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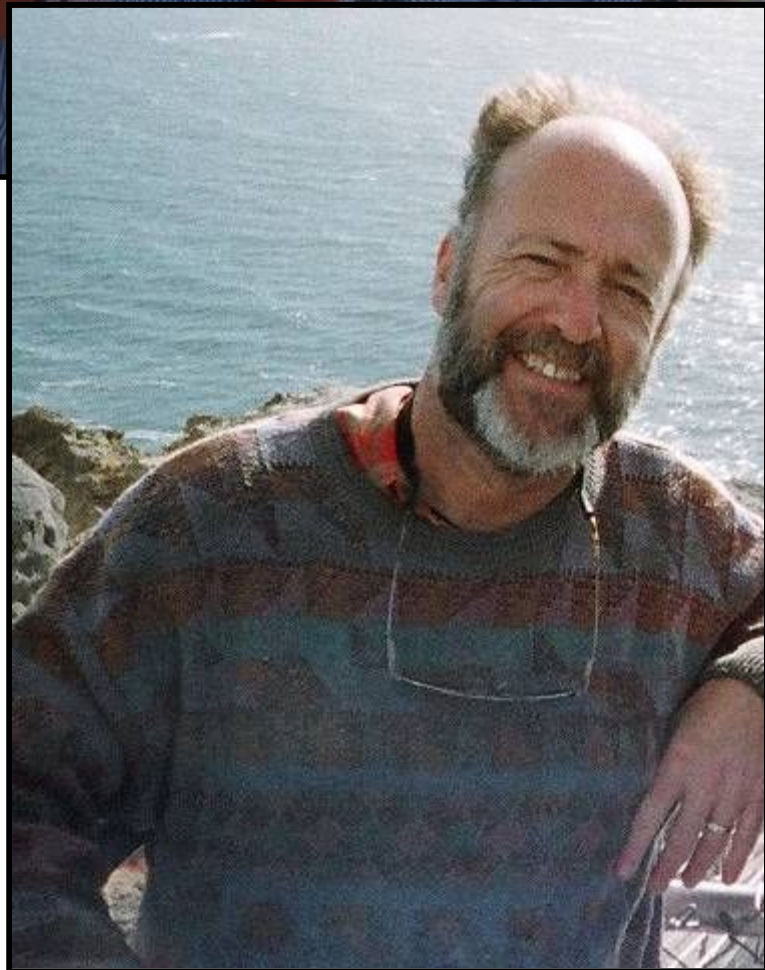
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Steve Steinberg



Above: Steve at Locks

Right: Steve at Pt. Reyes



Photos of Steve with Lyle Spatz



2011 Seymour Medal Award


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- Spatz and Steinberg's '1921' is Awarded the 2011 Seymour Medal
- SABR, University of Nebraska Press to Partner for Six-Book Series
- 1918 Box Scores Now Available at Retrosheet
- Join Us For "Casey Stengel's Baseball" on April 14 in New York

Spatz and Steinberg's '1921' is Awarded the 2011 Seymour Medal

1921: The Yankees, the Giants, and the Battle for Baseball Supremacy in New York, written by SABR members Lyle Spatz and Steve Steinberg, is the winner of the 2011 [Seymour Medal](#), which honors the best book of baseball history or biography published during the preceding calendar year.

The authors will receive their medal at the [Seymour Medal Conference](#), May 13-14 at the Radisson Hotel Gateway in Cleveland, Ohio. (For a schedule of events and registration information, [click here](#).)

1921 was published by the University of Nebraska Press.

The Seymour Medal Selection Committee released the following statement about the winning book:

"1921 describes the pennant races in both the National and American Leagues in that year. For the first time, New York had a subway World Series with the Giants and Yankees hooking up. Obviously, with Babe Ruth versus John McGraw, the World Series takes on added meaning given McGraw's style of play and Ruth's home runs. The book's structure in taking the readers through the season, alternating between the two teams and leagues, is to be commended. The authors also provide significant insight into the thinking of the two great managers, John McGraw and [Miller Huggins](#). In their descriptions and also with the help of quotes from the leading baseball columnists of that period, Spatz and Steinberg provide a rich and colorful description of baseball and life in 1921. This is an important addition to baseball literature."

The other finalists for the 2011 Seymour Medal were:

- *Joe Cronin: A Life In Baseball*, by Mark Armour (University of Nebraska Press)
- *Fifty-nine in '84*, by Edward Achorn (Smithsonian)
- *The Last Boy: Mickey Mantle and the End of America's Childhood*, by Jane Leavy (Harper)

Steinberg, the author of *Baseball in St. Louis, 1900-1925* and many articles on early twentieth-century baseball, said he was surprised and pleased by the honor.

"There were so many outstanding books written in 2010, just a terrific group of finalists," he said.

"I thought we covered the season well, the teams, the players. We just let all their personalities come across and what it comes back to for me is the storytelling. That's what it's all about."

Spatz, the author of *Yankees Coming, Yankees Going: New York Yankee Player Transactions, 1903 through 1999*, chairman of the Baseball Records Research Committee and the winner of the 2000 *Bob Davids Award*, SABR's highest honor, said working with Steinberg was "a real pleasure."

"Authors have collaborated before, but I don't know how the heck they did it before e-mail and everything," he said. "We live about as far away as you can possibly get from each other (Steinberg in Washington and Spatz in Florida), but it was no problem at all. We've also become friends and, as I understand, that's not always the case."

Both writers said they gained a greater appreciation of John McGraw after researching the book.

"He was such a complicated and brilliant manager," Steinberg said, "although I don't know if he would be able to succeed in modern baseball with his personality."

Added Spatz, "McGraw was even more dominant than I realized — in the sense of controlling his team, of calling every pitch even way back in 1921, and really being an iron-fisted ruler. But much like (George) Steinbrenner, who could be a real jerk as McGraw could be, he also had a soft spot. He always had seven or eight ballplayers, old Giants or (Baltimore) Orioles, working for him at the Polo Grounds in various capacities. That's kind of counter-intuitive ... when you think of McGraw's (reputation)."

1921 Flyer

WINNER OF THE 2011 SEYMOUR MEDAL

1921

The Yankees, the Giants, and the Battle for Baseball Supremacy in New York

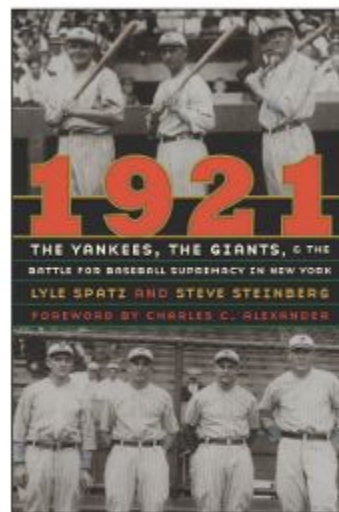
Lyle Spatz and Steve Steinberg

Foreword by Charles C. Alexander

At the dawn of the roaring twenties, baseball was struggling to overcome two of its darkest moments: the death of a player during a Major League game and the revelations of the 1919 Black Sox scandal. At this critical juncture for baseball, two teams emerged to fight for the future of the game. They were also battling for the hearts and minds of New Yorkers as the city rose in dramatic fashion to the pinnacle of the baseball world.

1921 captures this crucial moment in the history of baseball, telling the story of a season that pitted the New York Yankees against their Polo Grounds landlords and hated rivals, John McGraw's Giants, in the first all-New York Series and resulted in the first American League pennant for the now storied Yankees' franchise. Lyle Spatz and Steve Steinberg recreate the drama that featured the charismatic Babe Ruth in his assault on baseball records in the face of McGraw's disdain for the American League and the Ruth-led slugging style. Their work evokes the early 1920s with the words of renowned sportswriters such as Damon Runyon, Grantland Rice, and Heywood Broun. With more than fifty photographs, the book offers a remarkably vivid picture of the colorful characters, the crosstown rivalry, and the incomparable performances that made this season a classic.

Lyle Spatz is the author of many books, including *Bad Bill Dahlen: The Rollicking Life and Times of an Early Baseball Star* and *Yankees Coming, Yankees Going: New York Yankee Player Transactions, 1903 through 1999*. **Steve Steinberg** is the author of *Baseball in St. Louis, 1900-1925* and numerous articles on early twentieth-century baseball, including feature articles for the annual New York Yankees official yearbooks. **Charles C. Alexander** is Distinguished Professor Emeritus of History at Ohio University. He is the author of several baseball books, including *Spoke: A Biography of Tris Speaker* and *John McGraw* (available in a Bison Books edition).



