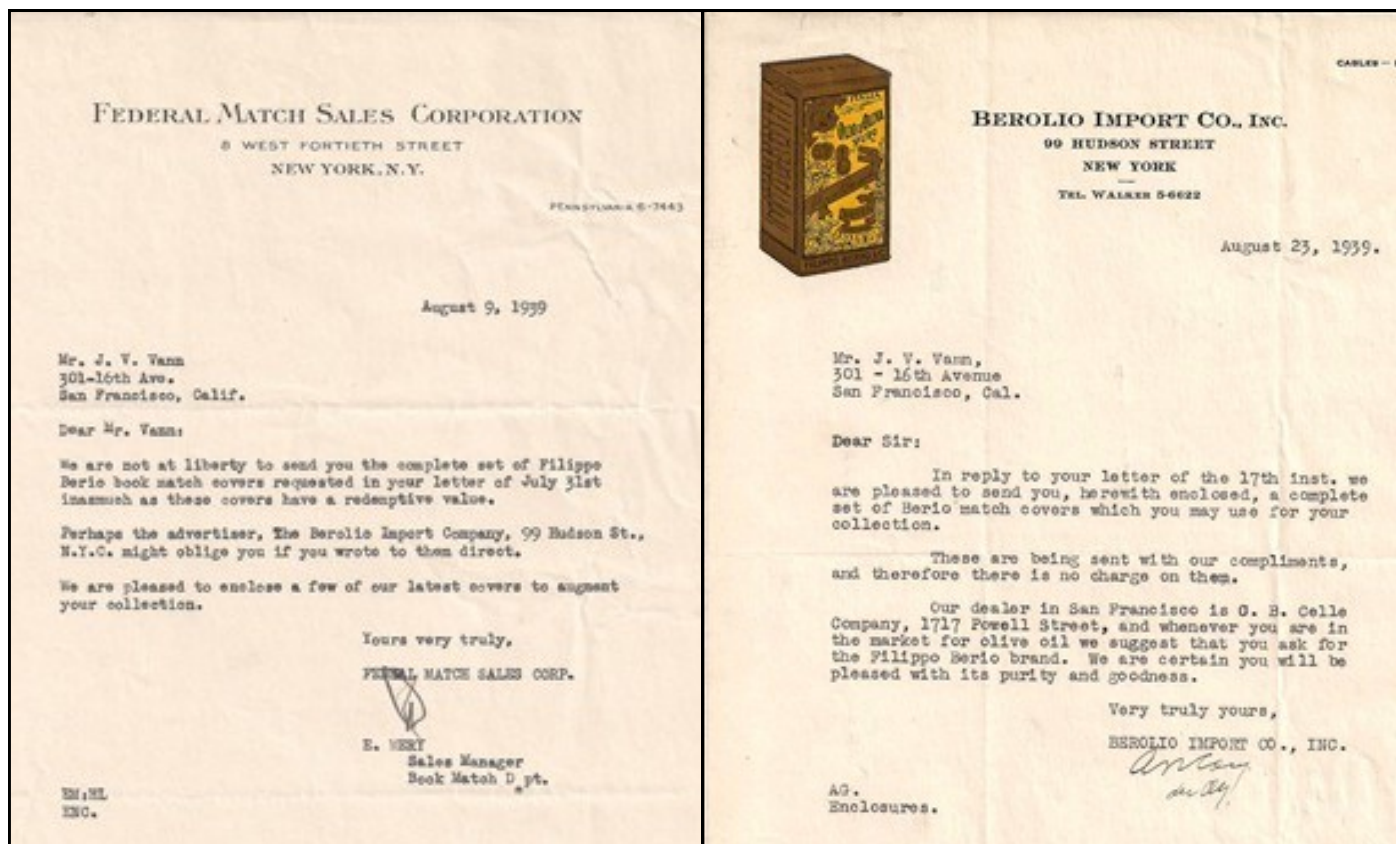


June 2012

Filippo Berio Contact Set

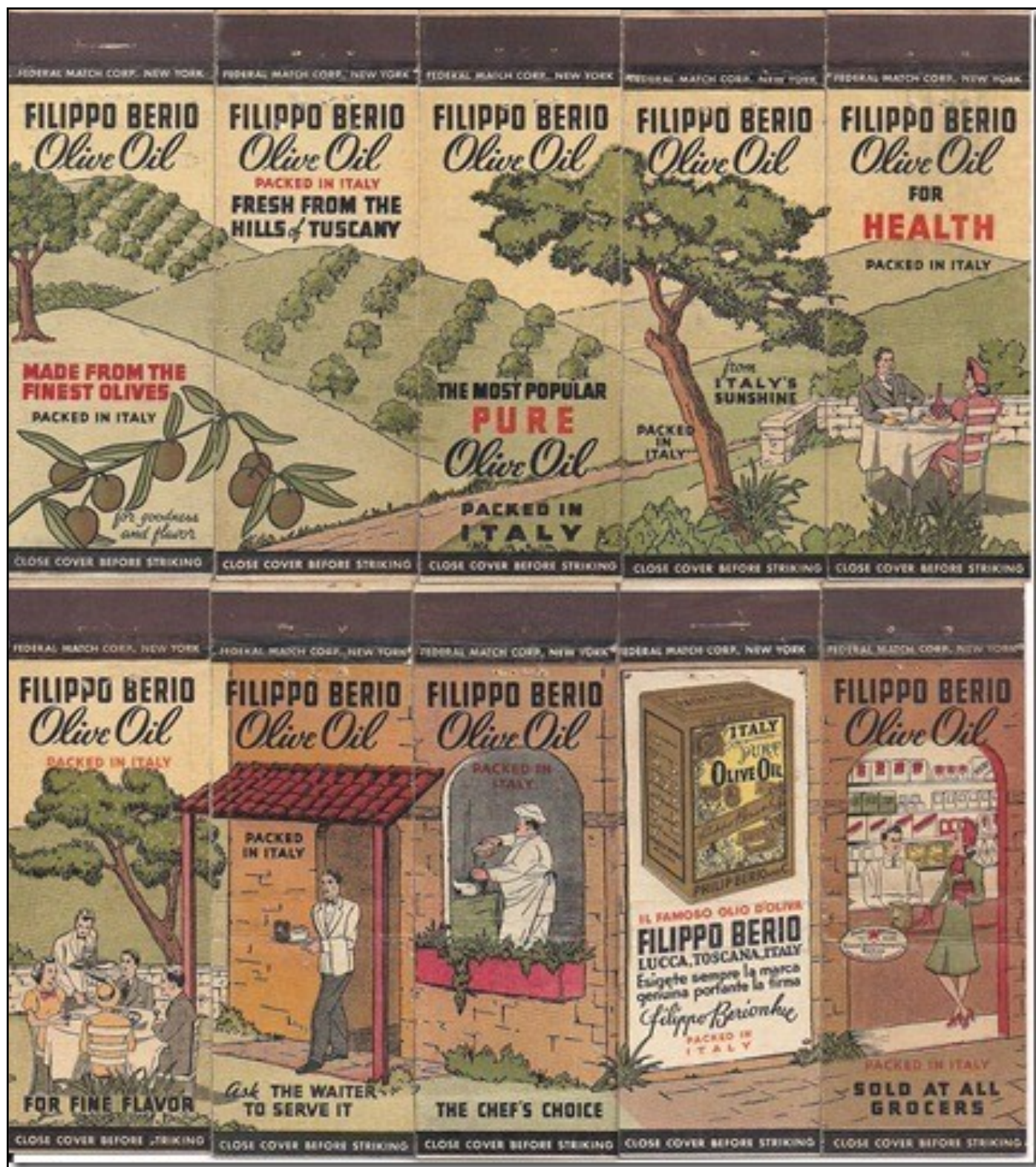
by
Mike Prero

The Filippo Berio Olive Oil set is famous within the hobby. And why not? It's got a lot going for it! It's a 10-cover set, all Federals, and it's a contact set. That is, if you put the covers together in the right sequence, a larger picture is formed, as can be seen on the following page. Oh yes, and the set is some 73 years old...sort of a bonus!



On the inside of each cover, there is a diagram of all 10 covers together, and it shows where in the sequence the particular cover you're looking at goes, #1-10. Number 1 in the set seems to be the real toughie, and there are various thoughts on that.

There is a red and white cover (shown on the next page) that may be responsible for the shortage of #1 covers. Dan Bitter said, "On some of the red and white covers, you can match it up to the colors of the



number 2 cover where they were cut; doesn't mean it's part of the set, but I think it was printed at the same time and was placed in the caddies as filler, taking the place of the number one cover."

And you can see, here, what Dan is referring to. Part of the #2 cover design is printed on the red & white cover. Although most veteran collectors don't count the red and white cover as part of the set, you can see why it might be possible to argue that the red and white cover is, indeed, part of the set. *[As shown below, the #1 cover has the set-characteristic text inside, while the red and white cover is blank inside]*

