

## Small Categories Series

### Big Boy Restaurants

Now, this is one of the more 'serious' small categories, not to imply that others previously reviewed here were, shall we say, 'frivolous,' but BIG BOY RESTAURANTS has a certain respectability that some of the other categories haven't had.

In its day, Big Boy was a wide spread franchise. The logo appears on a large array of different restaurants. I vaguely remember them when I was a boy, but, then, I may not have been the hamburger affectionado that I am today.

The world's first double-decker hamburger needed a larger-than-life personality to help create a national appetite. So when a fat little boy in red suspenders walked into Bob's Pantry in Glendale, California, in 1936, he became the new symbol for Bob's Big Boy restaurant. Owner and founder Bob Wian created a stylized image for his "Big Boy," with red-checked pants and suspenders, dark wavy hair, cherubic cheeks and a happy grin - because he was holding the hamburger he was named for.

Aside from a respectable number of restaurant covers in this category, there are a lot of RADIO/TV conjunctives here, as well. I first noticed this category, in fact, while working on my own RADIO/TV covers.

There were 513 covers listed by Mike Samuels as of 6/07, and he had 375 of them.

