

Over a period of years the same general questions are repeatedly asked us by our customers. In order to save a good deal of repetitious correspondence we have prepared this Question-and-Answer form. Perhaps the answer to your question will be found here.

Do you make a new set of players' cards every year and must I buy an entire new game in order to use them?

Answer: We make an entirely new set of players' cards every year for the baseball and football games, but not the golf game. These annual sets include all the new regular players to each league. You need not renew any other parts of the APBA game in order to use the new cards. As in real life, only the players change from year to year. The game itself remains the same. The price of the cards alone is \$7.00 (Foreign prices higher).

Can individual player cards or separate leagues be purchased?

Answer: No. The cards must be printed in complete sets for fast and accurate collating. Therefore, they must be sold in complete sets or the remaining cards of the broken sets would result in so substantial a profit loss to us that the need for an increase in our prices would ensue.

Are the player cards based on the averages for just one season or a composite of several seasons?

Answer: The players' cards of each year's edition are based on the records of the year immediately preceding. The lineup sheet gives the most representative team roster for that particular season. If you use the players as shown on the lineup sheet, you will get results in team standings incredibly similar to the year in question. The individual players will perform according to that season's record, however, regardless of which team you play them with. If the cards were based on a composite of several seasons, there would be no specific records or team standings with which to compare your results and all of the uniqueness of APBA would be lost.

I have a set of playing boards I got three years ago and I saw my friend's boards from this year's edition. I noticed some differences. I thought the boards were never changed?

Answer: Generally speaking they are not changed, but we are always trying to iron out any bugs we may find as a result of constantly experimenting with the game. Consequently, with each new printing of the boards there may be a few typographical

changes, but we do not advertise them and do not consider them substantial enough to warrant the purchase of the new printings. Indeed we keep no record of the dates of each printing, nor do we keep a record of any of the changes we make. If you ask us for this information, we do not reply, for we cannot give it to you.

How do I get the new cards each year?

Answer: We keep a file of every person who buys the APBA games. Early in January every year we send notices to all game owners of record, advising them of the price and availability date of the latest edition of baseball player cards. So all you have to do is keep us advised of your correct address (preferably no later than November 1st) and you will receive this notice annually. We do not accept orders for the new year's cards before January 1st of that year.

If I order a game now, which season's cards will I receive?

Answer: Any time from January 1st until December 31st, you will receive the player cards based upon the PREVIOUS calendar year's season. If you order as late in the year as December 20th, for example, you will not receive the cards based upon the baseball season just passed, but rather the season of the previous year. The cards for the season of any given year are never ready until about March 20th of the following year. You may order them as early as January 1st, but you will have to wait a number of weeks for delivery at that time of the year. The complete official baseball records are not released before December 1st, following each baseball season, and then we must tabulate these records and compute each of 400 different cards, prepare the printer's copy, then the type must be set and each one proof-read, after which several million are printed and collated. The earlier after January 1st we receive your order, the earlier you will receive your set, but under these circumstances, we cannot promise delivery to anyone by any specific date. If you order early in January, we promise delivery by March 20th. We make no exceptions to this policy.

(Our football game calendar year runs from July 1st to June 30th of the following year. We send out the football new card notices in early July and these sets are based upon the previous season's records and are considered current, as far as our edition designation is concerned, until the following June 30th.

Why don't you offer special cards for the new rookies that have made good in the current season?

Answer: Because these cards would conflict record-wise with the set you are using. Such cards would not belong with any of the cards you already have and, in themselves, would not be accurately representative of the players in question, for only a complete season is an accurate standard of measurement. We might just as well use guesswork in making all our cards as put out this kind of mid-season card which would do nothing more than provide you with more names for your rosters. We are more interested in accuracy than in the stimulation of sales through such novelty merchandising.

Why don't you make more than twenty player cards to a team?

Answer: Primarily, to keep down the cost of the game. Secondly, there are seldom as many as twenty-three players on a major league roster in any given season who have enough times-at-bat or innings to make a truly representative batter's or pitcher's card. Our cards are made of high quality jute board and we feel that it would be a wasted expense to pass on to our customers if we were to add perhaps sixty more cards to the set and have to increase the cost of the game proportionately. The twenty players we select will normally reflect the true strength of each team for the season represented. If you must maneuver your roster more cautiously as a result of the limited number of players, so much the greater test is put to you as a manager. There has, incidentally, been serious consideration given to reducing the real-life major league rosters to twenty players.

Can I make my own players' cards?

