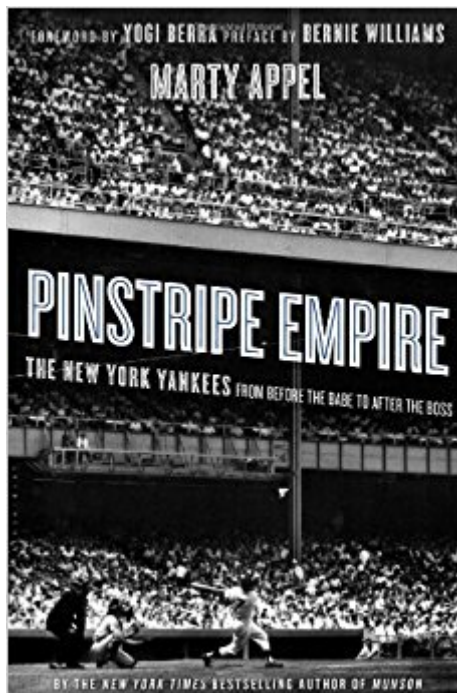




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# Pinstripe Empire: The New York Yankees From Before The Babe To After The Boss



## Synopsis

Since their breakthrough championship season in 1923, when Yankee stadium opened, the New York Yankees have been baseball's most successful, decorated, and colorful franchise. Home to Ruth, Gehrig, DiMaggio, Berra, Mantle, Jackson, and Mattingly; and later Torre, Jeter, Rivera, and Rodriguez, the team has been a fixture in our national consciousness. Yet it's been nearly seventy years since Frank Graham wrote the last narrative history of the team. Marty Appel, the Yankees' PR director during the 1970s, now illuminates the team in all its century-plus of glory: clever, maneuvering owners; rowdy, talented players; and, of course, twenty-seven championships. Appel heard war stories from old-timers like Mantle, Berra, and Casey Stengel, and has maintained a presence in the organization ever since. A collector, writer, and raconteur, he gives life to the team's history, from the muddy, uneven field at Hilltop Park in the 1900s to the evolution of today's team as an international brand. Loaded with over a century's worth of great stories, folklore, and photos, this is a treasure trove for lovers of sports, the Yankees, New York history, and America's game.

## Book Information

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## Customer Reviews

When we piece together a list of today's top sports biographers, it's headlined by Howard Bryant(ESPN) Jane Leavy (The Washington Post) Leigh Montville (Sports Illustrated) Jonathan Eig (The Wall Street Journal), Mark Kriegel (Fox Sports) and Laura Hillenbrand (American Heritage). This oversight, however, ends now. In "Pinstripe Empire: The New York Yankees From Before the Babe to After the Boss," Appel has written an important, memorable and riveting history of the world's most dominant sports franchise. The book ...reads like a gripping, action-packed novel, one era more fascinating than the next. —Jeff Pearlman,

Newsday

“Pinstripe Empire” is the most comprehensive and entertaining book on the Yankees ever written

Allen Barra, Newark Star-Ledger

“There probably was only one man who could have pulled off a readable yet encyclopedic rendering of the full scope of the Yankees’ history. That man is Marty Appel. And with “Pinstripe Empire,” he has delivered precisely that, a must-have for fans of the Yankees, and baseball, and splendid reading.

Mike Vaccaro, New York Post

“Marty Appel delivers a riveting and comprehensive history of the Yankees.

Sam Roberts, New York Times

“This is magnificent. Appel, a veteran writer and PR person (longtime for the Yankees), manages the near-impossible: a huge, incredibly detailed history of the New York Yankees that never bogs down or spends too long in any one place. The style is as smooth as can be.

Appel rolls right through, chronologically, with a nugget on almost every page.

Indispensable for any fan and for historians of the game of baseball.

GraceAnne A. DeCandido, Booklist (starred review)

“It is wonderfully readable, backed up by much original research. Even die-hard Yankees fans will discover serendipitous details.

Ray Robinson, author of Iron Horse and Yankee Stadium

“Not only is Marty Appel’s book the definitive history of the Yankees -- surely the most famous and, in Appel’s handling, one of the most intriguing American sports franchises in history -- but it is a page-turner as well. What gives the book an even greater sense of “being there” is that Appel, the one-time public relations executive for the team, was there for a good many of the team’s singular events in its later “Boss” years. It’s pure pleasure to take this ride through the Yankees’ century-long history with Marty Appel.

