



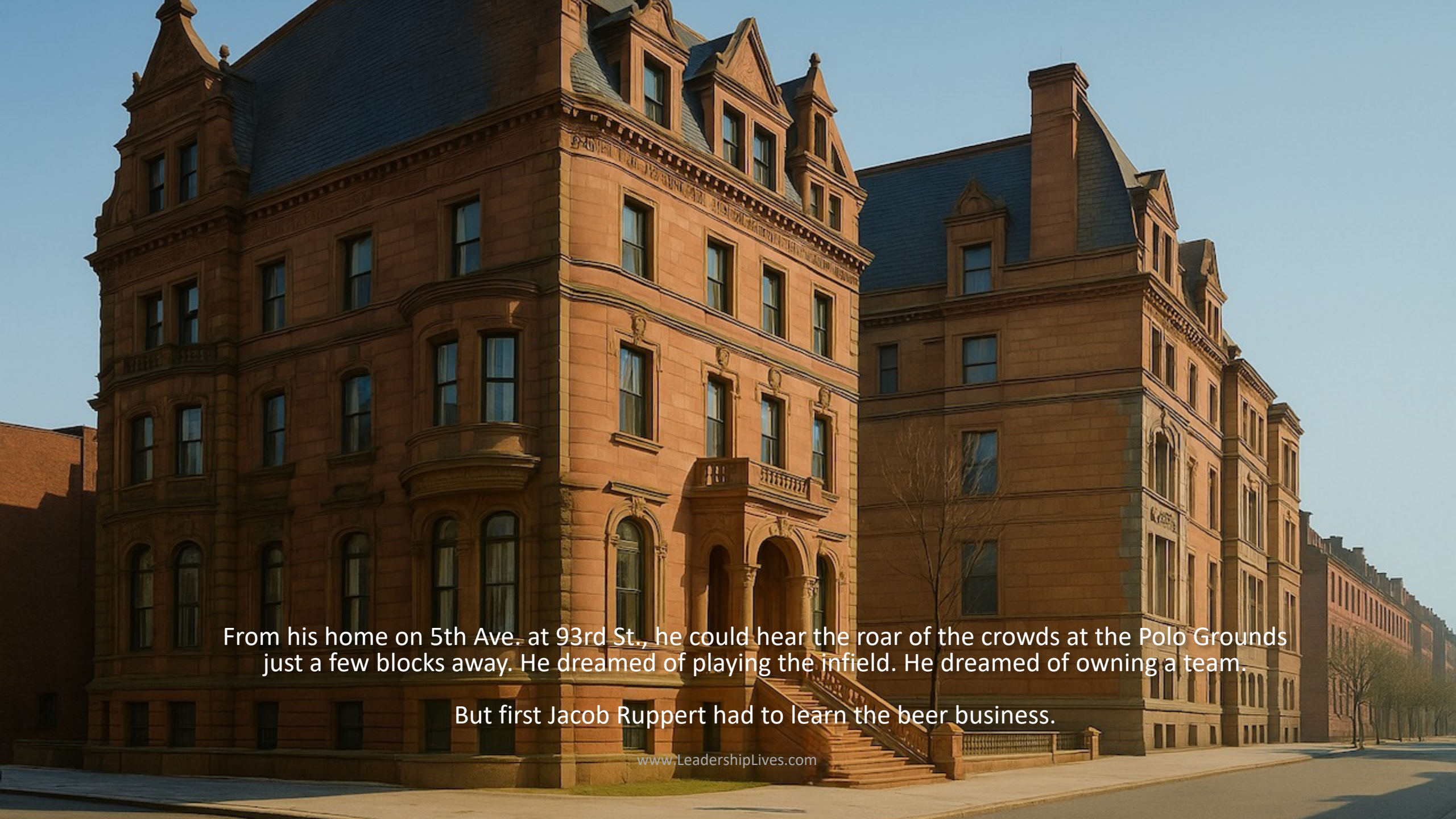
THE NEW YORK YANKEES

BUILDING A BRILLIANT BRAND

Margot Morrell

“YANKEES, AT \$5 BILLION, TOP FORBES' LIST OF
MOST VALUABLE MLB TEAMS FOR 2020.”

CBS SPORTS



From his home on 5th Ave. at 93rd St., he could hear the roar of the crowds at the Polo Grounds just a few blocks away. He dreamed of playing the infield. He dreamed of owning a team.

But first Jacob Ruppert had to learn the beer business.

JACOB RUPPERT'S Knickerbocker Beer

FOR SALE BY ALL DEALERS

BOTTLED
AT THE BREWERY

ALSO ON DRAUGHT

Jacob Ruppert's grandparents arrived in New York in 1836 from Bavaria where they had owned a brewery. The Rupperts started a "hopsmill" on lower 3rd Ave. In 1851, they bought the "old Turtle Bay" brewery on 1st Ave. at 45th St.

Jacob's parents moved to Yorkville, Manhattan's German neighborhood, and eventually owned a large part of the blocks between 2nd Ave. and 3rd Ave. from 90th St. to 94th St. By 1915, the Rupperts had 1500 employees and were producing over 1.2 million barrels of beer per year.



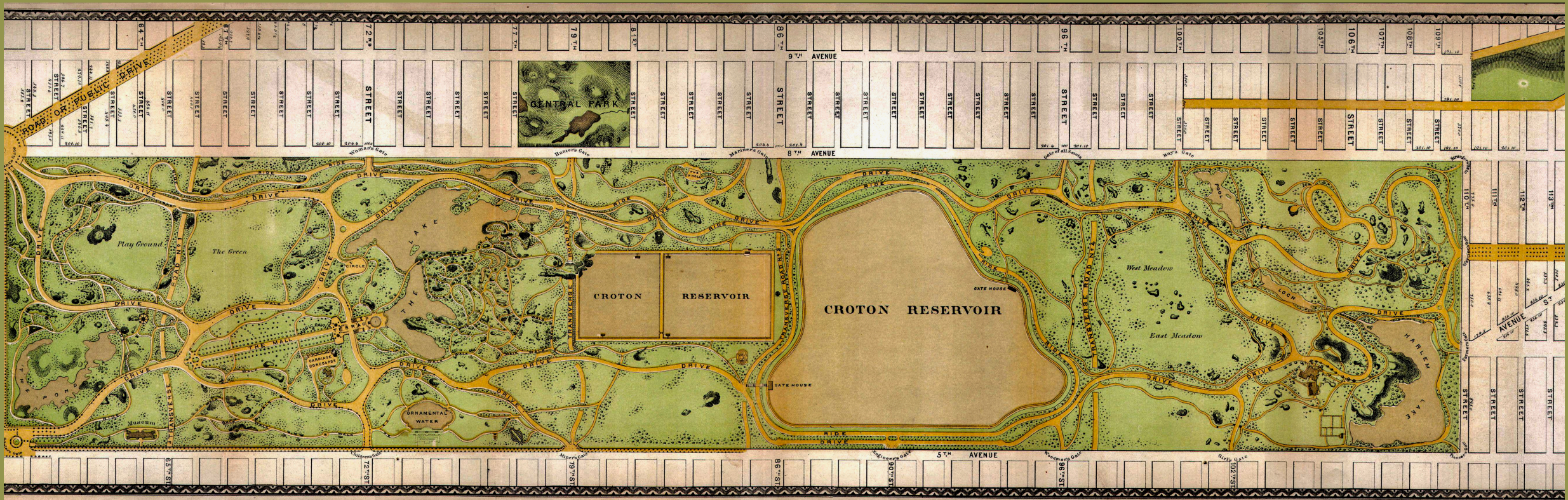
Jacob Ruppert graduated from Columbia Grammar School in 1885 and was accepted at Columbia, but his father thought he should learn the beer business. So, Jacob went to work, putting in 12-hour days for \$10 per week, scrubbing beer barrels.



In 1840, the Cunard shipping company startled the world by announcing steam ship service between Liverpool and Boston. They soon expanded the service to New York.

Suddenly well-heeled New Yorkers could visit Europe. They returned with memories of soothing green oases in the midst of bustling cities.

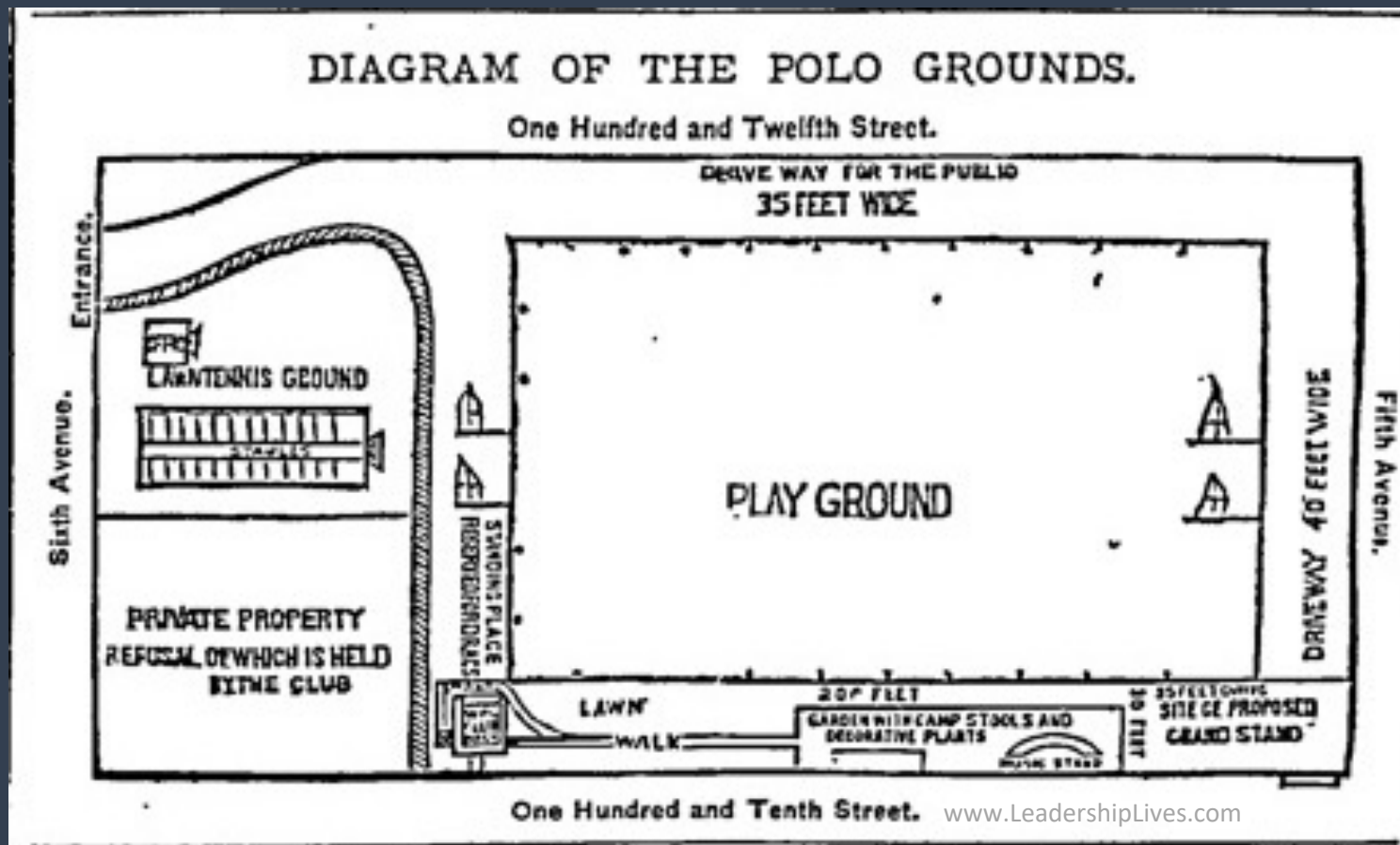
New York needed a park.



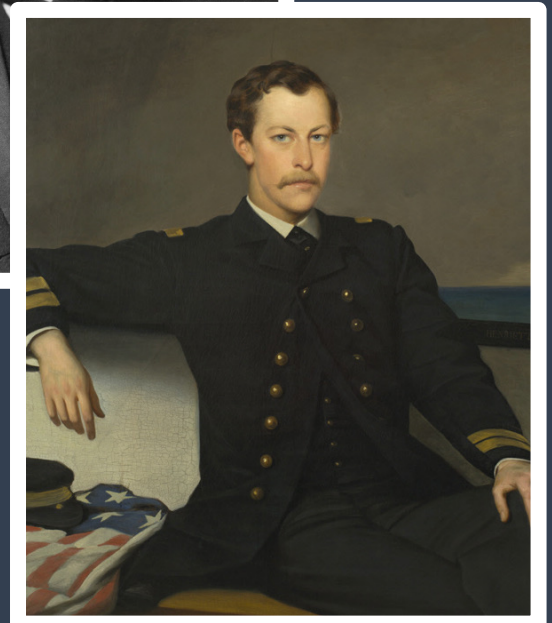
With the usual cacophony of varying opinions and shouting voices, a “consulting board” was organized, a design contest announced, and, in 1858, a winner declared, Frederick Law Olmsted and Calvert Vaux's "Greensward Plan.” Work began.