2010
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"1921 is an incredibly comprehensive look at a pivotal baseball season—for the sport, for New York, for an America finally distancing itself from war. Steve Steinberg and Lyle Spatz have created a mosaic of a year in baseball that is both illuminating and entertaining."—Frank Deford

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What Sports Authors, Commentators, and Historians Are Saying About 1921

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"1921 is an incredibly comprehensive look at a pivotal baseball season—for the sport, for New York, for an America that was finally distancing itself from war. Steve Steinberg and Lyle Spatz have created a mosaic of a year in baseball that is both illuminating and entertaining."

—Frank Deford

"Two decades into the twentieth century, much of baseball was still playing a turn-of-the-century game. 1921 represents one of the pivot points in baseball history, as the old style and its proponents, embodied by John McGraw and his Giants, began to give way to what would become the modern game, as embodied by Babe Ruth and his Yankees."

—Bob Costas

"This is Lyle Spatz's and Steve Steinberg's sweet spot - nobody reports on this era better than they do, and the cast of characters from 1921 remains fun, combative, and ready for baseball to become big business."

—Marty Appel

"Steinberg's and Spatz's 1921 is a finely detailed, meticulously researched and documented, and well-illustrated book that conveys a vivid feel for the times in baseball and American society in general. . . . I wasn't there, but Steinberg and Spatz often made me feel that I was."

—Professor Charles C. Alexander

"Why are the Yankees the defending World Series Champions? The answers are found in part in this well-written, fully documented, and sometimes gripping account of a previous pivotal year, coming on the heels of the 1919 Black Sox scandal. The Yankees had sound management and an eye for plucking talent from other teams. They also had the "vision thing," as made plain by their resolve to build what was then a mammoth stadium. With vivid descriptions of Giants manager John McGraw, both teams, the city, and the broader era, this delightful reading by two experts on early 20th-century baseball is highly recommended."

—Library Journal, Spring Baseball Roundup, 2/1/2010

"The coauthors capture the burgeoning rivalry and the first of several "subway series" between the Yankees and Giants (and later, the Brooklyn Dodgers) that would take place over the next thirty-five years. The 1921 World Series marked the first time for such an event. . . . There's nothing like being on the New York stage to build a reputation, and this was the first of seven post-season bonuses for Ruth."

"Spatz and Steinberg, both members of the Society for American Baseball Research, are most adept at obtaining and presenting their findings in a manner that is both educational (if one can use that word when talking about sports) and entertaining."

—Ron Kaplan, ForeWord Reviews, May/June 2010

Despite the significance of the 1921 season—the Yankees' first pennant, the first all-New York World Series, Ruth's 59 home runs and the dawn of the lively ball era—the year had never been documented by any significant release. Steinberg and Spatz recognized the void in baseball's library. Both had written about Yankee history and baseball in the 1920s and knew there was a story here to be told.

"For about two years at SABR conferences we were joking with each other 'you should really write a book about 1921,'" Steinberg says.

In the end they wound up collaborating on the project from opposite ends of the country, Spatz in Florida and Steinberg in Seattle. They each tackled half the writing, and through the process of editing each other's work melded a manuscript that reads in one consistent voice.

Countless hours spent poring over microfilm helped the authors see the players and teams as witnesses of the era did. Newspapers were still king back in 1921, with a dozen different dailies in New York alone. Spatz and Steinberg mined the work of legendary sportswriters like Damon Runyon and Grantland Rice to bring the season alive in great detail. They also tapped into several private photo collections and included more than 50 photographs.

While the scoreboard watching and standings updates get a little repetitive in spots, the regular-season recaps are heavily sprinkled with stories that flesh out most of the players on each roster. Those background tales are the strength of the book, though the World Series chapters are exceptional as well.

As Steinberg states on his web site, "Time travel is possible." In "1921," he and Spatz will take you back to see this pivotal season for yourself.

—James Bailey, Baseball America, Sept. 30, 2010

"1921: The Yankees, The Giants, & The Battle For Baseball Supremacy In New York by Lyle Spatz and Steve Steinberg is one of the best books I've read in quite some time. Spatz and Steinberg put a lot of time and effort into their 515-page recollection of the 1921 season and it shows. In fact, the last 115 pages are loaded with appendices of box scores and league leaders, followed by a treasure trove of source notes, followed by a bibliography that could choke a baseball historian (or the horse he rode in on). For a baseball geek like myself, the source notes and bibliography are often as valuable as the text within the body of the work itself.

"But it's within the first 400 pages where Spatz and Steinberg really shine. Having written two books myself, I know how difficult it is to be both informative and entertaining, but Spatz and Steinberg are both and by the end of the book I felt like I knew just about everything there was to know about New York circa 1921 and, of course, baseball in general.

"It's no surprise that Ruth and McGraw are the main characters in 1921, considering their gigantic egos and personalities, and their accomplishments. . . . There were many more characters that make the book such an interesting read . . . What I especially enjoyed about this book, though, was the authors' liberal use of contemporary quotes and newspaper and magazine reports from the era. I always like to know what was being written or said by those who were in the thick of The Game as it was evolving and Spatz and Steinberg don't disappoint."

—Mike Lynch, seamheads.com, July 12, 2010

"Not only do the authors offer a stellar account of the 1921 season, they repeatedly use the words of the sportswriters of the day, some of which present the social issues that help define the era. Sports fans followed the 1921 season from the pens of some of the best writers of the twentieth century—Grantland Rice, Heywood Broun, Damon Runyon, Westbrook Pegler and Ring Lardner to name just a few. . . . The result is a feeling akin to being an actual observer of the season."

—Duncan R. Jamieson, Arete, Sport Literature Association, June 15, 2010

"Lyle Spatz and Steve Steinberg portray a hinge moment in baseball history, where the early game gave way to the modern era. Hitting replaced pitching as the main attraction. The home run supplanted John McGraw's 'inside baseball.' The 1921 World Series was a showdown between the future, Babe Ruth's Yankees, and the past, John McGraw's Giants. . . . Babe Ruth (1895-1948) naturally occupies a central role in the narrative . . . He was the first sports star to transcend sports. He was the face of the transition from the old game to the new.

1921 stands on its own as the definitive work on the crucial 1921 season. . . . 1921 is a superior study of a particularly important baseball season and will be useful in sports history and popular culture courses.

—Robert W. Smith, Journal of Popular Culture, December 2010, Vol. 43, Issue 6

"In this book, veteran authors Lyle Spatz and Steve Steinberg argue convincingly that the 1921 baseball season was a turning point in the sport's history. . . . Spatz and Steinberg have successfully captured the atmosphere of the 1921 season. Often they take the reader into the Giants' clubhouse where the dictatorial John McGraw bullied and badgered his players to on-the-field excellence with tirades about their lackadaisical performance. . . . The reader feels the enormous pressure the frail and sickly Miller Huggins endured from players who revolted against him, an owner who did not want him, fans who jeered him, and sportswriters who constantly criticized his managing ability and excoriated him for a lack of leadership.

"Spatz and Steinberg also evoke the flavor of 1921 with more than fifty photographs and numerous quotations from the leading sportswriters of the time. . . . have refashioned this well-known data into a refreshing and rich mosaic with new and different perspectives and interpretations. With a vigorous analysis and a superb narrative, this well-written book vividly recreates the tension, drama, and excitement of the 1921 baseball season. Spatz and Steinberg's 1921 is an outstanding monograph. It enlightens and entertains, and may be read with enormous pleasure."

Kenneth R. Fenster, *NINE, A Journal of Baseball History and Culture*, Vol. 19, No. 2, Spring 2011

"Aside from having to lean mostly on the sports reporting for that time, the authors do their own tireless research with the help of many experts, and that shows, if only in the volume of material and meticulous notations. As many projects like this that want to distinguish themselves from just another throw-away history book, there's a full page of notes just on the photography used in the book, 50 pictures that have not been seen in years in some cases."

—Tom Hoffarth, *Los Angeles Daily News*, 4/8/2010

"This is a book that carefully and cogently tells the narrative of the United States and big league baseball on the cusp of change. It's Babe Ruth vs. John J. McGraw and their respective teams and a very interesting season and much more."

—Dr. Harvey Frommer on Sports, 4/4/2010

"[1921] is a handsomely presented, top-shelf physical product, with no stinting on any of the extras: wonderful photos aplenty, richly detailed endnotes and . . . the luxury of appendices providing box scores and statistical tables. . . . No detail has been overlooked, and no small effort spared. These accoutrements surround an equally major league quality of content. [1921] plainly aspires to be the premier source on its chosen subject . . . abundantly succeeds in that endeavor and . . . does a masterful job of elegantly weaving relevant quotations from other sources into the narrative."

"Nineteen-twenty-one was certainly among the most pivotal seasons in major league history, as the sport endeavored to re-establish credibility in the wake of the shattering [Black Sox scandal](#) revelations . . . while offering a brand-new high-scoring style, centered around the exploits of the most amazing sports superstar yet seen, and it did so with that superstar's [New York Yankees](#) achieving their very first pennant, and then facing off in the [World Series](#) against the long-dominant cross-town [New York Giants](#). So it's easy to see why Spatz and Steinberg decided to focus on this year and this city."

