

## **Safety and traffic safety match covers (version 5)**

Inventory of sets and singles of safety and traffic safety match covers worldwide by the Dutch match cover collector Rik van Florestein, Robert Kochlaan 196, 2035 BH Haarlem, the Netherlands.

My email addresses: [f.florestein4@upcmail.nl](mailto:f.florestein4@upcmail.nl) or [rik.023196@gmail.com](mailto:rik.023196@gmail.com)

This pdf document can be found at my (Dutch) website. Copy this address to the search bar in your web browser: [lucirik-023.jouwweb.nl/mancolijsten](http://lucirik-023.jouwweb.nl/mancolijsten) (the hyperlink does not work in pdf).

*Enjoy using this document. Happy collecting!*

## **Table of contents**

<b>Construction file</b> .....	4
<b>Questions:</b> .....	4
<b>Calls:</b> .....	4
<b>U.S.A.</b> .....	5
<b>Diamond Match Company</b> .....	5
<i>Safety</i> .....	5
<b>Maryland Match</b> .....	8
<i>Safety</i> .....	8
<b>Match Corporation of America</b> .....	11
<i>Traffic Safety</i> .....	11
<b>Mercury Match Company</b> .....	12
<i>Traffic Safety</i> .....	12
<b>Monarch Match Company</b> .....	12
<i>Traffic Safety</i> .....	12
<b>Ohio Match Company</b> .....	13
<i>Safety</i> .....	13
<i>Traffic Safety</i> .....	13
<b>Superior Match Company</b> .....	14
<i>Traffic Safety</i> .....	14
<b>Universal Match Company</b> .....	20
<i>Safety</i> .....	20
<i>Traffic Safety</i> .....	34
<b>Singles (and parking)</b> .....	38
<i>Safety singles</i> .....	47
<i>Traffic Safety singles</i> .....	51

Australia .....	52
Redheads .....	52
<i>Safety</i> .....	52
Belgium .....	54
Union Allumettes .....	54
<i>Safety</i> .....	54
Canada .....	58
D.D. Bean .....	58
<i>Safety</i> .....	58
<i>Traffic Safety</i> .....	58
Eddy Match .....	59
<i>Safety</i> .....	59
<i>Traffic Safety</i> .....	60
Premier Matches .....	60
<i>Traffic Safety</i> .....	60
Strike Rite Matches .....	61
<i>Safety</i> .....	61
Vista Lite Products .....	61
<i>Safety</i> .....	61
Western Match Co. ....	62
<i>Safety</i> .....	62
Singles (and parking) .....	62
<i>Safety singles</i> .....	64
<i>Traffic Safety singles</i> .....	65
England .....	66
Bryant & May .....	66
<i>Safety</i> .....	66
J. John Masters & Co. Ltd. London .....	66
<i>Traffic Safety</i> .....	66
The Netherlands .....	67
Atria Lucifers .....	67
<i>Safety</i> .....	67
<i>Traffic Safety</i> .....	72
Kolff .....	79
<i>Safety</i> .....	79
Olpha Match .....	79
<i>Safety</i> .....	79

Vereenigde Hollandsche Lucifers Fabrieken (V.H.L.F.) .....	80
<i>Safety</i> .....	80
New Zealand .....	84
Bryant & May .....	84
<i>Safety</i> .....	84
Poland .....	85
<i>Traffic Safety</i> .....	85
Portugal .....	86
Fosforeira Portuguesa .....	86
<i>Safety</i> .....	86
Singles (and parking) .....	88

## Construction file

**This version 5 contains all kinds of additions. The number of sets described is quite extensive. Some of these I missed in version 4 and others I didn't know existed. Special thanks to Charles Specht [USA] for the enormous amount of images sent.**

Almost immediately after the publication of version 4, I received several tips to check out a few auction sites. They contain many photos of (old) safety covers. Unfortunately, not everything is usable. Some images are completely crooked and others are out of focus or poorly exposed. I ended up processing quite a few of them.

Images received from sales catalogs show that Adv. Book Matches in fact must be Maryland Match. The naming has changed.

The American matchmakers were mixed up and have now been placed in alphabetical order. The abbreviations for Maryland Match, Mercury Match and Monarch Match have been reduced to 3 letters, MAM, MEM and MOM respectively.

+ - + - + - + - + - +

## Questions:

Is the composition of the sets correct?

Which covers are not part of the set and which ones should I add?

Which covers are real singles?

Maybe someone has lists for their own use? Can I receive it then?

Can I receive scans of the pictures I don't have?

Or maybe someone wants to send me his or her dubs?

## Calls:

There must be more safety sets than I've inventoried. Help me with scans or descriptions to make this document as complete as possible.

For some sets I don't know the numbers or the year of issue. Help me fill in the question marks.



## U.S.A.

### Diamond Match Company

#### *Safety*

#### Set DMC1: Fly Safely, issued by Diamond Match in the World War 2 era

Set of (?) covers 20s front-strike in red and blue with safety warnings for military pilots.



#### Set DMC2: Safety Hints While . . , issued by Diamond Match in the World War 2 era

Set of 12 covers 20s front-strike in blue, red and black with safety warnings for US Navy personnel.



DMC2-1: Fighting Fires..  
 DMC2-2: Around Propellers..  
 DMC2-3: Fueling..  
 DMC2-4: On the Job..  
 DMC2-5: Moving Planes..  
 DMC2-6: Starting Engines..

DMC2-7: Around Ammunition..  
 DMC2-8: Around Machine Guns..  
 DMC2-9: In General..  
 DMC2-10: On Flight Deck..  
 DMC2-11: Flight Gear..  
 DMC2-12: On Shipboard..

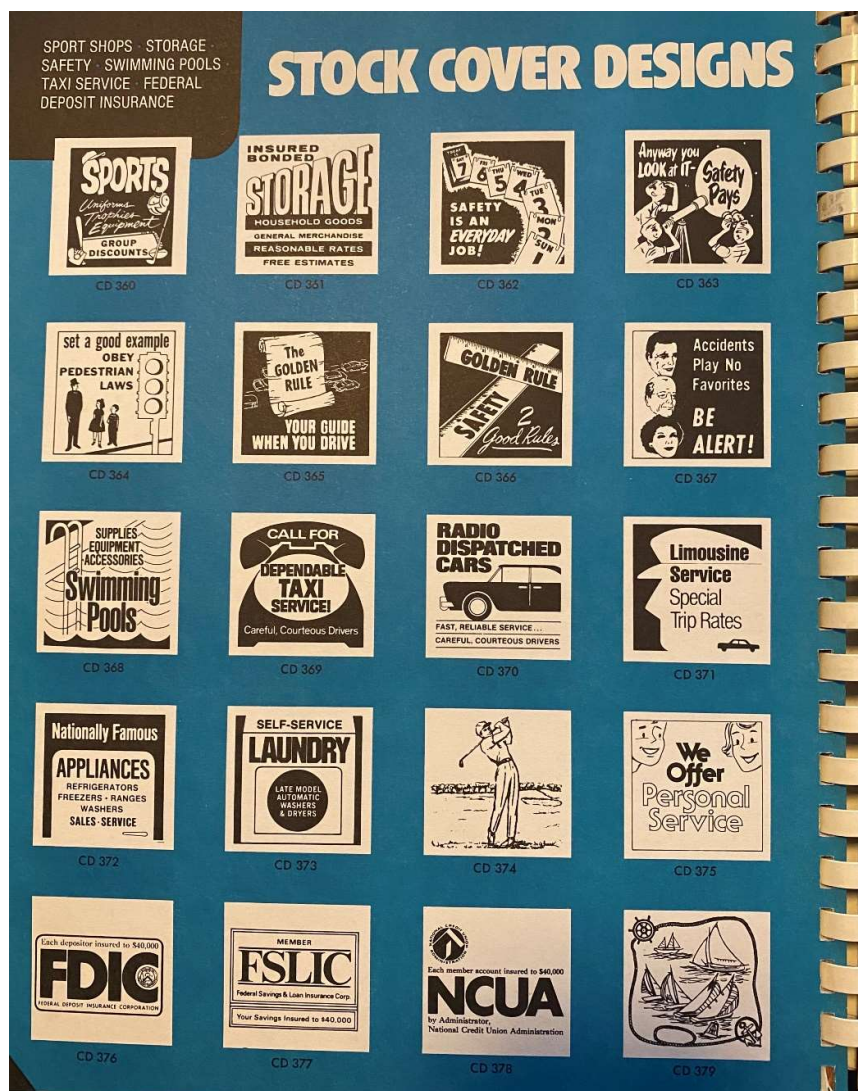




Note: in this special case, the numbering has been adjusted and follows the numbers on the covers.

Set DMC3, issued by Diamond International in ?

Set of 20 stock cover designs in black to combine with a company name.

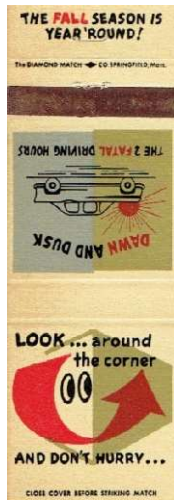


Note: an example of a real cover is still missing.



### Set DMC4, issued by Diamond Match in ?

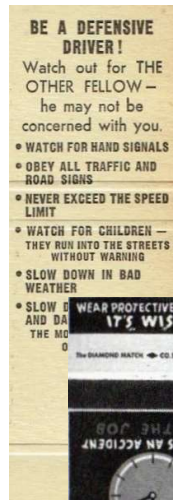
Set of 5 covers 20s back-strike in the same color scheme with general and traffic safety warnings.



DMC4-1



DMC4-2



DMC4-3

DMC4-4

DMC4-5

DMC4-1 Look ... Around the Corner and Don't Hurry ...

DMC4-2 I Lifted With My Back ...

DMC4-3 It's Safer with Hard Hat Goggles Safety Shoes

DMC4-4 But It Was Just a Scratch

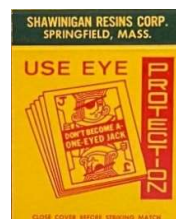
DMC4-5 I Have 9 Lives

### Set DMC5, issued by Diamond Match in ?

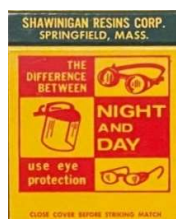
Set of at least 9 covers 20s back-strike of the Shawinigan Resins Corp. with safety warnings in red on the fronts. There's a good chance that the complete set will turn out to consist of 10 covers.



