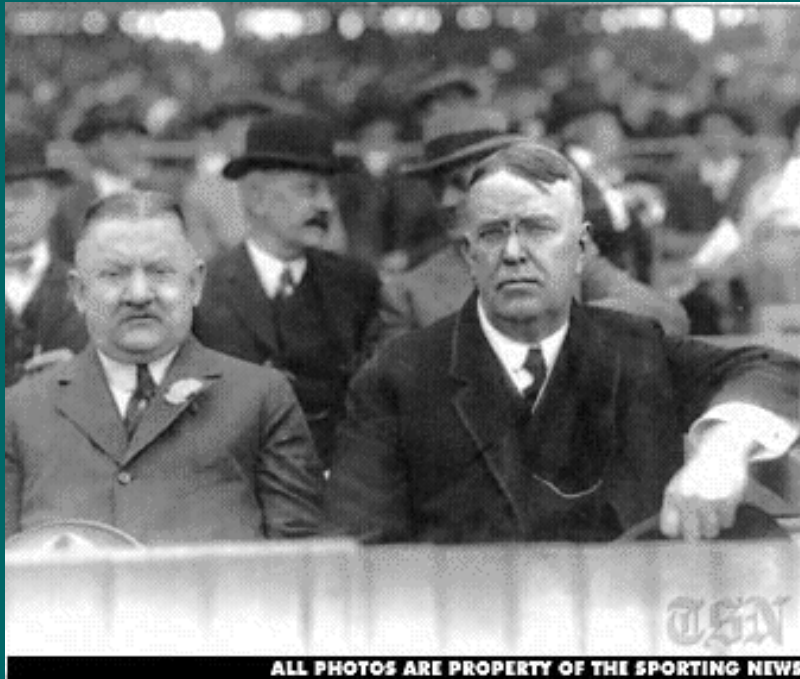
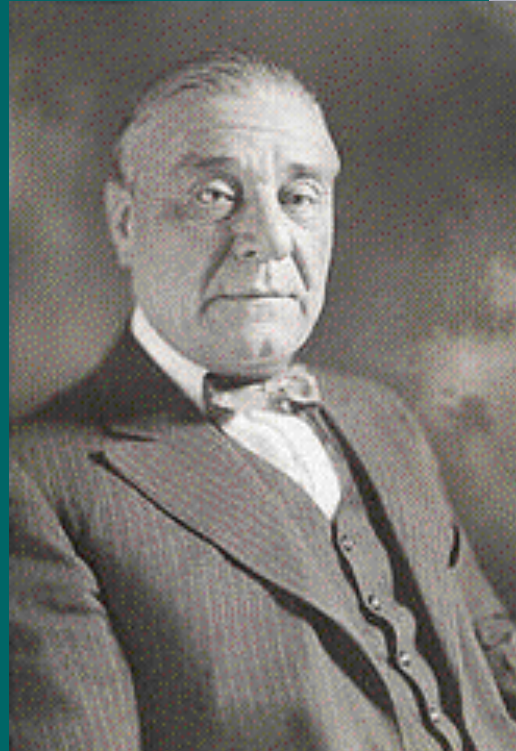
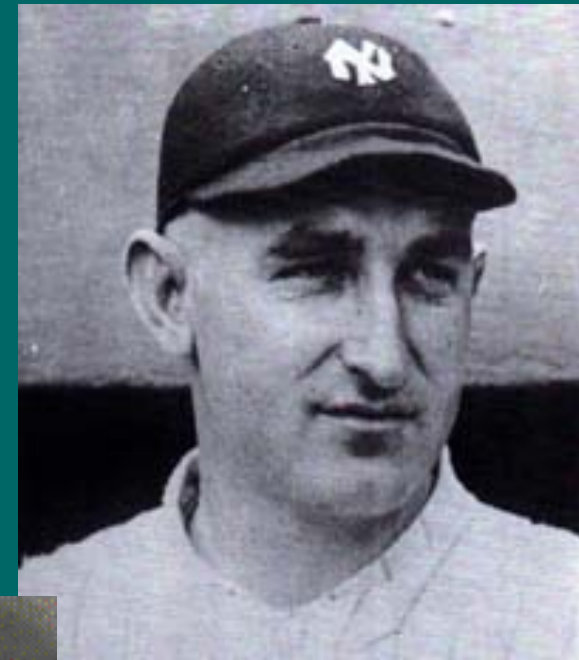


the National Commission (1903-1920);

Johnson's three-man judicial board with limited executive powers to impose fines and suspensions; legislative power with individual clubs



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The July 1919 sale of the troublesome Carl Mays from Boston to the Yankees created a rift between Frazee, the Yankee Colonels (owners who had no loyalty to or dependence on the AL president) and Johnson. When Johnson voided the sale, the Colonels threatened to take the case to court.

Organized Baseball remembered that Judge Landis had helped them when the Baltimore club of the Federal League challenged the trust: “Both sides must understand that any blows at the thing called baseball would be regarded by this court as a blow to a national institution.” 1915



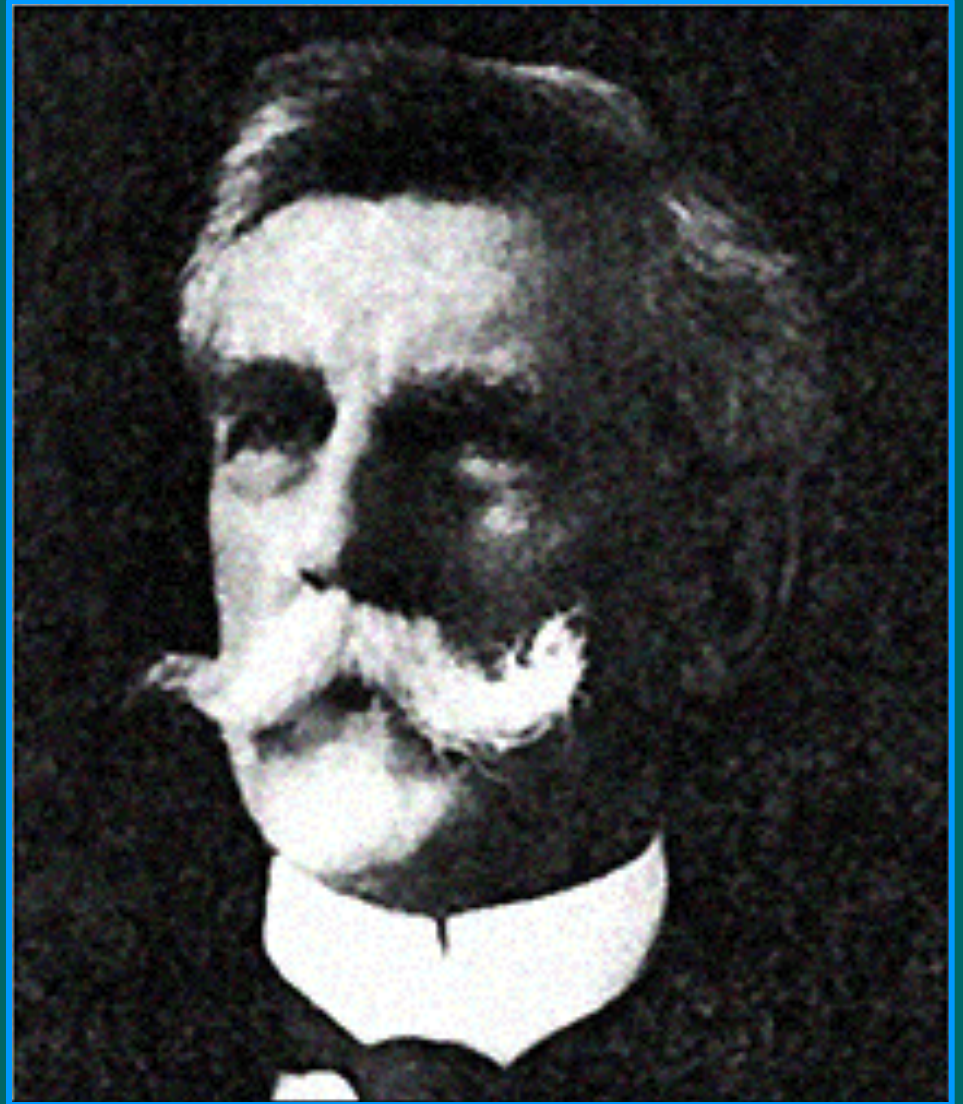
“Baseball (the business) stands indicted.” - Hugh Fullerton in The New Republic, 1920; Only “by placing the supreme jurisdiction in a group of men not financially interested in the game” could it be saved. - editorial in The Nation, 1920; Landis would serve the sport as a “skillful and ruthless cartel enforcer,” keeping the litigious owners out of the courts and establishing the commissioner’s authority.



**“the best
interests of the
game”; a
public trust or
a private one?**

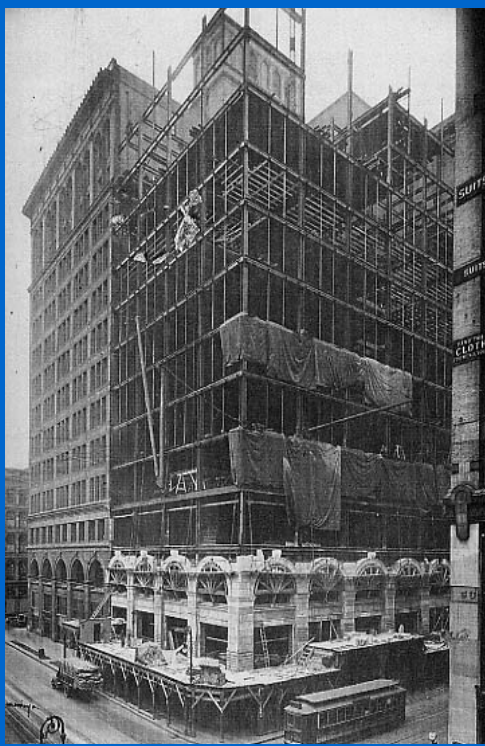
the Hays model, someone not financially interested but who pays the salary?; the FTC model - keeping the cartel out of the courts.

The 1922 Supreme Court decision granting anti-trust exemption (arising from Federal League suit): Justice Holmes: Baseball was not a “trade or commerce in the commonly-accepted use of the words.”



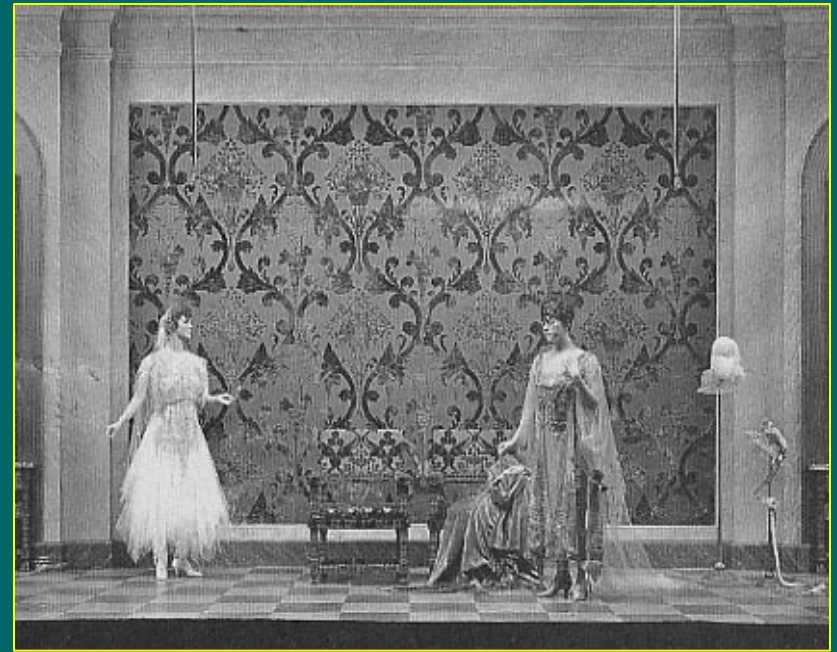
The 1922 decision protected baseball's unusual privilege of "private self-government": Landis on banishment of the eight: *"regardless of the verdict of juries, baseball is entirely competent to protect itself....*The only thing on anybody's mind now is to make and keep baseball what millions of fans...want it to be."*"* (italics added)





Arthur Fraser designed virtually everything in this 1915 Marshall Field's shop window. The beautiful tapestry in the background was a signature of Fraser's coherent pictures of luxury.

