

an age of dynasties: the big cities dynasties: New York, Philadelphia and Chicago (but limits of Mack and Comiskey) and the exceptional Yankees (biggest market, owners with deepest pockets; greatest draw and the House that Ruth Built). Sharing ticket revenues only on base price (visitors' share averages 21% in 1929), so greater revenues to buy players.



Table 4. Distribution of Pennants, American League, 1921-46*

New York	Chicago	Detroit	Phil.	Cleve.	Boston	Wash.	St. Louis
1943		1945	1931		1946	1933	1944
1942		1940	1930			1925	
1941		1935	1929			1924	
1939		1934					
1938							
1937							
1936							
1932							
1928							
1927							
1926							
1923							
1922							
1921							

* Cities are listed, from left to right, in order of average population adjusted to the number of teams located in the metropolitan area.

The Cardinals' farm system dynasty: small market divided with Browns, so how compete?

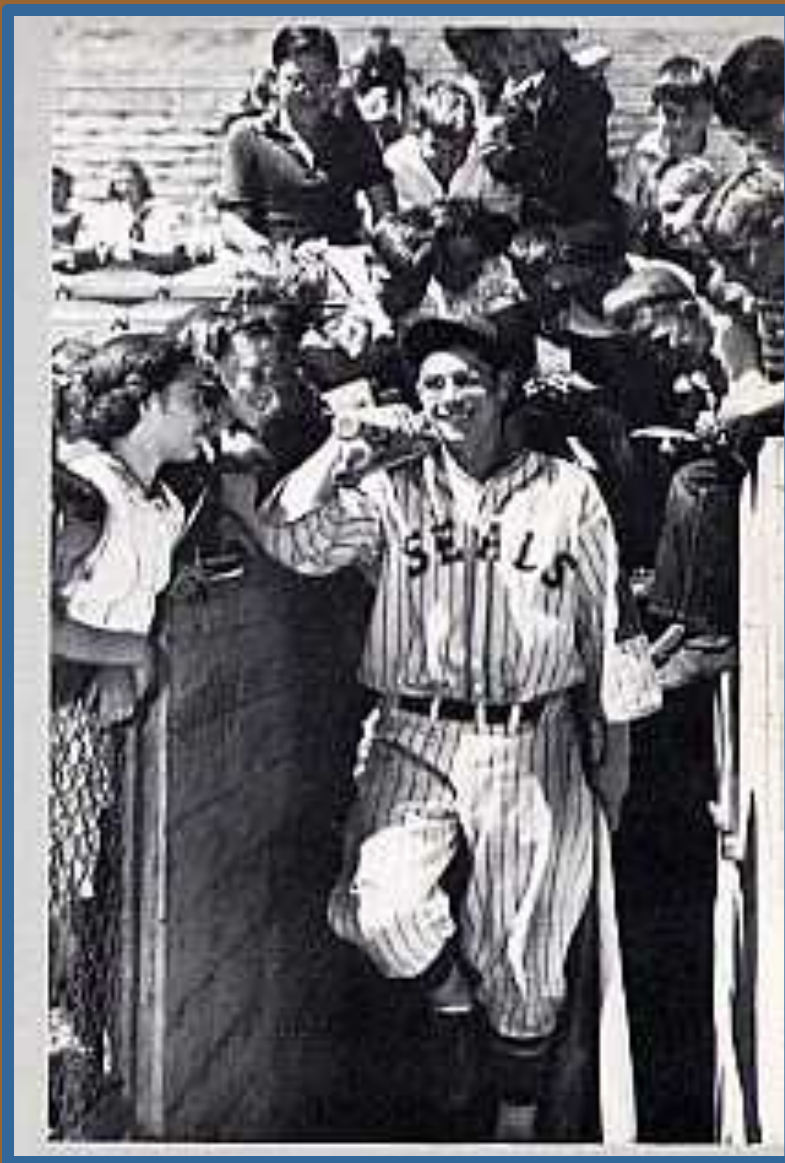
Table 5. Distribution of Pennants, National League, 1921-46*

