

# *Bob Lemke*

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October 23, 2006

Mr. Robert Lifson  
Robert Edward Auctions  
P.O. Box 7256  
Watchung, NJ 07069

Good Morning Rob,

Enclosed are the items we discussed for consignment to your April, 2007, auction. I'm looking forward to seeing them in the auction catalog, where they will be displayed with a quality of scholarly presentation that I have come to regard as the industry standard.

You might be surprised to know that this is the first time I have consigned to a major sportscard/memorabilia auction firm. Over my 25+ years of daily professional involvement with the "baseball card hobby" as editor and publisher of Sports Collector Digest and editor of the Standard Catalog of Baseball Cards, I had the opportunity to watch the start-up, growth and development of all of today's top hobby auction houses.

I chose REA as the venue for my consignment precisely because of what I observed about the auction market over all those years. I have known the principals (and the principles) of each of the auction companies since at least 1981, and had business and social interactions with each of you many times over the years. It has been my observation that among the leaders in the auction business, your personal interest and professional involvement in the hobby has most closely mirrored my own. Among all the auction firms, you were always the most willing to share with me and my readers the discoveries, background information and the "insider" intelligence that you have acquired as one of the hobby's most influential market makers since the 1970's.

There was no question on my part as to which company should handle my consignment, but for someone less familiar with the auction world, I thought that perhaps my thoughts would be helpful. It is not surprising that when long-time hobby friend Barry Halper brought his incredible collection to market, he chose Robert Edward Auctions to handle the disposition. Similarly, many less well-known (and even unknown) veteran collectors of my acquaintance have chosen REA in recent years to auction collections that were as meaningful to them as Barry's was to him. The fact that all of these hobbyists had nothing but the highest praise for your handling of their consignments speaks for itself and made my decision to go with REA a very easy choice.

Regards,  
Bob Lemke



Bob Lemke  
Editor — World Coin Publications  
Whitman Publishing Co.  
P.O. Box 276  
Iola, WI 54945