

KNOW YOUR COVERS!

Twelves

“Twelve-Strike” is a generic term for covers with 12 matches. These covers are slightly wider than 10-strike covers in order to house the two extra matches. Over the years, they have been produced by Arrow Match Co., Advance Match Co., and Maryland Match Co., and are also to be found with a variety printing/advertising/novelty company manumarks, as well. It’s unclear as to whether Maryland, Arrow or Advance actually introduced the size, but the best known type of 12-strike is the *12 Up* trademark, which both Arrow and Advance used. It’s not known what the peculiar relationship was that allowed that dual use of the same trademark.

The 12-strike was never as popular, and consequently never as numerous, as the 10-strike. At least 1,714 are known.

