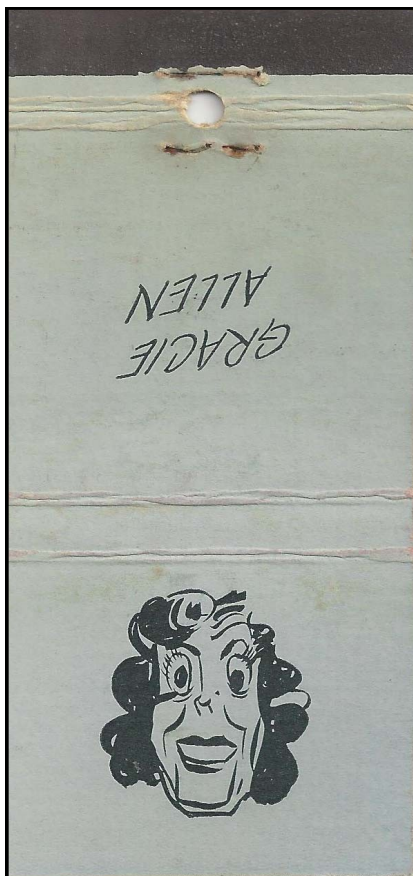


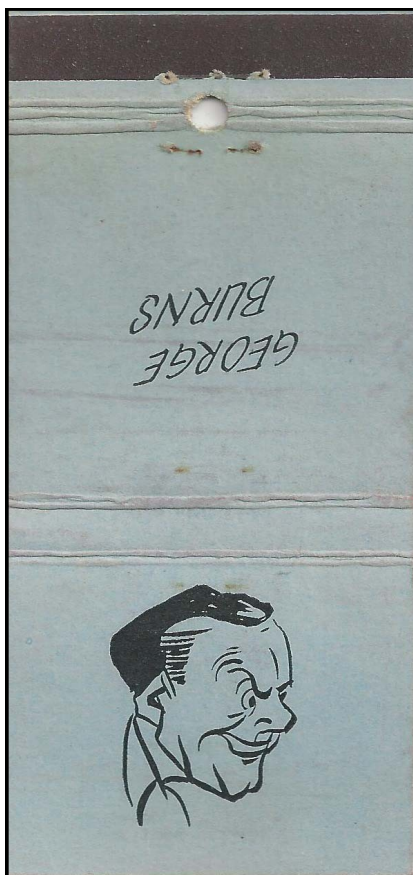
Celebrity



This is one of the most famous and most sought-after sets in the hobby. It consists of 111 covers, 30-stick size, with the name of the celebrity on the back and a caricature of the person on the front. The covers all have a black design and printing on a gray-blue background. The inside of each is a deep fuchsia color with “compliments of THE AMERICAN MATCH INDUSTRY” imprinted in silver near the bottom.

This set was introduced in 1951, when the advertising agency for the match industry placed the names of 500 stage, screen, and radio and television celebrities in a large bowl, from which were withdrawn the names to be used. It’s believed that the original intention was to draw 100 names and make appropriate personal matchbooks to be given out to each of the chosen celebrities. However, for some now unknown reason, a total of 111 names were drawn, and each of those celebrities received 200 of these personalized matchbooks for their own use.

Perusing the the list of the 111 noted personalities, many are “unknowns” to me. I wasn’t born long enough ago to know who they were and what they accomplished, but there are certainly enough familiar names on the list to give me an overall appreciation for the talent and energy presented by such a grouping, and many of the names bring back many fond memories. I remember watching the outrageous antics of Milton Berle, Imogene Coca, and Cid Caesar on television; I saw all of Bob Hope’s “On the Road” movies; as a kid, I used to watch Groucho Marx’s quiz show each week; I saw the Beatles’s first appearance in the United States on the Ed Sullivan show; I remember the forever raspy voice of Arthur Godfrey...and I’m just reaching an age when I’m beginning to appreciate Frank Sinatra, although I followed the “Rat Pack” all through the 1960s.

