GEORGE WHITE MARSTON: BASEBALL PLAYER

By Michael J. Epstein

“I entered Beloit Academy sixty-six years ago and stayed there for four years, studying principally Latin and Greek, of which I now remember only one sentence, ‘E pluribus unum.’ Nobody has ever heard of me as a scholar or prize student, but I made a little reputation as a right-fielder in the first nine of the Olympian baseball club. I have never done anything since so important and rewarding!”


George White Marston (1850-1946), a successful businessman and community leader, played an influential role in the history of San Diego, founding the San Diego Historical Society, the Junípero Serra Museum in Presidio Park and the Civic Center, among other institutions. Marston’s business and civic career has been well documented in articles by Gregg R. Hennessey and others. But his lifelong passion for baseball remains largely unexplored. This article examines Marston’s early engagement with baseball, his organization of the Bay City Ball Club in San Diego, and his continued interest in “America’s favorite pastime.”

BELOIT AND THE OLYMPIAN BASE BALL CLUB

George Marston was born in 1850 in the small midwestern town of Fort Atkinson, Wisconsin. This pastoral setting afforded the young boy many opportunities to engage in recreational activities. His daughter Mary Gilman Marston wrote that in his later years, “skating on the river and baseball were the two sports that father remembered.”3 In the fall of 1866 Marston entered Beloit Academy, the preparatory school for Beloit College in Wisconsin. He soon became the youngest member of Beloit’s famous Olympian Base Ball Club. William A. Cochran pitched for the club and in 1898 he recalled that:

The Olympian Club reached the summit of its fame during the college year ending in June, ’67. It had during the years ’66 and ’67 met all clubs of any note near and far, and had, I believe, come out victor in every contest with an unusual number of tallies in every instance. Its superior playing was noise abroad and as a consequence, whenever a game was to come off, a large crowd was sure to be present, many base ball enthusiasts coming from all the surrounding towns and cities.4

Michael J. Epstein is an Assistant Professor and Reference/Electronic Resources Librarian, Copley Library, University of San Diego. A native New Yorker, he moved to San Diego in 2001. His research interests include the history of sports and recreation and nineteenth-century baseball. His most recent work, “Manly Amusements: Henry J. Raymond’s daily New York Times and the Struggle for Play in Antebellum America,” was presented at the 28th Annual Northeast Popular Culture Association Conference. He is an avid softball player.
An old photograph of the Olympians, reproduced in Mary Gilman Marston's Family Chronicle, shows Marston standing at the far right. His daughter later remarked that, “father's slender frame and youthful face are in amusing contrast with the burly figures and bearded faces of the older players.” In fact, Marston was both younger and less experienced than the other Olympians, some of whom had served in the Civil War. William Cochran, for example, left the Beloit Academy to enlist in the Union Army at the onset of war. Discharged in 1863, he returned to Beloit and graduated with the class of 1867, just one year after Marston entered Beloit. In the photograph, the players posed in full uniform. Cochran recalls that prior to playing a game against Janesville:

The Olympians had a short time before secured for themselves new suits. White canvas shoes, white zouave pants with red stripe at the side, red flannel shirt with white cuffs and collar, which with belts and skull caps, made quite a stunning suit.7

The Olympians took pride in displaying the kind of athletic prowess that characterized their Greek namesakes. They routinely treated opposing teams to “an exhibition of ball throwing, fancy catches, hand springs and various other gymnastic exercises, which made their eyes open with astonishment, and they were practically beaten before the first ball was pitched.” Cochran described a play in which the opposing shortstop was waiting on the third base line to tag an Olympian heading for home, “but when near the short-stop he leaped into the air and landed safely on the
other side and soon had his foot on the home plate. The shortstop was completely
dumbfounded."

Marston had a brief career with the Olympians. His name appears only in two box
scores for games played in 1867. On June 8 he played left field for the Olympians in
a game they won (49-33) against a club from Whitewater. On June 19 he is listed as
playing right field against the Cream City Club. Cochran recalls that one of the most
exciting games the Olympians ever played was against this team. Cream City had just
placed well in a national tournament and, according to Cochran, they were "boastful
and confident of an easy victory." The Olympians, however, creamed Cream City by a
score of 44 to 25. The Olympians hosted a banquet that night for the club from
Milwaukee, hoping to cheer them up. The Cream City boys, however, left Beloit in a
dejected state, according to Cochran.

