



THE NEW YORK YANKEES

BUILDING A BRILLIANT BRAND

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

Babe Ruth (1895 – 1948)



From his bedroom on 5th Avenue at 93rd Street, the boy could hear the roars of the crowds at the Polo Grounds, less than a mile away.

He dreamed of playing the outfield.
He dreamed of owning a team.

But first he had to learn the beer business.



Jacob Ruppert's grandparents came to New York in 1836 from Bavaria where they had owned a brewery.

Starting out on lower 3rd Avenue, they owned a grocery store and a "hopsmill." In the 1850s, they bought the "old Turtle Bay" brewery on 1st Avenue at 45th Street.

By the 1870s, the Rupperts had moved to Yorkville, Manhattan's German neighborhood, and were on their way to owning 35 buildings on the best part of the blocks between 2nd Avenue and 3rd Avenue from 90th Street to 94th Street.

In the early 1900s, the Ruppert family owned one of the largest beer businesses in America.



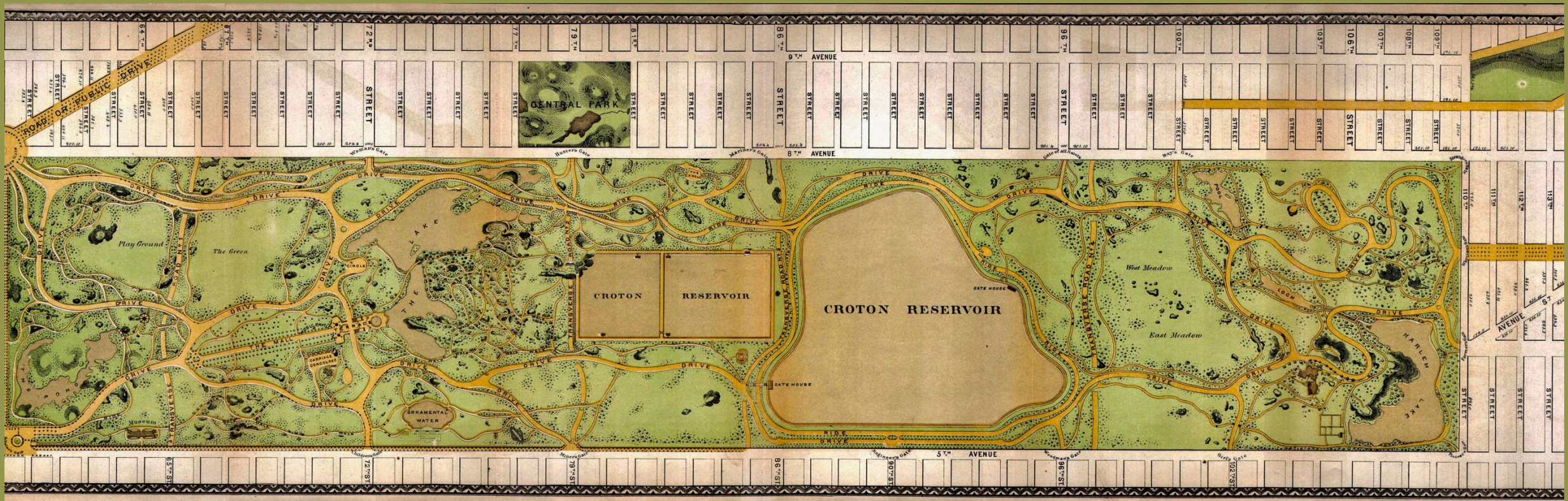
Jacob Ruppert graduated from Columbia Grammar School in 1886 and was accepted into Columbia's School of Mines. But his father thought it would be better for him to learn the beer business. So, Jacob went to work, putting in 12-hour days for \$10 per week, scrubbing beer barrels.



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

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

New York needed a park.

