



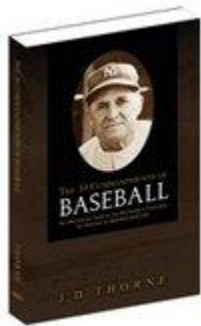
1074 Butler Drive • Crystal Lake, IL 60014  
sportingchancepress.com  
815-245-9774

January 1, 2009

# PRESS RELEASE

## SPORTING CHANCE PRESS PUBLISHES *The 10 COMMANDMENTS OF BASEBALL*

By J. D. Thorne



Crystal Lake, IL —Sporting Chance Press™, Inc. announced publication today of its first title, *The 10 Commandments of Baseball*. The book is available from the publisher's website at [sportingchancepress.com](http://sportingchancepress.com).

*The 10 Commandments of Baseball* is a mix of professional baseball stories and the author's affectionate retelling of his own amateur baseball experiences. The focal point of the book is the classic, but little-known, "10 Commandments of Baseball," the baseball principles created by major league baseball's most successful manager, Joe McCarthy.

McCarthy's .614 winning percentage as a manager is the best of all time. He managed many great players, including National Baseball Hall of Fame stars Rogers Hornsby, Babe Ruth, Lou Gehrig, Joe DiMaggio, and Ted Williams. McCarthy led the Chicago Cubs from last place in 1925 to the National League Pennant in 1929. He managed the Yankees for a 15-year stretch leading them to seven World Series Championships. In 1948, he was hired to manage the Boston Red Sox, the last of the three storied franchises in baseball for which he worked.

McCarthy's keen understanding of the game, his personal integrity and his professional approach are evident in the *10 Commandments of Baseball*. An interesting selection of photographs features new images created especially for the book by Milwaukee photojournalist, David Bernacchi. Vintage shots of MLB's greats from Baseball Hall of Fame archives are also included.



The author, **J. D. Thorne** is a lifelong baseball fan, a practicing attorney, an author and a professional speaker. Thorne found a baseball soul mate in legendary manager Joe McCarthy, who played the game he loved for more than 20 years in the minor leagues. Researching, writing, and speaking on McCarthy's principles are consuming passions for the author. Like millions of Americans, the author learned to love the game of baseball at an early age and he continues to look on the game with great affection.

After participating in all youth levels of baseball, Thorne played for the University of Wisconsin. While the author pursued a legal career, several of his baseball teammates and acquaintances advanced to the major leagues. In addition to practicing law and tracking his old friends' careers, Thorne found time to play competitive amateur ball for more than 20 years.

**Sporting Chance Press** publishes sports books that entertain, inform and inspire readers to improve their game in life. Larry Norris, the company's founder, has over 35 years of publishing and bookselling experience. For more information visit [sportingchancepress.com](http://sportingchancepress.com) or contact Larry Norris at 815-245-9774.