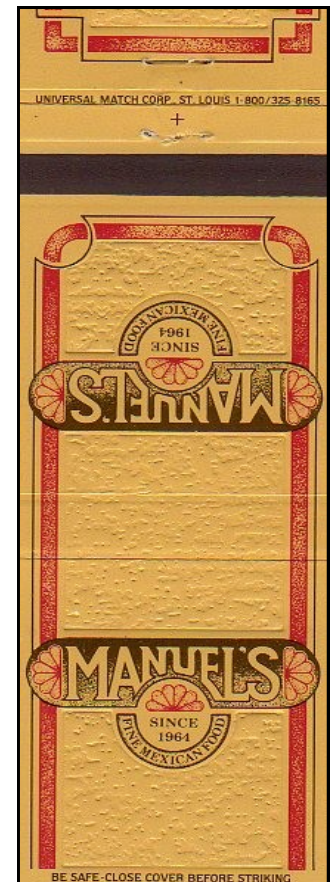
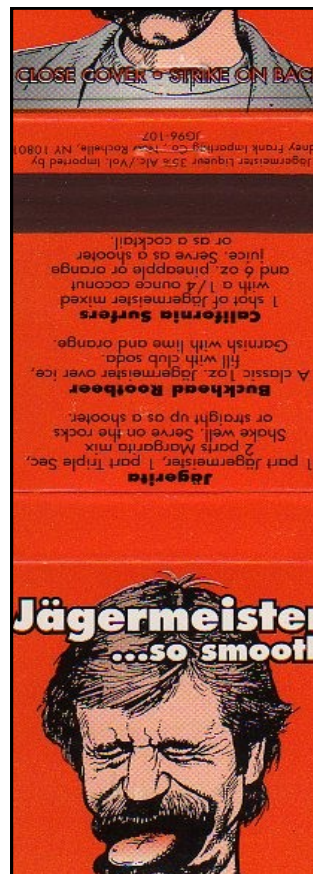
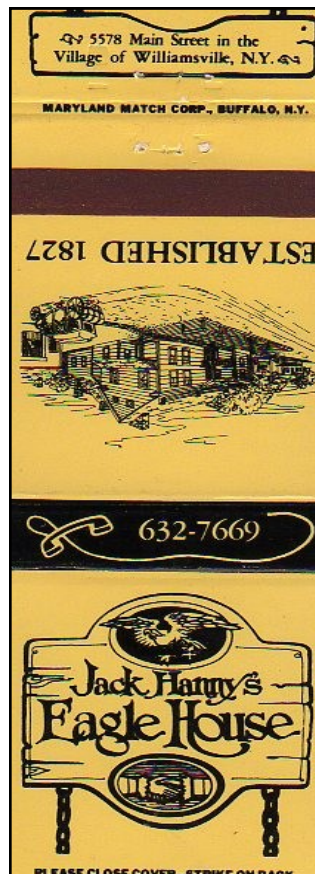


# Full-Frontal

By Mike Prero

It wasn't until a few years ago that I even found out what these were called...*Full-Frontals*....that's where the cover design is continued on the top flap so that the latter forms a continuous design with the front panel when the matchbook is closed. This is pretty much a reverse striker innovation, since such leaves more room on the front flap for artwork. I had 622 at one point, but there are collectors who have thousands, I'm sure.





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