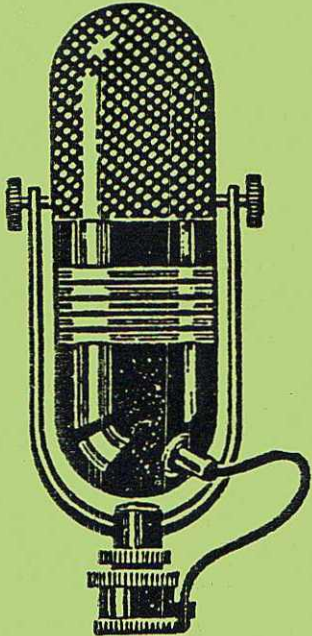


# THE OLD-TIME RADIO GAZETTE

July



## BASEBALL ON THE RADIO

BY TOM J. MILLER

"When you watch TV, you lean back and watch, but when you listen to radio, you lean forward to catch the words." The words of Former New York Yankee broadcaster Mel Allen seem to sum up what this feature is all about.

"On radio, I have a blank canvas. My job is to paint a picture of the ball game in words. The listeners help you. They've been to the ball park. They know the game. And they put their own brushstrokes on the painting. They help you complete the picture."

Isn't that the essence of what radio is all about? When you listen to radio it requires that you invest something into it. You can't just be a casual listener of an old-time radio mystery. It demands a part of you too, and as we all know, the more you put into something, the more you will get out of it. There is no better example of this than the game of baseball, and in particular, baseball on the radio.

As far as baseball goes, it all started back on August 5, 1921 over KDKA radio.

(Continued on Page 2)

TAKE A LOOK AT SOME OF THE STADIUM PRICES AT WRIGLEY FIELD IN 1941. TALK ABOUT NOSTALGIA!!

## ADD TO YOUR FUN... Take Advantage of Wrigley Field's Modern Restaurants . . . Convenient Vendors

Appetizing treats and refreshing drinks are offered you by Wrigley Field's sanitary restaurants and uniformed vendors.

Come out early—lunch leisurely. Then you're all set to watch batting and infield practice. And here's a hint:

Wrigley Field's hot roast beef and baked ham sandwiches are famous for their goodness.

During the game, vendors are always on hand to serve you quickly at your seat, so that you miss none of the thrilling action.

### THESE ITEMS SOLD BY BOTH RESTAURANTS AND VENDORS:

#### FOOD AND BEVERAGES:

- Tasty Red Hots (Oscar Mayer's)—Juicy Hamburgers . . . . . 10c
- Ice Cream: Borden's "Frosticks" and Cup Sundaes . . . . . 5c
- Coffee . . . . . 10c
- Beer (Pabst)—In Cans or Bottles —20c—On Draught . . . . . 10c
- Coca-Cola—Manhattan Orange and Root Beer—Orange Crush . . . . . 10c
- Ginger Ale and Sparkling Water . . . 15c

#### SUNDRIES:

- Pencils—5c; Sun Glasses—25c; Post Cards—3 for . . . . . 5c
- Autographed Pictures . . . . . 25c
- Official Cubs Record Book . . . . . 10c


#### CONFECTIONS AND CHEWING GUM:

- Bit O'Honey—Old Nick—Baby Ruth —Milky Way and other popular brands of candy . . . . . 5c
- Wrigley's Spearmint, Doublemint and "Juicy Fruit" Chewing Gum . . 5c
- Beeman's, Beechnut and other popular brands of Chewing Gum . . . . . 5c

#### CIGARETTES AND CIGARS:

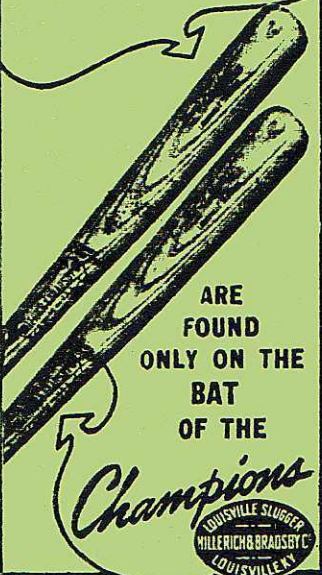
- All popular brands of cigarettes . . . 15c
- Ben Bey Cigars . . . . . 5c
- Ben Bey, Dutch Master, Webster and other popular brands . . . . . 10c & 15c

(BASEBALL ON THE RADIO, Continued)



Harry Walker 1947 National League Batting Champion  
Ted Williams 1947 American League Batting Champion

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FREE at your Dealers or send 5c for your copy of the 1948 "Famous Slugger Year Book" address Dept. H-41, Hillerich & Bradsey Co., Louisville, Ky.

On that day, from Forbes Field in Pittsburgh, using a converted telephone for a microphone, Harold Allen broadcast the first baseball game over the airwaves. When it was all said and done the Pirates had defeated the Phillies 8-5, but more than that, a new part of American culture had been born.

