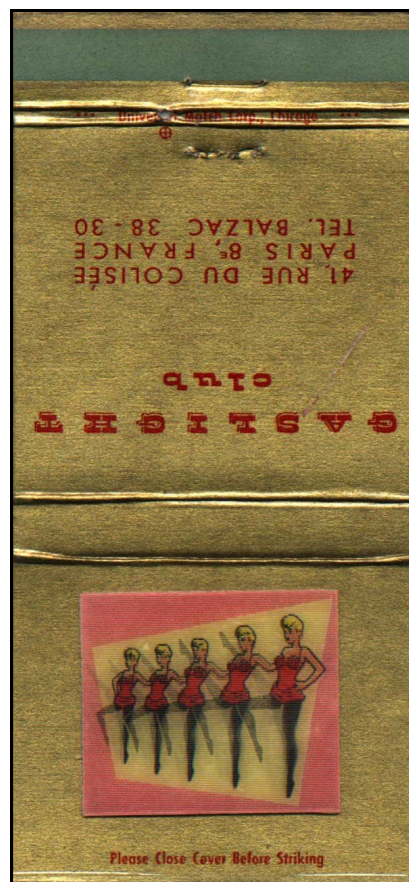


Novelties

by
Mike Prero

[Now, whatever I name as ‘novelties’ here, someone is certain to disagree...yet, once again, I boldly venture forth where fools fear to tread.]

The dictionary says that a novelty is “a new or unusual thing”. While that’s not very enlightening, one could quite possibly point to Features, Knotholes, Contours, Die-Cuts, and the like...but I’m really talking about more unusual items as novelties. Lenticulars come to mind right away, such as the one pictured here. That’s a cover that’s *continued on p.3*



had a plasticized picture affixed to the surface of the cover, and the picture seems to move as you move the cover. Now, that's a novelty!

But, there are other types, as well. How about those covers covered in felt, as the one pictured below? How about that copper cover put out by a well known copper mining company? And, dare I say [yes, I will!] those covers such as the one with a humorous little saying on it, and...um...a human appendage...pops out when you open the cover. I would say that's a novelty. (!)

And I'm sure you can think of others that you've come across over the years. Let's see....I've seen covers with sparkles added to them...and I have a whole set of covers with stickers on them... then, of course, there are the old Diamond 'Golf-T' matchbooks with a golf tee attached to the reverse side. And, perhaps, borrowing on that idea, take a look at the Ohio cover below with a rivet attached to it.

Then, there are the novelty covers that are novelties because of the text. An example can be seen below, part of the Tip'n Twinkle sets. Another such is the fairly well-known 30-strike which seemingly purports to be from Al Capone (I get inquiries about that one all the time!).

Plus, I wasn't going to include any of the Die-Cuts here, but some of them are so wonderfully outrageous, such as the Samurai one (pictured on the front page), that at least the extreme Die-Cuts have to be seen as novelty items.

It's not just covers. Though, that can be novelty items. Some boxes would qualify. Great examples, here, are the boxes that look like cigarette packages...and there are quite a few different ones.



But wait! There's more...much more! What about novelty packaging? There's quite a variety here, as well, but perhaps the most familiar example of novelty packaging is the 'boxcar' type (shown below), designed to hold Railroad matchbooks. I particularly like the delivery van package (also below).

The two Christmas boxes shown here are examples of boxes that have had decorations added onto them. These two are part of a 12-box set from Japan.

The box on the right has a hole at the top and twine tied to it. Some sort of convenience feature, I assume.

The NMC package holds waterproof matches. The package design matches the covers' design.

The variety in Novelties is staggering. I can't even imagine the 'novel' ideas that are out there that I've never come across. Have any great examples in your own collection? Send me scans we'll share them with everyone else.



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