In 1879, three years after Central Park was completed, the Westchester Polo Club, headed by August Belmont and James Gordon Bennet, Jr., publisher of *The New York Tribune*, decided to move their games from Fordham to a lot owned by the Pinkney Estate north of the park. The lot stretched from 5th Ave. to 6th Ave., from 110th to 112th Streets.

The Club took a lease for five years and announced they would *not* be renting their field out for baseball games.



Top: August Belmont

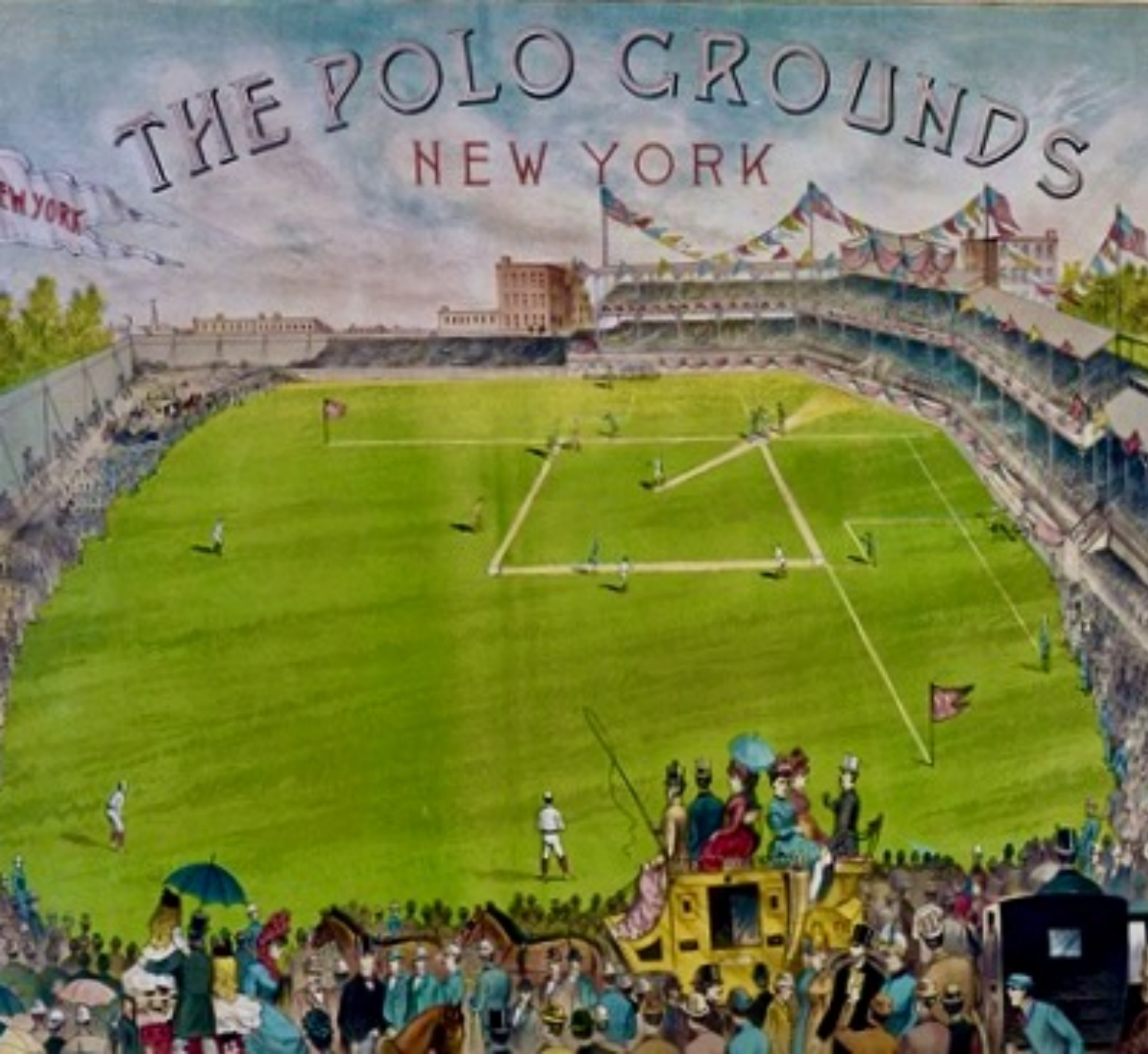


Bottom: James
Gordon Bennet, Jr.



After the first polo game, in May 1880, *The New York Tribune* reported “the great drawback to the grounds at present is the dust which is blown all around causing much annoyance and discomfort.”

The story noted “...when the grass is grown, it will make a fine field for outdoor sports.” The polo players moved to Brooklyn’s Prospect Park and, from there, to Newport, RI for the summer season.



That fall, *The NY Sun* reported the first ever professional baseball game was played in the city on September 29th, at the Polo Grounds, “the first enclosed base ball ground New York city has ever had.”

The home team, the Metropolitan Club, beat the Washington National Club 4 – 2.

The Sun noted, “quite a number of ladies occupied seats” in the grandstand.



In early November 1880, there was a meeting of baseball executives at the Hotel Earle on Washington Square.

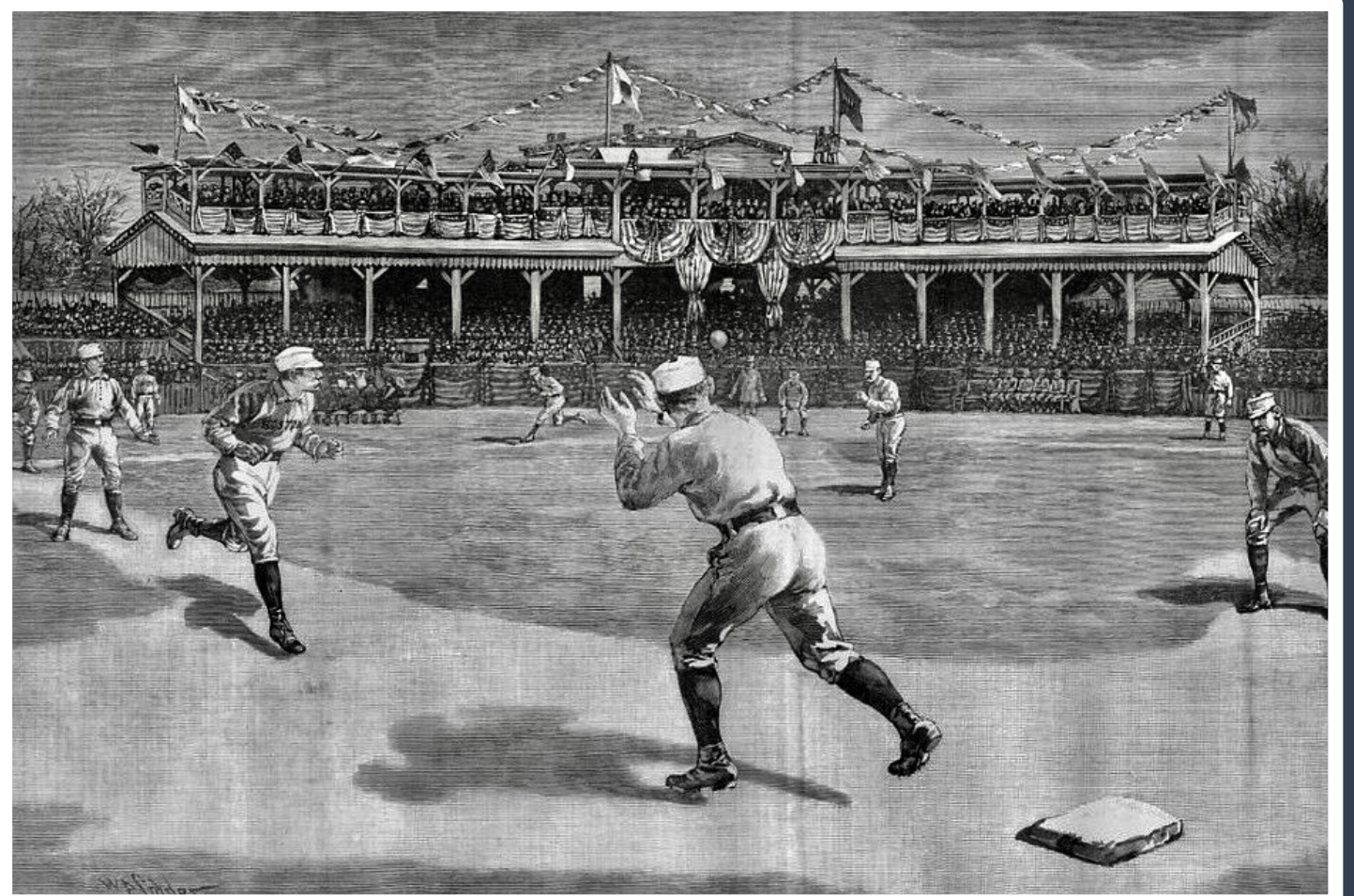
On one point, *The Sun* reported, the New York team was adamant, there must be beer.

“If the sale of beer is excluded, New York will not enter, as that is a regular thing at the Polo Grounds, and the Manhattan Association will not make any change in this particular.”

In March 1882, *The New York Times* reported, “The managers of the Metropolitan Club have secured a lease of the polo grounds from the Westchester Polo Association and are making great improvements.”

That summer, from a perch in Newport, RI, a sportswriter for the *NYT* declared interest in polo was “defunct.”

Baseball was rapidly becoming America’s National Pastime.





In the summer of 1888, rumblings were heard about plans to make 111th St. a through street.

In early 1889, City workers began to tear down the fence surrounding the Polo Grounds.

Baseball fans and the Pinkney Estate were outraged.

The Evening World reported petitions were being organized and signatures collected "to avert the calamity."



In July 1889, the Giants moved uptown, taking the name of their playing field along with them, to the “new” Polo Grounds.



SARONY.

METROPOLITAN BASEBALL NINE 1882.

Copyright 1882, by N. Sarony.

37 UNION SQUARE, N. Y.

19th century “base-ball” swirled with teams, leagues and names that came and went. Some stability was introduced when the National League was organized in 1876.

The Metropolitan played from 1880 - 1887. Their name was revived in 1961 for the NY Mets.

A team organized in 1882, the Gothams, changed its name to the New York Giants in 1885.

The NY Giants played at the Polo Grounds through 1957 when the team moved to San Francisco. The Yankees played at the Polo Grounds from 1913 through 1922.

In the 1890s, Byron Bancroft (Ban) Johnson, president of the minor-league Western League, decided to establish a family-friendly option to the tobacco-chewing, profanity-spewing, umpire-abusing National League.

He called his new organization, the American League.





Backed by baseball heavyweight Charles Comiskey, Johnson's breakthrough came in late 1899 when the National League dropped teams in Baltimore, Cleveland, Louisville and Washington, DC.

Johnson sprang into action and the American League was formally organized in 1901 with eight teams - the Philadelphia Athletics, Boston Somersets, Washington Nationals, Cleveland Blues, Detroit Tigers, Milwaukee Brewers, Chicago White Stockings and the struggling Baltimore Orioles.