—Steve Treder, *Hardball Times*, June 1, 2010

"Though a bit heavy on descriptive summaries of individual games during the 1921 baseball season, this carefully researched book is a good example of what baseball can teach about US culture and history. Specialists on early -20th century baseball, Spatz and Steinberg focus on the Yankees and Giants in their first intra-city World Series competition to reveal changes in post-WWI baseball and society. They emphasize how the excitement associated with Babe Ruth and his mounting home-run feats transformed the game, regenerated baseball's popularity, and closely paralleled the growing opulence, celebrity, and unconventionality of life in New York during the 1920s. . . . An informative, enjoyable book for the baseball fan, but not a requisite academic resource."

—B. Tavakolian, *Science & Technology*, August 2010, Vol. 47, No. 11

"Here's a piece of history that has a fine narrative energy, a star-studded cast of characters including Babe Ruth, and some memorable quotes from the likes of sports-writing immortals such as Damon Runyon, Grantland Rice, and Heywood Broun. . . . It includes over 50 photographs to bring that historic season alive."

—Robert Birnbaum, *The Morning News*, June 9, 2010

"The authors lead us through the season and the tight races that each team had, introduce us to the players, and, then, in the last third of the book, report on the eight-game World Series in which Ruth hit only one home run. It was a dramatic series, and the authors have done good research and have written an entertaining book."

—Charles Stephen, *Lincoln Journal-Star*, 4/11/2010

"In many ways, 1921 was a watershed year in major league history. . . . Lyle Spatz and Steve Steinberg skillfully weave commentary on these issues into a stirring account of the 1921 season. The end result is a work both informative and a pleasure to read, a deserving winner of the Seymour Medal for outstanding baseball history. . . . The season that presaged this changing of the baseball guard has been vividly recaptured by Lyle Spatz and Steve Steinberg. Their 1921 is a well crafted and enjoyable read that is highly recommended."

---Bill Lamb, *SABR Black Sox Research Committee Newsletter*. Vol. 3. No. 1, June 2011



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1921

Spatz, Lyle
ESPN: *Sweet Spot*
By Christina Kahrl
Author Interview
May 19, 2011
Rec'd: May 20, 2011

Award-winning baseball history

By Christina Kahrl

Last weekend, I was in Cleveland attending the Seymour Medal conference as the keynote speaker, but that's less interesting than the conference, and particularly the *raison d'être* for the event itself. The Seymour Medal, named for the eminent baseball historians Harold Seymour and Dorothy (Seymour) Mills, is awarded by the Society for American Baseball Research; it honors the best work of baseball history published in the previous calendar year. This year, SABR awarded the hardware to co-authors Lyle Spatz and Steve Steinberg for their book, *1921: The Yankees, The Giants, and the Battle for Baseball Supremacy in New York* (University of Nebraska Press).

After the conference, they discussed their work with me, with an eye towards explaining why it's a volume you might want to add to your own baseball bookshelf:

CK: *Your book 1921 talks about a season that concluded with an all-New York World Series showdown. Besides the series itself, what was at stake for baseball?*

Lyle Spatz: Because the public did not become aware of the 1919 Black Sox scandal until very late in 1920, the 1921 season was in many ways a test, to see if fans would still care about the game. Two great pennant races and several heroic individual performances showed they did. Also at stake was baseball supremacy in its major market, New York City, and the way the game would be played in the future.

Steve Steinberg: It was also the first year of the commissioner [Kenesaw Mountain Landis], who was solidifying his power and banned the Black Sox. It was a year in which Babe Ruth has his second power season in a row, in New York, solidifying the emergence of a new

http://espn.go.com/blog/sweetpot/post/_/id/11163/award-winning-baseball-history

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long-ball game, and the end of the Deadball Era. And 1921 reflected New York's rise to the top of the baseball world, where it would stay for most of the century.

CK: *The game itself was different, but so was the sportswriting. In your research, where did you notice the biggest differences between the game, then and now, and what were they?*

LS: Before radio and TV, to say nothing of the blogosphere, fans got all their information from newspapers. New York had a multitude of newspapers, morning and afternoon, and most with several editions. Writing for these papers were some of the most memorable reporters and columnists ever to cover the game, a group that included Grantland Rice, Fred Lieb, Damon Runyon, Joe Vila, Hugh Fullerton, and Sam Crane. While in some cases, the language was a bit flowery, references were sometimes made to poetry and the classics that unfortunately many modern day readers would find incomprehensible.

While these men were not averse to criticizing the players, managers, or club executives, each had his favorites and those they wanted replaced. Even Ruth, McGraw, and Miller Huggins came in for their share of bad press, yet there was a seemingly unwritten line regarding personal habits they mostly did not cross. Nevertheless, discerning fans knew that when the newspaper said that Giants pitcher Phil Douglas was taking some personal time off, what was really happening was that Douglas had disappeared on one of his periodic drinking sprees. Now, of course, we would know the flophouse he was in and the brand of outlawed whiskey he was drinking.

SS: Sportswriters -- most of them -- assumed the role of making ballplayers "heroic." The start of a 1920s' emergence of sports superstars: Jack Dempsey (boxing), Bobby Jones (golf), Bill Tilden (tennis), and the Babe. We drew on a dozen or so New York papers alone, and others in other cities. Each added perspective to the season; each revealed some things that others did not provide.

In '21, a dominating, control(ling) guy such as John McGraw could still flourish (as a manager)... that's almost inconceivable today. He called every pitch of the 1921 World Series from the dugout.

CK: *Why should contemporary fans care about the 1921 season, and what lessons does it provide them as they follow the game today?*

LS: As a baseball historian, my belief is that fans should care about every season; realistically, not everyone does. However, no living fan can remember a time when the Yankees were not the most famous franchise in baseball. That all began in 1921.

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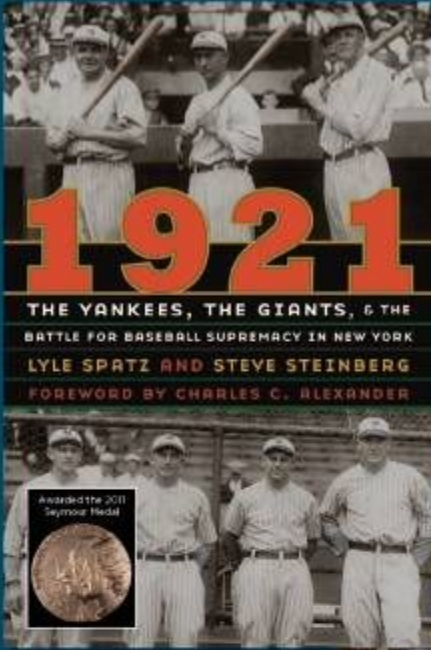
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SS: It was the first Yankees pennant; up until then, this was a team with a long history of losing. It ended with one of the greatest conflicts in baseball history, as the Yankees-Giants battle was about who would dominate New York, which style of baseball would dominate the game, and which man -- McGraw or Ruth -- would be number one in New York.

It's almost incomprehensible, Babe's dominance of the game in 1921. He was 12.4 percent of all American League home runs that year. Had Barry Bonds hit 12.4 percent of all National League homers in 2001, he would have had to have hit 366. 1921 reminds that, while fans love great players and managers, they really enjoy the really colorful great ones even more.

Finally, the wealthy teams -- as these two teams were -- could pay for talent from the less wealthy clubs, a trend we have seen repeatedly since. The '21 Yankees had the Red Sox, the '21 Giants had the Braves and Phillies. Money has and will continue to influence the game, yet baseball still continues to thrive.

