

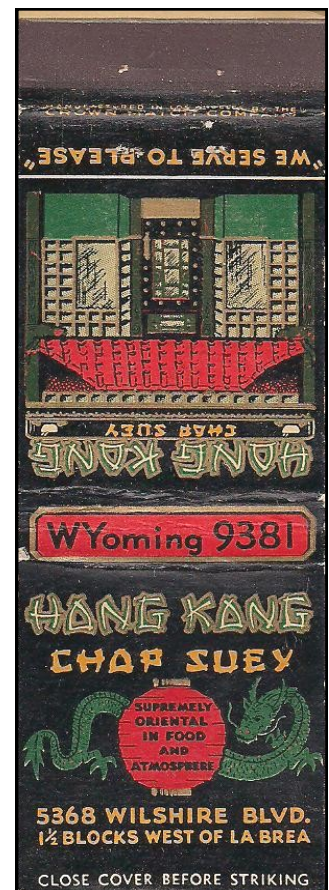
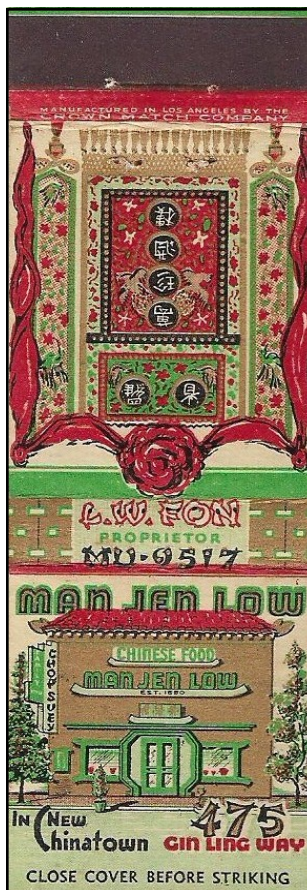
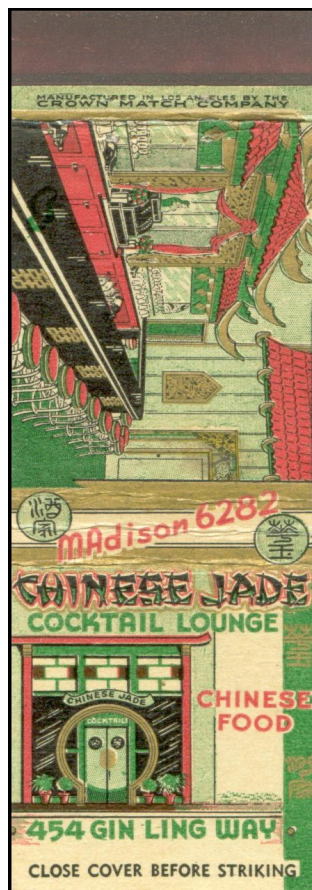
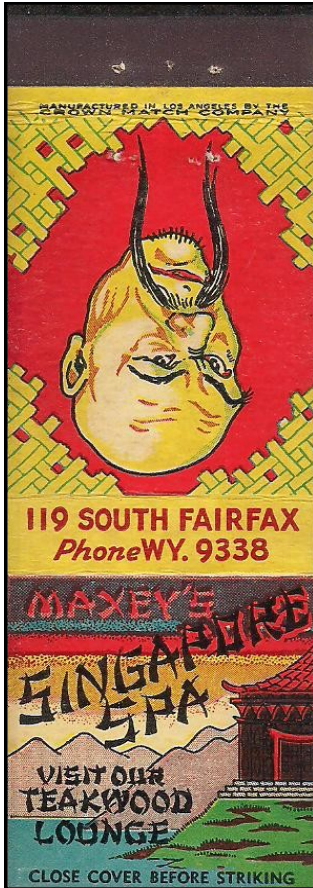
## Those Fabulous Chinese Crowns!

Most collectors agree that matchcover art reached its apex in Crown Match Company's Chinese Restaurant covers. When one surveys the artwork on covers in general, these are simply astonishing—the detail, the colors, the complexity. To be sure, Crown also put the same quality in many of its covers within other categories, but its Chinese Restaurant covers are the most famous. (Still, I'd bet that a display of Crown art work would be something of a show stopper)

The Crown Match Company was located in Los Angeles, California (Yes! There were a few great companies out here in the West!) (We also had King Midas and Monarch...to to mention the more recent, albeit short-lived, California Match Co. originally centered in San Diego.)

The Crown Match Company folded in 1942, but most, if not all, of its Chinese Restaurant covers were issued in the 1930s. So, these covers also have age going for them, as well as originating from one of the most respected manufacturers in US history.

Unfortunately, most collectors will have to be satisfied with a simple sigh, knowing that they'll probably never attain these gems. Crown covers are difficult to come by to begin with (mainly because collectors are constantly 'culling them out from the herd'), but issues such as those seen here are even





harder to get. You won't find these beauties on a freebie table!

Still, it's the creed of the collector to pursue...ever pursue. Who knows...You just might get lucky! I have over the years, so I think it's simply a matter of time and diligence. One avenue that always holds out hope is that new accumulations are always coming into the hobby from non-collectors—never-before-seen covers, new treasures, rarities. It's not as if collectors are limited to what simply exists within the hobby.

However, what's already in the hobby still offers hope to collectors who are willing to buy, whether it's in the form of individual auction lots or entire collections. And, unfortunately, but it's a fact of life, each time a collector passes away or simply retires from the hobby, his or her collection usually goes somewhere.

So, each year, various collections, both large and small, become available. Some are partitioned into lots and sold through various club auctions; others are sold in toto. You just have to pay attention to the advertisements and announcements within the hobby throughout the year and always pursue any lead that looks hopeful.

There aren't a lot of these beautiful Crown Chinese Restaurants, by the way, just a handful...but, then, you needn't worry about quantity when you're holding a treasure.

