

#### IMPORTANT ARCHIVAL MATERIAL FROM

## THE TOPPS COMPANY, INC.

THOUSANDS OF SIGNIFICANT ITEMS USED IN THE CREATION OF BASEBALL, SPORTING AND NON-SPORTING TRADING CARDS.



HUNTER COLLEGE SPORTSPLEX NEW YORK, NEW YORK AUGUST 19 and 20, 1989

PUBLIC EXHIBITION
THURSDAY, AUGUST 17, 12 P.M. - 9 P.M.
FRIDAY, AUGUST 18, 12 P.M. - 9 P.M.

PUBLIC AUCTION
SATURDAY, AUGUST 19, 10 A.M.
SUNDAY, AUGUST 20, 10 A.M.

HUNTER COLLEGE SPORTSPLEX 68TH STREET AND LEXINGTON AVENUE NEW YORK, NEW YORK

### **GUERNSEY'S**

136 EAST 73RD STREET, NEW YORK, NEW YORK 10021 212-794-2280 • FAX 212-744-3638 A Division of Barlan Enterprises, Ltd.

CATALOGUE: \$20 (\$24 BY MAIL)

Admission to Auction: By Catalogue Only (admits two)

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May Bradshau
Mesa, Az.

Near Mr Topps

Flike your gim a hole
bunch I evenlike it more
better den Bowrigly.

It tase good My littolsistar
like it more better Z. T. Alm,
A girl # Am Tyear Old almost
Cove Mandy

# THE TOPPS ARCHIVE AT AUCTION: A DEFINITION

When Topps offered to place at auction its archives, we knew it would be a complicated, interesting assignment; but no one, not even Guernsey's, could have conceived of the enormity of the undertaking. We saw rooms filled with beautiful pieces, from original artwork to finished produts, and at all stages in between. We saw history unfolded as we searched, compiled, catalogued. We saw items we could have included but, because of the immensity of the Topps collection. had to leave behind. We were able to follow the complete creative process, following a product from the artist's desk to printing press. We saw the vast archive becoming cohesive beneath our hands, opening up the history of the U.S.A. during the past fifty years. We saw all this, and now we present it to you.

What you will find in the pages that follows is Topps, its products and their history. You will find original artwork covering most of Topps' categories: from bubblegum (Bazooka) to stickers (Wacky Paks), to educational and humorous card series, to baseball, football, basketball and hockey cards and posters. In addition, we have

finished products, such as uncut baseball cards on their original production sheets. The items that grace the next two hundred pages sweep across five decades, often reflecting the tenor of the times. For each section you will find several art mediums, from photography to flexichromes, from pen and ink to full color painting.

Guernsey's has made every attempt possible, through instructional pages, on the manner the items are being sold, to assist you in the bidding process. We welcome absentee bidding and have provided the appropriate forms in the rear of this catalogue. Along with the forms you will find instructions for that procedure. However, because of the historic and singular nature of this auction, we urge devotees of the various fields represented, sporting or non-sporting, to come and see the excitement in person, to be witness to an event that will only happen once: Topps has one archive to offer and this is it. Take part in what clearly will rank as one of the most interesting auctions of all time. Thank you.

### CALENDAR OF EVENTS

It is Guernsey's estimate that the auction will proceed at a pace of 100 lots per hour. The following schedule of events is based on this estimate.

However, the unique and singular nature of this auction prompts us to caution potential bidders that these times are only approximate. Bidders should be present before scheduled starting times, in case we are moving more rapidly than anticipated; conversely, it is possible starting times may be later than here indicated.

Due to the extraordinary length of the event, excellent catering facilities will be available on site. Additionally, the convenient location of the Hunter Sportsplex is such that there is an abundance of restaurants, hotels, and public parking lots in the immediate neighborhood.

> PREVIEW: Thursday, August 17, 12 Noon - 9 P.M. Friday, August 18, 12 Noon - 9 P.M.

