

Jupiter One-Eight

There are small categories...and then there are *small* categories. Jupiter One-Eight falls into the latter group! Boy, it is *small!...and all but forgotten!* I had high hopes—a new line, a new category, hundreds/thousands of new covers...[sigh!] Of course, I also had such hopes for Jutes, Extend ‘n Ads, and Classiques. Alas, in vain...all too little too late.

Jupiter One-Eight was a very short-lived experiment by Universal Match Corp. Basically, by 1985 Universal could see the writing on the wall. Its production costs were spelling disaster, so it tried making matchbooks in Belgium and then shipping them back to the States.

The result was the Jupiter One-Eight. These matchbooks have 18 glued-in, wooden matches, so they’re very easily recognizable, and it’s obvious, then, why the “One-Eight” in the trademark. I’ve never heard any explanation, though, of why Universal called it “Jupiter.” There was already a Jewel-sized German cover with the trademark name of “Jupiter.” It had been around for quite a few years. I wonder if there’s any connection, or is that just a coincidence?

In any event, the entire experiment was a flop, or at least, as noted above, just too little too late. Judging from the few that have surfaced, they certainly weren’t popular or widespread. Universal only produced Jupiter One-Eights from 1985-1987. The *Sierra-Diablo Bulletin* ran each cover that came to its attention during those years.

The late John Williams, OH, maintained the listing. The last time I heard, in 2005, there were 37 currently listed.

