

RADIO ROW

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
Joyce 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

The Coast to Coast

Hoke - Up

Scintillating Satirical

Stanzas

on

Programs

Personalities

and Commercials



Rudy Vallee
The Drene Show



Published Quarterly by RADCO PUBLISHERS



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



CAN YOU TOP THIS?

WOR, 8:00 P.M. E.S.T., Wednesday
NBC, 9:30 P.M. E.S.T., Saturday



JACK SMITH SHOW

CBS, 7:15 P.M. E.S.T., Friday

RADIO ROW

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Editor-Publisher
LEW LAURIA

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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!

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

4 ISSUES
FOR ONLY \$1.00

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RADIO ROW
6365 Selma Ave.,
Hollywood 28, California

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

NAME _____

ADDRESS _____

CITY _____ STATE _____

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!

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 "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!

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.

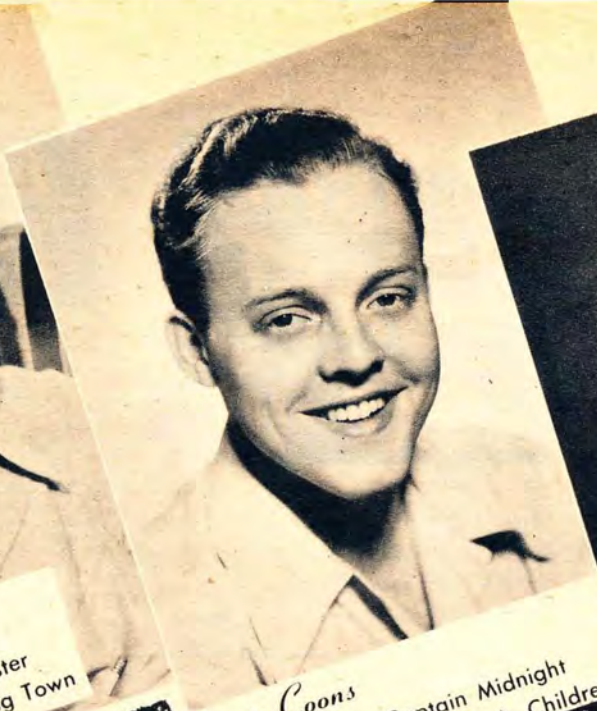
Address your letter to

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

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Michael J. O'Day
 "Neddie Evans" — Big Sister
 "Danny" (News-boy) — Big Town



Johnnie Coons
 "Chuck Ramsey" — Captain Midnight
 "Johnnie Jensen" — Bachelor's Children



Ben Cooper
 "Ernest" — Joyce Jordan
 "Dicky" — Portia Faces Life



Anne O'Neal
 "Miss Jessup" — Life of Riley
 "Miss Frisbee" — Blondie



Anne Whitfield
 "Penny" — One Man's Family



Cecil Roy
 "Mrs. Olsen" — Superman
 "Featured" — Mystery House



Irma Glen
 "Organist and Composer"
 on
 Evans Football Forecast
 Smilin' Ed McConnell
 Sachs' Amateur Hour



Bess McCammon
 "Agatha" — Helen Trent
 "Mrs. Evans" — Road of Life
 "Olivia McEvoy" — Young Widder Brown



Hellen Marr Van Tuyl
 "Mattie Henderson" — Ma Perkins
 "Ellen" — Bachelor's Children



Eloise Kammer
 "Claire Marshall" — Guiding Light
 "Judith Andrews" — Modern Homemaker
 "Marge Baxter" — The Baxters
 "Anne Howe" — Joe Palooka

Mary Shipp

"Kathleen" — Aldrich Family
 "Gwendolyn" — Fresh Up Show



Herb Butterfield
 "Judge Colby" — Today's Children
 "J. B. Joyce" — Bachelor's Children
 "Mr. Stanley" — Those Websters
 "Angles" — Jack Armstrong



Jack Lloyd
 "Boy" — Front Page Farrell



Ralph Camargo
 "Burt Mercer" — David Harum
 "Doctor Harding" — Road of Life



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



Susan Douglas
 "Lynn Swanson" — Helen Trent
 "Lora Weatherby" — Sparrow and the Hawk
 "Toni Mallatt" — Front Page Farrell



