



THE CLASSIC CORNER
August/September 2013 Price-List & Guide

Buyers & Sellers of Distinctively Upscale Sports Memorabilia & Other Fine Antiquities Since 1987

Book Review

by Jim Miller

The Cracker Jack Collection: Baseball's Prized Players

Authors: Tom Zappala & Ellen Zappala

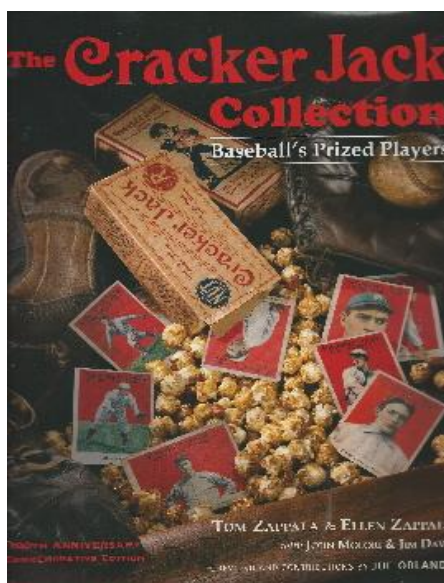
Copyright: 2013

Foreword: Joe Orlando – President & CEO of PSA

Credits, Acknowledgements and Supporting Cast: *John Molori, Jim Davis & Tony Dube.*

Publisher: Peter E. Randall – Publisher (Portsmouth, NH)

Pages: 177



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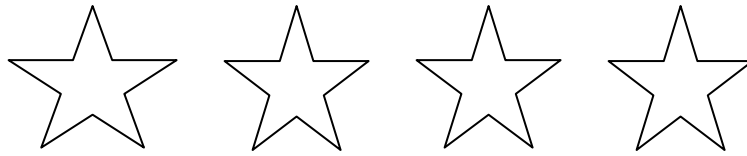
One of the unfortunate aspects of being a Sports Card Collector in the new Millennium is the over-saturation and annoying proliferation of Hobby-related publications that serve little purpose other than to grab your attention with some hi-tech color photography and bore the Hell out of you with some inane story that could be promoted as the “National Cure for Insomnia.” As a voracious reader of Sports Books, I don’t impress easily. I want to be wowed. My concentration level tends to wane appreciably when the subject content doesn’t interest me or the story is poorly written. Sorry to say that last few years have been lean ones as far as reading about Sports goes.

Fast forward to the 2012 National Sports Collectors Convention in Baltimore. During the course of the Show someone dropped off a color flyer at my Table about “*a new Book on the Cracker Jack Baseball Cards.*” Have to admit, it did catch my eye. As a seller, collector and big fan of the 1914-15 Cracker Jack cards – I wanted to know more. The red letter heading at the top read: **Coming Fall 2013.** I had a feeling that the Book would debut in conjunction with the National in Chicago. I was right. The National’s web-site confirmed that the Book’s Authors (Tom & Ellen Zappala) would be at the PSA Table autographing copies of their new Book. Since I set up by myself at Shows these days, it wasn’t clear in my mind how or when I would get a chance to stop over and pick up a copy. Finally got a chance to visit the PSA Booth on Friday. Popped down my \$ 30. 00 and had to make a quick exit back to my Table. I was immediately drawn to full color photography on the cover that was an interplay of Cracker Jack cards, the Candy, antique Boxes, etc. The Zappala’s Book was neatly arranged into (11) Chapters which were preceded by PSA’s Joe Orlando’s Foreword, some Author notes, acknowledgements and an introduction by Tom Zappala. As a Baseball & Collectibles aspiring historian, I got completely engrossed in the 1st Chapter that gave historical perspective on how the Rueckheim Bros. parlayed their modest popcorn confection Business into a Global Marketplace Leader within a few short years. With the introduction of Cards into the Cracker Jack Boxes in 1914, there were inherent problems such as staining, moisture issues and the like. The Authors deftly explain how the Rueckheim’s averted a marketing disaster with some innovative thinking and a workable solution. Unbeknownst to many is that the Cracker Jack Co. in subsequent years, in addition to their wildly popular Cracker Jacks Candy, offered no fewer than (12) other confectionary treats (Chocolate Creams, Candy Pulls, Toasted Yum Yums, etc.) to an adoring public that couldn’t seem to get enough. Chapter # 2 is a compilation of the Authors own hand-picked All-Star Team position by position. I normally don’t agree with many so called “All-Star” selections, but I think the Zappala’s got this one right. Chapters # 3 through # 9 are breakdowns of the top players at each position that appear in the Cracker Jack Series. The color photography of each card is scintillating. The prose is written with the “Every-Man” in mind. Not stuffy, elitist or ostensibly Ivy League. It kept my interest and made me want to read more. Chapter # 10 handles the always thorny issue of Front Office Personnel. You know the *Connie Mack’s, Branch Rickey’s, Charley Comiskey’s, John McGraw’s, etc.* Men who had played the Game professionally but are more revered for their roles as General Managers and Owners.

