



THE OLD JUDGE

A Newsletter for the Encyclopedia of Baseball Cards
and for Baseball and Sports Memorabilia



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Opening Comments

This is the second and final price supplement for 1986. Prices are offered for Bakery ("D"), Periodical ("M") and Postcard ("PC") issues. The issues listed are most of the ones that will compose the Encyclopedia of Baseball Cards - Volume 4. Issue 7 of The Old Judge will contain prices for Food and Miscellaneous issues. Each succeeding issue of TOJ will price a section of cards, so that, over a year's time, all baseball card issues (pre-1942) will be priced.

In future issues we'll try to expand the scope to include additional issues as well as more cards from each issue. When updating prices, we'll try to explain why there are increases or decreases. That is, if the increase is inflationary, due to increased demand, more knowledge or possibly just a correction to a past mistake. We'll also print the opinions of other knowledgeable people who may be in a position to know more than our sources.

Autograph Survey

The Old Judge is happy to announce that it is underwriting an autograph price survey that will try and bring some order to this increasingly popular but undocumented field. Mike Gutierrez, an autograph collector and expert from California, has volunteered his time to administer the survey. Mike has spent many hours at the Baseball Hall of Fame documenting autographs and we feel he is the perfect person for the job. Any thoughts or suggestions would be welcome by Mike at 4357 Alla Rd. #5, Marina Del Ray, CA 90292.

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THE OLD JUDGE

1986 Break Factors

In the Fall, 1985 issue of The Old Judge, we introduced an interesting statistic which we called "The Break Factor". The Break Factor simply was derived for any given set of cards by dividing the sum of the individual card prices by the set price, using the Sport Americana Price Guide. Thus, a Break Factor of 1.00 would mean the set equalled the total of the individual card prices. A factor greater than one would mean a dealer had a potential profit if he bought the set at the "set price" and "broke" it and sold the cards individually. At that time we pointed out that the usefulness of Break Factors were dependent on other variables such as the ease of selling the individual cards.

A year later, it's interesting to compare the Break Factors that the Eighth Sport Americana gives us compared to last years. Though prices have soared, it should be expected that the Break Factor for a set should remain relatively constant. After all, if the cards in a set go up, it should be expected that the set price will rise by a similar ratio. As we look at the figures for 1985 and 1986 this is true in the majority of cases but in a great many it is not and that invites a closer look.

As an example, take the Goudey Heads-Up set (R323). Sport Americana increased the set price from \$2500 to \$3000. "Broken up", the set was \$2800 last year (Break Factor of 1.12), but this year the individual cards are up to \$3935, an increase of \$1135 which establishes a much higher Break Factor of 1.31. Clearly something is wrong. If the individual cards are up \$1135, then the set should be up more than \$300.

Conversely, look at the 1940 Playball set. The set price rose from \$1800 to \$2300. The individual cards totaled \$2455 in 1985, but in 1986 they totaled \$4100, an increase of almost 80%. This resulted in a new break factor of 1.78 (from 1.36 last year). Either 1940 Playballs are way overpriced (a good possibility) or a 1940 Playball set is the biggest bargain in the hobby at \$2300.

It is interesting to observe the many issues that had their break factors decrease significantly. e.g. 1950 Bowman (from 1.43 to 1.25); 1961 Post (1.53 to 0.881); 1962 Post (1.22 to 0.98); 1952 Topps (1.19 to 0.99). Similarly there are several which showed marked increases in the break factors. e.g. Delong (1.35 from 1.13); 1936 Goudey (1.23 from 1.04); T206 (1.57 from 1.35). The case of an increased break factor is most likely explained this year by increases in individual card prices which overshadowed the increase in the set price. Significant increase and decreases in the break factor could be interpreted as "buy" and "sell" signals to those inclined to speculate in cards.

Following the baseball Break Factors are Football Break Factors compiled from the latest Sport Americana Football Guide.