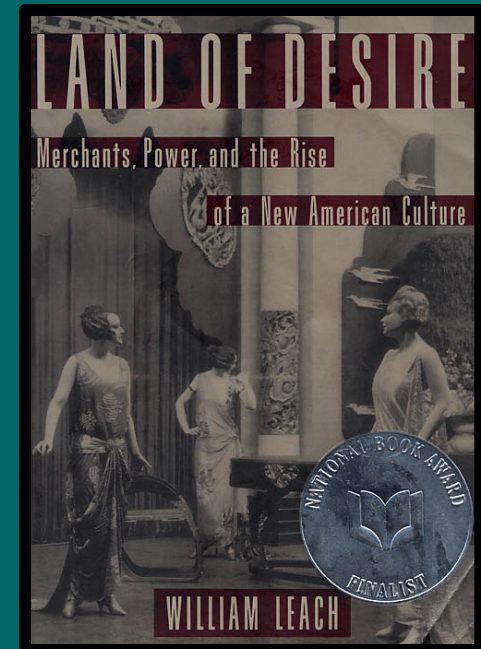
Courtesy of Marshall Fields



Wanamaker's Broadway and Astor Street store, 1923: the finished half opened in 1906; A. T. Stewart's five-story 1864 store is visible on the far left



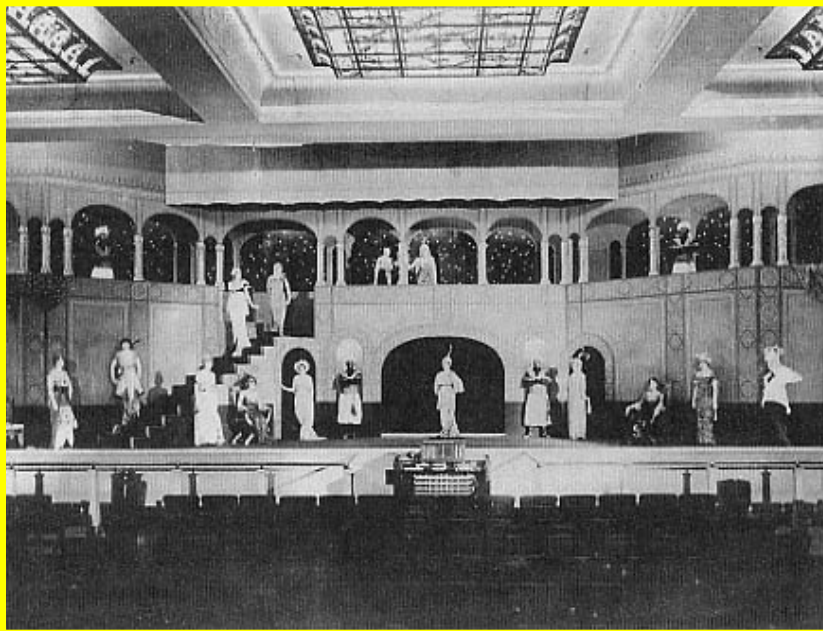
Leach examines the department store and its allied institutions (business schools, museums, city governments, Herbert Hoover's Commerce Department, the design professions) as the top-down shapers of a new consumer culture.



Consumption and Public Life: Securing construction rights and favorable traffic patterns, mass transit stations and routes, mass merchandisers valued and cultivated their relationship with municipal leaders. Trade associations took a leading role in staging city pageants, placing commerce and consumption at the heart of civic culture. St. Louis held an annual Fashion Pageant the first official recognition, as a trade periodical put it, of “commerce as a catholicon for the ills of urban life.”



Traffic signals and municipal parking were among the subsidies given to downtown merchants and the automobile

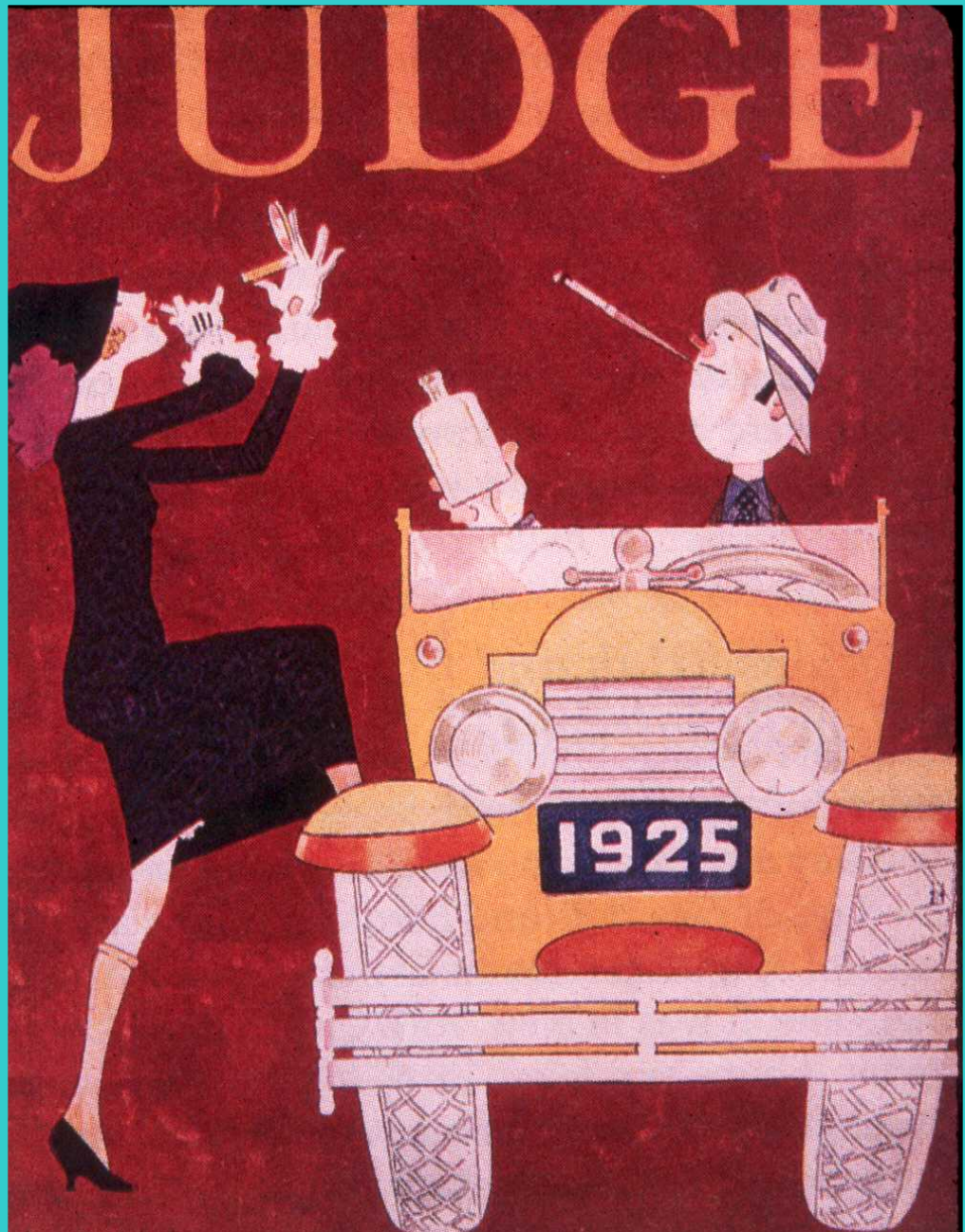


Wanamaker's “Garden of Allah” fashion show, 1913: In the store's Egyptian Hall that hosted free concerts and other extravaganzas for customers.



Macy's 1928 Thanksgiving Day parade, the first to feature helium-inflated balloons

Artist John Held, born in Mormon, Utah discovered, lived, and drew the extravagant life of “flaming youth” in the “roaring ‘twenties,” or the “Jazz Age.” Bootleg liquor, however, suggests the ongoing cultural war between rural, Protestant America and the consumer culture of the cities.



PEOPLE
POPULAR MONTHLY

The Homcraft Magazine
(Pub. 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100)

OCTOBER

1927



Read "Love on a Ranch" and See How Cowboy Nerve Won



John W. Considine, Jr. presents

RUDOLPH VALENTINO
IN
"The Son of the Sheik"

a Sequel to 'The Sheik'

with **VILMA BANKY**

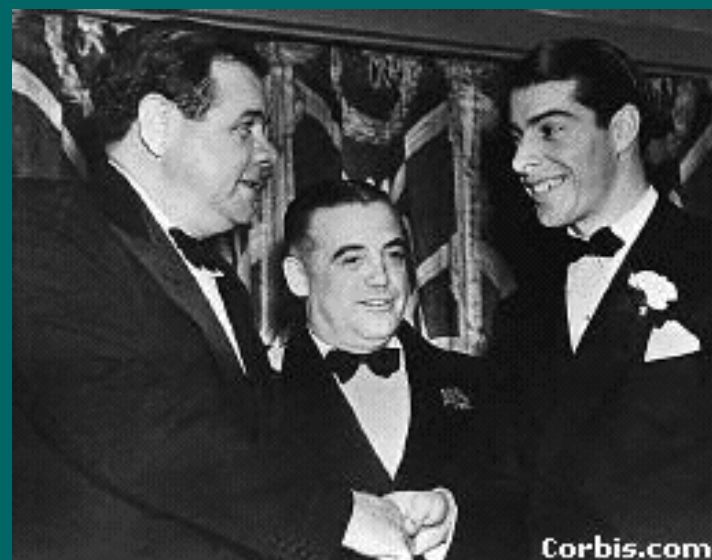
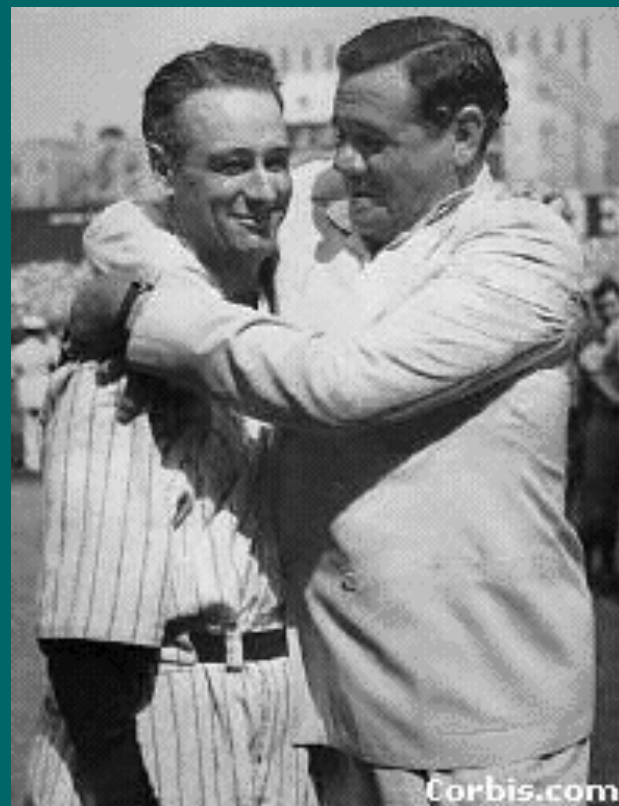
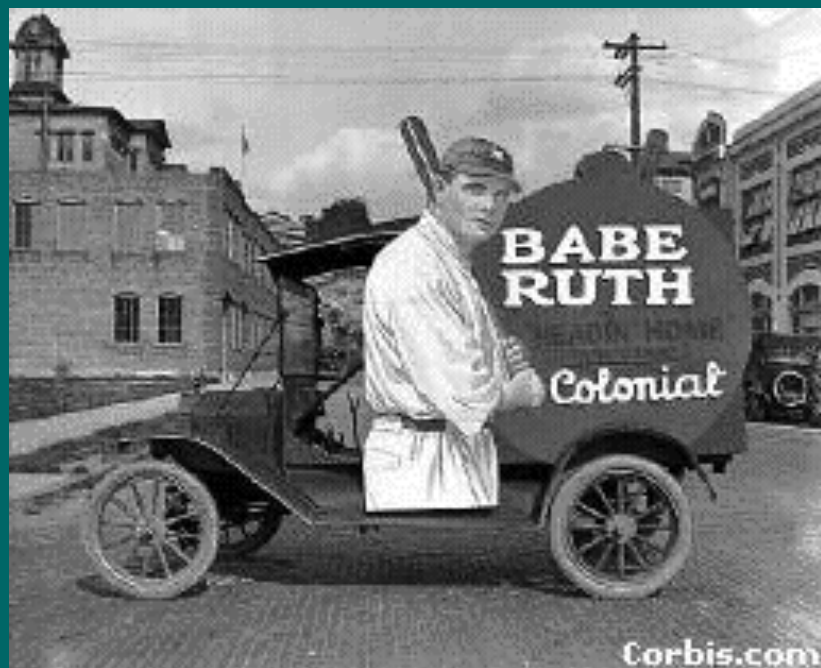
from the novel by E. M. HULL adapted to the screen by FRANCES MARION