Barbara Fuller
 "Susan Fitz" — His Honor the Barber
 "Claudia" — One Man's Family



Frank Dane
 "Tim" — Tena and Tim



Barry Thomson
 "Title Role" — Dick Tracy



Muriel Bremner
 "Helen Bradley" — Woman in White
 "Susan Grant" — Bachelor's Children



George Sorel
 "Max" — Aunt Mary

Irene Hubbard
 "Mrs. Dalrymple" — Portia Faces Life
 "Mrs. Trent" — Pepper Young
 "Mrs. Peabody" — Lorenzo Jones

Beryl Vaughn
 "Alice Sommers" — Masquerade
 "Nora Patterson" — Bachelor's Children

Betty Lou Gerson
 "Marilyn Larrimore" — Today's Children

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

Murray Forbes
 "Willy Fitz" — Ma Perkins
 "Papa Schultz" — Today's Children
 "Shorty" — Tom Mix

Ken Nordine
 "Title Role" — Michael Scott Presents
 "Narrator" — Island Venture
 "Narrator" — Incredible But True

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



Pauline Drake

"Mr. Newsome" — Al Pearce
"Lisa Fenner" — Aunt Mary



Willard Waterman

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



Harry Elders

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



Joy Hathaway

"Title Role" — Amanda



Jack Edwards, Jr.

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



Tyler McVey

"Desk Clerk" — Glamour Manor



Frank Butler

"Tony" — Sparrow and the Hawk

Elmira Roessler

"Liz" — Those Websters
 "Myrtle" — Joe Palooka
 Acting & Singing as
 "Elmira"
 in
 Fun at the Forum—Variety Fair
 & K.C. Jamboree



Julie Stevens

"Title Role" — Helen Trent

Vicki Vola

"Miss Miller" — Mr. District Attorney



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 Carlson" — Ma Perkins





Art Hern
 "Richard Stone" — Today's Children
 "Gardo" — Capt. Midnight
 "Doorman & Page" — First Nighter
 "Knobby Walsh" — Joe Palooka



Peggy Beckmark
 Writer and "Tena" — Tena and Tim



Pert Kelton
 "Hilda, the maid" — Junior Miss
 Featured with Bert Lahr
 on
 "Fresh-Up Show"
 "Gravel Gertie" — Dick Tracy



Betty Jane Tyler
 "Susan" — Mr. and Mrs. North
 "Isabel" — Land of the Lost



Lynn Masters
 "Isobel Daily" — Road of Life



Cameron Andrews
 "Major Brice" and "Hot Shot Charley"
 — Terry and the Pirates
 "Joshua Masters" — Tennessee Jed



Ann Elstner
 "Title Role" — Stella Dallas



Norman Field
 "Noah Danton" — Murder is My Hobby



STARS AT SEVENTY



Producers



Phil Bowman
Currently Directing:
Ma Perkins



Burr Lee
Currently Directing:
Bachelor's Children



Herb Fulran
Currently Directing:
Woman In White



John Dietz
Currently Directing:
Crime Photographer
Cimarron Tavern



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



Ted Robertson
Currently Directing:
Island Venture



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

THE RUDY VALLEE DRENE SHOW

NBC, 10:30 P.M. E.S.T., Thursday, 9:30 P.C.T.



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



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



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



"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.



"Gildy" tells Lillian "Birdie" Randolph he won't talk.

The cast reads 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 "Floyd, the Barber", and Ken Christy as "Chief of Police"



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

NBC, 6:30 P.M. E.S.T.,
Sunday



THE GREAT GILDERSLEEVE SHOW

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

CAVALCADE OF AMERICA

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



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



Jack Zoller (center) producer, discusses the musical score with conductor, Bobby Armbruster on his right and Burgess Meredith, guest star.