New York	Brook.	Chicago	Pitts.	Phil.	Boston	Cinn.	St. Louis
1937	1941	1945	1927			1940	1946
1936		1938	1925			1939	1944
1933		1935					1943
1924		1932					1942
1923		1929					1934
1922							1931
1921							1930
							1928
							1926

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THE GOLDEN AGE OF MINOR LEAGUE BASEBALL in the 1920s

Working relations with minor league teams, in wake of collapse of drafting system (National Association of Professional Baseball Leagues pulls out of NA in 1919; new NA of 1921 allows only drafting of one man per team, or none if minor league (as did AA, PCL, IL, WA, III) agrees not to draft from lower leagues; so huge sums for minor league players that only Yankee-types can pay.



San Francisco Seal Dom DiMaggio in 1938
- one of the high-priced minor league stars

Cardinal system from 5 teams in 1929 to 28 by mid-thirties (bargain depression-era salaries, and minors' option of four-year opt out of draft). Signs dozens, sells some, plays others allowing Rickey to trade veterans. Landis opposed as undermining minors and interrupting players' smooth rise. But Yankees and others follow suit in '30s.

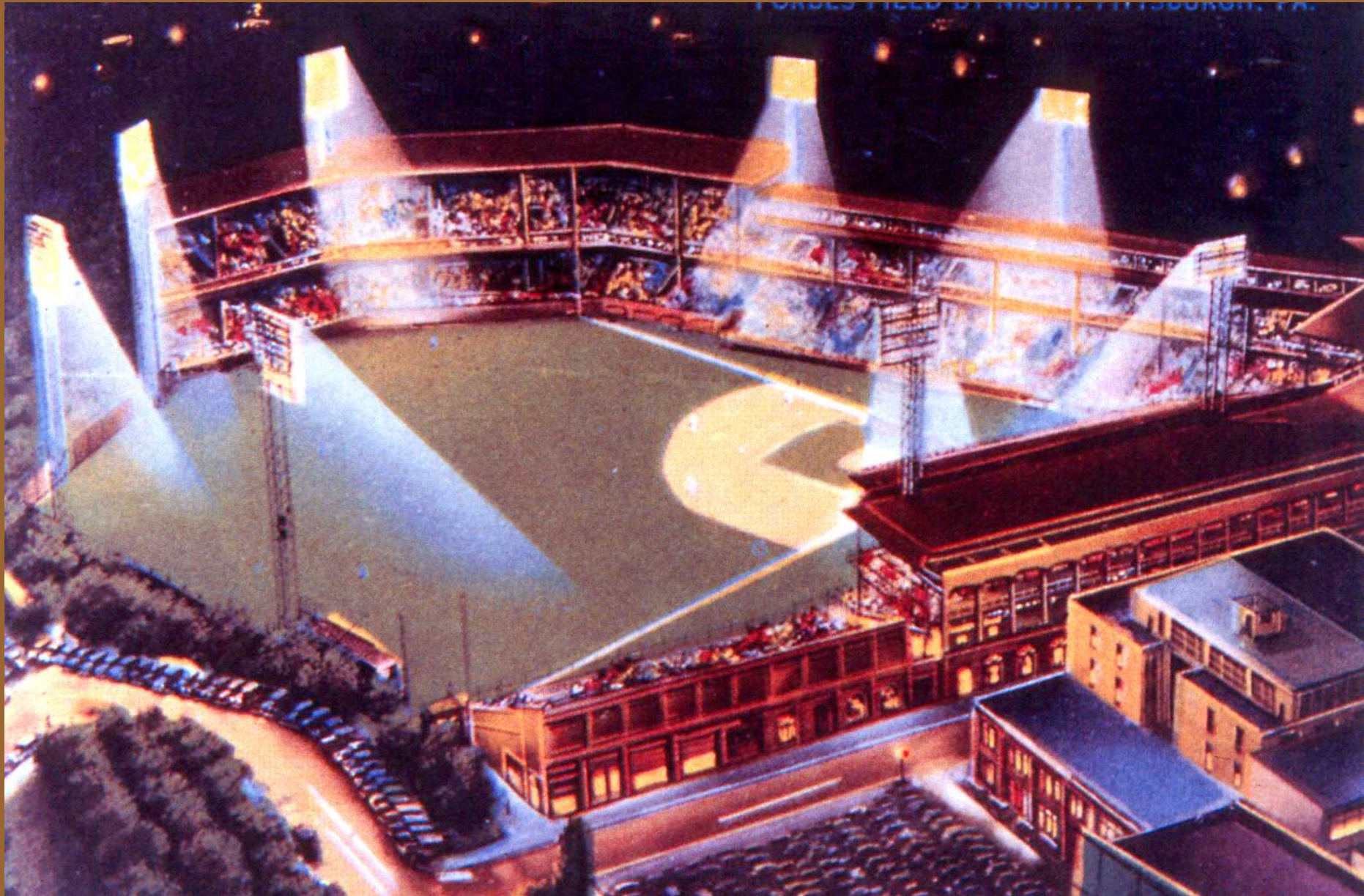


surviving the depression;
the dynasties turn some
profit; Mack sells players;
but basically little
innovation or imagination;
resist night baseball; ignore
example of KMOX and
radio building regional
following; but elevate
greatest players to stars
(1933 All-Star Games) and
Dead Ball stars to legends
and heroes (Hall of Fame);
also MVP and Cy Young
awards.



First Night Game in MLB, Crosley Field, May 24, 1935





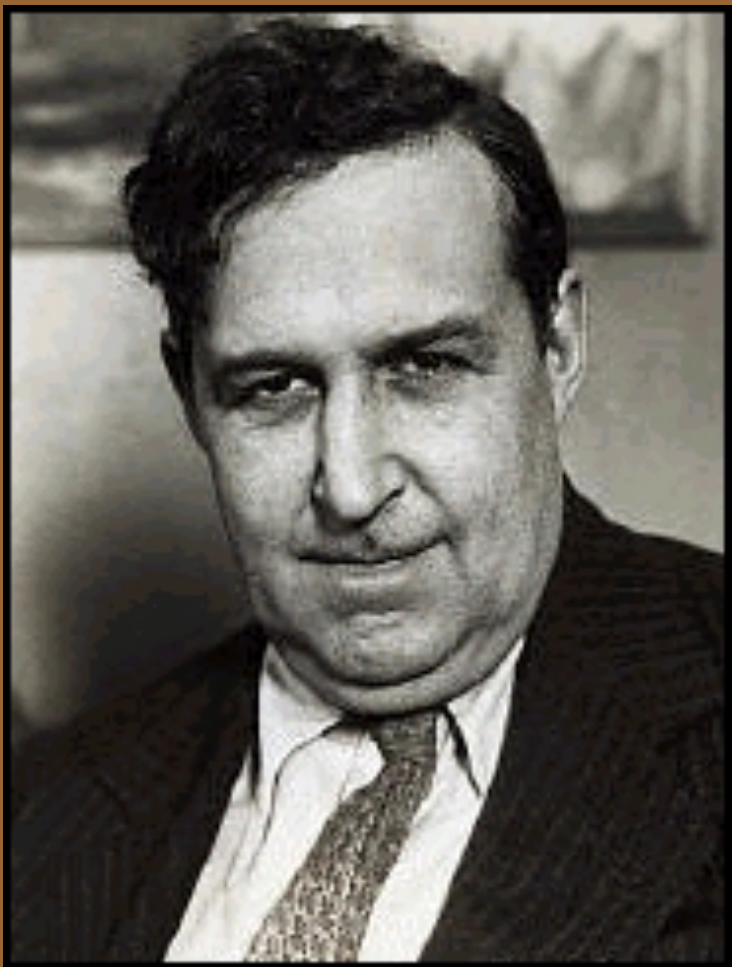
Forbes Field, Pittsburgh

A baseball-radio synergy?