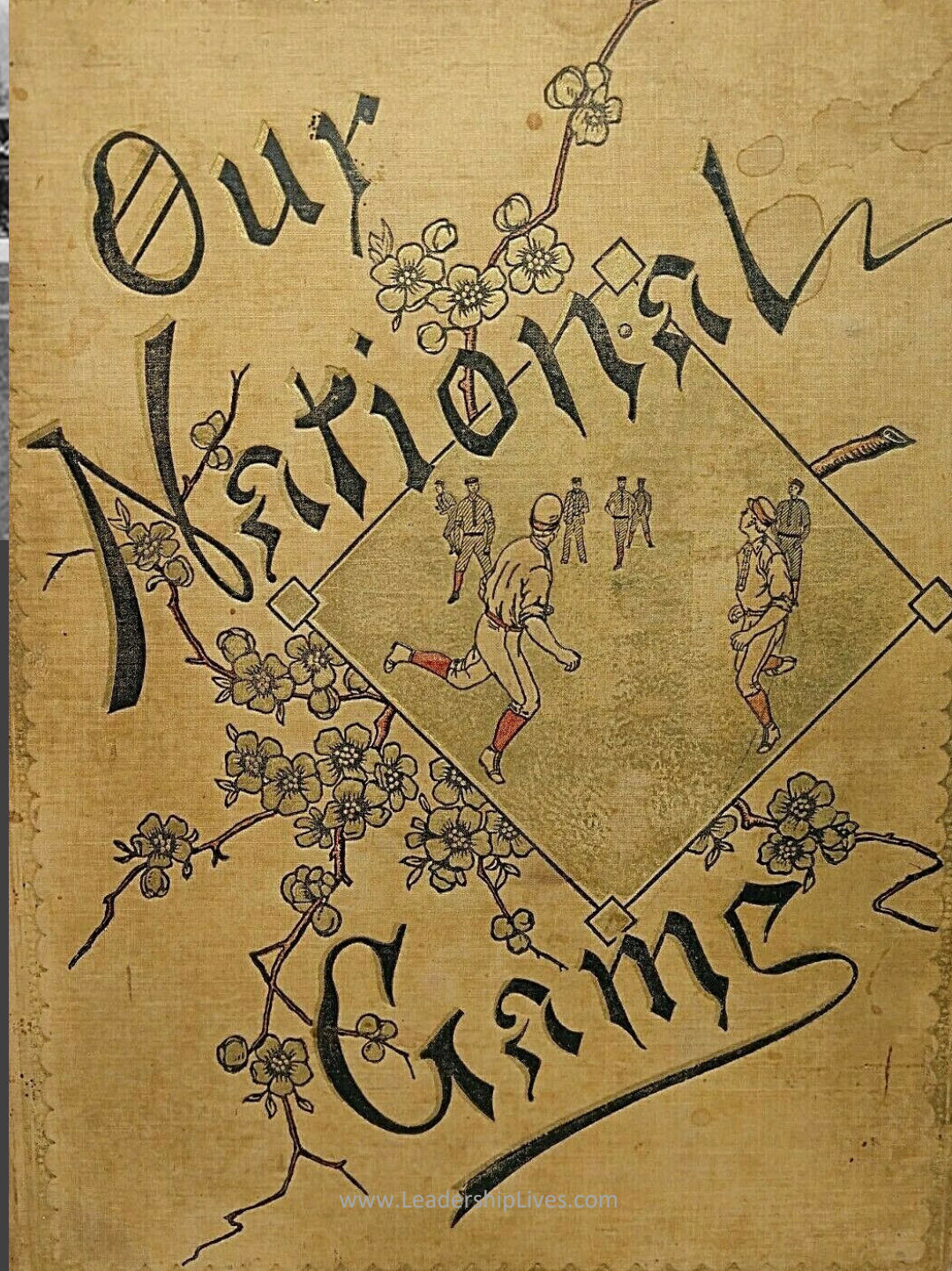
Johnson needed a team in New York.



The Orioles were faltering. By 1902 attendance had sunk almost 50% from the 1894 peak of 328,000.

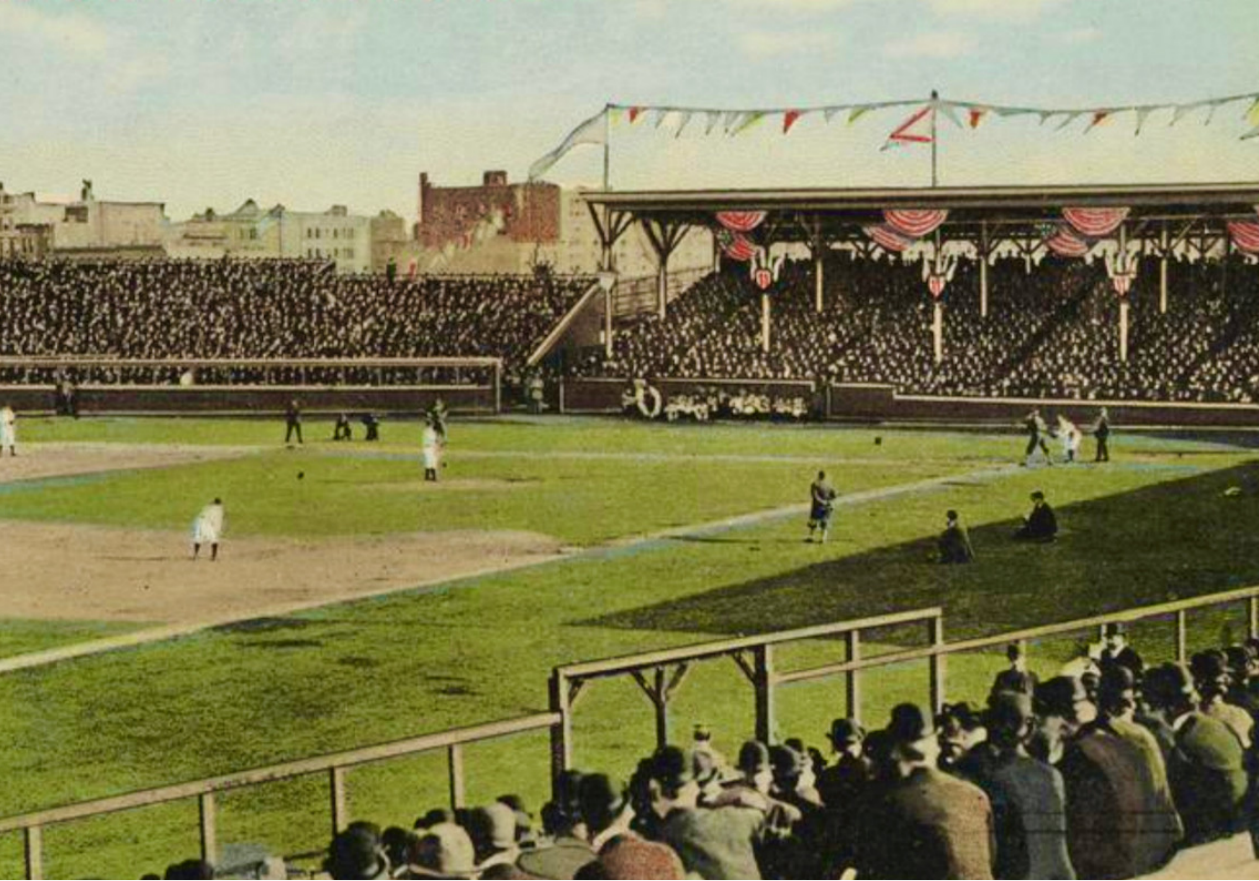
The club disbanded when the National League cut four teams in 1900. Volatile player / manager and future Hall of Famer John McGraw played one year in St. Louis before returning to the newly organized American League Orioles where he and Ban Johnson locked horns. After Johnson suspended him in the middle of the 1902 season, McGraw jumped to the NY Giants taking six key players with him.

Baltimore was the obvious franchise to transfer to New York.





Bringing a baseball team to New York required the blessing of Tammany Hall so on January 9, 1903, well-connected gambling king Frank Farrell (2nd from left) and former police chief Bill Devery (4th from left) purchased the carcass of the Baltimore franchise for \$18,000 and moved the team to Manhattan.



1903 NEW YORK HIGHLANDERS

With the energetic Ban Johnson doing most of the heavy lifting, Farrell and Devery hastily identified a promising site and built a ballpark at 168th St. and Broadway – one of the highest points in Manhattan. They called the new playing field Hilltop Park. After toying with the dubious name "The Invaders," they decided on "The Highlanders."

On opening day, the fledgling team beat the Washington Senators 6 – 2.



There were three future Hall of Famers on the first Highlanders' team – pitching ace "Happy Jack" Chesbro (left) formerly with the Pittsburgh Pirates, two-time batting champion Wee Willie Keeler (center), who specialized in "hitting 'em where they ain't," and highly regarded player / manager Clark Griffith (right) who went on to own the Washington Senators.

Sportswriters were not happy with the Highlander's unwieldy eleven-letter name - too long for a headline. Journalists tried out "Invaders," "Americans," "New Yorks," and even "Hilltoppers." None caught on.

eler, the Yankees
lder, is to unimpl
een the Emeralds
ne Protectory gro
orrow. Willie D

The New York Yankees met the
Boston champions yesterday, and at
the end of a hard fought game Collins
pennant winners had manifested their
superiority and New York was down-
ed, 4-1.

Oct. 8.—The Bostons won bot
-York to-day, and thereby ob
I grasp on this year's champion
order to win, the Yankees must
onday's games, played in New-
first game to-day Chesbro wea
, and the Bostons scored six
was substituted. Dineen was st
throughout.
team could bat effectively in t

On July 8, 1904, a sportswriter in Wilkes-Barre, PA used the phrase "New York Yankees" in a headline. Two months later, in New York, *The Evening World* picked up the term.

The following spring, the influential *New York Herald Tribune* followed suit. The hat tip to New York's shrewd 17th century Dutch traders was a perfect fit. Yankees it was.



In April 1912, the Highlanders appeared for the first time in pinstripe uniforms with a logo designed by Tiffany & Co. that has remained in use, with a bit of finetuning, ever since.

In April 1913, Farrell and Devery officially changed the team's name from the New York Highlanders to the New York Yankees and moved from Hilltop Park to the Polo Grounds.

By then the future Hall of Famers had all moved on, and the team was mired in the bottom of the league standings and attendance.



THE 1913 NEW YORK YANKEES

YANKEE RECORD UNDER THE OWNERSHIP OF FARRELL AND DEVERY

SEASON	WIN / LOSS	ATTENDANCE	ATTENDANCE RANK IN LEAGUE	LEAGUE STANDING
1903	72 - 62	211,808	7 of 8	4
1904	92 - 59	438,919	4 of 8	2
1905	71 - 78	309,100	6 of 8	6
1906	90 - 61	434,700	3 of 8	2
1907	70 - 78	350,020	6 of 8	5
1908	51 - 103	305,500	7 of 8	8
1909	74 - 77	501,000	3 of 8	5
1910	88 - 63	355,857	5 of 8	2
1911	76 - 76	302,444	6 of 8	6
1912	50 - 102	242,194	7 of 8	8
1913	57 - 94	357,551	6 of 8	7
1914	70 - 84	359,477	4 of 8	6

“WAITING 30 YEARS TO BUY A TEAM”

By early 1914, American League President Ban Johnson had lost patience with Farrell and Devery. They were ready to move on too.

When Johnson heard that beer-baron Jacob Ruppert had turned down a chance to buy the Chicago Cubs saying that he would only buy a team in New York, Johnson leaped into action.

Savvy Ruppert had learned his way around politics as an assistant to the New York governor – where he picked up the title colonel - and as a congressman.

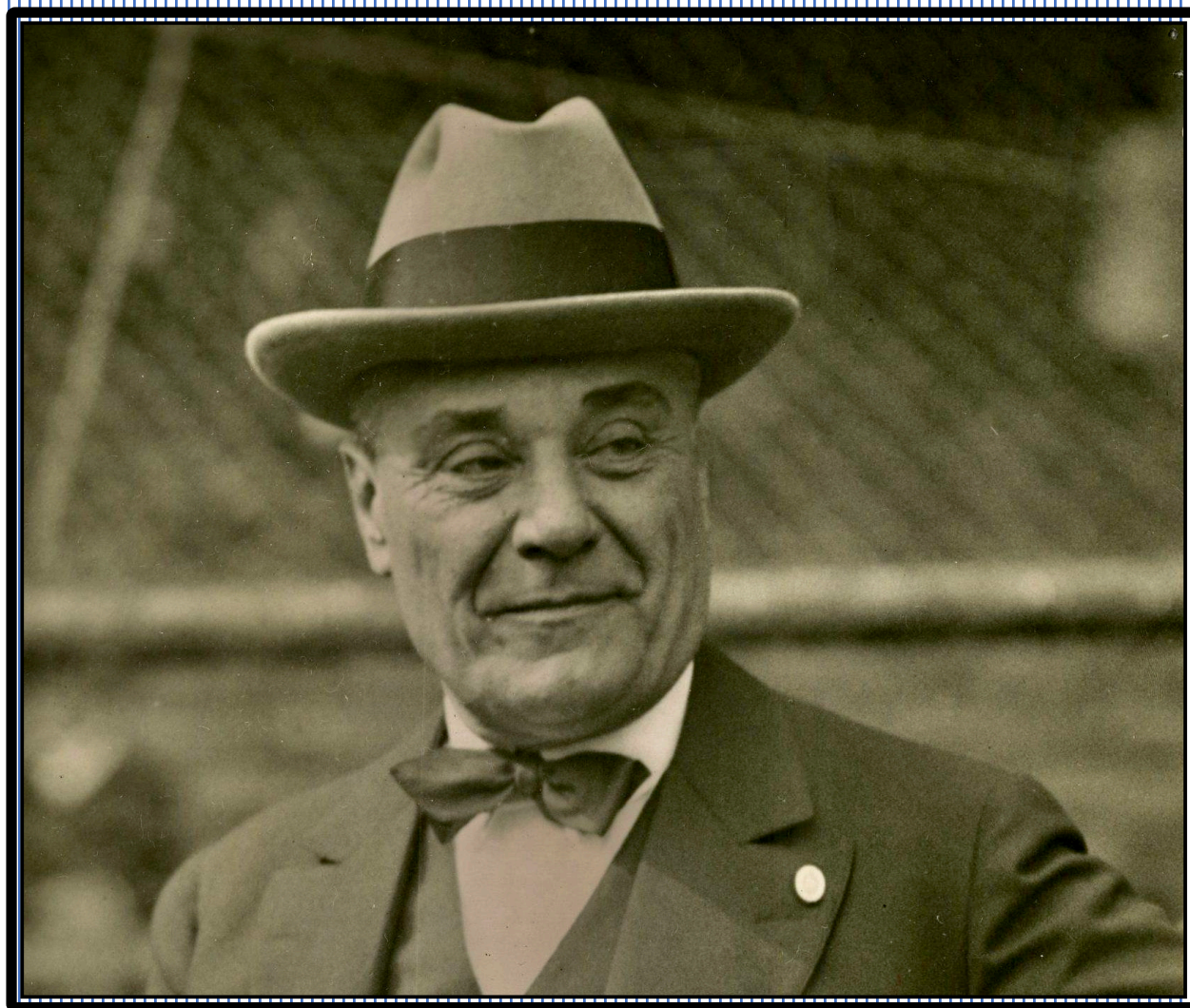
A member of the prestigious Jockey Club, Ruppert was a sports fan and prominent executive. He had served multiple terms as president of the U.S. Brewers Association.