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



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



Amsterdam Chorus



Gus Haenschen



L. to R., Jean Dickenson, Gus Haenschen, Evelyn MacGregor, Frank Parker, Margaret Daum.



Frank Parker, Margaret Daum



Margaret Daum and Frank Parker



AMERICAN ALBUM OF FAMILIAR MUSIC

NBC, 9:30 P.M. E.S.T., Sunday



Patricia Dunlap, as Gladys Pendleton.



Nanette Sargent as Fay Perkins.



Maurice Copeland plays Banker Pendleton.



Charles Egelston in the role of Shuffle.



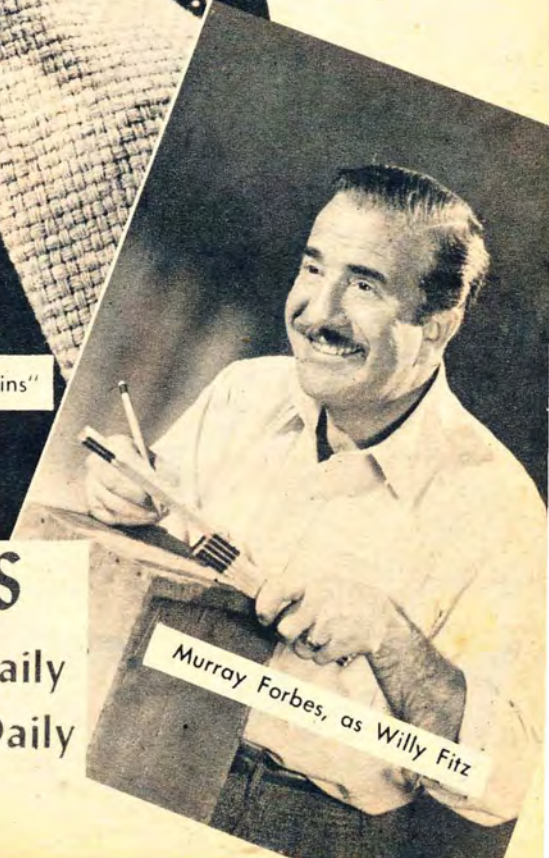
Virginia Payne as "Ma Perkins"



Tom Moore, Announcer

MA PERKINS

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



Murray Forbes, as Willy Fitz



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



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.



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



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



Another blackout on the CBS Kirkwood show comes in the form of a laugh charade. Kirkwood discovers this zany character is a "stool pigeon".



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.

JACK KIRKWOOD SHOW

CBS, 7:00 P.M. E.S.T., Daily

LIGHT OF THE WORLD

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



Luis Van Rooten has the role of the beggar Hassan.



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



Mitzie Gould in the role of Marakah.



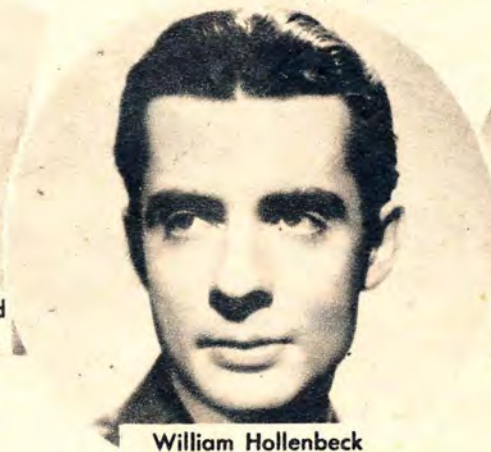
Charlotte Lawrence plays Caren.



Bernard Lenrow plays Nebuchadnezzar.



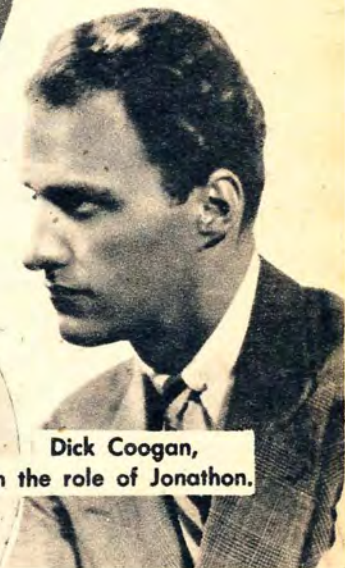
Basil Loughrane produces and directs "Light of the World".



