

Trading Card Lovers Interest Publication

HOW TO COLLECT **CARDS**

Single Issue Price

\$4.00

**Games,
Games,
& More
Games!**

Trading card
**Grading
Standards**

Trading cards
**Bright
Ideas**



BRIGHT IDEAS

For Thrifty and Stylish Collectors



THRIFTY COLLECTOR IDEAS:

Don't toss out those ripped up comic books. Comic book covers make great wall framing pictures. Ripped out comic pages makes great wrapping paper for small presents and gifts.

TO CHEAP TO BUY SPONGES TO HOLD YOUR TRADING CARDS IN PLACE IN CARDBOARD STORAGE BOXES?

May we suggest paper towels or bath tissue. What we don't suggest is being so cheap that you make use of your used toilet paper products.



CHEATING THE TAX MAN:

Try to trade. Uncle Sam cannot collect taxes on trades, until he catches on anyways. They don't call them trade shows for nothing!!!

Got some extra unwanted trading cards or comic books lying around? Think of all the money you will save using them for trick-or-treaters, holiday gifts for friends, or trading your lawn boy for mowing services. If you're not the giving type, in many cases donations to charitable foundations can be used as tax write offs.

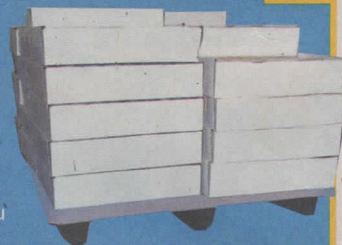
HIGH TECH COLLECTOR IDEAS:

If you can afford a tablet, IPAD or any other mobile devices, keep your trading card or comic book inventory on it and bring it to trade shows so you don't rebuy something you already own. Those paper check lists always seem to get lost, but the price of tablets these days I bet you will keep that inventory list close by.



MORE STORAGE PROBLEMS SOLVED:

Basements, garages and storage units are not the ideal places to store comic books or trading cards do to changing climate conditions. If you have over flow cheap inventory, and are forced to store in bad climate areas, we suggest storing the product on plastic pallets. Don't use wood pallets; they absorb water if the floor was ever to get wet. Preparing for the worst can save you a lot of money in case of disaster.



"ECONOMY TWISTS"

"I WILL TRADE MY MANTLE ROOKIE FOR A JOB AND MY WALL STREET LOSSES."



More **BRIGHT** IDEAS

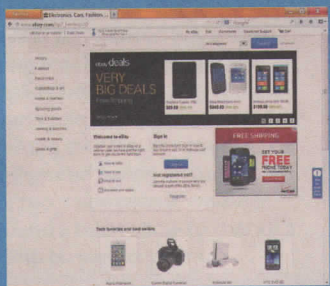


THRIFTY COLLECTOR IDEAS:

Reusing trading card holders is one of the smartest things a collector can do to save Big Bucks. Did you know the average collector spends over \$300, and dealers \$1000 each year, in trading card supplies. Cut that bill in half by discarding your yellowish and scratched holders but reusing the clear holders that are holding unwanted collectables with little value.



DON'T BE FOOLED:



Checking prices on the online auction sites can be a smart first step into researching a value of a collectible, but in no way does that information guarantee the true market value of an item. The guy

selling the first issue of Superman for \$100 could have just stole it from his neighbor, or even worse maybe it's not real!!!

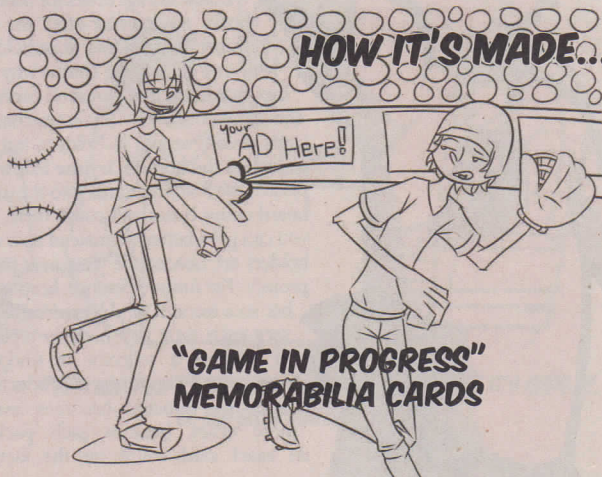
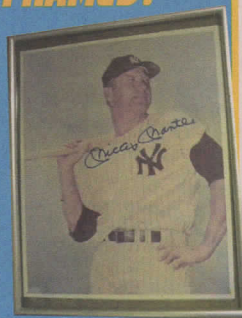
SECURITY FIRST:

The best security system in the world is still not as safe as keeping your mouth shut! If no one knows you keep your rare collectibles in your house, no one will come looking for them. Remember it may not be the person you tell who is the nut job, but it could be the person they tell. It's always good practice to keep your cherished high ticket collectibles in a safety deposit box. They cost about \$25 to \$50 per year depending on the size. Remember think before you speak!!!



ARE YOU BEING FRAMED?

Be careful framing any type of collectable, be it coins, stamps, comic books or trading cards. The UV light can start to fading a framed collectible in as little time as a week. If you want to frame and display your items, regardless of our advice, may we suggest keeping the items out of the direct sunlight and periodically rotate your framed collectibles out with different items you have framed.



Storage and protection for trading cards can be expensive, but these costs can easily be overcome while still providing the same quality of protection to your valuable trading card collection. Following a few common sense collecting tips will help keep your supply costs down, provide collection protection, provide additional storage space, and allow for worry-free display options. Grouping trading cards by value, estimating the total number of trading cards that need protection, and deciding what level of protection you need for each card based on one's budget, are the three key things a collector or dealer can do to overcome the high cost of protection supplies. Each collector should evaluate his or her needs

before using up available balances on credit cards. Also, a ten-minute overview before proceeding could save hundreds, if not thousands of dollars, as your collection progresses over the years. Think first; act second.

Doing a price evaluation, of the trading cards you want to protect, should always be the first step before any money is spent on trading card supplies. You should evaluate your trading cards in three groups before deciding how many cardholders, and what kind of protection holders, you should purchase. Categorize your collection into common trading cards that you feel do not have much value, trading cards that have potential of increasing in price in the future, and trading cards that are currently valuable to you now.