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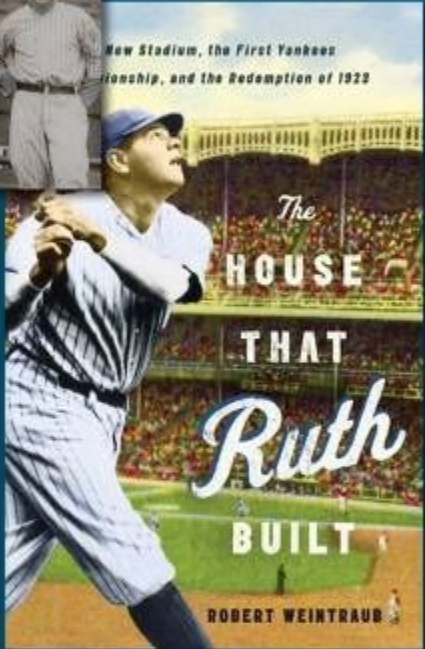


1921
THE YANKEES, THE GIANTS, & THE
BATTLE FOR BASEBALL SUPREMACY IN NEW YORK
LYLE SPATZ AND STEVE STEINBERG
FOREWORD BY CHARLES C. ALEXANDER

Awarded the 2011
Seymour Medal

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— Frank Deford

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— Jonathan Eig



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Join us for an intimate look at the career and legacy of this icon of America's pastime featuring:

MARTY APPEL, former public relations director and television producer for the New York Yankees and author of *Munson: The Life and Death of a Yankee Captain* (Doubleday, 2009)

DAN FOST, journalist and author of *Giants Past & Present* (MVP Books, 2010)

STEVEN GOLDMAN, author of *Forging Genius: The Making of Casey Stengel* (Potomac books, 2006)

JIM KAPLAN, co-author of *The Gospel according to Casey* (St. Martin's Press, 1992) and *The Greatest Game Ever Pitched* (Triumph Books, 2011)

TONI MOLLETT, Casey Stengel's grand-niece and founder of the Casey Stengel Baseball Center

STEVE STEINBERG, baseball historian and co-author with Lyle Spatz of *1921: The Yankees, the Giants, and the Battle for Baseball Supremacy in New York* (University of Nebraska Press, 2010)

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DIRECTIONS: **Subway:** #6 train to 103rd St., then walk 3 blocks west. #2 or #3 train to Central Park North/110th St., walk 1 block east to Fifth Avenue then south to 103rd St. **Bus:** M1, M3, M4, M106 to 104th St., M2 to 101st St.

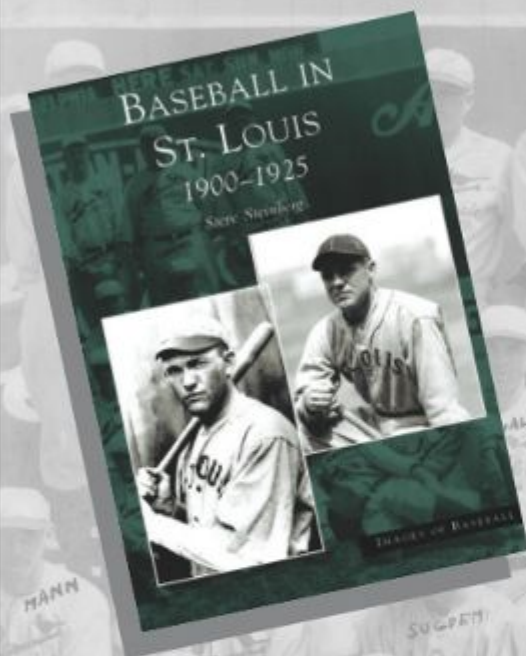
ACCESSIBILITY: Headsets and neck loops are available for hard of hearing visitors in the Museum auditorium. Ramp access is available at the 104th St. entrance.

Co-Sponsored by the Boston Braves Historical Association, the Casey Stengel Chapter and the Connecticut Smoky Joe Wood Chapter of the Society for American Baseball Research, the New York Giants Baseball Club, the New York Giants (Baseball) Nostalgia Society, the Westchester Baseball Group and the Yogi Berra Museum and Learning Center

Baseball in St. Louis 1900-1925 Flyer

Baseball in St. Louis: 1900–1925

by Steve Steinberg



St. Louis was a hotbed of baseball activity in the early 20th century. Although no pennants flew over the city from 1900 to 1925, St. Louis teams of that era included an amazing 21 future Hall of Famers. The author draws on more than 20 photo collections, with in-depth looks at an important yet overlooked era and the people who made it come alive.

128 pages • 180 vintage photographs • \$19.99

“Baseball in St. Louis 1900–1925 is an inside-the-park home run. Steinberg’s commitment to accuracy is unsurpassed among baseball authors. His motivation ... shines through...”

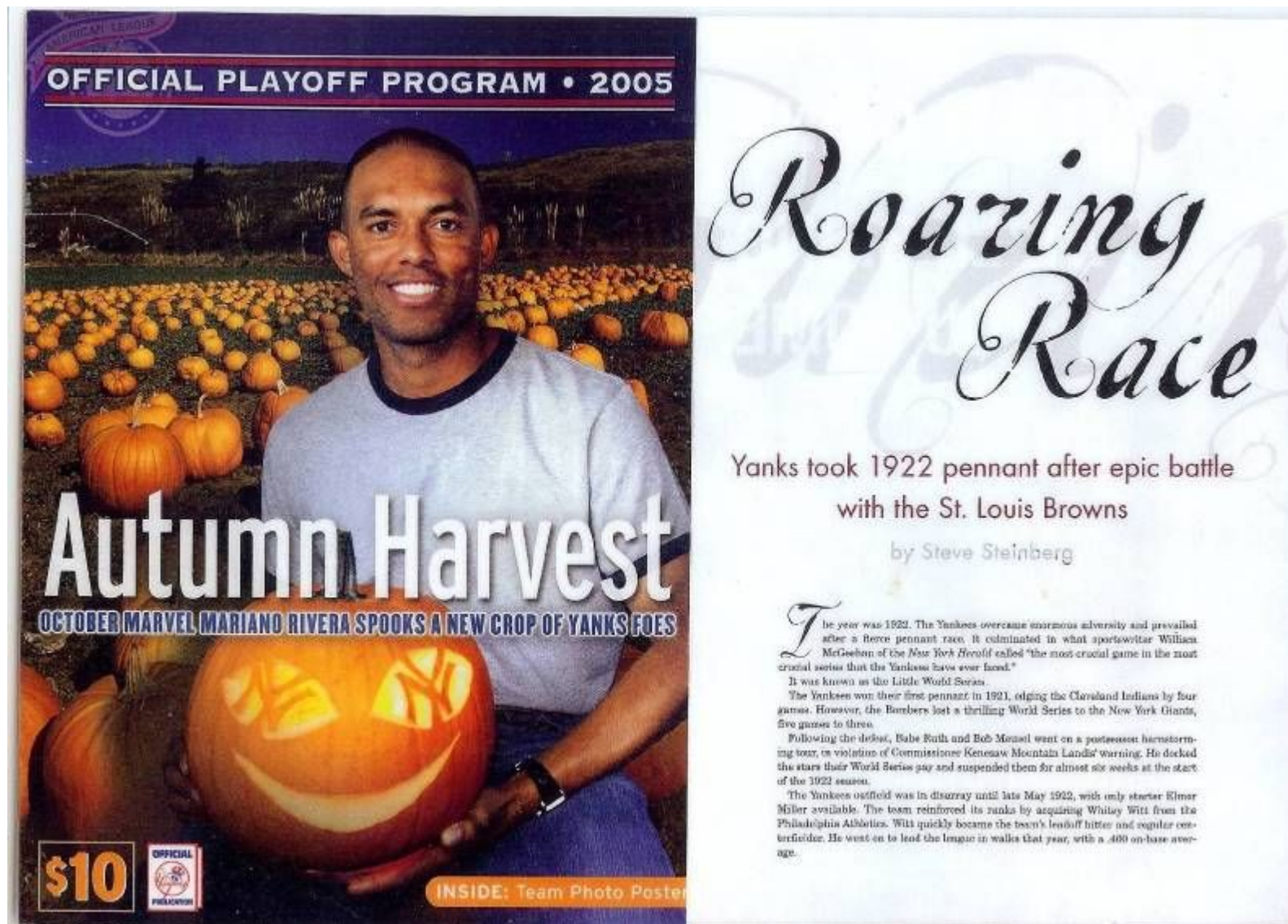
– Bill Deane, Baseball author and former Senior Researcher at the National Baseball Hall of Fame Library, Cooperstown



