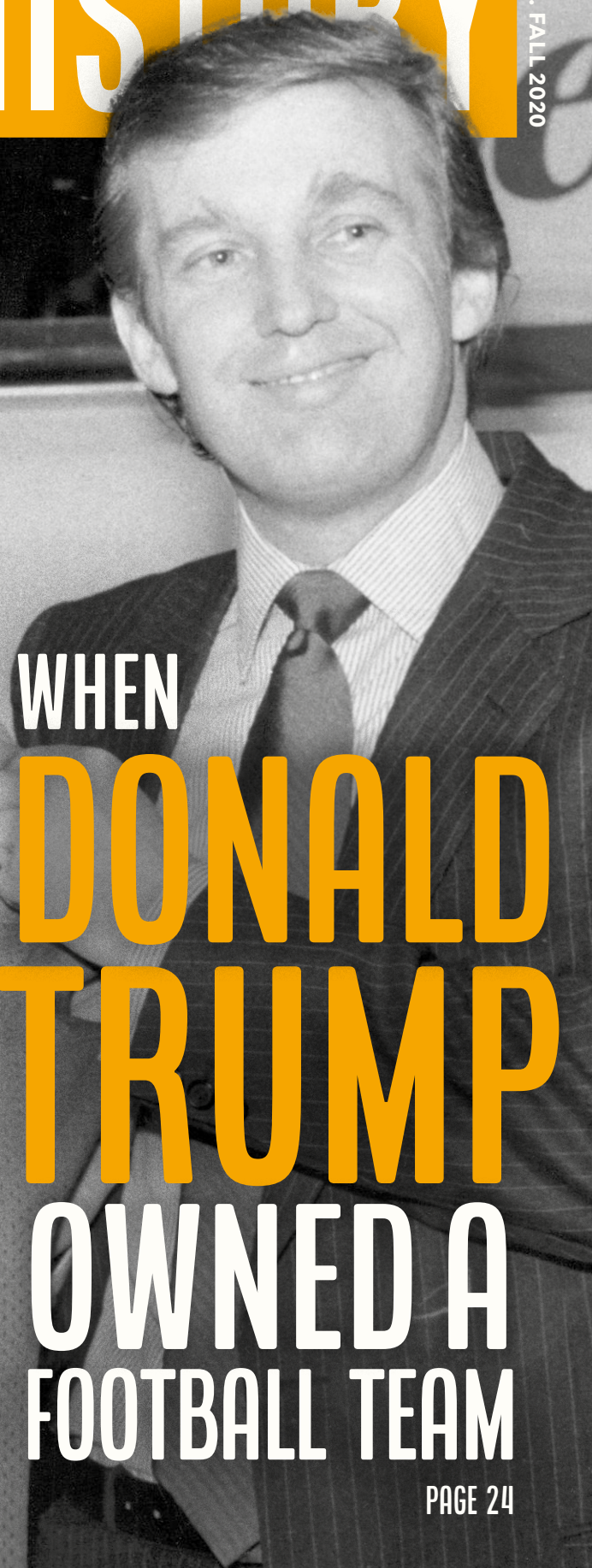
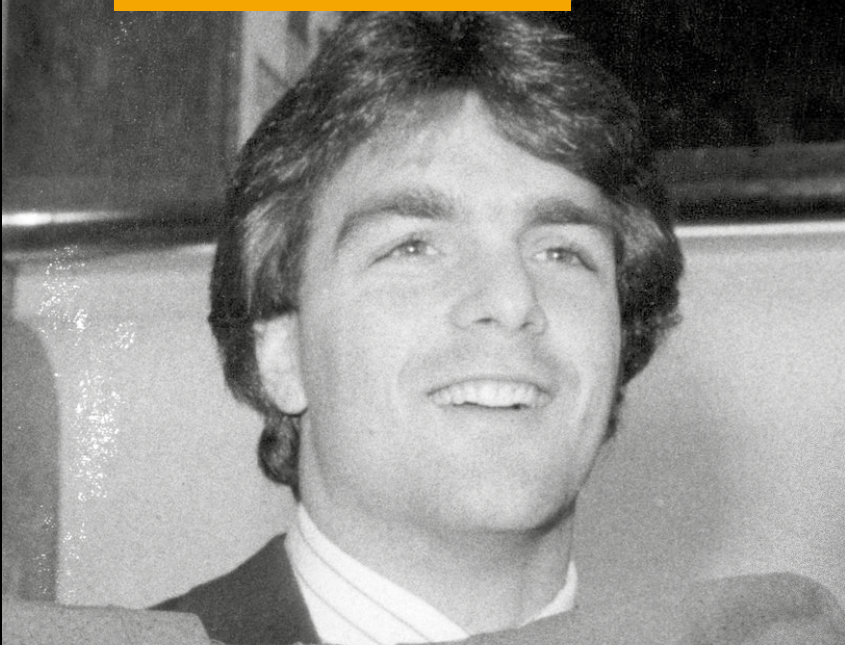


SPORTS HISTORY

ISSUE 8 · FALL 2020

MAGAZINE



WHEN

DONALD TRUMP

OWNED A FOOTBALL TEAM

PAGE 56

INTERVIEW WITH
CYCLING CHAMPION
ALBERTO CONTADOR



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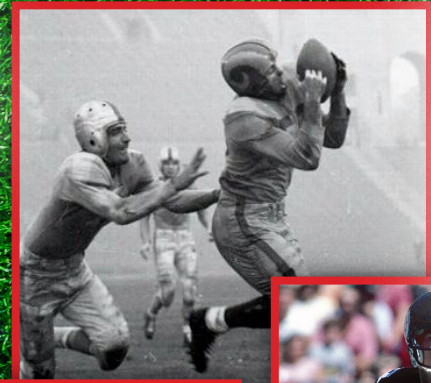
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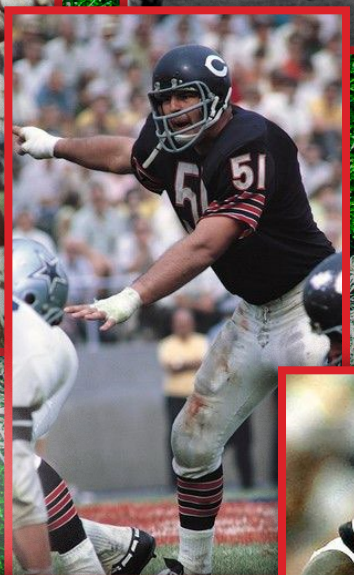
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JIM BROWN
FULLBACK
CLEVELAND BROWNS (1957-65)

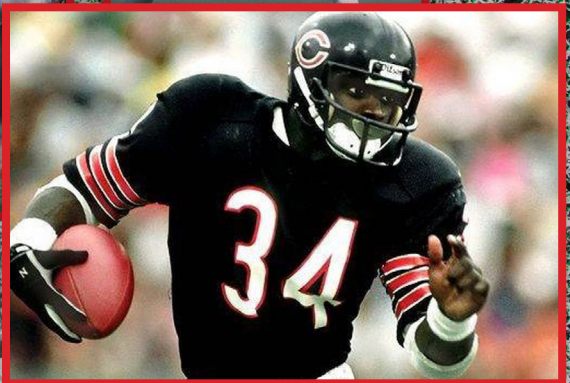


TOM FEARS
RECEIVER
LOS ANGELES RAMS (1948-56)

TERRY BRADSHAW
QUARTERBACK
PITTSBURGH STEELERS (1970-83)



DICK BUTKUS
LINEBACKER,
CHICAGO BEARS (1965-73)



WALTER PAYTON
RUNNING BACK
CHICAGO BEARS (1975-87)

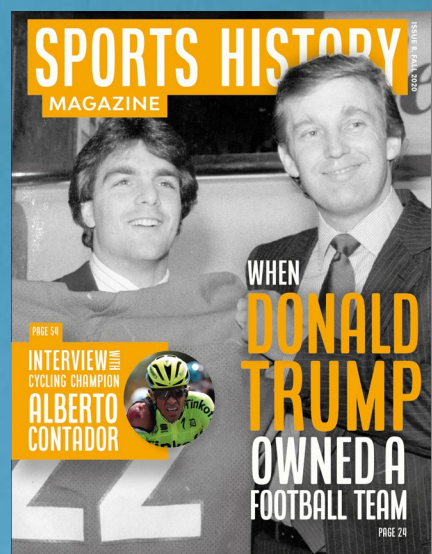
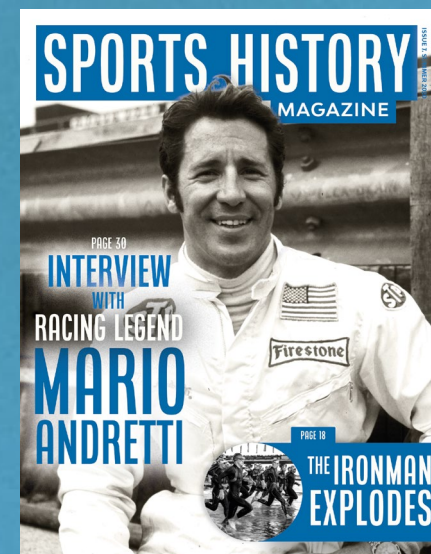
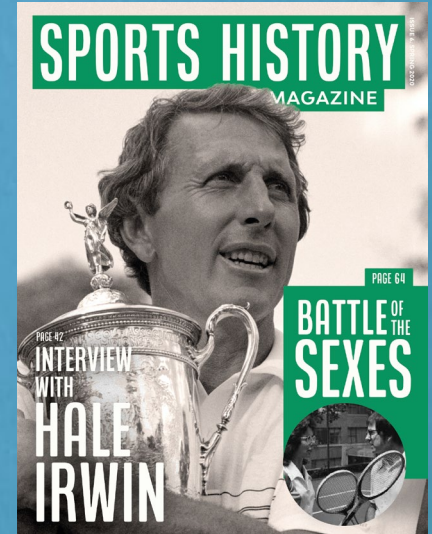
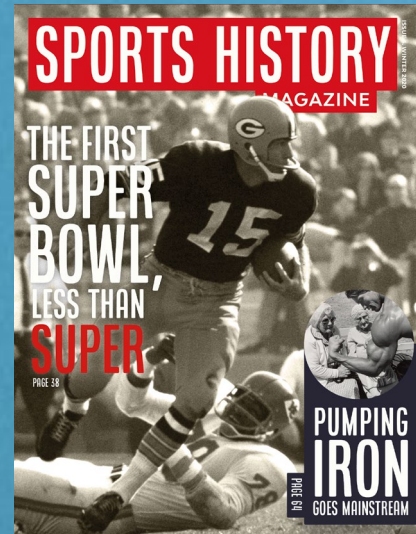
VINCE LOMBARDI
COACH
GREEN BAY PACKERS
(1959-67)



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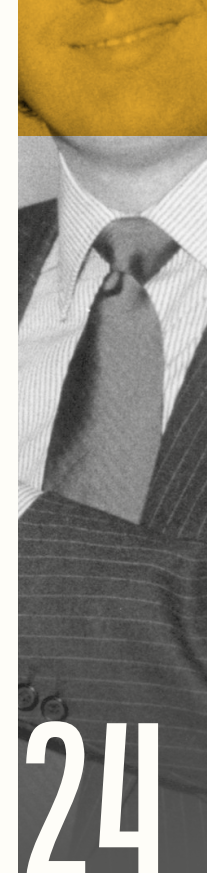
CONTENTS



2
THE NEW YORK YANKEES, FROM
\$10 MILLION TO \$5.0 BILLION



10
AT HOME WITH THE
LOUISVILLE SLUGGER



18
THE MOST BIGOTED MAN
IN BASEBALL



24
WHEN DONALD TRUMP
OWNED A FOOTBALL TEAM

30
THE MAN WHO CHANGED
INDIANA'S SPORTS CULTURE

38
FAREWELL TO A HARLEM
GLOBETROTTER



46
WHEN THE NEW YORK
KNICKS WERE ON TOP

54
"WHEELS OF COURAGE"

56
INTERVIEW WITH
CYCLING CHAMPION
ALBERTO CONTADOR



64
A CHESS CHAMPION
SUCCUMBS TO A MACHINE

The New York Yankees, from \$10 Million to \$5.0 Billion

SHMagazine

IT'S A JAW-DROPPING INVESTMENT normally associated with the long-term vision and financial wizardry of a Warren Buffet. In 1973, George Steinbrenner led a group of investors to purchase the New York Yankees for \$10 million. Today, the Bronx franchise is worth \$5.0 billion, more than any other sports team on the planet except for the Dallas Cowboys. Like most 'home run' investments, the payoff was the result of timing, luck, and the shrewdness of the man behind the critical decisions.

Fifty years ago, the Yankees were a battered brand and a shadow of their former selves. The Mets were drawing more than twice as many stadium goers as their cross-town rivals and in the 8 seasons since CBS bought the ball club in 1964, the team finished no higher than 3rd in the league. Nevertheless,

the Yankees were still a brand with a rich history and deep roots in the nation's biggest media market. Their new owner, a mid-Western shipbuilder with a flair for playing hard-ball business, would leverage the brand and squeeze every drop of the Yankees' juice when it came to broadcasting rights and endorsement deals.

The pin-striped Yanks always held a special place on the podium of major league baseball. Their New York beginnings go back to 1903 when Frank Farrell and William Devery bought a Baltimore team for \$18,000 and settled them in the Big Apple as the New York Highlanders. Twelve years later, they sold their club, now renamed the Yankees, for \$1.25 million. It was under the new owner, New York brew-master Jacob Ruppert, that the Yankees started winning titles and building a storied legacy. In 1919, Ruppert made one of the most consequential hiring decisions >>

The Yankees celebrating their 2009 World Series victory, the 7th and last under the ownership of George Steinbrenner.



in baseball history when he assumed Babe Ruth's remaining 2-year contract with the Red Sox. The franchise won its first AL pennant in 1921 and its first World Series in 1923.

Over the next 42 years, the Yankees rose to become baseball's reviled but respected aristocrats, clinching a World Series or a pennant on average every 1 ½ years. At the end of WWII, the team was sold to a triumvirate of investors for \$2.8 million and by the mid-1960s, they fell into the hands of CBS for \$13.2 million. It was at this point that the Yankees' winning trajectory came to a grinding halt. In 1965, the "Bronx Bombers" posted their first losing season in 40 years and the descendants of Ruth, Gehrig, and DiMaggio settled into a decade-long slump. No

Below: Yankees owner Jacob Ruppert looks on as Babe Ruth signs his final contract with the New York team for \$35,000 (1934).

IN 1965, THE "BRONX BOMBERS" POSTED THEIR FIRST LOSING SEASON IN 40 YEARS AND THE DESCENDANTS OF RUTH, GEHRIG, AND DIMAGGIO SETTLED INTO A DECADE-LONG SLUMP.

longer a sensible holding for CBS, the television network was now looking to unload their underperforming asset.

Steinbrenner's personal stake in the Yankees was just \$168,000 when the deal was first struck, or less than 2% of the total purchase price. By



THE YANKEES UNDER GEORGE STEINBRENNER (1973-2010)

WORLD SERIES

1977, 1978, 1996, 1998
1999, 2000, 2009

AL PENNANT

1976, 1977, 1978, 1981
1996, 1998, 1999, 2000
2001, 2003, 2009

Above: George Steinbrenner and Michael Burke (behind) announcing their purchase of the New York Yankees for \$10 Mil (January 4, 1973).

the time he died in 2010, the brash and bold businessman had wrested a majority control of the organization to hand his family heirs one of the greatest property assets in all of sports. While his aggressive style left a trail of irate associates and enemies across the baseball landscape, the Ohio native ended up delivering 7 World Series trophies and 11 pennants to the city of New York.

