

## **Uncle Sam's Pastime: La Liga Mexicana and the Hegemony of Major League Baseball, 1942-1948**

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### **Abstract**

*Uncle Sam's Pastime: La Liga Mexicana and the Hegemony of Major League Baseball, 1942-1948* is about how millionaire mogul Jorge Pasquel and La Liga Mexicana (the Mexican Baseball League) challenged the hegemony of Major League Baseball in a time where one's race not only dictated their worth but also their livelihood. This story analyzes how Pasquel, La Liga and those who played south of the border were framed and presented differently in English and Spanish-language mainstream newspapers to U.S. (white) and Latino (Mexican) audiences during World War II. The representations of La Liga Mexicana— and by default Pasquel, the players and more broadly Mexicans— presented in the media gives insight to the race relations and sentiments between U.S. (white) and Latino (Mexican) peoples during the 1940's, a period that witnessed the United States enter World War II which resulted in an influx and exploitation of Latino (Mexican) labor across many U.S. industries, baseball included.