

# Rickey in Four Years Has Brought Cards From Second Division Team to First Place Contender

## RICKEY AS A MANAGER AND FINANCIER RANKS AMONG BEST IN GAME

### Has Brought St. Louis Cards From Second Division and From Financial Despond to Pennant Contender and Million-Dollar Corporation With Peculiar Methods

BRANCH RICKEY, of the Cardinals, deserves the title of the Miracle Man of baseball in more ways than one. Not only has the astute manager of the team that has battled the Giants for three years completely reversed the act of fattening a big league team, but he has succeeded in turning a veritable white elephant into a paying proposition.

The man with enough college degrees behind his name to make the most pedagogue of the pedagogues jealous took a bankrupt organization and made it a million-dollar corporation in the history of baseball, with the possible exception of the other Gotham entries in the big leagues.

For financial genius and baseball brains Rickey hasn't a rival in the realm of baseball who can combine the two with the same ability as the so-called "Sunday school teacher" of baseball.

**RICKEY** once played baseball for \$25 a month. He wasn't the greatest success in the world as a player, but he twice the game from its apex to its bottomless pit. Like John W. Heisman, of the University of Pennsylvania football team, he has the theory of the game down to a fine point and is just as much a student for discipline and training rules as the Red and Blue coach.

### Made His Start Back in 1917

FOR fifteen years Rickey was in some way connected with baseball, but his name never featured the front pages of sporting sections. Matter of fact, he was little known except where he was engaged in the game. His family, like that of many other great figures in industry or anything else, remained obscure for a long time.

When he finally did get his opportunity to display his manifold abilities, Rickey came through with a bang in baseball management. He was called to the St. Louis Browns and accepted the presidency of the Cardinals in the same city, that he gained notice in the press.

Phil Ball thought so much of Rickey that he went to court to get an injunction to enjoin Rickey from severing his connection with the Browns. But who would leave an organization that was paying \$7000 a year for a more lucrative one that did the very opposite to the extent of \$150,000 over the same space of time? Answer, no one.

Rickey fought the court action and won. Phil Ball, with a chain of grapes, remarked: "Had rubbish is a good riddance." Rickey thought the same thing as he started his campaign of making the National League entry in the Missouri City southward.

The next summer, in which Rickey figured concerned Miller Huggins, the peppy underdog manager of the Yankees. When Huggins heard of the salary Rickey was drawing down from the new owners of the Cardinals he became peeved. It appears that Huggins was to be given an opportunity to purchase an interest in the Cardinals and to become a partner. When he heard of the Rickey deal he waxed furious and snarled:

**HE WAS so peeved that he up and resigned as manager of the Cardinals and transferred his efforts to the American League.**

### Had to Be the Manager

RICKEY started to rebuild the Cardinals, a team that had never enjoyed even the smallest rays of the sun of baseball. In 1918 he scouted Jack Hendricks, now manager of Indianapolis, as manager of the Cardinals. That was a war year and a lean year and even the baseball gods factored the training camp were in the service or working at shipbuilding.

That naturally cast the Cardinals deeper into debt. It was up to Rickey to extricate them. Some of the stockholders refused to sign any more money, but a few had faith and they pinned it all on Rickey.

When the 1919 season opened the directors held a meeting and told Rickey that unless he could get the Cardinals out of debt he was to be fired. He would have to agree without one. What did Rickey do? He did not.

Instead, Rickey took over the managerial reins and set to work to rebuild the shattered fortunes of the team and its owners. His first communique announced to the world that as manager he would not be manager or president. That brought a laugh from the hand-in-hand in the diamond sport, who called Rickey "Bill" wrong.

**UNDISMAYED** at the comment, both private and public, that Rickey was a peace hawk, Rickey went straight ahead and he won several titles and a ball was won.

### The New Set of Training Rules

IN 1919 his team finished in second and division, which, according to the standards, meant that Rickey's method of training were all wrong. Edson C. O'Clock found the old system ranging for the noise athletes. Snoring was taboo. Long morning and afternoon drills factored the training camp. Theoretical instruction to be the order of the day. The system was changed.

Rickey worked overhauling. Like the unrepentant workman of an hour times he saw, heard or was around when everything was going on. The players put the word today, but when this Rickey was a real righter or left. A single of a cigarette would find the player's face for a paper.

Then again Rickey has a system of his own for the players on the field. Names and were laid about on their seats to be a line between players. A score card showed the strike of balls hit, and named by opposing players and by the Cards.

The Cards caught the idea and dropped their own. It was the worst in the world. It helped them a lot when it came down to the playoffs, especially the pitchers and he put the batters and the batters. What Rickey found by dint of hard study enabled poor batters to make good ones and weak batters to judge in advance what was coming their way.

