PLAY APBA MAJOR LEAGUE BASEBALL AND MANAGE ALL THE MAJOR LEAGUE TEAMS

BASEBALL FAN:

Your sample APBA card of Don Drysdale is enclosed.

This is just one of the 400 players' cards you will find in the 1963 edition of the APBA Major League Baseball Game — the game that brings today's Major League players into your own home for you to manage and direct both offensively and defensively in every detail of real-life professional baseball.

SCIENTIFIC REALISM

It sounds impossible but it's true! Each player will parallel his real-life records in every phase and detail of play! The twenty players most representative of their ball club's overall season's performance constitute each team, and each player's card is based on the **official**, **complete season records**, not on generalized averages, and the amazing similarity of all the players' (not just the stars') performances with their real-life records and averages will leave you in delighted disbelief. The variety of factors and the complexity of details that go into the making of every APBA card gives each player an almost living, breathing personality of his own. No two players are the same, nor do they seem to be just a combination of mathematical numbers and symbols. Although complexly scientific, APBA players are humanly realistic, too.

BATTING, SLUGGING, BASE RUNNING, PITCHING AND FIELDING

Imagine the thrill to find Pete Runnels taking your American League batting crown, finishing ahead of the Yankees' Mickey Mantle and the Senators' Chuck Hinton, and to see Tommy Davis holding off the Reds' Frank Robinson's efforts to oust him from the National League batting championship, while White, Aaron and Altman trail behind among the league's .300 hitters. And you may be sure that Hank Aaron and Willie Mays will go down to the wire neck-and-neck for the homerun crown in your National League, pushed perhaps by Ernie Banks, Frank Robinson and Orlando Cepeda. Your American League homer race will find Harmon Killebrew way ahead of a pack of sluggers comprised of such stalwarts as Norm Cash, Rocky Colavito and Leon Wagner.

Each batter will reflect not only his real-life batting average and home run hitting, but also his two-base hits, three-base hits, his number of times walked and struck out, times hit by pitcher, frequency of hitting into double plays, frequency of outfield fly outs as opposed to infield outs — all the abilities and weaknesses you as a fan know about the major league players, plus many more, and all of them are consistent characteristics which you, as an APBA manager, can count on to hold true when you devise your batting orders, select your pitchers, name your pinch-hitters and pinch-runners, and call your offensive and defensive plays.

The base running and fielding of the APBA players are just as realistic as the batting. Watch the phenomenal Maury Wills steal 100 bases, exactly as in real life! He'll be far in front of such other speedsters as Willie Davis, Luis Aparicio and Chuck Hinton. The running speed of your base runners going from first to third on a single or from first to home on a double, or trying to advance after a caught fly ball will be every bit as realistic as your base stealing. You will find that Ken Boyer, for example, may not be among your leading base stealers, but you can count on him to "take the extra sack" whenever possible. And accordingly, the slow runners will be less likely to take the extra base, but speed or no, the base runner's success in making the extra base will be determined in many instances by the kind of fielder whose arm he happens to be running against, for APBA is also just as realistic in the defensive phase of the game.

The fielding talents of your APBA Major League players will be just as important to you as to their real-life managers. You will find the better fielding teams making more double plays, committing fewer errors, throwing out more runners trying to advance bases and yielding fewer scratch hits than the weaker fielding teams. You will have just as much reason as Alvin Dark or Ralph Houk to take out a good hitting but poor fielding outfielder in the late innings of a game in which you are leading and replace him with a better defensive man. A good defensive combination at second and short will be just as valuable to you as an APBA manager as it is to Al Lopez of the Chicago White Sox, for example.

APBA pitching is no less realistic than the other phases of the game and your APBA hurlers will play the same day-to-day role of individual key men in determining your team strength as they do for their major league managers. You may be sure that Purkey, Drysdale and Sanford, and Ford, Terry and Pascual will be among your leaders, and you will find the same variety of true-to-life characteristics in APBA pitchers as in the batters, fielders and base runners, for you can expect Roy Face, for example, to exhibit his usual pin-point control and Sandy Koufax to se down batter after batter by the strike out route, and the wild pitchers, who walk too many batters in real-life, will be just as much of a problem to you, as an APBA manager.

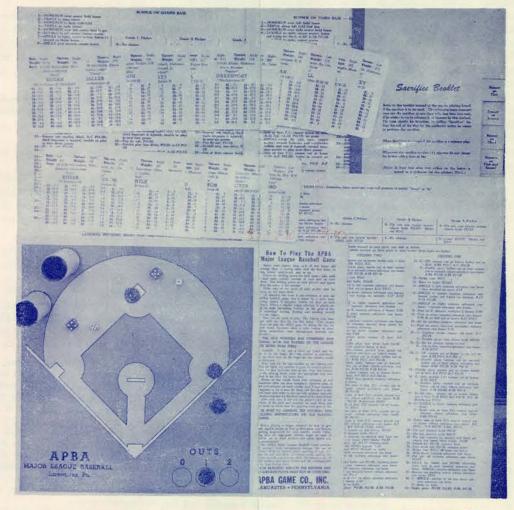
PLAYER FOR PLAYER, THE SAME AS REAL LIFE

To the rabid baseball fan all this sounds too good to be true. But it is true! You can actually manage these incredible replicas of the big league players! And you can expect today's top teams in the American and National Leagues to be the top teams in your APBA American and National Leagues — and for the same reason: because they have the better players!

