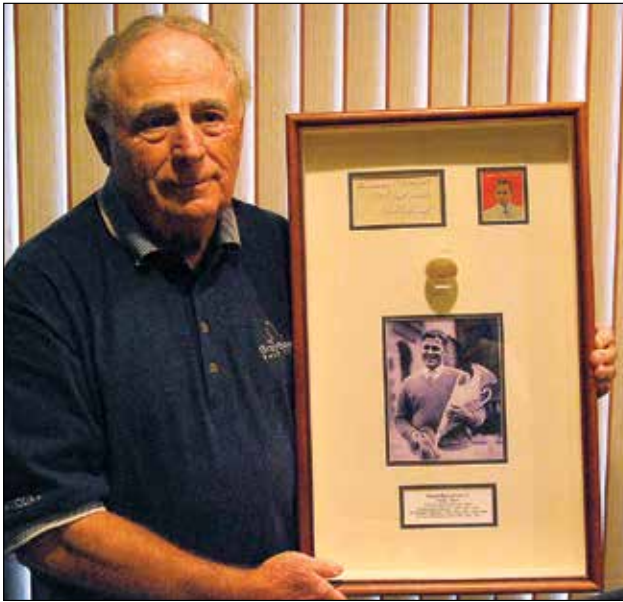




COLLECTOR SPOTLIGHT: TOM STEINHARDT



TOM STEINHARDT shows a prized possession – a postcard from Robert T. Jones Jr. addressed to him, personally. Also in the frame is a signed golf ball, a collector's trading card, and a rare photo of Jones with the Southern Open Golf trophy, which he won in 1927. (That trophy, by the way, was stolen from the Atlanta Athletic Club in 1979, nearly destroyed, and painstakingly restored after nearly 100 hours of work.)

As with so many collectors whose passion for the hobby spans many years, it is difficult to know just where to begin when you wish to document so much that is so good.

Tom Steinhardt's enthusiasm for sports memorabilia was fired early and encompassed golf as well as baseball, boxing, and football. He's been at it for nearly 60 years and early on had a variety of items, mostly autographs, from such giants as Cy Young and Ty Cobb, Jim Thorpe, Joe DiMaggio, and his all-time favorite, Robert T. Jones Jr.

An enterprising teen, Steinhardt would find addresses for hall of fame inductees from several sports and write them, asking for a signature on a penny post card to his home address. Many obliged and a few offered a personal note. One of these was Jones, who not only signed the card but addressed it to Steinhardt personally. That card, and

an autographed golf ball, are perhaps the most treasured items in his collection, now numbering in excess of 10,000 items.

As Steinhardt progressed in his hobby, he would attend national sports conventions and the Atlantic City Antique Show, often acquiring rare items associated with historic sports figures. Dealers came to know of the young collector and would contact him should items of interest come up.

The collection grew and with it a realization that specialization was necessary if he were to continue. Baseball and golf would become the focus. Other sports

memorabilia were sold or traded as Steinhardt began to build a world-class collection of paper ephemera from photos and programs to correspondence, scorecards, and tickets.

While other collectors snapped up balls, clubs, and the like, Steinhardt was more interested in autographs and paper goods. In the process, he acquired innumerable items from the estates of Babe Zaharias, Johnny McDermott, and Alex Morrison.

His tournament programs, for example, include virtually all the Masters, the U.S. Open, the British Open, the U.S. Amateur, and the Ryder Cup programs. The Steinhardt collection has been a valued resource for golf writers and was the subject of a 1996 Golf Channel feature.

Dozens of prized artifacts, autographed and framed photos, magazines, correspondence, and

advertising displays are shown on the walls and in cabinets of his home. Many, many more are stored in binders and cabinets.

From Bobby Jones' personal golf bag to programs from all the 13 major championships won by Jones, are four programs from 1930, the Grand Slam year – the British Amateur at St. Andrews, the Open Championship at Hoylake, the U.S. Open at Interlachen, and the U.S. Amateur at Merion.

