

RADIO ROW

25c

Featuring!

27 PROGRAMS

400 ARTISTS

Including:

Fred Allen
Durante-Moore
Frank Morgan
Lux Radio Theater
Electric Hour
Mr. District Attorney
Beatrice Kay
Fibber McGee and Molly
Take It or Leave It
Leave It To The Girls
Tom Mix
Breakfast in Hollywood
Sherlock Holmes
Rogues Gallery
Andrew Sisters
Aldrich Family
True Detective
Dr. Paul
Aunt Mary
Smilin' Ed McConnell
Man Called X
Masquerade
Adventures of Bill Lance
National Hour
Endorsed by Dorsay

The Coast to Coast Hoke-up

Scintillating Satirical Stanzas on Programs, Personalities and Commercials



Fred Allen

Final judge in the contest:
"I can't stand Jack Benny because . . ."



NATIONAL HOUR

NBC, Sunday

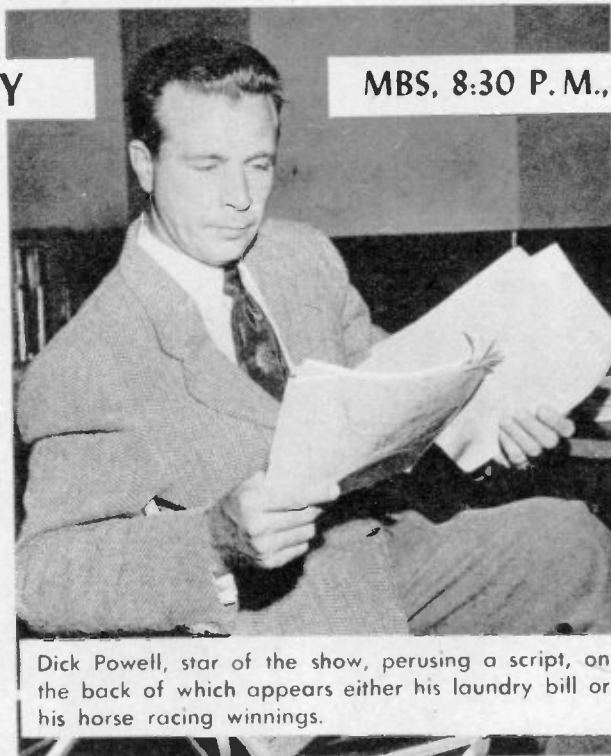
4:00 P. M., E. D. T.

Robert McCormick in Washington and Robert St. John in New York are the two ace NBC commentators who are heard weekly on the program. Acting as moderators, they introduce the speakers and serve as narrators in the dramatically produced program.



ROGUES GALLERY

MBS, 8:30 P. M., E. D. T., Thursday



Dick Powell, star of the show, perusing a script, on the back of which appears either his laundry bill or his horse racing winnings.



TRUE DETECTIVE MYSTERIES

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

Richard Keith plays the leading role of "John Shuttleworth," editor-in-chief of a detective magazine on "True Detective Mysteries".



BEATRICE KAY SHOW

MBS, 10:00 P. M., E. D. T., Thursday

A show within a show dealing with "show business".

RADIO ROW

Vol. 1 No. 4

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Editor-Publisher

LEW LAURIA

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L. J. STAFFORD

Art Editor

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!

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

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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

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 hentrut au gratin
An era of soap shows and star spangled dramas
Of frivole chats and friendly Bahamas
Of championship-prize fights and dem bums the
Dodger
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

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 our
volume and offered for sale at \$1.50. Because of the paper shortage only a limited
number will be available. Place your order now!

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special permission of the copyright owner.

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.**

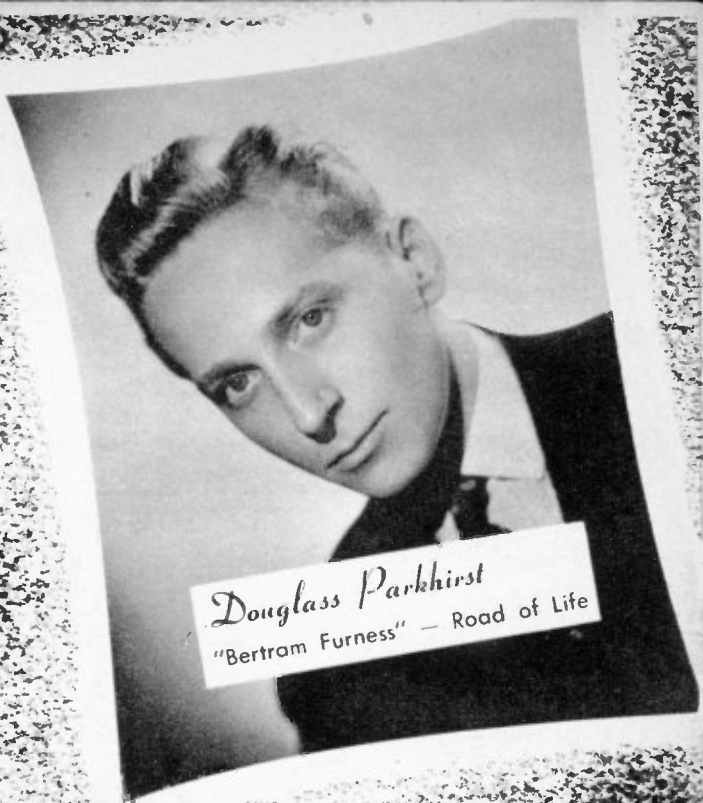
Write a letter to the RADIO ROW REPORTER, telling him how you
feel about the idea

Address your letter to

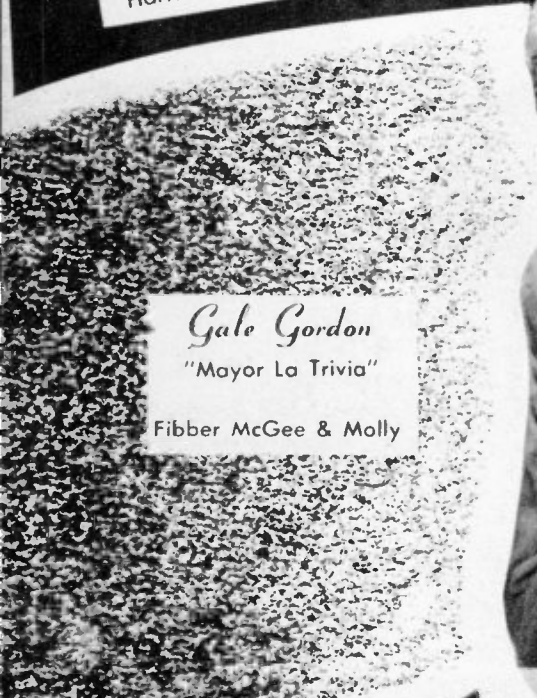
**RADIO ROW REPORTER
RADIO ROW
595 FIFTH AVE.
NEW YORK 17, N. Y.**



