

MADE IN THE WEST FOR THE WEST

Some collectors are more into them than others, but you can't collect matchcovers without knowing something about manumarks. If you're new to collecting, a cover's *manumark* is the manufacturer's line(s) of text immediately below the striker. Normally, the manumark tells you which match company produced the matchbook, but many times it tells, instead, the advertising or novelty company that has acted as distributor. In any event, in our manumark, here, there is also a catchy little phrase...*Made in the West for the West*.

These are Universal Match Corp. covers from the 1950s. The distribution locations seen in the manumark are all in the West, just as the motto would imply. I've gone through the covers in my collection, and the only locations are Los Angeles, Phoenix, Portland, Seattle, and San Francisco. Almost all are 20-strikes, but there are a few 30-strikes. I've never seen them in any other size.

Made in the West for the West makes a very nice small category. They're tough to hunt down, but that just adds to the fun. A couple of good places to start looking for them is in your Taxi and Elks dupes.

There's no listing for these covers, so there's no official count. I have 662 in my own collection, but I believe there's at least one collection of well over a thousand.