

# THOSE GOLDEN OLDIES!

by  
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OK, you'd like to hunt for those elusive old treasures of the hobby, but you don't really know what, exactly, to look for. So, first, I'll run through the list of those Golden Oldies, at least the ones I look for (these will be seen in the manumarks and/or footers):

**Ace Match Corp.** - 1936-dissolved 1957, but production stopped long before that; I've never even seen one of these covers!

**Acme Match Corp.** - 1920s-1931; originally Acme Match Co. Very rare; only 6 are currently listed. Also look for **Acme Quality** (footer).

**Acorn Match Co.** - 1920s; very rare; 3 currently listed.

**Advertizit Match Co** - 1938-1940; 107 currently listed.

**American Match Co.** - 1920s-1930s. This is the original, not the later, similarly named, company. 17 currently listed; also look for **Safety First** (footer; 3 currently listed) and **American Quality** (footer; 20 currently listed).

**Approved Match No. 7** - 1910-1916; early Diamond manumark; only a few known...*Good luck!*

**Art Match Co.** - 1920s-1935; 15 currently listed. Also look for **Art Quality** (footer; 22 currently listed) and **Safety First** (footer).

**Atlantic Match Co.** - early 1930s-1937; 17 currently listed.

**Atlas Match Co.** - 1932-1937 (not related to current Texas company); 76 currently listed.

**Blot-R-Match** - Union Match Co. trademark; 1928-1938; 49 currently listed.

**Book Match Co.** - 1929-1933; 36 currently listed.

**Chapman Match Co.** - c.1930s-c.1940s; 18 covers currently listed.

**Cincinnati Match Co.** - c.1940s; 1 currently listed

**Circle Match Co.** - c.1920s; 1 currently listed.

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**Circle Match Co.** - c.1920s; 1 currently listed. 1 currently listed; unclear if this is an Empire cover).

**Cleveland Match Co.** c.1920s; I haven't seen any. **Federal Match Co.** - 1923-1942 (later Federal Match Corp.); one of the best known and most popular types of oldies; 2615 currently listed.

**Clover Farm Quality** - c. 1935; rare Diamond footer; few known. **Florida Match Co.** - ?-1936; 2 currently listed.

**Coast Book Match Co.** - c.1920s; 7 currently listed. **Gem Match Co.** - c.1935-c.1941; 110 covers currently listed.

**Colgate** - 1930s; Diamond covers designed by Wm. Colgate. These are Group I covers—old, difficult to obtain, and always in demand. **General Match Co.** - 1890-c.1951; 91 covers currently listed.

**Collegiate Match Co.** - 1920s; few known. **Gopher Match Co.** - c. late 1920s; 8 currently listed (possibly a lion subsidiary).

**Columbia Match Co.** - 1915-1930s; not related to later OH company; numbers unavailable, but it's slim! **Green Hat** - 1926-c.1927; Albert Pick Hotels trademark made by Lion; 51 currently listed.

**Continental Match Co.** - 1936-1944; not the later Lion subsidiary; 2 covers currently listed. **Group I** - 1930s Diamond sets w/no advertising; highly regarded, much sought-after; at least 726 covers exist.

**Crown Match Co.** - 1933-1942; one of the great classics of the industry; very highly sought-after; 2,446 covers currently listed, but over 3000 exist. **Hamilton Match Co.** - 1939-1946; 31 currently listed (may be a subsidiary of General Match Co.).

**Diamond Match Co** - Look for: **Safety First** (1915-1918; footer; at least 300 known); **Diamond Match** (1920-1923; footer; 30 currently listed); **Diamond Quality** (1923-1935; footer; best known of the great classics; highly sought after; over 5000 known) **Hellman Match Co.** - 1933-1934; 10 currently listed.

**Douglas** - early 1940s; appears as a manumark, but it's unclear if this was a match company; 47 currently listed. **Hercules Match Co.** - Pre-War; 3 currently listed. Also look for **Safety First** and **Hercules Match** footers.

