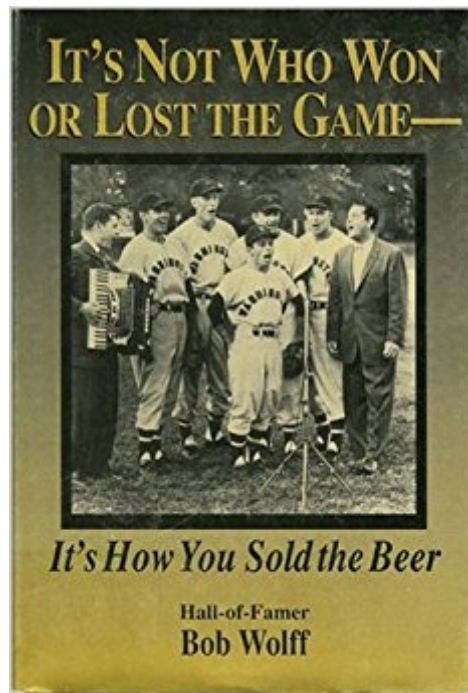




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# It's Not Who Won Or Lost The Game-: It's How You Sold The Beer



## Synopsis

An insightful collection of memories and anecdotes from the 50-year career of TV's longest-running sports broadcaster. From the race to get to events on time to the hard-learned do's and don'ts of television broadcasting, Hall of Fame broadcaster Bob Wolff shares his world with readers in an amusing and often amazing glimpse of one of America's most beloved sportscasters.

## Book Information

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## Customer Reviews

Wolff began his career as a sports broadcaster on radio in 1939 and moved to television in 1946. But his chief claim to fame is his versatility, for he has covered baseball, football, basketball, hockey, track, boxing and surfing (everything but wrestling, he says). His most memorable contests were Don Larsen's perfect game for the Yankees in the 1956 World Series and the Baltimore Colts' overtime win over the New York Giants in the 1958 NFL championship game, judged by many the best football game ever played. And in 50 years, Wolff has accumulated amusing anecdotes, like his lessons on how to pour beer for a live TV commercial, a skill he mastered using ice-cold brews, only to be handed a hot can on camera with the predictable result. His astoundingly busy schedule kept him jetting around the country between broadcasts, often with only minutes to spare. The book is entertaining but leaves the impression that Wolff doesn't suffer from a surfeit of modesty. Photos not seen by PW. Copyright 1996 Cahners Business Information, Inc.

Two recent electees to the Broadcasters' Wing of the Baseball Hall of Fame tell amusing tales from

their careers. The books' intriguing titles and humorous content should appeal to patrons at large public libraries. Copyright 1996 Reed Business Information, Inc.

A great collection of stories by a Hall of Fame broadcaster. Bob Wolff was the first TV announcer for the Washington Nationals / Senators / Nats, having begun in 1947. The cover photo shows Wolff and "The Singing Senators" on the "Today Show", about 1958. Don't miss:- Bob and his assistant, John Batchelder trying to solve the "beer problem": after each half-inning, Batchelder had to take a drink of Heurich's Old Georgetown Beer and say, "Old Georgetown! That's some beer!"- Harmon Killebrew invited "under-cover" to hit during a father-son softball game- How Bob handled the last four innings of Don Larsen's perfect game. Wolff was the radio broadcaster.- Sympathy for Herbie Plews- Wolf and Joe Garagiola preparing for the NBC Game of the Week.

I grew up listening by transistor radio to Bob Wolff broadcast the old Washington Senators baseball games. Always colorful, innovative and multi-faceted, he brings back to life countless memories of some of sports most glorious moments, as well as some humorous ones which never went reported. His book is a throwback to sports of a simpler and purer era, before the days of multi-million dollar contracts and superstar scandals. Those who remember that time will revel in the reminiscences of the author's accounts, and those who weren't will learn of sports as they once were...and as they will never be again. Bob Wolff has been duly recognized as a member of Baseball's Hall of Fame, and his book is a record of his legacy to today's sports broadcaster and fan. For anyone who truly loves sports, we owe him a debt of gratitude.

Some very entertaining stories.

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