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SPORTSLINE

A QUICK READ ON THE TOP SPORTS NEWS OF THE DAY

SEEING IS BELIEVING: Joe DiMaggio memorabilia has skyrocketed in value and the market is flooded with forgeries since the Hall of Famer's serious illness, according to sports marketing and collectibles expert Brandon Steiner. "There are a lot of hoaxes out there right now," Steiner said. "Prices for DiMaggio signed baseballs have doubled, from \$250 to \$500. I tell people to lay off," he said. "People are taking a bad chance. All it does is raise the price and encourage counterfeiters." Even certificates of authenticity are being duplicated. How can a buyer be sure an item is legitimate? "If you saw him sign it, then you know," Steiner said. DiMaggio is improved in recent days after his condition was considered life-threatening two weeks ago.