

## Matchcover Enigmas #3

### Manumarks: Here, There, Everywhere

Why even have a manumark? Well, that one's easy. Someone (the match company, the printer, the jobber) wants the advertising. For the same reason, Honda puts its name on its cars, Apple put its name on its computers, and so forth. OK, so we have manumarks on matchcovers (Well, most of the time).

And, I suppose that it makes sense that the manumark appears on the outside of the matchbook, at the bottom--it's small, out of the way, doesn't interfere with the advertiser's text or design, yet can be seen and read by anyone who's interested. Of course, who in his right mind would go around reading manumarks on matchbooks?...Oh, that's right...we do!

But, why, then, does the occasional matchcover have the manumark upside down? Can't read it that way! You'd have to be looking at the back panel in order to read it, and, surely, the printer or manufacturer already knows that the average matchbook user rarely even turns the matchbook over!

Still, if *that* makes you wonder, it gets worse. What about those covers that have the manumark on the *inside*? No, wait! Not only on the inside, but *behind* and *under* the matches! It may as well be printed in invisible ink! And speaking of invisible, what about those rare covers that have no manumark...*anywhere*? Where's the advertising value there?!

Early Diamond covers had the manumark on the saddle, as did some Acme covers, and some Hercules covers, and a few others have the manumark appearing as a footer! The wandering manumark...*it's interesting!*)

