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Christmas Passé?

Next month is Christmas, but I seriously doubt whether you're going to run across any new Christmas covers. There basically haven't been any for at least the last several years.

Arguably the most attractive cover category, Christmas covers were once issued from coast to coast by businesses, like a December wave washing across the country...but no more.

The biggest hit came from the fall of Universal in 1987. Most Fancies were issued by Universal: Cameos, Uniglos, Foilites, Matchtones, Filigrees, and so on...all of which disappeared in 1987.

All this, of course, took place during the anti-smoking movement, and most businesses stopped issuing matchbooks altogether.

Then there came the Anti-Christian/Anti-Christmas/Cultural Diversity/Political Correctness movement (all part of the same thing). Suddenly, people were offended by "Merry Christmas!" *[I'll never*

understand how people, no matter what their religious beliefs, can be offended by someone wishing them well!] Suddenly, businesses saw it as 'bad for business' to advertise Christmas at all. At the very least, it now became 'Happy Holidays!'

And my cherished Christmas collection now languishes. I have 7,961 Christmas covers, but I'm not likely to find any new ones. Of course, there are still all those older issues that I have yet to find, but it's still sad to see what has become of Christmas. Taken out of the schools, taken out of the stores, taken out of government (except for the White House Christmas tree), it's simply become just another excuse for a sale.

What's next? Confederate statues and Columbus Day? (!)