

Matchcover Enigmas #9



Beautiful Text...That you Can't read!

Haven't you ever wondered what had to have been going through the minds of those business moguls who proceeded to order matchbooks with little or no contact information?—No phone number, no street address, no city, no state. Well, what about those covers which use text that is so fancy as to render any reading of such all but impossible?!

Anyone who's sorted through covers knows the frustration of coming across text that seems to be unreadable. Is that an 'F', a 'T', or an 'E'? Is that a "U" or a "V"? We could be talking about the entire word, but usually, especially, it's the first letter that's unintelligible. Is it 'Tony's,' 'Pony's', or 'Sony's'? What's the point if you can't read the message?



And, if you can't read it, how are you going to put those covers in your albums, which, of course, are all filed alphabetically? I feel the frustration building! So, I begin muttering, which rapidly evolves into cursing, and who am I cursing?—the match salesman! (probably the same one who took the orders on all those matchbooks with no addresses!). He should have counseled that customer that the text was too difficult to read. He's supposed to be the expert, after all. Of course, it could have been that the customer was absolutely insistent...who knows?

Most of these businesses have gone out of business (little wonder), but we're still dealing with the aftermath.