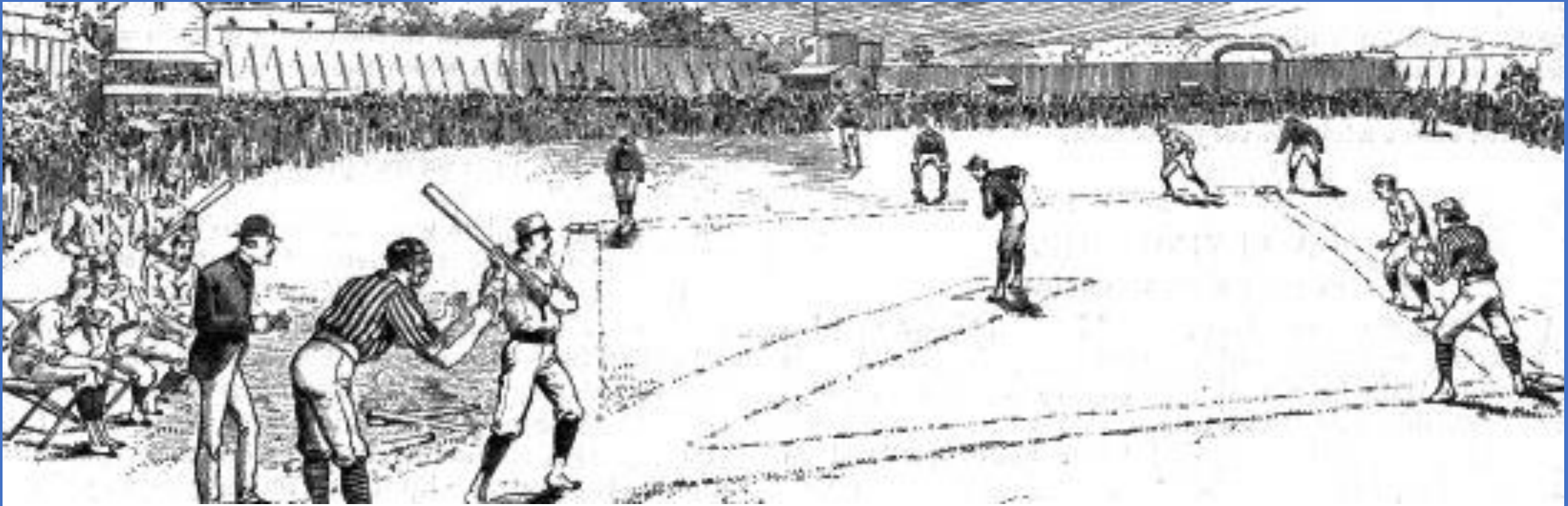


With the usual cacophony of varying opinions and shouting voices, a “consulting board” was organized, a design contest announced and, in 1858, a winner declared, Frederick Law Olmsted and Calvert Vaux's "Greensward Plan.” Work began.



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

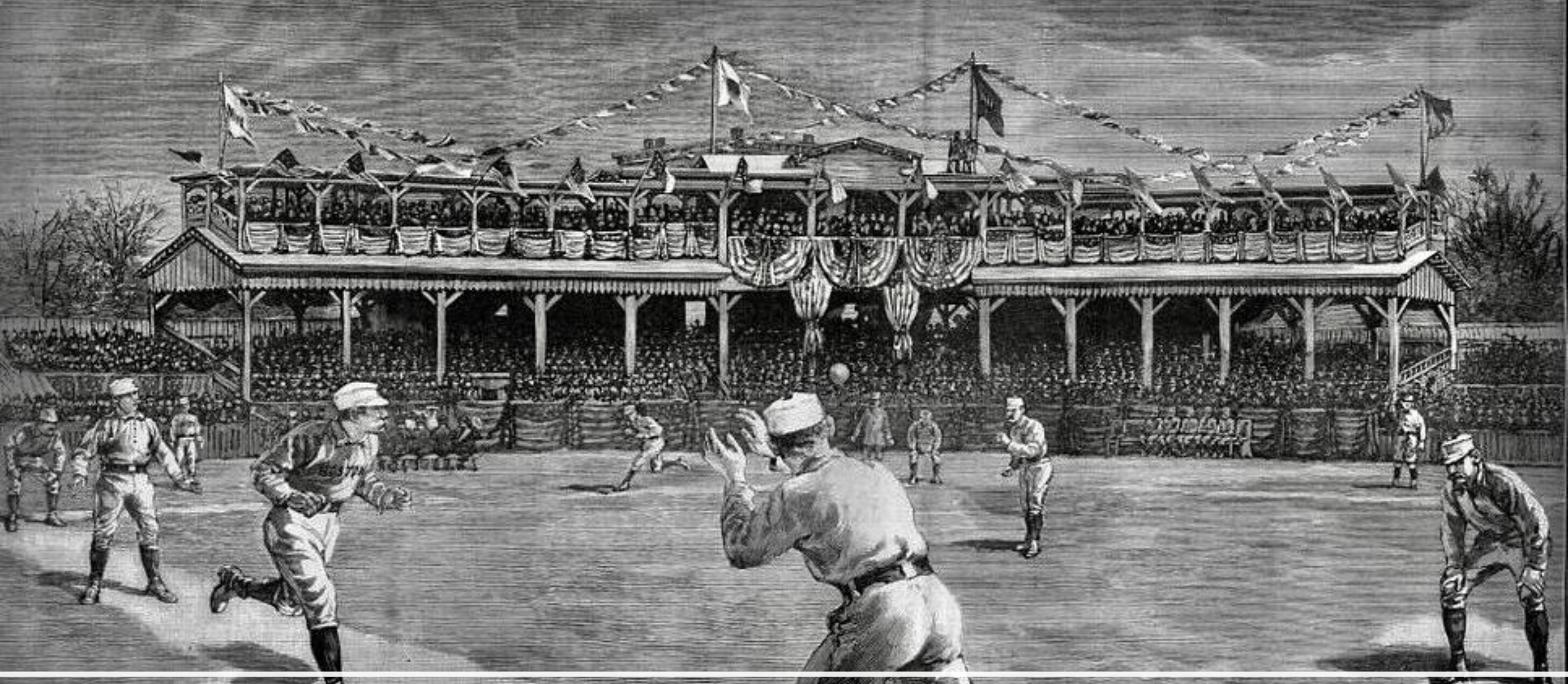
The Club announced they would *not* be renting their field out for baseball games.



