

Highly Collector Sought Rare Issues (Japanese)

Rare & Original Matchbox Labels



First Trademark of Matchbox Label (Japan)
Seisuisha Crouching Lion No. 321

Registered Design Number 1: Crouching Lion (Nejishi)

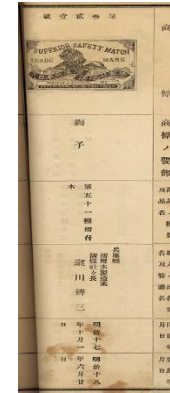
The first trademark registered in Japan was by Seisuisha Co., Ltd in Kobe and called "Crouching Lion."

Registration system of the trademark was first regulated in Japan in June, 1884 (Meiji 17).

Seisuisha Co., Ltd led by Benzo Takigawa in Kobe, and Shumeisha Co., Ltd. led by Noritaka Komichi applied for registrations October 11, 1884 (Meiji 17), and both were admitted on June 20th, 1885 (Meiji 18).

The first registration was established by Seisuisha Company, Ltd. for the registration numbers: "Crouching Lion" No. 321, the second was "Eagle" No. 322, and the third was "Rising Dragon" as No. 323.

Also admitted on the same day by Shinsuisha Company, Ltd. were the registration numbers: Branch of Cherry Flowers No. 324, Cherry Flower No. 325, and The Horse was No. 326.



Seisuisha Co. Ltd.
First Matchbox Label
1884 Trademark Registration

"Crouching Lion"



Seisuisha Crouching Lion 321
Applied for Registration June, 1884
Trademark No. 1 registered 1885 (Meiji 18)
The archetype of subsequent match labels



Seisuisha Crouching Lion
1930's Issue
Printed in multi-color at the end of Meiji era



Shinsuisha 1884 Trademark Registration



Seisuisha Eagle 322
Printed in multi-color at the end of Meiji era



Shinsuisha Rising Dragon 323
Applied for Registration October 11, 1884



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Rare & Original Matchbox Labels



Cherry Flowers 324 - Shinsuisha
The first trademark of Shinsuisha
Established in 1876 (Meiji 9)



Cherry Flower 325 - Shinsuisha
Winning medal of "Shinpo First Prize"
2nd Japan Business Exposition 1881 (Meiji 14)



The Horse 326 - Shinsuisha



The Horse - Shinsuisha



Cherry Flowers - Shinsuisha
Houmonsho Prize
1st Japan Business Exposition in 1877



Cherry Flower - Shinsuisha



Cherry Flower - Shinsuisha



Cherry Leaves



Cherry Flowers - Shinsuisha



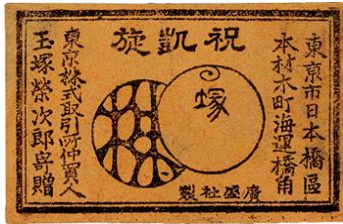
Cherry Flower - Shinsuisha



Cherry Flower - Shinsuisha

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Rare & Original Matchbox Labels



Celebration of Victory, Kouseisha
First advert label 1893 (Meiji 26)



Col Fukushima Siberia Map
Nakayama, 1897 (Meiji 30)



Col Fukushima Siberia Map
Horibegumi, 1897 (Meiji 30)



Giant Tengu
Matsuhei Iwaya, 1897 (Meiji 30)



Seisuisha Kangaroo
Australian Issue



Seisuisha Woman, Child & Globe



Seisuisha Man & Dragon



Seisuisha Seated Lady



Seisuisha Seated Lady



Seisuisha Pagoda Dragon



Seisuisha Medals & Coins



Shinsuisha Medals & Coins



Shinsuisha Dragon Horse



Shinsuisha Dragon Horse



Seisuisha Pagoda Dragon



Seisuisha Fruit



Shinsuisha Peacocks



Seisuisha Pagoda Deer



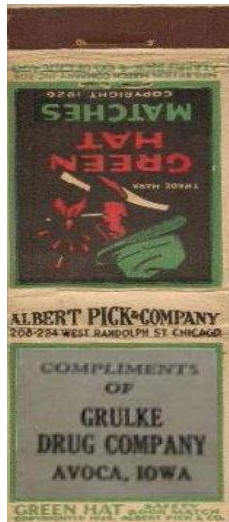
Seisuisha Pagoda Deer



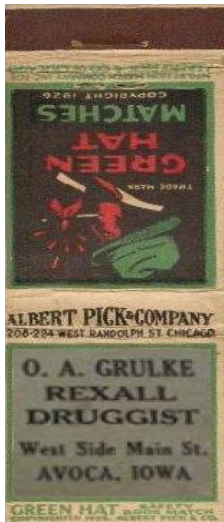
Seisuisha Pagoda Dragon

Highly Collector Sought Rare Issues

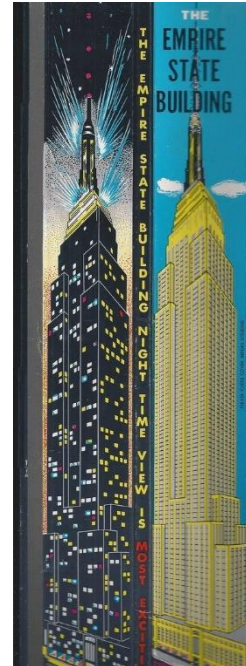
Rare & Original Matchbook Covers



Albert Pick & Company
Green Hat Matches
1926



Albert Pick & Company
Green Hat Matches
1926



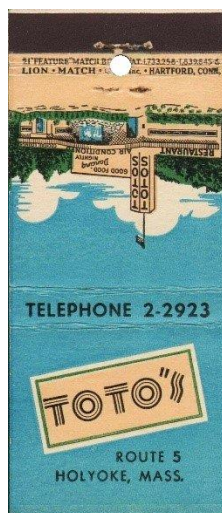
Empire State Building
Universal Match
1940's



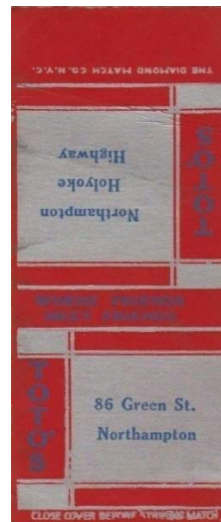
Toto's Zeppelin Club
Route 5 Diner
1933-Burned 1938



Toto's Zeppelin Club
1938-1960



Toto's Zeppelin Club
1938-1960



Toto's 86 Green St.
College Confectionary Shop
1935-1956 Burned 1961



Truman Inaugural Dinner
The Mayflower Hotel
January 19, 1949

Truman/Barkley Inaugural Matchbook

One case of each gold tipped & blue tipped match heads were made as table favors. The gold were for the head table and political notables, while the blue were for the several hundred who also attended the dinner.

President Truman did not learn about the matchbooks until he arrived at the dinner and had certainly not authorized the use of his photograph.

All remaining table matchbooks were destroyed and the Secret Service searched room to room in the attempt to further confiscate any other matchbooks removed from the dining area.

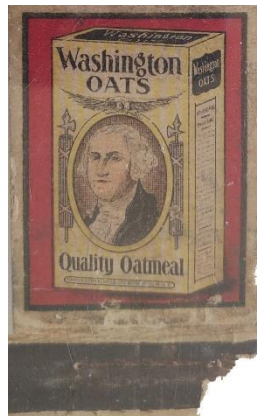
Very few 1949 Truman/Barkley dinner matchbooks still exist today and are considered **exceedingly rare**.

Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers



Washington Crisps
1910
The Gentry Collection



Upside

The Most Expensive Matchbook?

Is it the famous 1927 Charles Lindbergh cover(s)?
Or is it the 1910 Washington Crisps matchbook, that's where the controversy starts!

The 1927 Lindbergh matchbook held the record for the highest price ever paid for a matchbook, going for \$4,000 at the 1991 Rathkamp Matchcover Society (RMS) Convention. In early September of 1994, however, the Washington Crisps matchbook, circa. 1910 by Diamond, sold 3 years later for \$4,001 making it the most expensive matchbook in history.

No one had ever seen it before Jim Stauffer offered it for sale at the 1994 convention. Stauffer, an antique dealer and "detective," had stumbled across what could be the greatest find in the hobby in early 1994. While attending an open bid estate sale near Reading, PA, he just had a "gut feeling" that a bag of matchbooks were worth something as soon as he saw them.

The "Licensed Match" Diamond matchbook is scarlet red and white/yellow and features George Washington's head on the front and back to advertise Washington Crisps, and Washington Oats, Quality Oatmeal, for the United Cereal Mills, Ltd. Co.

Convinced that he was on to something, Stauffer began researching the matchbook cover, the product and the advertiser. He tracked down old advertisements of Washington Crisps, contacted collectors who had knowledge about old covers, and looked into old records. He dated the cover to approximately 1910, and the Diamond manumark supports that date.

Armed with his research and the matchbooks, he appeared at the 1994 RMS Convention, hoping to break the 1991 record-setting price fetched by the Lindbergh matchbook. Directly after the 1994 RMS convention ended, Stauffer sold the rare matchbook to a Reading, PA, investor/collector for an undisclosed amount.

On September 1, 1994, that investor/collector turned around and sold the matchbook to dealers Morgan Piellers and her father, Al Piellers, for \$4,001. The check was cashed and paid by Meridian Bank on September 6th, 1994...moving the 84 year old Washington Crisps matchbook into the record books of history for 21 years as the most expensive in the world.

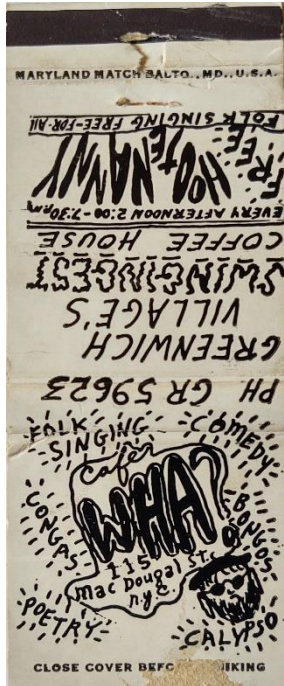
On July 3, 2015 the 1927 Lindbergh matchbook once again claimed the title of world's most expensive matchbook in the Guinness World Records when investor/collector Kevin Saucier purchased it in Santa Ana, California for \$6000.

The left image is an original Washington Crisps matchbook cover now a treasured part of The Gentry Collection.



Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers R-11



Café Wha?
1959-1968

Café Wha? Matchbook c 1964
115 MacDougal St. New York City

Perhaps the most notable music and entertainment industry related matchbook in history.

In 1959, Manny Roth left Indiana for New York's Greenwich Village. It was the age of the avant-garde coffee shop and café.

Roth, elder uncle of David Lee Roth, front man for Van Halen built, owned and operated a club there called the Café Wha?. Manny built Cafe Wha? up from nothing with his bare hands. As he said once, "I used the last \$100 I had to buy a truckload or so of broken marble with which to make the floor." That broken marble floor is still there to this day.

The club has remained much the same since its opening. There was no liquor sold at Cafe Wha? in the beginning. Like many of the little dark clubs in Greenwich Village at the time they mostly served coffee, tea and perhaps small finger sandwiches.

Café Wha? provided a stage for fresh amateur acts that performed there such as Jimi Hendrix, Lenny Bruce, Bill Cosby, Woody Allen, Rich Little, Peter Paul and Mary, Kool and the Gang, Velvet Underground, Bruce Springsteen and Joan Rivers. Manny became quite an influential New York City nightclub owner and entertainment entrepreneur. He gave Richard Pryor his first shot and became his first manager. Bob Dylan not only performed, but also got fired three times for being late!

It quickly became the hangout for all types of Folk Singers, Artists, Poets, Beatniks and Anarchists of the time. Alan Ginsberg, Jack Kerouac and the like were there. Mary Travers, of the band Peter, Paul & Mary was a waitress there at one time. Manny Roth sold Café Wha? to singer Richie Havens in 1968 and the club stills draws devoted crowds to this day.

This hand designed matchbook cover from the club's heyday circa 1964 is a fragment of legendary club and music history. **Exclusive to The Gentry Collection** this rarity had never been seen by the Café Wha? Collection in NYC nor ever displayed.



Reverse



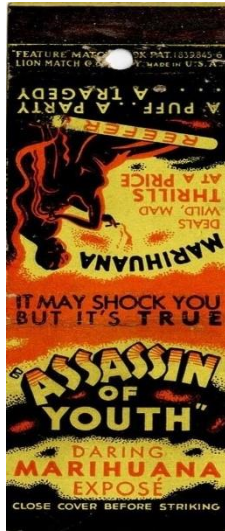
cafe WHa!			
BOTTLE SERVICE			
VODKA		GIN	
Absolut	250	Tanqueray	250
Ketel One	275	Bombay Sapphire	250
Grey Goose	300	Headrick's	300
TEQUILA		RUM	
Cuervo Gold	250	Bacardi	250
Patron	275	Malibu	250
Doo Jallo	325	Captain Morgan	250
		Meyer's Dark	300
WHISKEY		COGNAC	
Jack Daniel's	250	Hennessey VS	300
Jameson	250	Grand Mariner	300
Wild Turkey	250	Rony Martin	350
Maker's Mark	275	VSOQ	
Crown Royal	300		
Chivas	300	WHa?	
Johanny Black	300	Jagermeister	225
Glenlivet 12 yr.	325	Fireball	225
BUBBLES			
Moet & Chandon	175		
Venet Cilequot Yellow Label	195		

Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers



Assassin of Youth
1937



Assassin of Youth
1938-1939

1937 - 1939 "Assassin of Youth" Matchbooks

The classic anti-marijuana film styled after Reefer Madness. Originally titled Marijuana, the AOY title came from a 1937 Harry Anslinger article line in The American Magazine.

There were two publicity matchbook designs for this film.

Variant #1 – "Assassin of Youth" Black/Yellow/Lt Blue/Med Blue 1937 Lion Match

Front cover: "A Puff---A Party---A Tragedy! Daring!"

Back cover: "Marihuana Daringly Exposed---Assassin of Youth."

Illustration of a "reefer" emitting smoke on front cover. (Tucked in, obscured)

Variant #2 – "Assassin of Youth" Black/Yellow/Orange 1938-1939 Lion Match

Front cover: "Daring Marihuana Expose"

Back cover: "Deals with Mad Thrills at a Price"

"A Puff.. A Party... A Tragedy"

Illustration of a "reefer" emitting smoke on back cover. (Openly visible)

Feature match sections (often discarded) are very scarce. Vintage Reefer Madness-era ephemera collected and protected since the same year that marijuana became illegal. Marijuana Tax Act, 1937



1937 Variant #1 – 4 Color
Feature Match Section

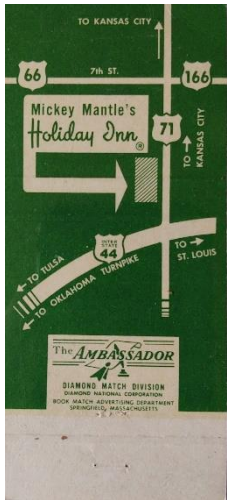
1938 Variant #2 – 3 Color



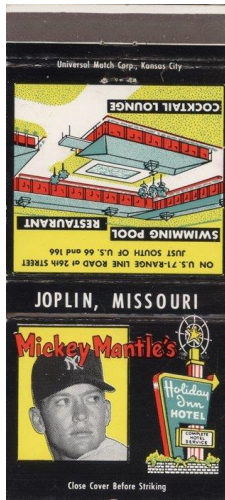
Old Reefer
Metalart Co Mad Matches
1958

Highly Collector Sought Rare Issues

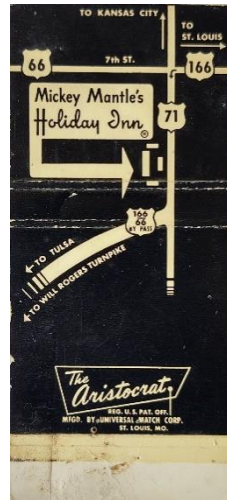
Rare & Original Matchbook Covers



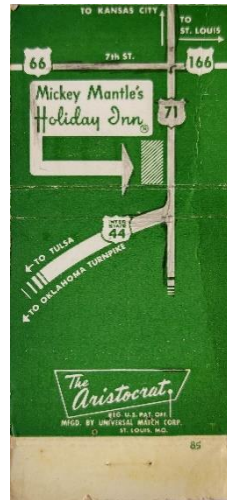
#1 Diamond Green



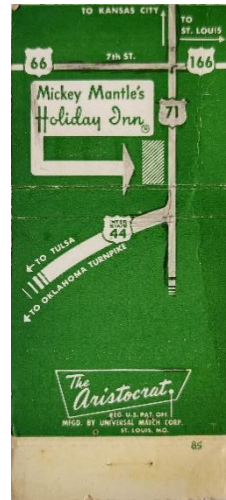
#2 Universal Black
Black & Yellow – Color
Black Interior – No TM



#3 Universal Black
Brown & White - Color
Black Interior – TM



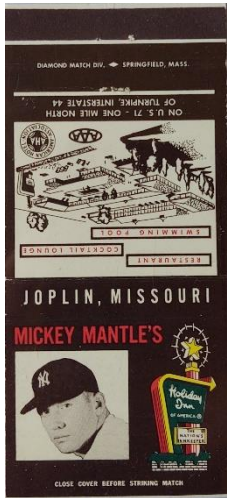
#4 Universal Green
Brown & White - Color
Green Interior – TM



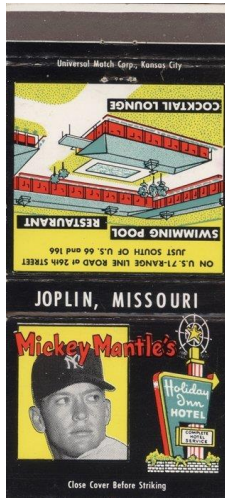
#5 Universal Green
Brown & White
Green Interior – TM



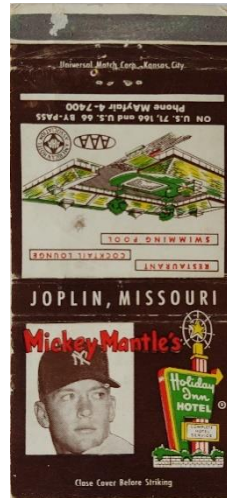
#6 Universal Blank
Brown & White
Blank Interior – TM



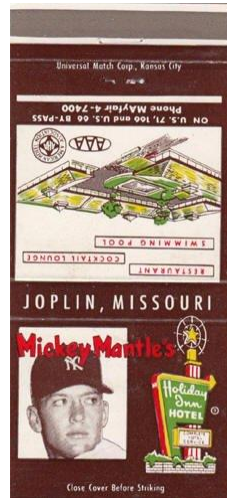
#1 Diamond Green
Brown & White
Green Interior – No TM



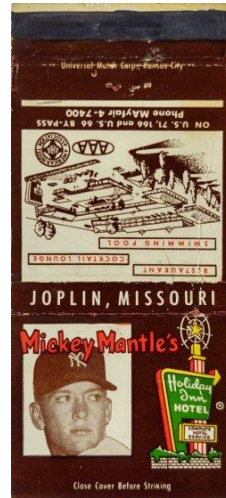
#2 Universal Black
Black & Yellow – Color
Black Interior – No TM



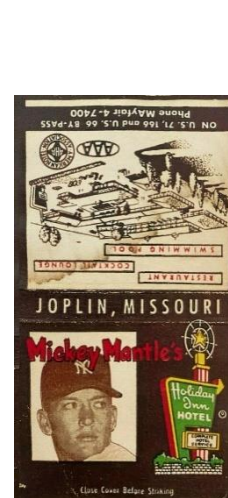
#3 Universal Black
Brown & White - Color
Black Interior – TM



#4 Universal Green
Brown & White - Color
Green Interior – TM



#5 Universal Green
Brown & White
Green Interior – TM



#6 Universal Blank
Brown & White
Blank Interior – TM

1960 Mickey Mantle Holiday Inn Matchbooks

There are six portrait style variants.

A Diamond Match Co. with a single ear angle picture, no trademark and green interior.

There are four Universal Match Corp. two ear angle picture variants with black or green interiors.

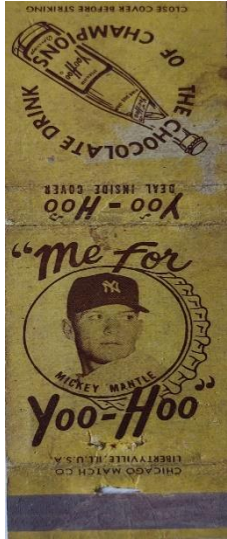
<<< “The Missing 6th Variant” **R-11**

The Universal Match Corp. two ear angle common variant with a blank cardstock interior is **super-rare**. So rare in fact, that auctioneers and grading companies like PSA and SGC haven't graded this variant.

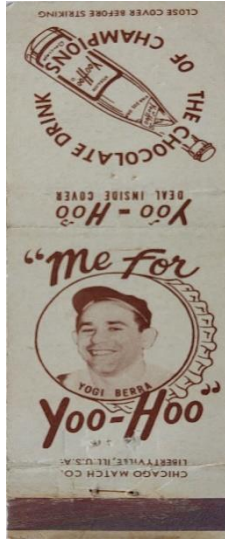
This water stained bobtail cover may be the only example existing today.

Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers



Mickey Mantle
1958



Yogi Berra
1958

1958 Mickey Mantle & Yogi Berra Yoo-hoo Matchbooks

In 1928, Natale Olivieri began bottling the chocolate drink Yoo-hoo in New Jersey. During 1958, advertising designed for the older public featured New York Yankees baseball players including two matchbooks showing Mickey Mantle and Yogi Berra.

The next year Yoo-hoo released a series of key player photos with advertising tabs. Only six graded Mickey Mantle photo cards are known to exist. The entire 1959 set of photo cards is rare. A 1992 Limited Edition reprint was made of the 1959 Mantle.