Marston also played in a game for the Beloit Preparatory Team against a local high
school in July 1868. He pitched the game and scored six runs, but the Preps were
roundly defeated by a score of 79 to 40. The reporter for the Beloit College Monthly
explained, "we are not base ballists and cannot comment on the game, yet we suppose
this to be with all others that we have ever seen noticed — a very close one." It was
not unusual to see such high scoring games in early baseball. The rules of the game
required the pitcher to toss the ball underhand in a straight motion. Batters could also
request that the pitch be placed where they wanted it and the umpire would not call a
strike unless they refused to offer at several good tosses. Cochran describes a typical at
bat during this period:

He took his position, club in hand. Game was called. "What kind of ball do
you wish?" inquired the umpire. "Give me a hip ball," was the reply. A fair
ball was pitched, but the Olympian let it pass, desiring to take the measure of
the pitcher and know what to expect. The umpire called out, "what was the
matter with that ball?" "Nothing," replied the Olympian, "it was a fair ball.
Give me another just like it."13

George Marston was proud to play with the Olympians, a talented and highly
athletic group of players. Reflecting on his days with the club, he wrote:

My position was a modest one - right field, but I was mighty proud to be
anywhere in the Olympian first nine. My recollection of the games played is
very slight. Indeed, I don't think I was a member of the nine for many
months. I recall playing with the club in Milwaukee against the Cream City
Baseball Club. I also remember a game we had with the Rockford Club,
Forest City I believe was the name. Al Spalding gave us our first taste of fast
curve ball. It was impossible for us to hit it and the score was something like
70 to 7 in favor of the Forest City Club.14

SPALDING AND THE FOREST CITY BASE BALL CLUB

At Beloit, Marston first encountered Albert G. Spalding (1850-1915), an
outstanding young pitcher who would go on to be a baseball team owner, a founder of
the National League, and the owner of a highly successful and influential sporting
goods company. In the late 1860s, Spalding was a pitcher for the Forest City Base Ball
Club of Rockford, Illinois, one of the best teams in the country. The Forest Cities
joined the National Association of Professional Base Ball Players in 1871 but they had
already crossed the line of amateurism by the time they played the Olympians. Players of great skill were given "jobs" and other inducements in return for their
participation. The team even arranged for Spalding to be excused from his high school classes on his pitching days. While the Olympians were representative of baseball's original social fraternity of recreational players, the Forest Citys represented the nascent movement in baseball toward professionalism and commercialization.

The Olympians played the Forest Citys and lost, according an article published in the Beloit College yearbook in 1899. The author, C. B. Salmon, Class of 1870, wrote:

Pitcher Cockran [sic], now of the Deaf Institute, Delevan, was the leading underhand pitcher of the Northwest until Al Spaulding [sic] of the Forest Cities, of Rockford, appeared... The Forest Cities, of Rockford, with such players as the Spaulding [sic] brothers, Barnes and Addie [sic], who afterwards gained a national reputation, finally beat the Olympians.18

Marston and Spalding met again, not on the baseball diamond, but in San Diego. Spalding moved to San Diego in 1900, having retired from baseball and his sporting goods empire. He spent the rest of his life on an estate he built in Point Loma. He participated in Katherine Tingley's theosophical community and involved himself in civic programs and land development.19 In 1907, he joined George Marston and others to purchase the land that would later become Presidio Park. He also ran an unsuccessful race for the U.S. Senate in 1910. In a 1913 letter to Spalding, Marston recalled their earlier meeting on the baseball diamond while explaining his lack of support for Spalding's run for the U. S. Senate:

