











FINE FARE

BRITAIN'S LEADING SUPERMARKET

MATCHES

BRITISH MADE

AVERAGE 34 CONTENTS

FINE FARE

BRITAIN'S LEADING SUPERMARKET

MATCHES



FINE FARE

BRITAIN'S LEADING SUPERMARKET

MATCHES

FINE FARE LTD., WELWYN GARDEN CITY, HERTS.

AVERAGE 32 CONTENTS

BRITISH MADE

FINE FARE

BRITAIN'S LEADING SUPERMARKET

MATCHES



BRITISH MATCHES
AVERAGE CONTENTS 36

A yellow rectangular label with a red border. The text "BRITISH MATCHES" and "AVERAGE CONTENTS 36" is printed in a bold, black, sans-serif font.

RED TOP MATCH

The text "RED TOP MATCH" is printed in a bold, black, sans-serif font below the matchbox label.

3^D BRITISH MATCHES 3^D
AVERAGE CONTENTS 49

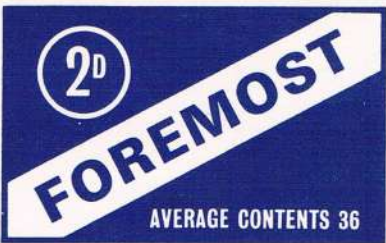
A yellow rectangular label with a red border. The text "3^D BRITISH MATCHES 3^D" and "AVERAGE CONTENTS 49" is printed in a bold, black, sans-serif font.

RED TOP MATCH

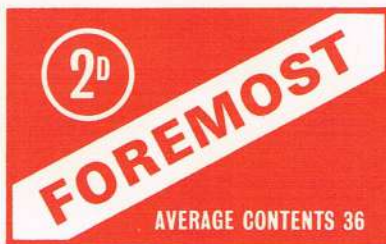
The text "RED TOP MATCH" is printed in a bold, black, sans-serif font below the matchbox label.



UNITED MATCH INDUSTRIES LTD
BISHOPS STORTFORD HERTS



UNITED MATCH INDUSTRIES LTD
BISHOPS STORTFORD HERTS



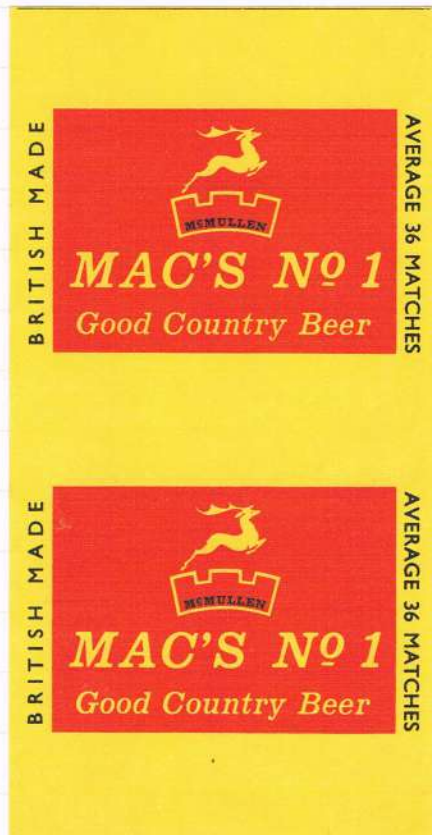
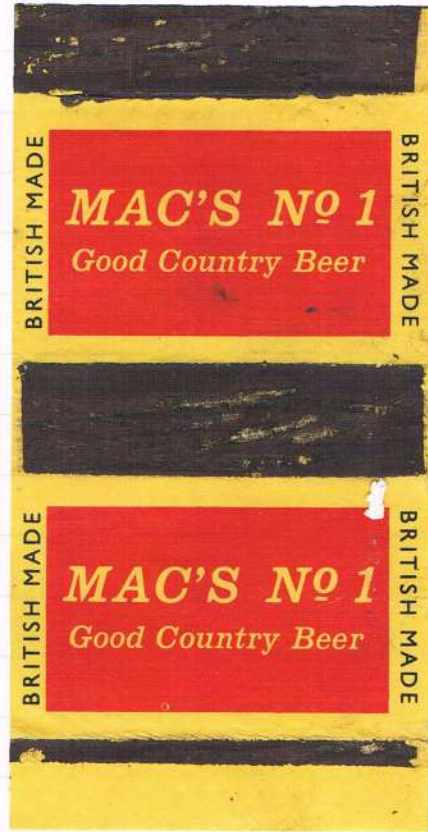
UNITED MATCH INDUSTRIES LTD.
BISHOPS STORTFORD, HERTS.





