

Advertisit Match Co.

That's a good name for a matchbook company! But, this particular manufacturer is one of those perplexing little-known companies that I always find...perplexing! Perplexing because I've never seen anything that definitively indicates whether it was an actual match manufacturer (which I have always assumed that it was) or something else—a printing company, an advertising company, etc. What I *have* been able to find tends to support the idea that it *was* a manufacturer.

I *can* tell you that the company was founded by Mark Wolfe, William Yarnold, and Charles Hacker in 1938. The company was bankrupt by 1940 and was dissolved in 1942, apparently a victim of the Depression, as many others were. Consequently, due to its short life, there aren't many issues.

As with all these old, small companies, their clientele was pretty localized, so, being situated in Newark, NJ, these covers are from the New Jersey and surrounding area.

There is only one dated cover listed, and that's from 1940.

They're plain affairs, almost always only two colors, and not a lot of art work. Thus, they're not very attractive covers. However [*you knew there was a 'however' coming—actually, there are several 'however's' in this case*], they're all Pre-War. That's certainly a point in their favor. They're perhaps not rare, but definitely scarce. That's another point in their favor. And, perhaps as the pièce de résistance, some of them have Safety First footers (I assume these would be the earlier issues).

447 were listed as of December 2015.

