

RADIO ROW

If It's Tops In Radio, You'll Find It In RADIO ROW!!

Featuring:

Mr. District Attorney

The Hildegard Show

The Alan Young Show

Woman Of America

Road Of Life

Light Of The World

When A Girl Marries

The Lone Ranger

Ma Perkins

Which Is Which???

Comedy Theatre

Charlie Chan

Big Town

Portia Faces Life

Hymns Of All Church

Joyce Jordan

Can You Top This?

AND

THE COAST TO COAST HOKE-UP

*Scintillating Satirical
Stanzas*

on

*Programs - Personalities
and Commercials*



Bing Crosby
Kraft Music Hall

Academy Award Winner 1944

25¢



Bernard Dudley

Announcer-Commentator

NEW YORK PHILHARMONIC-SYMPHONY

THE DICK BROWN SHOW

DOROTHY THOMPSON

LINDA'S FIRST LOVE

AMERICAN MERCURY ON THE AIR

THE TREASURE HOUR OF SONG

RADIO ROW

formerly known as RADIO STARS will be published quarterly for the duration.

It is our intention to make RADIO ROW a complete Radio Log in Pictures of all your favorite programs. We will welcome any suggestions you have to offer.



Address all communications to RADIO ROW, Hollywood 28, California

or

Radio Row, 595 Fifth Ave., New York City



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PORTIA FACES LIFE

... A STORY REFLECTING THE
COURAGE, SPIRIT AND INTEGRITY
OF AMERICAN WOMEN EVERYWHERE



LUCILLE WALL as
PORTIA BLAKE



BARTLETT ROBINSON as
WALTER MANNING



ALASTAIR
KYLE
as
DICKIE
BLAKE



CONSTANCE COLLIER as MRS. DALRYMPLE



ETHEL INTROPIDI as MRS. BLAKE

"PORTIA FACES LIFE" IS HEARD EVERY MONDAY THROUGH FRIDAY
OVER THE CBS NETWORK FROM 2:00 TO 2:15 P.M., E.W.T.



Maybelle Prindaville

"Carol Brent"—Road Of Life
Allan Young Show
Carton Of Cheer

LISTEN TO RADIO'S BEST-LOVED PERSONALITY

Ma Perkins

MONDAYS THRU FRIDAYS

CBS STATIONS • NBC STATIONS

1:15 P.M. E.W.T.

3:15 P.M. E.W.T.

Sponsored by PROCTER AND GAMBLE, makers of OXYDOL





Jackson Beck

Brownstone Theatre MBS

"Narration" on Superman MBS

"Narration" for Pathe News

When a Girl Marries

THE STORY OF
YOUNG MARRIED LIFE
DEDICATED TO EVERYONE
WHO HAS EVER BEEN
IN LOVE



MARY JANE HIGBY
as JOAN DAVIS



ROBERT HAAG as
HARRY DAVIS



THE DAVIS FAMILY and LILY



MARION BARNEY as MRS. DAVIS



ANNE FRANCIS as KATHY CAMERON



JEANETTE DOWLING as IRMA CAMERON

"WHEN A GIRL MARRIES" IS HEARD OVER THE NBC NETWORK
EVERY MONDAY THROUGH FRIDAY FROM 5:00 TO 5:15 P.M., E.W.T.



Gloria Charmley

"Sharlee"—Mayor Of The Town

Dr. Christian

Silver Theatre

Stars Over Hollywood

Screen Guild

I Love A Mystery



Bruce Foote, featured baritone

Hymns of All Churches Choir with Franklyn MacCormack, narrator (left), and Fred Jacky, director (right).

