

FLASHBACK!

Booklets Dropped From Airplanes

[December 1942 RMS Letter 11]

Ray Yeingst of Harrisburg, Pa., recently sent in a clipping which showed a picture of the “Four Freedoms” cover. Although millions have already been dropped from the skies, by reason of the fact that this booklet was made in England, it may never become “common” among collectors of this country. It is also interesting to note that in Mr. Yeingst’s picture the passages are in the Italian language. The cover in my collection is French which proves the wide distribution of this “morale booster”. The British Major in the R.A.F. from whom it was received says that it is a potent factor in the present aerial program. Book matches have also become extinct in the Nazi dominated sections. The inside reads: LES QUATRE LIBERTES. Fr. translation (The Four Freedoms). Liberte’ de Parole (Freedom of Speech). Liberte’ de Pensee (Freedom of Thought). Liberte’ de Religion (Freedom of Worship). Liberte’ Corporelle (Freedom of Bodily Activity). Designs of 40 planes in miniature with emblem of the R.A.F. are on the outside of the cover. *[Ed. Note. If anyone has one of these, could you send me a scan so I can run it, please?]*

Sample Covers

[December 1942 RMS Letter 11 - by Frank Ryan]

The writer has set himself up as a Sample cover hater, by reason of which fact these articles had long been expected. I hope to settle one and for all - what is a sample. According to Mr. Webster a “sample” is anything presented for inspection and/or offered as evidence of the quality of the whole. The various Match Companies, for example have numerous stock designs available to customers which are considerably lower in cost than individual set-ups. Such designs having been cut and made up in advance. While the press is in tact it is an easy matter to run off any number of names progressively, bona fide or fictitious, without disturbing the general process. Those fictitious are cut apart to serve as samples in the various offices of the Match Co., where they are shown by the salesman as an illustration of designs selectable. Except in the case of the Diamond Match Co. abraasive is used although the matches are not inserted. This cover therefore gives positive evidence that it has never contained matches and should not be listed as a book match cover. (Booklet match covers must have had matches originally). What concern would pass out a piece of cardboard with striking abraasive - without matches? How can we hobbyists collect, much less list these as “matchcovers?” Do stamp collectors save PICTURES of stamps!!!! We regret to say that there are some in our Hobby who persist in faking samples. Reminds us of the old proverb - “Oh what a tangled web we weave when first we practice to deceive!” There are devious methods of faking - all of them utterly crude. Some apply a private staple machine to the sample; others don’t even go to that trouble when a sharp pin is handy. In order to do a better job, the “sample” is neatly folded and the matches applied before the stapling process but in many instances the faker leaves his markings on the sheer flat of the sample. Fortunately no hand-made device has thus far been conceived which so much as remotely imitates the work of the Match Company’s power presses. The deception is as clear as the sun at zenith if one only takes the trouble to examine the cover ever superficially. Company’s stapling is always uniform. One needs only to compare a questionable cover with another issued by the same Company. The distances between the staple apertures and the characteristics in the staple mark itself never vary. Let’s become better acquainted with our covers and determine what are fakes. The number of fakes in our collection will surprise us!

[Ed. Note: the spelling seen in all of these Flashback articles is the original]