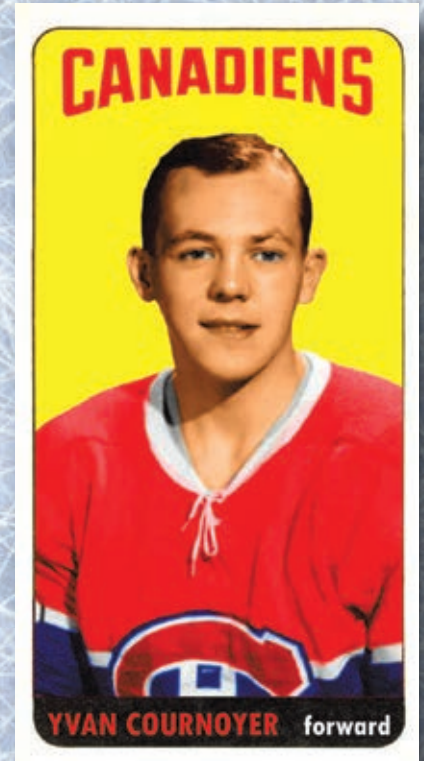
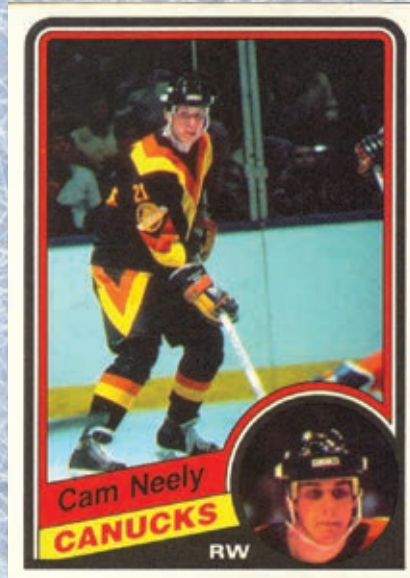


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NOV. 15-17 | 2019

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Tel. 1-902-835-1048 Len Pottie

E-mail: [platinumpromo@accesswave.ca](mailto:platinumpromo@accesswave.ca)

## BOOTHS 216, 217, 218, 219

Look for the Big Red Wall, I'm the first dealer directly ahead at the Main Entrance to the Show.

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NHL Player

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Denis will be working in  
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- 1964 Topps Hockey Set
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- 1934 and 1935 CCM SETS - MINT
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- 1973 OPC Ring Set
- 1970 Decal Edge Set
- 1971 OPC Posters Set
- 1972 OPC Player Crest Set
- 1972 OPC Team Canada Set
- 1951, 52, and 53 Parkhurst Singles
- 1937 OPC Premium Game Set

Many other Items in Stock, and more still coming in.

PLEASE CALL IF YOU HAVE A SERIOUS INTEREST  
IN ACQUIRING ANY OF THESE.

*Please see my other ads on Pages 4 and 5*

# TICKETS

Buy Tickets in advance to avoid the line!  
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Friday (12 pm - 9 pm)	\$12.00
Saturday (10 am - 6 pm)	\$15.00
Sunday (10 am - 5 pm)	\$15.00
3 Day Pass (Fri., Sat., Sun.)	\$30.00
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for all available  
VIP TICKET PACKAGES



### MEET MATS SUNDIN

See p.18 for details!

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## SHOW HOURS

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- ⇒ 1965 to 1972 OPC Baseball Sets
- ⇒ CFL Football Sets

## NON-SPORT SETS:

- ⇒ 1954 Topps Rails and Sails
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- ⇒ 1962 Topps Civil War News
- ⇒ 1962 Topps Mars Attacks
- ⇒ 1965 Topps Battle
- ⇒ 1959 Fleer Three Stooges

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4. 1950's and 60's non-sport sets
5. 1955 Parkhurst or Quaker Oats Set(exmt or better)
6. 1965 Topps Set or singles - high grade
7. 1967 Topps Set or singles - high grade
8. 1968 and 1971 OPC Sets - high grade
9. 1950's and 60's baseball sets -NMM or better only
10. Any other sets and subsets pre-1973



***I Will Pay Premium Prices For Any Of These Cards!***

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## BOOTHS 216, 217, 218, 219

or contact Len using the above info. Grading fees start at \$8 based on card value



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- 1952 Topps high numbers (#311-407)
- 1952 Topps #311 Mickey Mantle RC
- 1952 Topps #407 Eddie Mathews
- All Early 20th Century Hockey Cards
- 1966 Topps Bobby Orr RC
- 1979 O-Pee-Chee Wayne Gretzky