*for inspired music . . .
hymns America loves best*

LISTEN TO

HYMNS OF ALL CHURCHES

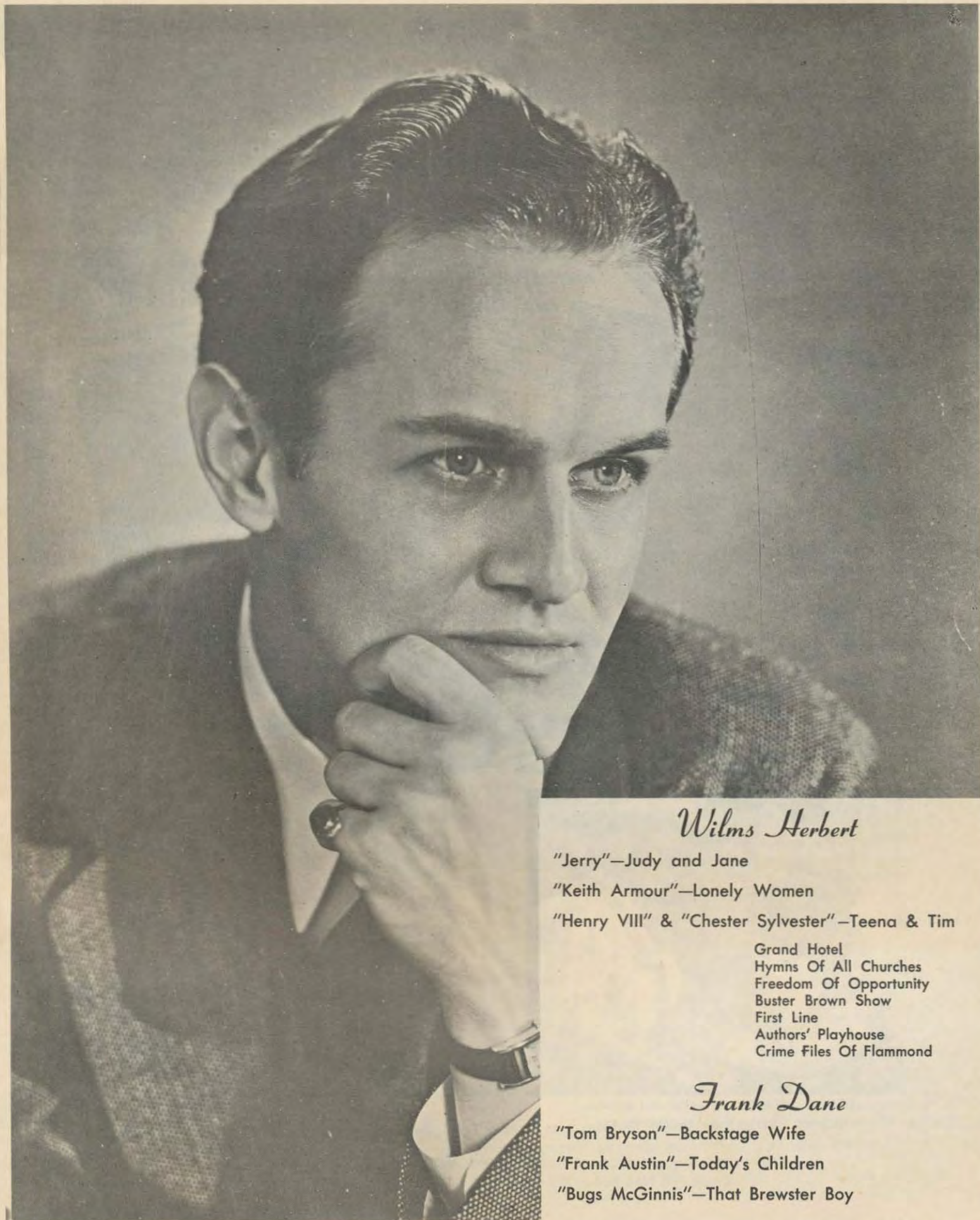
MON., TUES., WED., THURS. 2:45 P.M. E.W.T.

N. B. C. STATIONS

GENERAL MILLS, INC., MINNEAPOLIS, MINN.