DMC5-1



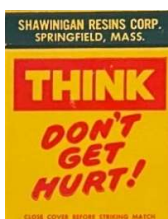
DMC5-2



DMC5-3



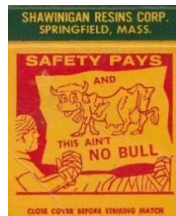
DMC5-4



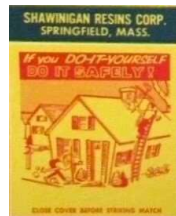
DMC5-5



DMC5-6



DMC5-7



DMC5-8



DMC5-9

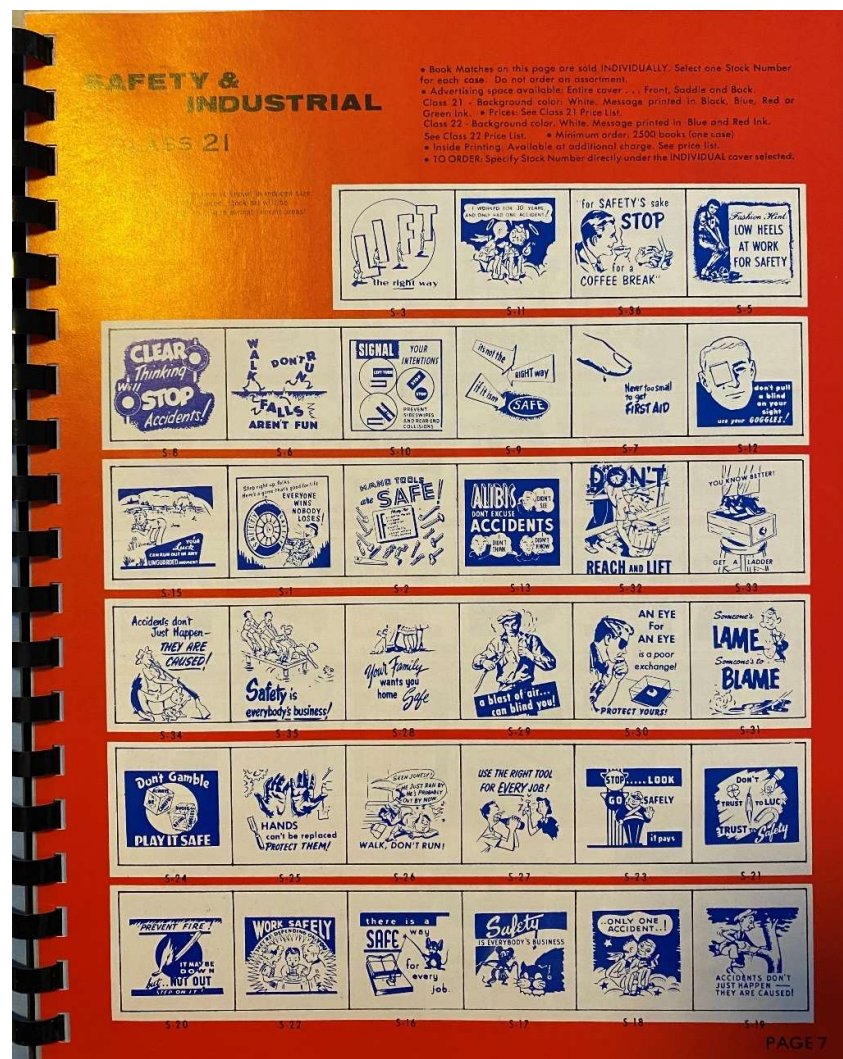
## Maryland Match

### Safety

#### Set MAM1, stock cuts issued by Maryland Match in ?

Set of 34 illustrations in blue, which can be used in 3 ways:

- safety warning on the front and illustration on the back
- in combinations of two on the front and the back
- company name on the front and illustration on the back



Note: an example of a real cover is still missing.



### Set MAM2, stock cuts issued by Maryland Match in ?

Set of 30 illustrations in red and blue, which can be used in 3 ways:

- safety warning on the front and illustration on the back
- in combinations of two on the front and the back
- company name on the front and illustration on the back



Note1: they are also made with changed colors. On the right 2 x 2 examples.  
 Note2: this covers are not numbered, because the number of possible combinations is enormous.



An example of such a cover used for resale.

More examples from another company in 2 different versions.



And a few examples of covers for other purposes.





## Match Corporation of America

### Traffic Safety

Set MCA1: 5 covers 20s front-strike, issued by Match Corp. in 1956

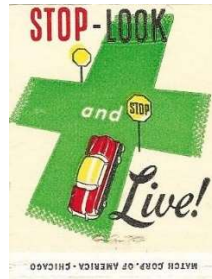
Other manumarks are different advertising companies



MCA1-1



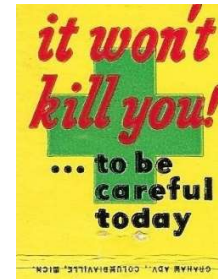
MCA1-2



MCA1-3



MCA1-4



MCA1-5

MCA1-1 Be Patient Today Not a Patient Tomorrow

MCA1-2 Don't Gamble With Safety

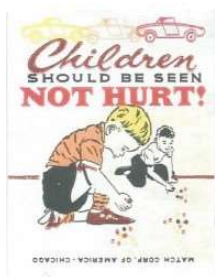
MCA1-3 Stop Look and Life

MCA1-4 Better Wait Than Never

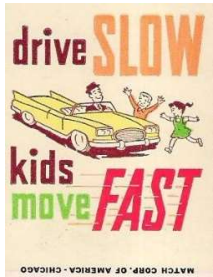
MCA1-5 It Won't Kill You to be Careful Today

Set MCA2: 5 covers 20s front-strike, issued by Match Corp. in 1961

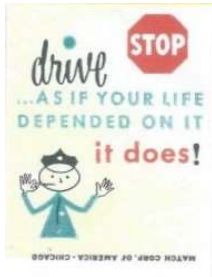
Other manumarks are different advertising companies



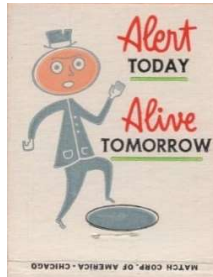
MCA2-1



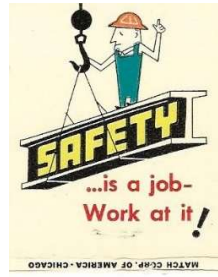
MCA2-2



MCA2-3



MCA2-4



MCA2-5

MCA2-1 Children Should be Seen - Not Hurt

MCA2-2 Drive Slow - Kids Move Fast

MCA2-3 Drive as if Your Life Depended on It - It Does

MCA2-4 Alert Today - Alive Tomorrow

MCA2-5 Safety is a Job - Work on It

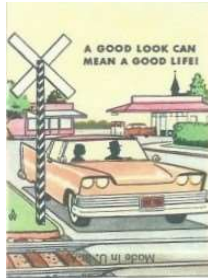
## Mercury Match Company

### *Traffic Safety*

Set MEM1: 5 covers 20s front-strike, issued by Mercury in 1953

Other possible manumarks are Monarch, National Press (include Made in U.S.A.) and different advertising companies

This set was also issued by Superior in 1961, see set SMC9.



MEM1-1



MEM1-2



MEM1-3



MEM1-4



MEM1-5

MEM1-1 A Good Look Can Mean a Good Life

MEM1-2 Always Use the Proper Safety Device

MEM1-3 Beware! Your Smoke Can Mean Fire

MEM1-4 They Don't Mix

MEM1-5 Bicycles Aren't Built for Two

## Monarch Match Company

### *Traffic Safety*

Set MOM1: 5 covers 20s front-strike, issued by Monarch in 1966

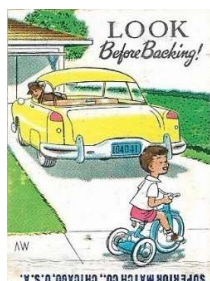
This set is very similar to set SMC11, issued by Superior in 1965. In this Monarch set image MOM1-3 deviates.



MOM1-1



MOM1-2



MOM1-3



MOM1-4



MOM1-5

MOM1-1 Be Extra Careful on Rainy Days

MOM1-2 Slow Down at This Sign!

MOM1-3 Look Before Backing

MOM1-4 Will Your Brakes Hold?

MOM1-5 Drive as Though They Were Your Own



## Ohio Match Company

### Safety

Set OMC1, issued by Ohio Match in 1953



OMC1-1



OMC1-2



OMC1-3



OMC1-4



OMC1-5



OMC1-6



OMC1-7



OMC1-8

This safety warnings are on the saddles.

OMC1-1 Accidents Happen ...

OMC1-2 Be Careful ...

OMC1-3 Clean Up For ...

OMC1-4 Make Today ...

OMC1-5 Monkey Business ...

OMC1-6 Prevent Fires ...

OMC1-7 Prevent Foot ...

OMC1-8 Protect Your ...

Set OMC2, issued by Ohio Match in 1953

OMC2-1 Be Sure They're Not ...

OMC2-2 Don't Go Home ...

OMC2-3 Don't Stick Your ...

OMC2-4 I'm Really a Careful ...

OMC2-5 Look Out Keep ...

OMC2-6 Taint Funny Don't ...

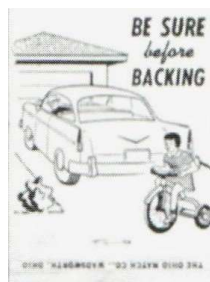
OMC2-7 This'll Floor Ya ...

OMC2-8 Watch Your Step ...

NO IMAGES AVAILABLE

### Traffic Safety

Set OMC3, issued by Ohio Match in 1957



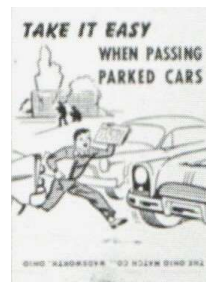
OMC3-1



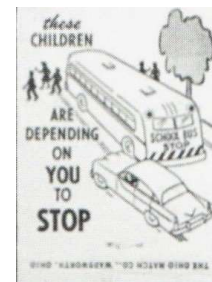
OMC3-2



OMC3-3



OMC3-4



OMC3-5

OMC3-1 Be Sure before Backing

OMC3-2 Don't Get Caught with Your Glance Down

OMC3-3 Look Both Ways then Cross on Green

OMC3-4 Take It Easy when Passing Parked Cars

OMC3-5 These Children Are Depending on You to Stop

## Superior Match Company

### Traffic Safety

Set SMC1: 5 covers 20s front-strike, issued by Superior in 1950

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



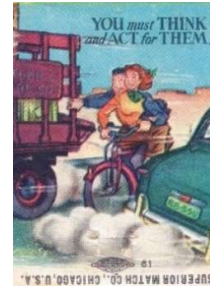
SMC1-1



SMC1-2



SMC1-3



SMC1-4



SMC1-5

SMC1-1 Obey Traffic Rules!

SMC1-2 Respect the Job He's Doing-Obey

SMC1-3 Never Ignore This Signal

SMC1-4 You Must Think and Act for Them

SMC1-5 Will Your Brakes Hold?

Set SMC2: 5 covers 20s front-strike, issued by Superior in 1952

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



SMC2-1



SMC2-2



SMC2-3



SMC2-4



SMC2-5

SMC2-1 Be Extra Careful on Rainy Days ..

SMC2-2 Face Traffic when Walking

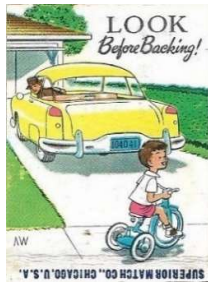
SMC2-3 Good Advice ... Cross at Corners Only

SMC2-4 X Marks the Stop

SMC2-5 Drive as Though They were Your Own

Set SMC3: 5 covers 20s front-strike, issued by Superior in 1954

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



SMC3-1



SMC3-2



SMC3-3



SMC3-4



SMC3-5

SMC3-1 Look Before Backing

SMC3-2 He Knows Best

SMC3-3 Watch for Cars Turning

SMC3-4 Play Safe Away from Traffic

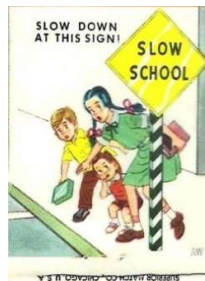
SMC3-5 Look Both Ways

Set SMC4: 5 covers 20s front-strike, issued by Superior in 1955

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



SMC4-1



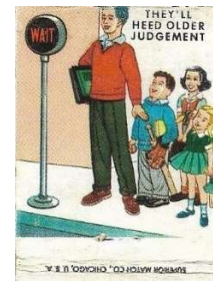
SMC4-2



SMC4-3



SMC4-4



SMC4-5

SMC4-1 Courtesy Costs So Little

SMC4-2 Slow Down at This Sign

SMC4-3 Don't Gamble With Your Life

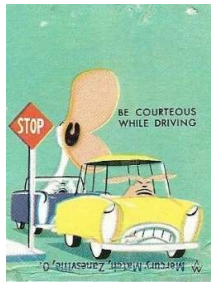
SMC4-4 Teach Your Child to ...

