

STATION 2ZB TURNS ITSELF INTO A GENERAL STORE



WITH the idea of discovering whether a Patriotic Shop could be successfully established in Wellington, 2ZB was approached recently with the question: "Could it be done?" It could be, and was.

Within one week, listeners and firms rallied to the appeal from 2ZB, and hundreds of commodities of every conceivable type were cheerfully handed in. Among them were even tinned food-stuffs, which had disappeared with the war. Within five days, every member of 2ZB staff was pressed into service in some capacity. On Saturday, four staff members worked all day pricing the goods. This was something of a problem, particularly with the groceries, but a telephone call to a grocery firm solved the problem, the supervisor himself

coming round to settle the question. All Sunday was taken up in stocking the shop, and on the Monday at noon the real work of selling to the public began. In the meantime, 2ZB looked rather like a general store with goods and commodities coming in every day from listeners anxious to help. One old woman arrived with a small package and handed it over with the remark that she and her husband were old-age pensioners, and this was all they could donate. The package contained a perfect set of old sterling silver pepper and salt servers, together with spoons, in a plush case. This donation brought one of the highest prices.

That 2ZB's effort had been a complete success was shown the following Friday, when the sum of £225 was handed to the Wellington Metropolitan Patriotic Committee.

Our photograph shows a small part of the goods which were donated, being priced for 2ZB's Patriotic Shop.

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passed on to an angling acquaintance now might well lead to a fish (or maybe two) when next season comes round.

ALL ABOUT THE BBC

BBC YEAR BOOK, 1944. Broadcasting House, London.

IT is easy to criticise the BBC, but not easy to criticise its publications department. Each Year Book since the war started has seemed a little slimmer than its predecessor, but you make a check and find that it is just as full. And just as interesting. The photographs alone are worth the publication price (2/6 in London), and the text remains as full as it has always been of the things that reasonable listeners most want to know. How is the great concern organised? What does it do, and how and why does it do it? What special things has it done during the last 12 months? What is what in Broadcasting House and who is who? The answers are all there with just enough in the way of charts and directories to give you the feeling that you are getting your facts right. Publicity in short that never bores you and never misleads.

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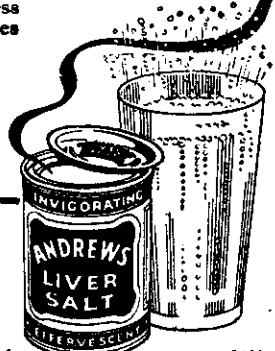
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