



Baines South Liverpool Football Trade Card

John Baines

£130



REF: 29503

Diameter: 7.2 cm (2.8")

## Description

Baines Football Trade Card, South Liverpool.

A rare circular football trade card in the shape of a leather football ball. Made by the toy shop owner from Bradford, John Baines. Baines went on to produce not only football cards but eventually covered scores of different sports, from golf, cricket, tennis to horse racing and bowls, and just about any kind of sporting affiliations in just about every city, town and village in the UK. The cards were promoted in various prize competitions like finding certain "medal cards", collection a certain amount of empty packets. One could always submit a mini essay on sport with the winner having their writing printed on the backs of the cards. Hence why the backs are so varied and different.

The Baines card offered for sale is printed in a blue tone with a picture of a two football players to the front with the words 'Well Centred, South Liverpool'. To the reverse '9 Tennyson Street, Burnley, 10th march 1921. Dear Mr Baines, I am writing to thank you for the ball you have sent me. I am highly delighted with it, and everybody says it is a splendid case. Wishing your firm every success. I remain, yours truly, C. Branch. J. Baines, Sole Inventor And originator of the Famous Packet of Cricket and Football Cards, 32 Oak Lane, Bradford, reg. No. 80,607'.