



# OH BABY, YES!

BY DINO COSTA

@ImDinoCosta



@590TheFan

November 21, 2018

-St. Louis

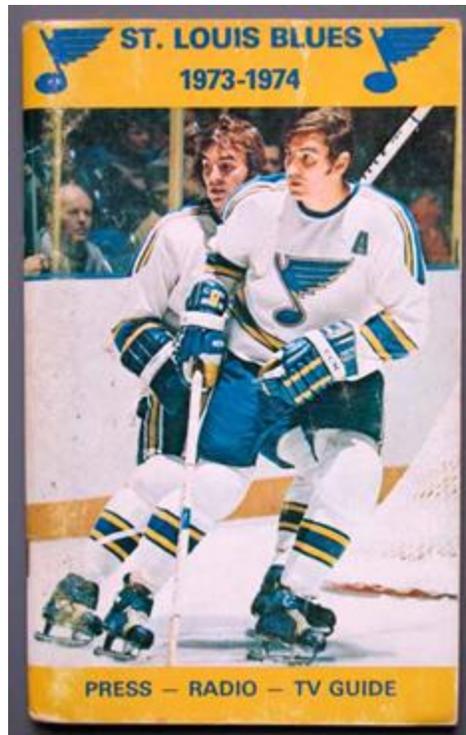
Well, look it now, I'm a uniform guy, always have been and always will be.

Some of the strangest things contained as a part of the sports landscape have always intrigued me, fascinated me, and I guess they always will.

Take media guides for instance.

Media guides?

Over the years being a part of the sports media has allowed me to collect a plethora of team-issued media guides and I have kept every single one of them. It doesn't matter if it was a media guide I received back in 1997 or a media guide I just picked up last week. There is just something about team media guides that I find engrossing for some reason. I have boxes of media guides stored in my garage, I haven't had any reason to go through about 99.9% of them in some time, but I'll always keep them and I'll always consider them to be my own special kind of sports literature treasure trove.



The other thing I have always been fascinated with well before I ever became a working part of the sports media are team uniforms, team colors, and team logos. The aesthetics of athletics has always piqued my interest going back to the days I was a young boy and first fell in love with the world of sports. I could talk sports uniforms through the years for hours – and have previously done so – including on some of my radio shows.

I have always loved critiquing various teams threads, changes, or revisions that different clubs make with their uniforms or logos, and whenever a team makes the announcement that they're going to be making a change, big or small, once they set a date to unveil their new look, I find myself waiting with eager anticipation much like a kid who cannot wait to get to the tree on Christmas morning to see what Santa has brought that year.

Here in St. Louis, we are blessed to have two teams, who, when it comes to the art of sports aesthetics, deliver big time.

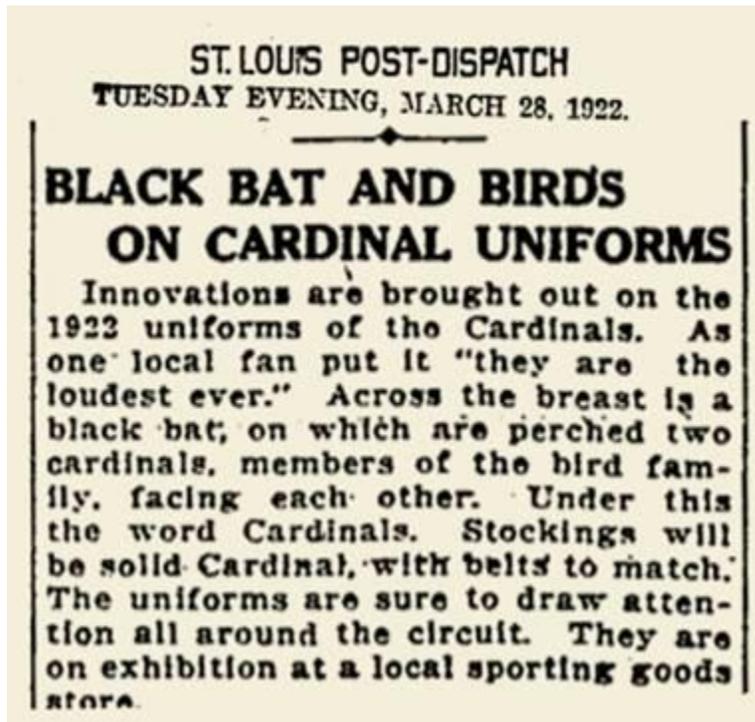
Not only is St. Louis one of the best hockey towns in the country, but in addition, the Blues uniforms, both home, and road, including their logo, is one of the very best looks in the NHL. The blue and gold along with a second darker blue color, give The Note a very distinguished look, an iconic brand that has stood the test of time since they entered the league way back in 1967.

