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Inside Art!

by
Mike Prero

It's always seemed to me that putting *any* text or art on the *inside* of a cover is a rather large act of faith. How many people are actually going to take the time to look at it? Certainly, not most people. And, in



most cases, you'd have to admit, it's no big loss. But, there are those instances where the time and effort is worth the effort.

As a collector routinely checks out all aspects of a cover, some trends become apparent with regard to inside art. Inside art comes in two types: drawings and photos, and the latter may come in color or black & white. The best examples of inside art are to be seen on 40-strikes, perhaps because the additional space lends itself to more creativity. Not surprisingly, then, the peak of the 40-strike era is the best hunting ground for such—c. 1941-c.1959. And, of course, that older era also offered better quality art in any event. And, we can narrow it down even further by zeroing in on the biggest producer of 40-strikes back then—Universal. And of those, the famed Royal Flashes are certainly the best, so that's where I've taken most of my examples, here.

As far as drawings are concerned, my personal favorites are the World War II Military art to be seen on a number of such covers, as can be seen by the one pictured on the front page. Other examples of great art can be seen elsewhere, but that Military art is...*stirring*...to say the least. Plus, most are in color!

Most inside art that includes color photos are Matchoramas. Again, another Universal product. Some later issues are Atlas 4-color. The black & white photos are often just as interesting, usually because of their age, such as the one pictured below. Just from my own experience, I'd say that many, perhaps even most, of these older B&W inside photos come from industrial sources—chemical plants, manufacturing companies, and the like.

More modern issues, I believe, just don't have that same 'uniqueness', although there is sometimes inside art to be seen, to be sure. This final example pictured here is certainly an eye-popper, but one has to wonder exactly what the point is!



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