Answer: There is nothing to prevent you from trying and in the case of seldom-used players as described above they might represent about as good a guess as our own might be, but such cards would not conform with ours and would not be consistent with all the phases of the playing boards. Our cards are made with care and accuracy using a complicated formula which conforms with the playing boards and sacrifice and hit and run booklet in every detail of the player's record. The numbers which may appear to be the right ones for one phase of the playing boards may be entirely wrong for others. However, if you just want cards with names to fill out your roster and you do not care about accurate results, you may certainly try to devise your own cards.

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Can I transfer the players' cards to different teams in order to keep up-to-date with the player trades?

Answer: You certainly may. Many APBA fans do this and still others shuffle up the entire set and make up their own mythical teams and negotiate their own trades. Some find this more interesting than following the major league rosters. The individual player's performance is not affected no matter which kind of team he is playing with. If you maintain the current major league rosters, however, and keep up with the trades and changes in personnel, keep in mind that you cannot expect to get team standing results that would be representative of any specific season, for what you will be doing is playing the current major league season with players performing according to their previous year's records. You cannot get this year's results with this year's edition of the cards, for this year's edition is based on last year's records. No one can make cards for this year's season until after this season has been played and the official records made available.

What does APBA stand for ?

Answer: Regardless of what you may infer from the letters, APBA does not stand for anything. It is a trade name registered at the United States Patent Office and may not be used for any other product. Its origin goes back to 1932 when the game was in its formative stages and it is of a sentimental, personal origin that would require lengthy explanation. APBA really has no meaning to anyone but us, but if you are a hep APBA fan, you must pronounce it "App-Bah." Never, no never, call it "Ay, Pee, Bee, Ay!"

Do you sell games on approval or on the installment plan — paying a few dollars a month?

Answer: No. And with our products this is not a deterrent to our sales, for APBA games are exactly as we advertise them and they do everything our advertising claims they do. We invite anyone to point out any false or misleading statements in our advertising. Many customers think the game is better than we say it is and we have learned from experience that those who wish to return their APBA game do not wish to do so because of disappointment with the game, but because they thought they were getting the current season's cards or perhaps they found they should not have spent the money or they learned they were soon going to receive one as a gift. Some people would order the game

How are pitchers' ratings made for the APBA Baseball Game?

Answer: The ratings we give the pitchers are based on a combination of factors and also the time-proved fact that, with certain rare exceptions (Alexander of the 1915 Phillies, for example), all the pitchers in any given season fall into four categories of general, overall effectiveness. These categories are determined by the number of games won, earned run average, number of innings pitched, number of games participated in, number of complete games, type of team pitching for, etc. APBA pitchers are further categorized by their strike-out and walk records and the possible limitation to relief status. We do not disclose how we make our cards, but the above factors play a major part in the final rating given a pitcher.

What prevents my overworking the better pitchers on a team and thus making the team stronger than it actually would be in real-life?

Answer: You prevent it yourself. If you want realistic results, you must play the game realistically. There's no point in trying to play against the advertised purpose of the game and try to prove it wrong, especially after you have invested \$11.25 in it. You waste your money if you won't let the game do for you what you want it to. Make a rule in your league that every starting pitcher must have at least three days' rest. Limit the use of the relief pitchers, too. APBA does provide for injuries to players and also the lessening or improving of a pitcher's effectiveness during the course of a game, but you cannot make pieces of cardboard develop sore arms and body fatigue. For further realism you should take out a pitcher when he gives up a long succession of hits or walks, regardless of his high grade. The best pitchers have their bad days. And don't hesitate to relieve with a pitcher of a lower grade. Surely, not every relief pitcher who enters a game in real-life is better than the pitcher he relieves. Indeed, he usually is not as good.

Why doesn't the APBA game take into account the lowered hitting effectiveness when a righthand batter faces a righthand pitcher and vice versa?

Answer: This is one of the most frequently asked questions and the answer is that it just simply is not true of all batters and then only in varying degrees. There are no complete records to work from and a general pattern

would be completely unreal for many of the better hitters. For example, in 1962 Al Kaline batted .303 against righthanders and .304 against lefthanders. Stan Musial, a lefthand batter, hit lefthand pitchers for a .330 average and righthanders for .325. He hit lefties better! Johnny Callison in 1962 hit lefthanders for a .300 average and righthanders for .297 and he's a lefthand batter. Orlando Cepeda, a righthand batter, hit the righthanders for a .326 and the lefthanders, whom he should hit better, for a .304 average — 21 points less. A long list could be cited every year to show that this righty-lefty, lefty-righty business is completely exaggerated. There would be just no realism in broadly curtailing all the batters' effectiveness when batting against pitchers who throw from their side of the plate.

