

In addition to the above, scripts are written on other subjects of special interest to women such as jewellery, clothes, women in other countries, and food customs. The biographical series, "Women Celebrities, Past and Present," which gives glimpses of great women from a woman's point of view, has proved very popular.

All this material is welcomed by those responsible for personality sessions, and reports received prove its popularity with listeners.

*Feature Programmes.*—Some outstanding feature programmes and radio documentaries were made available by the B.B.C., and the United States Office of War Information provided recordings featuring world-famous artists. An interesting library of this type of programme has been built up.

Feature programmes have proved very popular since their inception, and many thousands of episodes are presented each year. With the adequate choice now available, it has been possible to improve the standard by careful selection. Care is taken to ensure that no unduly sensational type of programme is broadcast in the early evening when young children may be listening. Locally produced features have increased in number during the year. Head Office recorded 305 episodes, while the Auckland Studio's total increased from 85 to 105 during the current year. Some of these programmes were written by New-Zealanders and concerned our own country.

The Programme Departments have been encouraged to assist the sales section and build composite programmes, utilizing scripts and recordings from our library. Advertisers have reported excellent results from the use of these programmes, and as many as fourteen have been running in a single week. The use of these programmes conserves overseas funds to some extent.

*Community Service.*—As previously indicated, the Commercial Division has given a great deal of assistance to non-profit-making organizations, and local authorities.

In addition to co-operating with the Police Department in the location of missing persons and vehicles, assistance has been given to such organizations as the Y.M.C.A., St. John Ambulance, Y.W.C.A., Red Cross Society, Plunket Society, all branches of patriotic organizations, Returned Services' Association, CORSO, and UNRRA.

*Accommodation.*—Suitable accommodation for staff and equipment remains a problem, particularly in Wellington. In addition to the executive offices, the Commercial Division is housed in four separate buildings in Wellington City. This lack of centralized housing affects the efficiency of the Department to a considerable extent and throws additional burdens on the staff.

*Staff.*—Each station during the war years was seriously short of skilled personnel. A reduced staff was called upon to perform exacting duties, both as a normal part of broadcasting and in association with the final year of war. Heavy advertising schedules—the heaviest ever carried by the Service—meant additional burdens on a depleted staff. With a return to normal conditions it is hoped that the staff position will be improved, thus enabling the maximum service to be provided both to listeners and advertisers.

*Advertising.*—Sales revenue has once again shown a steady increase despite the shortages in some categories of consumer goods. This increase is all the more interesting in view of the fact that Commercial stations have reduced broadcasting time by more than 400 hours in the last year as part of the Electricity Conservation Campaign.

Relations with advertisers remain on the same excellent basis as previously, and the Sales Staff continues to give the best possible service to clients. A major problem has been to find time placements to satisfy all advertisers. The more popular time bands have been sold out, and there