

FIRST AID FOR THE BACHELOR GIRL

CBS Saturday Morning Session

MRS. GRUNDY would paint you a depressing picture of the bachelor girl—unloved (more often than not unlovely, too); competing frantically in a hard, commercial world where the race is inevitably to the swifter male; lonely, unhappy, in a word, beset by all the snares and pitfalls of city life.

Though admittedly the bachelor girl is an aspect of modern life which would perplex her Victorian great-grandmother, there's not a scrap of truth in the picture. On the contrary, she is one of the most fortunate of people. She earns her own living; she is independent, carefree; she can forfeit her independence and devote herself to the more serious business of marriage and a home just when it suits her, and no sooner.

Certainly life has its problems—the chase to keep up with fashions which always seem just a jump ahead is one of them; how to keep up appearances on an income which permits only one permanent wave every three months (or is it two?) is another.

Radio has hitherto been rather neglectful of the bachelor girl and her problems, but this defect will be remedied in the near future by the ZB stations. Commencing from Saturday next, February 8, the four main ZB stations will present a session especially for the bachelor girl. The time of broadcast is 9.0 a.m., an excellent hour for the girl who does not work on Saturday, but has morning shopping and sport to attend to later.

The young women who will be conducting these sessions (their names will be announced later) will be veritable encyclopaedias of knowledge concerning the life and habits of the bachelor girl. They will have authoritative fashion news and advice on every item of a girl's wardrobe, from her new season's hat to her new season shoes—not forgetting coiffure and stocking problems.

They will also be a mine of information about the bachelor girl's relaxations and pleasures. The latest music, the latest dances, films, books and sport. For it is a mistake to imagine that the young woman who is earning her own living these days is a flighty scatterbrained person, concerned only with an endless round of pleasure when her work is done.



She is as well informed as the next person when it comes to literature and music. An inveterate picturegoer, she knows her film stars backwards, and follows Hollywood fashions with a critical taste.

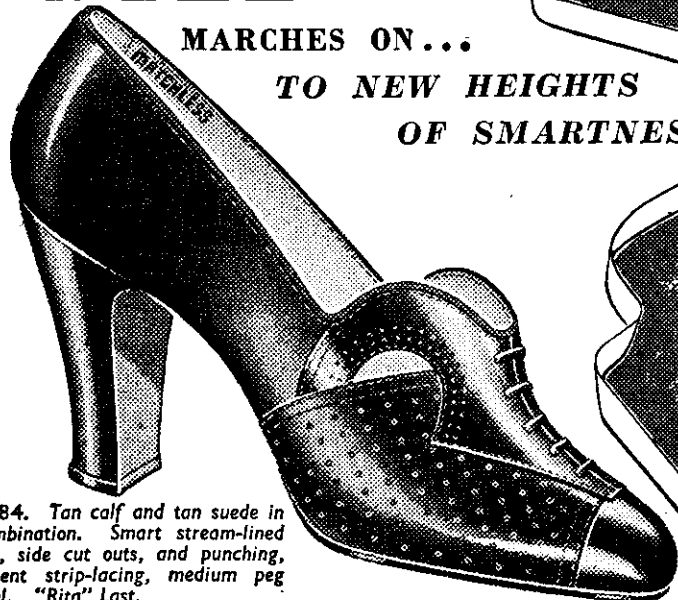
Sport of course plays a big part in her life, and most Saturday afternoons in the summer will find her swimming or on a tennis court. In winter she may play either basketball or golf.

For the girl who prefers "rooming" to living at home, there are, of course, many particular problems. She will welcome advice on diet, recipes on how to prepare healthy meals with the aid of one gas ring, and general hints on the economical preparation of food. For while many business girls earn high enough salaries to enable them to "flat" in some comfort, the majority must watch every penny.

In fact there is not a phase of her busy life concerning which she will not be able to turn for guidance and help to the ZB Bachelor Girl Sessions. The first session this Saturday morning will give a further indication of the type of entertainment and assistance the feature will provide.

STYLE

MARCHES ON...
TO NEW HEIGHTS
OF SMARTNESS



9384. Tan calf and tan suede in combination. Smart stream-lined top, side cut outs, and punching, patent strip-lacing, medium peg heel. "Rita" Last.



Matchless SHOES

FASHIONED IN NEW ZEALAND BY DUCKWORTH TURNER & CO. LTD.

AUNT DAISY GOES ON TOUR

AUNT DAISY has a strenuous month ahead of her. Very shortly she is leaving on a tour of the South Island which will take her into nearly every corner of the Island. The tour is for the purpose of enabling country women in the south to meet a radio personality whom they know very well over the air but have never seen in person.

She will leave by 'plane for Dunedin, and after visiting towns in Otago and Southland will return to Christchurch, where she will be welcomed by the Canterbury Federation of Women's Institutes. In almost every district she visits women's organisations will hold functions in her honour.

While Aunt Daisy is in Dunedin and Christchurch she will conduct her morning sessions from 4ZB and 3ZB.

Letter From Home

"Dear Jim," wrote a fond mother to her son, "I hope you'll remember to be punctual in getting up in the morning and not keep the Battalion waiting for you at breakfast."