

Monomatches

by Mike Prero



Never heard of *Monomatches*? Well, that's understandable. There aren't many covers; it wasn't a manufacturer; and the covers, themselves, are certainly...shall we say...bland! But they exist! And, to



quote the late George Mallory when asked why he wanted to climb Everest, you should know about *Monomatches* "Because it's there!"

Over the years, I've found practically no information on this company, historical or otherwise. *Monomatches* was apparently a subsidiary of Universal; it was a Los Angeles-based company (a printing company, advertising company, or at least some sort of 'middleman' in the industry process). The name either appears as a manumark or an imprint on the inside of the cover, as shown in the accompanying photos here. They appeared sometime before 1958 and ran at least until 1974.

Almost all of the covers are uniformly plain, no graphics or text, other than a name 'monogrammed' (imprinted), which is why they're so 'blah' as a general characteristic. Not all, though, since I have at least one (shown below) that is more in line with average covers. It's of interest to note here that Lion Match Co. had the same set up with The Monogram Co., based in San Francisco. (Although, I have one 40-strike Universal by the San Francisco company, so it wasn't solely for Lion covers) The latter company produced the same type of covers, usually nothing on the outside except a monogrammed name on the front panel. Usually with both monogramming companies, the name was imprint diagonally.

Monomatches did have trademarks for its various types of covers. That's unusual for any of the 'middleman' companies. So far, I've come across: Monojacks (for 10s), Monokings (for 20s), Satel*Lite*10 (for 10s), Satel*Lite*20 (for 20s) (I'm not certain about the Satel*Lite's, though), Deluxe Monomajors (for 40s), and Foil Monomajors (for foil 40s). None of the trademark names appear on the covers from the 1960s and 1970s, at least from the ones I have.

There weren't very many *Monomatch* issues. I only have some 30 so far; 49 are currently listed.