After the first polo game, in May 1880, the *New York Tribune* reported “the great drawback to the grounds at present is the dust.” The article noted “when the grass is grown, it will make a fine field for outdoor sports.” The polo players moved on to Brooklyn’s Prospect Park and, from there, to Newport, RI for the summer season.

On September 29, 1880, when the grass had filled in, the New York Metropolitan played the first professional baseball game on the field. The home team beat the Washington National Club 4 – 2.

Earliest Image of Baseball at the Polo Grounds – Princeton vs. Yale, Memorial Day, 1882



In 1882, the *New York Times* reported interest in polo was “defunct.” The field was leased to two baseball teams, the New York Metropolitans and the New York Giants. But the name stuck, the Polo Grounds.



New York Giants vs. Boston Red Stockings - Opening Day at the Polo Grounds, 1886

”The game is wholesome. Its very vital call is its unquestioned integrity, and it gives one the chance to ‘smile out loud’ under God’s clear sky and to take in life-giving breaths of fresh air every time one empties the lungs with a lusty cheer.”

Lillian Russell, Actress, Singer (1860 – 1922)



In the summer of 1888, the first rumblings were heard about making 111th Street a through street.

That winter,, City workers began tearing down the fences around the Polo Grounds.

Baseball fans and the Pinkney Estate were outraged.

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



In July 1889, the National League team moved to the “new” Polo Grounds at 155th St. and 8th Ave.

Adjacent was another - better built playing field— for the upstart Players League. The entrance to Brotherhood Park was at 157th Street and 8th Avenue.

On opening day, attendance at Brotherhood Park was 12,000. At the “new” Polo Grounds, attendance was 4644.



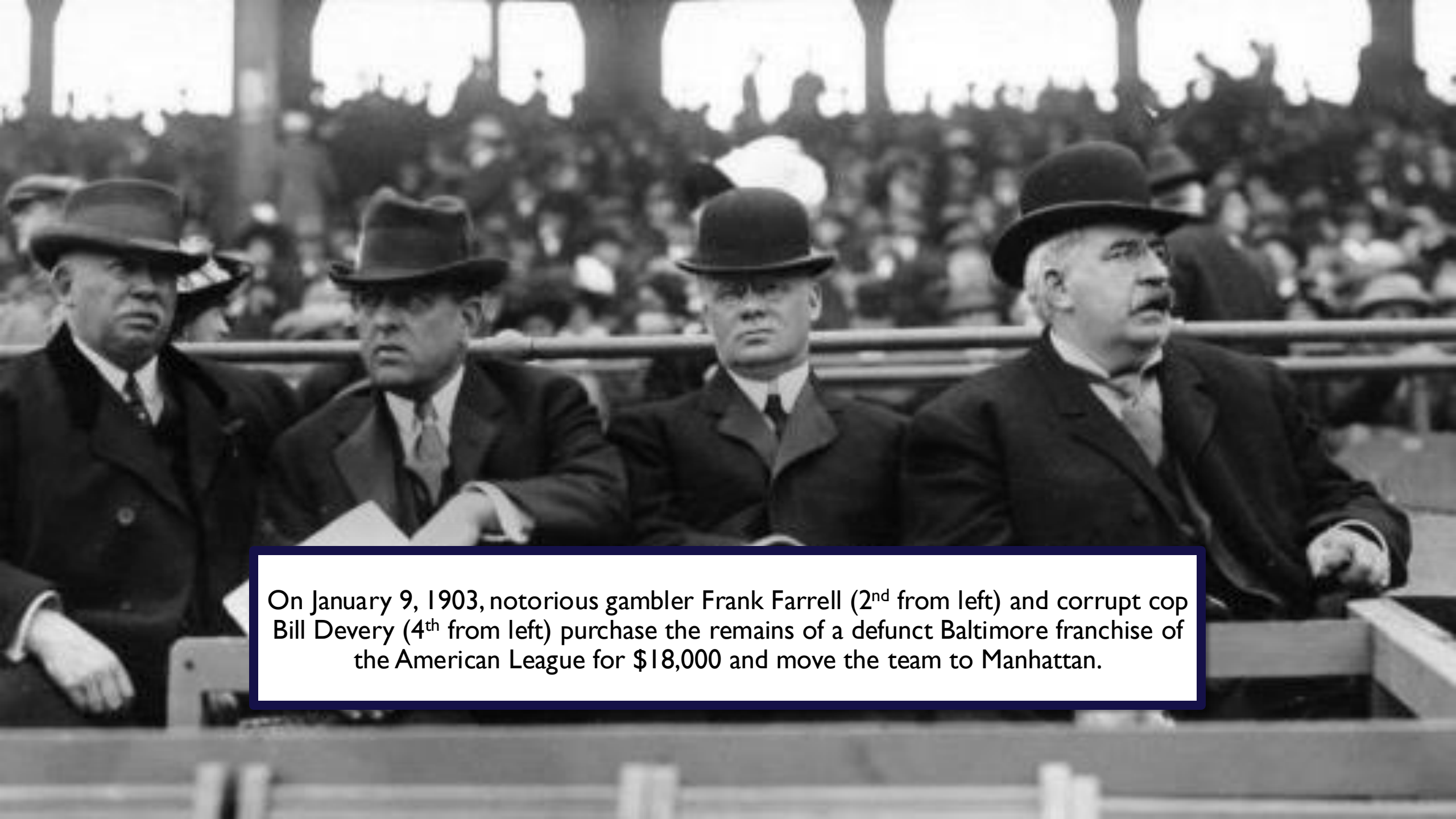
Looking northeast over the Harlem River, 1901.

