



THE APBA JOURNAL

Frankly, isn't it time you subscribed?

The APBA Journal has been around for nearly ten years. Each month, The Journal is read by thousands of APBA fans like you. Why not join them?

AJ is an independent magazine, published by APBA fans for APBA fans. There is no connection or sponsorship by the APBA Game Company. Through the pages of The APBA Journal, fans communicate their ideas and opinions. This monthly magazine has transformed APBA into more than just a game; it has created a real APBA community. Fans send in play results, articles, and photographs. Plus a professional staff of writers is constantly looking for new and intriguing ways of enjoying APBA games.

ARTICLES LIKE THESE: How Trades Affect APBA...Cardmaking and the Formula: How to Create XBs for 1930 & 1949...Analysis of 25 Years of Pitching Grades...Discussion of APBA Pitching Ratings...How to Play APBA by Mail...Tour of the APBA Game Company...Did Steve Carlton Deserve an A & C?

REGULAR FEATURES on Solitaire Replays and game innovations provide fans with stimulating ways of playing APBA. Send us your replay statistics. We'll publish them, and you'll get letters from other fans who played the same season and want to compare notes. You're bound to find a few new friends while you're at it. Q/A answers everyone's questions about hard-to-locate cards, why someone got an 8 instead of a 9, what Maury Wills' card looked like in 1961...No one has stumped the Q/A expert yet. Send him your questions!

WANT TO ORGANIZE AN APBA LEAGUE? AJ Classified pages provide the best results, or use the newly published APBA Journal Directory, listing APBA fans and their addresses. LEAGUE NOTICES bring the world up-to-date on your league! Send us your standings.

In case you don't know it, old APBA cards bring money!

Original card sets collecting dust on your shelves may be worth hundreds of dollars. Sets from the early Fifties go for up to \$500. The 1961 season brings up to \$135. The 1967 season has topped the \$75 mark. The 1960 season, APBA's first, is priceless.

READ ABOUT THE 36-HOUR APBA MARATHON, the math teacher who uses APBA in class...Are Rookies Downgraded in APBA baseball? Full list of hundreds of APBA Card Errors from 1950-on...Computer picks the best on-base cards...The APBAx Player Rating System...The APBA Fan Who Ran for Mayor! Demographics of APBA's Fans...Believe it or not, most APBA fans are adults! PLUS famous personalities who play the game.

ALSO: Choosing Lineups in a Season's Replay...Five Year Analysis of APBA Rosters...Reprints of Roger Maris 1961 and Ted Williams .407 card...plus 24 hard-to-get All-Stars of the APBA era...

FEATURES ON Marketing of APBA products... Critiques of the Masters Game... The Ideal Lineup: Getting Maximum Utility out of your Batting Order... Famous APBA fans... 1949: Year of the (W)... APBA Card Collections... So you want to start an APBA League? Complete instructions on playing by mail. PLUS: An annual interview with officials of the game company.



AJ Focus
Mixing Fantasy With Reality

By Don Roberts, of Cambridge, MA
The APBA Journal is a unique publication. It is the only one of its kind. It is a magazine for APBA fans, by APBA fans. It is a place where fans can express their opinions, share their experiences, and learn from each other. The Journal is a must-read for anyone who is serious about APBA.



APBA Prints 1930



APBA Card Collecting In or Out?



Ag in NY!

Tabletop Managers
APBA Game Alliance Fans in Call State



Willie Mays' and Roberto Clemente's career dice numbers...APBA makes the Wall Street Journal, The Sporting News, Sports Illustrated, and CBS News. Who's the most popular APBA card? Fans pick 'em. David Eisenhower reviews the 1973 Phila. convention...Washington Post covers the 1975 New York get-together which drew nearly 700 fans...Previews of the 1976 Philadelphia APBA Convention...A History of the Game Company...the Reprints Controversy.

INVENTORS FORUM welcomes reader contributions each month. The Stolen Base Option...AJ Salary System...Lefty-Righty System...Unusual Play Distribution...Holding the Runner on First...Injury System...Stamina Factor for Pitchers...Bunt for a Base Hit...send us your ideal!

PLUS: Monthly letters column for you to voice your opinion...previews of new products BEFORE APBA's regular fans find out...APBA Vice-President Fritz Light answers questions about game company policy in his column...The author of the only book ever written on APBA writes INSIDE APBA every month!...The APBA Scene covering events and happenings around the APBA community.

IF YOU ARE AN APBA FAN, you can't afford NOT to subscribe to The APBA Journal!

WHY NOT TAKE TIME TO SUBSCRIBE to The APBA Journal. For only \$5, you can receive the next 12 issues of The Journal.

Or, try us for two issues for \$1. That's right. Send us one dollar for two samples. We're so sure you'll be hooked that you can subscribe for a year later. We'll introduce you to dimensions of APBA you never knew existed.

\$1.00 Special Trial Rate

THE APBA JOURNAL
29 South Kingston Street
San Mateo, California 94401

OK, I'm hooked.
Send me two copies of The APBA Journal as a trial subscription. I enclose \$1.00.
Forget the trial. Sign me up for a full year (12 issues). I figure I'll save money over the trial rate in the long run (and you will). Enclosed is \$5.00.

Name
Address
City State Zip code

The Original Amazing 25th Anniversary Marketin

THE APBA JOURNAL

Those Rare

A Conversation with APB

THE APBA JOURNAL

50th ANNIVERSARY ISSUE