My 'reported' opposition to Mr. Spalding will probably give some amusement to Mr. Spalding himself. He will doubtless remember that my principle opposition to him was in a baseball game in 1868 at Beloit, Wisconsin. As his team beat mine by the comfortable score of twenty odd runs to seven (we couldn't hit the new Spalding twisters) that opposition didn't amount to much.20
Early Baseball in San Diego

Marston graduated from Beloit Academy in 1868. He studied for one year at the University of Michigan before moving to California in 1870. His father, George Phillips Marston, believed the gentle climate would improve his asthma and other respiratory conditions. The two men came west together, visiting San Francisco before heading to San Diego in October 1870. About a month before their arrival, an interesting notice appeared in the San Diego Union:

A gentleman asks whether there is such an institution as a base ball club in San Diego. He thinks there are active young men enough here to put the thing through. We haven't any club here now, but as he says, there are men enough, and there is plenty of room.21

In the early 1870s, a significant number of middle-class merchants, clerks, tradesman, and professionals lived and worked in San Diego, making it possible for the region to develop small teams.22 The city had 2,301 inhabitants and real estate holdings valued at $2,282,800, according to the 1870 Census of San Diego County.23 Alonzo Horton had begun to promote New Town, gold was discovered in Julian, and San Diegans expected a railway line. Baseball clubs formed in the rival communities of Old Town and New Town, playing matches in May and June 1871. The first recorded baseball game played in San Diego took place on Saturday, May 6, 1871. The San Diego Union reported:

Base Ball. — Our notice the other day seems to have brought out quite a number of lovers of the game. Yesterday two full "nines" assembled on the Plaza and played a game of seven innings. We stopped awhile to look on, and feel convinced that there is material in San Diego for the formation of a club that in a short time would compete creditably with the best clubs in California.24
Profile of a Player

While early baseball players came from a wide variety of occupational and social classes, it seems that clerks, merchants, skilled craftsmen, and white-collar professionals were most prominent inasmuch as their schedules afforded them more opportunity for play. Marston’s occupational and social profile in San Diego reveals how well he fit the mold of the early adult players. Shortly after his arrival in 1870, Marston started his career in San Diego as a clerk at Alonzo Horton’s new hotel. He then clerked for storeowner Joseph Nash and would later become a merchant himself when he and partner Charles Hamilton bought the business from Nash. In a 1942 interview Marston recalled, “I went into business with a small store. My only clerk was a 16-year-old boy. When I went out to play baseball, he ran the store alone.” Given this occupational profile and his earlier baseball experience at Beloit, it comes as no surprise that Marston was one of the early baseball players in San Diego.

Marston also joined a volunteer fire company around this time and would later serve as Fire Commissioner. This too fits the pattern of many early baseball players as baseball clubs both socially and structurally bore a close resemblance to the volunteer fire companies of the time. In fact, Marston shared many similarities with one of the founders of the modern game of baseball, Alexander J. Cartwright, Jr. Both men began their early careers as clerks, were members of volunteer fire companies, helped found free reading rooms, and later served on library boards and as heads of fire departments. Both men journeyed west (Cartwright ultimately to Hawaii), became successful businessmen, made significant civic contributions to their communities and maintained a lifelong interest in baseball.

Marston undoubtedly played in many informal games after working hours but he first began playing organized baseball in San Diego in 1874. His name appears in the box score of a match game played by the Coronadas, formerly New Town’s “Lone Star” club, and a team from Point Loma in July, 1874. Marston scored three runs and the Coronadas won the contest by a score of 35 to 27. Two other games were played later that year, including a Thanksgiving Day match in which the Bon Tons bested the Dolly Vardens (37-22) and a Christmas Day game in which the Eckfords defeated the Pacifics. However, these would be the last organized baseball games in San Diego for four years. It was not until 1878 that formal, organized baseball clubs reappeared in San Diego, thanks largely to Marston’s efforts.
THE BAY CITY BASE BALL CLUB

In 1878, Marston helped to revive baseball in San Diego by organizing a team, the “Olympians.” He was twenty-eight years old, newly married, and the owner of a dry goods, carpeting, sewing machine and men’s furnishings store at Fifth and F Streets. On August 25, the San Diego Union reported that, “in a match game of base ball played in this city yesterday between the ‘Nationals’ and ‘Olympians’ the latter won the game by one point.” The two teams would play another match on August 31 with the Nationals coming out with the win this time by a score of 29 to 14.