The \$10 million price tag for the Yankees was a bargain even for the time. New expansion teams such as the Seattle Pilots and San Diego Padres were formed at a similar cost despite the fact that neither carried the demographics of New York, nor the cache of the Yankees' name. The Cleveland Indians, the team Steinbrenner had unsuccessfully tried to buy earlier, went for \$10.8 million. Years later, it became apparent that the effective cost of the Yankees was even lower at

\$8.8 million, since the transaction included two parking garages worth \$1.2 million, both of which were soon flipped back to the network.

For CBS, the chemistry of the 12-man syndicate was the right fit, especially since the partnership included Michael Burke, the Yankees' President under CBS. A year earlier, Burke had convinced the city of New York to finance the refurbishment >>

THREE YEARS AFTER CBS RELINQUISHED THE TEAM, THE YANKEES WON 3 CONSECUTIVE PENNANTS AND 2 WORLD SERIES (1977, 1978).

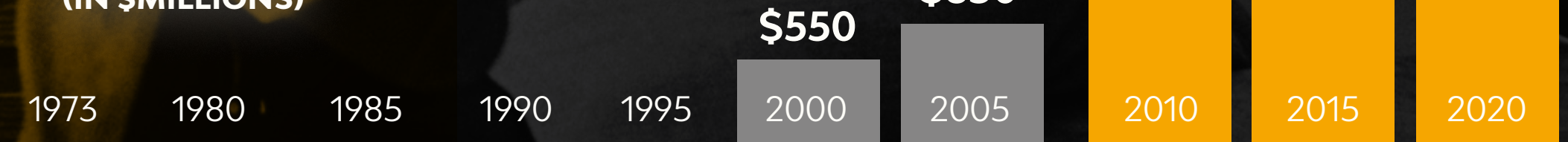


Left: The 'Boss' shown in his office at Yankee Stadium (1981).

of Yankee Stadium at the threat of moving the franchise across the river to New Jersey. It was Burke as an insider who got William Paley, Chairman of CBS, to accept the basement price even though the Yankees were getting higher offers. At the press conference announcing the takeover, Steinbrenner declared that he would remain an absentee owner. But a year later, his brute business tactics would be exposed. Burke was out the door as senior executive of the team, spelling the beginning of the hands-on "Boss" and his legacy of the C-suite revolving door.

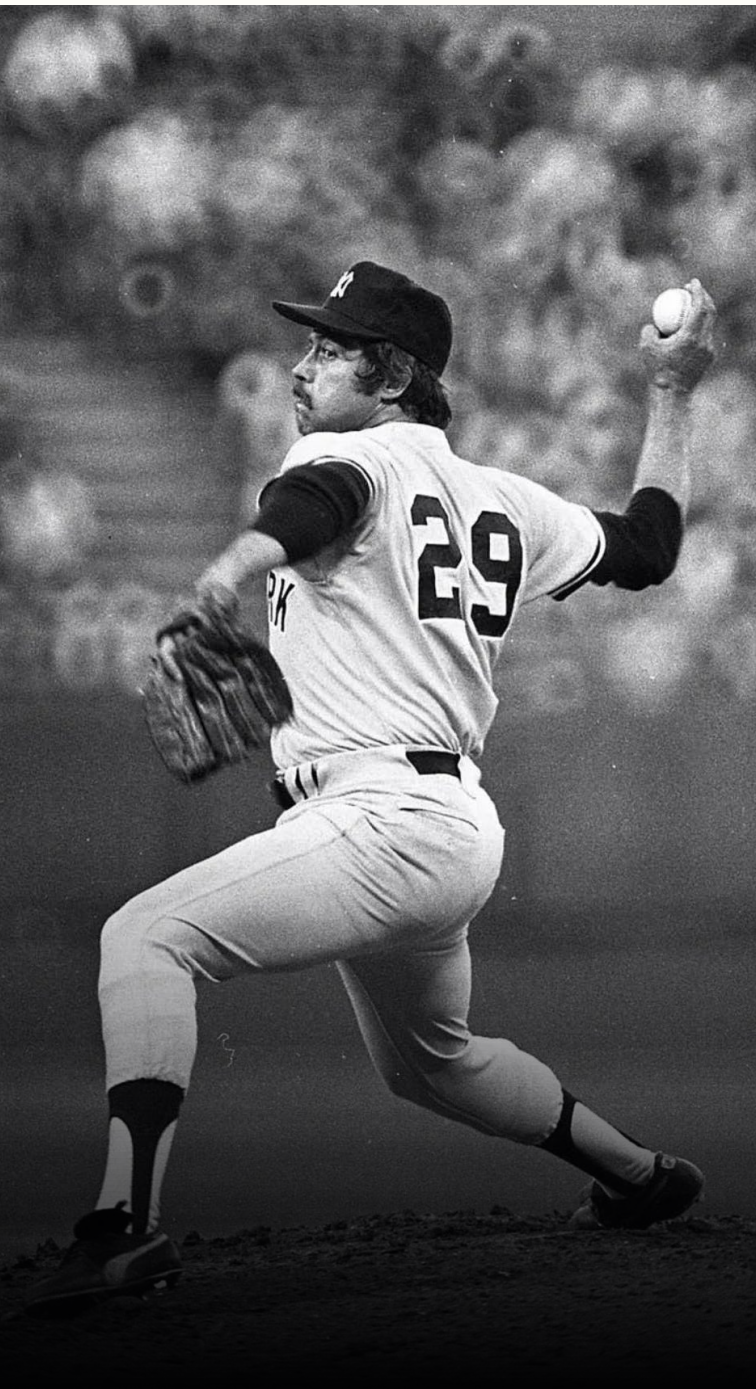
Steinbrenner's timing coincided with the advent of free agency. Looking to bring back the Yankees' magic, he went on an expensive shopping spree, acquiring the likes of pitcher Catfish Hunter for a record \$3.5 million, the highest ever paid for a baseball player at the time, and then home run slugger Reggie Jackson for \$3 million. Three years after CBS relinquished the team, the Yankees won 3 consecutive pennants and

ECONOMIC VALUE OF THE NEW YORK YANKEES (IN \$MILLIONS)



LOOKING TO BRING BACK THE YANKEES' MAGIC, HE WENT ON AN EXPENSIVE SHOPPING SPREE, ACQUIRING THE LIKES OF PITCHER CATFISH HUNTER FOR A RECORD \$3.5 MILLION, THE HIGHEST EVER PAID FOR A BASEBALL PLAYER AT THE TIME.

2 World Series (1977, 1978). Notwithstanding the dysfunctional relationships raging inside the Yankee clubhouse, which got plenty of local and national headlines, the fans were back in the >>



Left: Catfish Hunter, Steinbrenner's first free-agency acquisition at a then MLB record of \$3.5 Million (1975).

(1988), both of which were eye-popping figures in the baseball world. In 1997, the hard-charging man at the helm inked a \$93 million licensing agreement with Adidas, infuriating the rest of the league owners since all licensing deals were supposed to go through MLB with an equal distribution of the proceeds. Wielding the Yankees logo like a warrior's mallet, Steinbrenner ended up with most of the revenues at the objection of the league.

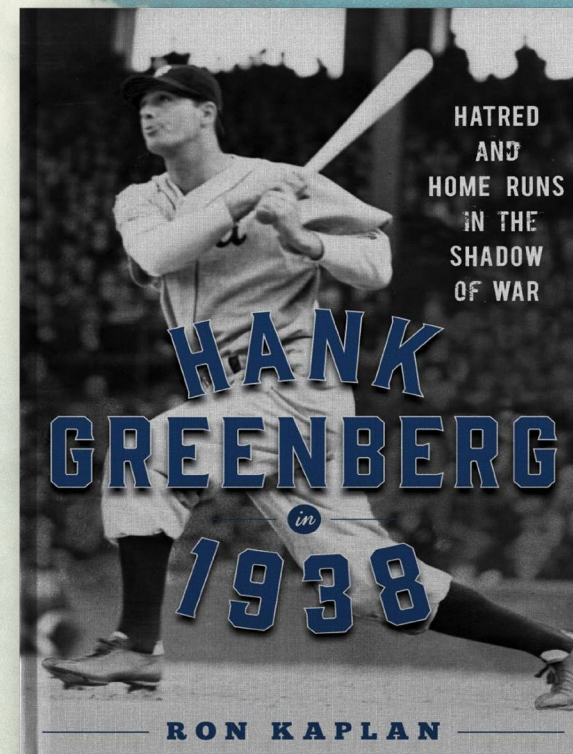
WHILE HIS AGGRESSIVE STYLE LEFT A TRAIL OF IRATE ASSOCIATES AND ENEMIES ACROSS THE BASEBALL LANDSCAPE, THE OHIO NATIVE ENDED UP DELIVERING 7 WORLD SERIES TROPHIES AND 11 PENNANTS TO THE CITY OF NEW YORK.

Then came the creation of the YES Network at the turn of the millennium, a regional sports broadcasting enterprise that aired Yankee games and other sports properties, becoming more valuable than the team itself on a standalone basis. Later on, it was the Legends Hospitality Management, a concession venture with Dallas Cowboys owner, Jerry Jones, to supply stadiums and arenas with food, beverage, and merchandise retail. In the end, Steinbrenner wasn't the only professional sports team owner to expand into local broadcasting and merchandising, but what he accomplished with a \$10 million investment in the Yankees brand was nothing short of a business rocket ship that traveled the farthest and the longest of any other sports team. ●

Bronx and the gate receipts were churning.

But the Yankees were still breaking even at best for most of those early years. The following decade brought in bigger money with a \$50 million renegotiated radio deal (1987) and a \$500 million television broadcasting arrangement

HANK GREENBERG IN 1938: HATRED AND HOME RUNS IN THE SHADOW OF WAR



"Ron Kaplan tells the story with the same dignity and grace that Greenberg exhibited on the field and in his life...*Hank Greenberg in 1938* is a wonderful baseball book, loaded with anecdotes and statistics. Whether you love baseball, history or both, you will want to read it."

—BOOK REPORTER

"Ron Kaplan does first-rate work, giving us a deeper appreciation of one of baseball's most thrilling performances."

—JONATHAN EIG, AUTHOR OF 'LUCKIEST MAN' AND 'OPENING DAY'

"Jewish icon Hank Greenberg preferred to let his bat do the talking—and it never spoke louder than in 1938, when he chased Babe Ruth's single-season home run record while Hitler and Nazi Germany ramped up their persecution of Jews. Ron Kaplan recounts the story of Greenberg's heroic season with insight, humor and a firm grasp of its greater historical context."

—DAN EPSTEIN, AUTHOR OF 'BIG HAIR AND PLASTIC GRASS' AND 'STARS AND STRIKES'

"Ron Kaplan has this subject cornered. With diligent research woven into a very entertaining read, he has nailed Hank Greenberg's most important and controversial season into a book for the ages."

—MARTY APPEL, AUTHOR OF 'PINSTRIPE EMPIRE' AND 'CASEY STENDEL'

"Kaplan offers a detailed analysis of the season and Greenberg's quest for the record"

—NEW YORK JOURNAL OF BOOKS



At Home with the **Louisville** **Slugger**

SHMagazine

IF BASEBALL HISTORY IS AN EXTENSION

of American history, then at its heart is the Louisville Slugger baseball bat, which dates back to the 1880s. Used by most Hall of Famers for generations, the renowned bat is still produced by the same family-owned business that launched it in the late 19th century. Its rich legacy is even showcased at the Louisville Slugger Museum & Factory in Louisville, Kentucky. Each year, more than 300,000 visitors pass through the doors of their gallery, which Forbes magazine calls "One of the greatest sports museums in the world". We asked Anne Jewell, Vice-President and Executive Director of the museum, to share with us the inspiring story of the Louisville Slugger.

The history of the Louisville Slugger baseball bat goes back to 1884. What kind of bats were players using at the time in early baseball?

Big and heavy ones! Practically tree trunks compared to today's lighter, thinner preferences. We have a bat on display used by original "Louisville Slugger" – the great Pete Browning. That bat dates to 1887 and is a hefty 37 inches, 42 ounces.

What made the Louisville Slugger bat so popular that it took off "swinging"?

Ha! Nice! A number of decades passed between our first official bat in 1884 until our bat sales really became the dominant part of the Hillerich >>

Ted Williams (in suspenders) holding a 'Slugger'.



**MORE THAN 80% OF
HALL OF FAMERS HAD
CONTRACTS WITH
LOUISVILLE SLUGGER.**



Right: Joe DiMaggio showing affection to his 'Slugger'.

family business. Beyond just the quality of our bats and the customer service, we attribute one of the biggest leaps in popularity to our decision to put player signatures on bats that could be purchased by the public. That happened in the 1910s and growth followed.

Hall of Famer Honus Wagner became the first American sports figure to endorse an athletic product by signing his name to the Louisville Slugger (1905). Do we know how that came about and the details of his contract?

We wish we knew more about that deal! I keep hoping we'll come across a locked trunk around here and rediscover the original paperwork inside, if any ever existed. Since the Hillerich family and Wagner both had German roots, it's not impossible to imagine a fairly casual "handshake" agreement over a stein of beer.

What other famous players have lent their names, or publicly endorsed, the Louisville Slugger?

More than 80% of Hall of Famers had contracts with Louisville Slugger, including: Ruth, Gehrig, Foxx, DiMaggio, Greenberg, Robinson, Williams, Musial, Clemente, Aaron, Bench, Carew, Jackson, Brett, Ripken, Gwynn, Griffey Jr, Jeter, and many, many more.

You have a wonderful museum, aptly located in Louisville, Kentucky and called the "Louisville Slugger Museum & Factory". Tell us a little about what visitors can expect when they step in?

Thank you for the compliment! When visitors arrive they can expect to be greeted at our Main Street front doors by The Big Bat – it's the largest in the world, soaring 120 feet into the sky. That sets the tone for the fun experience waiting inside our shrine to hitting. Guests will make memorable connections across generations, be enthralled by artifacts that they can view and hold from baseball's past, present and future, and be entertained by unforgettable stories and demonstrations. They'll have a fascinating tour through the heart of our bat factory – the >>

Hank Aaron holding the Louisville Slugger that he used to hit his 700th home run (2011).

IN 1920, BABE ORDERED 46-OUNCE AND 47-OUNCE BATS. IN 1922, HE ORDERED A 51-OUNCE BAT!

real deal – with innovative, modern machines working right next to some that are almost 100 years old.

What is the most popular exhibit or display at the museum?

Outside of the factory tour, our most popular experience in the museum gallery is “Hold a Piece of History.” We were the first to allow guests to hold bats that were actually used by the game’s greatest players. When this interactive exhibit debuted 10 years ago we had six game-used bats in it. Guests were so delighted it’s now grown to at least one great player game-used bat for every team, so there’s something special for all fans!

You also have a factory tour where guests are shown how bats are crafted on the shop floor. Has the design of the bat, or the type of wood used, changed over the past century?

Years ago, the belief was the heavier the bat you could swing the further the ball would go. We now know the speed of the swing is critical to the success of hitting, so bats have gotten lighter and thinner over the years. Plus, when aluminum bats came into play, kids were growing up with bats that had big barrels and thin handles, and they wanted that kind of feel with their wooden bats. The types of wood used over the years also changes. Hickory used to be big, not anymore. When I first started here 20 years ago the vast majority of bats were made from white ash, but maple has now overtaken

it as the most popular wood. We also use beech and bamboo. We’re always experimenting with woods because different species deliver different qualities to a bat.

