

Why Some Covers Don't Have City And State

Oh, they're always such perplexing covers. They don't have a specific location! No city, no state! And these aren't Nationals; they mostly small local businesses that only have a street address at most. Why on earth would a business do that? After all, the purpose of those matchbooks is to advertise the business. Wouldn't the business owner want to advertise exactly *where* the business was? You'd think so!

But, all those 'address-less' covers belie that logic. Hmmmmmm. Years ago, when I was a new collector, I still remember a veteran collector telling me that such covers represented salesmen that had done their job well...meaning that the match salesman who took the order should have counseled the customer that it would be of benefit to have the city and state of the business *included* in the cover text. That may well have been part of the problem, but I would think that anyone with enough entrepreneurship to run his own business would be sharp enough, and far-sighted enough, to see the advantages of adding city and state to the business address on the cover. So, I keep trying to go beyond that explanation for something more.

It couldn't have been that the order for covers would have cost more with the inclusion of more text (city and state). I mean, how much could you save by leaving out *two* words?! Even if those two words put you over some specified limit, how much more could the next level of text (at the next pricing level) have cost? Certainly not a prohibitive amount...you would think.

So, what else? How about this?....Since most of these covers are from small, local businesses...and, perhaps, I'm guessing, usually from smaller towns...maybe the business owner simply didn't think it was necessary to include city and state—since most people in town already knew where the business could be

found, and -out-of-town business wouldn't have been expected...for some reason. Hmmmm, that sounds pretty weak. Although, the whole thing *does* seem to smack of a really provincial attitude.

So...What's going on here? In point of fact, I don't have an answer for this perplexing situation. Perhaps someone who used to be a match salesman, or someone who was otherwise connected with the industry, could answer the question for us one way or the other.

Until then, I continue to wonder...and brood!

