

## Small Categories Series

### Department Stores

I always thought that this was a pretty ‘blah!’ category, and, indeed, in all my years of collecting I think I’ve actually seen it listed on a trader’s want once or twice. Otherwise, it’s always been my experience that it’s one of those categories that you just can never get rid of, as far as trading goes.

But, I suppose that there is a certain nostalgia that could be seen here. After all, we all have our favorite department stores [*Well, women have favorite department stores; men have the ones they’re dragged to most often*]. In any event, we all have department store names that are very familiar to us. Here, in Northern California, we’ve grown up with Macy’s, Nordstrom’s, Penny’s, Sear’s, and the like.

Additionally, there are those ‘favorite’s’ that are now merely the stuff of history—Montgomery Ward’s and Gimbel’s come to mind immediately—more nostalgia.

I don’t collect them, but a number have certainly crossed my desk over the years, and you might be surprised as to just how many there are and what a variety there is, especially considering all these matchbooks were issued by stores that didn’t allow smoking!

Most of these covers, of course, are going to be front-strikers. My favorites here are the older Gimbel’s covers which are dated, and they now sit in my Dated collection. You might take a look at this category and see if it appeals to you.

