

THE **Deep in the Heart of Texas** TEXAS **STRIKER**



LONE STAR MATCHCOVER CLUB  
LSMC NEWSLETTER

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# Covers That Will Make You Feel Good!

By  
Mike Prero

Well, was I right or not? We can cure everything here, from the tips of your hair to the bunions on your feet. Medicine, of course goes back to early Prehistory...*but I wonder if a shaman had to hype his wares like this!*

Not to cast aspersions on the products seen here, but I can't help thinking of the old snake oil elixirs when I view these and similar covers—and the older the covers get, the more miraculous the cures. Of course, they didn't have the Health Dept. and dozens of other government agencies looking over their shoulders.

I've seen a lot of categories over the years, but I don't think I've ever heard of any collector who actually collected "Medicine" covers, as such. It would make an interesting category, don't you think...all those old, bygone cure-alls, and you could trace the history of the specific product through the matchcovers generated over the years to advertise it. Products such as Alka-Seltzer or Bromo-Seltzer, for example, have put out quite a few different covers over the decades. They're Nationals, for the most part, of course, but here's a category where "Nationals" is not a bad word.

The late Harry Branchaud, with his overwhelming collection of DQs (over 5,000) and Safety Firsts, had many beauties that would fit in this category. Gives me a headache just to think of them...*think I'll take an Anacin!*





UNIVERSAL MATCH CORP. ST. LOUIS

**Old Reliable 5¢**



**RED CROSS**  
COUGH DROPS

THE OLD RELIABLE **5¢**  
for over 50 YEARS

**RED CROSS**  
COUGH DROPS



**Old Reliable 5¢**

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VICTORIA, B.C.  
ESQUIMALT ROAD at HEAD ST.  
J. B. TURNBULL  
**TURNBULL'S PHARMACY**

AN ALL-CANADIAN COMPANY

**"217"**  
TABLETS

Relieve  
**HEADACHES**  
*in half the time*

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BOOK MATCH LTD. • TORONTO

*Friendly Personal Service*  
OVER 500 STORES TO SERVE YOU

**I.D.A. DRUG STORES**



*Competitive Prices*

**QUICK RELIEF**  
from COUGHS



**RELIEF from COLD SYMPTOMS**

LION MATCH CO. MADE IN U.S.A.

FROM HEADACHE  
*promptly*  
RELIEVES PAIN  
**ANAGIN**

ANAGIN COMPANY  
JERSEY CITY, N. J.

**ANAGIN**  
for  
RELIEF OF PAIN DUE  
TO HEADACHE,  
COLDS AND  
NEURALGIA

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Once you try  
them you will  
always buy  
them

Sold at all  
DRUG STORES  
10¢ AND 25¢ SIZES

SAFE and  
EFFECTIVE

**SWISS  
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UNIVERSAL MATCH CORP. NEW YORK  
MADE IN AMERICA

REMEMBER  
*"The Forgotten 60"*  
Pearly white teeth  
for  
TOOTH POWDER

REG. U.S. PAT. OFF.

**CALOX**

PRODUCTS OF  
McKesson & Robbins, Inc.  
Quality Since 1833

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**ANTACID  
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Relieves  
BELCHING, HEARTBURN,  
SOUR STOMACH

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**FAST**  
RELIEF ...

Due to Colds  
Bronchial Irritations  
of Coughs and  
Non-Narcotic Relief  
Quick, Pleasant  
MEDICINE  
**CREOMULSION**  
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**CREOMULSION**

**CREOMULSION**  
FLAVORED  
COUGH SYRUP  
FOR CHILDREN  
CONTAINS NO NARCOTICS  
NO ANTIHISTAMINES

QUIETS THE COUGH LETS THEM SLEEP

CLOSE COVER BEFORE STRIKING