

## Match Manufacturers:

### Mercury Match Co.

(1946-1956)

Although its covers are well-known to collectors, the company itself is a rather murky enterprise to aficionados of industry history. It was founded right after World War II, in 1946, by whom I've never been able to ascertain. The company didn't last long, only some ten years, and during those ten year, while it certainly put out its share of covers, the covers, sadly, were by and large not noteworthy to any significant extent as far as collectors are concerned—they weren't known for their great art work or attractiveness, nor for their creativity or ingenuity. Indeed, the ten-year history of the company is rather notable for, if anything, its lack of innovation. There were no innovations, no cutting-edge offerings—just basic, run-of-the-mill covers.

Mercury covers are often associated with Superior and Monarch covers, in that they show the same thickness, enough to significantly set them apart from the offerings of other manufacturers of the time. Thus, collectors will note that Mercury covers seem to be “stiffer” than what they're normally used to handling.

The company was sold to American News in the early 1950's, which became the beginning of American Match Co. What was left of the company was eventually sold to Atlas Match Co. in early 1960's. I have never heard of anyone who collects Mercury covers, per se.

The company's production center was in Zanesville, OH

