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Are The *Big* Categories Dead?

I am the editor for three club bulletins; I'm the webmaster for four hobby web sites; I'm an active trader; and I run an on-line auction....so I *think* I have a pretty good feel for what's happening in the hobby, and what's hot and what's not. Thus, I found myself wondering the other day if the big, traditional categories are basically dead.

Once the hottest items in the hobby, categories such as Jewellites, Uniglos, Matchoramas, Foilites, and *all* the Fancies, in fact, seem to hold little interest for collectors these days. But it's not just Fancies. Airlines, Railroads, Trucking, Holiday Inns, Best Westerns, Chinese Restaurants, Christmas, and the list goes on, seem to be dead in the water, as well.

Why? Well, what do all of the above categories have in common? No new issues. Is that the main factor in determining collector interest, whether new issues are still coming out or not? If it is,

I have to shake my head in wonder. Doesn't the word 'collectibles' basically imply things from the *past*? Shouldn't the fact that those covers *aren't* being made anymore make those categories *more* sought after? Doesn't seem to be working that way!

About the only category that has always been popular and still *is* popular is Girlies—and there, there has been more and more reliance in the last few years on foreign issues for new additions to the catalog listing.

So what *are* collectors looking for?—Small, pet categories.