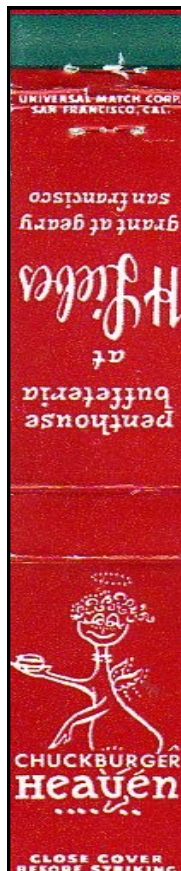
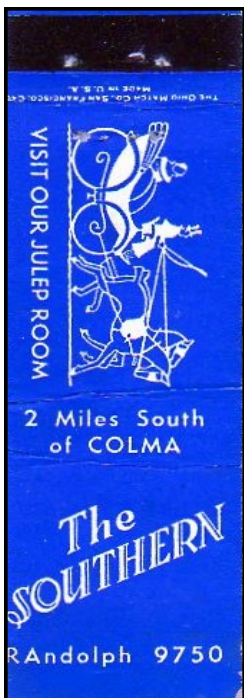


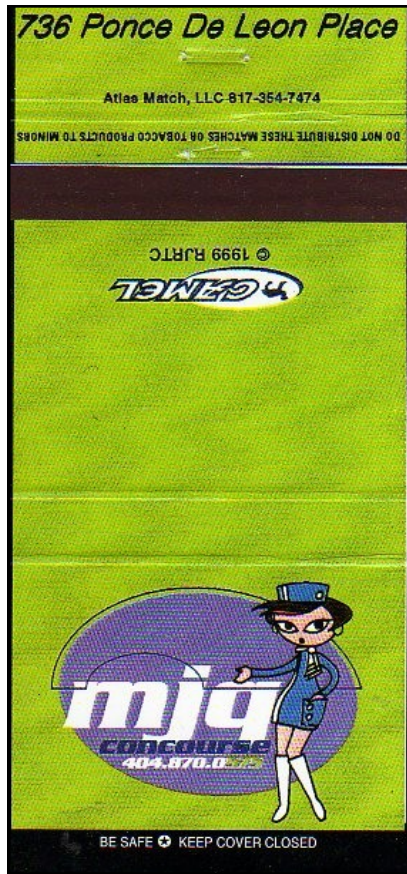
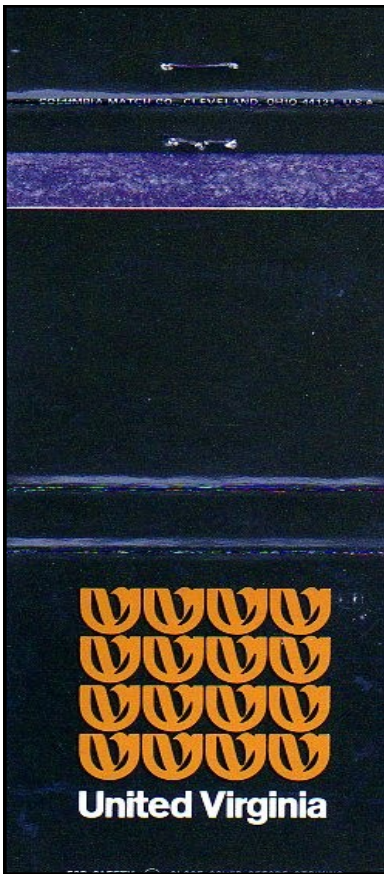
A Guide To Cover Sizes

by
Mike Prero

Twenty -strikes and Thirty-strikes are the standards of the industry, but there are certainly other sizes to be collected!