SMC4-5 They'll Heed Older Judgement



Set SMC5: 5 covers 20s front-strike, issued by Superior in 1956

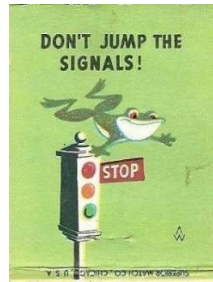
Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



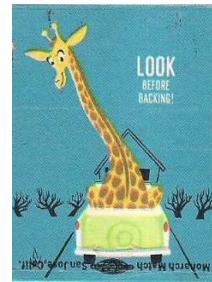
SMC5-1



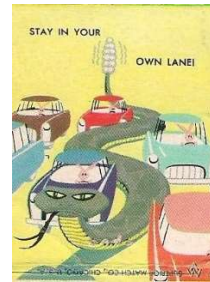
SMC5-2



SMC5-3



SMC5-4



SMC5-5

SMC5-1 Be Courteous While Driving

SMC5-2 Don't Be a Road Hog

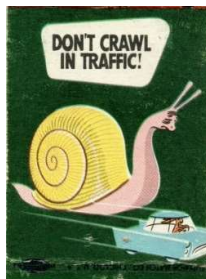
SMC5-3 Don't Jump at Signals

SMC5-4 Look Before Backing

SMC5-5 Stay in Your Own Lane

Set SMC6: 5 covers 20s front-strike, issued by Superior in 1957

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



SMC6-1



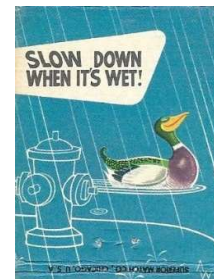
SMC6-2



SMC6-3



SMC6-4



SMC6-5

SMC6-1 Don't Crawl in Traffic

SMC6-2 Don't Horse Around in Traffic

SMC6-3 Flying Low is For the Birds

SMC6-4 Keep a Safe Distance

SMC6-5 Slow Down When It's Wet

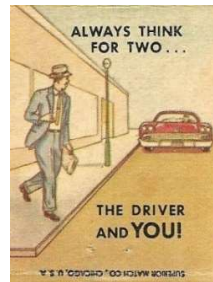
Set SMC7: 5 covers 20s front-strike, issued by Superior in 1958

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies

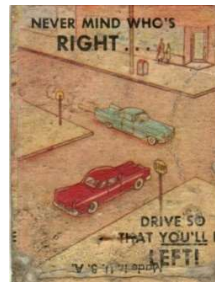
This set is also shown with the manumark Made in U.S.A. in a salesmen catalog of Mercury Match.



SMC7-1



SMC7-2



SMC7-3



SMC7-4



SMC7-5

SMC7-1 Every Child Pedestrian is a Human Caution Sign

SMC7-2 Always Think for Two ... the Driver and You

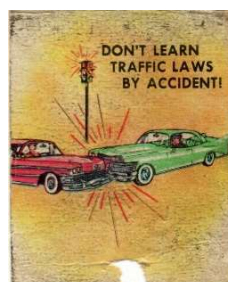
SMC7-3 Never Mind Who's Right ... Drive So That You'll be Left

SMC7-4 Clean Clothes are Important But More So Clean Stairs

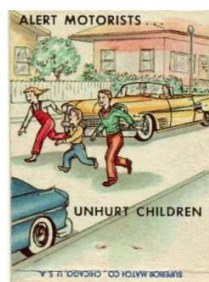
SMC7-5 A Minute For Safety is Better Than a Month for Repair

Set SMC8: 5 covers 20s front-strike, issued by Superior in 1959

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



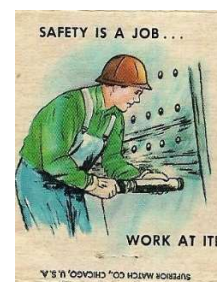
SMC8-1



SMC8-2



SMC8-3



SMC8-4



SMC8-5

SMC8-1 Don't Learn Traffic Laws by Accident

SMC8-2 Alert Motorists ... Unhurt Children

SMC8-3 For Traffic Safety ... Know Your Sign Language

SMC8-4 Safety is a Job ... Work at It

SMC8-5 There's No Place Like Home for Accidents

Set SMC9: 5 covers 20s front-strike, issued by Superior in 1961

This set was previously issued by Mercury in 1953, see set MEM1.



SMC9-1



SMC9-2



SMC9-3



SMC9-4



SMC9-5

SMC9-1 A Good Look Can Mean a Good Life

SMC9-2 Always Use the Proper Safety Device

SMC9-3 Beware! Your Smoke Can Mean Fire

SMC9-4 They Don't Mix

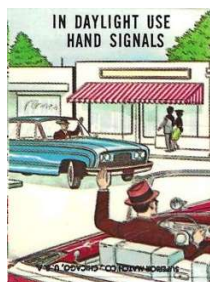
SMC9-5 Bicycles Aren't Built for Two

Set SMC10: 5 covers 20s front-strike, issued by Superior in 1962

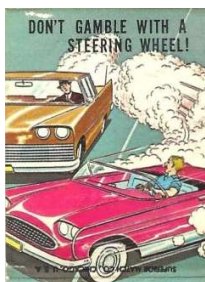
Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies



SMC10-1



SMC10-2



SMC10-3



SMC10-4



SMC10-5

SMC10-1 Give Them The Brake

SMC10-2 In Daylight Use Hand Signals

SMC10-3 Don't Gamble With a Steering Wheel

SMC10-4 A Safe Car Means a Safer Ride

SMC10-5 Close Doesn't Count if It's Too Close



Set SMC11: 5 covers 20s front-strike, issued by Superior circa 1965

Other possible manumarks are Mercury, National Press (include Made in U.S.A.) and different advertising companies

This set with the manumark Made in U.S.A. is also pictured in a salesmen catalog of Advertising Book Matches, Chicago, IL.



SMC11-1



SMC11-2



SMC11-3



SMC11-4



SMC11-5

SMC11-1 Be Extra Careful on Rainy Days

SMC11-2 Slow Down at This Sign

SMC11-3 He Knows Best

SMC11-4 Will Your Brakes Hold?

SMC11-5 Drive as Though They Were Your Own

Set SMC12: 5 covers 20s front-strike, issued by Superior circa 1970

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies

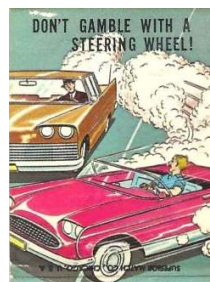
This set is listed as year of issue 1973, but I have a set of the Keystone Match Cover Club from 1970.



SMC12-1



SMC12-2



SMC12-3



SMC12-4



SMC12-5

SMC12-1 Give Them the Break

SMC12-2 For Traffic Safety ... Know Your Sign Language

SMC12-3 Don't Gamble With a Steering Wheel

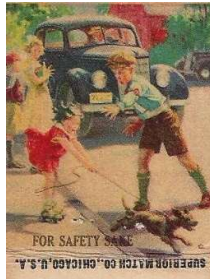
SMC12-4 A Safe Car Means a Safe Ride

SMC12-5 Close Don't Count if It's Too Close

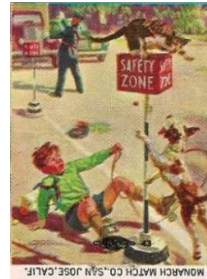
Singles SMC13: 20s front-strike covers, issued by Superior circa 1950

Other possible manumarks are Monarch, Mercury, National Press (include Made in U.S.A.) and different advertising companies

Most likely these are 2 singles. They are not included in the list of manufacturers and years of issue.



SMC13-1



SMC13-2

SMC13-1 For Safety Sake

SMC13-2 Safety Zone (belongs to an Americana Scenic Art set of 8 completely different images from 1949)

**Universal Match Company**

**Safety**

Set UMC1, issued by Universal in 1941

Set of 6 covers 20s front-strike in red, blue and black with safety warnings for working around machinery. The back panels are all the same: Safety First! Be careful on the job



UMC1-1



UMC1-2



UMC1-3



UMC1-4



UMC1-5



UMC1-6

UMC1-1 Use your head - Save your hands!

UMC1-2 Protect your feet - Wear safety shoes

UMC1-3 Carelessness causes many serious accidents

UMC1-4 Check Carefully! Before starting machinery!

UMC1-5 Consideration of fellow employees will..

UMC1-6 Protect your eyes - Wear your goggles



Set UMC2, issued by Universal in or about 1955

Set of 12 covers 20s front-strike in green. The back panels are all the same: Always Be Careful. Shown are the 12 fronts and saddles with different safety hints. This sets exists in all different colors: black, various colors blue and green, gray, orange, red and maybe more.



On the right, examples of a green set known as front-striker and as back-striker.

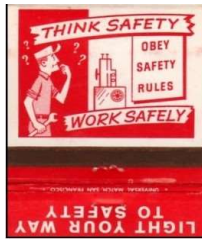
The explanation for the holes in both examples is that they come from a wheel sample pack for Universal company salesmen. To be dated in the 1975-1978 era.



Some examples of the many colors in these sets.

Set UMC3, issued by Universal after 1975 (?)

Set of ? covers 30s back-strike Light Your Way to Safety in red and/or ?



ONLY ONE IMAGE AVAILABLE

Set UMC4, issued by Universal in 1981

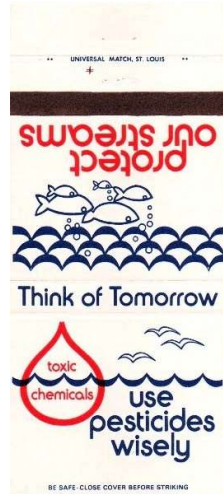
Set of 8 covers 30s back-strike Think of Tomorrow in red and blue.



UMC4-1



UMC4-2



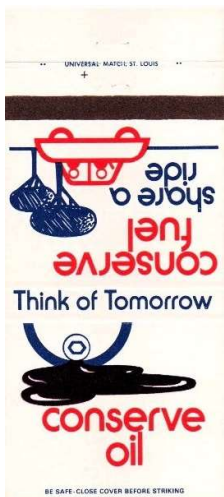
UMC4-3



UMC4-4



UMC4-5



UMC4-6



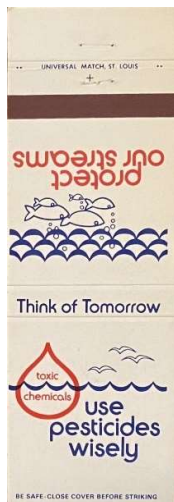
UMC4-7



UMC4-8

Set UMC4a, issued by Universal before 1981

Identical set of 8 covers now as 20s back-strike Think of Tomorrow in red and blue.



ONLY ONE IMAGE AVAILABLE

UMC4a-3

Set UMC6, issued by Universal before 1978 (?)

Set of 2 x 3 (?) covers 30s front-strike Gulf Oil Corp.

series A, designs 1, 2 and 3



UMC6-1



UMC6-2



UMC6-3



series B, designs 4, 5 and 6



UMC6-4



UMC6-5



UMC6-6

Note: perhaps there are more series of three with different design numbers.

Set UMC7, issued by Universal after 1975 (?)

Set of at least 17 covers 20s back-strike-Oldsmobile with safety warnings on the insides.



UMC7-1



UMC7-2



UMC7-3



UMC7-4



UMC7-5



UMC7-11



UMC7-6



UMC7-7



UMC7-8



UMC7-9



UMC7-10



UMC7-12



UMC7-13



UMC7-14



UMC7-15



UMC7-16

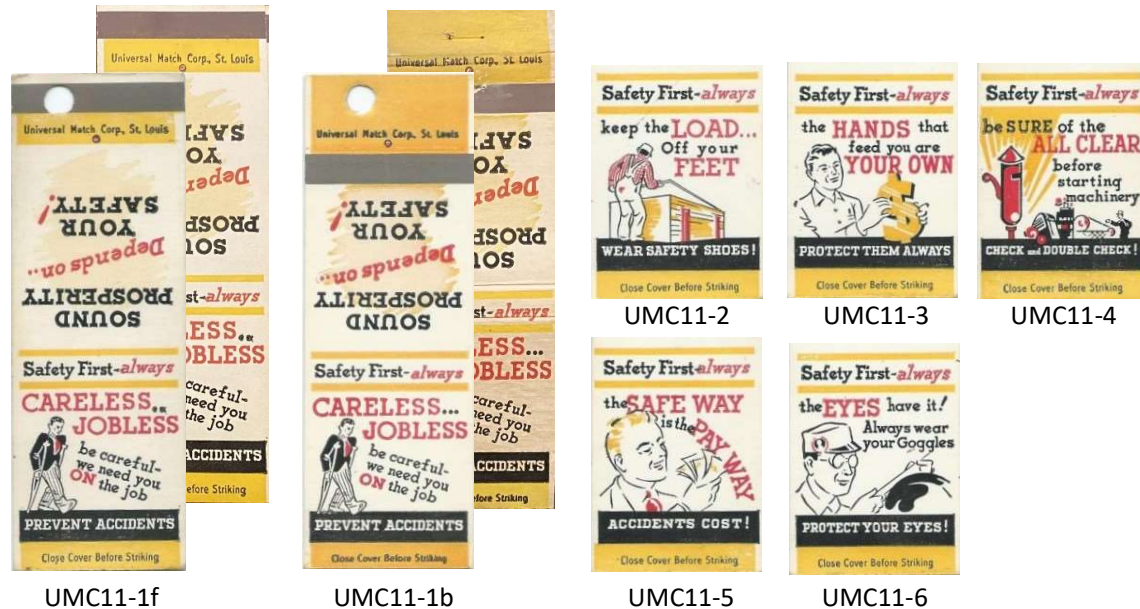


UMC7-17

Note: 17 is a very strange number for a set. There must be more.

