

Calendar

by Herbert

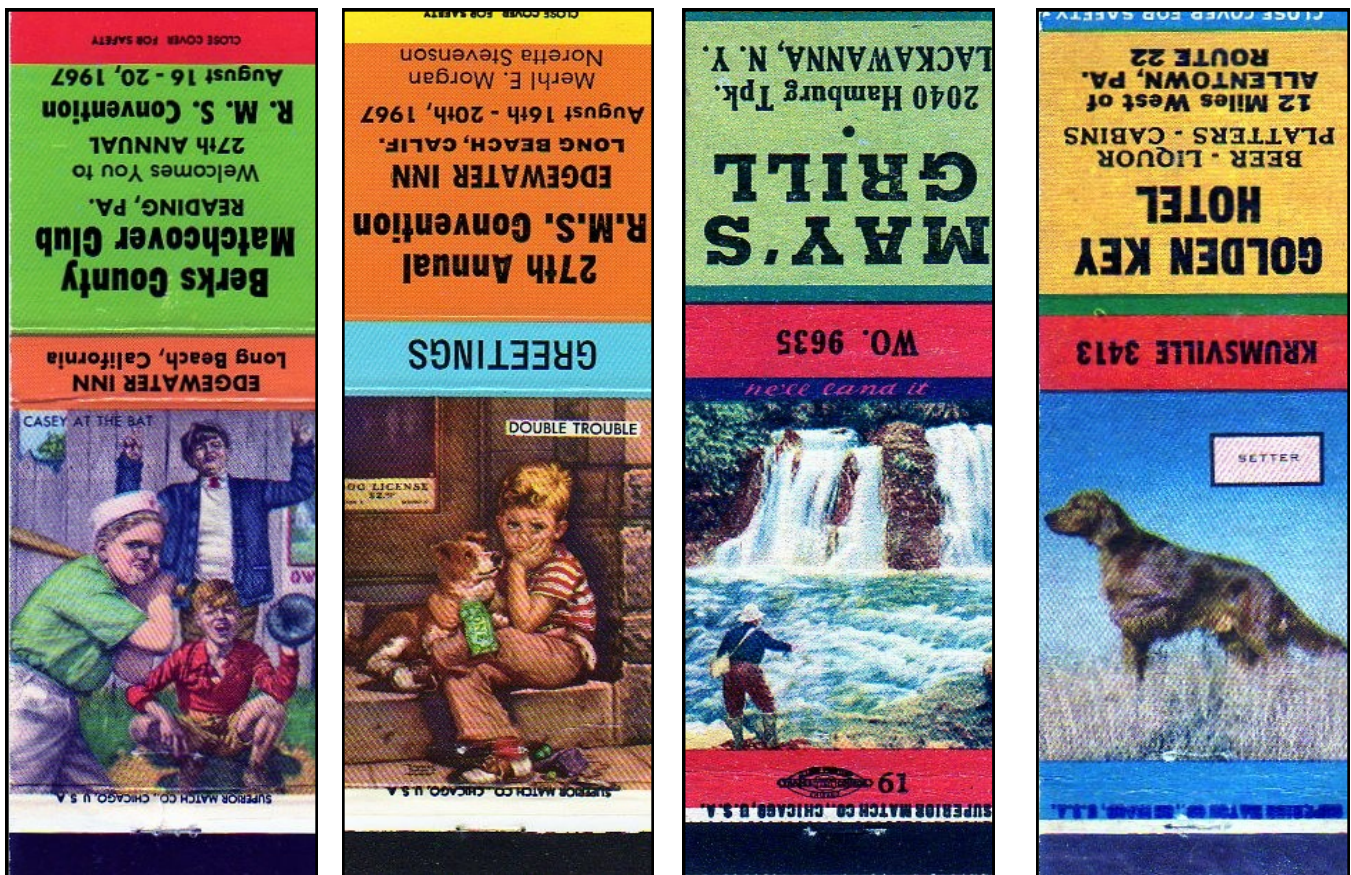
New collectors quickly become familiar with the Girlie Sets and Hillbilly Sets issued by the match book companies. The many Girlie Sets have been documented in the catalog by John Kern and Bob Borton published by the Girlie Matchbook Cover Club. The Hillbilly sets have been the subject of several different checklists including one by Jim Moffett which appeared in the January/February 1999 *RMS Bulletin*.

Since finding time several years ago to work on my matchbook cover collection again, I have developed an interest in the various other sets which are formatted like the Girlie and Hillbilly sets. Because the pictures on the back of these covers remind me of pictures you might see on a calendar, I call them "Calendar Art" Sets. If any one has a more acceptable name, I am ready to adopt it.

Usually Calendar Art sets consist of four or more covers with the same advertising on the front and a different picture on the back. Sometimes the picture is humorous, sometimes patriotic, sometimes it conveys a safety message or it may just be a scenic view.

My intention is to share with other members of RMS the information I have on these sets, and my hope is that they will share with me any addition information they may have. When we are done we should have a fairly complete check list of "Calendar Art" matchbook covers.

The *Golden Orange Matchmaker* of November 1979 listed the details on a series of sets issued by



Art Sets: I

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Superior Match Co. between 1950 and 1959 known as “Americana” or “Scenic America”. I prefer the later name to avoid confusion with the “Americana” series issued by Edgar Perkins. It is from the *Golden Orange Matchmaker* that the accompanying checklist for Scenic America sets was taken.

The listing for the Lawson Woods Monkeys set comes from a Hillbilly checklist I have. I wish I could credit the author of that checklist, but he is unknown to me. The checklists for the other series of Calendar Art sets following this initial article are the best I can piece together from studying my own collection which is far from extensive. There are many sets which I have no or limited information about. I have no checklist for the “Scenics” sets issued by the Chicago Match Co. or “The American Scene” from D.D. Bean. I have covers in my collection from Superior Match Co. which are similar in subject to the Scenic America series but which appear to date from World War II.

The calendar art set I have which raises the most questions in my mind is the set I call “The Lucky Hobo”. I have no idea what the artist or the match company called this set, and is it even a set? The covers are from Brown and Bigelow and appear to be from the same era as the “Hilda Fat Girl” covers which were not issued as a set but as a series of singles.

Anyone wishing to contribute to this checklist by either adding additional sets or correcting information currently in the list should send the information to: Herbert G Price; 1117 South Sixth St., Burlington, IA 52601. I will greatly appreciate any contribution. *[set listings in our next issue]*

