## Always Look for "Quality" [Updated]

"Quality" in this hobby means only one thing: **OLD!** When you see "Quality" at the bottom of a cover, as a footer, you're looking at a treasure!

Put out in the 1920s and 1930s by a variety of manufacturers, they're not the earliest covers, by any means. Diamond's Safety First predates the, and so do a number of other series, but there's something about that **QUALITY** in the bottom left hand corner of a cover that always makes Christmas come early!

The most famous, of course, is the Diamond Match Company's **DIAMOND OUALITY.** affectionately known as DQs. I saw where someone once said that 500 such covers make up a good collection. If that's true, I've got a way to go, and few, if any, will ever catch up to the legendary Harry Branchaud collection of 5,000+.

Much however, the other rarer, **OUALITYs...** 

rarely seen, rarely spoken of, and rarely obtained. How many of these gems grace your albums?

**Acme Quality** (Acme Match Co.,

c. 1920s)

**American Quality** (American Match Co.,

1920s-1930s)

(Art match Co., 1922-**Art Match Quality** 

early 1930s)

(Art Match Co., 1922-**Art Quality** 

early 1930s)

(Diamond Match Co., **Clover Farm Quality** 

c. 1920s)

**Continental Quality** (Continental Match Co.,

c. 1936-1938)

(Eddy Match Co.,

c.1920s-1930s) (Empire Match Co., **Empire Quality** 

**Eddy Quality** 

1920s-1930s)

(Empire Match Co.?. **Empress Quality** 

1920s-1930s

(Diamond Match Co.?. **Magno Quality** 

c. 1920s)

**Stone's Quality** 

(Diamond Match Co.,

1920s)

**Superba Quality** (Diamond Match Co.,

c. 1920s)

(Union Match Co., **Union Match Quality** 1927-1929)

Union Quality (Union Match Co., 1929-c. 1934

Did I leave any out? I don't think so.

They were so popular in the 1920s and 1930s, why everyone stopped using the "Quality" footer by the onset of the 1940s is a mystery to me, and I've never heard any explanations.

You could go through your entire collection and never come across any real examples of most of the above, but they do exist. You might see a few in a rare convention display now and then, and who knows...you may even come across them yourself. That's why you should...

Always Look for the Quality!



