Take a look at using this instead:

<html><head>

<script>

function doTheInsert() {

var table = document.getElementById('myTable');

var newRow = table.insertRow(-1);

var newCell1 = newRow.insertCell(0);

var newCell2 = newRow.insertCell(1);

newCell1.innerHTML = "New row text";

newCell2.innerHTML = "New row 2nd Cell";

//newRow="<td>New row text</td><td>New row 2nd cell</td>";

}

</script></head>

<body>

<table id="myTable" border="1">

<tr>

<td>First row</td>

<td>First row 2nd cell</td>

</tr>

<tr>

<td>Second row</td>

<td>more stuff</td>

</tr>

</table>

<br>

<input type="button" onclick="doTheInsert()" value="Insert new row">

</body></html>

The .insertRow(-1) will append the new row to the end of the table, or use .insertRow(0) to prepend the new row to the table.