But you must manage these players, and even though your management cannot make the New York Mets

a contending team any more than Casey Stengel's can, it is still a thrill to try!

With more evenly matched clubs, like San Francisco and the Los Angeles Dodgers, your management will be an important factor in determining who comes out on top.



TWENTY YEARS IN THE MAKING

The APBA Major League Baseball Game is not a run-of-the-mill department store table game. The result of twenty years' experimentation and baseball research, it is in a class by itself. It was not devised simply to imitate or compete with the regames. APBA is the original baseball game with the major league players, APBA's novelty and popularity has, of course, inspired others to imitate it. These would-be competitors are easily identified, for most of their advertising is directed at and copied from APBA. Unwittingly they advertise APBA by establishing it as the only baseball game to be surpassed. Yes, even APBA's imitators deem APBA as the ultimate — the outstanding achievement in baseball games!

The consistency with which APBA players perform in accordance with their real-life records is not based upon mere chance. Thousands of games have been played in the process of perfecting the playing boards and the intricate method of computing the players' cards, which conform with perfect accuracy, one with the other, in an encless variety of relationships, A single red number on a player's card, though appearing to affect only one hitting characteristic, may serve to reflect three or four related characteristics under different playing board situations.

The original master copy of the game is even more detailed than the one we market, but too complicated to be popular with the average fan, although we have from time to time added some of its features to the manufactured product. This master copy of the game is not for sale, nor will we exhibit it for inspection.

Separate and completely different computation goes into the making of each one of the 400 players' carde. The card making formula is entimely complicated and is known by only one living person. As in real-life, no two players are exactly alike in APBA, and the overall similarity of each player's performance to that of his real-life counterpart will be of constant amazement to you.

It takes 20 to 30 minutes to play a single game, and after you learn the boards and develop a playing routine, it will never take you as long as a half hour for any kind of nine inning game. One league reported to us that they played one low-hit game in only eight minutes! They had a third party keeping score, of course. But however you play APBA, in a league or by yourself, it does not take so long to play that you cannot complete a full season's schedule during the baseball season.

APBA MAKES YOU BIG LEAGUE OWNER, MANAGER, COACH

APBA brings the Major League players to you to perform in every phase and detail of baseball just as they do in real-life, but with all their living, breathing realism they must be managed in your home by you just as they must be managed in Wrigley Field, Connie Mack Stadium, Fenway Park, Yankee Stadium and all the other major league diamonds.

YOU MAKE THE BATTING ORDERS AND PINCH SUBSTITUTIONS

It is **you** who must arrange the batting orders and select the pitchers for each game. **You** are the one to decide when to platoon players at certain positions. **You** must decide when is the right time to call in a relief pitcher from the bull pen, and when you do, **your** choice of hurler will be determined by **your** knowledge of his pitching effectiveness and control. The selection of your pinch hitters and pinch base-runners, too, must be made with the player **you** think is right, at the time **you** think is best. **You** have to decide whether to play the good fielder or the good hitter in some of the doubtful positions, and also at what stage of a game, in which you are leading, it is safe to remove your weak-fielding good hitter and strengthen your defense with an expert fielder. You must, just like a major league manager, budget your entire roster, making sure you do not use all your bench strength before the ninth inning and get caught in a pinch without a player to help you. You'll have to do it with a 20-player roster (not 25) — a challenge to test the best baseball brains! Sometimes injuries will beset you and you'll have to field a makeshift team for several games! What could be closer to actual Major League managing?

YOU CALL THE INTENTIONAL WALKS

You decide when to intentionally walk a batter and your decision is made by considering exactly the same factors as in real, true-to-life Major League ball — Is first base open? Does the next batter often hit into double plays? What is the score? How many are out? Is this batter a strong or weak hitter?

YOU WILL LEARN THE CHARACTERISTICS OF THE PLAYERS

The more you know about the players, of course, the better you can manage them, and you will be thrilled and delighted after playing the APBA game a few times to find that you are actually learning the various strengths and weaknesses of the major league players, just like a team scout sitting in the stands observing and studying their playing techniques.

YOU DIRECT THE POSITION OF YOUR INFIELD

When third base is occupied you must decide whether to play your infield "in on the grass" to cut down the runner at the plate, or to play deep and have a better chance of getting an out on the batter at first base, for with the infield playing in, the batter has a better chance of getting a base hit in APBA exactly as ne does in real-life, but you may have to decide in the late innings of a game that the potential run on third base is so important that you must call your infield in, regardless. Sometimes, with a runner on third and one out, you may find it good policy to walk the batter so you can play your infield deep for a double play on the next batter.

YOU CALL THE SACRIFICE, SQUEEZE & HIT-AND-RUN PLAYS

When your team is at bat, **you**, the manager, direct the offensive strategy of your ball club just as if you were sitting in the field dugout. **You** will decide when to flash the hit-and-run sign, call for a sacrifice bunt or order a squeeze play. And just like a major league manager, you will consider not only the inning, the score and the number of outs, but also the ability of your batter and the running speed of your base runners.

YOU COACH THE BASE RUNNERS

Indeed, the running speed of your base runners is a factor you must always consider when you have runners on base, for you must also serve as the base-line coach, deciding when to send the runner on for the extra base following a hit, and when to let him advance after a caught fly ball. In making your decision you will consider the speed of the runner, the kind of outfielder he may be running against, the score, number of outs, the stage of the game — all the very factors a big league coach considers when he waves a runner on or gives him the "stop sign."