Second, estimate the total number of trading cards that need storage and protection. Over the years this has become easier with the invention of cardboard storage boxes for trading cards. These boxes are named after the estimated total number of cards that fit unholdered (or sleeveless) into each box. That is why a card collector box that holds five thousand cards is called a five-thousand-count box. If you purchased your trading cards already stored in holders, but you would like to replace the holders, try the following steps. First, place these holdered cards into the unholdered-cardboard-count boxes and count them. By doing this, you can get a better estimate of how many protective holders are needed for your new protective holders project. For future reference, keep note of that number so a recount of holdered cards won't be necessary each time you need to replace the holders. If you are a collector of unopened packs or boxes, and like to open products from the factory, this process becomes even easier and more exact, because each pack or box has an exact card count on the factory packaging.

Deciding what level of protection you need, based on your budget, is probably the hardest of these collecting tips. If you want to map out more of an exact number, knowing the price per holder can help. The cheapest method of storage is to keep all trading cards unsleeved in their cardboard storage boxes. Boxes range from about \$.50 to \$4 per box, depending on the quantity of cards the box stores. Cardboard storage boxes can hold anywhere between one hundred to five thousand trading cards, depending on size. Soft sleeves are a good storage idea for lesser-value trading cards. These holders cost about a penny per holder. For more expensive trading cards, the holder style most dealers and collectors prefer is a top loader. Most users of top loaders insert the trading card into a soft-sleeve holder first, and then into the top-loader holder to prevent shifting of the trading card within the holder. Top-loader holders cost about \$.04 to \$.06 per holder, plus the additional penny for the soft sleeve. There are other types of display holders for trading cards, such as binders with nine-pocket pages

PROTECT YOUR CARDS WITHOUT GOING BROKE

by Bill May



REMEMBER, DO THE MATH FIRST WHEN IT COMES TO BUYING YOUR TRADING CARD SUPPLIES. PROTECTING CARDS THAT ARE WORTH ONLY A FEW CENTS, WITH HOLDERS THAT COST THE SAME AMOUNT OR MORE, DOES NOT MAKE MUCH SENSE FINANCIALLY. LIKEWISE, PROTECTING A CARD THAT IS WORTH HUNDREDS OF DOLLARS, BY USING A HOLDER THAT COSTS ONLY A PENNY, IS PROBABLY NOT THE WAY TO GO, EITHER.

that are designed to fit any standard sized trading card. Many collectors use this method of protective storage, which keeps your trading cards in a book format and allows for easy viewing of your card collection. Although this style of holder provides a little less protection, it is convenient and has wonderful display capabilities at a cost of only about \$.02 per card.

Remember, do the math first when it comes to buying your trading card supplies. Protecting cards that are worth only a few cents, with holders that cost the same amount or more, does not make much sense financially. Likewise, protecting a card that is worth hundreds of dollars, by using a holder that costs only a penny, is probably not the way to go, either. A ten-minute collection evaluation in which you determine how many cards you have, how much money you are willing to spend, and the overall cost per holder, can save you huge money over the course of your collecting years. As time progresses, this will also protect your trading cards from any damage that may occur when moving them from storage to display. Be smart! Plan first and act second... and good luck with your collecting.

DON'T TAKE OFFENCE!

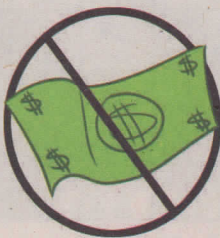
6 Stupid Things Every Collector Should NEVER Do When Attending a Trade Show

#1

BAD IDEA

Look Rich Going to a Trade Show....

Most collectors don't realize this, but even with additional security in place, parking lots of trade shows are prime hot spots for crooks waiting for unexpected collectors exiting and entering the show. Putting on your best dress and coming and leaving in your new Mercedes, you might as well put a target on your back. Be smart. Go to trade shows ON THE CHEAP!

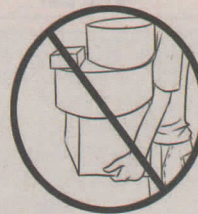


#2

BAD IDEA

Buy your Heaviest Items First....

If you don't want to be a prime candidate for the newest technology in back surgery may we suggest waiting until you're ready to leave a trade show before buying up those heavy collectibles you desire. If you're worried about a sellout, ask the dealer if you can put a deposit on the items you want, and have them keep your purchase safely at their booth until you are ready to leave. The deposit is important. It shows your attention that you will be back to pick up the items so the dealer does not resell them to a cash and carry customer.



#3

BAD IDEA

Carrying around a Drink While Shopping at Trade Show Booths....

Unless you want to buy everything that drink spills on, at a dealers' booth, you may rethink waiting on that latte. Drink while walking the isles or sitting in the designated eating areas. There are too many people walking around a trade show to chance a bump on your cup arm.



#4

BAD IDEA

Buy First and Research Second....

If you are unfamiliar with what you're buying, you are almost assured to be paying too much or buying something that may have issues. Do your price and quality collectible home research first before you attempt to buy at a trade show. If it's a spontaneous purchase, use your Smart Phone for something other than "Angry Birds" and look up pricing or even better, ask another dealer to give you their opinion.

#5

BAD IDEA

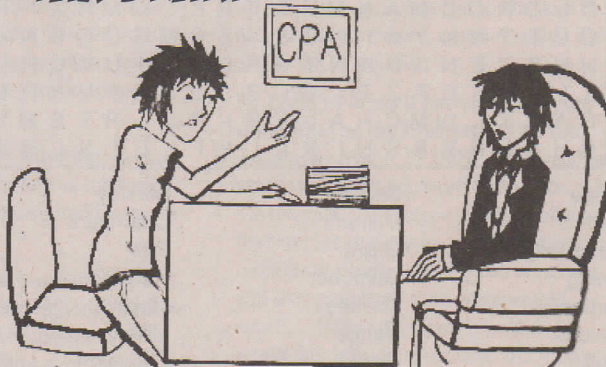
Keep Those Collectibles in the SUN....