Mary Jane Croft
"Ida Cantor" — Eddie Cantor
"Mrs. Wingate" — Tommy Riggs
"Harriet Woodley" — Blondie



Douglass Parkhirst
"Bertram Furness" — Road of Life



Gale Gordon
"Mayor La Trivia"
Fibber McGee & Molly



Paul Barnes
Quizmaster — Hirsch Telephone Quiz
Narrator — Esquire Sports Parade
Narrator — Coronet Front Page



Grace Keddy
"Sarah" — Light of World
"Miss Abbott" — Pepper Young's Family



Dick Ryan
"Mr. Trimble" — Fannie Brice
"Harry the Barber" — Mr. and Mrs. Nebbs
"Mr. Gibson" — Billie Burke



Virginia Gordon
"Bessie Mae Mucho" — Abbott & Costello



Cliff Johnson
Interviews celebrities from the beautiful isle of Catalina off the Pacific Coast. Mondays thru Fridays for Krank's Shave Cream.



Leora Thatcher
"Nora" — Johnathan Trimble, Esq.



Francis X. Bushman
"Ed Wendell" — Masquerade
"Nero Wolfe"



Joe Forte

"Inspector" — Michael Shane
"Lt. Ryan" — Rogues Gallery



Doris Singleton

"Libby Collins" — Lux
"Female Dope" — Duffy's Tavern



Art Gilmore

Announcing — Dr. Christian
Red Ryder
Stars Over H'wood
Rhapsody In Rhythm
Acting — "Dunny Turner" —
Johnathan Trimble, Esq.



John Thomas
"Tennessee Jed"



Joan Lazer

"Pixie" — Valiant Lady



Sandra Guir
"Jeannie" - Masquerade



Hope Emerson
"Club Woman" - Archie Andrews
- Milton Berle Show



Ireiv Lee
"Joe Mason" - Corliss Archer



Herbert Rawlinson
"Van Steven" - Billie Burke Show
"Rourke" - Masquerade



Harry Lang
"Pancho" - Cisco Kid
"Joe Galetti" - Jack Haley Sealtest



Geraldine Kay

"Mrs. Boyd" — Those Websters
"Mary O'Brien" — Beulah Kearney
"Maxine" — Betty Crocker



Richard Paige

National Barn Dance
Design for Listening
Musica
Jimmy Blade & His Music
The Northerners



Maurice Copeland

"Banker Pendleton" — Ma Perkins
"Dwight Lamont" — The Guiding Light
"Dr. Wilton" — Woman in White
"Dr. Glazer" — Cap't. Midnight
"Don" — The Answer Man



Betty Ruth Smith

"Barbara Palmer" — Masquerade
"Jane" — Judy & Jane



Jack Edwards

"Bill Meade" — Aunt Mary
"Baritone Vocalist" — Joe E. Brown Show



Florence George

Guest with: Nelson Eddy;
James Melton; Kostelanetz;
We the People; Ford Sun-
day Eve. Hour; Standard
Symphony Hour.



Pat Hosley

"Terry" — Charm School
"Birdbrain" — Rosemary
"Patsy" — Jimmy Edmondson Show



Rita Ascol

"Peggy Lamont" — The Guiding Light
"Peggy Adams" — The Ben Adams Family



Danny Ocho

"Christopher Harwood" — Second Husband
"George Ansell" — Backstage Wife
Jimmy Edmondson Show



Veola Vonn

"Fifi" — Abbott & Costello



Spencer Bentley

"Title Role" — Barry Cameron
"Dick Grosvenor" — Stella Dallas



Sam Edwards

"Dexter" — Corliss Archer
"Ricky Scanlon" — Dr. Paul
"Tracy Baker" — One Man's Family



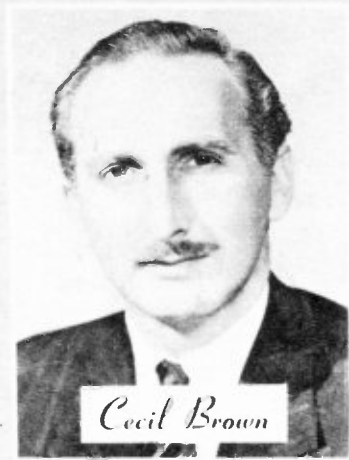
Edwin Bruce

"Bobby Keen" — The Sheriff
"Billy Jones" — Jones & I



Gabriel Heatter

"News"
MBS, 9:00 P.M., E.D.T., Daily



Cecil Brown

"News"
MBS, 11:00 A.M., E.D.T., Daily



Fulton Lewis Jr.

"News"
MBS, 7:00 P.M., E.D.T., Daily



Stan Lomas

"Today's Sports"
WOR, 6:45 P.M., E.D.T., Sun. thru Sat.

MBS

Newscaasters &



Bill Cunningham

"News"
MBS, 2:30 P.M., E.D.T., Sunday



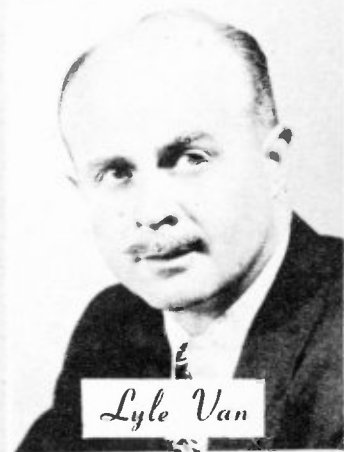
Bill Brant

"Inside of Sports"
MBS, 8:15 P.M., E.D.T., Daily



Arthur Hale

"News"
MBS, 7:30 P.M., E.D.T., Tues., Thurs., Sat.



Lyle Van

"News"
MBS, 12:00 Noon,
E.D.T., Daily



Erskin Johnson

Noted Movie Columnist
"Erskin Johnson in Hollywood"
MBS, 4:00 P.M., E.D.T., Daily



Ben Alexander

Distinguished Radio & Screen Star
Emcees "Lady, Be Beautiful"
MBS, 3:30 P.M., E.D.T., Daily



Rita LeRoy

Hollywood beauty authority,
stylist & fashion director
Charm specialist on "Lady Be Beautiful"
MBS, 3:30 P.M., E.D.T., Daily

Commentators



Victor H. Lindlahr

Expert on food preparation, nutrition & diet
MBS, 11:45 A.M., E.D.T., Daily



Elsa Maxwell

Columnist & Wit.
"Elsa Maxwell's Party Line"
MBS, 11:15 A. M.; E.D.T., Daily



Ilha Chase

Author, stage star & fashion authority
MBS, 1:15 P.M., E.D.T., Sunday



OUR HERO
Fred Allen, the duly coronated invader of the Alley named after him.



Kenny Delmar (Senator Claghorn) again beats Fred Allen into submission with another victory for the South — "the South that is!"



