



THE LISTENIN' POST

By AL SISON

At this week's column comes the news of "Play Ball" is again heard throughout the land. The Majors have been in operation for two days and the International League should get under way today (Thursday, April 20) weather permitting. Harry McGuire WHAM Broadcaster is in Newark, N. J., all set to bring listeners an accurate description by direct wire from the top of Ruppert Stadium. Harry will give out with the first two games of the season direct from the score of action. Broadcasts will be made via Western Union wires and all home games (except Sundays and holidays) will come direct from atop Red Wing Stadium.

With the thought of baseball foremost in our minds at this season of the year we persuaded Jimmie Martin, general travel-secretary for the Wings, to dash off a bit of a story. Her's:

"Baseball and Radio"

By Jimmie Martin

From a humble beginning with wooden stands seating but 1000 persons, baseball has grown into an enterprise with millions invested in steel and concrete plants. When in years back the enjoyment of the game was restricted to the few who could afford into the richly blighted, it is now open to virtually millions.

Had no doubt was suppressed when it first opened the baseball field to the listening public, but the club owner then little realized he wanted to make new friends and fans, create new outlets for his players, to come into closer contact with the public, and spread his drawing power over the countryside rather than keep it confined to his own community. By degrees he found friendly waters on the air waves.

Has the broadcast of baseball games kept attendance down?—Definitely not. It has stirred great interest in the listener to the point that will be found that the fan is glad to lend his physical labor that shall support to the game whatever possible aid it has brought enjoyment to those who through illness, or unable to physical handicaps, are unable to leave their beds or chairs.

In our own backyard, the Rochester Red Wings now play daily before a crowd composed of local fans and many visitors from nearby towns and cities. These suburban visitors are increasing every year. The deciding factor is that the Rochester Red Wings have been brought into their homes through the medium of radio and opened a new field of enjoyment to the listener.

It was thirty years ago that the late Charles Ebbets, then President of the Brooklyn Club made his famous remark: "Baseball is in its infancy." It is now an out and out fact that radio is fast providing the long pants as our National Pastime Grows into a big business.

One more thought on baseball—Don't forget the date for the opening game here in Rochester—Thursday, May 4th—3:00 P. M. The opposition is the Newark Bears—Let's all go out and give the Kid and his 1939 Wings a great welcome! You can't help but hear the call "Play Ball" ring out than it is to hear the command, "Forward, March."

Cross Country Currents from NBC

DON McNEIL, M.C. of the NBC Broadcast Club came into the studio the other day with the exciting information that "Automobile May Replace Burgee." And to substantiate his statement he produced a newspaper headline to that effect. But the story with this startling bit of information was dated December 7, 1934.

PAT BARRETT, Uncle Ezra of the National Barn Dance and other NBC programs to you, is going to get some real local color for his broadcasts this summer. He's on the road, working for a farm on which he will live all during the hot months, contributing for his broadcasts. Any day now he may sign on with the little five-watt from Hebrew instead of Rosedale. Uncle Ezra is head over WHAM every Saturday night at nine o'clock.

DON QUINN, author of the Fiber Mac series, sends this bit of verse with the notation that Spring is just around the corner when his typewriter turns to poetry. He calls it "Walking in the Rain":

I love to walk in April rain,
And let my heart and brain
Absorb the life in rain, and such
A sweet, sweet life, when such
A life is still, and such a life,
As I have seen in April rain.
I love to walk in April rain,
And let my heart and brain
Absorb the life in rain, and such
A sweet, sweet life, when such
A life is still, and such a life,
As I have seen in April rain.

Patricia, King of the Hill, AR, has written us to say that she is still on the air, daylight and evening, Saturday evenings. She must be

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SPECIAL PROGRAMS

NINTH ANNUAL FESTIVAL OF AMERICAN MUSIC

Boston, Mass., Symphony Orchestra—Monday, April 24

Music conducting—

Concerto Competition—

Music criticism—

Spanish by America—

Music spotlight—Monday,

10:30 A. M.

MUSIC

TODAY MUSICALE—Mondays

10:30 A. M.

SONGS OF FREEDOM—

Wednesday

10:30 A. M.

GERMAN HOUR—

Wednesday

10:30 A. M.

SYMPHONY—Mondays

10:30 A. M.

VARIETY

THE CLIPS—Fridays

10:30 A. M.

THEATION PARTY—

Wednesday

10:30 A. M.

GOING AND COMING—

Wednesday

10:30 A. M.

THE BARN DANCE—

Wednesday

10:30 A. M.

TRUE OR FALSE—Mondays

10:30 A. M.

THE INSIDE STORY—

Wednesday

10:30 A. M.

INFORMATION PLEASE—

Wednesday

10:30 A. M.

ROSE BUDGENE—

Wednesday

10:30 A. M.

THE STUDERAKER SHOW—

Wednesday

10:30 A. M.

THE BROWNIE—

Wednesday

10:30 A. M.

THE KID—

Wednesday

10:30 A. M.

THE KID—

Wednesday

10:30 A. M.

THE VARIETIES—

Friday

10:30 A. M.

DRAMA

YOU THE UNKNOWN JURY—

Wednesday

10:30 A. M.

MOVIEHOUSE—

Wednesday

10:30 A. M.

CONTINUOUS DIVORCE—

Wednesday

10:30 A. M.

MARY AND BOB—

Wednesday

10:30 A. M.

ONE MAN, FAMILY—

Wednesday

10:30 A. M.

TRUE THOUGHTS—

Wednesday

10:30 A. M.

NEWS

THE GRANT—

Wednesday

10:30 A. M.

THE MURKIN—

Wednesday

10:30 A. M.

THE NEWSPAPER—

Wednesday

10:30 A. M.

THE TELEGRAM—

Wednesday

10:30 A. M.

THE TELEGRAPH—

Wednesday

10:30 A. M.

THE TELETYPE—

Wednesday