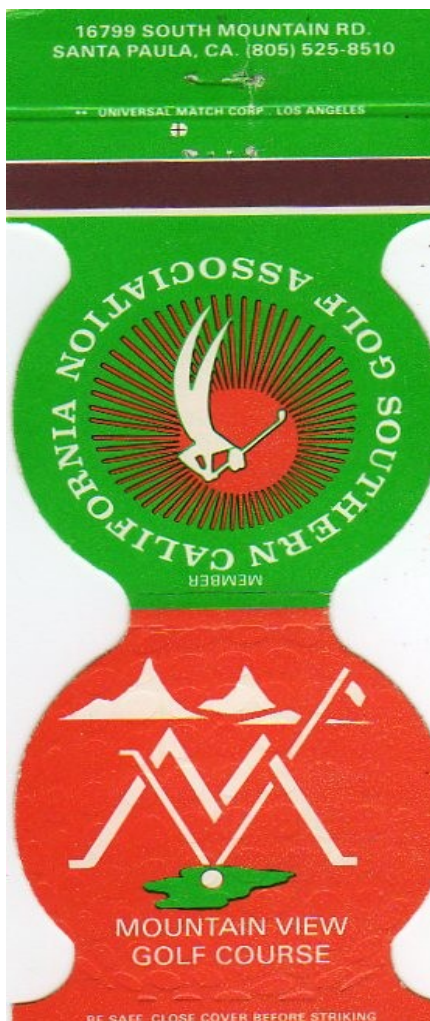


Die-Cuts!

by
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“Die-Cuts” are covers that have been cut into custom shapes. Probably the most familiar die-cuts to collectors are Universal’s *Jewelites*, with their famous hour-glass shapes. This was a die-cut, but it was pretty much a stock die-cut—most the same shape, just different designs and text [there were exceptions, though, as we’ll see on p. 3].

Less familiar, but more sought-after, are Lion’s *Contours*. Here, the shaping really was customized to the manufacturer’s product. If the advertiser was a hamburger joint, for example, the pictured hamburger bulged the sides of the cover; if the picture was of an apple, the bottom of the cover was cut as the bottom of an apple; and so forth.

Knot Holes, also by Lion, fall into this category, as well. A hole, often circular, of varying sizes was cut into the cover, usually so the *Feature* matches on the inside could be seen without opening the matchbook. The hole, though, was part of the design on the outside. An open door on a pictured building, for example, might show the featured product



on the inside. All die-cuts are highly treasured by collectors, but there weren't very many *Knot Holes* produced, only a few hundred, judging by the stats I've collected over the years. This compared to well over a thousand, at least, for *Contours*, and over 8,000 for *Jewelites*!

Most interesting of all, however,



[One of seldom seen Jewelites that are not of the general stock cut type. Note how this one is only die cut on one side. It does have the Jewelite trademark on the inside of the cover]

is the fact that Die-cuts is one of those very rare categories in the hobby where 'modern times' have not only *not* ruined the category, or blotted it out altogether, but have actually improved it. I have to qualify that statement, though. True, the glorious art work is gone, but, on the other hand, the actual die-cutting has become truly exotic—producing wonderful whimsical and awe-inspiring creations to pique the interest of even the most esoteric collector. Almost all of the offerings, here, though, I'm sad to say, are of foreign origin.

Anyhow, feast your eyes on these!





So, the next time someone mentions “die-cuts” to you, think of what possibilities the category really holds. They’re certified