Rickey had an idea that he should center his attack around Rogers Hornsby and how well this plan has succeeded is borne out by the fact that Rogers today leads the National League in batting average and home runs. The story of Hornsby is closely allied to that of Rickey. The manager saw in the young Texan a real star and with a little tutoring he became one of the greatest, if not the greatest, in the history of the club.

**HOW** valuable a player Hornsby is can be attested by every fan who has seen him in action. Rickey's value, which shows that he is a valuable asset to the team, is attested by the fact that he is a valuable asset to the team.

### What Some Players Thought

SEVERAL players on the Cardinals, on the other hand, told Rickey that he should get rid of Hornsby. This objection was dropped and the players said that Rickey was a peevish person and would not tolerate any peevish player. Rickey had faith and he retained the training team. The players never believed that as a manager Rickey was a peevish person.

Today Hornsby takes orders from Rickey and smiles as the best of the club. He is a real star and has been made by Rickey, who also had the idea of keeping harmony on the club when discussion threatened to break out.

Rickey is never with the Cardinals on Sundays. But does that indicate that the players? Not at all. They would hardly go to Sunday according to the standards of the game. They are all on again tomorrow, and so is international polo, more golf, more tennis and more what not.

It is said that a number of players seemed to be traded to the Cardinals objected on the ground that they would lose under the strict discipline of the manager. Yet it is a known fact that one year after their signing made overtures to be traded to a Cleveland club.

Rickey has proven a record of training and managing, but he has been successful while many others with well-known names and more methods of looking after their men have been losing ground in the depths of defeat.

One thing Rickey has learned since taking over the managerial reins, and that is success. From "gosh" he has found a few stronger teams to add to his profane vocabulary. He marks the rest of the National League managers today with the same kind of verbal material as they possess.

And his financial genius. In four short years he brought a bankrupt corporation to one worth a million dollars. In 1920 the site of the Cardinals' Park was purchased for \$225,000 and the Cards took over a ten-year lease on Sportsman's Park, where the Browns also play.

**THE** Cards will not win the pennant this year, but they have the satisfaction of knowing that they have the Cardinals a better team than any of the rest of the National League and this year. And Rickey is the reason. Had the team not reached when it did the Cards might be still in the race.

## BRODERICK SEEKS TENDLER CONTEST

### Victor of George Pawling Lightweight Belt Would Meet Logan Lambaster

### BAXTER NOW IS BANTAM

By LOUIS H. JAFFE

**TENDLER** would be no need for Philadelphia matchmakers to go out of town seeking opponents for the Logan Lambaster, a few known as Low Tandler, if one of the many contenders were to have his fight, particularly here.

Parce Broderick is the rather hefty fighter who jibbed, who stopped and who landed his way through the recent exhibition match against the late George P. Pawling, "Big Boy" of the ring.

"That ought to mean something," said Broderick today.

"Say, I've serious about meeting Tandler," declared Broderick. "Any time at all on my part."

Broderick is a serious ring man and has been a lot of times in his twelve years in the squared circle. Included among his 247 opponents are such names as Jimmy Kilbane, Johnny Daniels and Jimmy Leonard. These losses are mentioned because each is a champion.

Used to Box as Kid Ghetto

While it has been several times since Broderick and Kilbane, Tandler, Leonard and others fought in different places, these were there were not at all on the same level as the days when he boxed in the "Kid Ghetto."

Broderick had to box against New York boxing champion Kid Ghetto, but since moving Philadelphia he has made more than the games and has had several of his present fights for Philadelphia opponents.

It is not an old man or anything like that, but he is a very tough fighter. He has always been a very tough fighter and he has always been a very tough fighter.

Broderick started his career in the ring in 1910, and he has been a very tough fighter ever since. He has been a very tough fighter and he has been a very tough fighter.

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## WE NOMINATE DAD FOR CHEER LEADER



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## VILLA KNOCKS OUT BUFF IN ELEVENTH

### Filipino Flyweight Wins American Title When Lattar's Seconds Throw Towel in Ring

### DOWN THREE TIMES IN 10TH

New York, Sept. 15.—Pancho Villa, of the Philippines Islands, is the new American flyweight champion.

He secured a knockout victory over Eddie Buff, the champion, last night in the eleventh round of a fight before 18,000 spectators at the Madison Square Garden.

Buff had been beaten from pillar to post in the tenth round and was down three times in the eleventh round. Villa was down four times in the eleventh round.