(Continued on Page Three)

Baking, Periodical and Postcard Price Guide

Prices are for excellent-mint cards

BAKERY ISSUES		Cobb	250.00	Rare Series	30.00	
D32 Drakes		Collins, Joss, Tinker	ea. 125.00	Cobb	175.00	
Ruth Card	75.00	<u>Type B -</u>		Wagner	100.00	
D303 General Baking		Common	60.00	Speaker	150.00	
Common Card	30.00	D381 Ferguson & Fleishman's Bread			Blue Background	+ 100%
HOF	50.00	Common without tab	20.00	M128 Police Gazette		
Cobb	200.00	Hall of Famer Player	35.00	Common	25.00	
Wagner	125.00	Cobb	150.00	Hall of Famer	40.00	
D304 Brunners Baking		Wagner	100.00	Thorpe, Cobb	ea. 100.00	
Set of 25	1,250.00	For Cards with tabs add 50%			Mathewson	75.00
Common	25.00	D381-1 Gassler's or D381-2 Clark's Bread			M-Unc. Washington Times	
HOF	50.00	Same as D327 Holsums Bread		Common	125.00	
Cobb	250.00	D382 Tarzan Thoro Bread			Johnson	400.00
Wagner	150.00	Common Card	125.00	Hall of Famer	200.00	
Mathewson	100.00	D383 Koester's Bread			M-Unc. Boston Sunday Herald Supplements	
Lajole	100.00	Common	20.00	Set of 24	400.00	
Young	75.00	Hall of Famer	35.00	Common	15.00	
General Baking Back	+ 25.00	Ruth	150.00	Speaker	50.00	
Butterkrust Back	+ 25.00	PERIODICAL ISSUES			M-Unc. St. Louis Republic	
Weber Baking Back	+ 25.00	M101-1 Sporting News			Set of 24	500.00
Marten's Baking Back	+ 35.00	Common	30.00	Common	20.00	
D310 Pacific Coast Biscuit		Hall of Famer	60.00	Hall of Famer	40.00	
Common	20.00	Lajole, Delehanty	ea. 125.00	M-Unc. Blum's Bulletins		
Set of 72	1,400.00	Keeler, Young	ea. 100.00	Common	20.00	
D311 Pacific Coast Biscuit		M101-2 Sporting News			Hall of Famer	35.00
Set of 72	15.00	Set of 100	1,750.00	W600 Sporting Life		
Common	1,000.00	Common	15.00	Common	60.00	
D322 Tip Top		Hall of Famer	25.00	Hall of Famer	110.00	
Set of 25	1,300.00	Cobb	125.00	Cobb	600.00	
Common	40.00	Cobb & Wagner	125.00	Wagner	400.00	
Wagner	250.00	Team Pictures	50.00	W601 Sporting Life		
Clarke	100.00	M101-3 Sporting News Postcards			Championship Major League teams	150.00
Dreyfus	60.00	See PC757 Postcards		Other Majors	90.00	
Forbes Field	50.00	M101-4 Sporting News			Minor League teams	40.00
D327 Holsums Bread		Set of 200	2,500.00	POSTCARD ISSUES		
Common	15.00	Common	11.00	PC742-1 Boston American		
HOF	30.00	Commons not in M101-5	20.00	Common	75.00	
Cobb	175.00	Hall of Famer	25.00	Speaker	160.00	
Ruth	250.00	Cobb	200.00	Wood	100.00	
D328 Well		Ruth	350.00	PC742-2 Boston Daily American		
Set of 200	3,250.00	Jackson	200.00	Common Player	75.00	
Common	15.00	Wagner	125.00	PC743 Bregstone		
HOF	25.00	M101-5 Sporting News			Common	25.00
Wagner	125.00	Set of 200	2,750.00	Bresnahan, Huggins	ea. 50.00	
Cobb	200.00	Common	12.00	Wallace	50.00	
Ruth	300.00	Commons not in M101-4	20.00	PC754-1 HOF Postcards		
Jackson	200.00	Hall of Famer	25.00	Common	20.00	
D329 Well		Ruth	350.00	PC754-2 Albertype		
Set of 200	3,300.00	Jackson	200.00	Common	5.00	
Common	15.00	Thorpe	350.00	PC757 Sporting News		
HOF	25.00	Wagner	125.00	Set of 6	800.00	
Wagner	125.00	M101-6 Sporting News			Common	75.00
Cobb	200.00	Common	30.00	Cobb	350.00	
Ruth	350.00	Hall of Famer	50.00	Johnson & Street	200.00	
Jackson	200.00	Cobb	250.00	PC758 Max Stein		
D350-1 Standard Baking		Ruth, Boston	350.00	Common	25.00	
Common	15.00	Ruth, New York	350.00	Cobb	150.00	
HOF	30.00	M101-7 Sporting News			Mathewson	75.00
Cobb	225.00	Set of 11	325.00	Marquard, McGraw	50.00	
Ruth	325.00	Common	20.00	Speaker	60.00	
D350-2 Standard Baking		Ruth	100.00	Teams	50.00	
Set of 200	3,500.00	M101-8 Sporting News			PC760 Rose Company	
Common	15.00	Common	25.00	Common	60.00	
HOF	30.00	Dean	75.00	Hall of Famer	125.00	
Jackson	200.00	M101-9 Sporting News			Cobb	400.00
Ruth	350.00	DiMagglo	100.00	PC765-1 AC Dietche		
Thorpe	350.00	Feller	40.00	Set of 15 Tigers	225.00	
Wagner	125.00	Teams	ea. 40.00	Common	10.00	
D351 Grennan Bakery		M110 Sporting Life			Cobb	100.00
"Set" of 3	125.00	Set of 6	3,500.00	PC765-2 AC Dietche		
Common	45.00	Cobb	1,000.00	Set of 15 Cubs	350.00	
D352 Morehouse		Wagner, Mathewson, Lajole	ea. 800.00	Common	20.00	
See D350-2		Chance	500.00	Hall of Famer	40.00	
D355 Niagara Baking		Chase	350.00	PC770 American League Pub.		
Set of 18	2,000.00	M113 Baseball Magazine			Common	60.00
Common	100.00	Common	5.00	Flick, Joss	ea. 100.00	
Plank, Mack	ea. 300.00	Hall of Famer	10.00	Lajole	150.00	
Bender, Collins	ea. 200.00	M114 Baseball Magazine			Wagner	200.00
Williams Back	+ 50%	Common	15.00	Cobb	300.00	
D380 Clement Bros. Bread		Hall of Famer	25.00	PC773-1 Topping		
<u>Type A -</u>		M116 Sporting Life			Set of 20	2,200.00
Common	75.00	Set of 288	6,000.00	Common	100.00	
		Common	15.00			