APBA Major League players are as realistic a reproduction of the major league players as can be made, but like the true-to-life players, they, too, must be managed and coached in order to get the most out of them. Here's

PRONOUNCE IT "APP'BAH"

your chance to give the job of managing the major leaguers a whirll

HOW TO ORDER THE APBA MAJOR LEAGUE BASEBALL GAME

The APBA Major League Baseball Game is not a mechanical toy. It is of durable card stock construction and is composed of four, large, elaborate, scientific playing boards, printed both sides, on 14-ply board, a ten-page sacrifice and hit-and-run booklet, a three-color baseball diamond with bases and outs markers, 400 different players' cards in twenty individual team containers printed with team names, two sets of dice and two shakers, a roster sheet, and complete instructions for playing. This current, 1963, set is based upon the 1962 records, and the rosters are drawn from those players most frequently used after June 15, 1962.

The game is packed in a box 17" x 15" x 1½" and is mailed to you by parcel post—five-pound rate.

WE PAY THE POSTAGE

The price is \$11.25 postpaid. In Canada and other foreign countries in the Western Hemisphere the price is \$12.00 postpaid. The price in foreign countries outside the Western Hemisphere is \$13.50. All Pennsylvania purchasers must add 4% sales tax, making the price in Pennsylvania \$11.70 postpaid.

Those who might wish to have the game mailed special delivery (IN THE UNITED STATES ONLY) must add 65 cents to the purchase price. Those desiring airmail delivery can obtain the air parcel post charges from their local Post Office by asking for the airmail rate on a five-pound package to Lancaster. Pennsylvania. This amount must then be added to the purchase price.

Post Office regulations do not permit a package of this size to be airmailed to all APO addresses overseas. To those APO and FPO addresses where it is permitted, the airmail rate is \$4.00. But inquire at your PO before including the extra amount.

We do not accept C. O. D. orders. C. O. D. shipments entail separate handling and time-consuming paper work for us on each package at the local Post Office; also you would have to pay an additional seventy-cent C. O. D. fee.

WE DO NOT SELL THE APBA GAME ON APPROVAL AND DO NOT MAKE REFUNDS OR EX-CHANGES OR ALLOW CANCELLATIONS ONCE YOUR ORDER HAS BEEN PROCESSED. ALL SALES ARE FINAL, BUT WE DO GUARANTEE THE GAME TO BE EXACTLY AS ADVERTISED AND IN NO WAY MISBEPRESENTED IN THIS FOLDER

APBA GAME COMPANY, INC.

Copyrighted 1963

Orders are filled in the sequence received and, depending upon the volume of orders which during certain months of the year is quite heavy, and the distance the package must travel, you should receive your game in eight to twenty days from the date we receive your order. Parcel post mail is not given preferred handling by the Post Office and it is sometimes delayed in

ORDER COUPON

63B

Post Office Box 1447 118 East James Street, Lancaster, Pennsylvania

dents) for my APBA Major League Baseball Game. (No C.O.D.'s, please, Send postpaid to:

Enclosed is \$11.25 (\$12.00 or \$13.50 foreign mail, \$11.70 to Penna. resi-

Name	
Address	
City	State

HOW THE APBA MAJOR LEAGUE BASEBALL GAME IS PLAYED

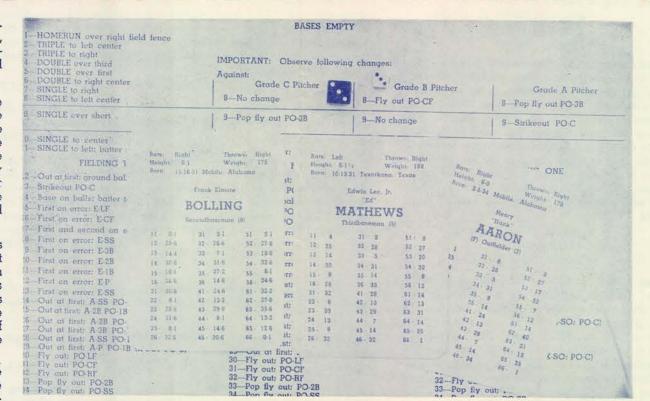
The plays in APBA baseball are activated with dice. There is one important difference in the use of the dice, however, which is exclusive with APBA. The dice numbers are not added, as in ordinary dice shooting. Instead they are combined:

APBA dice are two sizes and colors — a large red one and a small white one. When the dice are tossed, the large red die number is read as a single first digit and the small white one as a second digit. For example, a five appears on the large red die and a two is showing on the small white one. This is not a seven, as you ordinarily would expect, but rather a fifty-two, the large die number being read first. If the two were on the larger die and the five on the smaller one, then the complete number would be twenty-five.

Thus, instead of only eleven possible numbers, as in ordinary dice shooting, there are thirty-six different numbers that may be rolled with the APBA dice, as shown on the sample card of Don Drysdale. The black numbers on this card are the thirty-six different dice numbers that you can roll and, unlike ordinary dice which make some numbers come up more often than others, all of these thirty-six numbers have a precisely equal chance of being rolled.

The red numbers following each black number are the key to the players' abilities. To illustrate, let us take a specific play as shown on the photo to the right. Suppose Ed Mathews is leading off an inning for the Braves. The bases are empty, of course, and your dice roll comes out as thirty-three. Now you look at the dice number thirty-three on Mathews' card where you see the number five. This number five is the play number for Mathews on this particular time at bat.