UNITED MATCH INDUSTRIES LTD
BISHOPS STORTFORD HERTS







W. STEPHEN NICHOLAS, LTD
LIVERPOOL, 7.



W. STEPHEN NICHOLAS, LTD
LIVERPOOL, 7.






BEST BRITISH
PARIMAT
MATCHES

BEST BRITISH
PARIMAT
MATCHES

UNITED MATCH INDUSTRIES LTD.
BISHOP'S STORTFORD, HERTS.



This matchbox label features a red background. On the left, a central illustration shows a jockey in a red jacket riding a grey horse that is carrying a large wooden barrel. Below this illustration, the word "RHYMNEY" is printed in a bold, black, serif font, followed by the slogan "THE BEST ROUND HERE" in a smaller, black, sans-serif font. To the right of the illustration, a vertical text block reads "BRITISH MADE MATCHES" and "AVERAGE CONTENTS" above a small black square containing the number "36". On the far right, there are two stacked black rectangular boxes. The top box contains a circular logo with a white background, showing the jockey and horse on a barrel, with "REG. TRADE MARK" written around the top edge. Below this logo, the word "RHYMNEY" is printed in a bold, black, serif font. The bottom box contains the words "WELSH BROWN" in a large, bold, white, sans-serif font.



This matchbox label features a yellow background. On the left, a central illustration shows a jockey in a red jacket riding a grey horse that is carrying a large wooden barrel. Below this illustration, the word "RHYMNEY" is printed in a bold, red, serif font, followed by the slogan "THE BEST ROUND HERE" in a smaller, black, sans-serif font. To the right of the illustration, a vertical text block reads "BRITISH MADE MATCHES" and "AVERAGE CONTENTS" above a small black square containing the number "36". On the far right, there are two stacked red rectangular boxes. The top box contains a circular logo with a white background, showing the jockey and horse on a barrel, with "REG. TRADE MARK" written around the top edge. Below this logo, the word "RHYMNEY" is printed in a bold, black, serif font. The bottom box contains the words "WELSH BITTER" in a large, bold, white, sans-serif font.





THE GREATEST NAME IN FOOD!

AVERAGE CONTENTS 34
BRITISH MADE



THE GREATEST NAME IN FOOD!





Telephone: - YOUR SUPPLIER

The Turkey Match
THE FULL SIZE PINE MATCH
FOR THE SMOKER

UNITED MATCH INDUSTRIES LTD.
BISHOPS STORTFORD, HERTS.

BRITISH MADE



REGISTERED TRADE MARK

AVERAGE 50 CONTENTS

The Turkey Match
THE FULL SIZE PINE MATCH FOR THE SMOKER

Telephone: - YOUR SUPPLIER

The Turkey Match
THE FULL SIZE PINE MATCH
FOR THE SMOKER

UNITED MATCH INDUSTRIES LTD.
BISHOPS STORTFORD, HERTS.

The Turkey Match
THE FULL SIZE PINE MATCH FOR THE SMOKER

BRITISH MADE



REGISTERED TRADE MARK

AVERAGE 50 CONTENTS

The turkey match



REGISTERED TRADE MARK

UNITED MATCH INDUSTRIES LTD
BISHOP'S STORTFORD HERTS.

REGISTERED TRADE MARK

British Made

The Turkey Match

United Match Industries Ltd
Average contents 32

2^D



TURKEY
BRITISH MATCHES


TURKEY
BRITISH MATCHES



2^D


United Match Industries Ltd
Average contents 47

3^D



TURKEY
BRITISH MATCHES

TURKEY
BRITISH MATCHES



3^D





BRITISH MADE MATCHES
AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



VG MATCHES



BRITISH MADE MATCHES
AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



VG MATCHES



BRITISH MADE MATCHES
AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



VG MATCHES



BRITISH MADE MATCHES
AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



VG MATCHES



BRITISH MADE MATCHES

AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



BRITISH MADE MATCHES

AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



BRITISH MADE MATCHES

AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



BRITISH MADE MATCHES

AVERAGE CONTENTS 32
V.G. MANAGEMENT LTD., 16-21 Sackville St., London.