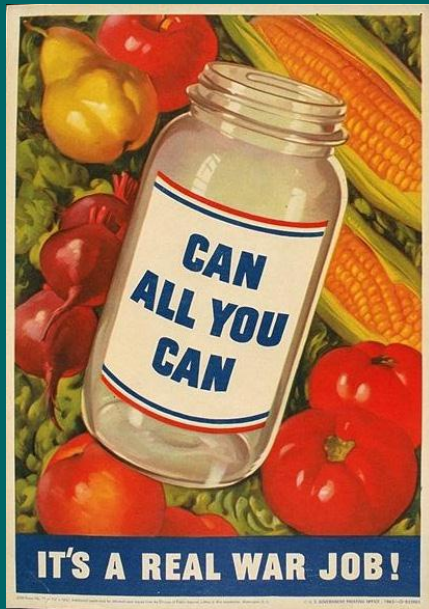
A GEORGE FITZMAURICE PRODUCTION

UNITED ARTISTS PICTURE

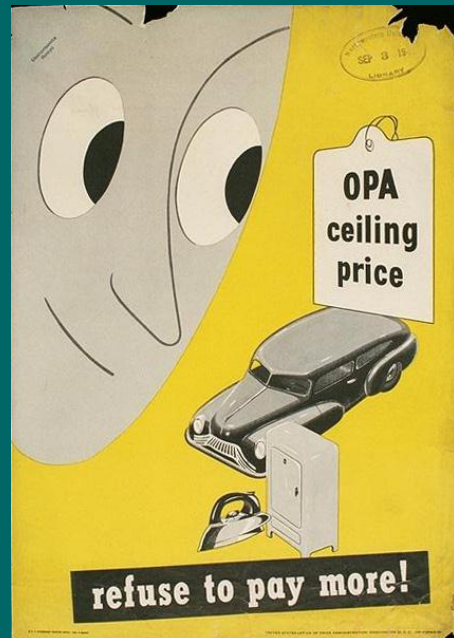




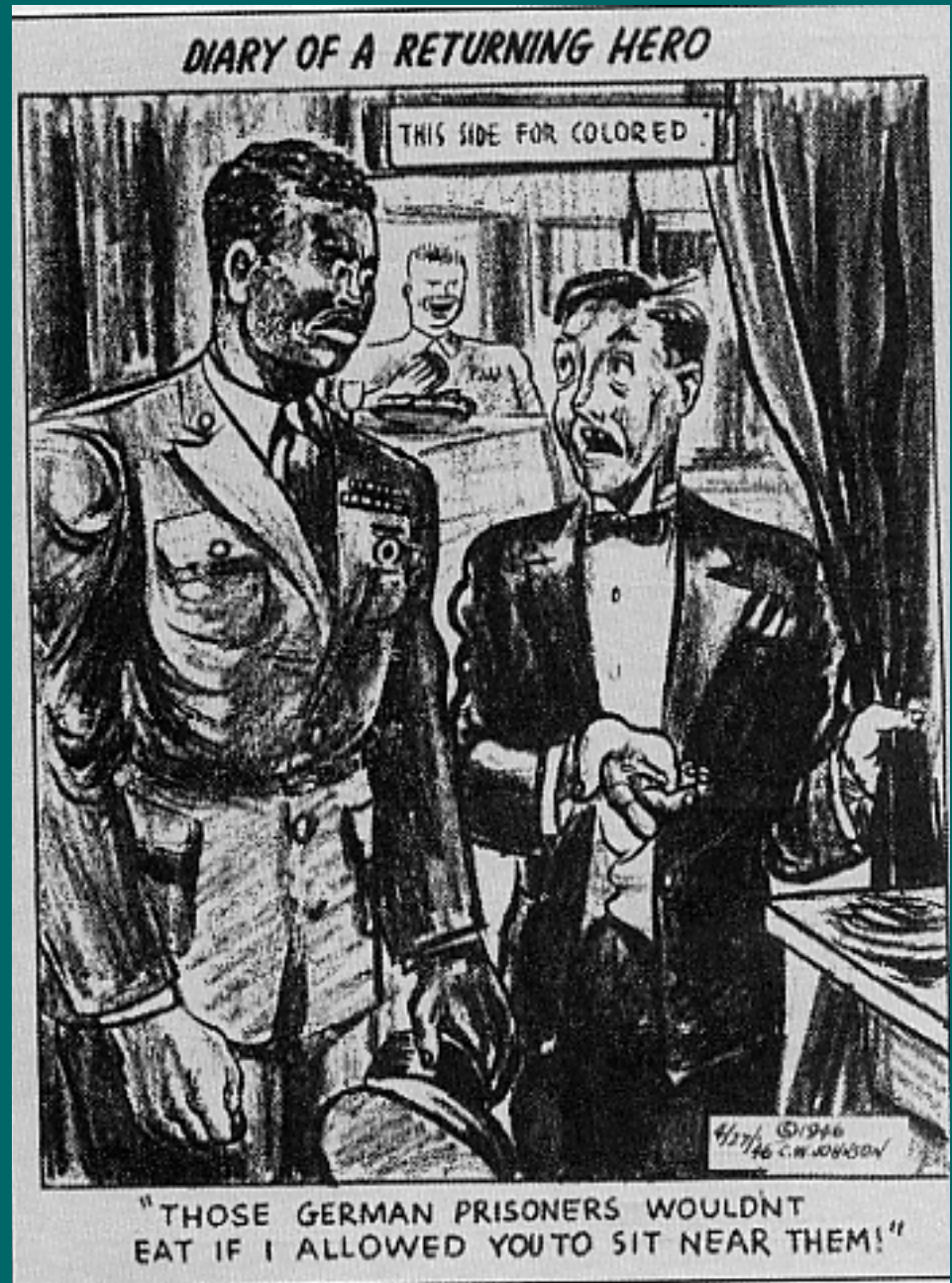
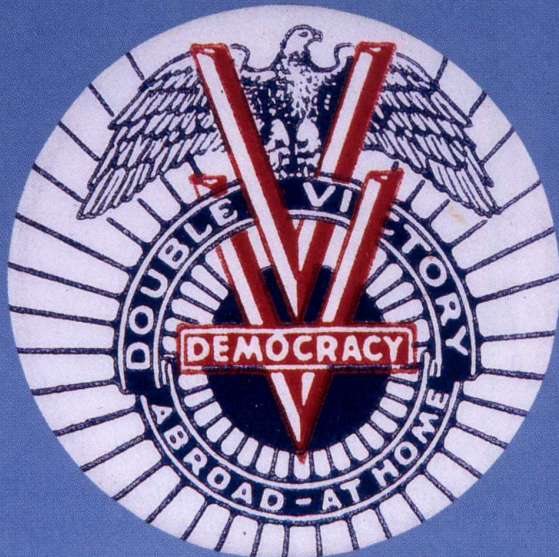


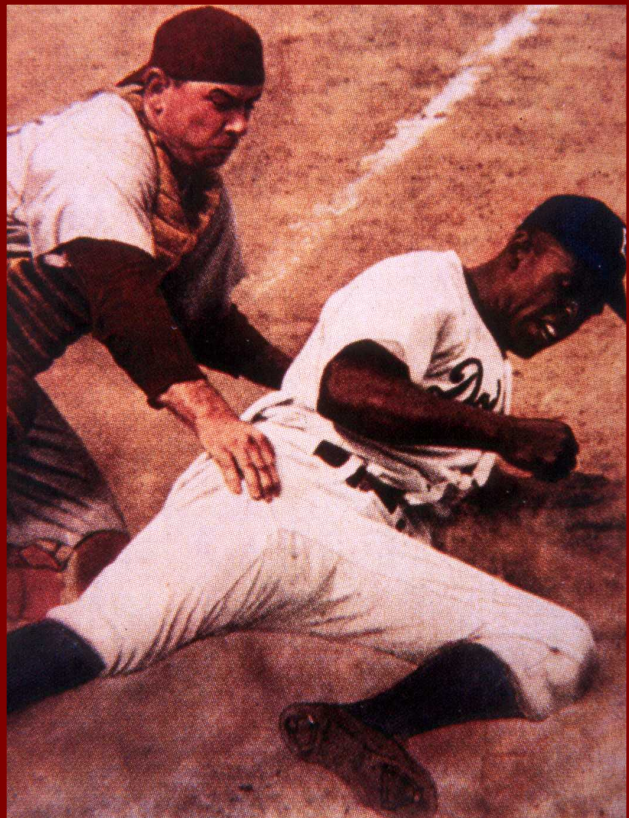


During World War II, the consumer took an increasingly central role in civic life. Public accommodations became a key focus of the civil rights movement.



The civil rights movement began in the North, Elizabeth Cohen argues in A Consumers' Republic. Returning veterans and others resolved to open public accommodations on an equal basis. The “goal was as much to claim equal citizenship as to consume material goods or services” (Cohen, 100.)





BAFO2020H-2/2/60-GREENSBORO, N.C.: A group of Negro students from North Carolina A&T College, who were refused service at a luncheon counter reserved for white customers, staged a sit-down strike at the F.W. Woolworth store in Greensboro 2/2. Ronald Martin, Robert Patterson and Mark Martin are shown as they stayed seated throughout the day. The white woman at left came to the counter for lunch but decided not to sit down. UPI TELEPHOTO fwb





“Even the lies about him are true.” - teammate Joe Dugan on Babe Ruth

Year	Club	League	G.	AB.	R.	H.	HR.	RBI.	B.A.
1914—Balt.-Prov.	Int.		46	121	22	28	1		.231
1914—Boston	Amer.		139	399	52	102	0		.200
1915—Boston	Amer.		132	372	46	99	20		.315
1916—Boston	Amer.		137	365	48	98	16		.272
1917—Boston	Amer.		152	423	54	114	10		.325
1918—Boston	Amer.		135	373	53	95	11		.300
1919—Boston	Amer.		130	343	39	89	*29	*112	.322
1920—New York	Amer.		142	372	72	104	*54	*137	.376
1921—New York	Amer.		152	390	77	104	*59	*171	.378
1922—New York	Amer.		110	406	84	128	35	99	.315
1923—New York	Amer.		131	343	41	101	*41	*131	.394
1924—New York	Amer.		153	529	*143	200	*46	121	*.378
1925—New York	Amer.		98	350	61	104	26	66	.280
1926—New York	Amer.		145	372					.372
1927—New York	Amer.		164	356					.356
1928—New York	Amer.		142	323					.323
1929—New York	Amer.		154	345					.345
1930—New York	Amer.		153	359					.359
1931—New York	Amer.		163	373					.373
1932—New York	Amer.		137	341					.341
1933—New York	Amer.		103	301					.301
1934—New York	Amer.		84	288					.288
1935—Boston	Amer.		12	181					.181
American National League									.343
Major League									.181
World Series									.342

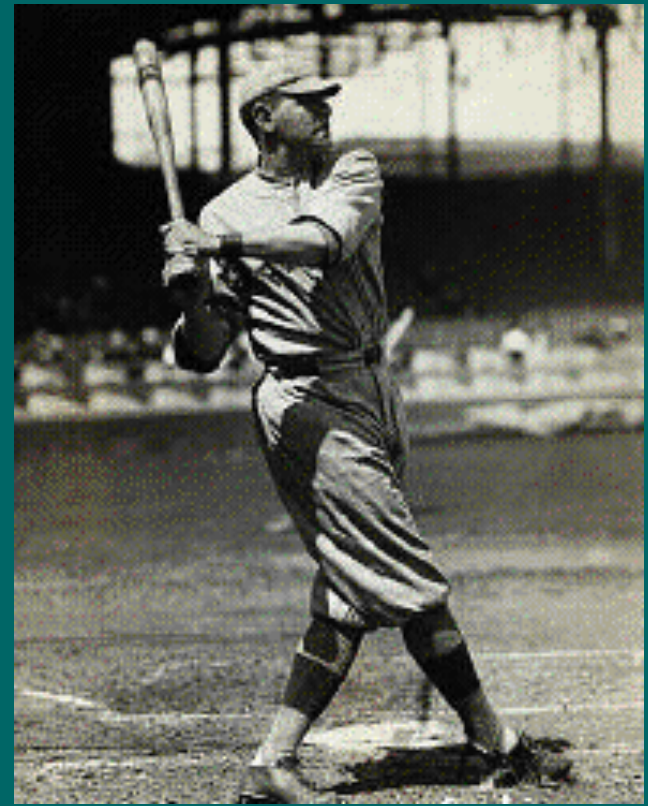
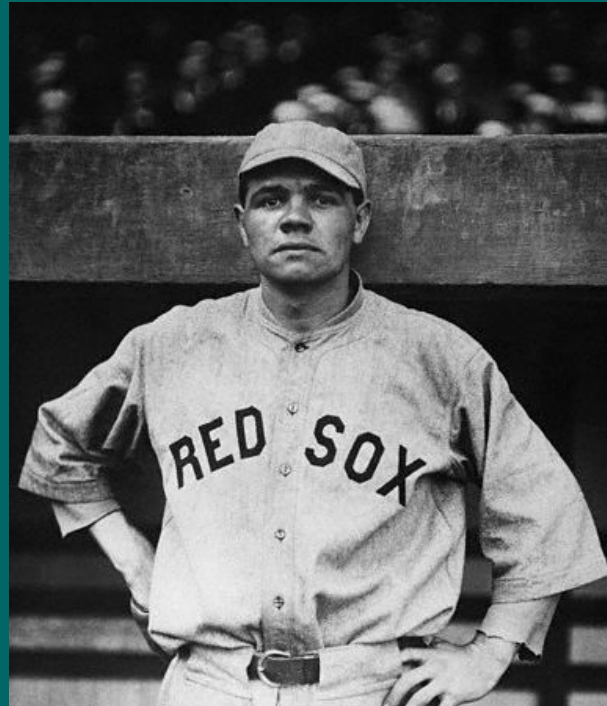


Year	Club	League	G.	AB.	R.	H.	HR.	RBI.	B.A.
1915—Boston	Amer.		139	399	52	102	0		.000
1916—Boston	Amer.		137	365	48	98	1		.000
1918—Boston	Amer.		135	373	53	95	2		.200
1921—New York	Amer.		152	423	54	114	4		.313
1922—New York	Amer.		110	406	84	128	1		.118
1923—New York	Amer.		131	343	41	101	3		.368
1926—New York	Amer.		98	350	61	104	5		.300
1927—New York	Amer.		145	372			7		.400
1928—New York	Amer.		164	356			4		.625
1932—New York	Amer.		142	323			6		.333
World Series							33		.326

Year	Club	League	G.	AB.	R.	H.	HR.	RBI.	B.A.
1914—Balt.-Prov.	Int.		35	245	22	59			.710
1914—Boston	Amer.		139	399	52	102	1		.667
1915—Boston	Amer.		132	372	46	99	8		.692
1916—Boston	Amer.		137	365	48	98	12		*1.75
1917—Boston	Amer.		141	326	24	13			2.02

MARSHALL SMELSER

Show “Beethoven and Cezanne”



Babe Ruth

RUTH, GEORGE HERMAN (The Sultan of Swat)

B. Feb. 6, 1895, Baltimore, Md. D. Aug. 16, 1948, New York, N. Y. TLT 6'2" 215 lbs.

1922 Suspended by team. 1925 Illness.

Hall of Fame 1936.

