RADIO ROW

(25.)

Featuring :

27 Programs 400 Artists

Rudy Vallee Drene Show The Great Gildersleeve Cavalcade Of America Amer. Album Of Familiar Music National Barn Dance The Westinghouse Program Light Of The World Tennessee Jed Jack Kirkwood Show Ma Perkins Jack Smith Lum & Abner Valiant Lady Ozzie & Harriet Duffy's Tavern Nick Carter Date With Judy Abbott & Costello Jevce Jordan Chase & Sanborn Show Alan Young Show Can You Top This Leave It To The Girls Hymns Of All Churches The Lone Ranger Dottie & Dick So The Story Goes

Jhe Coast to Coast Hoke - Up Scintillating Satirical Stanzas on Programs Personalities and Commercials

Published Quarterly by RADCO PUBLISHERS

Rudy Vallee

The Drene Show

World Radio History

HYMNS OF ALL CHURCHES ABC, 10:30 A. M. E. S.T., Daily

JOHNNIE NEBLETT



Narrator and Creator of "So The Story Goes" Tin Pan Alley of the Air Hartz Mountain Program Hymns of All Churches Choir Top Row: Arwin Schweig, Paul Nettinga, Bruce Foote Middle: John Toms, Lewis Wareham, William Miller Bottom: Franklyn MacCormack, Louise Weber, Margery Weber, Lillian Chookasian Director: Fred Jacky

DOTTIE & DICK WOR, 8:15 A. M. E.S.T., Daily WOR, 11:30 A. M. E.S.T., Sunday THE LONE RANGER ABC, 7:30 P. M. E. S.T., Daily

> JACK SMITH SHOW CBS, 7:15 P. M. E. S.T., Friday

CAN YOU TOP THIS? WOR, 8:00 P. M. E. S. T., Wednesday NBC, 9:30 P. M. E. S.T., Saturday

RADIO ROW

Vol. 1 No. 3 Spring Issue 1946

> Editor-Publisher LEW LAURIA

Associate Editor Art Editor L. J. STAFFORD J. T. HOLAHAN

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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 RO

\$1.00 FOR ONLY

ISSUES

Mail This Convenient Coupon

RADIO ROW

6365 Selma Ave.,

Hellywood 28, Celiferaie

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

NAME	
ADDRESS 4	
CITY	

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 afferred for sole at \$1.50. Because of the paper shortage, only a limited number will be available. Place your order now!



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 speezing 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 "fuzz" 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 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!



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 RE-PORTER 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 feel about the idea.

Address your letter to

RADIO ROW REPORTER, RADIO ROW 595 FIFTH AVE. NEW YORK 17, N. Y.

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Susan Douglas Susan Swanson" - Helen Trent and the Howk "Lynn Swanson" - Sparrow Forrell "Lora Weatherby" Front Page Forrell "Toni Mallatt"

D. J. J. Amanda "Miss Letty" - Amanda "Molly Lorraine" - Sparrow and the Hawk

Jrank Dane

Burbura Filler Burbura His Honor the Barber Susan Fitz" - One Man's Family "Claudia" - One Man's Family

Barry Thomson Withe Role" - Dick Tracy

Muriel Brenner Woman in White White Bradley' Bachelor's Children WSusan Grant'

World Radio History

George Sorel "Max" - Aunt Mory

Rye Billsbury

4.50

- - - Mail

Ken Nordine

"Narrator" - Island Venture

"Narrator" - Incredible But True

World Radio History

"Title Role" Michael Scott Presents

Irene Hubbard

Mrs. Vairympie... – Portia Faces "Mrs. Trent" – Pepper Young "Mrs. Peabody" – Lorenzo Jones

"Mrs. Dalrymple" – Portia Faces Life

"Title Role" - Jack Armstrong "Gary Curtis" - Ma Perkins "Tim Lawrence" - Guiding Light "Announcer" - First Nighter

Beryl Vaughn

"Alice Sommers" - Masquerade "Nora Patterson" - Bachelor's Children

Murray Jorbes

"Shorty" - Tom Mix

"Willy Fitz" Ma Perkins "Papa Schultz" Today's Children

Vie Statistick one

Peter Donald "Gagmaster" - Can You Top This "Starred" - Borden's County Fair

In Fall Starter al

Betty Lou Gerson

"Marilyn 'Larrimore" - Today's Children

Martin Begley

"Mr. Hake" — Helen Trent "Hank Mason" — Linda's First Love "Commentator" — Fish and Hunt Club

Bernard Lenrow

"Geoffrey Barnes" — Molle Mystery Theatre "Narrator" — The Voice of the Army "King Nebuchadnezzar" — Light of the Worlc "Gideon Gordon" — Tennessee Jed

