

radio, and screen advertising. Newspaper advertising formed the basis of the scheme. Health advertisements appeared regularly in thirty-five daily metropolitan and country newspapers with a circulation of approximately a million and a quarter people. Radio and screen advertising was also used extensively. In the routine programme, weekly health articles continued to be supplied to twenty-eight daily papers, and magazine articles to various journals. A number of new pamphlets were issued, and several others are now being printed. Supplies of leaflets relating to venereal disease, tuberculosis, and sex education were obtained and distributed. New stocks of posters were received from the Health and Cleanliness Council, London, National Tuberculosis Associations of Great Britain and the United States of America, and Department of Health, Union of South Africa. These have been widely distributed. The available 16 mm. sound films and film strips now cover a wide range of subjects. Among these are films dealing with venereal-disease problems, some of which have been supplied to the Army authorities. The Department's mobile health exhibit, illustrating the facts of healthy living and good nutrition, visited a number of centres. Libraries were instituted at each district office for the purpose of supplying all district health nurses with literature and information on health education.

Information has been supplied through the Library to overseas organizations and health authorities, and co-operation maintained with departmental and other libraries. The Library is now affiliated with the Canterbury Medical Library, Christchurch Hospital, with regard to loan of the wide range of their journals and reference material.

Medical Advertisements Act.—The personnel of the Board established by the Medical Advertisements Act, 1942, were appointed early in the year. The earlier meetings were concerned with the preparation of the Medical Advertisements Regulations (Serial number 1943/63).

The Medical Advertisements Procedure Rules 1943 were also prepared for the guidance of those wishing to make applications to the Board under the provisions of the Act and regulations.

The Board has considered numbers of applications under section 6 of the Act. In some instances notices have been served, and in others further inquiry has been recommended.

Labelling matters have been widely considered, and exemption applications under Regulation 4 dealt with.

The Department has taken an educative rather than an oppressively legal line in its administration of this new legislation.

Boards associated with the Department.—The Board of Health, Medical Council, Medical Research Council, Nurses and Midwives Registration Board, Opticians Board, Masseurs Registration Board, Medical Advertisements Board, Plumbers Board, King George V Memorial Fund Board, and Dominion Advisory Board of New Zealand Federation of Health Camps continued their work during the year.

Medical Research Council.—A list of the special Committees set up under the Council, and some information regarding the researches carried out by the Committees, is set out below:

(1) *Nutrition Committee*

- “Vitamin C Status of Personnel in Two Military Camps and Investigation of Vegetables cooked in Hospitals” (McLeod, McLaughlan, and Bell).
- “Nutritional Aspects of Prospective Meat Rationing in New Zealand.”
- “Estimation of B₁ in Foods” (McLaughlan and Wilson).
- “Peameal versus Mealmeal in Rat Feeding” (McLaughlan and Wilson).
- “X-ray Preventive Methods for Assay of Vitamin D.”
- “Summarized Results on Tests for Vitamin C in Foods and in Blood Plasma” (McLeod, McLaughlan, Wilson, and Bell).
- “Wholemeal versus higher extraction flour” (Bell).
- “Effect of Baking-powder on the B₁ Content of Wholemeal” (Wilson).
Published in *New Zealand Journal of Science and Technology*, Vol. XXIV, 1942.
- “Vitamin B₁ Content of Wheat-germ and Germ Bread” (Wilson).
Published in *New Zealand Journal of Science and Technology*, Vol. XXIV, 1942.

(2) *Committee for the Study of the Physiology and Pathology of the Thyroid Glands*—

- “Studies of Goitrogenic Agents” (Kennedy).
- “The Significance of the Basophil Changes in the Pituitary in Thyroxine-deficiency States” (Griesbach and Purves).
- “The Significance of the Acidophil Changes in the Pituitary in Thyroxine-deficiency States” (Griesbach and Purves).
- “Pituitary Function in relation to the Action of Allythiourea and Iodine” (Kennedy, Griesbach, and Purves).
- “The Relative Activities of l- and *r*-thyroxine and certain Thyroid Preparations” (Purves).