1914	BOS	A	2	1	.667	3.91	4	3	1	23	21	7	3	0	0	0	—	0	6.00	1	3
1915			18	8	.692	2.44	32	28	16	217.2	166	85	112	1	0	0	—	0	0.84	4	10.2
1916			23	12	.657	1.75	44	40	23	323.2	230	118	170	9	0	1	.000	1	2.45	4	11
1917			24	13	.649	2.01	41	38	35	326.1	244	108	128	6	0	0	—	2	1.17	3	7.2
1918			13	7	.650	2.22	20	19	18	166.1	125	49	40	1	0	1	.000	0	54.00	1	.1
1919			9	5	.643	2.97	17	15	12	133.1	148	58	30	0	1	0	1.000	1	3.46	2	13
1920	NY	A	1	0	1.000	4.50	1	1	0	4	3	2	0	0							
1921			2	0	1.000	9.00	2	1	0	9	14	9	2	0	1	0	1.000	0	13.50	1	4
1930			1	0	1.000	3.00	1	1	1	9	11	2	3	0							
1933			1	0	1.000	5.00	1	1	1	9	12	3	0	0							
10 yrs.			94	46	.671	2.28	163	147	107	1221.1	974	441	488	17	2	2	.500	4	3.62	16	49.2

WORLD SERIES RECORD

1916	BOS	A	1	0	1.000	0.64	1	1	1	14	6	3	4	0							
1918			2	0	1.000	1.06	2	2	1	17	13	7	4	1							
2 yrs.			3	0	1.000	0.87	3	3	2	31	19	10	8	1							
						1st															
						2nd															



Babe Ruth

RUTH, GEORGE HERMAN (The Sultan of Swat)

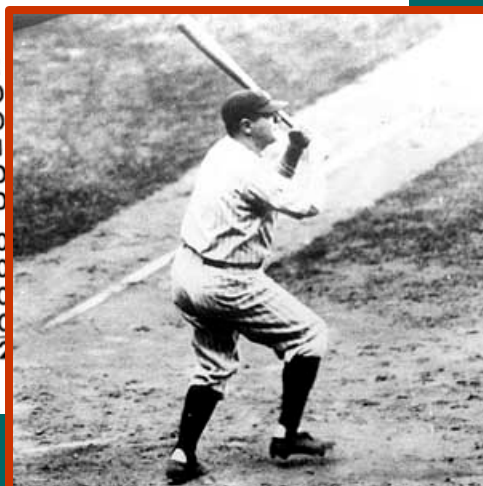
B. Feb. 6, 1895, Baltimore, Md. D. Aug. 16, 1948, New York,
1922 Suspended by team. 1925 Illness.
Hall of Fame 1936.

BL TL 6'2" 215 lbs.

1914 BOS A	5	10	2	1	0	0	0.0	1	2	0	4	0	.200	.300	1	0	P-4
1915	42	92	29	10	1	4	4.3	16	21	9	23	0	.315	.576	10	1	P-32
1916	67	136	37	5	3	3	2.2	18	15	10	23	0	.272	.419	19	4	P-44
1917	52	123	40	6	3	2	1.6	14	12	12	18	0	.325	.472	7	1	P-41
1918	95	317	95	26	11	11	3.5	50	66	57	58	6	.300	.555	3	1	OF-59, P-20, 1B-13
1919	130	432	139	34	12	29	6.7	103	114	101	58	7	.322	.657	1	0	OF-111, P-17, 1B-4
1920 NY A	142	458	172	36	9	54	11.8	158	137	148	80	14	.376	.847	1	0	OF-139, 1B-2, P-1
1921	152	540	204	44	16	59	10.9	177	170	144	81	17	.378	.846	0	0	OF-152, 1B-2, P-2
1922	110	406	128	24	8	35	8.6	94	96	84	80	2	.315	.672	0	0	OF-110, 1B-1
1923	152	522	205	45	13	41	7.9	151	130	170	93	17	.393	.764	0	0	OF-148, 1B-4
1924	153	529	200	39	7	46	8.7	143	121	142	81	9	.378	.739	1	1	OF-152
1925	98	359	104	12	2	25	7.0	61	66	59	68	2	.290	.543	0	0	OF-98
1926	152	495	184	30	5	47	9.5	139	155	144	76	11	.372	.737	3	0	OF-149, 1B-2
1927	151	540	192	29	8	60	11.1	158	164	138	89	7	.356	.772	0	0	OF-151
1928	154	536	173	29	8	54	10.1	163	142	135	87	4	.323	.709	0	0	OF-154
1929	135	499	172	26	6	46	9.2	121	154	72	60	5	.345	.697	2	1	OF-133
1930	145	518	186	28	9	49	9.5	150	153	136	61	10	.359	.732	0	0	OF-144, P-1
1931	145	534	199	31	3	46	8.6	149	163	128	51	5	.373	.700	2	0	OF-142, 1B-1
1932	132	457	156	13	5	41	9.0	120	137	130	62	2	.341	.661	1	1	OF-127, 1B-1
1933	137	459	138	21	3	34	7.4	97	103	114	90	4	.301	.582	4	1	OF-132, 1B-1, P-1
1934	125	365	105	17	4	22	6.0	78	84	103	63	1	.288	.537	11	2	OF-111
1935 BOS N	28	72	13	0	0	6	8.3	13	12	20	24	0	.181	.431	1	0	OF-26
22 yrs.	2502	8399	2873	506	136	714	8.5	2174	2216	2056	1330	123	.342	.690	67	13	OF-2238, P-163, 1B-31
	10th					1st	1st	2nd	1st	1st	3rd		9th	1st			

WORLD SERIES RECORD

1915 BOS A	1	1	0	0	0	0	0.0	0	0	0	0	0	.000	.000	1	0
1916	1	5	0	0	0	0	0.0	0	1	0	2	0	.000	.000	0	0
1918	3	5	1	0	1	0	0.0	0	2	0	2	0	.200	.600	0	0
1921 NY A	6	16	5	0	0	1	6.3	3	4	5	8	2	.313	.500	1	0
1922	5	17	2	1	0	0	0.0	1	1	2	3	0	.118	.176	0	0
1923	6	19	7	1	1	3	15.8	8	3	8	6	0	.368	1.000	0	0
1926	7	20	6	0	0	4	20.0	6	5	11	2	1	.300	.900	0	0
1927	4	15	6	0	0	2	13.3	4	7	2	2	1	.400	.800	0	0
1928	4	16	10	3	0	3	18.8	9	4	1	2	0	.625	1.375	0	0
1932	4	15	5	0	0	2	13.3	6	6	4	3	0	.333	.733	0	0
10 yrs.	41	129	42	5	2	15	11.6	37	33	33	30	4	.326	.744	2	0
	3rd		8th			2nd	1st	3rd	4th	2nd	4th			1st		



POS	Player	AB	BA	HR	RBI	PO	A	E	DP	TC/G	FA	Pitcher	G	IP	W	L	SV	ERA
St. L.	1B J. Bottomley	487	304	15	97	1164	41	12	127	9.8	.990	B. Hallahan	35	237	15	9	2	4.66
W-92	2B F. Frisch	540	346	10	114	307	473	25	93	6.5	.969	S. Johnson	32	188	12	10	2	4.65
L-62	SS C. Gelbert	513	304	3	72	322	472	44	104	6.0	.947	J. Haines	29	182	13	8	1	4.30
Gabby Street	3B S. Adams	370	314	0	55	66	159	8	18	2.2	.966	B. Grimes	22	152	13	6	0	3.01
	2B G. Watkins	391	273	17	87	163	10	8	4	2.0	.956	F. Rhen	26	140	12	8	0	4.45
	CF T. Douthit	664	303	7	93	425	8	16	3	2.9	.964	H. Bell	39	115	4	3	8	3.90
	LF C. Hafey	446	336	26	107	189	11	5	0	1.8	.976	A. Grabowski	33	106	6	4	1	4.84
	C J. Wilson	362	318	1	58	456	67	7	11	5.0	.987	J. Lindsey	39	106	7	5	5	4.43

Chi.	1B C. Grimm	429	289	6	66	1040	68	6	103	9.9	.995	P. Malone	45	272	20	9	4	3.94
W-90	2B F. Blair	578	273	6	59	257	429	30	83	6.2	.958	G. Bush	46	225	15	10	3	6.20
L-64	SS C. Beck	244	213	6	34	97	165	13	36	4.8	.953	C. Root	37	220	16	14	3	4.33
Joe McCarthy	3B W. English	638	335	14	59	83	135	6	19	2.7	.973	S. Blake	34	187	10	14	0	4.82
W-86	RF K. Cuyler	642	355	13	134	377	21	8	7	2.6	.980	B. Teachout	40	153	11	4	0	4.06
L-64	CF H. Wainwright	585	356	56	190	357	9	19	2	2.5	.959	B. Osborn	35	127	10	6	1	4.97
Rogers Hornsby	LF R. Stephenson	341	367	5	68	132	5	6	1	1.8	.958							
W-4	C G. Hartnett	500	339	37	122	646	68	8	11	5.3	.989							
L-0	3B L. Bell	248	278	5	47	63	102	9	14	2.5	.948							
	OF D. Taylor	219	283	2	37	97	3	3	0	2.0	.971							
	1B G. Kelly	166	331	3	19	414	32	1	31	11.5	.998							

N. Y.	1B B. Terry	633	401	23	129	1538	128	17	128	10.9	.990	B. Walker	39	245	17	15	1	3.93
W-87	2B H. Criss	558	265	4	50	346	413	22	88	6.3	.972	C. Hubbell	37	242	17	12	2	3.76
L-67	SS T. Jackson	421	339	13	82	218	441	30	72	6.0	.956	Fitzsimmons	41	224	19	7	1	4.25
John McGraw	3B F. Lindstrom	609	379	22	106	132	291	21	24	3.0	.953	H. Pruett	45	136	5	4	3	4.78
	RF M. Ott	521	349	25	119	320	23	11	6	2.4	.969	C. Mitchell	24	129	10	3	0	3.98
	CF W. Roettger	420	283	5	51	233	9	2	1	2.1	.992	J. Heving	41	90	7	5	6	5.22
	LF F. Leach	544	327	13	111	208	11	5	4	1.8	.978	P. Donohue	18	87	7	6	1	6.13
	C S. Hogan	389	339	13	73	386	46	8	5	4.4	.982	J. Genewich	18	61	2	5	3	5.61
	C B. O'Farrell	249	301	4	54	259	34	8	0	4.4	.973							
	OF E. Allen	238	307	1	31	122	6	2	0	2.1	.985							
	S2 D. Marshall	223	309	0	21	106	175	12	28		.959							
	OF A. Reese	172	273	4	25	66	1	3	0	2.2	.957							

Bkn.	1B D. Bissonette	572	336	16	113	1427	72	20	142	10.4	.987	D. Vance	35	259	17	15	0	2.61
W-86	2B M. Finn	273	278	3	30	182	235	23	63	5.4	.948	W. Clark	44	200	13	13	6	4.19
L-68	SS G. Wright	532	321	22	126	297	462	28	97	5.9	.964	D. Luque	31	199	14	8	2	4.30
Wilbert Robinson	3B W. Gilbert	623	294	3	67	130	312	26	27	3.1	.944	J. Elliott	35	198	10	7	1	3.95
	RF B. Herman	614	393	35	130	260	10	6	1	1.8	.978	R. Phelps	36	180	14	7	0	4.11
	CF F. Frederick	616	334	17	76	394	12	4	3	2.9	.990	R. Moss	36	118	9	6	1	5.10
	LF R. Bressler	335	299	3	52	200	5	1	1	2.3	.995	S. Thurston	24	106	6	4	1	3.40
	C A. Lopez	421	309	6	57	465	66	9	9	4.3	.983							
	2B J. Flowers	253	320	2	50	153	200	19	42	5.7	.949							
	UT E. Moore	196	281	1	20	117	115	10	23		.959							
	OF H. Hendrick	167	257	5	28	68	4	4	2	1.8	.947							

Pit.	1B G. Suhr	542	286	17	107	1445	79	13	142	10.2	.992	R. Kremer	39	276	20	12	0	5.02
W-80	2B G. Grantham	552	324	18	99	324	488	36	84	6.0	.958	L. French	42	275	17	18	1	4.36
L-74	SS D. Bartell	475	320	4	75	304	458	48	111	6.4	.941	E. Brame	32	236	17	8	1	4.70
Jewel Ens	3B P. Traynor	497	366	9	119	130	268	25	18	2.8	.941	G. Spencer	41	157	8	9	4	5.40
	RF P. Waner	589	348	7	94	348	67	15	4	2.6	.959	H. Maine	20	117	6	8	1	6.14
	CF L. Waner	260	362	1	36	165	6	3	1	2.7	.983	S. Swetonic	23	97	6	6	5	4.47
	LF A. Comorsky	597	313	12	119	337	12	11	2	2.3	.969							
	C R. Hemsley	324	253	2	45	325	50	8	11	3.9	.979							
	OF F. Brickell	219	297	1	14	134	3	7	1	2.4	.951							
	UT C. Engle	216	264	0	15	113	161	15	18		.948							
	C A. Cool	216	259	7	46	190	42	8	4	3.7	.967							
	OF I. Flagstead	156	250	2	21	70	4	3	4	2.4	.961							
	P E. Brame	116	353	3	22	1	39	2	0	1.3	.952							