Do MLB players use their own personal bats in official games, or does the league require players to use only team-provided bats?

Most players use bats that are purchased by their teams. There have been a few that purchased their own bats directly from us but not many.

Babe Ruth used to swing a monster 50-oz Louisville Slugger early in his career. What did he use when he knocked his home runs at the peak of his career in the 1920s and early 1930s?

In 1920, Babe ordered 46-ounce and 47-ounce bats. In 1922 he ordered a 51-ounce bat! Most often, Ruth ordered 42-ounce bats. Like a lot of players, over time he ordered increasingly lighter bats, but the Bambino was still swinging 37 ounces in 1932, towards the end of his career. His model was usually the R43 but he designed and ordered the R34 fairly often too. Fun fact: The 120-foot tall Big Bat in front of our museum is an exact-scale replica of Ruth’s 34-inch R43, and it’s a bit heavier at 68,000 pounds.

From a business point of view, the same family-owned company, Hillerich & Bradsby, has been making the Louisville Slugger since the beginning. How did they manage to maintain the brand name over 5 generations?

Most family-run businesses don’t last nearly this long, so it is quite an accomplishment, and a testament to the Hillerich family’s sense of stewardship with this iconic brand. Good, passionate people have worked here and supported the business over the years, producing quality product and forging solid relationships >>

“ONE OF
THE GREATEST
SPORTS MUSEUMS
IN THE WORLD”

- FORBES MAGAZINE



Left: The Big Bat in front of the Louisville Slugger Museum and Factory.

with players. The family cared so much about the legacy of the Louisville Slugger brand that they determined the best way to ensure its continuity was to entrust it to a larger company to better compete with bigger businesses. Wilson purchased the brand in 2015, while Hillerich & Bradsby Co. maintained ownership of the factory and the museum. So, this arrangement with a great partner like Wilson allowed the family-owned company to continue their Louisville Slugger bat-making tradition. H&B is the exclusive bat maker of Louisville Slugger bats for Wilson.

What percentage of the baseball bat market does H&B control and were there any periods in the company's history when the business was faltering, or threatened by competition from domestic or overseas manufacturers?

Louisville Slugger is the official bat of Major League Baseball. As a private, family-owned business, we don't release details like market share. H&B has withstood many challenges over the years from World Wars and severe economic woes to floods and fires. The current situation with the pandemic is another very challenging historic moment that H&B plans to beat. As for other bat manufacturers, we're always up for competition and there's been plenty over the years. Many have come and gone, but H&B is still here.

What is the most interesting, or most inspiring, anecdote about the Louisville Slugger you can share with us?

I love the story of Bud Hillerich and his perseverance about making baseball bats part of the family business. When he was 17 years old and an apprentice in his father's woodworking shop, Bud made the company's first official bat



for Pete Browning in 1884. Bud was a big baseball fan but his father, J. Frederick, was not. J. Fred did not like the sport or the players and didn't think there was any money to be made with baseball bats. He believed the future of the company was a revolutionary product (at the time) – a swinging butter churn. The swinging butter churn was an important product for a while, but we don't make 'em anymore. We are, however, still churning out baseball bats! Bud stuck with his dream and plan of making baseball bats and the company adapted as needed to changing times and innovations – a philosophy we focus on to this day. ●

Louisville Slugger Museum & Factory
800 West Main St.
Louisville, KY 40202

sluggermuseum.com

The Most Bigoted Man in Baseball

SHMagazine

HE FLUNG NAZI SALUTES AT JEWISH fans when fascism was on the rise and hurled racist epithets when MLB's first black player took to the plate. While Ben Chapman was not the only racist in Major League Baseball, he certainly displayed its ugliest face. Making his debut with the New York Yankees in 1930, the native southerner played with the best in his era and then went on to manage the Philadelphia Phillies. His offensive production kept the scoreboard busy for several teams, but his offensive behavior marred his character and tossed him into history's bin of disgraceful athletes.

On March 31, 2016, the Philadelphia City Council unanimously passed a resolution officially apologizing for the "unconscionable abuse" Jackie Robinson suffered when he played ball in their town during the 1947 season. Though Jackie was already deceased for 44 years when that declaration was made, there was much to apologize for and his widow, Rachel, was there to receive the recognition. Major League Baseball's first

black player was the target of unrelenting racial vitriol whenever the Dodgers played the Phillies in the "City of Brotherly Love". Leading the tirades from the bench on a regular basis was the Phillies' own manager, Ben Chapman.

Born in Nashville, Tennessee, Chapman came up through the Yankees' South Atlantic League before joining their "Murderers Row" lineup in the Bronx with the likes of Babe Ruth and Lou Gehrig. Dubbed the "Dixie Flyer" and "Alabama Flash", he led the league in stolen bases three years in a row from 1931 to 1933 and once again in 1937. Chapman spent 16 years in MLB with 7 different teams, appearing as an All-Star four times and winning the 1932 World Series with the Yankees. He wrapped up his career with a .302 batting average and stepped into the Phillies' management position in 1945.

When Jackie Robinson took the job as the first black man to play in a white man's league, Branch Rickey, manager and part-owner of the >>



Above: Ben Chapman, 1940s Philadelphia Phillies manager who hurled unrelenting racial slurs from the bench against Jackie Robinson.



Above: Branch Rickey signing Jackie Robinson to the Brooklyn Dodgers, breaking the color barrier in MLB (1947).

Brooklyn Dodgers, told him “I want a ball player with guts- the guts not to fight back, to turn the other cheek.” The venerated baseball executive knew exactly what he was doing when he sought out the Negro League player. In 1946, Jackie was hired to play for the Dodgers’ AAA Montreal farm team and a year later, after proving himself a .349 batter, the 6’0 ft, 195 lb. hitter joined the big league.

With racism being institutional in baseball, Rickey and Robinson had an agreement that the 28-year old would control his temper on the field for two years. After that, he would be his own man and be free to push back. The strategy was necessary to acclimate white fans to seeing a black man wearing their team uniform. Otherwise, the goal of integrating baseball with more black players risked failing. As predicted, the invectives came from all sides when Jackie started playing, including from several teammates in his own Brooklyn squad. A few players from the Cardinals, Reds and Cubs even threatened to strike, though NL President Ford Frick came down hard on that uprising.

WITH RACISM BEING INSTITUTIONAL IN BASEBALL, RICKEY AND ROBINSON HAD AN AGREEMENT THAT THE 28-YEAR OLD WOULD CONTROL HIS TEMPER ON THE FIELD FOR TWO YEARS.

THE FIRST TEAMS TO INTEGRATE IN MAJOR LEAGUE BASEBALL

BROOKLYN DODGERS

Jackie Robinson
April 15, 1947

CLEVELAND INDIANS

Larry Doby
July 5, 1947

ST. LOUIS BROWNS

Hank Thompson
July 17, 1947

As much as they tried to resist, ball clubs couldn’t simply avoid playing the Dodgers, since the official count for a forfeited match was 9-0. On the road and even at home when teams were visiting, the worst verbal jabs were flung by Chapman. An unabashed heckler, he mastered the established practice of bench jockeying and used it to harass Jackie whenever he stepped up to the plate. Every crude and imaginary racial slur was thrown to demoralize the black rookie, who had no choice but to absorb the blows. At one point during a spring training session, Robinson couldn’t hold back his seething anger and snapped back, “why don’t you get on somebody who can fight back?”

Confronted with charges of racism in later years, Chapman claimed he wasn’t a bigot and that “the pigment of a man’s skin was God’s doing.” Even before Robinson arrived, malicious baiting from the bench in MLB wasn’t uncommon. Players

of Italian, Irish and Jewish backgrounds were routinely hollered for their ethnicities. Chapman argued that even he was harangued as a “redneck” when he started playing in New York.

But during Chapman’s days in the Bronx, his bigotry was fully exposed. In 1933, he intentionally spiked the Washington Senators’ 2nd baseman, Buddy Meyer who was thought to be Jewish, and followed up with antisemitic rants.

THE LAST TEAMS TO INTEGRATE IN MAJOR LEAGUE BASEBALL

BOSTON RED SOX

Elijah "Pumpsie" Green
July 21, 1959

DETROIT TIGERS

Ozzie Virgil, Sr.
June 6, 1958

PHILADELPHIA PHILLIES

John Kennedy
April 22, 1957

The incident sparked one of baseball’s most violent brawls that spread to the dugout and to the stands. Both players were subsequently fined and suspended for 5 games. Chapman continued to taunt Jewish fans in Yankee Stadium with Nazi salutes and disparaging remarks. In 1934, about 15,000 New Yorkers signed a petition asking the Yankees to get rid of their unsavory outfielder. Later on, he tried to make peace with Jewish fans >>

Top right: Jake Powell, 1930s Yankees outfielder who was suspended for making outrageous racial remarks on public radio.

Bottom right: Jackie Robinson and Ben Chapman in a public relations photo moment intended to promote racial harmony in baseball (1947).

in the stadium but was traded to the Washington Senators in 1936.

Ironically, the Yankees got in return another racist by the name of Jake Powell. That same year, Powell purposely collided with Hank Greenberg, the Jewish 1st baseman for the Detroit Tigers, putting him out for the season with a broken wrist. But Powell made his notoriety two years later during a radio interview when he remarked that when he worked as a cop in the off-season, he stayed in shape by cracking blacks over the head with his nightstick. (Powell was actually never a policeman).

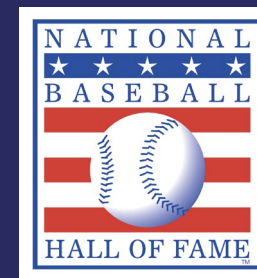
EVERY CRUDE AND IMAGINARY RACIAL SLUR WAS THROWN TO DEMORALIZE THE BLACK ROOKIE, WHO HAD NO CHOICE BUT TO ABSORB THE BLOWS.

The excessive taunts against Jackie eventually crossed the line with officials. Concerned about the negative publicity that America's favorite pastime was receiving, commissioner Happy Chandler and Ford Frick interceded to stop the abusive attacks from the bench. In a public relations effort designed to win back skeptics, they also convinced Robinson and Chapman to pose for a photograph holding a bat together, which was then released to the press.

Chapman's tenure as manager with Philadelphia lasted less than three years and he was fired



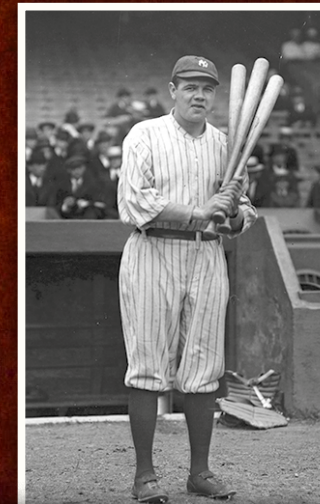
mid-season in 1948. Whether the 39-year old was dismissed for his behavior is unclear, but the franchise went through two more managers that year and ended up with a losing season. Ten years later, the Phillies became the last team in the NL to integrate and the third to last in all of professional baseball. But most importantly, Chapman's racist behavior ended up backfiring since the majority of fans and teammates sympathized with Jackie's plight, helping to make him feel like a true Dodger and opening up the game for more black players. ●



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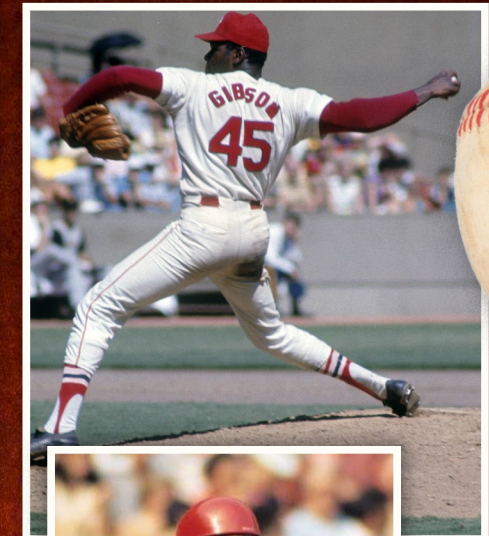
BABE RUTH (1935)
OUTFIELD
NEW YORK YANKEES



TY COBB (1936)
CENTER FIELD
DETROIT TIGERS



BOB GIBSON (1981)
PITCHER
ST. LOUIS CARDINALS



JOHNNY BENCH (1989)
CATCHER
CINCINNATI REDS



CHARLES COMISKEY (1939)
EXECUTIVE
CHICAGO WHITE SOX



RICKEY HENDERSON (2009)
LEFT FIELD
OAKLAND ATHLETICS



When Donald Trump Owned a Football Team

SHMagazine

BEFORE HE BECAME AMERICA'S 45TH Commander-in-Chief, Donald Trump was many things in the business world, including owner of the New Jersey Generals, a football franchise that played in the upstart United States Football League (USFL). Already a real estate mogul in New York City, the future President was now chasing the next big thing with a foray into professional football. Over the next two years, his brief tenure in the USFL would have all the makings of a quintessential 'Trumpian' story: hardball business tactics sprinkled with media glitz and topped with courtroom drama.

The brainchild of New Orleans businessman David Dixon, the USFL was conceived as a Spring football league that would exploit the popularity of the sport with a season lasting from March to June. Dixon sold the idea as a perfect complement to the Fall schedule of the long-established NFL. Packed with promising gridiron talent and a nascent following, the

12-team organization made a splash when it launched in 1983. Averaging 25,000 fans per game in its inaugural season, the fledgling league caught the eye of 37-year old Trump who saw the potential behind the numbers. In September, 1983, he purchased the New Jersey Generals

TRUMP REMARKED TO ABC, "IF GOD WANTED FOOTBALL IN THE SPRING, HE WOULDN'T HAVE CREATED BASEBALL".

from J. Walter Duncan, an Oklahoma oil & gas man who got tired of traveling east to watch his team play. With an investment of less than \$10 million, Trump was now inside the board room of a professional football franchise. But it wasn't the league he was coveting. Trump dreamt big >>



WITH AN INVESTMENT OF LESS THAN \$10 MILLION, TRUMP WAS NOW INSIDE THE BOARD ROOM OF A PROFESSIONAL FOOTBALL FRANCHISE.

Donald Trump with Walt Michaels, NJ Generals head coach from 1983-85.



and wanted to be in the NFL.

Chet Simmons, veteran executive at ABC and President of ESPN, became the first commissioner of the USFL and the league managed to secure \$13 million in broadcasting contracts with ABC and ESPN in its first year of play, or roughly \$1.1 million per team. To increase their fan base and expand TV coverage, owners knew they needed high caliber players but they were limited by the \$1.8 million team salary cap outlined in the Dixon blueprint. Almost from the beginning, the group breached its own financial guidelines as teams went on binging sprees to recruit college players and lure existing ones from the NFL. Between 1983 and 1985, they signed up 3 Heisman Trophy winners- Herschel Walker (Georgia), Mike Rozier (Nebraska) and Doug Flutie (Boston College). BYU quarterback Steve Young landed a record 10-year, \$40 million contract with the Los Angeles Express,

which he agreed to collect in \$1 million annuity payments over 40 years to help out with the new team. From the NFL, the USFL reeled in Cliff Stoudt (Steelers), Doug Williams (Buccaneers), Brian Sipe (Browns), and many others.