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## Tandler's Left Hand Hurt; Has to Cancel Two Matches

Low Tandler, local lightweight ace, was forced to call off two matches today as a result of an injury to his left hand suffered in his fight with Eddie Hammer at the Philadelphia Ball Park on Monday night.

Tandler hurt his hand in the last half minute of the fight, and, although it pained him then, it felt all right until yesterday.

His opponent, Doc Slaters, who ordered him to cancel his future matches, an X-ray will be taken of the injury this afternoon.

## UPTOWN NINES IN IMPORTANT CLASH

### Dobson and North Phillies Meet in Elimination Game on Former's Field

### HILLDALE AT ROYAL STARS

The North Phillies and Dobson teams clash this evening at 5:30 in the big game on the elimination schedule of the Philadelphia Baseball Association.

The contest will be staged at Thirtieth and Queen lanes.

With Norman Pitt on the hill the weavers are certain of success, but the Nicetowners are also chockful of confidence, as they will use Beloff.

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## LIGHTWEIGHTS IN BOUTS

### Half a Dozen 135-Pounders to Appear at Olympia

Hard-hitting lightweights will vie for honors in three of the five eight-round bouts that will inaugurate the indoor season at the Olympia A. A. Monday night. Johnny Sluggers, of Jersey City, will attempt to stop Willie Mitchell in Milwaukee on September 25.

The other lightweights will appear in the first two contests, Willie Brown of Paterson, N. J., fighting with Johnny Mack of this city, and Jack Snyder, Joe Basone, N. J., knockout artist, meeting Al Willis, of this city.

## FLAGS FOR JOE O'ROURKE

Dwellings Decorated in Honor of Pennant Winning Manager

Joe O'Rourke, former National player, some home today. And every house around the district where Joe lives, 2044 Arch street, is decorated in honor of the sensation. O'Rourke's Bristol, Tenn., club won the 1922 pennant in the Southern Association.

O'Rourke won prominence in Philadelphia independent circles. It was through him that Alexander got his chance with the Phillies. Joe was with the club for three years before taking his leave.

## Tigers Get Clifford Brady

Clifford Brady, N. Y. pitcher, the sale of whom to the Tigers was announced by the Philadelphia Athletics, is expected to be a valuable acquisition for the club.

## Rutgers Has Brisk Practice

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## How Does It Strike You?

### Athletes' Gratitude Center of Sports Polo Teamwork

**THE** semi-professional baseball teams in this city have not been so successful financially this season. A favored few have made money, but the majority have lost and many had to disband.

There are several reasons for the failure. Prominent among them is the competitive bidding in salaries for the high-class players. The athletes have been getting all the rosin of the rosin.

It is known to the Observer that one organization dropped a cold \$2000 but all debts have been paid through the generosity and sportsmanship of the backers.

Today is the last pay day and there is not a penny charged against the management, although the bank account of "the captain" has been beaten severely.

Games are scheduled for tomorrow and Sunday, and in an effort to regain some of the lost funds the manager asked his players if they would be willing to give their services without compensation for these two contests.

Would they? Of course they would. They were glad of the opportunity to help repay the man who had supported them through the season.

But there were two—just two—who held out. What? Play ball for "makin' it." "We ain't in the game for our health," they said.

And these two young men have been collecting good money, and plenty of it, on the 1st and 15th of every month since May 1.

One has been receiving \$325 a month and the other \$400, salaries far in excess of what they could get in many minor leagues.

Close to \$2000 have been paid these two athletes during the season and they are not willing to give two games to the man who has handed them this money. If this is gratitude, the world is upside down.

**CONTRAST** these athletes with Everett Scott, who spent \$50 on taxicab fare, in addition to wasted trainfare, in order to get into a ball game recently. It didn't mean anything extra in his pocket to make that game, but he wanted to maintain his long-distance consecutive game record. And the record will bring no financial return, either.

**WHAT** to do? What to do? Look 'em over and take your pick. Here is a list of sports going on in Philadelphia today:

National lawn tennis singles championship, at Germantown Cricket Club.

National Veterans' lawn tennis singles championship, at Germantown Cricket Club.

National girls' lawn tennis singles and doubles championship, at Philadelphia Cricket Club.

Lansdowne girls' lawn tennis tournament, at Lansdowne.

Midwest States lawn tennis singles championship, at Philadelphia Cricket Club.

Invitation golf tournament, at La Tu Country Club.

International golf exhibition, at Merion Cricket Club.

Poker billiard matches, at National and Recreation Academies.

Phillies vs. Cardinals, at Broad and Huntingdon streets.

Twilight baseball games all over the city.

These are just the things about town today and this is Friday, not ordinarily a big day in sports. They are all on again tomorrow, and so is international polo, more golf, more tennis and more what not.