Later that year, Marston combined players from the Olympians and the Nationals into a new team, the Bay City Base Ball Club. Marston, the club’s president, placed an order for uniforms with a firm in San Francisco. Bay City soon accepted a challenge to play the “Ready Muffers,” who soon became the Resolutes. This challenge actually preceded the official organization of Bay City and had originally been addressed to the newly emerging “nine” of the Nationals and Olympians:

Fred L. Hubon, Captain of “Picked Nine,” San Diego Baseball Aspirants,

Sir: Being desirous of affording a wider scope for the recognized abilities of the Baseball Club whose actions you have the honor to direct, I have at the enormous cost of one hundred and ninety cents for “Ball and Bat”, succeeded in getting up a club whose desire to amuse you, is equaled only by my own, and who will meet you next Saturday, Sept 8th, at one P. M., for the further discussion of the subject and ownership of the best “Ball and Bat” that is or may be in existence in San Diego city or county. Very Respectfully. S.E. Patton, on behalf of the “Ready Muffer” Baseball Club of San Diego.”

The Resolutes defeated Marston’s Bay City Club in their first match game by a score of 49 to 14. It seems, however, that some members of Bay City refused to accept that they had lost a “match game” to the Resolutes. This drew a response from the Resolutes that was printed in the San Diego Union of October 1:
Editor Union: With your kind permission we desire to correct through the medium of your paper an erroneous impression conveyed to the minds of the people by an article written by one of the members of the “Bay City Base Ball Club,” for that purpose. First, the game played last Saturday was pursuant to a challenge given and accepted through your paper by the captains of the respective clubs, which was neither withdrawn or abrogated by them. Second, the game was commenced by seven regular members of the B.C.B.C., and two substitutes, who played through the entire game, with the exception of Mr. Marston, he withdrawing during the third inning owing to an injury received while playing. We feel confident that the majority of the Bay Citys were not accessory to the thin subterfuge, and that opinion is believed to be co-incident with all who are acquainted with its gentlemanly members...

The dispute between the Resolutes and Bay City centered on what Warren Goldstein has described as early baseball’s rites of play:

Players and the press distinguished between “practice games,” “friendly games,” and “social games,” on the one hand, and more competitive “matches” or “match games,” on the other. In order to arrange a match, a club first issued a written challenge to the club it wished to play; the challenged club then decided whether to accept the challenge.33

Although Bay City had formally accepted a challenge to play a match game, they argued that they had been too debilitated at game time to play a match. In a testy letter to the editor of the Union, they wrote:

Editor Union: The communication published by the Great Mogul of the “Resolutes” certainly does convey an erroneous impression. As stated, a challenge was given and accepted, but owing to the absence of our Captain and First Baseman, and the disabled condition of three of our members, we found it impossible to play a match game, and we think it was so understood by all concerned. But not wishing to disappoint the “Resolutes” and a generous public, we decided to have a friendly contest, and willingly admit our defeat, – as a “picked nine,” but not as the Bay City Base Ball Club... NINE DEFEATED BASE BALLISTS.34

At the time, the baseball playing fraternity probably would have sided with the Resolutes against Bay City. Marston’s team should have either postponed the match or accepted defeat once going forward with the game. In any case, the two clubs soon played again. Although Bay City was once again defeated by the Resolutes, the team came much closer than they had in their previous disputed contest (22 - 19). The two clubs would play five more games in 1878 with Bay City taking three out of the last five.35

In November of 1878 San Diego hosted the first-ever contest with a team from Los Angeles. Although Marston did not play in this series of games, members of his Bay City Club joined with players from the Resolutes to meet the challenge.36

Marston’s next appearance in a box score occurs in July 1880 as a member of the San Diego Base Ball Club. With Marston in center field, the San Diego’s defeated a local service team known as the Braytons by a score of 16 to 5.37