1959 Yoo-Hoo Baseball Set

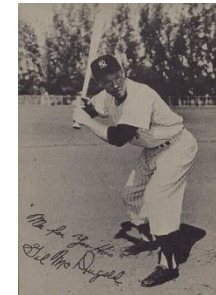
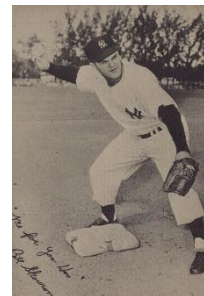
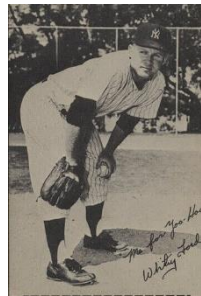
Yogi Berra

Whitey Ford

Bill Skowron

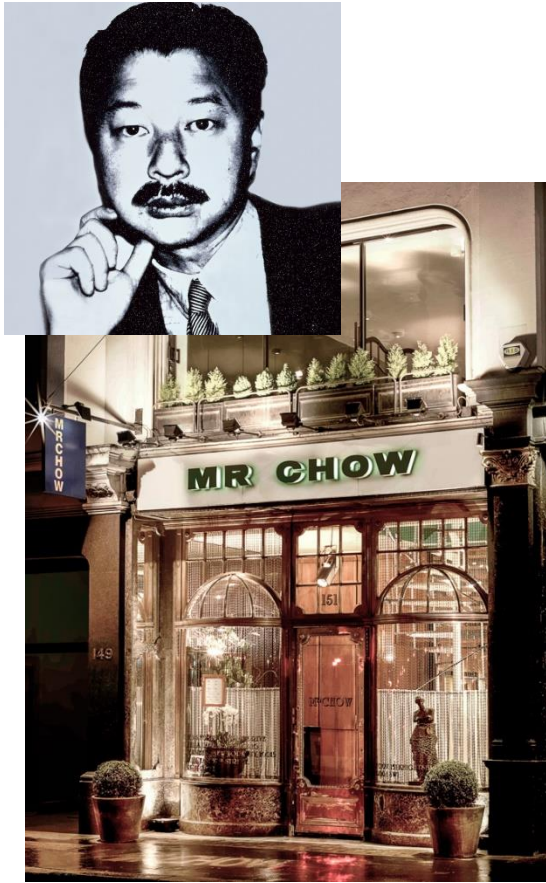
Tony Kubek

Gil McDougall

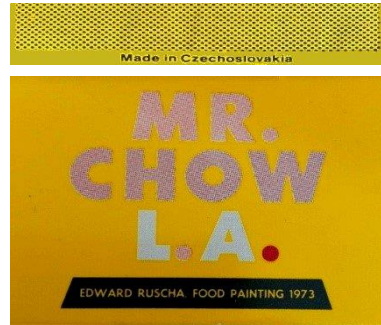


Highly Collector Sought Rare Issues

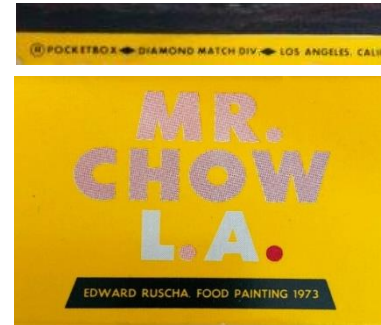
Rare & Original Matchbook Covers



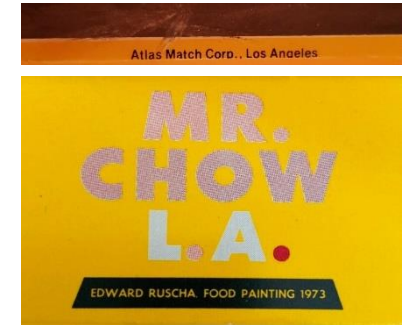
MR CHOW – Knightsbridge, London UK



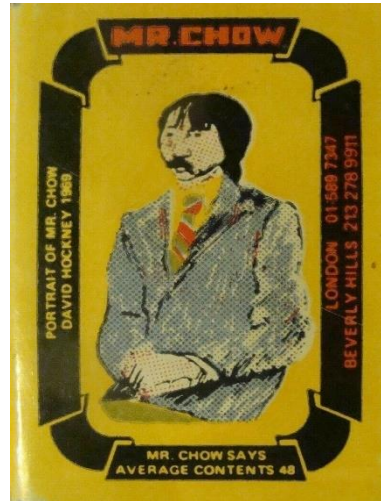
Reverse



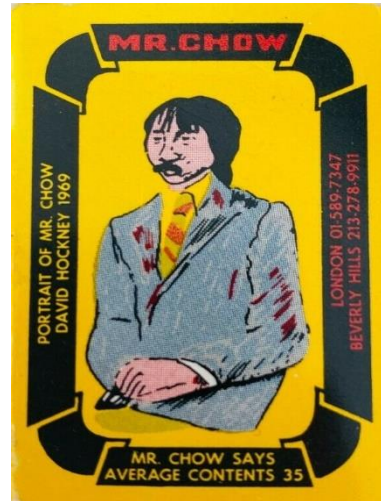
Reverse



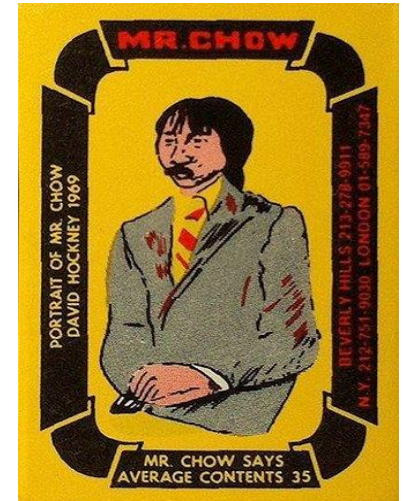
Reverse



Mr. CHOW Matchbox
1974-1978 #1 Variant 48ct
Czechoslovakia



Mr. CHOW Matchbox
1974-1978 #2 Variant 35ct
Diamond Match Div.



Mr. CHOW Matchbox
1979-1984 #3 Variant 35ct
Atlas Match Corp.

MR. CHOW Matchbox

The first MR CHOW opened in London on Valentine's Day 1968 and then expanded to the United States opening the famous Beverly Hills location in 1974 and then the first New York location on 57th Street in 1979. Artists such as Paul McCartney and John Lennon have sat for hours in the storied seats at Mr. CHOW.

Michael Chow (Zhōu Yīnghuá) produced this matchbox featuring "Mr Chow Portrait" (1967) by David Hockney, and "Mr. Chow L.A." (1973) by Ed Ruscha. Aside from featuring silkscreen art by two prominent world-renowned artists this matchbox has become a highly sought artwork. The first run European variant is extremely scarce and a set of all three rare even to a collector.

David Hockney a gifted pioneer of the British Pop Art movement in the early 1960s, gained recognition for his semi-abstract paintings on the theme of homosexual love before it was decriminalized in England in 1967. He is considered one of the most influential British artists of the 20th century.

Ed Ruscha is widely regarded as one of the world's most important artists with a career spanning six decades. He often combines stark city images with terse words and phrases to communicate the banality of modern urban life and the barrage of mass media-fed images and information.

Highly Collector Sought Rare Issues

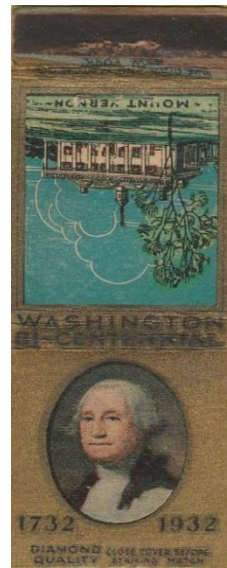
Rare & Original Matchbook Covers



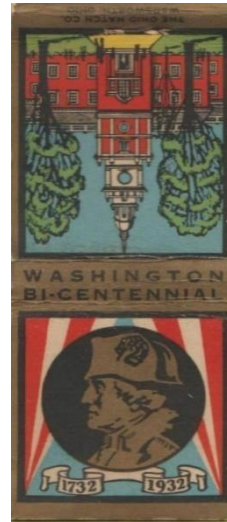
Pabst's Okay Special
Book Match Company
1929



Pabst's Okay Specific
Book Match Company
1929



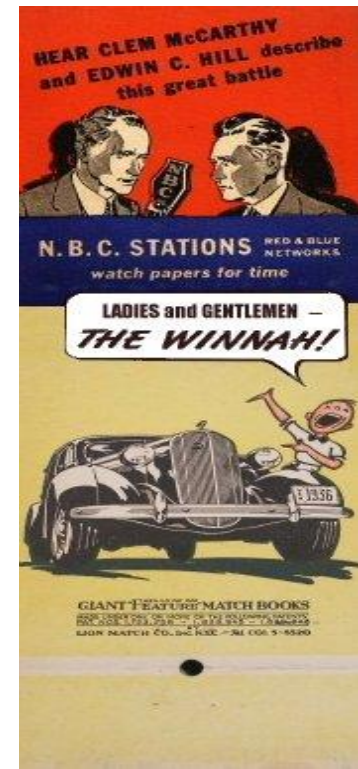
Washington Bicentennial
Diamond Match Co
1932



Washington Bicentennial
Ohio Match Co
1932



Exterior



Interior

Buick & N.B.C. Studios
Joe Louis vs. Max Schmeling Boxing Match
1936 High Quality Example

Pabst's Okay Special (Pabst's Okay Specific) (OK)

An early twentieth century patent medicine that was openly marketed as a cure for gonorrhea and other ailments sold by Pabst Chemical Co. Chicago, IL. The company has the dubious distinction of having been cited for product misbranding no less than twenty-three times by the Food and Drug Administration from 1918 to 1919.

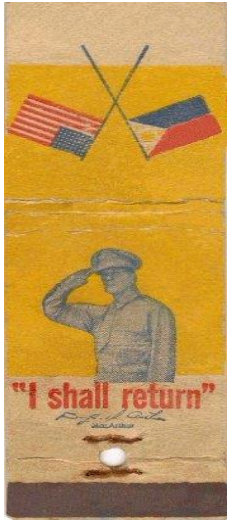
These matchbook covers are collectible as much for the manufacturer as the subject. The Book Match Company of Chicago was founded in 1929 and open through 1930. The single production year created 68 known rare and desired matchbook covers.



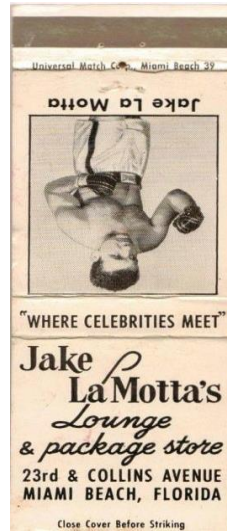
U.S. SC. #704-15 - 1932 Washington Bicentennial Stamp Set Mint NH

Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers



Gen. George MacArthur "I Shall Return"
Larus Bro. Tobacco Company - Richmond, VA
1943 Office of War Information – Top Secret Program



Jake La Motta Lounge
1957



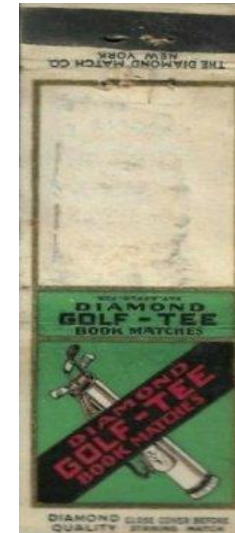
Fountain of Youth
Warm Salt Springs
1960s



Bates Motel
Universal City, CA
1964



Bates Motel
Universal Studios, FL
1990-1995



Diamond Quality
Golf Tee Book Matches
1920s – 1930s

Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers



Steinite Radio "Jack"
1920s
Fred W Stein / Stein Labs

Steinite Radio "Jack"

Fred W Stein developer and manufacturer of Steinite radios was born in 1888 and grew up in Atchison, Kansas in a nice home on the banks of the Missouri River, not far from the childhood home of famed aviator Amelia Earhart.

In 1923, he began selling his famous crystal radios for \$6, and with few changes, sold them through 1924 until he sold interest in his business to a Chicago area firm. In 1925 he began selling two-tube radios of his own design and employed 1,185 employees producing 20,000 radios a month before the 1929 - 1933 Depression hit.

The popular Steinite radios were marketed through independent distributors. Many of those Steinite merchants were automotive supply distributors. The Lion Match Company of New York produced personalized matchbooks for the distributors using an early sketch drawing by Harry Moskovitch of a dapper well-dressed man on the backside. The hand-drawn man in the vested suit would later become known as Steinite Radio "Jack".

Look at the comparison of the early 1920s Steinite Radio "Jack" image on the right and the 1927 PEP Boy "Jack". Note Steinite Jack's arm position on the original Steinite matchbook cover to all of the Pep Boys matchbook covers.

Any existing early Steinite Radio "Jack" matchbook cover is an **exceedingly rare** treasure.



Modern PEP Boys Logo
'Izzy' Strauss as "Jack"

The PEP Boys Logo

The three famous corporate caricatures that would later become famous throughout the country as The PEP Boys were commissioned in 1923/24 from drawings by the same Harry Moskovitch creator of the Steinite "Jack" image.

Manny Rosenfeld, a passionate cigar smoker with round glasses and a Charlie Chaplin mustache, stood on the left. Moe Strauss., who would be known as 'the father of the automotive aftermarket,' was positioned in the middle. Graham "Jack" Jackson's grinning caricature made a brief appearance before being replaced after 1927 with that of Moe's brother, Isaac "Izzy" Strauss, on the right side.

The 1920s-1930s cover on the right, a **rare** issue, contains drawing design differences and reverse color clothing.



Steinite Radio "Jack"



PEP Boy "Jack"
1927 PEP Boys Motor Oil Can



The Pep Boys
1920s-1930s

Reverse Color Clothing

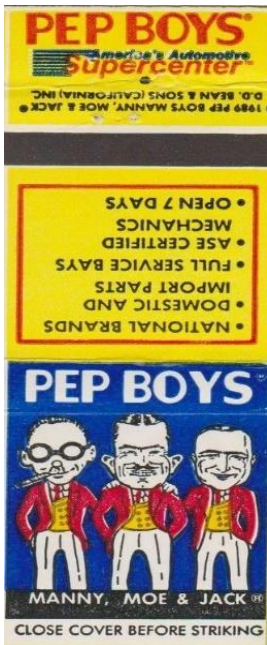
1920's Issue
Automobile Electrical
& Radio

White Jacket, Waistcoat
& Yellow Pants

Red Bow Ties
Manny Double Breasted Jacket
Moe Double Breasted Jacket
Jack Unbuttoned Jacket
Manny & Moe Hands Out

Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers



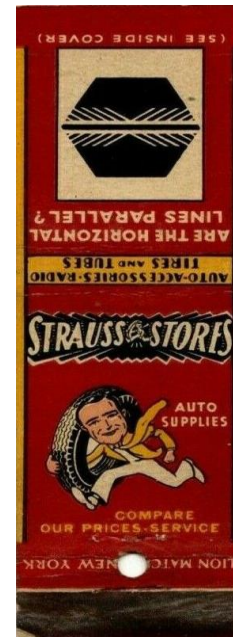
In 1989 a Pep Boys Supercenter matchbook cover design once again broke away from the traditional yellow jacket, white waistcoat and pants standards for the Red Jackets issue.

**Red Jackets
1989 Issue
America's Automotive
Supercenter**

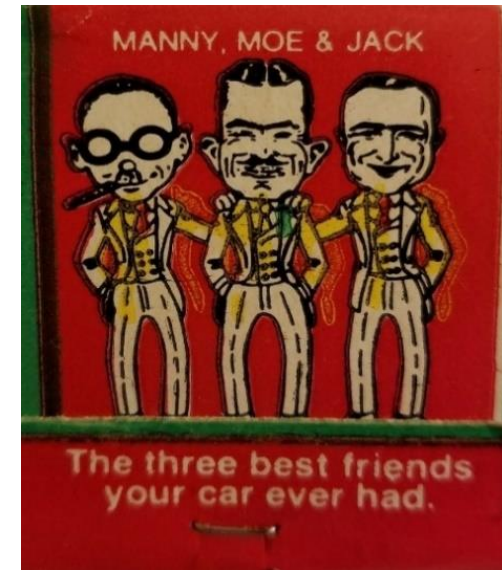
*Red Jacket,
Yellow Waistcoat
& White Pants*

Long Red Ties

The Pep Boys
1989



Strauss Stores
1929
Issac "Izzy" Strauss

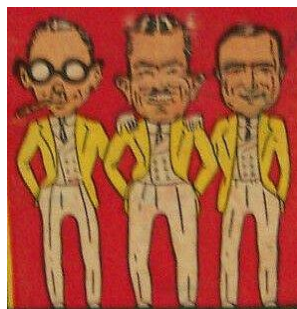


Ink Overlay Misprint
Jacket Yellow Offset & Green Tie Displaced

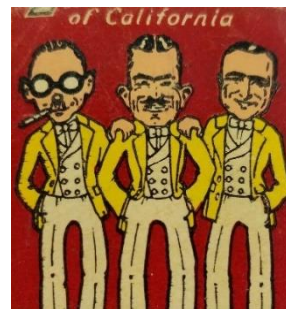
Standard Pep Boys Clothing Patterns – Yellow Jacket, White Waistcoat & Pants



Long Red/Green/Red Ties



Long Dark Ties



White Bow Ties



White Bow Ties
Manny Black Center Knot



White Bow Ties
Manny Black Center Knot
Moe Black Center Knot



White Bow Tie & Collars
Manny White Bow
Moe Collar Only
Jack Collar Only

Highly Collector Sought Rare Issues (Diamond Match - Colgate Studios 1924-1943) William Homer Colgate

Rare & Original Matchbook Covers



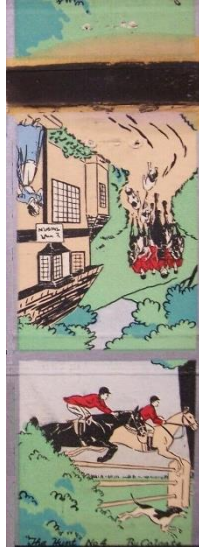
104-1/4
Colgate Studios



103-2/4



103-3/4



103-4/4



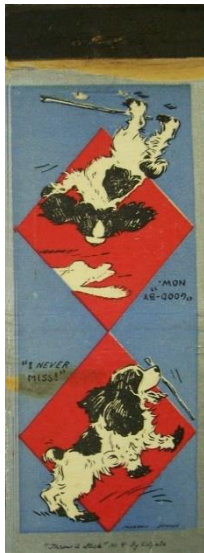
0028-1/4
Colgate Studios



0028-2/4



0028-3/4



0028-4/4

Highly Collector Sought Rare Issues (Quality Footers & War Bonds)

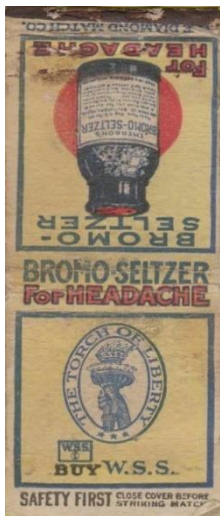
Rare & Original Matchbook Covers



1920s Morton Salt
Diamond Quality



1935 Only Known Issue
Clover Farm Quality



WWI War Stamps
Bromo-Seltzer Buy WSS
1917



WWII War Bonds



WWII War Bonds



WWII War Bonds



WWII War Bonds



WWII War Bonds

Highly Collector Sought Rare Issues (Military Naval Issues)

Rare & Original Matchbook Covers

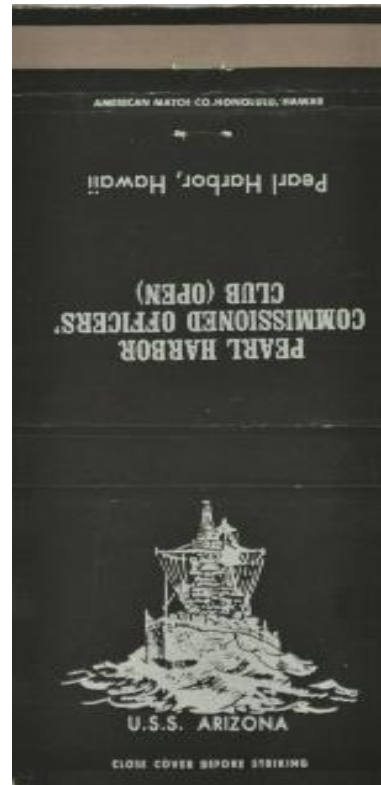


U.S.S. Arizona (BB-39) Lost 1177 Pearl Harbor 1 Star

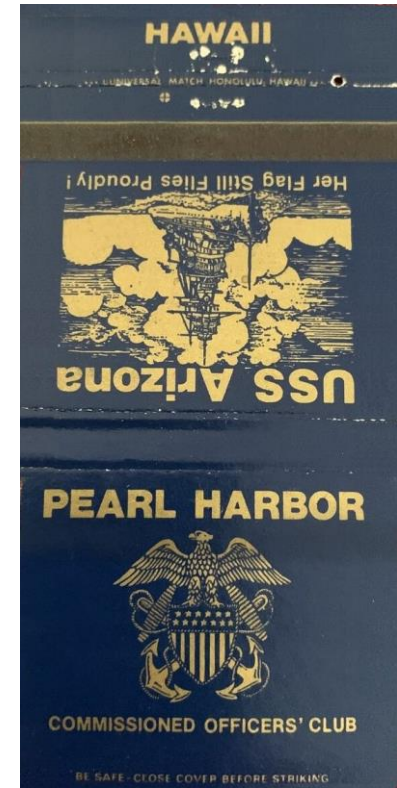


U.S.S. Arizona (BB-39) * SUNK
1916-1941

1939-1941 U.S. Navy Diamond Match Co. - Blue Version



U.S.S. Arizona (BB-39)
Commissioned Officers' Club



U.S.S. Arizona (BB-39)
Commissioned Officers' Club

U.S.S. Arizona (BB-39)

On the morning of December 7, 1941 the United States Navy battleship U.S.S. Arizona was moored at berth Fox 7 on "Battleship Row" in Pearl Harbor, Hawaii.

During the attack on Pearl Harbor that day the battleship was struck by as many as eight aerial bombs. One 1700 lb. bomb penetrated the ship's deck near the Number Two Turret and detonated deep inside the powder magazine resulting in a cataclysmic explosion that ripped the ship apart and killed 1177 sailors.

The vessel remains in the harbor today as the U.S.S. Arizona Memorial built in 1962 and visited by more than two million people each year. These matchbooks are **extremely rare**.



