

Holiday Inn

They're unusual! They're colorful! They're attention-getters! They're Holiday Inn Jewelites!

When I came into the hobby in 1983, Holiday Inn covers were the hottest category going. There was such a wealth and variety to be had, and more beauties being generated by the day!

And the ones most sought after, not surprisingly, were the non-stock issues. *And*, within those, you had all sorts of Fancies—Uniglos, Foilites, Cameos, and the like. *And*, within the Fancies, we had, dare I say, the nicest—the Jewelites.... Ohhhhh! Of course, Jewelites, at the same time, were a hot category in and of themselves, but to run across a *Hoiliday Inn* Jewelite...Well, that was definitely not an every day occurrence!

There aren't all that many, considering. I have some 8,800 Holiday Inns, and only 56 are Jewelites. That's less than 1%! A lot of the latter are Sports Jewelites (team schedule on the inside). Thinking there are probably more such that I don't



Jewelites

have, I checked with Holiday Inn collector George Cosentini, CA, and found that he currently has about as many Holiday Inn covers as I do, with some 200 being Jewelites (that would be 2.2%).

There *are* some early front-strikers in the Jewelite category, but I don't recall having seen any in Holiday Inn Jewelites, and I certainly don't have any in *my* collection.

I assume any of the non-stock Holiday Inn covers were the result of decisions made by the individual Holiday Inn managers.

Well, new Holiday Inn covers are by and large a thing of the past now, and no Jewelites have been made since 1987 in any event, so...all the more reason to treasure those we have.

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