Bos.	1B G. Sisler	431	309	3	67	915	81	13	103	9.4	.987	S. Seibold	36	251	15	16	2	4.12
W-70	2B F. Maguire	516	267	0	52	387	476	28	104	6.1	.969	B. Smith	38	220	10	14	5	4.26
L-84	SS R. Maranville	558	281	2	43	343	445	29	98	5.9	.965	B. Cantwell	31	173	9	15	2	4.88
Bill McKechnie	3B B. Chatham	404	267	5	56	89	152	21	26	2.8	.920	T. Zachary	24	151	11	5	0	4.58
	RF L. Richbourg	529	304	3	54	294	9	9	4	2.4	.971	E. Brandt	41	147	4	11	1	5.01
	CF J. Welsh	422	275	3	36	329	8	7	2	3.1	.980	B. Sherdel	21	119	6	5	1	4.75
	LF W. Berger	555	310	38	119	307	10	11	3	2.3	.966	F. Frankhouse	27	111	7	6	0	5.61
	C A. Spohrer	356	317	2	37	322	36	16	4	3.5	.957	B. Cunningham	36	107	5	6	0	5.48
	OF E. Clark	233	296	3	28	165	3	4	0	2.7	.977							
	1B J. Neun	212	325	2	23	431	31	4	46	8.5	.991							
	OF R. Moore	191	288	2	34	70	3	3	0	2.2	.986							
	C B. Cronin	178	253	0	17	203	31	4	5	3.7	.983							

POS	Player	AB	BA	HR	RBI	PO	A	E	DP	TC/G	FA	Pitcher	G	IP	W	L	SV	ERA
Cin.	1B J. Stripp	464	306	3	64	722	38	3	76	10.2	.996	B. Frey	44	245	11	18	1	4.70
W-59	2B H. Ford	424	231	1	34	152	217	6	45	5.7	.984	R. Lucas	33	211	14	16	1	5.38
L-95	SS L. Durocher	354	243	3	32	216	350	24	77	5.7	.959	L. Benton	35	178	7	12	1	5.12
Dan Howley	3B S. Adams	443	312	10	78	85	181	23	15	2.7	.980	R. Kolp	37	168	7	12	3	4.22
	CF B. Meusel	459	333	10	91	279	16	14	5	2.9	.955	E. Rixey	32	164	9	13	0	5.10
	RF H. Heilmann	459	333	10	62	223	8	9	3	2.1	.963	J. May	26	112	3	11	0	5.77
	CF B. Meusel	443	289	10	62	223	8	9	3	2.1	.965	A. Campbell	23	58	2	4	4	5.43
	LF C. Sukeforth	296	284	1	19	234	46	7	8	3.5	.976							
	OF E. Swanson	301	309	2	22	178	5	7	1	2.7	.963							
	C J. Gooch	276	243	2	30	233	42	13	4	3.6	.955							
	OF M. Callaghan	225	276	0	16	142	3	2	1	2.7	.986							
	2B P. Crawford	224	290	3	26	94	153	8	23	4.7	.969							
	1B G. Kelly	188	287	5	35	503	35	4	44	10.8	.993							

Phi. W-52 L-102 Burt Shotton	1B D. Hurst	391	327	17	78	845	59	15	92	9.6	.984	P. Collins	47	239	16	11	3	4.78
	2B F. Thompson	478	282	4	46	287	386	32	95	6.3	.955	R. Bengt	38	226	11	15	1	5.70
	SS T. Thevenow	573	286	0	78	344	554	56	113	6.1	.941	L. Sweetland	34	167	7	15	0	7.71
	3B P. Whitney	606	342	8	117	186	313	18	29	3.5	.965	C. Willoughby	30	127	6	12	1	7.59
	RF K. Klein	648	386	40	170	362	44	17	10	2.7	.960	H. Collard	48	117	6	11	0	7.63
	CF D. Sothern	347	280	5	36	217	15	8	3	2.9	.968	H. Elliott						
	LF L'O'Doul	528	323	22	97	462	3	33	21	2.1	.953							
	S. Davis	329	-313	14	45	307	50	5	3	2.8	.986							
	C																	
	1B B. Friberg	331	341	4	42	185	175	21	29			.945						
UT M. Sherlock	299	324	0	38	623	51	7	57	9	3.1	.990							
OF F. Brickell	240	246	0	17	151	6	6	0	1	3.1	.963							
C T. Rensa	172	285	3	31	131	20	11	3	3.3		.932							
C H. McCurdy	148	333	1	25	97	16	4	1	2.9		.966							

N. Y.
W-87 L-67
John McGraw

1B	B. Terry	633	.401	23	129	1538	128	17	128	10.9	.990	B. Walker	39	245	17	15	1	3.93
2B	H. Critz	558	.265	4	50	346*	413*	22	88*	6.3	.972*	C. Hubbell	37	242	17	12	2	3.76
SS	T. Jackson	431	.339	13	82	218	441	30	72	6.0	.956	Fitzsimmons	41	224	19	7	1	4.25
3B	F. Lindstrom	609	.379	22	106	132	291	21	24	3.0	.953	H. Pruett	45	136	5	4	3	4.78
RF	M. Ott	521	.349	25	119	320	23	11	6	2.4	.969	C. Mitchell	24	129	10	3	0	3.98
CF	W. Roettger	420	.283	5	51	233	9	2	1	2.1	.992	J. Heving	41	90	7	5	6	5.22
LF	F. Leach	544	.327	13	71	208	11	5	4	1.8	.978	P. Donohue	18	87	7	6	1	6.13
C	S. Hogan	389	.339	13	75	386	46	8	5	4.6	.982	J. Genewich	18	61	2	5	3	5.61
C	B. O'Farrell	249	.301	4	54	259	34	8	0	4.4	.973							
OF	E. Allen	238	.307	7	31	122	6	2	0	2.1	.985							
S2	D. Marshall	223	.309	0	21	106	175	12	28		.959							
OF	A. Reese	172	.273	4	25	66	1	3	0	2.2	.957							

Phi.
W-52 L-102
Burt Shotton

1B	D. Hurst	391	.327	17	78	845	59	15	92	9.6	.984	P. Collins	47	239	16	11	3	4.78
2B	F. Thompson	478	.282	4	46	287	386	32	95	6.3	.955	R. Benge	38	226	11	15	1	5.70
SS	T. Thevenow	573	.286	0	78	344	554	56	113	6.1	.941	L. Sweetland	34	167	7	15	0	7.71
3B	P. Whitney	606	.342	8	117	186	313	18	29	3.5	.965	C. Willoughby	41	153	4	17	1	7.59
RF	C. Klein	648	.386	40	170	362	44	17	10	2.7	.960	H. Collard	30	127	6	12	0	6.80
CF	D. Sothern	347	.280	5	36	217	15	8	3	2.9	.967	H. Elliott	48	117	6	11	0	7.67
LF	L. O'Doul	528	.383	22	97	262	3	13	1	2.1	.953							
C	S. Davis	329	.313	14	65	307	50	5	5	3.8	.986							
UT	B. Friberg	331	.341	4	42	185	175	21	29		.945							
1B	M. Sherlock	299	.324	0	38	623	51	7	57	9.7	.990							
OF	F. Brickell	240	.246	0	17	151	6	6	0	3.1	.963							
C	T. Rensa	172	.285	3	31	131	20	11	5	3.3	.932							
C	H. McCurdy	148	.331	1	25	97	16	4	1	2.9	.966							

	W	L	PCT	GB	R	OR	Batting					SB	Fielding			CG	BB	Pitching			ERA
							2B	3B	HR	BA	SA		E	DP	FA			SO	ShO	SV	
STL	92	62	.597		1004	784	373	89	104	.314	.471	72	183	176	.970	63	477	641	5	21	4.40
CHI	90	64	.584	2	998	870	305	72	171	.309	.481	70	170	167	.972	67	528	601	6	12	4.80
NY	87	67	.565	5	959	814	264	83	143	.319	.473	59	164	164	.973	64	439	522	6	19	4.59
BKN	86	68	.558	6	871	738	303	73	122	.304	.454	53	174	167	.971	74	394	526	13	15	4.03
PIT	80	74	.519	12	891	928	285	119	86	.303	.449	76	216	164	.964	80	438	393	5	13	5.24
BOS	70	84	.455	22	693	835	246	78	66	.281	.393	69	178	167	.970	71	475	424	6	11	4.97
CIN	59	95	.383	33	665	857	265	67	74	.281	.400	48	161	164	.973	61	394	361	6	11	5.08
PHI	52	102	.338	40	944	1199	345	44	126	.315	.458	34	239	169	.962	54	543	384	2	7	6.71
					7025	7025	2386	625	892	.303	.448	481	1485	1338	.970	534	3688	3852	49	109	4.97

the hitting revolution: the 1920-1941 four theories for the offensive spike: rabbit ball, banning spitter, more balls per game: cleaner, harder balls (in wake of Mays' fatal beaming of Chapman), or free swinging.



Table 2. The Great Breakthrough in Hitting, 1919-21

American League			
Seasons	Batting averages	Runs/game	Home runs
1901-18 (avg.)	.253	7.9	198
1919	.268	8.2	241
1920	.283	9.5	370
1921	.292	10.2	477
1922-41 (avg.)	.281	9.6	630

National League			
Seasons	Batting averages	Runs/game	Home runs
1901-18 (avg.)	.254	7.8	198
1919	.258	7.3	206
1920	.274	7.9	261
1921	.289	9.2	460
1922-41 (avg.)	.279	9.3	604

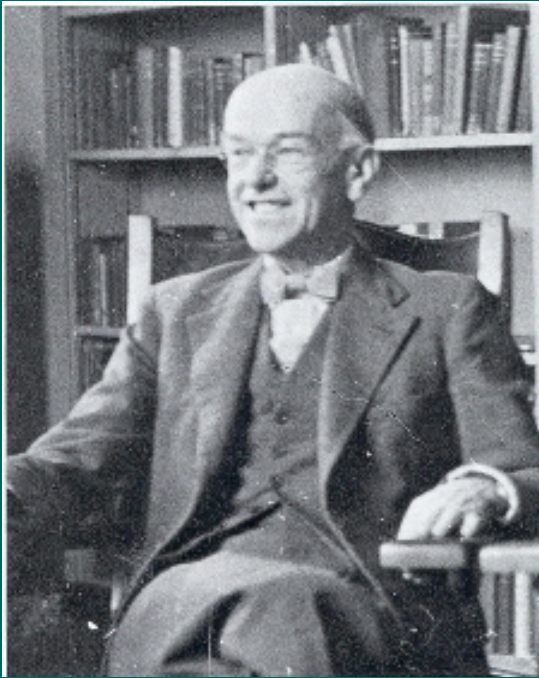
The lively ball conspiracy theory: why hide? Bureau of Standards test; problem of timing - 1919 is only Ruth; 1920 is only AL. Cushioned-cork ball of 1926 may, however, have abetted revolution. Spitballers grandfathered in. Clean balls, yes, but only after 1920. It's the full, free, Ruthian swing.

baseball's scientific managers: Ruth's breathing technique and McCarthy's assembly line techniques highlighted in the journal Factory and Industrial Management; McCarthy applied "straight-line production" and "time study and wage incentives" to baseball and became its finest "production executive," turning raw prospects into "skilled mechanics." Connie Mack was also described "as systematic and as thorough as an efficiency engineer,"



although other journalists lamented victory that was "merely the triumph of machinery," for "nothing is more immoral than scientific management, especially when applied to anything really worth while in life." Rickey created efficiency courses and baseball college





Elton Mayo
And Miller
Huggins????

