

RADIO ROW

Featuring:

Breakfast Club

Life Can Be Beautiful

Dr. Christian

It Pays To Be Ignorant

Radio Hall Of Fame

The Jack Haley Show

The Fred Waring Show

Saturday Night Serenade

Hour Of Charm

Mystery In The Air

Suspense

Mr. & Mrs. North

Blondie

The Quiz Kids

Screen Guild Show

AND

THE COAST TO COAST HOKE-UP

*Scintillating Satirical
Stanzas*

on

*Programs—Personalities
and Commercials*

25¢



Bob Hope

The Pepsodent Show

Published Quarterly By RADCO PUBLISHERS

LIFE OF REILLY

NBC Saturdays at 8:00 to 8:30 P. M. Eastern Time
8:30 to 9:00 P. M. Pacific Time



i. to r. William Bendix as "Chester A. Riley," Sharon Douglas as "Babs Riley,"
his 16 year old daughters, Scotty Beckett as "Junior Riley," and Paula Winslowe
as "Mrs. Peg Riley."



John Brown as "Digger O'Dell"
with William Bendix.



Paula Winslowe



Dink Trout as "Waldo Binny."

*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!

**IF THEY'RE TOPS IN RADIO
YOU'LL FIND THEM IN
RADIO ROW**

**THE ONLY FAN MAGAZINE
BASED ON THE POLICY THAT
RADIO STARS SHOULD BE SEEN
AS WELL AS HEARD**

RADIO ROW

**4 ISSUES
FOR ONLY \$1.00**

Mail This Convenient Coupon

RADIO ROW
595 Fifth Ave.
New York 17, N. Y.

Please enter my subscription for one year to RADIO ROW. My check or money order for one dollar is attached.

NAME

ADDRESS

CITY STATE

COAST TO COAST HOKE-UP

Commercials that tell you
the smake is the thing,
And THAT smoke is as fragrant
as lilacs in Spring . . .

Duz does it, skit skits it,
scat scats it and such,
Suds seething with sunshine
so soothing to touch;

So strong as to leave clothes
as bleached as the sands;
Yet thoughtful to soften
those dishpanny hands.

Commercials like these
are so fragile and hollow,
Too flimsy to chew, yet
too tough to swallow.

There's soup, soap and cigarettes,
and cereals too;
You spark up with sparkies
when you're feeling blue;

You cheer up with cheerioats,
you strike out with strix . . .
You brace up with bran flakes
and you kick off with kix.

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!

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.

RADIO ROW

Vol. 1 No. 2 Fall Issue 1945

Editor-Publisher
LEW LAURIA

Associate Editor Art Editor
L. J. STAFFORD GIL CREIGHTON

RADIO ROW, published quarterly by Radio Publishers, Radio Row, Hollywood 28, California; Executive Offices 595 Fifth Ave., New York 17, N. Y. Lew Lauria, Publisher. Single Copies 25 cents. Subscription \$1.00 for four issues. Radio Row accepts no responsibility for manuscripts and photographs that may be submitted. Copyright 1945, by Lew Lauria. PRINTED IN UNITED STATES OF AMERICA.

ATTENTION RADIO FANS

**A Special Radio Program
Designed For You**

**IT'S YOURS FOR THE ASKING
AND THE ASKING
IS UP TO YOU!!**

The name of the program will be
RADIO ROW.

The purpose of the program: to introduce to you personally and give you intimate notes and first hand information about your favorite people in Radio Row! The program will be a half hour evening show conducted by THE RADIO ROW REPORTER and featuring each week, a different guest RADIO STAR. The RADIO ROW REPORTER will interview, and then present the Star in a sequence written especially for him. The Program will alternate between New York, Chicago and Hollywood so that all your favorite radio celebrities will be presented. There are many special innovations being planned for you that cannot now be revealed.

Your Radio Row Reporter will be a man who has been in radio for 19 years, and is personally acquainted with over 4000 radio actors. The items he gives you will be first hand and authentic.

**IF YOU WANT SUCH A
PROGRAM
HERE'S WHAT YOU CAN DO
TO HELP.**

Write a letter to the RADIO ROW REPORTER, telling him how you fee about the idea.

Address your letter to

**RADIO ROW REPORTER,
RADIO ROW
6365 Selma Ave.,
Hollywood 28, California**

Editor—Publisher

Actors Row

Ruth Perrott

"Mrs. Mills"—The Younger Generation
"Prudence Rockbottom"—Meet Me At Parky's
"Mrs. Van Atwater"—Judy Canova Show



Ethel Wilson

"Aunt Harriet"—Aldrich Family
"May Case"—Lora Lawton
"Maud Marlowe"—Backstage Wife
"Mrs. Kemyon"—Rosemary
"Eloise Cummings"—Road Of Life

Jane Morgan

"Title Role"—Aunt Mary



Jan Miner

"Title Role"—Lora Lawton



Len Doyle

"Harrington"—Mr. District Attorney



Alice Yourman

"Announcer"—Two On A Clue
"Mrs. Andrews"—Archie Andrews
"Emily Norton"—Right To Happiness
"Mrs. Gibbs"—Hearts In Harmony
"Mrs. Anderson"—The Aldrich Family



Irene Tedrow

"Mrs. Archer"—Maet Corliss Archer
"Jessie Ward"—Aunt Mary



John Moore

"Tracey Endicott"—Evelyn Winters
"Hank O'Hoolihan"—Life Can Be Beautiful
"Capt. Goodhue"—Terry & The Pirates



Colleen Ward

"Frances"—Barry Cameron



Sara Berner

"Gladys Zabisco & Ruby Wagner"—Jack Benny Show
"Muriel"—Burns & Allen Show
"Conchita (Vot Else) Shapiro"—Rudy Vallee Show



Ethel Everett
"Renee"—The Falcon
"Miss Boyle"—Road Of Life



Gerta Rozan
"Irina & Lina Troyer (twins)"—Mary Marlin
"Eleta"—Terry & The Pirates



