

Always Look for “Quality” [Updated]

“Quality” in this hobby means only one thing: **OLD!** When you see “Quality” at the bottom of a cover, as a footer, you’re looking at a treasure!

Put out in the 1920s and 1930s by a variety of manufacturers, they’re not the earliest covers, by any means. Diamond’s Safety First predates the, and so do a number of other series, but there’s something about that **QUALITY** in the bottom left hand corner of a cover that always makes Christmas come early!

The most famous, of course, is the Diamond Match Company’s **DIAMOND QUALITY**, affectionately known as **DQs**. I saw where someone once said that 500 such covers make up a good collection. If that’s true, I’ve got a way to go, and few, if any, will ever catch up to the legendary Harry Branchaud collection of 5,000+.

Much rarer, however, are the other **QUALITYs**... rarely seen, rarely spoken of, and rarely obtained. How many of these gems grace your albums?

Acme Quality	(Acme Match Co., c. 1920s)
American Quality	(American Match Co., 1920s-1930s)
Art Match Quality	(Art match Co., 1922-early 1930s)
Art Quality	(Art Match Co., 1922-early 1930s)
Clover Farm Quality	(Diamond Match Co., c. 1920s)
Continental Quality	(Continental Match Co., c. 1936-1938)
Eddy Quality	(Eddy Match Co., c.1920s-1930s)
Empire Quality	(Empire Match Co., 1920s-1930s)
Empress Quality	(Empire Match Co.?, 1920s-1930s)
Magno Quality	(Diamond Match Co.?, c. 1920s)

Stone’s Quality	(Diamond Match Co., 1920s)
Superba Quality	(Diamond Match Co., c. 1920s)
Union Match Quality	(Union Match Co., 1927-1929)
Union Quality	(Union Match Co., 1929-c. 1934)

Did I leave any out? I don’t think so.

They were so popular in the 1920s and 1930s, why everyone stopped using the “Quality” footer by the onset of the 1940s is a mystery to me, and I’ve never heard any explanations.

You could go through your entire collection and never come across any real examples of most of the above, but they *do* exist. You might see a few in a rare convention display now and then, and who knows...you may even come across them yourself. That’s why you should...

Always Look for the Quality!