Author, Pulitzer Prize columnist Ira Berkow

“Pinstripe Empire” by Marty Appel is the mother of all narrative histories about the team from the Bronx. Appel’s masterwork bobs and weaves its way through the history of the New York Yankees....At times serious, funny, insightful, dramatic, sad, inspiring and nostalgic, this is a book to take to the beach, to rummage through, to pick up again and again for all the grand nuggets inside of it. The sweep of Yankee legend and lore, facts and figures is here for all time in the pages of “Pinstripe Empire.

Author/historian Harvey Frommer, The Epoch Times

“Frank Graham, Tom Meany, David Halberstam, Glenn Stout, Buster Olney, Tom Molito, Jane Leavy and Marty Appel have all written excellent books about the New York Yankees, but Marty Appel has created a new benchmark with his new book, Pinstripe Empire...Appel has become every young fan’s father and every older fan’s younger brother.

With Pinstripe Empire, Appel has achieved one of the most difficult things to do. He has written a reference book that is like a story.

Pinstripe Empire allows readers to “pick Appel’s brain” and to virtually be a teammate

of Mickey Mantle, Yogi Berra, Thurman Munson, Sparky Lyle, Derek Jeter, Mariano and the other magnificent Yankees. I have followed the Yankees since 1951, which is even longer than Appel, but I will always be grateful for Pinstripe Empire because I and all baseball fans now have access to the Yankees' players and team. Baseball fans, not only Yankees' fans, have a great experience ahead of them.

Harold Friend, BleacherReport.com  
"a joy to read, even for this old Brooklyn Dodger fanatic." Sal Marchiano  
"Marty Appel's passion and insight of the Yankees cannot be equated by anyone. he has a way of not just telling a story, but giving the story a personal and privy feeling. From the introduction of groundskeeper Phil Schenck to traveling secretary Mark Roth to Mel Allen's 'How about that!', Any baseball fan can talk about Ruth, Gehrig, DiMaggio, and Mantle, but few know the story behind the story and all the personnel involved that made these majestic stories come into existence. 'Pinstripe Empire' is the one book that must be on the bookshelf of any Yankees fan and is a must read for those who are passionate about the Yankees and the history of their franchise." Bradford H. Turnow, www.YankeesHistory.com  
".. a chronological history the Pinstripes full of facts with little chestnuts added by the author that shows the human side of the team that we all love. Even if you don't love the Yankees or just won't admit you do, the structure of this book makes it not just one of the best Bomber books around but one of the finest baseball books around. The descriptions are so personal that it made me feel like I lived it myself. If it's not in here it didn't happen yet."

Phil Speranza, BehindtheBombers.blogspot.com  
"The best book I have ever read other than the Bible." Fritz Peterson, former Yankees pitcher  
"this is the Bible of The Yankees." David Jordan, Instream Sports  
"more gems than you would find in a pirate's treasure chest." Bill Chuck, Billy-ball.com  
"As a long time baseball executive from a baseball family, these are names and events that I lived. Marty Appel's love of baseball shines through with this important, dispassionate and revealing look at the sports's most successful franchise -- through good times and bad. All the big events and all the big characters are here, but so too are colorful and forgotten personalities, backstage stories, and all the "other" stuff that matters to fans - the broadcasters, the uniforms, the billboards, the subways, the ceremonies. Questions about integration, Sunday baseball, the rivalries with the Mets, the Red Sox, the Dodgers and Giants, the slowness to broadcast, the hesitation to embrace promotion, the cozy relationship with the Kansas City A's - it's all answered here. It's emotional, it's funny, it's written for all ages, and it will come to be considered the definitive history of the team

