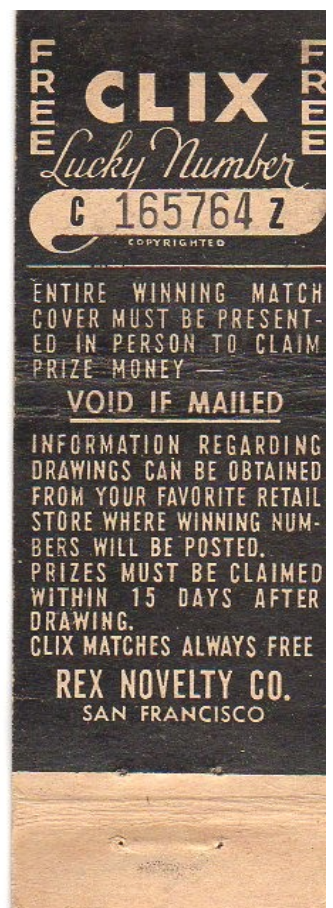
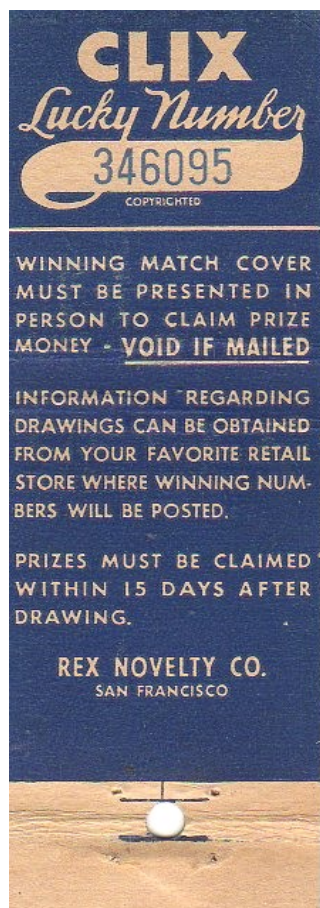
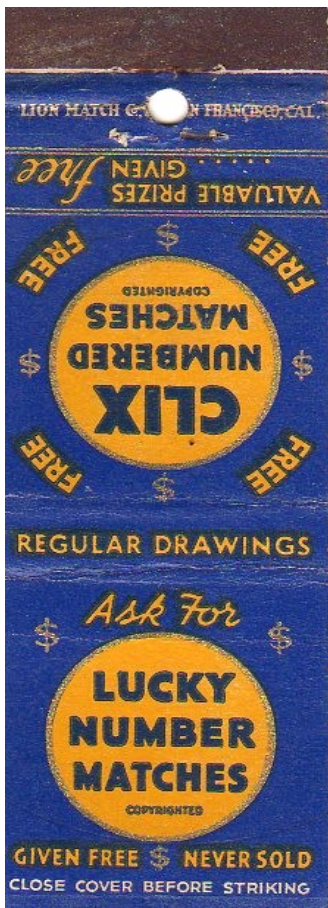


Clix!

by Mike Prero

No, not those really annoying matchbooks with the curved ends that open at the top. Those are *Clicks*. Our subject here is *Clix*! As shown below, these were covers advertising 'Clix Lucky Number' on the inside. Each cover had its own number (ex: 447242 Z). This was primarily a San Francisco and surrounding areas phenomenon, and there were quite a few issued.

Here's the way it worked...



The matchbooks were distributed to local stores. The stores would then give them out to their customers, or at least potential customers who have come in, perhaps specifically to get the matchbooks. Winning numbers would be posted each week, and then the select individuals who actually had those winning matchbooks had 15 days to come in and claim their prizes.

What were the prizes? Well, the covers say “cash prizes”, but I don’t know how much. Still, considering that these covers were given out in the late 1930s-early 1940s (?), it certainly wouldn’t have had to have been much to stir up interest.

Who paid for it? I would guess that the retail stores paid to participate in the program in the hope that such would bring in more potential customers.

Why were they called *Clix*? I have no idea. The matchbooks, themselves, were perfectly ordinary, standard 20-stick matchbooks. Perhaps the *Clix* referred to the tucking and untucking of the cover when closing and opening the matchbook.

There are currently 1,135 Clix covers listed, but I have to assume that there were thousands more issued. It seems to have been a local Bay Area thing. The Rex Novelty Company was located in San Francisco, and all of the covers I’ve seen have been made by Lion Match Co.

It could have been quite successful and spread to other areas, but, if my guessed dates are correct, I would imagine that the whole thing came to an end with the U.S.’s entry into World War II.