"Snuffy" - Keeping Up With the Wigglesworths

James Dobson

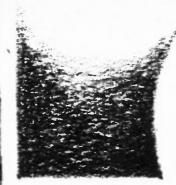
"Title Role" — Archie Andrews "Ted Wakefield" — Right to Happiness "Johnnie" — It's Maritime

Clare Baum "Ted Hill" — Woman In White "Mendoza" — Island Venture

World Radio History

oman in Whin

"Baby Poulette and Foy" - Na Perkins "Baby Paulette and Foy" - No Perkins "Baby Paulette and Foy" - No Perkins "Started" - Nystery Today's de "Started" - Colby - Nasquerade "Catherine Colby - Nasquerade "Catherine Colby - Nasquerade "Baby William" - Game of Books "Nivian" - Game of Books Manette Sargent 64.00 Olan Soule "Starred" - First Nighter "Sam Ryder" - Bachelor's Children Mrs. Brenda Rice - Bachelor Children Helen Malone Edith Jachna "Ginger" Helen Trent Wilms Herbert Marge Calvert "Judy" Judy and Jane "Judy" - Tena and Tim "Keith Armour" - Today's Children "Jerry" - Judy and Jane "Mr. Hutchinson" — Tena and Tim **World Radio History**



Pauline Drake "Mr. Newsome" – Al Pearce

"Lisa Fenner" — Aunt Mary



"Lead" — Curtain Time "Jack Landis" — Woman in White "Bill Baxter" — The Baxters "Donald North" — Judy and Jane



Willard Waterman "Featured" — Easy Money "Mr. Webster" — Those Websters

Joy Hathaway "Title Role" — Amanda

CANE ...





Jyler McVey "Desk Clerk" – Glamour Manor

World Radio History

1

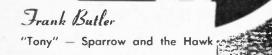
Jack Edwards, Jr.

"Ira Stephens" — His Honor the Barber "Bill Meade" — Aunt Mary "Skip Turner" — Adventures by Morse

Elmira Roessler

"Liz" — Those Websters "Myrtle" — Joe Palooka Acting & Singing as "Elmira" in

Fun at the Forum—Variety Fair & K.C. Jamboree



Juli: Stevens "Title Role" - Helen Trent

Vicki Vola "Miss Miller" — Mr. District Attorney

> Maurice "Inspector F "Fred Hunt"

Maurice Jarplin

"Inspector Fariday" — Boston Blackie "Fred Hunt" — Editor's Daughter "Chief Brandon" — Dick Tracy "Title Roles" — Mysterious Traveler & Strange Dr. Weird

Marilou Neumayer "Joyce Ryan" — Captain Midnight "Stella Carlon" — Ma Perkins

ST TREE MARRIED AT A ST TREE AT

Betty Jane Jyles "Susan" - Mr. and Mrs. North

Cameron Andrews

"Joshua Masters" - Tennessee Jed

"Mojor Brice" and "Hot Shot Charley"

- Terry and the Pirates

Art Hern.

"Richard Stone" "Gardo" Capt. Midnight "Dana & Dana" Midnight Eine Aliska

"Doormon & Page" First Nighter

"Knobby Walsh" - Joe Palooka

"Isabel" - Land of the Lost

A STATE OF COLORING

Peggy Beckmark

Writer and "Teng" - Teng and Tim

Junior Miss

Pert Kelton

Featured with Bert Lahr

- Dick Tracy

"Hildo, the maid"

"Fresh-Up Show"