At a fall gathering of baseball executives in French Lick, Indiana, Johnson introduced Ruppert to gifted civil engineer and Army veteran Til Huston and cajoled Ruppert into partnering with Huston to buy the Yankees.

Ruppert calculated a strong New York team would strengthen attendance at all American League ballparks. He hoped Ban Johnson and the American League owners would support his efforts to build up the Yankees.





"It was an orphan club, without a home of its own, without players of outstanding ability, without prestige."

Jacob Ruppert
Yankees Owner
1915 - 1939

On December 31, 1914, with Ban Johnson acting as midwife, New Yorkers Colonel Jacob Ruppert and Captain Tillinghast (Til) L'Hommedieu Huston purchased the Yankees.

The Evening Public Ledger reported Ruppert insisted the deal include “five good players and a first-class manager.” Ruppert announced he “will act as president of the club and Captain Huston will be secretary and treasurer. “

The article noted, “The Yankees under the new ownership intend to build a new, modern stadium capable of seating about 40,000 spectators.”



Opening Day at Home, April 22, 1915: Left to Right: Jacob Ruppert, NY Mayor J.P. Mitchel, Yankee Manager Wild Bill Donovan, Til Huston.



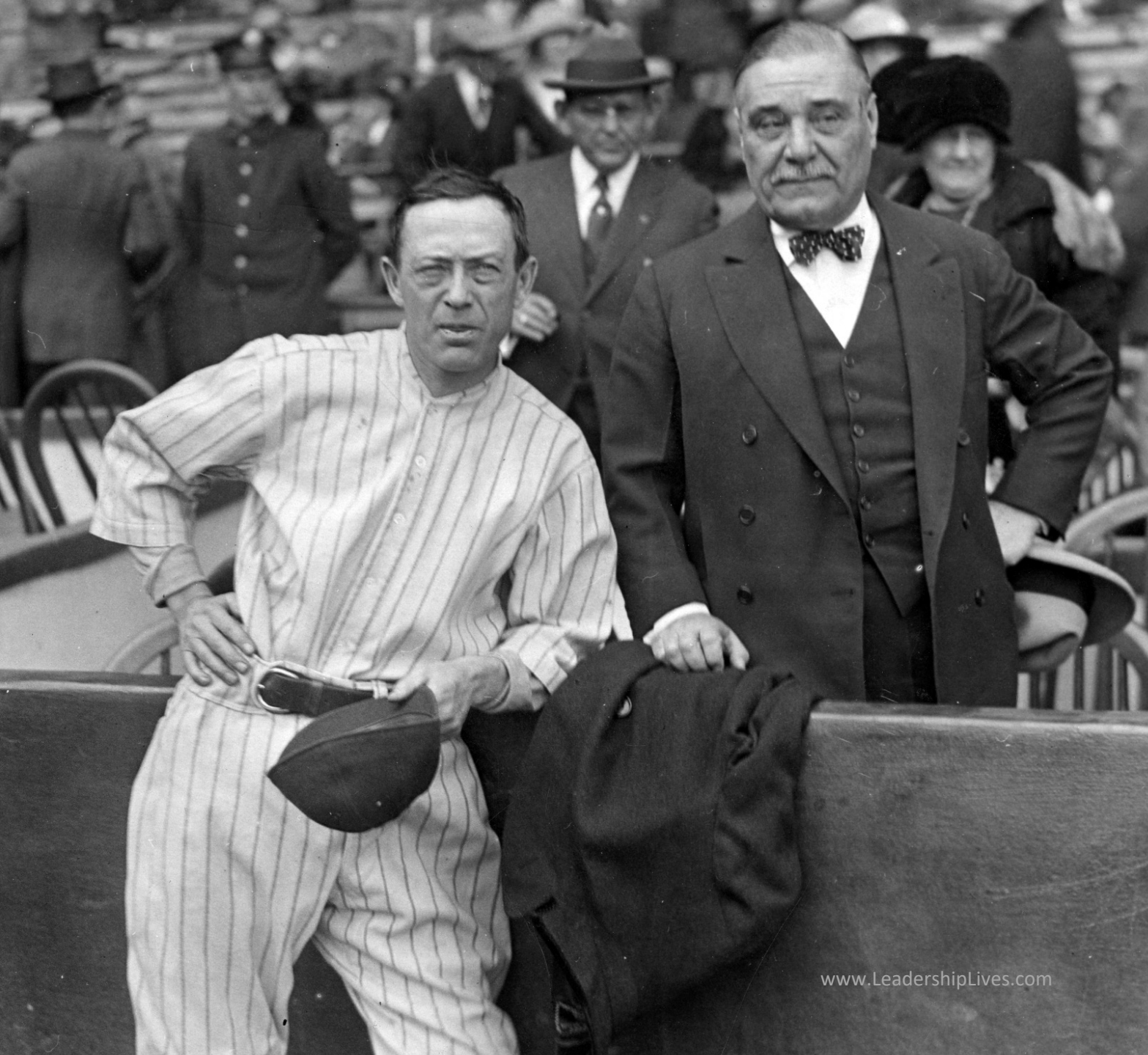
In 1917, America entered World War I and Til Huston headed to France leaving Ruppert with “his entire and unqualified sanction” to make decisions.

When the Yankees finished the 1917 season with a disappointing 71-82 win / loss record, Ruppert decided they needed a new manager, “if we meant to build up a pennant-winning team.”

Huston advocated for Brooklyn Dodger manager, his pal and drinking partner, Wilbert Robinson, but Ruppert wasn’t impressed.

Ban Johnson recommended Miller Huggins who had recently parted ways with the St. Louis Cardinals and was available.

When Ruppert hired Miller Huggins, it was the beginning of the end of his partnership with Huston.

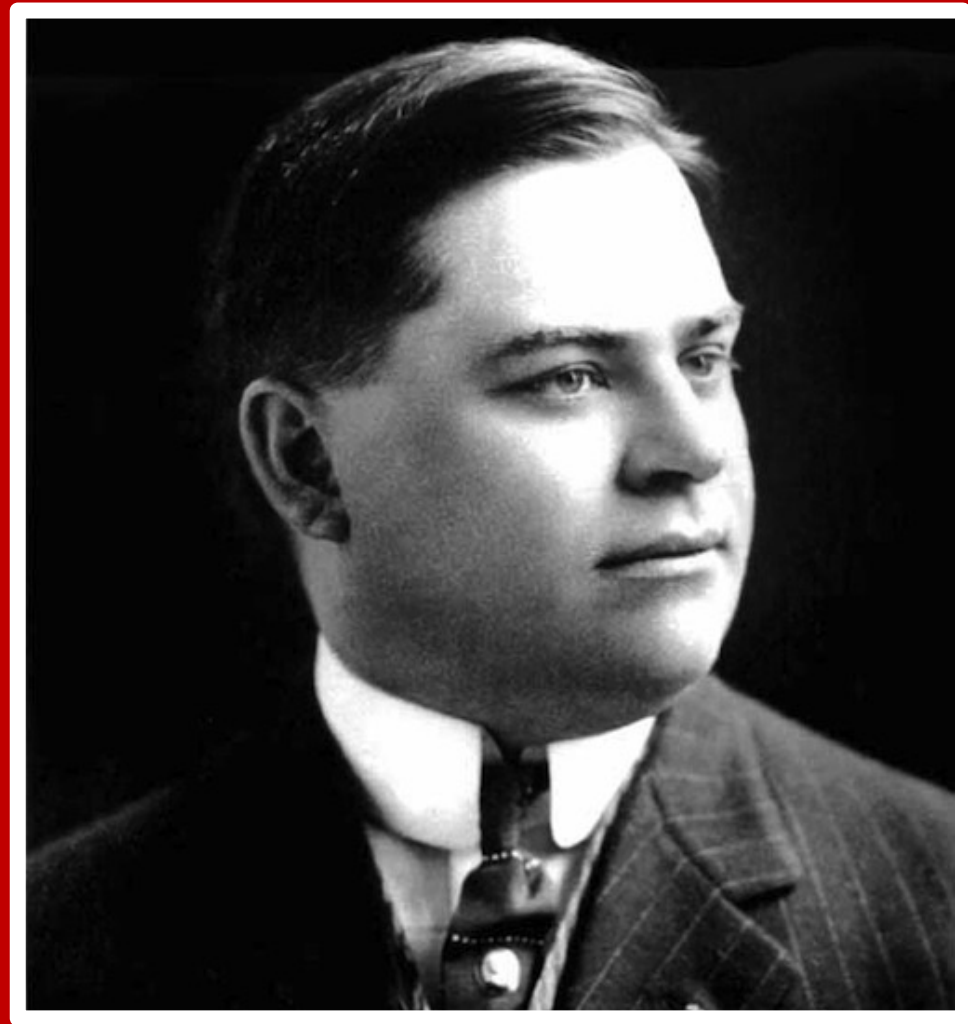
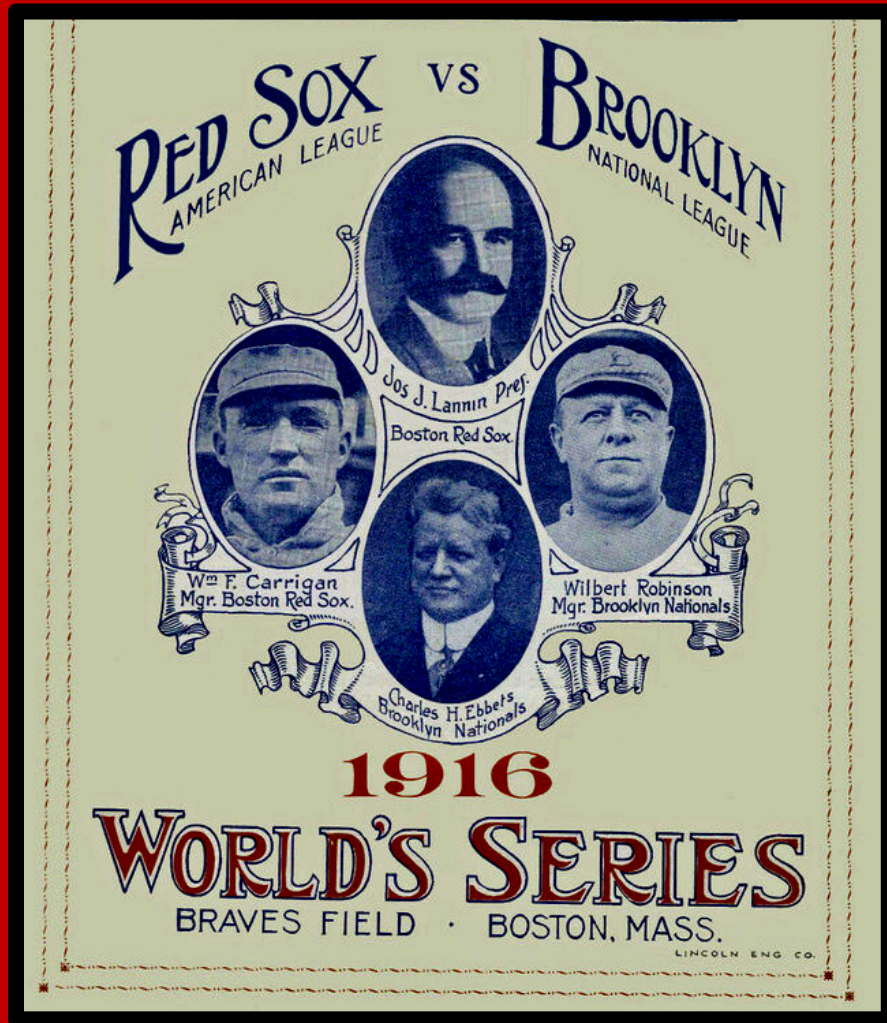


In later years, Jacob Ruppert lavished praise on Miller Huggins for trans-forming the Yankees into champions.

