

Note: The numbers in the brackets below refer to the slide numbers in the companion pdf:
<http://www.retrosheet.org/Research/SmithAT/ScorecardAdvertisementsImages.pdf>
which has the scorecard images. Each slide is numbered in the lower right hand corner.

[1- **Title Slide**] Scorecard Advertisements as Social History

[2- **Dodger Stadium**] A ballpark is a beautiful place: sunshine, green grass (when it's done right) and great athletes demonstrating their skills. I expect that just about everyone here can agree with me on that.

Where we may diverge a bit is that I believe the complete experience includes the fans in the stands as well: the child in the souvenir cap at her first game at the park hoping her Daddy might catch a foul ball for her; or the little league team, all with their gloves and all hoping for that big foul ball (it takes a big one to get where these kids usually sit); the old friends who have met every Sunday for a decade sitting in their season ticket seats; even the businessman at the business persons' special still trying to do business with one eye on the game and the other on his iPhone; and, of course, all of the fans who have bought scorecards and are keeping score.

These last folks have a special place in my heart because they open a window onto American baseball fans for me. To me that scorecard is very much like the ballpark itself. [3- **BOS 1908**] In the center: the game—if it were in color it would be green, of course. And around the perimeter, in the stands as it were, are the advertisements—hats, beer, and don't forget the dog food. These advertisements are targeted at a very specific population: the fan in the stands who will hold these scorecards in their hands for two to three hours.

When we look at old scorecards they can tell us about these Americans. To be a little more analytical, what DO they tell us about ourselves? Is it geography? Do we see differences among cities? Are Bostonians different from Detroiters? Or was Terrence Mann right when he said,

“Baseball, Ray, it’s how we mark time.” **[4- Was 1922]** How does 1922 Washington compare with 1933 Cincinnati **[5- Cin 1933]** ? So do we see the rise of new industries? The impact of new laws? Changing social norms? How about world events? We looked at hundreds, maybe thousands of scorecards to try to answer these questions.

So let’s talk about the data. The scorecard images came from the collection of Retrosheet, so I have many of you here today to thank for your hard work collecting them, in particular Joe Stillwell, Luke Kraemer, Jim Wohlenhaus, Mark Stang, and Bob Yahr **[6- Thank you]**.

Secondly, for you who participate, you know that these scorecards were not collected for my purpose, and I will say that some of you love me a little more than others: **[7- Cin 1929]** I love to see examples like this one—a beautiful, complete image. As I’ve become more familiar with the ads, **[8- NYA 1938]** I’ve learned to decipher ones like this. But sometimes, **[9- Bro 1924]** you guys just weren’t thinking of me.

We’ve chosen to look at scorecards from the late 1940s back through the late 19th century. This decision was based partly on the make-up of the Retrosheet collection and partly on the nature of the scorecards themselves. The post-WWII Retrosheet collection comes largely from teams’ official scorebooks as well as sportswriters and others using scorebooks instead of the scorecards sold at the park, hence no advertisements. At the same time the scorecards sold at the park are becoming more complex, often some combination of magazine and yearbook. So it seemed that the middle of the century was a good time to cut off the study.

As a final reminder about baseball of this era: **[10- Map]** there were 16 major league teams in ten cities when Brooklyn is counted as part of New York. Purists assure me that Brooklyn is a separate entity, but that is for another discussion. If you look at the distribution of these cities you realize that the Americans we are talking about aren’t from the west or the south.

So, the starting line-ups have been turned in and the ceremonial first pitch is thrown, so what did we learn? First, transcending both space and time and in stark contrast to fans of today (sorry guys, but it is true), in the first half of the 20th century baseball fans were a dapper crowd [11- **Crowd**]. There are ads [12- **CLE 1905**] for hats, shoes, [13- **NY 1935**] suits, jewelry [14- **DET 1929**] (watches in particular) in just about every city. And by the 1940s, [15- **CLE 1943**] women were being appealed to as well. This theme is probably the most universal one that we observed.

With everyone now dressed appropriately for a day at the park, let's consider experiences that differed from place to place. This part of the study was interesting because it became almost a game for me: look at the card, but not at the "playing field", how quickly can you identify what city it is from?

-You know you are in New York City [16- **NY 1938**] when you see the Astor banner [17- **NY 1943**], even in Brooklyn [18- **Bro 1943**].

-Fussell's Ice Cream [19- **Was 1939**] and you are in Washington, where you'll probably enjoy an Auth's sausage and pick up a loaf of Wonder bread on the way home.