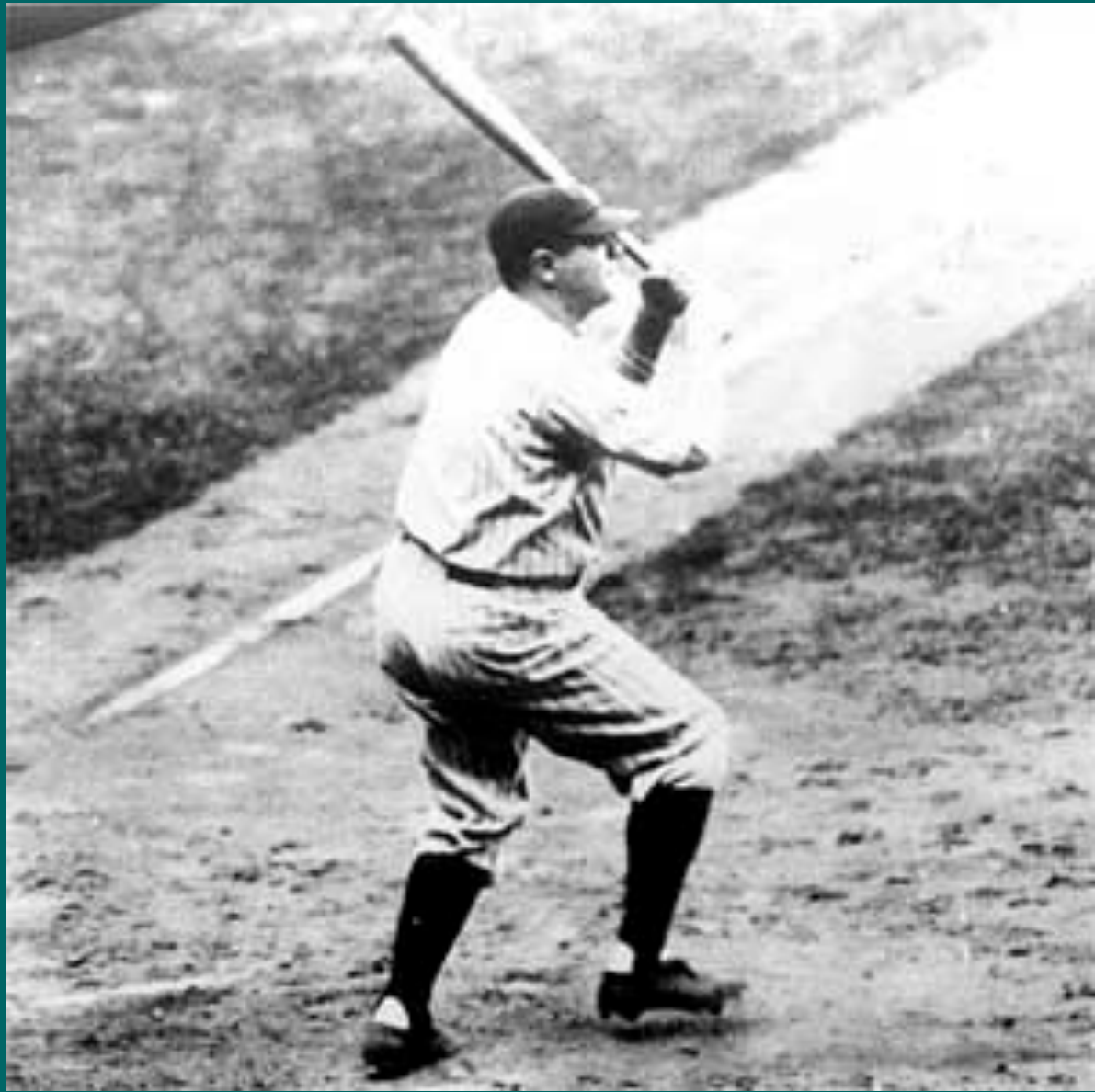


First show
“Goodbye
Baseball”





“It would be possible for Ruth to serve under Miller Huggins and yet produce home-runs in quantity....My suggestion would be that before each game Miller Huggins should stand at home plate in full sight of all the multitude and that Babe Ruth should thereupon advance slowly and vindictively and knock the manager down with a left-hand swing to the mouth. Such a diversion if regularly practiced would make Ruth’s whole day and set him into so cheerful and sprightly a mood that none of the fences would be too distant to defy his long drives.” - Heywoud Broun, 1926



Number 60 in 1927 off lefty Tom Zachary of the Washington Senators

the life that Ruth built: rags to riches in era of bureaucracy and incorporation; from St. Mary's Industrial School to the bright lights of Broadway; freedom, release, fun and the Jazz age; Ruth and the consumer culture, celebrity culture, public relations; Ruth's stature - the Hoover story, 1930.

“The greatest thing about this country is the wonderful fact that it doesn't matter which side of the tracks you were born on, or whether you're homeless or homely or friendless. The chance is still there. I know.”



