

1974 NHL in Action Loblaws Set of 324

1974-75 NHL in Action Loblaws Set of 324

4 Key Stickers

Bobby Orr, Ken Dryden, Bobby Clarke and Phil Esposito

Sticker History

These unnumbered stamps/stickers were given out in strips of 8 with a grocery purchase. These cards were distributed throughout North America. Participating grocery chains were primarily Loblaw's, but also included *IGA*, *A & P* and *Acme*. The front pictures of the player's faces were all the same, however the participating grocer's logo could be found on the back of some stickers. There will be many "back" variations of certain stickers. The checklist with all variations will be quite hard to assemble. So for simplicity sake, I will keep the checklist just taking into account the front picture.

Some of the panels and stickers had them printed quite "off-centre", the quality control for this product was NOT superb. There were 40 different panels given out at the grocery store. That works out to 40 panels times 8 stamps per panel for a total of 320 stickers. However, there were 324 stickers in the set.

The makers of this set were ahead of their time by creating "SP" or "Special Prints". 4 of the stickers from this set were ONLY available when you purchased the album which had a "sticker sheet" attached just inside the back cover. The sticker sheet in the back of the album featured 20 stamps which included "album exclusives" of Dave Forbes (Boston Bruins), Joseph Johnson (California Golden Seals), Guy Charron (Detroit Red Wings) and Garry Howatt (New York Islanders).

Sticker Facts

The size of each sticker/stamp measures about 5.3 cm X 4 cm (2.1 in X 1.6 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. A soft cover album was issued for this set of stickers.