"Radio's not like TV. Television lets you sit there -- it doesn't make you work or think, it's passive," says Til Ferdenzi, a reporter for the NEW YORK JOURNAL-AMERICAN. "But radio is active -- it makes you a part of the broadcast. It gets you involved." Imagination was a critical part of listening to baseball on the radio -- maybe more than people realized. Back in the 1930's WHO radio in Des Moines had a young sportscaster named Dutch Reagan (we knew him later as Ronald). At that time broadcasters many times would re-create the game off a teletype machine, calling the game as if it were right in front of them but in fact reading it off cold type. It seems that during the ninth inning of a Cubs/Cardinals contest on one occasion, the wire went dead. All that Dutch knew was that Bill Jurgens was the batter and Dizzy Dean was the pitcher. Reagan knew that if he acknowledged technical problems at this point in the game, people would simply switch to a rival station and catch the end of the game there -- leaving him without an audience. Ol' Dutch decided that He'd have to stall until they got the wire feed back, but he had to be careful not to embellish anything that would be

reflected in the next days boxscore. He had Dean go to the resin bag, he had him shake off a few signs, and finally he had him throw a pitch. "Foul ball." He then preceded to describe the two kids who scuffled for it behind the third base dugout. Then he fouled one to the left of the foul pole -- missing a homerun by a foot -- or so the future President said. For six minutes and forty-five seconds Reagan filled the gap. Finally the wire came to life and believe it or not, in reality Jurgens had popped up on the first pitch. You had to have some imagination.

Probably the most famous radio call came on October 3, 1951 when Bobby Thompson deposited Ralph Branca's offering into the left-field bleachers

(Continued on Page 3)

ALTHOUGH RADIO WAS MOSTLY USED FOR BASEBALL ENTERTAINMENT, YOU COULD ALSO GO TO YOUR LOCAL THEATER TO SEE THE REEL.

## WORLD'S SERIES RETURNS

On the Largest Electric Scoreboard in the Country

EVERY INTRICATE PLAY SHOWN

Main floor, reserved, 35c

Smoking on main floor only

Mezzanine and second balcony, 25c

Reserved Seats on Sale TODAY



(BASEBALL ON THE RADIO, Continued)

giving the Giants a 5-4 victory and a trip to the World Series. "The Giants win the pennant, the Giants win the pennant" was the famed cry of Russ Hodges. It was the shot HEARD around the world -- not the shot SEEN around the world. In fact the sound of Hodges' voice seems to live on more than the subsequent video-tape replay.

It's amazing that in this age of Cable TV and satellite dishes there is still a place, and in fact a need, for baseball on the radio. So as you go to the beach this summer or work in the back yard, take a little of Mel Allen or Jack Brickhouse with you. Take Curt Gowdy or Phil Rizzuto. Take Lindsay Nelson or Red Barber. Take Joe Garagiola or Bob Uecker. Take Earl Gillespie or Ray Scott. Take baseball on the radio.

Recommended Reading: VOICES OF THE GAME, by Curt Smith.



CARLTON E. MORSE DIES

The great creator of "One Man's Family," "I Love a Mystery," "I Love Adventure," "Killed in Action," and numerous other radio adventures died at age 91. Carlton E. Morse's early life included writing for San Francisco newspapers like the SAN FRANCISCO CHRONICLE, before creating an writing for radio. Morse died of undisclosed causes in late May.



"OLD-TIME RADIO DRAMA" : For Wisconsin Listeners!

"Old-Time Radio Drama" (OTRD) is aired each Sunday evening from 9-11 on Wisconsin Public Radio, and for your convenience we give you a monthly schedule of the series, title, date of broadcast, running time, etc. Tune in to your local Wisconsin Public Radio station to hear these shows!

\*\*Duluth, MN & Superior, WI listeners can tune to FM 91.3 KUWS\*\*

All questions or annual subscription fees (\$8.50) should be directed to Tom C. Miller, 2004 East 6th Street, Superior, WI 54880.

NEXT MONTH: Western fans will enjoy the feature on Red Ryder!

Below is your Wisconsin Public Radio "Old-Time Radio Drama" schedule for July. (See page 3 for further information.)

<u>OTRD AIR</u>	<u>SERIES</u>	<u>TITLE</u>	<u>ORIG AIR</u>	
07/04/93	Smilin' Jack	Audition	12/18/39	14:05
07/04/93	Terry & the Pirates	Gold Detector Ring		14:35
07/04/93	Craven Street, Pt 1		07/04/93	59:00
07/04/93	You Are There	Battle of Gettysburg		24:35
07/04/93	Mindwebs 090	The Man from Earth	01/07/77	29:30
07/11/93	Bob & Ray	Matt Neffer, Submarine Race		23:54
07/11/93	Craven Street, Pt 2		07/11/93	59:00
07/11/93	Thin Man	Adventure of Passionate Pal		30:00
07/11/93	Mindwebs 089	Prez by Ron Goulart	12/31/76	29:30
07/18/93	Craven Street, Pt 3		07/18/93	59:00
07/18/93	CBS Workshop	The Space Merchants, Pt 1	00/00/57	23:53
07/18/93	CBS Workshop	The Space Merchants, Pt 2	00/00/57	24:22
07/18/93	Mindwebs 088	Nackles by Curt Clark	12/17/76	29:30
07/25/93	Lum & Abner		04/12/50	29:17
07/25/93	Craven Street, Pt 4		07/25/93	59:00
07/25/03	Green Hornet	Hit & Run		23:11
07/25/93	Mindwebs 087	The Unremembered	12/10/76	29:30

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