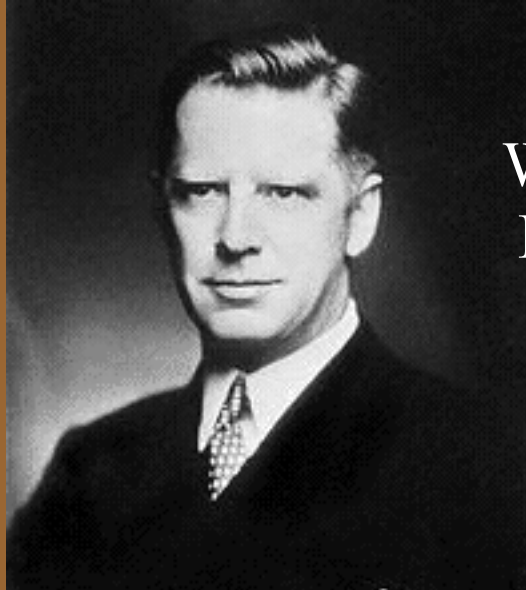
The magnates thought not and restricted broadcasts. But this Cleveland fan, Rev. Percy Kendall, suggested that radio broadcasts enhanced interest in going to the ballpark. So, more convincingly, did the St. Louis Cardinals' experience with broadcasting in 1934 and later.



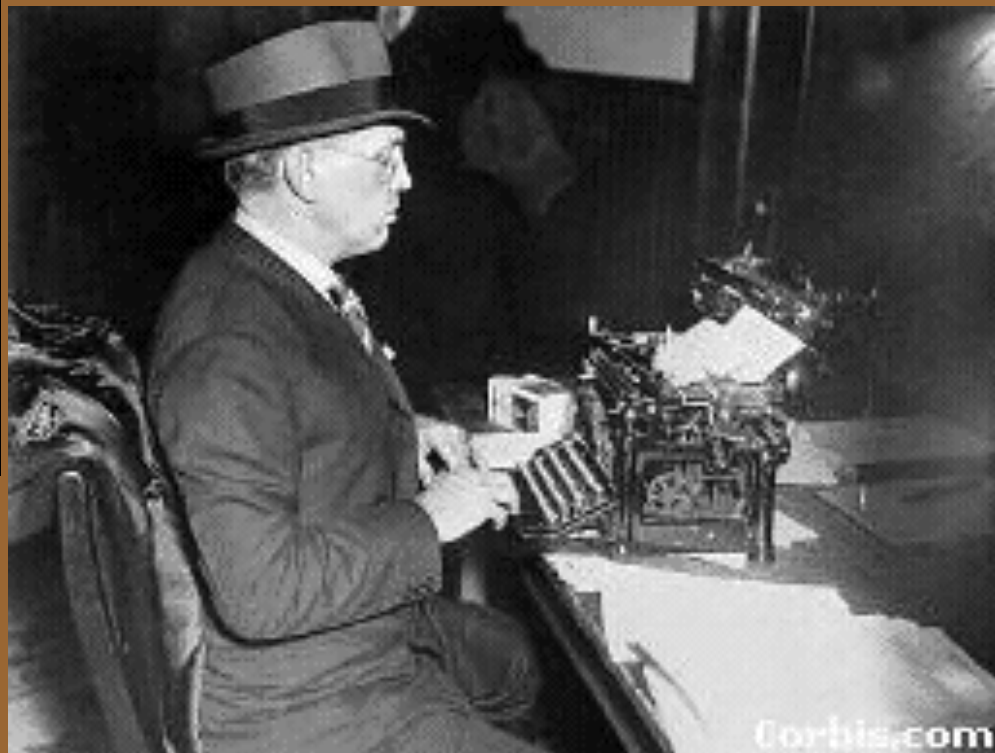
Kendall, whose radio weighed some 17 pounds generally listened to the Indians' broadcasts, but sometimes picked up the Tigers.