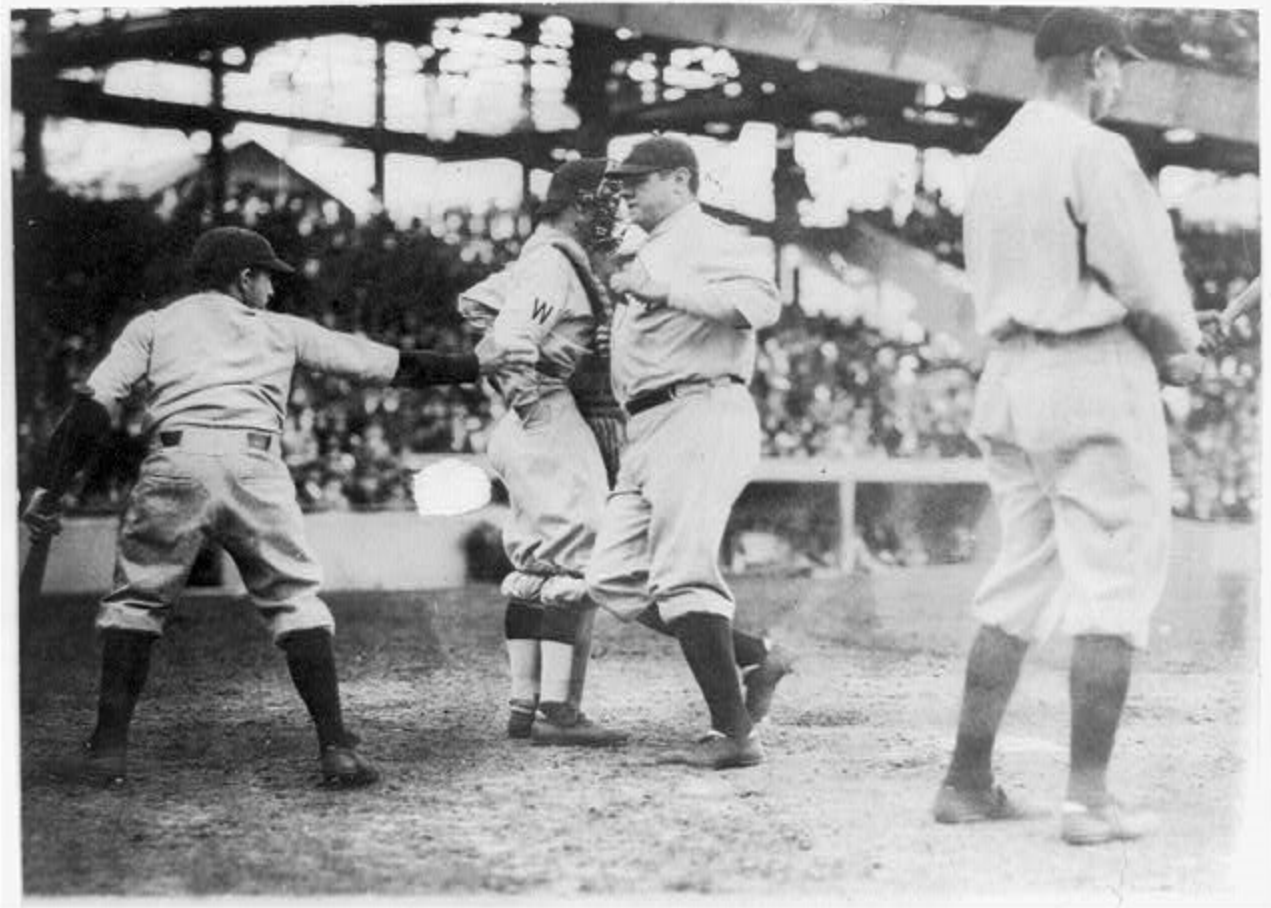


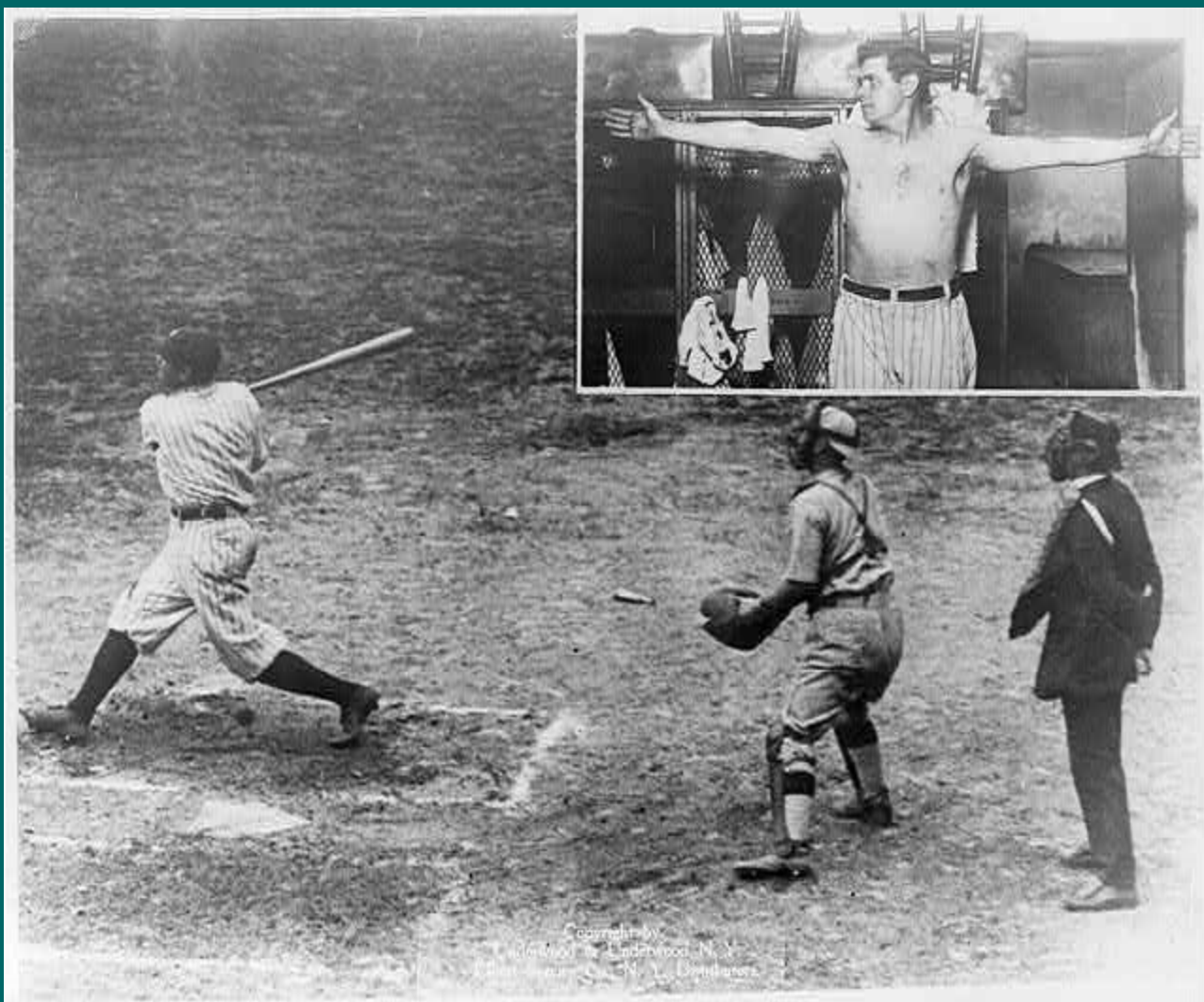










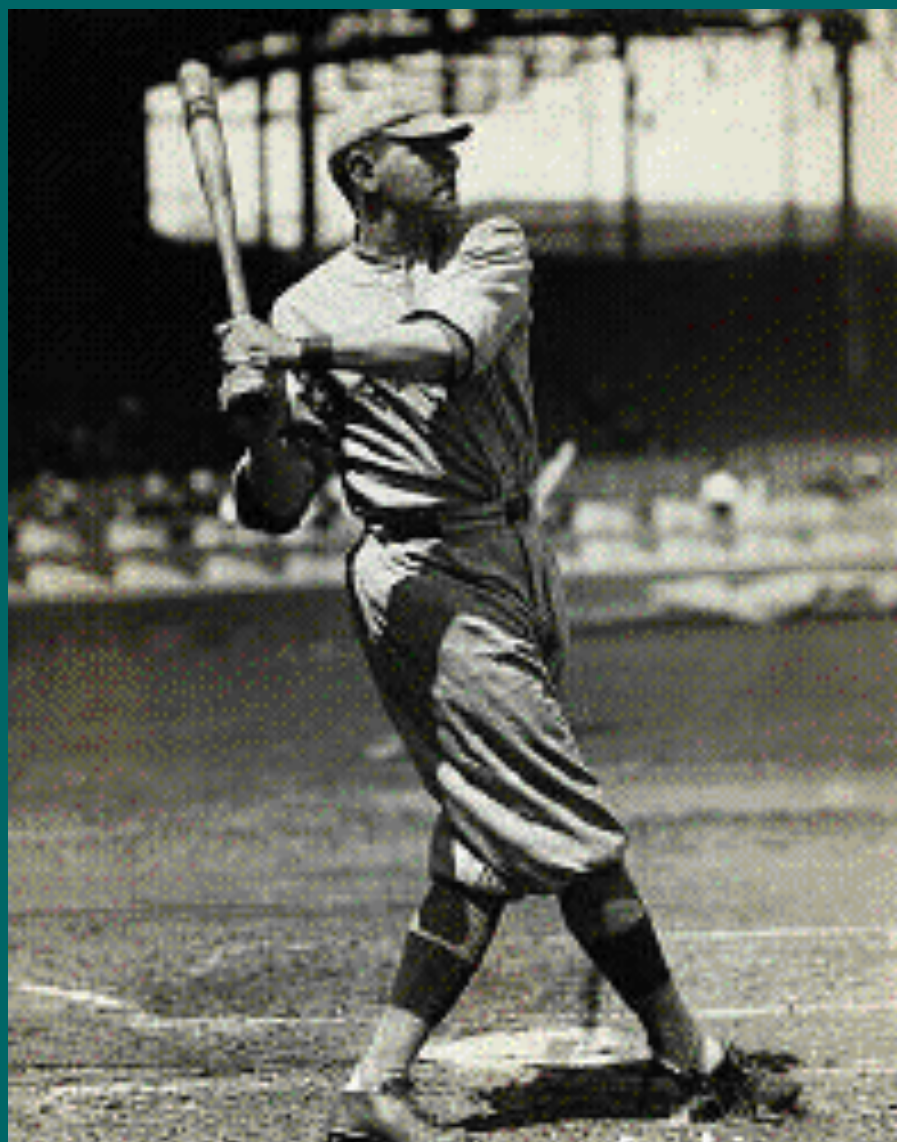


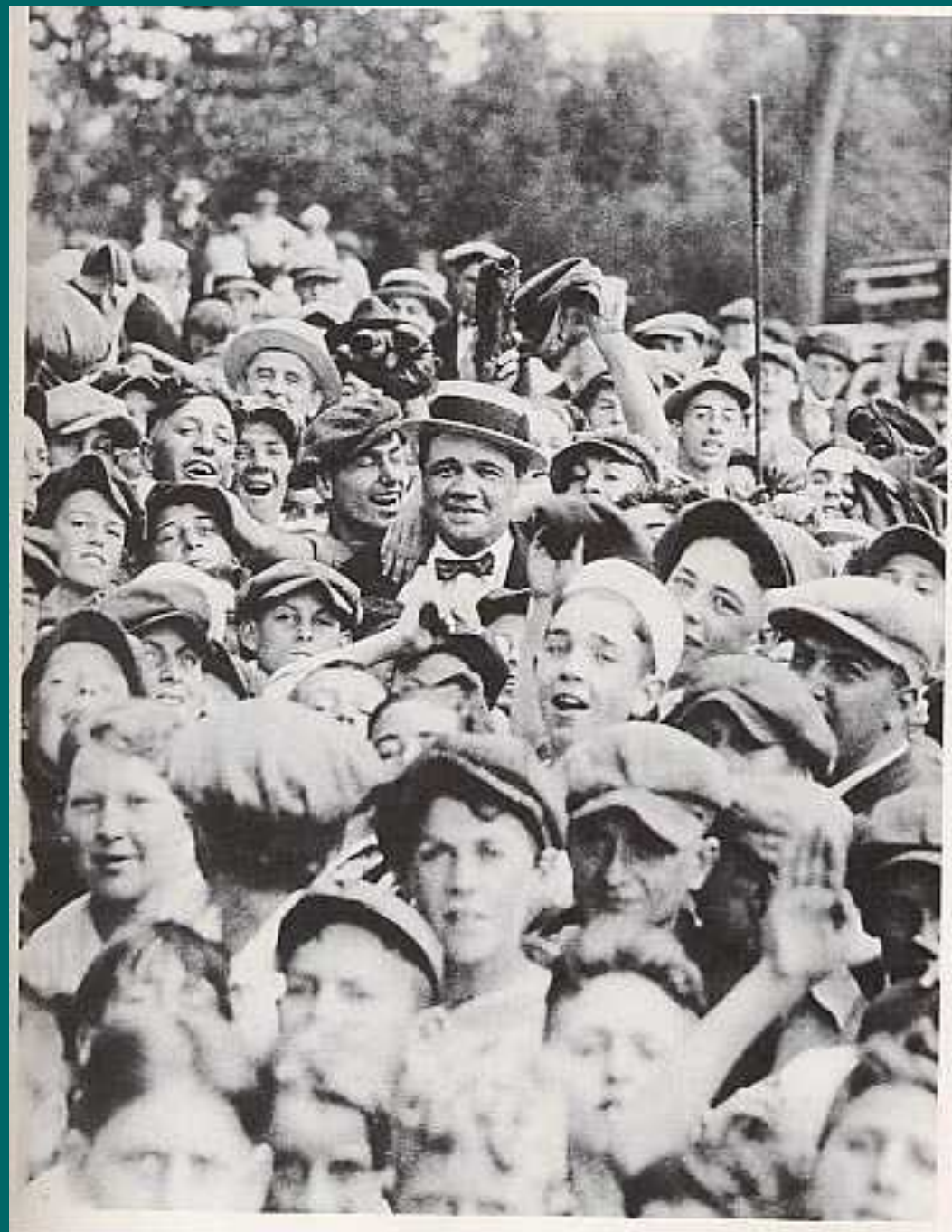




Ruth stealing home in 1927



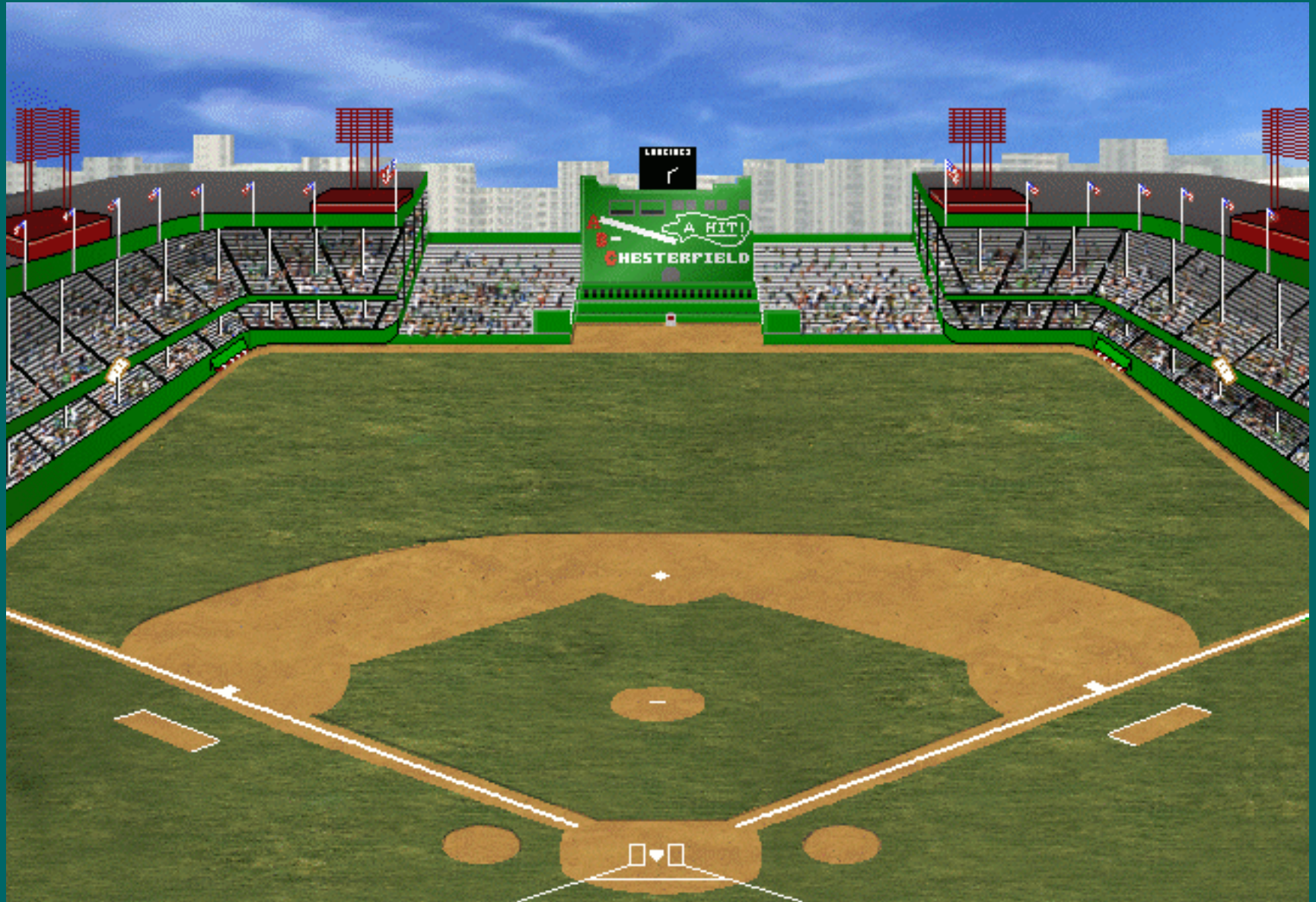






Babe Ruth cried when he left the Polo Grounds. See why? It's 256 feet down the right field line.

