

FLASHBACK!

Pertinent Comment On Happiness In Matchdom

[February 1953 RMS Bulletin - by Ed Perkins]

The current edition of “Printers’ Ink” carries a consummate account of the first annual Joshua Contest-1952-sponsored by the match industry. Many of the readers will find the article interesting, particularly portions referring to the observations by the judges. I am indebted to RMS #107, Warren Delk, for the copy which reads:

“A contest for the best-of-this-or-that in any trade or business often ends up as just another list of winners.

It can, however, be designated as a useful device to win friends and influence customers. That was exactly the goal of the match industry when it created a new Oscar for business—the Joshua being presented today to advertisers in 43 classifications of products and services for outstanding use of book match advertising. Their agencies are receiving certificates.

The industry looks for at least three dividends from the first annual contest that pulled 1,989 entries:

1. Added recognition of what it calls the growing use of the medium by industrial and consumer advertisers.
2. Establishment of standards in the use of match books as a promotional tool.
3. Collection of helpful information on their effective use of selling products, services or ideas.

Ten judges, active in advertising, selected 43 winners of the new Joshuas, bronze plaques shaped like matchbooks and named for Joshua Pusey, Philadelphia Patent attorney who invented these match books just 60 years ago. But the judges went one step better—they chose three best-of-show entries and gave top honors to a series of designs used by an industrial advertiser to reach its own employees in a plant safety campaign.

This grand award to the titanium division of the National Lead co., in St. Louis, recognizes a growing use of the medium for communication to personnel by management, according to the Match Industry Information Bureau. Second prize went to Life Magazine for a promotional book of matches and third to the Allen B. Du Mont name on each row of the match splints. Certificates are being awarded to winners of honorable mention in each classification.

Selections were based on the judges’ interpretation of the particular needs of each product or service advertised plus attention value, appearance, recall value, completeness and effectiveness of advertising message and ingenuity in design...”

...As predicted, the “Joshua winning covers (or the hope of getting them all in one’s collection) has already become a fad. A recent letter from Ted Park, RMS #326, 612 S. Main St., Woonsocket, R.I., is the first from what appears to be a number of “Josh Fans.” If you like the idea of getting a concentrated effort to get a complete set, write to Ted, and maybe the club will get moving.