But behind the scenes the league was suffering from more than just unfettered spending. Poor planning and mismanagement had some owners still searching for stadium leases, while others ran out of money quickly and couldn't pay their players. Teams were sold, moved to other cities, or just discontinued. Initially, Trump was regarded by insiders as a savior when he entered the USFL with all the glamor and hype he could inhale from the media and exhale back to the tabloid-consuming public. He announced his takeover of the Generals at the newly-completed Trump Tower on 5th avenue, the 58-story glass building that would see a parade of athletes, executives and political officials

HE WANTED TO TAKE ON THE NFL IN THEIR OWN CALENDAR SCHEDULE, OR FORCE A MERGER BETWEEN THE TWO LEAGUES THAT WOULD END UP DOUBLING OR TRIPLING THE VALUE OF HIS INVESTMENT.

stream in and out right through to his Presidency. When he sought out former Dolphins coach Don Shula for the Generals, Shula wanted a rent-free apartment in Trump Tower as part of his package.

Trump refused and Shula was never hired, though other circumstances played into that decision as well. It was also at the posh building address that the Generals held their cheerleading tryouts with Donald's first wife, Ivana Trump, and Andy Warhol sitting among the judges' panel.

Players loved him and the NFL feared him. Lawrence Taylor, an underpaid star linebacker for the New York Giants, ended up tripling his salary with the Giants after Trump signed him to a future contract with the Generals, only to sell him back to the Giants for a \$750,000 fee that Trump collected for himself. The deal raised the credibility of the USFL and sent shivers through the NFL organization. On the field, Trump's team was doing well. In 1985, they went 14-4 compared to the previous year's record when they posted 6-12 under Duncan's stewardship. But for "The Donald", the USFL was merely a >>

THE USFL (1983-1985)

CHICAGO BLITZ		
DENVER GOLD		
LOS ANGELES EXPRESS		
MICHIGAN PANTHERS		
NEW JERSEY GENERALS		
OAKLAND INVADERS		
PHILADELPHIA STARS	BALTIMORE STARS	
TAMPA BAY BANDITS		
WASHINGTON FEDERALS	ORLANDO RENEGADES	
	HOUSTON GAMBLERS	
	JACKSONVILLE BULLS	
	MEMPHIS SHOWBOATS	
OKLAHOMA OUTLAWS		
PITTSBURGH MAULERS		
SAN ANTONIO GUNSLINGERS		
1983	1984	1985

ticket to something larger. He wanted to take on the NFL in their own calendar schedule, or force a merger between the two leagues that would end up doubling or tripling the value of his investment. Trump remarked to ABC, "If God wanted football in the Spring, he wouldn't have created baseball". By the summer of 1984, he and a few other owners in the USFL convinced a reluctant majority to abandon the Spring playing schedule and move to the Fall starting in 1986.

Along with the strategy to challenge the NFL for a piece of their market, the USFL also filed a \$1.7 Bil antitrust lawsuit

Below: Signing on Herschel Walker (1983).



Below: At a USFL press conference with league commissioner, Harry Usher (1985).



HAD HE SUCCEEDED IN NABBING THE BILLS, DONALD TRUMP WOULD NOT HAVE CAMPAIGNED TO BECOME PRESIDENT TRUMP.

against their league rivals, charging them with monopolizing television broadcasting rights and in some cases, denying access to stadium venues. Pete Rozelle, Commissioner of the NFL, was named as one of the defendants along with all the NFL teams except for the Los Angeles Raiders whose owner, Al Davis, agreed to testify on behalf of the USFL. Trump himself testified, along with prominent television executives and personalities such as Howard Cosell. The highly publicized case went to trial in the Spring of

1986 and in July the jury emerged with a verdict against the NFL, but awarded the USFL damages of only \$3.00. Effectively, the NFL was found guilty of controlling professional football, but not the television market. The USFL was banking on claims against TV revenues, but they ended up walking away with no monetary compensation.

Three seasons and nearly \$200 Mil after it was founded, the USFL folded and never played another game. Even before, the ailing league was hanging on threads for most of its existence but Trump's aggressive gamble of taking on the NFL helped seal its fate. For the deal master, the USFL was just another transaction in a long career of business ventures. In 2014, Trump made a \$1.0 Bil offer to buy the Buffalo Bills but lost out to Terry Pegula's winning cash bid of \$1.4 Bil. Had he succeeded in nabbing the Bills, Donald Trump would not have campaigned to become President Trump. ●

The Man who Changed Indiana's Sports Culture

By David Pierce

IN 2017, TOM BRADY BROKE PEYTON Manning's record as the oldest quarterback to win a Super Bowl. In 2019, the New England Patriot surpassed him again, this time as the 2nd ranked leader in passing yards for the regular season. But Peyton Manning certainly doesn't fall short of record achievements and the Louisiana native who spent his NFL career with the Indiana Colts and then the Denver Broncos will always have something unique over his pursuers: he transformed a deeply-rooted basketball state into an enduring football fandom.

Manning's contribution to Indiana's football culture was profound. The heralded quarterback from the University of Tennessee joined the Indianapolis Colts in 1998 and left fourteen years later as an iconic sports hero. During his tenure with the Colts, Indianapolis switched from a basketball-entrenched community to a football-loving city. Indiana's sports narrative had always centered around the game of basketball. A 1954 state championship game between two Indiana high schools was even an inspiration for the 1986 movie "Hoosiers", which >>

Calling a play at Super Bowl XLI,
the first NFL championship win
for the city of Indianapolis.



DURING HIS TENURE WITH THE COLTS, INDIANAPOLIS SWITCHED FROM A BASKETBALL-ENTRENCHED COMMUNITY TO A FOOTBALL-LOVING CITY.

became a national box-office success. Loosely based on a true story, the film centers around a small rural high school team that clinched the state championship after defeating a much larger school. A sports tale from the American heartland, "Hoosiers" was selected by The Library of Congress for preservation to its National Film Registry.

Legendary coach Bobby Knight lit up college basketball when he led the Indiana Hoosiers to three NCAA titles in 1976, 1981 and 1987. The 1976 squad is still the last NCAA men's basketball team to go undefeated when they

Below: Peyton Manning at his NFL induction ceremony in 1998 where he was drafted as first pick by the Indianapolis Colts.



posted a 32-0 season and took down the Michigan Wolverines 86-68 at the Final. While the Boston Celtics' Larry Bird was one of Indiana's most popular basketball sons, it was Reggie Miller's arrival to the Indiana Pacers in 1987 that elevated the state's passion for hoops to the professional ranks. Quickly becoming the face of the franchise, Miller helped the Pacers become solid playoff contenders, culminating in an NBA Finals appearance in 2000, though they succumbed to the Los Angeles Lakers 4-2 in the end. The Pacers had locked 3 championship titles in the early 1970s when they played in the ABA, but 2000 was the closest the franchise would come to hoisting a national trophy after the NBA-ABA merger (1976).

The historical roots that grounded the basketball scene in the Hoosier state came crashing down at the turn of the new millennium. Bobby Knight was fired in 2000 for unbecoming behavior towards players and students. From 1995-2001, the Hoosiers also failed to clinch the Sweet Sixteen after years of being regular fixtures at the NCAA tournament. 2004 saw Pacers forward Ron Artest ensnare his team in one of the ugliest fracas moments in the annals of the NBA, an episode that became known as the "Malice in the Palace". Following a physical altercation among players and fans in a game against the Detroit Pistons, Artest was suspended for the rest of the season and missed 86 games, the most of any player in league history for an on-court incident. The time was ripe for the Hoosier State to find a star in a different sport and it came in the form of Peyton Manning and the Indianapolis Colts.

The New Orleans native breathed life into Indianapolis. Drafted in 1998 with the first overall pick, Manning struggled in his rookie year as the team went 3-13. But the following season witnessed a turnaround as the young

Below: Peyton's bronze statue outside Lucas Oil Stadium in Indianapolis.



IN OCTOBER, 2017, HIS CONTRIBUTION TO THE CITY'S STATURE AS A FOOTBALL TOWN WAS IMMORTALIZED WITH A 9-FOOT, 6-INCH BRONZE STATUE OF HIMSELF OUTSIDE LUCAS OIL STADIUM.

quarterback helped flip the chart to 13-3. From 2000-2010, the Colts put on one the NFL's most dominant stretches, placing second behind the New England Patriots and winning on average 11 ½ games per season. Manning was a Pro-Bowler for most of that decade, collecting prestigious accolades multiple times, such as the NFL MVP (5x), First Team All-Pro (5x), Passing Leader (3x), and Passing Touchdowns Leader (3x). Along with head coach Tony Dungy, Manning brought Indianapolis its first Super Bowl trophy in 2006. The Colts had clinched >>



Above: Peyton with long-time rival Tom Brady at the New England Patriots and Denver Broncos match-up in 2016.

PEYTON MANNING	
BORN	New Orleans, Louisiana March 24, 1976
COLLEGE	University of Tennessee
NFL	Indianapolis Colts 1998-2011 Denver Broncos 2012-2015
SUPERBOWL CHAMPION	XLI, 50
NFL MVP	2003, 2004, 2008, 2009, 2013
PASSING ATTEMPTS	9,380
COMPLETIONS	65.30%
TOUCHDOWNS	539

their first championship in 1970 when they were based in Baltimore, but after moving to the Midwest in 1984 even a Conference title proved to be elusive. Under a rainy sky on February 4, 2007 in Dolphin Stadium, Miami Gardens, Florida, the Colts faced off against the Chicago Bears, another hungry team that was suffering from a 2-decade title drought. Trailing 14-6 in the 1st quarter, the Colts reversed their misfortune and eventually won Super Bowl XLI 29-17. For his part, Manning took home the

ALONG WITH HEAD COACH TONY DUNGY, MANNING BROUGHT INDIANAPOLIS ITS FIRST SUPER BOWL TROPHY IN 2006.

MVP award, completing 25 of 38 passes for 247 yards and a touchdown.

Evidence exists that the 14x Pro-Bowler turned Indianapolis into a football city. A study by the Sports Innovation Institute at IUPUI indicates that the Colts and the NFL rank significantly higher among local fans than any team or league associated with basketball. Even in aggregate, the state's basketball votes- Pacers, Fever, IU, Butler, Purdue, Notre Dame- come short of the Colts football franchise. Manning became the first player to have his jersey retired by the Colts since they moved from Baltimore. In October, 2017, his contribution to the city's stature as a football town was immortalized with a 9-foot, 6-inch bronze statue of himself outside Lucas Oil Stadium. His name was also added to the "Ring of Honor" encircling the complex. Beyond the game, Manning has been visibly active in local charity, donating to the Peyton Manning Children's Hospital and receiving the Living Legend award by the Indiana Historical Society. Though he later went on to join the Denver Broncos and win Super Bowl 50 with that team, the greatest passer of his generation left Indiana with an indelible and undeniable football legacy. ●

David Pierce is Director at the IUPUI Sports Innovation Institute. This article was expanded from its original (Nov/2017).



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Farewell to a Harlem Globetrotter

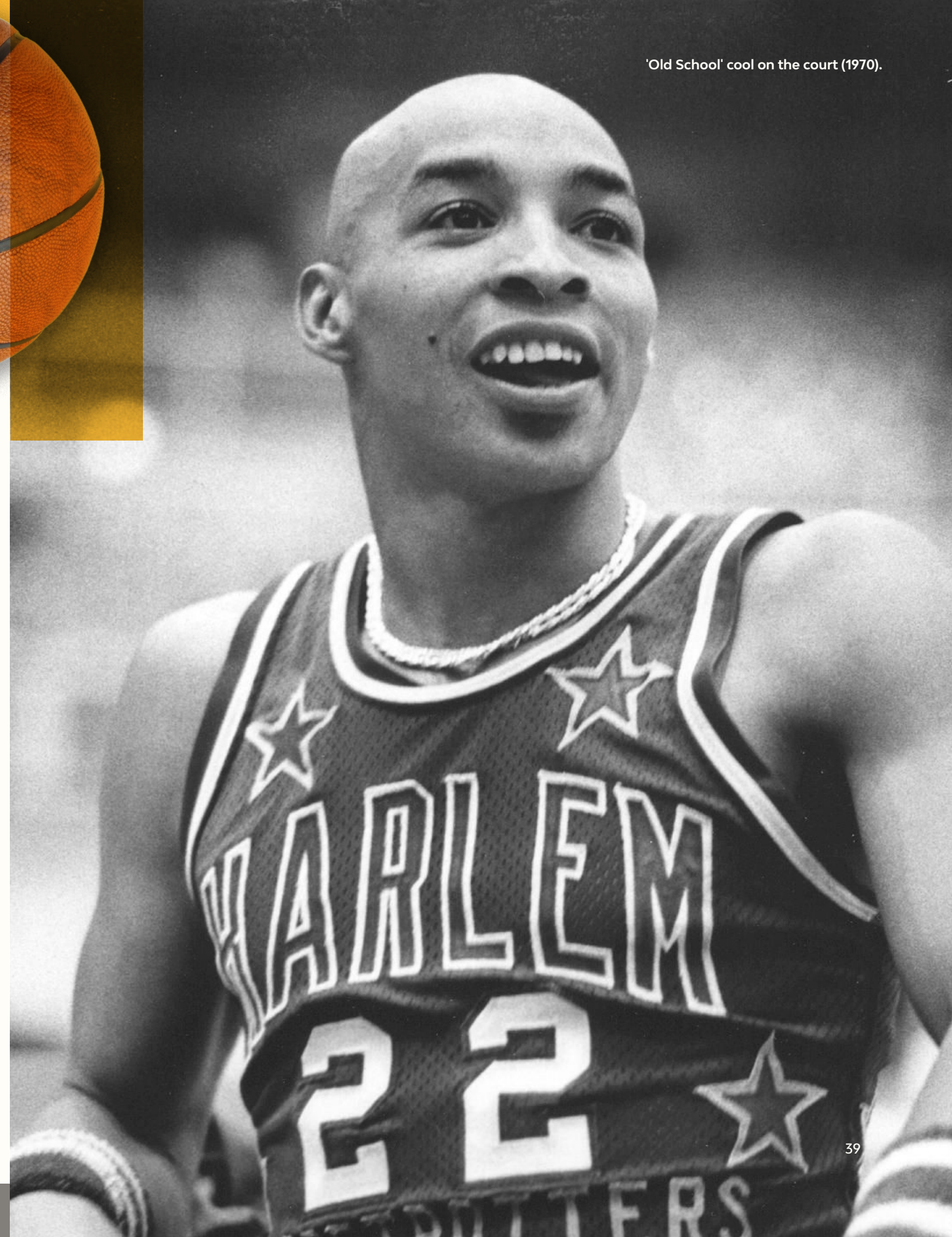
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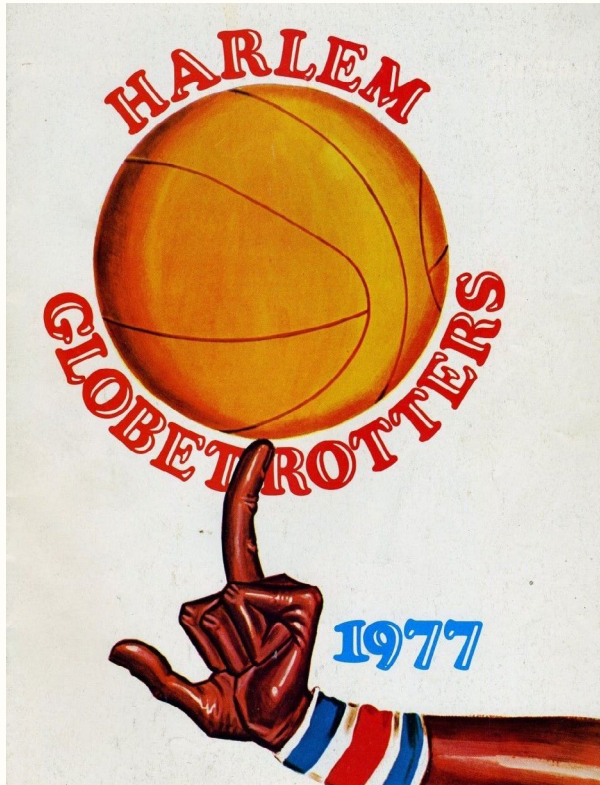
HE BELONGED TO THE LAST GENERATION of Harlem Globetrotters that owned the basketball brand. Curly Neal, who died on March 26 at the age of 77, was part of a legendary hoops squad that was synonymous with the sport prior to the 1980s explosion of the NBA. Before there was a Michael Jordan, or a Magic Johnson to dazzle the world with breathtaking air leaps and brilliant ball handling skills, there was Curly Neal and the rest of the Harlem Globetrotters. These court masters elevated the sport to a new art form, inspiring today's slam dunks and behind-the-back passes, all the while delighting millions of people around the world.