**Eddy Match Co.** - Look for **Eddy Quality** (1930s; footer; 104 currently listed). **Imprint Book Match Co.** - c.1930s; 5 covers currently listed.

**Empire Book Match Co.** - 1920s-1930s; 5 covers currently listed. **Jersey Match Co.** - 1935-1948; well-known, highly sought-after; 489 currently listed; most are **Safety First**.

**Empire Match Co** - 1920s-1930s (diff. from above company); 2 currently listed. Also look for: **Empire Quality** (1920s-1930s; footer; 2 currently listed); **Empress Quality** (1930s; footer; **King Midas Match Co.** - c.1939-c.1944; another well-known, much sought-after oldie; 566 covers currently listed.

**Lion Match Co.** - Look for **Safety First** (1922-1928; footer; 628 covers currently listed).

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**Magna Match Co.** - Look for **Magna Quality** (1920s; footer; few are known/none are listed).

**Manhattan Match Co.** - 1936-c.1944; most are **Safety First** (footer); 124 currently listed.

**McGill Match Co.** - 1910s; 1 known (earliest known dated Political cover)....*Dream on!*

**Merit Match Co.** - c.1941-c.1946; most are **Safety First** (footer); 19 covers currently listed.

**Michigan Match Co.** - Pre-War; 8 covers currently listed.

**Midget** - 1934-1943; Lion trademark for its small covers. Highly sought-after; at least 7063 known.

**National Match Co.** - 1912-1942; 9 covers currently listed.

**Ohio Match Co.** - Look for **For Safety** (1920s-1930s; footer; 58 currently listed) and the “tall” or “xtra-long” size; 91 currently listed.

**Owname Products Corp.** - 1925-1940s. Look for **Owname** on inside of cover; 351 currently listed.

**Patented Sept. 27, 1892** - 1896-1909; manumark; earliest Diamond matchbooks; a few are known.

**Republic Match Co.** - c. 1939-1944; not related to later Texas company; 10 covers currently listed.

**Rex Match Co.** - Pre-War(?); 9 currently listed.

**Royal Match Co.** - Pre-War(?); 7 currently listed.

**Standard Match Co.** - 1917-1945; 38 covers currently listed.

**Star Match Co.** - 1892-1936; another one of the greats; the “tall” or “xtra-long” ones are the older varieties; 414 covers currently listed.

**Stone’s Quality** - c.1920s; Diamond footer; 1 cover currently listed.

**Superba Quality** - c.1935-c.1937; Diamond footer; none listed.

**Tulip Match Co.** - c.1920s; 3 currently listed. Also look for **Tulip Match** (c.1920s; footer).

**U.S. Navy Ships, Pre-War** -c. 1923-1941; a category; always worth their weight in gold! app. 1153 currently listed.

**Union Match Co.** - 1926-1938; 189 currently listed. Also look for: **Union Match Quality** (c.1927-1929; footer; 9 currently listed); **Union Quality** (1929-c.1934; footer; 99 currently listed). *See also Blot-R-Match.*

**Universal Match Co.** - Look for: “Tall” or “xtra-long” varieties (1925-1930s; 387 currently listed) and **Safety First** (1925-1930s; 46 currently listed).

I’ve stuck almost exclusively to manumarks and footers, here; there’s just not enough space to discuss everything. I haven’t really discussed old boxes or rare sets, for example, but the above covers are just about all the ones you would have any hopes of ever running across.

Values? There *are* no set values. If you want to buy or sell, prices depend entirely on who happens to be willing to pay what at one specific point in time. Today, you might be able to find someone who would pay \$20 for that Pre-War Navy Ship cover...tomorrow you might not find anyone willing to buy it for \$10. The current parameters of the market are .01 cent to \$4,001 (the price for the Washington Crisps matchbook). Most of the covers noted here might be expected to go for a *high* of a few dollars each.

Generally, of course, this older, rarer, harder-to-get, and more-in-demand material will bring higher prices than other types of covers. And, like everything else, prices seem to continually be increasing. Like beauty, however, value is in the eye of the beholder. [*Ed. note: we’ll take a look at the hobby’s rare sets in a future issue*]