

## Just How Popular Were They? I

Since many of us collect the older manufacturers and specific trademarks, I thought it might be interesting to rank them according to how many of each are listed, taking such as at least a general indicator of just how comparatively popular and widespread they were with customers. The reasoning here would be the more popular types would have been produced in higher numbers (and probably over more years), eventually resulting in more covers to be listed. It's not perfect, since there are a variety of other factors that could, and probably did, affect the end production totals. For example, who knows how many different Midgets might have eventually been produced if World War II material needs hadn't caused their demise? And, of course, the current numbers listed here are not considered complete (except for Classiques). The point is, just keep in mind that this ranking merely gives us a general idea of how the various manufacturers and trademarked types fared compared to one another (some jobbers have also been included because of their importance). Also, unfortunately, such a ranking cannot be comprehensive since there are no listings on some manufacturers (no general Diamond or Universal listings, for example), and, by the same token, not all trademarked types have been listed, either. Still, we work with what we have, and see what we come up with...

<u>Manufacturer/Jobber</u>	<u># Listed</u>
Federal Match Co.	3,631
Crown Match Co.	3,234
Kaesar & Blair	2,738
Chicago Match Co.	2,035
Advance Match & Prtg.	1,909
Arrow Match Co.	1,318
Merchants Industries	1,136
King Midas Match Co.	922
Star Match Co.	780
Jersey Match Co.	739
Inter-State Press	670
Willens & Co.	576
American Match & Prtg.	482
Advertizit Match Co.	447
Union Match Co.	372
Manhattan Match Co.	370
Owname Match	362
David Lionel Press	360
Albert Pick mm	311
Geiger Bros.	235
Gem Match Co.	211
General Match Co.	189
Chapman Match Co.	181
E.I. Plottle	170
Advance Match Co.	165
Willats	163
All-Trades (mm)	159
Publix	136
Atlas Match Co. (old)	116
Northwestern Printing	115

Book Match Co.	109
Metro PS P.F.	106
Henseleit Match Co.	96
American Match Co. (old)	82
Douglas	76
Bell Machine Co.	69
Standard Match Co.	67
Lone Star Match Co.	61
Rex Match Co.	61
Merchants Standard...	55
Art Match Co.	54
Federal Prtg.	51
Southwestern Match Co.	51
Standard Adv. & Prtg. Co.	49
Regal Book Match Co.	49
Milwaukee Match Co.	48
Central Match & Label	46
Coast Book Match Co.	45
Hamilton Match Co.	42
Meyerson Press	40
Merit Match Co.	39
Michigan Match Co.	36
Allis Press	36
Republic Match Co. (old)	36
Fleming Calendar Co.	34
National Match Co.	33
Consumers Press	33
Interstate Printing Service	32
Imprint Book Match Co	30
United Engr.	29
Royal Match Co.	28
Atlantic Match Co.	26

Gopher Match Co.	26
Regal Match & Prtg	25
Acme Match Co.	24
Empire Book Match Co.	24
Hellman Match Co.	18
Pacific Match Co.	15
Merchants Match	12
Kentucky Match Co.	11
Circle Match Co.	10
Clarke Match Co.	10
Los Angeles Match Co.	10

Cincinnati Match Co.	9
Hercules Match Co.	9
Premium Match Co.	5
Sheboygan Match Co.	5
Indiana Match Co.	4
Acorn Match Co.	4
Florida Match Co.	4
Coast Match Co.	3
Lucky Match Co.	3
Hub Match Co.	2
Utah Match Co.	2