Ruppert admired Huggins' vision and judgment and his remarkable talent for organization.

In 1919, with his eye firmly fixed on building a championship team, Ruppert asked Huggins, "What's the best move we could make?"

Huggins replied, "Get Babe Ruth."



36-year-old Broadway producer, Harry Frazee, had bought the World Series winning Boston Red Sox from investor Joe Lannin in late 1916. Red Sox attendance was pummeled by America's entry into World War I and the 1918 flu epidemic. In 1919, the Red Sox finished in 6th place. The team's attendance dropped to 5th place.



In the 1930s, Ruppert recalled his conversation with Frazee...

"I asked Frazee if Ruth was for sale."

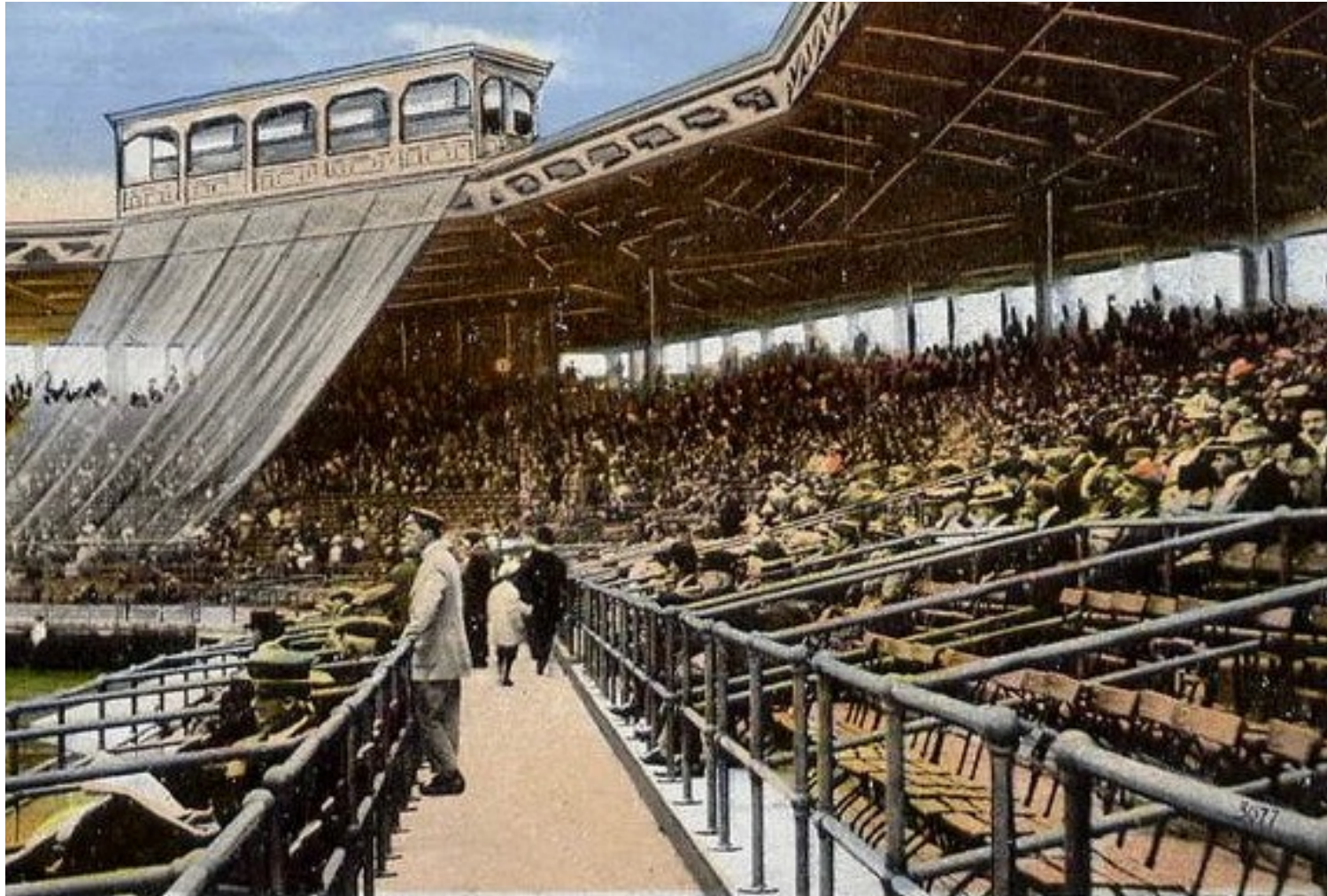
"Well," he said. "I would sell Ruth, but I don't think anybody would pay me the price."

"How much?"

"It would take about \$450,000."

Would I advance more money for one player than the original price of the New York club?

"I didn't mean the Boston ball club. Just Ruth."



Like Ruppert and Huston, Frazee was in a precarious position because he did not own his team's playing field. His terms were \$100,000 for Ruth and \$350,000 for a mortgage on Fenway Park.

Cap Huston, who still owned 50% of the Yankees, okayed the \$100,000 part of the deal but balked at the mortgage.

After thinking over the transaction, Ruppert went back to Huston for his approval on Ruppert alone taking the mortgage on Fenway Park.



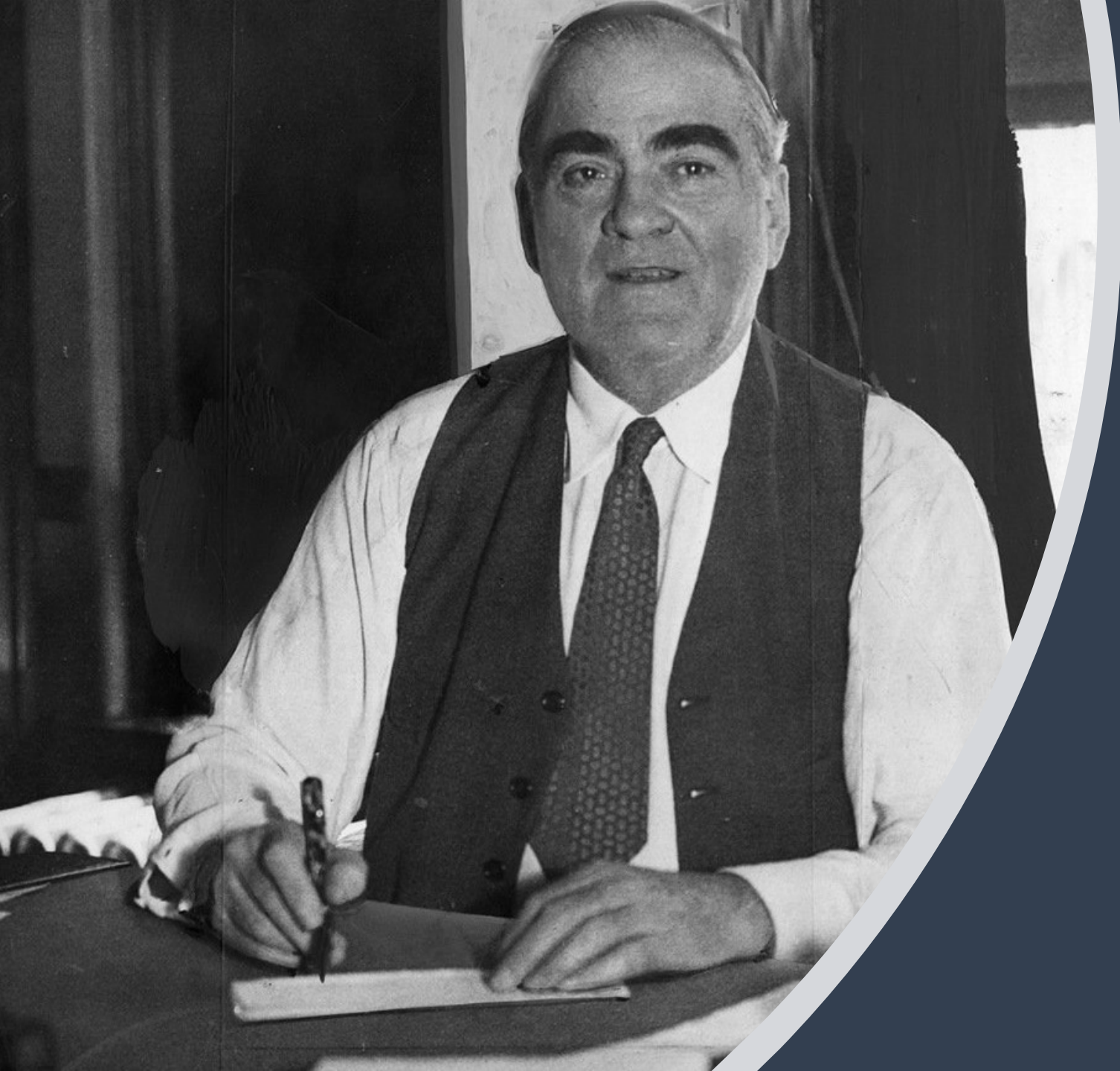
Over drinks at the Hotel Knickerbocker in Times Square on Sunday evening, January 4, 1920, Harry Frazee broke the news to Red Sox manager, Ed Barrow, that he had sold Babe Ruth's contract to the New York Yankees.

That fall, Barrow followed the Babe to New York.



JACOB RUPPERT AND MILLER HUGGINS WITH THEIR NEW STAR IN 1920

Ruppert said, "I doubt if anybody except Huggins had any foreknowledge of just how predominant Ruth could become in the baseball world."



Ed Barrow was clear on his role as Yankees' General Manager. He told Miller Huggins, "You're the manager, and you'll not be second guessed by me. Your job is to win; mine is to get you the players you need to win."

In further blows to the Red Sox, Barrow brought along future Hall of Famer pitcher Waite Hoyt, catcher Wally Schang and coach Paul Krichell who turned out to have a genius for scouting.

Paul Krichell had a rare eye for baseball talent. He scouted for the Yankees until his death at 74 in 1957.

In the spring of 1923, Krichell spotted and signed a talented Columbia undergraduate named Lou Gehrig.

He recruited future Hall of Famers Tony Lazzeri, Hank Greenburg, Whitey Ford, and Phil Rizzuto.

In 1948, Krichell was instrumental in naming Casey Stengel as the Yankees' manager.

Top: Krichell, 1911

Bottom: Ty Cobb slides into home plate aiming for the ball in Krichell's glove.





With Huggins in the dugout and Ruth on the field, Yankee attendance exploded in 1920. Ruth was worth every penny Ruppert and Huston had paid for him.

In 1921, for the first time, the Yankees won the American League pennant.

Despite Huggins' success, Huston remained unhappy about his hiring and wanted to sell his share of the team but first, Ruppert needed his help on a project – building Yankee Stadium.

On May 5, 1922, construction on the stadium began.

MANAGER WILBERT ROBINSON'S BROOKLYN DODGERS STATS COMPARED TO THE SUCCESS
MILLER HUGGINS RACKED UP WITH THE NEW YORK YANKEES

SEASON	ROBINSON / DODGERS W/L	HUGGINS / YANKEES W/L	POST SEASON - DODGERS	POST SEASON - YANKEES
1918	57 - 69	60 - 63		
1919	69 - 71	80 - 59		
1920	93 - 61	95 - 59	NL Pennant	
1921	77 - 75	98 - 55		AL Pennant
1922	76 - 78	94 - 60		AL Pennant
1923	76 - 78	98 - 54		WS Champions
1924	92 - 62	89 - 63		
1925	68 - 85	69 - 85		
1926	71 - 82	91 - 63		AL Pennant
1927	65 - 88	110 - 44		WS Champions
1928	77 - 76	101- 53		WS Champions



Miller Huggins, Jacob Ruppert, Red Sox Manager (and former Yankee Manager) Frank Chance on Opening Day 1923



OPENING DAY AT “THE YANKEE STADIUM,” APRIL 18, 1923

74,200 fans showed up, shattering all previous attendance records.