the best holidays are
Warner
HOLIDAYS
AVERAGE CONTENTS 33

the best holidays are
Warner
HOLIDAYS
AVERAGE CONTENTS 33

*"you make new friends"
at*
Warner's
HOLIDAY CAMPS
Average Contents 34

*"you make new friends"
at*
Warner's
HOLIDAY CAMPS
Average Contents 34

**Come
Co-operative
Shopping**

RAILWAY STREET & BRANCHES

YCS
CO-OPERATIVE
YORK SOCIETY LTD.

AVERAGE CONTENTS 33

**Come
Co-operative
Shopping**

BRITISH MADE MATCHES
AVERAGE CONTENTS 32

EDCS
EGGLES & DISTRICT
CO-OPERATIVE SOCIETY LTD

**Come
Co-operative
Shopping**

BRITISH MADE MATCHES
AVERAGE CONTENTS 32

BCS
BLACKBURN
CO-OPERATIVE SOCIETY LTD

**BINGLEY INDUSTRIAL
CO-OPERATIVE SOCIETY LTD**

for Best Quality
GROCERIES & PROVISIONS
AT COMPETITIVE PRICES
AVERAGE CONTENTS 38



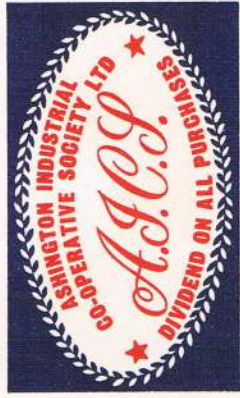
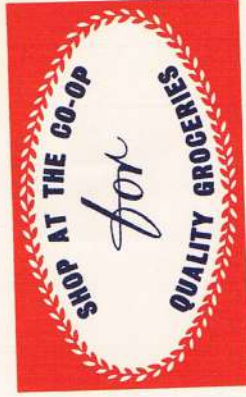
**C.W.S. TEAS
ARE THE BEST**



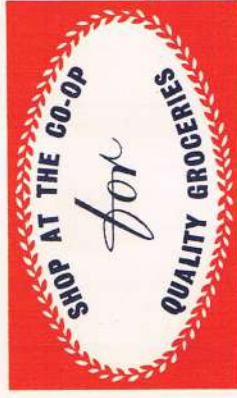
BRITISH MATCHES



BRITISH MADE MATCHES



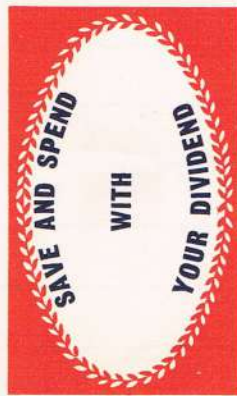
BRITISH MADE MATCHES



BRITISH MADE MATCHES

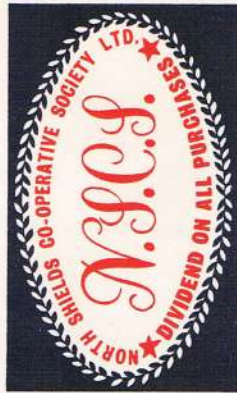
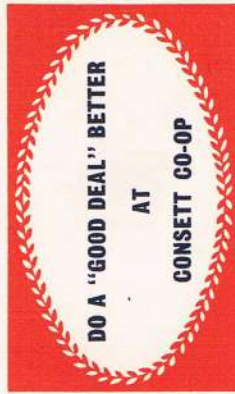


BRITISH MADE MATCHES

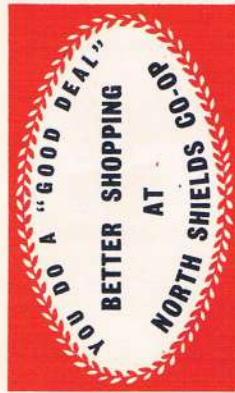




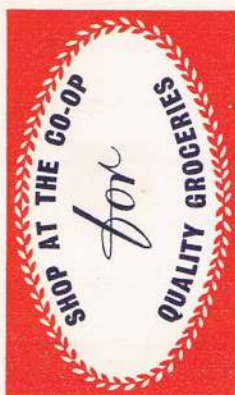
BRITISH MADE MATCHES



BRITISH MADE MATCHES



BRITISH MADE MATCHES



GOOD
FOOD

BRITISH MADE
MATCHES

GOOD
FOOD

COSTS LESS

3D

COSTS LESS

AT
C.P.S.

