

Unique One-of-a-kind Designer Matchbook Covers from NOLA

by Leo A. Mallette

If you find yourself in New Orleans Louisiana (NOLA), you might be able to pick up a unique match book cover. Sarah individually creates these when she has free time. She is the day-time bartender at Johnny White's Hole in the Wall (718 Bourbon Street) when we visited for Mardi Gras in February 2017. Kathy and I were watching the festivities from the bar and I noticed some matchbooks.

After inquiring, Sarah told us that they come in as blank white matchbooks and she adds her individual designs to the front and the name of the bar (and the year) to the backs of each matchbook. No two are alike.

Sarah (not her real name) is shown below with a tray-full of her designer matchbooks near her right hand.

This bar is one of four Johnny White's establishments in the French Quarter. Sarah was very pleasant, the patrons were equally friendly, and the drinks were delicious and reasonably priced.