Lurone Tuttle



Rolly Bester
"Gloria Mulvaney"—Barry Cameron



Eunice Howard

"Dimples"—The Blondie Show
"Dolly Snaffle"—Duffy's Tavern
The Whistler—This Is My Best—This Is My Story
Suspense—Bill Gargan's G.I. Laugh's Show—12 Players

"Linda"—Pepper Young's Family
"Margie Wigglesworth"—Keeping
Up With The Wigglesworths
"Mrs. Hopkins"—Mary Marlin

"Maggie Sprague"—Young Widder Brown
"The Midget"—Two On A Clue
"Fishes"—Land Of The Lost



Athena Lorde



Janet Waldo

"Corliss"—Meet Corliss Archer
"Irene"—One Man's Family



Ronnie Liss

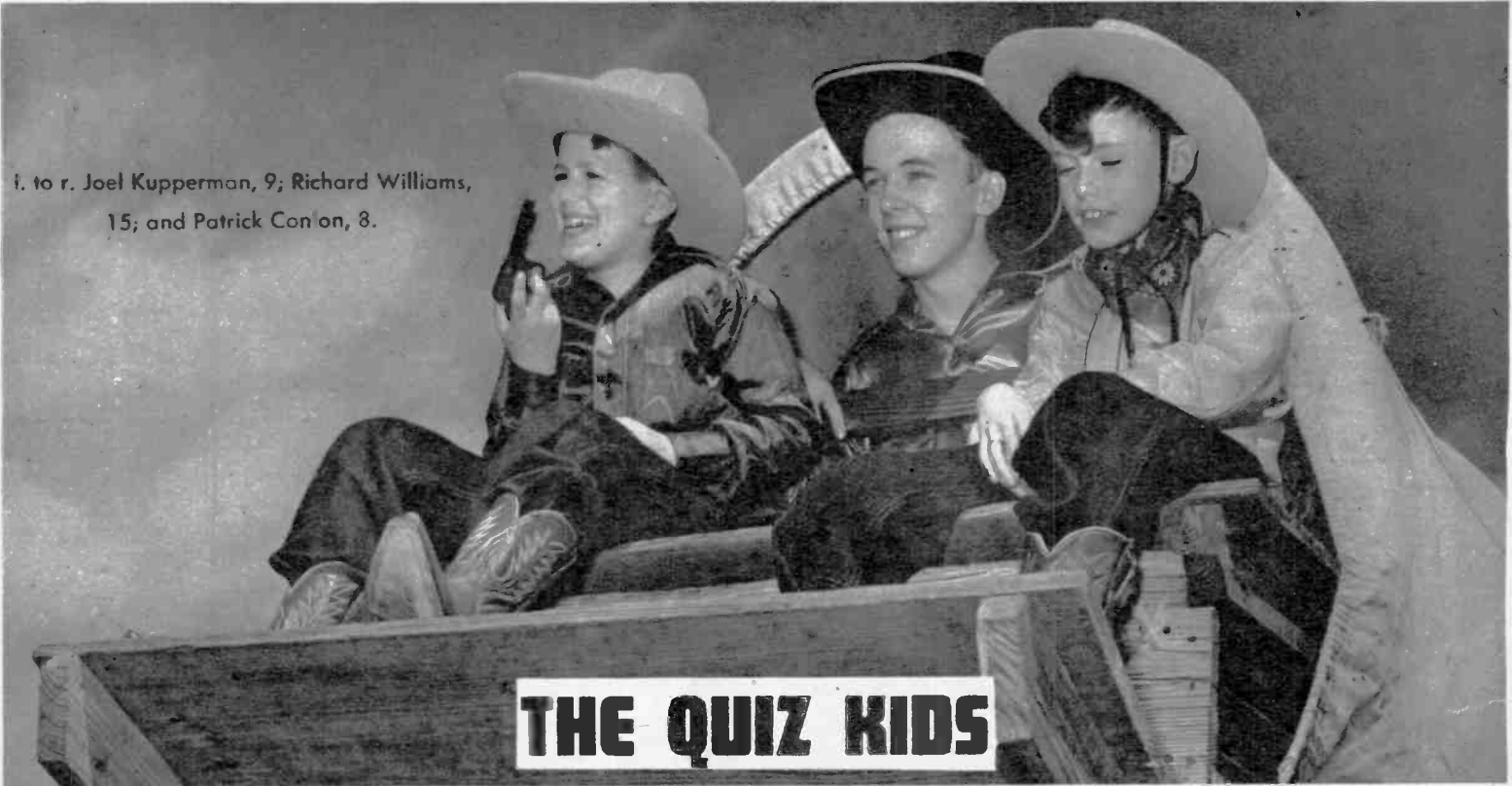
"Mickey"—Two On A Clue
"Robin"—Superman
Let's Pretend—This Is Your F.B.I.



Joel Davis

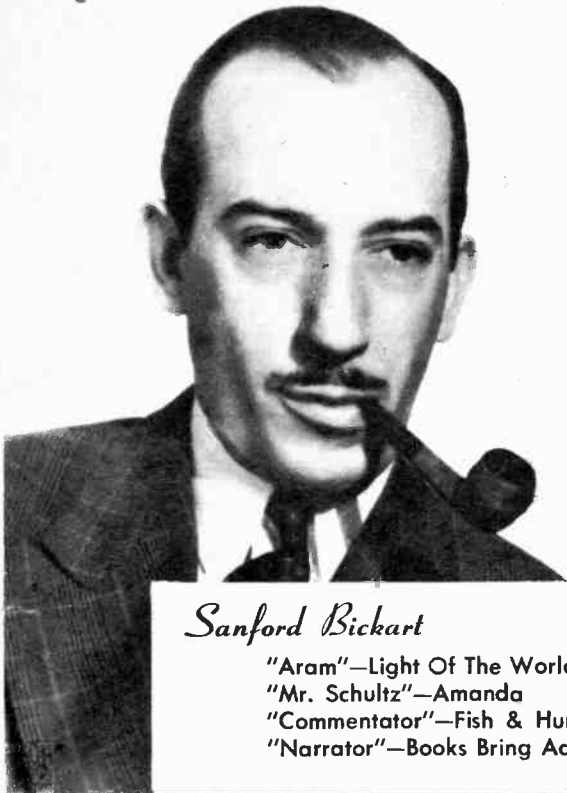
"David"—Ozzie & Harriet
"The New Year"—Jack Benny Show

l. to r. Joel Kupperman, 9; Richard Williams, 15; and Patrick Conon, 8.



