March, 1932. It was a companion design to their playing cards. “Pals”... was the first “Companion Bridge Match” design to be sold to S. S. Kresge. The design matched their “Pals Playing Cards.” It was designed by Whitman.

Herewith is my hand sketched sample package, which I sold to Mr. Wortman, in 1932. It was my first order from S. S. Kresge.

“This package of 8 different books awakened me to the merchandising minimum probabilities as provided under U. S. Patent #2024091. The provision to print 8 “Flowers” on ONLY 4 books so that by turning over a duplicate of each of these 4 books, the other 4 of the 8 designs would be displayed, on the face of the package.”

“I never re-ran “Flowers” as 800,000 proved too many.”

“Packaged same so that 8 designs were displayed. Each retain package had the same sales appeal. Consequently I made more frequent design changes in packages, plus more sales of packages.”

“The smaller “bulk package” was designed specifically for the Super Markets distribution. This was a PRICE package, with one Front Cover displayed. This is a combination of the First and Second A & P packages.”

[Ed note: Sometimes the Colgate name appears as part of the cover’s manumark, but often they appear on the inside of the cover. And, there was certainly more than one type, as shown by the four trademarks below. “Rainbow Initial Matches”, “Rainbow Matchpack”, “Match Aristocrat”, and “Miown” are the four show here, but I’m certainly not sure that they’re the only four. Note, also, that the “Rainbow Initial Matches” and the “Match Aristocrats” sport the familiar “Diamond Quality” phrase. Colgate covers are highly sought after.]

It may come as a surprise to many, but there are more Colgate covers than one might think. The late John Williams, OH, had 2,150 Colgate covers listed as of 11/05.