

RADIO ROW

25c

Featuring!

30 PROGRAMS
400 ARTISTS

Including:

Better Half
Hi Jinx
Firestone Hour
Baby Snooks
Maggi's Private Wire
Who Dun it
Disk Jockies
True Detective Mysteries
Patt Barnes
Martha Deane
Jean Colbert
Jay Stewart
Florence Pritchett
Frances Scully
County Fair
Meet the Missus
Famous Players
Bride and Groom
Girls Behind
Leave it to the Girl's
Those Websters
People are Funny
Bob Smith
Amos 'n' Andy
Books on Trial
Grand Slam
Adrienne Ames
Daily Dilemmas
Truth or Consequences
Author Meets Critic
Ona Munson
Stella Dallas
Tom Breneman

Maggi McNellis

"Maggi's Private Wire"
WNBC's Column—
Miss of the Air

See full page ad for special offer to
RADIO ROW fans

Published Quarterly by RADCO PUBLISHERS

THE BETTER HALF MATINEE

MBS, 1:00 - 1:30 P.M., E.S.T., Daily

Jack Byrne, producer and originator of "The Better Half," claims the only way to end all arguments about which spouse is the better half of a marriage partnership is to prove it by actual test. Husbands and wives answer questions and perform stunts which test their ingenuity, capability and resourcefulness—and most important of all—their sense of humor.

Toward the conclusion of the broadcast, Tiny Ruffner goes down in to the audience for the "grab bag" question of the day. Six persons are asked questions at the conclusion of which they are asked to choose a number from one to six. The corresponding numbers are exhibited on stage and the lucky person gets the "grab bag" prize hidden behind his chosen number.

"Grab bag" prizes, valuable and/or humorous, include cigarette lighters, cameras, garbage pails, step ladders, one-year supply of razor blades, pound of frankfurters, round trip to the coast—or ten cents for a visit to Coney Island, 25 feet of garden hose or a pair of tickets to a Broadway play.

Carlton Warren announces "The Better Half Matinee," which is heard over WOR Mondays through Fridays from 1 to 1:30 p.m.



Assisting Contestants: L. to R.: Ed. Leach, Assistant Producer, Tiny Ruffner, Emcee and Jack Byrne, Producer.



Edmund B. "Tiny" Ruffner, has participated in all phases of radio broadcasting for the past twenty-five years.

Known as "Tiny" because of his great height, Ruffner was born in Crawfordsville, Indiana, and was raised in the Pacific Northwest. He did his first broadcasting in Seattle, Washington, in 1920 and has been in radio ever since. He came to New York radio in 1927 as a studio announcer for NBC. Since then his duties have been many and various. "Tiny" has been associated with some of the top programs in radio; among them the Maxwell House Show Boat, Palmolive Beauty Box Theater and Fred Allen's "Town Hall Tonight." Emceeing WOR's hilarious quiz, "The Better Half Matinee" as well as other shows, keeps "Tiny" on his toes. During the war, his spare time was spent in emceeing shows for servicemen in camps and hospitals in the New York area.

RADIO ROW

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Editor-Publisher

LEW LAURIA

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Art Editor

L. J. STAFFORD

J. T. HOLAHAN

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I saw it in **RADIO ROW**

With radio at its height and television rounding into reality for every radio fan, more and more people are turning to RADIO ROW. And with good reason!! Practically overnight, RADIO ROW has become the Nation's outstanding radio fan magazine. Every issue is packed with pictures of your favorite radio stars. No intense reading matter . . . just PICTURES!

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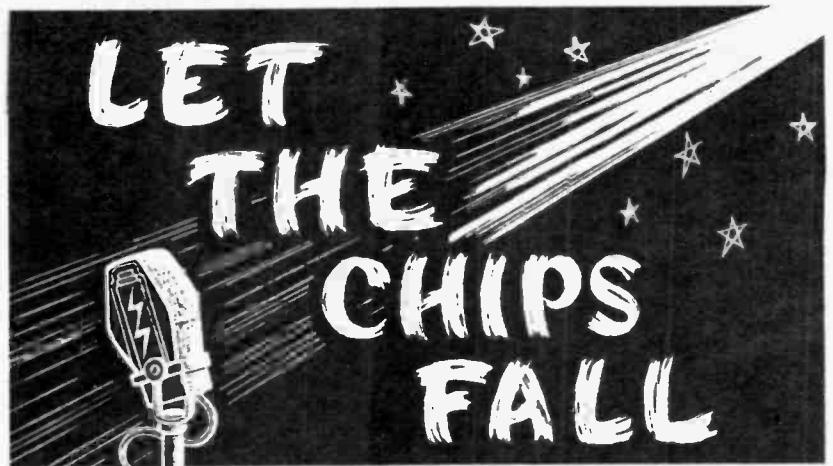
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MOST FASCINATING INDUSTRY.

NAMING REAL NAMES

using LIVING characters

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Unsurpassed in Its Daring

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Coletta McMahon

Screen:
"Rene" — Carnegie Hall
Radio:
"Barbara" — Barry Cameron
"Nancy" — Helen Trent
"Linda" — Woman of America
"Emmy" — Philip Morris



Arlene Becker
"Mildred"
— Corliss Archer

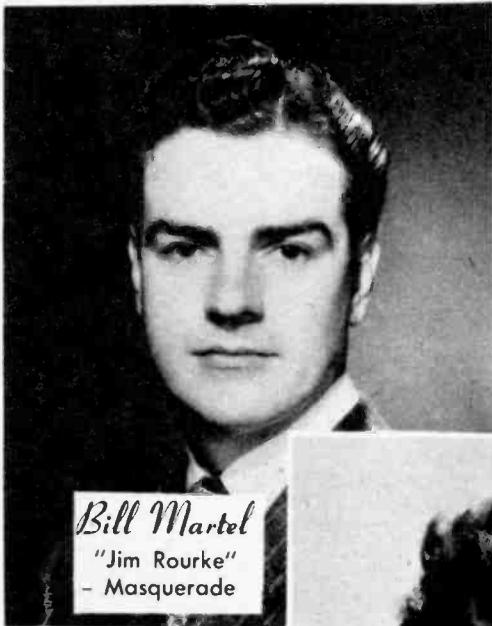


Myron Wallace

Narrator ABC — Fact and Fiction
Announcer ABC — Sky King
"Flamond" — Crime Files of Flamond
Newscaster — Air Edition of the Chicago Sun



Norma Nilsson
"Norma Jean"
— Jack Carson Show



Bill Martel
"Jim Rourke"
— Masquerade



Ruth Perrott

Radio:
"Aunt Aggie" — Judy Canova show
"Mrs. Johnson" — Alan Young show
Female Baby — Johnson and Johnson
Screen:
Vaudeville Team — Mother Wore Tights



Henry Blair

"Rickey Nelson" in Adventures of Ozzie and Harriet—CBS
"Skipper" — One Man's Family—NBC
"Quincey" — Fannie Brice Show—CBS
"Little Beaver" — Adventures of Red Ryder—MBS

HI JINX

NBC, 8:30 - 9:00 A.M., E. S.T., Friday



Jinx isn't complaining of being "fenced in" . . . she's waving a cheery goodbye to Tex from the yard of their Manhasset home.



