with regard to the plans, and immediately after their approval has been given, operations will be started with the constructional work.

The cinema should increase the number of visitors to the galleries very considerably.