Midget - Lion
trademark for its

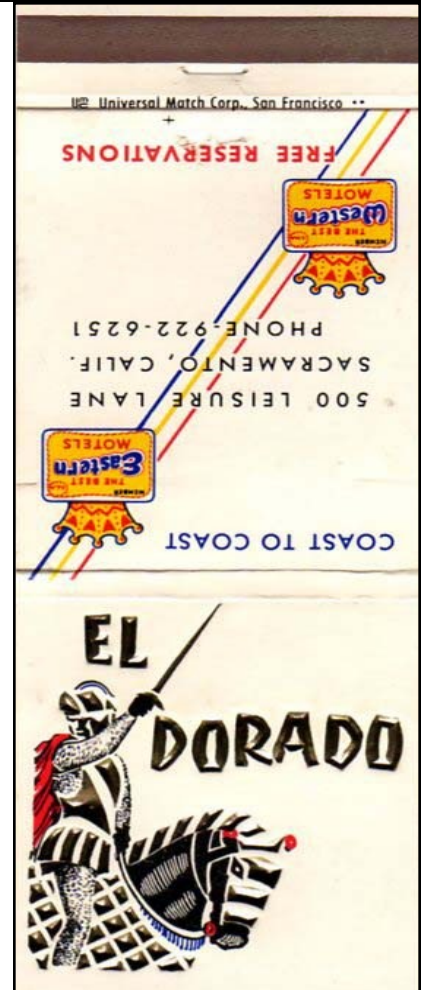




small 14-strike covers (3 3/16"x1 1/8"); 24-strike, 30-strike, Perfect 36, 40-strike, and Jewel highly sought-after; 1934-1943; also a large category for such covers. 8,253 listed as of 7/09.

10-Strike - generic term for covers with 10 matches; manufactured by Ohio, Match Corp, and Universal; introduced by Universal (with 'Ten-Strike' as its trademarked name) in 1938. John Williams's collection numbers 8,000+ [see also Ten-Strike]

12-Strike - generic term for covers with 12 matches; cover is



slightly wider than 10-strike covers; produced by Arrow Match Co., Advance Match Co., and Maryland Match Co.; unclear as to whether Arrow or Advance introduced the size. At least 1714 known.

20-Strike - generic term for covers with 20 matches or that sized cover; earliest and most common size of matchcover; produced by almost all US manufacturers after 1920. [see also specific trademarks such as Eagle 20, etc.]

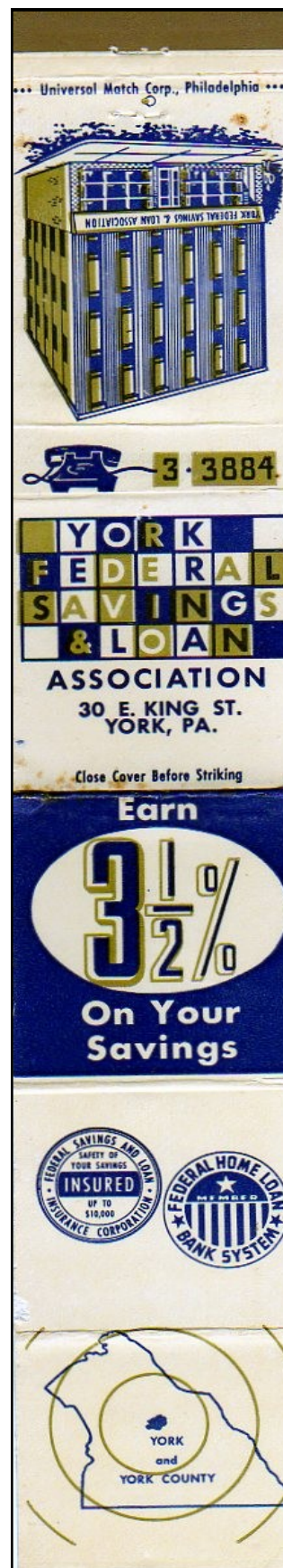
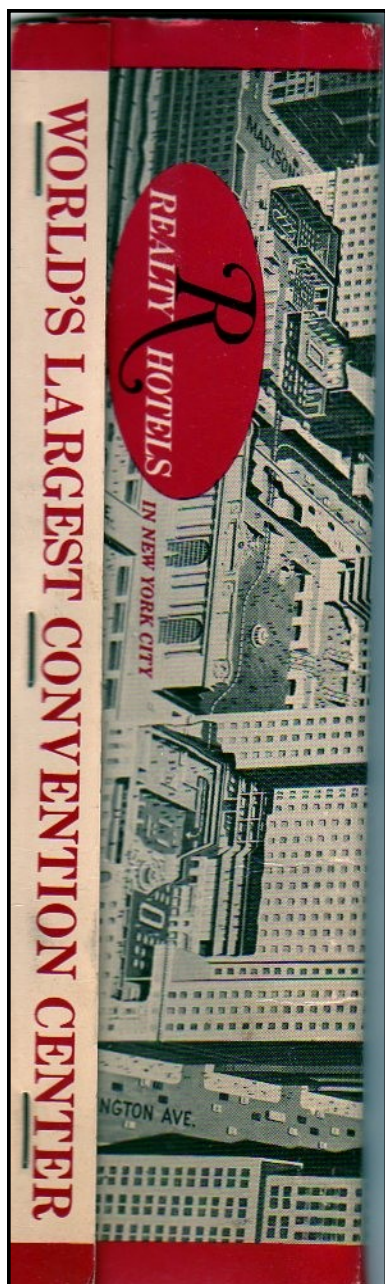
Tall - referring to matchcovers (app. 4 7/8" or slightly longer) that are noticeably longer than modern ones; their successors were shortened to their present length for use in vending machines just prior to WW II; also called Xtra-Longs (XL).