It's a beautiful set, and they're all wide-striker Federal Match Corp. covers to boot. I don't recall seeing such, myself, but I'm willing to bet they've been shown in more than one convention display over the years.

This is not an easy set to get. I've been collecting for almost 30 years, and I haven't been able to put together the entire set yet. Rarely, it seems, I'll run across a random used one, but to put together a complete mint set...that would be something of a coup!

As the letters on the first page show, though, you might well have been able to get the entire set from the advertiser at the time. *[Doesn't it always seem you've been born too late to get in on all the good stuff? I missed out on this...I missed out on picking up DQ's and full-Features at the stores...sigh!...Of course, I also missed out on World War I, World War II, and the Depression, so I guess I'll call it even.]*



1000 QUART CANS OF FILIPPO BERIO OLIVE OIL
 PACKED IN ITALY
Given away FREE!
WIN ONE THIS EASY WAY

The diagram at the right indicates by the heavy lines which part of a complete design of 10 matches this cover represents. Save this and other empty FILIPPO BERIO match books. When you have the 10 covers to complete the picture, present them to your grocer and he will give you a can of FILIPPO BERIO - the world's finest Olive Oil ABSOLUTELY FREE.

IF YOUR GROCER CANNOT SUPPLY YOU COMMUNICATE WITH BEROLIO IMPORT CO. 99 HUDSON ST., N.Y. CITY
 MATCH BOOKS VOID IF SOLD