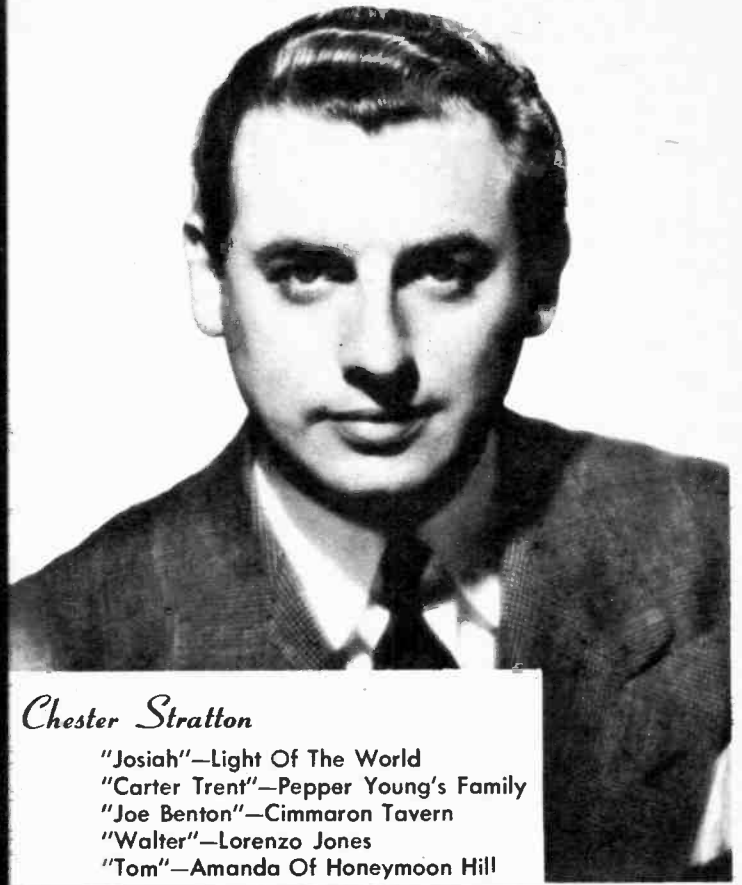
THE QUIZ KIDS

ABC Sundays at 7:30 P.M. Eastern Time 8:30 P. M. Pacific Time



Sanford Bickart

"Aram"—Light Of The World
"Mr. Schultz"—Amanda
"Commentator"—Fish & Hunt Club
"Narrator"—Books Bring Adventure



Chester Stratton

"Josiah"—Light Of The World
"Carter Trent"—Pepper Young's Family
"Joe Benton"—Cimmaron Tavern
"Walter"—Lorenzo Jones
"Tom"—Amanda Of Honeymoon Hill



Cameron Prud'Homme

"Title Role"—David Harum



Earle Ross

"Judge Hooker"—The Great Gildersleeve

James Van Dyk

"Dick Phillips"—Rosemary
"Grover Courtney"—Front Page Farrell
"Phillip Coolidge"—Portia Faces Life
"Jesse"—Young Dr. Ma one



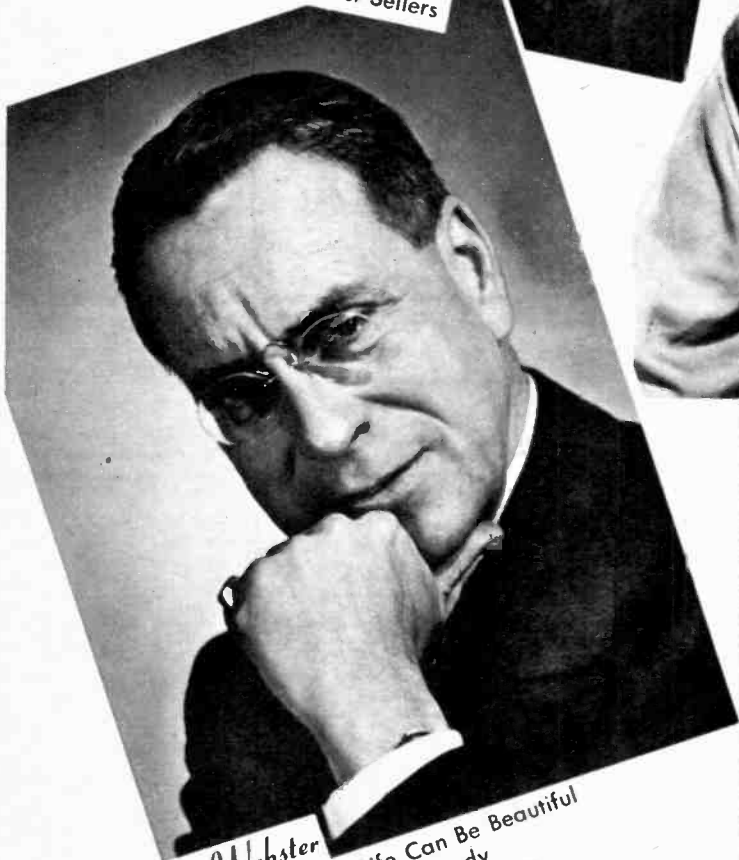
Bret Morrison

"Speaker"—Light Of The World
"Host"—Listening Post
"Host & Narrator"—Best Sellers