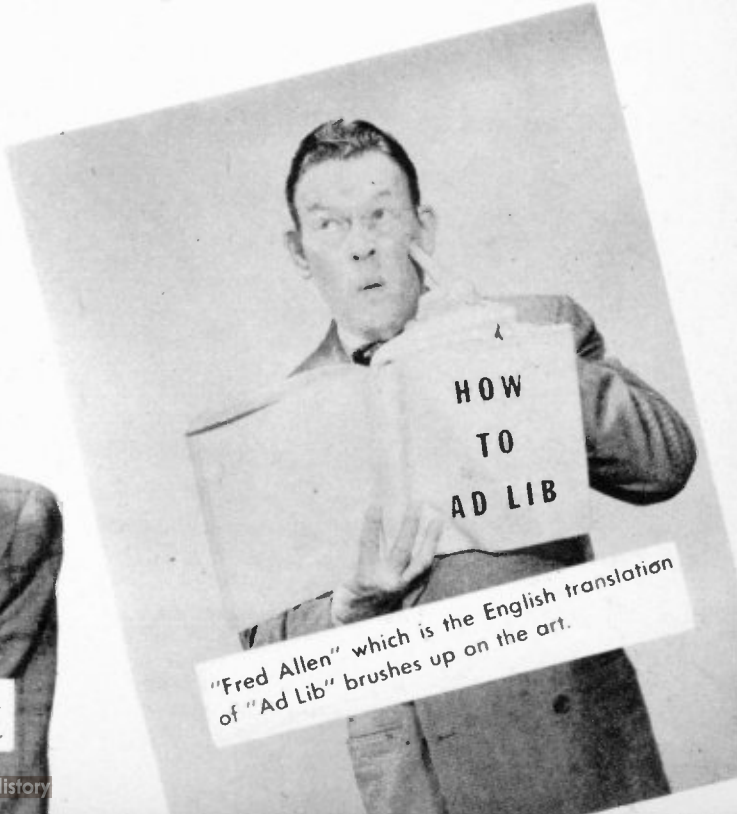
"You were hexpecting maybe?" — well you're right! Minerva Pious "Mrs. Nussbaum" another nemesis of Fred's down "the Alley".

THE FRED ALLEN SHOW

NBC, 8:30 P.M., E.D.T., Sunday



Fred Allen and "Portland" Hoffa who wend their way down "Allen's Alley" every Sunday night on their funnier-than-ever comedy show.



"Fred Allen" which is the English translation of "Ad Lib" brushes up on the art.



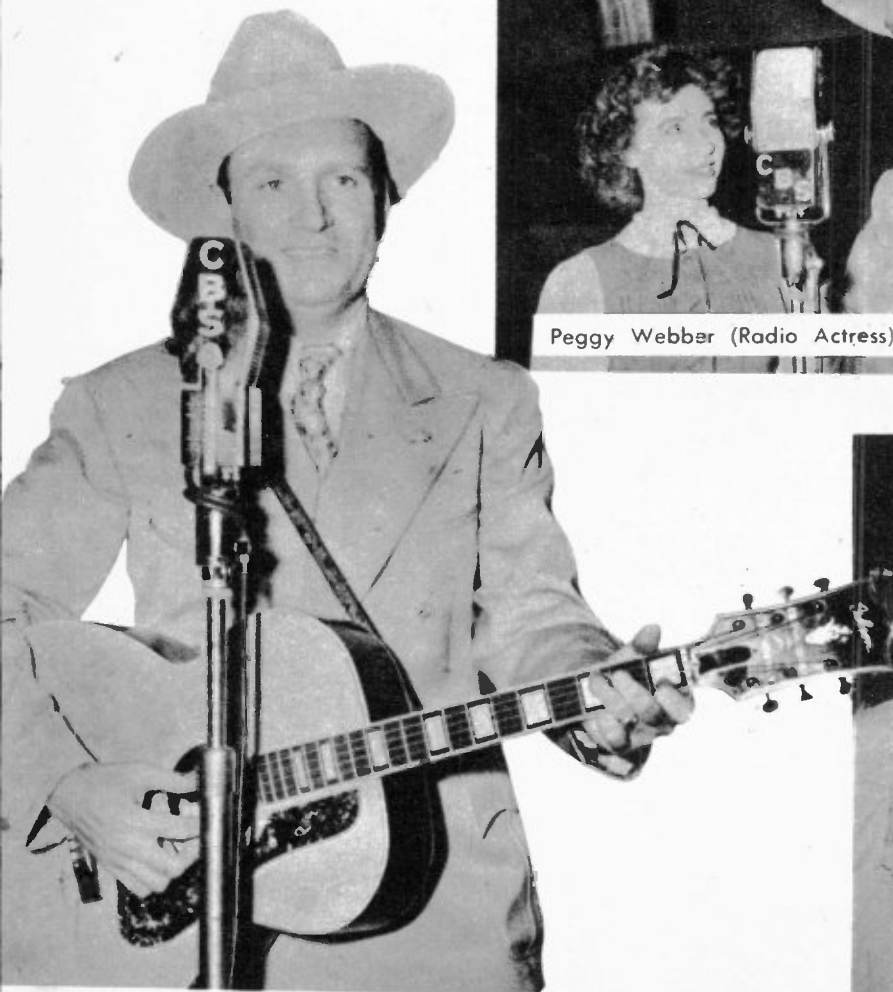
"The Kettle Sisters" girl Trio appear as "The Pinafores"



"The Cass County Boys"
 Fred Martin — Accordion
 Jerry Scoggins — Guitar
 Bert Dodson — Bass



Peggy Webber (Radio Actress) and Gene Autry



GENE AUTRY

CBS, 5:30 P.M., E.D.T., Sunday



Gene Autry and musical conductor Carl Cotner run through the musical score.



Jovial Tom Breneman, master of ceremonies and host of the BLUE's famous "Breakfast at Sardi's" program, interviews Pvt. Norma Johnson and Virginia Schaffer who were the 4,999,999 and the 5,000,000 guest of the Hollywood Canteen. The lucky girls were wined and dined for two days.



Tom Breneman goes "high hat" in an Easter Chapeau from the exotic collection of the South American bombshell, Carmen Miranda, who beams approvingly.



Not a stand-in for Monty Wooley, but just another gob who decided to grow a beard. When Philip S. Apt. MM, 3 C, visited the BLUE's "Breakfast in Hollywood" program, emcee Tom Breneman invited him to tell the air audience all about it.

BREAKFAST IN HOLLYWOOD

ABC, 11:00 A.M., E.D.T., Daily



Genial, likeable Tom Breneman, emcee on the BLUE's immensely popular "Breakfast in Hollywood" program is the pivot around which this week day tea ture revolves. Tom knows the trick of keeping things moving.



