


**JOHN FULGARO: SPORTS LOGO COLLECTAMANIAC!**

John Fulgaro,  has been stuck on decals and bumper stickers for over 25 years. As his collection grew, Fulgaro became hooked on the myriad of sports logos appearing on his collectibles. Years of research have made him an expert "logologist" and led to his third book, *Sports Logo Guide*, which appears to be the first book of its kind ever published. His wife, Elizabeth, is his greatest fan and helps him immeasurably.



*John Fulgaro, sports logologist, holds logos from the 49ers and the N.J./N.Y. Knights.*



When I was a kid, every decal I had was plastered on my closet door. Are the walls of your home decorated in early American bumper sticker? I keep the decals from the major pro sports – baseball, basketball, football and hockey – in binders originally designed to hold photographs. Duplicates and decals from others sports, such as soccer and tennis, are stored in boxes occupying a good portion of the garage.

Just how many decals and bumper stickers do you have? Over 4,000 – involving more than 25 leagues (defunct and active) from the 1930s to present. My collection also includes football helmet decals.

What kind of things have you found recently? I just got an extremely rare Houston Colt .45's baseball decal. That team is known today as the Astros. I've also obtained decals commemorating first Super Bowl victory of the Green Bay Packers and the golden jubilee of the Philadelphia A's, who now, of course, are in Oakland.

Where do you normally find decals? Decals are primarily team-issued – you get them by writing a team or attending a game. I write teams regularly to pick up the latest ones issued, and I advertise regularly to purchase pre-1980s items. In fact, there aren't a lot of sources for older decals and stickers. Those who do collect usually hold on to what they have – they're pakrats in the true sense! But over the years I've come into contact with hard-core collectors and we trade frequently.

Are there many decal collectors? Decal collecting is one of the areas hobbyists have yet to discover, although it may be one of the areas of greatest rarity. For example, the Oakland Skates, a roller hockey team, only generated 500 team-issued

decals to give away at one of their games last year. Compare that to a sports card run – many of these decals are much more limited and more challenging.



*The A's elephant logo, born in Philadelphia in 1901, died in Kansas City in 1967, en route to Oakland..*



Did you used to collect cards? As a kid. In those days, every card from every pack was coveted. We returned soda bottles for their deposits and used the cash to buy cards, one pack at a time. We traded for some cards, flipped for others, and relegated players we personally detested to the bicycle spokes – or we mustached them and tacked them to the wall. But in recent years, the hobby emphasis moved from those who loved cards to those who loved quick profit. The change turned me off card collecting, especially as card prices began to skyrocket. I focused more energy toward decals and bumper stickers.

Considering the rarity of many decals, is this an expensive hobby? It was refreshing to learn that decals and bumper stickers over 20 years old can still be had for very reasonable prices. For example, the American Basketball Association ended in 1976, but several decals and stickers can still be acquired for less than \$10 each.