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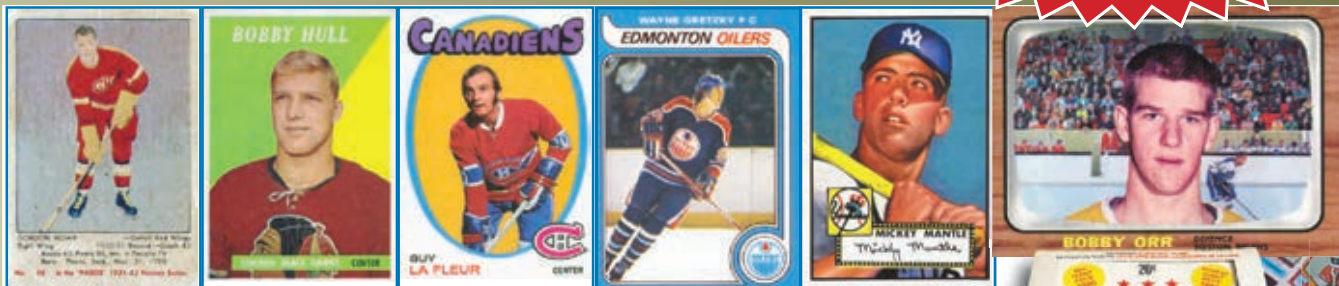
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#### **-50s 60s 70s 80s SETS**

(all pre-89 sets in all sports wanted, paying ridiculous prices on hi-grade sets)

#### **-WAX BOXES AND CASES**

(biggest vintage wax dealer in Canada, I always pay the most)

#### **-GRETZKY ROOKIE CARDS**

(all conditions wanted, graded and ungraded)

#### **-ALL BIG DOLLAR \$\$ CARDS**

(Howe, Plante, Hull, Orr, Dryden, Lafluer Rookie Cards, etc.-Top Prices Paid)

**-ALL FOOTBALL, BASKETBALL, BASEBALL SETS,  
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52-53 Parkhurst set (near mint) paying \$15,000  
64-65 Topps set (nm-mt) paying \$15,000  
66-67 Topps set (nm-mt) paying \$15,000  
71-72 OPC set (nm-mt) paying \$3,000  
74-75 OPC set (nm-mt) paying \$1,000

74-75 OPC sheet set paying \$1,750  
79-80 OPC wax box paying \$35,000  
80-81 OPC sheet set paying \$1,500  
81-82 OPC wax box paying \$2,750  
81-82 OPC (nm-mt) set paying \$250  
84-85 OPC uncut sheet set (mint) paying \$400  
85-86 OPC wax box paying \$5,000

85-86 OPC sheet set paying \$2,500  
86-87 Fleer basketball set (nm-mt) paying \$1,500  
1976 Topps football set (nm-mt) paying \$350  
(all football, basketball, baseball sets wanted)  
**ALL VENDING CASES WANTED - TOP PRICES PAID**  
**ALL MISC. SINGLE CARD ACCUMULATIONS,  
MONSTER BOXES, PART SETS ETC (PRE 1989)**

*I encourage you to shop around and get other offers before contacting me, but please do not make the mistake of selling without getting a purchase price from me, thanks - Jason Martin*

# THE HOBBY IS ON FIRE!

By Steve Menzie

I attended the National again this year and the prevailing sentiment was that the hobby is on a run the likes of which we haven't seen for some time.

Among the people singing its praises was social media guru "Gary V" (and future owner of the NY Jets?!). Gary is a collector from his childhood and now spends every available moment buying and selling! And despite the increase of online selling platforms like ebay and upstart StockX, the traditional collector and auction house model still reign Supreme (pun intended).

At "Canada's National" we're seeing a lot of the same enthusiasm with a sold-out Expo that includes the top graders, authenticators and the best-of-the-best retailers and collectors.

New Exhibitor profile: in addition to PSA and SGC exhibiting this fall, Canadian success story Clarky & Zac will be making its debut at the Fall Expo:



Clarky & Zac is a licensed apparel company founded by Clarke Douglas a veteran of the Sport Licensed Apparel Business. In 2018 Clarky & Zac and Sportsnet had the HNIC panel wear the retro baby blue blazers that were then signed by Cherry, McLean and auctioned off to raise over \$125,000 CDN for Hockey Fights Cancer!



And who didn't see Mayor John Tory sporting his Toronto Raptors blazer almost everyday during their historic NBA Championship run!

Clarky & Zac: check them out at [clarkyandzac.com](http://clarkyandzac.com) or visit them in booth #PE10 to see their amazing product and enter for a chance to win a Clarky & Zac HNIC jacket signed by Don Cherry himself!