Born in Charlotte, North Carolina, Frederick "Curly" Neal joined the team in 1963 out of Johnson C. Smith University, an historically black college located in his home state. The 6'1" point guard averaged 23.1 points a game during his four years at JCS and was named All-Central Intercollegiate Athletic Association

guard. He was invited by Abe Saperstein, founder and owner of the Globetrotters, to try out for the team at their camp in Chicago. Neal became one of the lucky 5 players selected from the 125 who made the trip from across the country with big dreams of landing on the Globetrotters roster. With his signature shaved head and infectious good-natured smile, Neal spent the next 22 years performing basketball theatrics with legends Marques Haynes, Meadowlark Lemon, Hubert "Geese" Ausbie, and many others.

The Harlem Globetrotters were neither from Harlem, nor were they globe travelers in the early decades. They started out in the 1920s as a group of high school athletes from the south side of Chicago who played exhibition games at the Savoy Ballroom to bolster sagging attendance. Abe Saperstein, a sports booking agent from the north side of town, took over the team as manager and occasional on-court substitute. Barely 5'3", the athletic but squat Saperstein who aspired to own a professional basketball >>





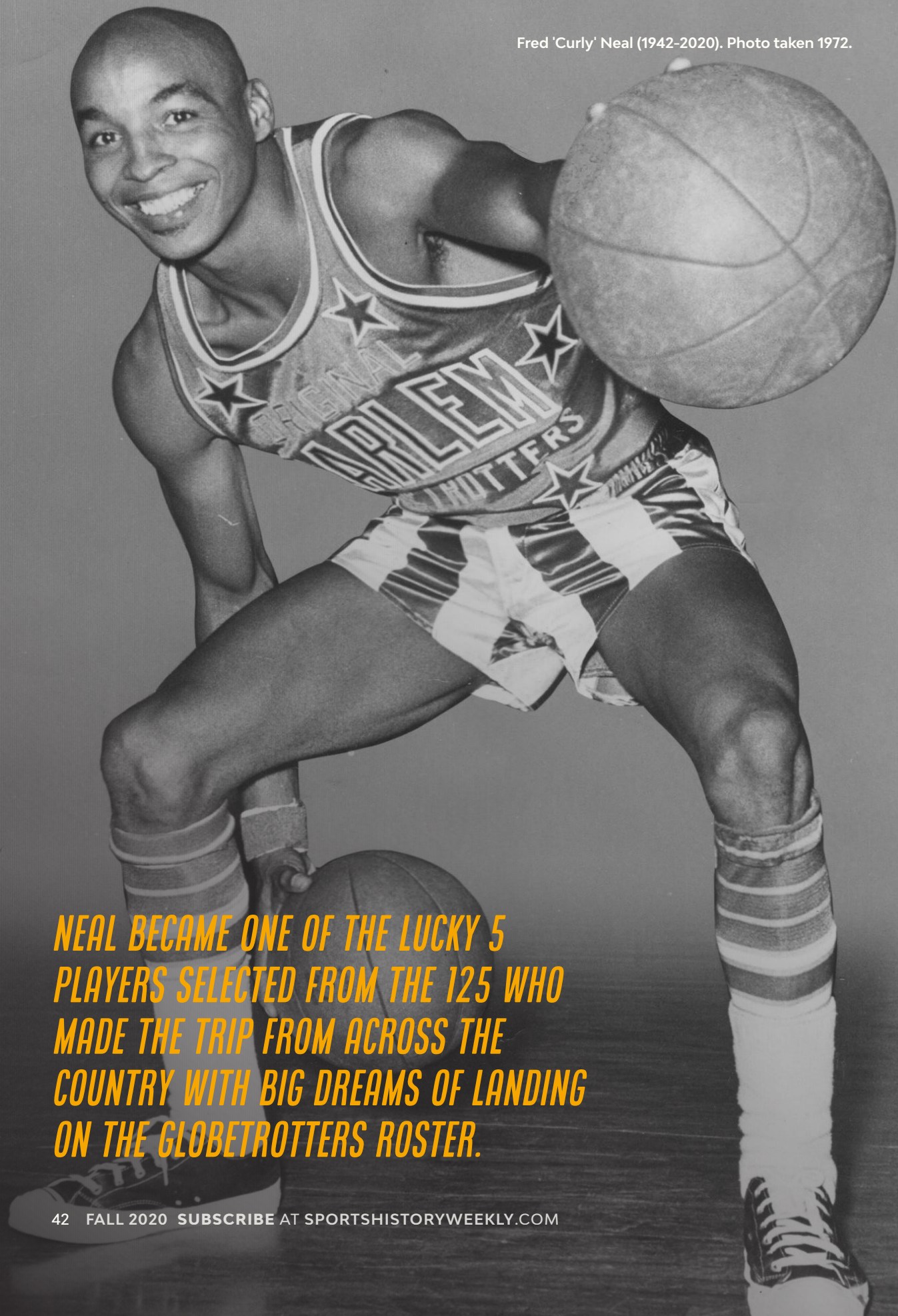
Above: A promotional ad during the team's heydays of the 1970s. Right: The 1976-77 Harlem Globetrotters team. Curly Neal is second from left in front row.

franchise proved to be a savvy businessman and skilled promoter. In 1929, he added flair to the team's image by naming them the New York Harlem Globetrotters. As they barnstormed the back roads of the Midwest and northern plains, sporting halls and gyms instantly knew the makeup of the players when they saw the word "Harlem" on the schedule.

Shut out from most hotels in a racially-segregated America, the team slept in any shelter they could find on the road, including animal barns and even in their car. The Great Depression made it that much harder to earn money playing games and they often settled for small sums that were further split with Saperstein, who doubled and tripled as coach, public relations man, and driver for the touring squad. At the time, the Globetrotters were a serious, competitive >>



Fred 'Curly' Neal (1942-2020). Photo taken 1972.

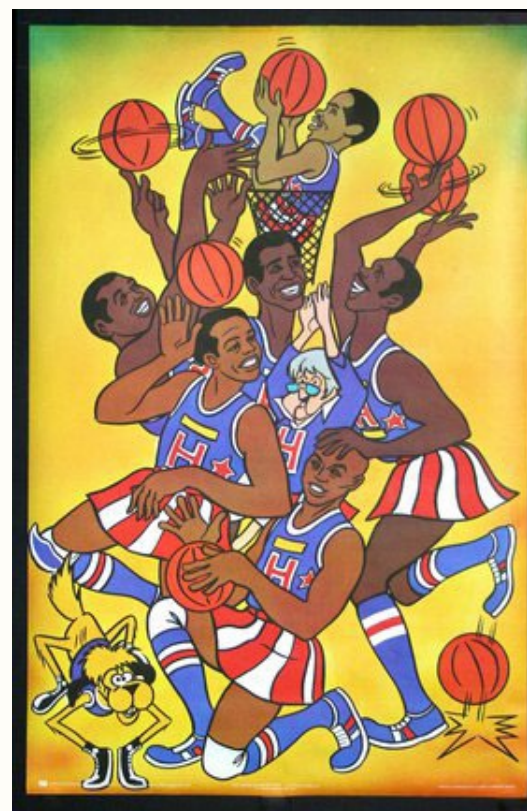


NEAL BECAME ONE OF THE LUCKY 5 PLAYERS SELECTED FROM THE 125 WHO MADE THE TRIP FROM ACROSS THE COUNTRY WITH BIG DREAMS OF LANDING ON THE GLOBETROTTERS ROSTER.

basketball team and their transition to on-court antics was still years away. In 1940, they won the World Professional Basketball Tournament, an annual invitational tournament sponsored by the Chicago Herald American. They were undeniably a talented group of athletes but the young men from Chicago were still kept out of the national leagues due to the color of their skin.

The entertainment side of the Globetrotters' game was born out of a need for players to rest, since they played every night to the point of exhaustion and Saperstein couldn't afford to hire more than 5 members for the squad. The ball wizardry began with dribbling routines that piqued the interest of crowds and eventually morphed into laughter-inducing clown acts. Reece "Goose" Tatum, who joined the Harlem Globetrotters in 1941, weaved comic routines into the games and is credited with

Below: As pop culture icons, the Harlem Globetrotters appeared in animation cartoons, illustrations, and comic books.



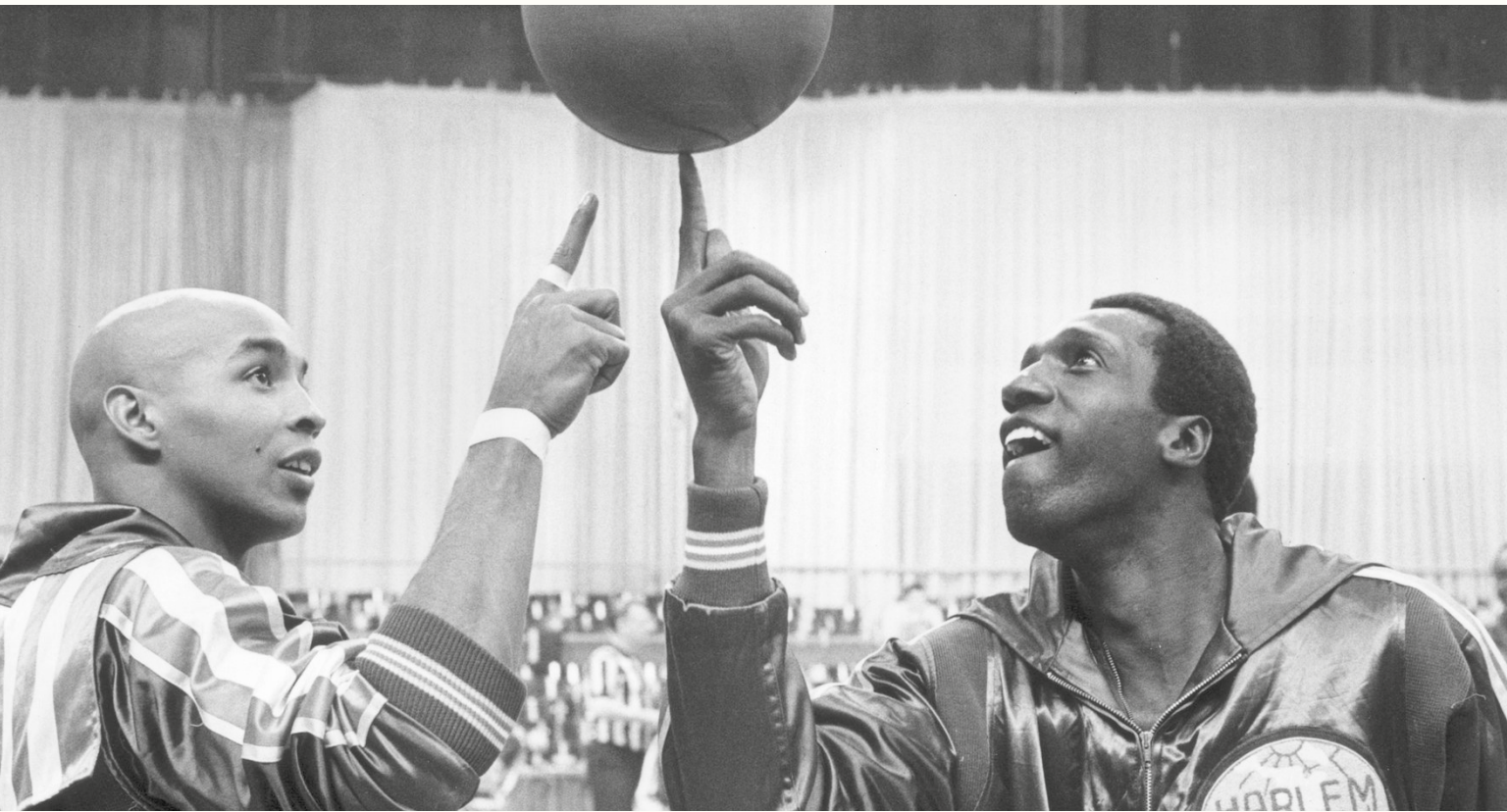
being the original 'Clown Prince'. Marques Haynes came on board several years later and was noted for his quick-dribbling showmanship tricks. But it wasn't until the team squared off against the Minnesota Lakers (now the Los Angeles Lakers) that the Globetrotters were transformed into a national headline.

THE HARLEM GLOBETROTTERS WERE NEITHER FROM HARLEM, NOR WERE THEY GLOBE TRAVELERS IN THE EARLY DECADES.

On February 19, 1948, nearly 18,000 game-goers packed Chicago Stadium to watch the Globetrotters take on the Lakers and their two future Hall of Fame stars, 6'10 center George Mikan and small forward Jim Pollard. Saperstein's all-black squad ended up defeating the country's best all-white team 61-59 with a dramatic game-winning buzzer shot. Ironically, it was the beginning of the undoing of the Harlem Globetrotters as a big-league wannabe team. Less than a year earlier, Jackie Robinson broke the color barrier in major league baseball and by 1950, blacks were being recruited into the NBA. Among the first African-Americans to make the cut were Nat "Sweetwater" Clifton (NY Nicks) and Chuck Cooper (Boston Celtics), both ex-Globetrotters. Saperstein was losing talent to integrated teams and he needed a new strategy. He began to turn the Harlem Globetrotters into a traveling entertainment troupe.

'Sweet Georgia Brown', a jazzy whistle jingle that was originally recorded with lyrics in 1925, became the Globetrotters' trademark musical tune. They traveled extensively, playing exhibition games and entertaining audiences of all types and on every continent. By the time Curly Neal became part of the magic circle, the >>

Below: With Meadowlark Lemon spinning a basketball (1970).



Harlem Globetrotters were already a quintessential American institution, projecting a brand to the world like Coca Cola, Chevrolet, or Elvis Presley. They had enchanted crowds in Europe, played in front of the pope in Rome, entertained members of the Japanese royal family, and even warmed up a cold war crowd in the Soviet Union. In 1959, with

ALONG WITH MARQUES HAYES AND MEADOWLARK LEMON... CURLY NEAL WAS ONE OF THE FAMILIAR FACES OF THE GLOBETROTTERS DURING THE TEAM'S HEYDAYS IN THE 1970S.