You next simply look for the number five on the "Bases Empty" section of the playing boards and there you will find the complete written detail of the play. In this example we find it reads, DOUBLE over first." You now have Mathews on second base and you go on to your next batter, Hank Aaron. Of course, for Aaron, you will use the "Runner on Second" section of the playing boards. When you choose to sacrifice or hit-and-run or use the squeeze play, then you refer to the proper base situation in the Sacrifice Booklet, instead of the regular playing boards.



Note that on Frank Bolling's card, shown above, there are two columns of red numbers following each dice number. Only certain cards have two columns, depending upon the player's extra-base hit pattern. You always use the first column of red figures on these cards, but when a zero (0) comes up (see black 66 on Bolling's card), then you roll the dice a second time and use the second column of red figures following the black dice number. This will give you the final result of the play.

Depending upon the opposing pitcher and fielders, many plays under the given board numbers will vary. This, of course, depends upon the degree of strength of the pitching and fielding of the team on the field and also the defensive decisions the opposing manager may make.

All the plays are clearly spelled out in detail and you can start playing the game as soon as you receive it, just as simply as described above. There is no maze of symbols and cross references, requiring you to remember meanings of letters and numbers before you can find the final play result. In APBA there is a complete playing board for every base situation (eight of them) which give you a complete written description of every conceivable type of baseball play.

APBA's playing boards give you not a hundred, not two or three hundred, but a variety of plays that number into the thousands. Some APBA fans play the game for years before certain rare plays occur.

There is the same fast action and suspense in APBA as in true-to-life professional baseball. On each dice roll hangs the same tension and excitement accompanying each pitch in a big league

APBA Major League Baseball Game.

ball park. You will await the results of the dice toss with the same anxiety and excitement! And just like the crack of the bat on the ball field, the dice deliver the complete play result at one quick glance! There is no dull, methodical puzzle to solve with each batter before you know the play result. APBA is so similar to real-life diamond action that it is even fun to watch others playing it!

The dice are the key also to the accuracy of the APBA game. Inasmuch as there is an equal chance of rolling each one of the thirty-six black numbers it is mathematically certain therefore, that over a period of hundreds of times at bat, each batter will reflect just as equally the thirty-six red play numbers that have been scientifically selected by APBA's exclusive formula to minutely reflect the complete performance record of the player. Only dice can give a consistently accurate percentage control to any table game and only APBA dice combine to give equal percentage possibilities to all the dice rolls. Games activated by the drawing of cards are subject to the sequence established by the shuffle which fixes in advance the order in which hits and outs will occur. Games activated by spinners cannot give a true percentage representation of a player for the simple reason that they are mechanical and even if they were mounted on a gyroscope and snapped with a measured degree of force on each spin, there could be no proportionately equal resultant of all the numbers around the disc, which a game based on percentages must have. But if you were to take the time to roll the APBA dice for, say a thousand times, you would find all of the thirty-six black dice numbers coming up just about the same number of times! Why? This has been the nature of dice ever since man invented them!

Based on the unerring laws of mathematics, the various plays occur with the same frequency as in real-life. For example, you won't get a triple play very often in APBA. You may go an entire season without one. Yet another team in your league may have two or three during a season's schedule.

Every conceivable big league play takes place in APBA baseball — and with the same degree of frequency as in the big leagues. Even injuries to players, ejections from games for disputing decisions, rain postponements — every play and every kind of baseball you see on the major league diamonds will take place for you with the APBA Major League Baseball Game.

APBA PLAYERS ALL BUT BREATHE

Making up your own teams or leagues, or trading a player from one team to another will not detract from the realism of the players' performances. When managing an APBA team you can depend upon each player's batting, fielding, base running and pitching abilities to the same degree as his real-life manager can, regardless of which team he may be playing with.

The leading pitchers of today's Major League teams will give you the best performances and record the lowest earned run averages when playing under your management in the APBA game, and although the batters will not make as many base hits against the better pitchers, such as Roebuck, Kaat, Marichal, Aguirre, Jay and Donovan, they will hit the less effective pitchers with more ease and thus maintain their reallife batting averages. This, of course, is exactly what happens in real-life. No batter hits every pitcher for the same average. He does poorly with some and then fattens up on others.

If you were to make up an All-Star APBA league in which the pitching staffs of the teams were composed only of the top grade pitchers, you could not then expect the batters to hit as high as their normal averages, but in such an all-star league neither could you expect it in real-life! If Mantle, for example, batted against Drysdale or Bunning or Pascual every day, he would hit nowhere near .321, nor would any of the other batters hit for the figure they average in a normal

When you re-play a complete 162-game, full league schedule for the purpose of comparing your APBA league records with the corresponding season's actual Major League records, you must then use each player approximately the same way he was put to use by his real-life manager in that particular year. If Tony Kubek, for example, played 45 games in real-life, you cannot expect his records to be similar if you play him in 162 games. Likewise, if a pitcher was used only in relief by his Major League manager, his APBA manager should use him only in relief. You can obtain record books from sporting goods stores which give all such information.

However, if you play the APBA game chiefly for the fun of mangaing the Major League players, regardless of the outcome of the final statistics, such requirements need not be heeded. The players will still perform in any given game with the same abilities they display in actual Major League competition.

APBA players are a truly accurate reflection, in every respect, of the Major League players, no matter how you may use them.

