

# COMMERCIAL PROGRAMMES



## PROBLEMS FOR PAMELA

*One of the Greatest  
Romantic Dramas Ever  
Broadcast*



**All ZB Stations**

*Monday to Thursday,*

*3 p.m.*



*LILA LEE, glamorous  
film star, now hailed  
as radio "find"*



"Problems for Pamela" was designed for women's audiences—it might be called a love story. Yet it is far more than romance because it is played against a background of glamour, sophistication, smartness—the glory that is Hollywood. Its appeal is as universal as moving pictures.

Pamela is a small town girl who goes to Hollywood to try for the movies. The story is swift, tense and extremely believable, as was proved by the recent success of the film "A Star is Born," starring Janet Gaynor and Fredric March.

Pamela Pride is played by Lila Lee, who, besides being a noted screen success, is acclaimed as one of the ether's finest dramatic stars. As Pamela Pride she has made headline news in American radio and New Zealand audiences are thrilling to her sparkling personality and instant appeal.

Pamela's best friend, Robin Radcliffe, is played by Duane Thompson, one of Hollywood's most popular ingenues. Karl Van Doorne, Austrian Picture Director, who is in love with Pamela, is played by Frederick Shields, star of transcontinentals too numerous to mention. Every member of the cast is a noted radio or cinema performer.

"Problems for Pamela" is broadcast every Monday, Tuesday, Wednesday, Thursday—at 3 p.m. from all ZB stations—a sparkling offering which provides a spot of welcome relaxation at afternoon tea time.



*FREDERICK SHIELDS, who plays the  
Austrian Picture Director who is in love  
with Pamela. Frederick Shields has played  
lead in many famous radio shows, and is  
an outstanding success*



*The soft smile and bright blue eyes belong  
to DUANE THOMPSON, who plays Robin  
Radcliffe in the radio serial "Problems for  
Pamela"*