YANKEE STADIUM - 1 MILE FROM THE
POLO GROUNDS

On June 1, 1923, Jacob Ruppert
became the sole owner of the New
York Yankees.

He once commented, “only rarely
do we expect to have every seat
occupied, but the spacious stands
and bleachers give us the
opportunity of admitting to
baseball games uncounted
thousands of school children and
service men free of charge every
year.

Ruppert was fond of joking,
“Yankee Stadium was a mistake,
not mine, but the Giants.”

YANKEE RECORD UNDER OWNERSHIP OF RUPPERT AND HUSTON
(1915 – JUNE 1923) AND RUPPERT (FROM JUNE 1923)

Season	Win / Loss	Attendance	Attendance Rank in League	League Standing
1915	69 - 83	256,035	4 of 8	5
1916	80 - 74	469,211	5 of 8	4
1917	71 - 82	330,294	5 of 8	6
1918	60 - 63	282,047	2 of 8	4
1919	80 - 59	619,164	3 of 8	3
1920	95 - 59	1,289,422*	1 of 8	3
1921	98 - 55	1,230,696	1 of 8	1
1922	94 - 60	1,026,134	1 of 8	1
1923	98 - 54	1,007,066	1 of 8	1
1924	89 - 63	1,053,533	1 of 8	2
1925	69 - 85	697,267	5 of 8	7
1926	91 - 63	1,027,675	1 of 8	1
1927	110 - 44	1,164,015	1 of 8	1

*The 1920 attendance record wasn't topped until 1946.

HARRY M. STEVENS, PUBLISHER

PRICE 25 CENTS

YANKEES vs GIANTS

1923



MILLER HUGGINS



JOHN MCGRAW

WORLD'S CHAMPIONSHIP SERIES

NEW YORK CITY

By 1923, Ruppert had a championship team on the field led by Ruth and outstanding pitching by Herb Pennock, Bullet Joe Bush, Bob Shawkey and Waite Hoyt.

The Yankees capped their first season in their own ballpark by winning 98 games and trouncing the Giants 4-2 in their first World Series.



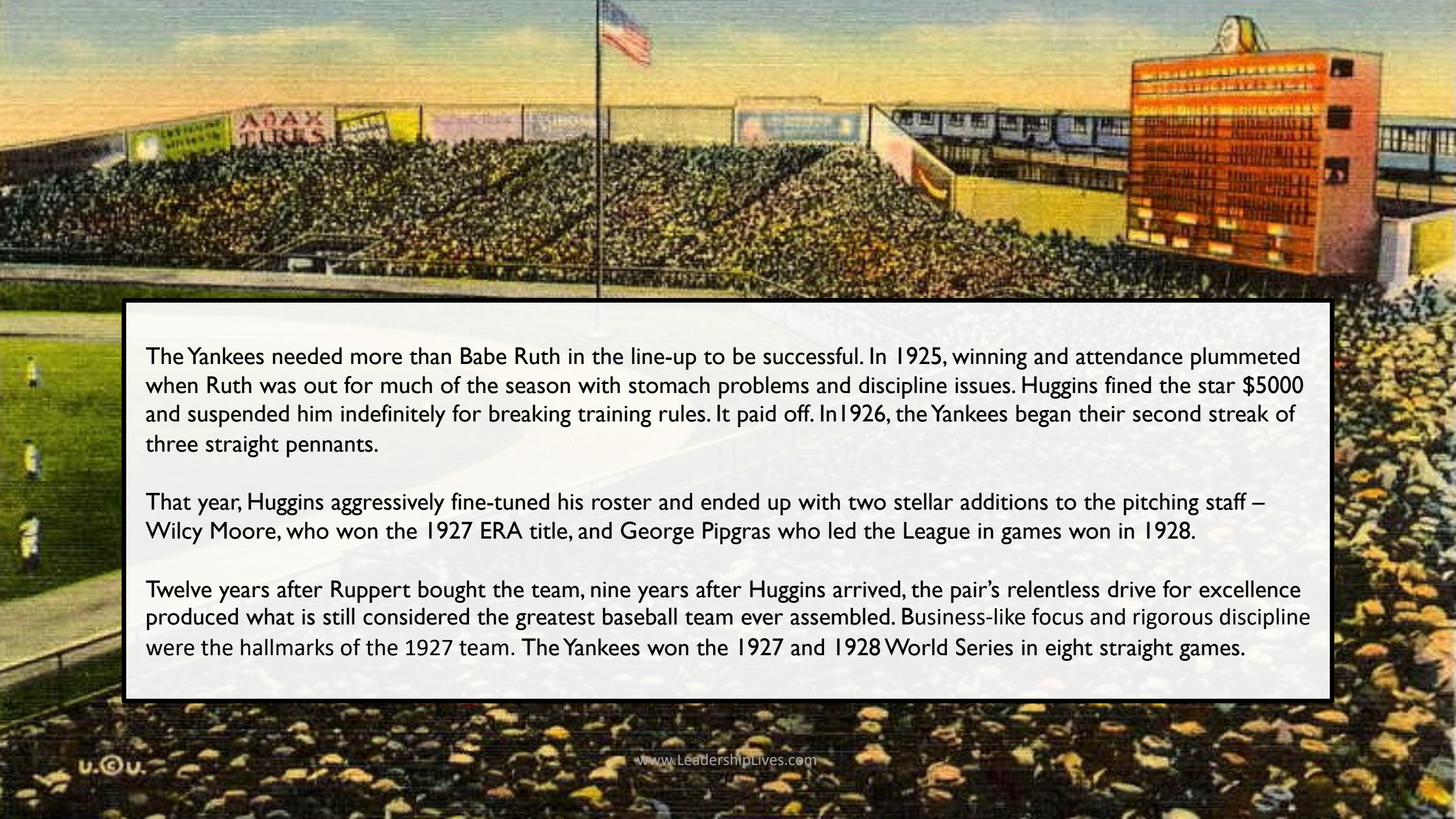
Henry Louis Gehrig joined the Yankee organization in 1923. The son of German immigrants, Gehrig grew up near the Ruppert Brewery on 94th St.

His father, metalworker Henry Gehrig was frequently out of work. Christina Gehrig, an excellent cook and laundress, was the family breadwinner. Henry contributed to his son's future success by introducing Lou to baseball and body building.

Doors opened for Gehrig when his mother got a job in a Columbia fraternity house. Lou got a scholarship to the university and was playing baseball for Columbia when he came to the attention of Yankee scout Paul Krichell.

On June 2, 1925, Miller Huggins shook up the roster of the struggling Yankees and replaced Wally Pipp at first base with twenty-one-year-old Lou Gehrig.

Lou Gehrig with his parents Christina and Henry.



The Yankees needed more than Babe Ruth in the line-up to be successful. In 1925, winning and attendance plummeted when Ruth was out for much of the season with stomach problems and discipline issues. Huggins fined the star \$5000 and suspended him indefinitely for breaking training rules. It paid off. In 1926, the Yankees began their second streak of three straight pennants.

That year, Huggins aggressively fine-tuned his roster and ended up with two stellar additions to the pitching staff – Wilcy Moore, who won the 1927 ERA title, and George Pipgras who led the League in games won in 1928.

Twelve years after Ruppert bought the team, nine years after Huggins arrived, the pair's relentless drive for excellence produced what is still considered the greatest baseball team ever assembled. Business-like focus and rigorous discipline were the hallmarks of the 1927 team. The Yankees won the 1927 and 1928 World Series in eight straight games.



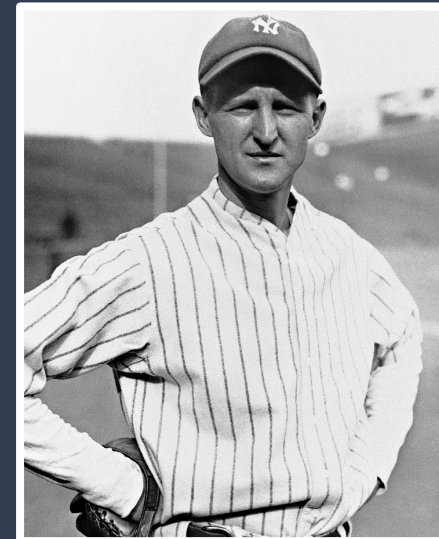
1927 NEW YORK YANKEES - THE GREATEST BASEBALL TEAM EVER ASSEMBLED
110 - 44 WIN / LOSS RECORD. A .307 SEASON TEAM BATTING AVERAGE. WON THE WORLD SERIES IN 4 GAMES.



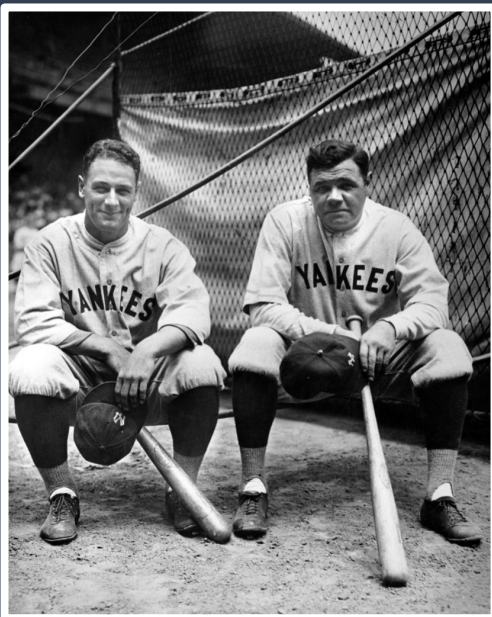
WAITE HOYT, PITCHER
3x World Series

7 FUTURE HALL OF FAMERS ON THE 1927 YANKEES TEAM

HERB PENNOCK, PITCHER
3x World Series

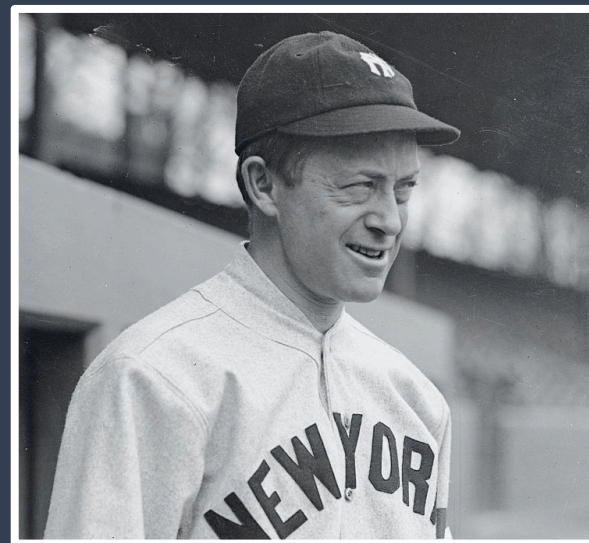


EARLE COMBS
3x World Series



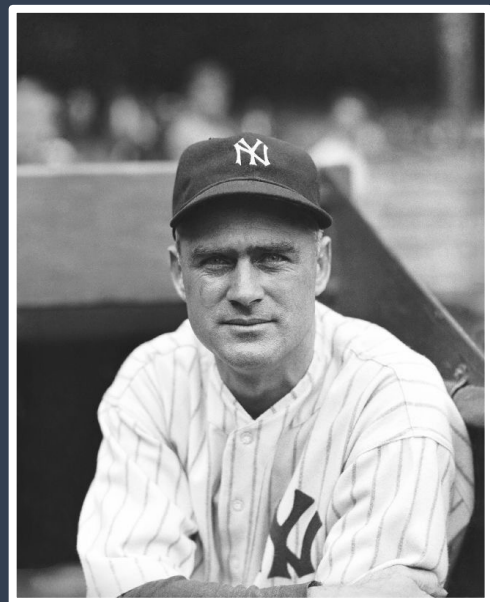
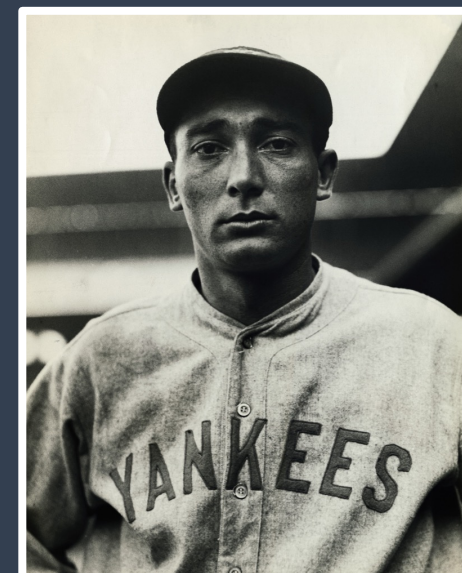
LOU GEHRIG
2x MVP
6x World Series
Triple Crown
7x All-Star
Batting Title

BABE RUTH
MVP
7x World Series
ERA Title
2x All-Star
Batting Title



MILLER HUGGINS, MANAGER
3x World Series
6x Pennant

TONY LAZZERI
5x World Series
1x All-Star





In 1927, Gehrig hit .373, 47 home runs and 175 runs batted in. Babe Ruth hit .356, 60 home runs and 164 runs batted in.