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



Bret Morrison, speaker and narrator.



Dick Coogan, in the role of Jonathon.



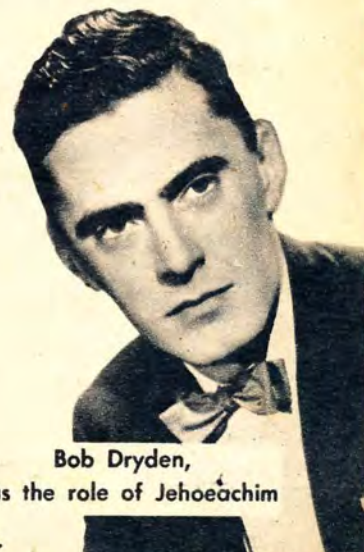
Carl Emory, arrogant Babylonian Prince Arioch.



Adele Seymour writes the show.



Inge Adams is the slave-girl, Elona.



Bob Dryden, has the role of Jehoeachim



Hoosier Hot Shots: L. to R. Hezzie Trietsch, Gabe Ward, Ken Trietsch and Frank Kettering.



Lulu Belle and Scott are the "Singin' Sweethearts" they're famous for their guitar and singing duets.



"Think you're Barney Oldfield?" Turn-of-the Century traffic cop, Pat Buttram, give a speeding ticket to his National Barn Dance colleagues, Lulu Belle and Joe Kelly.



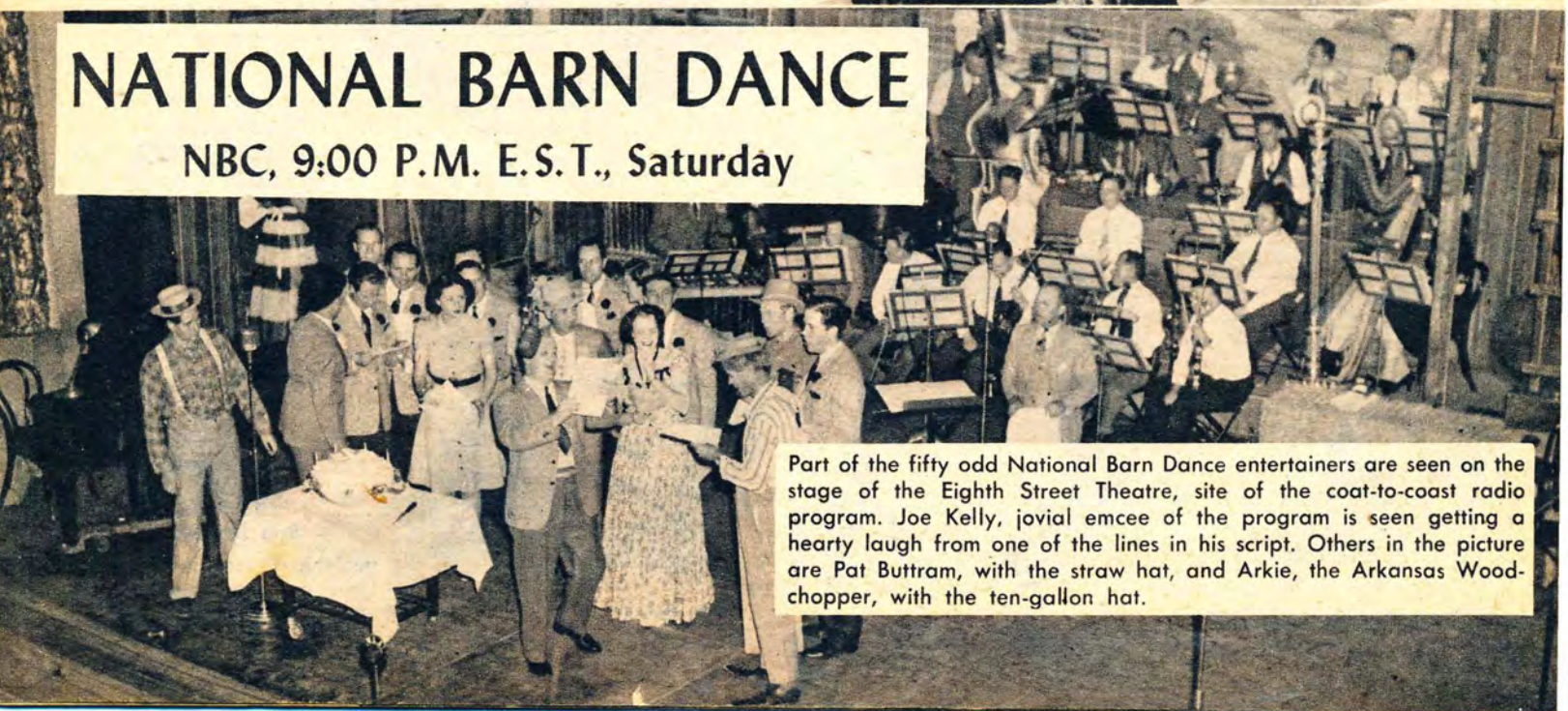
Joe Kelly, master of ceremonies on the Alka-Seltzer National Barn Dance.