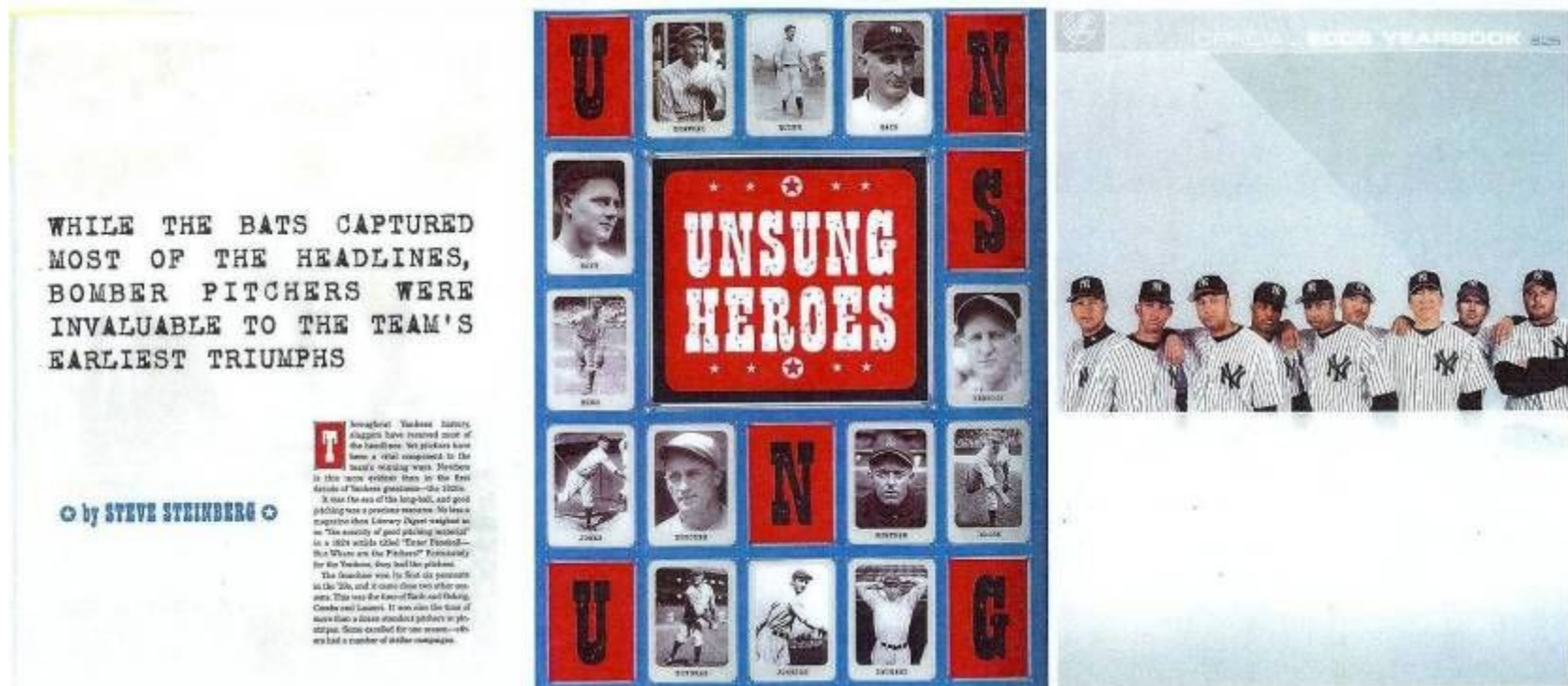
Available at area bookstores, independent retailers, on-line bookstores, or through Arcadia Publishing at www.arcadiapublishing.com or (888) 313-2665

For information about the author of *Baseball in St. Louis* please visit www.stevesteinberg.net

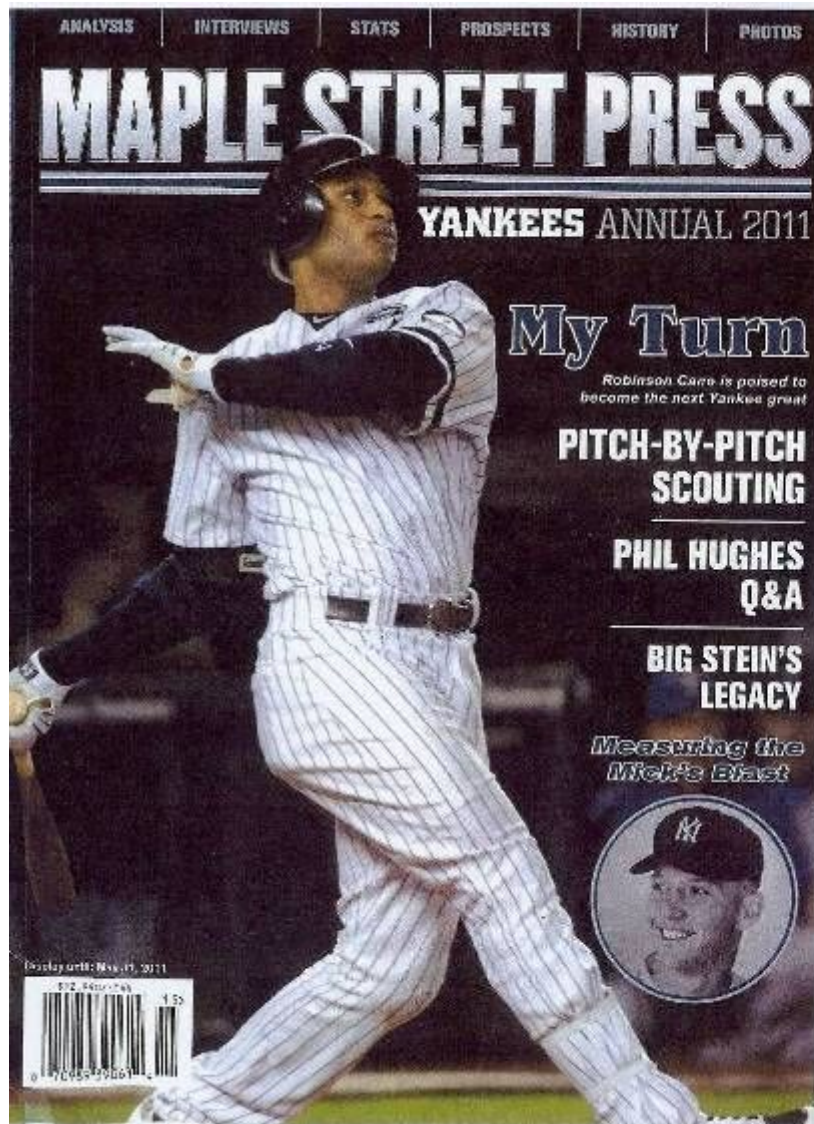
Cover of Steve's Article in Yankees Magazine, Roaring Race



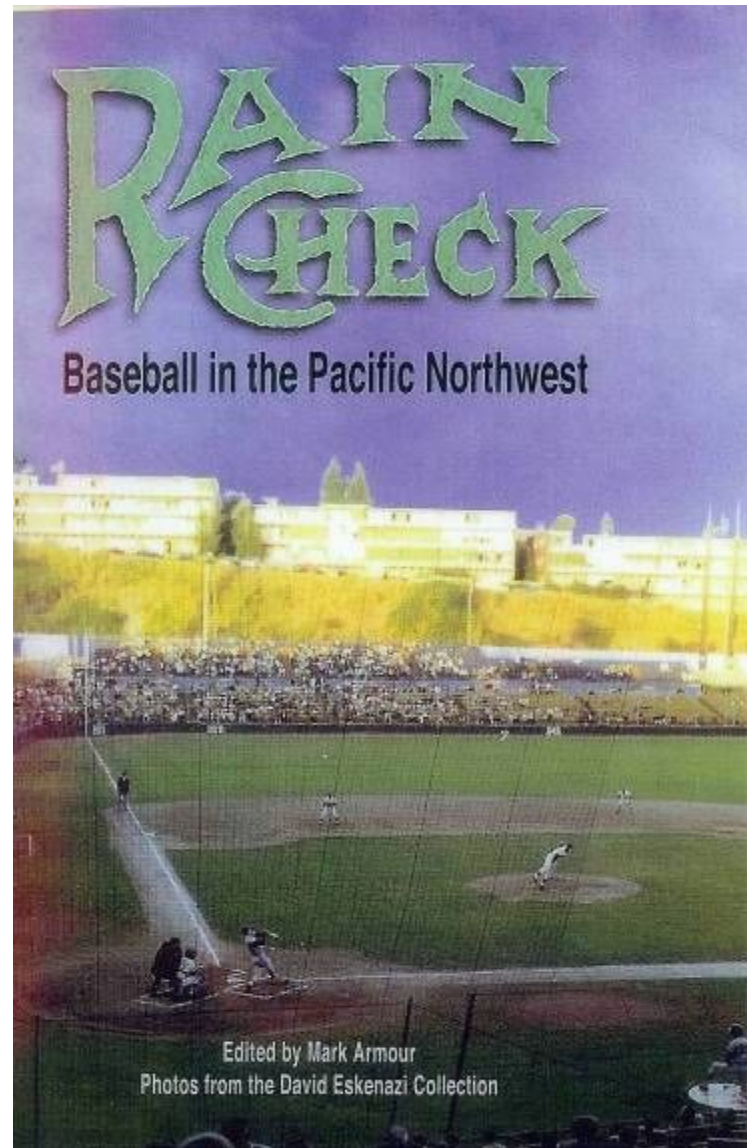
Cover of Steve's article in YANKEES Yearbook



Cover of Steve's article in Maple Street



Cover of Steve's article in Rain Check, Spitballing



34

Rain Check: Baseball in the Pacific Northwest



The 1913 Spokane Indians had many minor league veterans, but pitchers Stan Coveleski (ninth from left) and Shaffin Phil Douglas (not pictured) proved to be the only good big league players. Other notables: longtime Northwestern League third baseman-catcher Dutch Alwan (fifth from left), Manager Harry Ostle (11th from left) and a future member of the infamous Black Sox of 1919, "Swede" Risberg (far right).

