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## Matchbook Art

**Yosh Kashiwabara : Matchbook Art** before purchasing it in order to gage whether or not it would be worth my time, and all praised Matchbook Art:

1 of 2 people found the following review helpful. This is niche subject matter so its hard to be ...By DavidThis is niche subject matter so its hard to be picky but the graphics and printing are only so-so and there is very little background information on the matchbooks covered.1 of 2 people found the following review helpful. Five StarsBy GKMy son loved it11 of 11 people found the following review helpful. An exceptional collectionBy A CustomerThis folio of matchbook images collected by Yosh Kashiwabara comes from his collection first started when he moved to the U.S. from Japan in 1957. To viewers in 2001, these (wonderfully reproduced in full color) images are as romantic and foreign as they must have been to Mr. Kashiwabara as a recent immigrant to the States. Accompanying text is absent, and indeed would seem superfluous, as the matchbooks literally and figuratively speak for themselves. The images appear to be high quality photos or scans which reveal creases and snags and that marvelous slight misaligning of colors that often happens with screen printing. Dynamic design and lush color make this a great document of marketing as well as an asthetic pleasure. Unexpected delights include examples wherein the matches themselves feature illustrations and witty jokes, intentional or otherwise ( one matchbook features a burning dreamhouse with the warning " insure against carelessness".) Chronicle Books would do well to reprint this collection.

American matchbooks advertising a wide variety of products and businesses, or illustrating such topics as pinups and

comic themes, are arranged by subject.