

1970 Esso Power Play Set of 252

1970-71 Esso Power Play Set of 252

4 Key Stickers

Gordie Howe, Bobby Orr, Jean Beliveau and Bobby Hull.

Sticker History

Each of the 14 NHL teams at the time had 18 players represented in this set. These were issued back in 1970 as 6 sticker panels that came free if you purchased \$3 worth of Esso Gasoline. The stickers themselves were not numbered except for jersey numbers on the players. There were supposedly 59 short print stickers that were pre-printed in the soft cover version of the album, therefore were not included in the first stamp printing. A lot of stickers found loose today had been originally glued into their album or show some wear on their corners by being handled over many years. There is a premium placed on stickers that have never glued into an album as well as for those that are perfectly centered and not very handled .

Sticker Facts

The size of each sticker measures about 5 cm X 3.8 cm (2 in X 1.5 in). These are sometimes called stamps and sometimes called stickers. They are as thin as a stamp and have small traces of glue on the back, when moistened, makes it stick. There was a soft cover and hard cover album put out for this set. There were French and English only versions. The hard cover album was reportedly 3.5 times more difficult to obtain.