Marston stopped participating in organized matches around 1882, although he probably continued to play in “friendly” games. In that year, the San Diego Union
announced that Marston had been elected Business Manager of the San Diego Base Ball Club. He was 32 years old at the time and we can surmise that as younger players came to the fore, he naturally chose to retire from playing match games. Injury, however, may also have been a factor in ending Marston’s playing days. Mary Gilman Marston wrote:

Arthur has stressed the long hours and the lack of vacations in father’s early years, but he has forgotten to mention “time off” for baseball. We both remember a pair of crutches in the cupboard beside the front door of our house at Third and Ash streets. They were testimony to the days when father would leave the store to Waldo Chase, his one clerk, while he played baseball in the nearby “Lockling Block,” until in so doing he broke a leg, which put an end to his baseball career.

Marston never lost his love for the game of baseball. While visiting New York City in 1893, he wrote a letter to his young son Arthur that tells us much both about his enthusiasm for the game and his philosophy of life:

New York, Aug. 8, 1893

My Dear Boy Arthur
Wouldn’t you like to know about the great match games between the Boston & Brooklyn Base Ball Clubs? Mr. Mathison, Mr. Rowell and I went to see them Saturday and such baseball playing your old father never saw in all his days. Those boys can throw balls almost as straight as a rifle shot. I have never seen the new kind of pitching by good players before. Some of the pitchers twist themselves around as if they were going to have a fit and then away goes the ball toward the catcher. The umpire was very strict & called “balls” & strikes right along. The “Bostons” are heavy batters & played better all around than the “Brooklyns.” They beat the Brooklyn Club in two games running. Do you boys know the trick of just giving the ball a little “bunt” instead of hitting it hard? The batters sometimes did this when a man was on first base. By letting the ball simply hit the bat & falling down near the base the man on first can easily get to second & the batter has a chance of even getting to first base. But you see, Arthur, he almost gives up his own run to enable the other player to get one base nearer to home. Everything is worked to get a run for the club and not for a single man’s advantage. And that’s the generous way of doing...

Marston’s generosity towards the people of San Diego is legendary and included support for local baseball and other recreational sports. In 1935, well-known San Diego baseball promoter Jack Dodge recalled that “the local team played about every Saturday. Mr. Marston used to contribute a great deal to the games, but he insisted that we must not play on Sunday. We couldn’t take his money for those Sunday games.”

Marston’s opposition to Sunday baseball is not surprising. A deeply religious man,
he believed that baseball and other sports contributed to players’ physical and spiritual well-being. Like many nineteenth-century social reformers, he was influenced by the social movement known as “muscular Christianity.” Muscular Christians believed that participation in sports helped to build not only a healthy individual, but also a strong moral character. The Young Men’s Christian Associations of the late nineteenth and early twentieth centuries provided an organizational home for the principles of muscular Christianity. Marston was a founder (1882) and long time president of the San Diego Young Men’s Christian Association (YMCA).

George Marston’s grandson, Hamilton, wrote these lines to honor his grandfather on his seventieth birthday:

“You are old,” said the boy, “as I mentioned before,
and are growing becomingly fat,
Yet you juggle the balls to the number of four,
Pray how do you ever do that?”
“In my youth,” said the sage, as he shook his grey locks,
I kept all my limbs very supple
By playing baseball, to the wonder of all,
And making home runs by the couple.”

NOTES

1. I owe a great debt to Beloit College Library Archives Assistant Mary Hegel. Ms. Hegel searched the Beloit archives for information on Marston and the Olympians and was kind enough to email me the relevant information. I’d also like to thank Beloit College Archivist Fred Burwelf for all his assistance. Special thanks also to Penny O’Rourke and Jeannine Hedges of Byron Public Library for providing access to photos of Spalding and the Rockford Forest Citys team.