Set UMC11, issued by Universal in the 1975-1978 era

Set of 6 covers 20s Safety First-always, known as front-striker and as back-striker.



The explanation for the holes in both examples is that they come from a wheel sample pack for Universal company salesmen. They can therefore be dated to the 1975-1978 era. Both images behind are real covers.

Set UMC12, issued by Universal before 1978

2 sets of 4 covers 20s front-strike Practice Safety off the Job !, known with 2 different fronts: For Your Safety.with space for an imprint and Safety Saves Lives.



Note: UMC12-3 and UMC12-4 are real, the others are from a wheel sample pack.



Set UMC13, issued by Universal before 1978

Set of 4 covers 20s front-strike with different safety warnings.



UMC13-1

UMC13-2

UMC13-3

UMC13-4

Set UMC14, issued by Universal in the early 1980's

This set of 6 covers 20s back strike is a girlie stock set. The inside prints on these covers are whatever the customer wants.



UMC14-1

UMC14-2

UMC14-3

UMC14-4

UMC14-5

UMC14-6



UMC14T-1

In the case of the Titanoxer set the National Lead Company printed a safety notice on the inside that went with the outside of the cover.

And there Company name on the saddle.



UMC14T-6i

Note: UMC14-2 and UMC14-6 are real, the others are from a wheel sample pack.

Set UMC15, issued by Universal in the 1950's maybe early 1960's era

Although they apparently belong together, these are 3 separate girly stock sets of 4 covers 20s front strike. The insides are marked with an A, B or C. In 2020, an article about these 12 covers was published within the Girly Matchcover Collectors Club. It appears that these were only prototyped in a sample wheel and were never marketed. Only two girly collectors have these sample wheel sets in their collection. Furthermore, there doesn't seem to be anyone who has one or more of these covers in their collection. Extremely rare!





Set UMC17, issued by Universal in ?

Set of at least 2 covers 20s front-strike with safety warnings of the El Cortez hotel in Las Vegas.



UMC17-1



UMC17-2

Set UMC18, issued by Universal in ?

Set of (?) covers 20s front-strike of the Republic Aviation Corp. with "Safety is everybody's business" on the saddles.



UMC18-1



UMC18-2



UMC18-3



UMC18-4

ONLY LIMITED IMAGES AVAILABLE

Set UMC19, issued by Universal before 1978 (?)

Set of (?) 20s front-strike covers General Foods Corp. with several safety warnings coming from a wheel sample pack.



UMC20-1



UMC20-2



UMC20-3



UMC20-4

ONLY LIMITED IMAGES AVAILABLE

Set UMC21, issued by Universal after 1975 (?)

This ABC of safety cover must by part of a set, like UMC2. Unfortunately I couldn't find more images.



UMC21-1

ONLY ONE IMAGE AVAILABLE

Set UMC22, issued by Universal after 1975 (?)

Set of (?) 20s back-strike covers Monsanto Safety is Your Business with safety warnings on the insides.



UMC22-0



UMC22-1



UMC22-2



UMC22-3

ONLY LIMITED IMAGES AVAILABLE

Set UMC22a, issued by Universal after 1975 (?)

Set of (?) 20s back-strike covers Monsanto Safety is Your Business with safety warnings on the insides.



UMC22a-0



UMC22a-4

ONLY ONE IMAGE AVAILABLE

Set UMC23, issued by Universal after 1975 (?)

Set of (?) 20s back-strike covers At Monsanto We Believe ... with safety warnings on the insides.



UMC23-0



UMC23-1

ONLY ONE IMAGE AVAILABLE

Set UMC23a, issued by Universal after 1975 (?)

Set of (?) 20s back-strike covers At Monsanto We Believe ... with safety warnings on the insides.



UMC23a-0



UMC23a-2



UMC23a-3

ONLY LIMITED IMAGES AVAILABLE

Set UMC24, issued by Universal after 1975 (?)

Set of (?) 20s back-strike covers Monsanto Safety is Your Business with safety warnings on the insides.



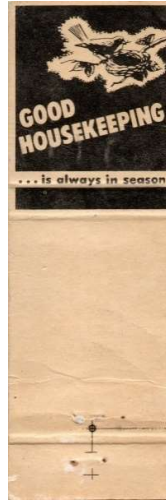
UMC24-0



UMC24-1



UMC24-2



UMC24-4

ONLY LIMITED IMAGES AVAILABLE



### Traffic Safety

Set UMC5, issued by Universal after 1975 (?)

Set of 4 covers 20s back-strike Space Cushion Driving.

This set is from Panhandle Eastern, a natural gas pipeline company in Oklahoma.



Set UMC8, issued by Universal before 1978 (?)

Set of at least 2 covers 20s front-strike-Republic Saving and Loan Association with traffic safety warnings on the insides.

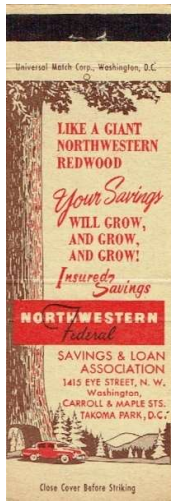


UMC8-1

UMC8-2

Set UMC9, issued by Universal in the early 1960's

Set of 10 covers 20s front-strike Northwestern Federal with numbered traffic safety warnings on the insides.



UMC9-1



UMC9-2



UMC9-3



UMC9-4



UMC9-5



UMC9-6



UMC9-7



UMC9-8



UMC9-9



UMC9-10

Set UMC10, issued by Universal in the early 1960's

Set of 10 covers 20s front-strike First Federal Savings with numbered traffic safety warnings on the insides.



ONLY ONE IMAGE AVAILABLE

UMC10-1: Rules of the Road At A..

UMC10-2: If 2 Drivers..

UMC10-3: If There's..

UMC10-4: Driver Making..

UMC10-5: Driver on..

UMC10-6: Driver Should..

UMC10-7: Driver Should..

UMC10-8: Ehen You Approach An..

UMC10-9: Watch for..

UMC10-10:If You Hear A Bell or Siren

UMC10-10

Set UMC16, issued by Universal before 1978

Set of 4 stock covers 20s front-strike with traffic safety warnings, serie 377.



UMC16-1



UMC16-2



UMC16-3



UMC16-4

UMC16-1 I Thought I Had the Right of Way

UMC16-2 Stop Rear End Collisions!

UMC16-3 Look and Be Sure Before You ....Back Up!

UMC16-4 Speed Kills ....take it easy!



Set UMC20, issued by Universal in 1973

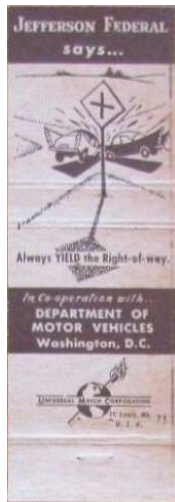
Set of 8 covers 20s front-strike Jefferson Federal Savings with traffic safety warnings on the insides.



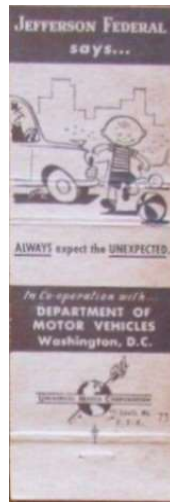
UMC20-1



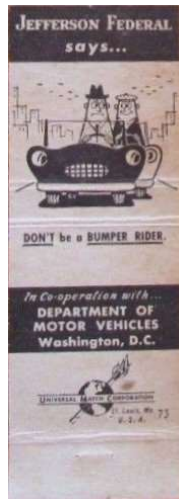
UMC20-2



UMC20-2



UMC20-4



UMC20-5



UMC20-6



UMC20-7



UMC20-8

## Singles (and parking)

It is not always clear whether the covers shown here are actually singles. A large number of images have been found on eBay or similar sites. Maybe they belong to a set after all. Once this turns out to be the case, they will be given a place in the order of the sets. They will then also receive a code associated with that set.

### Arcade Pontiac

*Parking:* Safety set of 10 Jack Blank says..., matchmaker and year of issue unknown.

NO IMAGES AVAILABLE

### Bell Telephone Co of Pennsylvania

*Parking:* Safety set of 5 covers, matchmaker and year of issue unknown.

- 1: It's Your Life..
- 2: Safety Pays Every Day
- 3: Home Made Accidents..
- 4: Better Wait..
- 5: Not How Fast..

NO IMAGES AVAILABLE

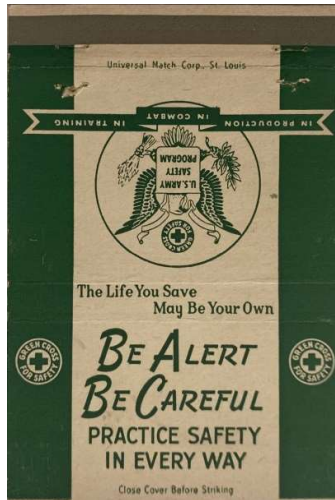
### Grain Belt Premium Beer

*Parking:* These can be parts of sets. I only have these 2 images from Diamond Match and Lion Match. As soon as I know more, the sets will have their own place in this document. Or not, because the Lion image does not contain a real safety warning.

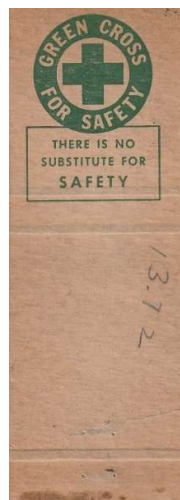


## Green Cross For Safety

Several singles from different matchmakers. An impression of the many different ones.



Jewelite 470





## Gulf

*Parking:* This 30s cover resembles UMC6-3, but is essentially different. The logo is in the middle and the manumark is missing. Maybe there are more with this lay-out.



## Mobil Oil

*Parking:* Two Universal Match US 20s singles from different years. Remarkable: the left (oldest) cover has 2 (!) strikers.



## Monsanto

This chemical company has had all kinds of singles with safety warnings made for many years. An impression of the many different ones that have appeared over the years.





Perhaps images have been placed here that actually belong to a set. As soon as more is known, relocation will follow. The covers referred to as sets are listed as UMC22, UMC22a, UMC23, UMC23a and UMC24.

#### National Lead Company

**Parking:** Two single 20s back-strike girlies covers Titanoxers Be Careful!, issued by Universal Match after 1975 (?).



These must almost be part of different sets, but those sets are completely unknown within the group of girlie collectors.



## October Safety Campaign

Several single 20s covers from different matchmakers arranged by year.



## Oldsmobile

*Parking:* Safety set of 12 covers Safety keeps you in the Picture, issued by Universal Match probably after 1975 (?)



ONLY ONE IMAGE AVAILABLE

## Pontiac Motor Division

*Parking:* Safety set of 20 covers 'Look and Life!', matchmaker and year of issue unknown.

NO IMAGES AVAILABLE

## Santa Fe

*Parking:* 3 single 20s back-strike covers from different matchmakers.