Manhattan Field, in the foreground, was formerly known as the “new” Polo Grounds. The outfield of Polo Grounds 3, originally called Brotherhood Park, is in the background.



In 1901, Ban Johnson, a long-time baseball exec from Cincinnati, Ohio, establishes the American League to be a family-friendly option to the tobacco-chewing, profanity-using, rowdy National League.





On January 9, 1903, notorious gambler Frank Farrell (2nd from left) and corrupt cop Bill Devery (4th from left) purchase the remains of a defunct Baltimore franchise of the American League for \$18,000 and move the team to Manhattan.



THE BIG CHIEF'S FAIRY GODMOTHER
Mr. Devery tells "where he got it"

Early in his career as a police captain Devery reportedly told his team, "They tell me there's a lot of grafting going on in this precinct. They tell me that you fellows are the fiercest ever on graft. Now that's going to stop! If there's any grafting to be done, I'll do it. Leave it to me."

His 1919 obituary noted that he had been acquitted of extortion charges.



Devery's partner, choirboy Frank Farrell, owned pool halls and casinos. In 1926, he died in Atlantic City.



1903 NY HIGHLANDERS

Farrell and Devery hastily built a new ballpark on the highest point in upper Manhattan at 168th St. and Broadway. They called it Hilltop Park. Hence the team's name Highlanders.

Sportswriters spurned the unwieldy eleven-letter name that didn't fit their column width. After trying out a few options, by mid-1904, the press settled on a name for the team, the Yankees.

Key players – future HOF, Branch Rickey



Opening Day at Hilltop Park, 1908
NY vs. Philadelphia

In April 1912, the Highlanders appear for the first time in pinstripe uniforms.

In April 1913, the team officially changes its name to the New York Yankees and moves from Hilltop Park to the Polo Grounds.



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

Jacob Ruppert, Yankees Owner, 1915 - 1939



1917, Ruppert hires Miller Huggins - beginning of the end for partnership with Huston. Quote from Huggins.

SABR: (see Yankees, Miller Huggins file)
On October 25, 1917, Yankees owner Jacob Ruppert signed Miller Huggins to a two-year contract as the club's manager, replacing Bill Donovan. The Colonel ignored the wishes of his co-owner, Til Huston, who was in Europe with the American war effort. Huston wanted to hire his friend, Brooklyn manager Wilbert Robinson. And in 1919 and 1920, when stories of Huggins's demise would surface in the press, Robinson would be rumored to be his successor. Yet over the years, the two New York managers remained friends.

RUPPERT-LANDIS - MYSTON - FRAZEE - FLYNN



5973-5



In early January 1920, over drinks at the Hotel Knickerbocker in Times Square, Red Sox owner Harry Frazee breaks the news to Ed Barrow, his General Manager, that he has sold Babe Ruth's contract to the New York Yankees.

