

BEST'S REVIEW

Monthly Insurance News Magazine

Insurers • Agents & Brokers • Reinsurers

Hanover Insurance is helping celebrate one of its most famous policyholders.

Babe Ruth: Satisfied Claimant

In 1920, one of baseball's greatest legends took out an insurance policy on his Packard Roadster. After placing a claim on the prized possession, the home run slugger was so happy with the service he received that he wrote a letter to personally thank his agent. The agent then published the letter in the *New York Tribune* and acknowledged the carrier behind that excellent service:

"I thank you for the quick action and efficient manner in which you handled the matter relative to the recent accident of my Packard Roadster..I cheerfully recommend the type of service you are giving. Yours truly, Babe Ruth"

More than 90 years later, The Hanover Insurance Group is honoring Ruth's legacy and one of its most famous former policyholders by sponsoring a gallery at the National Baseball Hall of Fame and Museum.

The exhibit, "Babe Ruth: His Life and Legend," opened at America's baseball shrine in Cooperstown, New York, in 2014, marking the 100th anniversary of Ruth's big-league debut. "The Bambino," as he was often called, is a member of the Hall of Fame's inaugural Class of 1936.

Amanda Stevens, granddaughter of Julia Ruth Stevens, Ruth's surviving daughter, was on hand for the grand opening, along with Hall of Famers Cal Ripken and Phil Niekro.

The Babe Ruth exhibit features a new look at the player whose standards and accomplishments in the game still stand today, said Richard W. Lavey, president of personal lines and chief marketing officer at



HOME RUN: Hanover Insurance is sponsoring an exhibit that celebrates baseball icon Babe Ruth's life and accomplishments over his 21-year professional career.

Hanover. The exhibit presents the story of the "Sultan of Swat" in scrapbook form, taking visitors from Ruth's earliest days to his peak as a player and through his post-career life. Included in the 180-square foot presentation is the bat Ruth used to hit his 60th home run in 1927, along with the letter to his Hanover agent.

Lavey said Hanover is proud to sponsor an exhibit celebrating Ruth's extraordinary accomplishments and to be included in the exhibit. "We take great pride in Babe Ruth's endorsement of our responsive service 94 years ago.

"The exhibit speaks to our long history and what we are proud of, which is delivery of first-rate products and service through our independent agents," he added. "We have an appreciation for history at our company, being more than 160 years old ourselves, so we think that's pretty special."

He said Hanover's employees also are excited about the exhibit. "There's a feel-good aspect to it that employees can feel proud of and know they are a part of America's folklore," Lavey said.

In 1914, George Herman "Babe" Ruth Jr. made his big league debut, spending his first years in the majors as a dominant left-handed pitcher. He later moved from the Boston Red Sox to the New York Yankees' outfield. During his 15 years with the Yankees he helped the team win seven league championships and four World Series titles. His record of 714 career home runs stood for nearly four decades, until Hank Aaron broke it in 1974.

—Lori Chordas