

Match Manufacturers:

ROYAL MATCH CO. (1930s-very early 1940s?)

This is another of the old, very obscure manufacturers. Hardly anything is known about the company. There may be a connection between this company and the Rex Match Co.

The company's production center was in Roselle Park, NJ, and the covers have a "Safety First" footer—which is probably the main reason they would spark collector interest. That, and the fact that very few covers are known to exist. Only 14 are currently listed (I only actually have the three pictured here), and the majority of those are from restaurants.

As with so many of the small, earlier manufacturers, these covers are rather 'blah' as far as attractiveness is concerned, sporting the usual two-color format with the accent on text rather than graphics. Still, *I* certainly sit up and take notice when one happens to cross my desk! Plus, the overall quality of the covers is at least a notch above those from some of the other small companies of the time, even the earlier issues of, say, Chicago Match Co.

This is just an educated guess, but the company probably represents another World War II casualty among the manufacturing industry. Commodities shortages during the war spelled the end of almost all of the smaller companies. Diamond, Universal, and the other giants could diversify and adapt, but such was simply beyond the capabilities of the smaller companies...which, of course, turned out to be all for the better as far as the giants were concerned—less competition.