"A SUNDAY NIGHT AT HOME"

Jinx and Tex spend Sunday nights outlining the week's shows. Always with the typewriter on his knees, Tex types up his news commentary each morning while Jinx drives them into town for their broadcast.



Far from the typical husband and wife show, Jinx and Tex go in for unusual interviews in unusual locations . . . such as the 75,000th Diesel of the American Locomotive Co. on the Presidential Siding under the Waldorf-Astoria.



Not the least camera shy is the new star of the McCrary household.



"DETROIT STORY"

L. to R.: Emily Mazey, head of biggest United Auto Workers' Local in Detroit, and Beth O'Roke, designer of interiors for Ford Motor Co. with Tex and Jinx. (Mazey was the head of the "Bring The Boys Home" movement in the Philippines and accused of being a communist, was banished to a tiny island in the South Pacific.)



MAGGIE, in step with two guests on her show—
RAY BOLGER and HERB SHELDON.



The versatility of Maggie's guest list is
proved here. That's Warden Lewis Lawes,
Horace Brown and Louis J. Valentine sur-
rounding Maggi.

MAGGIE McNELLIS and ROBERT
ALDA, Jitterbugging at Columbus
Circle. "Maggi's Private Wire" ori-
ginated from there in honor of
Warner Bros. 20th Anniversary of
Talking Pictures.

MAGGI'S PRIVATE WIRE

NBC, 12:30 P.M., E.S.T., Daily



PATT BARNES

PATT BARNES

reporting on people & things
ABC, 3:30 P.M., E.S.T., Daily



PATT BARNES and the five winners of newspaper
photographers of New York.



Capt. Sam Gray, U. S. Coast Guard and
Patt watch "Sinbad," the famous Coast
Guard doa strut his stuff.

HUNTER HANCOCK, KFVD's
"Harlem Holiday"
Sunday, 2:00 P.M.
(colored musicians exclusively)

CHRISTMAS EARLY, KLAC
11:00 P.M.-1:00 A.M.

Gene Norman,
KFWB's "Eastside Show"
Expert on Jazz—
Past, Present and Future

Bill Leyden, Emcee of KMPC's
"Music Hall" Program
Mon. through Fri.,
10:05 A.M. to 12:00 Noon

HOLLYWOOD

DISK JOCKIES

Ira Cook,
Hollywood Music City
"The Man in the Window"

Bill Anson, that guy from Chi-
cago who took over the
"Hollywood Bandstand" and
gained thousands of new fans
in such a short while.

TEN LENZ, KGJF emcee
"Variety Hall"
(3:00-5:00 P.M.)
"Live at Five"
(5:00-5:30 P.M.)
"Hollywood House Party"
(10:00-midnight)



THOSE WEBSTERS

MBS, 6:00 P.M., E.S.T., Sunday



"Those Websters" place the finishing touches on the family Christmas tree.



Gil Stratton, Jr. portrays "Billy Webster."



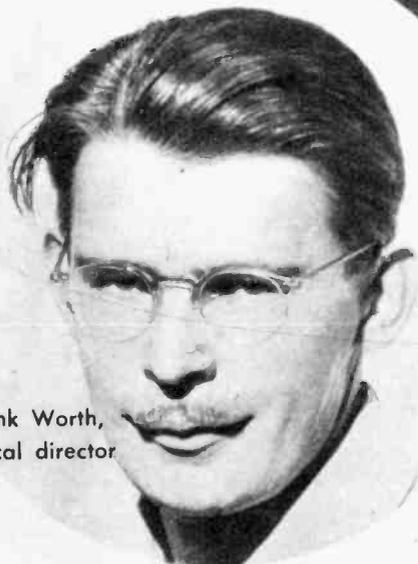
Willard Waterman appears as Papa Webster.



Constance Crowder is Mama Webster.



Pretty Jane Webb, well known Chicago actress, plays "Belinda."



Frank Worth, musical director

CBS
INFORMATION



Hanley Stafford, Daddy of radio's most exasperating youngster exhibits understandable alarm as Fanny Brice, star of CBS' "Toasties Time," gives him a suggestion of the woes he might face if Fanny portrayed Baby Snooks as "wirs."



Looks like the beginning of another hilarious clash between "Daddy" and his suicide inspiring offspring.



Hanley Stafford prepares some of his answers to "snook's" questions before "air time."

BABY SNOOKS

CBS, 8:00 - 8:30 P.M.,
E.S.T., Friday



"Daddy" prepares to burst one more blood vessel.



From mental strangulation "Snooks" turns to physical means—the result is always the same.

STELLA DALLAS

NBC, 4:15 P.M., E.S.T., Daily



Ann Elstner, who portrays the leading role of "Stella Dallas" on the popular daily story of the same name.



"Stella Dallas" and Vivian Smolen, who plays Stella's daughter, Laurel, glance through the script together before program time.

ONA MUNSON

CBS, 9:55 P.M., P.S.T., Friday

Ona Munson, popular hostess of the CBS "Radio Views" and emcee of her own "Ona Munson In Hollywood" show on the Columbia Pacific Network, is a native of Oregon, and a direct descendant of Oliver Wolcott, a signer of the Declaration of Independence.

Clever at dancing Gus Edwards headlined her in a show on the Orpheum Circuit with Leon Errol. From there it was a short jump to starring in the musical comedy, "No, No, Nannette," along Broadway. Then came a series of starring roles in musical comedy and she was "the toast of Broadway" for a decade.

She appeared in the dramatic stage play, "The Silver Cord." Then Hollywood for "Five Star Final," with Edward G. Robinson. She won the memorable role of "Belle Watling" in "Gone With The Wind," and thereafter her dramatic career was assured.

Her dancing career has made Ona a devotee of the Russian ballet and she never misses an available performance. She is 5 feet three inches tall, and weighs 108 pounds. She has blonde hair and blue eyes. Her birthday is June 16th.