Shawinigan Resins Corporation

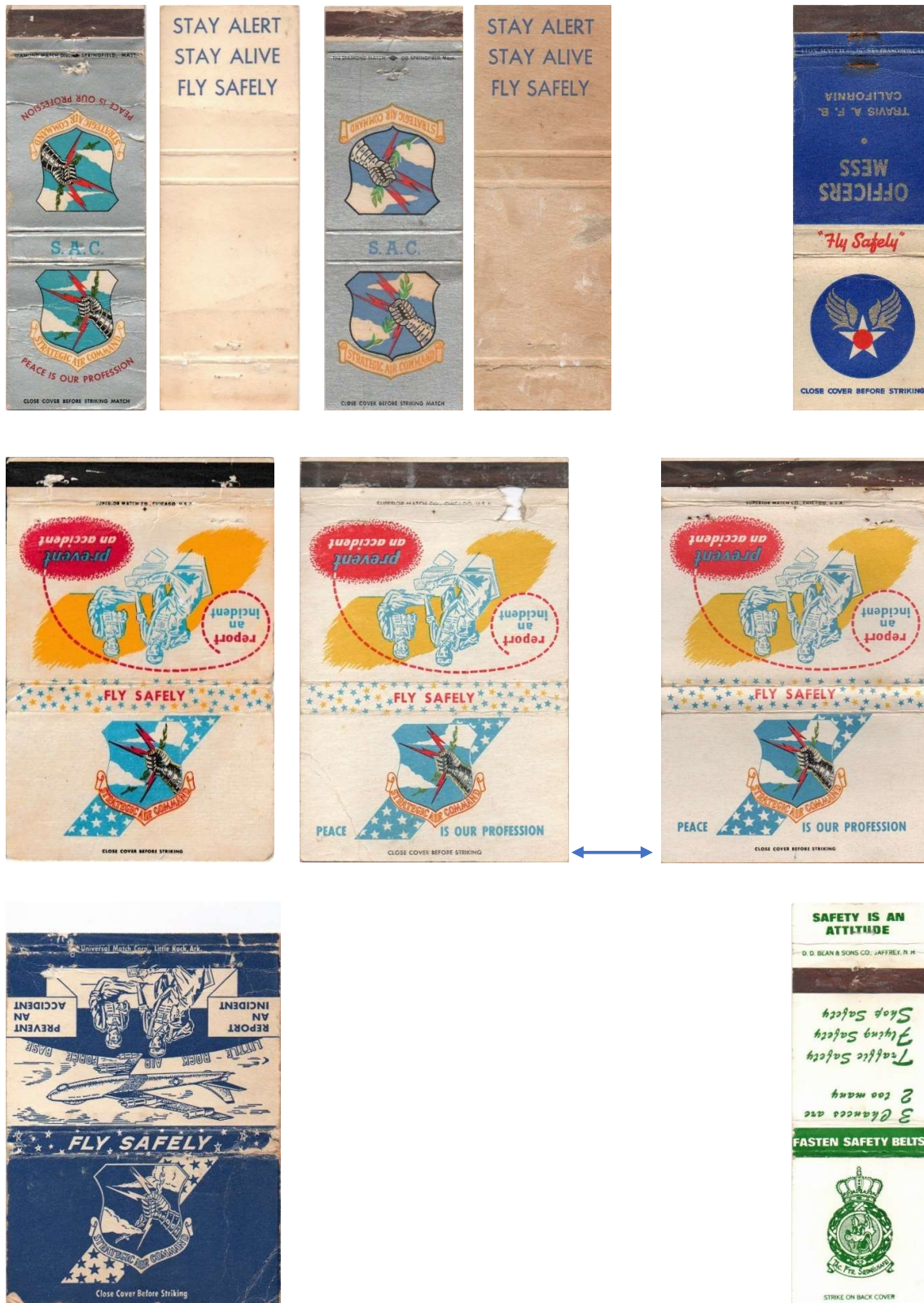
*Parking:* 2 single 20s back-strike covers from Diamond Match.





## United States Air Force

Several single 20s and 50s front-strike covers with safety warnings from different matchmakers.



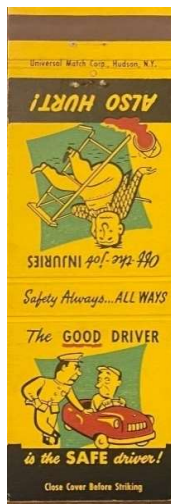


## Safety singles

Many singles and perhaps parts of sets. Most images were found on eBay or similar sites. The images below give an impression of what has been released on the subject of safety.

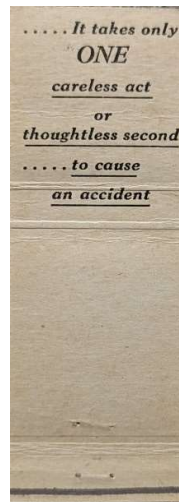
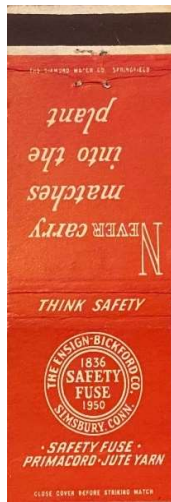














### Traffic Safety singles

Many singles and perhaps parts of sets. Most images were found on eBay or similar sites. The images below give an impression of what has been released on the subject of traffic safety.

#### Drive



#### Slow



#### Stop





## Australia

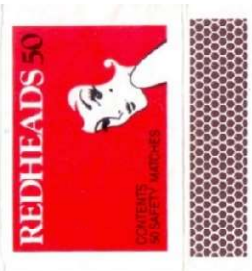
### Redheads

#### Safety

2 sets of 11, probably 12, Redheads skilllets with safety suggestions. All fronts in a set are the same. The cliché numbers C 6239 and C 6542 on the adhesive strip are typical for Swedish Match. The skilllets are produced in Australia and the matches in Sweden.



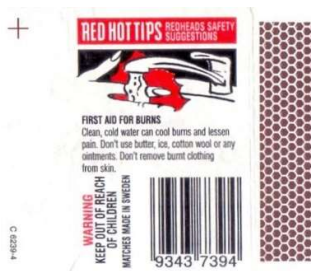
C 6239-1



C 6239-2



C 6239-3



C 6239-4



C 6239-5



C 6239-6

C 6239-7



C 6239-8



C 6239-9



C 6239-10



C 6239-11

image 7 is missing



C 6542-1



C 6542-2



C 6542-3



C 6542-4



C 6542-5



C 6542-6



C 6542-7



C 6542-8



C 6542-9



C 6542-10



C 6542-11



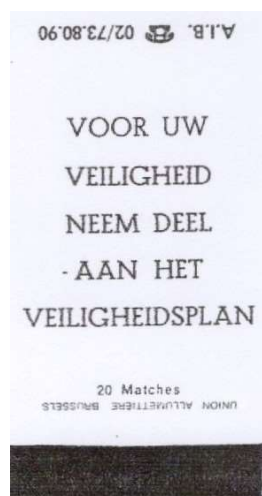
## Belgium

### Union Allumettes

#### Safety

4 sets of 12 covers 20s front-strike “Veiligheidsplan” (Dutch) or “Plan de Securite” (French) in blue, issued by Union Allumettes for A.I.B. in ? With the striker at the top, the manumark is readable in 2 sets (N)a and (F)a, while in the other 2 sets (N)b and (F)b the manumark is upside down.

Due to the sometimes pale colors, these Belgium images are slightly larger than other 20s covers.



UA1(N)a



UA1(N)1



UA1(N)2



UA1(N)3



UA1(N)4



UA1(N)5



UA1(N)6



UA(N)b



UA1(N)7



UA1(N)8



UA1(N)9



UA1(N)10



UA1(N)11



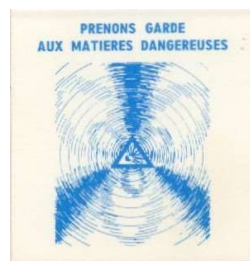
UA1(N)12

Note: the order of the images is identical to Phillubel's Guide to Luc.books





UA1(F)a



UA1(F)1



UA1(F)2



UA1(F)3



UA1(F)4



UA1(F)5



UA1(F)6



UA1(F)b



UA1(F)7



UA1(F)8



UA1(F)9



UA1(F)10



UA1(F)11



UA1(F)12

Note: the order of the images is identical to Phillubel's Guide to Luc.books

Set of 2 x 12 covers 20s front-strike “Veiligheidsplan” (Dutch) or “Plan de Securite” (French) in green, issued by Union Allumettes for A.I.B. in ?



UA2(N)



UA2(N)1



UA2(N)2



UA2(N)3



UA2(N)4



UA2(N)5



UA2(N)6



UA2(N)7



UA2(N)8



UA2(N)9



UA2(N)10



UA2(N)11



UA2(N)12

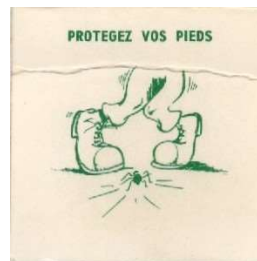
Note: the order of the images is identical to Phillubel's Guide to Luc.books



UA2(F)



UA2(F)1



UA2(F)2



UA2(F)3



UA2(F)4



UA2(F)5



UA2(F)6



UA2(F)7



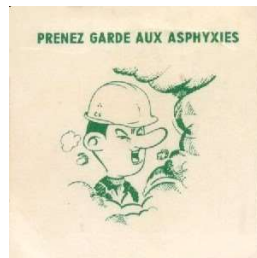
UA2(F)8



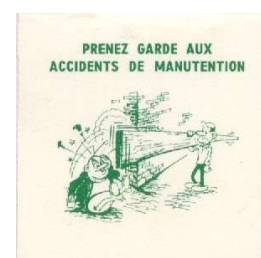
UA2(F)9



UA2(F)10



UA2(F)11



UA2(F)12

Note: the order of the images is identical to Phillubel's Guide to Luc.books



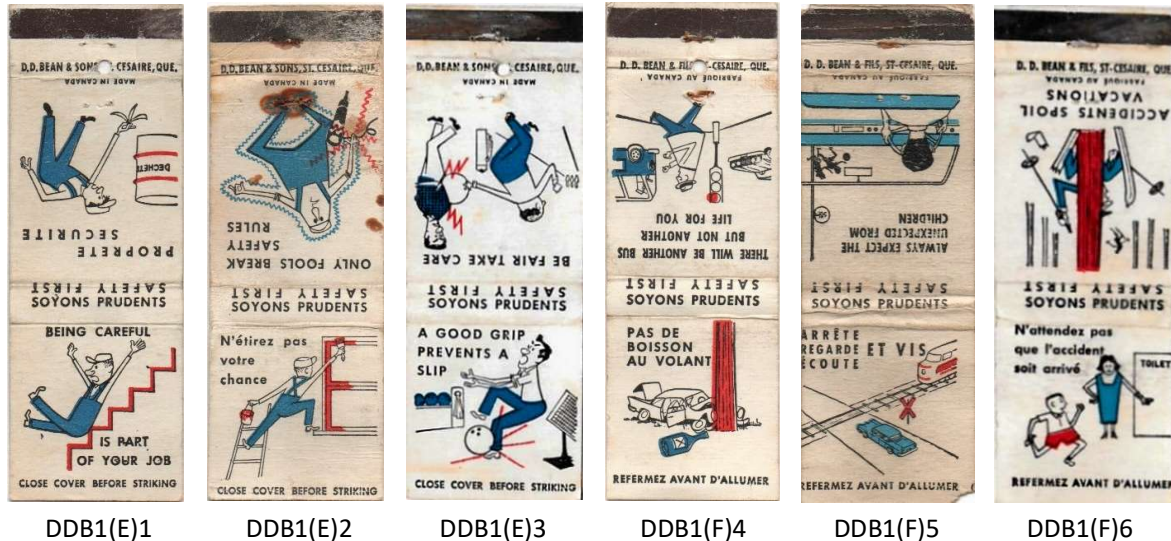
## Canada

D.D. Bean

### Safety

Set DDB1, issued by D.D. Bean & Sons in ?