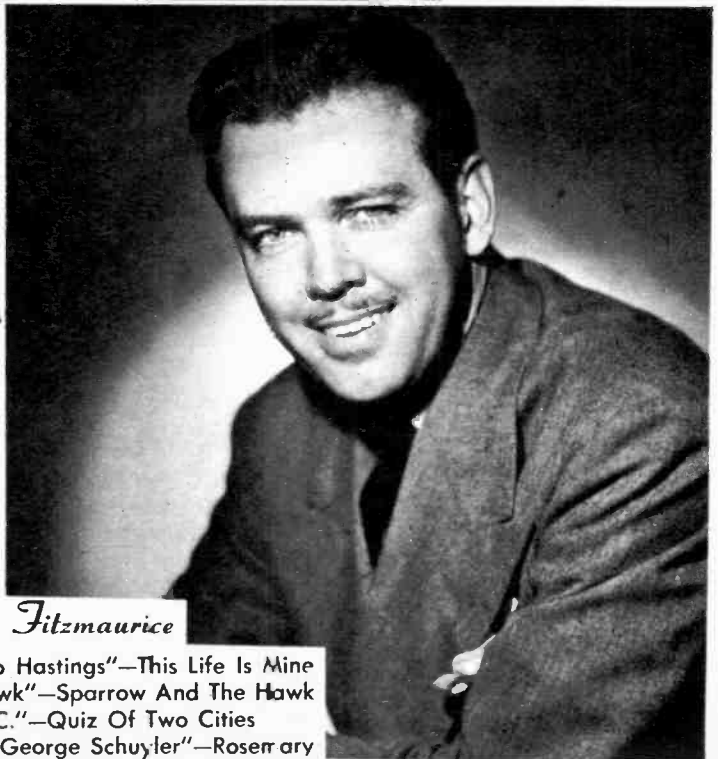
Paul Conrad

"Star Travis"—Cimmaron Tavern
"Ralph Daley"—Amanda
"Ishmael Bush"—Destiny Trails



Charles Webster

"Dr. Markham"—Life Can Be Beautiful
"T. R. Clarke"—Valiant Lady
"The Christus"—Ave Maria Hour
"Abraham Lincoln"



Michael Fitzmaurice

"Bob Hastings"—This Life Is Mine
"Hawk"—Sparrow And The Hawk
"M.C."—Quiz Of Two Cities
"Lt. George Schuyler"—Rosemary



Joe Worthy

"Jim Anderson & Narrator"—
"We Deliver The Goods"
Norman Corwin Series



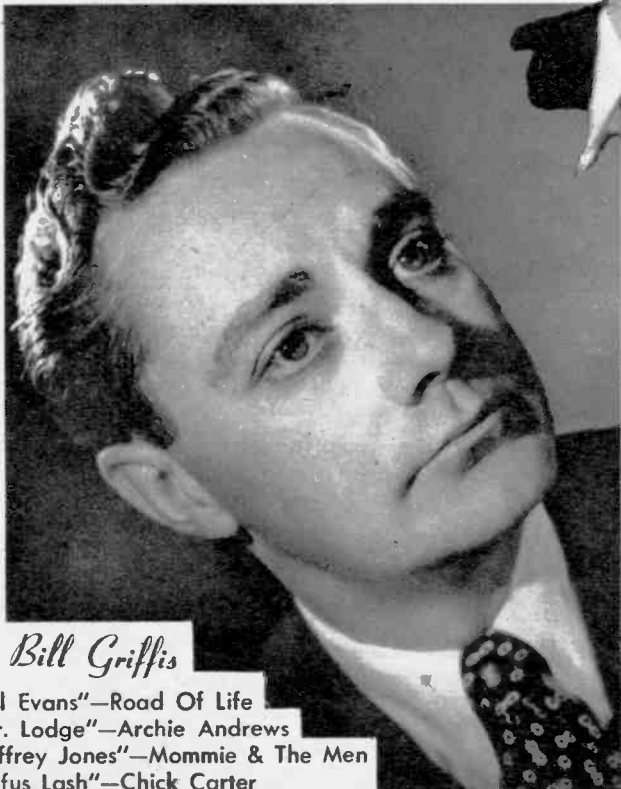
Don Douglas

"Sheriff"—Chuck Carson Plymouth Dealer
"Announcer & Actor"—Victory Is Our Business
"Black Castle—One Man Mystery & Horror Show"



Jack Manning

"M.C. (Starred)"—Saturday Senior Swing
"David Crawford"—Young Dr. Malone



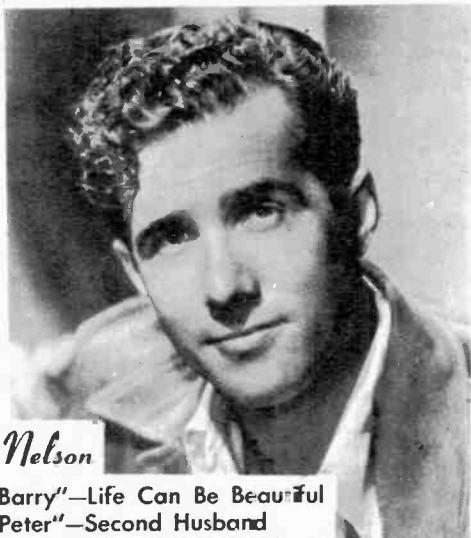
Bill Griffis

"Bill Evans"—Road Of Life
"Mr. Lodge"—Archie Andrews
"Jeffrey Jones"—Mommie & The Men
"Rufus Lash"—Chick Carter



Leo Cleary

Meet Me At Parky's
Lux—Screen Guild—Silver Theatre



Dick Nelson

"Barry"—Life Can Be Beautiful
"Peter"—Second Husband



Humphrey Davis

"Shallum"—Light Of The World
"Sheriff Jackson"—Tennessee Jed
"Al Douglas"—Life Can Be Beautiful



