

Racism

As any collector can attest, matchcovers have chronicled the great aspects of American culture...and the not-so-great aspects. I've seen a number of covers over the years, such as the one pictured below [left], and I never thought to keep them. I never had a category for them, after all. But, wouldn't *that* be a startling collection! It would certainly be of historical interest since the covers would delineate a certain time period in American culture, and certain regions of the country, and certain values. All the more startling now, because today's stated values are so opposite.

Of course, the words 'racial', 'racist', 'racism', etc. are routinely misused in today's sound byte society. I cringe every time I listen to such abuses on the radio or TV. "Arizona's new law declared racist!" No, it's not! How can it be racist when Mexicans aren't a race? Or, "Moslem groups complain of racial profiling." No, it's not! Moslems aren't a race. It's 'cultural' profiling, or 'religious' profiling, or 'ethnic' profiling'but it's *not racial!*

In any event, the covers you're going to find in this category are definitely going to be Pre-Civil Rights era, say pre-1967 or thereabouts. After that, no business would put anything of a racial nature on their covers simply because they could be sued. And, not surprisingly, all such covers of this nature that I've seen have been almost exclusively from the South, when there's a given address. Not that the South was the only place in the country that harbored racial prejudices, but it was the only area of the country where such prejudices were still institutionalized and where the *public* expression of such values carried no sanctions.

How about such covers from foreign sources? Non-existent, as far as I know.



How about racism in the hobby, itself. Again, I've never heard of any.