In Chapter # 7 (Patrolling the Outfield), the talent quotient, as the Authors see it, ranges from “mediocre to great” but doesn’t include *Shoeless Joe, Cobb and Speaker*, who were represented in Chapter # 2 as All-Time Great Cracker Jack All-Stars. Does appearing in the All-Star Section preclude you from recognition elsewhere in the Book?

Evidently, so. I think it would’ve added a nice touch to have a comprehensive representation of all the Cracker Jack OF’ers – all in one section. The Book concludes with Chapter # 11. I found this section jam-packed with anecdotal issuances, obscure tid bits of information and helpful hints. For example, I was not aware that the 1915 Shoeless Joe Jackson Card was not the most valuable card in either set. That distinction goes to the 1914 Christy Mathewson Card. Nor was I privy to the reason why the backs of 1915 cards are turned upside down (You’ll have to read the Book to find out why). Anyone who collects the 1914 & 1915 Series will want to pay close attention here, as the subtle nuances and similarities of the (2) sets are examined. There’s even a much anticipated mention on the 1915 Babe Ruth “Card that Never was.” Since the actual Ruth Rookie Card didn’t debut until the 1916 *Sporting News Set* (unless you subscribe to the theory that 1914 Baltimore Orioles Minor Issue is his true Rookie Card), The Zappala’s stargaze and let the reader pontificate on what might have been had the Rueckheim Bros. included the Bambino in their (176) card 1915 set. A clever marketing scheme was hatched in conjunction with the Book’s debut at the National, where the most sought after Promo Card was the aforementioned 1915 Babe Ruth Cracker Jack Card. The lines were long for this card and it’s already a big hit on eBay. So, since the Zappala’s have now penned Books on 2/3 of the “Big Three” All-Time Sets (They previously did a Book on the highly coveted T206 set in 2010), the only remaining challenge of the Big Three is the 1933 Goudey set. Is this an ambition on their part? Wouldn’t it be great to sit back and read a Coffee Table Book on the ’33 Goudey Set with the multiple Ruth & Gehrig cards in blazing color? We’ll see what the future holds. For now, let’s enjoy *The Cracker Jack Collection*. I know I did.

We rate this Book :



4 out of 5 Stars

1921 Ty Cobb “American Boy” Framed Large Size Display Piece

1921 Ty Cobb American Boy Framed Large Size Display Piece (The Georgia Peach is captured for posterity in this 1921 “American Boy” large size (Measures approx: 11” x 17” from outer edge of frame to other outer edge) display piece. (5) panels depict Cobb batting, running, throwing and sliding. There is another smaller, inset photo near top right with Cobb’s career record underneath. In addition to this framed page, we are also offering the continuation of this story (separate page – not framed) and another full article entitled “Getting the Runs” which was penned by Cobb himself (4 pages complete with photos & story – suitable for framing). All pages are from “American Boy” Magazine, so the paper quality is thin. Marvelous Ty Cobb lot that transcends the merely conventional. Ex condition on all with some minor ripping, tearing on borders) **\$ 149. 99 + FREE S&H in USA**