AUCTION: Schedule is estimated as follows:

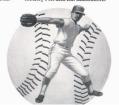
#### SATURDAY, AUGUST 19 BASEBALL

#### 10:00 A.M. - 12:45 P.M. Baseball Production Sheets, Proof Sheets, and Progressives 12:45 P.M. - 1:00 P.M. Baseball Bound Card Sets 1:00 P.M. - 1:30 P.M. 1:30 PM - 3:00 PM 3:00 P.M. - 3:15 P.M. 3:15 P.M. - 5:15 P.M. 5-15 PM - 6-00 PM

Baseball Card Original Transparencies Baseball Flexichromes 1953 Baseball Paintings Baseball Player Contracts with Topps Baseball Photographic Art for Card Use 6:00 P.M. - 7:15 P.M. Baseball Layouts, Renderings. Packaging, Blue Books, Etc. 7-15 PM - 8-30 PM Baseball Pen and Ink Illustrations

#### HOCKEY 8:30 PM - 9:00 PM

9:00 P.M. - 9:15 P.M. 9-15 PM - 9-30 PM 9:30 P.M. - 10:00 P.M. Hockey Production Sheets. Proof Sheets, and Progressives Hockey Flexichromes Hockey Transparencies, Round Card Sets, etc. Hockey Pen and Ink Illustrations



#### **SUNDAY, AUGUST 20**

BASKETBALL 10:00 A.M 10:15 A.M	I.
10:15 A.M 10:30 A.M	i.
10:30 A.M 11:00 A.M	[.

Proof Sheets, and Progressives Basketball Bound Card Sets, Transparencies, Basketball Pen and Ink Illustrations

Ugly Buttons, Monster Valentines

Basketball Production Sheets

#### FOOTBALL.

7:00 P.M - 7:30 P.M

7:30 P.M. - 7:45 P.M.

7:45 PM - 8:30 PM

11:00 A.M 12:00 P.M.	Football Production Sheets,
	Proof Sheets, and Progressives
12:00 P.M 12:15 P.M.	Football Bound Card Sets
12:15 P.M 12:30 P.M.	Football Card Transparencies
12:30 P.M 1:00 P.M.	Football Flexichromes
1:00 P.M 1:45 P.M.	Football 1952 Bowman Paintings
1:45 P.M 2:00 P.M.	Football Photographic Art for Card Use
2:00 P.M 2:30 P.M.	Football Layouts, Renderings, Etc.
2:30 P.M 3:00 P.M.	Football Pen and Ink Illustrations

#### CDECURY WARD COMME CERTIFIC

SPECIAL AND COMIC	SERIES
3:00 P.M 3:30 P.M.	First Set of Wacky Packs
3:30 P.M 3:45 P.M.	Who-Z-At Star
3:45 P.M 4:00 P.M.	United States Presidents
4:00 P.M 4:30 P.M.	Frank Buck
4:30 P.M 5:00 P.M.	Wacky Packs Continued
5:00 P.M 5:15 P.M.	Nasty Valentines, Iron Ons
5:15 P.M 5:30 P.M.	Sugar-Free Marvel Comics and
	Crazy Little Comics
5:30 P.M 6:00 P.M.	Wacky Packs, Final Set
6:00 P.M 6:45 P.M.	Planes, Rails and Sails
6:45 P.M 7:00 P.M.	Wheels

Wings

Bazooka Art

## YOU'RE THE TOPPS OUR MOST SINCERE THANKS...

This auction could not have been achieved without the very special involvement of many people at Topps who contributed their knowledge and experience to this project. We thank them all.

We would like to single out three individuals to whom we want to specifically express our sincere appreciation for seemingly endless hours of participation.

To Phil Carter, Topps Sports Director under Sy Berger, whose knowledge, passion and interest in the various fields of sports were extended selflessly to Guernsey's. We value his guidance and expertise in helping us with a very difficult lob

To Bill O'Connor, Administrative Director and Executive Assistant to President John J. Langdon. Bill served as an invaluable liaison and friend to Guernsey's, helping us at every stage in our preparation of this event.