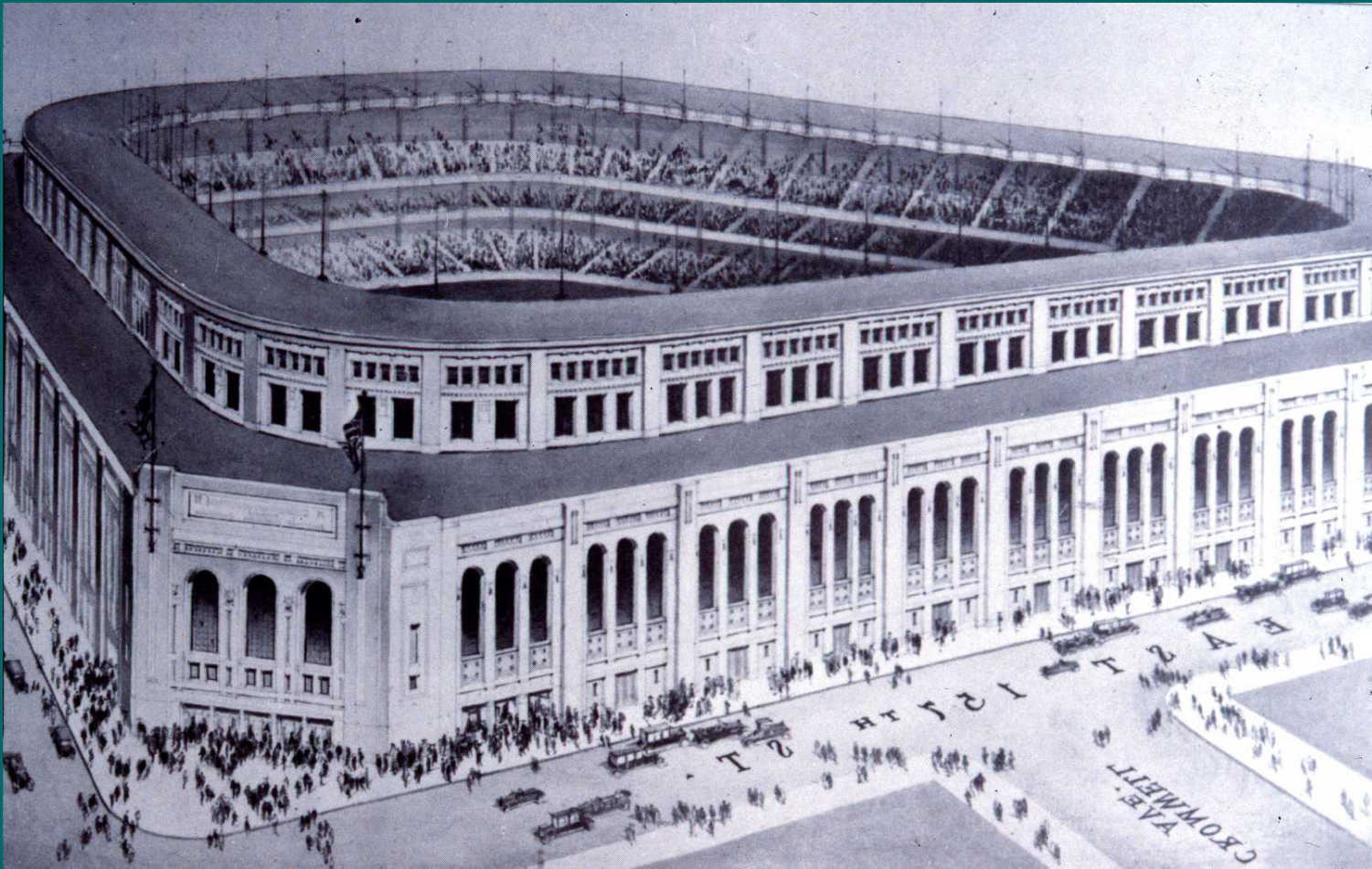


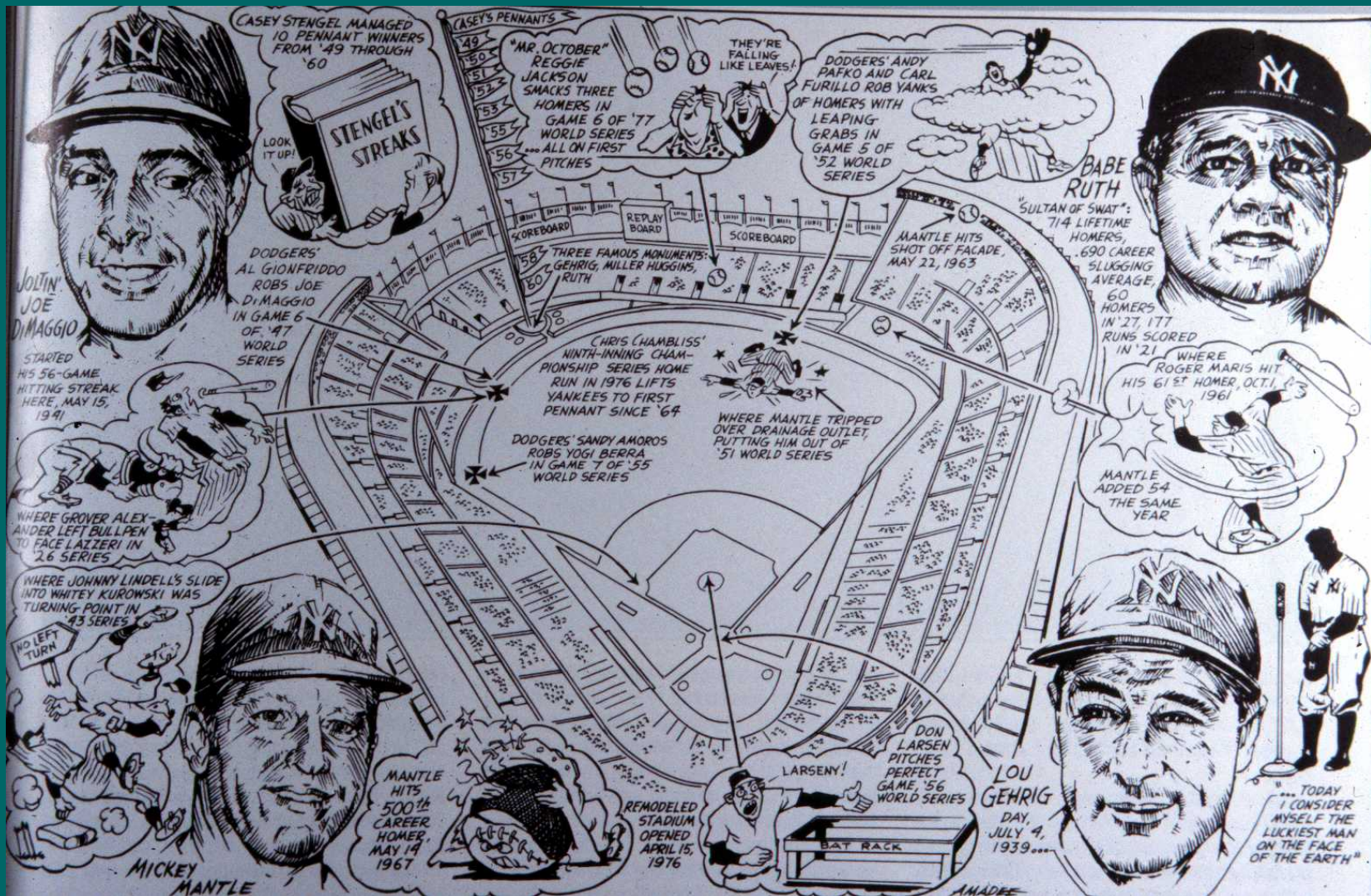




Show "Pigtown" and "Some Ball Yard"

Sportswriter Heywood Broun reported that fans gasped “at the vastness” of the “skyscraper among baseball parks.” Deep in the grandstand, the “height is Olympian and even the most rabid fan must feel neutrality clutch at his heart as he gazed down at the tiny bickering figures in white and grey.” Ruth supplied the one “vivid flash” when he “smashed a savage home run. All stood and shouted.” The roar made “the listener break a little and tremble.” Even from the distant grandstands “a home run by Babe Ruth remains a thing epic and colossal.”









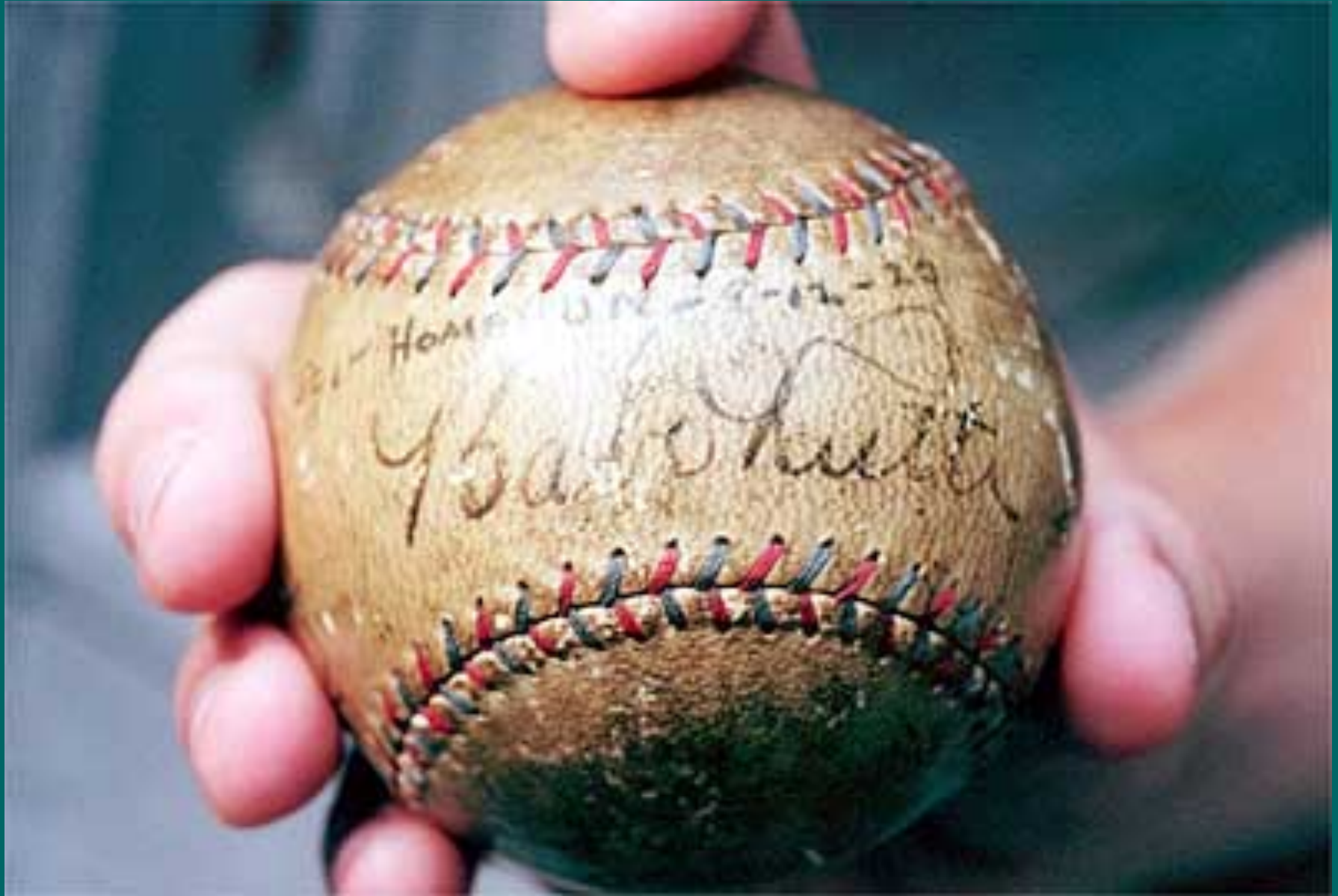
Combs, Ruth, Meusel



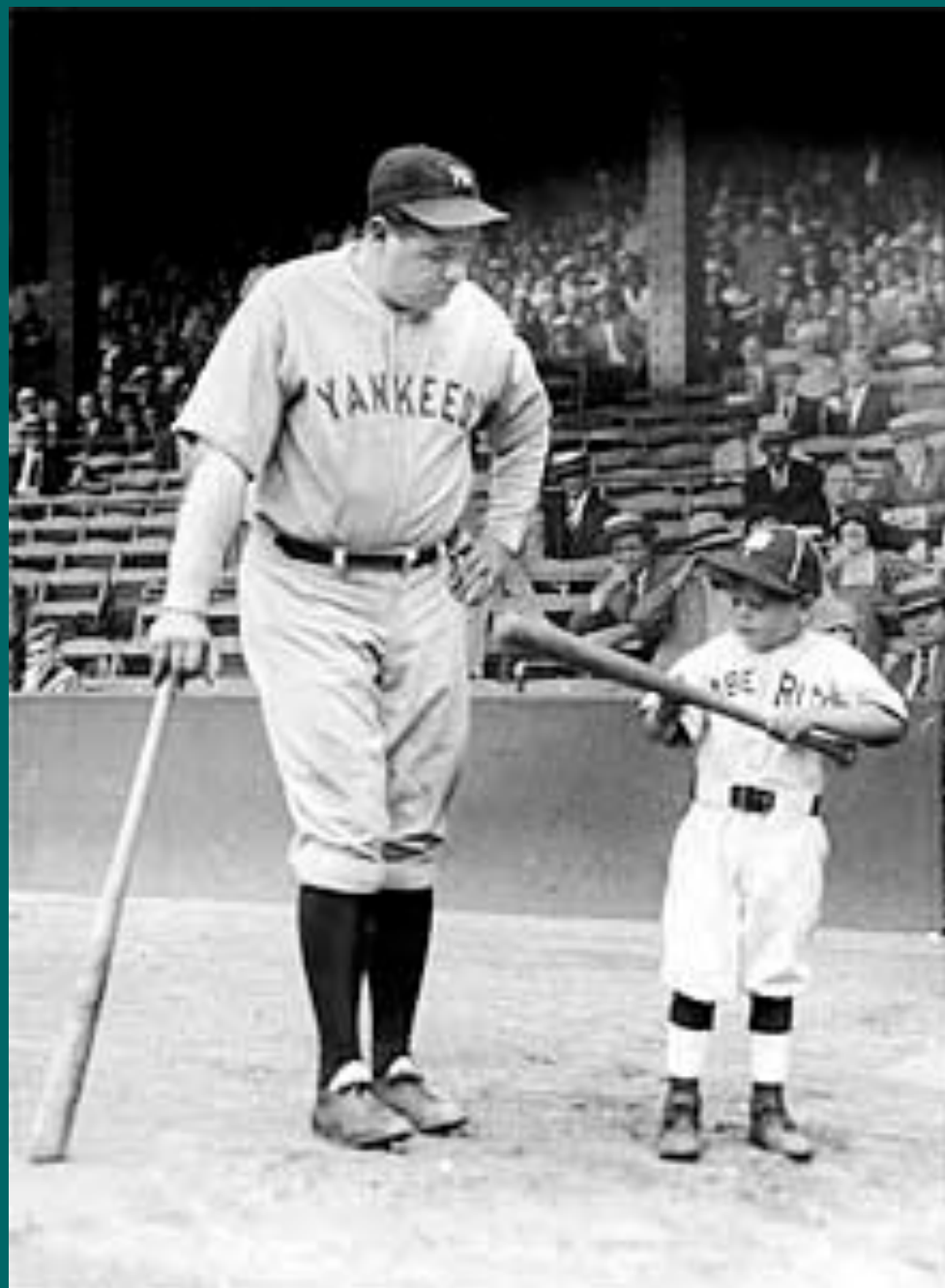


Corbis.com

Number 501















Babe Ruth in
1932







Babe Ruth in 1945



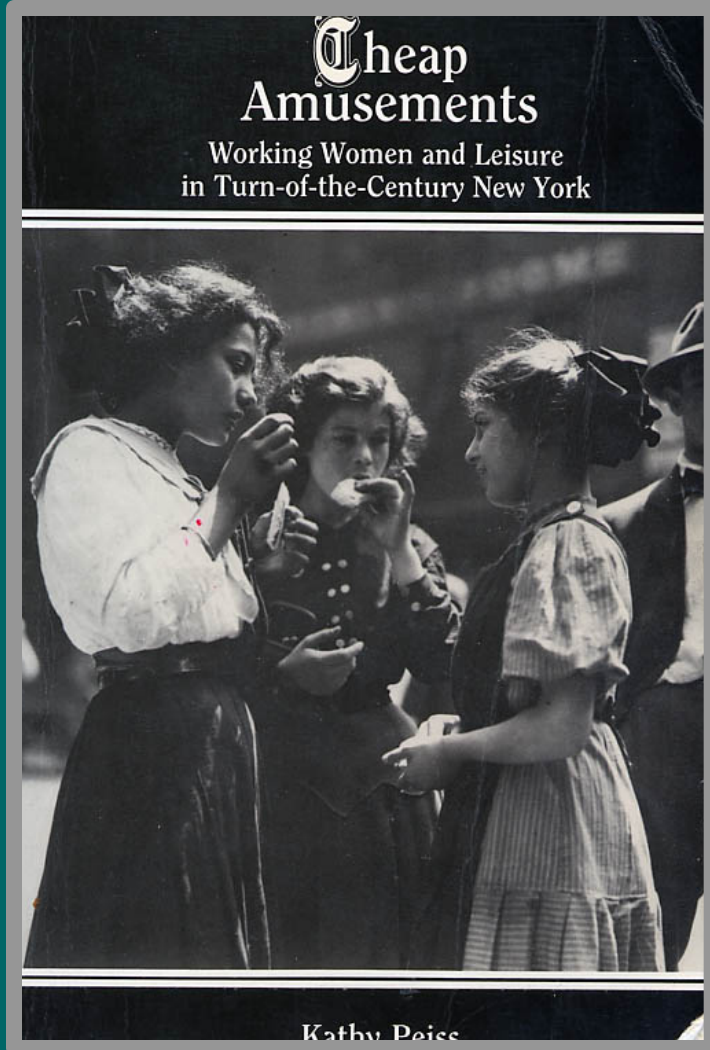


Flags
at half
mast on
the day
Babe Ruth
died.





Peiss shows how young working women developed peer groups at work and made claim to some of their earnings for recreation, helping to create a new heterosocial, “fun” culture that helped lay the foundation for the consumer culture.



Cheap amusements gave working women access to public life and enhanced their cultural pride, but also contributed to the commodification of female sexuality.



Gloria Swanson in *The Affairs of Anatole*