5. Marston, Family Chronicle, 1:130.


7. Cochran, “The Olympians.”
During these years the Forest Citys compiled an impressive record including wins against some of the best teams of that time. They joined the first professional baseball league (National Association) in 1871, but had a dismal year and did not return for the 1872 season. Spalding had signed for more money with Boston prior to the start of the 1871 season and the Forest Citys collapse can largely be attributed to the loss of Spalding. There is some irony here inasmuch as Spalding would later go on to be a steadfast supporter of the reserve clause in baseball. For more on Spalding and the Forest Citys see Ken Griswold, Baseball in Rockford, (Charleston, SC: Arcadia Publishing, 2003), 11-12.

The Rockford team was known as the “Forest Citys” prior to joining the National Association of Professional Base Ball Players in 1871 after which they were officially known as the “Forest Citys.”

Peter Levine, A. G. Spalding and the Rise of Baseball: The Promise of American Sport, (New York: Oxford University Press, 1985), 6-8. Levine points out that “by 1865, although committed to the standards of amateurism associated with organized baseball’s origins, such clubs were not above charging admission, paying ballplayers, or providing them with full time jobs off the diamond because of their performance on it. The Forest City’s fit this mold.”

C. B. Salmon, The Codex (College Yearbook), Beloit College, Associated Students, 1899. Though not one of the first nine, Salmon was apparently a member of the Olympians as he is listed in the June 8, 1867 box score serving as the official scorer for the Olympians for that game.

In a recent work on the origins of baseball, Philip Block uncovered a little known connection between Abner Doubleday, Spalding, and the Theosophical community at Point Loma. Like Spalding’s second wife Elizabeth, Doubleday was an ardent Theosophist. Block suggests that “it is this connection that later influenced Spalding to anoint Abner Doubleday so readily as the ‘inventor of baseball.’” Philip Block, “Abner and Albert, the Missing Link,” in Baseball Before We Knew It: A Search for the Roots of the Game, ed. David Block (Lincoln: University of Nebraska Press, 2005), 32-46. For more on Spalding’s San Diego years see Levine, A. G. Spalding and the Rise of Baseball, 123-147.

Marston, Family Chronicle, 2:62-63. The letter was sent to Spalding in order to thank him for supporting Marston’s first mayoral run. Though friendly with Spalding, Marston chose to support a progressive party candidate during Spalding’s unsuccessful run for the U.S. Senate.

San Diego Union, September 8, 1870.

Who were these baseball pioneers? The earliest newspaper accounts usually list last names only. Sometimes initials and first names are given for players, umpires, and scorers, but it is difficult at times to be sure who is referred to when the name is not unique (e.g., Smith). The following is a sample of names and occupations based on information gleaned from the 1870 Census of San Diego County, The Great Register of San Diego County, 1873 and a Handbook and directory of San Luis Obispo, Santa Barbara, Ventura, Kern, San Bernardino, Los Angeles & San Diego counties from 1875: Adolph Gregg – carpenter, Jacob Solomon – grocery clerk, David Collins – dairyman, N.C. Maher – lather, Enan Harris – artist, Daniel
George White Marston


23. San Diego Union, September 8, 1870.
29. These teams appear to have been formed for these holiday matches as they did not play any games either before or afterwards.
30. San Diego Union, August 25, 1878. The article did not mention any of the players by name. However, the team name “Olympians” suggests that this was Marston's team. I thank baseball historian Bill Swank for pointing out to me the connection between Marston and the San Diego Olympians.
31. San Diego Union, September 10, 1878; San Diego Union, September 22, 1878.
32. San Diego Union, September 4, 1878.
34. San Diego Union, October 2, 1878.
35. San Diego Union, October 7, 1878.
36. For coverage of this series see the San Diego Union, November 26, 27 and 30, 1878.
37. San Diego Union, July 15, 1880.
38. San Diego Union, July 22, 1882.
40. Marston, Family Chronicle, 1:258-259. The games described in this letter were played between the Boston Beaneaters and the Brooklyn Bridegrooms as a doubleheader on August 5, 1893. Boston won the first game by a score of 6-3 and the second by a score of 12-5. The games took place in Brooklyn at Eastern Park. Eastern Park served as the Bridegroom's home field from 1891 to 1897. The complete 1893 schedule for both teams is available online at The Baseball Almanac. See http://www.baseball-almanac.com/ (accessed October 3, 2005).