Enjoy the Expo!  
- Steve



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Good for 2 children under 12 when accompanied by an adult paying the regular admission price.





ON-SITE APPEARANCE - BOOTH 3250

# THE FOREMOST IN AUTOGRAPH AUTHENTICATION



SpenceLOA.com

# Q & A WITH JOSH EVANS

Owner Lelands.com Auction House

By Bobby Burrell

Lelands.com Auctions will once again grace the 2019 Toronto Sports Card Fall Expo with its presence. The last spring Expo was its premier return after a decade long hiatus from the show. So I thought an interview with Josh was apropos to re-familiarize ourselves with this venerated auctioneer that has been in business since 1985.

## 1 - Josh, why did you decide to name your auction house Lelands ?

"Well, my middle name is Leland." "Although at that time we thought about using Evans Auction and such it just didn't sound right and we wanted to be set apart from others, as opposed to using a catchy gimmicky sports related phrase and unrelated name, we thought Lelands was just perfect."

## 2 - So Josh "Leland" Evans, do you have any hobbies or interests beyond the hobby?

"Jeopardy", I love that game" though he concedes that he isn't very good. He also enjoys playing the piano and singing and even had a band at one time. Josh summed it up proclaiming he "just loves music".

## 3 - How do you help a client best determine if they should sell an item directly to you or through the auction process?

"It's generally up to the client to decide but I like to help them make a decision by offering options." "Sometimes clients just need cash and do not want to wait for the auction process" but he personally prefers the latter.

## 4 - How was the Spring 2019 Sport Card Expo?

Josh responded swiftly " Very exciting! During our hiatus, we had focused on acquisitions and forgot how great Toronto is and how much I really missed our friends and acquaintances from years prior. We are very happy to be back".

## 5 - What was the most interesting thing that you acquired or consigned at the Expo?

Josh pleasantly rambled off many great buys including 1950's and 60's non-sports, lots of unopened material and an array of vintage rare sports collectibles. I couldn't keep up writing as fast as he was talking, so I will just say he did quite well.



## 6 - Josh, what are your thoughts about buying & selling through a more 'traditional' auction house vs through online sites like eBay or StockX?

Josh explains that Lelands is willing to do the work for people and has a long storied history of expertise, knowledge and success and that other selling formats do not reach the same clientele Lelands has retained.

## 7 - In addition to your auction site, do you sell through any other platforms?

"Yes, we are also on eBay, our user name is (evansarchives), there we tend to sell some of our lesser valued items. Josh candidly continued with a short story: "10 years ago I became very ill, I had problems with my kidneys and needed a donor, so about 4 years ago my lovely sister Andrea

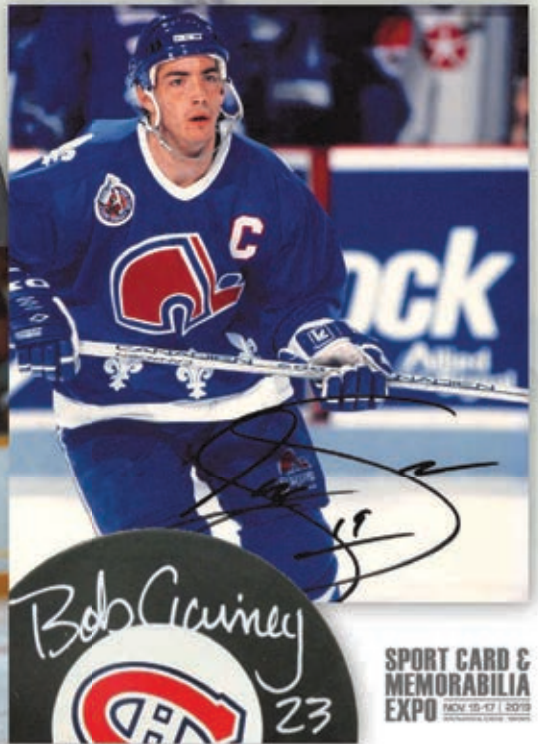
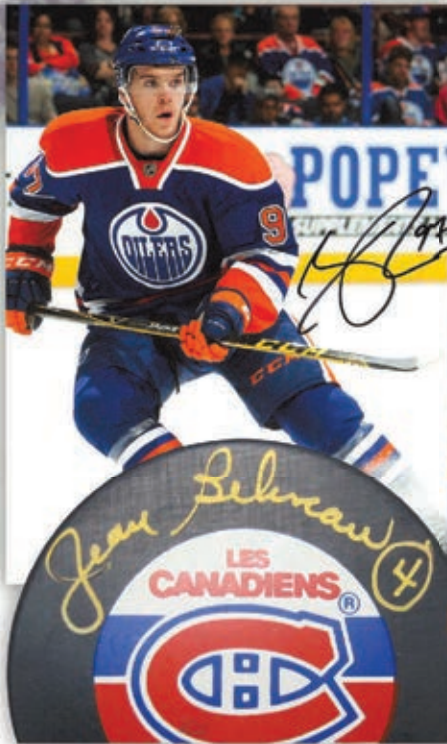
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Cont'd