LIKE A DREAM COME TRUE

Play an entire season's schedule, re-play the All-Star game, pit the Giants against the Yankees again and see what the results will be with you directing the teams from the players' bench.

Regardless of how you play it, you will be endlessly delighted with the APBA Major League Baseball Game. It is the dream of every baseball fan — an opportunity to manage a Major League team himself!

APBA STRESSES RE ALISTIC STATISTICS

Although the APBA Major League Baseball Game features managerial decisions and allows you to simulate real-life professional managing and base-coaching, there is a purposeful limitation of the number and kind of decisions the manager can make. This is done in order to keep the individual player statistics at the real-life figure.

For example, APBA does not allow the manager to call for a stolen base, but each player will, if used approximately the same num ber of games as in the corresponding season of real-life, steal amazingly close to the same number of bases. If the manager were allowed to call for the steal whenever he wished, however, certain high-frequency base stealers, such as Maury Wills, might steal more than 150 bases per season, and for other managers, who might not call for the steal often enough, the leading base stealers would not produce their normal season's output. By controlling these statistics within the game itself, the players and the complete teams, as well, will give the APBA owner the kind of final statistics to make him feel he is tuly managing the major league players!

For this same reason such features as pitchers' pick-off plays, bunting wth the bases empty, outfielders' throws to bases, etc. are controlled percentagewise within the game itself rather than being optional ecisions for the APBA manager, who hardly would use them for every player with the same frequency as they had been used in real-ife. Such decisions, of course, are not managerial anyway. They are players' split-second, on-field decisions.

Because we do stress realistic results we also recommend that the APBA manager does not over-use the squeeze play and the hit-and-run play, even though you are free to call them any time you wish.

APBA does provide for all the important managing decisions. Any tablegame that would allow for more of them would be sacrificing individual player realism for mere managerial realism, the latter being the only resemblance to true-to-life baseball that other table baseball games have to offer, but APBA gives you this managerial realism and more - a truly living reproduction of the performances of the major league ball players - their batting, slugging, fielding, pitching, and base running, and all of these in complete detail! ONE OR MORE CAN PLAY

The APBA game can best be played by two persons, each managing a team, but many fans play off entire schedules by themselves, calling the plays for both teams. These are usually the "figure filberts" who delight in keeping detailed statistics. Letters we receive from these fans attest to the accuracy of APBA when compared to the real-life averages.

There are many APBA neighborhood leagues throughout the country. Some of them have a permanent manager for each of the twenty teams. Smaller groups assign more than one team to a league member. Other baseball fans use the game just for occasional, pleasant leisure-hours' enjoyment, but however it may be played, it is always a pleasure that never wears old for the dyed-in-the-wool FIRST GAME OF 1962 WORLD SERIES AS PLAYED WITH APBA

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Hiller, Two-base hits - Kubek, Howard, Cepeda 2, Hiller, Homerun -M. Alou. Double Plays — Richardson to Kubek to Skowron (Bowman). Kubek to Richardson to Skowron (Bailey), Bowman to Hiller to Cepeda (Maris), Bowman to Hiller (Tresh), Bases on balls — Ford 2 (Mays, Bowman), Daley 1 (O'Dell), O'Dell 3 (Mantle 3). Strikeouts — Ford 2 (Cepeda, Bowman), Coates 1 (M. Alou), Daley 2 (Cepeda, M. Alou), O'Dell 2 (Tresh, Maris). Hits — off Ford 9 in 4 innings; off Coates 1 in 2 innings; off Daley 1 in 2 innings; off O'Dell 13 in 9 innings. Stolen bases — Mantle, Howard. Caught Stealing — Mantle (Bailey to Bowman). Left on Base — New York 7, San Francisco 5. Earned Runs — New York 5, San Francisco 7. Winning Pitcher — O'Dell.

The San Francisco Giants outslugged the New York Yankees in our play-

Fans Try Other Games But Always Return To APBA

We know that no one successfully sells his product by down-grading the products of others

tomers who collect and compare all types of games are the best and most conclusive evidence of the

all-around superiority of APBA. Here are just a few of the many letters we receive from fans who

have tried all or most of them, but always return to APBA:

SCOTT JAFFE

1911 Wiltshire Road

real life where the Yanks turned the trick by a 6-2 score.

But our game would match the real game for thrills any day. It looked like a bad day for the Yanks in the very first inning when they failed to score after loading the bases with just one out, Billy O'Dell got Roger Maris and Elston Howard to fly out,

in the second, Bill Skowron and Cletis Boyer singled, Whitey Ford bunted them along. Tony Kubek then popped to Jose Pagan at short Pagan collided with leftfielder Harvey Kuenn but manage to held the ball. Skowron, however, scored on the tangle. Both Pagan and Kuenn had to leave the game with injuries. The Giants tied it in the bottom of the second on Orlando

Cepeda's double and Jim Davenport's single. The roof fell in on Ford in the third when the Giants tallied five times. The big hit was another Cepeda double that scored three runs. Two more came over for the Giants in the fourth when O'Dell walked and Matty Alou, who replaced Kuenn,

Elly Howard has to be the goat of our game. He was tossed out in the sixth and again in the eighth by Willie Mays when the Yank catcher tried to score from second on singles.