AVERAGE
CONTENTS 49

AT
C.P.S.

Wansbeck Grocers
(Wholesale)
Ltd

3^D

BRITISH MADE MATCHES
AVERAGE CONTENTS 50

Quality groceries,
individual service at
keenest prices

Triumph

Packed for Four Square Foods Ltd
AVERAGE CONTENTS 33 BRITISH MADE MATCHES

Triumph

SHOP AT

BLOWERS

FOR YOUR
GROCERIES & PROVISIONS

2^D BRITISH MADE
AVERAGE 36 MATCHES

SHOP AT

BLOWERS

FOR YOUR
GROCERIES & PROVISIONS

HAVE YOU TRIED

BROWN'S INSTANT COFFEE
100% PURE

BRITISH MADE MATCHES
AVERAGE CONTENTS 36

BROWN'S STORES
BRANCHES IN ALL DISTRICTS
(OLDHAM) LTD

WEMM
OF FAMILY GROCERS

REGISTERED TRADE MARK
AVERAGE CONTENTS 36

BRITISH MADE MATCHES
WALKER & MATLEY MANCHESTER

WEMM
OF FAMILY GROCERS

REGISTERED TRADE MARK
AVERAGE CONTENTS 36

YOU CANNOT
MATCH A

MIDGRO

GROCCER

BRITISH MADE MATCHES

YOU CANNOT
MATCH A

MIDGRO

GROCCER

BATEMANS
THE WELSH GROCERS

BRITISH MADE
AVERAGE 38 MATCHES

MAXIMUM RETAIL PRICE 2^p

BATEMANS
THE WELSH GROCERS

BRITISH MADE
AVERAGE 38 MATCHES

GU

DISCOUNT STORES,
LEIGH

Average contents 33
British made matches

LOWEST
PRICES in the
country for all your
groceries

**A GOOD DEAL MORE
FOR
A GOOD DEAL LESS
FROM
Lewiss'**

BRITISH MADE AVERAGE CONTENTS 34

**A GOOD DEAL MORE
FOR
A GOOD DEAL LESS
FROM
Lewiss'**

J. E. Barnes
(FRUITERS) LTD.
BEDLINGTON

Wholesale fruiterer,
grocer, confectioner.

British made matches
Average contents 34. **2D**

J. E. Barnes
(FRUITERS) LTD.
BEDLINGTON

Quality unsurpassed,
keenest prices.

PARK
BRITISH MADE MATCHES

PARK & DISTRICT WHOLESALERS LTD
STOCKPORT
AVERAGE CONTENTS 33

PARK
BRITISH MADE MATCHES

Keenest
KEENMART
prices

Average contents 47
British made matches

Quality plus
Keen prices
at
KEENMART



BRITISH MATCHES 2d

AVERAGE CONTENTS 30
APPLICABLE TO MATCHES OF 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000



BRITISH MATCHES 2d

HAVE YOU TRIED BOOTH'S
BROWN GOLD
INSTANT COFFEE YET?

AVERAGE CONTENTS 49 BRITISH MADE MATCHES

E.I.E.L. BOOTHEE
THE GOOD GROCERS
PRESTON & BRANCHES
1847

ALPIG (CASH AND CARRY) LTD.

The people's market

"De Olde Tram Depot"
BISPHAM, BLACKPOOL
Average contents 48 British made matches

Fuller baskets mean fuller purses at

ALPIG (CASH AND CARRY) LTD.

