

HOBBY HISTORY

Historical Tidbits: VIII

> One of the earliest phillumenic organizations in the U.S. was the Laguna Match Folder Exchange, situated in Laguna Beach, California. Interestingly enough, it wasn't a club... didn't have meetings...and you didn't join. It was simply a central hub for contacting other collectors around the country. \$1 would get you 25 names and addresses to write to, and the organization/business must have had quite a database of collectors, even at that early date. The correspondence that I saw gave one collector each for 25 different states. It was in existence at least as early as 1938.

> [from collector correspondence dated February 27, 1939] "My sister said I should ask you where you keep your match folders. I keep mine tacked on the ceiling of my room and she thinks that is not a very good place." [Running out of places to keep your covers? There's an idea!]

> [from collector correspondence dated May 6, 1939] "Put an Ad in the paper yesterday for a GirlFriend, and not even one response, guess I just don't live right or something." [I know exactly how you feel, buddy...although I did get an answer to mine!]

> [from collector correspondence dated June 21, 1939] "Don't know whether I told you how I keep my collection, but...mine are split up in groups...then they are stapled in the catalog folders like they use in business for correspondence, 50 to a folder..."

> [from collector correspondence dated January 30, 1938] "If it wouldn't be asking too much of you, I would like to have some idea of how you fasten the folders in the album and of what kind of albums you use. I have been using plain albums and pasting the folders in..."

> [from collector correspondence dated February

2, 1939] "I haven't any special method of classification, but I'll tell you how I keep them together. I never bother to paste them in a book; I simply hang them on strings in a small back bedroom at home."

> [from collector correspondence dated September 16, 1940] "I have about nine thousand in my collection at present. I have a few hundred that are trimmed that I can trade and a good many that are not trimmed. So let me know which kind you would trade."

> From "Hobbies and Hobbyists," Washington DC Sunday Star, September 1, 1940] "Mr. Andrews paints the small striking portion on the outside of each container [cover] with a heavy black paint as a safety measure."

> [from collector correspondence dated August 9, 1939] "We are not at liberty to send you the complete set of Filippo Berio book match covers requested in your letter of July 31st inasmuch as these covers have a redemptive value. Perhaps the advertiser, The Berio Import Company, 99 Hudson St., N.Y.C. might oblige you if you wrote to them direct. We are pleased to enclose a few of our latest covers to augment your collection.

Your very truly,
Federal Match Sales Corp.

E. Mery
Sales Manager
Book Match Dept."

[Ed. note: That Filippo Berio 10-cover contact set remains one of the most popular and sought after sets in the hobby...they're Federals...they comprise a set...they're contact set on top of that...and they're 65 years old! Most Oldies collectors have at least a few, but the trick is getting all ten...and all ten in nice condition (mine are pretty heavily struck). Each covered is numbered on the inside, by the way—indirectly at least, since there is a pic inside showing which one of the ten you're looking at.