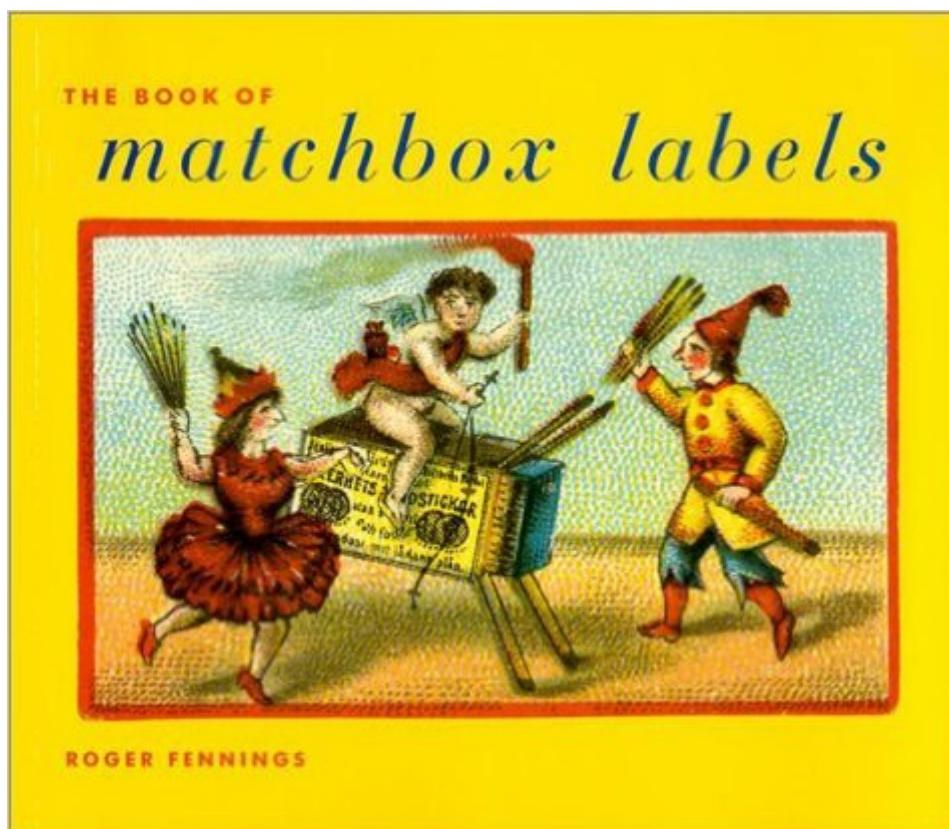


The book was found

Book Of Matchbox Labels



Synopsis

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 leading 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

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Customer Reviews

I 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 author's collection.

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