

For release, August 2013

# The Cracker Jack Collection

## Baseball's Prized Players

100th Anniversary Commemorative Edition

By Tom Zappala & Ellen Zappala

with John Molori & Jim Davis

Foreword and Contributions by Joe Orlando

- Biographies of every player featured in the 1914 & 1915 Cracker Jack Ball Player card series, compiled for the first time.
- Full size, full color images of all 180 Cracker Jack Ball Player cards.
- Player anecdotes uncover details of the birth of our National Pastime.
- Special chapter on the history of Cracker Jack, the prizes, and the product's special relationship with Major League baseball.
- Filled with artistically rendered full-color photographs of baseball artifacts, antique Cracker Jack prizes and memorabilia.

ATS Communications  
Merrimac, MA

Peter E. Randall Publisher  
Portsmouth, NH

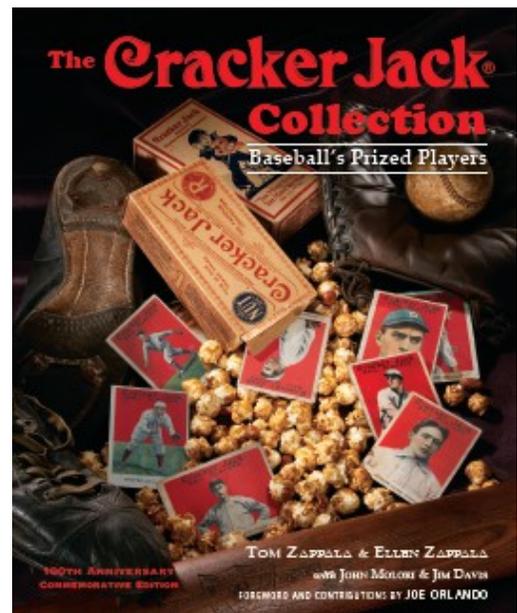
Publication date: August 1, 2013

\$30, 192 pgs, cloth, 4/c, 9"x 1.5"

ISBN 13 #978-1-931807-24-1

Website: [www.crackerjackplayers.com](http://www.crackerjackplayers.com)

Facebook: Cracker Jack Players



**The Cracker Jack Collection: Baseball's Prized Players** celebrates the 100<sup>th</sup> anniversary of one of the greatest baseball card collections in the world. The players included in this superb set range from some of the best in the game, like Eddie Collins, part of the famous \$100,000 infield of the Philadelphia Athletics, to lesser-known players like Cuban-born Armando Marsans, a talented player who also made fine cigars!

The game of baseball was still evolving during this period and issues like player salaries, rule changes and the birth of the renegade Federal League all contributed to shaping our National Pastime. The player stories included in this book give a glimpse into the realities of life in the early 20th century, and provide a journey through one of the most exciting eras in baseball history.

**This book is a great read for anyone who loves baseball, not just the collector.**

Media inquiries please contact:

ATS Communications, 978-346-9496 or 508-509-9589.

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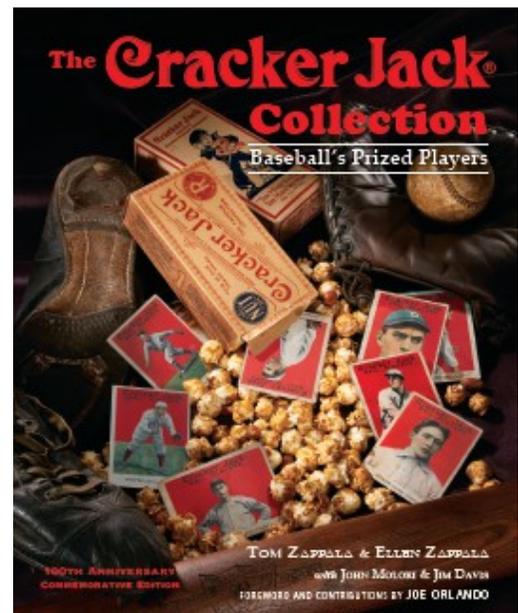
**A bit of baseball history can be found in the story of every player in the Cracker Jack Collection.**

- This Johns Hopkins graduate was a much better doctor than he was a ballplayer.
- If it were not for his "emery pitch" this pitcher might never have had a career.
- This player went from the baseball diamond to the Senate.
- What player was referred to as the "\$22,500 lemon?"
- This guy had a .000 batting average over the years the Cracker Jack cards were issued. Why was he included in the Collection?
- This pitcher threw a six-inning no-hitter. The game ended because the opposing team had to catch a train.
- This self-promoter was referred to as the "Ty Cobb of the Federal League."

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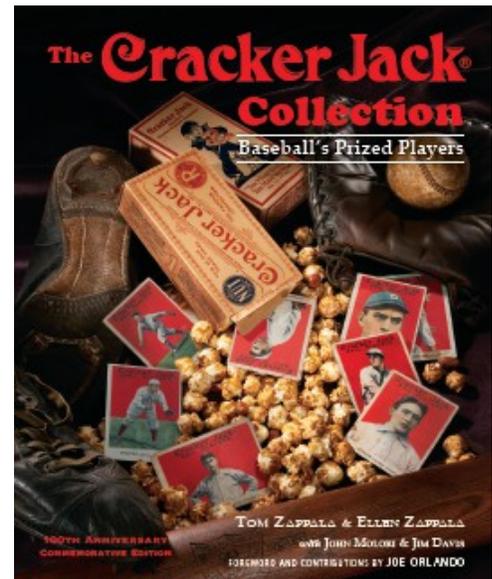
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### Meet the authors of The Cracker Jack Collection...

