



Editorial

Donde Estan Nuestras Colecciones Mexicanas?

The hobby has thousands of collectors in the United States; we have at least one hundred known collectors in Canada; there are, in fact, hobby members everywhere from Arabia to Singapore...so how many collectors do we have from our huge neighbor to the south, Mexico?.....**ONE!**

Ron Hopps in Mexico City is the only known hobby member south of the border, and, judging from Ron's name, he's not even Mexican! There are some 95 million people in Mexico! So, where are our Mexican collectors?

There are *millions* of match-users in Mexico, and even if the focus there is on boxes rather than covers, there should still be collectors. I checked with the British Matchbox Label and Booklet Society in England, and they don't have *any* Mexican members. There is also no known phillumeny club in Mexico, itself.

Of course, there's a language barrier, but that shouldn't hinder interest in the hobby, and the rest should take care of itself. It would seem, then, that Mexico presents a very fertile ground for future hobby expansion. The problem, however, is publicity.