MARTIN STONE, owner-producer of "Author Meets the Critics" (left) and John K. M. McCaffery, get together for a preliminary discussion before the broadcast.



Mrs. Eleanor Roosevelt and John K. M. McCaffery (left) in a pre-broadcast discussion with John Mason Brown and Ilka Chase who were guest critics on "Author Meets the Critics" discussing Mrs. Roosevelt's book, "If You Ask Me."

AUTHOR MEETS CRITIC

MBS, 10:00 - 10:30 P.M., E.S.T., Wednesday



A shot taken at a recent broadcast of the popular book program. (left to right) Sterling North, book reviewer of the New York Post; James Thurber, well known author; Bennett Cerf, author and critic; and John K. M. McCaffery, the moderator of the program.



BOOK MAN

John K. M. McCaffery, Editor of the American Mercury, is moderator of "The Author Meets the Critics," the new literary panel discussion between book critics and authors of current best sellers, heard Wednesdays over Mutual (10:00 to 10:30 p.m. EST).



JAY STEWART

"What's Doin', Ladies?"

2:00 P.M., P.S.T., Daily

Indiana-born Jay Stewart is the new master of ceremonies of ABC's popular audience-participation show, "WHAT'S DOIN', LADIES?", heard Monday through Friday at 2:00 p.m. PST over the Pacific Coast network. After gaining radio experience in Terre Haute, Indiana, and Cincinnati, Ohio, Stewart migrated to California in 1943 where his natural, friendly microphone style was in instant demand on informal audience shows as well as programs featuring Kate Smith, Lionel Barrymore, and Ralph Edwards. Married to Beverly Barnes, with whom he once worked at WLW, Cincinnati, Jay is the father of a year-old daughter, Jamie Ann.



JEAN COLBERT

ABC, 3:45 P.M., E.S.T., Daily

Jean Colbert, writer and commentator of "Something For the Girls" Station WJZ, 3:45-4:00 P.M., Monday through Friday. "Something For the Girls" is the only woman's show, which tells women about men's sports, informing the gals how they can get "hep to sports lingo" and enjoy their man's dish. Guests on the show are well-known sports figures. In other words, a man's field as seen through a woman's eyes—Jean Colbert's.

BRIDE AND GROOM

ABC, 3:00 P.M., P.S.T., Daily



Orchestra leader Wally Anderson, standing, directs the traditional cutting of the wedding cake



Fifty-Nine years of wedded bliss, and Mr. and Mrs. Walter Jakes were saluted by emcee John Nelson. Each received a gold watch with which "to count the minutes they remain happily married."



Robert Louis Strahlman, 25, the groom, watches John Nelson, emcee of "Bride and Groom," bestow a kiss on the cheek of his bride. Lorraine, 21 (nee Lorraine Adele Sharratt) following their wedding Nov. 27 on ABC's new coast-to-coast sustaining program. Married during the show, Bob and his wife were immediately flown to Las Vegas aboard a Paul Mantz "Honeymoon Special" plane for a week's honeymoon with all expenses paid!



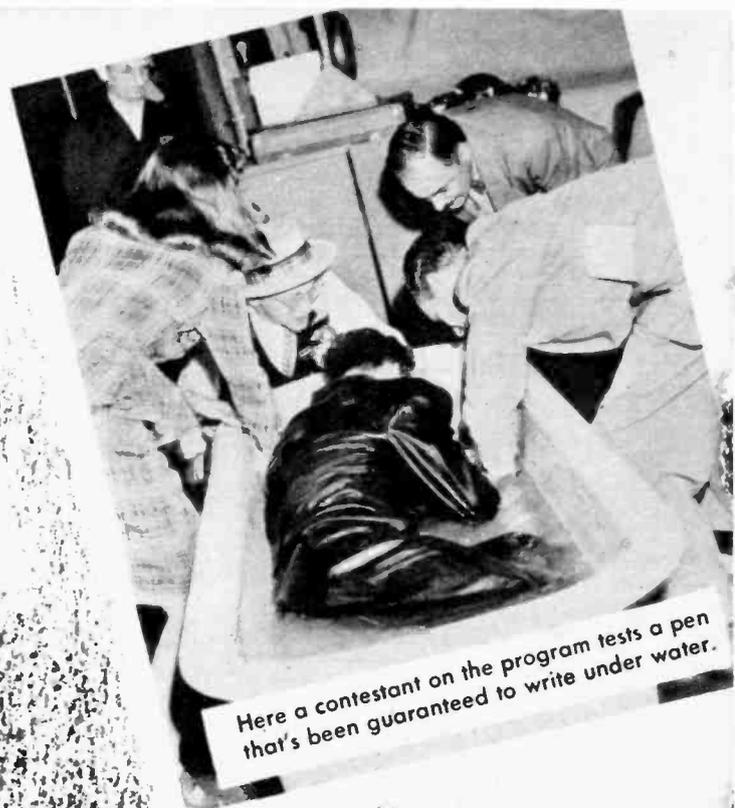
John Nelson plays host to newly-weds on "Bride and Groom," new interview program over ABC. As each program goes on the air a lucky couple is married and then overwhelmed with costly gifts, such as complete outfits of clothing, paid-up insurance policies, or perhaps an automobile, a house, or a wedding trip.

The new bride tosses her bouquet as the unmarried girls lean forward expectantly. The person who caught the bouquet received a pair of nylons.





Allen La Fever, New Jersey farm lad who has been lifting Phoebe the Calf daily since October 9, 1945, lifted her during a "County Fair" program. February 9, 1946 at which time Phoebe weighed 260 pounds.



Here a contestant on the program tests a pen that's been guaranteed to write under water.



Win Elliot is the emcee of the "County Fair" program.

COUNTY FAIR

CBS, 1:30 P.M., E.S.T., Saturday



In keeping with the county fair atmosphere, Bill Gale and The Calliope Four furnish music. Jack Saunders, drums; Bill Gale; Herschel Lueche, calliope; Frankie Worrell, guitar; and Albert Pollan, bass, comprise the members of the musickers.



Art Moore, producer of "County Fair," (left) sometimes gets desperate when he tries to obtain ideas. Program assistant Jim Knox (right) isn't much help to him, either.



Don Douglas, Mitzi Gould and Tony Rivers (extreme right) get last minute instructions from Director-Producer Murray Burnett.



Producer Burnett indicates a change



No . . . it's not a fight on the air . . . the boys are clowning for the camera.

TRUE DETECTIVE MYSTERIES

MBS, 4:30 P.M.,
E.S.T., Sunday



It's always a large cast on True Detective Mysteries.