SHOP
WHERE MONEY BUYS MORE

TAYLOR'S SUPERMARKETS LTD.
TUNSTALL & BIDDULPH STAFFS

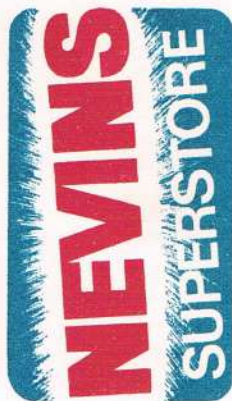
BRITISH MADE FOR
TAYLOR'S SUPERMARKETS LTD.
AVERAGE CONTENTS 34

TAYLOR'S
FOR WINES & SPIRITS

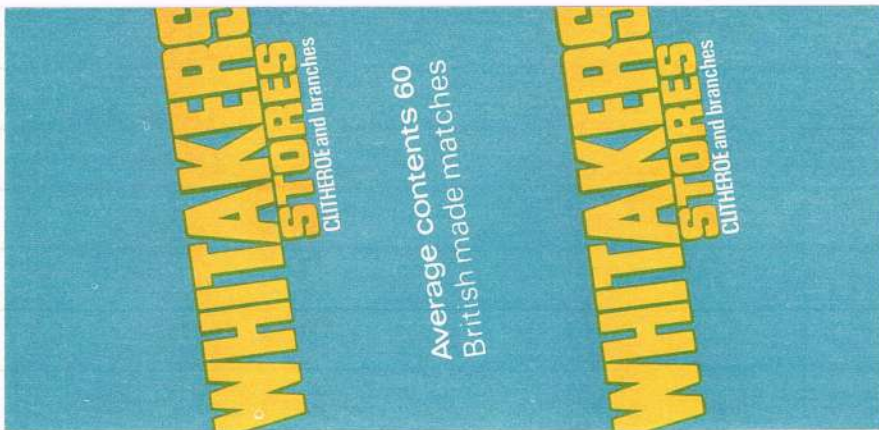
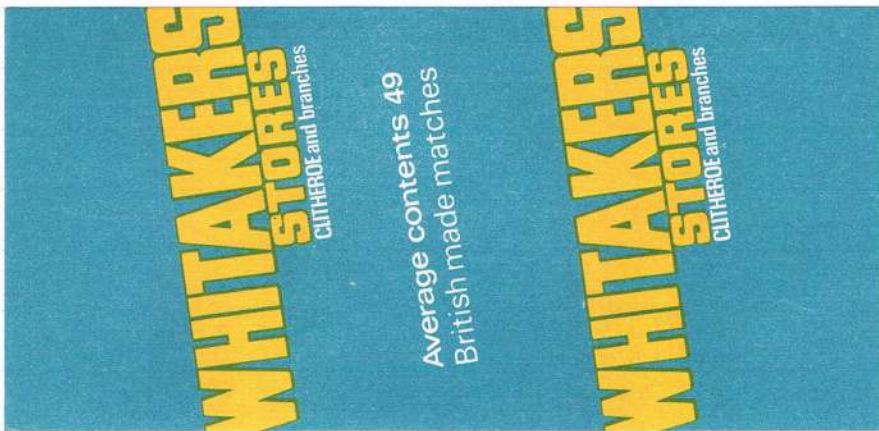
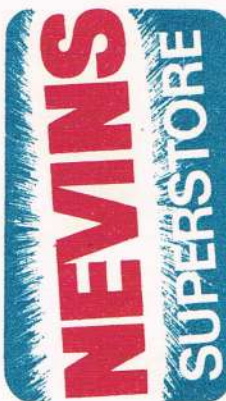
QUALITY SERVICE
SATISFACTION
FOR PERSONAL SERVICE



British made matches
Average contents 49 **3^D**



AVERAGE CONTENTS 49
BRITISH MADE MATCHES





Specially manufactured for
JOHN NICHOLSON
(STOCKTON-ON-TEES) LTD.