24-Strike - By Columbia Match Co., trademarked as 'Eagle 24'. 45mm x 110 mm. 1980-1985. Jupiter One-Eights are also this size

30-Strike - generic term for covers with 30 matches or that sized cover; first introduced by Owname in 1935. [see also specific trademarks such as Ambassador, Aristocrat, Lion 30 STICK, etc.]

Perfect 36 - Diamond trademark for its 36-strike covers; larger than 30-strike

[Two dif sizes of Souvenirs, plus a Double Length 20]



Giant

CHEVROLET

NEW PERFECTED
HYDRAULIC BRAKES
NEW TURRET TOP
FISHER BODIES
NO DRAFT VENTILATION
IMPROVED GLIDING
KNEE-ACTION RIDE
NEW HIGH COMPRESSION
VALVE-IN-HEAD ENGINE
SHOCKPROOF STEERING

CHEVROLET

The
Only Complete
Low-Priced Car

Double Length 40

*** Universal Match Corp., Los Angeles ***

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**BURNS
CLEAN**

FINALLY! A GASOLINE

FLYING A SERVICE

... RIGHT IN YOUR NEIGHBORHOOD

HOME OF TIDEWATER OIL COMPANY
4201 WILSHIRE BOULEVARD
LOS ANGELES, CALIFORNIA

CUT ON DOTTED LINE

Postage
Will be Paid
by
Addressee

BUSINESS REPLY CARD
First Class Permit No. 12269
Los Angeles, Calif.

TIDEWATER OIL COMPANY
4201 WILSHIRE BOULEVARD
LOS ANGELES 5, CALIFORNIA

CREDIT CARD SUPERVISOR

No
Postage Stamp
Necessary
If Mailed in the
United States

Close Cover Before Striking

size, but smaller than 40-strike size; 1948-c. 1952. 612 listed as of 1/95.

40-Strike - generic term for covers with 40 matches or that sized cover; introduced by Advance Match Co. in 1931. Joe Onofri's collection numbered 2000+ as of 10/88. [see also specific trademarks such as *Billboard*, *Royal Flash*, etc.]

Jewel - Universal trademark for its 5 1/16"x1 7/8" covers (looks like a long 30-strike); 1955-1987; one collector reported 7,880; also a category .

Classique - Universal trademark for slightly larger than Jewel-sized covers w/paper matches glued in; only 33 known; introduced 1967.