Baseball Break Factors

Crawford, Jennings	ea. 200.00
Cobb	400.00
PC773-2 H.M. Taylor	
Set of 7	300.00
Common	25.00
Hall of Famer	45.00
Detroit Team Card	60.00
Cobb (Batting)	125.00
PC773-3 Wolverine	
Set of 20	650.00
Common	20.00
Cobb - Portrait	150.00
Cobb - batting	100.00
Hall of Famer	35.00
PC773-4 Detroit Free Press	
Common	90.00
Hall of Famer	175.00
Cobb	350.00
PC775 Grignon	
Set of 16	450.00
Common	25.00
Evers, Tinker, Chance	60.00
Brown	50.00
PC778 Morgan Stationery	
Set of 10	275.00
Common	20.00
Huggins	100.00
PC782 Rotograph	
Common	100.00
Chesbro, McGinnity	150.00
Griffith, McGraw	175.00
Team Photo	200.00
PC785 Cleveland Souvenir Shop	
Set of 18 Players	2,000.00
Common	100.00
Flick, Joss	ea. 200.00
Lajole	300.00
Team	200.00
PC786 Orcajo	
Type 1 Common	20.00
DiMaggio	250.00
McKechnie	40.00
Type 2 or Type 3 Common	30.00
Lombardi	45.00
Vander Meer	40.00
PC796 Sepia	
Set of 25	1,600.00
Common	35.00
Hall of Famer	65.00
Cobb	200.00
Wagner	125.00
Cobb & Wagner	200.00
PC799 1919 Cincinnati	
Set of 24	350.00
Common	15.00
Roush	30.00
PC800 Pittsburgh Pirates	
Common	40.00
Wagner	125.00
PC805 Novelty Cutlery	
See PC796	
PC-Unc. Offerman	
Common	25.00
PC-Unc. Hull	
Common	65.00
Walsh	125.00
with ad on back	+ 20.00
PC-Unc. "\$ in Shield"	
Common	75.00
Hall of Famer	125.00
PC-Unc. Ullman	
Common	75.00
Christy Mathewson	175.00
Harry Mathewson	110.00
McGinnity, McGraw	ea. 125.00
PC-Unc. Laurence Semon	
Common	50.00
Hall of Famer	75.00
PC-Unc. A.W. Spargo	
Common	25.00
PC-Unc. Sporting Life Team Postcards	
Common	125.00
PC-Unc. Giant Schedule Cards	
Common	15.00
Hall of Famer	30.00