The first time ended a Yank rally after Howard had doubled. The second time crushed a New York uprising that counted three runs on singles by Bobby Richardson and Tom Tresh and Mickey Mantle's walk followed by Howard's two-run single. Mantle stole home then Howard was tossed out by Mays on a Skowron single. Ford just didn't have it in our Candlestick Park Game, just

as in real life when he has an off day. O'Dell, on the other

hand, gave up 13 hits but had the stuff when he needed it. A replay of this game might just as easily find the Yanks winning, as they did in real life. There is no way to predict the outcome of an APBA game, but inherent in each player is the ability and character that you, as a manager, can rely on in every phase of baseball play — hitting, baserunning, fielding and pitching. The best real-life teams will be the best APBA teams, because they have the best players!

FANS OF ALL AGES EVERYWHERE PLAY APBA

The APBA Major League Baseball Game is played throughout the United States and in foreign lands by fans of all ages and occupations.

Though essentially an adult game, boys as young as eight years of age play and enjoy the APBA game. As long as one is a baseball fan and has a basic knowledge of the game of baseball he will be able to play the APBA game.

Any child of normal intelligence can play the game. However, we do not recommend it for anyone who is not a baseball fan, but if you like baseball and follow the Major Leagues, the APBA game is for you. Baseball fans, young and old, are playing this scientific game with the same enthusiasm with which they watch a real baseball game.

We have received unsolicited letters telling us of certain Major League managers and players who play and recommend the APBA Major League Baseball Game to their friends. In fact, we have sold some games as a result of the unsolicited recommendation of well-known Major League managers. These experienced, professional baseball men appreciate, as much as anyone, the scientific realism of APBA.

Start your own APBA league. You'll never tire of it, if you never tire of baseball

SOLD BY MAIL ONLY

THE APBA MAJOR LEAGUE BASEBALL GAME CANNOT BE PURCHASED IN ANY STORE. IT IS SOLD BY DIRECT MAIL ONLY FROM LANCASTER, PENNSYLVANIA. This saves you retailer's mark-up and keeps the price of this costly and elaborate creation at a minimum.

Despite rising costs of materials, advertising and postage, the price of \$11.25 represents only a \$1.25 price rise in the past thirteen years. The price in Canada and other western hemisphere countries is \$12.00, and to all Pennsylvania residents the price with 4% sales tax is \$11.70. We pay all postage. C. O. D. orders are not accepted. Foreign purchasers should know that any additional cost in the form of import duty is imposed by their own government, not by APBA.

This is our thirteenth year of marketing the APBA Major League Baseball Game. The current, 1963, edition contains player cards based on the 1962 season records, the latest available. Next year's edition, issued about March 1, 1964, will be based on the records and team rosters of the 1963 major league baseball season. Many APBA fans wish to purchase previous years' editions of just the players' cards. We have complete sets for sale from only two previous years' editions. These are the sets based upon the season records of 1957 and 1958. These sets may be purchased for \$6.00 each, \$6.24 in Pennsylvania, and in foreign countries, \$6.60. Please do not order cards from any other years' editions. They are all sold out.

In addition to these complete sets of cards there are also twenty-four Great Teams of the Past available for use with the APBA game. This list of great teams, representing some of the outstanding clubs of baseball history, is included with each game, but if you would like to have this list before purchasing the game, send five cents in coin or stamps and ask for Form 63. This list also gives the prices of all the separate, component parts of the APBA game.

An entirely new set of re-computed players' cards is made every year, always based on the records of the latest complete season's play. THE NEW SETS ARE READY ABOUT MARCH 1ST EACH YEAR. There are no mid-season, guesswork cards made for new players who may show up entirely different by the end of September than they were in June. If you keep us advised of any change in your address, you will receive a notice at the beainning of every year letting you know when the new cards are available. IF YOUR GAME IS PURCHASED IN SOMEONE ELSE'S NAME, PLEASE LET US KNOW YOUR NAME AND ADDRESS, AS WELL AS THAT OF THE PERSON WHO PURCHASED IT FOR YOU.

Many APBA fans keep elaborate complete season records of their league play-offs. Here, partially reproduced, are two of the many such compilations sent us during the past year. Any doubt as to APBA's realistic portrayal of both

Here are some of my National League statistics for the 1961 season. A friend of mine played off the American League and Maris hit 58 homeruns for him. Thanks for a great season. (Actual 1961 statistics are in par-

265 Danforth Street. Framingham, Mass.

Team Standings	Won Los	t	Won Lost
Cincinnati San Francisco Los Angeles Milwaukee	94(93) 62(61) 92(85) 64(69) 91(89) 64(65) 84(83) 70(71)	6. Pittsburgh 7. Chicago	75(80) 79(74) 72(75) 82(79) 55(64) 99(90) 47(47) 107(107)
Leading Hitters	Average	HR RB	I SB
1. Clemente 2. Robinson 3. Acron 4. Moon 5. Cepeda 6. Mays 7. Pinson 8. Altman 9. Stuart	.339 (.351) .334 (.323) .331 (.327) .319 (.328) .309 (.311) .304 (.308) .301 (.343) .298 (.303) .294 (.301)	44 (37) 135 36 (34) 115 27 (17) 76 49 (46) 152 33 (40) 107 19 (16) 96 34 (27) 113	(89) 17 (4) (124) 19 (22) (120) 16 (21) (88) 3 (7) (142) 18 (12) (123) 9 (18) (87) 28 (23) (96) 0 (6) (117) 0 (0)
Leading Pitchers	Won	Lost Strikeouts	ERA
1. Jay 2. Spahn 3. Koufax 4. O'Toole 5. Burdette 6. McCormick 7. S. Miller 8. Podres 9. Williams	22 (21) 18 (21) 19 (18) 17 (19) 17 (18) 18 (13) 13 (14) 15 (18) 13 (15)	11 (10) 117 (15) 11 (13) 97 (11) 12 (13) 171 (26) 8 (9) 157 (17) 11 (11) 99 (92) 14 (16) 147 (16) 6 (5) 74 (89) 14 (5) 121 (12) 10 (12) 94 (10)	7) 2.96 (3.53) 5) 3.14 (3.01) 3) 3.25 (3.52) 8) 3.04 (3.09) 3.47 (4.00) 3) 3.22 (3.20) 2.79 (2.66) 4) 3.52 (3.74)

