

# Steve Steinberg Media Kit

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## Steve's PowerPoint Presentations

Steve has given many presentations on early 20<sup>th</sup> 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

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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

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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 20<sup>th</sup> 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 9<sup>th</sup> 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

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While the New York Yankees dominated the 20<sup>th</sup> 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 20<sup>th</sup> 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.