Highly Collector Sought Rare Issues (Military Naval Issues)

Rare & Original Matchbook Covers

Battle Service Stars



U.S.S. Oklahoma (BB-37) Lost 429 Pearl Harbor 1 Star * SUNK

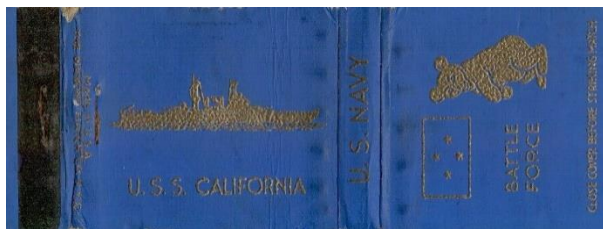


U.S.S. West Virginia (BB-48) Lost 106 Pearl Harbor 5 Stars

U.S.S. Arizona & U.S.S. Indianapolis Diamond Match Co – Pre-WWII Blue
Perhaps the Two Most Desired Naval Matchbook Covers



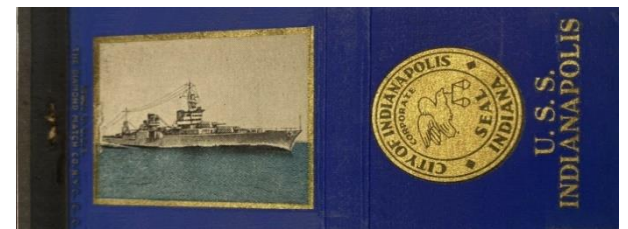
U.S.S. Indianapolis (CA-35) Lost 879 Philippine Sea 10 Stars * SUNK



U.S.S. California (BB-44) Lost 102 Pearl Harbor 7 Stars



U.S.S. Utah (BB-31) Lost 58 Pearl Harbor 1 Star * SUNK



U.S.S. Indianapolis (CA-35) 10 Stars



U.S.S. Nevada (BB-36) Lost 57 Pearl Harbor 7 Stars



U.S.S. Helena (CL-50) Lost 34 Pearl Harbor 7 Stars



U.S.S. Indianapolis (CA-35) 10 Stars



U.S.S. Pennsylvania (BB-38) Lost 24 Pearl Harbor 8 Stars



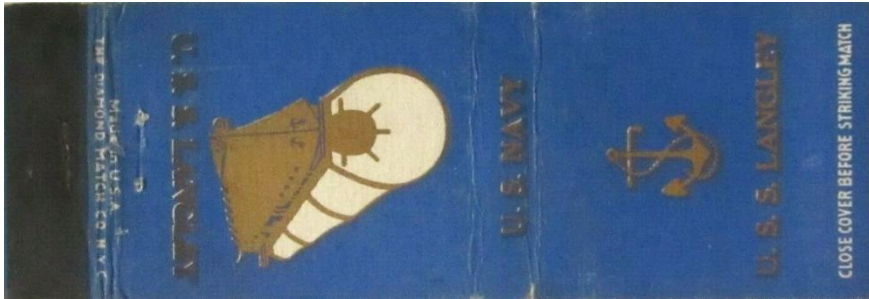
U.S.S. Tennessee (BB-43) Lost 5 Pearl Harbor 10 Stars



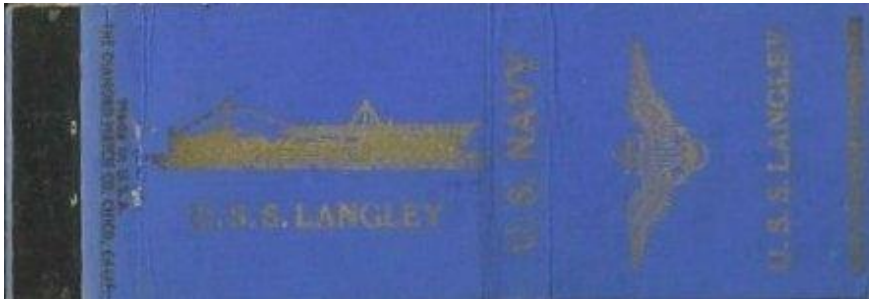
U.S.S. Indianapolis (CA-35) 10 Stars

Highly Collector Sought Rare Issues (Military Naval Issues)

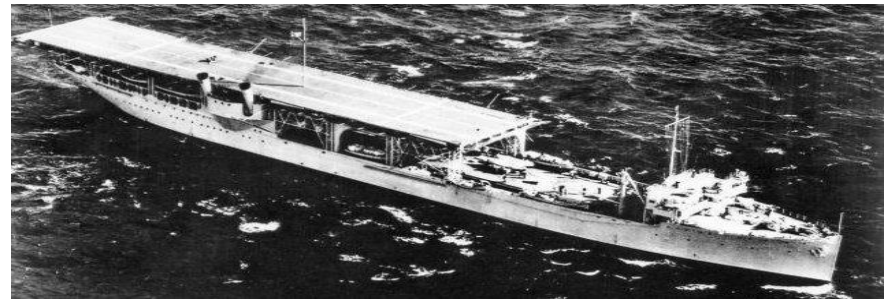
Rare & Original Matchbook Covers



U.S.S. Langley (CV-1) - First United States Navy Aircraft Carrier 9 Stars
1920-1937



U.S.S. Langley (AV-3) 9 Stars * **SUNK**
1937-1942
1937-1942 U.S. Navy Diamond Match Co. - Blue Version



U.S.S. Langley (CV-1), (AV-3)

In July 1920, U.S. Fleet Collier No. 3, U.S.S. Jupiter (AC-3) was reclassified as the U.S. Navy's first aircraft carrier, U.S.S. Langley (CV-1) also the U.S. Navy's earliest turbo-electric powered ship. The cancellation of more conversions made the U.S.S. Langley a historic one-of-a-kind.

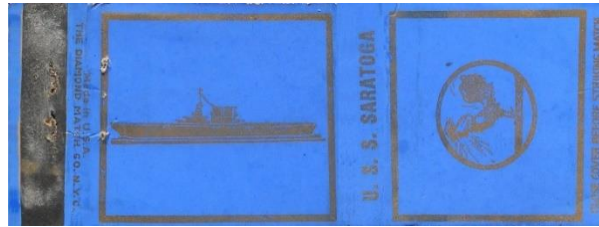
The Langley is noted as the first ship to pass through the Panama Canal from West to East.

Reclassified in 1937 as a Seaplane Tender the U.S.S. Langley (AV-3) suffered major damage from nine attack bombers on February 27, 1942 with the loss of 16 crew and 32 airplanes. The ship, beyond hope of salvage was scuttled about 75 miles south of Java in the Java Sea.

Battle Service Star Aircraft Carriers



U.S.S. Lexington (CV-2) 2 Stars * SUNK



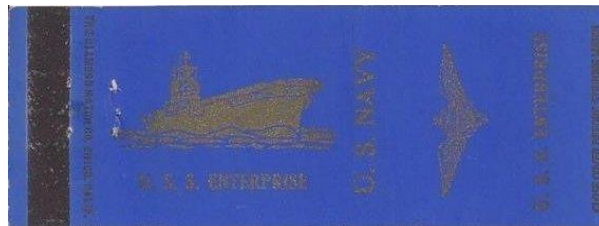
U.S.S. Saratoga (CV-3) 8 Stars



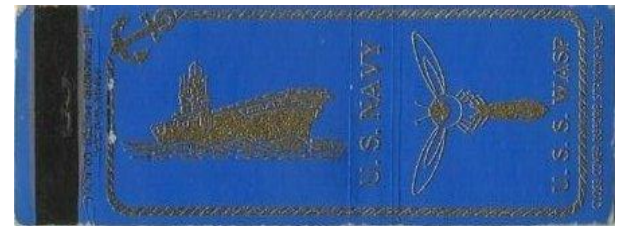
U.S.S. Ranger (CV-4) 2 Stars



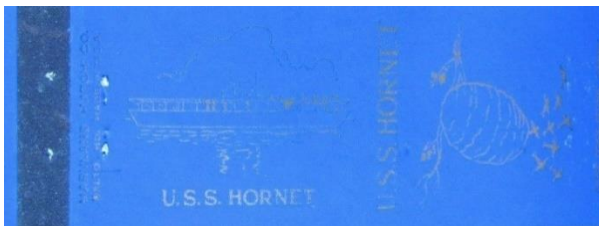
U.S.S. Yorktown (CV-5) 3 Stars * SUNK



U.S.S. Enterprise (CV-6) 20 Stars
Most Decorated Naval Vessel of World War II



U.S.S. Wasp (CV-7) 2 Stars * SUNK



U.S.S. Hornet (CV-8) 4 Stars * SUNK



U.S.S. Essex (CV-9) 13 Stars



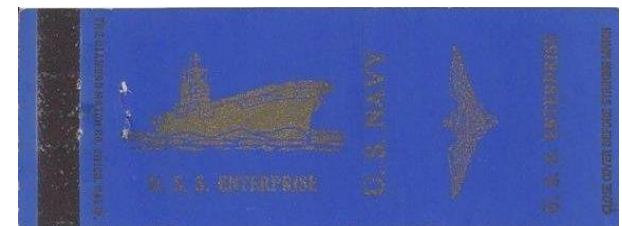
U.S.S. Yorktown (CV-10) 5 Stars



U.S.S. Intrepid (CV-11) 5 Stars



U.S.S. Hornet (CV-12) 7 Stars



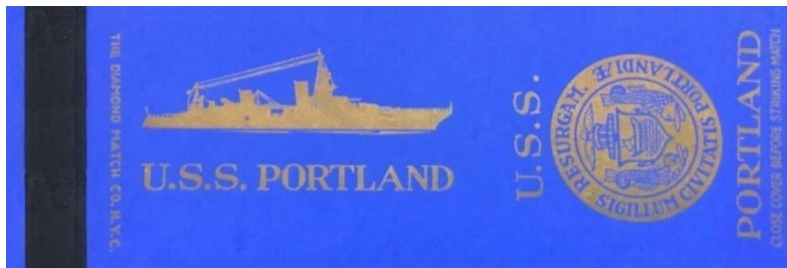
U.S.S. Franklin (CV-13) Lost 807 Pacific 4 Stars

Notable Ships, Submarines & Rare Covers

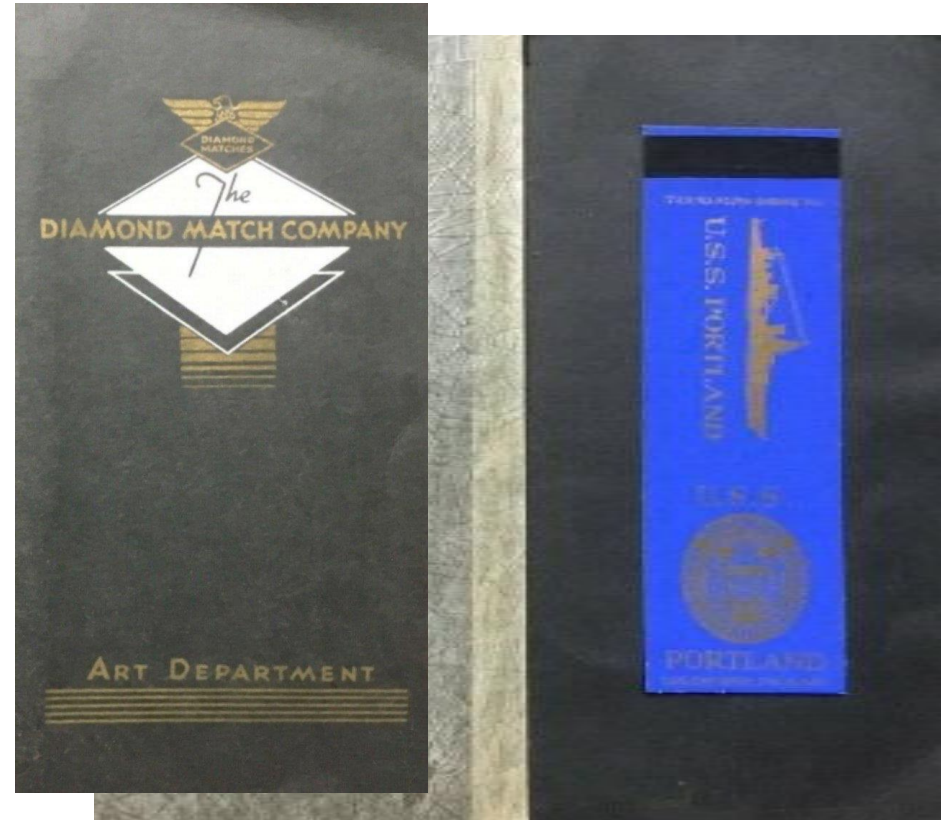
Diamond Match Co. - U.S. Navy Matchbook Prototype Cover Artwork R-11



U.S.S. Portland (CA-33) 16 Stars
1933-1946



U.S.S. Portland (CA-33) 16 Stars
1933-1946 U.S. Navy Diamond Match Co. - Blue Version Prototype



U.S.S. Portland (CL/CA-33)

This U.S. Navy ship the first of a class of two 9800-ton heavy cruisers, was built at Quincy, Massachusetts. Commissioned in February 1933, she took part in the search for survivors of the crashed dirigible airship Akron in April of that year.

She saw extensive service during World War II, beginning with the Battle of the Coral Sea in 1942, where she escorted the aircraft carrier Yorktown CV-5 and picked up survivors from the sunken carrier Lexington CV-2. She screened for Yorktown again in the Battle of Midway, picking up her survivors as well.

She provided screen support for the carrier Enterprise CV-6 during the initial phase of the Guadalcanal Campaign 1942-43, and was torpedoed during the Naval Battle of Guadalcanal.

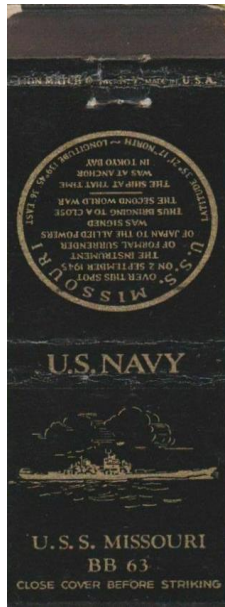
Prototype cover artwork of an early naval ship matchbook is **exceedingly rare**.



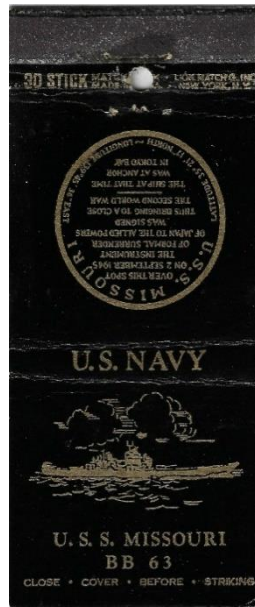
Notable Ships, Submarines & Rare Covers



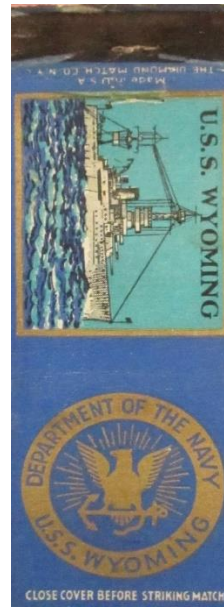
U.S.S. Missouri (BB-63)
3 Stars



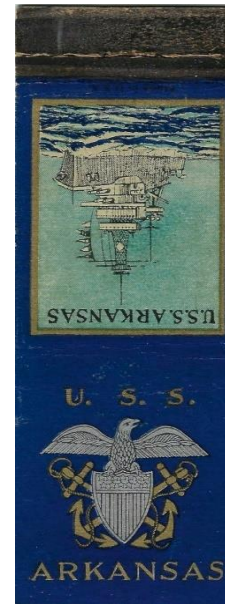
U.S.S. Missouri (BB-63)



U.S.S. Missouri (BB-63)



U.S.S. Wyoming (BB-32)



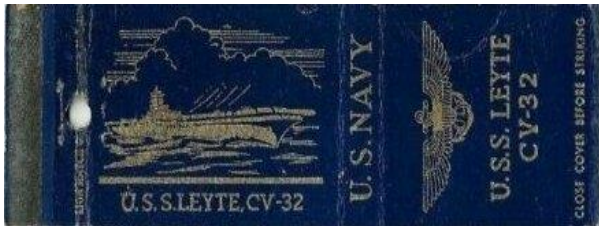
U.S.S. Arkansas (BB-33)
4 Stars



U.S.S. New York (BB-34)
3 Stars



U.S.S. Honolulu (CL-48)
Lost 5 Pearl Harbor 8 Stars



U.S.S. Leyte (CV-32) 2 Stars



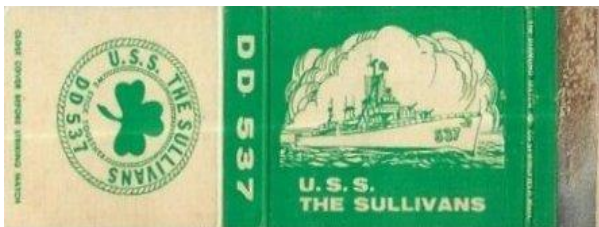
U.S.S. Coral Sea (CV-43) 9 Stars



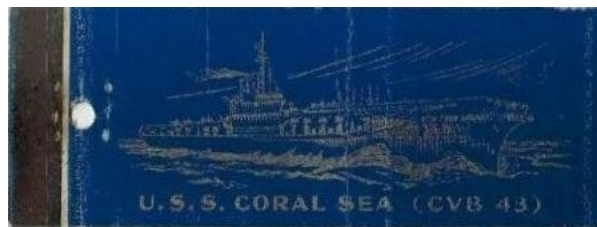
U.S.S. Nautilus (SSN-571)



U.S.S. Thresher (SSN-593)
Lost 129 4/10/1963



U.S.S. The Sullivans (DD-537) 11 Stars

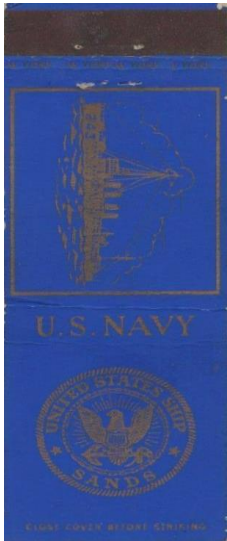


U.S.S. Coral Sea (CVB-43)

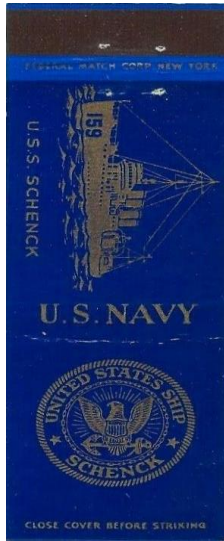
Notible Ships, Submarines & Rare Covers



H.M.S. Ark Royal (91)
1938-1941



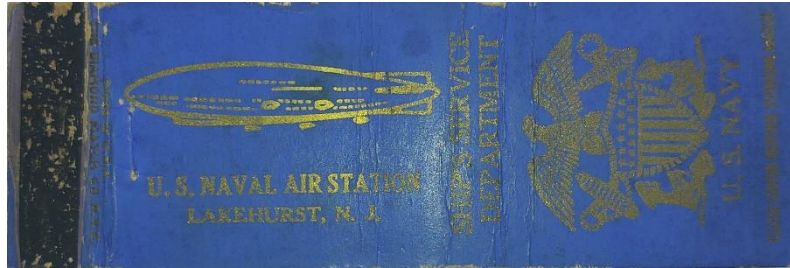
U.S.S. Schenck (DD-159) 1 Star
1919-1946



U.S.S. Sands (DD-243) 9 Stars
1920-1945

Highly Collector Sought Rare Issues

Rare & Original Matchbook Covers



U.S. Naval Air Station (NAS) Lakehurst, NJ
Airship Service 1921-1962 2006 -



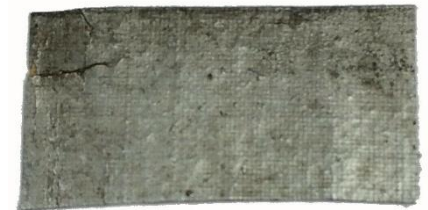
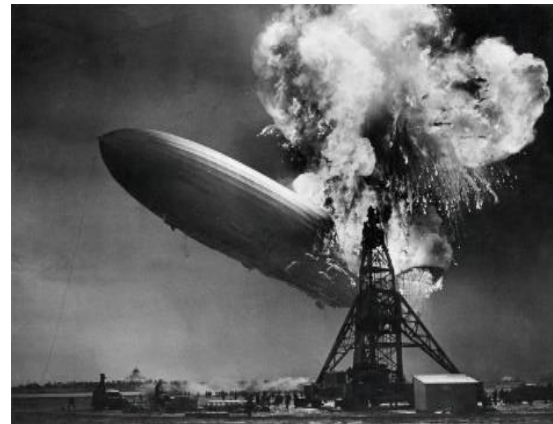
Original Fire Relic Section of LZ-129 (Luftschiff Zeppelin #129) Hindenburg
Lot 84 University Archives (universityarchives.com) April 17, 2017

LZ-129 Hindenburg Disaster – May 6, 1937

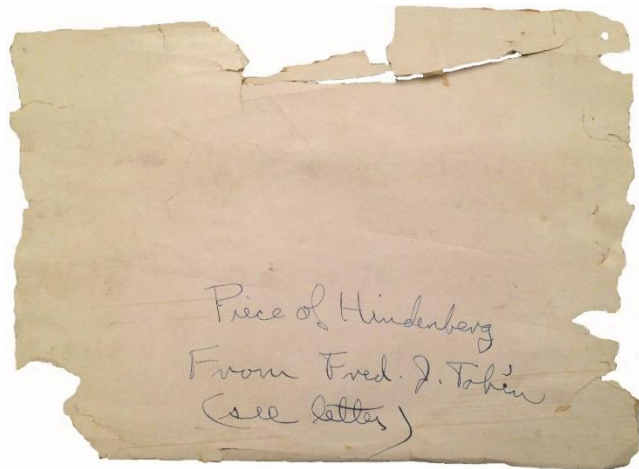
Manufacturing of many major structural components began in 1931 and construction started in March 1932. Five years after construction began, Hindenburg made its maiden test flight from the Zeppelin dockyards at Friedrichshafen on March 4, 1936, with 87 passengers and crew aboard.

After making the first South American commercial flight of the budding 1937 season in late March, Hindenburg left Frankfurt for Lakehurst, NJ on the evening of May 3, 1937. Three days later at 7:25 pm the grand Hindenburg burst into flames during the mooring process at NAS Lakehurst and dropped to the ground in a little over half a minute.

Of the 36 passengers and 61 crew aboard, 13 passengers and 22 crew died, as well as one member of the ground crew, a total of 36 lives lost. Frederick Tobin recovered some burned outer skin fabric from the Hindenburg wreckage and kept it until his death.



LZ-129 Hindenburg 1937 Fire Relic
The Gentry Collection



U S NAVY
PETTY OFFICER
FREDERICK J. TOBIN
= OBITUARY =
MARCH - 30 - 1978
IN NY TIMES - SAT - APRIL - 22 - 1978
THE MAN WHO SENT ME
THESE PIECES OF FABRIC - ROBE -
AND THE METAL - SUPERSTRUCTURE -
OF THE 'HINDENBERG' AFTER SHE
CRASHED IN LAKEHURST - NJ ON MAY - 6 - 1937 PCS

Frederick Tobin, Figure in Rescue Of 62 on Zeppelin in 1937 Crash

Frederick Tobin, a legendary figure in the Navy's early use of dirigible aircraft, died March 30 at his home in Fort Worth. He was 85 years old.

Mr. Tobin was a petty officer when the German zeppelin Hindenburg crashed while mooring in Lakehurst, N. J., on May 6, 1937, and was credited with shouting rescue instructions to the craft's fleeing crewmen, who then returned to help the 62 persons who survived the crash. Thirty-six persons were killed.

Mr. Tobin retired from the Navy as a lieutenant commander after World War II and settled in Fort Worth, where he worked for the General Dynamics Corporation.

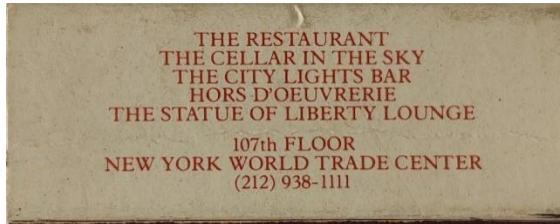
"He was the highest type of Navy man from the keel up," said Vice Adm. T. W. Settle, a surviving colleague. Mr. Tobin is survived by his wife, Elizabeth. The couple had no children.

A military burial was held in Arlington Military Cemetery in Arlington, Va.

