

## Making The Case

I still don't believe it! No one, or next to no one, is interested in Matchoramas anymore?! How can that possibly be? We're not talking about chemical plant covers here, or department store covers, or bear covers! *[Oops! Now I've alienated all the Huggable Bear people]...Forget I ever said that. "Nothing like a wonderful bear cover!" That's what I always say!*

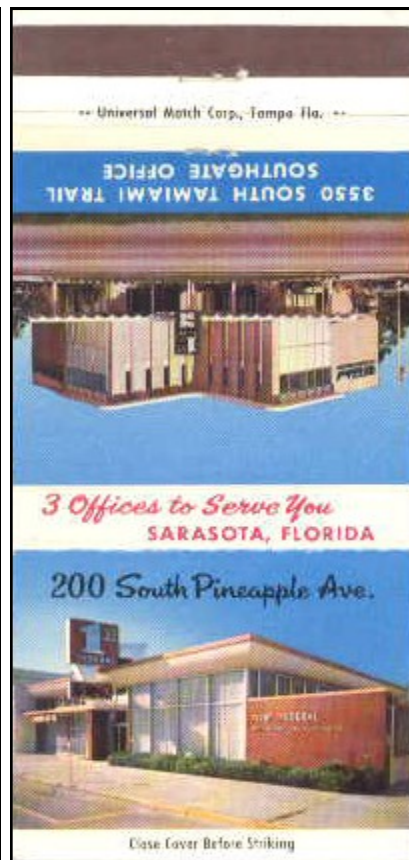
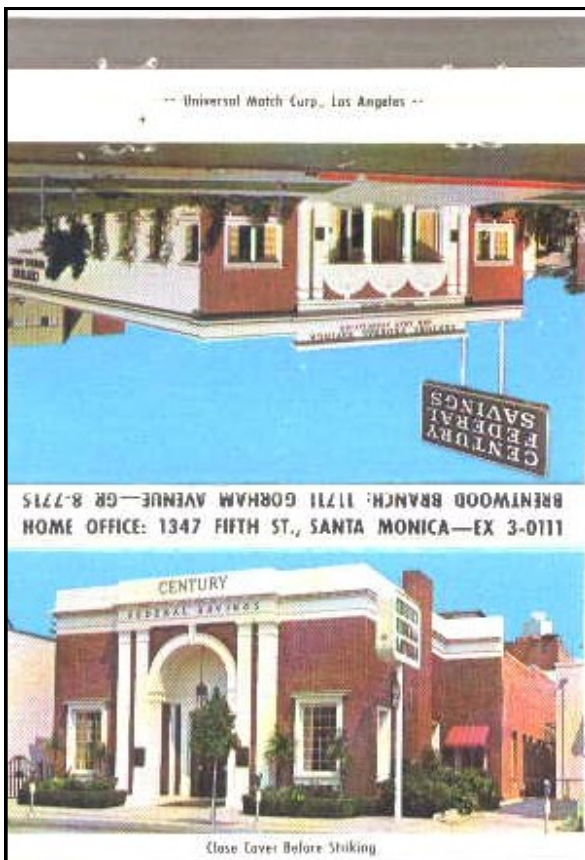
The point is, however, Matchoramas are some of the most attractive covers ever produced--They're quality-made covers, slick and sharp; they're beautiful full-color photo covers; and they're one of the best such full-color photo types ever produced, certainly head and shoulders above similar typed issues of, say, Eddy, Diamond, Ohio, and the smaller manufacturers. We might sit up one night and discuss how Matchoramas compare to *Lion True Color* or the Grant-Mann issues, but 'Ramas are beautiful, quality covers any way you look at it. And yet...

I can't trade them; I can't sell them *[No, I haven't tried giving them away!]*. No one seems to be actively collecting them anymore. I've tried putting occasional lots on my monthly web auction--they don't move. Size and numbers don't seem to make any difference--they don't move. *[Notice how I got a little plug in there about my auction]*.

Much more deadly, though, is the fact that I haven't been able to find anyone who even wants to trade Matchoramas...and I've been trying for the last couple of years *[Have I mentioned that these are beautiful, quality covers?]*. That means I haven't been able to make my own collection of *[beautiful, quality]* Matchoramas grow. It's just sitting there in all those albums, lonely and forlorn, stagnating. And that's a shame, because it's one of my favorite collections. Yes, I collect Lighthouses...and

Casinos...and Tobacco...and Girlies...and all the Fancies...and the list goes on, but for sheer uniform attractiveness, they just don't compare to 'Ramas.

Just try this simple and safe test right in the comfort of your own home. Set out two albums of covers, one of 'Ramas and the other of anything else. Then ask a neighbor, a visitor, the illegal alien refinishing your driveway...it doesn't matter...to have a look at both albums. Scientific studies...Yes,



## For Matchoramas

friend! *Scientific* studies...have repeatedly demonstrated that in 94.3% of such instances the person will invariably be drawn to, and spend more time examining, the Matchorama album...something about the eye being naturally attracted to photos over drawings and text. Plus, of course, I think that people identify with, and are more inquisitive about, photos. They might show a place that the person has been to, or something odd or unusual, or just something 'new'. There's something 'real' about a photo, whereas drawings, the person already knows, just aren't.

Yes, there are Matchorama sets, and Matchorama Railroads, and Airlines, Girlies, Trucking, Christmas, and you name it...but in *this* category, you actually *like* that chemical plant cover, as well! Why?...Because it's a...*quality cover with a beautiful color photo on it!*

OK, so you're not into *beautiful*...You disdain *quality*...You hate full-color photo covers...And, a Universal Match Corp. salesman ran off with your wife. Deny if you can my final trump card...First and foremost, you're a *collector!* And collectors thrive...*nay...live for!*...the thrill of the challenge! Well, just look at *this* challenge!...

Matchoramas were produced by the Universal Match Corp. from 1956-1986. That means the largest manufacturer in the United States cranked these beauties out for a solid 30 years...and, not surprisingly, they were popular with advertisers. Also not surprisingly, then, that translates into *lots* of Matchoramas to collect. Last time I heard, there were 8,129 covers acknowledged in the Matchorama listing (and that was way back in July 1994. Tom Valachovic was maintaining the list then. I don't know if it's even being kept up now). In any event, that means there are at least 8,129 different Matchorama covers, in assorted sizes, out there for you to hunt down and acquire...made even more challenging by the apparent fact that no one else in the hobby wants anything to do with them!

Too challenging, perhaps, since, with no one willing to trade, I, for example, have next to no chance at all at getting the 2,995 that I'm currently missing.

[I'm not much of a buyer...not that one sees a lot of 'Rama lots available anyhow].

