

Footers!

by
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A “footer,” in case you’re new to the hobby, is the text at the very bottom of the cover—“close cover before striking,” etc. Not exactly a thrilling topic, you say? True, we often don’t give footers much attention in our haste to examine the businesses, art work, and manumarks of the covers we’re looking at. But, there are cases when the footer is everything!

Most notable, of course, is when the footer happens to be a ‘Diamond Quality’, ‘Safety First’, or other golden oldie from the past. In such a case, the footer is the defining aspect of the cover. Indeed, such old and distinctive footers are collectible categories, themselves, within the hobby. Even if you’re not into the ‘technical’ side of covers, collectors should quickly acquire the habit of scanning both a cover’s manumark and footer as part of any initial examination. Who know how many treasures have slipped through people’s fingers simply because the manumark and/or footer happened to go unnoticed?

Those footers (all old) most sought after by collectors in the know are:

- DIAMOND
MATCH

- **All Safety Firsts**

- by Advertizit Match Co.
- by American Match Co.
- by Art Match Co.
- by Atlas Match Corp.
- by Diamond Match Co.
- by Hercules Match Co.
- by Jersey Match Co.
- by Lion Match Co.

- by Manhattan Match Co.
- by Merchants Standardized
- by Merit Match Co.
- by Metro Printing Service
- by National Match Co.
- by Royal Match Co.
- by Universal Match Co.

- **All Qualities**

- by Acme
- by American
- by Art

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- by Diamond
- by Superba (Diamond)
- by Eddy
- by Empire
- by Union

- GREEN HAT
- *for* (by Ohio)
Safety

Footers...by Manufacturer: Part I

Here's a handy listing of which footers were used by which companies. It's not necessarily exhaustively complete, but I've gone through a lot of my covers, especially the older ones, and the results are presented here. If you find any I've missed, please let me know.

****NOTE:** "Manufacturer," here, also includes printers and major distributors

****NOTE:** "None" indicates some covers issued on a regular basis with no footers

****NOTE:** Some of the companies that are listed as "Corp." were originally "Co." and later changed (i.e. Atlas Match Corp. was originally Atlas Match Co.) and visa versa

****NOTE:** Colgate design designation footers not included

AASCO Int'l Match Co:

- CLOSE COVER
- CLOSE COVER STRIKE ON BACK
- CLOSE COVER STRIKE ON BACK

Acme Match Co:

- ACME QUALITY
- FOR SAFETY - CLOSE COVER
- None

Acorn Match Co:

- CLOSE COVER FOR SAFETY

Admatch Corp:

- BE SAFE [star] CLOSE COVER BEFORE STRIKING
- BE SAFE CLOSE COVER BEFORE STRIKING

Advance Match & Prtg Corp:

- CLOSE COVER BEFORE STRIKING
- CLOSE COVER BEFORE STRIKING MATCH
- Close Cover For Safety
- CLOSE COVER FOR SAFETY

Advance Match Corp:

- CLOSE COVER BEFORE STRIKING
- CLOSE COVER-STRIKE

Advertizit Match Co:

- CLOSE COVER BEFORE STRIKING
- SAFETY FIRST—CLOSE COVER
- SAFETY FIRST - CLOSE COVER

All-Trades Match:

- CLOSE COVER FOR SAFETY

Allis Press:

- CLOSE COVER BEFORE STRIKING
- CLOSE COVER BEFORE STRIKING MATCH

America Match

- ALWAYS STRIKE A MATCH AWAY FROM YOU
- None

American Match & Prtg. Co:

- CLOSE COVER BEFORE STRIKING

American Match Co (old):

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