

# What's Hot and What's Not

by  
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We all have our favorite categories, of course—those types that we zoom in on on the freebie tables, request from our traders, and buy in auctions—but how do your wants stack up against those of your fellow collectors and the hobby in general? Are you going after what everyone else is going for, or are you out there in left field? (and there's certainly nothing wrong with the latter). Well, let's find out.

I surveyed a sample of 300 collectors and tallied what they had listed as their wants. Now, in most cases, I recognize that those collectors also collected in areas that weren't listed, but these were the categories that they thought enough of to list when asked and, usually, when under constraints as to how many they could list in the first place.

If you're new to the hobby, you won't really have anything to compare this breakdown to, but if you've been around for awhile you'll undoubtedly see some 'old reliables' that were popular in the past and are still popular now, as well as those once popular areas that have since declined. And, you might notice some categories that have experienced a surge of interest. Then there are the 'new' categories coming up that weren't really around in the past, such as Breweries (with the recent popularity of micro-breweries), Indian Casinos, Millennium covers, and so forth. And, if you do happen to be an "experience-challenged" individual [*that's politically correct jargon for a 'novice'*], perhaps the following might be useful to you in what you want to aim for in the future,



either going after what's most popular or going after the 'sleepers.'

A final note on the method of tabulation: the first column of figures is the actual raw percentage of exactly how many collectors specifically mentioned that category; the second column of figures show the "adjusted" percentage after 'catch-all' categories such as "General," "Transportation," "Fancies," etc. have been broken down and applied to the specific categories.

Category	Actual %	Adjusted%	Category	Actual %	Adjusted
Girlies	18.3%	59.6%	Dogs	3.3%	44.6%
Casinos	17.6%	59.0%	Foreign	3.3%	44.6%
Banks	10.3%	51.6%	Hard Rock	3.3%	47.6%
Airlines	9.6%	60.0%	Jewel	3.3%	45.6%
Sports	9.3%	50.6%	Trucking	3.3%	53.6%
Transportation	9.0%	50.3%	County Seats	3.0%	44.3%
Country Clubs	8.6%	50.0%	Disney	3.0%	44.3%
Railroads	8.6%	59.0%	Lobsters	3.0%	44.3%
Military	8.3%	49.6%	Matchoramas	3.0%	45.3%
Features	8.0%	50.3%	Presidential	3.0%	49.0%
Holiday Inn	7.6%	54.3%	Restaurants	3.0%	52.0%
Hotel/Motel/Res	7.6%	49.0%	World Fairs/Expo	3.0%	44.3%
Best Western	7.3%	54.0%	Birds	2.6%	44.0%
Beer	7.0%	48.3%	Cameo	2.6%	44.0%
Cigarette/Tobacc	7.0%	48.3%	Small Towns	2.6%	44.0%
Auto	6.6%	48.0%	American Legion	2.3%	43.6%
Christmas	6.3%	48.6%	Camel/Camel 30s	2.3%	52.0%
Old	6.0%	47.3%	Clubs	2.3%	52.0%
Full-length	5.6%	47.0%	Horses	2.3%	45.0%
Colleges & Uni.	5.3%	46.6%	Midgets	2.3%	49.6%
Elks	5.0%	47.6%	Parks	2.3%	43.6%
Jewelite	5.0%	47.3%	Planet Hollywood	2.3%	46.6%
Gas/Oil	4.6%	46.0%	Radio/TV	2.3%	43.6%
Chinese Rest.	4.6%	49.0%	Roses	2.3%	44.6%
VIP/Personality	4.6%	46.0%	Woodies	2.3%	43.6%
Golf	4.3%	45.6%	Bars	2.0%	43.3%
Hotel/Rest	4.3%	53.3%	Filigree	2.0%	43.3%
Patriotics/WW II	4.3%	45.6%	Foilites	2.0%	44.3%
Political	4.3%	45.6%	Hawaii	2.0%	43.3%
Bears	4.0%	45.3%	Hillbilly	2.0%	43.3%
Cats	4.0%	45.3%	Odd Strikers	2.0%	44.3%
Drinks/Soda	4.0%	45.3%	Phone #s, Low	2.0%	43.3%
Hotels/Motels	4.0%	53.0%	Rainbow	2.0%	44.3%
Shiplines	4.0%	54.3%	V.F.W.	2.0%	44.6%
Bowling	3.6%	45.0%	40-strikes	1.6%	43.0%
Hotels	3.6%	52.6%	Chickens	1.6%	43.0%
Indians	3.6%	45.0%	F.O.E.	1.6%	44.3%
Navy Ships	3.6%	45.0%	Foxes	1.6%	43.0%
Boxes	3.3%	44.6%	Giants	1.6%	43.0%
Contours	3.3%	44.6%	Holiday Inn, N/S	1.6%	48.6%