And finally to the Chairman of Topps, Arthur T. Shorin, who sensed the good in sharing this treasured archival material with the legions of Topps followers the world over.

We pledge ourselves to do everything humanly possible to justify their trust and confidence.

**GUERNSEY'S** 

### THE TOPPS COMPANY, INC. 254-36TH STREET, BROOKEYN, NY 11232 • (718) 768-8900 • FAX 1718) 965-2638

ARTHURT SHORIN

August 19, 1989

#### Welcome!

For the first time in its history, The Topps Company is opening its archives and making available, at auction, thousands of one-of-a-kind items. This is an opportunity to look behind the scenes at what goes into many of the sports and non-sports products we make.

Like millions of others, you've probably grown up with Topps, the company that has touched the lives of so many people over the years.

Topps is proud to be able to share this happening with you. We are especially pleased, as well, to donate a portion of the proceeds of this event to three worthy organizations: the Children's Museum of Manhattan, the Special Olympics and the Baseball Alumni Team.

Thanks for your participation.

Arthur Tr shorin

## TOPPS AND AMERICAN CULTURE: HEROES, HUMOR AND HITS

by Norman J. Liss

From Hopalong Cassidy to Pee Wee Herman. From Elvis Presley to Michael Jackson. From 3-D Astronauts to Captain Kirk to Luke Skywalker and R2-D2. From Batman 1966 to Batman 1989.

Best known for its Baseball Cards and Bazooka Bubble Gum, the Topps company, Inc. has had its finger on the pulse of American culture for more than 40 years. And the beat goes on.

Whether it's movies or televison, political figures, pop stars or its own wild and wacky creations, Topps has been there with picture products that have been hits with generations of youngsters all across the United States.

Founded as a gum company by the four Shorin brothers in 1938, Topps introduced its now world famous brand, Bazooka, in 1947. One year later, Hocus Pocus Magic Photos, the first of many Topps bubble gum cards, hit the scene

Hocus Pocus consisted of photos that youngsters could develop themselves from the blank front using moisture and sunlight. Subjects included leading American sports heroes, plus stars of stage and screen, American inventors, explorers, military leaders and aviation pioneers, figures of the Wild West, famous landmarks and American dogs.

in 1950, a 230-card set based on the Hopalong Cassidy TV series starring William Boyd became Topps' first smash success. "Hoppy" was also the first of many television heroes to appear on Topps cards.

During the 50s, the list of Topps TV bubble gum cards included Davey Crockett, TV Westerns and Zorro. In the 60s, there were Casey & Kildare, the Beverly Hill-billies, and Man from Uncle, Gilligan's Island, Get Smart, Superman and Batman, among others.

Still packaged with gum, TV cards have continued to appear in the 70s and 80s, with sets including the Partridge Family, Kung Fu, Happy Days, Charlie's Angels, Buck Rogers, the Incredible Hulk, Mork & Mindy, Star Trek, The Waltons, Alf, 21 Jump Street and many more.

Movies have been another popular theme for Topps over the years, appearing sporadically at first, but enjoying solid popularity as evidenced by an item that made history in movie card collecting—the 1977 Star Wars series

Topps produced five series of Star Wars cars—330 cards and 55 stickers in all—with scenes from the original production. Like the movie, at that time the biggest box office hit in motion picture history, the cards were a bir success.

Five more series of cards and stickers, based on the Star Wars sequels, The Empire Strikes Back and Return of the ledi, followed in 1980 and 1981.

Among the bubble gum movie cards produced by Topps have been Planet of the Apes, King Kong (1978 version), Grease, Close Encounters of the Third Kind, E.T., Jaws 3-D (complete with 3-D glasses), Alien, Gremlins, James Bond's Moonraker, Superman I, II and II and Who Framed Roger Rabbit.

