

## Match Manufacturers: Atlas Match Corp. (1932-1937)

There were actually three different Atlas Match Co.'s. We've already covered the latest and current Atlas, located in TX. The earliest was a Jersey City, NJ, company that operated from 1900 to c. 1906. It's the middle Atlas that we're interested in here, and it should be noted that none of the companies were related to each other.

"Our" Atlas was founded by Rae Korn, Nat and Sully Fruitman (the Fruitmans also later started the Jersey Match Co. and the Manhattan Match Co.). This one was in Newark, NJ. The covers are notable mainly because of their age and relative rarity. Actually, for a company that was only on the scene for five years, the variety of cover *types* is interesting. We have XL's (talls) and the later, shorter varieties; there are wide-strikers and narrow strikers; and, there are Safety First and CCBSM footers (with most Atlas covers sporting the Safety First. Quality-wise, these are better covers than the Atlantic covers we covered in the last issue, but still far less than Crowns, which were their contemporaries (but then, it's rather unfair holding anything up to Crowns since even today their original artwork is unrivaled!).

Atlas covers are another of the "oldies" that so many collectors look for. Eyebrows raise when the collectors comes across one of these...but we don't come across them all that often—which is part of their allure, after all. Only 116 are currently listed. The great majority are Safety Firsts. Known dated covers range from 1934-1936.