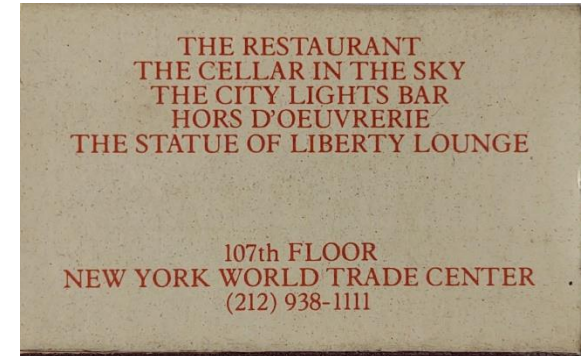
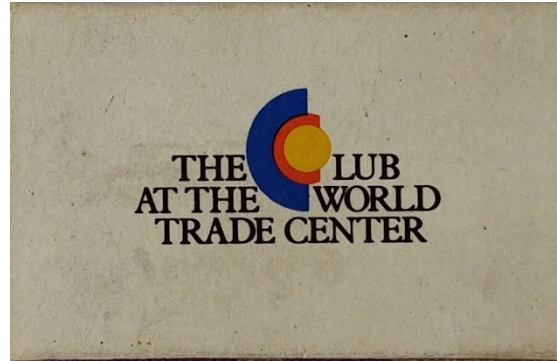
APRIL - 22 - 1978

Windows on the World, World Trade Center, New York, NY 9/11/2001

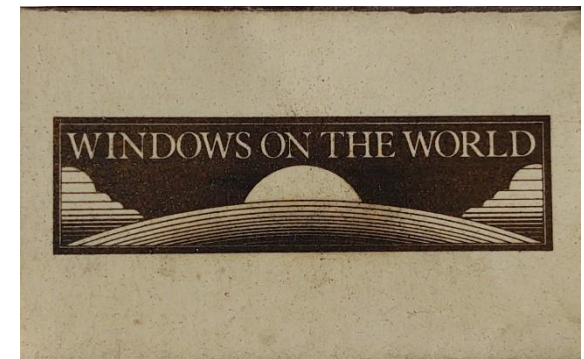
Rare & Original Matchbook Covers



Reverse



Obverse



Windows on the World, World Trade Center

September 11, 2001

8:46 AM, Box 8087, Equivalent of Five - 5 Alarm Calls

244 Units – 8927 Firefighters

Windows on the World was one of the greatest restaurants New York City has ever seen. Located on the 106th and 107th floors of the World Trade Center North Tower, it offered guests soaring views of Manhattan, Brooklyn and New Jersey. Windows provided guests with a sophisticated, forward-thinking dining experience unlike any other in New York City.

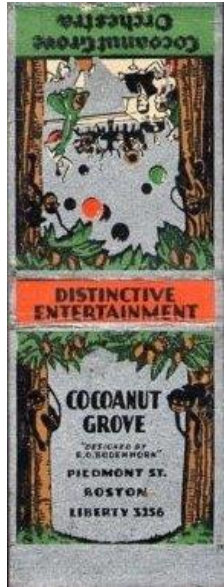
Windows on the World opened on April 19, 1976, a semi-private club with 1,500 members who paid dues based on their relationship with and proximity to the World Trade Center — WTC tenants paid \$360 a year, and those who lived outside the "port district" paid just \$50, but anyone could visit Windows on the World if they paid \$10 in dues, plus \$3 per guest.

In 2000, its final full year it was the highest grossing restaurant in the United States with \$37 million in reported revenues. Windows on the World vanished on September 11, 2001. On that horrific day, 79 employees and 91 guests lost their lives.

These matchbooks were available to patrons of the World Trade Center's signature restaurant "Windows on the World" in The Club at The World Trade Center including The Cellar in the Sky becoming Wild Blue in 1999, The City Lights Bar, Hors d'Oeuvrerie which in 1996 became The Greatest Bar on Earth and The Statue of Liberty Lounge all on the 107th floor.

Cocoanut Grove Supper Club, Boston, MA 1927/1942

Rare & Original Matchbook Covers



Cocoanut Grove
1927



Cocoanut Grove / Melody Lounge **November 28, 1942**
10:20 PM, Box 1521, 5 Alarm Calls
22 Companies & 2 Squads

The Cocoanut Grove was a restaurant/supper club (nightclubs did not officially exist in Boston), built in 1927 located at 17 Piedmont Street, a narrow cobblestoned street near Park Square, in downtown Boston, Massachusetts.

The Cocoanut Grove had been very popular in the late 1920's due to Prohibition, but had fallen on hard times during the 1930's. It became very popular once again during the early years of World War II. In 1942 the club was the place to be in town. A famous Hollywood cowboy movie star, Buck Jones was persuaded by movie agents to have dinner that cold November evening at the Grove. It was a fateful decision that would eventually cost Jones his life.

At about 10:15 pm that evening, a busboy was ordered by a bartender to fix a light bulb located at the very top of an artificial palm tree in the corner of the basement Melody Lounge. Due to the lack of light in the area of the palm tree, the busboy lit a match in order to locate the socket for the light bulb.

The palm tree ignited and a massive fireball of flame and toxic gas raced across the room toward the stairs. The fireball exploded up into the Dining Room area, where it was estimated over 1000 patrons were crowded. Panic ensued as patrons attempted to find the steps leading up from the Melody Lounge and exits that were either locked shut or were not easily identified or accessed through the clawing frightened crowd. 492 people died and 166 were injured.

WEATHER **The Boston Sunday Globe** EXTRA!
 BOSTON, SUNDAY GLOBE—NOVEMBER 29, 1942—112 PAGES—EIGHT COLUMNS (8) PRICE 10 CENTS

400 DEAD IN HUB NIGHT CLUB FIRE

Hundreds Hurt in Panic as the Cocoanut Grove Becomes Wild Inferno

By SAMUEL B. CUTLER

The worst disaster in Boston's history last night snuffed out the lives of 399 merry-making men and women in the blazing inferno of the famous Cocoanut Grove nightclub amid scenes of utter panic and horror. Crushed, trampled and burned as nearly 1000 patrons, entertainers and employees fought desperately to gain the exits through sheets of flame, scores of victims were left lying on the floor helpless. Others reached the street, only to die in agony in the street.

Where Bodies Can Be Found
 Scores of dead or mangled bodies were scattered in the streets around the Cocoanut Grove, which was completely destroyed by the fire. The bodies were found in the streets, in the basement, and in the dining room. The fire started in the basement Melody Lounge and spread rapidly to the dining room and the rest of the building.

List of Known Dead
 COCOANUT GROVE FIRE—DEAD: (List of names follows in columns.)

Frenzied Parents Rush to Morgues in Vain Search
 Many parents of children who were at the Cocoanut Grove last night are in a frantic search for their children. Many of the parents are in a state of panic and are unable to find their children. The parents are rushing to the morgues in a vain search for their children.

State Police Told

Surf Ballroom Clear Lake, IA 1959 - Present

Rare & Original Matchbook Covers



Surf Ballroom – Clear Lake, Iowa
The Gentry Collection



February 3, 1959, The Day the Music Died

After their performance at the Surf Ballroom, Buddy Holly, Ritchie Valens, and J.P. “The Big Bopper” Richardson, were killed when their plane crashed in a frozen cornfield shortly after taking off from the nearby Mason City Municipal Airport. The rest is rock ‘n’ roll history.

That day was forever immortalized as ‘The Day the Music Died’ by Don McLean in his 1972 anthem American Pie. For many people, that tour and subsequent plane crash symbolized the end of a period in both rock and roll and American music history.



Last Picture of Buddy Holly



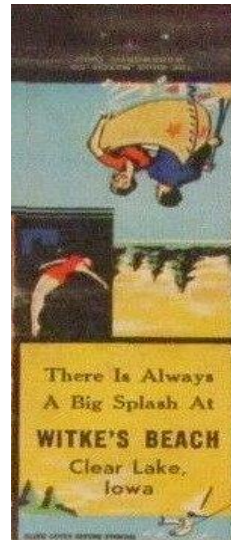
Golden Goose



Golden Goose



Wellmon's Beach



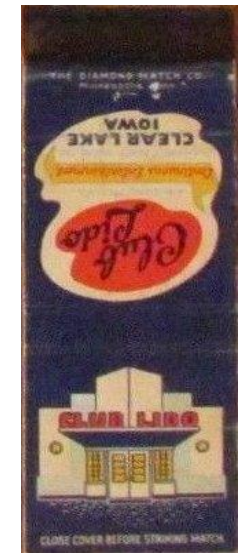
Witke's Beach



Witke's Café



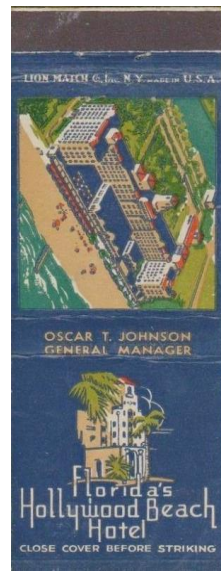
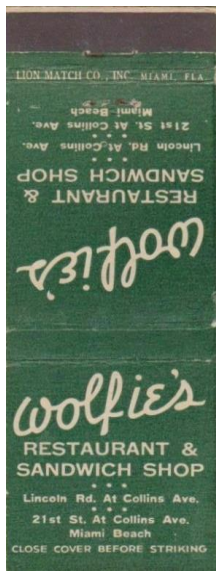
Garth's on the Lake



Club Lido

Miami Beach, Hollywood Beach & Riviera Beach, FL 1940s/1970s

Rare & Original Matchbook Covers



Wolfie's
Miami Beach
Meyer Lansky
Lunch

Hollywood Beach Hotel
Hollywood Beach

Gold Coast
Hollywood Beach
Meyer Lansky
Dinner

Colonnades Coffee Shop
Singer Island
John MacArthur
W. Clement Stone

New York City, NY 1920s/1980s

Rare & Original Matchbook Covers

Copacabana

To many the Copacabana in New York City is the most famous nightclub of all time. It remains legend through many references in popular songs, books and movies.

The Copacabana had Brazilian décor and Latin-themed orchestras. The club was also known for its chorus line, "The Copacabana Girls".

The décor was marvelous art deco throughout, and the main room downstairs was grand with palms trees everywhere illuminated by blue and pink hues. Everyone who worked there was dressed in tuxedos, it was pure elegance, even the bar stools were covered in velvet.

Almost overnight the Copa became the crossroads for Hollywood and New York City. Cameras were not allowed inside either. A patron could get a picture taken by a concession photographer, who had to make sure that no one was in the background.

Dean Martin and Jerry Lewis were frequent performers at the club and performed their last show there on July 25, 1956. In July 1965, the Supremes made their debut at the Copa, resulting in Motown Records booking the Temptations, Martha and the Vandellas, and Marvin Gaye to perform at the Copa over the next few years.



Copacabana
Monte Posner's
November 10, 1940



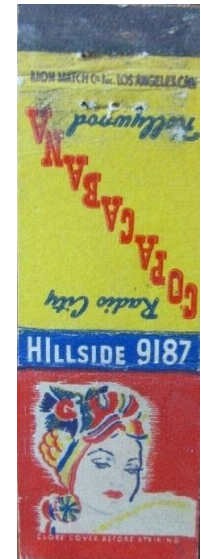
Copacabana
Copa Lounge



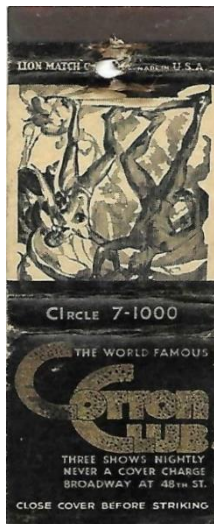
Copacabana
Contour



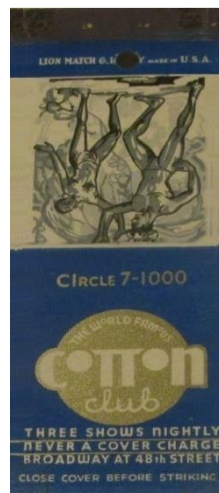
Copacabana
1992 Wide



Copacabana
Hollywood Midget



Cotton Club
1923-1936



Cotton Club



Cotton Club



Leon & Eddie's
1928-1958



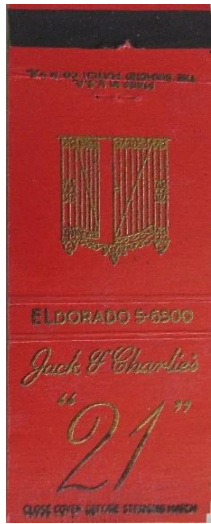
Leon & Eddie's



Stork Club
1929-1965



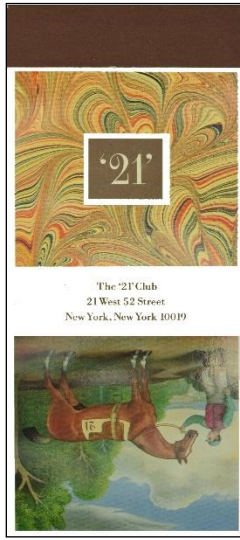
21 Club
December 31, 1929



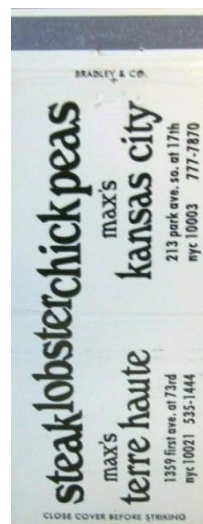
21 Club



21 Club



21 Club



Max's Kansas City
1965-1981



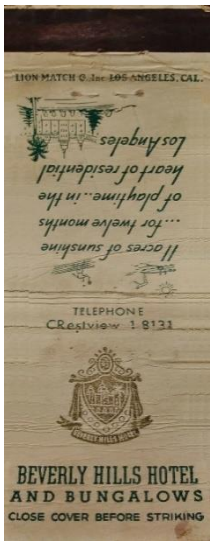
Sardi's
1927-



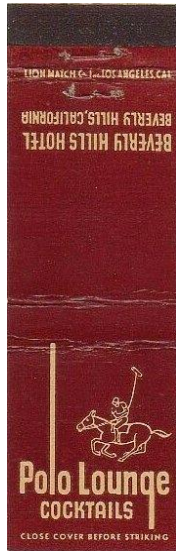
Sardi's

Beverly Hills & Culver City 1910s/1950s

Rare & Original Matchbook Covers



Beverly Hills Hotel
May 12, 1912



Polo Lounge
July 11, 1941



Palm Terrace
1949

Beverly Hills Hotel & Bungalows Beverly Hills – *The Pink Palace*

The Beverly Hills Hotel was established in May 1912, before the city's existence. The first five bungalows of the hotel were built in 1915.

During the 1930s, the Beverly Hills Hotel became increasingly popular with Hollywood film stars. In 1938, the Sand and Pool Club was established at the hotel. It was extremely popular, with white sand imported from Arizona, which made the pool area look like a beach.

The Polo Lounge opened in 1941 and became a favored spot with Frank Sinatra, Dean Martin and the Rat Pack.

The bungalows have been privy to many notable visits/trysts by key celebrities, movie stars and notable people including Marilyn Monroe in Bungalow #1 and Bungalow #3A a private solace reclusive Howard Hughes enjoyed for several



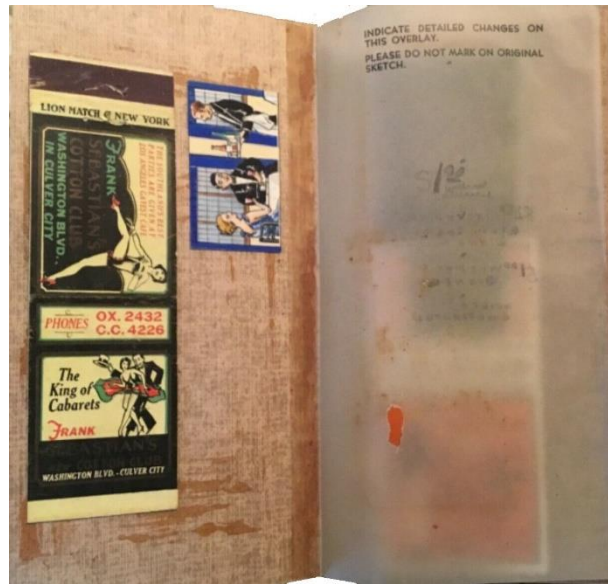
Beverly Hills Hotel

Frank Sebastian's Cotton Club, Culver City, CA 1926 - 1938

Rare & Original Matchbook Covers



The Diamond Match Company



Art Department Original Hand Painted Cover Artwork



Proposed Cotton Club Design R-11



1928 Lion Design



Frank Sebastian's new Cotton Club Culver City – The King of the Cabarets

Unbelievably rare prototype cover design artwork above overshadows first edition and early Cotton Club covers.

Formerly known as "The Green Mill," the club was the largest entertainment emporium within the Los Angeles area. It was built in 1923, the same year The Cotton Club opened in New York City.

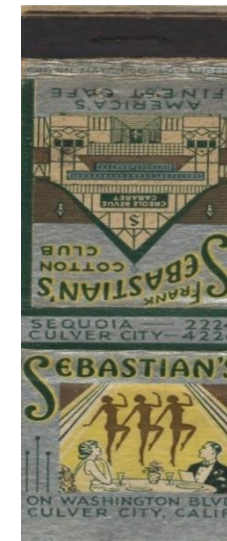
In 1926, Frank Sebastian's Cotton Club in Culver City was ahead of its time as one of the very first jazz clubs to play exclusively all-black bands and orchestras.

Talented performers like Louis Armstrong, Cab Calloway, Duke Ellington and Lionel Hampton became famous at the Cotton Club until it closed in 1938.

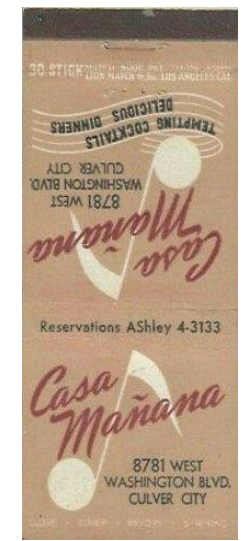
In 1939 the venue reopened as Casa Mañana and years later as the Zucca Opera House it burned down in 1950.



Frank Sebastian's Cotton Club
February, 1926



Cotton Club
1930's



Casa Mañana.
1939

Yamashiro, Hollywood Hills, Los Angeles 1914 - Present

Rare & Original Matchbook Covers

Yamashiro – “Mountain Palace”

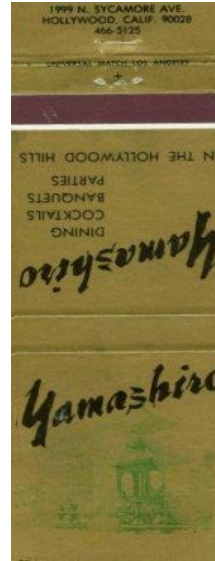
400 Club

The name Yamashiro translates into “Mountain Palace” in Japanese. In 1911, brothers Adolph and Eugene Bernheimer began construction of a stunning hilltop mansion to house their priceless collection of Asian treasures. Hundreds of craftsmen were brought in from the Orient to recreate a palace located in the lush mountains of *Yamashiro* province near Kyoto, Japan.

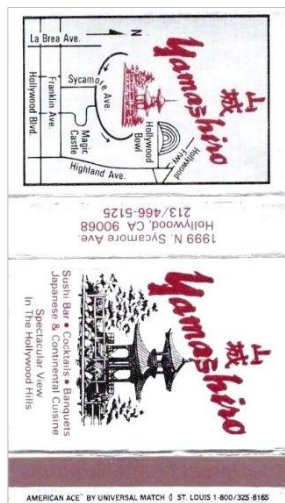
Yamashiro, completed in 1914, sits 250 feet above Hollywood Boulevard.

The 600 year old Pagoda found on the Yamashiro grounds was flown in from Japan and held the distinction as the oldest structure in California.

By the early 1920’s Yamashiro had become the home of the 400 Club and other members of the Hollywood elite. In 1948, Thomas Glover and his son initiated the estate renovation/revisions that were to later become Yamashiro Restaurant. The location is a part of many Hollywood movies.



Yamashiro – 600 year old Pagoda (Center Right) Oldest Structure in Los Angeles
Circa 1925



Pool and Pagoda Night View of Los Angeles
August 2017



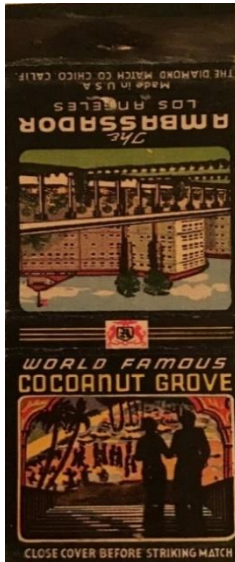
Yamashiro Mountain Rear Main Entrance
Circa 1925

Hollywood & Vine, Wilshire, Rodeo Dr., Los Angeles 1920s/1950s

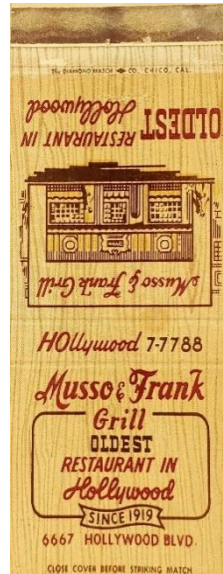
Rare & Original Matchbook Covers



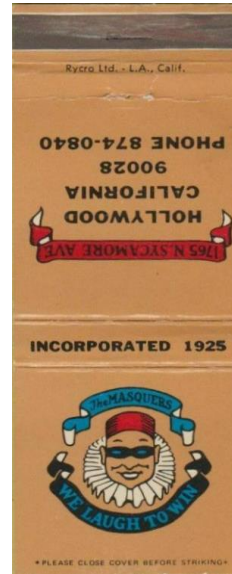
Cocoanut Grove
April 21, 1921



Cocoanut Grove



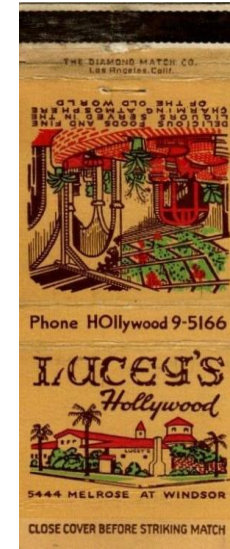
Musso & Frank Grill
1919/1923



Masquers
April 19, 1925



Hollywood Plaza
October 15, 1925



Lucey's
1920's-1959



Brown Derby
February 14, 1929

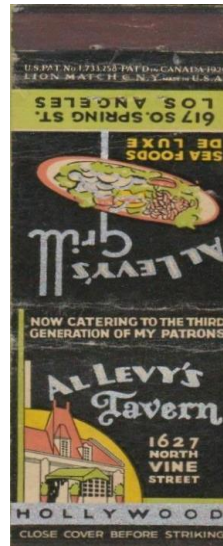
Hollywood Night Life & Food

The Cocoanut Grove nightclub was Los Angeles' premier night spot for decades, the Ambassador Hotel was host location to six Academy Awards ceremonies and the site of the Robert Kennedy assassination.

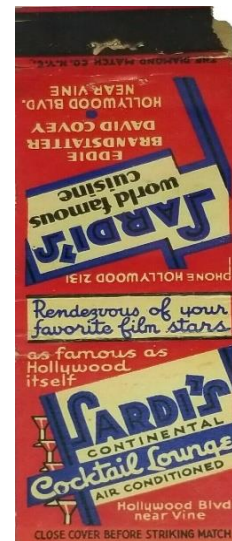
The Masquers Club, a private social club for actors, is the oldest West Coast acting fraternity. The Hollywood Plaza was one of four major hotels built in the 1920s and once housed the glamorous nightspot, Clara Bow's "It" Café.

In the glittering heyday of Hollywood, movie stars met at The Brown Derby, Al Levy's Tavern or Sardi's while the cushy corner booths inside Romanoff's played host to countless movie premiere parties for two decades.

Monte Proser made himself into an icon of New York and Hollywood nightlife managing six world-class nightclubs including the world famous Copacabana in New York and the La Conga in Hollywood.



