



## ***Elder Veeck Has Story That Needs to Be Told***

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I look forward to our Veeck family symposium next month for any number of reasons, not the least of which is the chance to learn more about Bill Sr., one of the most influential figures in Cubs history.

Veteran observers know about Bill Jr. and his many contributions in a Hall of Fame career. Lest we forget, it was Bill Sr. who taught his son to know, respect and serve the customer, the golden rule that would be the root of his genius. It was the elder Veeck who came upon Ladies Day, which became a Wrigley Field staple for decades.

In his 15 seasons (1919-33) as Cubs president, the team led the National League in home attendance seven times. It surpassed the 1-million mark five consecutive years, four more than the rest of the league combined in that span.

The Veeck era was as much about substance as style. In a highly competitive league, the North Siders won 55 percent of their games, captured a pair of pennants and broke the .500 mark in all except three seasons.

If not for a fatal heart attack at 56 years of age, the story of Bill Veeck Sr. would have even more to tell.