Items relating to John McDermott, the first American-born player to win the U.S. Open in 1911 at age 19 (to this day still the youngest winner), include private photos and some very personal correspondence that reveal a more serious, even vulnerable, young man whom many considered brash and offensive in his day.

Steinhardt's Babe Zaharias collection contains a commercial contract she signed with Dodge, one of the first for a 20th century female athlete, as well as several rare photos of one of the country's most celebrated and accomplished women athletes.

Historians take note, Steinhardt's copious collection of memorabilia from the estates of Henry Picard and Alex Morrison is nothing short of astounding. These two men, who became lifelong friends, left a record of tour victories and instructional methods of extraordinary importance to the sport. Either collection could easily support a book.

Steinhardt, a long time member of the Golf Collectors Society, has chaired various golf charity events that have allowed him to meet numerous leading sports personalities.

He works in the insurance industry and is a practicing amateur magician. Sons, Paul and Michael, both played golf for their college teams – Paul for New England College in New Hampshire, Michael for American University in Washington, D.C. Steinhardt and his wife, Barbara, live in Baltimore, Maryland.

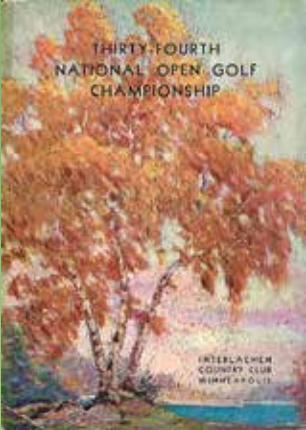


BOBBY JONES POSTCARD

1931 Postcard from Bobby Jones that he personally addressed to young Tommy Steinhardt.

GRAND SLAM PROGRAMS

All four programs from Jones' Grand Slam victory in 1930.



New York City
August 29, 1936

IN consideration of \$3,000, receipt of which is hereby acknowledged, and for one year from date, I hereby consent to the reproduction, use and display of my photograph, or a reproduction thereof, either in whole or in part, or in original or modified form, or in conjunction with other photographs, sketches, artwork and text matter and my name, either alone or in conjunction with any of the foregoing by The Coca-Cola Company, for use in their Festoon and Ranger program for "ALL TIME WINNERS" and in conjunction with my photograph, name and such caption and text matter and I hereby release The Coca-Cola Company, of and from any and all liability of any and every nature arising out of such reproduction, display and use.

If such Festoon and Ranger - "ALL TIME WINNERS" is copyrighted I hereby assign said copyright to The Coca-Cola Company, and if not copyrighted I hereby authorize The Coca-Cola Company, to copyright same.

Bobby Jones

In the Presence of:
Ludwine Jones

COCA COLA CONTRACT

Bobby Jones contract with Coca Cola granting permission to use his image.

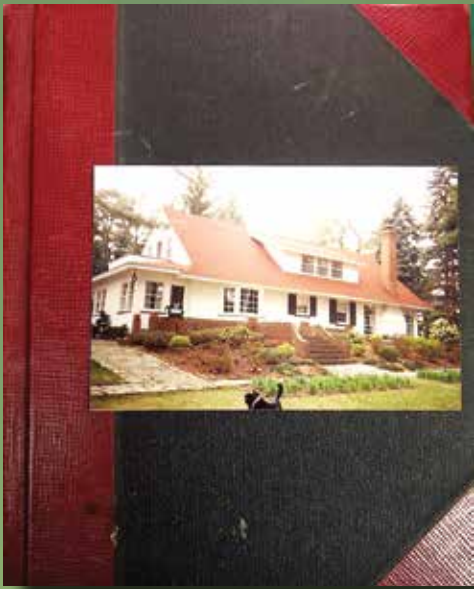


COKE PROMOTION

Above, Bobby Jones promoting Coca Cola during golf instructional filming.