Norman Tield

"Noch Danton" - Murder is My Hobby

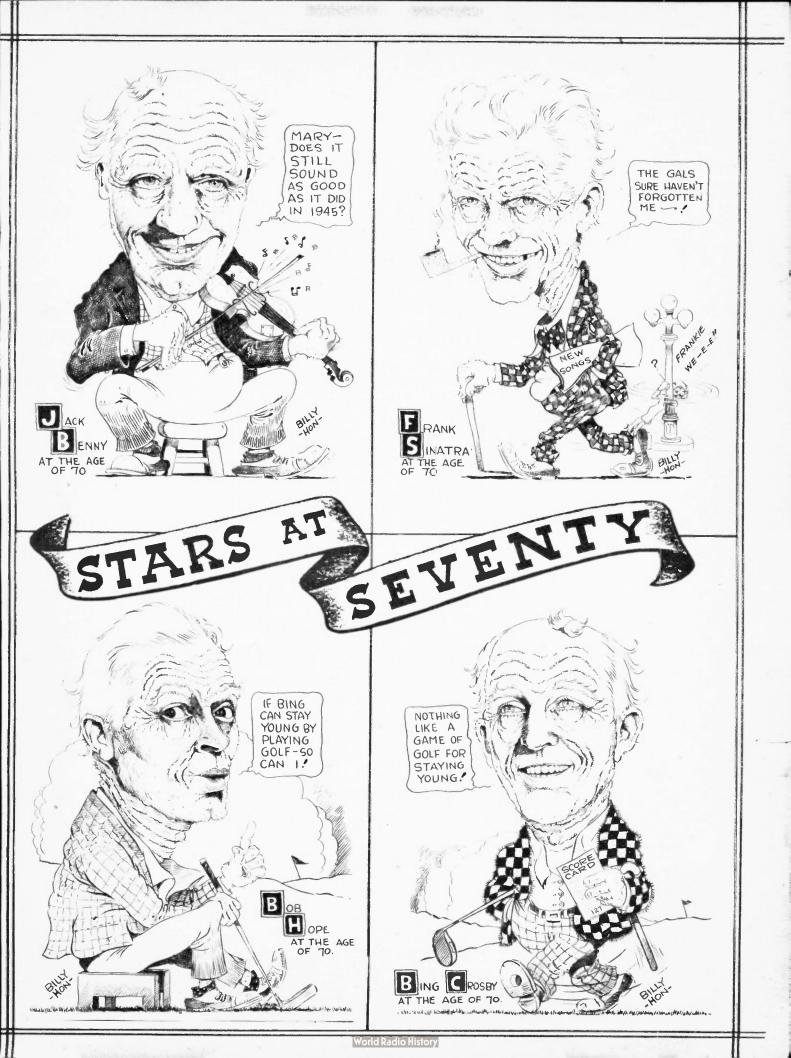
"Gravel Gertie"

Lynn Masters "Isobel Daily" - Road of Life

World Radio History

Ann Elstner

"Title Role" - Stella Dallas



Jim Campbell

Curtain Time Guiding Light Coca Cola Spotlight Bands Hello Sweetheart

Vincent Connolly Mary Margaret McBride

ANNOUNCERS

Paul Luther

Listening Post Dick Tracy Thanks To The Yanks

Jom Collins Cavalcade of America Aunt Mary

Guy Wallace Modern Home Maker Saturday Night Date with Guy Wallace

Don Gordon

Tom Mix



Everett Clarke

Acting: "Flamond" — Crime Files of Flamond "Leads" — Chicago Theatre of the Air

Announcing: Incredible But True Nate Gross Town Tattler Paul Brentson Bachelor's Children Teena & Tim Jobs for G. I. Joe

Lon Sterling

F.B.1. In Peace and War Fulton Lewis Sammie Kay

Clayton Collyer

Acting: "Title Role" — Superman

Announcing: Quiz of Two Cities Hearts in Harmony Mary Small Show Break the Bank Listening Post Road of Life

Clyde Kittell News - NBC

Adelaide Hawley

Phil Bowman Currently Directing. Ma Perkins

John Dielz Currently Directing: Crime Photographer Cimarron Tavern

Ducens

Harry Bubeck Currently Directing: Today's Children Tin Pan Alley Of The Air The Baxters Burr Lee Currently Directing: Bachelor's Children



Arnold Maguire Director: The Charlotte Greenwood Show Hedda Hopper's Hollywood

World Radio History

Herb Jutran Currently Directing: Woman In White

Jed Robertson Currently Directing: Island Venture

THE RUDY VALLEE DRENE SHOW NBC, 10:30 P.M. E.S.T., Thursday, 9:30 P.C.T.

Rudy Vallee lends an ear to a merry line from lovely Carole Landis, 20th Century Star

Pinky Lee, ace comedian and story teller, in a typical pose as goes into his mirth provoking stint on the Rudy

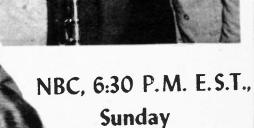
> "My Time Is Your Time"—Rudy Vallee's famous theme song goes over the NBC Network for the 17th Year with Vallee as producer, director and star. A deft blending of humor and music with Pinky Lee as featured comedian and celebrity guests each week, such as Joan Bennett, Edward Arnold, Carole Landis and other tops from the screen.

Truman Bradley, one of radio's foremost announcers, handles the announcing reins



The cast readies a script with the writers John Wheaton and Sam Moore reading from "Gildy's" right. "Gildy" strikes a happy note with his barber shop cronies: Earle Ross as "Judge Hooker", Dick LeGrand as "Peavey", Arthur Q. Bryan as "Flovd, the Barber", and Ken Christy as "Chief of Police"

NBC, 8:30 P. M. P. C.T., Sunday



THE GREAT GILDERSLEEVE SHOW

Hal Peary as "Gildersleeve", with Walter Tetley as his nephew "Leroy," and Louise Erickson as his niece "Marjorie".