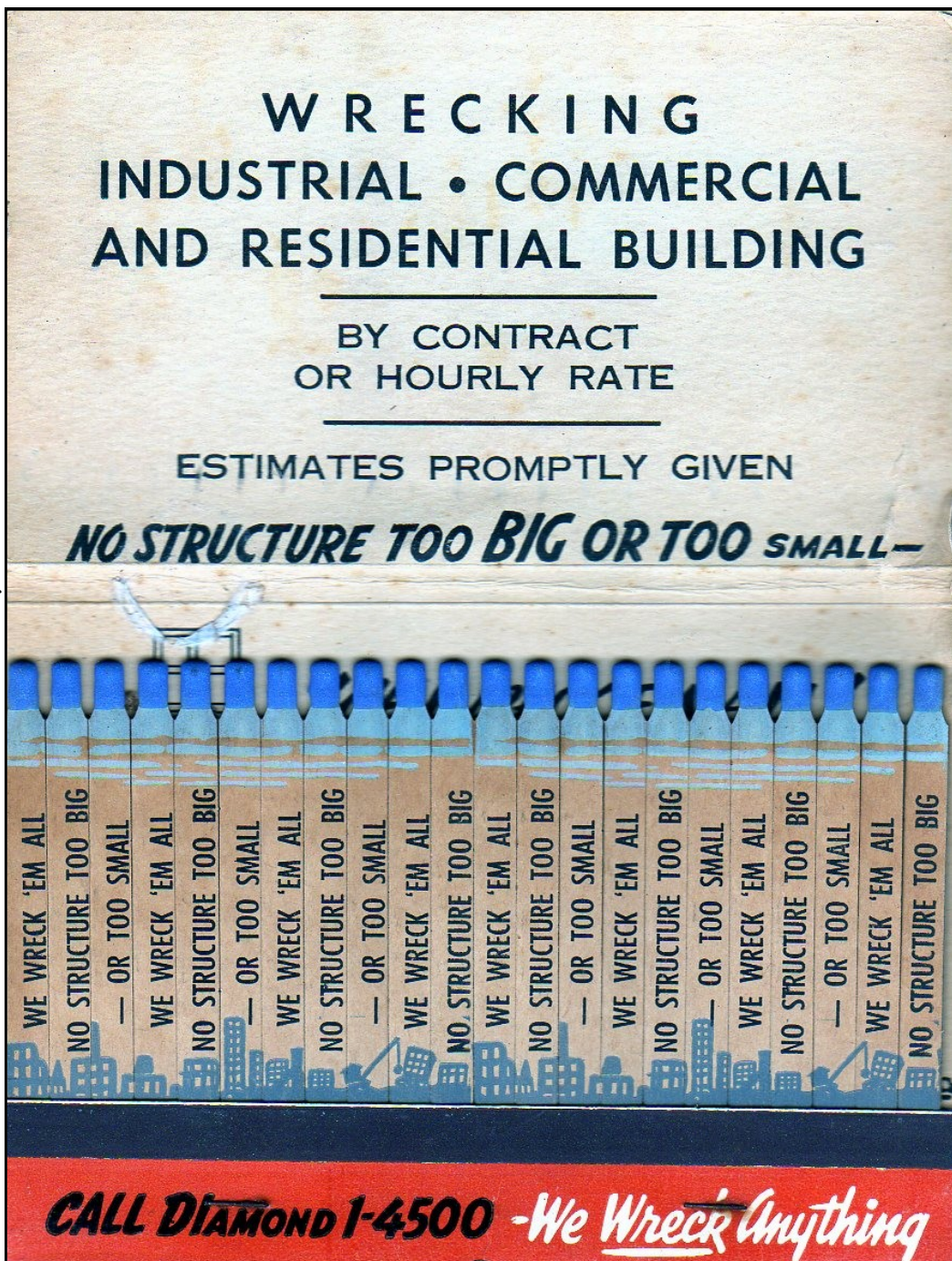
Poster Feature

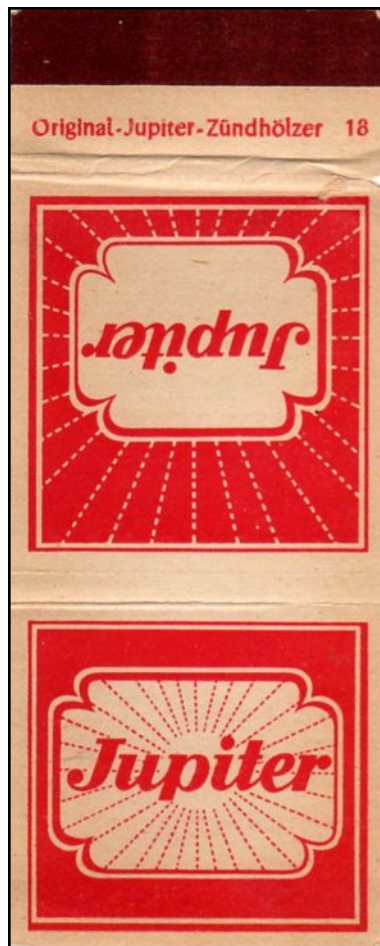
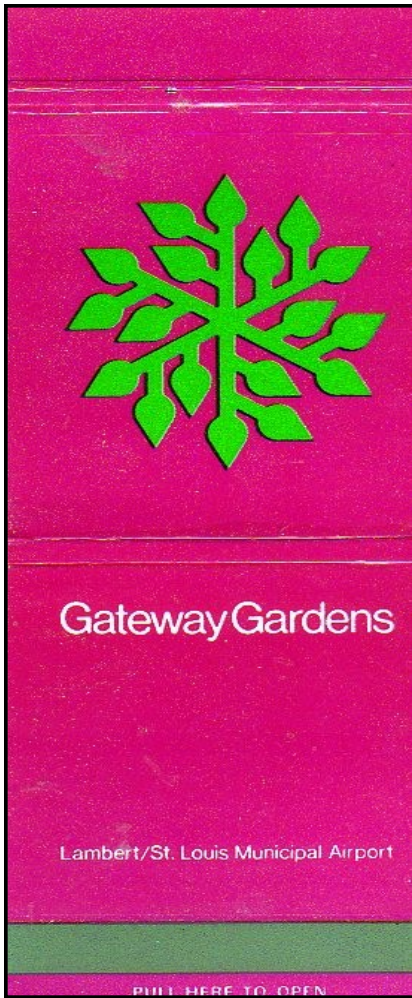
Giant - Lion manu- mark for its 11-stick, 9 1/16"x3 3/8" covers; 1936-c. 1993 [most come from the 1940s-1950s]. Mel Garrett's, KS, collec- tion numbered 626 in 6/93.