I've just finished my 1961 American League season. Below are my statistics. (figures in parentheses are actual records for 1961)

> JIM TANLEY 655 Wayne Drive

		Derby,	New York		
Standings	Won	Lost	Homeru	n Leader	rs
New York Detroit Baltimore Chicago Cleveland Boston Minnesota Los Angeles Kansas City	110 (109) 102 (101) 95 (95) 84 (86) 81 (78) 76 (76) 71 (70) 63 (61)	52 (53) 60 (61) 67 (67) 78 (76) 80 (83) 86 (86) 91 (90) 91 (91) 99 (100)	1. Mantle 2. Colavito 3. Gentile	63 56 49 48 RBI's 149 143 141	(61) (54) (46) (46) (128) (140) (141)
10. Washington	57 (61)	105 (100)	4. Maris Pitchin	139	(142)
1. Cash 2. Howard 3. Kaline 4. Piersall	.373 (.36 .359 (.34 .325 (.33	18) 2. La 24) 3. Te	rd ry	Won 26 (25) 23 (23) 18 (16)	Lost 4 (4) 8 (9) 4 (3)

the hitting and pitching phases of major league baseball must be dispelled by results such as these obtained by the customers themselves.

PAUL DUNN

Akron (13) Ohio
Two years ago I bought BLM. I'd never heard of APBA until I saw how BLM tried to run it down.
I decided then and there that APBA must be pretty good if BLM spent that much time degrading it. I
played a season of BLM and the results were horrible.
Joe Cunningham, a .340 hitter for that year, led my
league with a .374. And the games took forever to play. I couldn't get my friends interested in it. The fine
quality of APBA materials compared to BLM really
amazed me, and APBA didn't try to jack up the price,
like frinstance, BLM's roster was on a large and costly piece of cardboard, which served no purpose, while
APBA's was on a plain sheet of paper which didn't
clutter up the box or raise the price a half dollar. Of
course, BLM needs a big roster sheet considering they have everybody who got his name in the box scores.
And all that useless information. I'm a figure filbert of
the nighest degree, but I don't see the need for all those
idiotic symbols. Despite the fact that their instruction
booklet is about as long as "The Rise and Fall of the
Third Reich," a lot of points were left unclear. When I got APBA I turned the box upside down hunting for
the directions. When I saw them I couldn't believe it.
In application of 1 1 1

In explaining the whole game, APBA took as much space

as BLM did to tell what PHR meant if the bases were

loaded with less than two out in Candlestick Park with

the wind at 15 miles per hour. I had been expecting

another novel, but there they were printed on the side

the materials were the cards. Many BLM cards had

the most fascinating baseball game in existence.

The realism of APBA is beyond me. I have played APBA players performed was truly fantastic. In real life almost every baseball game I've ever even seen and I in 1960 Dick Groat hit .325. For me he hit .329. Mays own quite a few of them. They were all boring or too (.319) was .321; Larker (.323) was .320; Clemente drawn out. They had no personality whatsoever. Frankly (.314) was .316. And not just the league leaders perthey were all a bit stupid. Then I played APBA. It is formed realistically. Hoak hit .282 for the real-life Pirates heard of half as good as APBA baseball, I'll want to marry it. things have made APBA the greatest table baseball game it down. At least it'll keep me from going insane while waiting in the world. for the new set of baseball cards to come out.

> MARK WASHBURN 6 Andrews Road Malvern, Penna.

I have read many letters written to you about other baseball games. I was "suckered" into a deal in which I bought a Negamco baseball game and I still can't see two things about it: (1) How they can have players on teams who never played in the majors for that season. ich didn't (2) How they can produce new teams, like Houston and dollar. Of the Mets, before they even play a season. I also saw a ering they BLM game and can say I was glad I saw it before I bought it. Back to APBA. Each year I have kept records of extra basehits, pitchers' Won-Lost records and batting leaders. I have easily memorized the boards and can play instruction a game in fifteen minutes.

