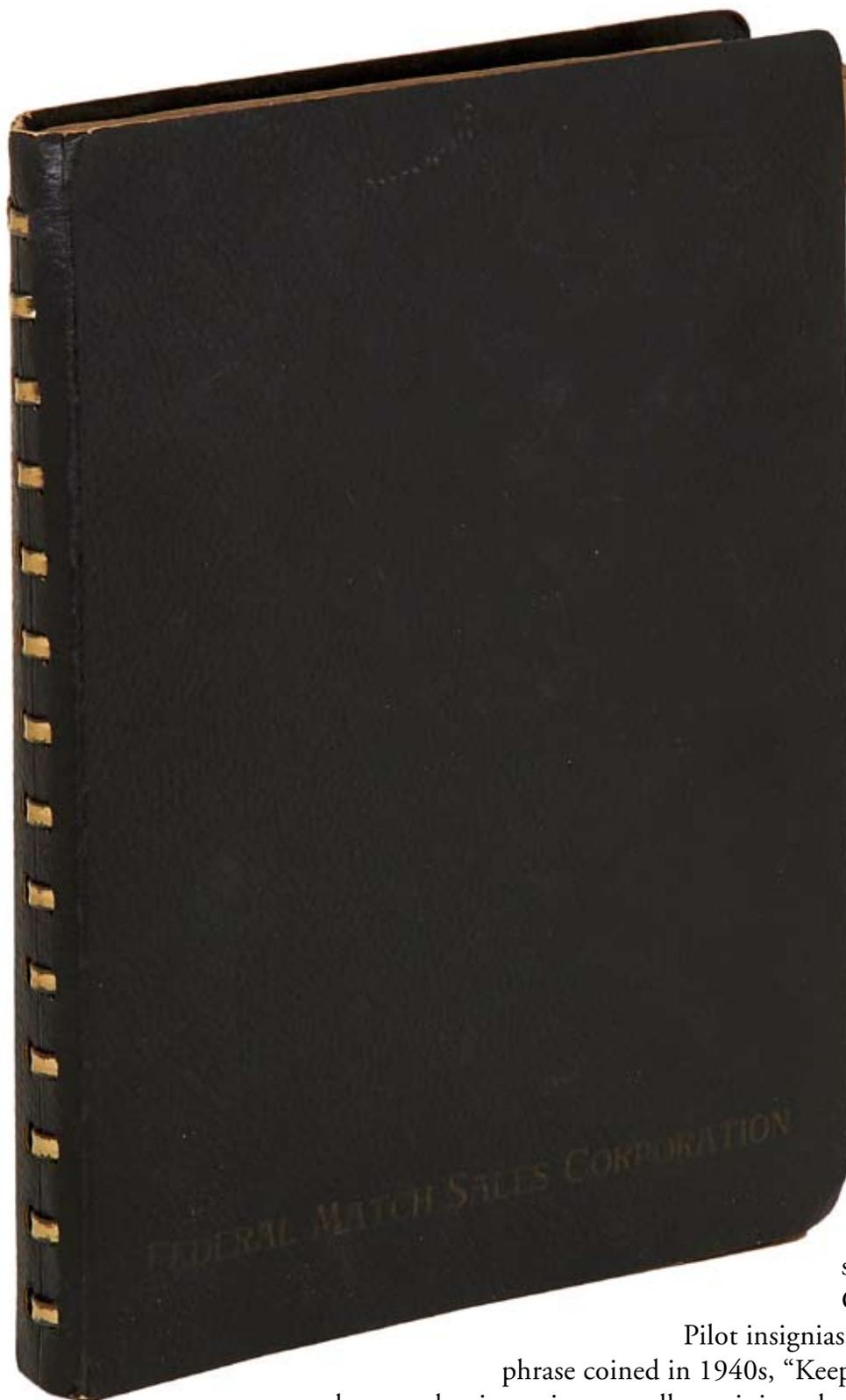


BETWEEN THE COVERS RARE BOOKS

112 Nicholson Rd, Gloucester City, NJ 08030 (856) 456-8008 betweenthecovers.com

[WWII Trade Catalog]: Federal Match Sales Corporation
1940s

\$950



Quarto. Spiral bound black paper boards with “Federal Match Sales Corporation” stamped in gilt on the front board. Near fine with some toning. A catalog of 277 (missing 3) World War II matchbooks from the Universal Match Corporation along with two reference booklets for Army, Navy, and Marine Corps insignias. The matchbooks are military specific, with N.C.O. (Non-Commissioned Officers), Officer’s Club, and various Army, Navy, and Marine Corps insignias. The matchbooks come in various designs and colors, some of which featuring gilt designs and illustrations.

Some of the matchbooks are from various World War II aviation bases around the United States. Many of the aviation fields saw the development and use of land-based anti-submarine warfare and maritime patrol aircraft during World War II. Many of the designs on the matchbooks are of period illustrations of airplanes, battle ships, and blimps with Aviation Cadet, Coast Artillery Corps, and Command

Pilot insignias on them. Several of which use the popular phrase coined in 1940s, “Keep ‘em Flying!” with PT-19 Primary Trainer planes and twin engine propeller training planes. Each matchbook has specific details and designs for its rank and are specific to individual bases. These differences show in the varying designs that range anywhere from art deco and monochrome to fully detailed designs with an array of vibrant colors.



Universal Match was founded by A.H. and S.M. Rosenberg in 1925. After the war the company continued to profit and was at its height of popularity in the 1960s-80s before it eventually wound down and ceased manufacturing altogether. Universal Match Corp is now located in Canada and while not a manufacturer can be found on several manumarks of other companies.



While manufacturing matchbooks has declined, this collection shows the beauty and design of an industry that held the public's attention during World War II with vibrant illustrations and colors. [BTC#399694]