Jack Smart
Dashiell Hammett's "Fat Man"
Monday Evenings at 8:30 P.M., EST



Mary Sullivan
"Policewoman"
Sundays at 9:45 P.M., EDT



Johnny Griggs & Tom Reddy
"Dick Tracy"
M-F 5:45 P.M., EST



Tom Conway
"The New Adventures of Sherlock Holmes"
Saturdays at 9:30 P.M., EST



*Don McLaughlin,
Cathleen Cordell*
"David Harding-Counterspy"
Monday Evenings at 9.00, EWT

**LEARN YOUR ABC'S OF CRIME DETECTING
WITH THE MASTER SLEUTHS ON**

ABC'S WHO DUNNITS



Jerry Devine
"This Is Your FBI"
Fridays at 8:30 P.M., EST



Bob Haag & Olyn Landick
"The Sheriff"
Friday Evenings at 9:30 P.M., EWT



Michael Dunne
"Danger, Dr. Danfield"
Sundays, 12 Noon, PST over ABC Network



Bill Gargan
"I Deal in Crime"



Roger De Koven
Famous Jury Trials:
Saturdays at 8:30 P.M., EDT



*Larry Marcus
Betty Moran,*
"Dark Venture"
Tuesdays, 8:30 P.M., PST



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CRIME DETECTING SLEUTHS ON

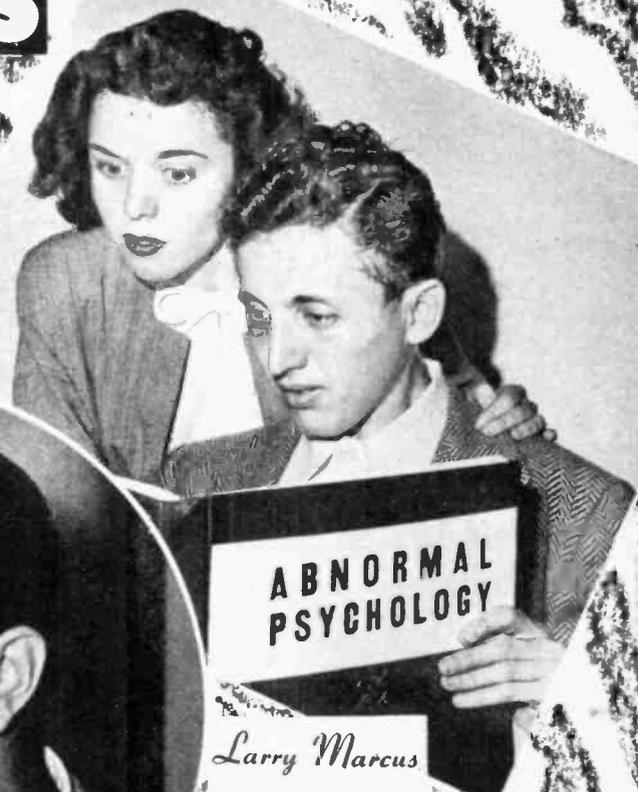
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MARTHA DEANE

MARTHA DEANE

MBS, 3:00 P.M., E.S.T., Daily



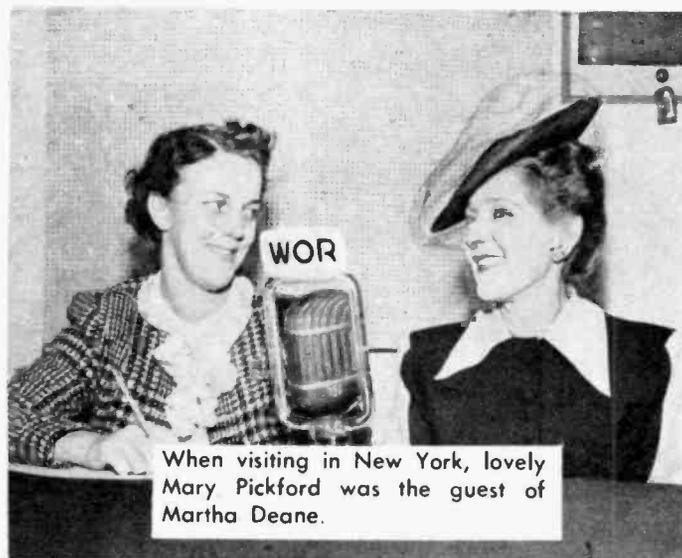
Martha interviews
Jim Farley at a
Democratic Convention



In connection with the recent New York State elections, Martha Deane interviewed the four leading candidates for Governor and U. S. Senator in an effort to introduce the candidates as real people rather than party symbols. Here is Miss Deane with Governor Thomas E. Dewey at Republican Headquarters in New York City.



Eva Le Gallienne and Dame May Whitty, stars of the new Broadway hit drama "Therese," chat with Marian Young, WOR's "Martha Deane" while guesting on her program.



When visiting in New York, lovely Mary Pickford was the guest of Martha Deane.



"Amos 'n' Andy" 18 years younger.



"Amos 'n' Andy" have trekked down a long and happy radio road together and the two comedians, Freeman F. Gosden (Amos—left) and Charles J. Correll still hew to their original line of humor. This is their nineteenth year as "Amos 'n' Andy" but before that they talked into the microphone as "Sam 'n' Henry," and "Jim and Charley."

AMOS 'N' ANDY

NBC, 9:00 P.M., E.S.T., Tues.,



"Amos" tries to explain some of the finer points of book keeping.



FULL STEAM AHEAD: Freeman F. Gosden (left) and Charles J. Correll, radio's "Amos 'n' Andy," get a few thoughts down on paper preparatory to their program. Louisa Summa, secretary to "the Boys" for years, is an expert hand at taking dictation from the two, and uses a brace of pencils for the purpose.

THE GIRLS BEHIND

Leave it to the Girls



MBS, 9:30 P.M.,
E. S.T., Saturday

Versatile Joan Sinclair, Assistant Producer, shouldering the Director's burden for the evening, cueing emcee Ted Malone.



Digging out from the avalanche of letters which pour in every day Martha Rountree, Producer, Joan Sinclair, Editorial Director, and Dancy Goodwin and Florence Murphy of the Editorial Staff, select the most interesting problems for discussion on this "Roundtable of Romance."



Talented Martha Rountree, Producer-Director, pinch hits on the panel for Paula Stone. Left to right, Tiny Ruffner, announcer, Ted Malone, emcee, Joan Sinclair, Director, Eloise McElhone, Marilyn Cantor (one of Eddie's five), Martha Rountree, Florence Pritchett, and Keenan Wynn, (the man who strikes back!)