Wilt Chamberlain in the lineup, the Globetrotters were invited to play 9 games at Moscow's Lenin Central Stadium, Russia's biggest sports facility. Bringing basketball goodwill to spectators on the other side of the iron curtain, the dribbling-passing-shooting geniuses even met Premier Nikita Krushchev and received the Athletic Order of Lenin medal.

Along with Marques Hayes and Meadowlark Lemon, both of whom died in 2015, Curly Neal was one of the familiar faces of the Globetrotters during the team's heydays in the 1970s. They appeared in a variety of cartoons and television programs, bringing laughter and joy to millions of people around the world and cementing their image in popular culture. All gone now, their jerseys ceremoniously retired, Neal and his teammates will always be remembered as one of the greatest crop of Globetrotters who made basketball magic. ●



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1954 MILAN HIGH SCHOOL TEAM
STATE CHAMPIONS



KENT BENSON
DETROIT PISTONS (1980-86)



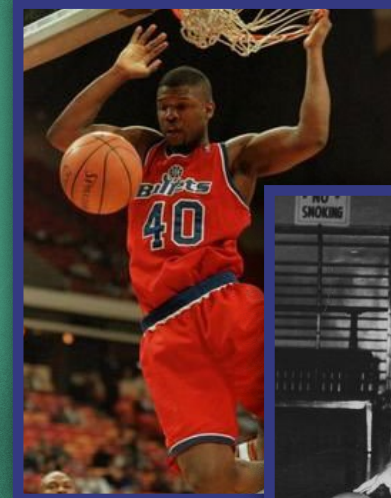
BOBBY KNIGHT
COACH, INDIANA
UNIVERSITY (1971-2000)



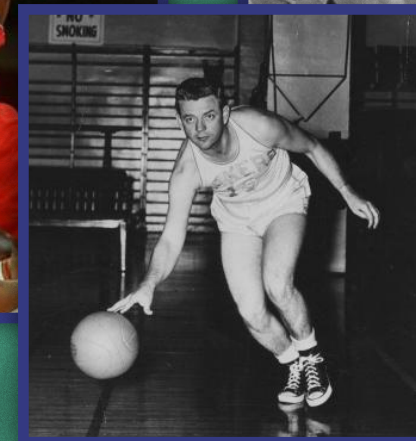
JOHN LASKOWSKI
CHICAGO BULLS (1975-77)



CALBERT CHEANEY
WASHINGTON BULLETS-
WIZARDS (1993-99)



HERMAN SCHAEFER
MINNEAPOLIS LAKERS (1947-50)



Walt Frazier reaching for a basket against the Boston Celtics.



When the New York Knicks Were On Top

SHMagazine

THE MOST VALUABLE NBA FRANCHISE today hasn't won a national championship in two generations. But 50 years ago, the New York Knickerbockers lit up the biggest city in America with their first NBA title, defeating the Los Angeles Lakers in a dramatic 7-game series. May, 1970 is fondly remembered in Knicks lore as a magical moment when a talented crew carried their team to the top of the world.

The beginning of the 1970s ushered in a new era in professional basketball. Bill Russell's retirement from the Boston Celtics in 1969 signaled the end of Boston's decade-long dynasty under the basket, while 7'2" center Lew Alcindor, the future Kareem Abdul-Jabbar, would start his indomitable reign with the Milwaukee Bucks. In the executive suite, George Mikan, the ABA commissioner who introduced the 3-point line and the flashy red, white and blue basketball, was gone, while former Georgia governor Carl Sanders became part-owner of the newly-minted Atlanta Hawks, formerly the St. Louis Hawks.

The NBA at the time was comprised of just 14 teams and the New York Knicks were running the ball at Madison Square Garden, their home since the league's inception in 1946. Ned Irish, Knicks founder and President, was still overseeing the club's operations. For some time, a parade of coaches had come and gone with the team's fortunes and in 1968, Dick McGuire was replaced

UNBEKNOWNST AT THE TIME, IT WAS THE MAKING OF A LEGACY TEAM...

in mid-season after the team floundered 15-22. Red Holzman, assistant coach and team scout, took over as Head Coach. As a player, Holzman was point guard for the Rochester Royals when they defeated the Knicks at the 1951 NBA championship. >>

ATLANTA HAWKS 4

CHICAGO BULLS 1

WESTERN DIVISION

PHOENIX SUNS 3

L.A. LAKERS 4

ATLANTA HAWKS 0

L.A. LAKERS 4

L.A. LAKERS 3

DIVISION → SEMIFINALS → FINALS

NEW YORK KNICKS 4

NEW YORK KNICKS 4

NEW YORK KNICKS 4

BALTIMORE BULLETS 3

MILWAUKEE BUCKS 1

EASTERN DIVISION

PHILADELPHIA 76ERS 1

MILWAUKEE BUCKS 4

THE 1970 NBA PLAYOFFS

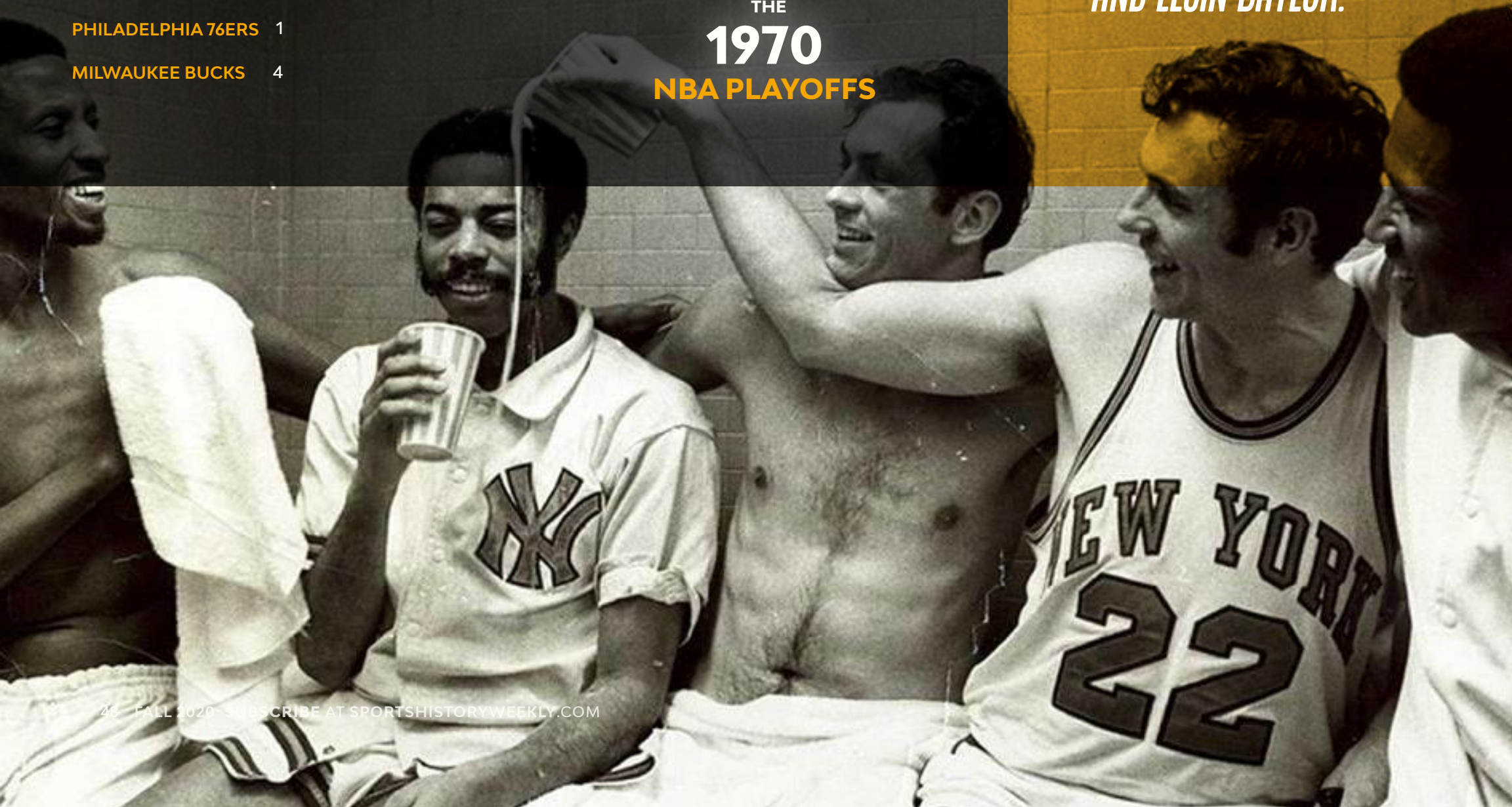
REED, DEBUSSCHERE AND FRAZIER WERE NOW SQUARING OFF AGAINST ANOTHER GROUP OF FUTURE HALL OF FAMERS: JERRY WEST, WILT CHAMBERLAIN AND ELGIN BAYLOR.

Left: 1970 NBA champs, the NY Knicks. From left to right Dick Barnett, Walt Frazier, Bill Bradley, Dave DeBusschere, and Willis Reed.

The impact was immediate. Holzman flipped the remaining games on the calendar to the Knicks' favor, salvaging what would have been a losing season into a winning one that ended with a 43-39 record and a berth at the playoffs. In the early years, New York were trophy contenders, clinching 3 consecutive conference titles in 1951, 1952 and 1953 under the helm of Joe Lopchick. But they never got past the semifinals for a shot at the crown and after Lopchick departed, the Knicks only made the post-season in 4 of the 13 years leading up to their first title. In one notorious header against the Philadelphia Warriors in 1962, the Knicks failed to stop Wilt Chamberlain who scored 100 points against them, an individual NBA record that still stands today.

By the late 1960s, the Knicks were on a march towards making NBA history. Point guard Walt Frazier was drafted out of Southern Illinois University and power forward Dave DeBusschere was traded in from the Detroit Pistons, both joining veterans Willis Reed and Dick Barnett. Future Chicago Bulls coach, Phil Jackson, and future New Jersey Senator, Bill Bradley, were brought on board as well. Unbeknownst at the time, it was the making of a legacy team that would see 7 of the 8 identified names, including Holzman and Irish, be enshrined in the Basketball Hall of Fame.

The 1969 NBA season exploded with promises for New York as the Knicks delivered their own record-breaking, 18 game-winning streak that ended the day after Thanksgiving. Holzman's strategy emphasized more than just hard teamwork, but 'pressure defense'. Playing physical on both ends of the court, Reed was grabbing 14.9 rebounds per game and DeBusschere was catching 10.0. Collectively, the squad led the >>



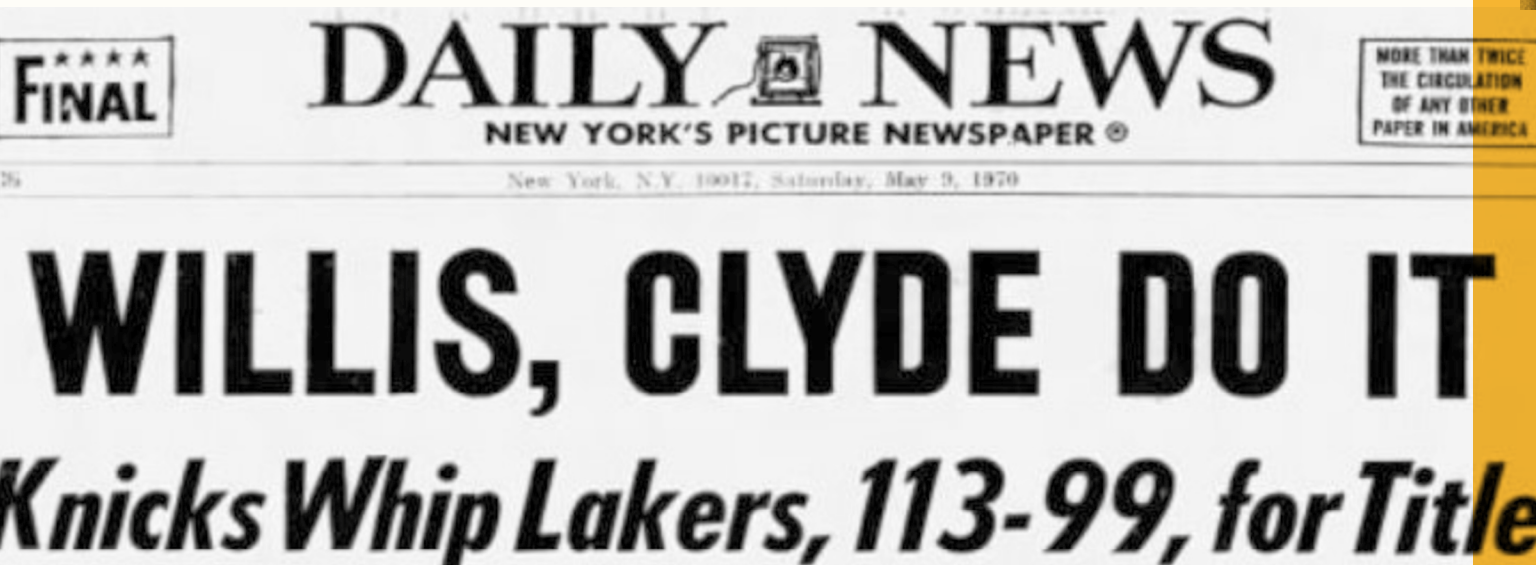
league in holding off opponents at 105.9 points per game, cementing their reputation as the best defensive club in the NBA. The team wrapped up the regular season with a dominant 60-22 record and a ticket to the playoffs.

First up were the Baltimore Bullets at the Eastern Semifinals. Dispatching the mid-Atlantic squad 4-3, the Knicks put away Earl Monroe, Baltimore's prolific scorer who led the series with 28.0 points per game. Two years later, Monroe would find himself on the Knicks roster. At the Eastern Finals, it was the towering Kareem Abdul-Jabbar and the Milwaukee Bucks that New York were now facing. Once again, the Knicks' tight teamwork and defensive focus overcame the powerful presence

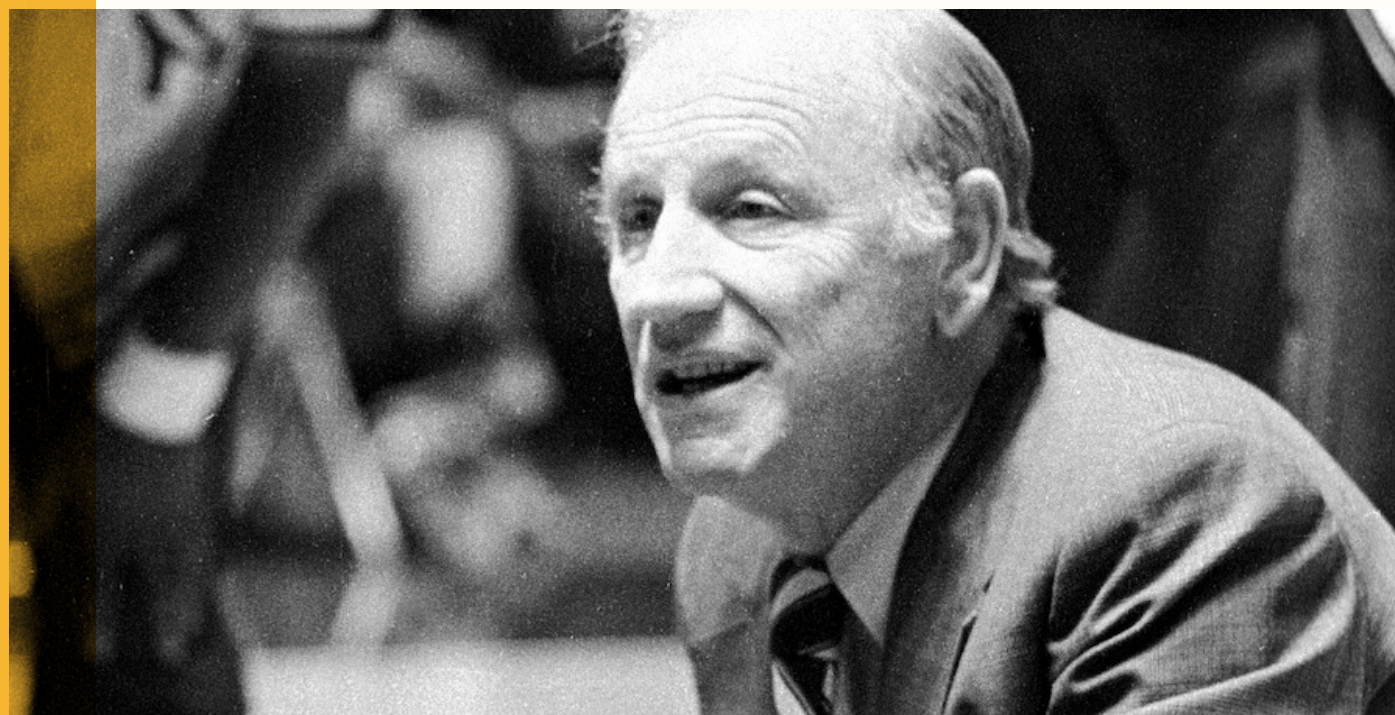
THE 1969 NBA SEASON EXPLODED WITH PROMISES FOR NEW YORK AS THE KNICKS DELIVERED THEIR OWN RECORD-BREAKING, 18 GAME-WINNING STREAK.

of a single individual, this time in the form of Abdul-Jabbar who landed 34.2 points per game. New York clinched the series 4-1, earning their first ever trip to the Finals.