The Cardinals?

While there are a number of great baseball uniforms currently on display in major league baseball, very few come as close to perfection that the Cardinals display on a year in and year out basis.

The birds on a bat design across the jersey top is a stunning and time-honored design that has served as the backdrop for the organization throughout the last nine-decades and each of the 11 World Championship teams during the Cardinals glorious history. Since 1922, to the best of my knowledge, the Cardinals have had this design with the rare exceptions of the 1927 season, when for some reason, only a single bird was perched on the bat, and in 1956, when blasphemy was in order and the birds on the bat somehow disappeared entirely for that one year. You can thank then Cardinals general manager Frank 'Trader' Lane for that unforgivable screw-up.

Below, find the mention in the St. Louis Post-Dispatch back on March 28, 1922, taking note of the new Cardinals design that has pretty much been in place ever since then.



One of the things I have always loved about the Cardinals logo/uniform is that the entire presentation is represented in total by the logo and it leaves nothing else to chance, right? The birds (Cardinals), the bat (baseball) and the wordmark itself, 'Cardinals.'



Which leads me to the unveiling the Cardinals had earlier this week when they brought back the powder blue look that was a part of their set from the seasons 1977 through 1984.

I remember when I was at Busch Stadium a few years ago for a luncheon and I had an opportunity to speak with Cardinals President Bill DeWitt. DeWitt, unlike some other owners, is really into uniforms and sports aesthetics, and knowing this I wanted to ask him about a change I was hoping the Cardinals would make at some point in the future.

I asked DeWitt if he had ever given any thought to bringing back the powder blue jerseys the Cardinals had worn previously because I thought they would be very well received, and selfishly, I wanted to see the Cardinals reintroduce them as their primary road uniforms because I liked them so much.

DeWitt told me that he had given it some thought and that he had heard from some other people who had expressed the same sentiments that I had, but that he felt it was a look that perhaps wouldn't fit within 'modern times' and a look that already had its expiration date.

Well, that was then and this is now, and, when several days before the official announcement, when it became apparent that the Cardinals would indeed be reintroducing the look on some level, I became very excited.

While not exactly the same exact look as the previous powder blues, and while they won't wear them for all road games (just Saturday road contests), I feel that the club has hit a grand slam homer with these new duds and they're going to look spectacular once we get to see them worn on the field and in action.

Where the previous powder blues said; 'CARDINALS', across the chest, these have a classy and stylish 'St. Louis' script across the front of the uniform, with, of course, the same iconic birds on the bat logo in place. Naturally.



Against the backdrop of the powder blue uniform color, the Redbirds logo really 'pops' with the yellow bat really coming to life against that gorgeous blue fabric. The red piping that runs around the shoulders and down the front of the jersey looks phenomenal as does the red pinstripe down both pant legs.

Another key difference between these modern Cardinals powder blues and the ones they wore back in the 1970's and 80's, is that those sets featured pullover jersey tops and sansabelt pants, while in this iteration (thankfully) the Cardinals will feature a button down jersey top and actual belts for the pants.



Tony Scott (L) Gary Templeton (R) back in the day

Another thing that is unique and great about the Cardinals uniform is that they don't cut any corners in regard to the stitching used on their jerseys. The Cardinals use something known as; 'chain-stitching', on all of their jersey tops, which is more expensive to produce, but it allows a logo or a set of letters to be printed on a uniform that provides the markings with more texture, to appear more layered, more of a 3-D look, instead of the alternative which is more of a 'flat' design used on most other teams uniforms. The only other franchises that I'm aware of that utilize chain-stitching on their uniforms as the Cardinals do are, the Chicago Blackhawks — and the only other major league baseball team that incorporates this design are the Philadelphia Phillies as far as I'm aware.

While the Cardinals have some work to do this offseason in terms of their roster heading into the 2019 season, at least they're off to a good start in the uniform department with the reintroduction of a look I've been hoping to see for a long time.

Thank you, Mr. DeWitt!