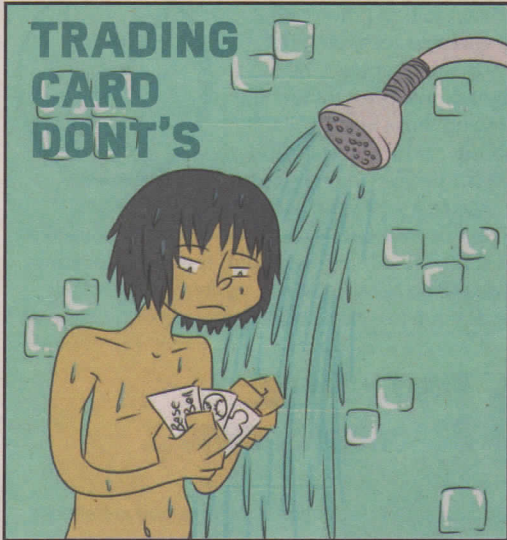
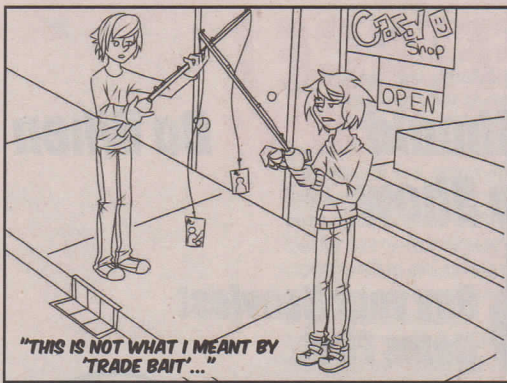
If you want to fade your newest trade show purchases, and turn your investment into the net worth of an Enron Stock purchase, keep those collectibles in the sun. UV sun rays fading collectibles is the biggest killer of value in any collectable hobby. For the ride home from a trade show, bring a blanket to cover

your purchases from the sun. This blanket can also double as another level of security by keeping your new purchases hidden from peeping bad guys.

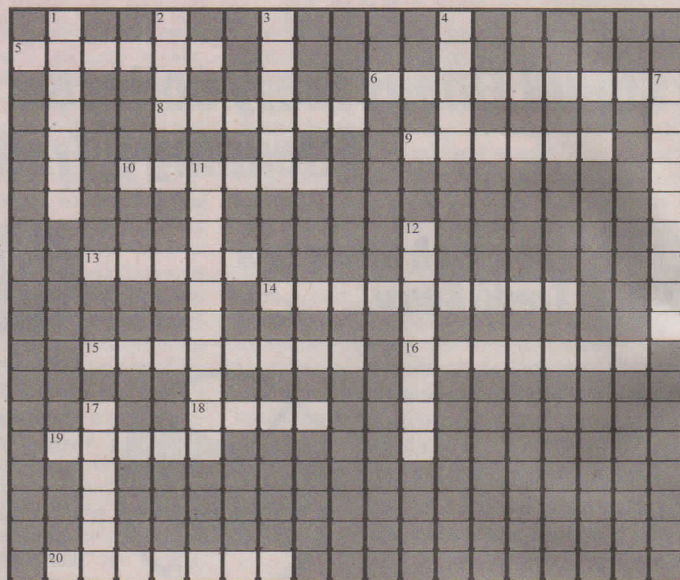
"TAX BRAKE"



"THEY WANT ME TO CLAIM MY TRADING CARDS BECAUSE IT'S MADE UP OF THE SAME MATERIAL AS CASH."



Sports Trading Cards Madness Cross Word Puzzle



ACROSS

5. First Time in the Majors
6. Signature
8. When Your No Longer Welcome
9. Gem Mint 10
10. 1984 Topps Football Rookie
13. Maker of "Rookie & Traded Sets"
14. Largest Trading Card Convention Show
15. Once T-206 Honus Wagner Owner
16. Mantle's Rookie 1951 Card
18. New York Home Run HOF Legend
19. Trading Card Packaging
20. Subset Trading Card

DOWN

1. Maker of "The Rookies"
2. The Highest Quality
3. 1986/87 Fleer Rookie Basketball Card
4. 1993 New York Rookie Star
7. 1980 Topps Baseball Rookie
11. Topps Shiny Card
12. American Soccer
17. Undesirable Trading Card

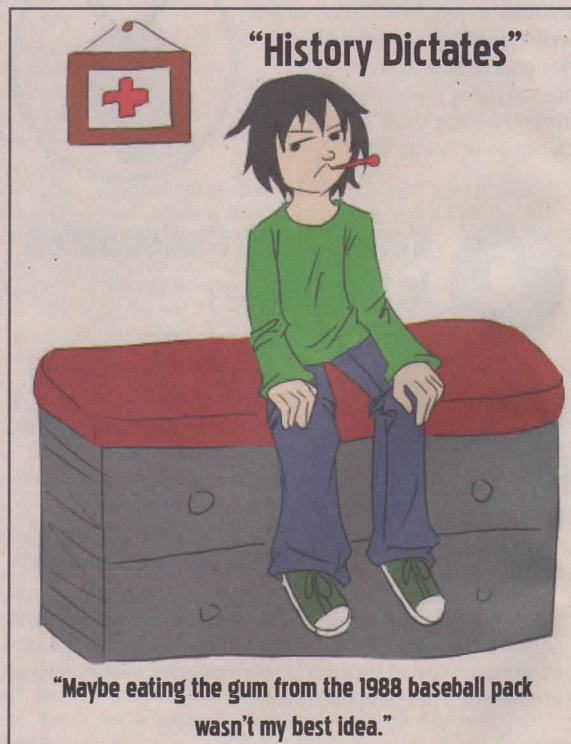
Basketball 1980's Rookies

SENVHIWZQZYTQWVBLNLEHJ
ISLAIMBEEROBIN'SONPHKFB
TYGDDKIFBPIPPENANCENAF
PONAARELKBMWRKJRNOVHK
ECOUBGOMLTBIRDFPIRGBX
EHTGMSUJAENROUZCSLYBNB
KEKHARPERGROPMRTELHPMB
UHCCELLISHIIBYABHCUTAPA
DLORODMANMVCFRKOMMRXR
QUTTNKYAINGEWSRMGUOSNK
HHSYENGRANTBROLAJUWONL
KIKJFERZTIGCFSUSRJENNE
GARTIWMCHALEBIPBLRTSMY
CHAMBERSNIKLILILLISLGK