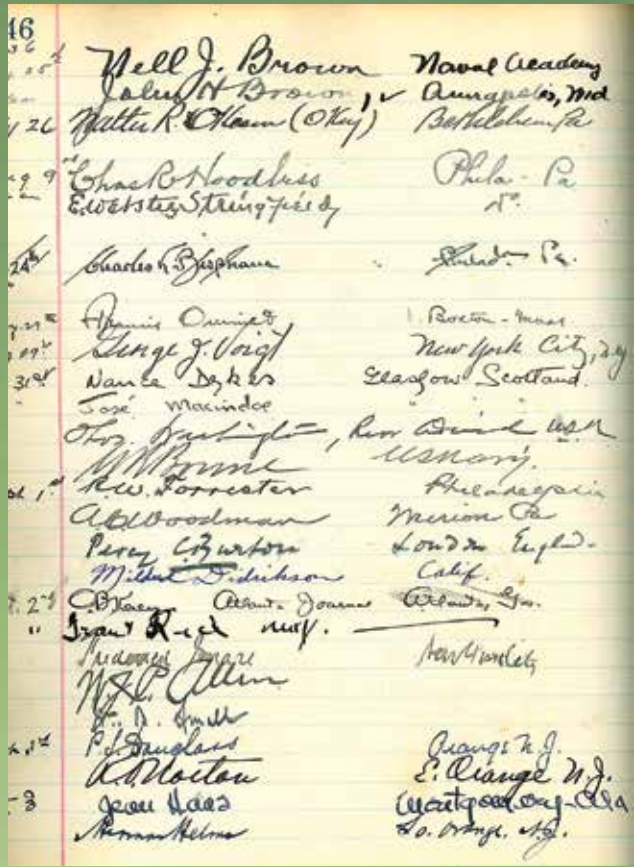
Right, a promotional piece referred in the contract at left.





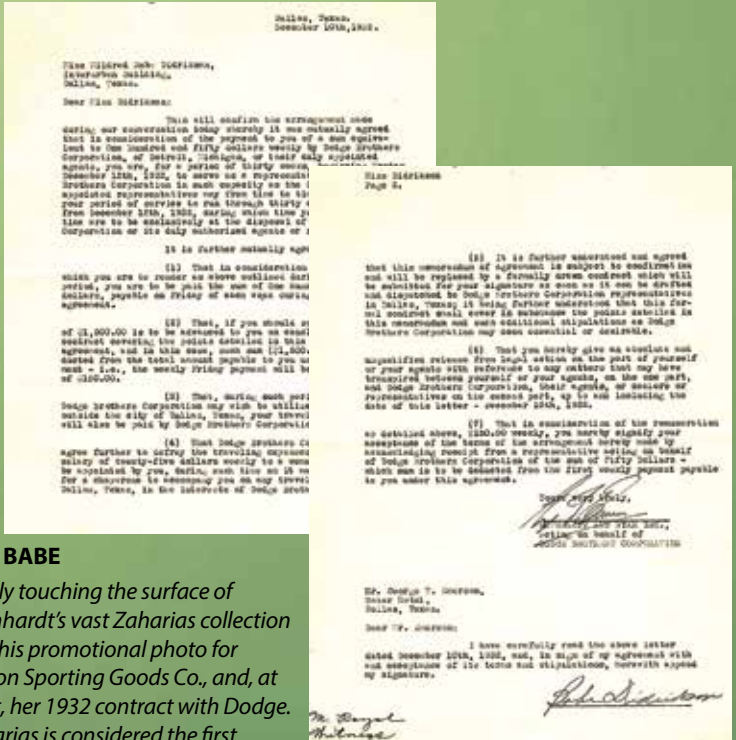
PINE VALLEY GUEST REGISTER

Surely one-of-a-kind, this guest register was kept in the home of Col. Joe Baker, above. From 1916 to 1958, guests who came to visit and golf at the famous course signed the book, which has about 6,000 signatures. The sample at right shows Francis Ouimet, Mildred "Babe" Didrickson, O.B. Keeler, and Grantland Rice. Other names in the register include George Crump, creator of Pine Valley, Robert T. Jones Jr., Walter Travis, Glenna Collett Vare, Wm. Fownes Jr., Henry Fownes, and Jessie Sweetser.