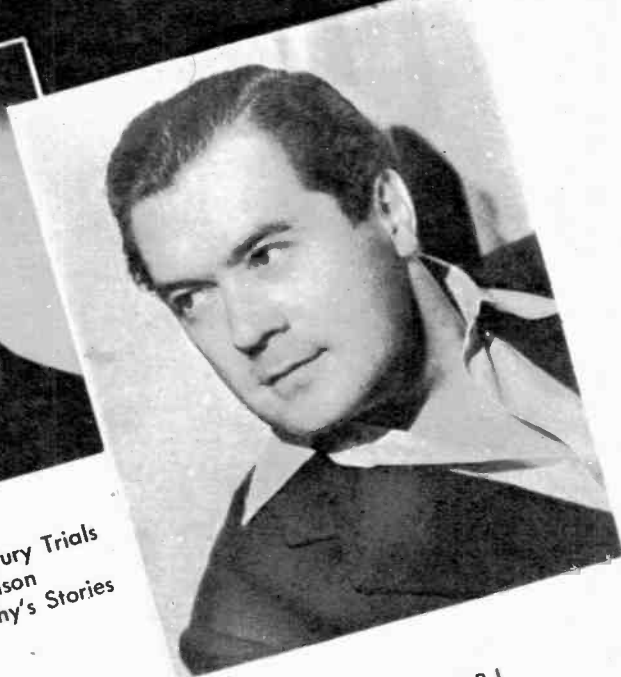
Larry Haines

"Dean Russell"—Joyce Jordan



Maurice Franklin

"The Judge"—Famous Jury Trials
"The Judge"—Perry Mason
"Dr. Allen"—Aunt Jenny's Stories



Frank Lovejoy

"Narrator"—This Is Your F.B.I.
"Neil Fowler"—Calling All Detectives
"Larry Halliday"—Bright Horizon
"Vic Manion"—Joyce Jordan
Variations By Van Cleve

Patrick McGeehan

"Narrator"—Strange As It Seems

"Narrator"—The Bullock Show

"Uncle Ben"—Aunt Mary

"Title Role"—The Adventures Of Bill Lance



Roger De Koven
"Narrator"—Famous Jury Trials
"Paul Barrett"—Crooked Square



Staats Cotsworth
"Major Hugh North"—The Man From G2
"Casey"—Crime Photographer
"Narrator"—Congressional Medal Of Honor
"Farrell"—Front Page Farrell
"Alex Delavar"—The Right To Happiness
"Edward"—Amanda
"Bill Weiganc"—Mr. & Mrs. North



Walter Kinsella
"Mike McNally"—Leave It To Mike



Ed Latimer
"Mr. Borris"—Adventures Of Topper
"Bugsy O'Toole"—Romance Of Helen Trent
"Sgt. Mathison"—Nick Carter
"Doc Jordan"—Home Of The Brave



John Brown

"Digger O'Dell"—Life Of Riley
"Mr. Jenkins"—Marlin Hurt & Beulah
"Mr. Foster"—Date With Judy
"John Hammond"—Gay Mrs. Featherstone

Jerry Macey

"Ed Norton"—Right To Happiness
"Mr. Berkeley"—Leave It To Mike

Jim Boles

"The Deputy"—Tennessee Jed
"The Professor"—Two On A Clue
The Fish & Hunt Club
"Leads"—Best Sellers



Ted DeCorsia

"Sergeant Velie"—Ellery Queen
"Eddie"—Big Town
"Commissioner"—The Shadow
"Flip Corkin"—Terry & The Pirates

Jack Arthur

"Narrator"—Grand Central Station
"Songs By Jack Arthur" (WEAF—8:15 A.M.)



Jay Jostyn

"Mr. District Attorney"



King Calder

"Steve Skidmore"—When A Girl Marries
"Inspector Hale"—Hearts in Harmony



Owen Jordan

"Terry"—Terry & The Pirates
"Toby"—Calling All Detectives

Tony Barrett

"George Kirby"—Adventures Of Topper
"Shorty"—Boston Blackie
"Biff"—Pepper Young's Family
"Charlie Dyer"—This Life Is Mine
"Sandy"—Young Dr. Malone

Vinton Hayworth

"Dad Andrews"—Archie Andrews
"Campbell McKenzie"—Linda's First Love
"Dr. Mark Phillips"—Second Husband



BREAKFAST CLUB



Sam "Sam's Fiction
'N' Fact Almanac" Cowling



Fran "Aunt Fanny" Allison



Jack Owens, the Cruising Crooner



Nancy Martin



Don "Breakfast Club" McNeill

ABC Monday thru Saturday 9:00 A. M. Eastern Time



Harry McNaughton, Lulu McConnell,
George Shelton, and Tom Howard



Tom, and Ruth Howell
(writer of the show.)

IT PAYS TO BE IGNORANT

CBS Fridays 9:00 to 9:30 P. M. Eastern Time

Rebroadcast 8:30 to 9:00 P.M. Pacific Coast Time



THE JACK HALEY SHOW



From l. to r. Verna "Blossom Blimp" Felton, Sharon "Penny Cartright" Douglas, Jack Haley, and Bob Redd, producer.



From l. to r. Sharon Douglas, Jean Carrole, Bob Redd, and Jack Haley.



**VILLAGA
STORE**

New Owner
Jack Haley



NBC Thursdays 9:30 to 10:00 P. M. Eastern Time

RADIO HALL OF FAME



Martha Tilton
(Permanent Songstress)



Paul Whiteman & Georgia Gibbs



Paul Whiteman



The Merry Macs



Virginia Rees

ABC Sundays 6:00 to 6:30 P. M. Eastern Time



The Fred Waring Pennsylvanians

THE FRED WARING SHOW



Ruth Cottingham, songstress from a five and ten and later a stenographer.



Maestro Fred Waring



Jane Wilson, soprano, as a cub reporter interviewed Fred for a Mansfield, Ohio paper. She was nervous. Fred took over the questioning and found out she could sing.

NBC Mornings Mon. thru Fri. 11:00 to 11:30 A. M. Eastern Time

Gordon Berger, singer



"Honey and The Bees" Buzzing around Daisy Bernier are l. to r., Hal Kanner, Bob Evans, and Ray Sax.