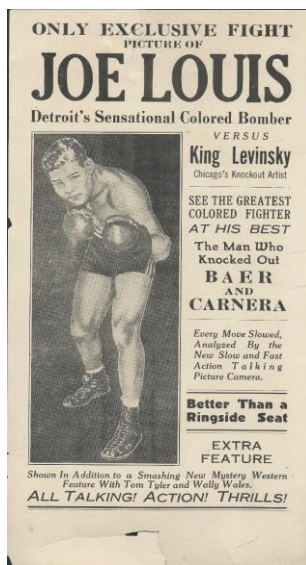
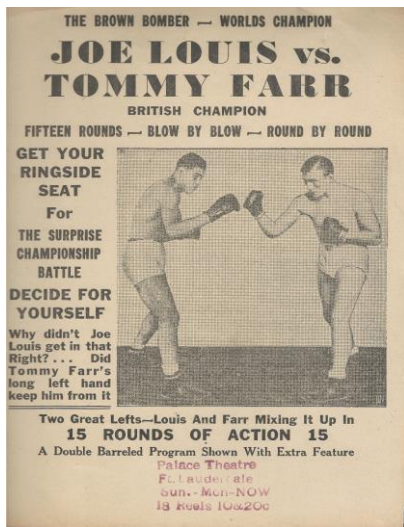


Joe Louis (The Brown Bomber) Boxing Memorabilia

1935 Joe Louis vs Primo Carnera Theatre Handbill/Poster (1935 Louis vs Carnera Theatre Handbill/Poster. Measures approx. 6” x 12” Thin quality paper stock prone to flaking. Joe Louis throttled the Italian Champion with a TKO in Round 6 (2:32) at Yankee Stadium. Ex condition) **\$ 39. 99 + \$ 3.99 S&H in USA**

1935 Joe Louis vs King Levinsky Theatre Handbill/Poster (1935 Louis vs Levinsky Theatre Handbill/Poster. Measures approx. 6” x 12” Thin quality paper stock prone to flaking. **PLEASE NOTE:** Small portion of bottom section is starting to flake off. Handle with Care. Louis pummeled Levinsky into submission at 2:21 of the 1st Round. Ex condition) **\$ 39. 99 + \$ 3. 99 S&H in USA**

1937 Joe Louis vs Tommy Farr Theatre Handbill/Poster (1935 Louis vs Farr Theatre Handbill/Poster. **PLEASE NOTE:** Stamp at bottom reads: **Palace Theatre – Ft. Lauderdale – Sun. – Mon. – NOW – 18 reels 10 & 20 cents** Measures approx. 9” x 12” A near riotous melee almost broke out after Louis was awarded a narrow points decision although the general consensus was that Farr had actually gotten the better of him. Fragile. Ex) **\$ 39. 99 + \$ 3. 99 S&H in USA**



Pittsburgh Pirates Official Home Game Programs

1950 Pittsburgh Pirates Official Home Game Program vs Brooklyn Dodgers at Forbes Field (Bucs vs Jackie Robinson & the Dodgers. Not scored. Jackie Robinson's name is pre-printed in line-up and is batting clean-up (4th). ADDED BONUS: Full page photo of Ralph Kiner inside. Spine wear at top. Chipping in spots along right border. Upper right corner is sheared off. Very light, vertical center fold line runs from top to bottom. Inside pages clean. Vg condition) **\$ 10.99 + \$ 2.50 S&H in USA**