Photographer Helen Brush sets up Tom Breneman for a quick shot before "Air time"



Bob Holton plays "Dr. John Cabot"



Janet Logan as "Virginia Martin"



Jean Olivette as "Donna Cabot"



Russell Thorson plays the lead as



Peggy Webber as "Elizabeth Bock"

DR. PAUL

NBC, 2:45 P.M., P.S.T., Daily



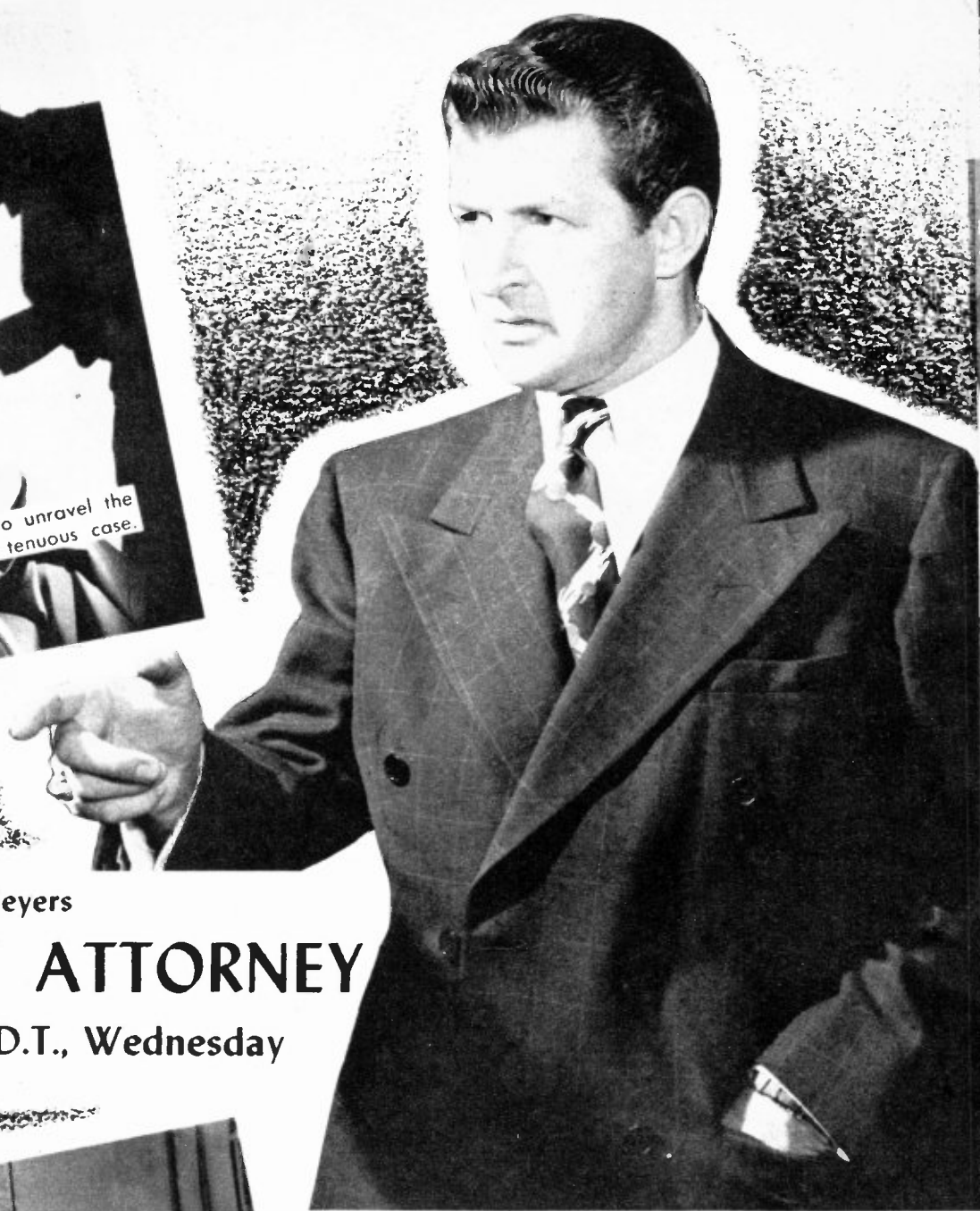
Gloria Gordon plays "Martha Bock"



Tony Barrett as "Leroy Duval"



Jay Jostyn (Mr. D.A.) seeks to unravel the threads of an exceptionally tenuous case.



Bristol Meyers

MR. DISTRICT ATTORNEY

NBC, 9:30 P.M., E.D.T., Wednesday



Vicki Vola, as "Miss Miller", and Len Doyle, the D.A.'s slow thinking right hand man "Harrington", await the outcome of Mr. District Attorney's phone call.

Jay Jostyn, who plays the title role on the popular Law vs. Crime dramatic sketch "Mr. District Attorney".



Vicki Vola gleefully autographs the plaster cast of Len Doyle, after a thrilling half hour of battling crime.



The Buster Brown Gang who help Smilin' Ed dramatize the story. Ken Christy, June Foray, Lou Merrill, Joe Fields and Tommy Bernard pictured with McConnell. (They hate to get up so early).



Hobe Donovan, writer-producer; Frank Ferrin, and Ed McConnell flanked by representatives of the Brown Shoe Co.

