

Small Categories Series

Coffee

This is a category that seems to be favored by veteran collectors much more than newer collectors, perhaps because the veteran collectors tend to be older and can remember these! Definitely, these covers are going to be almost all older brands on older covers. That, in itself, makes them attractive covers to those who go after the oldies.

I doubt that coffee drinking has declined over the years, but certainly coffee advertising was much, much more pronounced back in the 'old days'. Brands sponsored TV and radio programs, etc. Today, we rarely seem to hear from such advertisers.

We don't normally see them in auctions as distinct lots, so you'd have to advertise and trade with specific collectors to get these beauties.

The late Andy Anderson, MO, reported having 214 different Coffee covers in July 1996.