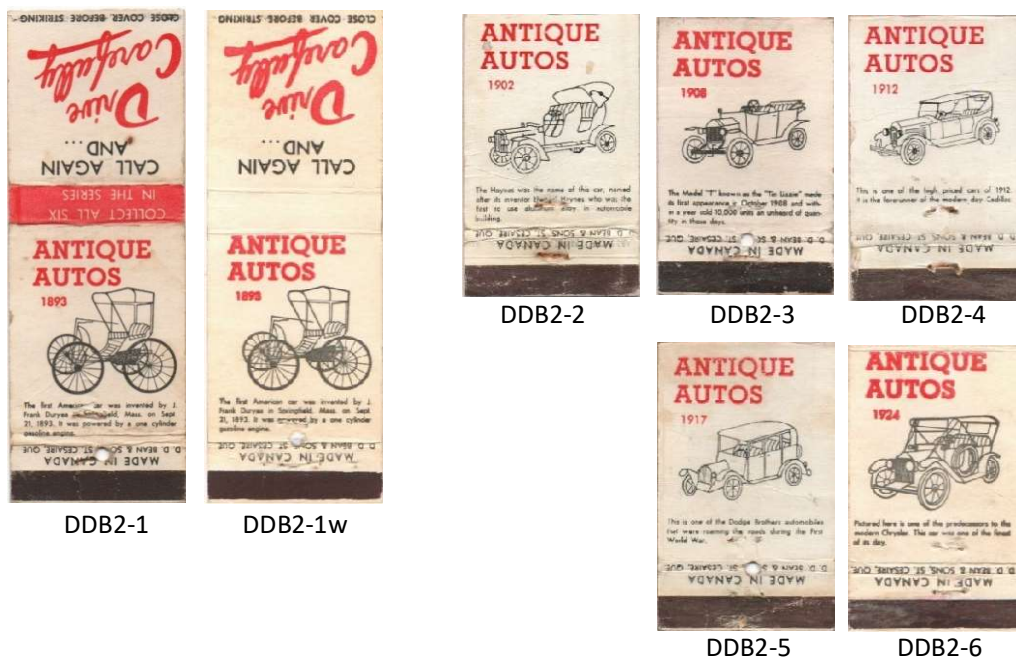
6 pieces from a Canadian set 20s front-strike covers, containing an unknown number of covers with safety warnings in English and French.



### Traffic Safety

Set DDB2, issued by D.D. Bean & Sons in ?

Set of 6 Canadian 20s front-strike covers with antique autos in English. There are at least 3 variants: with red saddle on gray paper, with red saddle on white paper and with white saddle on white paper. All fronts are the same: Call again and ... Drive Carefully.



Set DDB3, issued by D.D. Bean & Sons in ?

Set of 6 Canadian 20s front-strike covers with antique autos in French. There are at least 2 variants: with red saddle on gray paper and with red saddle on white paper. All fronts are the same: Conduisez Prudemment et revenez nous voir.



DDB3-1



DDB3-2



DDB3-3



DDB3-4



DDB3-5



DDB3-6

**Eddy Match**

**Safety**

Set EM2, issued by Eddy Match in ?

3 of (?) 30s back-strike covers Make Safety a Habit.



EM2-1



EM2-2



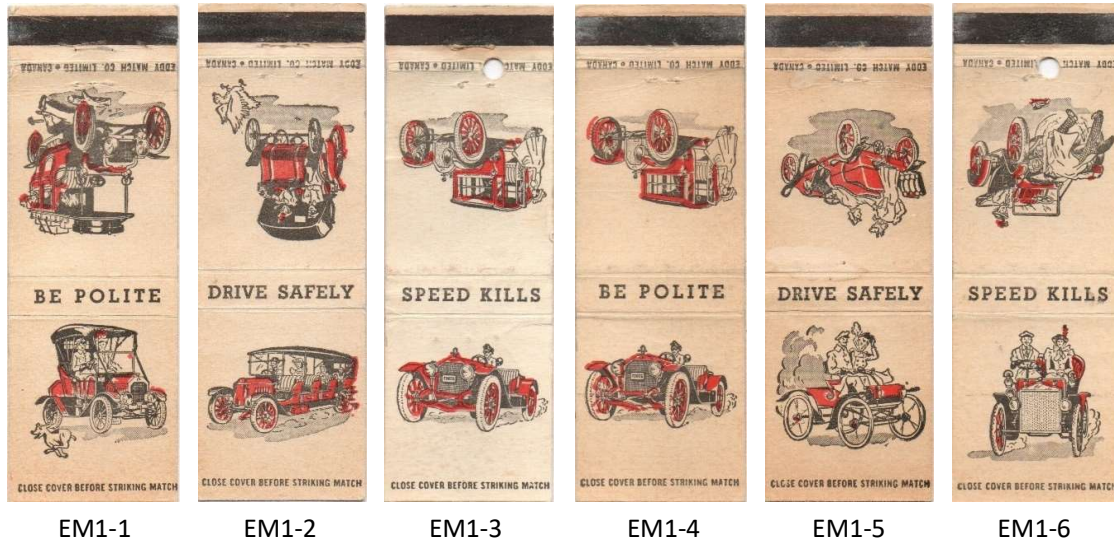
EM2-3



### *Traffic Safety*

Set EM1, issued by Eddy Match in ?

Set of 6 Canadian 20s front-strike covers with antique cars and 3 different traffic safety warnings in English on the saddle.



### Premier Matches

#### *Traffic Safety*

Set PM1, issued by Premier Matches in ?

3 pieces from a Canadian set 20s front-strike stock covers with antique cars, containing an unknown number of covers with traffic safety warnings in English.





## Strike Rite Matches

### Safety

Set SRM1, issued by Strike Rite Matches in ?

Set with an unknown number of Canadian 20s front-strike covers Kelly Tires with dealer imprints. The insides are identical.



SRM1 Kelly



SRM1a Kelly



SRM1b Kelly

## Vista Lite Products

### Safety

Set VLP-C77, issued by Vista-Lite Products Ltd. in ?

Set of at least 3 Canadian 30s front-strike covers Prevent Forest Fires, with the same outsides and various insides. The Vista-Lite code is C-77.



VLP-C77



VLP-C77a



VLP-C77b



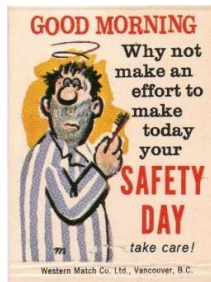
VLP-C77c

## Western Match Co.

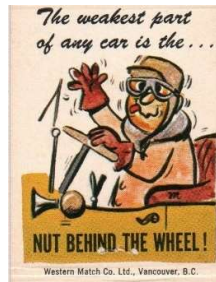
### Safety

Set WMC1, issued by Western Match Co. in 1968

Set of 5 Canadian 20s front-strike covers with safety warnings.



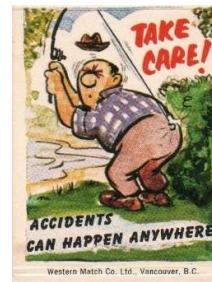
WMC1-1



WMC1-2



WMC1-3



WMC1-4



WMC1-5

### Singles (and parking)

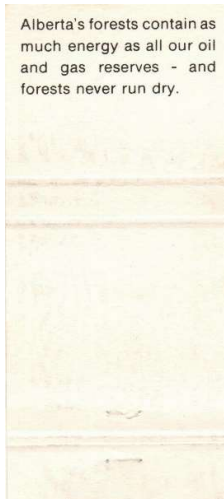
It is not always clear whether the covers shown here are actually singles. Maybe they belong to a set after all. Once this turns out to be the case, they will be given a place in the order of the sets. They will then also receive a code associated with that set. The current code is provisional.

### Prevent Forest Fires

At least 2 different Canadian 30s single back-strike covers from different manufacturers. See also Canada VLP-C77.



PFF1



PFF2



## Prevent Fires

At least 7 different Canadian 20s single back-strikers: 5 English and 2 French. Manufactured from 1946 to the early 1960s by Premier Matches, Eddy Match Co. and Vista Lite for Imperial Tobacco Company of Canada, Limited.



PF(E)1

Premier Match  
1946-1952

PF(E)2

Eddy Match  
< 1957

PF(E)3

Eddy Match  
> 1957

PF(E)4

Eddy Match  
> 1957

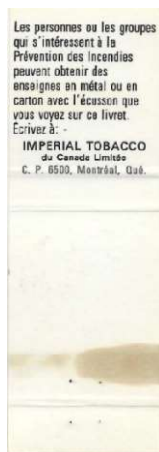
PF(E)5

Vista Lite  
1960's

PF(F)1

Eddy Match  
> 1957

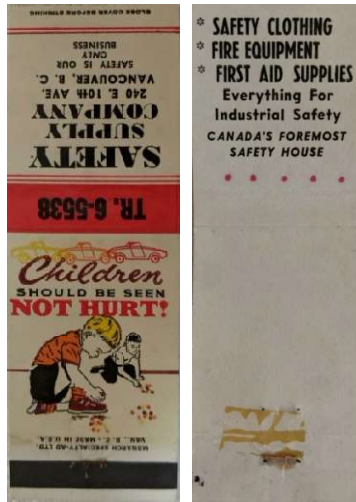
PF(F)2

Vista Lite  
1960's



### Safety Supply Company

*Parking:* Probably one of a set traffic safety warnings, issued by Monarch Match before 1978 for an Canadian Company.



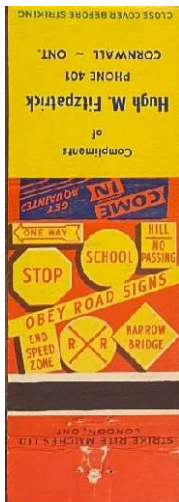
### *Safety singles*

On eBay I found just two singles, perhaps parts of sets.



### *Traffic Safety singles*

This single is probably part of a serie stock designs with dealer imprints. The image is found on eBay.

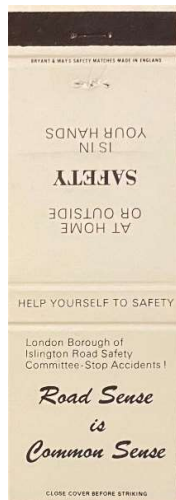


## England

Bryant & May

*Safety*

Singles (and parking)



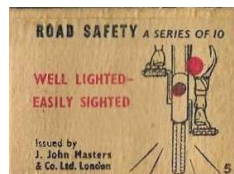
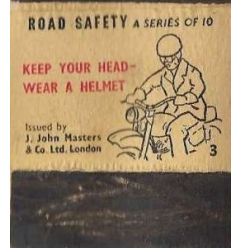
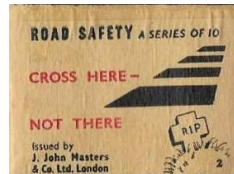
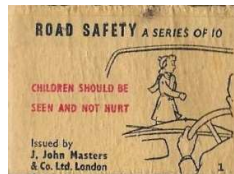
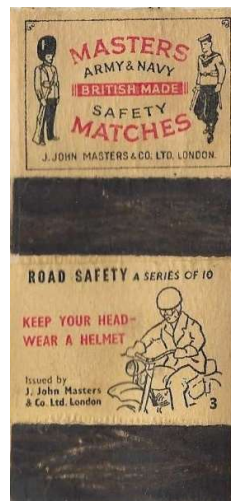
J. John Masters & Co. Ltd. London

*Traffic Safety*

Army & Navy safety matches

Set of 10 labels road safety.

The numbers 4, 7, 8, 9 and 10 are missing.