BROADBENT'S OF BUXTON
AVERAGE CONTENTS 36
BRITISH MADE



L. BUCKBY
(PROPRIETORS R.D. and J.H. STAFFORD)
WHOLESALE and RETAIL TOBACCONIST
LEICESTER and LOUGHBOROUGH

BRITISH MADE MATCHES FOR
L. BUCKBY 3^o
AVERAGE CONTENTS 49

L. BUCKBY
WHOLESALE and RETAIL DEALER IN
TOBACCOS, CIGARS, CIGARETTES, SNUFF
PROMPT SERVICE

SPECIALY PACKED FOR
RYANS OF HUDDERSFIELD

RYANS
newsagents

multiple news, sweets,
tobacco

RYANS
tobacconists

AVERAGE CONTENTS 49

ALPINE LAGER
Chilled-on Draught

BRITISH MADE MATCHES
SAM'L. SMITH, TADCASTER
AVERAGE CONTENTS 33

ALPINE LAGER
slims as it cools
under 2% sugar content

Mitchells of Lancaster AVERAGE CONTENTS 49 *Mitchells of Lancaster*

 BRITISH MADE MATCHES 

Ales & Stout  *Ales & Stout*

KRYSTAL KEG **BURTONWOOD**

BURTONWOOD BREWERY LTD AVERAGE CONTENTS 48

'BIG TASTE' **BURTONWOOD ALES**

 AVERAGE CONTENTS 33 

UNITED CLUBS BREWERY **UNITED CLUBS BREWERY**

'Loyalty Pays' Pontyclun BRITISH MADE 'Loyalty Pays' Pontyclun

DRINK WELL



DRINK WELLS
AVERAGE CONTENTS 32

ALWAYS KEEP A
WELCOME
ON THE MAT
RICH, BROWN ALE



YOUNGER'S
TARTAN
KEG


SCOTTISH & NEWCASTLE BREWERIES LTD
AVERAGE CONTENTS 32 BRITISH MADE MATCHES




NEWCASTLE
BROWN
ALE

**DUNMOW
BREWERY LTD**

Always ask for
**DOUBLE
DUNMOW**



Gentlemen
the best!



EVERARDS
BURTON BEERS

GENTLEMEN - THE BEST!
AVERAGE CONTENTS 33



Sarsons
FINE WINES



BRITISH MADE MATCHES

NORWICH & ELY

Norfolk Ales

STEWART & PATTERSON

AVERAGE CONTENTS 34

AVERAGE CONTENTS 32
ESTABLISHED 1778

BODDINGTONS

STRANGWAYS BREWERY
MANCHESTER

“BALLANTRAE”
SPECIAL OLD SCOTCH

AVERAGE CONTENTS 32
ESTABLISHED 1778

BODDINGTONS

STRANGWAYS BREWERY
MANCHESTER

Birkenhead Ales

THE BIRKENHEAD
BREWERY CO. LTD.

BRITISH MADE MATCHES
Average Contents 36

ESTD 1836

**ROYAL
ASSENT**

Rare Old
Scotch Whisky

MACKIES (B & L) LTD.

GREENE KING

17 99

FINE
ALES

GREENE KING

17 99

FINE
ALES

AVERAGE CONTENTS 32

Beer at its Best



TETLEY

BRITISH MADE MATCHES
AVERAGE CONTENTS 32

**TETLEY'S
ALES**

USHER'S
BREWERY
ENCOURAGES
SPORT
BREWERY
USHER'S

BRITISH MADE MATCHES
AVERAGE CONTENTS 36

USHER'S
BREWERY
ENCOURAGES
SPORT
BREWERY
USHER'S



Average Contents 34
BRITISH MADE



Average Contents 34
BRITISH MADE

LEES
Archer
Stout



J.W. LEES & CO. (BREWERS) LTD
BREWERY
UNION STREET
MANCHESTER

AVERAGE CONTENTS 33

LEES
Super
Butter



2^D MAX. AVERAGE CONTENTS 32

OLDHAM BREWERY CO^S

FAMOUS

ABES & BO STOUT

REGISTERED TRADE MARK

OLDHAM BREWERY CO^S LTD

BRITISH OLDHAM. MADE

OLDHAM BREWERY

REGISTERED TRADE MARK

80

OLDHAM STOUT

ON TOP FOR TASTE

TOPS

TOPS

TOPS

BRITISH MATCHES
AVERAGE CONTENTS 38

Huntsman Ales

DORSET BROWN ALE

Brewed and Bottled by
ELDRIDGE, POPE & Co., Ltd.
Dorchester.

Huntsman

BOTTLED BEERS

-are the TOPS!

Devenish

THE BEERS OF THE SOUTH WEST

2^D

BRITISH MADE MATCHES AVERAGE CONTENTS 34

Devenish

THE BEERS OF THE SOUTH WEST

2^D

BRITISH MADE MATCHES AVERAGE CONTENTS 34

BRITISH MATCHES

AVERAGE CONTENTS 36

2^D MAX.

DEVENISH

THE BEERS OF THE SOUTH WEST

THE BREWERY

REDRUTH, WEYMOUTH, SIDMOUTH

BRITISH MATCHES

AVERAGE CONTENTS 36

2^D MAX.

