

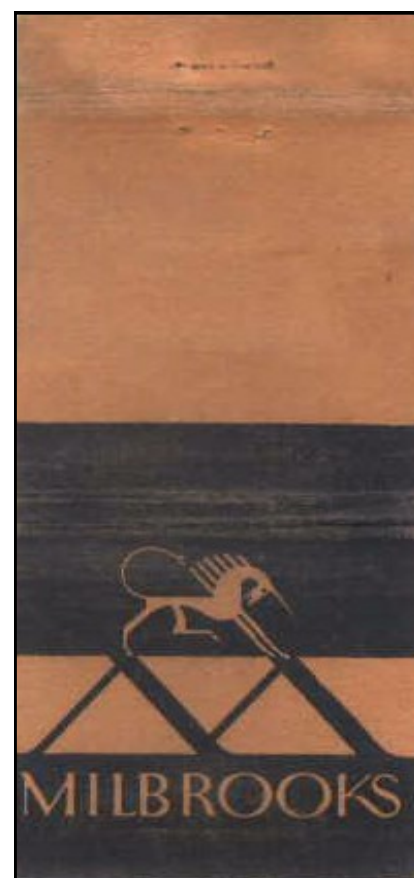
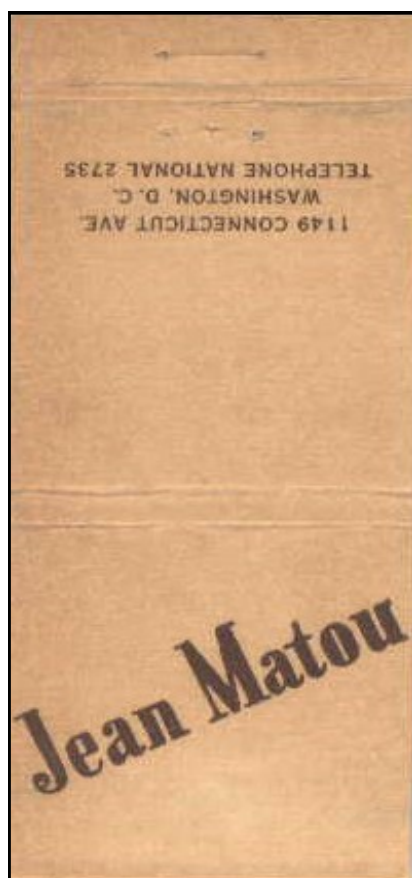
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Collecting Owname Covers

by
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Well, it's going to be a small...*but very rewarding* collection! This one is really a toughie, but hey! Where's the fun in no challenge?

The Owname products Corp., NY, was a short-lived company that started in 1925. None of the covers I've ever seen look to be in the 1920s, so I would hazard a guess that they didn't produce matchbooks initially. Plus, a lot of their covers happen to be dated, and the 17 different dated ones I've seen all run



from 1933-1941.

Besides being one of those ‘cult’ companies within the hobby (very small, short-lived, but highly sought-after covers), the distinguishing features of Ourname covers are two: They’re all 30-strikes, and they all have removable strikers (the striker comes off when you take the staple out; they’re not pasted on in any way). Indeed, I’ve seen sources that credit Ourname with coming out with the first 30-strikes in 1935. As the cover on the lower right shows, Lion Match Co. may have eventually taken over the company...or it’s even possible that Ourname never even manufactured its own matches. I’ve always had them listed as a manufacturer, though.

Ourname covers aren’t very attractive, as covers go. I don’t think I’ve ever seen one with a really colorful design, and the art work, while certainly professional, doesn’t approach Crown standards. So why collect them? Well, because they’re rarities, they’re not run-of-the-mill covers, they’re all over half a century old, and many are dated. The latter, in fact, is what first attracted me to them. As you would expect, looking at the insides of these covers, you find some blank, some with the advertiser’s text, but there’s a significant percentage that either have a “Revised 1935 Scoring” contract bridge table or a 12-month calendar. The 1935 bridge date can’t be taken as a ‘solid’ date, since the cover, itself, could well have been issued anytime before the next scoring revision, which was probably years later. Still, it gives us an idea of what we’re dealing with here. The calendar, dates, of course, *are* solid, and, as I indicated above, they run from 1933-1941, from what I’ve seen. Thus, from my perspective, at least, those are four good reasons making Ourname covers quite collectible.

But, it *ain’t* going to be easy! There are currently only 361 listed on my list, and the chances of you getting all of those are practically nil! In fact, I’ve been collecting them for over 20 years...and I have 17!

