

KNOW YOUR COVERS!

GEM • BY UNIVERSAL NORTH • CLEVELAND 1-800/876-8626

Gem was a Universal box trademark, introduced c. 1987, in one of the company's last dying gasps before it folded as a manufacturer, and later continued by Atlas/Diamond.

The boxes are exactly the same size as Universal's very successful box, the American Ace. Why it was necessary to introduce the "Gem" line escapes me. I'm not a box collector, per se, but I don't see any real difference between Ace and Gem boxes, except that the striker is usually at the bottom of an opened Ace box and usually/always in the middle of a Gem box...but I can't see where that would make any difference to an advertiser. No stats available on Gem boxes.