World Radio History

CAVALCADE OF AMERICA NBC, 8:00 P.M. E.S.T., Monday

From I. to r. Musical Conductor Bobby Armbruster, Jack Zoller, Irene Tedrow, George Sorel, and Burgess Meredith.

A - 2 - 2 - 2

The.

Jack Zoller (center) producer, discusses the musical score with control of the store of the stor

Jack Zoller talks things over with "guest star" Henry Fonda.

Director-Producer Zoller finds a few moments to relax while offering suggestions to the cast. World Radio History



Patricia Dunlap, as Gladys Pendleton.

Maurice Copeland plays Banker Pendleton.

Nanette Sargent as Fay Perkins.



Charles Egelston in the role of Shuffle.

Murray Forbes, as Willy Fitz

Virginia Payne as "Ma Perkins"

MA PERKINS CBS, 1:15 P.M. E.S.T., Daily NBC, 3:15 P.M. E.S.T., Daily

World Radio History

Tom Moore, Announcer

Kirkwood does one of the longest and funniest audience warm-ups in radio.

Irving Miller, musical director, provides scintillating music and also supplies comedy musical effects.

"stool pigeon



The cast in action for the "Madhouse Little Theatre" on the Jack Kirkwood show on CBS. Left to right, Gene Lavalle, Jimmy Wallington, Lillian Leigh and Jack Kirkwood.

Songstress Jeannie McKeon caught in the middle of a song on the Jack Kirkwood show. and the second second

IT AND BEL

Sound effects play an important part of the Kirkwood comedy formula. Kirkwood believes in "sound comedy". Here we have the show's producer, Paul Franklin, timing a sound gag with a sound effects assistant.

Another blackout on the CBS Kirkwood show Another blackout on the CBS Kirkwood show character is comes in the form of a laugh character is Kirkwood discovers Kirkwood discovers JACK KIRKWOOD SHOW CBS, 7:00 P.M. E.S.T., Daily

World Radio History

LIGHT OF THE WORLD

CBS, 10:15 A.M. E.S.T., Daily

1

Jane Lauren who plays the wicked Queen Amyitis, wife of Nebuchudnezzar.

Luis Van Rooten has the role of the beggar Hassan.



Charlotte Lawrence plays Caren.

Mitzie Gould in the role of Marakah.

Bernard Lenrow plays Nebuchudnezzar.



William Hollenbeck plays the role of Daniel in the "Story of Daniel".

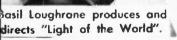
Bret Morrison, speaker and narrator.



Adele Seymour writes the show Adams is the slave-girl, Elona.

Dick Coogan, in the role of Jonathon.

Bob Dryden, has the role of Jehoeachim





prrogant Babylonian Prince Arioch.



World Radio History

NATIONAL BARN DANCE NBC, 9:00 P.M. E.S.T., Saturday

Part of the fifty odd National Barn Dance entertainers are seen on the stage of the Eighth Street Theatre, site of the coat-to-coast radio program. Joe Kelly, jovial emcee of the program is seen getting a hearty laugh from one of the lines in his script. Others in the picture are Pat Buttram, with the straw hat, and Arkie, the Arkansas Woodchopper, with the ten-gallon hat.

(on the podium) has his Westinghouse orchestra so ar. Victor Young (on the podium) has his Westinghouse orchestra so ar the ranged that they can watch singing star John Charles Thomas at Ken microphone and the Westinghouse chorus under the direction of Ken Darby in the top right hand carner. Dorby in the top right-hand corner.

WESTINGHOUSE PROGRAM

NBC, 2:30 P.M. E.S.T., Sunday

John Nesbitt, Westinghouse story teller, and John Charles Thomas, singing star of the show, try and out-do each other in good grooming.

Ken Darby (at the piano), Westinghouse chorus director, rehearses the chorus many hours before he's satisfied with the results for presentation Ken Darby (at the piano), Westinghouse chorus director, rehearses the chorus many hours before he's satisfied with the results for presentation on the Sunday show.

on the Sunday show.

S- DWIE

John Charles Thomas, baritone singing star of the Westinghouse show.