Hotel Knickerbocker
42nd Street at Broadway

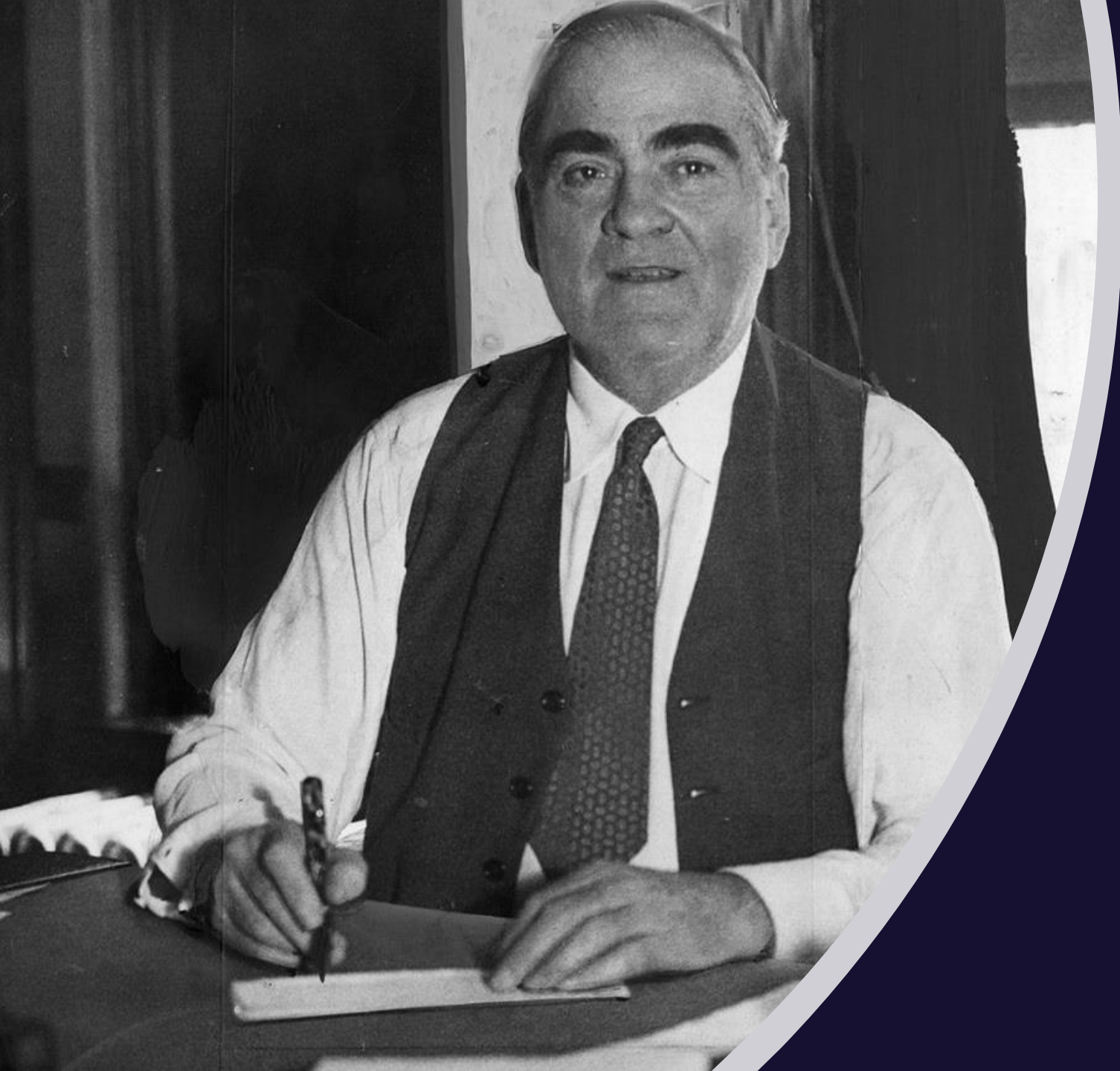


Ruppert and Huggins with their new star, 1920.



Jan. 3, 1920: The Yankees purchase the contract of Babe Ruth from the Boston Red Sox for \$125,000 and a \$350,000 loan against the mortgage on Fenway Park.





In the fall of 1920, Ed Barrow signs on as General Manager of the Yankees.

Barrow was clear on his role. 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 another blow to the Red Sox, Barrow brings the Boston team's coach Paul Krichell with him to New York as a scout.

A former catcher, Paul Krichell proved to be an outstanding talent scout. The longest lasting of the team Ruppert put in place in the early '20s, Krichell scouted for the Yankees until his death at 74 in 1957.