graciously donated one of hers. Afterwards, I helped her set up an eBay store and now we work together". Based on that, we can now better understand Lelands.com's hiatus at prior Toronto Expos.

**8 - Josh, with your vast experience and knowledge in the hobby, how would advise someone buying for maximum return vs for passion.**

"Profit versus passion is the age old struggle. Profit did not really become our thing until the late 60s and early 70s although these objects always had value it was just difficult to quantify. Back in the day you knew you liked your Bobby Orr rookie card you got from your dad much more than your buddy's perfect Gretzky rookie and wouldn't trade, no way".

"But today if that Gretzky is slabbed a perfect 10 and the Orr only gets a 5, your mind is made up for you".

"The reality is that passion is still a major part of it and can have a major effect on everything one does. You just need a balance. Some of my best transactions were based on passion, and my worst as well, but it's the overall that counts and Leland's still hits it out of the park.

**9 - If you had a time machine, what 20th century decade would you to go back and visit for just 1 day?**

Josh stated "I dream about this all the time" (I think we all do), Josh quickly answered with "1938, to purchase the first Superman comic" and then quickly uttered "1952 and Mickey Mantle and in a second breath he expressed an interest in Bobby Orr cards and the Oshawa General. We will definitely have to get that time machine working overtime to satisfy all those requests.

**10 - What was your favorite toy growing up?**  
"Rock'em Sock'em Robots!"

**11 - Running an auction house is no easy task, it's**

**certainly something I couldn't do, what motivates you to get up each morning?**

"The people and collectibles", he says that he enjoys his workplace and the people, talking with clients, doing research and write-ups for his auctions are certainly his impetus.

**12 - It's the year 2035, Lelands is turning 50, how do you see Lelands situated in the marketplace?**

"That our ethics and knowledge remain pinnacle and that we are still doing the right things!"

**13 - Looking inside, what is Josh's greatest asset and on the other end, any shortcomings?**

"My greatest asset is knowledge in the hobby along with passion, although passion is a double edged sword and is one of my shortcomings as well", he laughs.

**14 - If you had to live anywhere in the world, where would it be?**

"Manhattan, New York, I loved living there". Josh resides in New Jersey for his business sake... I suppose some people never like be too far away from the place they truly feel is home.

**15 - In this hobby of constant shifts in collecting trends and with your hobby foresight, in a whisper, what is the next hobby trend you see coming???**

"Non-Sports cards, especially the unopened material!"

- Bobby Burrell

[www.vintagehockeycollector.com](http://www.vintagehockeycollector.com)







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Purchase select hobby boxes from UD's 2019-20 NHL® releases and score a FREE Fall Promotional Pack! Find show exclusive Maple Leafs Alumni cards, Victory Black Rookies, Parkhurst Priority Signings Autographs, Parkhurst Priority Signings Exclusives Autographs (case breaker exclusive) and instant redemption cards good for signed UDA memorabilia or sealed product! Come make great memories opening boxes in the Upper Deck Breakers Lounge! Visit the Upper Deck Booth for full promotional details!