Three pretty maids . . . are the Dinning Sisters, Alka-Seltzer's National Barn Dance singing trio.

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 coast-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 Wood-chopper, with the ten-gallon hat.



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.



Victor Young (on the podium) has his Westinghouse orchestra so arranged that they can watch singing star John Charles Thomas at the microphone and the Westinghouse chorus under the direction of Ken Darby 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.



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.



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

TENNESSEE JED

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

Tennessee Jed, played by Elton Britt.



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



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



"Snake" Edwards, played by Milt Herman.



Jose Rosita, played by Manuel Avida.

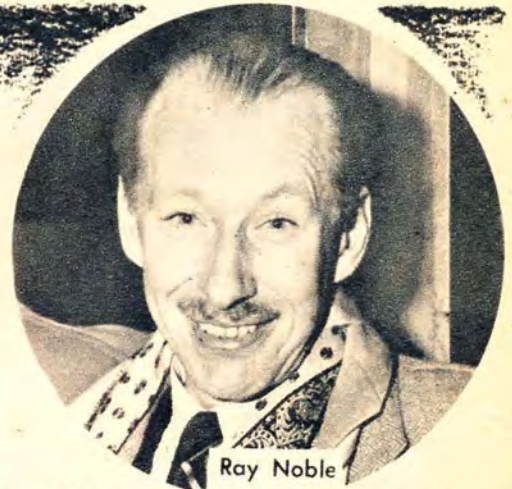


THE CHASE & SANBORN SHOW

NBC, 8:00 P.M. E.S.T., Sunday



Edgar Bergen introduces his new bride, Frances Westerman, to Charlie.



Ray Noble

who makes life interesting for Charlie.



Charlie fears that a new bride means another cut in his allowance.



Betty Winkler as Dr. Joyce Jordan.



Larry Haines, Betty Winkler and Michael Artist cast of Joyce Jordan.



Betty Winkler, Ed Herlihy, announcer; Mendi Brown; Michael Artist and Larry Haines.

JOYCE JORDAN

NBC, 10:45 A.M. E.S.T., Daily



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).



ALAN YOUNG SHOW

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

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



Dickie Monahan, Betty's irrepressible brother.



