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NEW DEAL FOR WOMEN LISTENERS *Reorganisation of ZB Service Sessions*

A COMPLETE reorganisation of women's sessions has been arranged by the Commercial Division of the NZBS, to come into operation on Monday, June 28. Hitherto there have been two women's sessions—*Women's World* and *Home Service*—broadcast daily at 2.30 p.m. as half-hour programmes in alternate weeks. Now there will be, each day from Monday to Friday, a 60-minutes programme called *The Women's Hour*, between 2.30 and 3.30 p.m. This will include all the features of the former sessions in a revised form, with the addition of a number of new items of special interest to women.

On Mondays and Wednesdays listeners will hear homemakers' programmes, containing talks on nutrition written for the session by a qualified dietitian, and other information such as household hints, recipes for the week, local marketing news, current prices, and notes about foods in season. On Wednesdays there will

be a homemakers' quiz and a recorded musical programme will also be a part of Monday and Thursday broadcasts. News from local and national women's organisations for women in town and country will be presented on Mondays.

Tuesdays broadcasts will feature radio biographies of leading personalities of the day, both men and women. Specially prepared scripts will discuss fashion trends and there will be local guest speakers from time to time. Where local experts are available a radio dressmaking lesson will be included in this session. News of films and plays, with recorded interviews with stars, will be heard in the Tuesday programmes of 1ZB, 2ZB, and 4ZB (Station 3ZB broadcasts a film news programme on other days).

On Wednesdays the women's session will extend its scope, giving news of women's affairs overseas from scripts prepared by the Head Office of the Commercial Division, and from radio releases from the information offices of legations in Wellington. There will be interviews with male guest speakers on a variety of topics, serious and otherwise, in a feature entitled "That's the Way a Man Sees It."

The Literary Side

Thursday's programmes will carry a short talk on children and infant welfare prepared by the Plunket Society. There will be one brief review of a currently popular book, news of writers

and forthcoming publications, and interesting articles in magazines. A guest interview with a local librarian or a visiting writer will be part of this programme. Anne Stewart (home decoration), whose five-minute sessions were previously included in the Shopping Reporter sessions on Mondays, Tuesdays and Thursdays at 12.30 p.m., will now be heard in the Women's Hour on Thursdays at 3.0 p.m. in a 15-minutes' recorded session. An interview with a notable visitor will round off the day's programme, especially interesting interviews being sent round all the stations. Sports news from women's local organisations, teams and groups, with a guest speaker when available, will



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NEW ZEALAND LISTENER, JUNE 25