Al Levy's Tavern
December 17, 1930



Sardi's
1932-1936



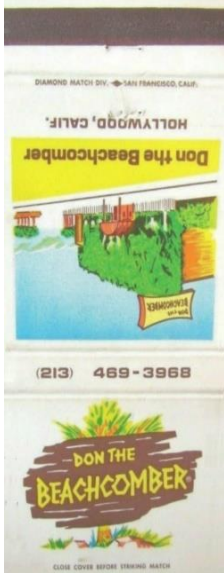
Sardi's



Sardi's



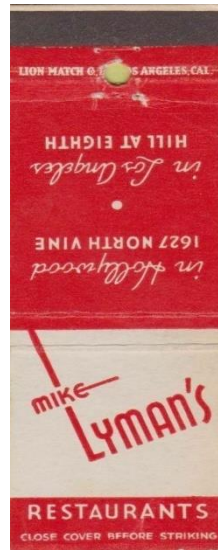
Perino's
1933



Don the Beachcomber
1933



Bal-Tabarin
1934



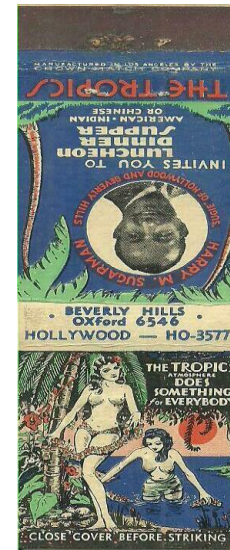
Mike Lyman's Grill
1935
(Formally Al Levy's)



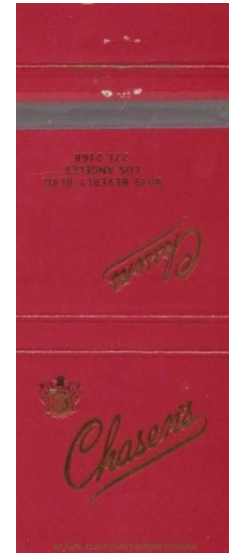
Zenda Ballroom Cafe
1935



The Palomar
1936-1938



The Tropics
1936-1953



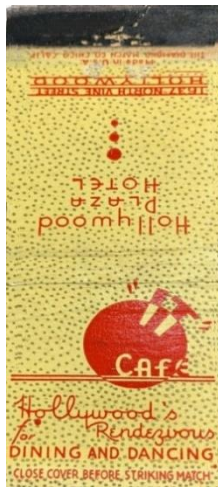
Chasen's
1936



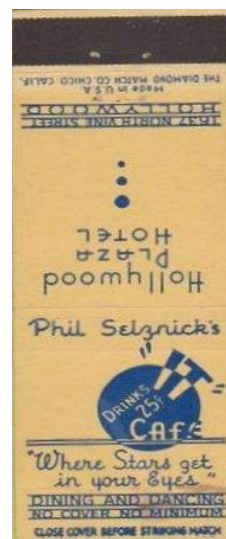
The Zebra Room
1937



"IT" Cafe
September 3, 1937
(Formally Pig'n Whistle)



"IT" Cafe



"IT" Cafe



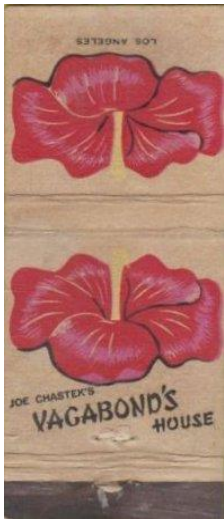
La Conga
February 21, 1938



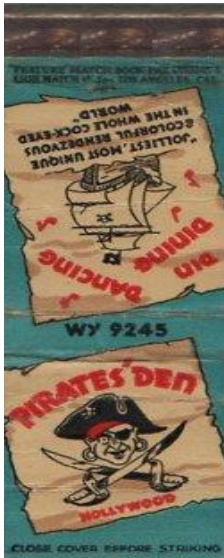
Florentine Gardens
December 28, 1938



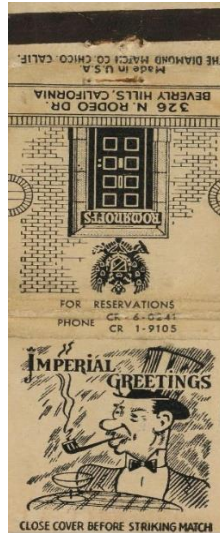
Grace Hayes Lodge
1938



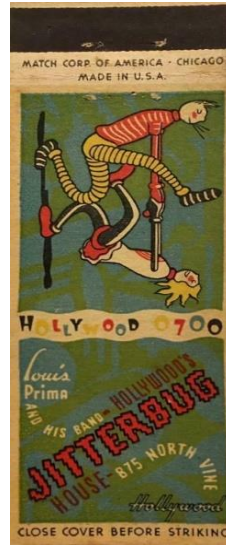
Vagabond's House
1939



Pirate's Den
May 1940



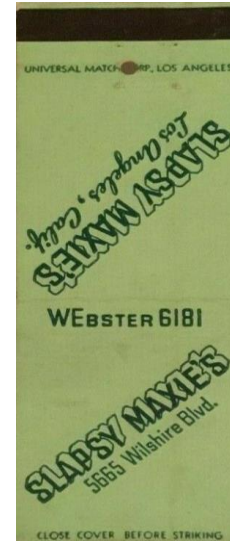
Romanoff's
December 19, 1940



Jitterbug House
1940's



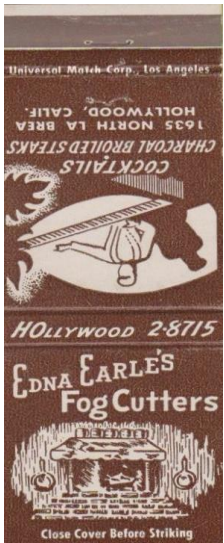
The Radio Room
1940's



Slapsy Maxie's
1943



Les Comiques
1944
(Formerly "IT" Cafe)



Edna & Earle's
Fog Cutters
1950



Edna & Earle's



Hotel Gentry
1950's
(Formerly The Regent)
Hotel Vermillion



The Luau
July 1953
(Formerly The Tropics)



The Luau



Moulin Rouge
1953
(Formerly Earl Carroll's)

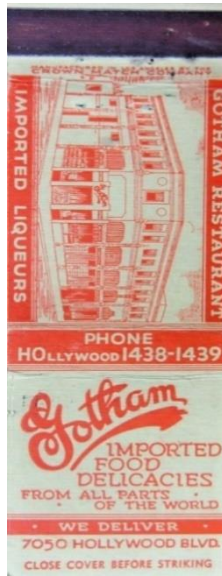


Andre's
1959

Hollywood Restaurants & Cafés



Melrose Grotto
1920



Gotham Delicatessen
1923



Pig'n Whistle/Melody Lane
1905/1927



Nickodell
1928



Tick Tock
1931



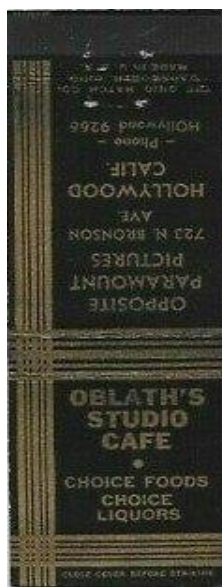
Wilshire Bowl Café
1933



The Shack
1930's



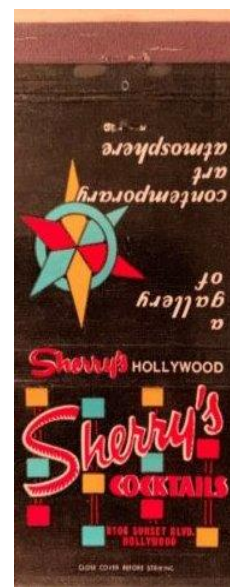
Chili Bowl
1930's



Oblath's Studio Café
1930's



Rand's Round-Up
1940's



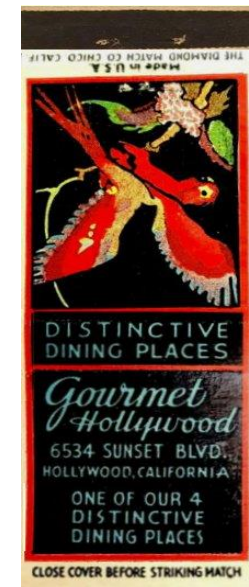
Sherry's
1940's



Radio Center Restaurant
1940's



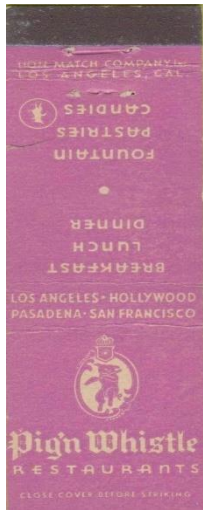
Lindy's
1940's



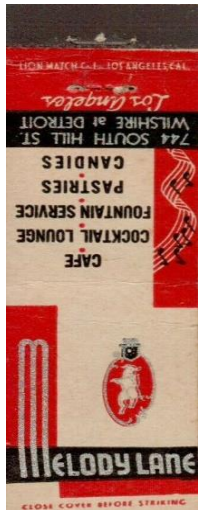
Gourmet Hollywood
1940's

Midget Covers 1934/1943

Rare & Original Matchbook Covers



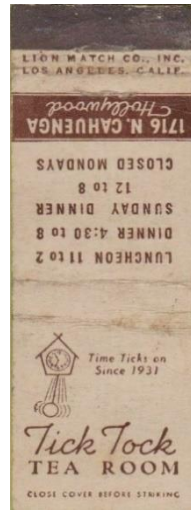
Pig 'N Whistle
1905/1927



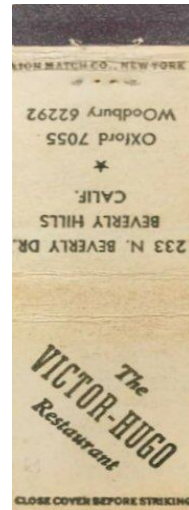
Melody Lane
1927



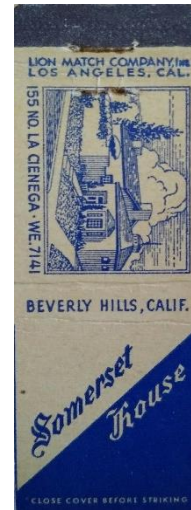
Leon & Eddie's
1928-1958



Tick Tock Tea Room
Early 1931



Victor Hugo's
1934



Somerset House
1936



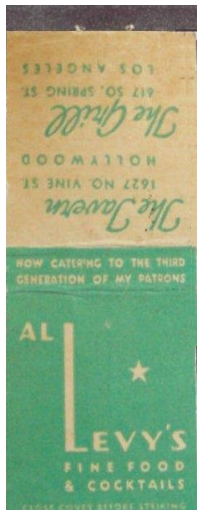
Victor's
Late 1930's



Gourmet Hollywood
1940's



Barclay Kitchen
1930's



Al Levy's
1930's



Carl's Restaurant
1930's



Jim Otto's Steak House
1937



Brass Rail
1938



Tail O' the Cock
1939



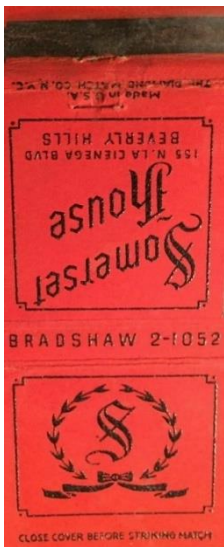
Scully's Restaurant
1940's



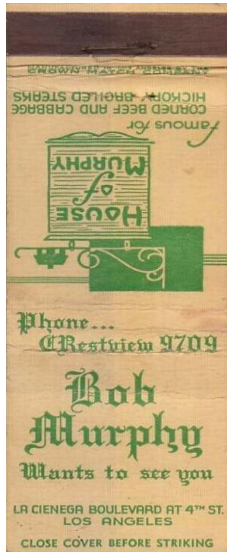
Fredrick's
1950's

La Cienega & Pico Blvd., 1920s/1960s (Restaurants Row)

Rare & Original Matchbook Covers



Somerset House
1936



The House of Murphy
1937



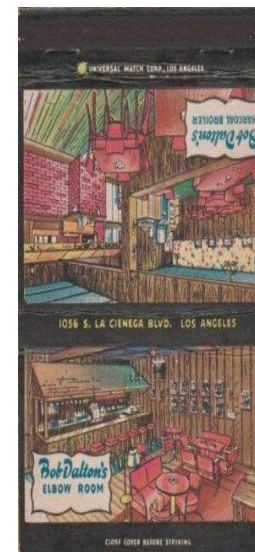
Lawry's
1938



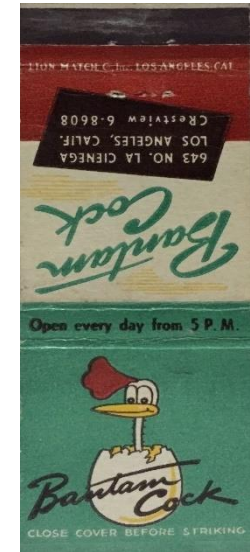
Tail O' the Cock
1939



Richlor's
1941



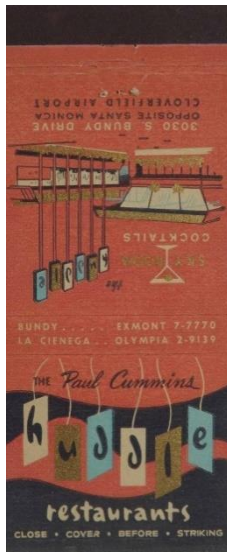
Bob Dalton's Elbow Room
1940's



Bantam Cock
1948



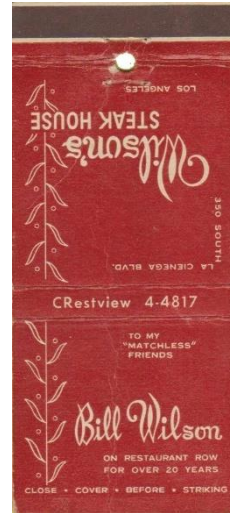
Encore
1948



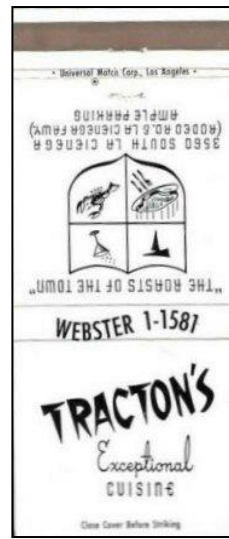
Huddle Restaurant
1952



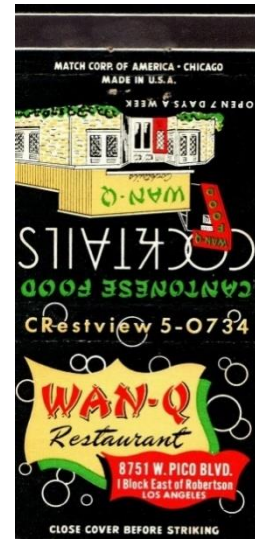
Fairchild's
1953



Bill Wilson's Steak House
1950's



Tracton's
1956



Wan-Q
1958



Pepy's Galley
1950's-1960's

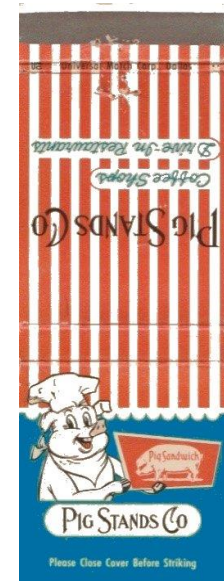
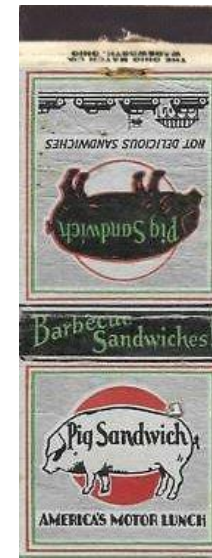
The First Drive-ins 1920s/1950s

Rare & Original Matchbook Covers

Pig Sandwich / Pig Stands Co.

On April 15, 1922 the original Pig Sandwich in Dallas, Texas became America's first drive-in. The subsequent Pig Stand, Co. restaurant chain claims to fame include inventing carhops, the fried onion ring, the chicken fried steak sandwich and Texas toast.

The Pig Stand is a Texas icon and pioneer in the restaurant business that, at one time, had around 130 locations. They opened in 1931 at Sunset and Vine, Hollywood. The menu was standard diner food. Their signature item was the Pig Sandwich – thin sliced BBQ pork on a bun with "special sauce".

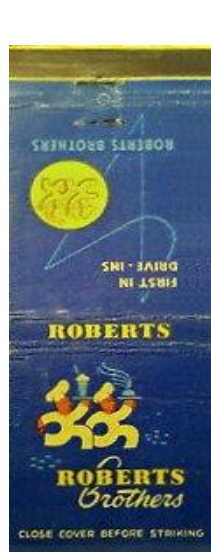


1922 - 1940's Pig Sandwich

1950's - 1970's Pig Stands Co



Roberts Brothers
1900



Roberts Brothers



McDonnell's
1930's



Simon's
1930's



Herbert's Drive-in
1930's



Mels Drive-in
1947
American Graffiti



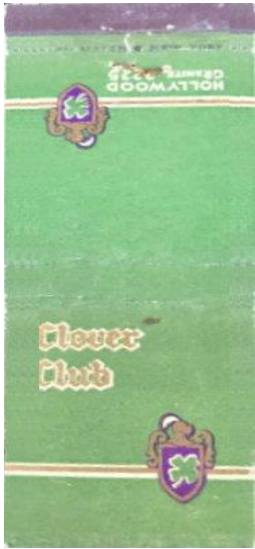
Mels



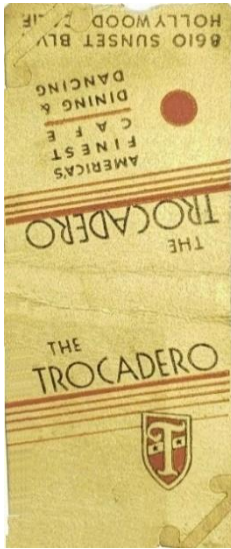
Stan's Drive-ins
1951

Sunset Boulevard, Los Angeles 1930s/1940s

Rare & Original Matchbook Covers



Clover Club
September 1933
8477 Sunset Blvd.



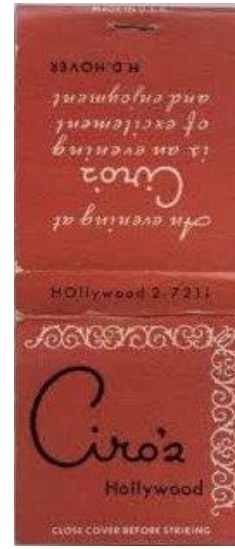
The Café Trocadero
September 12, 1934
8610 Sunset Blvd.



Earl Carroll's
December 26, 1938
6230 Sunset Blvd.



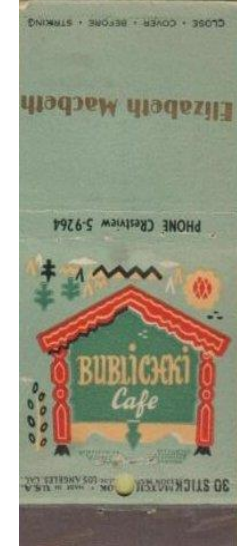
Felix Young's Troc
May 11, 1939
8610 Sunset Blvd



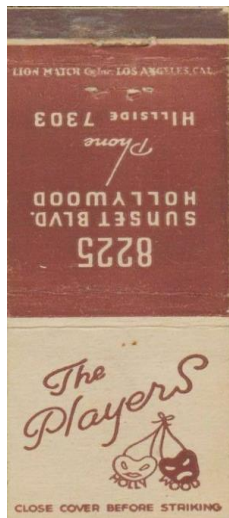
Ciro's
January 29, 1940
8433 Sunset Blvd.



Ciro's



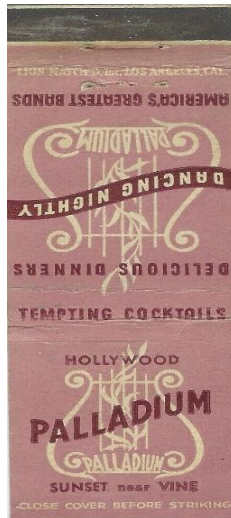
Bublichki Café
1940
8846 Sunset Blvd.



The Players
Summer 1940
8225 Sunset Blvd.



Earl Carroll's



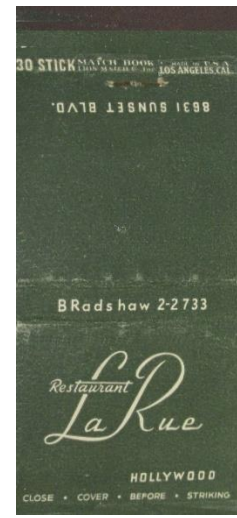
Hollywood Palladium
October 31, 1940
6215 Sunset Blvd.



Hollywood Palladium



Mocambo
January 3, 1941
8588 Sunset Blvd.



LaRue
April 1944
8361 Sunset Blvd.

5th Street, Los Angeles 1940s/1950s

Rare & Original Matchbook Covers



Plantation Cafe
Merrie Christmas Issue

Downtown Los Angeles Clubs/Cafés 5th Street

During World War II, the US military banned their personnel from entering a total of 62 clubs, bars and cafes. A great many of these clubs and cafes were along Fifth Street and adjacent streets just a few blocks down 5th from The Biltmore Hotel.

The Plantation Café, (blue awning below) was notably named after the famous Plantation Café opened in Culver City by Fatty Arbuckle. A holiday Merrie Christmas 5th St. Plantation Cafe cover is **very rare**.

The original 5th St building(s) pictured on the right were built in 1906 and mostly are still standing today. Some of the banned clubs/cafes:

- | | |
|---------------------------------|---------------------------|
| Hub Cafe, 113 E. 5th | Michigan Cafe, 312 E. 5th |
| Cafe at 120 E. 5th | Grand Cafe, 325 E. 5th |
| Plantation Cafe, 235-237 E. 5th | Missouri Cafe, 428 E. 5th |
| Log Cabin Cafe 252 E. 5th | Daisy's Cafe, 502 E. 5th |

The Merrie Christmas predesigned blank is a well-known 1950's matchbook cover.



200 Block of East 5th Street, Downtown Los Angeles
Circa 1952

Famous 5th St. Firehouse

Once dubbed the Taj Mahal of firehouses, Fire Station No.23 located at 225 5th St in Downtown Los Angeles spurred controversy when it was built in 1910 because of its ornate interior.

It is also well known as the location where movies were filmed inside the fire station including the Ghostbusters movies, Police Academy 2, National Security, The Mask, Flatliners and Firehouse. It is adjacent the Plantation Café 200 block building location.



