

Match Manufacturers:

Arrow Match Co. (1934-1950)

The Arrow Match Company is one of those small, bygone manufacturers of the industry that, today, we know little of. The company was located in Maywood, IL, and issued 12's, 20s and 40s.

Most collectors recognize the name from the occasional Arrow cover that crosses their paths, but actual covers aren't all that common at all (there are only 803 currently listed). The name's familiarity comes from one of its trademarks—*12-up*. This was a 12-strike cover, the most well-known, issued from 1940-1954, which frequently sported the *12-up* logo on the inside, something that wasn't seen with Arrow's other trademarked names—*Doubl' Book* (the name for its 40-strike covers, issued from c. 1940-1950) and *Firefly* (I don't know which type of cover that one represented, but it was issued from c. 1946-1950).

"Arrow" is also familiar to Girlie collectors because it was that company which issued the first set of nudes around 1950. The company went out of business soon after....I wonder if there was a connection! Actually, Arrow stopped manufacturing in 1950, but the company wasn't formally dissolved until 1957, which is certainly not uncommon from the other legal documents I've seen from similar companies.

As with all of the older manufacturers, aside from which categories their text content falls in, Arrow covers are also collected just because their Arrow covers! A big part of that is because of their age. Any Arrow cover you come across is going to be at least 69 years old! There are 1,331 covers currently listed.

