

Wear Stretchem's Still Enjoy Their All For Nothing! New Zealander, Living In And Big Stars In America



The girl with the smile and the copper-red hair (you'll have to take our word for that) at the top of the page is Dorothy Page, popular NBC radio and screen star. Lovely Claudia Morgan (in circle) has to move fast these days to keep up with her engagements. She is the star of a Broadway play at the moment and she is also broadcasting daily from Radio City, New York. When Nina Koshetz, world famous soprano, wasn't able to broadcast recently, her daughter, Marina Schubert (above) stepped into the breach and achieved such success that she has been signed for regular microphone appearances in New York.

Lily Pons, Lawrence Tibbett, Richard Crooks, and others. There are many of these programmes to be had, just by the mere twist of a dial. Popular music, too, has its place, and to-day orchestras of popular music are playing much of the "swing" music, which has caught the public fancy. The variety type of broadcast has great popular appeal. For instance, Rudy Vallee has one hour a week. Rudy has been on the radio continually for about six years, his popularity undiminished. This programme originates here in Hollywood when Rudy is making a film here, and from the East when Rudy is on the stage there.

ON programmes of this type there is the master of ceremonies, which, in this case, is Rudy himself. He sings several numbers during the broadcast. His orchestra plays several numbers, he introduces guest stars, who usually re-enact a scene from some play or picture they are in. Guest comedians supply the humour, and oftentimes some visiting celebrity has a word or two to say. This week Rudy had on his broadcast that beloved character-actor, Jean Hersholt, who plays the doctor in the film "Country Doctor," featuring the Dionne Quintuplets. With Mr Hersholt appeared Peter Lorre, the European character actor, who goes in for horror pictures, and who, it is said, has even frightened Karloff!

"Hollywood Hotel" is another weekly programme which

originates right here in our fair city. This programme is sponsored by the Campbell Soup Company. Dick Powell, the picture star, is the master of ceremonies in this broadcast, and the action supposedly takes place in the orchid room of the hotel. Raymond Paige is the orchestra leader, and Louella Parsons, newspaper columnist, introduces the guest stars. This past week the star guest was Bette Davis, who gave a gorgeous performance of several scenes taken from her picture, "Dangerous," which won for Bette, last month, the academy award. A little romance is injected into this programme each week, and Frances Langford and Igor Gorin add tremendously with lovely singing voices. This programme is one of the most popular of its kind to-day.

Other broadcasts on this order which come direct from here are "Parties at Pickfair," with Mary Pickford as hostess. The "Shell Chateau," sponsored by the Shell Oil Company, with Wally Beery or Al Jolson as master of ceremonies. With television not as far around that well-known corner, these broadcasts with film stars take on an even greater significance.

ONE radio personality many Antipodeans have been hearing for a long time is Sam Hayes, "The Richfield Reporter." He has been doing this work for over five years, and at ten each night. (Continued on next page.)