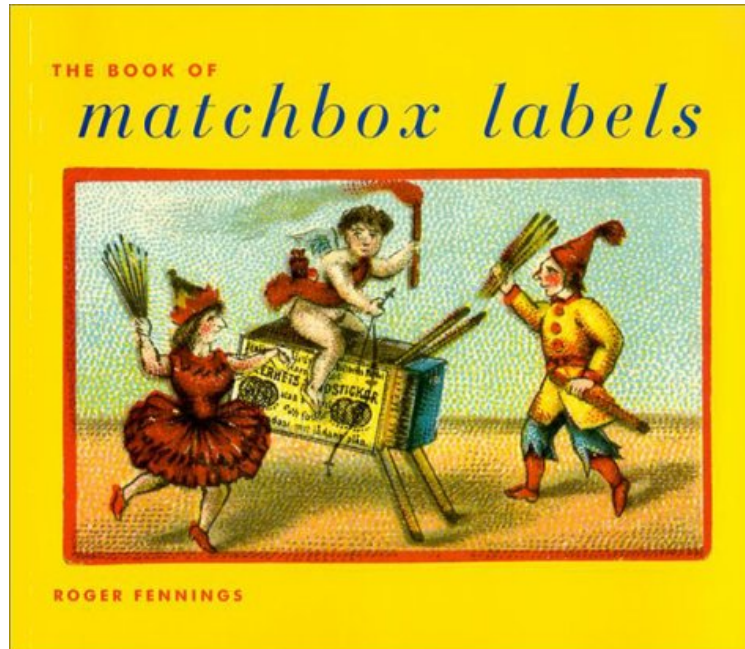


## Book of Matchbox Labels

*Roger Fennings*

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#3788684 in Books New Cavendish Books Dist 2001-02-01Original language:EnglishPDF # 1 .68 x 9.50 x 8.44l, 1.75 #File Name: 1872727247178 pages | File size: 74.Mb

**Roger Fennings : Book of Matchbox Labels** before purchasing it in order to gage whether or not it would be worth my time, and all praised Book of Matchbox Labels:

2 of 2 people found the following review helpful. Matchbox labels,maBy BombinaI have been collecting cigarette cards,tobacco cards,and trade cards for many years.Recently I decided to take a break from that and look into collecting matchbox labels.I found an infinite number of them many with startling and interesting designs.The main advantage for me was that they were priced at a fraction of their card cousins.I needed a book to guide me through the beginning phase of matchbox label collecting.I selected this one and am glad that I did because it has a wealth of information for the beginner and is well illustrated with labels from the authors collection.

The history of the matchbox label provides a fascinating pictorial guide and reference to social history. This book takes the reader from the beginnings of the industry - with its associated hazards - through its golden age in the years leadinf up to the First World War and on to more modern times. The huge range of illustrations shows just how effective the images used on the matchboxes were. The matchbox became a source of advertising revenue, and this attempt to beautify mundane objects included the depiction of topical and seasonal subjects, historical events, nature, and personalities of the time; models, film stars and musicians proved particularly popular. Each country had its own trends, and so some subjects covered such as children's games, humour and folklore, gave great insight into national characters and opinions. Even today, the matchbox label remains a barometer of social activity and a source of information. 187272728X

About the AuthorA lifelong collector of matchboxes, the author's career as musician, journalist and public relations

consultant has involved extensive international travel - and enabled him to keep adding to his collection and make research visits to remote match factories. Fascinated by the diversity of graphic design found on matchbox labels, and by the use of the matchbox as a communications medium, he has used his personal collection as a treasure trove of knowledge from which to draw on as the basis for this book. He is a member of the British Matchbox Label Booklet Society and a regular contributor to its journal, Match Label News.