

## Match Manufacturers:

### Monarch Match Co. (1946-1966)

For a company that was only around for 20 years, Monarch produced quite a few covers...or, perhaps it's just that I'm a California collector and, this being a California company, I run into them more than the typical collector elsewhere in the country. In any event, Monarch, while never in the same class as Universal, Diamond, and Lion, did manage to leave its mark on the industry and the hobby, here and there.

It actually didn't disappear completely in 1966. It merged with Superior Match Co. (post-1966 covers carried a "Monarch/Superior" manumark); in 1967, Brown Co. (parent company of Superior) was taken over by Gulf & Western Industries, Inc. In 1979, Gulf & Western sold Brown Co. to James River Corp. of VA. Today, both Monarch and Superior are long gone.

The company's production center was in San Jose, CA (that's just south of San Francisco). The factory closed its doors forever in 1980.

Monarch trademarks that I know of included: "Granada" (Cameo-type, 1972), "Orleans" (Filigree-type, 1972), "Camera Color" (color-photo type, 1972), "Jumbo King" (240-strike, ?). I don't think I've actually seen any of those trademark names on covers, except, perhaps the "Camera Color," and I wouldn't swear to that. I don't know anyone who collects "Monarch" covers, as such, but there are a lot of sets from this manufacturer, including Hillbillies.

