

Match Manufacturers:

KING MIDAS MATCH CO. (c. 1939-dissolved 1944)

As with many of the smaller, old-time manufacturers, the allure here is the name—King Midas Match Co. It's one of those "Golden Oldies" that are instant keepers whenever discovered. Other than that, there's not much to recommend them. They aren't beautiful; they aren't fancy. They're just old and fairly rare.

Its production center was in Los Angeles, CA. The dates above may be somewhat misleading. King Midas was probably already out of business by early 1942 since there doesn't seem to be any WW II Patriotics, and the 12 Dated covers listed all run from 1939-1941. The inference, here, is that the company folded with the onset of World War II and its material restrictions.

Paging through my own album of 125 covers, I can see a significant percentage of Politicals, a few Full-lengths, and so forth, but basically they're all pretty much run-of-the-mill two-color designs. There are currently 773 King Midas covers listed.

Something of a mystery is the *one* 30-strike cover I have. All the rest are 20s. The 30, from Hillcrest Country Club in Los Angeles, looks like a 1950's-1960's cover, not one of these older covers at all. So, what's the deal? Did someone briefly try restarting the company years after its demise? Or, is this later manumark simply a 'jobber' mm from an advertising company, novelty company, etc.? Interesting. I've run across the same thing with a couple of Crown Match Co. covers, as well. In any event, if you're into Oldies but Goodies, King Midas Match Co. is always something to look for.