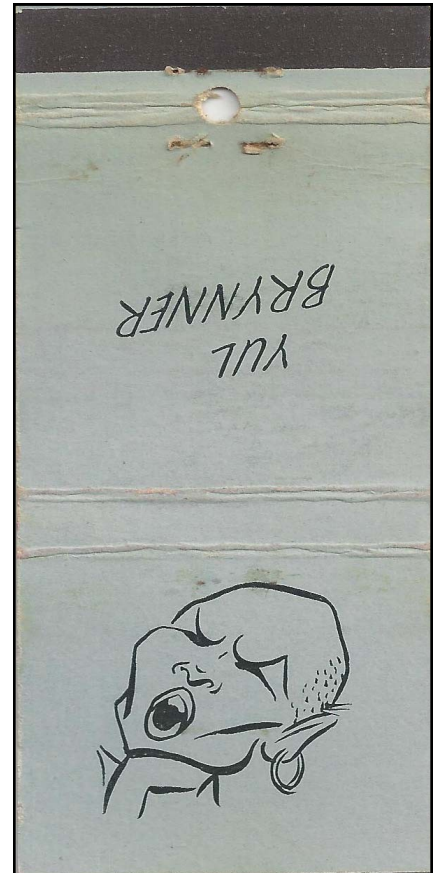


At the 11th Annual RMS Convention, held in Asbury Park, NJ, seven complete sets (111 matchbooks, each with a different celebrity’s name and caricature) were presented to certain collectors who were present. Besides covers donated to the local matchcover collector clubs, these seven sets are believed to be the only complete sets now in existence, and they are owned by individuals who naturally value them highly, not only because only seven such sets are in the hands of private individuals, but also because of the subject matter and unique quality of this set. So, if you have hopes of obtaining this set, your only option will be to buy, should one rarely appear for sale. Not surprisingly, its value continues to climb as the years pass.

Here is a complete listing:

Set

1. ADAMS, CEDRIC
2. ALDA, BOB
3. ALLEN, GRACIE
4. ALLISON, FRAN
5. ARLEN, MARGARET
6. BANKHEAD, TALLULAH
7. BEL GEDES, BARBARA
8. BERLE, MILTON
9. BERLIN, IRVING
10. BIGLEY, ISABEL
11. BILLINGSLEY, SHERMAN
12. BLAINE, VIVIAN
13. BLOCH, MARTIN
14. BROOK, OLIVE
15. BRYNNER, YUL
16. BURNS, GEORGE
17. CAESAR, SID
18. CANTOR, EDDIE
19. CARSON, JACK
20. CARSON, MINDY
21. CARTER, JACK
22. CHANNING, CAROL
23. COCA, IMOGENE
24. COLLINS, "JAZZBO"
25. COMO, PERRY
26. COOK, DONALD
27. COTT, TED
28. DAGMAR
29. DOAN, DICK & DOROTHY
30. DOWNEY, MORTON
31. DURANTE, JIMMY
32. EDWARDS, RALPH
33. EMERSON, FAYE
34. FALKENBERG, JINX
35. FAYE, ALICE
36. FERRER, JOSE
37. FIDLER, JIMMY
38. FINCH, DEE
39. FITZGERALD, PEGEEN/
ED
40. FORD, ART
41. FORD, SENATOR
42. GABOR, EVA
43. GARROWAY, DAVE
44. GODFREY, ARTHUR
45. GREENWOOD, CHARL.
46. HAGAN, LITA
47. HALEY, JACK
48. HALL, JUANITA
49. HARRIS, PHIL
50. HARRISON, REX
51. HAYES, PETER LIND
52. HEALY, MARY
53. HENDERSON, SKITCH
54. HERLIHY, ED
55. HERSHFIELD, HARRY
56. HOLM, CELESTE
57. HOPE, BOB
58. HOPPER, HEDDA
59. JEFFREYS, ANNE
60. KELLY, PAUL
61. KILGALLEN, DOROTHY
62. KIRK, LISA
63. KOLLMAR, DICK
64. LAURIE JR., JOE
65. LAWRENCE, GERTRUDE
66. LESTER, JERRY
67. LEVENE, SAM
68. LUKAS, PAUL
69. LYONS, LEONARD
70. MCCRARY, TEX
71. MCELHONE, ELOISE
72. MCNELLIS, MAGGI
73. MANNERS, ZEKE
74. MARCH, FREDERIC
75. MARTIN, MARY
76. MARX, GROUCHO
77. MELTON, JAMES
78. MERMAN, ETHEL
79. MERRILL, BOB
80. MONK, JIMMY "Black Cat"
81. MONTGOMERY, ROBERT
82. MORGAN, HENRY
83. MURRAY, KEN
84. NELSON, BARRY
85. NORRIS, KATHI
86. NYPE, RUSSELL
87. OTHMAN, F. C.
88. PALANCE, WALTER J.



89. PALMER, LILLI
90. PARKS, BERT
91. PARSONS, LOUELLA
92. PYEWACKET
93. RAEBURN, GENE
94. RAINS, CLAUDE
95. SINATRA, FRANK
96. SKOLSKY, SIDNEY
97. STAPLETON, MAUREEN
98. STEELE, TED
99. STRUDWICK, SHEPPERD
100. SULLIVAN, ED
101. SWANSON, GLORIA
102. THOMAS, DANNY
103. TILLSTROM, BURR
104. WALLACH, ELI
105. WARING, FRED
106. WARREN, FRAN
107. WHITEMAN, PAUL
108. WILSON, EARL
109. WILSON, WARD
110. WINCHELL, WALTER
111. WYNN, ED

[Special thanks to Dan Bitter for supplying copies of covers shown here]

