

Nigel's Webspaces News

A newsletter distributed by [Nigel's Webspaces](#), a website dedicated to the history of English football cards 1965/66 to 1979/80.

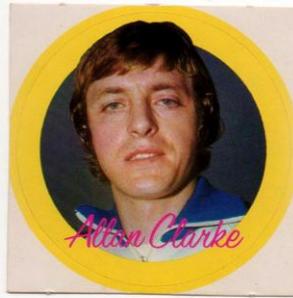
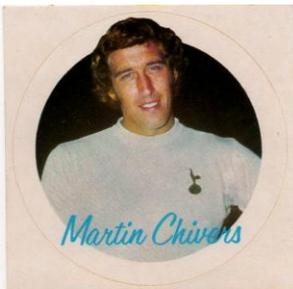
Happy New Year!

Another year rolls past. The global financial crisis is a distant memory, but economic turmoil still seems to prevail, particularly at the national level for a number of countries. The big question for governments at all levels, from national through to local, is whether they can generate enough revenue to pay for the services and infrastructure that they promise to deliver. Which brings me neatly around to the subject of football cards! Was 2012 a good year for collecting? Personally I thought that it was a buyer's market, with prices lower than in the past. Do you agree?

There may be a number of reasons for this. One, I suspect, is that we are all being more cautious with our money, spending less and saving more. Secondly, the market for English and Scottish football cards from 1965 to 1980 is likely to decline over time, rather than expand. New collectors are likely to be entering the market for cards from the 1990s and even the past few years, but some collectors are likely to sell out of their 1960s and 1970s boyhood collections.

As always with collecting, quality will always win out. Offerings through the year of rare and unusual items have still attracted buyers and good prices, and will continue to do so, so the message for collectors is to stick to quality and keep an eye out for those rarer sets and cards.

Can you identify these stickers? (updated on next page 03/01/2013)



Steve Marsh runs the excellent West Ham United memorabilia website [They Fly So High](#). He recently sent in these images of round stickers, probably dating from around 1972/73 and asked whether I, or any of my website visitors, could help to identify them. Steve bought them at a fair, and the dealer told him they were produced by Cadbury's and given free with their "Super Mousse" chocolate bar. I've only just recently seen one sold on ebay, but don't know the date, the maker or the number in the set. Can anybody help?

I have an old Neil Goulding catalogue from 2000 which lists 'Cadbury Footballers 1974, Large anon stickers (unnumbered), set of 5'. At the time Neil was selling the Martin Chivers sticker only, for £7.50, which would indicate their rarity. It might also suggest that Steve has bought the whole set!

I've googled Cadbury Super Mousse, and it was a short-lived chocolate bar around from perhaps 1971 onwards, but there are no signs of football sticker giveaways. The bars seem to be quite small, judging by the wrappers, so perhaps these stickers were given away one at a time within the wrappers. But why produce only 5 different ones?

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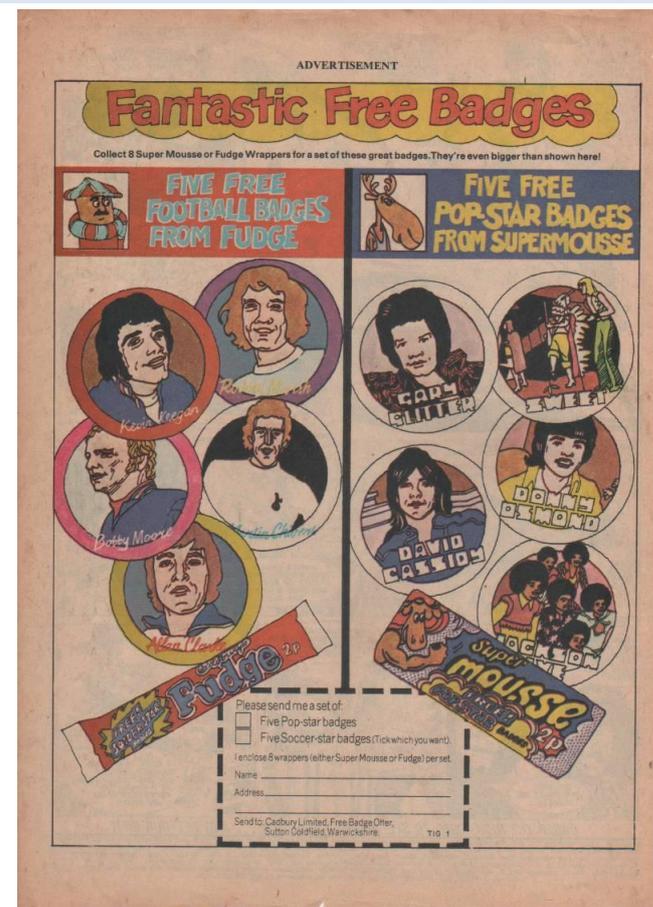
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Update - 03/01/2013

