

HOBBY HISTORY

[RMS Bulletin 29, June 1944]

> “Stapling covers to your pages is not recommended” [RMS Bulletin 30, July 1944]

Historical Tidbits: VII

> There was no collector who attended all of the first 12 RMS conventions [RMS Bulletin, August 1953]

> There were no RMS convention covers issued from 1942-1947 (there were no conventions in 1943 and 1945) [RMS Bulletin, August 1953]

> The 1952 Presidential election produced three million Political matchbooks [RMS Bulletin, March 1953]

> Advertising rate for the 1942 *Bulletins (Letters)* was 1¢ a word. [RMS Letter Number 8, September, 1942]

> Collectors were already voting the Lindbergh cover the “Most Valuable Cover In The World” in 1942 [RMS Letter Eleven, December, 1942]

> Also in 1942, collectors were even then complaining about late-arriving bulletins (of course, at the time it could be blamed on the war) [RMS Letter Eleven, December, 1942]

> RMS’s first president, Bob Lockard (1941-1944), died in office at the age of 44 (not war-related) [RMS Letter Twenty-four, January 1944]

> As a memorial for Bob Lockard (above), RMS purchased a multigraph machine (from donations) in 1944 to print its bulletins [RMS Letter 26, March 1944]

> By 1944, many collectors were also collecting patriotic envelopes [I don’t think I’ve ever seen one] [RMS Letter 28, May 1944]

> Pull Quicks, Pull Matches, and Pull-Quicklys were scorned by original collectors because they deviated too strongly from the standard matchbook

> [1928 article by Peter F. O’Shay in *Literary Digest*] “A large number of standard package goods are now on the market. And a billion dollars of advertising every year builds a ready-made demand for them. Hence, the recent rapid development of automatic sales machines. A machine can not persuade a reluctant customer, nor select the proper necktie to go with his suit. But on many sales, persuasion and selection are unnecessary...Last year we retailed, mostly by machines, \$350,000 worth of matches at 1 cent a box - 35,000,000 sales transactions. It would cost the entire cent to make the motions. Only a machine could sell economically enough to leave a profit for the merchant. If we use the standard 3.1% average annual cost of living increase, that \$350,000 in 1928 represents over \$5 million in today’s dollars. Come to think of it, don’t they sell boxes of matches for 10 cents each in convenience stores? That makes it \$35 million, doesn’t it?” [Thanks to Jim Spector, FL, for sending this in]

> In 1938, the owner of the only known Lindbergh cover declared that she would refuse any \$25 offer to buy the cover. [Ed Perkins, *MatchBook Cover Collecting As a Finer Art*, 1947]

> In 1944, a high point in buying covers was reached when someone paid \$75 for the 1934 silver Chicago Century of Progress set of eleven. [Ed Perkins, *MatchBook Cover Collecting As a Finer Art*, 1947]

> In 1940, the United States Post Office required that matches sent through the mail be wrapped...in asbestos. Washington, D.C. *Sunday Star*, Sep. 1, 1940 [although another source in 1939 says ‘tin foil’]

> Most early matchcover collectors (1930s) didn’t actually refer to their prizes as ‘covers,’ but rather ‘folders’.