Ainge
Bird
Daugherty
Ewing
Jordan
Malone
Mullin
Paxson
Rivers
Stockton
Wilkins

Bogues
Dumars
Grant
Laimbeer
McHale
Nance
Pippen
Robinson
Thomas
Willis

Barkley
Chambers
Ellis
Harper
Magic
Miller
Olajuwon
Price
Rodman
Webb
Worthy





COMMERCE

How about that Internet

by Bill May

When it comes to using the Internet to gather more information about your Hobby, I say "Go for it". Buying something on the Internet, now that's a different story all together. Unlike gathering information, a negative buying transaction can hurt your economic status. Here are a few "do's and don'ts" that may protect you when searching and purchasing collectibles on the internet.

#1 Before proceeding with any buying transaction, make sure the dealer you find has a liberal Return Policy that is acceptable to you "An Unconditional 30 Day Monday Back Guarantee" is the most acceptable and fairest business transaction for both buyers and sellers.

#2 Make sure the Retailer has customer service "PHONE" hours. Some transactions get a little complicated, and typing the information into emails might not be to your advantage. What can be said in five minutes on the phone may take hours sorting out in a back and forth email communication. Beware of companies that will only let you respond by email... These companies are running their business to best suit their situation verses solving the issues of their customers.

#3 "A Picture Speaks 1000 Words", unless someone is selling something on the Internet. Sale personnel love to use the same picture over and over on a product they keep in stock. In most cases, the picture you see is not the actual product you will receive. I suggest on expensive items, call first and ask for a detailed physical description.

#4 On a collectible item that is not physically in front of you, the most

important question you can ask a sales person is, "What are the negatives of the product I am interested in purchasing?" If they say "nothing is wrong" keep insisting. Every collectible has negatives. If still nothing is said, BEWARE!!!

#5 Credit Cards are your friend when buying something on the Internet. Paying with a Debit Card, not so much. Think of it this way, if a transaction goes bad and you paid by credit card, your credit card company is out the money while the complaint is being resolved. With the same issue, paying with a debit card, the money will be out of your bank account while all parties resolve the issue. You didn't think your Banker was going to let you have your money back while they work things out did you?

#6 Who Pays Return Shipping on your Returnable Items? If it's you, the buyer... Beware!! That's all that should be said on this topic.

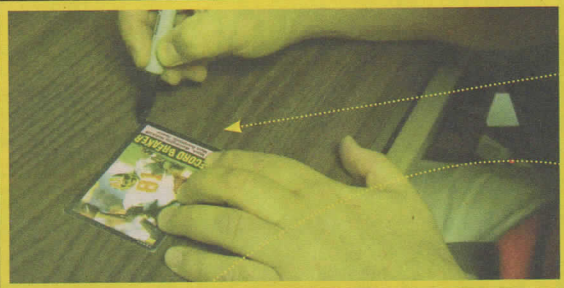
#7 Does this Internet company have any other sales avenues other than their Website? Websites are cheap to build. Selling on Auctions Sites almost cost NOTHING up front. Selling on Social Networks is FREE. What costs money are Retail Stores and Catalogs. Where am I

going with this? It's not a perfect science, but if a company has millions of dollars invested in their retail business, I doubt they will risk it over your \$5 returned item.

#8 The Bigger the Assortment the Easier the Transactions. If you are lucky enough to find a collectible company that carries a big enough inventory of the items you desire, cherish the relationship. Mistakes can be made as long as they get resolved, but searching a larger company's big inventory is much less time consuming then visiting 50 different websites to purchase 50 items. You would have to open up a logistics company just to check in the orders you purchased, not to mention the SHIPPING COSTS!

#9 LASTLY!!! As it pertains to buying something on the Internet, "If it's too good to be true... IT IS!!!!" Finding that needle in a hay stack won't happen on the Internet. As a buyer of collectibles on the Internet, you are in competition with millions of people who are also searching and shopping from their comfortable couch... If the deal seems too sweet, remember what you just read and protect yourself. Good luck.

TRADING CARD COLLECTING DID YOU KNOW?



WE ARE ON TO THE TRADING CARD SCAMMERS....

DID YOU KNOW?

Beware of black bordered vintage trading cards. They are the most likely victims of someone recoloring a card border with a black ink pen.

DID YOU KNOW?

If you need to check if a card has been trimmed, measure it against a similar card from the same year and manufacturer.

DID YOU KNOW?

It has been reported that the most counterfeited trading card, in the trading card industry, is the 1986/87 Fleer Michael Jordan Rookie Card.

DID YOU KNOW?

Card weighing is one way to determining if a trading card is genuine. The problem is the scales needed to measure discrepancies in weight need to detect variances of less than one-tenth of a gram and are very costly.

DID YOU KNOW?

Bad Guys will bake trading cards in the oven to give a vintage trading card an appearance of age.

DID YOU KNOW?

Briefly soaking trading card in water, is a way unscrupulous card dealers take creases out trading cards.

DID YOU KNOW?

The term "Card Doctor" is described as an individual who alters trading cards from their original form.



