

## Where, Oh Where? ...Why, Oh Why?

One of the most aggravating, and, unfortunately for the collector, one of the most common, occurrences in collecting is coming upon covers that have no location. I don't mean Nationals, and I don't mean businesses with addresses in multiple cities. No, these are covers from good, solid, single locations...but they don't *give* the location!

"Al's Garage...corner of 9th and Maple streets." And that's it! '9th and Maple streets'...WHERE?!! Amidst your frustration, you have to wonder why on earth any such business would chose to leave out vital information such as city and state. Some of these covers actually give the city...but, still, no state!

Now, I suppose, one might reason, "Well, these are small local businesses whose aim was focused simply on the local community, and anyone in the community would know where "9th and Maple" was. But, surely, the advertiser ("Al," in our ongoing example, here) would be aware that matchbooks, by their very nature, tend to end up at the far reaches of the country and all points in between as customers carry them in the travels. It's hard to believe that *any* business wouldn't take advantage of that additional potential and make certain that each matchbook carried the *full* address of the business. Yet, we see example after example as we sift through our covers.

Someone once told me that such covers are examples of salesmen who didn't do their job well, because they should have counseled these customers to put the complete address on the covers. In any event, these covers are a continual problem for the collector, who routinely organizes his covers by...*location!*...Especially by state.

Below are just a few examples.