"New foods, new ideas, for a better world"





Wilms Herbert

"Jerry"—Judy and Jane

"Keith Armour"—Lonely Women

"Henry VIII" & "Chester Sylvester"—Teena & Tim

Grand Hotel
Hymns Of All Churches
Freedom Of Opportunity
Buster Brown Show
First Line
Authors' Playhouse
Crime Files Of Flammond

Frank Dane

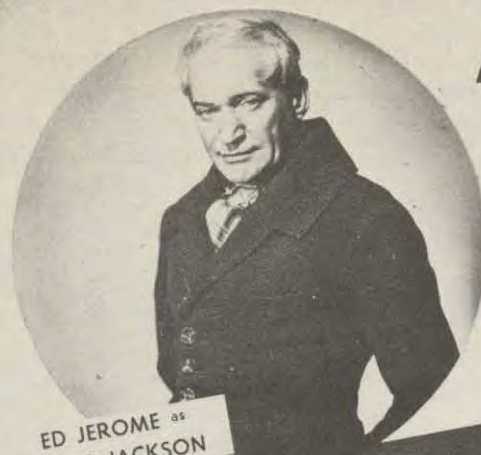
"Tom Bryson"—Backstage Wife

"Frank Austin"—Today's Children

"Bugs McGinnis"—That Brewster Boy

A *Woman* OF AMERICA

THE THRILLING STORY
OF LOVE AND
ADVENTURE IN COVERED
WAGON DAYS



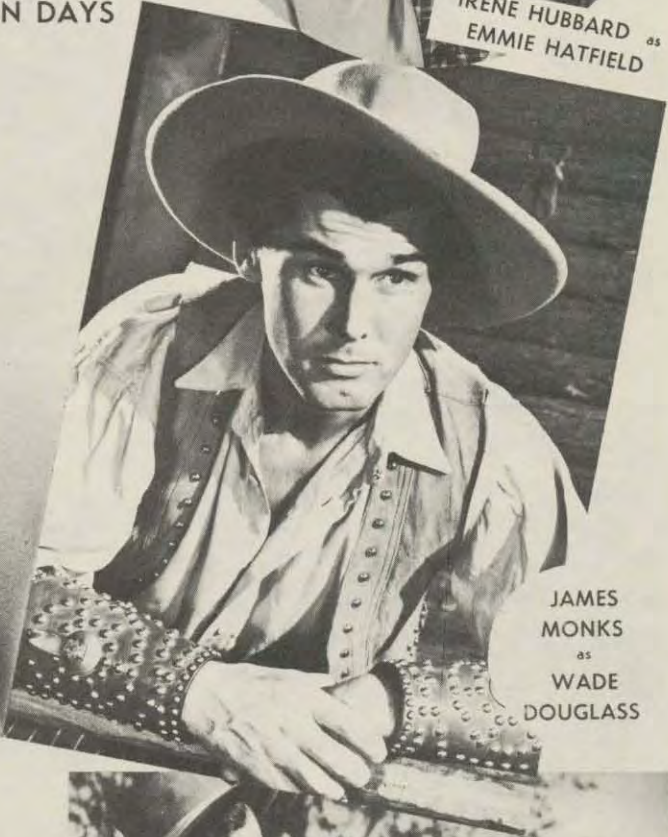
ED JEROME as
CALEB JACKSON



IRENE HUBBARD as
EMMIE HATFIELD



ANNE
SEYMOUR
as
PRUDENCE
DANE



JAMES
MONKS
as
WADE
DOUGLASS



LOUISE LARABEE and JACKSON BECK as
FANNY CARLISLE and EMILIO PRIETO



KENNETH LYNCH and NANCY DOUGLASS as
SLIM STARK and PEG HALL

"A WOMAN of AMERICA" IS HEARD EVERY MONDAY THROUGH FRIDAY
OVER THE NBC NETWORK FROM 3:00 TO 3:15 P.M., E.W.T.

THE COAST TO COAST HOKE-UP

Editor's Note: The Coast To Coast Hoke-Up is to be a regular feature of Radio Row. Any program, any celebrity, or any commercial which you would like to have appear in verse, please let us know immediately. You will be given credit on this page for your suggestion. At a future date, this total collection will be published in one volume and offered for sale at \$1.50. Because of the paper shortage, only a limited number will be available. Place your order now!