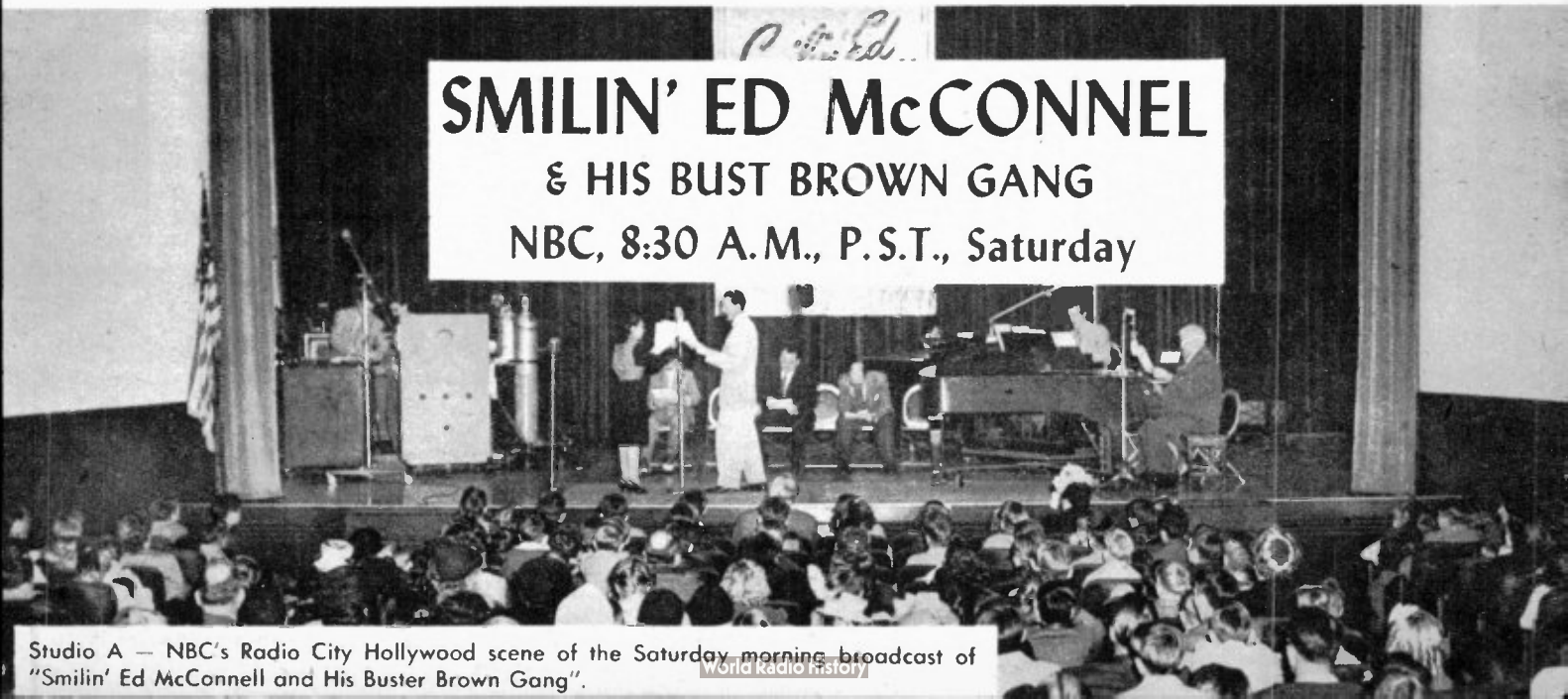


Pianist Ken Cameron, McConnell and organist John Duffy.



McConnell playing Midnight's cigar box fiddle.

SMILIN' ED McCONNEL
& HIS BUST BROWN GANG
NBC, 8:30 A.M., P.S.T., Saturday



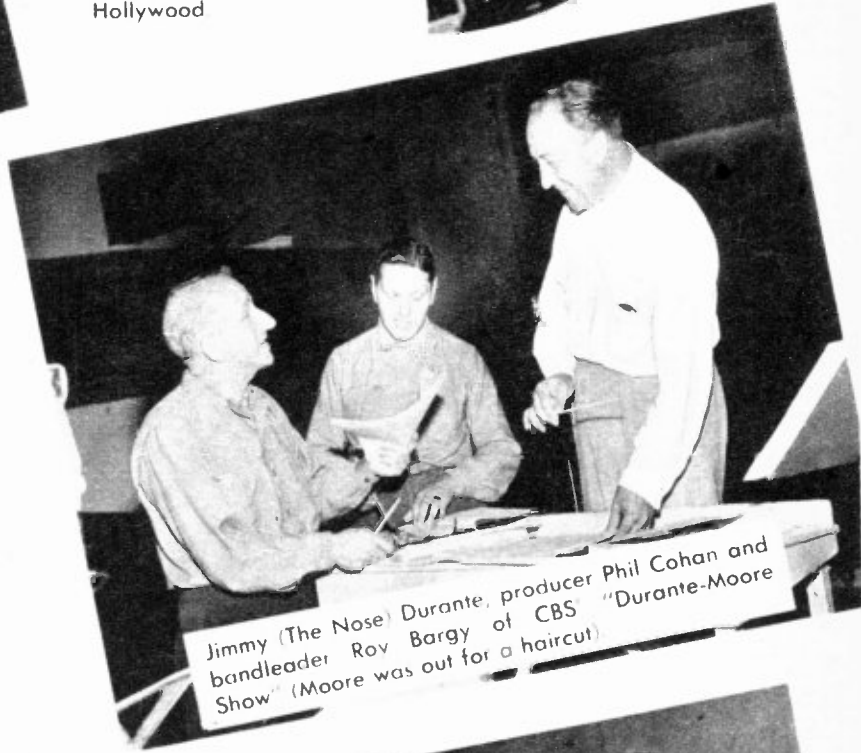
Studio A — NBC's Radio City Hollywood scene of the Saturday morning broadcast of "Smilin' Ed McConnell and His Buster Brown Gang".



Jimmy Durante and Gary Moore indulged in a little musical clowning with Frank Sinatra when "The Voice" guested with the comics on their Rexall show.



Howard Petrie, one of radio's leading announcers, laughs at the antics of Jimmy Durante and Gary Moore, stars of the Rexall show, as he waits at rehearsal in studio A at CBS, Hollywood



Jimmy (The Nose) Durante, producer Phil Cohan and bandleader Roy Barge of CBS "Durante-Moore Show" (Moore was out for a haircut)

THE DURANTE-MOORE SHOW

CBS, 9:30 P.M., E.S.T., Friday



Pretty Lina Romay, MGM songstress, checks over the script with Jimmy Durante and Garry Moore



Pretty, blond Barbara Fuller plays "Claudia"



Little Anne Whitfield is the winsome "Penny", daughter of "Claudia"



Versatile Tom Collins plays the part of "Nicholas Lacy"



On the occasion of their fiftieth wedding anniversary Father Barbour (J. Anthony Smythe) repeats the ceremony of placing a ring on Mother Barbour's (Minetta Ellen) finger.

ONE MAN'S FAMILY

NBC, 3:30 P.M., E.D.T., Sunday



LATEST FAMILY PORTRAIT. Members of the cast of radio's first family, NBC's famed "One Man's Family," are shown here in their latest photo. Standing L to R: Jack Barbour (Page Gilman); Joan (Mary Lou Harrington); Claudia Lacey (Barbara Fuller); Nicholas Lacey (Tom Collins); Dan Murray (Wally Maher). Seated L to R: Clifford Barbour (Bart Yarborough); Skipper (Henry Blair); Betty Barbour (Jean Rouverol); Father Barbour (J. Anthony Smythe); Mother Barbour (Minetta Ellen); Hazel Barbour Murray (Bernice Berwin); Teddy (Winifred Wolfe); Paul Barbour (Michael Raffetto). (On Floor L to R) Penny (Anne Whitfield); Margaret (Dawn Bender) and Hank (Conrad Binyon).

LEAVE IT TO THE GIRLS

MBS, 9:00 P.M., E.D.T., Saturday



MARTHA ROUNTREE

Producer of "Leave It To The Girls"
Mutual Network — Sat. Eve. 9 to 9:30 D.S.T.

"Meet the Press" — Mutual Network
Mon. Eve. 10:30 to 11 D.S.T.



MADGE EVANS

BIOGRAPHY OF MADGE EVANS

Madge Evans was born in New York City. She started posing for commercial photographers and artists at the tender age of 2. She appeared in her first moving picture at the age of 4. When she was 6 years old, William A. Brady signed her to star in a series of pictures for World Films. She retired at the age of 10 because she had lost her charm.

