

Colgate Trademarks

Just the very name “Colgate” is enough to make most collectors sit up and take notice. A Diamond Match Co. employee, it was he who largely engineered the entire concept of ‘Group I’ covers for Diamond. For collectors who know anything about Colgate, he’s usually equated with the highly sought after Group I Bridge Sets, but he was actually the innovator behind a number of other types of Group I covers.

Mainly issued in the early to mid-1930s, a Colgate trademark on a cover is normally a sure-fire guarantee that it’s a keeper. Sometimes the Colgate name appears as part of the cover’s manumark, but often they appear on the inside of the cover. And, there was certainly more than one type, as shown by the four covers below.

“Rainbow Initial Matches”, “Rainbow Matchpack”, “Match Aristocrat”, and “Miown” are the four shown here, but I’m certainly not sure that they’re the *only* four. Note, also, that the “Rainbow Initial Matches” and the “Match Aristocrats” sport the familiar “Diamond Quality” phrase. If anyone has any other examples of further Colgate trademarks, please send in a copy of each so that they might be shared with the membership.