"THE COAST TO COAST HOKE-UP"

Have you ever felt about to go
Berserk about a radio show?
For instance, now, it's time to grieve . . .
I'm listening to Great Gildersleeve.
In a fit of sneezing he goes and sees
A quack who's hep on allergies,
And in between sneezes, groans and grunts
And antiquated vaudevillian stunts,
He advertises cheese by Kraft . . .
Commercials studded with wheezes . . .
To me the whole thing is but daft!
It should be Kraft by CHEESES!
Or, for off-the-record info . . .
For anti-sneeze try Rinso!

There are those who'll say, "If a program's vile,
You needn't fuss . . . just twist the dial!
I've twisted dials for twenty years
It's given me the jitters . . .
From olden days of Ruppert's beers
Thru Angostura Bitters.
I recall the days when Chevrolets
Were tossed around the nation,
For adding "fuss" to "I like this becuz"
And mailing it in to a station.

Cigar bands and labels
Limricks and fables . . .
Box tops and facsimiles thereof
Brought autos and sables
And gold laden cables
To some but not to me not a share of!

On twisting dials my contention is
You can twist the dial till it starts to fizz
And brings back your sciatica . . .
From the Thin Man's stealth
To the smile of health
To out-fizz Sal hepatica.

You can twist and turn
Till your fingers burn . . .
It's bound to get your smoke up!
From sky to ground
The clock around . . .
Transcontinental HOKE-UP!

The Coast to Coast HOKE-UP, for hook up I use
For the frequency franchise the networks abuse.
Perhaps you're a novice and don't mind the noise,
But my ire dates back to the Happiness boys!

From the date when this twosome went off the air
I've been mourning the loss of Jonesy and Hare,
For their passing as masters of bright repartee
Marked the birth of an era annoying to me . . .

An era considered resplendent by many,
To me just a nightmare too full of Jack Benny,
Jack Haley, and Jessel, and Richman and Cantor
Appalling to me . . . all this meaningless banter . . .
Of standup routines with gags soon forgotten
Discarded by Miller as henfruit au gratin.

An era of soap shows and star spangled dramas . . .
Of fireside chats and friendly Bahamas;
Of championship-prize fights and dem bums the
Dodgers
All these can't atone for the loss of Will Rogers.

Will Rogers—The fountain of barbed witty truth
Scored more circuit clouts than the mighty Babe Ruth;
With Rural finesse he directed thoughts home
By bouncing them off the capitol dome.

to be continued next Issue

Warning: Coast To Coast Hoke-Up is a copyrighted feature and may not be reproduced in any form nor recited either in part or in whole on any radio program without special permission of the copyright owner.



for thrill-packed adventure

LISTEN TO

“The Lone Ranger”

EVERY MON., WED., FRI., 7:30 P.M. E.W.T.

BLUE NETWORK

GENERAL MILLS, Inc., Minneapolis, Minn.

“New foods, new ideas, for a better World”



Frank Dane

"Tom Bryson"—Backstage Wife

"Frank Austin"—Today's Children

"Bugs McGinnis"—That Brewster Boy

OLD GOLD *Presents* "COMEDY THEATRE"

SUNDAYS NBC 7:30 · 8:00 P.M. P.W.T.

Harold Lloyd



Robert Young, Jim Andrews (Vice President Lennen & Mitchell),
Claudette Colbert, Harold Lloyd rehearse "Palm Beach Story"



Victor Moore in "True to Life" with Harold Lloyd



Lucille Ball, Harold Lloyd & Gary Cooper
in "Ball of Fire"

HOST AND
DIRECTOR OF
"COMEDY THEATRE"



Linda Darnell & Lee Bowman in "Vivacious Lady"



Luis Van Rooten

for Paramount

"Heinrich Himmler" in "The Hitler Gang"

"Mr. Foster" in "Two Years Before the Mast"



Currently Heard in

Light Of The World—"Little Timna"
Report To The Nation—Mr. & Mrs. North
Inner Sanctum—The Thin Man
Ellery Queen—True Detective
Famous Jury Trials, Etc., Etc.

CHARLIE CHAN

Starring Ed Begley as "Charlie Chan"



Directed by Chick Vincent
Monday Through Friday
6:45 — 7:00 P. M., EWT
on The Blue Network
Beginning May 14th



Leon Janney as "No. 1 Son"



Written by Alfred Bester



LISTEN TO

BETTY WINKLER

IN

"JOYCE JORDAN, M. D."