SUSPENSE



Agnes Moorehead and William Spier



Ida Lupino

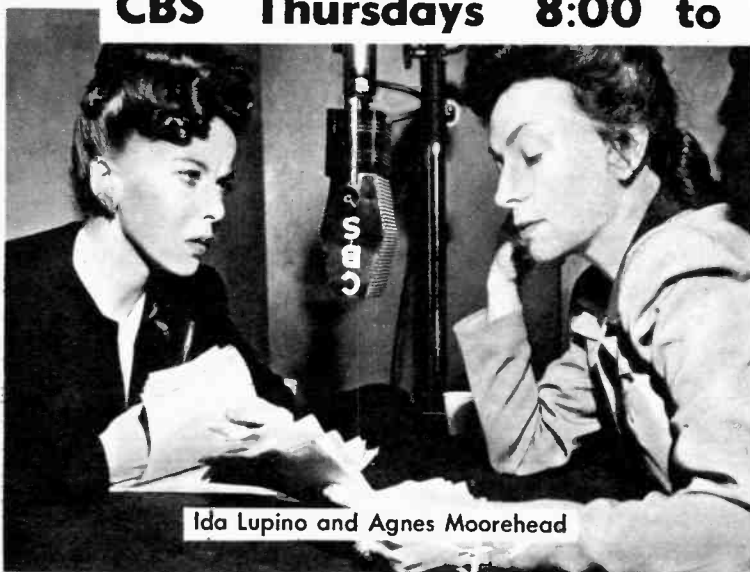


Joe Kearns as "The Man In Black"

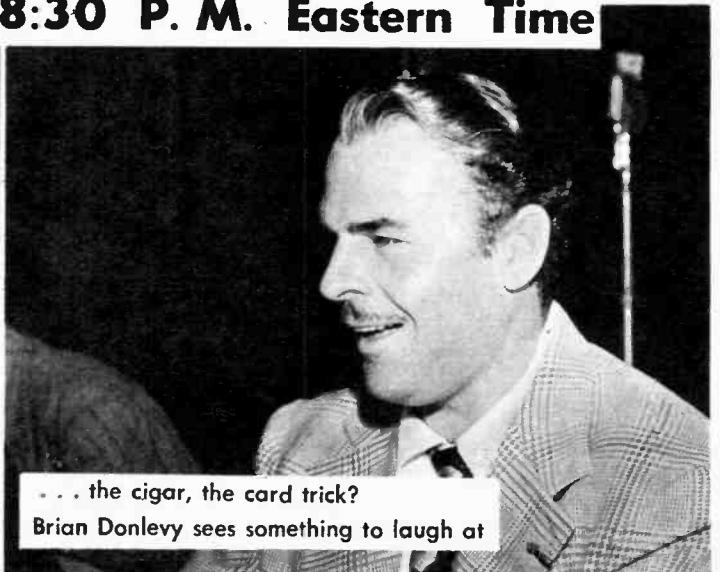


Orson Welles and William Spier take time out for a card trick "on mike".

CBS Thursdays 8:00 to 8:30 P. M. Eastern Time



Ida Lupino and Agnes Moorehead



... the cigar, the card trick?
Brian Donlevy sees something to laugh at

SATURDAY NIGHT SERENADE



Jessica Dragonette



Jessica sings it to Gustave Haenschen and the orchestra before rehearsing it on mike.

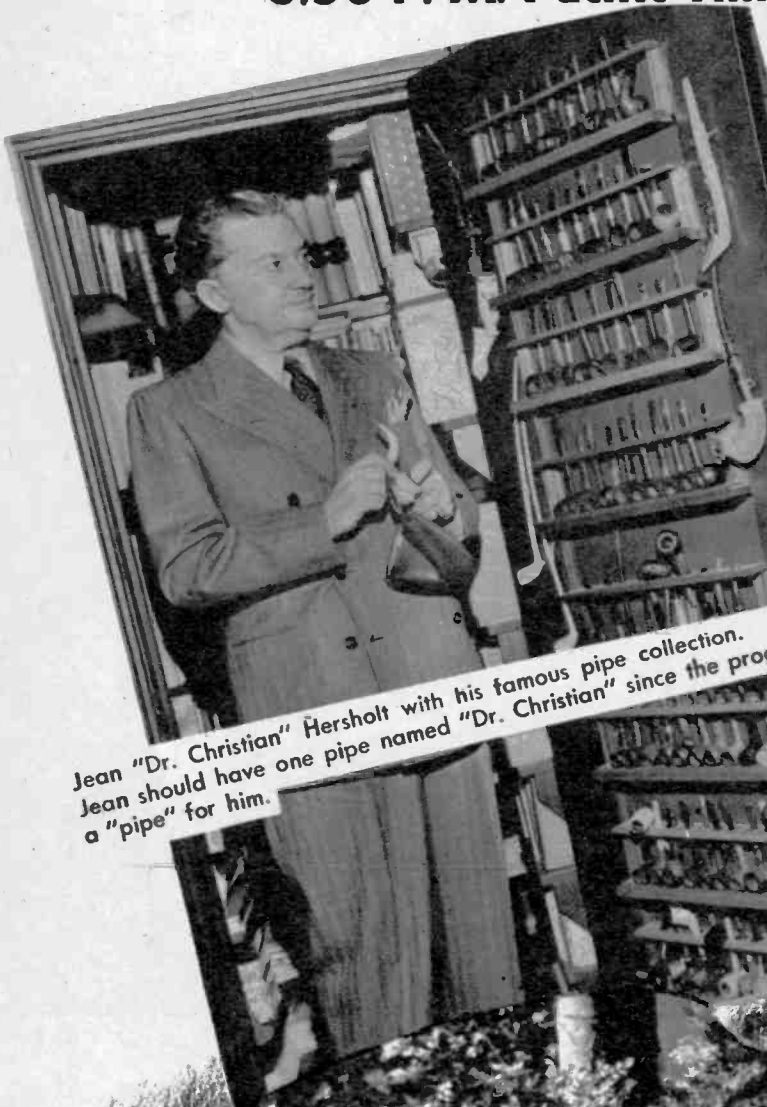


Bill Perry

**CBS Saturdays 9:45 to 10:15 P. M.
Eastern Time**

DR. CHRISTIAN

CBS Wednesdays 8:30 to 8:55 P. M. Eastern Time
8:30 P. M. Pacific Time



Jean "Dr. Christian" Hersholt with his famous pipe collection. Jean should have one pipe named "Dr. Christian" since the program's been a "pipe" for him.