She never went to school — had tutors on the set. When she was 13 she made a movie called "On the Banks of the Wabash", and at 14 she appeared in "Classmates" with Richard Barthelmess. When she reached 15 she decided that she would like to go on the stage. That very year she copped the much-coveted ingenue lead in George Kelly's famous play "Daisy Mayme." She appeared in a series of successful plays on Broadway. In 1932 when she was starring in "Phillip Goes Forth", MGM signed her to a long term contract. She made pictures with Clark Gable, Robert Montgomery, Franchot Tone, Spencer Tracy, Bing Crosby and Robert Young. After she met Sidney Kingsley, the famous playwright, she asked for her release from Metro — came East — and married the aforementioned Mr. Kingsley. She has been in the East ever since, and recently starred on Broadway in Philip Barry's "Here Come the Clowns" and Sidney Kingsley's prize winning play about Thomas Jefferson, "The Patriots."

BIOGRAPHY OF PAULA STONE

After appearing with her father on Broadway at an early age and doing several movies in Hollywood, Paula Stone decided that radio was her metier. Having set her goal, Paula came to New York to accomplish it. Unwilling to trade on the established fame of one of Broadway's favorite teams, that of Montgomery & Stone, Paula struck out on her own, winding up at the office of the program director of a local Gotham station.

Paula's initial assignment was a bi-weekly interviewing wing stint, but, it wasn't long before she had inked a contract for six shows a week. Next followed a chance at a bi-weekly coast-to-coast spot. Paula jumped at it and soon was handling both of these air chores, and, at the same time, still looking for ways in which to make use of an abundance of talent, energy and managerial ability. An additional job as emcee on Mutual's hilarious "Leave It To The Girls" was added to her air tasks, but the indefatigable Miss Stone keeps rolling along, gathering up new enterprises as she goes.

She is now co-producer of the current Broadway hit "The Red Mill."



PAULA STONE

BIOGRAPHY OF ELOISE McELHONE

This biography does not start in the approved fashion of tiny town to big city because the vivacious Eloise was born amidst the hustle and bustle of Manhattan. She attended schools in New York City, finishing at Todhunter. After that she did a stint at the New York Hospital as a volunteer worker in Pediatrics for six months. Then she spent the same amount of time with an interior decorating firm.

The war skipped her into the United States government where she worked three years with OPA rationing boards, ending up as Supervisor of a Food Rationing division. Radio came into her life during this period in the person of an invitation to be on the panel of LEAVE IT TO THE GIRLS which she accepted with much knocking of knees.

She is one of New York's youngest public relations career girls. Loves to travel — lived in Italy for six months, and made trips to Gibraltar, Algiers, Lisbon, and the Azores. And for memory book purposes, spent a weekend at the White House in Washington.

Hamburgers and cokes are tops on her "Like to Eat List". Her plans for the future include radio and more radio.



ELOISE McELHONE

BIOGRAPHY OF ROBIN CHANDLER

Robin Chandler born in Baltimore, Maryland, started life in New York in 1939 as one of the vast army of unemployed. Went to the World's Fair — worked in the World of Fashion til culmination of Fair in Oct. of '40. Joined John Robert Powers in November of '40. Remained there from '40 to '45 during which time she acted as his Assistant and Director of Powers Charm School. This entailed travelling to help open branches in Philadelphia and Pittsburgh . . . put on Bond Drives with Powers Models, directed Army Dietitians for Recruiting Drives, handled trips to hospitals for wounded veterans taking Powers beauties, organized USO show of Powers models . . . went to New York Journal American as Fashion Editor in August '45. Still acting as Powers' assistant on his radio show.



ROBIN CHANDLER



Lana Turner and John Hodiak.



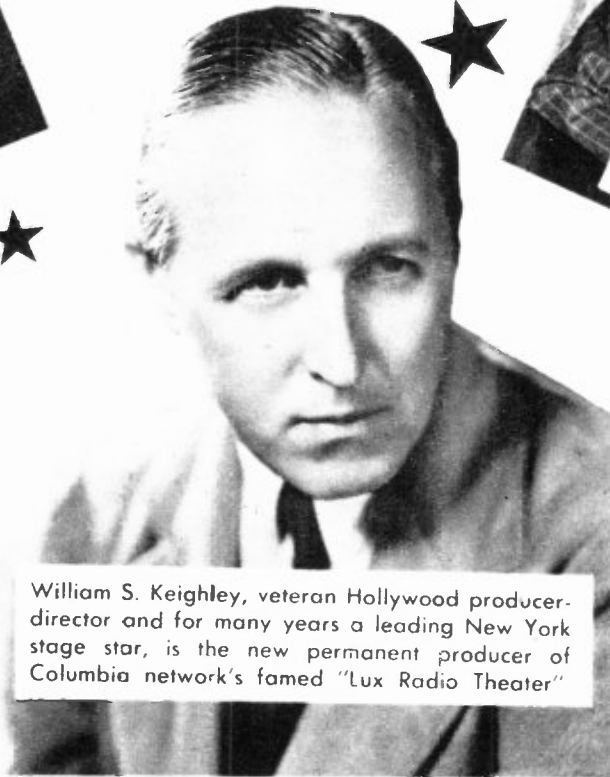
Paul Henreid and Virginia Bruce.



Ronald Colman and John Milton Kennedy.



Maureen O'Hara.



William S. Keighley, veteran Hollywood producer-director and for many years a leading New York stage star, is the new permanent producer of Columbia network's famed "Lux Radio Theater"



Allen Ladd

LUX RADIO THEATRE

CBS, 9:00 P.M., E.D.T. Monday



Joan Blondell, James Stewart and Director-Producer William Keighley



Ingrid Bergman and Joseph Cotten.



Left to Right:
"Sheriff Mike Shaw" Leo Curley
"Wash" Forrest Lewis
"Tom Mix" Curley Bradley
"Jane" Jane Webb



"Chloe" Betty Lou Gerson
"Wash" Forrest Lewis



Don Gordon Announcer



"Sheriff Mike Shaw" Leo Curley
"Tom Mix" Curley Bradley



"Sheriff Mike Shaw" Leo Curley

"Longbow Billy" Willard Waterman

"Tom Mix" Curley Bradley

"Jane" Jane Webb

TOM MIX & HIS RALSTON STRAIGHT SHOOTERS

MBS, 5:45 P.M., E.D.T., Daily



Baritone star Nelson Eddy and musical director Robert Armbruster put their heads together in preparation for Columbia's "Electric Hour".



When Benny Goodman guested with Nelson Eddy on the "Electric Hour" the two traded music secrets and Benny gave Nelson a few pointers on playing the clarinet. Eddy is star of the "Electric Hour".



A popular guest of Nelson Eddy on the "Electric Hour" was Oscar Levant, famous pianist and wit. He is pictured with Eddy and Robert Armbruster, orchestra director on the program.