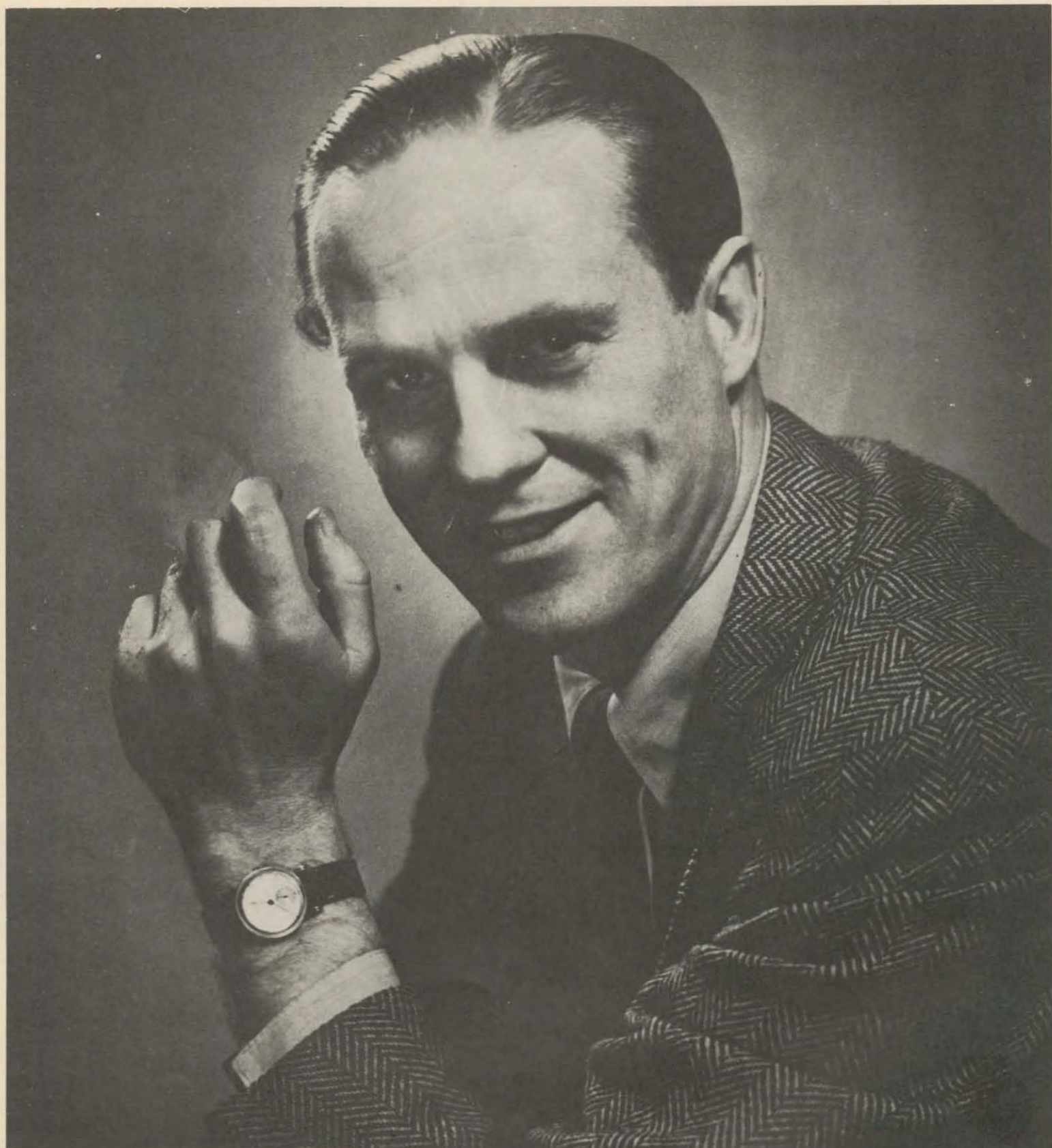
Has a woman doctor a right to Love? Now broadcast 5 days a week

NBC STATIONS

MONDAY THRU FRIDAY

10:45 A.M. E.W.T.