TRADING CARDS WORD SEARCH

Bowman
Fleer
Rookie
Topps
Insert
Mint
Upper Deck
Tobacco
Autograph
Score
Pack
Sleeves
Top Loader
Vintage
Trade
Price Guide
Grade
Bubble Gum
HOF
Star

Chrome
Baseball
Foil
Football
Basketball
Set
Factory
Glossy
Pre War
Hockey



L K Q B L B T R A D E P X R B L M L N B
N Q Y Y Y T A R U O Q M T O R T N D L L
B Q T L D K N S D P D W B O R L N L Y R
M X Q P Q Z Y N K V P J Z K L R G I E R
O C C A B O T R S E T E R I P Z B E M K
R A T S Y K Y B O E T G R E V R L Y C N
T L Q J J Y P O D T V B X D R F E A R Z
B J L S E T Y T V B C E A S E R P W Z N
N B K A J Y B D S N D A E L E C L D A D
Z P U L B O N P P I L V F L L V K I T R
V M Q B W E P M U T L R T T S L E W O C
R Y V M B O S G H P A R G O T U A E H F
E E A I T L E A M K B X Q J L Q L R L Q
D N R Y N C E L B X T I X T G D O J Y S
A H N O I T N G T T O B N L R M Y W R D
O O F R C Y A R U Y O D O S E D A R G Q
L C P O W S L G T M F S J W E G Q R Z M
P K M D H B D M E B S Y R B G R T G M V
O E X G T P L G R Y N D X R T P T R M L
T Y W Y X B M Y T B B Z V V X M D Z J Z

Trading Card Market Financial Patterns

by Bill May

If you spend enough time in any business industry, financial patterns begin to emerge and become apparent. The longer you are in the industry the more patterns you will see develop. Making sense of investing patterns in the trading card industry is easy, if you pay attention to a few key mitigating factors, such as the popularity era of the sport you collect, the manufacturing quantities produced of the brand of cards you collect, and the historic market increases and decreases in the years you collect. Understanding these three factors when purchasing and selling

Trading card manufacturers do not release production numbers the majority of the time; however, understanding these popularity era trends, a collector can obtain enough information to make educated decisions when determining prices to be paid in buying or selling their cards. From our vintage basketball example, we can come to the conclusion that the production numbers printed of basketball trading cards would be much less than those of baseball, directly due to calculations of supply and demand that manufacturers use when determining how many of a product they want to produce. This moves us into our second financial market pattern that works in conjunction with sports popularity. What are the manufacturing quantities produced for the cards you are collecting?

How can we convert the knowledge we obtained, from understanding sport popularity and the manufacturing quantities produced, into our decision making process used when purchasing and selling trading cards as an investment?

In our example of collecting basketball vintage trading cards, we understand without having production numbers from the manufacturer, that there should be far fewer basketball trading cards produced from earlier eras because the sport was not as popular compared to baseball. This is due to the lack of companies that produced basketball trading cards over the years. We can also conclude that since basketball trading card manufacturers' production numbers are lower for these eras, that the quantities for high-grade basketball trading cards should be much lower, also due to the lack of interest in basketball trading card collecting during those eras. If the future interest of basketball trading cards increases, and new collectors move into vintage trading cards, the demand should supersede the supply. If you understand how markets work, it becomes evident that price increases need to occur in order to offset the demands need of lower supply availability.

Understanding historic market increases and decreases in the sport trading card industry can also be used in your investment strategy when purchasing and selling trading cards. To keep this concept simple, investors should do one thing: buy low and sell high. Trading cards is a market, the same as any other market in the general sense. When more people are selling than buying, a true investor is buying. And when more people are buying than selling, a true investor is selling. Markets go up and down, and investors are aware of these trends and take advantage when increasing or decreasing their inventories. Let's take baseball trad-

ing card eras as an example. In the nineteen eighties, baseball trading cards was at a market peak for vintage nineteen fifties' and nineteen sixties' era baseball cards. Most collectors were targeting vintage trading cards from those two eras. The 1970's trading cards were not popular but there was slow movement because of the few savvy investors that were capitalizing on a weak era. The athletes in the nineteen seventies' era were at the end of their careers and the stars had not yet been inducted into the Hall of Fame. The nineteen seventies were weak and weak prices were a result. Looking back now, it's clear that savvy investors, who looked uneducated at the time by buying the nineteen seventies' baseball cards, are now known as the market bulls. And looking back now, trading cards from the nineteen seventies' era are very strong, even with the manufacturers' increase in the production numbers due to sport popularity. Enough time has passed and now those nineteen seventies' cards have moved into vintage status, and the demands are now superseding the supplies once again. Knowing if an era in sports cards is strong or weak helps all investors make buying and selling decisions in the trading card market.

"When more people are selling than buying, a true investor is buying."

your trading cards may help move your fun collectible hobby into a potential investment opportunity.

Why do we collect trading cards? Hopefully, for the fun and fulfillment it brings to our lives. Therefore, collecting trading cards needs to be fun and needs to stay fun. Over-analyzing the investment possibilities may take away from that enjoyment. However, if done in balance, it is possible to achieve both an entertaining hobby and add an additional investment to one's portfolio.

"How popular was the sport in the era I am collecting?" Understanding how to answer this question before buying or selling your trading cards allows you to understand the first financial pattern of collecting trading cards. For example, let's use the nineteen fifties' and nineteen sixties' basketball era to help understand sports popularity era though trading card patterns. In the nineteen fifties, there was only one major manufacturer of basketball trading cards who produced cards and only one year in ten that they produced them... Topps, in 1957/58. Since the baseball trading card era of the nineteen fifties had more than one manufacturer, and baseball trading cards were produced for each of the ten years in that decade, we can surmise from this that basketball in the nineteen fifties was not as popular as baseball. If we move into the nineteen sixties era, we find the same scenario with basketball trading cards, as compared to baseball trading cards. Again, there was only one major manufacturer for that decade for basketball, Topps, and they only produced basketball trading cards for two years, 1968/69 and 1969/70. This can be compared to baseball trading cards, which again, had two major manufacturers producing trading cards for each of the ten years in that decade.

"...it is possible to achieve both an entertaining hobby and add an additional investment to one's portfolio."

All three market financial patterns, the popularity era of the sport you collect, the manufacturing quantities produced of the brand of cards you collect, and the historic market increases and decreases in the years you collect, can help any trading card collector advance into a potential collectible investor. Keeping your hobby fun is an important factor when buying or selling your trading cards, but keeping your eye on trends in the market while you are having fun, will make your dollar go much farther. Keeping financial patterns in mind while doing your trading card buying and selling will help you balance your hobby as well as your bank account. Bringing balance into your life takes time and patience, but in the end... it can become very rewarding.

HOW TO COLLECT BRIGHT IDEAS

WHEN TRANSPORTING IT....TRY BAGGING IT....

Buying inexpensive resealable bags for your collectibles can one day save you big money. When moving a hobby item from one location to another, try inserting that collectible in a plastic bag. Doing this helps keep out weather and prevents mishaps. Resealable bags come in all different sizes and costs from \$.02 to \$.25 per bag depending on size and quantity purchased. A small price to pay.