Souvenir - category for the larger sized covers generally available originally at souvenir stands (100-strike and larger); James Willard, MD, had 186 as of 2/09.

Double Length - mid-1950s Universal trademark for covers which folded out to a double length. 21 currently listed. 20 and 40 sizes (I've never seen a 30-strike)

Poster Feature - Lion trademark for its postcard-width covers (9"x6"); intro- duced in 1956; Joel Acus, OH, had 28 as of 11/05.

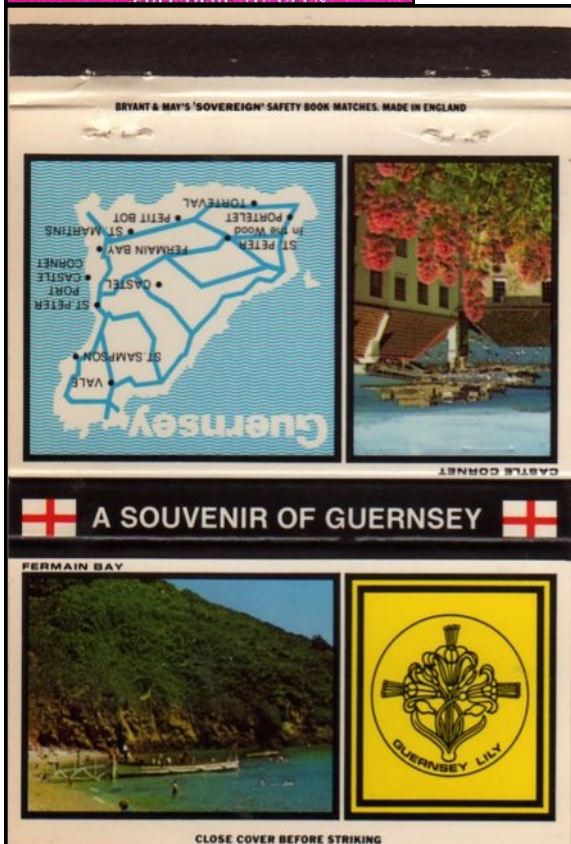
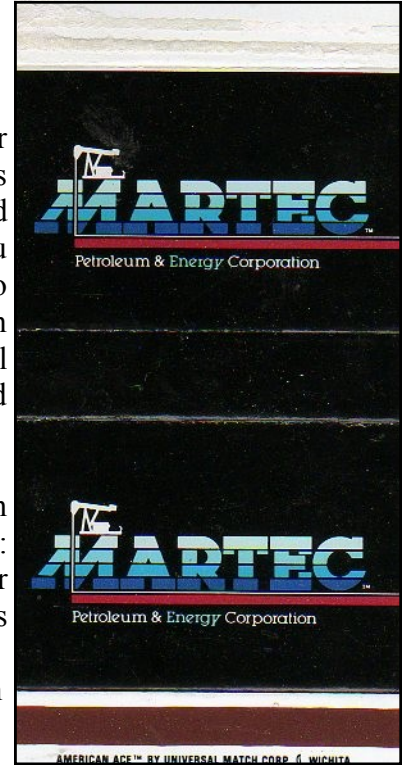




Classique (top left)

Other sizes abound when you get into Foreign material and Boxes.

Shown here are: Jupiter (which is German), American Ace,



Sovereign (UK, a little smaller than our 40), Swedish Foil box, and an old Canadian 30-strike... and there are many more!