1950 Pittsburgh Pirates Official Home Game Program vs New York Giants at Forbes Field (Bucs vs Giants. Not scored, but Bucs roster has some additional names written on it. One ad, on 1st page, has been clipped. Contents of program are loose from covers from bottom up to top staple (the top staple is firmly attached to program. Light cover wear. ADDED BONUS: Great Pirate personnel photos inside including a full page one of Bing Crosby (Vice President). Not scored but additional names are written on Bucs roster. Inside pages are clean. Vg condition) with one page clipped) **\$ 10.99 + \$ 2.50 S&H in USA**

1950 Pittsburgh Pirates Official Home Game Program vs Boston Braves at Forbes Field (Bucs vs Braves. Not scored. PLEASE NOTE: Someone traced in pencil around the outline of Ralph Kiner's face and body in full page picture. Inside pages are real clean. Additionally, someone put some red ink on Roy Hamey's (Front Office Personnel) face in full page photo. There are some other red ink markings in a few spots inside but nothing excessive. Vg condition) **\$ 10.99 + \$ 2.50 S&H in USA**
PLEASE NOTE: Canadian & International customers must pay via Paypal only.

1950 Pittsburgh Pirates Official Home Program vs Philadelphia Phillies with a Gus Bell Autograph on Scoring Page (Gus Bell autograph on scoring page. Game vs Phillies at Forbes Field. Not scored. Some clear tape residue on spine. Inside pages are clean A few dog-eared corners. Overall, very presentable. Vg) **\$ 10.99 + \$ 2.50 S&H in USA**

1951 Pittsburgh Pirates Official Home Program vs Cincinnati Reds at Forbes Field (Bucs vs Reds. Tape residue at spine bottom. Big tear on back cover that runs from middle to lower right corner. Not scored. Vg condition) **\$ 10.99 + \$ 2.50 S&H in USA**

1951 Pittsburgh Pirates Official Home Program vs Stan Musial & St. Louis Cardinals at Forbes Field (Bucs vs St. Louis Cardinals. Not scored. Stan Musial batting 3rd and playing Left Field for Redbirds. ADDED BONUS: Honus Wagner Sporting Goods Store ad on roster page. Light cover wear. Ex) **\$ 10.99 + \$ 2.50 S&H in USA**

1951 Pittsburgh Pirates Official Home Program vs Jackie Robinson & Dodgers at Forbes Field (Bucs vs Dodgers. Not scored. Minor wear at spine bottom. Inside pages are clean. Jackie Robinson is batting 4th and playing 2B for the Dodgers. Light, vertical center fold that runs from top to bottom. Overall, nice. Vg/Ex) **\$ 10.99 + \$ 2.50 S&H in USA**

1952 Pittsburgh Pirates Official Home Program vs Jackie Robinson & Dodgers at Forbes Field (Bucs vs Dodgers. Not scored. Jackie Robinson batting 3rd and playing 2B. **DOUBLE ADDED BONUS:** Bernarr McFadden health ad on Page # 21. Ralph Kiner's (42) HR's for 1951 are individually listed with opposing pitcher, date, Club and venue. Small tear on right border in middle. Overall, nice. Vg/Ex) **\$ 10.99 + \$ 2.50 S&H in USA**

1953 Pittsburgh Pirates Official Home Program vs Stan Musial & St. Louis Cardinals at Forbes Field (Bucs vs St. Louis. Not scored, but a few additional names are added on scoring page. There is a light, vertical center crease that runs from top to bottom. Overall, nice. Vg/Ex) **\$ 10.99 + \$ 2.50 in the USA**

1953 Pittsburgh Pirates Official Home Program vs Chicago Cubs at Forbes Field (Bucs vs Cubs. Not scored, but some additional names & lines drawn through roster personnel on scoring page. Minor spine wear at bottom. Overall, very clean. Vg/Ex condition) **\$ 10.99 + \$ 2.50 in the USA**

1954 Pittsburgh Pirates Official Home Program vs Rookie Henry Aaron & Milwaukee Braves at Forbes Field (Bucs vs Braves. Not scored. Rookie Henry Aaron is batting 3rd and playing left field. Some light, vertical center creases run from top to bottom. Overall, clean. Vg/Ex condition) **\$ 10.99 + \$ 2.50 S&H in USA**