Spitballing to the Hall of Fame

Colorful contemporaries paved Stan Coveleski's way to majors

"The brand of stuff which Coveleski was putting on the ball today beats anything seen here since [Big] Bill James used to fan 'em out two years ago. The Portland twirler simply had the locals eating out of his hand, and he looked like he could keep on doing it all day."

— Seattle sportswriter Royce Brougham, quoted in *The Oregonian*, Sept. 21, 1915

By STEVE STEINBERG

He came from the mining town of Shamokin, Pennsylvania, the youngest of five brothers who worked in the mines and played baseball. On his way to a Hall-of-Fame career, he spent three formative years in the Pacific Northwest: 1913-14 with the Spokane Indians of the Northwestern League (NWL) and 1915 with the Portland

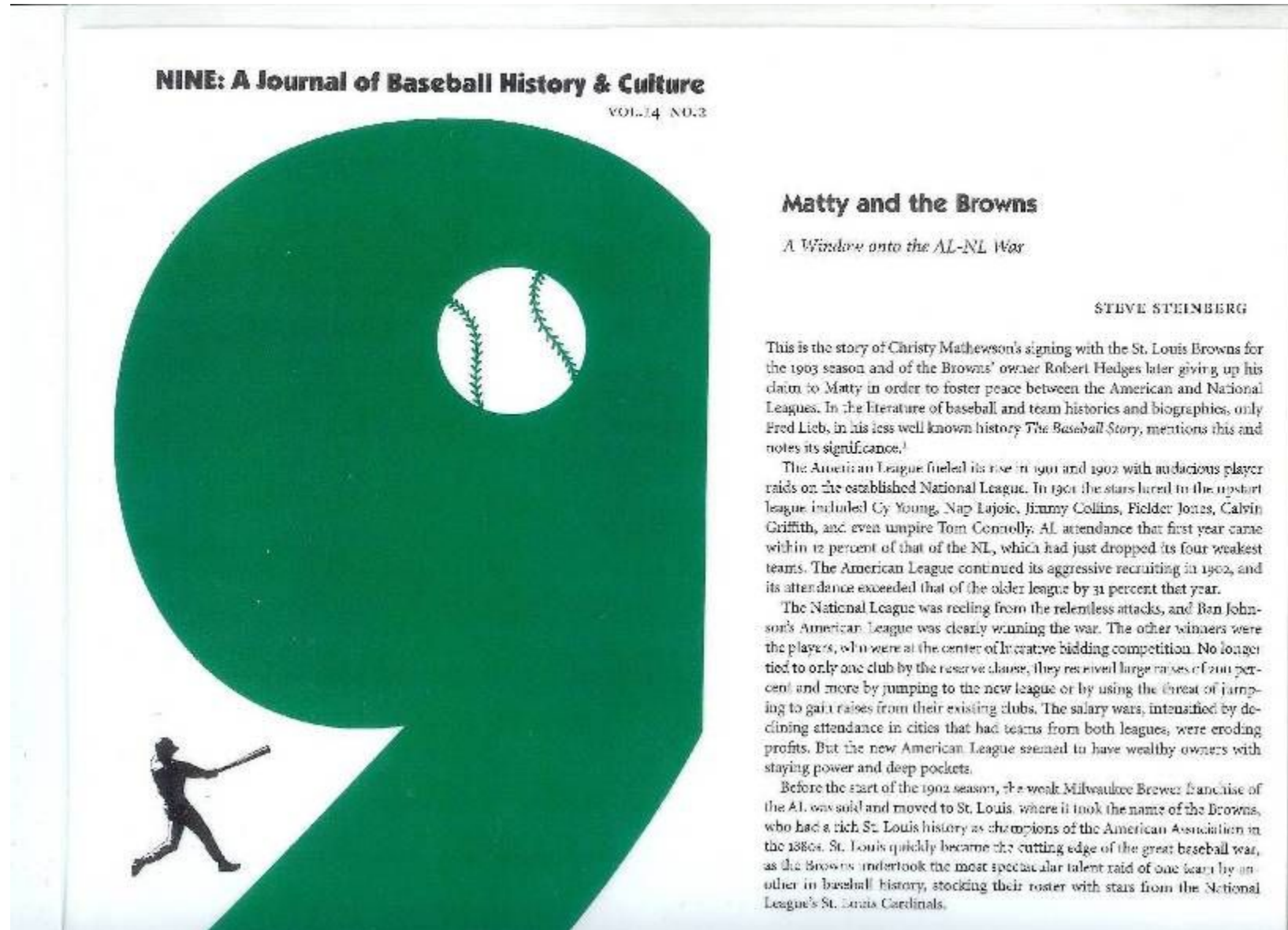
Beavers of the Pacific Coast League (PCL). Little did Stan Coveleski know that his journey so far from the eastern epicenter of baseball would put him very much in the middle of larger baseball trends, conflicts, and competition. Following his western trail helped make him an emerging star in the heart of baseball's Deadball Era.

It was a hard life for the youngster at the start of the 20th century. He was born Stanislaus Kowalewski in 1889, but he went by Coveleski as a pro, and dropped the "e" at the end of his name after his baseball career had ended. "There was nothing strange in those days about a twelve-year old Polish kid in the mines for 72 hours a week at a nickel an hour," he told baseball historian Larry Ritten. "What was strange was that I ever got out of there."

In four seasons in the Tri-State League, playing with Lancaster and Atlantic City from 1909 to 1912, Coveleski won 73 games and caught the eye of one of Connie Mack's scouts. Coveleski made his major league debut in September 1912 for the Athletics and had a shutout in his first start. With a surplus of talented pitchers, Mack chose not to offer Coveleski a contract for 1913. Mack felt he was set with young hurlers Joe Bush and Byron "Duke" Hoack, who would combine to win 25 games between them for the 1913 Athletics.

In this era, major league teams often had informal relationships with the owners of minor league clubs. Mack had such an understanding with Joe Cohn, president and part owner of the Spokane Indians. Cohn had sent pitcher Hoack to Mack a year earlier, and the pitcher had won eight

Cover of Steve's Award-winning article in NINE, Matty & Browns



Steve Delivers Paper at National Convention 2007


The image shows the cover of the SABR 37 Convention Program for St. Louis 2007. The top half features a red banner with the text "SABR 37 CONVENTION PROGRAM" in white. Below this, the words "ST. LOUIS" are written in large, glowing, pixelated letters. Underneath, the dates "JULY 26-29, 2007" are displayed in white. To the right is a circular logo for the "ST. LOUIS SABR 2007 ANNUAL CONVENTION". The background of the cover is a photograph of two baseball players in white uniforms with red accents, embracing each other. One player's jersey has the name "PUJO" and the number "5" visible. The bottom section of the cover is a white box containing text about a research presentation.

Event 21—3:30–4 PM (Ballroom F/G)
Research Presentation T06: Steve Steinberg
"September 18, 1922: The Most Heartbreaking Loss in St. Louis Baseball History"

The final game of the "little World Series" between the Yankees and the Browns in Sportsman's Park was indeed a heartbreaker for the home team. The Browns entered the game in second place, a mere half-game behind the Bronx Bombers, and then saw five late-inning bad breaks deprive them of victory. The three-game set, taken 2-1 by the Yankees, featured New York finally defeating its old nemesis Urban Shocker in the opener, even though centerfielder Whitey Witt was knocked unconscious by a soft-drink bottle thrown from the stands. The Browns rallied to win the second game behind Hub Pruett, the southpaw screwballer who "owned" Babe Ruth, while Browns' first-baseman George Sisler extended his record hitting streak to 44 games. The strongest Browns team ever (including the 1944 AL champs, Steve Steinberg believes) would finish a game behind the Yankees. How different would the Browns' franchise history have been had the 1922 squad won that series and then the pennant?

Steve L. Steinberg (Seattle WA) is completing a book about spitball pitcher Urban Shocker and Baseball in the late teens and 1920s, *SHOCKER! Discovering a Silent Hero of Baseball's Golden Age*. He is a former apparel retailer who lives in Seattle with his wife and three children. He has been a SABR member since 1999 and can be reached at (ssteinberg@trinorth.com) or through his web site, www.urbanshocker.net.