Engine 23 Truck Co. Firehouse at 225 East 5th Street
Circa 2019



200 Block of East 5th Street, Downtown Los Angeles
Circa 2019

8th Street, Los Angeles 1920s/1950s

Rare & Original Matchbook Covers

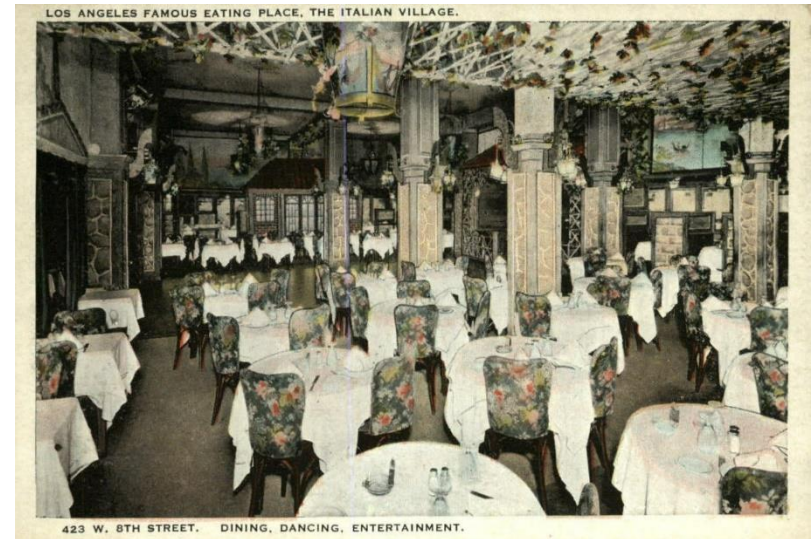


The Italian Village
425 West 8th Street

Downtown Los Angeles Lounges/Restaurants 8th Street

Downtown Los Angeles has always been known for an abundance of fine quality restaurants and somewhat seedy yet entertaining lounges/cafes. No place defines that better than the Eighth Street restaurant corridor.

Overflowing with Italian, Sicilian, Chinese, Korean and American cuisine establishments one was never at a loss for diversity in tastes and style.



The Italian Village, Downtown Los Angeles



Mike Lyman's
1935 Original Site



Mike Lyman's



St. Francis Barbecue
1940's

Las Vegas Clubs & Casinos 1930-1990s

Rare & Original Matchbook Covers



Hotel Nevada 1906 Sal Sagev Hotel 1931 Golden Gate Casino 1956



Meadows Country Club 1931

Las Vegas Clubs & Casinos 1930-1990s

Rare & Original Matchbook Covers



Red Rooster Nite Club 1930
November 26, 1930



1930 Red Rooster Nite Club
Red & White Salesman Sample



Red & White

The Holy Grail of Las Vegas Casino Matchbooks

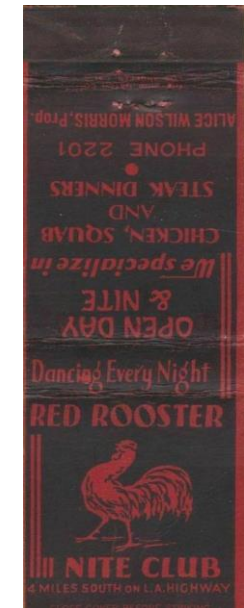
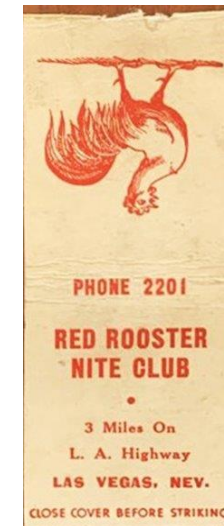
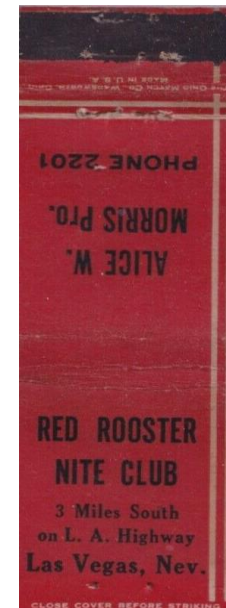
The very first casino on the Las Vegas strip started as nothing more than a simple nightclub with good food, music, and dancing. Opened in 1930 by Alice Wilson Morris the Red Rooster attracted drivers passing by on their way to California with cold drinks and chicken dinners for only a dollar.

They also sold alcohol and by February 1931 the Justice Department sent agents to stop alcohol sales. In March 1931 gambling permits began to be issued and the Red Rooster received one of the first and installed one blackjack table and three slot machines. Four months later the permit was lost because of alcohol sales again.

In 1933 the Red Rooster burned was rebuilt, and continued to eventually become the Grace Hayes Lodge, Hi-Ho Club, The Rendezvous, San Souci Hotel, The Castaways and The Mirage casino.

The red and white salesman sample is the blank used to present the design before any of the actual matchbooks were produced. It may be the rarest matchbook design of old Las Vegas and is considered by some collectors to be the Holy Grail of Las Vegas matchbooks and memorabilia.

The black and red version of a real matchbook is also extremely rare.

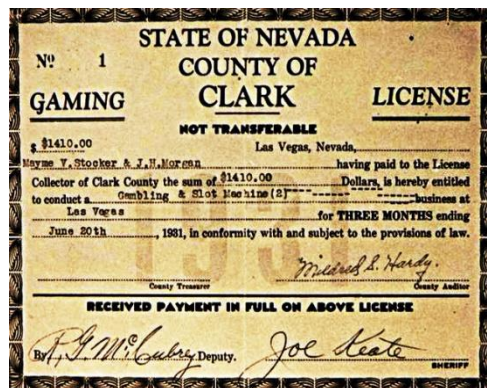




The Northern Club & Bar
15 Fremont St. Las Vegas

In early 1931 a bill to once again legalize gambling was introduced into the Nevada State Legislature and passed just a month later.

One day after the bill passed, on March 20, 1931, The Northern Club got the first gaming license.



Boulder Drug Co. Inc.
121 Fremont St. Las Vegas - Adjacent to the Frontier Club, 117 Fremont St.

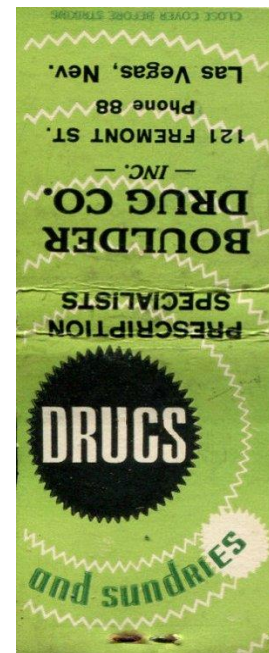
Like many other small businesses Boulder Drug Company had slot machines installed in the earliest days of legalized gaming. The gleaming slot machines were enticing to those waiting or getting a cold drink.

In "Roll the Bones, © 2013", David G. Schwartz writes that Boulder Drug was licensed by the Las Vegas City Commission for 8 slot machines in early 1931 right after gambling was legalized and the first gaming license was issued to the Northern Club on March 20, 1931.

This white and blue factory stock matchbook cover flat has never contained matches and has not been machine creased or stapled. Some actually have strikers, others do not. Flats, typically used as salesman samples, are extremely limited to a small handful in number and for that reason are quite scarce.

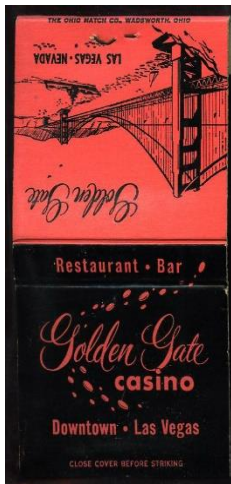
These 1930/1940's Boulder Drug Co. Inc. matchbook covers are extremely rare examples of early Fremont St., Las Vegas gaming location related memorabilia.

In 1946, the Boulder Drug Co. location space would be merged with the coffee shop and pool hall at 125 Fremont to become part of the Golden Nugget Casino.





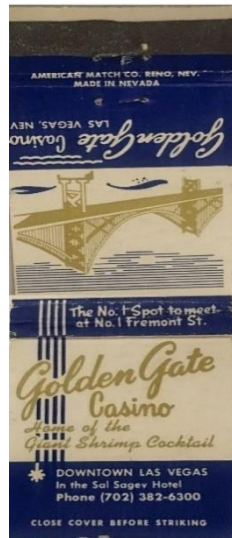
1956 Golden Gate
Originally Miller Hotel 1905,
Hotel Nevada January 13, 1906



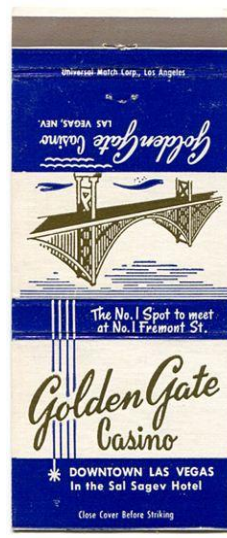
Golden Gate



Golden Gate
(Gambling Ceased 1909 – Reinstated March 1931)



Golden Gate



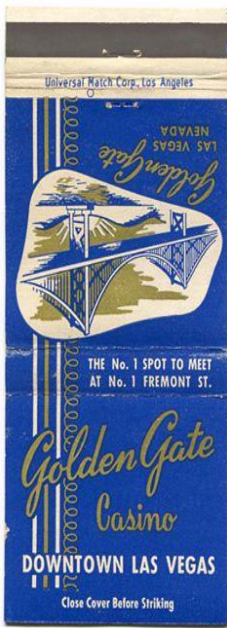
Golden Gate



Golden Gate
Became Sal Sagev Hotel 1931



Golden Gate
Golden Gate Casino 1955



Golden Gate



Golden Gate



Golden Gate



Golden Gate



Golden Gate



Golden Gate



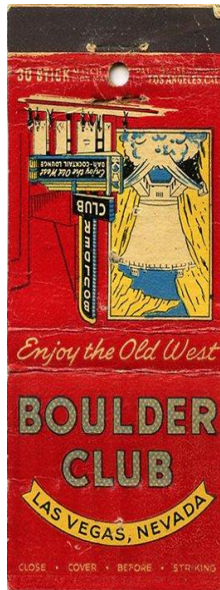
Golden Gate



Boulder Club
April 1, 1931



Boulder Club



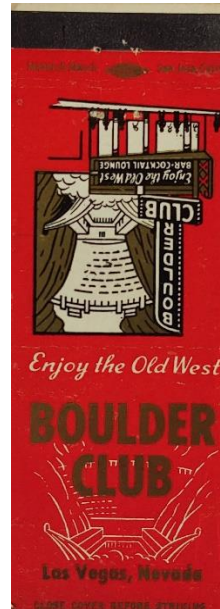
Boulder Club



Boulder Club



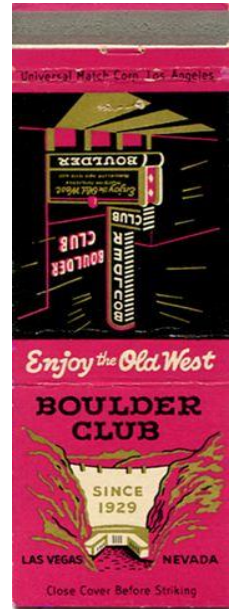
Boulder Club



Boulder Club



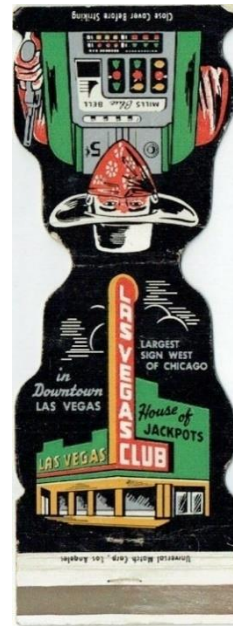
Boulder Club



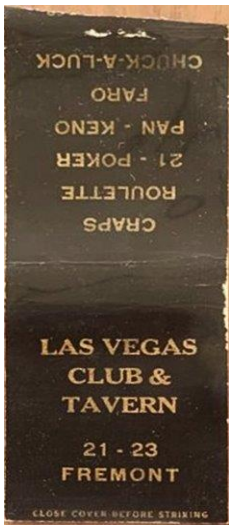
Boulder Club

Year	Month	Day	Event
1906	January	13	Nevada Hotel opens
1930	November	26	Red Rooster Nite Club opens
1931	April	1	Las Vegas Club opens
			Boulder Club opens
			Boulder Drug Co adds slot machines
	May	2	Meadows Casino Club opens
	May	5	Pair-O'-Dice Club granted gaming license
	September		Meadows Club burns
			Nevada Hotel becomes the Sal Sagev
1932	March	19	Apache opens
1935			New Sal Sagev Hotel built on Hotel Nevada site
1938			Pair-O'-Dice closes
1939	March	15	91 Club opens
1941	April	3	El Rancho Vegas opens
	November	7	El Cortez opens
1942	April	1	Meadows Casino Club closed
	April	10	Pioneer Club opens
	October	30	91 Club becomes Last Frontier

Year	Month	Day	Event
1945	March	3	Apache Casino becomes the S.S. Rex
1946	February	7	Rex Club opens, four months until June
	August	29	Golden Nugget opens
1947	April	8	Club Bingo opens
	July	8	Rex Club becomes the Eldorado Club
			Flamingo closes and reopens
1948	September	2	Thunderbird opens
1950	April	24	Wilbur Clark's Desert Inn opens
1951	January	1	Eldorado Club becomes Clover Club
	August	2	Clover Club becomes Binion's Horseshoe Club
1952	October	7	Sahara opens on the site of the Club Bingo
	December	15	Sands opens
1953			Frontier Club closes
1955	April	4	Last Frontier renamed New Frontier
	October		Golden Gate opens on site of Sal Sagev
1960	June	17	El Rancho Vegas burns down



Las Vegas Club



Las Vegas Club
April 1, 1931



Las Vegas Club



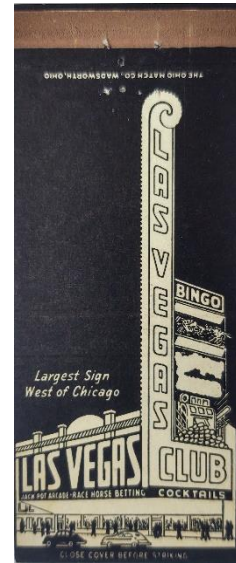
Las Vegas Club



Las Vegas Club



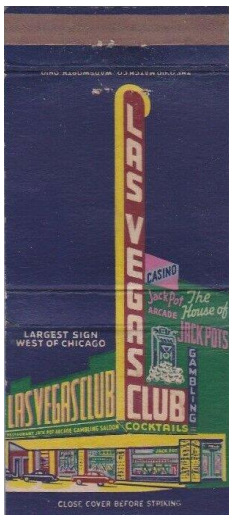
Las Vegas Club



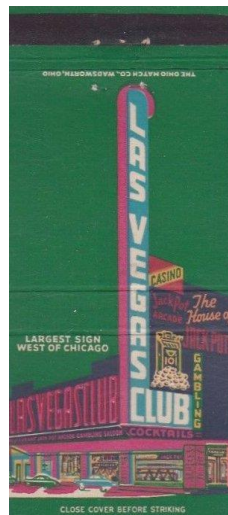
Las Vegas Club
Black/White Version



Las Vegas Club



Las Vegas Club



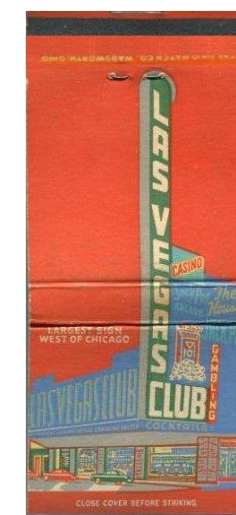
Las Vegas Club
Version 1 Ohio



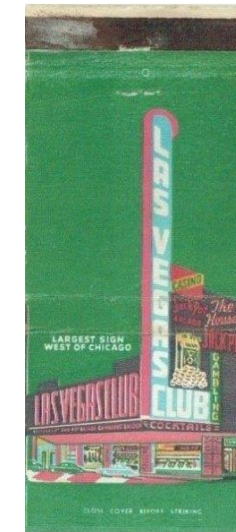
Las Vegas Club
Version 1 Ohio



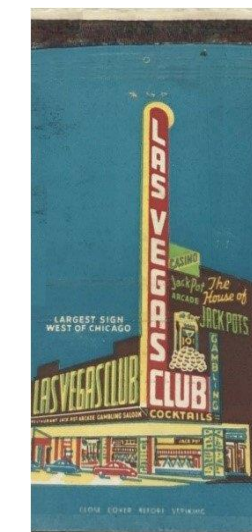
Las Vegas Club



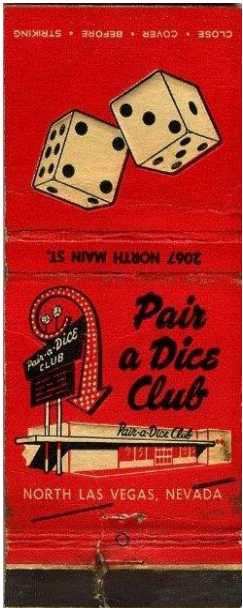
Las Vegas Club



Las Vegas Club
Version 2 Lion



Las Vegas Club
Version 2 Lion



The last sectional remnants and perhaps the last photograph of the 1952 Pair a Dice Club

Pair a Dice Club 1952-1954

2067 North Main Street (1952-1959)

2067 North Las Vegas Boulevard (1959-Present)

On May 5, 1931 a gaming license was issued to Oscar E. Klawitter, the manager of the Pair O' Dice Club. This gaming lounge would evolve into the Ambassador Club for a short period then become the 91 Club and finally go through the transition from Last Frontier Hotel Village into the New Frontier Hotel & Casino.

The original building(s) were located on Highway 91 south of Las Vegas. By the late 1950's this would become 3120 South Las Vegas Boulevard. However, this was not the *Pair a Dice Club* of North Las Vegas.

The *Pair a Dice Club* opened in early 1952 at 2067 North Main Street almost a full eight months earlier than the Sahara and Sands casinos and almost exactly 8 miles north of the 1931 Pair O' Dice Club location. The food, served in the front table sections was reportedly quite good yet the club's atmosphere was far more gaming lounge/nightclub than restaurant.

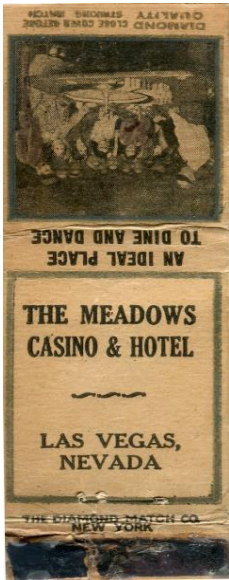
Though popular, the *Pair a Dice Club* only lasted two years. By late 1955 the building was storage space. In 1956, a new trailer housing park was opened on the location aptly named the Pair A Dice Trailer Park. Outlasting the owners throughout the years the trailer park still exists after more than half a century.

At times even some transitional collectors mistakenly think this matchbook is from the 1931 Pair O' Dice. It's actually one of the only existing artifacts of the 1952 *Pair a Dice Club* at 2067 North Las Vegas Blvd.

Covers like this one, from small clubs that only existed for a year or two are extremely scarce and rare.



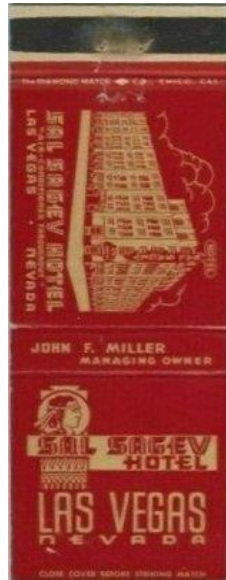
Pair O' Dice Club 1931 91 Club 1939 Last Frontier 1942



The Meadows Casino
May 2, 1931



The Meadows Casino



Sal Sagev Hotel
September 1931



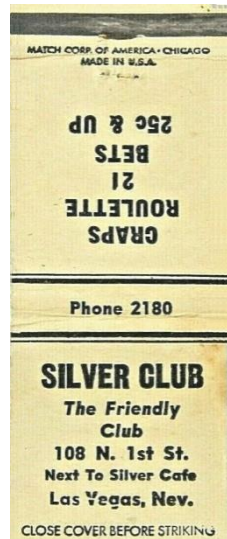
Sal Sagev Hotel



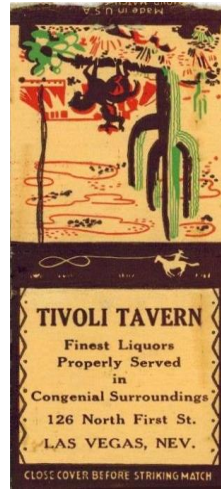
Big 4 Club & Bar
1931



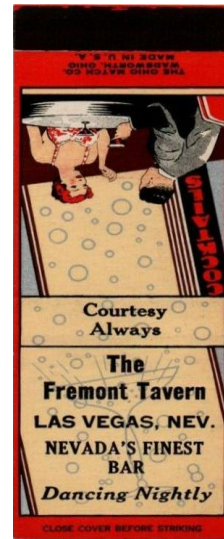
Nevada Bar
1932-1953



Silver Club
1934-1956



Tivoli Tavern
1934-1953



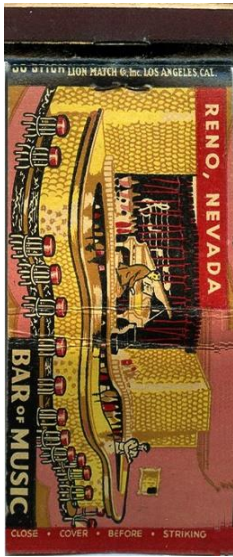
The Fremont Tavern
1937-1944



Cotton Club
1945-1957



Cotton Club



Bar of Music, Reno
1946



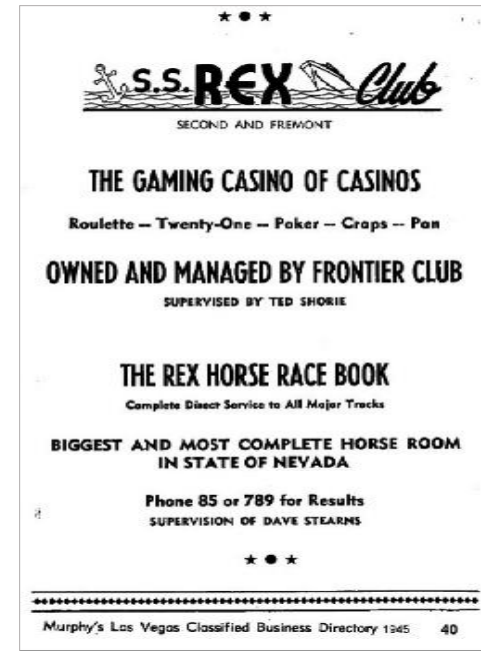
Big Meadow Hotel
1962-1963



Golden Nugget Restaurant
Tony Lucey - 1946



The Desert Inn
1936-1945
Bakersfield, CA
Jack Stewmon's



Rex Club

Owner (Dr. Monte Bernstein)
Feb. 7, 1946 – May 2, 1946

Owner (Moe Sedway)
May 2, 1946 - June 1946

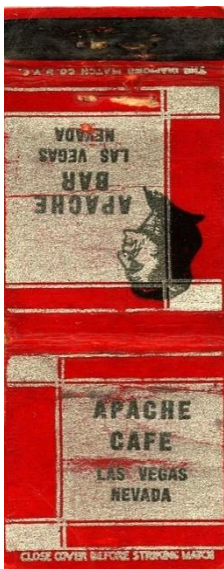
The original Apache Café & Bar was opened in 1932 by the Silvangi family. One of the mainstay locations, the Apache Hotel stood over some of the most colorful casinos in what would become downtown Las Vegas at 124 - 128 Fremont St.

The Apache Hotel hosted the Kiva Club (1932-1934) and the Apache Casino became the Western Casino (1941-1942) and then the New Western Casino (1942).