Major League Baseball Official Line-Up Cards

1998 Pittsburgh Pirates vs Chicago Cubs at Wrigley Field – Both Home & Away – Official Line-Up Cards
(It's almost a given that when purchasing MLB Line-Up Cards you never, ever get both the Home & Away teams in a package. Until now, that is. Introducing a July 3, 1998 Game at Wrigley Field between the Pirates & Cubs. We are offering BOTH Home and Away Line-Up cards. Lots of big names (Grace, Sosa, Morandini for the Cubs. Kendall, Guillen, Womack and a young Rookie by the name of Agamas Ramirez for the Pirates). Signed at bottom by Cubs Skipper Jim Riggleman and Gene Lamont on the companion card. Wrigley Field Ground Rules on back. Center vertical creasing. Additional light wear. Vg condition) **\$ 75.00 + FREE S&H in USA**

1986 Chicago Cubs Spring Training Line-Up Card Large Size 3/25/86 Game. Still has the original masking tape at top and bottom where it was stuck to dugout wall. Names written in pencil and include: *Landrum, Jones, Jose, Miller, Hopkins, etc.* Opponent not listed. **Vg/Ex** \$ **19.99** + **FREE S&H in USA**

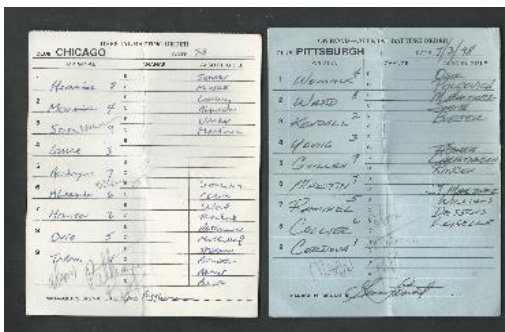
C. Mid 1980's Chicago Cubs Spring Training Scorecard Large Size (Cubs Spring Training Scorecard from C. Mid-1980's. Upper right corner is sheared off so date of Game is not visible. Names written in with pen and include: *Martinez, Hicks, bathe, Brooks, Ramos, etc.* May be a split-squad roster on this card. Still has the original masking tape at bottom where it was stuck to a dugout wall. Opponent not listed. **Vg**) \$ **19.99** + **FREE S&H in USA**

1987 Cleveland Indians Official Game Used Line Card at Fenway Park (Cleveland Indians Line-Up card from a September 4, 1987 Game at Fenway Park vs the Red Sox. Includes among others: *Brett Butler, Julio Franco, Joe Carter, Mel Hall, etc.* Signed at bottom by Doc Edwards Skipper of the Tribe. Has usual folds. **Vg/Ex**) \$ **24.99** + **FREE S&H in USA**

C. 1980's/90's Cincinnati Reds Unused Official Line-Up Card as Road Team (Unused Reds Official Line-Up card from a Road Game C. 1980's/1990's. Unused. No names written in. Pre-printed but no roster names. Very clean. **Ex** condition) \$ **14.99** + **FREE S&H in USA**

2004 Chicago Cubs Official Line-Up Card from Wrigley Field (Love that Wrigley Field. Official Cubbies Line-up card from a May 6, 2004 at the Friendly Confines. Names include: *Gonzalez, Hillenbrand, Finley, Bautista, Tracy among others.* Other notes written in spots. Not signed by Manager. Back is blank. **Ex**) \$ **19.99** + **FREE S&H**

2005 Colorado Rockies Official Line-Up Card from Wrigley Field (Colorado Rockies Official Line-up card from a may 29, 2005 Game at the Friendly Confines. The Rockies as a the Road Team. Names include: *Barnes, Helton, Hawpe, Holliday, etc.* Notes and other names written in spots. Not signed at bottom by Manager. **Ex** condition) \$ **19.99** + **FREE S&H**



