

Matchcover Enigmas #7

Restaurants

They go back almost to the beginnings of matchcovers, themselves. They cut across every other type of cover. They've always been the mainstay of both the industry and the hobby. They come in all shapes, all sizes, all colors, and all types. They've always been the most numerous, the most common, the most traded, and the most attainable. And yet, Restaurants have never been the most popular category.

No matter what you collect, you've got Restaurants in that collection—They're in Airlines, Military, DQ's, Midgets, Colleges, Banks, and ad infinitum! [Well, now that I think of it, there probably aren't any in Navy Ships...but you get the point]. They're the most widely collected category...but not as a category!

Well, why not? Doesn't Restaurants *deserve* that recognition?...Allow me to answer my own question, although it's just an opinion...Inherent in the very nature of the Restaurant category, two *big* disadvantages immediately appear. First off, the fact that they *are* the most common type of covers automatically lessens their allure. Although there is just about every type of treasured cover within Restaurants, the overall category lacks pizzazz. And, because they are so numerous, the category is just too unwieldy for most collectors to deal with (several collectors have, or had, collections in excess of 100,000). Add to this that most Restaurant covers are lack-luster and considered 'run-of-the-mill' and you *probably* have the reasons why Restaurants were reported to be the 16th most popular category in the hobby in the latest survey [RMS *Insta-Poll*, Mar/Apr 2007].

