

JANUARY 2009 "COLLECTING WITH JEFF"
by JEFF FIGLER

Jeff will be hosting a new radio show, "Sports Collecting With Jeff Figler" on KSLG AM 1380 in St. Louis, MO.

He will be on the air every Sunday morning, starting February 15, 2009. If you would like to call in to the radio station, his show airs 9-10AM (Central Time). The Toll Free number is 800-491-1380.

Call in with your questions, or email him at collectingwithjeff@sbcglobal.net.

First issues are valuable to magazine collectors

The anniversary of the first nationwide issue of *TV Guide* magazine was observed on April 3. *TV Guide* capitalized on Lucille Ball's popularity for its launch with a picture of Lucy's baby on the cover (worth about \$595). That issue, along with the Sept. 25, 1953, issue, with George Reeves as Superman on the cover (\$425), rank as two of the most valuable *TV Guides* in history.

Prior to the Lucille Ball baby issue, there were valuable regional issues, such as the Jan. 23, 1953, issue with Marilyn Monroe on the cover, which can fetch about \$750. The inaugural issue of *Time* magazine was issued March 3, 1923, with Rep. Joseph Cannon adorning the cover. Nine thousand copies were printed, and depending on the condition of the copies, they are valued at about \$500. The magazine was a risk on the part of two young men, Henry Robinson Luce and Britton Hadden. *Time* is still going strong some 83 years later. The first issue of *People* magazine launched March 4, 1974, and featured Mia Farrow on the cover. Today, it can bring about \$100. The starting years of some other major national publications include: *Good Housekeeping*, 1855; *Saturday Evening Post*, 1877; *Ladies Home Journal*, 1883; *Life*, 1883; *Cosmopolitan*, 1886; *National Geographic*, 1888; *Field and Stream*, 1896; *Newsweek*, 1925; *Family Circle*, 1932; *Look*, 1937; *Playboy*, 1953; and *Sports Illustrated*, 1954. Old magazines can still be purchased for anywhere from \$5 to \$20 at flea markets and garage sales. However, keep in mind that the real collectibles, such as the first *Playboy*, published in December 1953, will cost a couple of thousand dollars. Some collectors try to collect all the issues of a particular magazine, but for obvious reasons that can be overwhelming. The most valuable magazines are the first issues, whether or not they are still being published.

The first *Sports Illustrated* was released on Aug. 16, 1954, and featured the Milwaukee Braves' Eddie Mathews on the cover. That issue is worth around \$250 in excellent condition. The second issue, a week later, is also very collectible, as it contained a card foldout of the New York Yankees.

Life magazine debuted as a weekly on January 4, 1883. The motto of the first issue was "While there's *Life*, there's hope." *Life* was the first all-photograph U.S. news magazine, and was a dominant magazine for more than 40 years. One of its best-known pictures was Alfred Eisenstaedt's shot of a nurse in a sailor's arms taken on VE Day, Aug. 27, 1945, in Manhattan. *National Geographic* actually started in 1888, but there were only nine issues until 1896. Since then (except for a couple of instances) the magazine has been issued monthly. The first four issues from 1888-1889 are worth

several thousand dollars each, but are extremely difficult to obtain. Most of the other issues can be purchased for no more than about \$50, but most issues of this highly collected magazine cost much less. One of the most established *National Geographic* collectors is Don Smith of Louisville, Ky., (502) 366-7504.

Not all magazines survive the test of time. Take the case of *Woman's Magazine*. Its founder, Edward G. Lewis, started it in the early 1900s, and for a while its circulation of 1,600,000 was the greatest in the world. However, a dispute with an advertiser, the American Woman's League, led to the demise of Lewis and his publishing empire. In 1912, Lewis, the founder and first mayor of University City, Mo., closed his doors and moved to California. Early copies of *Woman's Magazine*, or another of Lewis' publications, *Woman's National Daily*, are very popular among serious magazine collectors. A comprehensive price guide of contemporary magazines is *Collectible Magazines* by David Henkel. If you are interested in learning more about magazines and their place in history, a book by Norberto Angeletti and Alberto Oliva, *Magazines That Make History: Their Origins, Development and Influence*, may interest you.

EMAILS:

QUESTION #1: I heard you on KMOX and was hoping you might be able to help me. I have a signed ticket from the Cards Centennial Celebration with the following signatures: Gibson, Brock, Schoendienst, Musial, Mize, Slaughter, Buck, Broeg, Herzog and LaRussa. The ticket is in great shape. Any idea how much it is worth?

ANSWER: If these are authentic signatures, and not stamped, it is currently worth about \$700-800.

QUESTION #2: I listened to you this afternoon on KMOX in St. Louis and really enjoyed the show. I found a suitcase that I believe belonged to my grandfather when we were cleaning out my parents house after they both passed away. Inside the briefcase were 2 autographed baseballs. They appear to be official American League balls. One is signed by many of the 1938 Yankees and the other by a handful of the 1937 Browns.

The Yankee ball was signed by Lou Gehrig, Joe DeMaggio, Bill Dickey, Monte Pearson, Paul Schreiber, Lefty Gomez, Spud Chandler, Joe McCarthy, Joe Vance, Babe Dahlgren, Bill Knickerbocker, George Selkirk, Johnny Murphy, John Schulte, Red Ruffing, Tom Henrich, Art Jorgens, Red Rolfe, Steve Sundra, Paul Andrews, Jake Powell, Myril Hoag and Bump Hadley.

The Browns ball was signed by Russ Van Atta, Nig Lipscomb, Jim Walkup, Bill Trotter, Eddie Baecht, Jack Knott, J. Bottemly and Sam West.

Both balls appear to be in great condition for 70 year old balls and all signatures are good. Would you have any idea of the value range for either of these balls?

ANSWER: The Browns ball has minimal value. The Yankees ball, if in excellent to mint condition, and if the signatures are clear, could be worth up to \$2000 or possibly slightly more. If you are interested, you might want to put it up for auction and maybe even get more.

TRIVIA QUESTIONS:

Easy: Reggie Jackson (Mr. October) attended Arizona State University on what type of athletic scholarship?

Moderate: The Great Football player Jim Brown attended Syracuse University on what type of athletic scholarship?

Difficult: Who led the all-time major league career home run record before Babe Ruth?

TRIVIA QUESTION AND ANSWERS FROM THE NOVEMBER NEWSLETTER:

Easy: Who were the two players selected in the 1994 NBA draft before Michael Jordan?

Hakeem Olajuwon and Sam Bowie

Moderate: Who had the original NBA draft rights to Magic Johnson?

New Orleans

Who had the original NBA draft rights to Kobe Bryant?

Charlotte

Difficult: Who was the last NFL player to play all 60 minutes of a regulation game?

Chuck Bednarik
