
FLASHBACK!

Bits & Pieces

[January/February 1977 RMS Bulletin, Frank Gosztyla]

“What makes a ‘premium cover’ a premium cover? (to borrow a phrase from the Carling’s beer commercial). To many matchcover collectors this phrase means their pet collecting preference. To most collectors this means matchcovers that are in demand because of the beauty or value or both. Thus we can dwell on three dimensions—specialty-beauty-value.

...The next two “premium” categories, without a doubt, are the most wanted and most valuable covers to most collectors. Which cover type gets first billing depends on your sense of value. Hundreds of collectors belong to the H-I club and hundreds of collectors belong to the Girlie clubs. And hundreds belong to both! That’s why I base my estimates on these two categories; they have the most followers in phillumeny. Many RMS members are real zealots when it comes to Girlie covers...

The other premium cover most sought after by collectors is the HOLIDAY INN cover...

Matchorama (or rama) probably was the most sought after cover back in the 1950’s and 1960’s; many rama clubs were spawned and listings were eagerly by members initiated into these autonomous clubs...” *[January/February 1977 RMS Bulletin] [Ed. Note: Boy, look how far the popularity of Holiday Inns has fallen since then!...Is that what popularity is tied to? Availability?...Hmmm!]*

“RAMBLINGS: I have discovered a wonderful instrument to revitalize old scratched strikers! This is a “magic-marker type” pen called VANISH by Carter Ink Co. It originally is made for furniture scratch touch-up but I found it did wonders for a slightly used striker; makes it look brand new! Comes in a brown tube (or whatever you call that pen type container) and costs 69¢. Try it!!!!” *[January/February 1977 RMS Bulletin]*

RMS CONVENTION: “Due to circumstances beyond our control, the site of the 39th RMS Convention had to be changed. The management of the Hotel Astor failed to live up to the agreement made with Badger State Club. The meeting rooms promised were to be enlarged and remodeled, and as of January 1st, no improvements have been started; so the Committee and Officers had no other choice but to move to more adequate facilities.” *[May/June 1977 RMS Bulletin—but this is actually a 1979 bulletin; see below]*

OOPS! A little known bulletin slip up occurred in 1977. There were two different bulletins issued dated May/Jun 1977, and both are numbered “Bulletin No. 347”. One of the bulletins is the March/April 1979 issue. The earlier one talks about the 37th RMS Convention, while the latter refers to the 39th RMS Convention. Somehow the older, 1977 front page banner, ended up on the 1979 issue.

“RAMBLINGS: There’s a new club formed in Ottawa, Canada, called the National Capital M. C. ...It is another bilingual club for Canada.” *[July/August 1977 RMS Bulletin]*

“POST-CONVENTION NEWS: The 37th annual RMS Convention is now history—and one for the record books, too!...Record crowds (non-members) came to view the exhibits and proceedings. Most were impressed by what they saw. Registration records were broken—almost 200 were signed in.