

12-Up

12-Up is a trademark for one particular group of 12-strike covers, but what's really interesting is that it's the trademarked name from two different companies—Advance Match Co. and Arrow Match Co. And it's not just the same name; it's exactly the same logo. What was the connection there?

Advance Match Co. was centered in Chicago, IL, and ran from 1931-1944. It may have even produced the first 12-strike, but there is some question within the hobby as to whether that distinction actually belongs to Maryland Match Co. Arrow Match Co. operated out of Maywood, IL (a suburb of Chicago) from 1934-1950. So, both companies were in within spitting distance of each other; plus, the dates overlap. Not knowing anything to the contrary, I might hazard a guess that Arrow acquired the *12-Up* trademark when Advance was going out of business. But, my dates for *12-Ups* are 1940-1950, and I have a dated Advance *12-Up* from 1944, so that would seem to contradict my guess, unless my dates for the *12-Ups* are incorrect.

I don't collect 12s for the same reason I don't collect 10s—too much of a hassle with no plastic sheets made specifically for them. Plus, I don't think I've ever seen what I could call an attractive *12-Up*. They're basically all two-color, rather 'blah' covers. I only save them if they fall into my regular categories [*I do collect Advance and Arrow mm covers, though*]. But, other collectors certainly save them under the category of *12-Up*'s.

Shown below are typical examples--stock art work (pretty bland) and standard text. Nothing fancy or really eye-catching...except for the unusual width of the cover, wider than a 10-strike, narrower than a 20-strike. 1,169 were listed by Judi Wittwer, AZ, as of July 2009. (but that may be all 12's)