In 1927, Babe Ruth hit more home runs
than any other baseball club in
the American League.



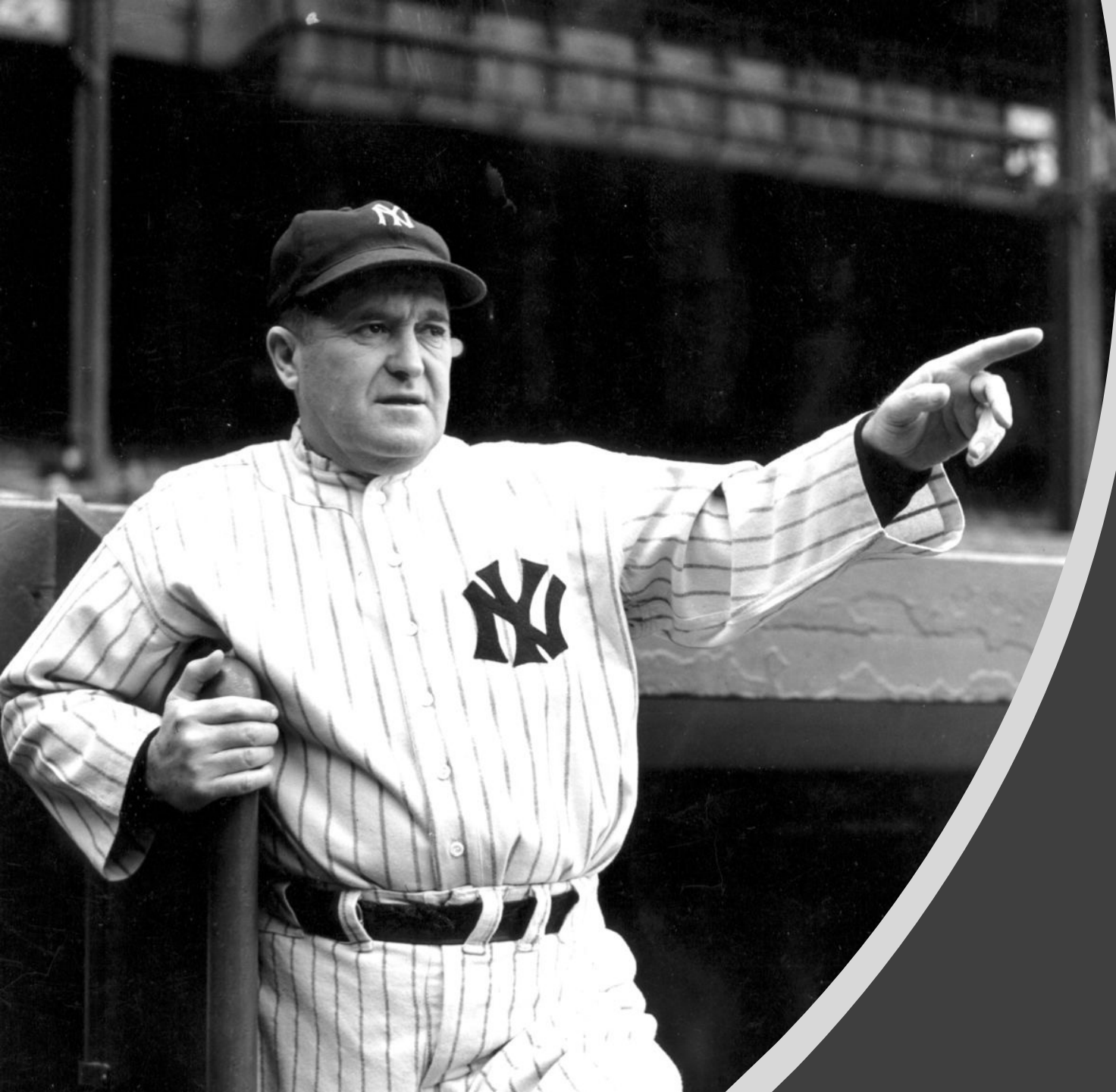
Ruth, Huggins, Gehrig



Miller Huggins' sister unveils his monument.

When 50-year-old Miller Huggins suddenly died of a staph infection on September 25, 1929, Jacob Ruppert had a monument built in the outfield in memory of "a splendid character who made priceless contributions to baseball." The Yankees' spring training field in Florida was renamed Huggins Field.

Jacob Ruppert, who couldn't stress enough how important Huggins was to the Yankees, said "Those eight straight World Series victories in 1927 and 1928 stand as a perpetual monument to Miller Huggins."



In late 1930, Ruppert found a worthy replacement to Miller Huggins in Joe McCarthy.

McCarthy arrived in New York by way of Chicago where he had managed the Cubs to the World Series in 1929. In 1930, when the Cubs placed 2nd in the League, McCarthy was released. One sportswriter announced getting McCarthy was a "ten-strike" for the Yankees.

Joe DiMaggio said, "Never a day went by that you didn't learn something from McCarthy."

In 1956, McCarthy said the Yankees' 1932 World Series victory over the Cubs was his greatest thrill. "Perhaps you understand why," he said. "First it was my first World Series winner. Secondly, it was against the Cubs."

In four straight wins.

Yankee Manager Joe McCarthy's Record 1932 - 1943

Season	Wins	Losses	W-L Avg.	W-L Post-Season	
1932	107	47	0.695	1.000	WS Champs
1933	91	59	0.607		
1934	94	60	0.610		
1935	89	60	0.597		
1936	102	51	0.667	0.667	WS Champs
1937	102	52	0.662	0.800	WS Champs
1938	99	53	0.651	1.000	WS Champs
1939	106	45	0.702	1.000	WS Champs
1940	88	66	0.571		
1941	101	53	0.656	0.800	WS Champs
1942	103	51	0.669	0.200	AL Pennant
1943	98	56	0.636	0.800	WS Champs



In 1931, a change in major league rules, prompted Ruppert to create a farm system.

He and Ed Barrow hired savvy baseball exec George Weiss to run the fourteen minor league teams that developed talent for the Yankees. Weiss had started managing and promoting baseball teams as a teenager.

The farm system Weiss built produced 4x All Star Red Rolfe, 5x All Star Charlie Keller. and Hall of Famers Joe Gordon, Yogi Berra, Phil Rizzuto and Mickey Mantle.

When Ed Barrow retired in 1948, Weiss slipped easily into the GM position.

In a stroke of genius, Weiss hired an old friend, Casey Stengel, who had been managing a Pacific Coast League team. Under Stengel's leadership, the Yankees won five consecutive World Series from 1949 – 1953.

GEORGE WEISS / CASEY STENGEL'S RECORD 1949 - 1960

Season	Wins	Loss	W-L%	Post-Season Wins	Post-Season Losses	Post-Season%	
1949	97	57	0.630	4	1	.800	WS Champs
1950	98	56	0.636	4	0	1.000	WS Champs
1951	98	56	0.636	4	2	.667	WS Champs
1952	95	59	0.617	4	3	.571	WS Champs
1953	99	52	0.656	4	2	.667	WS Champs
1954	103	51	0.669	0	0		
1955	96	58	0.623	3	4	.429	AL Pennant
1956	97	57	0.630	4	3	.571	WS Champs
1957	98	56	0.636	3	4	.429	AL Pennant
1958	92	62	0.597	4	3	.571	WS Champs
1959	79	75	0.513	0	0		
1960	97	57	0.630	3	4	.429	AL Pennant

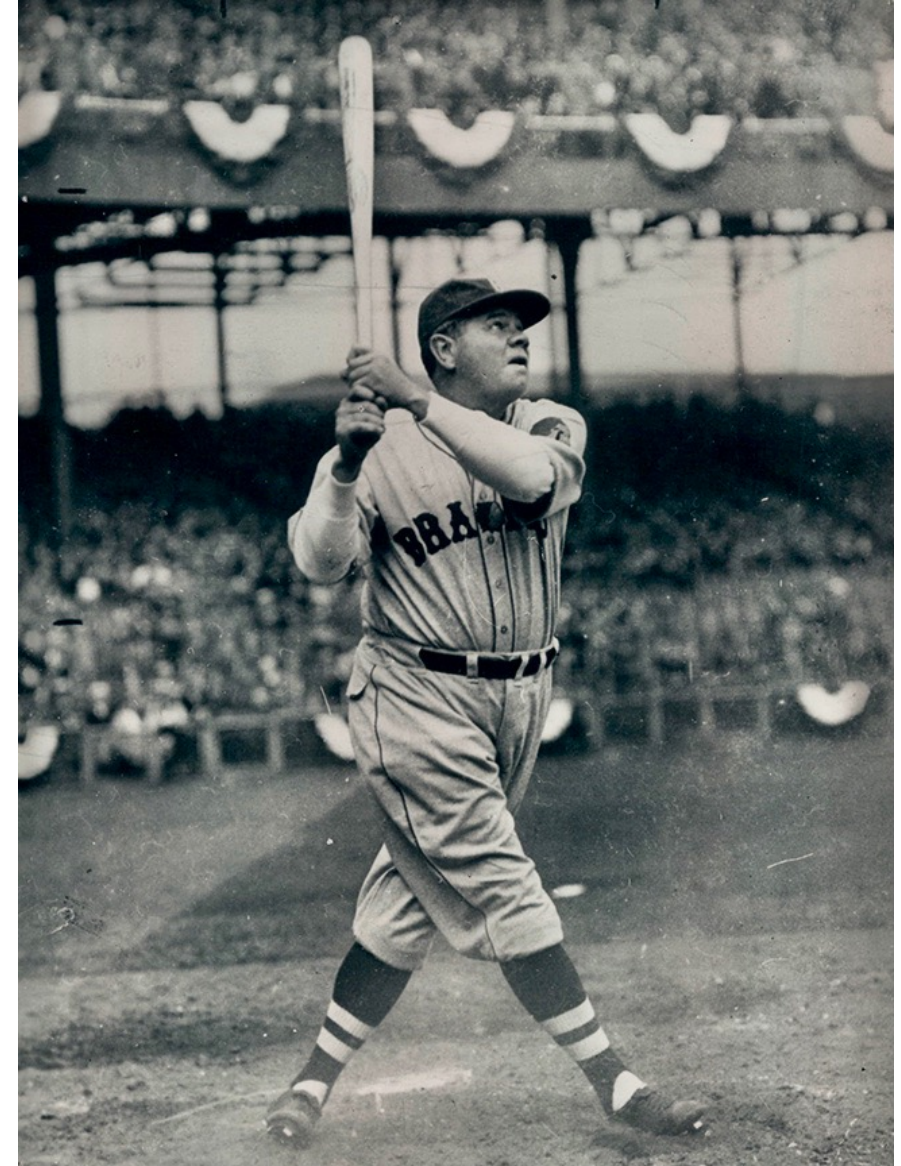
In 1933, his 20th season playing major league baseball, the first All-Star game was played at Comiskey Park. Ruth hit the first home run.

In the middle of the 1934, season, Ruth hit his 700th home run. His closest competitors, Lou Gehrig had hit 314 and Rogers Hornsby had hit 301.

With rumors circulating that this was his final season, 48,000 fans showed up at Fenway Park to watch what they thought would be his farewell performance. According to the Babe, some fans cried, and he shed a few tears too.

Ruth's career with the Yankees was over. Ruppert had arranged for the owner of the Boston Braves to offer Ruth a longed-for coaching job.

The Babe had one great moment left. On May 25, 1935, playing an away game in Pittsburgh for the Braves, the Babe hit his last three home runs and drove in six runs. Home run #714 sailed over the right field roof. The longest home run ever hit at Forbes Field.





The Yankees rolled on.

In 1935, they placed second in the League but in 1936, the team came roaring back with the first of three consecutive World Series wins.

For the second time, Gehrig won the MVP award. At 33, he was starting to think about retirement. He intended to retire from baseball at 36.

A new kid named Joe DiMaggio arrived from San Francisco to carry on the Yankees' tradition of greatness.

An alum of the 1920s "Murderers Row" teams, Earle Combs, coached DiMaggio in how to play centerfield at Yankee Stadium.

Joe DiMaggio and Lou Gehrig, 1936



At the close of the 1938 contract negotiation with Gehrig, Ruppert beams with parental pride.
A year later, Ruppert was dead, and Gehrig's baseball career was over.