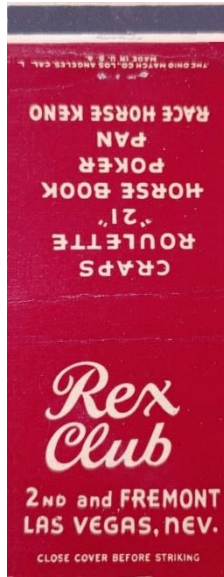
The 128 Fremont site became the S.S. Rex (1944-1946) for eleven months and then was renamed the Rex Club. The Rex Club *only operated for four months* from February until June 1946 making any item existing from the S.S. Rex/Rex Club days ultra-rare.

During late 1946 the Rex Club was transformed into the Eldorado Club (1947-1951) The Clover Club Casino opened New Year's Day 1951 and lasted until late July 1951. The final casino incarnation was Benny Binion's Horseshoe Club (Aug 2, 1951-2004).

This *Rex Club* matchbook cover is an extremely rare Las Vegas historical collectible. After more than seven decades of existence it remains in virtually pristine condition.



Apache Café & Bar
1932-1941



Rex Club
Feb - June 1946



Eldorado Club
1947-1951



Binion's Horseshoe
August 2, 1951

ANNOUNCING
THE NEW EXCLUSIVE
HOTEL APACHE CASINO
Most Luxurious in Nevada
OPENS TONIGHT
CATERING TO
Ladies and Gentlemen



The public is extended a most cordial invitation to visit and inspect our establishment tonight from 5 o'clock on. The games will be in play and everyone is welcome to try his luck.


C. E. Mason

● ROULETTE ● "21" ● CRAPS ●

KENO ●

POKER ●

RACEBOOK ●

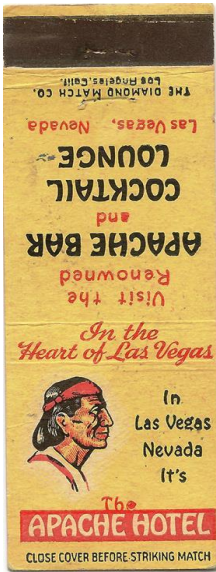


● PAN ●

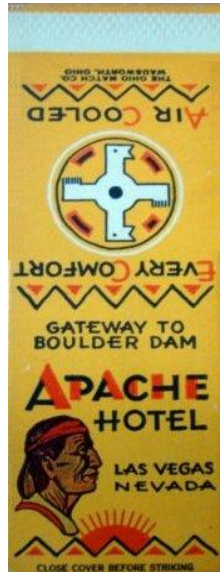
● SLOT MACHINES ● BINGO ● SPORTSBOOK ●



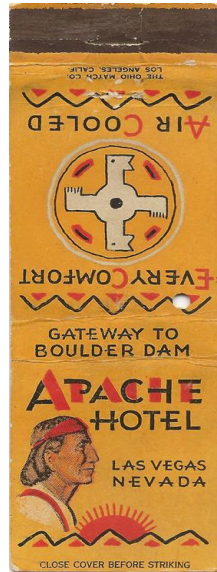
Apache Cafe
March 19, 1932



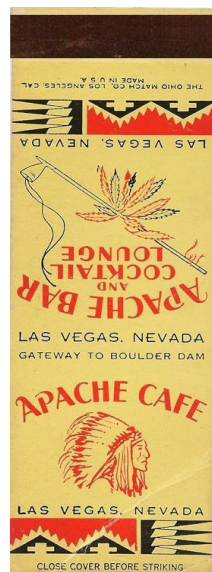
Apache Hotel



Apache Hotel



Apache Hotel



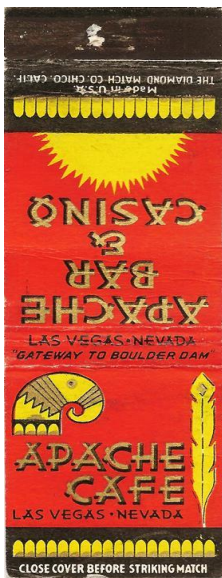
Apache Cafe



Apache Hotel



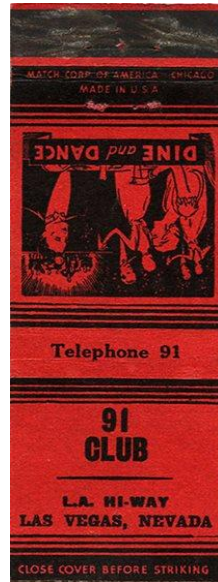
Apache Hotel



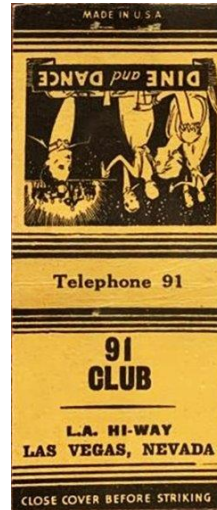
Apache Café



91 Club
March 15, 1939



91 Club



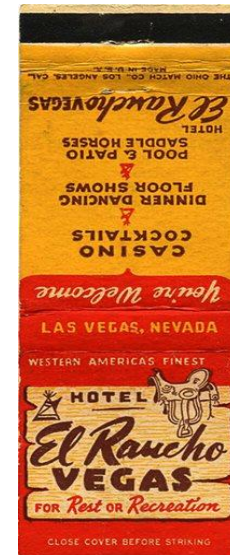
91 Club



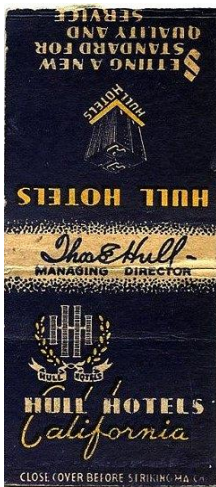
El Rancho Vegas
April 3, 1941



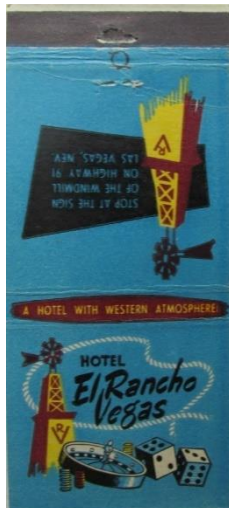
El Rancho Vegas



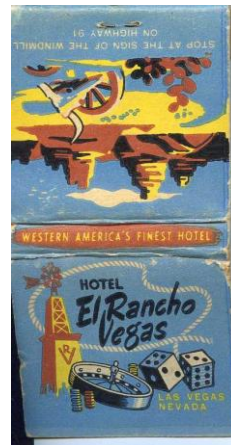
El Rancho Vegas



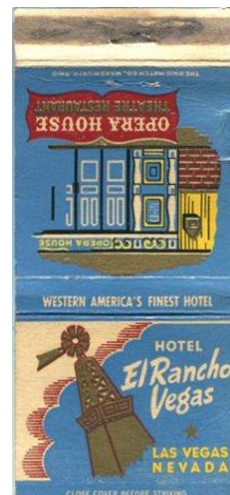
El Rancho Vegas
Thomas Hull Hotels



El Rancho Vegas



El Rancho Vegas



El Rancho Vegas



El Rancho Vegas



El Cortez Hotel
November 7, 1941



El Cortez Hotel



El Cortez Hotel



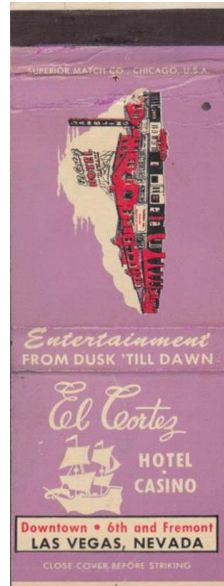
El Cortez Hotel



El Cortez Hotel



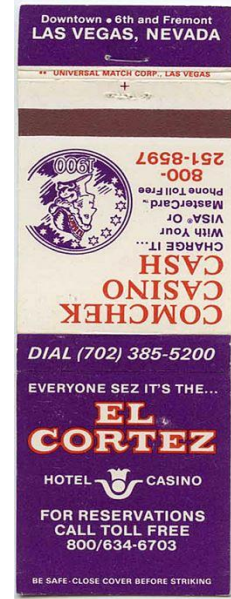
El Cortez Hotel



El Cortez Hotel Script Version



El Cortez Hotel



El Cortez Hotel



El Cortez Hotel



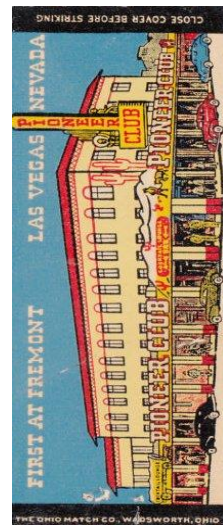
El Cortez Hotel



Pioneer Club
April 10, 1942



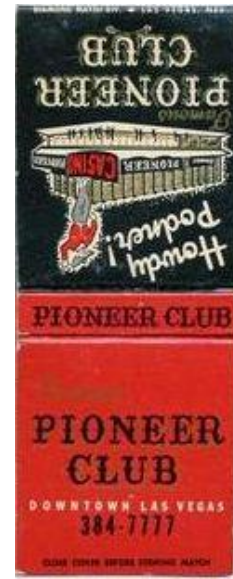
Pioneer Club



Pioneer Club



Pioneer Club



Pioneer Club



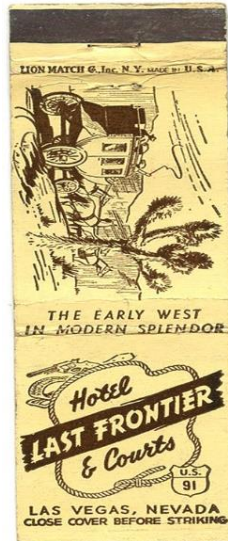
Pioneer Club



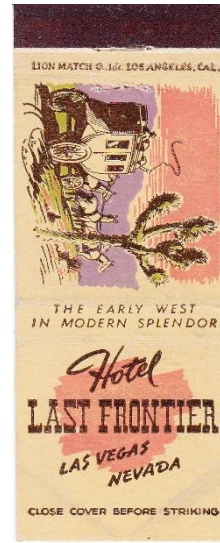
Pioneer Club



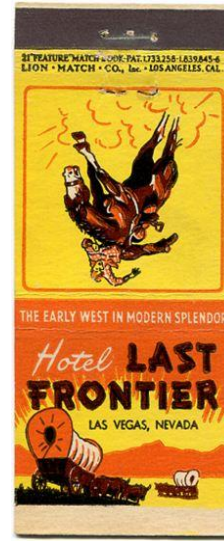
Pioneer Club



Last Frontier
October 30, 1942



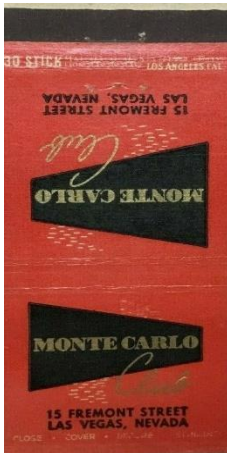
Last Frontier



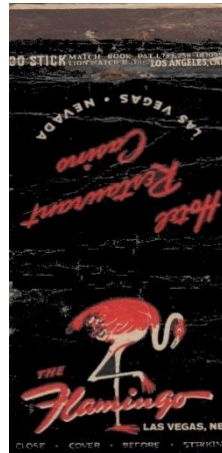
Last Frontier



Last Frontier



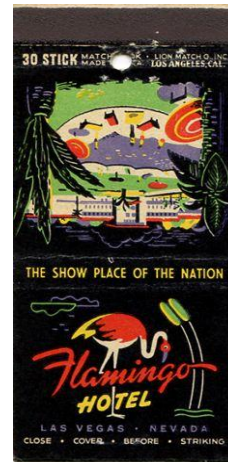
Monte Carlo Club
1945-1955



Flamingo Hotel
December 24, 1946



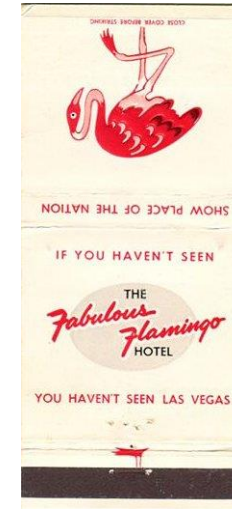
Flamingo Hotel



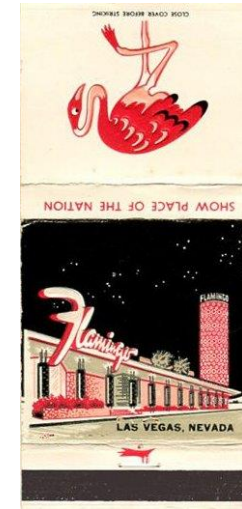
Flamingo Hotel



Flamingo Hotel



Flamingo Hotel



Flamingo Hotel



Thunderbird
September 2, 1948



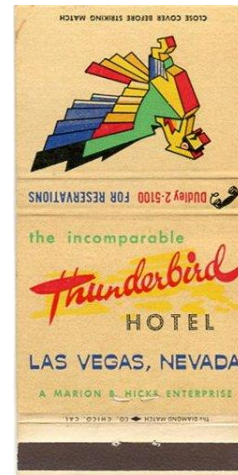
Thunderbird



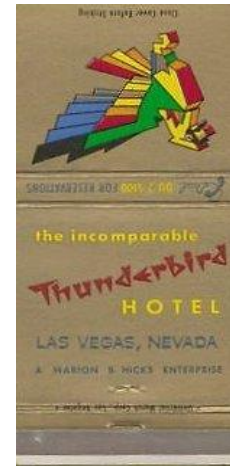
Thunderbird



Thunderbird



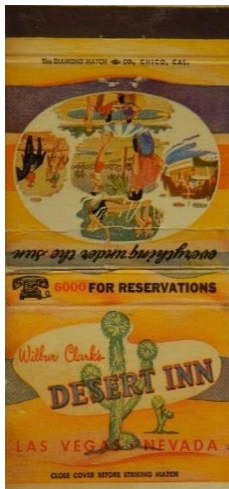
Thunderbird



Thunderbird



Thunderbird



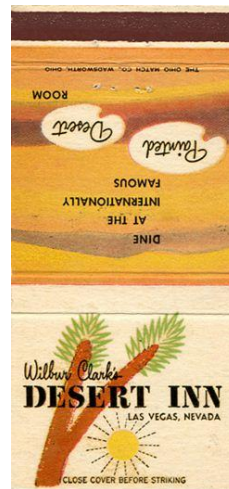
Wilbur Clark's Desert Inn
April 24, 1950



