

FLASHBACK!

“Matchcover News”

[February 1953 RMS Bulletin - by Warren Delk]

The year 1952 is over, but not forgotten. There are new covers by the thousands, new friends, and the suggestion by the Joshua judges that name of state and town as well as street address be shown on covers. This latter we hope they will follow as it is a blessing to us collectors. The judges did shoot at us collectors by saying that double and [?] matches were not in best of tastes; but they did choose odd size covers as second and third place grand prize winners.

Under the headline, “USES MATCHES TO HALT SUICIDE”, a New York policeman used a book of matches to prevent a threatened suicide on a 20th floor window ledge. The jumper called the police, and when they arrive he was on the ledge smoking a cigarette. He soon ran out of matches, and the policeman tossed him a book of them that fell short of the mark. When the man leaned back to get them, the policeman jumped and overpowered him before he could get back to the ledge. Another life saved by a book of matches!

To test your hobby to see if it is a good one, Gordon Henrickson of the University of Cincinnati listed the following 8 points as a test: “It should involve a tangible product that can be admired by others as well as the hobbyist, fit his age and circumstances, and have a group of devotees in whom can be found social contacts, recognition and acceptance. Also the hobby should be difficult enough to challenge the skill, but not too difficult to prevent some success; it should further, and not interfere with family life; it should not interfere with one’s vocation; it should be the hobbyist’s servant and not the master, and it should have possibilities for growth and continued interests throughout the years.”

To new collectors: Don’t let anyone say, “I have some old covers at home in the attic, but don’t suppose you want them.” Just got such a caseful in which there was a large number of movie and baseball stars plus a large number of Diamond Quality hotels, and quite a few Diamond “PULLQUICKS.” Almost afraid to touch them since they are 20 years old or more. Many had full matches, hence, both a new and old cover to me.

Three (3) R.F. XMAS designs by Universal: to make the picture, and reading left to right with striker down, they are- 1. Santa, bag of toys and deer. 2. Santa with his deer and sleigh taking off into the sky. 3. Santa at tree filling a stocking.

Service R.F. “THE WORLD IN HIS ARMS”, Shows a ship on back; sailor and girl on front. Mirro-gloss, BK/WE.

A large number of new Christmas designs and Giant Features are to be found for 1952. Hallmark Cards have at least 2 that I have been told about. Lion has a 21 Feature that shows Santa on front, and Christmas scene on back with dealer’s imprint. The one I have is from a bank asking you to join their Christmas Savings Club. Another is Universal “Aristocrat” (28 match) in mirro-gloss. Front: candle and Season’s Greetings. Back: Santa, and pack of toys and fireplace with a stocking and candles. Bottom: There is the wording “MERRY CHRISTMAS.”

...A nice, new matchbook comes from Bremerhaven, Germany, called the “Ali-Baba” which is one of the city’s famous hot spots that keep open twenty-four hours a day as it has no keys...