Steve's Program on Holland America Cruise



Daily Program

FRIDAY, OCTOBER 6, 2006 MS VOLENDAM

Holland America Line

FALL PANAMA CRUISE 2006
SUNRISE 7:02 AM SUNSET 6:47 PM

Explorations Speaker: Steven Steinberg



Steve Steinberg is a baseball historian of the early 20th century. During the time he sold his family's 80-year-old apparel business, his ten-year-old son was collecting baseball cards, and Steve rediscovered his 1950s Topps baseball cards. He quickly reconnected with the game he loved as a child and turned to baseball research and writing, nurturing his passion for baseball history. His focus is on bringing back long-forgotten personalities—recovering them—by telling their stories and thus having them rediscovered. A member of the Society for American Baseball Research (SABR), Steve has written articles for the publications of the St. Louis Cardinals and the New York Yankees, including the 2005 and 2006 Yankees Yearbooks. He has published articles in many journals, including *NINE: A Journal of Baseball History and Culture*, *The National Pastime*, and *Gateway*, the magazine of the Missouri Historical Society. Steve is currently writing a book (in collaboration with author Lyle Spatz) about the dramatic 1921 season, the year of the first New York Yankees pennant and the first all-New York City World Series (with the New York Giants).

TONIGHT'S DRESS: INFORMAL
Dress or blouses and slacks suggested for ladies. Jackets required for men.

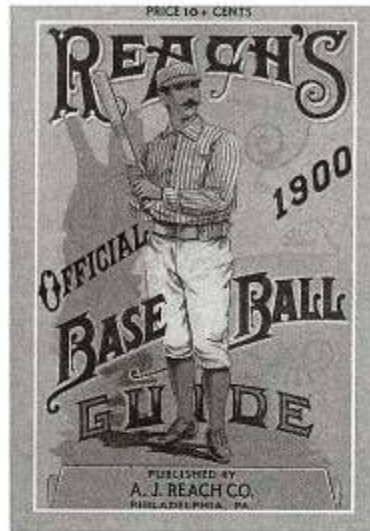
TIME CHANGE
The ship's clocks will be set BACK one hour Thursday night. Please adjust timepieces accordingly.

FROM THE NAVIGATOR
Today we will continue on a southeasterly course along the west of Central America towards Puntarenas. Once again we are experiencing an ocean current and it is now called the North equatorial current and is running against us toward the north at 0.5 knots.

"History in the Making: Baseball in St. Louis, 1900-1925" with Steven Steinberg. No pennants flew over St. Louis in the first quarter of the 20th century, yet 22 future Hall of Famers wore a St. Louis uniform at some time during these years. They included some of the greatest hitters of all time—George Sisler, Rogers Hornsby, and "Cool Papa" Bell. This talk includes a look at some of the most colorful, significant and talented players the game has ever known. 2:00 pm.

DON'T MISS
Culinary Highlights
Chocolate Exchange Bingo
Explorations Speakers
\$200 Express Bingo
Irish Sing Along
Dancing Through Decades

Steve's Lecture, St. Louis Mercantile Library



THE ST. LOUIS MERCANTILE LIBRARY
AT THE UNIVERSITY OF MISSOURI – ST. LOUIS
PRESENTS ITS

LUNCH & LECTURE

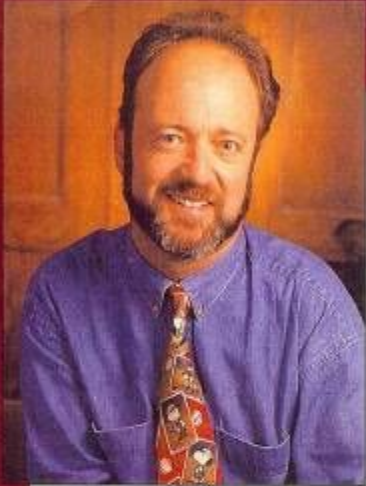

Steve Steinberg
BASEBALL IN ST. LOUIS 1900-1925:
History in the Making

Wednesday, October 5th 2005
Millennium Student Center
Century Room A
University of Missouri – St. Louis

12 Noon – 1:00 PM

For luncheon reservations call (314) 516-7242
By September 30th, 2005
MASTERCARD AND VISA ACCEPTED
MEMBERS \$15.00 NON-MEMBERS \$18.00

Steve in Prior Life as Retail Exec



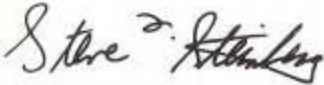
Dear Valued Hub Clothing Customer,

Recently I have been getting a lot of comments and questions regarding our stores. People want to know "what's going on at Hub Clothing?"

We have been working very hard to create the best experience EVERY time you visit. Are we serious? Absolutely! We will do **"WHATEVER IT TAKES"** to make it right.

From our new "no hassle" return policy to our frequent shopper program, we want to make Hub Clothing a special place. This is only the beginning. We are not there yet, but it is where we are going. As a small company with a big heart, we care about you. We will continue to look for ways to make your shopping experience the best it can be.

If at anytime we fall short of your expectations, something just doesn't go right... I want to know. And if we exceed your expectations, I would love to know that too! Please call me at 1-800-520-9377 ext. 114 or 1-888-972-2963. I want to hear from you. Or pick up a comment card in one of our stores. I really do read them and take your concerns seriously.


Steve Steinberg
President

Everything We Do... We Care About You!

Steve's PowerPoint Presentations

Steve has given many presentations on early 20th century baseball in a wide range of settings, from national conventions and regional conferences to state historical societies and cruise ship events. His talks all draw heavily on vintage baseball photos with PowerPoint presentations that are informative, engaging, and entertaining.

Steve's focus and expertise is the 1910s and 1920s, the Golden Age of the National Pastime, when Ty Cobb and Babe Ruth starred on the national stage. The middle of that time period—around 1920—was a great turning point in the history of the game. That was when baseball transitioned from the low-scoring Deadball Era, exemplified by Cobb, to the high-scoring Lively Ball Era, led by Ruth.

Steve tailors his talks to his audience, from the scholarly to the casual. He sees himself as a story teller and memory keeper. He relishes the opportunities to share the lives of forgotten baseball personalities and explain why they are remarkable and significant.

Here are Steve's PowerPoint presentations:

Grover Cleveland Alexander,
A Photograph Opens a Door to a Rare Joyous Time & Special Relationship

Larry Ritter and Donald Honig wrote in *The 100 Greatest Baseball Players of All Time*, "The years of Grover Cleveland Alexander were filled with as much glitter and glory, heartache and tragedy, as there is to be found in the history of American sports." This presentation focuses on a rare period of joy in his difficult post-WWI life, with the help of rare images from his family life. It deals with his private demons of alcohol and epilepsy, and the anchor in his life—the woman who lived with him and left him, but always loved him.

Miller Huggins, The Genius of Hug

Miller Huggins was the first successful leader of the New York Yankees (1918-29) and the first Yankee manager of Babe Ruth and Lou Gehrig. He led the team to six American League pennants and three world championships. He was elected to the Baseball Hall of Fame in 1964. Rare and revealing photographs shed light on the man and his philosophy. The presentation looks at the challenges he faced and the obstacles he overcame as he developed his leadership skills.

Christy Mathewson, Matty and the Browns:
A Window onto the AL-NL War

This is the story of legendary New York Giants' pitcher Christy Mathewson's signing with the St. Louis Browns for the 1903 season and the Browns' later giving up their claim to him, in order to end the American League-National League war. This presentation looks at the war between the established National League and upstart American League, and the settlement of that war. How different baseball

history would have been, had the Browns not given him up. Steve later received a national award, the 2007 McFarland-SABR Baseball Research Award, for his article based on this research of this story.

Jack Quinn, Methuselah of the Mound

John Picus Quinn pitched in the Majors until he was fifty and still owns some age-related records. The spitball pitcher was repeatedly cast aside, called "finished" and "too old." Released in 1912 by the Yankees, overlooked after the Federal League dissolved in late 1915, reacquired and then traded by the Yankees after the 1921 season, waived by the Red Sox in 1925, and released by the Athletics late in 1930, he repeatedly and successfully came back. This paper looks at the mystery of his age and country of origin, as well as the remarkable journey to solve those questions. It also highlights his career through revealing photographs.

Babe Ruth and the End of the Deadball Era: 1919-1921

1901 to 1919 is known as baseball's Deadball Era: low-scoring games with pitchers' duels and few home runs. 1920 is known as the start of the Lively Ball Era, when slugging took over. What were the factors that brought about the end of the era typified and dominated by Ty Cobb, and the start of the era personified by Babe Ruth? 1919 to 1921 was a watershed time period, as the National Pastime went through some of its greatest change. Here's a look at that earlier era and the start of the later one, along with some of the great performers of each.

World War One & Free Agency: The Fateful 1918 Battle for Jack Quinn

This is the story of an overlooked, yet revealing and far-reaching episode in the long career of spitball pitcher Jack Quinn: the battle for his services between the New York Yankees and the Chicago White Sox. With the looming backdrop of World War One and baseball's shortened season, baseball's governing body made a ruling that went a long way toward contributing to its very demise. This presentation shows how an accidental and seemingly minor dispute can have far-reaching implications.