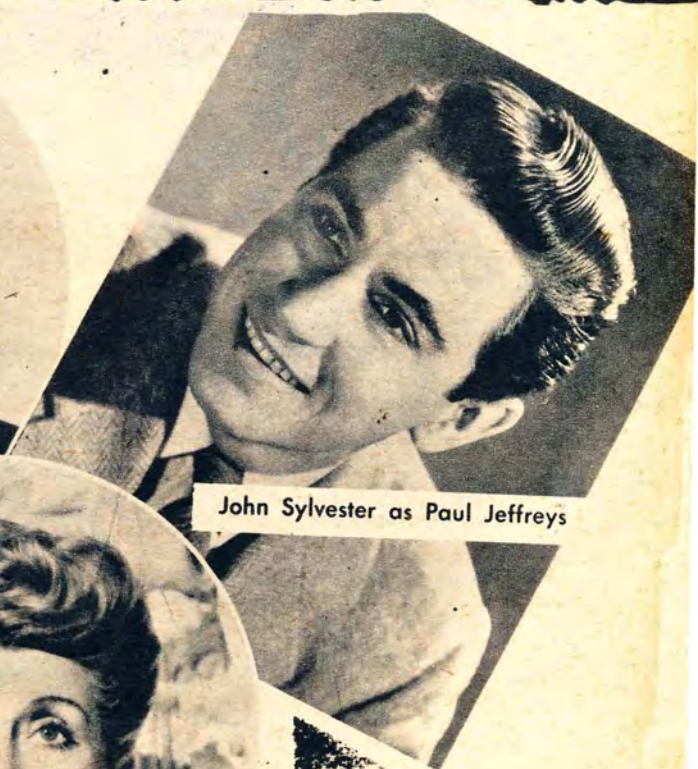
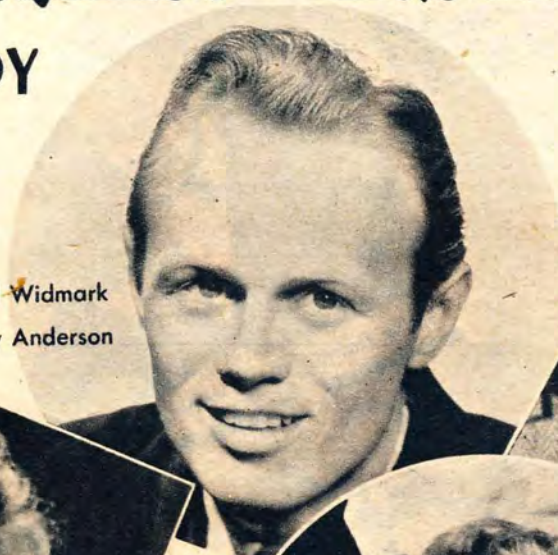
Jim Backus as Hubert Updyke, the Harvard man.

VALIANT LADY

CBS, 10:00 A.M.

E.S.T., Daily

Richard Widmark
as Freddy Anderson



John Sylvester as Paul Jeffreys



Louise Fitch as Christine Jeffreys



Blanche Yurka as Elizabeth Hunter

ABBOTT & COSTELLO

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



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



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



The fire's too hot for Costello.

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



Louise Erickson.

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



DATE WITH JUDY
NBC, 8:30 P.M. E.S.T., Tuesday

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

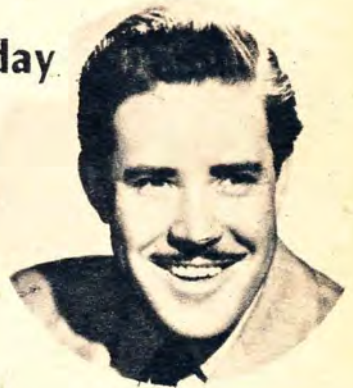
Ed (Archie) Gardner is happy over some sugarcoated contab from the other end of the line, while Charlie Cantor affectionately known as "Brains" Finnegan of the "Duffy's Tavern" gang, tries his darndest to listen in.



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 at rehearsal of Mutual's Nick Carter.

During rehearsal of Nick Carter, Jock McGregor confers with Charlotte Manson and Lon Clark and sound effects girl, Dorothy Langley.



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 Norris "Tuffy" Goff (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 his 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 Nelson, former orchestra leader who has emerged as an ace comedian on The Adventures of Ozzie and Harriet show.



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.

HARRIET & OZZIE NELSON

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

LEAVE IT TO THE GIRLS

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



Producer, Martha Rountree.



Paula Stone
Mistress-of-ceremonies



Jinx Falkenberg
Star of Columbia Pictures



Robin Chandler,
assistant to John Robert Powers.



Career girl, Eloise McElhone.



Madge Evans
Star of Stage and Screen

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