THE ELECTRIC HOUR

CBS, 4:30 P.M., E.D.T., Sunday



Baritone Bob Shanley and soprano Anne Jamison are co-starred on CBS' "Electric Hour" summer series while Nelson Eddy takes a vacation. Miss Jamison frequently was Eddy's guest.



Nelson Eddy, blonde baritone star of the "Electric Hour".



Bob Bailey plays "Randy Lane".



Jack Edwards as "Bill Mead".



Jay Novello plays "David Bowman".



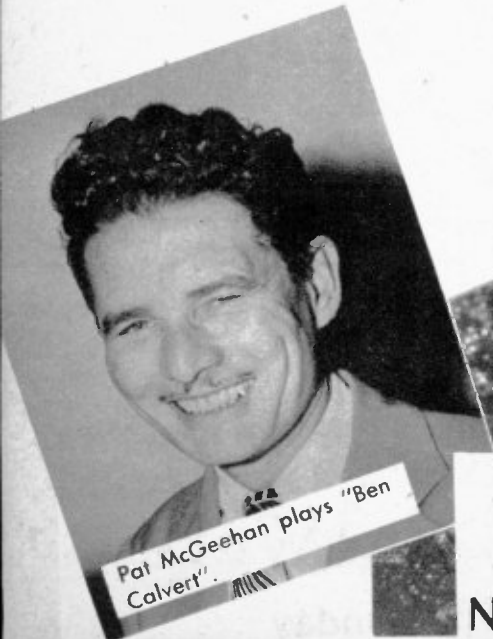
Josephine Gilbert as "Kit Calvert-Mead".



Irene Tedrow plays "Jessie Calvert".



Nina Klowden as "Peggy Douglas".



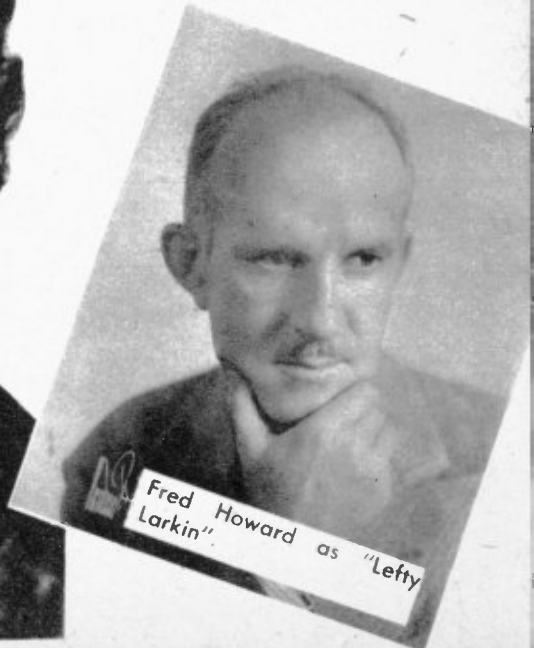
Pat McGeehan plays "Ben Calvert".



Jane Morgan in the title role as :

AUNT MARY

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



Fred Howard as "Lefty Larkin".



John Hiestand, announcer of the show.



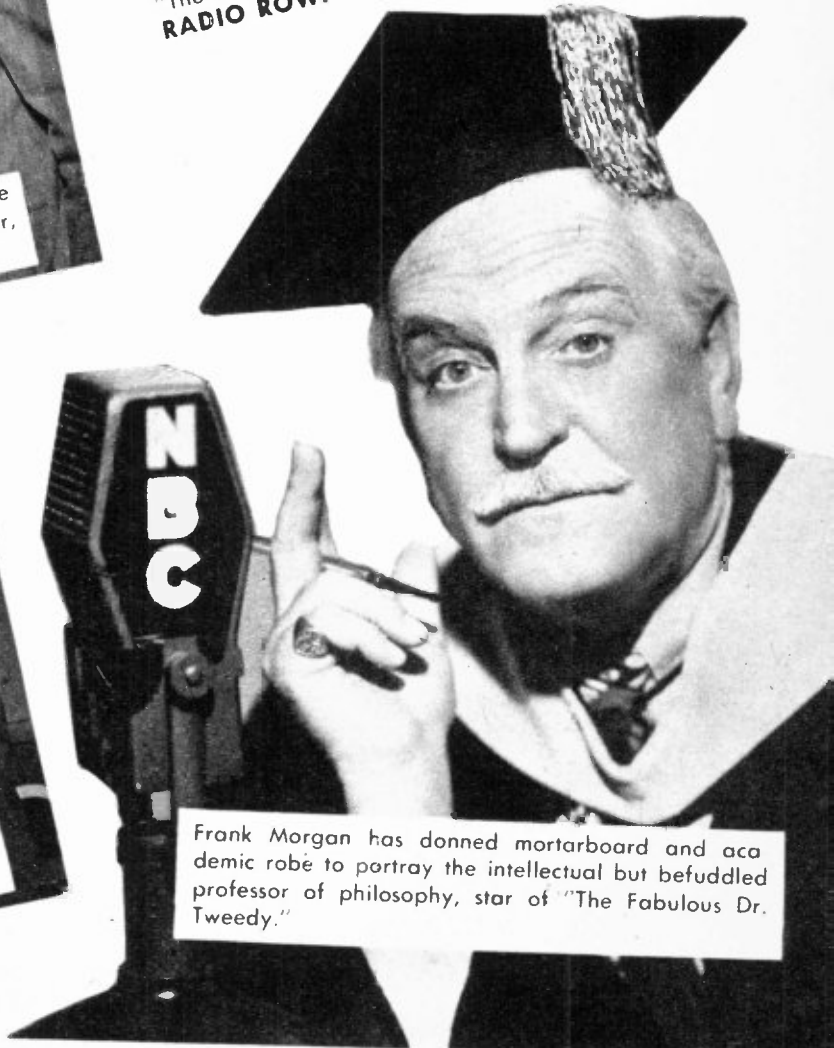
Frank Morgan, star of the new NBC situation-comedy show, "The Fabulous Dr. Tweedy" and Lew Lauria, editor of RADIO ROW.



Barbara Eiler, who often plays a supporting role on "The Fabulous Dr. Tweedy" show, and Frank Morgan, the star, caught in action at the mike.



The good professor apparently has an idea that does not have the approval of Miss Tilcy, enacted by Nana Bryant.



Frank Morgan has donned mortarboard and academic robe to portray the intellectual but befuddled professor of philosophy, star of "The Fabulous Dr. Tweedy."

THE FABULOUS DR. TWEEDY

NBC 3.00 P.M., P.S.T., Sunday

World Radio History

TAKE IT OR LEAVE IT

CBS, 10:00 P.M., E.D.T., Sunday



Phil Baker not only asks the questions on CBS' "Take It Or Leave It," but also plays the accordion for the musical category.



Phil Baker, Navy man of World War I, waits for the answer to his question from Navy man of World War II on his Sunday evening quiz program, "Take It Or Leave It".