Martin kindly sent in this advertisement page from the Tiger and Jag comic. The advertisement clearly identifies that there are 5 football stickers in the set, and that are called Soccer-star badges. Interestingly they were available with the Fudge bar, whereas the Super Mousse bars had pop-star badges. You had to collect 8 Fudge wrappers to send away for the set of five stickers.

Tiger and Jag comics were first teamed together in 1969. The association continued until 1973, which supports the view that these stickers date from 1972 or 1973. Rodney Marsh appears to be depicted in the sky blue colours of Manchester City, a team he joined from QPR in March 1972.

So, thanks to Martin, we can conclude that these stickers should be called Soccer-star badges, probably date from 1972/73, were available through Cadbury Limited via Fudge, are a set of 5, with no obvious markings to identify the set or manufacturer. Since they were made available only as a set of 5 it is most likely that they might now still exist as sets of 5, rather than individually, and I have already been contacted by a couple of collectors who both own all 5 stickers.



Another mystery solved, with thanks to a generous website visitor!

Ebay sales

One of the reasons that I occasionally list ebay sales is that I am keen to keep a basic historical record of prices over time. While I probably won't produce this Newsletter for ever it seems likely that Google and other search engines will continue to keep records of them, so I hope that people in the future will be pleased to know what these cards sold for in 2012/13:

- A set of 110 cards from [A&BC Chewing Gum, 1963/64 Make-a-Photo Footballers](#) in 'good to very good condition' sold for £102.
- An unopened packet of [Top Sellers Football 73](#) cards sold for £19, while a Football 77 pack sold for £12.
- An [A&BC Chewing Gum wrapper](#) from the 1970/71 Orange backs, Series 2, sold for £23, though somewhat surprisingly a 1966/67 wrapper sold for only £5.50.
- An A&BC Chewing Gum wrapper (without cards or gum) from the [Giant Team Posters](#) set sold for £17.
- An [Americana Munchen 1972 Soccer Parade Album](#), complete with all stickers, sold for £62.
- A full set of the [FKS Publishers Bronze Medallions](#), in their wooden case, sold for £111, a very good price for the buyer.
- A full set of 330 cards from the [1977/78 Topps Chewing Gum](#) Footballer (Red backs) collection, appears to have sold for £495. This set was offered as 'Mint', and therefore represents excellent value.

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1970/71 FKS Second Division Team Sheets



Thanks to a generous supply of images from Ian, I was able to recently add a partial gallery of FKS Second Division Team Sheets. I can now display 11 of the 22 sheets, starting with [Blackburn Rovers](#). Each sheet features 15 players, and they make very attractive items. The style of the images on these sheets is a precursor for future FKS sticker images.

These sheets were a one-off exercise by FKS, and are therefore very rare. As well as the normal order form at the back of the 1970/71 album there was a special order form for Second Division Team Sheets. You sent the order form to '2nd Division Gala, FKS House, 175 Wardour Street, London W1V 3FB'. The sheets cost 2/- each (or 10p, given that decimal currency was about to hit the UK), plus 1s 6d (7½p) for postage and handling, which made them quite expensive (more expensive than buying the album). Page 33 of the album provided a 'space reserved for your favourite Second Division team', a whole page to fit your team sheet. This makes Team Sheets which were never stick into albums even rarer.

Until next time...**Nigel**