Meet the Westinghouse principals of the Westinghouse Sunday Show. Left to right-John Nesbitt, Westinghouse story teller, John Charles Thomas, singing star, Clare Olmstead, producer, Ken Darby, director of Westinghouse chorus, and Victor Young, conductor of Westinghouse orchestra. **World Radio History**

TENNESSEE JED

"Sandy" Roberts and Rod Roberts, played by Jay Meredith and Larry Robinson.

"Snake" Edwards, played by Milt Herman.



ABC, 5:45 P.M E.S.T., Daily

"'Cookstove" Ike Stevens and "Six-Gun" Deputy played by Blanchard McKee and James Boles.

Jose Rosita, played by Manuel Avida.

Tennesee Jed, played by Elton Britt.

World Radio History

12





When Eddie Cantor visited the WJZ American Alan Young Show, it seems he made too favorable an impression on Alan's girl friend, Betty (Jean Gillespie).



Dickie Monahan, Betty's irrepressible brother.

Jim Backus as Hubert Updyke, the Harvard man.

VALIANT LADY CBS, 10:00 A.M. E.S.T., Daily

> **Richard Widmark** as Freddy Anderson

> > John Sylvester as Paul Jeffreys

ALAN YOUNG SHOW

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

If Alan Young misses, the yoke's on him!

Louise Fitch as Christine Jeffreys

World Radio History

Blanche Yurka as Elizabeth Hunter

ABBOTT & COSTELLO

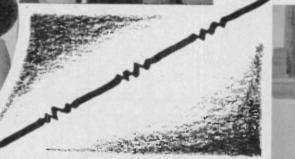
NBC, 10:00 P.M. E.S.T., Thursday

HIER



"It's not in the script," says Bud Abbott to Costello.

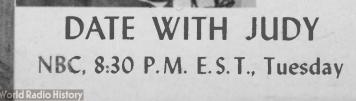
The fire's too hot for Costello.



Louise Erickson, star of A Date With Judy and Dix Davis who plays her brother "Randolph".



Date With Judy cast includes, left to right, Dix Davis, Myra Marsh, ouise Erickson, and John Brown.



Louise Erickson.

The fire's out and now it's the cold shoulder.

DECKED OUT in part ensemble for an evening at "Duffy's Tavern' is Sandra Gould, who plays the Brooklyn lady known as Miss Duffy.

DUFFY'S TAVERN NBC, 8:30 P.M. E.S.T., Friday

Ed (Archie) Gardner is happy over some sugarcoated contab trom the other end of the line, while Charlie Cantor affectionately known as "Brains" Finnegan of the "Duffy's Tavern" gang, tries his darndest to listen in.



HARMONY between Eddie Green, left, waiter at "Duffy's Tavern", and Charlie Cantor, who plays "Finnegan, the dope deluxe of the merry gang.

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

Director Jock McGregor and daughter Joan, at rehearsal of Mutual's Nick Carter.

Director Jock McGregor, Charlotte Manson, and Lon Clark

During rehearsal of Nick Carter, Jock McGregor confers with Charlotte Manson and Lon Clark and cound effects airl Dorothy Landey Uuring rehearsal of Nick Carter, JOCK McGregor conters with Charl Manson and Lon Clark and sound effects girl, Dorothy Langley.

World Radio History

FISHING IS HIS HOBBY—Norris "Tuffy" Goff (Abner of Lum and Abner) is shown with his fishing kits, as he makes some necessary repairs on his favorite rod.

LUM & ABNER ABC, 8:00 P.M.

From top to bottom: Chet Lauck (Lum) and Narris "Tuffy" Gaff (Abner) —have been partners on the Lum and Abner radio show for fourteen years.

> Handsome figure Chet Lauck (Lum and Abner) makes when he dons his silver studded riding gear to make a tour of inspection of hic ranch "Bar Nothing" near Las Vegas, Nevada.

Recent photo of lovely Harriet Hilliard, widely known on the East coast for the many theatre and film engagements in which she has appeared with her husband, Ozzie Nelson. They now live in Hollywood and are co-starred in "The Adventures of Ozzie and Harriet" show.

> Ozzie Nelon, former orchestra leader who has emerged as an ace comedian on The Adventures of Ozzie and Harriet show.

ARRIET & OZZIE

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

This is a conference at the Nelson home in Hollywood. From left to right are Ozzie Nelson, son David, Mrs. Nelson (Harriet Hilliard), and Eric.

LEAVE IT TO THE GIRLS MBS, 9:00 P.M. E.S.T., Saturday

Mistessofceremonies

Ins. romenoers Pictures Jinx Folkenberg

of Stoge and Screen

Modge Evons

Stor

Producer, Martha Rountree.

World Radio History

John Robert Powers

Chandler.

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Robin

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Coreet girl, Eloise McEthone.