

# BASEBALL CARD SETS FROM THE 1950's AND 1960's SHOULD APBA SELL THEM AGAIN?

## *What Do You Think?*

Once a season's issue of APBA baseball cards is sold out, it is never re-issued at a later date. This has been our policy since 1951, our first year of business. Card sets from past seasons began to increase in value among collectors many years ago, and our attitude has always been that it would not be entirely fair to those fans who paid high prices to "speculators" for those sets to make them available again from the company at a lower price.

Our position on this matter remains unchanged, but we have been under steadily increasing pressure to reverse ourselves and re-make card sets from the fifties and sixties. We now are willing to re-examine our policy, and that is the reason for this questionnaire. In recent years we have received more and more requests for these seasons, while virtually no one has expressed agreement with our policy. Even fans who own fifties' and sixties' sets have requested new printings, using the up-to-date card formula, of sets they already own. Consequently, we are anxious to determine how much support our current stand has.

Fans have suggested that "fairness" can be used as an argument in favor of re-issue as well as against it. They claim it is unfair for fifties' and sixties' sets to be within the reach only of those who were acquainted with APBA in those days, or those wealthy enough to pay collectors' prices for them, or those who resort to the use of illegal photocopies.

There are other arguments, pro and con, and we've tried to list the most essential of them as objectively as possible on the reverse side of this form. We'd very much appreciate your opinions on the questions that apply to you.

So that you go to the questionnaire with a clear understanding of our position, we'd like to summarize it again. We have no plans to print any previously issued sets at present. We still believe our policy has been the correct one from the beginning. We could only be persuaded to change our minds in the face of a near-unanimous response in favor of re-issue.

IF YOU WISH TO EXPRESS YOUR OPINION ON THE MATTER OF RE-ISSUE OF PAST SEASONS' CARD SETS, PLEASE ANSWER THE APPROPRIATE QUESTIONS BELOW. YOU MAY ENCLOSE THIS QUESTIONNAIRE WITH YOUR ORDER OR MAIL IT SEPARATELY. BE ASSURED THAT IT WILL BE CAREFULLY REVIEWED AND CONSIDERED.

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1. I  favor  oppose the re-computation and sale of new APBA baseball cards based on seasons from the 1950's and 1960's.
  2. I already own cards from the following seasons from 1950 through 1969 (list them, if any): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
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FOR QUESTIONS 3 THROUGH 6, CHECK "A" OR "B," WHICHEVER BETTER EXPRESSES YOUR OPINION.

3.  A. Re-issuing any of these sets would drastically reduce the value of the originals, which would be unfair to those who have paid high prices for them.  
 B. Since new cards would be distinctly different (double columns, speed ratings, split pitching grades, 42's, J-factors, expanded rosters, etc.), old sets would retain their value among collectors.
  4.  A. APBA has a responsibility to protect the investment of "speculators" who have purchased multiple card sets in the hope of selling them at a profit someday.  
 B. APBA has a responsibility to cater to the desires of its fans. If there is sufficient demand for a product, it should be made available.
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ANSWER QUESTIONS 5 AND 6 ONLY IF YOU ALREADY OWN AT LEAST ONE SEASON BETWEEN 1950 AND 1969.

5.  A. I would not buy another version of a season I already own.  
 B. I would probably buy the same season again, because refinements in the APBA formula over the years would make it a more accurate set.
6.  A. I am satisfied with the sets I now own and don't really care much whether APBA offers a selection of other card sets from the fifties and sixties.  
 B. Even though I do own one or more of those seasons, it is important to me to "fill in the gaps" -- to get the sets I don't yet have.