Urban Shocker, Courage and Love of the Game A Silent Hero of Baseball's Golden Age

Urban Shocker was a spitball pitcher of the late Teens and 1920s, a 20-game winner four straight years for the St. Louis Browns. One of the best and smartest hurlers in the game, he starred on the great 1927 New York Yankees. He won 37 games for the 1926 and 1927 Yankees (records of 19-11 and 18-6, respectively) while battling the deadly heart disease that would claim his life in 1928. It is a remarkable, forgotten story of courage and love of the game. This presentation looks at Shocker's transition from the volatile young ballplayer that the Yankees traded away to the quiet student of the

game when he returned to the team he loved and struggled with the fatal illness that he hid from virtually everyone. It also explores why Shocker has been forgotten, while another Yankee with a deadly illness, Lou Gehrig, became an icon and household name.

Tris Speaker,
A Leader among Men

Tris Speaker is considered one of the greatest hitters and center fielders of all time. He is rarely considered a great manager, though his rallying Cleveland to the 1920 World Championship after the death of Ray Chapman is acknowledged. His remarkable achievement in assembling that team and managing the Indians in 1921—keeping them in the pennant race against all odds—is overlooked. This presentation looks at his eye for talent, his cutting-edge tactics, and his leadership skills. Most of all it looks at how he built and maintained a winner.

1921, The Yankees and the Giants:
The Battle for Baseball Supremacy in New York

The 1921 baseball season revolved around two sensational pennant races, culminating in a dramatic World Series. Set in America's greatest city at the dawn of its most flamboyant decade, this is the story of the New York Yankees winning their first pennant and then battling their Polo Grounds landlords and hated rivals, John McGraw's Giants, in the first all-New York World Series. Two teams were fighting for the hearts and minds of New Yorkers, as the city rose to the top of the baseball world, where it remained for much of the 20th century. They were also battling for the future direction of the game, as it moved from the low-scoring Deadball Era to the long ball Lively Ball Era. This presentation looks at the charismatic Babe Ruth's assault on baseball records in the face of McGraw's disdain for the Ruth-led new slugging style.

September 18, 1922:
The Most Heartbreaking Loss in St. Louis Baseball History

The 1922 St. Louis Browns were perhaps the greatest Browns' team ever. The third and final game of what was called the "Little World Series" was played before an enormous crowd at Sportsman's Park in St. Louis, between the Yankees and the Browns. With first place and ultimately the AL pennant at stake (the Yankees were in first by ½ game at the time), the game and its finish had incredible drama, including five late-inning bad breaks that saw the game slip away from the Browns, who lost the pennant by only one game. This presentation sets the stage for the series, the fierce pennant race. It looks at the drama of the final innings, including the chess-like 9th inning moves of what was arguably the most heartbreaking game in St. Louis baseball history.

New York Yankees, Creating a Dynasty:
Before the Yankees had a Winning Tradition

While the New York Yankees dominated the 20th century like no other sports team, they were a weak, losing team in the first two decades of the 1900s. The process of building a sorry franchise into a winner did not occur accidentally or quickly. It required a remarkable and coordinated leadership effort, from the dugout to the owner's suite. This presentation looks at their early struggles and emerging success in the 1920s, with a particular focus on their remarkable turnaround of 1925-1926. While Babe Ruth played a key role in their first winning decade, so did other key forces, inc. Yankees manager Miller Huggins.

Baseball in St. Louis, 1900-1925: History in the Making

No pennants flew over St. Louis in the first quarter of the 20th century, yet 22 future Hall of Famers wore a St. Louis uniform at some time during these years. The St. Louis Browns (who became the Baltimore Orioles in 1954) actually were better and more popular than the St. Louis Cardinals most of these seasons. Yet the Cardinals, under the leadership of Branch Rickey, were laying the foundation that would lead to nine pennants in the second quarter of the century, starting with 1926. This talk includes a look at some of the most colorful and talented players the game has ever known and cutting-edge developments, from two baseball wars to Branch Rickey's farm system. This presentation is based on Steve's book of more than 180 photos, *Baseball in St. Louis 1900-1925*.

New York and St. Louis, Building a Winning Organization: Elements of Success

When the New York Yankees became a winner in the 1920s, they put in motion elements that would foster success for decades to come. What are these Elements of Success, the building blocks of not simply a winning team but a dominant organization for years to come? They were set in place by owner Jacob Ruppert, business manager Ed Barrow, and manager Miller Huggins. There are some fascinating parallels with the Yankees of 1996 to 2006, too. This discussion will conclude with a look at a different path to success, that taken by the St. Louis Cardinals, which was driven by Branch Rickey and the rise of the Farm System.

Steve's Steinberg's Appearances, Spring-Summer 2010

1921: The Yankees, the Giants, and the Battle for Baseball Supremacy in New York

Friday, March 12, 2010 Late morning session	Fiesta Resort Conference Center, Tempe, AZ "Grover Cleveland Alexander: A Photograph Opens a Door to a Rare and Joyous Time and Special Relationship" Steve will be signing copies of 1921 at the NINE Conference
Thursday, March 25 & Friday, March 26, 2010	Public Library Assn. (PLA) National Conference, Portland, OR Steve will be handing out flyers and order forms on 1921
Thursday, April 1, 2010 7:00 PM	Westchester SABR (Society for American Baseball Research) Meeting, Greenburgh City Hall Steve will be speaking on and doing a signing for 1921 Steve will be speaking on and doing a signing for 1921 This will be a PowerPoint presentation, with photos
Friday, April 2, 2010 7:00 PM	Barnes & Noble, Manhasset, NY http://store-locator.barnesandnoble.com/store/1912 and http://store-locator.barnesandnoble.com/event/3030717 Steve will be speaking on and doing a signing for 1921
Saturday, April 3, 2010 2:00 PM	New York Public Library, St. George Library, Staten Island www.nypl.org/locations/st-george-library-center Steve will be speaking on and doing a signing for 1921 This will be a PowerPoint presentation, with photos
Thursday, April 8, 2010 6:00 PM	New York Public Library, Ft. Washington Library, Washington Hts www.nypl.org/locations/fort-washington Steve will be speaking on and doing a signing for 1921 This will be a PowerPoint presentation, with photos
Thursday, April 22, 2010 7:30 PM	Annie Bloom's Books, Portland, OR www.annieblooms.com Steve will be speaking on and doing a signing for 1921 Joint appearance with Mark Armour, author of the Joe Cronin bio
Friday, May 21, 2010 5:00 PM	Elliott Bay Bookstore, Seattle, WA www.elliottbaybook.com Steve will be speaking on and doing a signing for 1921 Joint appearance with Mark Armour, author of the Joe Cronin bio Co-presented by NWSABR, the Northwest chapter of the Society for American Baseball Research This will be a PowerPoint presentation, with photos Note 5:00 PM time and new store location on Capitol Hill
Thursday, May 27, 2010	Book signing at BEA (BookExpo), Javits Center, New York City

10:00 AM	Steve will be signing copies of 1921
Wednesday, June 16, 2010 7:00 PM	Third Place Books, Lake Forest Park, WA www.thirdplacebooks.com Steve will be speaking on and doing a signing for 1921 This will be a PowerPoint presentation, with photos
Thursday, July 15, 2010 7:00 PM	Federal Way Regional Library www.kcls.org/federalway Steve will be speaking on and doing a signing for 1921 Note: This is the newly remodeled and expanded library at 34200 1 st So., not the Federal Way branch library on S. 320th This will be a PowerPoint presentation, with photos
Saturday, July 17, 2010 4:15 PM	Mission Bay Borders Books, San Francisco, CA http://www.borders.com/online/store/StoreDetailView_519 "Bases Full at Borders: 3 Baseball Looks and Books: a Novel, a Bio, a Season," moderated by author Darryl Brock Steve will be speaking and doing a signing for 1921 Joint appearance with Mark Armour, author of the Joe Cronin bio and Jeff Gillenkirk, author of baseball novel Home, Away Note: This bookstore is a block from the San Francisco Giants AT&T Park. The event will be held before the New York Mets-Giants game, which is also Tim Lincecum bobblehead night.
Wednesday, August 5- Sunday August 8, 2010	SABR (Society for American Baseball Research) National Convention, Sheraton Atlanta Hotel, Atlanta, Georgia Steve will be signing copies of 1921 at the convention Steve and Lyle Spatz will be presenting a paper, "21 in '21: 21 Facts You Might not Know about 1921" This will be a PowerPoint presentation, with photos
Friday, August 20, 2010 1:00 PM	Bullpen Theater, Baseball Hall of Fame, Cooperstown, New York Joint appearance with co-author Lyle Spatz This will be a PowerPoint presentation, with photos
Saturday, August 21, 2010 TBD	Burlington, Vermont This will be a PowerPoint presentation, with photos