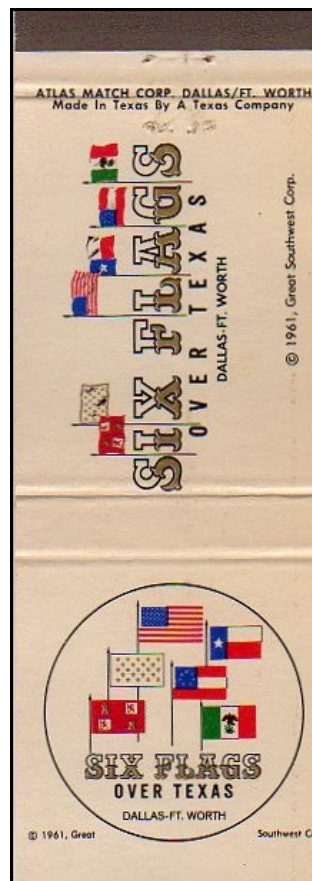


Made in Texas by a Texas Company

By
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In previous issues, we've referred to covers with the Universal Match Company manumark *Made in the West for the West*. Here, we take a look at another manumark, again with a similar regional theme...*Made*



in Texas by A Texas Company.

This is an Atlas Match Company manumark, which means, among other things, that none of these manumarks would be older than 1960, since that's when Atlas was established, and, since all of mine are front-strikers (except one, and that could actually be a back-striker, rather than a true reverse-strike), I'd have to make an educated guess and say that this manumark was already history by the late 1970s.

In using this manumark, Atlas, based in Euless, TX, was apparently hoping to stir up some regional patriotism (and, consequently, business!) by touting that these matchbooks were, indeed, made in Texas. Why would that be of note, other than to a Texan, perhaps? Well, historically, the vast majority of U.S. match manufacturers have been located in, first, the East, and, second, in the Mid-West, so matchbooks manufactured by a company actually located west of St. Louis was unusual. And, of course, fueling this further was undoubtedly the Texans' noted pride in their own state, at least to a degree.

Compared to the *Made in the West for the West* manumark, which was not all that common, itself, this one is quite rare. I only have about 55, myself, and the largest collection I know of is that of Kathie Williman, MD, who had 148 as of July 2009.

About 75% of mine are 30-strikes. I've never seen any 40s or other sizes. Very few Fancies...a couple of Cameo-like and Satin-like, a few Woodies, and that's it.

This makes a very challenging small category. If you'd like to get started in this area, you might check your Bank dupes, as several of my covers here are Banks. And, of course, remember that you're looking for Atlas covers.

