

“Quality! Quality!...Which Came First?”

Ever wonder which “Quality” actually appeared on the scene first? It’s an interesting question, and there are a number of different contenders in the ring:

Diamond Quality, Eddy Quality, Union Quality, Union Match Quality, Art Match Quality, American Quality, Empire Quality, Clover Farm Quality, Magna Quality, Superba Quality, Stone’s Quality, Acme Quality...

Almost all of these “Quality’s” were being produced in the 1920s, and for several I can’t verify any firm dates other than the “1920s.” I do have a seemingly solid date for American Quality starting in 1922, which would edge out Diamond Quality, which Bob Oliver’s research pinpointed at a 1925 starting date.

I list both Quality’s, and, thus far, I don’t know of any dated American Quality which shows 1922, or any DQ dated with 1925, but to answer our question, here, I’d have to say the earliest Quality just might be American Quality...in the absence of any contrary info.