We receive also a good deal of correspondence pertaining to the subjects described below. Please be advised that we do not respond to correspondence dealing with these subjects. We trust that this will save both our customers and us some precious time.

1. FUTURE PRODUCTS OR PRICES

For reasons too lengthy and involved to recount, we do not disclose our plans regarding any kind of forthcoming new merchandise whatsoever. Nor will we give the prices of any of next year's regular merchandise. Please do not order any of next year's merchandise in advance. We announce such information on a "planned-time" basis and we certainly will not keep it a secret from our customers once the announcement date has arrived. If you are interested in future products and prices, just keep us advised of any change in your address and you will receive any and all announcements we make.

2. GAMES "INVENTED" BY OTHERS

Each year we receive several dozen requests to market or comment upon someone else's newly contrived table game. First of all, we would not sell any game not invented right here at APBA. Secondly, we cannot be expected to give free advice on the marketing techniques of such products. If you have a product, see a lawyer and your local Chamber of Commerce, perhaps, for better advice than we could give. Thirdly, if you have, as most have, simply taken the APBA principle and applied it to a new kind of game, you have

not invented anything. If you use a player's card with thirty-six dice roll numbers on it, have a care. Don't even try to market it yourself. We suggest you check our patent number 3,043,594 first. But in any case, no matter how clever or how original the game may be, we cannot take the time to look at it, nor do we reply to any correspondence regarding this matter, nor will we pay the return postage on any specimen material sent to us without our consent.

3. EMPLOYMENT

APBA's fans are legion. They are also devoted, and we are both proud and grateful for this, but the devotion cannot be recognized as some would like it to be, for many APBA fans from all parts of the country write us each year asking for employment. They would like to work for APBA because of their feeling of kinship for APBA. Contrary to what many of these job applicants think, the work at APBA is not a daily routine of research in sports statistics. This part of the business is done largely by one person, assisted occasionally by one other; nor do we spend any office time playing our games. There is general accounting and clerical work and the laborious shop and assembly work. Our employees are drawn from residents of the area and are hired initially on a probationary basis, so it may not be wise to establish residence in Lancaster just for the purpose of working at APBA. One could not be sure of surviving the probationary period.

4. VISITING APBA

APBA's fans come from all the States and Canada to see our operation. Many write in advance to inquire about the visiting hours and our location. We are located in the APBA Building, a modern apartment and office building, at 51-53 Eastman Avenue in Lancaster. Our office address is 53 Eastman Avenue and the building is at the corner of Eastman and Ursinus Avenues, one block south of route #30, the Lincoln Highway, in West Lancaster. Our offices are open from nine to twelve and from one to five each day, Monday through Friday. We are closed Saturdays. We will give a quick tour of shop and offices to all out-of-town visitors any time of the year, but we prefer to receive visitors only in the months of April, May, June, September and October. We have no really slack time, but the other months are overwhelmingly busy for us and the tour then would have to be briefer than usual.

just out of curiosity, fully intending to return it because of the price. After two trips through the mails there are always some scars and blemishes to parts of the game that then must be replaced, not to mention the postal and wrapping loss, so we have a firm and unalterable policy of no refunds and no exchanges on any merchandise. But we do guarantee the game to be exactly as we advertise it. By all means do not return any merchandise without first writing us for our instructions, if you feel you have an unprecedented reason. These are expensive games to manufacture, chiefly because the cards (the most costly part) cannot be printed in unlimited quantity and marketed over an unlimited period of time, for all surplus stock at the end of each year could represent a sizeable loss if we were to make too great an over-printing. Installment selling would further raise our costs and thus also the price of the game.

For how many years has the APBA Game been on the market?

Answer: We started selling the APBA Major League Baseball Game in 1951. It existed in various experimental forms for twenty years prior to that time. We played thousands of games and made many changes before we finally put it on the market. APBA Pro League Football came upon the scene in 1958 and APBA Professional Golf in 1962. Years of research preceded the introduction of them to the public. More games are in research, but it is useless to write and ask for details about them. We keep such information in strict secret. The uniqueness of the APBA Baseball Game, of course, has inspired others to produce personnel sports games. Being first, of course, does not make anyone's product best, but the fans who try all the available sports games are overwhelmingly APBA fans and this is borne out by the advertising of the other game people. Some of it is so consumed with anti-APBA venom that they drive customers to us out of pure curiosity. They promote APBA by recognizing it for what it is: the game they cannot surpass, so they try to destroy it with words. We are grateful for the free advertising they give us. One of them even made inquiries about purchasing our baseball and football production rights, an obvious admission of our superiority.

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