CHICAGO CUBS			OPPONENTS		
LINEUP	POSITION	NAME	LINEUP	POSITION	NAME
1	RF	BRANTINE	1	C	
2	1B	MARTINEZ	2	C	
3	2B	KEMBA	3	C	
4	3B	HICKS	4	C	
5	SS	BATHE	5	C	
6	LF	SILVER	6	C	
7	CF	BROOKS	7	C	
8	P	RAMOS	8	C	
9	P	EVANS	9	C	



1955 World Series Ticket – Game # 6 – At Yankee Stadium

1955 World Series Ticket Game # 6 at Yankee Stadium (Yankees vs Brooklyn Dodgers Game # 6 Ticket for the 1955 World Series at Yankee Stadium. Lower Stand reserved \$ 7.35 Front of ticket looks good with a little wear along top border and a few minor creases. On the back is some black residue and glue from having been in a scrapbook. Overall, very presentable. **Vg** condition) \$ **85.00** + **FREE S&H**

1951 Joe Louis vs Lee Savold Boxing Championship Ticket

1951 Joe Louis vs Savold Boxing Championship Ticket (The original bout was scheduled for June 13 at The Polo Grounds. Inclement weather forced a (2) day postponement until Friday June 15, when the bout was moved indoors to Madison Square Garden. This is a ticket stub for the new date of June 15, 1951. Ex condition) **\$ 19.99 + \$ 1.49 S&H**

1951 Pabst Blue Ribbon Fight Facts Pamphlet with Unused Scorecards in Back

1951 Pabst Blue Ribbon Beer Fight Facts Pamphlet (Interesting Booklet with short bios on all the top Boxers: *Ezzard Charles – Heavyweight; Joey Maxim – Light Heavyweight; Sugar Ray Robinson – Middleweight; Ike Williams – Lightweight, etc.* Pabst Blue Ribbon promoted Wednesday Evening Fights on CBS TV and Radio. Unused fight scorecards in back. Vg condition) **\$ 9.99 + \$ 1.49 S&H**

C. 1960's Hutch Youth Size Boxing Gloves in Original Display Box

C. 1960's Hutch Boxing Gloves with Original Box (Great looking pair of Youth Sized Boxing Gloves that come with the original display Box. Smart looking graphics adorn the Box. Wonderful for display. Gloves in great shape. Box shows light wear but is overall in nice shape. Will ship via Media/Economy Mail to save you Money. If you need them in a hurry can ship via 1st Class USPS Mail. Please specify when ordering)

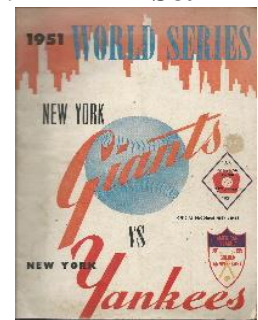
**\$ 21. 99 + \$ 4. 99 S&H – Media Mail Or
\$ 9. 99 S&H - 1st Class USPS**

C. 1920's World Champions Mini Bat

C. 1920's World Champions Mini Bat (Intriguing C. 1920's World Champions Mini Bat. Reads "World Champions" inside of oval on barrel. To the immediate left of that are the words "Minisink Hills, PA. May have some affiliation to the Pittsburgh Pirates although that is purely speculative. Measures approx: 9 ½" in length. Light wear. Vg/Ex condition) **\$ 9. 99 + \$ 1.99 S&H in USA**

1951 World Series Program (NY Giants vs NY Yankees) at Polo Grounds

1951 World Series Program at Polo Grounds (NY Giants vs NY Yankees at Polo Grounds. Not scored. Mantle & Mays are rookies for their respective teams. Has a tear and small hole at top of spine. Some spine separation at bottom. Modest amount of front cover soiling with a small round sticker mark near right border. The center page is loose at bottom staple. Inside contents are clean. Program is full and complete) **\$ 59. 99 + FREE S&H**



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