Miss Rountree and her "Girl Friday," Florence Murphy, settle down to the less colorful, but just as necessary, everyday office routine upon which every successful show is built.



It's a man-sized job these three little girls Joan Sinclair, Florence Murphy and Dancy Goodwin perform each week throwing cues, tabulating audience reactions and marking down quips on the fastest half hour in radio, Eddie King is Mutual's engineer.



BOB SMITH

NBC, 7:05-7:30 A.M., Mon., Sat.
 8:00-8:30 A.M., Mon., Wed., Fri.
 7:45-8:30 A.M., Tues., Thur., Sat.

Bob Smith is a one-man show. He has his own morning program on WNBC—he sings, he plays piano, he discusses matters weighty and light, gives weather reports, time signals and enjoys himself—to the enjoyment of listeners throughout the metropolitan area.

Bob's father, who was a building contractor in Staunton, Ill., directed the village band and played every instrument—and it was from him that Bob inherited his love of music. Bob was born Nov. 27, 1917, in Buffalo, N. Y. . . . attended Masten Park High School, where, in his senior year, he was part of a male vocal trio, "The Hi Hatters." That was his start as an entertainer. He was 15 when "The Hi Hatters" were signed for a weekly program on WBEN, Buffalo. After High School he toured in vaudeville for two years in an act with "The Hi Hatters" and a girl singer. "Big-time" radio was next, and he did a "cheer-up" show on which he had noted guests of radio, stage and screen—and then went on to headline on WNBC. He was married Nov. 21, 1940, to the former Mildred C. Metz, and they have two children—Robin, 5, and Rennie, 3, and live in New Rochelle, N. Y.

FIRESTONE HOUR

NBC, 8:30-9:00 P.M., E.S.T., Monday



Eleanor Steber caught during one of her beautiful renditions.



The "Firestone Hour" owes its brilliance to the group pictured here. L. to R.: Miss Firestone, Christopher Lynch, Eleanor Steber, Mr. Firestone, Mrs. Lynch, Howard Barlow, Mrs. Firestone.



Miss Firestone at the piano with the full orchestra.



AFTER THREE WEEKS of living on an island (Hollywood traffic island), Dusty Rhodes was carried off by waves (24 Navy WAVES)!



HARLOW WILCOX, popular announcer on TRUTH OR CONSEQUENCES.



DREAMING UP a future TRUTH OR CONSEQUENCES gag, are (l. to r.): Ralph Edwards, Paul Edwards, Bill Hawes and Phil Davis.

TRUTH OR CONSEQUENCES

NBC, 8:30 P.M., E.S.T., Saturday



HEADS OR TAILS: This contestant's prize depended on the flip of a penny . . . but much to his surprise the coin was flipped into the Hudson River.



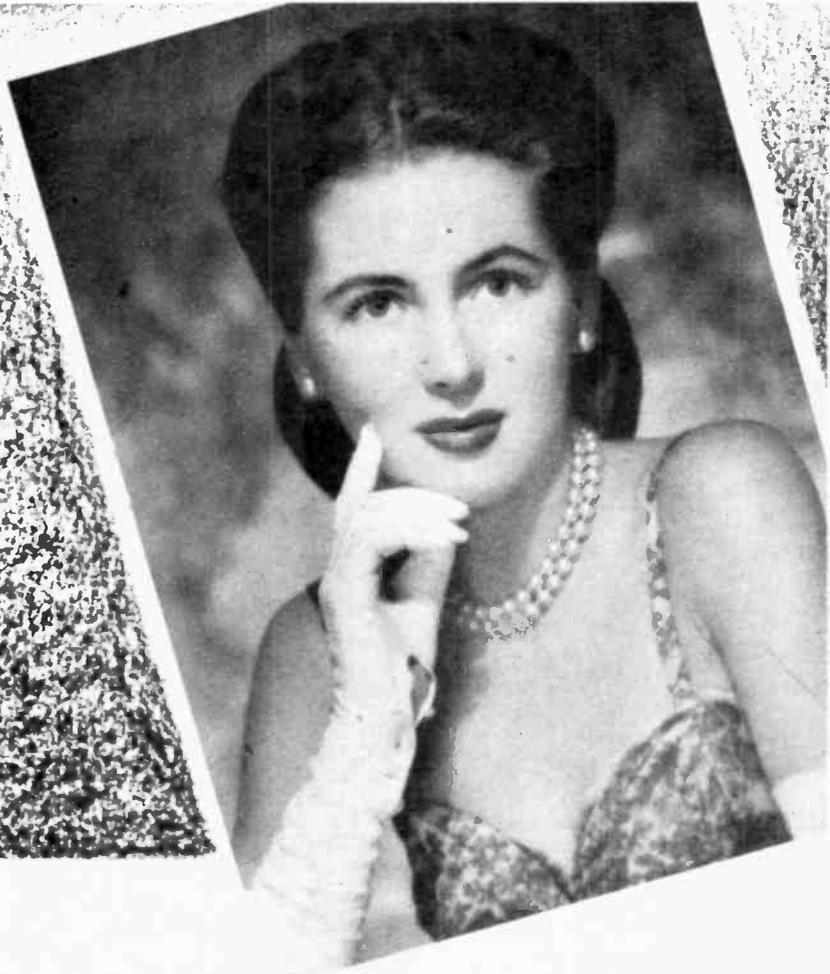
RALPH EDWARDS, creator and emcee of TRUTH OR CONSEQUENCES, the modern radio version of the old parlor game.

FLORENCE PRITCHETT

Florence Pritchett, born in South Orange, N. J. in 1920, became a John Robert Powers Model at the age of 14. Picked as the "typical American girl" by Mademoiselle Magazine, she spent two years touring the nation as "Joan Of Mademoiselle." Five years of modelling found her the head of styling at Powers school instructing females of all ages how to dress attractively. This was followed by a "charm and self-improvement" lecture tour of the Midwest.

Next, Florence became fashion editor of the Journal American . . . then assistant woman's editor . . . author of a series of beauty and fashion articles for Movie Show magazine . . . "male interviewer" of movie stars for Silver Screen . . . and to top it, she became the first female "advance man" for movie publicity work touring forty cities for David Selznick's *Duel In The Sun*.

Back to New York and writing for Photoplay magazine, she returned to Leave It To The Girls as one of the original panel. This post summer she gave the woman's side of the news on the Walter Winchell replacement with Quentin Reynolds. Still designing and making most of her own clothes, she has been acclaimed one of the best dressed . . . and by Cholly Knickerbocker, the best rhumba dancer in New York.