Below: NY Daily News headline on May 9, 1970.



Below: Red Holzman, Knicks coach who led the NY basketball team to their only two championships to date, 1970 and 1973.



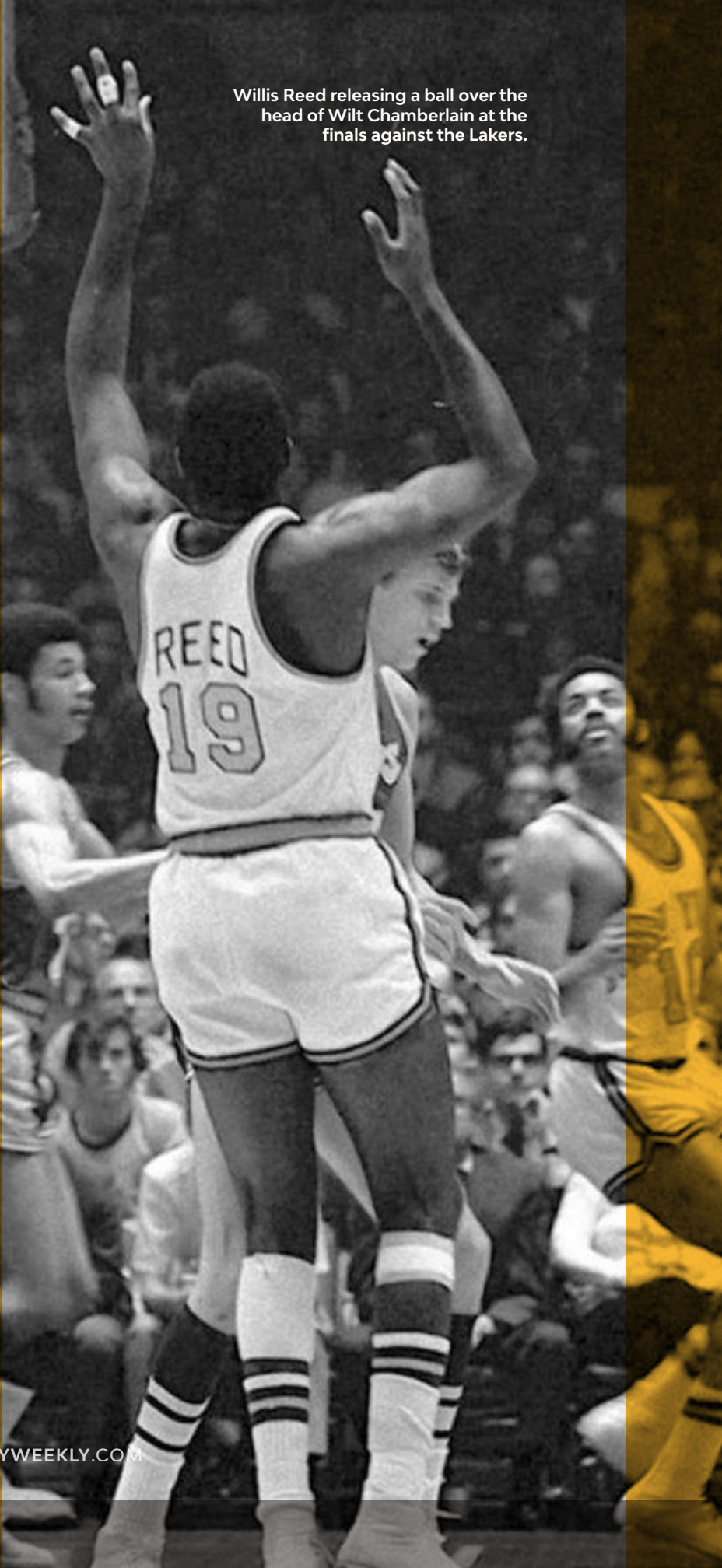
Waiting in the wings were the Los Angeles Lakers, fresh from sweeping the Atlanta Hawks 4-0 at the Western conference. In the first NBA Finals to be televised nationwide, Reed, DeBusschere and Frazier were now squaring off against another group of future Hall of Famers: Jerry West, Wilt Chamberlain and Elgin Baylor. With 19,500 exuberant fans packed into Madison Square Garden, the Knicks took Game 1, but lost Game 2 as Chamberlain made two decisive blocks in the closing minutes to win it for Los Angeles. The series started off with a tie as both teams flew out west for the next battleground.

Games 3 & 4 were grueling tests of overtime. Reed and West were fighting for points, while 7'1 Chamberlain, despite mobility issues stemming from knee surgery the previous year, maintained his rebound supremacy. In Game 3, West landed a clutch shot from beyond >>

MEMBERS OF THE 1970 KNICKS TEAM WHO BECAME HALL OF FAMERS

NAME	POSITION	INDUCTED
Ned Irish	President	1964
Red Holzman	Coach	1986
Walt Frazier	Point Guard	1987
Bill Bradley	Small Forward	1983
Dave DeBusschere	Power Forward	1983
Willis Reed	Center	1982
Phil Jackson	Power Forward	2007

IN THE END, THE KNICKS WERE THE NEW NBA CHAMPIONS, HAVING VANQUISHED THE LAKERS 113-99.



Willis Reed releasing a ball over the head of Wilt Chamberlain at the finals against the Lakers.

midcourt, equalizing the score at the buzzer. With no 3-point credit allotted back then except in the ABA, the game went into overtime and the Knicks ended up prevailing. Game 4 saw the Lakers respond with their own overtime victory after Baylor's free throws tied the score in regulation.

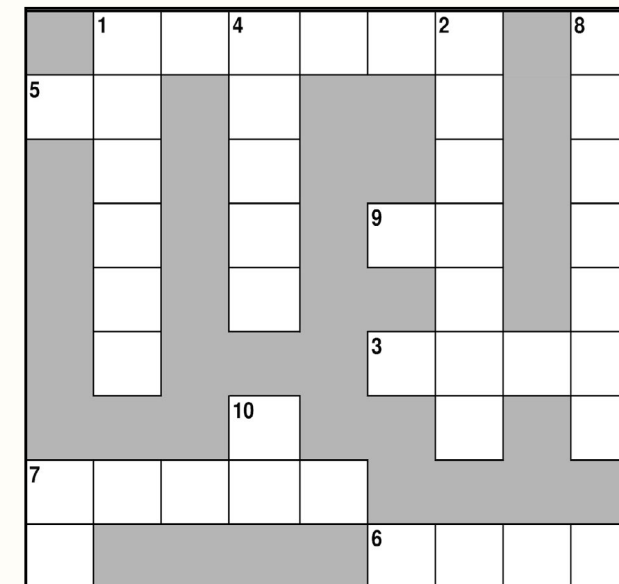
The drama continued to unfold in Games 5 & 6 as both teams traded leads again. Back at the Garden, the Knicks lost Reed to injury after the first 8 minutes in Game 5. As New York fans held their breath, Holzman gambled with aggressive offense-defense hustles, forcing the Lakers into 19 turnovers that resulted in the Knicks conquering a 16-point deficit to win the day. But those tactics failed to carry into Game 6, which saw Reed out of action and Chamberlain net 45 points. Los Angeles tied the series 3-3, unleashing a 7th final and decisive match.

Nobody knew if Reed would return, but the Knicks captain created raucous cheers inside the Big Apple arena when he stepped onto the court. He scored the first two baskets of the game, his only points, and kept effective coverage over Chamberlain despite hobbling on the floor. The Knicks ended up outplaying and outrunning their West Coast rivals, with Frazier leading in points, followed by Barnett and Bradley. In the end, the Knicks were the new NBA champions, having vanquished the Lakers 113-99.

Reed was immortalized with both the NBA and NBA Finals MVP awards and Holzman was named Coach of the Year. For New York, the Knicks also brought the city its third professional championship in 16 months; earlier, the Jets had won Super Bowl III (1968) and the Mets followed with the World Series (1969). The brief, but glorious period for the Knicks was just beginning as the team would reach the Finals again in 1972 and clinch their second and last title in 1973, both against the Los Angeles Lakers. But no other

moment in Knicks history matched the Spring of 1970 when a group of legacy players left an indelible mark for their city and fans. ●

NBA 1970's-80's



ACROSS

- 1 Patrick Ewing's Team
- 3 _____ Chamberlin
- 5 _____ Lakers, abbr
- 6 Celtics' Larry _____
- 7 _____ Johnson
- 9 Team founded in 1989, abbr

DOWN

- 1 _____ Abdul-Jabbar
- 2 _____ Pippen
- 4 Pistons' _____ Thomas
- 7 Bulls superstar, initials
- 8 Moses Malone's team in late 1970s
- 10 Scott May alma mater, abbr

"Wheels of Courage"

By David Davis

MARCH 10, 1948: A WEDNESDAY EVENING IN New York City. The illuminated marquee looming over the entrance to Madison Square Garden promotes the evening's featured attraction: BASKETBALL TONITE: KNICKS vs. ST. LOUIS BOMBERS. Inside the world's most famous entertainment palace, a haze of cigarette smoke hangs over the basketball court, empty save for two referees in black-and-white-striped shirts with whistles around their necks. A ring of loudspeakers hanging from the rafters burbles with the sonorous tones of public-address announcer John F. X. Condon as he notifies the assemblage that an exhibition game between two teams of World War II veterans will precede the main event.

What the near-capacity crowd of 15,561 spectators is about to witness is the most unusual form of basketball since 1891, when Dr. James Naismith invented the sport with a pair of peach baskets and a soccer ball. World War II had ended nearly three years previous, but the war was still uppermost in the thoughts of many Americans. More than sixteen million men and women—about 10 percent of the nation's population—had served in the U.S. Armed Forces during the war. American casualties (dead and wounded) totaled one million, a number that exceeded the population of all but five U.S. cities. Everybody knew somebody who had participated in the most destructive conflict in human history.

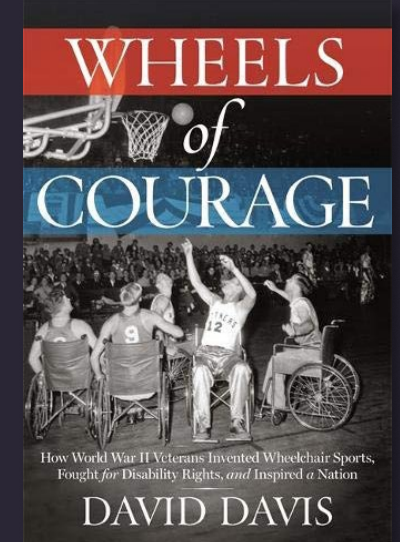
On the domestic front, the effort had been all-consuming. Americans bought war bonds, planted victory gardens, sent Red Cross parcels overseas to prisoners, rationed food and gasoline, conserved metal and paper, worked in munitions and aircraft factories, and memorized

maps of the European and Pacific theaters. In the peace that followed, the public's interest in veterans' issues remained as high as the nearby Empire State Building. Moviegoers flocked to view *The Best Years of Our Lives*, *So Proudly We Hail!* and *Thirty Seconds Over Tokyo*. Books about the war, from John Hersey's *Hiroshima*, to Norman Mailer's *The Naked and the Dead*, to James Gould Cozzens's *Guard of Honor*, were published to prize-winning acclaim.

The servicemen who took to the Garden hardwood that night were as extraordinarily ordinary as other veterans. They were the "mud-rain-frost-and-wind boys" that journalist Ernie Pyle celebrated in his Pulitzer Prize-winning columns from the front lines. They were "Willie and Joe," as sketched by Bill Mauldin in his Pulitzer Prize-winning cartoons. They were your brother, your husband, your neighbor, your best friend from high school, your boss. They came from Paterson, New Jersey; Billings, Montana; Needham, Massachusetts; Brooklyn, New York; and the Boyle Heights section of Los Angeles. They were GI Joes and Dogfaces, Buck Privates and Mud Eaters, Leathernecks and Grunts.

Except these veterans were different. All of them were permanently paralyzed from the waist down from injuries they'd incurred during the war. All of them were seated in slender metal wheel-chairs. The home team was made up of patients at Halloran General Hospital on Staten Island; the visitors traveled to New York from Cushing General Hospital in Framingham, Massachusetts. When the game started, the chatter in the stands gave way to uneasy, muted murmuring. Halloran's Jack Gerhardt was speeding around the court like racecar driver Mauri Rose cornering at the Indianapolis 500 when he collided with another player and spilled out of his chair. Matrons gasped and dabbed at their eyes with handkerchiefs; crusty sportswriters complained that the smoke from their Lucky Strikes was causing them to tear up. But after Gerhardt muscled his body back into his chair and demanded the ball, and after the Cushing crew brayed their displeasure at the officials—"Whatsamatta, ref, can't you hear either?"—the mood inside the arena relaxed, and the fans began to cheer and whistle as if

Below: David Davis' newly-released book.



they were witnessing a miracle. Which, in many respects, they were.

For millennia, paraplegia had been a death sentence that physicians were powerless to prevent. The life expectancy of soldiers with traumatic spinal-cord injuries during World War I was estimated to be about one year. But now, the wonders of modern medicine were promising hope, and paralyzed veterans like Gerhardt, a wiry paratrooper wounded at Normandy, could envision a future. How that future would unfold was less clear. People with severe disabilities were usually shunted off to institutions or hidden away in private homes. The barrier-plagued society accommodated only non-disabled people. There were no curb cutouts at the street corners of most American cities, no ramps leading to the entrances of office buildings. There were no handicapped parking spaces or kneeling buses, no homes with accessible toilets, showers, and doorways. That myopia extended to sports. ●

David Davis is author of "Waterman: The Life & Times of Duke Kahanamoku", "Showdown at Shepherd's Bush: The 1908 Olympic Marathon and the Three Runners Who Launched a Sporting Craze", and "Marathon Crasher: The Life and Times of Mary Lepper, the First American Woman to Run a Marathon".

