



Baines, Heckmondwyke Cricket Trade Card

John Baines

£85



REF: 29471

Diameter: 7.2 cm (2.8")

## Description

Baines Cricket Trade Card, Heckmondwyke. Well Caught.

A rare circular cricket trade card in the shape of a leather cricket ball with seam. 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 red tone with a picture of a wicket-keeper to the front with the words 'Well Caught, Heckmondwyke'. To the reverse '17th March 1921, Essay, If your old footer outfit is dejected, And 12 Gold Medal Cards you have collected, Send to Bradford - J. Baines, Number 32 Oak Lane, And the prize it will come as expected. (Age 14) F. Burnett, 55 Regent Street, Nelson, Lancs, J. Baines, Sole Inventor And originator of the Famous Packet of Cricket and Football Cards, 32 Oak Lane, Bradford, reg. No. 80,607'.