

KNOW YOUR COVERS!

Adverap - a cardboard holder for a cigarette pack [the forerunner of the hard pack] by Universal, 1940-ca. 1950s. 234 listed as of 10/94. These are what I term 'peripherals' to matchcover collecting.



THIS
Adverap
IS REFILLABLE
INSERT NEW SUPPLY
OF CIGARETTES
OR MATCHES AS
REQUIRED
*Convenient
Keeps Cigarettes
Uncrushed*

