

# Company Loyalty?

I go through a lot of covers and look at a lot of manumarks, and something I've noticed is that businesses or individuals making successive orders of matchbooks *often* don't use the same matchbook manufacturer or jobber that was used for the first order.

You'd think that they *would*, since they already have the contact information for ordering, and the manufacturer or jobber already has *their* information in their files from the original order.

But no!...Shown here is a perfect example. Four Tavern On The Green covers, each from a *different* company—Diamond, Lion, Maryland, and Atlas!

Now, you might reason that the customer wasn't satisfied with the initial matchbook and thus shopped around to other sources. But, that original matchbook was made to the customer's specifications. He got exactly what he ordered.

Maybe the customer was just shopping for a better deal. Hmmmm, I don't think so. Prices are pretty much the same across the board for all companies, and I don't think most customers would put that much effort and thought into price comparing matchbooks!

*...Just thought it was interesting.*