Some of the prizes . . . vacuums, radios, jewelry, pressure cookers, glassware, etc. . . can be seen in picture where Irene, aided and abetted by her assistant Dwight Weist, threatens "coachers" with a bat!



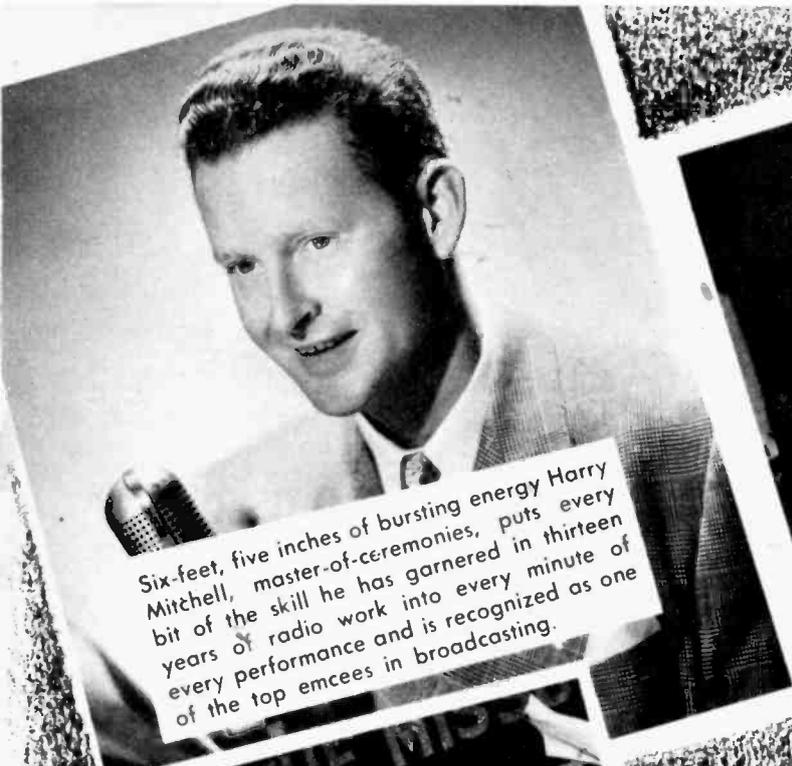
Miss Beasley makes a suggestion to her "Grand Slam" director, Victor Sack, in the control room of her CBS studio while engineer Jack Mason keeps an eye on the microphones in the studio.

GRAND SLAM

CBS, 11:30 A.M., E.S.T., Daily



Irene Beasley, radio favorite for almost 20 years, is the only songstress to be mistress of ceremonies and singing star of a program that she creates and produces herself.



Six-foot, five inches of bursting energy Harry Mitchell, master-of-ceremonies, puts every bit of the skill he has garnered in thirteen years of radio work into every minute of every performance and is recognized as one of the top emcees in broadcasting.



Harry gives another rapid-fire report—this time, gulp-by-gulp—when two housewives compete at draining standard baby bottles through nipples. Harry Copeland gallantly holds one contestant while Maurie Webster provides his knee for the other.



A pair of sailors struggle through a "girder race" just before the show goes on the air, putting the studio audience into gales of laughter.

MEET THE MISSUS

CBS, 2:30 P.M., P.S.T., Daily



Maurie Webster is Harry's "MEET THE MISSUS" side-kick. The good-looking blonde announcer joins Harry in putting on the zany stunts that keep listeners and the studio audience at Earl Carroll's Theatre-Restaurant in Hollywood roaring with laughter.



While the contestants clean up Harry tells about the prizes that will be given to both the winner and the loser. That's Harry Copeland helping the contestant. . . . in case you wondered what an Assistant Producer does?



LEFT: Millard Lampell ("Attorney for the defense"), radio writer and author of "Long Way Home" "Judge" Sterling North; RIGHT: James Dugan ("Prosecutor"), writer and cartoonist. Taken during program preliminaries.



"Pikes Peek Or Bus" (Doubleday) by Earl Wilson. Left to right: "Prosecutor:" Russell Maloney, "Defendant" Earl Wilson, "Defense attorney" Morey Amsterdam.



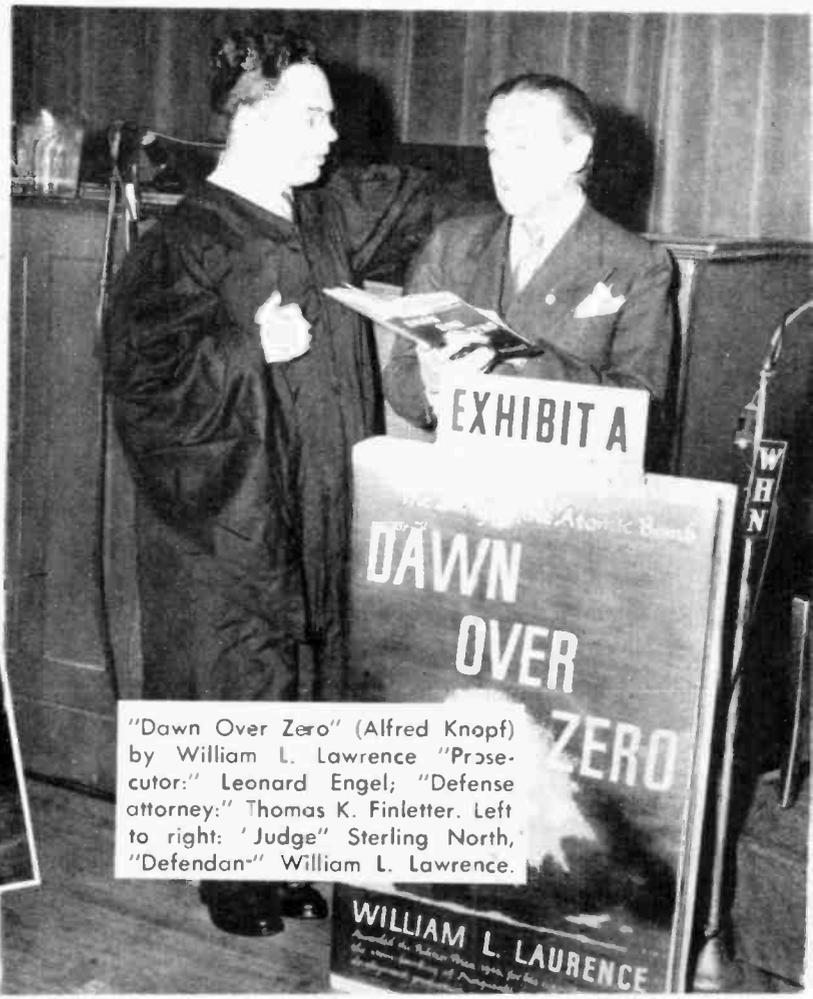
"Judge" Sterling North, literary editor of the N. Y. Post, opens the court session.