for years to come. — Peter Bavasi — “wealth of Yankee knowledge in second to none. — George Brew, Blogtalkradio — “How often can you say that the photographs in a biography are museum quality and possibly the best you’ve ever seen in anything this side of an art book? But that’s the start on Marty Appel’s “Pinstripe Empire: From Before the Babe to After the Boss.” a quick scan tells me this is a classic, right up there with anything that’s ever been done on the national pastime. — Tony Castro, author, Mickey Mantle, America’s Prodigal Son — “Year by year, you’ll hear all the inside stories, and you’ll find out things you never knew — “it’s like the bible for the Yankees — “I’ve read the book cover to cover and it is fabulous. Any baseball fan would love it. — John Sterling, , YES Network, WCBS Radio — “The latest book on the New York Yankees might be the best. — “Pinstripe Empire’ by Marty Appel is THE definitive history on the most storied franchise in sports. No stone is left unturned and you are sure to learn something new about the Yankees and Major League Baseball. — “Pinstripe Empire is not just for Yankees fans, but for all baseball fans. The interwoven stories of players, managers, owners and more play out splendidly in these pages. — Tom Bartash, Sports Collectors Digest — “Finding 109 years of Yankees history embraced in 640 pages of Pinstripe Empire is a delight. I would like to read it in a single sitting, but I can’t sit still for 640 pages even when they’re fun. Marty Appel had not written a reference book. There are lots of reference books and the Internet is choke-full of names and numbers. Appel is a former media director of the Yankees and a long-time eyewitness to history. There’s no point in being an eyewitness to history if you don’t observe history. — Steve Jacobson, long-time sports columnist Newsday — “Marty Appel is a fine storyteller with a keen eye for detail. He has firsthand knowledge of the bold-faced names and the bit players over a large span of Yankee history. All of which makes his perspective both entertaining and enlightening. — Bob Costas — “For baseball fans this is a great read that takes you on an intimate trip into the Yankee Universe. For Yankee fans this is a gift that only Marty Appel could give us. — Billy Crystal — “As a player, you don’t always view the things around you as history in the making. Marty Appel always did, and now, he’s given us this important book. — Whitey Ford — “An opus. Marty Appel brings a fan’s passion and a historian’s dispassion to bear on the Pinstripe Empire. He makes familiar terrain new again and uncovers original material where no one else thought to look. This is the definitive history of the New York Yankees. — Jane Leavy, author of The Last Boy — “What a treat this book is for anyone who loves baseball, its history, and its heroes. When I was a small boy eighty years ago, my big brother began teaching me about the Yankees and baseball--what happens

backstage, in dugouts, clubhouses, and front offices. This book, like my brother, amplified my knowledge of the game. He would have loved it, and so do I. —Robert W. Creamer, author of *Babe and Stengel* —“The definitive and authoritative history of The New York Yankees franchise, and an absolute must-read for die-hards and casual fans alike.” —Larry Koestler, *RiverAveBlues.com* —“No book since Graham’s has successfully taken the mantle of "definitive" for this franchise, but it appears we finally have a taker. Appel knows the stories; he handled Mickey Mantle’s fan mail as his first gig; became the Yankees’ PR director in the 1970s; saw firsthand how The Boss imposed such discipline in 1971 as having Yankee Stadium graffiti painted over every morning to "outlast them

Marty Appel is the author of many books, including most recently the New York Times bestseller *Munson*. Following his years as the Yankees’ public relations director, he became an Emmy Award-winning television producer and director of Marty Appel Public Relations. Appel lives in New York City and appears frequently on ESPN, HBO, MLB, and the YES Network.

Fantastic book! Marty avoids boring baseball fans with the old and worn out stories (he does briefly mention them). There are so many interesting things he brings up that fall into the "Wow! I never knew that before!" category. Great for all Yankee fans, but I think all baseball fans will still enjoy this a lot. Do you know how the Yankees got their name or where Wally Pipp was when Lou Gehrig’s consecutive game streak ended? Get the book and find out!