★ sponsored by Procter and Gamble, makers of **dreft** — the amazing new suds discovery and **CRISCO**, the pure all vegetable shortening.



Don MacLaughlin

"Title Role"—Chaplain Jim

"David Harding"—Counter Spy



CAN YOU TOP THIS?

Saturday, 9:30 P. M. EWT NBC

Wednesday, 7:30 P. M. EWT WOR

RALEIGH CIGARETTES PRESENT



Road of Life

Monday through Friday NBC 10:30 A. M. EWT
(Pacific Coast 3:00 P. M.)

Vinton Hayworth
as "Dr. James Brent"
Sponsored by DUZ

Maybelle Prindaville
as "Carol Brent"

MR. DISTRICT ATTORNEY

Wednesday 9:30 P. M. E.W.T. on NBC

Sponsored by Bristol-Myers, makers of Vitalis & Ipana



JAY JOSTYN
as "Mr. District Attorney"



(Left)

LEN DOYLE
as "Harrington"



(Right)

JERRY DEVINE
Author



VICKI VOLA
as "Miss Miller"



PETER VAN STEEDEN
Orchestra Leader



RALEIGH CIGARETTES PRESENT

HILDEGARDE

The "RALEIGH ROOM"

Music by HARRY SOSNIK

broadcast from

RADIO CITY • NEW YORK

OVER THE ENTIRE NBC NETWORK



Sydney Smith plays Hezekiah, young Prince of Judah, who falls in love with the beautiful weaver's daughter, Hephzibah.



Claire Niesen is heard as Hephzibah, charming daughter of a weaver in the peaceful Valley of Kidron.



Alfred Shirley portrays the Prophet, Isaiah, advisor to young Prince Hezekiah.



Carl Emory plays Shebna, the handsome and unscrupulous adventurer who becomes chancellor to King Ahaz.



Beautiful Elia Braca, who portrays the Egyptian villainess, Metara.



Bret Morrison is heard as the narrator on the dramatization of the Bible story "Hezekiah".

The oldest and greatest stories in the world . . . the stories from the Old Testament . . . thrillingly dramatized for you on

"Light of the World"

MON. THRU FRI. 10:15 A. M. E. W. T.



NETWORK

GENERAL MILLS, Inc., Minneapolis, Minn.
"New foods, new ideas, for a better World"



Ray Ives, Jr.

"Billy"—Land Of The Lost

"Junior"—Dick Tracy

"Hartzell"—One Foot in Heaven

"Jeff"—This Life Is Mine

"Archie"—Archie Andrews

OLD GOLD *Presents* "WHICH IS WHICH"

WEDNESDAYS CBS 6:30 • 7:00 P.M. P.W.T.

Ken Murray



Ken Murray, Hugh Herbert and Hal (Great Gildersleeve) Peary try to fool the public



Ken Murray with Guests Joe E. Brown, Vera Vague and Rudy Vallee



Frank Morgan & Basil Rathbone, film stars Guest with Ken Murray

MASTER OF CEREMONIES
of
"WHICH IS WHICH"



Jerry Colonna, Marlin (Beulah the cook on Fibber McGee & Molly) Hurt, Judy Canova with Master of Ceremonies Ken Murray



BIG TOWN

Starring

Edward Pawley as "Steve Wilson"

&

Fran Carlon as "Lorelei"

CBS Tuesdays 8:00 P. M., EWT

9:00 P. M., PWT



Alan Young

THE ALAN YOUNG SHOW
THE BLUE NETWORK
Tuesday 8:30 EWT



Jack Ward

Staff Organist National Broadcasting Company



Joe Kearns

"The Man In Black"—Suspense

"Rev. Dinwiddy"—Mayor Of The Town

Burns & Allen

Amos 'n' Andy

Dr. Christian

Sherlock Holmes

Silver Theatre

Screen Guild

Life Of Reilly

Count Of Monte Cristo

Pacific Story

Ted Allen



EAST MEETS WEST

Roy Rogers, King of the cowboys and star of the Roy Rogers radio show, greets Bernard Dudley, famous announcer, at a party given in his honor.