BOOKS ON TRIAL

WHN, 8:00 P.M., E.S.T., Monday



"The Silent Speaker" (Viking Press) by Rex Stout. "Prosecutor:" Will Cuppy; "Defense attorney:" Paul Gallico. Left to right: "Judge" Sterling North, "Defendant:" Rex Stout.



"Dawn Over Zero" (Alfred Knopf) by William L. Lawrence "Prosecutor:" Leonard Engel; "Defense attorney:" Thomas K. Finletter. Left to right: "Judge" Sterling North, "Defendant:" William L. Lawrence.

WILLIAM L. LAURENCE

F A M O U S



Perry Ward



Harry Bartell



Sharon Douglas



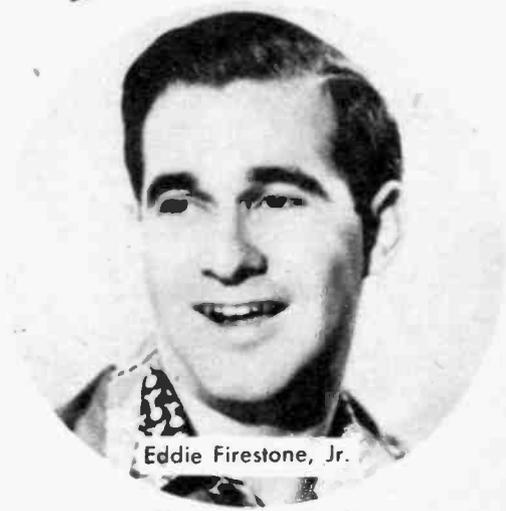
Herbert Rawlinson



Elliott Lewis



producer of Famous Players
Les and Madelon Mitchel (Mr and Mrs.)



Eddie Firestone, Jr.

PLAYERS



Louise Arthur



Jack Edwards and his mother Edna Edwards



Janet Waldo



Marjorie Davies



Marvin Miller



Joe Kearns



Barbara Fuller



Cathy Lewis

FRANCES SCULLY

"Star Gazer"

KECA, 3:45 P.M., Daily

Frances (the Star Gazer) Scully is a gal-about-Hollywood who really knows the Cinema City and its celebrities . . . and is herself as blondly glamorous as the stars about whom she talks. She started her career as a chronicler of the Hollywood scene in the publicity department of a major picture studio. . . . But soon decided radio was a better avenue for release of her many talents. . . . So she became a "Girl Friday" to Hal Bock, Press head at NBC. Later she became publicity writer and head of the fashion and beauty section of the department.

During her light, chatty and very entertaining KECA show, "Star Gazing" with Frances Scully, heard Monday thru Friday at 3:45 p.m., Frances gives fans intimate glimpses of the lives of the stars, gathered from her long association with them, as well as the latest in news happenings about the town. Truly feminine in her point of view, Miss Scully keeps her fans posted on the latest fashion and beauty tips from the stars.

In her news gathering for "Star Gazing," Frances covers all the important movie premieres, openings of musical events and stage productions, as well as all the fashion shows held in this area. She reviews these events in her "glamour reports" . . . a very popular feature of her quarter-hour airtel.

She recently concluded a network series, "Hollywood and Mine," on which she was co-emcee with Bob Latting of ABC. Born in Pocatello, Idaho, Frances moved to Portland, Oregon, with her parents, who later settled in Los Angeles. Frances graduated from the L. A. Catholic Girls' High School and attended U.C.L.A.



ADRIENNE AMES

N.Y.'s most alluring reporter

WHN, 7:30 P.M., E.S.T., Daily



Adrienne Ames—delightful to listen to, lovely to look at.



Gregory Peck answers the questions of Miss Ames at a recent interview.



Adrienne and Bill Eythe (Fox Star) smile for the fotog after air time.



A few contestants on a typical panel who are face to face with a particular daily dilemma



Here we see Jack questioning those chosen for the day as the panel of jurors.



Jack Barry—the guy who shoulders the daily dilemmas that others try to slip out from under.

DAILY DILEMMAS

MBS, 2:00 P.M., E.S.T., Daily



Joseph Jarson—the veteran of the day—who explains his housing dilemma to Jack Barry. Four people called in during the program suggesting available places for Joe and his family. In this way, "Daily Dilemmas" has found homes for more than seven hundred veterans since the inception of the program last April. An average of 800 listeners per week write in to offer dilemmas.



PEOPLE ARE FUNNY
Cross-Country Derby
Probably cheaper to go by train, but that's too simple for this show.



Art Baker and Art Linkletter prove beyond doubt week after week that "People are Funny."



Sony Tufts gets mixed up in the old triangle—Art point the mike at her husband.



Once you step on the "People are Funny" stage, you can expect anything you don't expect—see what I mean?

PEOPLE ARE FUNNY

NBC, 9:00 P.M., E.S.T., Friday



Buddy Twiss, NBC announcer, holds mike for a gob who actually shrinks from lovely Chili Williams.

LET THE CHIPS FALL

by

LEW LAURIA

The shocking, piquantly personal story of an actress' rise to fame, daringly disclosed in that swift stimulating tempo that belongs only to Radio . . . the FIRST TRUE PICTURE of that fascinating industry.

Teresa (Tree) Drake, fired by an incentive foreign to most actresses, fights her way up the long hard pull to radio fame, denying herself her most fervently desired objective in life. After four years of New York Radio in which she attained acclaim as one of its top actresses, Tree goes to Hollywood on a strict gamble, and is faced with the problem of starting anew. Dick Randall, a handsome, serious director, comes into her life and wonderful things begin to happen. Radio directors toss jobs into HER lap while she fights her way out of THEIRS. Then comes a screen contract followed by tragedy . . . not one, but many heart-breaking events, and bereft of the inspiration that has been her motivating force, Tree skyrockets to the top in a blazing triumph of complete emptiness. Her victory is indeed a hollow one, until . . . but, why spoil the story for you?