Set Name	Set Price	Broken Price	1986 Break Factors	1985 Break Factors
Babe Ruth Story	350.00	399.00	1.14	1.09
Batter-Up	6000.00	6307.00	1.05	1.06
1959 Bazooka	2100.00	2265.00	1.08	1.00
1960 "	350.00	539.50	1.54	1.61
1952 Berk Ross	1200.00	1557.00	1.30	1.41
1948 Bowman	525.00	594.75	1.13	1.14
1949 "	3300.00	3614.00	1.10	1.13
1950 "	1350.00	1686.00	1.25	1.43
1951 "	2250.00	3058.50	1.36	1.46
1952 "	1400.00	1863.00	1.33	1.44
1953 Bowman Col.	2250.00	2596.50	1.15	1.13
Cracker Jack 1914	7000.00	8955.00	1.28	1.34
Cracker Jack 1915	7000.00	8499.00	1.21	1.27
Dan Dee	1700.00	1840.00	1.08	1.06
DeLong	2700.00	3640.00	1.35	1.15
Double Play	1050.00	1354.00	1.29	1.29
1933 Goudey	6200.00	8920.50	1.44	1.28
1934 Goudey	3100.00	4492.00	1.45	1.36
1936 Goudey B/W	450.00	552.00	1.23	1.04
1938 Goudey R323	3000.00	3935.00	1.31	1.12
1941 Goudey	1250.00	1297.00	1.04	1.05
Diamond Stars	3000.00	3523.00	1.17	1.15
1958 Hires	525.00	617.00	1.18	1.28
1962 Jello	2100.00	2355.50	1.12	1.00
1963 Jello	1350.00	1554.25	1.15	0.98
1948-49 Leaf	5600.00	6359.00	1.14	1.15
M101-4	3000.00	3566.00	1.19	n.r.
M101-5	3000.00	3580.00	1.19	n.r.
1939 Playball	1800.00	2433.50	1.35	1.20
1940 "	2300.00	4100.00	1.78	1.36
1941 "	1700.00	2069.00	1.22	1.14
1961 Post	750.00	659.75	0.88	1.53
1962 "	500.00	491.25	0.98	1.22
1963 "	1750.00	1963.00	1.12	1.11
1951 Blue Bk Topps	475.00	522.00	1.10	1.08
1952 Topps	15000.00	14775.00	0.99	1.19
1953 "	2200.00	2878.75	1.31	1.13
1954 "	1100.00	1275.50	1.16	1.25
1955 "	850.00	1203.00	1.42	1.55
1960 "	550.00	893.70	1.62	1.74
1963 "	975.00	1450.73	1.49	1.40
1967 "	925.00	1134.81	1.23	1.35
1972 "	500.00	755.68	1.51	1.71
1976 "	140.00	249.98	1.79	1.74
T3	15000.00	14430.00	0.96	1.06
T200	1500.00	1800.00	1.20	1.19
T201	1250.00	1450.00	1.17	1.16
T202	7000.00	8390.00	1.20	1.09
T204	12000.00	10945.00	0.91	0.92
T205	6000.00	7656.00	1.28	1.38
T206	9000.00	14114.00	1.57	1.35
T207	8400.00	9475.00	1.13	1.10
U.S. Caramel	5200.00	7215.00	1.39	1.28
Wilson Weiners	1800.00	2130.00	1.18	1.16