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

With a rare eye for baseball talent, he also added future Hall of Famers Tony Lazzeri, Hank Greenburg, Whitey Ford, and Phil Rizzuto to the Yankees' roster.

In 1948, Krichell was a key voice in naming Casey Stengel as Yankees' manager.

Top Image: Ty Cobb slides into home, his foot targeting the ball in Krichell's glove.

Lower Image: Krichell, 1911





On May 5, 1922,
construction begins
on Yankee Stadium.

Two weeks later,
Ruppert buys out
Huston's share of the
Yankees for \$1.5
million.



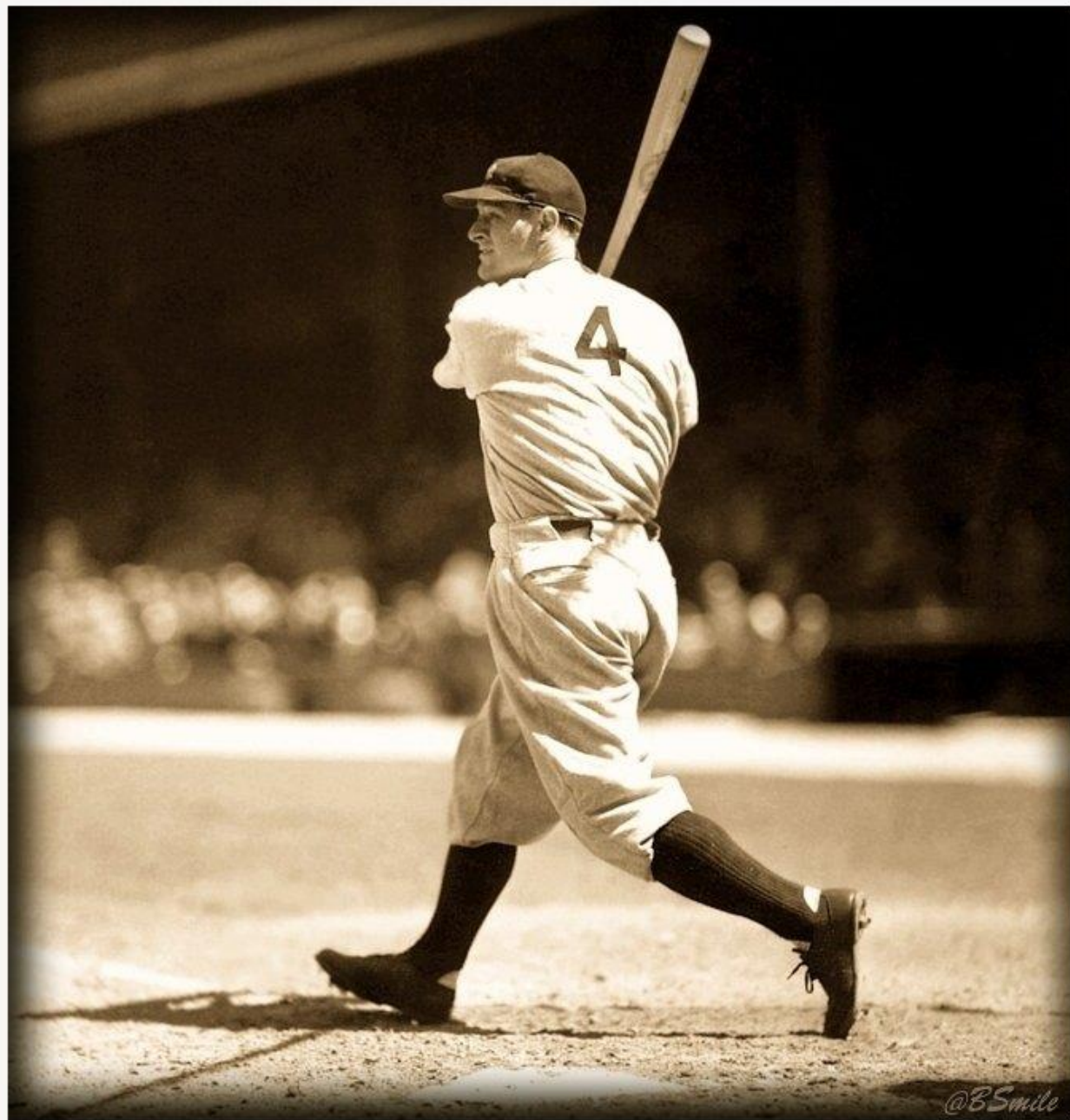
Yankee Stadium x miles
from the Polo Grounds