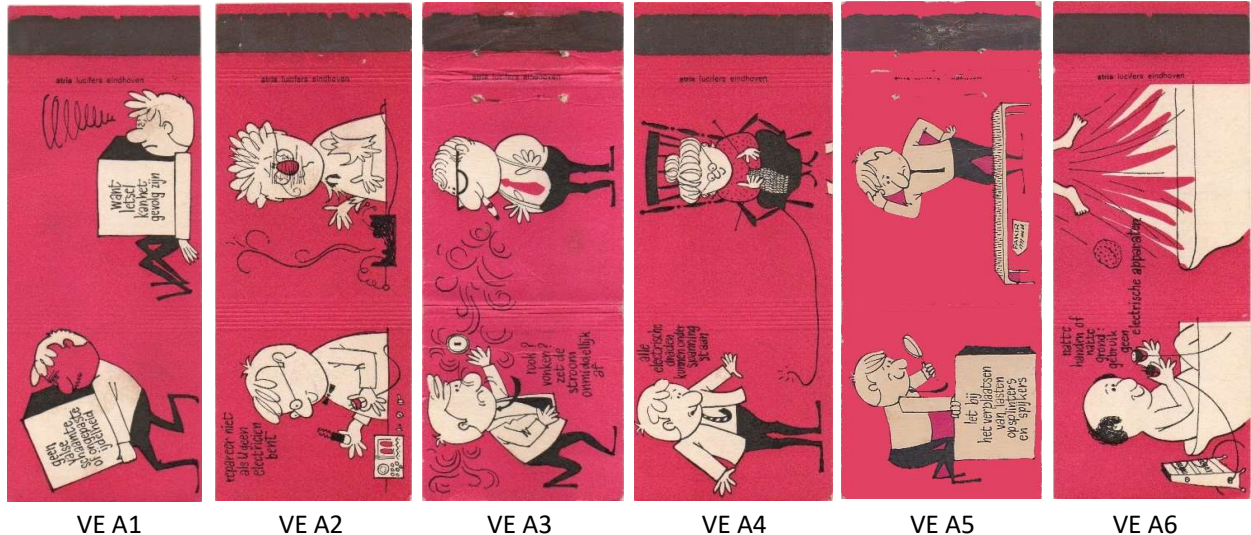
## The Netherlands

Atria Lucifers

### Safety

Atria Lucifers Amsterdam

3 sets of 6 covers in red, green and yellow with accidents on the outsides and safety warnings on the insides.



VE A1: Kijk goed voor u tilt

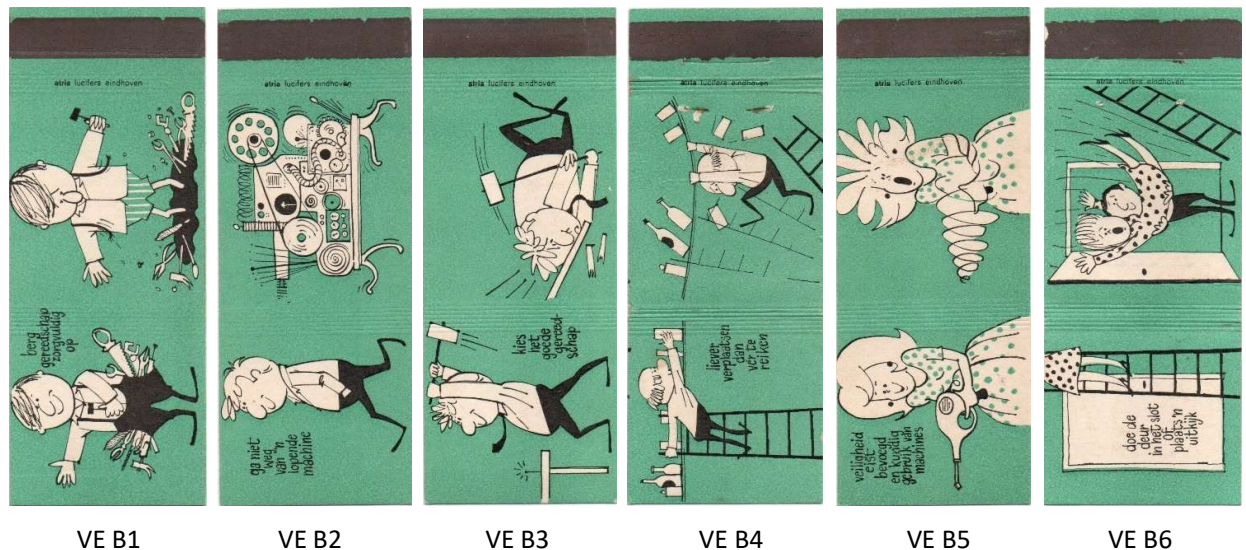
VE A2: Wees voorzichtig met elektriciteit

VE A3: Wees voorzichtig met elektriciteit

VE A4: Wees voorzichtig met elektriciteit

VE A5: Kijk goed voor u tilt

VE A6: Wees voorzichtig met elektriciteit



VE B1: Kies het goede gereedschap

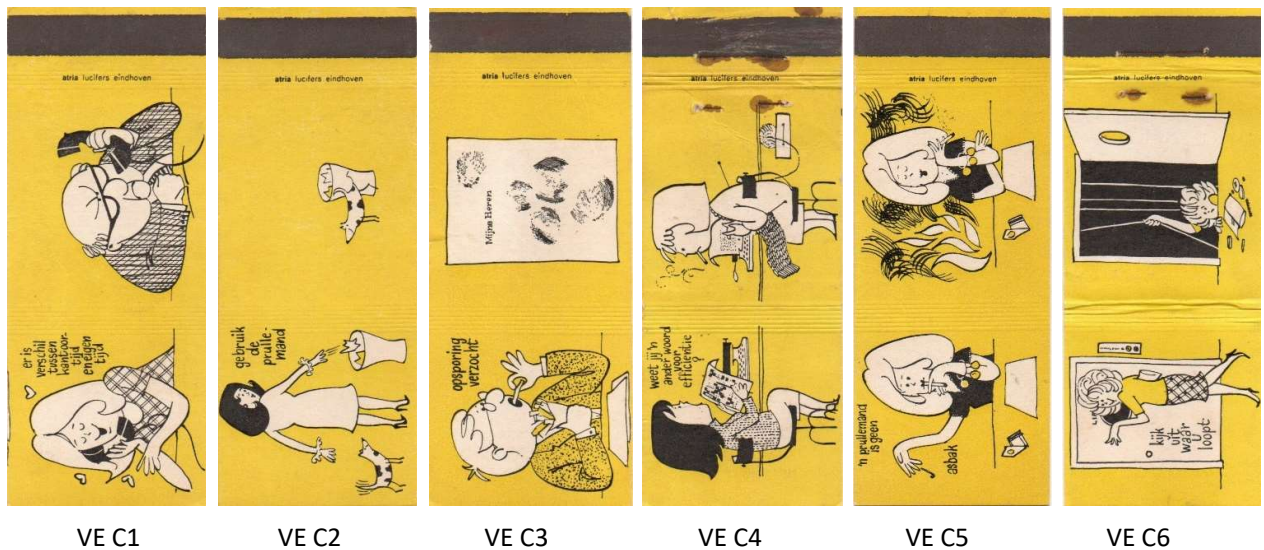
VE B2: Lees en herlees gebruiksvorschriften van machines

VE B3: Gebruik gereedschap doordacht en voorzichtig

VE B4: Wees voorzichtig met ladders

VE B5: Lees en herlees gebruiksvorschriften van machines

VE B6: Wees voorzichtig met ladders



Safety warnings on the insides of the yellow covers

VE C1: Wees kort en bondig aan de telefoon

VE C2: Ruim op en wees opgeruimd

VE C3: Schone handen schoon werk

VE C4: Geen plezierig werken zonder zelfdiscipline

VE C5: Ken u de brandvoorschriften van uw bedrijf?

VE C6: Vallen en (niet meer) opstaan

### Play it Safe!

Set of at least 3 covers with identical insides. In the Netherlands we believe this set is made by Atria for export. The covers are of the typical Atria format and the layout on the inside is also very similar to Atria.





## Demka Steel factory

Set of 6 covers from the Demka Steel factory with safety warnings on the insides.



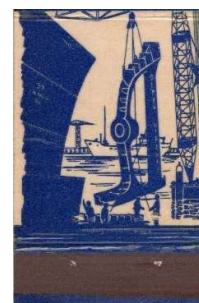
Demka1



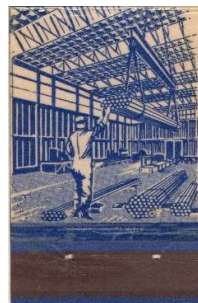
Demka2



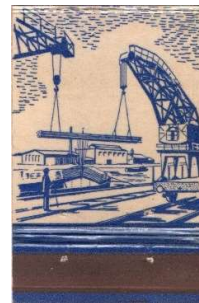
Demka3



Demka4



Demka5



Demka6





## Police

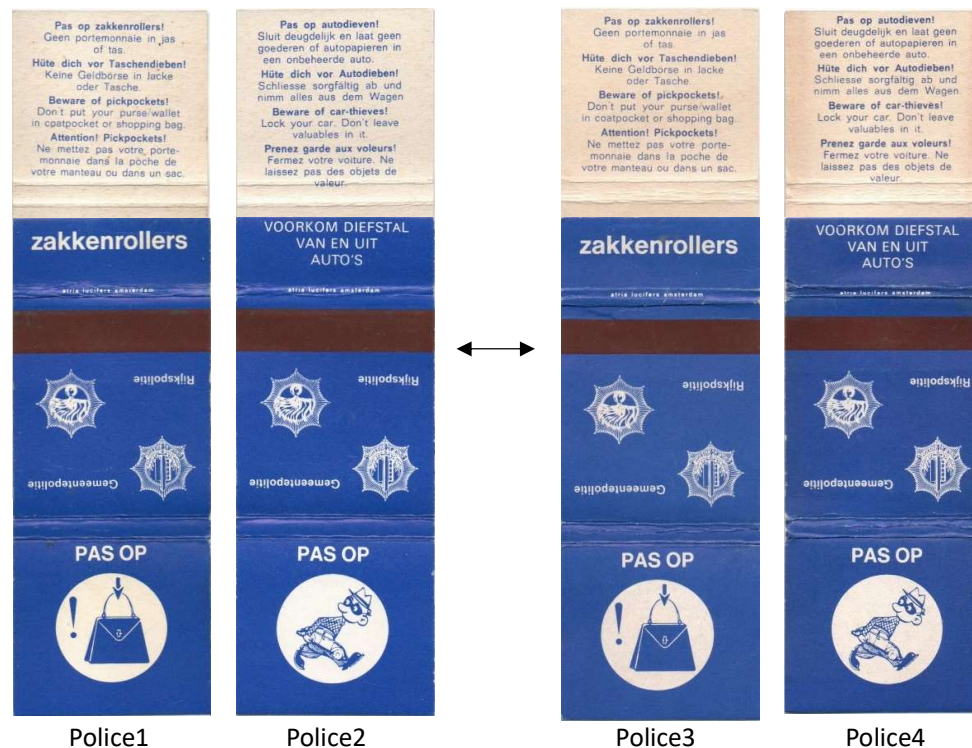
Set of 4, Swish made, covers Voorkoming misdrijven with safety tips in Dutch on the insides, issued by Atria in ?



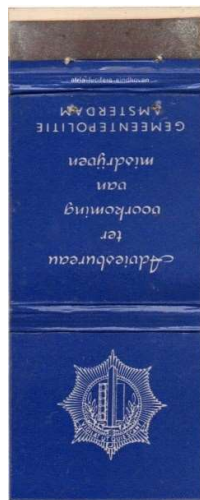
### Prevention of crimes

- /1 pickpocketing
- /2 car theft
- /3 bicycle theft
- /4 burglary

2 sets of 2 covers Pas Op! On the inside police safety tips and warnings in 4 languages.



5 single covers and 2 single boxes from the Amsterdam Police with various safety tips and warnings. There are 5 in Dutch and 2 in 4 languages.



Police-A1



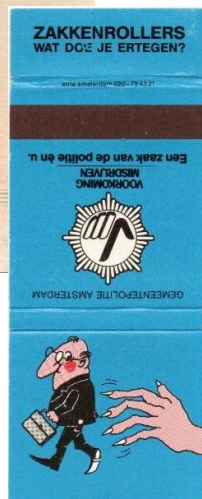
Police-A2



Police-A3



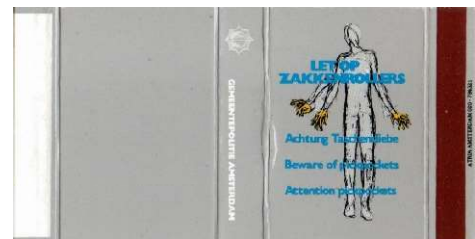
Police-A4



Police-A5



Police A6



Police A7

Set of 5 identical covers from the Haarlem Police with several safety tips and warnings in Dutch on the insides. The landscape cover provides the opportunity to request information about the Police training and has been added to show the complete set.