Football Break Factors

Set	Set Price	Broken Price	Break Factor
1948 Bowman	850.00	894.50	1.05
1950 Bowman	450.00	547.00	1.22
1951 Bowman	500.00	555.75	1.11
1952 Bowman Large	1800.00	1718.50	0.95
1952 Bowman Small	600.00	719.25	1.20
1953 Bowman	400.00	417.50	1.04
1954 Bowman	275.00	377.00	1.37
1955 Bowman	210.00	352.25	1.68
National Chicle 1935	2200.00	2840.00	1.29
1950 Topps Felts	900.00	863.50	0.96
1951 Topps Magic	220.00	204.00	0.93
1955 Topps	210.00	354.25	1.69
1956 Topps	180.00	206.50	1.15
1957 Topps	225.00	364.60	1.62
1958 Topps	170.00	252.25	1.48
1959 Topps	150.00	206.10	1.37
1960 Topps	125.00	165.25	1.32
1961 Topps	165.00	262.65	1.59
1962 Topps	190.00	355.10	1.87
1963 Topps	180.00	316.60	1.76
1964 Topps	150.00	284.00	1.89
1965 Topps	420.00	592.00	1.41
1966 Topps	150.00	169.65	1.13
W46B Exhibits	425.00	517.00	1.21
Post Cereal 1962	800.00	783.10	0.98

Statistics compiled by Robert Lipset

Hobby Notes

In the summer issue of TOJ we illustrated two trade cards in Walter Handelman's article. We neglected to caption these and received a couple of inquiries as to what they were. The one on top was the Mutu-als of New York and below it was the White Stockings of Chicago - - - Apparently counterfeits are resur-facing. Two years ago I saw an ad for a "Kendig's Milk Chocolate" card. The card proved to be a trimmed E135 reprint with advertising for Kendig's Chocolate on the back and was an obvious counter-feit. At the same time counterfeit sheets of Frojoys were circulating. Recently, both of these items appear to be resurfacing. It's easy enough to recognize the Kendig's. A photo is provided of the back and Kendig's did not issue any baseball cards. The Frojoys are a more difficult problem. T.C.M.A. put out a remarkably realistic reprint several years ago, but these were printed with TCMA's name on the back. The paper stock for these and the original card was a distinct black and white. The reprinted sheets are a cheaper cardboard and some have been cut up into singles. Fro-joys showing the dotted lines should be treated with suspicion John Spalding dropped us a note to dis-agree with our pricing of Zeenut cards with coupons at double the price of regular cards of that year. John said "I think ANY coupon in excellent condition is worth at least \$12 and those in tougher years up to twice that" It seems every year there's one old player that develops a near cult following. Last year it was Joe Jackson. This year it appears to be Billy Sunday, the 19th century ballplayer turned evangelist. Anyone with Old Judge cards of Sunday should be ad-vised that they can be sold easily at Hall of Fame prices.

The Jurors Write

Lew,

Just a note to say I enjoyed The Old Judge. As a col-lector in other fields besides baseball cards such as stamps and lithographs, your article about the altering of baseball cards was quite interesting and thought pro-voking. One reason that stamp collecting becomes "risky" is certainly the "regumming" and "re-perfing" of stamps. These practices enhance their appearance but not their value. Consequently I have been burned on some occasions and suspicious on others.

On the other hand, I have bought many paper items, prints and lithos, and I have an expert restore, repair and retouch. This brings me a lot of satisfaction and enhances the appearance and value of the same. Your article points out that baseball cards fall in the mid-dle. An altered or trimmed card puts it in the stamp category while removing creases and stains puts it in another area. Regardless of what one collects, buy from reputable dealers and if you are a buyer of bet-ter items study it in the proper environment and light-ing and there will be fewer disappointments. In base-ball card collecting those people who have collected stamps and coins probably are more perceptive as far as picking up flaws.

-- Coming in the Fall Issue of TOJ --

- *** 1937 Kellogg's Pep Stamps
- *** National Show Review
- *** 1971 Topps Football Game
- *** Statistical Analysis
- *** Hobby Notes
- *** A bit of Hobby History
- *** Interesting Cards
- *** More!