> TOM ACHTOR 9018 Stickney Avenue Wauwatosa (13) Wisconsin

Just a note to tell you how much better the APBA baseball game is than any other on the market. I have just tried to play Negamco's baseball game and found it silly. For instance, Nellie Fox hit 5 triples and the only way he could hit a triple was against a 7 pitcher and he of the playing board. But what impressed me most about could never hit a homer. Speeds on Negamco's men are poor. They have Dick Groat as medium. He is slow and players' names misspelled while I found not so much as Roger Maris, who is fast, is medium. Dick Howser and 18 (16) 4 (3) a misplaced comma on any APBA cards. The way the Vada Pinson had ten stolen bases each in ten games for

but from time to time we receive letters inquiring how the APBA game compares with other types me; also Matty Alou had 7 homers in 10 games. APBA is of baseball games. Rather than give a biased answer we feel that the opinions of those of our cus-Pfc. DELFORD G. OLDS

Box 1158 Wm. Beaumont Hosp. El Paso Texas

OWNERS TELL THE STORY BETTER THAN WE DO

Your game easily tops all other baseball games I have. In APBA everything counts: hitting, pitching, running, fielding, and yet you are the manager of the team. The game is very accurate. I have played about 25 games of the 1961 season and just as in real-life, Mantle and and also for me. A lot of others hit their real-life aver- Maris are on top in homeruns and Cash is leading ages exactly, too and nobody was more than .011 off. The the league in batting and Koufax is leading in strikeouts pitching was also great. Spahn, Burdette, Law and and yet all the finer points of the game are not forgotten, Friend won 20 games for me. Thanks for making a great such as who is the best hit and run man on the team, game. Send me information about APBA football. If it's fastest runner, who strikes out fewest times. All these

> **IERRY WROBLEWSKI** 54 Hawro Place Depew, New York

Your game is really fantastic. I have played 36 games thus far and everyone has been realistic. I bought the BLM game three years ago and in all that time I haven't played ten games of it. It takes me on a average of 25 minutes to play an APBA game, The "simplified" BLM game is supposed to last 45 minutes. For me they lasted a couple of hours. I bought their game because it has more players but other than that there is no comparison between yours and theirs. In APBA in the late innings there is nearly always tension. Thanks for a remarkable game.

> RICKY SCHULTZE 1938 North Catalina Street Los Angeles (27) California

And a Lone Critic Apologizes

I am writing this letter to apologize for any slanderous or untruthful material in my recent letter. I guess I did get too malicious. Of course, your player cards do not wear out in one day and your playing boards are not comprised of numbers. I guess I just wanted to complain. I hope I have not caused much friction between your company and myself.

THOMAS LAMARRE 40 Maplecrest Drive Newmarket, New Hampshire

They Never Tire of It

BASEBALL FANS TELL US HOW RABID THEY ARE ABOUT APBA

I have been an APBA fan since my brother first bought the game in 1951. We have bought a set every year, with the exception of the past year. I have since finished college and moved from Muscatine, Iowa to New York City. I find myself missing the game very much since it had become a part of my daily life for about eleven years. We have records dating back as far as 1951 and each year new sets bring a new challenge to our records. I hope you continue to make these for many years so my children will have the opportunity to learn all about the fascinating game of baseball. APBA has benefited me very much for I have learned about real-life baseball from it.

THOMAS H. LONG, 530 East 84th Street, Apt. 2K, New York City, New York

I have six previous editions of the APBA baseball game and about 20 of the Great Teams of the Past. I really enjoy your game and must have spent thousands of hours since 1955 playing it.

DANNY C. SKILLINGS, V-2, USS Wasp (CVS-18), c/o FPO New York, New York

I have been an APBA addict since 1956. My affinity for the game is fanatical, and neurotic. I did not purchase the cards last year, but do not think that during this time I was implicated with BLM or any of those other hieroglyphical contrivances, although I did purchase BLM in 1957. I have long since cremated it. It stinks! The enthusiasm of a contest is swallowed up by mathematics and the whole purpose of playing a baseball game is frustrated. I tried 20 games back in 1957 and completed nary a one of them due to nausea. I have played some 5,000 games of APBA, however, and the player manipulation, coupled with the excitement and expectation of the throw of the dice (like the crack of the bat) never ceases to thrill and amuse me.

MICHAEL I, BYRNES, SKSN, S-1 USS Sierra (AD-18), c/o FPO New York N. Y.

Enclosed find order for the Detroit Tigers of 1934 and the Pittsburgh Pirates of 1927. This brings to a total of \$70.89 I have spent on APBA baseball in ten years and it has been worth 5 times that amount in thrills. BOB GODBY, 94 Orchard Drive, Belleville, Ontario, Canada

With APBA you get the BEST in baseball games at a bargain price. I would pay double for it. I know somebody the price is a gyp to-namely, yourselves!

CLARKE COGSDILL, 1199 Buckingham, Birmingham, Michigan

I can't thank you enough for getting the idea for producing your wonderful game. I have had many wonderful experiences with it over the past three years. Since I live in an area where you can see the stars only on TV, APBA gives me the chance to have them with me whenever I want them. To me this game is worth \$100.00, instead of \$11.00. Yes, I really got a thousand times more from it than I paid for it.

RICHARD SWINDLEHURST, 65 North 300 West, Box 94, Beaver, Utah

Parents Praise It

My front porch is set up with folding chairs and card table for the neighbor boys who with my younger son play APBA baseball from the time they leave school to late at night when they put the light on to continue playing. I first bought the game for my older son, who's now in the service, about 7 or 8 years ago. Now my younger son took over. Honestly, every cent that goes into the game is more than worth it. We know where the boys are and they enjoy APBA very much. I can't begin to thank you for putting out such a game. Hope you continue to manufacture for years.

MRS. MARY AMOROSO, 523 North 64th Street, Philadelphia (51) Penna.

I would like to order one of your most outstanding baseball games for a gift. My son has both your football and baseball games and I would like to say this: I think these two games are absolutely the most outstanding games on these two sports that can be bought anywhere! Regardless of price! They are not only fun, but educational besides. They even replace watching TV and that's something! MRS. FISCHEL BANK, 3011 McConnell Drive, Los Angeles (64) California