Police-H1



Police-H1a



Police-H1b



Police-H1c



Police-H1d



Police-H1e

### *Traffic Safety*

#### Road Safety Association

2 single covers with blanc insides, made for export.



RSA1



RSA2



### Veilig Verkeer Nederland (VVN) 20s

Several sets 20s front-strike covers about traffic safety in the Netherlands, made by Atria Lucifers Eindhoven in the early 1950's, under the direction of Veilig Verkeer Nederland (VVN).

### 3 sets VVN1 Veilig Verkeer Nederland with 1 to 9 different insides



VVN1a



VVN1b



VVN1c

Cover VVN1a is known with the insides:  
VVN1-1 to VVN1-9

Cover VVN1b is known with inside VVN1-4

Cover VVN1c is known with the insides:  
VVN1-7 to VVN1-9



VVN1-1



VVN1-2



VVN1-3



VVN1-4



VVN1-5



VVN1-6



VVN1-7



VVN1-8



VVN1-9

### Set VVN2 Sterling Shag with 6 different insides



VVN2



VVN2-1



VVN2-2



VVN2-3



VVN2-4



VVN2-5



VVN2-6

### Set VVN3 Newspapers with different outsides and insides

In these sets VVN3a and VVN3b, the image of Sterling Shag on the insides has been replaced by a rebus.



VVN3a



VVN3b



VVN3-1



VVN3-2



VVN3-3



VVN3-4

Cover VVN3a is known with insides 1 and 2, cover VVN3b with insides 3 and 4. But both covers probably exist with all 6 different insides like VVN2.

Set VVN4 Insurance Companie Providentia with different insides



VVN4



VVN4-1



VVN4-2



VVN4-4

This cover is known with insides 1, 2 and 4, but probably exist with all 6 different insides like VVN2.

Set VVN5 Insurance Companie V.Z.V.Z. with different insides

In this set VVN5, on the insides the picture of Sterling Shag has been replaced by text.



VVN5



VVN5-4



VVN5-6

This cover is known with insides 4 and 6, but probably exist with all 6 different insides like VVN2.



Set VVN6 Publisher Zuid-Hollandsche Uitgeverij (Z.H.U.) with 6 different outsides and insides

Each cover advertises a book or magazine from this publisher on the outside and more information about it on the inside. And again the traffic safety warnings like VVN2.



VVN6-1



VVN6-2



VVN6-3



VVN6-4



VVN6-5



VVN6-6



### Veilig Verkeer Nederland (VNN) 40s

Several sets 40s front-strike covers about traffic safety in the Netherlands, made by Atria Lucifers Eindhoven in the early 1950's, under the direction of Veilig Verkeer Nederland (VNN).

### Set VVN7 Veilig Verkeer Nederland (VNN) Utrecht

Probably a set of 6 covers with insides like VVN2.



VVN7



VVN7-5

This cover is known with the insides: 1, 5 and 6

### Set VVN8 Veilig Verkeer Nederland (VNN) Curacao

Probably a set of 6 covers like VVN7.



VVN8



VVN8-5

This cover is known with inside: 5

# Set VVN9 Garage E.N.N.A.M. Groningen

Probably a set of 6 covers like VVN7.



VVN9



VVN9-5

This cover is known with inside inside 5

Note: this cover has been cut off

## Singles VVN10



VVN10a



VVN10b





## Kolff

### Safety

Single cover 20s front-strike from the Amsterdam Police with a safety warning in 4 languages on the inside.



Police-A6

## Olpha Match

### Safety

2 luxury boxes from the Haarlem Police with different safety warnings in Dutch.

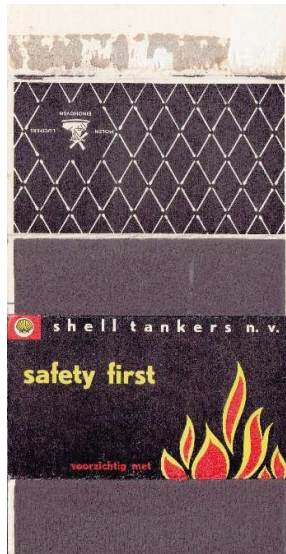


Police-H2-1

Police-H2-2

## Vereenigde Hollandsche Lucifers Fabrieken (V.H.L.F.)

### Safety



### Household-boxes

Molen Lucifers Eindhoven have many different colored backsides next: some examples

### Shell

Set of 29 (?) household boxes Shell1, made by V.H.L.F. > 1960 - early 1970's



Shell1-1



Shell1-2



Shell1-3



Shell1-4



Shell1-5



Shell1-6



Shell1-7



Shell1-8



Shell1-9



Shell1-10





Shell1-11



Shell1-12



Shell1-13



Shell1-14



Shell1-15



Shell1-16



Shell1-17



Shell1-18



Shell1-19



Shell1-20



Shell1-21



Shell1-22



Shell1-23



Shell1-24



Shell1-25



Shell1-26



Shell1-29



Shell1-30



Shell1-31

These two are not in the catalogue

Note: numbering is identical to the Dutch catalogue  
In my opinion, there are 2 mistakes in that catalogue:

no. 27 is Shell1-20 and no. 28 is not Shell and is placed further down as Veiligheid2-8



## Shell Tankers

Set of 15 household boxes Shell2, made by V.H.L.F. > 1960- early 1970's



Shell2-1



Shell2-2



Shell2-3



Shell2-4



Shell2-5



Shell2-6



Shell2-7



Shell2-8



Shell2-9



Shell2-10



Shell2-11



Shell2-12



Shell2-13



Shell2-14



Shell2-17

Note: numbering is identical to the Dutch catalogue  
In my opinion, there are 2 mistakes in that catalogue:  
no. 15 looks like Shell2-1 and no. 16 is Shell2-4

## Veiligheid

Set of 2 (?) household-boxes Veiligheid1, made by V.H.L.F. <1980

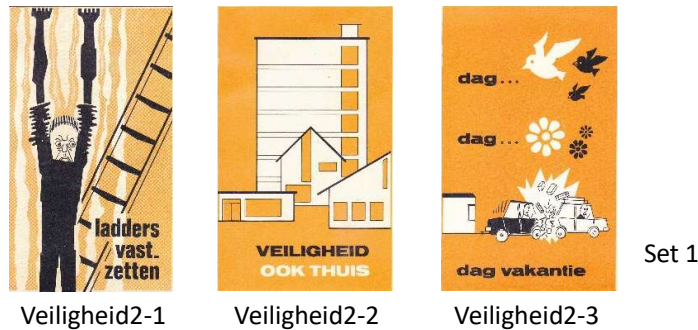


Veiligheid1-1

Veiligheid1-2

2 sets of 3 + 2 individuals household-boxes Veiligheid2, probably made by V.L.H.F <1980

In contrast to the previous 3 sets, these boxes have a sleek back like Veiligheid2-7, always in the same color as the front.



Veiligheid2-1

Veiligheid2-2

Veiligheid2-3

Set 1



Veiligheid2-4

Veiligheid2-5

Veiligheid2-6

Set 2



Veiligheid2-7

Veiligheid2-8

2 individuals

Note: numbering is identical to the Dutch catalogue. I am not sure whether these household boxes are made by the Dutch V.H.L.F. It is also possible that they were produced in Belgium.

## New Zealand

### Bryant & May

#### *Safety*

Set with at least 10, but probably 11 or 12 (see Australia), Beehive skillets with safety suggestions. All fronts are the same. The cliché number C 6240 on the adhesive strip is typical for Swedish Match. The skillets are produced in New Zealand and the matches in Sweden.



C 6240-()



C 6240-4



C 6240-7



C 6240-10



## Poland

### Traffic Safety

Different sets of labels in 5 colors. I was able to find 3 images of sets, 2 of which are shown here. No doubt there are more. My Polish is not sufficient to provide further explanation.



## Portugal

### Fosforeira Portuguesa

#### Safety

At least 4 different sets 40s covers in various colors with warnings for forest fires. No. 1 of each set is printed. The second strikers in my whole set FP3 have been cut off.



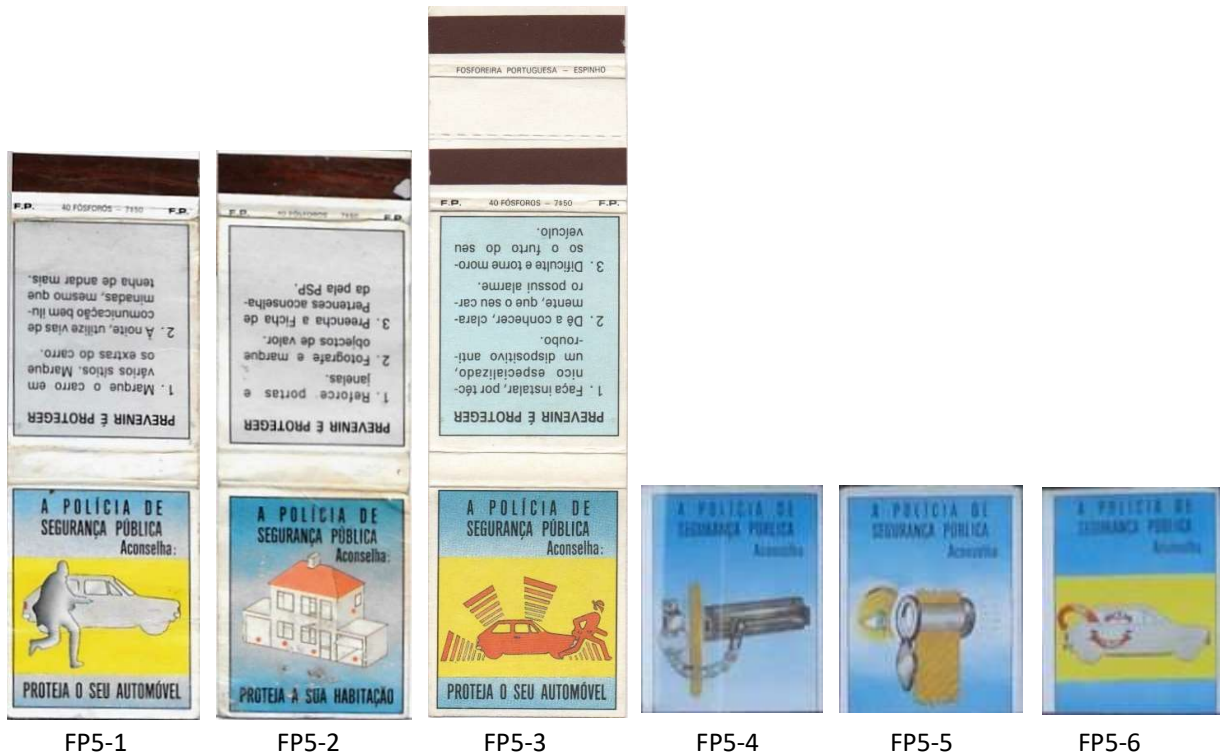
Set FP3 follows in its entirety. Set FP4 is identical. The sets FP1 and FP2 are identical to the first 12 copies of FP3. Note that numbers 13 to 24 look very different. These are about insects that live in the forest.







Set FP5 with 6 (?) 40s covers Policia de Seguranca Publica, in English: Public Security Police.  
Presumably these booklets were also released as boxes.



Note: numbers 4, 5 and 6 were taken from a bad photo of the Museu dos Fosforos in Tomar, Portugal.

### Singles (and parking)

It is not always clear whether the covers shown here are actually singles. Maybe they belong to a set after all. Once this turns out to be the case, they will be given a place in the order of the sets. They will then also receive a code associated with that set. The current code is provisional.



FP-s1