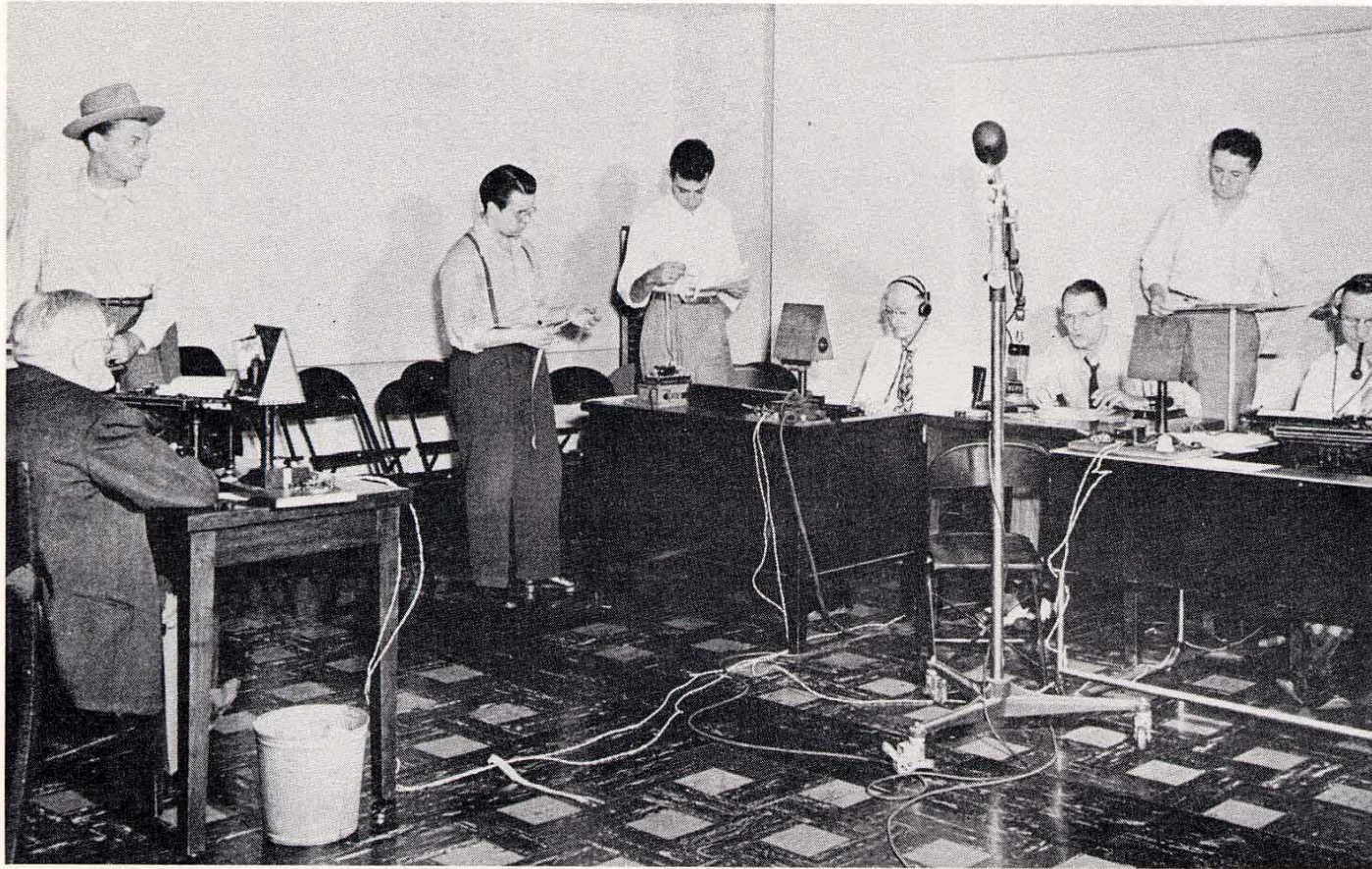
Heywood Broun



Westbrook
Pegler



Damon Runyon



Waite Hoyt announcing Reds game off the ticker tape

Personality Records

The Best Of
WAITE HOYT
In The Rain



The young
Bill Veeck
was one
innovator