Category	Actual %	Adjusted
Lighthouses	1.6%	43.0%
Matchtones	1.6%	44.0%
Mermaids	1.6%	43.0%
Palm Trees	1.6%	43.0%
Pandas	1.6%	44.0%
Pigs	1.6%	44.0%
Sets	1.6%	43.0%
Sports Schedules	1.6%	52.3%
Uniglos	1.6%	44.0%
10-strikes	1.3%	42.7%
Animals	1.3%	42.7%
Billiards	1.3%	42.7%
Diners	1.3%	42.7%
Fraternal	1.3%	42.7%
Funeral Homes	1.3%	42.7%
Hiltons	1.3%	48.0%
Intercontinental	1.3%	42.7%
Oriental Rest.	1.3%	45.6%
Resorts	1.3%	42.7%
Rt. 66	1.3%	42.6%
American Ace	1.0%	45.6%
Angels	1.0%	42.3%
Amusement Parks	1.0%	42.3%
Balloons	1.0%	42.3%
Big Boy Rest.	1.0%	45.3%
Blacks	1.0%	42.3%
Can. Tax Stamps	1.0%	42.3%
Cartoon Charact.	1.0%	42.3%
CCC	1.0%	42.3%
Cigars	1.0%	42.3%
Coins	1.0%	42.3%
Combos	1.0%	42.3%
Conventions, Rms	1.0%	42.3%
Credit Unions	1.0%	42.3%
Dated	1.0%	42.3%
Famous Places	1.0%	42.3%
Fancy	1.0%	42.3%
Flowers	1.0%	42.3%
Food/Dept. Stores	1.0%	42.3%
Group I	1.0%	48.3%
H/M Chains	1.0%	46.3%
Mexican Rest.	1.0%	45.3%
Olympics	1.0%	42.3%
Pepsi	1.0%	46.0%
Printed Sticks	1.0%	42.3%
Royal Flash	1.0%	42.3%
San Francisco	1.0%	42.3%

Category	Actual %	Adjusted
Sheratons	1.0%	47.6%
Sports Jewelite	1.0%	43.3%
Tall Ships	1.0%	42.3%
Action	.6%	42.0%
12-strikes	.6%	42.0%
Breweries	.6%	42.0%
Bridges	.6%	42.0%
Butterflies	.6%	42.0%
Chefs	.6%	42.0%
Chickets	.6%	42.0%
Coffee	.6%	42.0%
Cowboys	.6%	42.0%
Duncan Hines	.6%	42.0%
Farm Equipment	.6%	42.0%
Fish	.6%	42.0%
Fred Harvey	.6%	42.0%
Hearts	.6%	42.0%
Hotels, Chain	.6%	45.6%
Humorous	.6%	42.0%
Irish	.6%	42.0%
Gum/Candy	.6%	42.0%
Hyatts	.6%	47.3%
Jutes	.6%	42.0%
Knot Holes	.6%	43.0%
Liquor	.6%	42.0%
Marines	.6%	50.3%
Matchcover Club	.6%	42.0%
Nautical	.6%	42.0%
Newspaper/Mag	.6%	42.0%
Night Clubs	.6%	42.0%
NYC	.6%	42.0%
Perfect 36	.6%	42.0%
Perkins Americana	.6%	42.0%
Pocketbox U.Slim	.6%	45.3%
Port Authorities	.6%	42.0%
POW Camps	.6%	50.3%
Quality Court/Inn	.6%	54.0%
Seahorses	.6%	42.0%
Souvenirs	.6%	42.0%
Stickybacks	.6%	42.0%
Taxis	.6%	54.0%
Weddings	.6%	42.0%
24-strikes	.3%	41.6%
Autographed	.3%	41.6%
Blimps	.3%	41.6%
Buslines	.3%	50.6%
Cactus	.3%	41.6%

Category	Actual %	Adjusted
Carousels	.3%	41.6%
Caves	.3%	41.6%
Clowns	.3%	41.6%
Coal	.3%	41.6%
Dragons	.3%	41.6%
Drug Stores	.3%	41.6%
Eddy	.3%	41.6%
Embossed	.3%	42.6%
F-L Bank Check	.3%	47.3%
H/M/R Chains	.3%	41.6%
Japanese Rest.	.3%	44.3%
Keys	.3%	41.6%
Maps	.3%	41.6%
Money	.3%	41.6%
Motels	.3%	49.3%
Motels/Rest.	.3%	49.0%
Movie Stars	.3%	46.3%
Outback Rest.	.3%	44.6%

Category	Actual %	Adjusted
Pizza	.3%	53.0%
Pocketbox Slim	.3%	45.0%
Rodeo	.3%	41.6%
Scenic	.3%	41.6%
Sheratons, N/S	.3%	48.3%
Ship'sWheels	.3%	42.3%
Taverns	.3%	41.6%
Thank You's	.3%	41.6%
Tikis	.3%	41.6%
Tractors	.3%	41.6%
Veterans Admin.	.3%	41.6%
Vista Lites	.3%	41.6%
Whales	.3%	43.0%
Zip Codes	.3%	41.6%