

FLASHBACK!

Ten Strike & 12-Up Covers

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Back in 1934, which is probably the year when the “mostest” was done in promoting the matchcover hobby, The Universal Match Corp., came out with the TEN STRIKE cover. This is half the size of the regular 20 match. This odd size cover was introduced primarily with the idea that they would make a hit with women because the cover will easily fit into a woman’s handbag. As you recall, that was the era when more and more women began to smoke. For a brief spell during the war, production was suspended, but today the size is more popular than ever.

The original 12-Up match pattern was introduced by the late Advance Match Co., to compete against the Universal TEN STRIKE but it never became nearly as popular. I do not know what number constitutes an average collection, but in the many years that I’ve been collecting, I have managed to get hold of only 52 12*UP and 1,007 TEN*STRIKES.

It is interesting to note that a ship, the USS Taberer, was the first ship to order a Ten Strike not so long ago. Here’s hoping many others will follow. There was also a service Ten Strike before the war - Maxwell Field - and there is also one from the Officers’ Mess, Bolling Air Force Base, D. C. I have two dupes of the latter, and I’ll be glad to send them to the first two collectors who need one for their collections and who write me. Probably the most common of all Ten Strikes are those of Red Cross Cough Drops and King Edward cigars. There rarest are the two of Tums and of Bruno & Marcello of San Francisco, with only 2 or 3 of each known to exist.

Another interesting cover is one that was packed in K-rations during the war. Another was the one advertising the WW 2 Bond Drive.

There were 30 odd TS made with the names Dartmouth, Harvard, Princeton and Yale, each initialed or with names. Who knows how many there are in this complete set? I have only 13, but Horace has 29 and he says this number is not complete. And who knows the story behind these covers?

Included in the Ten Strikes as listed above are three election covers. One has just the candidate’s name—Freeholder Thorne, one for State Senator Ed. J. Gardner and one for Attorney General Herbert S. Duffy. Any one know from which states these covers come? Another special cover I can mention is the one of United States Air Lines Mainliner “300.”

There are several prize sets of Ten Strikes, but they never reached the size in numbers like the regular matches have. Then there are a few dealer-imprint Ten Strike like the Hochgreve Beer. The cost of Ten Strikes that only better and financially stronger businesses can afford them, hence so many from clubs including nite clubs and hotel nite clubs.