-How about Detroit in the late 1920s? [20- **Det 1928**] Look at the structure first: banners. As you would expect automobile ads, but three other advertisers are not only there but in the same places: Wright, Kay & Co. Jewelers, Leith & Young tailors, and Paine, Webber & Co. stocks and bonds [21- **DET 1929**].

-The Cal Crimm Detective [22- **CIN 1929**] Bureau—it must be Cincinnati [23- **CIN 1931**].

-Then, of course, Pittsburgh [24- **Pit 1939**] has Iron City Beer for years—a local brand with a bold, banner ad.

Now there are a couple of advertisers that are ubiquitous. First, cigarettes if measured by advertising space are the primary vice of

baseball fans. **[25- PHA 1931]** And although you'll see ads for Old Gold, Camels, and even Lucky's, the brand is Chesterfield, **[26- BOS 1945]** sometimes multiple times on a single card **[27- NYA 1921a]** **[28- NYA 1921b]**.

And an aside for you Mad Men fans, remember when Don Draper has to sell Lucky Strike cigarettes in the face of the American Cancer Society report of January 1964? He seemingly comes up with the line that Lucky's are special because they're toasted. Well, baseball fans saw this line as early as 1929 **[29- CIN 1929]**.

Another brand which at first I thought was ubiquitous but turns out to really only show up in two cities with five teams so you see the ads a lot is Gem razor blades. **[30- BOS 1927]** For at least three decades they show up in New York and Boston programs **[31- NY1 1927]**, **[32- NYA 1938]**. There were occasional, rare examples of other blades and in other cities but there is no razor blade company advertised in scoresheets the way Gem is.

Let's change gears a little and check in with Terrence Mann—do we mark time with our baseball scorecards? Of course we do! One of the best ways to demonstrate this is through innovations in transportation. Fans need to get to the ballpark, right? I'd like to start with a quick duck into the late 19th century, before the automobile. **[33- CHN 1889]** In 1889 Chicago we have horse drawn cabs and trains. And although not the first time **[34- NY 1897 a]** bicycles appear on a scorecard, this 1897 New York card advertises three bicycles **[35- NY 1897 b]**.

When the first of the automobile companies that we know today were being founded, **[36- BOS 1901]** Boston gives us an ad for taxicabs. And while bicycles and trains are still important in **[37- BOS 1903]** 1903 Boston, there are cars **[38- BOS 1905]** for rent to tour Boston suburbs in 1905.

Although mass production of automobiles starts in the US with Olds in 1901, followed within the decade by Ford, General Motors and others, regional rail lines **[39- CLE 1905]** are still important for more than two decades: the Big Four Route rules in Cleveland in 1905 and **[40- Stl 1929 a]** in 1929 St Louis two rail lines still advertise along with Buicks and **[41- Stl 1929b]** a bus to take to the ballpark. This scorecard **[42- Was 1915]** from 1915 Washington is selling Fords while suggesting that we take the trolley to the ballpark.

By the 1920s automobile ads become common place. **[43- Cle 1924]** Here we have Dodge advertising in Cleveland, recall **[44- Stl 1929]** the St Louis scorecard with the Buick, and **[45- Det 1928]** the Detroit scorecard with Packard, Pontiac and Buick.

What is next after bicycles, trains and automobiles? **[46- Stl 1936]** We see airline ads in 1936 and 1937 **[47- Stl 1937]** in St Louis, the most remote major league city. I didn't notice an airline ad in any other year in St Louis or in any other city.

Baseball scorecards note other historic events in their advertising as well. The first major world event we might expect to note in our study period is World War I. Unfortunately in the five year time period from 1915-1919 surrounding WWI, we have fewer than ten scorecard images, most are incomplete. From what I can see, none make reference to the war.

On the other hand, we do see a change when the Volstead Act brings us prohibition. **[48- Pit 1902]** Prior to prohibition, scorecards advertised whiskey, **[49- Bos 1910]** **[50- Cle 1913]** beer and sometimes wine.

In 1919 baseball's first season under prohibition, these advertisements disappear which allows for the expansion of advertising in other categories. These cards are ones from the same three cities Pittsburgh, Boston, and Cleveland. **[51- Pit 1929]** We see some alternate beverages appearing **[52- Bos 1929]**, but also there is now more room for our other vice, **[53- Bos 1927]** tobacco. **[54- Cle 1927]** And cars and banks in Cleveland.

