

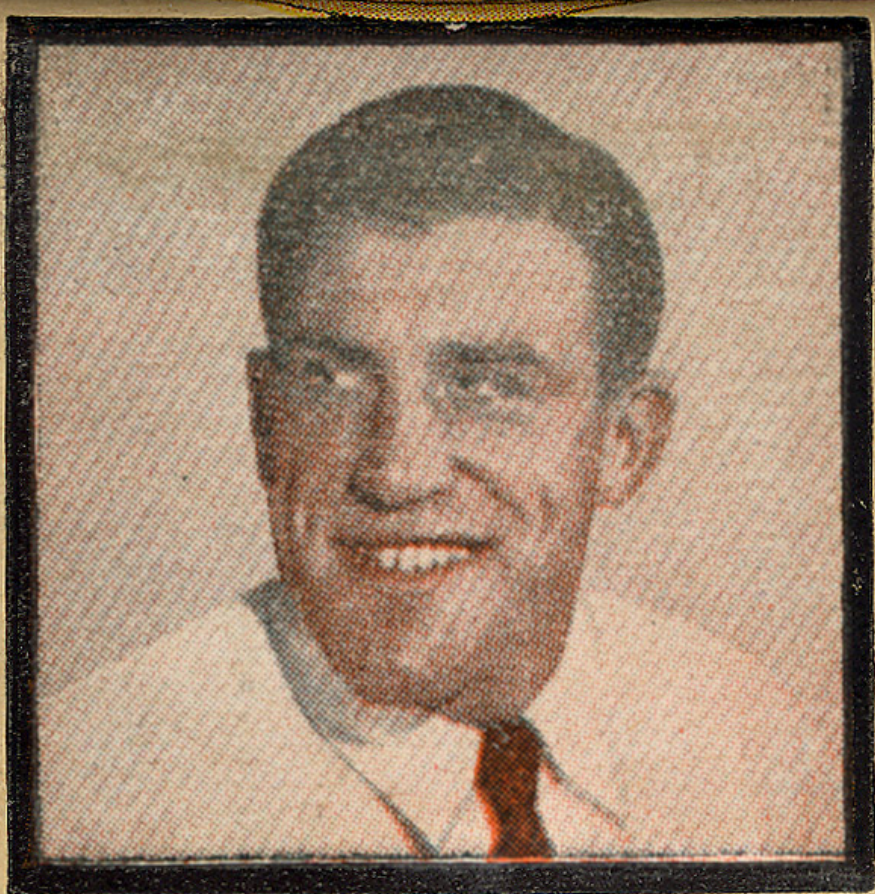
Football Findings

*Artifacts From The First 100 Years of
American Football*

Football Matchbooks

Posted on [November 13, 2015](#) by [MM](#)

In 1933 the Diamond Match Company introduced a set of matchbooks with photographs of professional and college football players on the front and a brief bio on the back. These were sold two to a pack for a penny in vending machines. My interest in collecting began with a search for the 1933 matchbook that pictured my father. Football sets were issued from 1933 to 1938 by Diamond, but among the hardest to find are the Chicago Bears and Green Bay Packers players in the 1934 set. This full matchbook of Bill Hewitt is a rare example of a 1934 Bears cover –



CLOSE COVER BEFORE STRIKING MATCH

THE DIAMOND MATCH CO. N.Y.C.

WILLIAM ERNEST HEWITT

WILLIAM ERNEST HEWITT

Playing his third season with the Bears and was acclaimed the greatest end in the game last season. Went out for football in his senior year (1926) at Central high school and was a star at the University of Michigan in 1929, '30 and '31, and participated in no other varsity sport. Bill is 5 ft. 11 in. tall and weighs 190 lbs. He was All-National selection last year.

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