

Interesting Covers: II >>>>

Here are a few more interesting covers that I and others have run across.

1. *Top row, next page:* These are four Safety Firsts, but they don't have the usual Diamond or Lion manumarks. The last three of these have been made in Finland, and the first one says "THE BEST EVER IMPORTED!" in place of a regular manumark. I've had this scan for awhile, but, if memory serves me correctly, these were all sent in by John Mathot, MA.

2. *Bottom row, first cover, next page:* This is an Advertizit Match Co. cover, which, for me, in and of itself, is interesting, because I don't see them very often and I also do the listing on them (there are only 197 currently listed). But this one is different even from the other 196 Advertizit covers I've seen thus far.

It has the footer on the top flap rather than at the bottom of the front panel, where we would normally expect to see it...after all, that's what it's called a 'footer'! [*notice also the footer is a Safety First—normal for Advertizit covers*]. I have no idea why, but I can come up with three possible suggestions..

It could be due to the text simply being misplaced, but usually we would see *all* the text of that particular color out of place. Here, we only see the footer that seems to me out of place. Or, the cover could have been cut too high up on the sheet, thereby taking the next cover's footer—which might explain the blank space at the bottom. Or, it could be intentional. The warning would be in plain sight on a matchbook, and I have seen this before in a few other older covers (Toya Match covers imported to the US, for example).

3. *Rest of bottom row, next page:* This is a cover from Mexico that's an odd size to begin with, but it opens up into a moustache (die-cut)



Safety First—Close Cover

Advertiser Match Co., Newark, N. J.

Cigars - Choice Selection
Wines & Liquors

WHitehall 4-7957

FUSCO'S
Restaurant
Established 1907

18 Beaver Street
New York

Les

CÉRRESE ANTES DE ENCENDER

Moustaches

Les
Moustaches

COCINA INTERNACIONAL
Río Sena 88
Col. Cuauhtémoc
06500 México, D. F.
(Entre las Embajadas
Americana e Inglesa)
RESERVACIONES
5 28 50 46
5 33 33 90

CERILLON DE MEXICO SA DE CV

QUIMIA DIVISIÓN S.A. DE C.V.
AV. DE LOS QUÉZOTES 100, TERCERA SECCIÓN

Moustaches