

THROUGH THE DAY THE ZB WAY!

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BE in tune with the day; tune in early to your ZB station. Everything's in rhythm all day when you get up to music. The beat of a persuasive tune and the announcer's cheery voice set you on your way to work in high good humour.

A THOUSAND housewives take up the air! In tune with original recipes, newest fashion news; latest shopping advice—morning tea with Peter MacGregor—preparing lunch while the music goes round and round.

YOU and the family have a luncheon date with Charlie Kunz, or is it Nelson Eddy? However hot the soufflé, it's no hotter than the music. Light your cigarette and slow up the tempo a little . . . maybe Hildegarde herself will help with your digestion!

WORK out the afternoon theme in ZB time. There'll be more good advice on shopping and home service, tea to the tinkle of a piano, a lilting soprano, or a choice piece of Chamber music . . . and afterwards the next instalment of some of your favourite serials.

THE Children's hour. Better than a story book with pictures. There's a new adventure every day, and thrills by the dozen. The kiddies fly through the air to the land of make-believe.

HISTORY! Mystery. Drama! Romance . . . Truly the feature Stations, the ZB's bring you entertainment from all around the world . . . Hits of the ether to charm . . . to thrill . . . to intrigue you

DON'T lose the thread of that ZB tune! It's up with a song and to bed with a song. There's music of the moment . . . variety . . . comedy . . . swing. There's light orchestral music, songs from the concert platform . . . light opera. It's an exhilarating crescendo till bedtime . . . and the end of the ZB Day!

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FOR VARIETY IN ENTERTAINMENT . . . YOUR ZB STATIONS