1938 - GEHRIG STARTS TO FALTER

	Runs	RBI	Hits	Home Runs	Batting Average
1936	167	152	205	49*	.354
1937	138	158	200	37	.351
1938	115	114	170	29	.295

*Gehrig led the League in home runs in 1936 and was voted MVP.

On May 31, 1938, 82,990 fans showed up at Yankee Stadium to see the Iron Horse play his 2000th game. The next day though, a newspaper, ominously referred to Gehrig as "Yesterday's Hero." He appeared to be in a slump.

Gehrig finished the season with numbers that would be respectable - even impressive - for most players. His 1938 stats paralleled his last off-year in 1929. Nothing to be too concerned about. The Yankees cruised to another pennant win.



In 1938, the Yankees won the World Series for the third year in a row – in four straight games.
George Selkirk, Bill Dickey (HOF), Joe DiMaggio (HOF), Lou Gehrig (HOF).



By the spring of 1939, something was noticeably wrong with Lou Gehrig.

He took a \$3000 pay cut and commented that he had “tired in midseason. I don’t know why, but I just couldn’t get going again.”

His doctor insisted he had gallbladder problems. His wife suspected a brain tumor.

The whole country was rooting for him – his fan mail was at an all-time high – but there was already talk of replacing him at first base.

Gehrig had a final goal to achieve. The one-time accounting major had his eye riveted on one statistic.

On May 1, 1939, Gehrig appeared at bat for the 8001st time. The next day, the Iron Horse took himself out of the lineup.





In mid-June 1939, while having lunch with Ed Barrow's wife in a private dining room at New York's 21 Club, Eleanor Gehrig asked for a phone. From the table, she called the Mayo Clinic in Rochester, MN and arranged to have Lou fly from Chicago to the Clinic the next day.

The Clinic's top diagnostician, Dr. Harold C. Habin, was in the lobby to greet the thirty-four-year-old baseball star. Watching Gehrig shuffle across the lobby, Habin recognized the tragic symptoms of an incurable and fatal affliction – a neurodegenerative disease called amyotrophic lateral sclerosis. The Yankee great had less than two years to live.



July 4, 1939, was declared Lou Gehrig Day at Yankee Stadium. Surrounded by teammates, Yankee staffers and veterans of the 1927 team, Gehrig gave a brief speech and declared himself, “the luckiest man on the face of the earth.”

“THE LUCKIEST MAN ON THE FACE OF THE EARTH.”

July 4, 1939

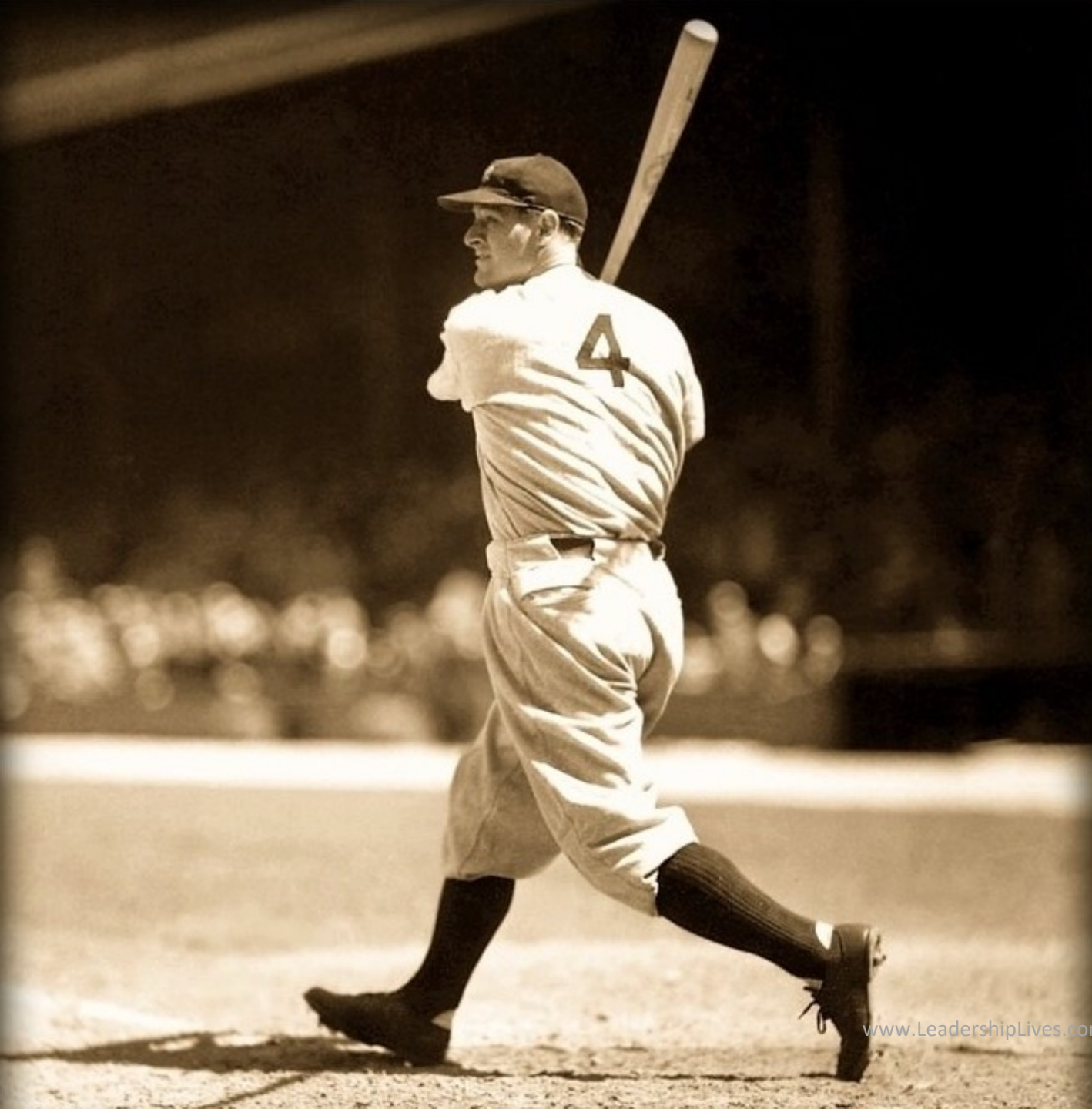
“Fans, for the past two weeks, you've been reading about a bad break.[pause] Today I consider myself the luckiest man on the face of the earth. I have been in ballparks for 17 years and have never received anything but kindness and encouragement from you, fans.

When you look around, wouldn't you consider it a privilege to associate yourself with such fine-looking men as are standing in uniform in this ballpark today? Sure, I'm lucky. Who wouldn't consider it an honor to have known Jacob Ruppert? Also, the builder of baseball's greatest empire, Ed Barrow? To have spent six years with that wonderful little fellow, Miller Huggins? Then to have spent the next nine years with that outstanding leader, that smart student of psychology, the best manager in baseball today, Joe McCarthy? Sure, I'm lucky. ...

When the New York Giants, a team you would give your right arm to beat, and vice versa, sends you a gift – that's something. When everybody down to the groundskeepers and those boys in white coats remember you with trophies – that's something. When you have a wonderful mother-in-law who takes sides with you in squabbles with her own daughter – that's something. When you have a father and a mother who work all their lives so you can have an education and build your body – it's a blessing. When you have a wife who has been a tower of strength and shown more courage than you dreamed existed – that's the finest I know.

So, I close in saying that I might have been given a bad break, but I've got an awful lot to live for. Thank you.”





LOU GEHRIG (1903 – 1941)

All-Star player seven consecutive years.

1934 Triple Crown winner – led the League in runs batted in, batting average, and home runs.

Most Valuable Player, 1927 and 1936.

Record for career grand slams, 23.

Played 2,130 consecutive games.

Nicknamed The Iron Horse.

First player to have his number retired.

First player to be honored with a monument at Yankee Stadium.

In 1940 only general manager Ed Barrow and scout Paul Krichell remained from the team the Colonel assembled in the early 1920s but Ruppert's commitment to excellence was painted indelibly across the Yankee organization.

Joe DiMaggio, Yogi Berra, Mickey Mantle, Phil Rizzuto and Derek Jeter, among others, carried forward the enduring legacies of Babe Ruth, Lou Gehrig and Jacob Ruppert.



BABE RUTH'S RUNNING SHOES.

BASEBALL HALL OF FAME

BABE RUTH, Player, Yankees, 1920 – 1934 – Inducted 1936

LOU GEHRIG, Player, Yankees, 1923 – 1939 – Inducted 1939

ED BARROW, Yankees General Manager, 1920 – 1945 – Inducted 1953

JOE MCCARTHY, Yankees Coach, 1931 – 1946 – Inducted 1957

MILLER HUGGINS, Yankees Coach, 1918 - 1929 (Death) – Inducted 1964

GEORGE WEISS, Manager, Yankee Farm Teams, 1932 – 1960 – Inducted 1971

JACOB RUPPERT, Yankees Owner, 1915 – 1939 (Death) – Inducted 2013

NEW YORK YANKEE SUPERSTARS

	Seasons Played	World Series	At Bat	Hits	Home Runs	Batting Average	Runs	Runs Batted In
BABE RUTH 1920 - 1934	22	7	8399	2873	714	.342	2174	2214
LOU GEHRIG 1923 - 1939	17	6	8001	2721	493	.340	1888	1995
JOE DIMAGGIO 1936 - 1951	13*	9	6821	2214	361	.325	1390	1537
MICKEY MANTLE 1951 - 1968	18	7	8102	2415	536	.298	1676	1509
DEREK JETER 1995 - 2014	20	5	11195	3465	260	.310	1923	1311

* Military Service - 1943, 1944, 1945



American League teams have won 66 of the 116 World Series played since 1903.

The New York Yankees have won 27 times.

The New York Yankees have won 40 American League titles.

The Philadelphia/Kansas City/Oakland Athletics have won 15 titles.

The Boston Red Sox have won 14 titles.



"Baseball was, is, and always
will be to me the best game
in the world."

Babe Ruth 1895 – 1948

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SCORECARD, 1923 WORLD CHAMPIONSHIP SERIES. PUBLIC DOMAIN.

LOU GEHRIG WITH HIS PARENTS. PUBLIC DOMAIN.

YANKEE STADIUM POSTCARD. PUBLIC DOMAIN.

1927 NEW YORK YANKEES TEAM. PUBLIC DOMAIN.

7 FUTURE HALL OF FAMERS - WAITE HOYT, EARLE COMBS, LOU GEHRIG, BABE RUTH, MILLER HUGGINS, HERB PENNOCK, TONY LAZZERI. PUBLIC DOMAIN.

LOU GEHRIG AND BABE RUTH. PUBLIC DOMAIN.

IMAGE CREDITS

BABE RUTH AT BAT. PUBLIC DOMAIN.

BABE RUTH, MILLER HUGGINS, LOU GEHRIG, PUBLIC DOMAIN.

UNVEILING OF MILLER HUGGINS MONUMENT. PUBLIC DOMAIN.

JOE MCCARTHY, BASEBALL MANAGER. PUBLIC DOMAIN.

GEORGE WEISS, YANKEE BASEBALL EXECUTIVE. PUBLIC DOMAIN.

BABE RUTH AT BAT. PUBLIC DOMAIN.

JOE DIMAGGIO AND LOU GEHRIG AT SPRING TRAINING. PUBLIC DOMAIN.

JACOB RUPPERT AND LOU GEHRIG AT 1938 CONTRACT SIGNING. PUBLIC DOMAIN.

1938 YANKEE STARS - GEORGE SELKIRK, BILL DICKEY, JOE DIMAGGIO, LOU GEHRIG. PUBLIC DOMAIN.

LOU GEHRIG IN YANKEE DUGOUT. PUBLIC DOMAIN.

21 CLUB, 21 WEST 52ND STREET, NEW YORK, NY, CROPPED. STATION1, CC BY-SA 4.0 VIA WIKIMEDIA COMMONS.

MAYO CLINIC, 1930S-ERA POSTCARD. PUBLIC DOMAIN.

LOU GEHRIG DAY AT YANKEE STADIUM. PUBLIC DOMAIN.

LOU GEHRIG AT LOU GEHRIG DAY. PUBLIC DOMAIN.

LOU GEHRIG AT BAT. PUBLIC DOMAIN.

BABE RUTH'S RUNNING SHOES, AUTHOR PHOTO, BASEBALL AMERICANA EXHIBIT, 2018, LIBRARY OF CONGRESS.

YANKEE STADIUM CURT TEICH POSTCARD. PUBLIC DOMAIN, VIA WIKIMEDIA COMMONS.

THE END