Jean Hersholt with Rosemary DeCamp, "Judy" his secretary





Evelyn and her magic violin



Jeannie, soprano



The Hour of Charm Orchestra

HOUR OF CHARM

NBC Sundays 10:00 P. M. Eastern Time

Phil Spitalny



Starring Jackson Beck as "Stonewall Scott"
with Geoffrey Bryant as "Tex"

Ken MacGregor, Producer

MYSTERY IN THE AIR

NBC Thursdays 10:00 to 10:30 P. M. Eastern Time

Barbara Stanwyck, Jack Benny
and Director Michael Curtiz



Anna Lee and Clark Gable
chaperoned by Lucille Ball



Charles Laughton and Jon Hall in "The Tuttles Of Tahiti"



Carole Landis and Robert Young
in "Design For Scandal"



Merle Oberon, Ronald Colman, and Donald Crisp in "Dark Angel"

SCREEN GUILD

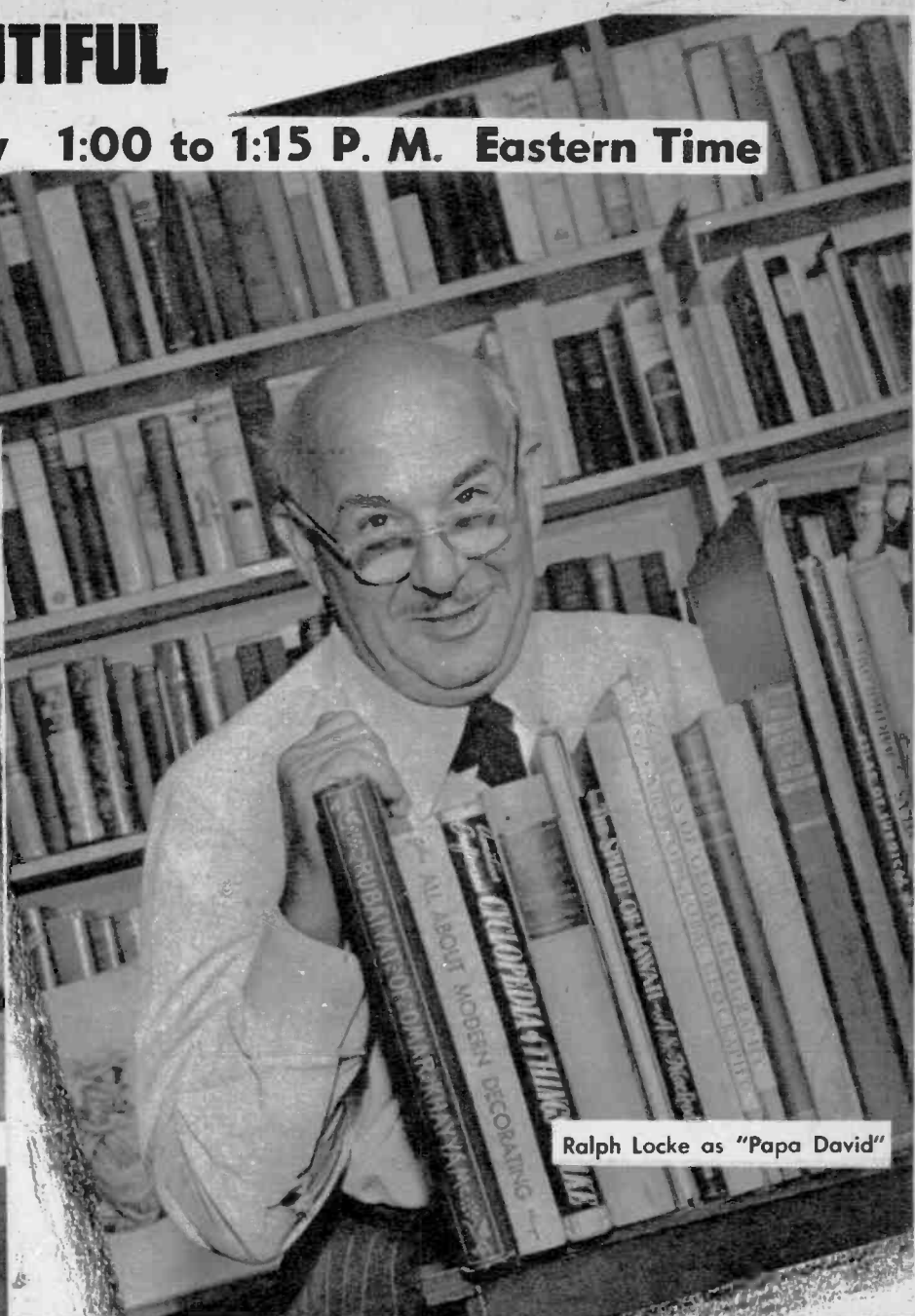
CBS Mondays 10:00 to
10:30 P. M. Eastern Time

LIFE CAN BE BEAUTIFUL

CBS Monday thru Friday 1:00 to 1:15 P. M. Eastern Time



Carl "Toby" Eastman and Alice "Chichi" Reinheart



Ralph Locke as "Papa David"



Alice Reinheart and Producer Oliver Barbour



John Holbrook who plays "Steven Hamilton" has shocked "Papa David" and "Chichi"

MR. & MRS. NORTH



Joseph Curtin as "Jerry North"



Alice Frost as "Pamela North"



Walter Kinsella as "Sergeant Mullins"

NBC Wednesdays 8:00 P. M. - Eastern Time



"Dagwood" (Arthur Lake) is called to account by his boss "Mr. Dithers"

Producer Don Bernard is unimpressed by the ad libbing of the three principals.