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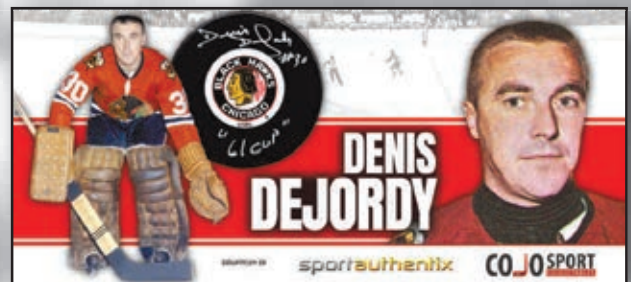
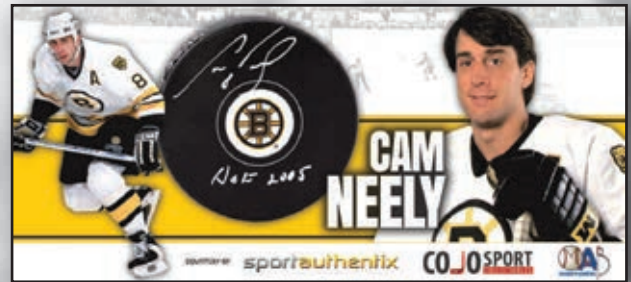
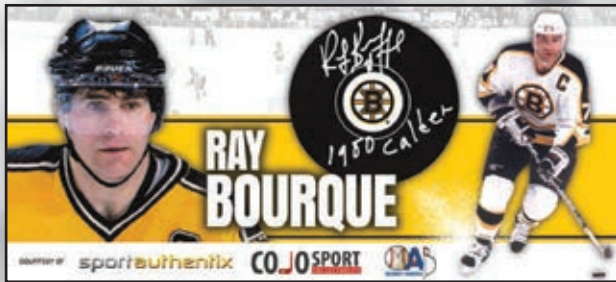
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APPEARING NOVEMBER 15-17, 2019

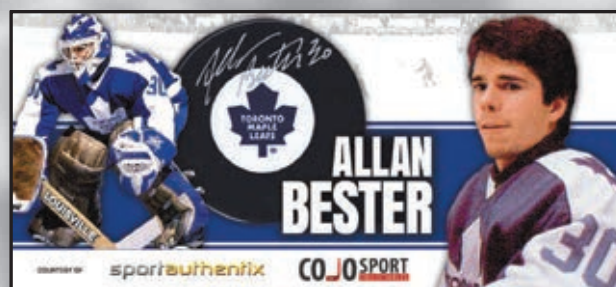
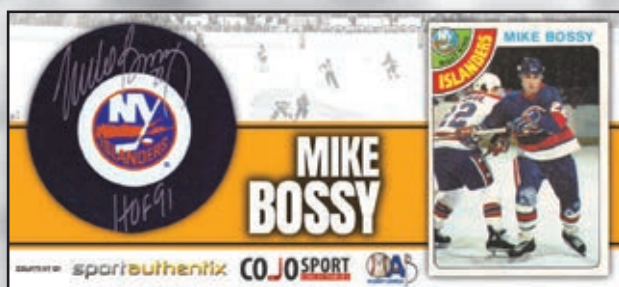


For signing days, times and prices, please visit our website,  
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APPEARING NOVEMBER 15-17, 2019



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# FALL 2019 EXHIBITOR LIST

2 OLD GUYS	206-207
519 HOCKEY CARDS	308B
99 GOALS	601B
ADLEY'S GRADED UD	114
A.J. SPORTS WORLD	1-2
AK SPORTSCARDS	707
ALL KINDS OF WWE & SPORT CARDS	1018
ALL STAR SPORTS CARDS	46-47
ALL STARS COLLECTIBLES	1005
AMC MEMORABILIA	507
AMERICA'S MEMORIES	406-408A
<b>AMG COLLECTIBLES</b>	<b>PE1</b>
APPLETREE SPORTSCARDS	108-109
ARMY'S SPORTS COLLECTABLES	1001C-1004
AUTOGRAPH NETWORK INC	1011-1012
A WAD OF CARDS	49, 50, 51
B.O. PAGEAU	1009-1010
BACON N EGGS	715-716
BARRIE BOYS COLLECTIBLES	919
BECKETT MEDIA	3200
BEYOND THE POND	811-812
BGS 10 CARDS	405
BIG CHAMP SPORTS CARDS	914
BIG LEAGUE COLLECTABLES	32
BLUE JAYS SPECIALIST	205
BMW SPORTSCARDS	33-37
BOBBY ORR HALL OF FAME	1112-1113
BOSSA PRODUCTIONS	514-518
<b>BRIMSTONE GAMES INC.</b>	<b>PE8, 808</b>
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**NOTE:**

Floorplan and locations are correct at press time and subject to change. Please visit [sportcardexpo.com](http://sportcardexpo.com) for the most up to date listings.

