

Match Manufacturers:

Advance Match Corp. (1931-1944)

This was a short-lived manufacturer, but it produced much sought-after early Girlie issues and a number of other historical items. It produced the first 40-strike cover in 1931 and it may have; may have produced the first 12-strike, as well, but there's some question as to whether Maryland Match Co. may have the claim to the latter.

Also, there are some questions here having to do with the relationship of this company with other companies. Note, for example, that I am making the assumption that Advance Match Corp. and Advance Match & Printing Corp. are basically the same company. Advance Match Corp. came first but later turned into Advance Match & Printing Corp. The dates I have for the two companies are basically the same, and they were both located in Chicago, IL, so it would be very surprising if they were different, unrelated companies.

Another question involves the "12-Up" trademark, which Advance used...but Arrow Match also used it at about the same time. Was there a relationship between Advance and Arrow? They were both located in Illinois (Chicago in one case, and Maywood in the other).

In any event, for such a short-lived, small company, Advance produced quite a few 'keepers'—those early 40-strikes, those 12s, and those early Girlies.