Athletes from Spain, Australia, Japan, Ireland, Argentina and England are in our midst.

Philadelphia is truly the sport center of the world.

**THE** summer season may be passing, but there are numerous things being crowded in at the tag end of the campaign.

**TEAMWORK** counts more than individual effort. Every ball the football coaches try to drive that into the heads of their aspiring pupils.

A ball which made up of Babe Ruth, all intent on smashing records and being deuced little about teamwork, would inevitably be beaten by one that entered in and worked on that policy.

Yesterday on the Bala oval the value of teamwork was demonstrated as never before.

Four of the finest polo players in the country, representing the Meadow Brook Club, opposed the Flemings.

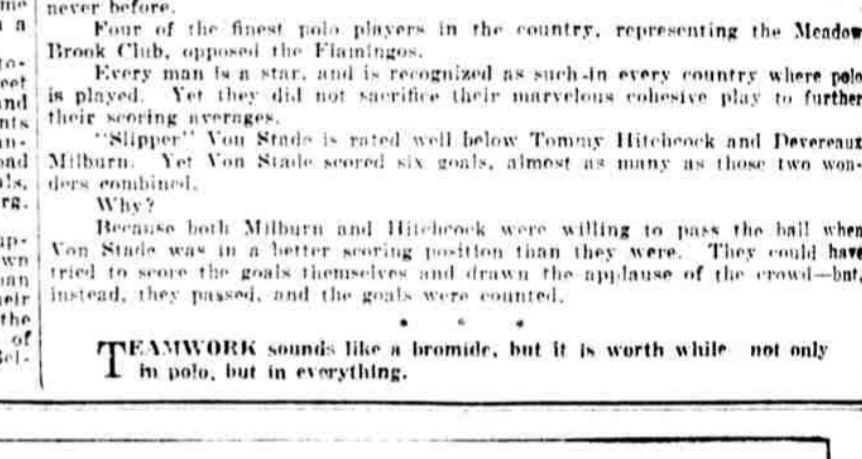
Every man is a star, and is recognized as such in every country where polo is played. Yet they did not sacrifice their marvelous cohesive play to further their scoring averages.

"Slipper" Von Stade is rated well below Tommy Hitchcock and Devereux Milburn. Yet Von Stade scored six goals, almost as many as those two wondrous combined.

Because both Milburn and Hitchcock were willing to pass the ball when Von Stade was in a better scoring position than they were. They could have tried to score the goals themselves and drawn the applause of the crowd—but, instead, they passed, and the goals were counted.

**TEAMWORK** sounds like a bromide, but it is worth while not only in polo, but in everything.

## NEW CHAMPION IS CROWNED



The illustration shows Johnny Buff knocked out by Pancho Villa, the Filipino boxer, in the eleventh round of their bout for the flyweight title at Brooklyn last night. Buff lost the championship through his defeat. Inset gives a close-up of the new champ.

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**Belmont Park** feature today is the Whitestone Handicap. John Paul Jones will be a strong contender with 110 pounds up. Thundersby carries 120. Horses which seem best are:

First race—Great Lady, Sophie Goldman, China. Second race—Pirate Gold, Scotland Yea, Prelude. Third—Lachawanna. Fourth—Chief, Pheasant. Fourth—John Paul Jones. Fifth—Chief, Thundersby. Sixth—Dominican, Romulus, Welcome Stranger. Sixth—Pay Dear, Three Square, Best Love.

**Darvel Park:** Seven claiming races were provided today, but some of them will result in keen contests. Horses which seem best are: First race—Verona, Mable Curtis, Iranium. Second race—Al Puerto, Eddie Trotter, Win Park, Third—Fair Lady, Phalaris. Fourth—Fourth—North Hour, St. Angelo, Ina, Nickname. Fifth—Loda, Love, Mayor House, Gallivant. Sixth—The Dominion, Tom, P. P. Van H. Seventh—Squire, Mallowtown, Indian Prince.

**Hornbluffs:** Features—Richard Hawthorn, \$4500 added, with Gene Mayers in very light, though Charny-die is a weight carrier. The Lonsdale Handicap, the Park Pen appears to be the best. Horses which appear to play are:

First race—Blissomist, Marbeth, Leahay, Womah. Second—Morning Ring, Toy Miss, Third—Push, Pin, Baby Mine, Dolman, Fourth—Olette, Rac Harry, Burgoyne. Fifth—Grace Mayers, Carmichael, Elemental. Sixth—Wild Flower, Tom of Arre, Fine Fly. Seventh—St. Germain, Fair Virginia, Frank Fogarty.