**Tom Zappala** is a businessman in the Greater Boston area who is passionate about maintaining the traditions and historical significance of our National Pastime. He is co-author of the award-winning book *The T206 Collection: The Players & Their Stories*, and co-hosts a popular talk radio show broadcast in northern Massachusetts and southern New Hampshire. As co-owner of ATS Communications, a multimedia and consulting company, he handles publicity and personal appearances for several authors and a variety of artists in the entertainment field. He also enjoys collecting vintage baseball and boxing memorabilia, using the simple philosophy of collecting for the love of the sport. He loves spending time with his children and grandchildren, and enjoys a Grey Goose martini with two baseball-sized olives.



**Ellen Zappala** is president of ATS Communications, a multimedia marketing and consulting company. Co-author of the award-winning book *The T206 Collection: The Players & Their Stories* and *Nardo: Memoirs of a Boxing Champion*, Zappala was publisher of a group of six newspapers in Massachusetts and New Hampshire for many years and served as president of the New England Press Association. She works closely with various publishing companies on behalf of other authors and handles publicity in both print and electronic media. She especially enjoys bringing the stories of the Deadball Era players to life.

**Joe Orlando** is president of Professional Sports Authenticator and PSA/DNA, the largest trading card and sports memorabilia authentication service in the hobby. Editor of the nationally-distributed *Sports Market Report (SMR)*, a Juris Doctor, and an advanced collector of sportscards and memorabilia, Orlando has authored several collecting guides and dozens of articles for Collectors Universe, Inc. He is the author of *The Top 200 Sportscards in the Hobby* and *Collecting Sports Legends*, and contributed the foreword and last chapter to the award-winning *The T206 Collection: The Players and Their Stories*. As a hobby expert, Orlando has appeared as featured guest on numerous radio and television programs including ESPN's *Outside the Lines* and HBO's *Real Sports*.

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### Advance Praise...

"You don't have to collect vintage baseball cards to get a kick out of *The Cracker Jack Collection*. Tom and Ellen Zappala, the authors of *The T206 Collection* take fans back to the Deadball Era, long before \$100 million contracts, when players had to hustle off the field as doctors, laborers, cigar makers and vaudevillians to afford to play the game. **If you're looking for fresh yarns to tell during the next rain-delayed game, you've come to the right place.**"

- Joe Sciacca, Editor-in-Chief, *Boston Herald*

"What **intriguing reading**. Timeless photos coupled with wistful, elucidating and provocative commentary...often of the kind that re-kindles ageless debates over deserved or undeserved stature and celebrity. Here's worthwhile dabbling equally for the purist or for the merely curious."

- Branch Rickey III, president, Pacific Coast League

"As a vintage player in good standing, I had the great pleasure of hitting a grand slam on the 150th anniversary of Connie Mack's birth in front of his grandchildren and great-grandchildren. This book is **a great read as the vintage ballplayers featured here are the founding fathers of the game**. The artwork in this book is superb (I only wish I was in it!) Tom and Ellen, you have done a fine job!"

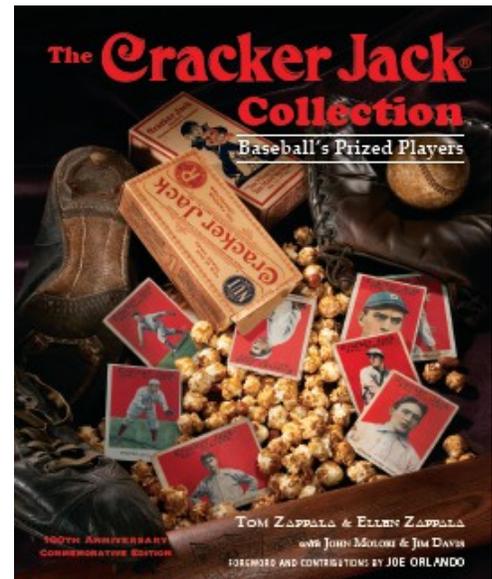
- Bill "Spaceman" Lee, member Red Sox Hall of Fame and All-Star pitcher

"The Cracker Jack Collection is **meticulously researched and brilliantly written**. It not only is the definitive work on these prized and rare cards, it also evokes, in a nostalgic and moving way, a much **simpler time in baseball and American history**."

- Marino Amoruso, award-winning filmmaker of documentaries including: *Jackie Robinson: My Story*; *Mantle: In His Own Words*; *Dynasty: The New York Yankees*.

"The classic Cracker Jack baseball cards made the Deadball Era come alive in striking, vivid colors. This book captures all of that as well as the backstories that breathe further life into their subjects. **Anyone who likes baseball will cherish this book.**"

- Rusty Sullivan, Executive Director, The Sports Museum, Boston, MA



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