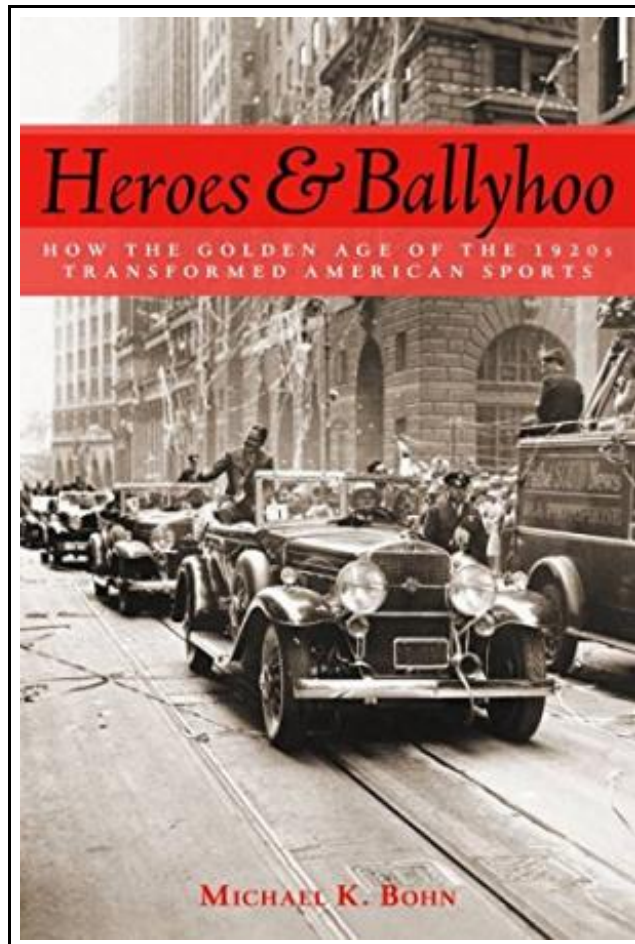


Heroes and Ballyhoo: How the Golden Age of the 1920s Transformed American Sports



Filesize: 1.39 MB

Reviews

It is really an incredible publication which i actually have possibly read through. It really is writter in easy phrases and not confusing. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Jodie Wehner)

HEROES AND BALLYHOO: HOW THE GOLDEN AGE OF THE 1920S TRANSFORMED AMERICAN SPORTS

[DOWNLOAD](#)

Potomac Books Inc. Hardback. Book Condition: new. BRAND NEW, Heroes and Ballyhoo: How the Golden Age of the 1920s Transformed American Sports, Michael K. Bohn, A handful of star athletes, along with their promoters and journalists, created America's sports entertainment industry during the 1920s, the Golden Age of American sports. The period had an extraordinary impact, profoundly changing individual sports, establishing the secular religion of sports and sports heroes, and helping bond disparate social and regional sectors of the country. It's when sports became a cornerstone of modern American life. "Heroes and Ballyhoo" profiles the ten most prominent Golden Age heroes and describes their effect on sports and society. Babe Ruth saved baseball after the Black Sox Scandal. Boxer Jack Dempsey made the 'sweet science' a respectable sport. Red Grange single-handedly set professional football on a path to eventual success. Knute Rockne helped transform college football from a game to a colossal enterprise. Bobby Jones changed golf into a spectator sport, and Walter Hagen sparked the first national interest in professional golf. Bill Tilden put tennis on the front of the sports section. Tennis player Helen Wills Moody joined swimmer Gertrude Ederle in empowering women athletes. Johnny Weissmuller astonished international swimming before becoming Tarzan. The book also explores the ballyhoo artists - sportswriters, promoters, and press agents - who hyped the stars to a receptive public. Simultaneously, the spectators established themselves as the focus of popular sports. The personalities and events of the 1920s thus created today's entertainment conglomerate of heroes, promoters and advertisers, fans, arenas - and money. Sports as a profit center started with the Golden Age's heroes and PR artists, and the public's obsessive interest in sports helped shape America's emerging mass society. Heroes and Ballyhoo tells the story of what was both a symptom and a...



[Read Heroes and Ballyhoo: How the Golden Age of the 1920s Transformed American Sports Online](#)



[Download PDF Heroes and Ballyhoo: How the Golden Age of the 1920s Transformed American Sports](#)

See Also



Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.You have the power, Dad, to influence and educate your child. You can...

[Download eBook »](#)



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and...

[Download eBook »](#)



Courageous Canine!: And More True Stories of Amazing Animal Heroes

National Geographic Kids, United Kingdom, 2013. Paperback. Book Condition: New. 190 x 127 mm. Language: English . Brand New Book. National Geographic Kids Chapter books pick up where the best-selling National Geographic Readers series leaves...

[Download eBook »](#)



Horse Heroes: True Stories of Amazing Horses

DK Publishing, United States, 2012. Paperback. Book Condition: New. Reprint. 224 x 147 mm. Language: English . Brand New Book. The bestselling DK Readers series has a fresh new look featuring redesigned jackets and interiors,...

[Download eBook »](#)



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Download eBook »](#)