

THREE QUIRKY ADVERTISING MATCH HOLDERS

By Neil Shapiro

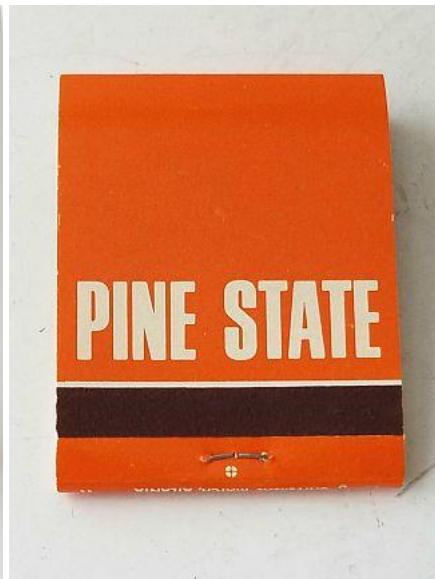
To advertise their products manufacturers have used clever, subtle, humorous, direct, subconscious, and probably other techniques, to reach their customers and sell their products.

In this essay I'd like to show you three unusual containers that held matches but were designed to sell other objects. These match holders may have been an indirect way to reach their customers.

The first is a 5 ¼" high paper container shaped like a milk carton that houses eight packages of paper match holders. The product being sold is Pine State Milk, made by the Pine State Creamery Co. of Raleigh, North Carolina. The Creamery was in business from the end of WWI until 1996.



Holder unopened



Universal Match book



Match book open



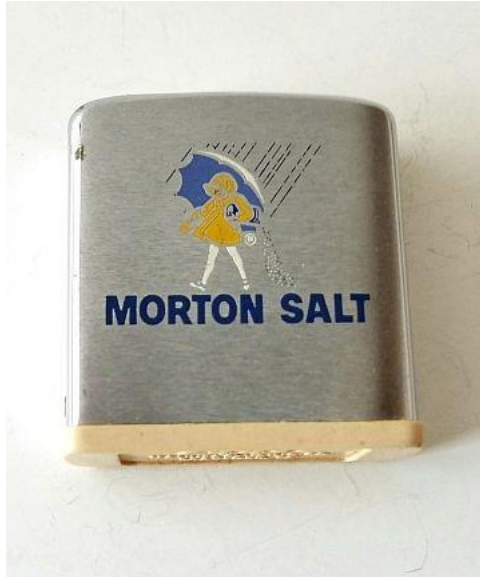
Match books inside holder

The matches were made by Universal Match, Saint Louis, Missouri, founded in 1925 by A.H. & S.M. Rosenberg and still in existence but no longer making matches.

The second match holder is a 1 1/2" x 1 1/2" aluminum and plastic container where the plastic bottom pulls out for match tray and there is an interior striker panel.

On the face is the Morton Salt logo & words MORTON SALT. On the obverse is written *Compliments of Local 12278, U.S.W.A., Marysville, Mich.* I believe the U.S.W.A. stands for the United States Steel Workers Association, but a quick internet check turns up only references to the United Steel Workers. As for Marysville, Mich., Wikipedia does not mention any steel factories within its environs. On the bottom plastic drawer are the raised letters that spell out ZIPPO, Manufacturing Co., Bradford, PA.

Zippo, it turns out, made many other items beside lighters. In fact, there is a book, **"And You Thought Zippo Only Made Lighters, Vol. 1"** By Michael Grimaldi, 2006, that has a number of other items made by Zippo, from 1932 until today.



Front of match holder



Obverse of match holder



Match compartment



Bottom of match holder

The third match holder is a 3" high plastic container with a pull off cap that has fiction matches stored within. A roughened piece of sandpaper in on the bottom of the container to allow the match to be ignited. The label on the front reads, STRESSCAPS. This match holder came from a 1950s dentist office where its intended purpose was to encourage cigarette smoking to ease dental anxiety.



Match holder closed



Match holder open



Striker

I am fairly confident that many more quirky advertising match holders exist and think it would be fun to have a selection of them on the IMSA website. So if the members have any examples please send the images to me and we'll upload them to our website and credit you with the image(s).