DEVENISH

THE BEERS OF THE SOUTH WEST


THE BREWERY

REDRUTH, WEYMOUTH, SIDMOUTH



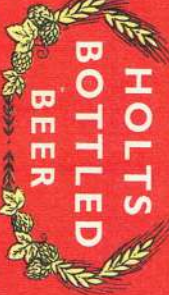
**BARNSLY
BITTER**
BARNSLY
BREWERY CO. LTD.

BRITISH MADE MATCHES
AVERAGE CONTENTS 36




**BARNSLY
BREWERY
Co's
OAKWELL
ALES**

**HOLT'S
BOTTLED
BEER**
NONE BETTER



BRITISH MADE MATCHES
AVERAGE CONTENTS 32

HOLT'S ALES



**DERBY BREWERY
MANCHESTER**

**ALMOND'S
FINE ALES**


British made matches
Average contents 34

**ALMOND'S
FINE ALES**

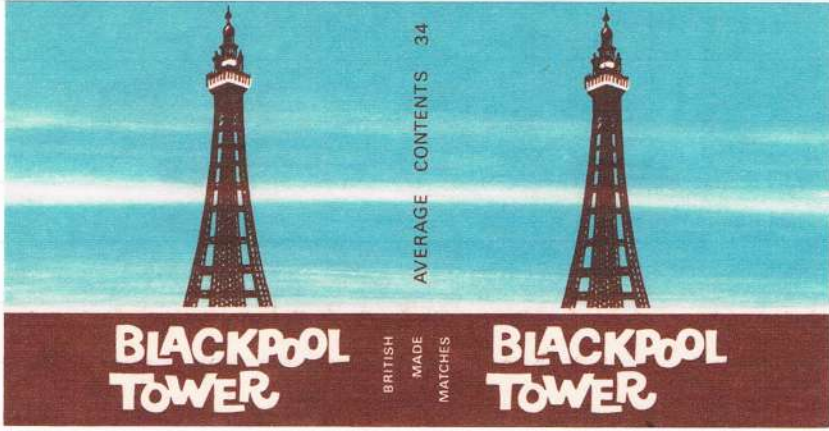
Stones
supreme for Strength
Best
Bitter
INDEPENDENT BREWERS · SHEFFIELD

**WARDS MINERALS
AND BOTTLED BEERS**
AVERAGE CONTENTS 36

MAPPIN'S



**WINES & SPIRITS
ROTHERHAM**





MAKE PROFITS FROM CIGARETTE SALES

AVERAGE CONTENTS 32

YOU PROVIDE THE SITE ● WE PROVIDE MACHINE
STOCK AND SERVICE ● NO RESPONSIBILITY OR
EFFORT ON YOUR PART ● WE PAY COMMISSION
● IDEAL FOR HOTELS · CLUBS · CANTEENS ·
WORKS · OFFICES · HALLS & SHOPS.

PHONE: FAGS LTD

LIVERPOOL MANCHESTER YORKSHIRE
ROYAL 288 ARDWICK 2827 BRADFORD 4473

Matchless

AVERAGE
CONTENTS
38



The Safety Lubricant

1.785 1SRST 6 E NONDON 1

Trade Every 20 of Oil



Robley Houses include

BULL'S HEAD INN,
MOTTRAM St ANDREW

RED LION INN,
GOOSTREY

DOG & PARTRIDGE,
TUTBURY

Average contents 34

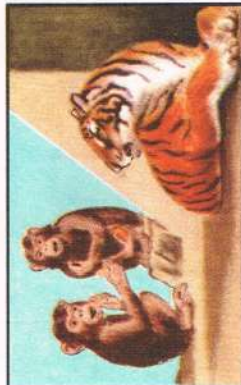
*The manager will be pleased to supply the full list of Houses where you can enjoy the famous **ROBLEY cuisine and hospitality***

British made matches



ROBLEY
restaurants and inns

51 Lime Street, Liverpool, 1.



BRITISH MADE
AVERAGE 36 MATCHES

ZOO PARK

Belle Vue

DRAKES 2^D MAX.

 THE MATCH FOR SMOKERS

BRITISH MATCHES
 AVERAGE 33 CONTENTS

DRAKES 2^D MAX.