Lew Lauria has written a scintillating first novel based on actual lives of living characters in the radio industry. His story is resplendently revealing, stimulating, gripping . . . in the language and tempo that is Radio's own. You'll live with Tree Drake, dangerously, daringly and enjoy her phenomenal rise to the pinnacle of glory. You'll be taken into studios for a glimpse behind the mikes, to live thru auditions and rehearsals and hear the racy repartee so characteristic of radio actors.

The real names of celebrities are used, those of the chief characters are fictitious for obvious reasons. The satire is certain, and indisputably just. Seventy percent in delightful dialogue. LET THE CHIPS FALL will cheer you as it chills you, bring laughs thru tears . . . its intricate plot will keep you in painful suspense, and at its denouement you will be left with the comfortable feeling that despite the glamour, despite the nerve-racking, ulcer-producing activity of their profession, ACTORS ARE PEOPLE.

About the Author

Lew Lauria, born in Waterbury, Connecticut, was theatrically attracted at the tender age of seven. Slated to sing at the Poli Theatre amateur night, he opened his mouth and nothing came forth. In prizes, he came fifth, but eleven years later, on that same stage, he redeemed himself in his first professional appearance with the Manhattan Players. In the summer of '23, Lew became a water clown with a carnival thru the Middle West. His duties included comedy dives from a high board and the "walk-off" from the top of the towering ladders into a tank of water.

Then to Hollywood to double for the late Lloyd Hamilton . . . more stage . . . more radio . . . pictures . . . radio writing, and in 1939 he became active in the Hollywood Local of AFRA, the American Federation of Radio Artists, editing and publishing the first Official Bulletin. In September of the same year, he conceived and founded the National Radio Artists Directory and the Radio Artists Telephone Exchange (RATE) as a cooperative service for directors and actors, and in 1944 inaugurated the nation's leading radio fan magazine, RADIO ROW.

Reputed to know personally more actors than anyone else in the industry, he numbers over four thousand of them among his acquaintances. He is married to Maybelle Prindaville, one of radio's leading actresses.



"It doesn't take the curtain off radio . . . it burns it off!"

NICK KENNY . . . N. Y. Daily Mirror

"It's a honey! . . . Sparkling dialogue crammed with humor . . . it's radiol!"

TINY RUFFNER . . . M.C. of radio's "Better Half" and "Leave It To The Girls"

"It's graphic . . . it's frank, and it's written in a fast-moving style . . . it's a must for radio fans!"

FRANCES SCULLY . . . Hollywood Star Gazer Program

"An absorbing story brimming with pathos and studded with scintillating humor . . ."

A major HOLLYWOOD Film Co.

Special to RADIO ROW Subscribers

For each subscription to RADIO ROW accompanied by a check or money order for \$2.75, you will receive by return mail, a personally autographed copy of the first edition of LET THE CHIPS FALL.

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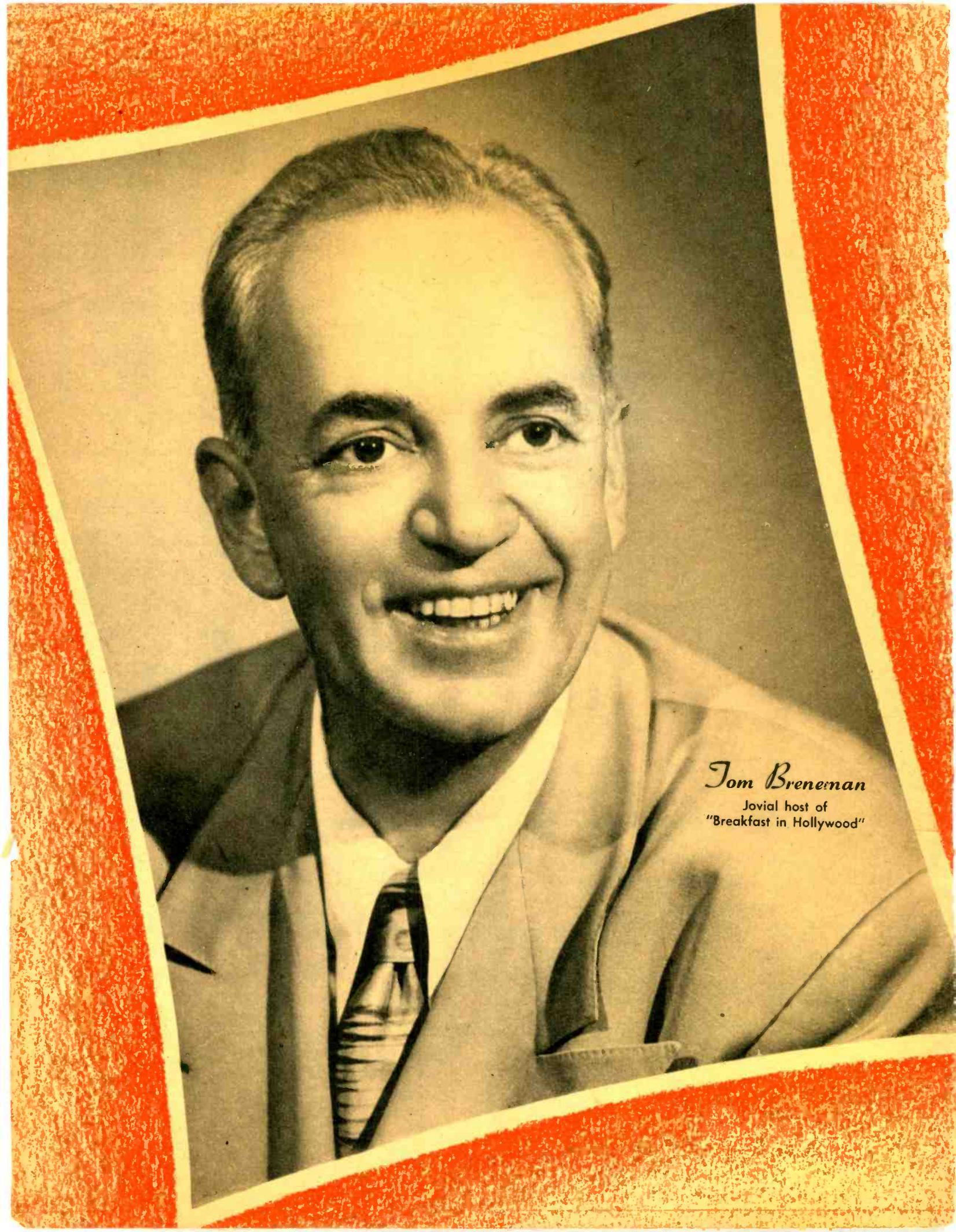
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Address

City

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Tom Breneman
Jovial host of
"Breakfast in Hollywood"