BLONDIE



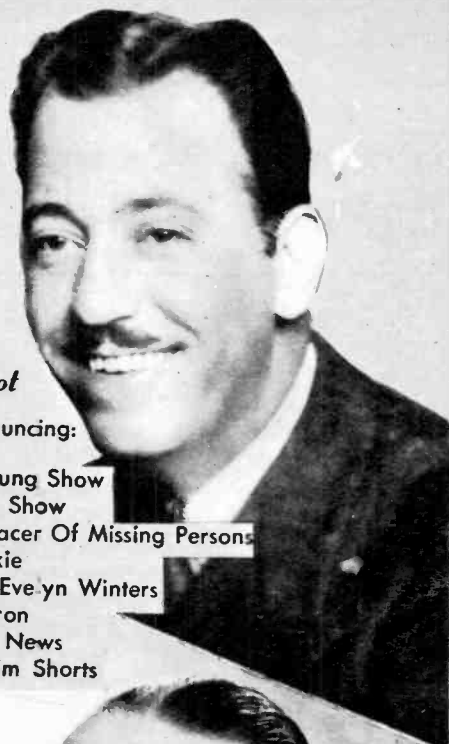
Tommy Cook as "Alexander Bumstead"

SAFETY RULES
for
FRIDAY 13th

"Dagwood" will still find plenty of trouble despite all the safety rules.

CBS Sundays 8:00 to 8:30 P. M. Eastern Time

ANNOUNCERS



Larry Elliot

Currently Announcing:

The Alan Young Show
 The Chrysler Show
 Mr. Keen, Tracer Of Missing Persons
 Boston Blackie
 Romance of Evelyn Winters
 Barry Cameron
 Eye Witness News
 Universal Film Shorts



Dwight Weist

"Narrator"—This Is America
 "Narrator"—Big Town
 "Announcer"—Great Moments In Music
 "Announcer"—The Aldrich Family



Tom Carr

"Commercial Announcer"
 on
 Kate Smith Speaks
 Glamor Manor
 Porcia Faces Life
 & Others



Frank Gallop

Currently Announcing:

Prudential Family Hour
 An Evening With Romberg
 The Helen Hayes Show
 Quick As A Flash



James Wallington

Philco Hall Of Fame
 The Jack Kirkwood Show
 "West Coast Announcer"—Blind Date
 The Doctor Fights—This Is My Best
 Texaco Star Theatre—Sincerely, Kanny Baker

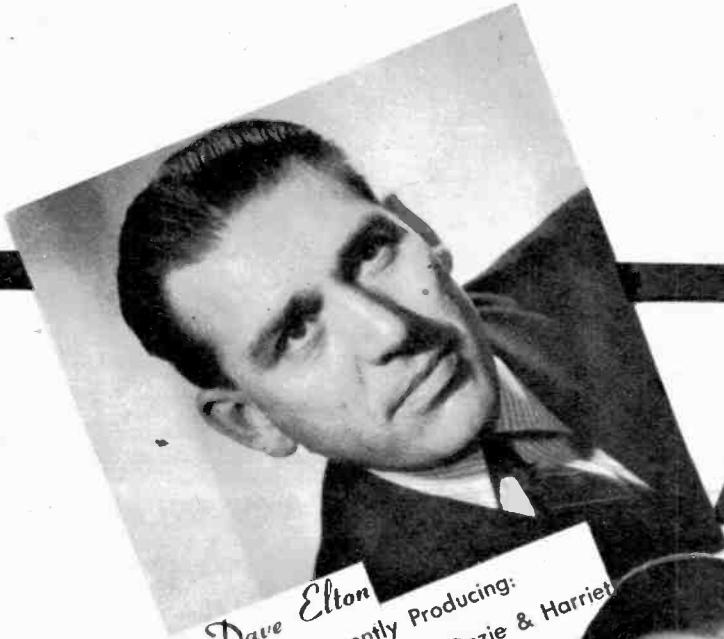


Ron Rawson

Currently Announcing:

Hour Of Charm—Adventures Of The Thin Man
 Life Can Be Beautiful—Right To Happiness
 Crisco Radio Newspaper

PRODUCERS



Dave Elton
Currently Producing:
The Adventures Of Ozzie & Harriet



Bill Sweets
Currently Producing:
Counter Spy
Gangbusters



Al Chance
Currently Producing:
Tom Mix



Herbert Lateau
Currently Producing:
National Farm And Home Hour



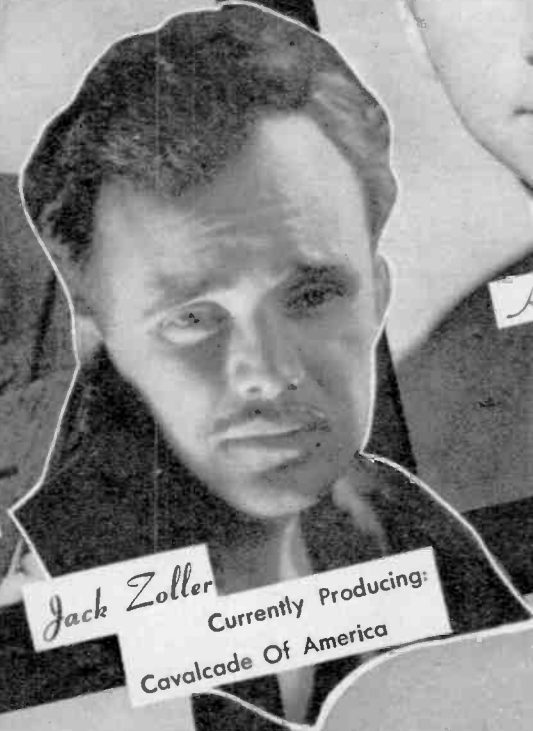
Joe Ainley
Currently Producing:
Guiding Light
Grand Hotel
Freedom Of Opportunity
Those Websters



Don Cope
Currently Producing:
Woman Of America
Portia Faces Life



Anton M. Leader
Currently Producing:
Now It Can Be Told
Radio Reader's Digest
The Whisper Men
News Week Transcriptions



Jack Zoller
Currently Producing:
Cavalcade Of America



Mel Williamson
Currently Producing:
The Adventures Of Bill Lance



Basil Laughrane
Currently Producing:
Light Of The World
Young Dr. Malone



Dix Davis

"Pinky"—One Man's Family

"Randolph"—A Date With Judy