# SPORT CARD & MEMORABILIA EXPO

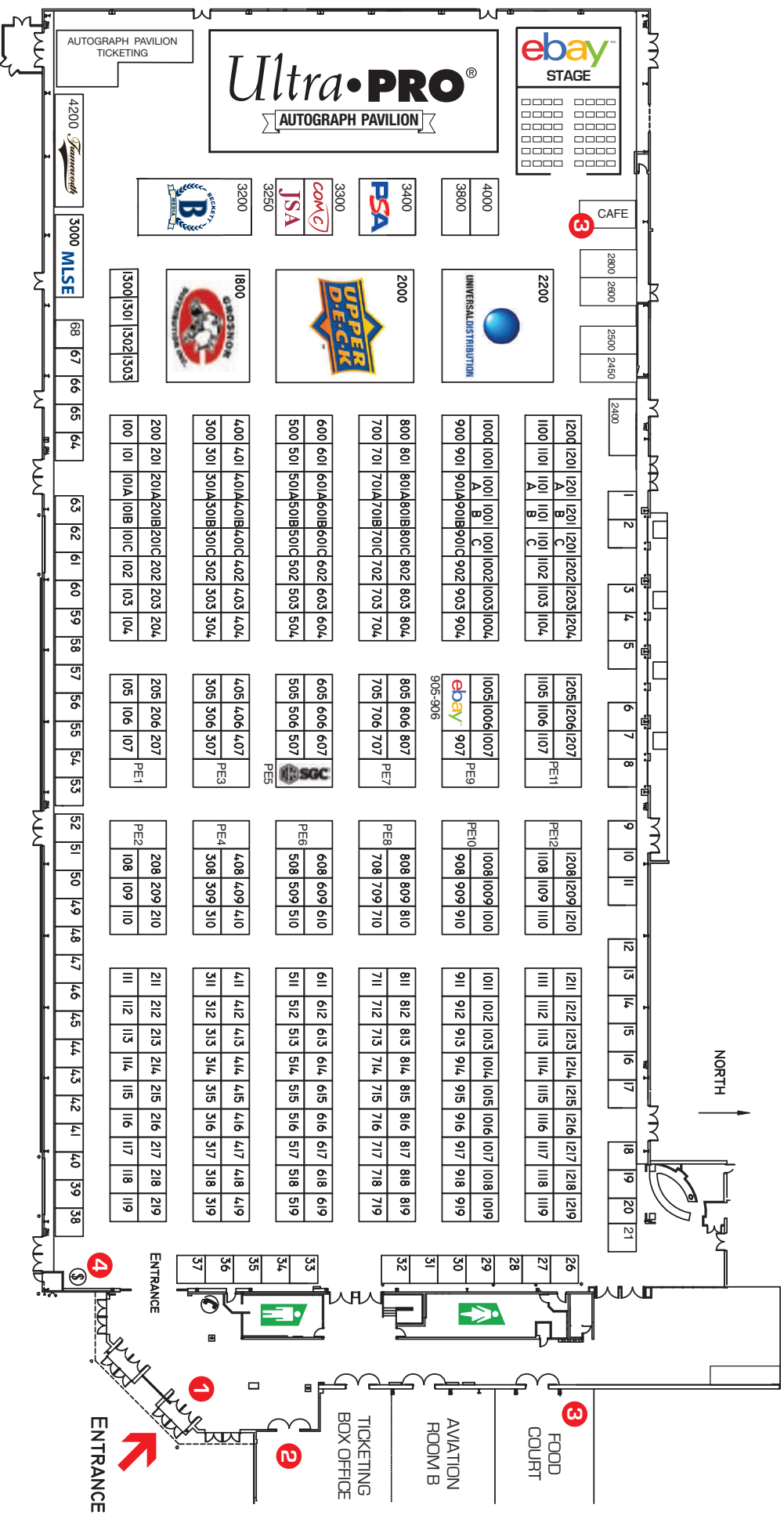
FALL EXPO  
NOV. 15-17 | 2019  
SPRING EXPO  
MAY 1-3 | 2020

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FOOD COURT 3  
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SHOW HOURS: FRIDAY 12 PM - 9 PM, SATURDAY 10 AM - 6 PM, SUNDAY 10 AM - 5 PM





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JAYNA HEFFORD	\$30		\$40	\$0	\$10
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- 1964 Ushers Jacket/Hat and Bartenders Jacket
- 1940's Toolshop tagged goalie gloves
- 1950-60's Olympic tagged Kenesky R-Hand trapper

## Featured Items for Sale

- 1962 Detroit Red Wings Autographed puck with Sawchuk
- 1911-12 NHA All Star photos - Art Ross, Joe Malone, Cyclone Taylor
- 1906 Renfrew Line Up Card & Postcard
- 1922 Edmonton Eskimos original photo Art Gagne
- 1947-48 Edmonton Flyers complete autographed photo
- 1931-32 Charlie Conacher auto'd 1st Yr Gardens program
- 1931-32 Busher Jackson auto'd 11 X 14 original Turofsky photo



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HOCKEY CARDS  
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Wayne Gretzky Rookies.