A practice game at Naval Hospital in Corona, California during the period following WWII.



Interview with Cycling Champion Alberto Contador

SHMagazine

ONE OF THE GREATEST PROFESSIONAL riders of all time, Alberto Contador overcame a serious vascular disorder at a young age to become world champion on two wheels. He won the Tour de France twice (2007, 2009), the Giro d'Italia twice (2008, 2015), and the Vuelta a España three times (2008, 2012, 2014). An all-around rider, he was especially skilled in tactical attacks and mountain climbing. Racing with several professional teams during his career, Contador beat Lance Armstrong by just 5 minutes and 29 seconds at the 2009 Tour when both rode together for Astana. Nevertheless, the Spanish-born cyclist did not escape the doping scandals that plagued his sport at the time and he was stripped of two titles (2010 Tour, 2011 Giro), a decision he continues to maintain was unjust. Now retired from competitive racing, he keeps busy with different projects, including launching his new brand 'Abike'

and managing his Foundation. Sports History Magazine asked Alberto to share some of his experiences and thoughts around professional cycling. (translated from the Spanish).

You were born outside Madrid, Spain to a family of 4 children. When did you discover your passion and talent for cycling?

I discovered cycling during my childhood and through my brother Francisco Javier, the eldest of the four. He began to practice cycling after getting a bike for doing well in school and in the end, I, who had done everything and was a bit of a mess, could not stay without trying the bike. It was a game. A means of fun. But I was hooked. I was always very competitive and little by little I was taking steps into this world until I got where I was.

In 2004, just a year after you turned >>



Alberto Contador celebrating his first Grand Tour victory at the 2007 Tour de France.



Contador following his crash at the 2016 Tour de France.

ALBERTO CONTADOR

BORN December 6, 1982
Pinto, Madrid, Spain

**HEIGHT/
WEIGHT** 5 feet, 9.5 inches
(1.76 m)
137 lbs (62 kg)

professional, you underwent a serious head operation to treat a vascular disorder. Your recovery and subsequent winning career defied the odds. What do you attribute that to?

In the end, I suffered a stroke at a very young age

TOUR DE FRANCE

2007 Discovery Channel
91 h '00:26

2009 Astana
85 h '48:35

VUELTA A ESPAGNA

2008 Astana
80 h '40:23

2012 Tinkoff-Saxo
84 h '59:49

2014 Tinkoff-Saxo
81 h '25:05

GIRO D'ITALIA

2008 Astana
89 h '56:49

2015 Tinkoff-Saxo
88 h '22:25

"THE VUELTA IS THE HOME RACE"

but my youth helped me recover faster and without long-term effects. But there was also a lot of work behind it. Many hours of rehabilitation. That is the least known part of that stroke. When you are recovering you always have doubts, but with a lot of work and good results I soon cleared them up. And that also helped to reaffirm my determination.

You won all 3 Grand Tours at least twice- Tour de France, Giro d'Italia, and Vuelta a Espagna. Are there any races that were particularly special for you?

Each of them has its own special significance. The Tour is the Tour, it's the mythical race, the event we all dream of winning. The Vuelta is the home race. But the Giro d'Italia is absolutely fascinating. I made my debut under circumstances that were not at all foreseen. But from the first minute I felt at home, surrounded by an incredible crowd, with wonderful landscapes and mountains... I love the Giro d'Italia.

You were known for your attacking abilities and climbing prowess. Was there a regimen you followed to maintain that edge?

Work, work and work.

Were there any famous cyclists before your time that you admired and tried to emulate?

One cyclist I always followed was Marco Pantani. I really liked the way he rode. In my years in the youth category, people called me Pantani. That, in a way, made me notice this rider more.

Competitive cyclists are endurance athletes. How do you compare the sport to let's say marathon runners, or distance swimmers?

Every sport is unique, even if it shares a lot of

commonalities with other sports. In this case, you commented on it yourself: resistance. A physical resistance, but also a mental one. What sport doesn't have its range of physical or mental demands? All of them, in their own context.

In cycling, racing teams work together, but riders also compete against each other. How did that dynamic work for you?

Okay, no problem. Competition is one thing. Training is another. In the end, cycling is a tower of babel of nationalities and countries.

In 2010 and 2011 you were stripped of your Tour and Giro wins because of doping allegations. Was it a fair decision in your opinion?

No, absolutely not. I said it then, I say it now, and I will defend it always. In fact, I was the last cyclist to be sanctioned in a circumstance similar to mine. That, or the fact that there have been changes in the regulations as we were demanding, is a sign that we were right.

"CYCLING IS A TOWER OF BABEL OF NATIONALITIES AND COUNTRIES"

That happened, we were punished unjustly and the stain remained forever without the possibility of removing it, because that is how it is. I had a bad time. My environment had a very bad time. And because of an injustice.

In general, why has the sport of cycling been plagued by so many doping scandals?

I don't think it was like that and I don't think it's a phenomenon exclusive to this sport. >>

Below: Taking his second summit win at the 2014 Vuelta a Espagna.



How do you see professional cycling evolving in terms of its popularity, the development of technology, sponsors, etc.?

It could be better in terms of the presence of sponsors and so on, but cycling itself has grown a lot globally, is more universal than ever and the calendar confirms this with races that go from January to practically November. This calendar has nothing to do with that of thirty years ago. In terms of technology, cycling is a very avant-garde sport.

What advice do you give to young aspiring riders who want to break into professional cycling?

Enjoy every day and stay in school. It is very important to have a training, because professional cycling is very hard and reaching the top is very difficult.

Now that you are retired from competition, how do you enjoy spending your time?

The Alberto Contador sportsman is already history, yes, but the truth is that I'm not bored. I don't have time to be bored. We have several projects in the pipeline that require a lot of time. I'm very excited about my own brand of bikes, which at the moment is known as 'Abikes'. And of course, there are also the activities and commitments of my Foundation both to raise awareness about the Ictus and to promote the bicycle. And the family, of course. Enjoying very much my son, Luca. I also keep going out on my bike at least three or four days a week. Some of the new projects we have been working on for months also allow me to keep that contact with the road. ●

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A Chess Champion Succumbs to a **Machine**

SHMagazine

ON MAY 11, 1997, 34-YEAR OLD GARY Kasparov stormed out of a chess tournament, squirming in fury and shaking in disbelief. It wasn't so much that the world's reigning chess champion lost his first match, but more that he was toppled by a cold and lifeless machine. A watershed moment in the history of chess and the technological evolution of mankind, it was the first time that a computer defeated a world champion in a series of games that were held under official tournament regulations.

Regarded by some as the greatest chess player of all time, Kasparov was ranked No. 1 in the world for 225 out of 228 months between 1986 and 2005. He reached the Grandmaster title, the sport's highest

designation, at the age of 17 and five years later became the youngest undisputed World Chess Champion when he unseated Anatoly Karpov. Kasparov's opponent on that unforgettable Spring day in New York City was Deep Blue, an IBM RS/6000 SP supercomputer developed by a team of scientists at the company. Deep Blue evolved from Deep Thought, which had its origins at Carnegie Mellon University and was the brainchild of Feng siung-Hsu. In 1988, Deep Thought was the first computer to beat a Grandmaster when it defeated Denmark's Bent Larsen, but it was later routed by Kasparov.

Carrying all but the physical attributes of a grueling sport fought between two opponents, chess is not just a battle of skills but a game of nerves, a test of wills, and a clash of egos. >>

World chess champion Gary Kasparov contemplating a board.



Below: Deep Blue's development team. Standing on right is Feng siung-Hsu, the original brains behind Deep Thought, the predecessor to Deep Blue.



Players face each other across the table with the same competitive spirit and determination that ordinary athletes unleash in the field or on the court. They fight for the lead in points and for the all-important psychological edge. But Deep Blue was made of chips and software, not flesh and blood. It was the offspring of a group of programmers who pumped it with sophisticated codes and algorithms. It was also educated with the moves that Kasparov had used in previous matches, not too different from the way

CHESS IS NOT JUST A BATTLE OF SKILLS BUT A GAME OF NERVES, A TEST OF WILLS, AND A CLASH OF EGOS.

teams prepare for game day by studying their opponents' strategies on film.

It wasn't the first time that Kasparov and Deep Blue went head-to-head, or brain to circuit. Fifteen months earlier, the Soviet-born chess prodigy took on his non-human counterpart in Philadelphia in a highly publicized event that was uncharacteristic of a chess match. It was the biggest news coverage that a chess competition had ever received and even scalpers were hawking \$25 tickets for hundreds of dollars more. Seven years in development since Deep Thought, Deep Blue emerged out of IBM's lab to take on the world's best in the sport. Kasparov once again stepped up to the challenge, representing 1,000 years of humanity's knowledge and experience in the game, while Deep Blue leveraged its only advantage in chess, that of speed and search.

Game 1 of the 6-game tournament saw Deep >>



DEEP BLUE EMERGED OUT OF IBM'S LAB TO TAKE ON THE WORLD'S BEST IN THE SPORT.

Deep Blue on display at the Smithsonian's National Museum of American History in Washington, DC.

Blue defeat Kasparov in the first ever victory of machine over a world champion. But the Russian came back and the tournament ended in his favor at 4-2 (3 wins, 1 loss, 2 draws). This time around, man still prevailed but nobody was left under the illusion that computer dominance wasn't a thing of the future. Both sides agreed to a rematch the following year. The Deep Blue team took their contender back to the lab, redesigned some of the hardware, doubled its calculating power, and invited other Grandmasters to spar with it, teach it new tricks, and fine-tune the program. With 256 processors in place, the electronic system was now capable of analyzing 200 million moves per second. Like a boxer who improved his regimen and punching technique, Deep Blue was back in the ring.

KASPAROV ACCUSED THE IBM TEAM OF CHEATING, OR COACHING THE COMPUTER DURING PLAY.

Grandmasters arrived from around the world to witness the epic rematch and act as experts for the media and the public. The purse was \$1.1 million, or \$700K for the winner and \$400,000 for the runner-up. The showdown took place on the 35th floor of mid-town Manhattan's Equitable Building where IBM held its stock analyst meetings. Close to 500 spectators filled the basement auditorium, which projected a live video feed of the match in addition to commentary screens. Playing white in Game 1, Kasparov won in 45 moves. He lost in 73 moves in Game 2 and for the next three encounters the two fought to a draw. They were even at 2½ - 2½ going into the sixth and final game. In under 20 moves, Deep Blue made a knight sacrifice which >>



DEEP BLUE VS. GARY KASPAROV
1ST MATCH - PHILADELPHIA
FEBRUARY 10, 1996

	WHITE	BLACK	
Game 1	Deep Blue	Kasparov	
Game 2	Kasparov	Deep Blue	
Game 3	Deep Blue	Kasparov	Draw
Game 4	Kasparov	Deep Blue	Draw
Game 5	Deep Blue	Kasparov	
Game 6	Kasparov	Deep Blue	
FINAL	Kasparov 4 - 2 Deep Blue		

DEEP BLUE VS. GARY KASPAROV
2ND MATCH - NEW YORK CITY
MAY 11, 1997

	WHITE	BLACK	
Game 1	Kasparov	Deep blue	
Game 2	Deep Blue	Kasparov	
Game 3	Kasparov	Deep Blue	Draw
Game 4	Deep Blue	Kasparov	Draw
Game 5	Kasparov	Deep Blue	Draw
Game 6	Deep Blue	Kasparov	
FINAL	Deep Blue 3.5 - 2.5 Kasparov		

destroyed Kasparov's defense and forced him to resign with a final score of 3½ - 2½.

Like a football team that was overwhelmed by a powerful offense, Kasparov lost to Deep Blue's brute number crunching force. And just like any other sport played by human beings, Deep Blue didn't need to be perfect, it just needed to make fewer mistakes. One of Kasparov's strategies was to play anticomputer chess, or to maneuver occasionally with suboptimal moves in order to confuse the machine. But when his strategy failed, he couldn't accept Deep Blue's authenticity since computers are supposed to calculate, not 'think'. In Game 2, he even attributed one of the moves to the "hand of God", a reference to Diego Maradona's controversial goal at the 1986 World Cup when he punched the ball into the net. Kasparov accused the IBM team of cheating, or coaching the computer during play. While programmers did make adjustments between games, they denied that they interfered during play.

Some chess experts claim that Kasparov did not play to his full potential, though IBM attributed their success to Deep Blue's enhanced evaluation functions, which they kept refining with the help of other Grandmasters. Kasparov requested a 3rd rematch but was denied and Deep Blue was subsequently retired and its circuit boards ended up as display pieces at the Smithsonian Museum in Washington, DC. and at the Computer History Museum in Mountain View, California. Touted by most people as the triumph of machine over man, the match was probably better described by Feng siung-Hsu as a win by "man the tool maker" over "man the performer". ●

HOW WELL DO YOU KNOW YOUR SPORTS HISTORY?

TAKE OUR FALL ISSUE QUIZ...



- DONALD TRUMP'S USFL TEAM WERE CALLED THE...**
 - (A) HOUSTON GAMBLERS
 - (B) NEW JERSEY GENERALS
 - (C) WASHINGTON FEDERALS
 - (D) ORLANDO RENEGADES
- IN 1970, THE NY KNICKS DEFEATED THIS TEAM FOR THE NBA TITLE...**
 - (A) MILWAUKEE BUCKS
 - (B) CHICAGO BULLS
 - (C) LOS ANGELES LAKERS
 - (D) PHILADELPHIA 76ERS
- ALBERTO CONTADOR WON THE TOUR DE FRANCE...**
 - (A) ONCE
 - (B) TWICE
 - (C) THREE TIMES
 - (D) NEVER
- DEEP BLUE WAS A SUPERCOMPUTER DEVELOPED BY...**
 - (A) IBM
 - (B) ORACLE
 - (C) MICROSOFT
 - (D) INTEL
- PEYTON MANNING WON HIS 1ST SUPER BOWL WITH THE...**
 - (A) NEW YORK GIANTS
 - (B) DENVER BRONCOS
 - (C) DALLAS COWBOYS
 - (D) INDIANAPOLIS COLTS
- THIS PLAYER WAS NOT A MEMBER OF THE HARLEM GLOBETROTTERS...**
 - (A) WILT CHAMBERLAIN
 - (B) MEADOWLARK LEMON
 - (C) MAGIC JOHNSON
 - (D) CURLY NEAL
- THE YANKEES WON THEIR FIRST WORLD SERIES UNDER GEORGE STEINBRENNER IN...**
 - (A) 1974
 - (B) 1975
 - (C) 1976
 - (D) 1977
- THIS PLAYER WAS NOT A HEISMAN TROPHY WINNER IN COLLEGE...**
 - (A) HERSCHEL WALKER
 - (B) JIM KELLY
 - (C) MIKE ROZIER
 - (D) DOUG FLUTIE
- COLLEGE BASKETBALL'S BOBBY KNIGHT COACHED THE...**
 - (A) HOOSIERS
 - (B) BADGERS
 - (C) SYCAMORES
 - (D) HAWKEYES
- THE LAST TEAM IN MAJOR LEAGUE BASEBALL TO INTEGRATE WERE THE...**
 - (A) DETROIT TIGERS
 - (B) PHILADELPHIA PHILLIES
 - (C) ATLANTA BRAVES
 - (D) BOSTON RED SOX



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