

Non-Stock Holiday Inns

In the 1980s, they were arguably the hottest currently produced covers in the hobby. Non-Stock Holiday Inns are still highly sought after, but interest in them has significantly waned as they've declined in availability to practically nothing. New Holiday Inns continue to be built, however, so the hope of new covers occasionally appearing, along with new varieties from older locations, still springs eternal...but I've seen less than five new N/S HI's (new to me) in the last six years!

Originally, these non-stock covers tended to be put out by the Holiday Inns, themselves. From, say, the 1980s on, however, they have been predominantly been produced by the specific restaurants or lounges *within* the Holiday Inns. These are often separately operated, private enterprises licensed to function with the Inns.

Almost always collected along with stock Holiday Inns, as part of a general Holiday Inn collection, they are the "jewels" of the category. After all, that's what "non-stock" really means, the more unique, custom-designed covers. Often appearing in the fancier types (*Foilites, Cameos, Uniglos, and Matchoramas*), they span the ranges of sizes: 10s, 20s, 30s, 40s, *Jewels*. Many of the foreign locations are also non-stock, and this adds a number of odd-sized covers to the collection, as well. Addition-ally, there are quite a few *Jewelites*, most of which are *Sports Jewelites* with dated schedules on the inside.

The late Kent Morris listed Non-Stock HI covers in the Garden State Matchcover Club's bulletin, starting in 1987. Probably the largest collections were those of Ken Riggs, MA, and Kent Morris, IL, but I don't have specific numbers on those particular collections. Just to give you an idea of what exists, though, Janet Penny had 3,164 Non-Stock Holiday Inns in her collection back in January, 1997. Drop by your local Holiday Inn periodically. Check the restaurants and bars for new covers....and be sure and spread the wealth should you make a discovery!