GLOVES ARE CHEAP:

Keeping fingers off of cherished Collectibles is one of the most important things a collector can do to prevent damage. The oils from hands, not to mention Cheese Doodle fingers, can leave permanent damage and can cost you plenty. How do you hold an item without touching it? They same way the doctor checks a prostate without touching it, Plastic Gloves! They cost about \$.10 each, \$.20 if you have two hands.



REUSED AND SAVE:

If space is not an issue, saving used collectible holders is a big money saving tip. New hobby supplies are expensive, so as long as the holder can still protect an item, keep it. There are always collectors willing to trade for used hobby supplies. Old holders make great backups in case of a collectible emergency, and most collectible holders are made of some type of plastic, and we all know what impacts plastic has on our environment.



BREAKING CARDS AND COINS:

Beware of the dangers of third party grading service protector holders. The holders these services use are pressure sealed and are meant to keep the collectible sealed permanently. Plastic can be sharp as glass when cracked. We suggest leaving the collectible in the slab holder. These holders are a great source of collectible protection. If an item must be taken out of a sealed holder, use work gloves and if possible place the slab holder in a work vice before beating on it. Banging on a graded holder may damage the collectible but if done right may save on doctor bills.



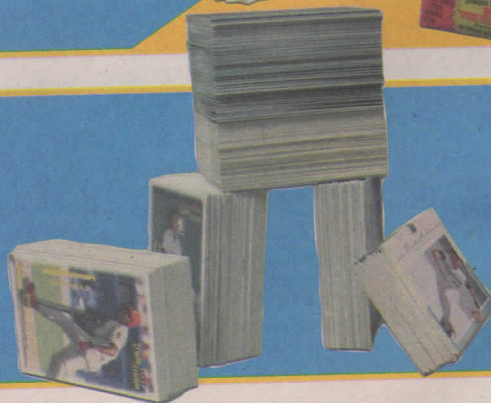
KEEP THE GUM OUT:

If you ask a mouse, rat or roach what's the best meal in the home of a trading card collector is, they will all tell you the same thing, "The gum inside an unopened Trading Card Pack". If you collect any unopened Topps trading card product before 1991, expect gum to be included. A few ways to protect yourself against rodents is to put all unopened packs or boxes in plastic resealable bags. For Wax Pack Case collectors may I suggest a full time exterminator?



IT STICKS....WHY?

Ever wonder why some trading cards stick and others don't? UV coating on trading cards is the top coating that makes trading cards shiny. The trouble starts when this UV Coating comes in contact with humidity. When this happens, trading cards become sticky, and a sticky trading card is a bad trading card. When Trading Cards that don't contain a UV coating faces humidity, it creates a molding environment. The point is this; keep your trading cards in a room temperature dry environment. It takes less than a few months of bad climate to start ruining your collection.



TRADING CARDS BRIGHT IDEAS



BRIGHT IDEA!!

If you want more protection for your trading cards while using pages and albums, try putting your cards in protective soft sleeves first. This will prevent damage to your cards when being inserted and removed from pages, and will prevent cards from falling out of albums if ever they get turned upside down. Your cost will only be about five cents per page sheet for this much needed added protection.



BRIGHT IDEA!!

REMOVING TRADING CARDS FROM USED TOP LOADERS

Removing trading

cards from worn or discolored top loader holders can take a toll on your fingers and is very time consuming. For faster and less painful results, hold the worn top loader in your right hand facing the open end of the top holder left, and with a chopping motion thrust your right hand into the palm of your left hand. The force of the thrust will partially pop the trading card out of the holder so you don't have to reach inside the holder for the trading card. If the trading card doesn't pop out of the holder on your first attempt, repeat the process with additional force. Once you perfect this technique, you will find it works well with removing multiples trading cards at the same time. I have seen some dealers and collectors remove up to 20 trading cards in top loaders at the same time.



BRIGHT IDEA!!

Need a fast count on your trading cards and don't have any storage trading card count boxes? Try weighing them. If you have an accurate scale lying around, typically one hundred trading cards out of holders weighs about a half pound. The "Bright Idea" is FREE. The math lessons will cost extra.

Looking for a NEEDLE in a HAY STACK?

By Bill May

I have been involved in my fair share of buying opportunities, or personal collectibles, in my 25 years in the hobby. I understand when I engage in the opportunity to buy these collections, normally the sellers will make the value well known. The evaluation of what price can be paid for a collection, based on its value, is normally the easiest part of the buying transaction. However, determining what price to actually offer, or counter offer, I have found to be much more difficult. Having answers, at the time of the offer, can help me understand quickly if the price of a collection is negotiable, firm, priced right, or overpriced, before I even take the actual value into consideration. I have also found that answering four key questions about a seller situation helps me with price offering. For instance, is the seller nervous about selling? What

is the seller's reason for selling? What is the environment around the collection's location? What are the first items the seller introduces in their collection?

Let's consider the first question: Is the seller nervous to sell? Answering this question correctly could be difficult because many people are nervous when they first meet someone new. There is a higher probability of responding to this question correctly, if it is assessed after the other three questions have been evaluated. The reason this is not number four on the list of questions is because it occurs first in the seller's introduction of their collection. Most people, when meeting for the first time, tend to be nervous, but oddly enough, if this nervousness lasts throughout the entire transaction, it can lead to good information.

If you take first meeting jitters out of the equation, and find you are greeted by a seller who is talking faster than normal or has unorganized thoughts about the selling transaction, you could be seeing signs of a very prosperous buying opportunity. In most cases, nervousness and lack of organization indicate a seller either needs money or has a time issue in moving the collection quickly. An unorganized collection could also indicate that the seller does not understand the value of his or her own collection. Coming across a seller who is calm, and who

lets the buyer do most of the talking, could indicate a collection has been properly evaluated. This type of seller may not be in a hurry to sell and is funded adequately enough to allow him or her to wait for the right price before negotiating a sell. Basically, until the end of a collection evaluation, do not jump to a conclusion as to the underlying reasons about the seller's nervousness. Answering this question correctly, however, could be a key ingredient to understanding the seller's situation for selling.