In December of 1933 the 21st Amendment is ratified (thank you Utah) ending prohibition. So the beer is back in 1934, right? Not so fast: **[55- Bos 1934]** Boston: how long do you think it will take to dislodge the tobacco ads? In Cleveland **[56- Cle 1934]**, the only beverages advertised are ginger ale and coffee. Now, Pittsburgh **[57- Pit 1934]** does show two small brewers in 1934. And if we check in on St Louis home of the King of Beers who started advertising in baseball programs back in the 19th century, **[58- Stl 1934]** you will also see that the beer is back.

All in all, alcohol ads are relatively rare in 1934, but do start showing up on many scorecards in 1935. But if you consider the back cover of this Chicago program **[59- Chn 1935]** prohibition is not forgotten. By the way, the scorecard of that 1935 Chicago had no other alcohol ads.

Another important historic era to consider is the Great Depression. As I scanned scorecards for the 1930s the only reference to the Depression that I found **[60- NY 1933]** was on the 1933 New York card in the text of long-time advertiser G.G.G. clothier: a New Deal. Since baseball is often viewed as an escape from other aspects of life, the lack of references to hard times may be telling us how important that escape was during the Depression. **[61- Det 1938]** How many people do you think were in the market for fur coats in Detroit or Brooklyn, for instance **[62- Bro 1938]**? I would suggest that this was part of the illusion.

The late 1930s brings another interesting theme: sanitation, sometimes expressed as food safety, sometimes otherwise. **[63- Stl 1939]** We can see two examples of this is the 1939 St. Louis scorecard where Swift Frankfurters are government inspected (a mere 33 years after Upton Sinclair's exposé on the American meatpacking industry), and the Pevely milk is not only homogenized, it's irradiated. **[64- Cle 1939]** In Cleveland, Telling's ice cream meets the standards of the Sealtest System of Laboratory Protection.

Another aspect of sanitation at this time is the rise of the paper cup. **[65- Was 1939]** In 1939 Washington, your lips are first and last to touch the Lily cup. By 1941 **[66- Was 1941]** the Dixie cup makes the promise as well.

My favorite need to be clean though comes from **[67- Pit 1938]** Pittsburgh in 1938 with Moonshine Washing Fluid leading the league in sanitation. I'm not sure what is driving this little wave of sanitation mania but the National Association of Sanitarians was formed in June of 1938, something was afoot.

Finally, arguably *the* major world event of the study period is, of course, World War II. The first whisper of the war, and it is just a whisper, comes before we enter the war. **[68- Det 1940]** In 1940 Detroit, Argo Oil claims “War or No War...”. In 1941 Washington, **[69- Was 1941]** Spalding gives us another more peripheral reference that we should “step up America’s striking power” by staying fit. Then all goes quiet again.

In 1942, just like with prohibition, **[70- Stl 1942]** a couple cities put themselves out there to sell war bonds St Louis and Chicago **[71- Cha 1942]** (Sox only). Finally in 1943 a national advertiser steps up **[72- Bos 1943]** with Chesterfield urging everyone to buy war bonds, which they continued through 1945.

A very small number of local advertisers also step up. In Philadelphia **[73- Pha 1943]** Exide battery tells us to buy war bonds. **[74- Cle 1943]** In Cleveland in 1943 Dougherty Lumber with the “Biggest World Series Ever” and **[75- Cle 1944]** in 1944 they also want us to collect fats and paper. And although in 1944 **[76- Cha 1944]** Chicago (Sox again) adds Goodman’s ice cream as “War Time Food”, I’m giving my Patriot’s Cup **[77- Cle 1944]** to Cleveland with their 1944 program cover.

I did find one unusual card with a special war notice: **[78- Bro 1943]** a freebie scorecard from the Brooklyn Eagle includes an air raid precaution for Ebbets Field. It begins, “This park is not bombproof but as safe as elsewhere...”

So, after all of this analysis, what have we learned about ourselves? As a geographer I have to say first that geography matters. Scorecards show us differences among cities. The ads in Detroit are different from those in Cincinnati which are different from New York. Second, Terrence Mann was right: baseball is how we mark time. We can see how the auto industry rises, the impact of the Volstead Act, our response to war. And we can make some sweeping generalizations: we dress well; we like cars; our big vices are tobacco and alcohol. **[79- Fans- Baltimore Sun]** And we love the game of baseball.

Thank you.