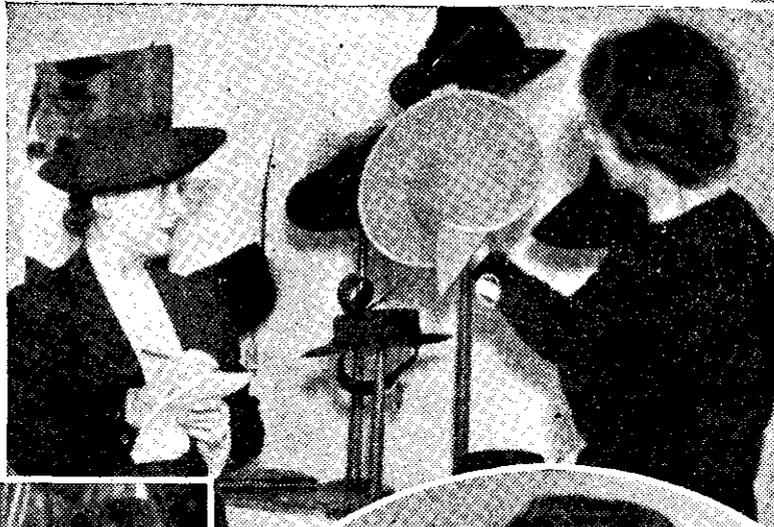


THE MODERN WAY OF SHOPPING

THERE'S nothing "hit-or-miss" about the modern way of shopping. Many women nowadays save themselves a good deal of trouble by letting their "Shopping Reporter" do it for them. There are Shopping Reporters at each of the ZB stations — Marina 1ZB, Suzanne at 2ZB, Grace Green at 3ZB, and Jessie McLennan at 4ZB. Their advice to shoppers is on the air every week-day morning, at 11.30 on Mondays, Wednesday and Fridays, and at 11.35 on Tuesdays and Thursdays.

These pictures give you a glimpse of a busy day in the life of Suzanne of 2ZB.



Above: A length of material is examined critically. "Yes, it's lovely, and it looks quite serviceable, too." Suzanne will tell her listeners about it to-morrow morning. Below: Script in hand, Suzanne goes on the air. An experienced broadcaster, she regards the microphone as an old friend



Above: Off we go for a roam round the shops. Top left: What's new in hats? Suzanne takes note of a charming new style. Left: But even after a busy round of the shops, Suzanne's work is only just starting. Here she is preparing her session. Below: And here is an intelligent young housewife jotting down one of the many bargains which Suzanne has to offer.