Opening Day at “The Yankee Stadium,” April 18, 1923



Lou Gehrig



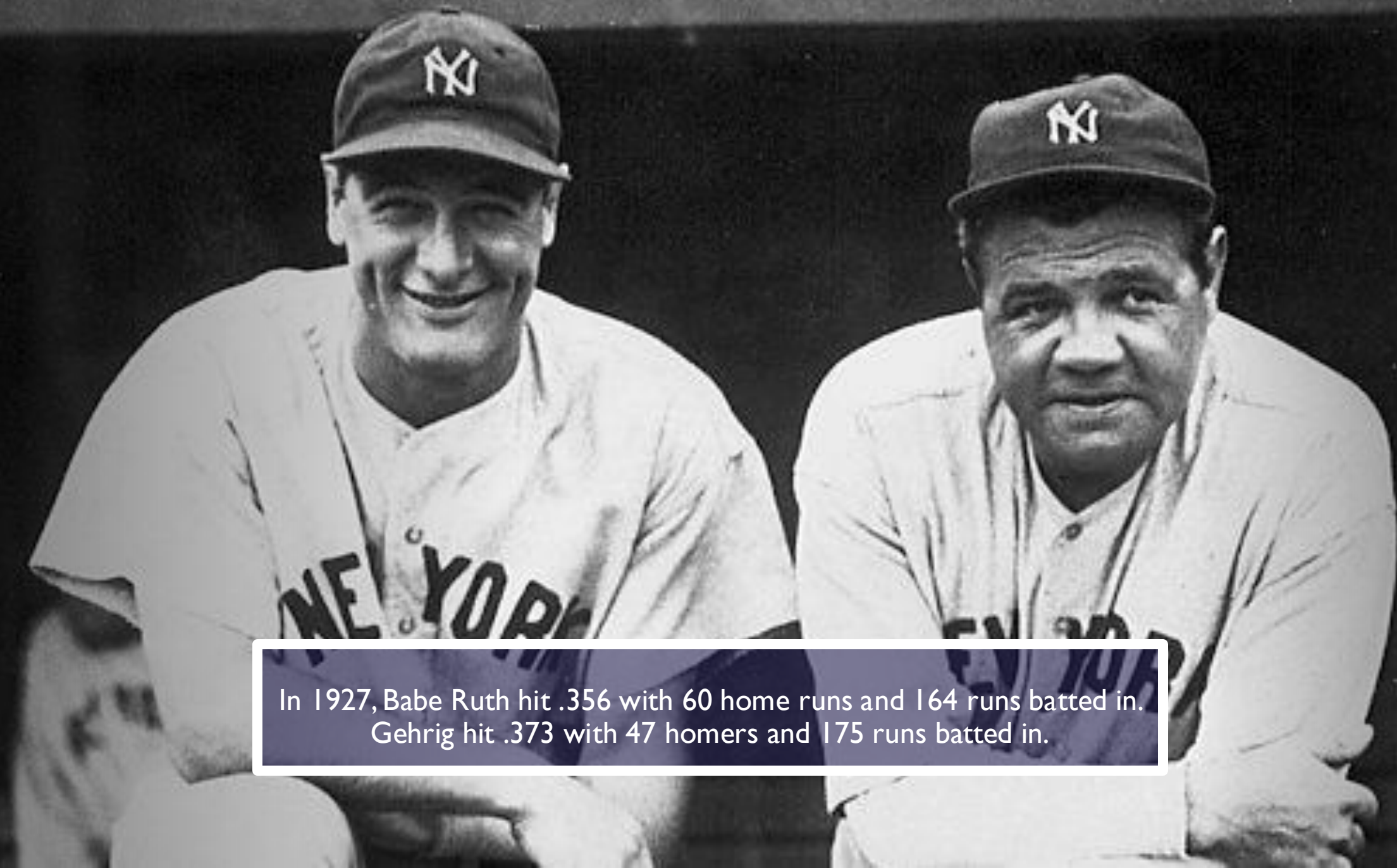


”I cried when they took me out of the Polo Grounds.”

Babe Ruth (1895 – 1948)
On moving to Yankee Stadium in 1923



1926 Yankees – “Murderers’ Row” Miller Huggins in the center of the second row. Babe Ruth behind him.



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

”When the Yankees score eight runs in the first
inning and slowly pull away.”

Jacob Ruppert, Yankees Owner, 1915 – 1939
on his idea of a perfect day at the Stadium

”In the beginning, I used to make one terrible play a game. Then I got so I’d make one a week, and finally I’d pull a bad one about once a month. Now, I’m trying to keep it down to one a season.”

Lou Gehrig (1903 – 1941)
On moving to Yankee Stadium in 1923



Murderers' Row with
coach Miller Huggins,
1927.

