

# Improving The

## The Texture:

Even with all the other possible changes we've already discussed, it's been the texture of Pusey's matchbook, though, that has been the most popular target of innovation over the years. It's been poked, punched, crinkled, laminated, metallicized, raised, and lowered; it's been slicked super smooth and roughened until it feels like a pebbled driveway; it's been simulated to look like everything from leather to grocery bags to metal to satin to pearls! Ah, the ingenuity of American commercialism! Just take a look! *[even though I really can't show you texture differences in pictures!]*

**Gloss:** Universal introduced the *Mirro-Gloss* in 1941, which sported a layer of plastic over the cover to give it a very glossy appearance; Diamond came out with its own version. But, even in the 1930s, a number of companies had been glazing their covers in an effort to get that shiny appearance. Modern covers can be made glossy simply by using a slicker paper stock.

**Pearlton:** Although collectors use this term for any covers with fine horizontal ridges running the width of the cover, it's actually a Superior trademark. Other companies had their own: *Silktex* by Diamond, *Lincote* by Brown & Bigelow, and so forth.

**Raised Ink:** Match Corp. called theirs 'Super Embosso', but there were lots of others.

**Embossed:** Universal introduced their 'Emboss-O-Match' in the 1920's, plus others.

**Debossed:** "Cameo" by Universal; 'Granada' from Monarch/Superior, for example.



# Matchbook: V

**Satins:** Universal's 'Silkstone'; Monomatches' 'Satin\*Lite\*20's; Brown & Bigelow had their 'Fabrikote'; Maryland had its 'Facil-Fab' .

**Filigrees:** Universal's 'Filigree and 'Florentine'; Lion's 'Stipple Finish'; Monarch/Superior's 'Orleans'; Maryland's 'Rhapsody'.

**Uniglos:** "Uniglo" and 'Uniglo II' from Universal; 'Softone' from Diamond.

**Rainbow:** by Universal (looks like the inside of an abalone shell!)

**Leatherette:** Simulated leather texture; Monarch and California Match Co. are the only recognizable manufacturers I see on these.

**Jute:** The surface of these covers look like grocery bags, and, although most are brown, they do come in other colors. Atlas is the major producer.

**Metallics:** Lion had its 'Taffeta'; Universal had its 'Metallic' and 'Serrated Gold'; Monarch and Superior also called theirs 'Metallic'; Lion's metallic was called 'Bright Foil'; 'Foil-Glo' from Match Corp.; 'Foil' from Diamond.

**Foils:** 'Foilite' and 'Signet' from Universal; 'Taffeta Foil' from Lion; 'Foil Fab' from American Match Co.; 'Glitter-Foil' from Maryland; 'Metalite' from Brown & Bigelow

*[Arrow Match Co.'s 'Firefly', c. 1946-1950, even glowed in the dark! (Talk about easy to find!) I'm not sure whether this constituted a change in the texture of the cover, though.]*

