

Match Manufacturers:

GENERAL MATCH CO. (1890- dissolved 1965)

The General Match Co. is one of those Golden Oldies veteran collectors always look for when going through older covers, although you might actually ask yourself why when you find one! They're certainly nothing special to look at. Still, a *General* manumark has been one that's always whisked off the freebie table or cherry-picked from other sources.

These covers are all 20-strikes, and rather unremarkable two-color affairs, with almost no exception. They're wide-strikers, most of which look as if they there hand-applied.

The company was incorporated in Ohio in 1920 upon its reorganization and moved to Reading, OH, in 1924. It halted production long before 1965, probably late 1940's or early 1950's; I know of a patriotic cover dated 1942. Production center was first at Cincinnati, OH, and then moved to Reading, OH, in 1924

Trademarks: Red Bird (box, 1920-1940's), Red Bird Jr. (box, 1920's-1940's), American Saf-T-Match (box, ?), Candle King Quality (box, ?), Candle Kings Strike Anywhere (box, ?), Finest Junior (box, ?), Blue Moon (?), Real-Lite (?), Universal (box, ?)

There are currently 150 listed, although Everett Hoy, OH, reported having 500 in October 1988. I only have 56, myself, and I've been looking for them for over 20 years!

