

# Thirty-Strikes

*[Yawn]* What's so interesting about 30-strikes? They're common; just about every company made them. *[yawn]*. Yes, that's true. They're *so* common, in fact, we usually just skip over the fact that they're 30-strikes and concentrate on they're being Cameos, Motels, Christmas, or whatever. Well, I always figure the more you know about something, the more interesting it becomes, so let's back up and just focus on the 30-strike, itself.

What percentage of the total number of matchcovers would you guess 30-sticks make up? As just an 'off-the-top of my head' guess, I'd say around 25%-35%. That's a lot of covers anyway you look at it. And, there are some categories that are *all* 30-strikes—Camel 30 singles and Oname, for example. Some categories are *mostly* 30-strikes—Uniglos, for example.

30-strikes were first introduced by Oname, in fact, in 1935, and, oddly enough, had removable strikers held in place simply by the staple. Other manufacturers eventually adopted the size, themselves, and, despite Oname, itself, never becoming popular, the 30-strike proved to be a big hit (more advertising space for the customer; more matches for the consumer) once the large manufacturers got a hold of it. Just take a look at the 30-strike variations introduced by the various manufacturers and their intermediaries: *[It should be noted here, that I'm referring to the 30-strike size rather than the actual number of matchsticks]*

**21" FEATURE** - Lion trademark for its 21-stick Feature covers; these are 30-stick sized covers; introduced c. 1935. 1,696 are currently listed.

**30-STICK** - Lion Match Co. trademark used c. 1945-c. 1958; heavy, thick covers; nice art work; 4,692 are currently listed.

**Ambassador** - Diamond Match Co. trademark for its standard 30-strike cover.

**Aristocrat** - Universal Match Co. trademark (28 matches) for its standard 30-strike cover. First appearing in 1951, it was the first modern 30-strike sized cover.

**Atlas 45** - Atlas trademark for 30-strike with 45 matches; introduced in 1980; also called Super 45.

**Diplomat** - Lion trademark for its standard 30-stick covers.

**Diplomat** - Match Corp. trademark for its standard 30-stick covers.

**Eagle 30** - Columbia Match Co. for its standard 30-stick covers. ?-1985

**Monoqueens** - Monomatch trademark for its standard 30-strike covers;

**Shine-Kote "30"** - Match Corp. trademark for its 30-strike covers printed in blue text only (c. 1950s-1960s)

Unfortunately, I don't know all the pertinent trademarks, but Ohio, Superior, Monarch, and the other modern companies all had their versions of the 30-strike. Different sizes have come and gone, but the 30-strike has been around for 80 years, and I expect it to be around as long as there are matches, at least in their present form.