As good a great classic book as you will ever read, on the inception of the NY Highlanders/Yankees, the inception of the American League, in an Era, when corrupt Mayors, Police Chiefs, Baseball Team owners, and Politicians, of every walk of life. The men who ran the metropolis cities, in such a time, were more often than not, corrupt, con-men, scam artist, illegal gambling parlors, bordellos, bookies, and other corrupt mob-like men, who made their living by destroying the lives of others. The men in NYC who ran the metropolis through The infamous Tammany Club, a who’s who of power brokers in charge of NYC affairs, from where the sub-ways were to be built, train tracks, parks, land barons. These are the men, who almost got away with destroying the credibility of the NY Highlanders owner, and AL President and Founder, Ban Johnson. Against all odds, when Johnson was the owner of the Baltimore Orioles. The NY Giants owner, Freedman, bought the majority stock in the Orioles under Johnson’s nose, then proceeded to stock his NY Giants Team with its star players. John McGraw being the major player. After

Freedman's bold move to create a Oriole's team in decline by selling off its key players after the majority stock buyout of the Oriole's, Freedman then proceeded to buy all the available land in NY City with his cronies who ran the Tammany Club of NYC. Such attempts to block the move of the Orioles to NY, and desecrate the new found American League (AL), this story is one, that cannot be put down from the readers eyes. It is that impacting and stunning. I thought I knew the basics of the rich yankee history, until I read this book, and the book "Yankee Century" both comparable books, with different eyewitness accounts, journal entries, newspaper articles of different stories, both books are comparable classics, and must reads, for any self discerning Yankee or MLB fan.

Years down the road, when all is said and done about the Yankees, Marty Appel's "Pinstripe Empire" will stand out as the most comprehensive book ever put together about this remarkable franchise to date. It's a pleasure to read at every level. From their start in 1903 as The Highlanders to the beginning of 2012, Appel takes the reader through every season. I was hooked by the second page of the narrative. In the "short" space of 574 pages, everything, and I mean everything about the Yankees, is discussed...individual players, managers, coaches, the stadium itself, (in all its recarnations) owners, announcers, team records, night baseball, sound systems, player appreciation days, Old Timers Day, The World Series....well, the list goes on and on. And there are some funny moments, too. I laughed out loud when Appel described the ill-fated and short-lived Yankee mascot, "Dandy". His sentence on Dandy's demise is the funniest in the book. And who knew that Babe Ruth never "flushed"? Thank Appel for getting them from the lips of clubhouse manager, Pete Sheehy. One need not be a particular Yankees fan to enjoy this book....the history is worth the read...but it sure helps. "Pinstripe Empire" is a treasure and I highly recommend it.

Boy, howdy. Did I ever ENJOY this tome. I have been a New York Yankee fan for 50 years. I thought I knew a lot. I thought I had heard most of it. Was I wrong. This is an interesting, informative, fun, touching, celebration of everything Yankee. I foresee myself reading this again and again every five years or so. It is well-written, brilliantly edited, and although if the subject matter had been handled even a bit differently it would have become encyclopedic, fortunately, it is handled with love and respect. You get it all. The good, the bad, the events, the personalities, and occasionally some mild editorializing. A totally wonderful edition to any Yankee lover's library. I didn't want it to end. The most relaxed and enjoyable 500+ pages I have read in quite some time. Are you a fan of the greatest baseball franchise ever? You must, I repeat, MUST own this book. NOW.

Oh man, this book is the one you don't want to end. Marty knows Yankees but expands to include the history of baseball development. (I often note segments of people and places to bring up to my 81 year old neighbor from the Bronx.) Between the covers lays out memories of events both local and global - "where were you when" - ?!?! The chronology is well noted and so easy to follow. My tie in started in the '50s and reminds me of a life often balanced knowing baseball was a constant. Reading with my NY cap on just adds to the flavor of a delicious book!

An excellent book for baseball fans and Yankee fans in particular. The start of the Highlanders and the politics and backroom dealings give an unintended insight into New York city at the turn of the century, so along with baseball you get a side dish of sociology. Yankee fans from casual to the committed would enjoy this book, it gave me a lot more insight than Dick Young did in the Daily News. Excellent gift idea for birthdays and holidays. As a matter of fact I am passing my copy on to a Yankees fan in New Jersey so he can pass it on to his son.

Reader beware: This is a very enjoyable and memorable book, but solely for fans of the New York Yankees. The book is fairly long and at times tedious, but overall a book Yankees fans, especially older ones, will enjoy. Many topics jogged my memory, others were unknown by me, and some things that I "knew" turned out to be wrong. I have friend who is a Yankee fan and I plan on giving him the hardcover book as a birthday gift (no "re-gifting" as I read the ebook on my iPad).

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