

## Match Manufacturers:

### LOS ANGELES MATCH CO.

(?)

To a hobby researcher, such as myself, the Los Angeles Match Co. represents one of those many little enigmas in the overall picture of the U.S. match manufacturing history. The truth be told, I can't even offer any proof that this company was actually a manufacturer and not simply a 'middleman' in the process, such as a printing, advertising, or novelty outfit. Still, it's my assumption that it *was* a manufacturer, so, until I find out differently, I'm referring to it as such.

It's dates of operation are currently unknown, but it's Pre-1950s, and it was located in Los Angeles, CA. The latter fact has always immediately raised interest with me, simply because Los Angeles was also the home of Crown Match and King Midas.

In fact, if you were to compare some Los Angeles Match Company, Crown Match Company, and King Midas Match Company covers, you'd find that font and style of printing are identical...not on all covers from the three companies, but at least on some of them...so I've always wondered about the relationship between the three companies. Were they linked business-wise (i.e., sister companies, two subsidiaries of the third, etc.)? Were they chronologically successive business ventures involving the same people of organization?

Or, was it even simpler? Perhaps all three companies just used the same printer. At this stage in the game, in any event, we'll probably never know what the exact circumstances were, All we can do is speculate.



There are only 6 Los Angeles Match Company listed, and I only have these two. As you could have probably guessed beforehand, the covers from this manufacturer seem to be characterized by a one or two-color format with a stock design. In other words, the art work isn't particularly great, and, overall, these aren't exactly innovative, eye-popping covers...

*But*, that's not why we're going after them! It's not the artwork nor the subject matter of the text that draws the collector to these covers. It's age...and rarity. There are over 5,000 known Diamond Qualities, over 3,300 Federals, and almost as many Crowns...but there are 8 listed Los Angeles Match Company covers!

If you happen to live in Southern California, or, better yet, in the Los Angeles area, your chances of coming across at least a couple of such covers are much better, as you'd have the opportunity to happen upon local caches and accumulations. I doubt if the Los Angeles Match Company's 'territory' extended very far.....*Good luck in the hunt!*