 THE MATCH FOR SMOKERS


Frank Clark LTD
 TOBACCONISTS AND CONFECTIONERS
 STATIONERY, TOYS

BRITISH MADE MATCHES
 AVERAGE CONTENTS 36

Frank Clark LTD

 ALBANY HOUSE 2 ALBANY ROAD, CHORLETON, MANCHESTER, 21



WATTERS WESTBROOK & CO. Ltd
 British made matches. Average contents 33

THE MATCH FOR SMOKERS

BRITISH MADE



PROPERTY OF THE
**LONDON
COUNTY
COUNCIL**
SAFETY
MATCHES

BRITISH MADE



PROPERTY OF THE
**LONDON
COUNTY
COUNCIL**
SAFETY
MATCHES

**COUNTY COUNCIL
OF THE
WEST RIDING OF YORKSHIRE**
SAFETY MATCHES
AVERAGE CONTENTS 34

**COUNTY COUNCIL
OF THE
WEST RIDING OF YORKSHIRE**
SAFETY MATCHES
AVERAGE CONTENTS 34

emgas

British made matches

AVERAGE CONTENTS 32

emgas



Millgate
British Matches


Average Contents 34


Millgate
British Matches

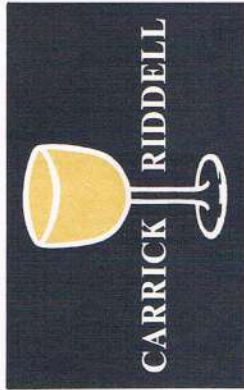
THE
SEYMOUR HOUSE
MATCH

BRITISH MADE MATCHES
AVERAGE CONTENTS 34

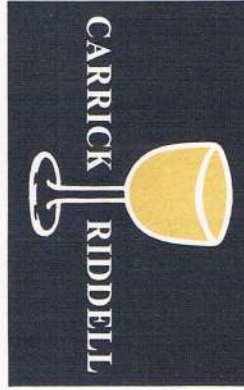
THE
SEYMOUR HOUSE
MATCH

RAYMENT'S

PELHAM ALES
AVERAGE CONTENTS 34

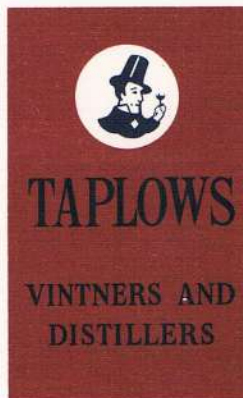
RAYMENT'S

PELHAM ALES
AVERAGE CONTENTS 34



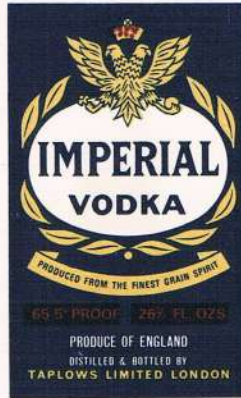
CARRICK RIDDELL LTD.
WINE AND SPIRIT MERCHANTS
BY ACKBURN
AVERAGE CONTENTS 36



J. H. SQUIRE (WINE & SPIRITS)
REGENT ROAD SALFORD 5 (DEA 2861)
AVERAGE CONTENTS 36



TAPLOWS
AVERAGE CONTENTS 33



G.N.T. Co.Ltd. CROWN STREET, LEEDS
Average contents 33

BRITISH MADE
G.N.
MATCHES

BRITISH MADE
G.N.
MATCHES

TP (H) 57

British made matches. Average contents 30
Allied Services Ltd, City Road, London, E.C.1.

STRIKE ANYWHERE MATCHES
SUNSHINE
foods for Quality and Value

STRIKE ANYWHERE MATCHES
SUNSHINE
foods for Quality and Value

TP (H) 39



gas conversion
division



2^D BRITISH MADE 2^D
AVERAGE CONTENTS 34



British Rail
Catering

British Made Matches
Average 34 Contents

British Rail
Catering

British Made Matches
Average 34 Contents



**Hanburys
Matches**

Hanburys Ltd
FARNWORTH, BOLTON
AVERAGE 33 CONTENTS BRITISH MADE MATCHES

**Hanburys
Matches**



BRITISH MADE MATCHES
AVERAGE CONTENTS 36



CWT LABELS



The Stores for Value