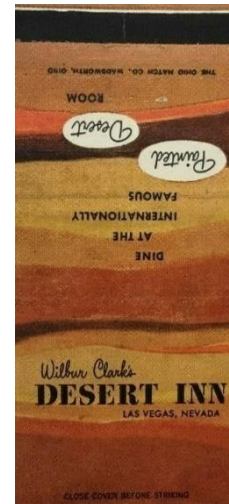
Desert Inn



Desert Inn



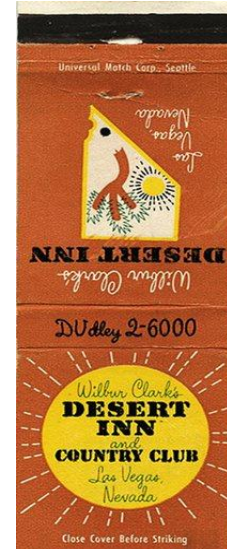
Desert Inn



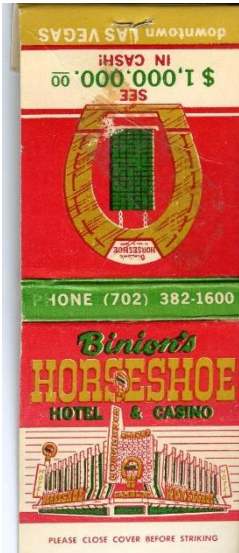
Desert Inn



Desert Inn
Rare



Desert Inn



Horseshoe Bar
August 2, 1951



Horseshoe Hotel & Casino
Binion's



Horseshoe



Horseshoe Club
Joe W Brown's



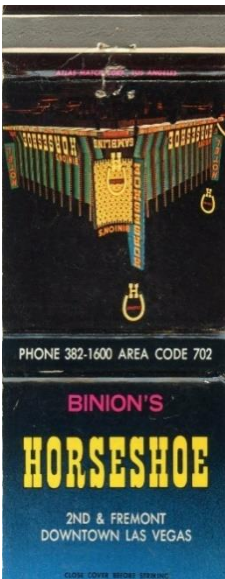
Horseshoe Club
Joe W Brown's



The Horseshoe Club



Horseshoe
Binion's



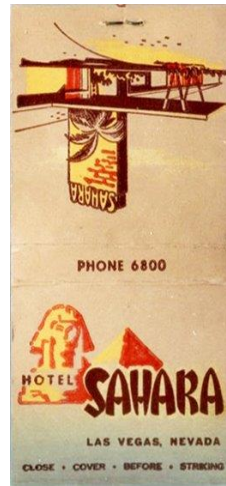
Saraha



Hotel Sahara
October 7, 1952



Hotel Sahara



Hotel Sahara



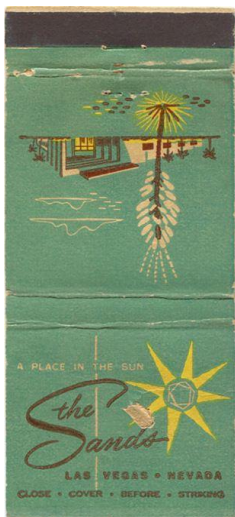
Hotel Sahara



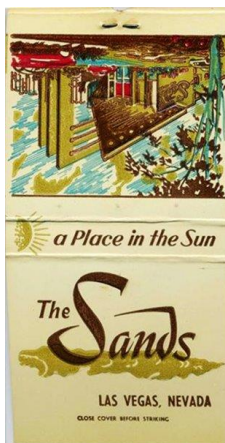
Hotel Sahara



Hotel Sahara



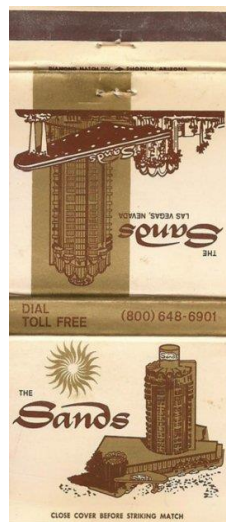
Sands Casino
December 15, 1952



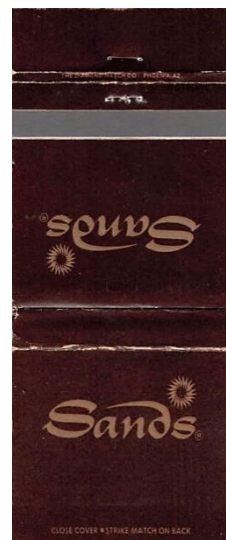
Sands Casino



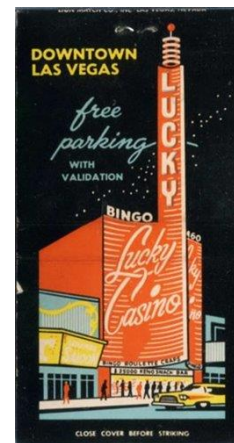
Sands Casino



Sands Casino



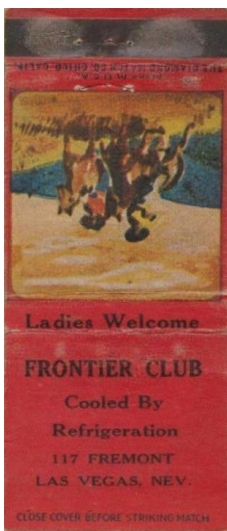
Sands Casino



Lucky Casino
May 6, 1963



Lucky Casino



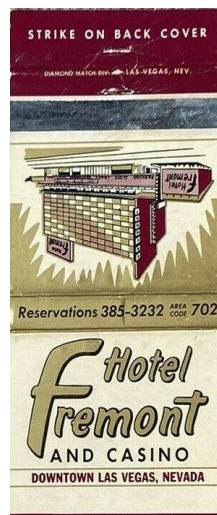
Frontier Club
1935-1953



Frontier Club



Hotel Fremont & Casino
1955-1967



Hotel Fremont
May 18, 1956



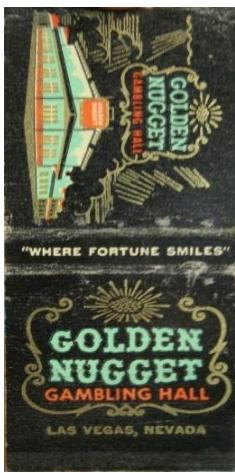
Lucky Strike Club



Lucky Strike Club
1952-1969



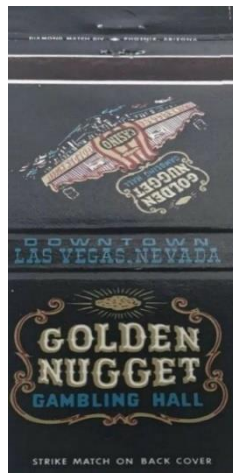
Lucky Strike Club



Golden Nugget
1946



Golden Nugget



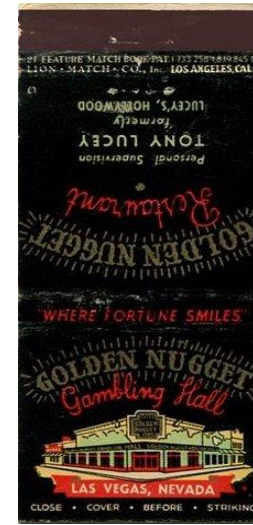
Golden Nugget



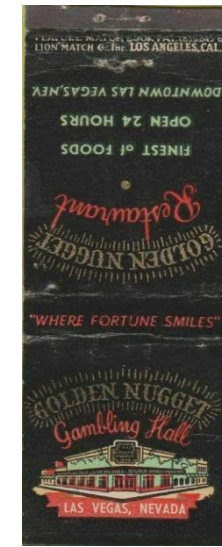
Golden Nugget



Golden Nugget



Golden Nugget



Golden Nugget



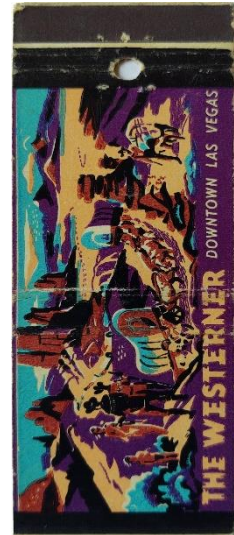
Golden Nugget



The Westerner
1950-1960



The Westerner



The Westerner



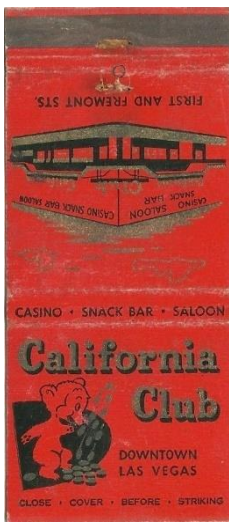
The Westerner



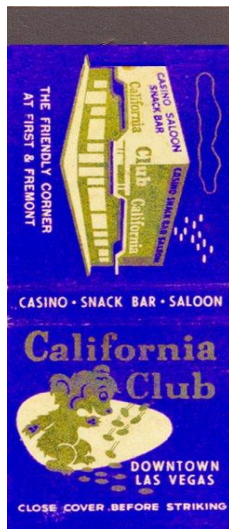
The Westerner



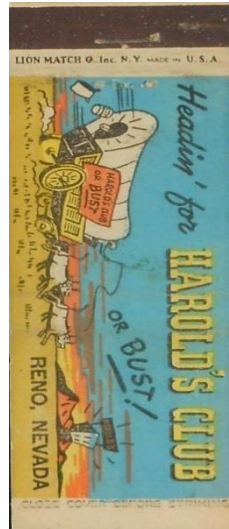
The Westerner



California Club
1946-1970



California Club



Harold's Club
1935-1995



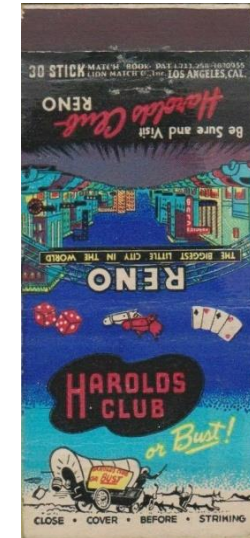
Harold's Club



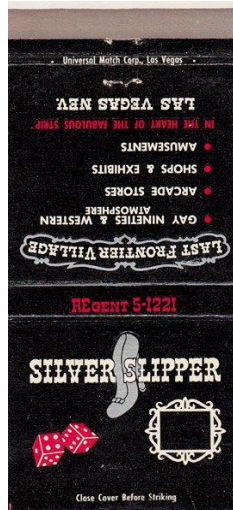
Harold's Club



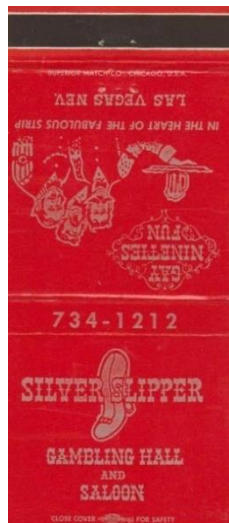
Harold's Club



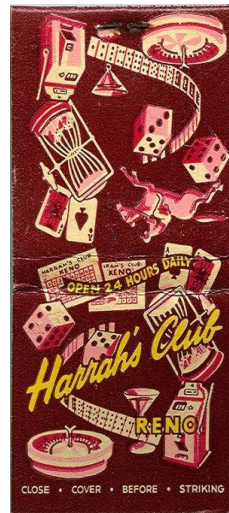
Harold's Club



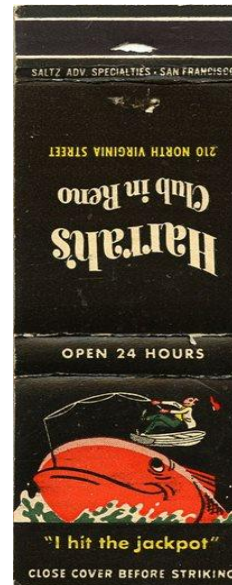
Silver Slipper
1950-1988



Silver Slipper



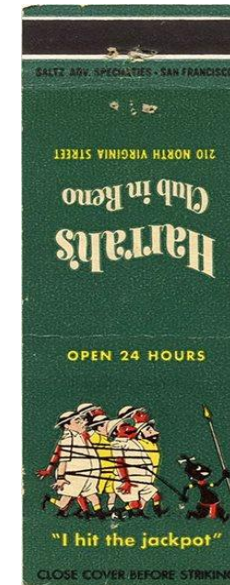
Harrah's Club
1946-2020



Harrah's Club



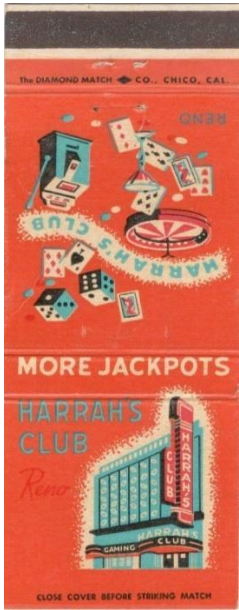
Harrah's Club



Harrah's Club



Harrah's Club



Harrah's Club



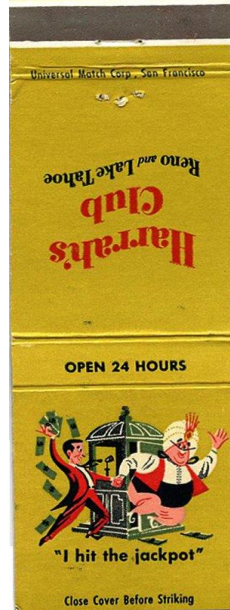
Harrah's Club



Harrah's Club



Harrah's Club



Harrah's Club



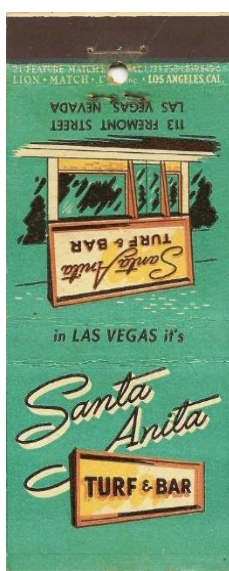
Harrah's Club



Harrah's Club



Santa Anita Turf Club
1948-1952



Santa Anita Turf Club



The Mint
1957-1988



The Mint



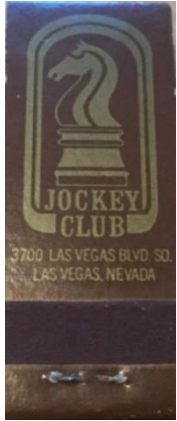
The Mint



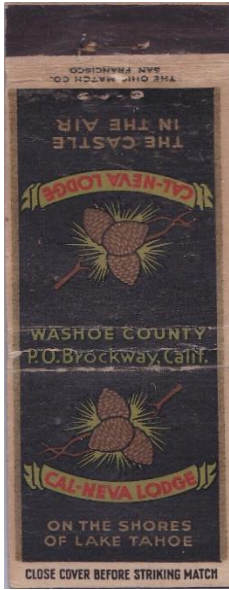
The Mint



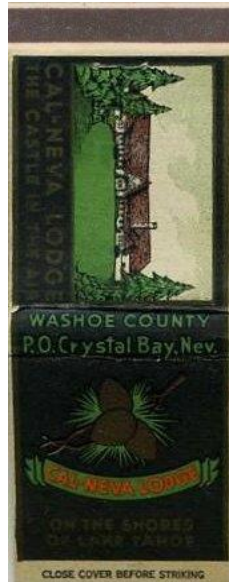
The Mint



Jockey Club
1974



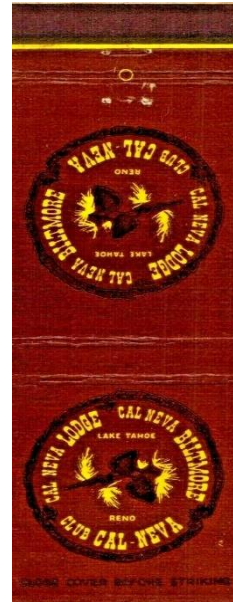
Cal Neva Lodge
1927-1986



Cal Neva Lodge



Club Cal-Neva
1948



Club Cal-Neva



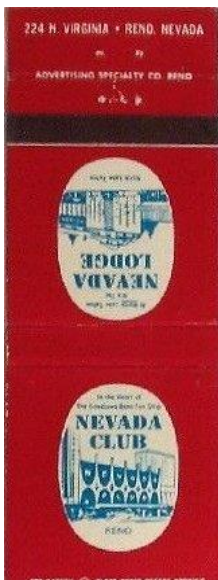
Club Cal-Neva



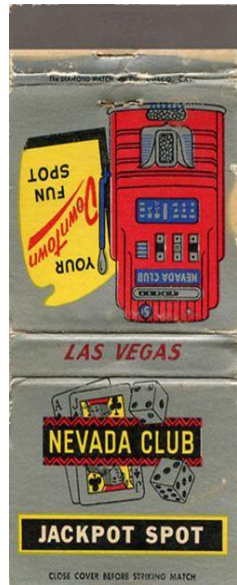
Club Cal-Neva



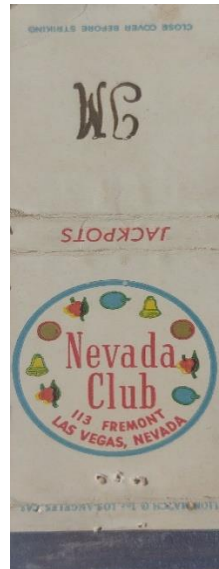
Nevada Club
1946
First Edition Reno



Nevada Club
1946-1998
Reno



Nevada Club
1953-1955
Las Vegas



Nevada Club



Fortune Club
1952-1955



Fortune Club



Aladdin
1968-1997



The Silver Palace
1956-1964



Hotel Tropicana
1957



San Souci
1957-1963



Desert Spa
1958



Battista's
1970



Mecca Slots
1973



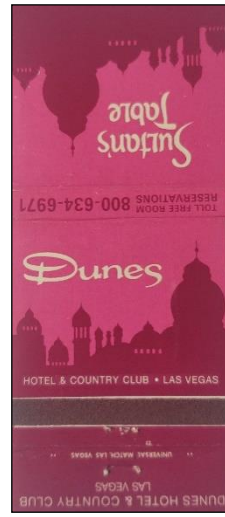
Golden Goose Casino
1974-1980



Dunes
1955-1993



Dunes



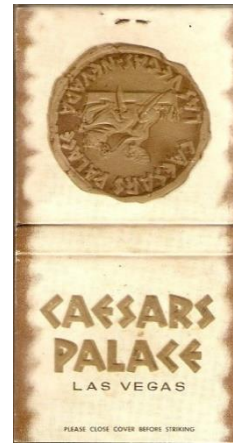
Dunes



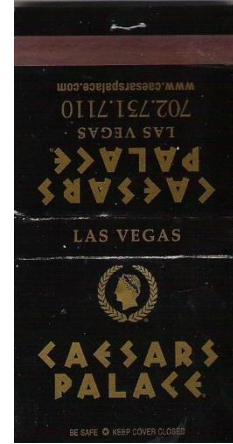
Golden Slot Club
1955-1958



Golden Slot Club



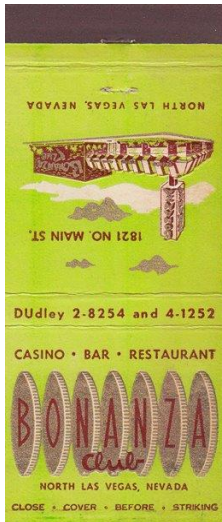
Caesar's Palace
1955



Caesar's Palace
August 5, 1967



Club Bingo
1947-1952



Bonanza Club
1955-1967



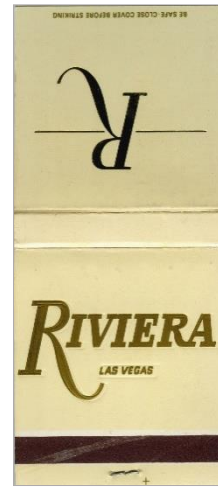
Algiers
1953-2004



Hacienda
1956-1996



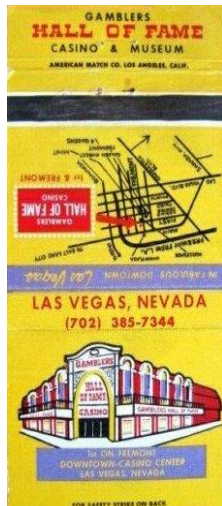
MacDonald Hotel
1964-1970



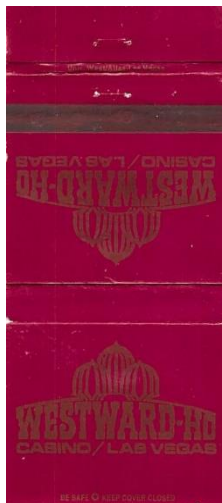
Riviera
1955-2015



MGM Grand Hotel
1973-1986



Gambler's Hall of Fame
1974-1976



Westward Ho
1971-2005



Desert Inn & Spa
1967-2000



The Castaways
1963-1987



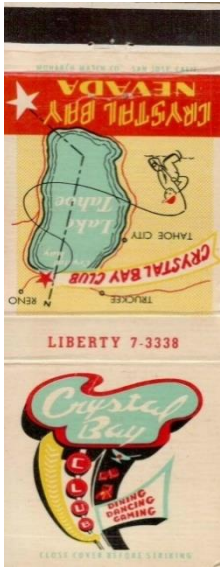
The Castaways



The Castaways



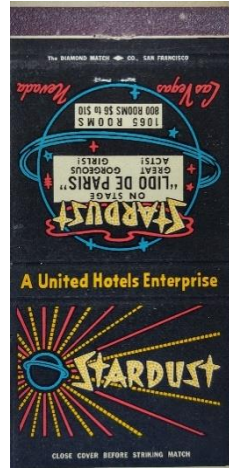
The Castaways



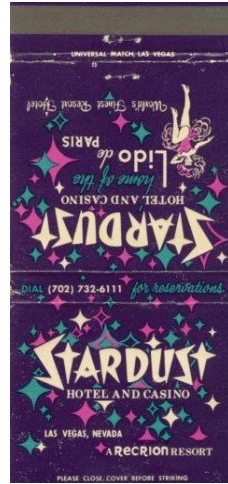
Crystal Bay Club
1953



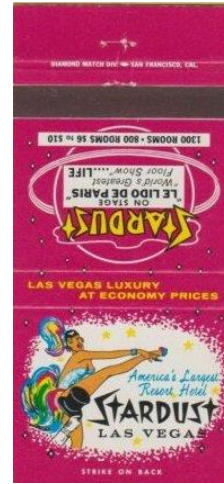
Stardust Resort Hotel
1958-2006



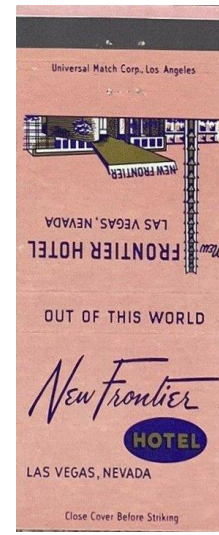
Stardust Resort Hotel



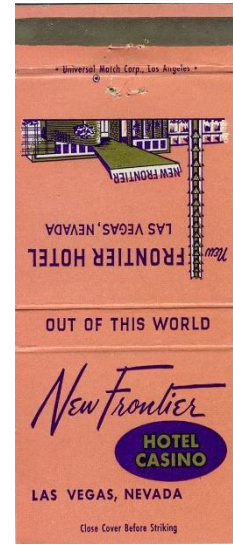
Stardust Resort Hotel



Stardust Resort Hotel



New Frontier
1957-1965



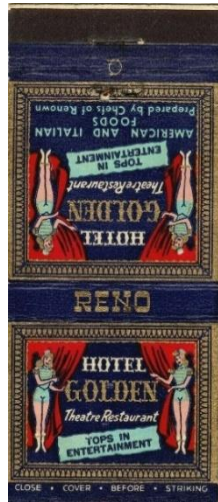
New Frontier



Hotel Golden
1907-1952



Hotel Golden



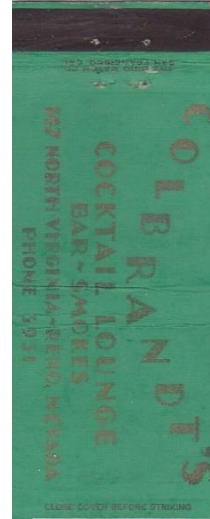
Hotel Golden



Tommy's Victory Club
1933-1954



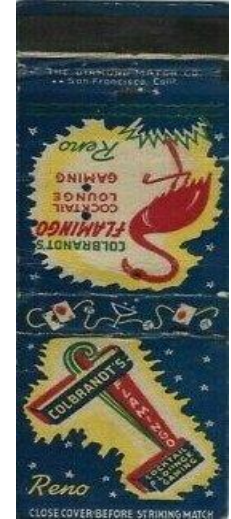
Club Fortune
1937-1948



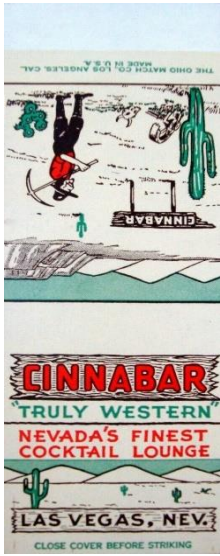
Colbrandt's Lounge
1937-1946
Pre-Flamingo



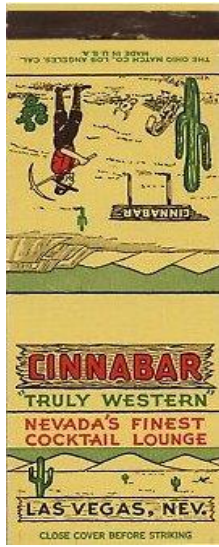
Colbrandt's Lounge
1946-1956
Flamingo



Colbrandt's Lounge



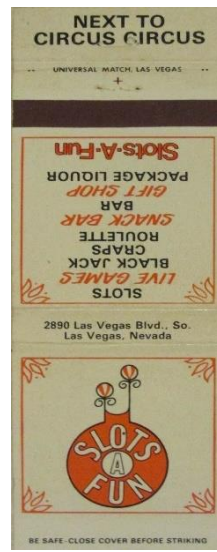
Cinnabar Lounge
1946-1959



Cinnabar Lounge



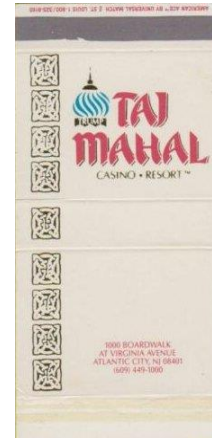
Sin-a-bar Casino
1972



Slots A Fun
1973



Slots A Fun



Taj Mahal Casino
1990-2016
Atlantic City, NJ



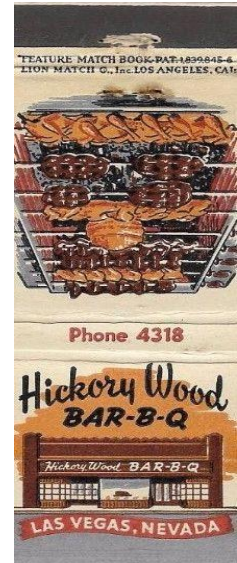
Club 116
1941-1955



Mabel's Whore House
1970



The Cotter Key Club
1972-1978



Hickory Wood Bar-B-Q
1950s-1960s



Showboat Hotel & Casino
1954-2001



Showboat Hotel & Casino



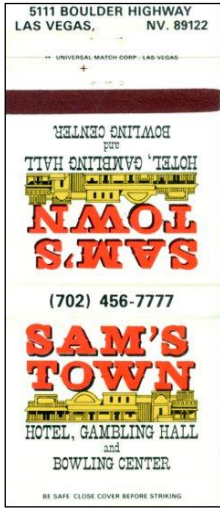
Showboat Hotel & Casino



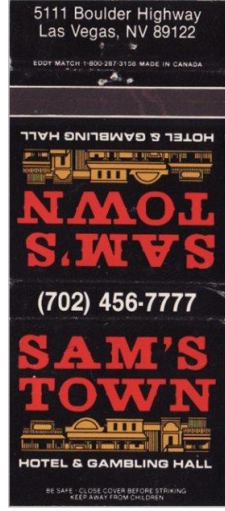
Silver City Casino
1975-1999



Bagdad Inn
1955



Sam's Town Hotel
1979



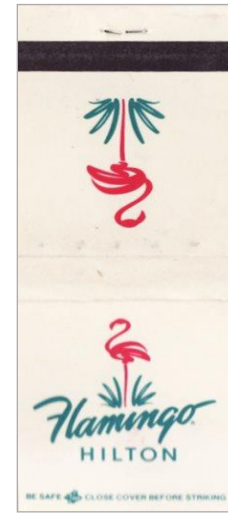
Sam's Town Hotel



Wheel Casino
1974-1975



Flamingo Hilton
1970-2000



Flamingo Hilton



Imperial Palace
1979-2012



Ramada San Remo
1989-2006



Holiday Casino
1973-1992



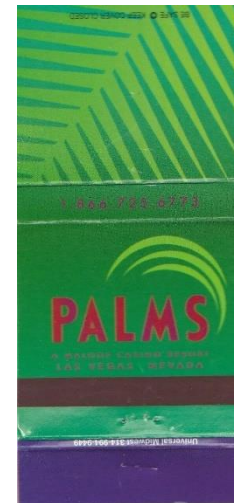
Treasury Hotel & Casino
1979-1982



Palms
2001



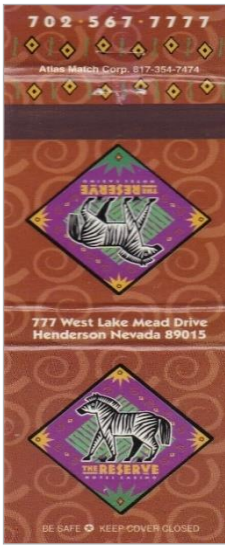
Palms



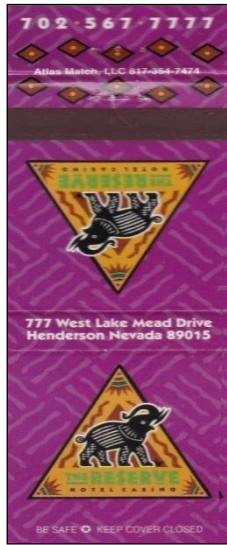
Palms



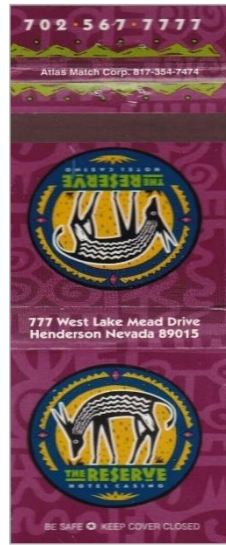
State Line Casino
1948-1982



The Reserve
1998-2001



The Reserve



The Reserve



The Reserve



The Reserve



Lilly Belle's



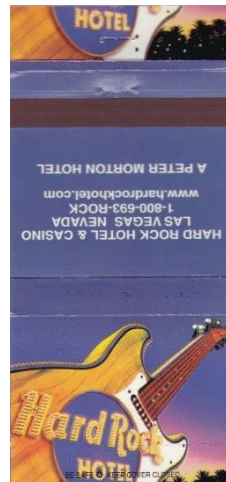
S.S. Rex – Santa Monica
1938-1940



Hard Rock Hotel
1995-2020



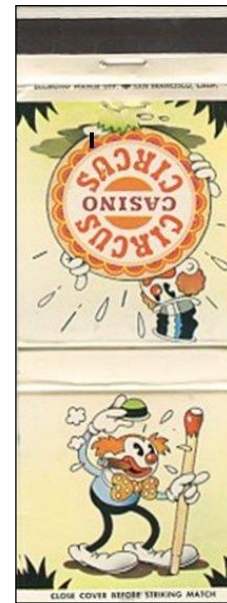
Hard Rock Hotel



Hard Rock Hotel



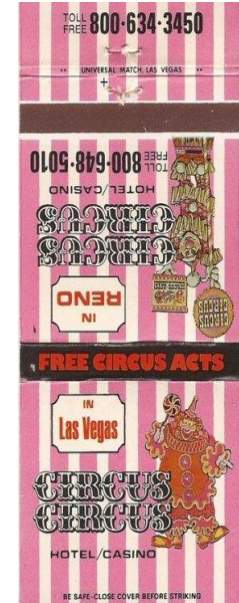
Hard Rock Hotel & Casino
1995 Peacock Lounge



Circus Circus
1968



Circus Circus



Circus Circus