Secondly, what is the seller's reason for selling their collection? Answering this question may be as simple as asking the seller directly. In most cases, the seller will give a straightforward and honest answer that can help determine the price you will be willing to offer. The best buying situation is when a

seller is selling a collection they are unattached to or did not accumulate. Additionally, situations where collectibles were taken in trade for other items, have been taking up space for years, or were left to the seller in an estate could be key buying opportunities. Collections that are for sale from sellers who are local fans, or who had limited buying opportunities, may be negative buying situations.

The buyer should also consider another issue: What is the environment surrounding the collection that is up for sale? Is the collection in a wealthy neighborhood home? Is the collection in a storage unit? Is the collection in the trunk of a

seller's car? The wealth of the home where a collection is located can indicate positive and negative buying opportunities. Wealthy homes sometimes dictate wealthy collectible owners. These sellers could afford expensive collectibles, which makes price evaluation more difficult; however, wealthy homes may also indicate a well-organized seller, which we mentioned earlier as a negative buying opportunity. On the other hand, if a collection is in a storage unit, this may indicate the seller is unattached to the collection by not wanting it close to them. It may also indicate the seller's eagerness to sell in order to eliminate monthly storage fees. Beware of sellers who bring collections in a vehicle to the buyer, this normally indicates the collection is only fragments of a larger collection. It also could be a situation where the seller does not have legal claims to the collection.

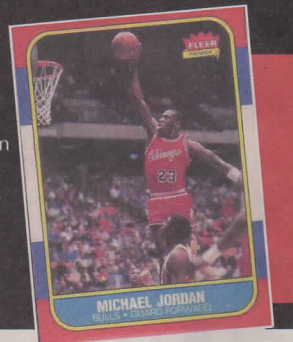
Finally, what is the first item the seller introduces when showing their collection? If a seller does not introduce key items of the collection first, this is normally a positive prospect to a buyer. If a seller has been out of the hobby and away from their collection for a period of time, they will lose track of the location of the key items and may not be current on what items are now marketable. If the first thing the seller shows is the hobby's hottest items, the seller may have a good understanding on the real value of the collection. Beware of individuals who do not introduce any items of a collection and want the buyer to go through and evaluate the collection. This may be a situation of a person collecting data of a collection's value, and this person has no intention of selling. If at all possible, wait for the seller to show and talk about their collection in the beginning of the sales transaction.

Answering questions on the seller's reasons for offering a collection will help the buyer evaluate if he or she is in a lucrative buying opportunity. Also, understanding a seller's situation can lead the buyer to a quicker offering price, thus saving the buyer valuable time in evaluating a collection based on price. Finally, if at all possible, get a price for the collection before offering a price. Happy hunting!



TRADING CARD GRADING MADE SIMPLE

To keep trading card grading simple for my fellow collectors, I would like to point out a few very important common sense attributes about trading cards to get you started. Most trading cards have a flat surface, two sides, four corners, four edges, and borders. Check each and every part of the trading card when grading. Knowing the parts of a trading card to examine when grading and learning the standards and terms below, will make you an expert grader in no time. It really is that simple!!! The value of almost anything you buy or sell is contingent on the grade. Trading Cards are no exception. So get started Now!!!



MINT (MT)

Surface of Trading Card

- Perfectly Flat on Both Sides
- No Surface Scratching or Indentations
- All original Card Gloss still visible

Corners of Trading Card

- Sharp and Crisp

Edges & Border

- Edges are razor sharp with clean cuts
- Trading card Border centering should be 50/50 left to right and top to bottom on both sides

Over All Mint Condition Trading Card:

- Trading Card should look like it was just printed

NEAR MINT/MINT (NM-MT)

- A Balance Between "Mint" and "Near Mint" Trading Card Attributes

NEAR MINT (NMT)

Surface of Trading Card

- Flat on Both Sides
- One or two very light Surface Scratches allowed but no Indentations
- Most original or all Card Gloss still visible
- No Print Dots Allowed
- No finger prints on gloss visible

Corners of Trading Card

- Sharp Corners no signs of wear or miscutting

Edges & Border

- Edges are sharp with no signs of Jagged cutting
- Trading card Borders centering should be 45/55 left to right and top to bottom on both sides

Over All Near Mint Condition Trading Card:

- Trading Card should look like it was never handled.

EXCELLENT / NEAR MINT (EXMT)

- A Balance between "Near Mint" and "Excellent" Trading Card Attributes

EXCELLENT (EX)

Surface of Trading Card

- Flat on Both Sides
- Light Surface Scratches allowed
- A few minor indentations are allowed
- One slight Hairline Crease allowed but not though the cardboard of the card
- 50% of the original card Gloss is still visible
- One or two Print Dots allowed
- Finger Prints on Gloss visible

Corners of Trading Card

- Two corners may have slight Dents or Ware
- Rounded Corners are not allowed

Edges & Border

- Jagged cutting allowed on two sides
- Border Centering on Front of card no more than should be 35/65 left to right and top to bottom
- Border Centering on Back of card no more than 30/70 centering left to right & top to bottom

Over All Excellent Condition Trading Card:

- Trading Card should handled but not abused

VERY GOOD / EXCELLENT (VGEX)

- A Balance between "Excellent" and "Very Good" Trading Card Attributes

VERY GOOD (VG)

Surface of Trading Card

- Slight curving OK
- Surface Scratches allowed and visible but not deep to distract for the appearance of the card
- Indentations are allowed
- Three or Four Hairline Crease allowed in cardboard but not though both sides of the cardboard
- 25% of the original Card Gloss is still visible
- Print Dot common
- No Tapping is visible
- No Writing allowed on either side of card

Corners of Trading Card:

- Corners may show slight signs of Rounding

Edges & Border

- Edges May have Jagged cutting on all sides
- No signs of Tapping
- Border Centering on Front of card no more than should be 25/75 left to right and top to bottom
- Border Centering on Back of card no more than 15/85 centering left to right & top to bottom

Over All Very Good Condition Trading Card:

- Trading Card should look well handled but all picture attributes clear and readable

GOOD (GD)

Surface of Trading Card

- Curving apparent
- Surface Scratches allowed and may distract from the picture and printing of the card
- Rubber Band Marks ok
- No Tape on Card but Tape Marks Allowed
- Many Creases allowed that go though the card board of the card but no indication of Folding
- Light writing allowed on back or card but not front of card.

