

Animatches

Dan Bitter, OK, sent in this nice example of an Animatch (the cover collapses in the middle to close mouth). - These were novelty matchbooks made in Indianapolis in mid-1950s. They had 16 matches in two rows. Each book depicts some odd character on the inside, and when the ends of the two rows of matches are pushed together, they make the character's teeth. Very few known. First one was passed out at the 1954 RMS Convention.

