

Match Manufacturers:

MERIT MATCH CO. (c. 1941-c. 1945)

The Merit Match Co. is one of those very short-lived companies that enjoys much more fame and notoriety today than it ever did when it was actually in production. The fact that it was located in Elizabeth, NJ, may be telling. Both the old Atlas and Manhattan match companies were located in the Newark-Elizabeth area, as well. And, both of the latter companies involved the Fruitman brothers. So, there may certainly have been a relationship between all three companies, but we may never know, now.

There are currently only 37 known Merit covers listed, although I'm sure there are more. Of the 37, only two are *not* World War II Patriotic covers. I only have about 7 in my own collection, and all 7 reflect the two different designs shown below.

Like so many of the small, old companies of the past, Merit covers are pretty 'basic' covers, not known for nice art work or innovations. With this company, though, the allure is the rarity, age, and the fact that almost of them are from World War II and are Patriotics. So, they certainly have an historic interest over and above their age. And, as an added attraction, they also sport a Safety First footer.

[If anyone has any of these covers, I'd appreciate scans so that I can add them to the listing. The scans are required so that I can confidently verify that such covers actually exist. Just send them to rmsed@matchpro.org]