Corners of Trading Card

- Corners are Rounded and Worn but no Cardboard Missing
- Tapping on corners ok if Tape is removed

Edges & Border

- Edges can have Jagged cutting on all sides and show signs of being Tapped
- Border Centering could be missing from Misprinting on either side card.
- Edges cannot be cut due to Alteration or Abuse

Over All Good Condition Trading Card:

- Trading Card Abused but all picture attributes and text is readable.

FAIR (FR)

Surface of Trading Card

- Card Can be Bent
- Deep Scratches allowed and visible and distract from the picture and printing of the card
- Tape or Rubber Band marks damage apparent
- Tape still on card
- Deep Creases and Folding allowed that go though both sides of the cardboard
- Missing one or more corners allowed but picture and text still readable
- Light writing allowed on either side of card

Corners of Trading Card:

- Corners are well Rounded, Taped or missing on one or two sides

Edges & Border

- Edges can have Tape on all sides
- Border Centering can be misprinted but card picture and text is still readable

Over All Fair Condition Trading Card:

- A Trading Card Well Abused and Damaged but Readable

POOR (PR)

Surface of Trading Card

- Tapping distracts reading or seeing picture and text of card
- Card missing parts of cardboard due to cutting or ripping
- Writing apparent on cardboard front and back and distract from picture and text

Corners of Trading Card

- Corners are Rounded, Taped or Missing
- on all sides.

Edges & Border

- Edges can be cut or altered
- Border Centering may be Misprinted making card unreadable.

Over All Poor Condition Trading Card:

- A Card only partially readable and is only good until a replacement card can be found.

THE DO'S & DONT'S IN COLLECTIBLE MAIL ORDER



SELL
OUTS



BACK
ORDERS

We are here to help with every order you place with us. If you only remember one thing from this Do's and Don'ts mail order tip sheet, remember we care about you as a customer and want to make every transaction as easy as possible with the limited amounts of collectibles on the market. Give us a chance and see the lengths we are willing to go to make an order to your satisfaction.

DO

Always make sure you have your second and third choices ready to go when placing a mail in or a phone order. Many times hot rare collectibles sell out quickly. "Do" have a Plan B ready.

The best way to be sure your order is in stock is to call ahead and place a phone order. We understand that the website and the mail in options are convenient but only by talking to a sales representative can insure your item is in stock.

Make sure your credit or debit card has enough balance on it for your website and mail in orders. Placing an order on the website, with a card that does not have enough balance, will hold your order up until the card clears. The processing of credit cards is automated and done once a day.

Everyone seems to be fighting for the same sales, discounts and hot collectible items. "Do" be patient with your fellow collectors. Collecting is a fun hobby for everyone to enjoy. Getting upset over back orders and sell outs will only lead to more stress your body doesn't need. Back orders and sell outs do happen in the collectible mail order business, not so much when buying pencils and screwdrivers.

Emails work better if a twenty four to forty eight hour time factor is not an issue in resolving any problems you may have. If timing of your order is important, "Do" use the customer service help line Monday through Friday 10:30am to 5:00pm EST. We have even taken out the computer phone menu options during business hours so you are patched directly to a real person who actually cares and wants to help with your order.

DONT'S

Back orders are a way of life in the Collectible Mail Order Business. "Don't" get upset! You are not buying a doll from China that a Hundred Billion are available. The reason why back orders are common is because you're collecting something Rare that other collectors are seeking also. The Collectible Mail Order business offers limited available products, and as it has always been; (First Come First Served).

Waiting till the last minute to purchase Holiday Collectibles is always a bad idea. Give yourself at least two to three weeks lead time before you need your items to arrive. "Don't" wait till the last minute to place an order, even the freight companies slow down during the season do to volume.

When you get your order there are times when an upgrade substitutions might be made. "Don't" get upset. On occasion collector lots, that include assortment items, will have one or two items sold out but the rest of the items, in the lot, are in stock. If this occurs, sometimes we will choose upgrade collectibles to fill in for the part of the lot that was sold out. Substitutions made to lots contain great value over the original purchased lot. If you get your order and see the upgrade, most collectors are thrilled with the extra value and keep the lot. If you're not happy, simple make a call to customer service and ask for the back order refund on that lot.

DYK

LUCKY 7 TRADING CARD STORAGE SAVING IDEAS



1 Paper Towels and Toilet Paper both work Great for Holding Trading Cards upright in Cardboard Storage Boxes.

2 Old School Cigar Boxes may not be readily available anymore, but any Cardboard Box can hold inexpensive Trading Cards. Random Size Boxes make it a bit harder to keep an accurate trading card count but the Money you will Save on Cardboard Trading Card Specialty Boxes may make it worthwhile.

3 REUSE REUSE REUSE Trading Card Holders. Acrylic does not go bad in most cases so clean up those Top loaders, Card Savers and Penny Sleeves Up and Start Saving Big Bucks!!!

4 File Cabinets Make Great Storage Places for Trading Cards. Most used Cabinets can be found under \$10 Bucks and Look Great in Offices. File Cabinets also provide a level of Security by Protecting Your Trading Cards from Unwanted Peepers!!!

5 If you find yourself out of House Space for Storing Trading Cards, try Storing Excess inexpensive Cards in Garages, Attics or Storage Facilities. Make sure those Overflow Storage Areas are Climate Controlled! Always think Security and Damage Control when Moving part or All of your Collection.

6 Trade Up!!! If you get the Opportunity Trade your Inexpensive Cards in Quantity for a Few Higher Priced Key Cards that are Easier to Store.

7 Tote Tubs!!! Your Local Discount Stores Carry all Sizes and Shapes of Plastic Storage Tubs. These Tubs are great for Holding all Types of Trading Card Sets and Wax Boxes. If you want to go Cheaper try looking for these Tote Tubs at your Local Thrift Stores, Flea Markets and Garage Sales.