In 1989, Topps has teamed up with new friend Ghostbusters II and old friend Batman—the company had produced five series of Batman cards in the 1960s for new sets of these box office bonanzas.

Rock and Roll made its first appearance on Topps cards in 1957 with a 66-card set featuring "the King," Elvis Presley, in scenes from his movies, concerts, TV appearances and recording sessions.

A few years later, Topps heard about a young singing group from Liverpool that was causing riots in England. Although the quartet was unknown in this country, the company scouts decided to sign them up anyway. Shortly thereafter, the Beatles appeared on the Ed Sullivan Show and — BOOM — Topps had another hit on its hands. The company produced four series of Beatles cards by 1964.

Other pop stars who have had Topps cards over the years include Fabian, Elvis Presley, Cyndi Lauper, Duran Duran and Michael Jackson.





American and world history have provided them for such series as: Freedom's War (1951), with color drawings from World War II and the Korean Conflict; U.S. Presidents (1956 and again in 1972); the Civil War (a centennial issue complete with a reproduction of a Confederate dollar in each pack, 1962) John F. Kennedy (1964); Johnson vs. Goldwater (1964), Man on the Moon (1969); Flags of the World (1970); and Hysterical History, a spoof in honor of the nation's bicentennial in 1976

Kids, of course, love spoofs, and humorous cards and stickers have a long history at Topps. Jack Davis of Mad Magazine fame drew the classic funny Valentines for Topps, starting in 1958 and continuing for several years after. Later came Crazy Cards, Funny Fortunes, Silly Stickers, Insult Cards and others designed to tickle the funny bone of America's woungsters.

One of the most popular of all humorous Topps items has been Wacky Packs. Wacky Packs, spoofs of common products—including Topps' own baseball cards and Bazooka Bubble Gum—was first issued in card form, but really took off when issued as stickers that youngsters could place quickly and easily on their notebooks. Junchboxes or elsewhere.

Some companies objected to being satirized on Wacky Packs, but it's an indication of the widespread sccess of that produft that others wrote to Topps saying, "You've already spoofed our competitors, could you please spoof us too."

Topps has also created a number of hit products over the years by taking pictures from recent horror movies and dropping humorous captions into them. Monster Laffs, Creature Features and Fright Flicks, among others, have shown that humor can take the edge off of horror to create a new kind of hit.

Other "monsters" made their way onto Topps cards, through the imagination of the Topps creative team, in such series as Mars Attacks (1962) and Dinosaurs Attack (1989).

The list goes on and on, with many products, including trains and planes, comic heroes, quizzes and tattoos, that don't fit clearly into any one category. But one thing is clear: Topps bubble gum cards and stickers have themselves become a part of kid's entertainment and the American culture they have reflected so well for more than 40 years.

What will the future bring? You can be sure it will be new and different, as Topps keeps its eyes and ears attuned to what is happening and will be happening in the years ahead.

(Norman J. Liss, the longtime spokesman for The Topps Company, Inc., has been a chronicler and source of information for the company's products and activities since the 1950s.)

### GLOSSARY OF TERMS

## DESCRIBING PRODUCTION MATERIAL USED IN THE CREATION OF SPORTING AND NON-SPORTING CARDS

The following items are all materials used by Topps in the production process of the Hockey cards. This is the ORIGINAL MATERIAL used in the final stages before the cards were actually printed.

The markings on these various proofs and sheets are original notations made by the Topps artists and fact-checkers, indicating final changes or errors. On the proof sheets in particular, there are many interesting errors, with incorrect names or teams matched up with the players, and many many mistakes which Guernsey's, due to the abundance of material, probably did not note.

This is the collector's only opportunity to purchase the finalized material before the cards were run off, of which there are three major categories defined below:

PROGRESSIVES are printed process proofs from the engraver which show each color (red, bite, yellow & black) by its self and in combination with the others. When all four colors have been printed, the progressives show what the final product will look like. Artists and printers review each of the colors and their combinations to determine if nay colors should be strengthened or weakened to give the final product the desired effect. Often several color adjustments are made before the go ahead is given to make the film separation which will be used in printing the end product.