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# SAVE AND SCORE WITH BOBBY ORR



By Bobby Burrell



Love a good mystery, an amazing hockey star, a delicious chocolate bar and even a decent chance to win something in a Sweepstakes draw? Then you would have loved the million dollar Lowney's Sweepstake promotion!

Bobby Orr was at the center of this generally known but little understood promotion which was surprising considering the aristocracy of Canadian people and companies involved.

This two year long "Save & Score" Sweepstakes was introduced by Lowney's and the CAHA (Canadian Amateur Hockey Association) in 1974-75 and then again - with some notable changes - in 1975-76. Consumers could enter a random draw for a chance to win trips and hockey equipment by writing your personal information on the wrappers of Lowney or Moirs chocolate bars and mailing them in.

Although there wasn't anything collectible offered at the front end of this promotion and not even advertising on the chocolate bars, the variety of advertising and promotional posters are quite alluring to collectors. There were also a couple of pucks and jersey crests that have been found related to this contest.



The first of the promotional items that were part of the 1974-75 offer was a poster (18" x 24") that was blank backed for use in-store or maybe in small arenas. The second poster that had no "Lowney Save & Score" logo on the front, is a two-sided version, with the bilingual reverse that explains the Sweepstakes offer. These were meant to be mounted on variety store windows or glass doors. The other two posters with the round Lowney's logo came in French or English and were blank backed, meant for mounting on a wall. We can only assume that retailers could choose which type suited their needs. All four posters have the identical photo of Bobby Orr but the last three measured (16 1/2" x 22 1/4"). These posters were all mailed folded and were for point of sale only and not available as a mail-away premium.

Cont'd



Cont'd

The Lowney's promotion also produced a 6" jersey crest and a couple of related pucks and make no mistake, these crests and pucks are the true rarities of this promotion and are on the top want-list of most Bobby Orr collectors.



The pucks above are in both languages: English (Red) version with the CAHA logo screen on the reverse and the blue scripted French version is blank backed. (English with 'Save and Score' and French with 'Equip-O-Point'). There is no mention in any printed material of the offerings of pucks or the crest.

There was rumoured to have been a TV commercial produced for this Sweepstakes and perhaps, a handful of pucks and crests were used in the filming. Then again, maybe the pucks were given to winners of the 100 free, 1 week stays at the Orr-Walton hockey camp that was awarded through this promotion. At this point in time, we are unsure of their origin.

The Sweepstakes was expanded for a second year in 1975-76, with a new poster of Bobby Orr in action on the front and with details of the offering on the back. As with the first offering again, no puck or crest was offered. On the ad below, it does show a puck but there was still no mention of one. The flip side of the 1975-76 poster below (16 1/2" X 22"), shows Bobby promoting Lowney's Chocolates Company. This poster is in both English and French



and talks about the upcoming sweepstakes that you could enter to win items such as Bobby Orr's book, "My Game", equipment bags, a one-week trip to the Orr-Walton Sports Camp and the grand prize of an all-expense paid trip for two to the 1976 World Hockey Tournament in Canada.

The promotion went on for a 3rd year, however the 1976-77 promotion was simplified to the point that just the equipment was offered at a discount for wrappers redeemed but with no additional promotion.



Above photo courtesy of Danny Tarquini

This advertisement was only found in a full newspaper ad, and no other information has surfaced making this a very tough piece to find. This Lowney's Save & Score promotion ran for 3 straight years and never really offered any collectibles other than the promotional material, which makes for some rare Bobby Orr items to chase down.

There are still some un- answered questions regarding the origin of the pucks and crests and maybe one day, we will have an answer.

- Bobby Burrell



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**65 - 68**



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## Exclusive Design

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Bobby Orr 1965/7-1975/6  
888 Points - 651 Games  
110 Goals - 254  
30 Assists - 524

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Nov 15-17 | 2019

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MEET

**CAM  
NEELY**

See p.18 for details!

## **ENTER TO WIN**



**A MEET & GREET  
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**INCLUDES AN AUTOGRAPHED JERSEY  
AND SELFIE WITH MATS**

**FREE TO ENTER IN THE CONTEST ZONES**



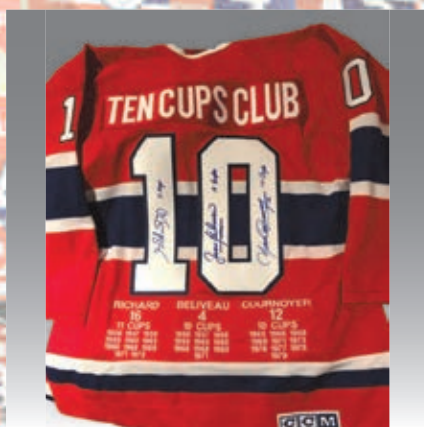


# Robert Girard

## SPORTS

EST. 1998

Come and take a look at many more HABS memorabilias



**SHOW SPECIAL \$299**  
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**MONTREAL CANADIENS**  
and other teams  
**From \$50** (more than 150 available)

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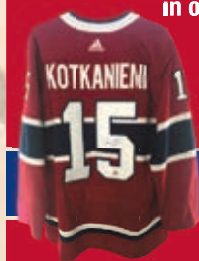
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**20\$**

**2 signed photos**  
Minimum value of **45\$**

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in one of the envelopes!