From Left: Waite Hoyt,
Ruth, Huggins, Silent Bob
Meusel, Sailor Bob
Shawkey

1929, Miller
Huggins dies







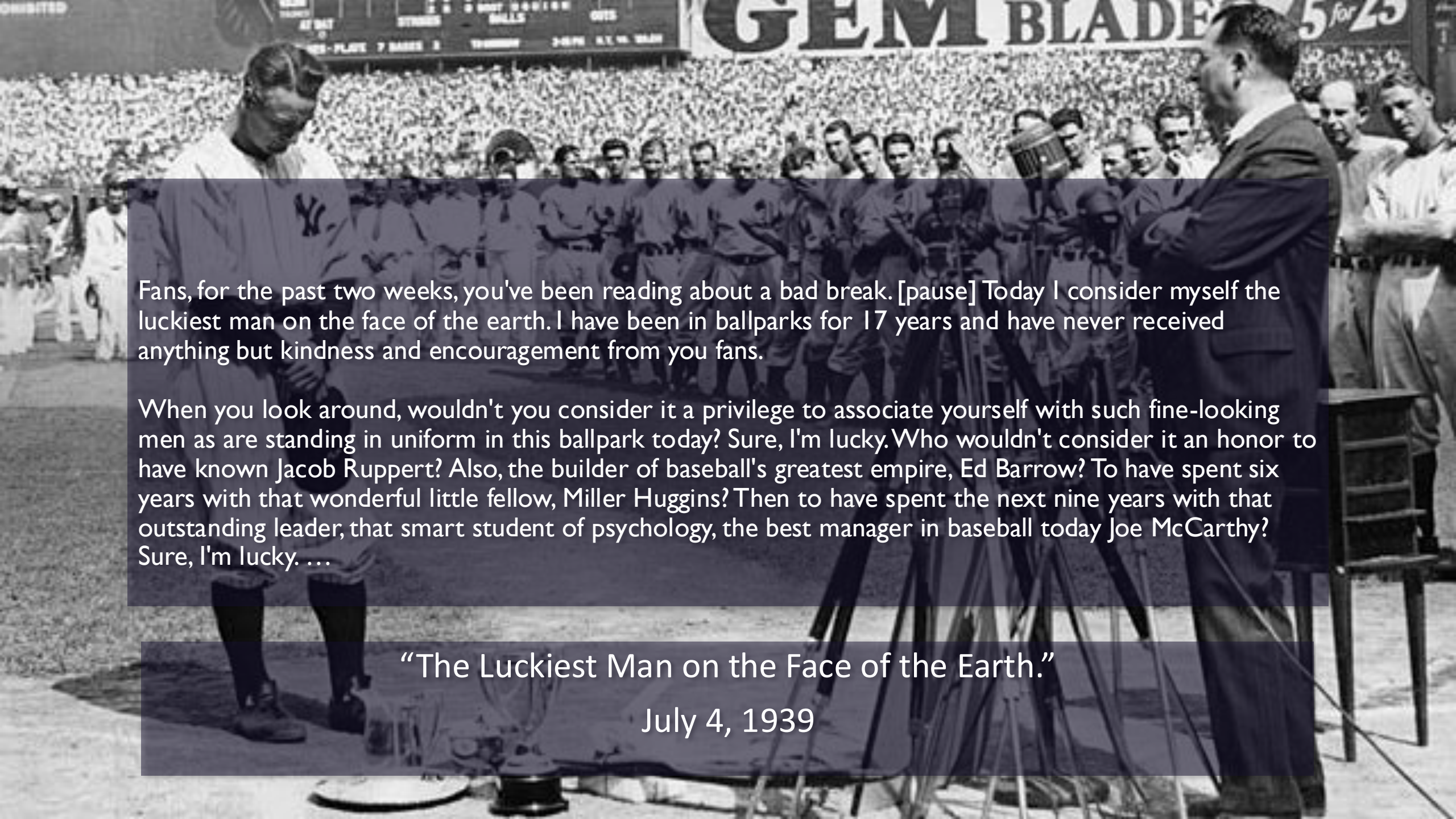
Unveiling Miller Huggins monument 1932



DiMaggio and Gehrig



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

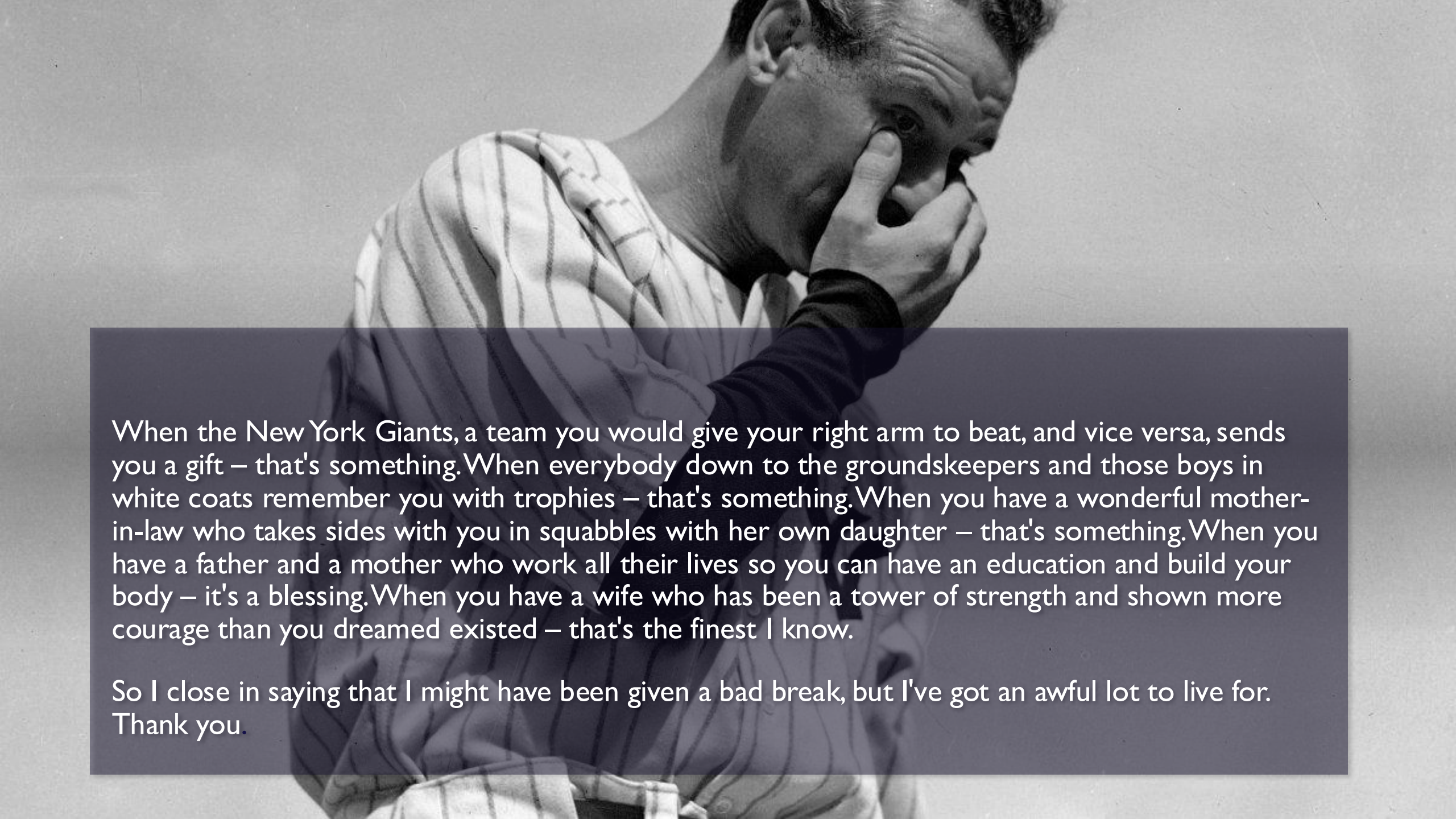
A black and white photograph of Joe McCarthy, dressed in a suit, speaking into a microphone on a baseball field. He is facing a group of New York Yankees players in their uniforms, who are standing in a line. The background is filled with a large crowd of spectators in the stadium stands. A scoreboard is visible at the top of the frame, and a large sign for 'GEM BLADES' is partially visible on the right. The scene is set on a grassy field with a dirt base path.

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. ...

“The Luckiest Man on the Face of the Earth.”

July 4, 1939



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.



Reunion of the 1923 World Series Winning Team

BASEBALL HALL OF FAME

Babe Ruth, Played for the Yankees, 1920 – 1934 – Inducted 1936

Lou Gehrig, Played for the 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

Jacob Ruppert, Yankees Owner, 1915 – 1939 (Death) – Inducted 2013