PROOF SHEETS are made by the engraver, usually from the final set of separations. Proof show what the product will looklike when it is printed. Artists use them to check color and registration. Proof readers check them for content. (Are the names, teams, positions, etc. correct?) And printers use them as a check against which to rate the actual production print run. The proof is a "last chance" checkpoint before production printing. Over the years, a number of errors have been discovered and corrected at this stage.

PRODUCTION SHEETS are uncut sheets, approved for quality, of cards or stickers usually taken from the first portion of a production print run. These are used for historical reference, primarily, Although a full production sheet is 264 subjects, the vast majority are cut to 132 subjects for easier handling. The only difference between a production sheet and the cards purchased at retail is the uncut form—paper, printing and inks are the same.

## CONDITIONS OF ITEMS TO BE SOLD

We are aware that baseball and trading cards in general are typically judged largely on their condition. However, the items offered at this auction are not the cards themselves, but rather the original material used creating the cards.

The unique and singular nature of the vast majority of items in this sale render it inappropriate to apply normal standards of condition. Where printed matter is being sold we have indicated its general condition. The artwork on the whole is in very good condition, and should extensive damage exist. It has been noted

Potential bidders should be aware that artwork was used in the actual production process and accordingly has been handled. Frequently art and production sheets have notications indicating changes of directions for the printer. We cannot stress enough that this is the only material of this nature that exists and must be judged from this standard of rarity.

## A WORD ABOUT **ESTIMATES**:

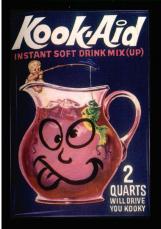
Relying on its experience in many fields of art and artifacts, Guernsey's has estimated (in the introductory section of each category) the values of each lot. If the lot contains a single item, the estimate for that item. If the lot contains a multitude of items, the estimate reflects those numbers. It is most important to remember that inasmuch as items like these have never been sold before, it is impossible, even for knowledgeable people to fairly gauge the worth of these unique and wonderful items, many of which in years to come will be even more highly treasured than they are today. Bid accordingly, Thank you.



















These bold and flashy paintings, each measuring 5"x7", are the originals from which Wacky Pak stickers were made. The late 60s brainchild of Topps, they are clever and often incendiary spoofs of household products that had become as well-known to Americans as Mickey Mantle. By using actual product designs and typography, by not-so-subtly varying the name, Topps artists created a great success that lasted through three yeras and fifteen series. Even Topps' own products were not exempt from the caustic pen and daring brush of the originators. Gadzooka and Flopps were favorites of the series. Their defiant nature appealed to the 70's youth, who voraciously collected and avoriciously traded, giggling all the way. So successful were the stickers that their humor was hailed as comparable to Mad Magazine. Their artwork was spread across the front cover of the New Yorker. Numerous articles about these commentaries of our culture appeared in such newspaper greats as the New York Times. Often gruesome, often sharp, always smart and wacky, in their heyday these paintings not only reflected our culture, but became, like it or not, an indelible part of Americana.

ITEMS IN LOT: ALTHOUGH ONLY ONE ITEM IS SHOWN, EACH LOT CONSISTS OF TWO ITEMS

SIZE: ALL 5"x7"

COMPOSITION: FULL-COLOR PAINTINGS
COMPOSITION: SINCE THESE PAINTINGS ARE
THE ORIGINALS USED FOR PRODUCTION,
THEIR CONDITION IS VERY GOOD, EXCEPT
FOR A FEW FRAYED EDGES OR A FEW
WITH MISSING LETTERING, SMALL PAINT
CHIPS.

ESTIMATE: \$200-300 (PER LOT OF 2 OF THESE WIDELY RECOGNIZED DRAWINGS)