THE BABE

Barely touching the surface of Steinhardt's vast Zaharias collection are this promotional photo for Wilson Sporting Goods Co., and, at right, her 1932 contract with Dodge. Zaharias is considered the first female athlete of the 20th century to blend her sports prowess with a lucrative promotional career.





CARNOUSTIE, 1953

An autographed photo from the 1953 Open Championship at Carnoustie, Scotland. Many consider this to be Hogan's greatest victory. This photo was featured in *The Saturday Evening Post*, Oct. 17, 1953.

HOGAN

52nd Open Championship
of the United States Golf Association

Scorecard for Ben Hogan, 1953 U.S. Open at Oakmont, PA. The card shows scores for 18 holes and a total score of 71.

HOLES	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL
PAR	4	5	4	3	4	5	4	3	4	37	4	5	4	3	4	5	4	3	4	37	71
Hogan	4	5	4	3	5	4	3	4	3	37	4	5	4	3	4	5	4	3	4	37	71

THE WEE MON

Ben Hogan is another favorite of Steinhardt who has, among many magazine and advertising items, this very rare exhibit card, above, from 1948-49.

OAKMONT, 1953

Ben Hogan signed this scorecard from his 1953 U.S. Open victory at Oakmont, kept by sports columnist Will Grimsley.



WILLIE PARK JR. AUTOGRAPH

An early photograph, which included his father, Willie Park, at left, was signed by Willie Park Jr. in 1921.



HARRY VARDON AUTOGRAPH

Not only the autograph, but a personal letter from the great Vardon on his stationery. Note the elaborate letterhead.



BOBBY JONES GOLF BAG

Frank Christian, long time official photographer for the Masters, acquired the bag from Jones' son after it had been removed from Jones' locker at Augusta. Christian later sold it to Steinhardt who now counts it among his most treasured items relating to the great golfer.

ALEX MORRISON

Steinhardt acquired many hundreds of items and papers from the Morrison estate. Among these are detailed notes on the newspaper column that Morrison created (1930s), designed to teach golf through photos of the great professionals of the day. At right is a photo of him with Horton Smith, the first Masters winner.

Learning Golf From Pictures



Horton Smith continually searches for better ways of playing and teaching golf. He believes action pictures—Alex Morrison is taking one of Smith here—are an excellent means of improving game.

By ALEX J. MORRISON

Author of *A New Way to Better Golf*, originator of *Guaranteed Golf Instruction*

"MAYBE you're right, but I have the feeling that I do just the opposite," said Horton Smith.

We were having a session on teaching, as well as playing golf. Much of our talk was about the striking contrast between the things a player thinks he does and the things he really does.

flight of the ball and in action photos.

SUCH evidence should be enough to make us mend our ways but we string along with our established mental habits and notions held about our sensations.

Horton argues: "In many cases our feelings are all we have to go on." I insist that



JOHN McDERMOTT HALL OF FAME CERTIFICATE

In 1940, the PGA of America finally recognized John McDermott's achievement as the first, and still youngest (19) American-born player to win the U.S. Open. He won in 1911 and repeated in 1912. Steinhardt has a comprehensive collection of McDermott papers and photographs.



FROM TIGER WOODS' FIRST TOURNAMENT

From rare items of the past to a nearly equally rare item of the present, Steinhardt managed to acquire a near-impossible-to-find 1992 ticket from Tiger Woods' first professional tournament. The young champion-to-be was only 16 at the time.