**\$550 Value**

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**HOF 2019**



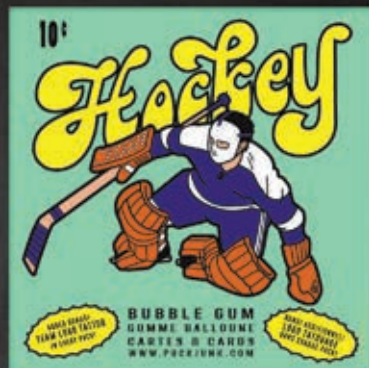
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BOOTHS 411-417

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- All conditions ACCEPTED!
- Dealers call before or roll your skid up at the show!
- We of course TAKE & PAY MORE when stars are included.
- We have lots of young labour on hand! We can get from your booth or vehicle, leave them with us & we'll get you a price.

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### NHL HOCKEY

500 cards for \$1.00

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### NBA BASKETBALL

800 cards for \$1.00

### NFL FOOTBALL

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**BOOTH 501A - 502**

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16" X 20"



No Purchase Necessary

1 Ballot Per Person



Ballot must be dropped  
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#2600

Draw will take place on Sunday at 2pm and the item can be claimed prior to the show ending. If winner isn't present, they will be contacted for a pickup date, time and location. If they're unable to pick up the photo, then shipping charges may apply.

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City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

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---



Don't miss your chance to become Monumental! The signed hockey memorabilia blind box program from Upper Deck Authenticated returns to the Fall Expo with a limited amount of boxes available and we anticipate another sell out. Boxes contain three signed memorabilia items and will retail for \$800 Canadian all-in, credit card purchases only while supplies last.

---



Upper Deck Bounty programs conclude on Saturday of the show at midnight for Singles Day! This will be your last chance to collect the new UD Winter Set and redeem it at [UpperDeckBounty.com](http://UpperDeckBounty.com)!

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Upper Deck will have a free raffle every day for fans to take part in. We will have fun photo opportunities for youngsters and provide free entry to kids!



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# SLOTH55

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**CASH  
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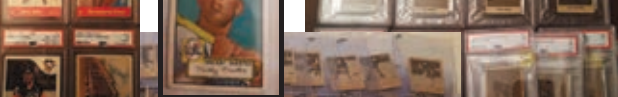
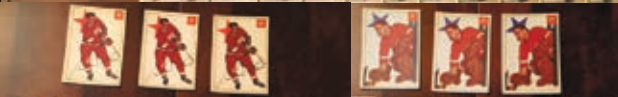


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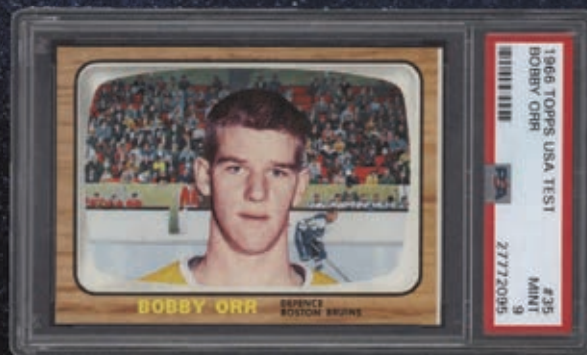
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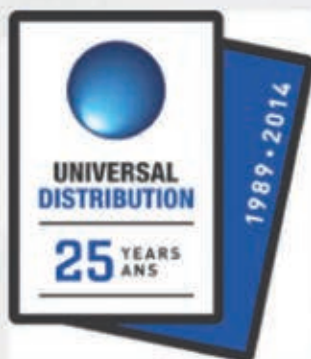
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# 2019 Upper Deck NHL® Fall Expo Priority Signings Autograph Gallery (Box Redemption) – Also look for Victory Black rookies cards, Toronto Maple Leaf Alumni cards and instant redemptions in packs!



## 2019 Upper Deck NHL® Fall Expo Priority Signings Exclusive Autograph Gallery (Case Redemption)



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