Contestants on CBS' "Take It Or Leave It" wait for their turn to try for the famous \$64 question

FIBBER MCGEE & MOLLY

NBC, 9:30 P.M., E.D.T., Tuesday



It's orchids and a back slap for two of Radio's best loved. If you don't know, that's Bob Hope kissing Marion Jordan, and Rudy Vallee greeting Jim Jordan.



Molly (Marion Jordan) and the "Doc" (Arthur Bryan) give Fibber (Jim Jordan) the usual check up.



Mystics Fibber McGee and Molly find more interesting sights in Bill Thompson's wallet than the fish bowl

THE MAN CALLED X

NBC, 6:00 P.M., P.S.T., Tuesday



Herbert Marshall (left), star of NBC's "The Man Called X", and Leon Belasco, who plays the role of Pegon Zellschmidt, the detective's adhesive shadow, are shown above going over their lines.



Herbert Marshall with one of the members of the cast, Peggy Webber.



STAR, PRODUCER and ANNOUNCER — Here split-second timing is checked over by Jack Johnstone (center), producer of NBC's "The Man Called X". Shown at left is Herbert Marshall, star of the adventure-drama and at right is Wendell Niles, announcer for the show.

ENDORSED BY DORSEY

MBS, 10:00 P.M., E.D.T., Wednesday



Sy Oliver goes over some new arrangements with the famous Chittison Trio before the "Endorsed by Dorsey" show goes on the air.



Very Holly, lovely feminine star of "Endorsed by Dorsey", sings a rhythm tune before going into one of her dreamy ballads.



Sy Oliver listens to the Clark Sisters give out with some of their sparkling rhythms just 10 minutes (see clock) before air time for "Endorsed by Dorsey".



(l to r) Sy Oliver, orchestra leader and arranger, Dan McCullough, producer of "Endorsed by Dorsey" and Tiny Ruffner, emcee, look over the script during a rehearsal.

THE TELEPHONE HOUR

NBC, 9:00 P.M., E.D.T., Monday



Grace Moore, guest singer of "The Telephone Hour" goes over the score with Don Voorhees.



The Bell Telephone Orchestra, with Don Voorhees conducting and Helen Traubel, guest soloist.



Don Voorhees director of the Bell Telephone Orchestra.

SHERLOCK HOLMES

MBS, 8:30 P.M., E.S.T., Monday



Nigel "Willy" Bruce holds his two prize Dachshunds . . . Monty and Wooly . . . still for a few minutes to have their picture taken. Back of Nigel on the book-case is his prize pipe collection.



Basil Rathbone as "Sherlock Holmes"



The "hansom cab" in which Sherlock Holmes and Dr. Watson are riding, must be rocking perilously thru the London fog, if you're to go by the expectant expressions on the faces of the two famous gentlemen.



Hugh Studebaker portrays Dr. Bob Graham on CBS' popular daytime serial, "Bachelor's Children".



Winsome Marjorie Hannan portrays Ruth Ann on the CBS serial.

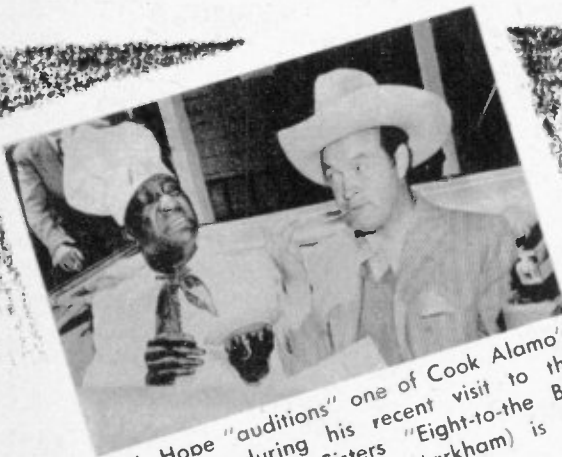
People who know Bess Flynn, writer of "Bachelor's Children", insist that the human qualities of the kindly, wholesome wisdom she displays in everyday life, reflect in her writing.



Lovely Patricia Dunlap has played the role of Janet Dexter Ryder on the serial since it started back in '35.

BACHELOR'S CHILDREN

CBS, 10:45 A.M., E.W.T., Daily



Bob Hope "auditions" one of Cook Alamo's specialites during his recent visit to the BLUE'S Andrews Sisters "Eight-to-the Bar Ranch". Alamo (Dewey Markham) is the ranch cook.

THE ANDREWS SISTERS SHOW

ABC, 4:30 P.M., E.W.T., Sunday



Let's hope "Gabby" Hayes doesn't scare away the Andrews Sisters' voices with that six shooter!



America's favorite jive team, the irrepressible Andrews Sisters are heard every Sunday afternoon. Starring with them are George "Gabby" Hayes, veteran western comic, Foy Willing and his "Riders of the Purple Sage" and Victor Schoen and his popular orchestra.

THE ADVENTURES OF BILL LANCE

NBC, 8:00 P.M., P.C.T.



Mel Williamson who produces "The Adventures of Bill Lance"



"Bill Lance" (left) discussing a dark problem with "Ulysses S. Higgins"



The stars of the show are Pat McGehan (at piano) who portrays "Bill" Lance and Howard McNear who is heard as "Ulysses S. Higgins"

THE ALDRICH FAMILY

CBS, 8:00 P.M., E.D.T., Friday



"The Aldrich Family" welcomes back to the fold ex-GI Ezra Stone (center), who has returned to the CBS series after four years in the Army to recreate the role of Henry Aldrich. With him are House Jameson (Sam Aldrich); Katherine Raht (Mrs. Aldrich); and Mary Rolfe (Mary Aldrich).

Ezra Stone, the original Henry Aldrich has returned to CBS "The Aldrich Family" after four years in the Army. Stone directed the Army musical, "This Is The Army"



Together again the Aldrich family goes "on-the-air"



Les Mitchel, director of Masquerade and the Theatre of Famous Radio Players.



Anne Stone portrays "Marian".



Two old "Silent Screen" idols, Herb Rawlinson as "Jim Rourke Sr." and Francis X. Bushman as "Mr. Wendell" on Masquerade.



Janet Logan as "Barbara Palmer" on Masquerade.

General Mills
MASQUERADE
NBC, 10:45 A.M., P.S.T.,
2:45 P.M., E.D.T., Daily



Standard l. to r. are Ned Le Fevre as "Phil Wendell", Herb Rawlinson as "Jim Rourke Sr.", and Francis X. Bushman as "Mr. Wendell".

Seated l. to r. are Sandra Gair as "Jeannie Rourke", Director Les Mitchel, Janet Scott as "Mrs. Wendell", Nancy Gates as "Vicki Wendell" and Cliff Bennett as "Judge Crain".



Jay Jostyn

Bristol Meyers
MR. DISTRICT ATTORNEY