

Dated Auto Covers

by
Mike Prero

Looking at Dated Auto covers, one can easily divide them up into two groups: stock and non-stock. The former grouping, judging by my own collection, comprises the vast majority of Dated Auto covers overall...at least 95% I would guess. So, when you collect in this category, you can expect to see almost all stock covers... but that's certainly not bad!



continued on p.3

For one thing, since the stock issues basically came from the car manufacturers, that means you're going to end up with page after album page of series, where the covers are all the same, except for the particular dealer. Imagine thumbing through an album and seeing row after row of covers such as the ones pictured below. [Well, OK, what are the chances that I'm ever going to end up with row after row of Universal XL 1928 Hupmobile covers? But, you get the idea!] That makes for some pretty spectacular looking pages.

And, I would guess that all or at least most Dated Auto collectors have their collections arranged as I do—alphabetically, and then by year (these *are* dated covers, after all). One could just as easily arrange them by year, and *then* alphabetically within each year, but I believe the former method is better, since it affords the viewer the chance to see how each brand has successively changed with each ensuing year. Thus, I turn to the C's and I can all my Chevy covers, which, in my case start off with 1939 and go all the way through 1982. Granted, not every year features a picture of the car, but most do!

Seeing my Chevy covers come to an abrupt end in 1982, by the way, got me thinking; so, I checked the other brands, and sure enough...I didn't have anything after the early 1990's, at the latest, and almost all had stopped before then. I checked with Auto specialist Greg Lund, MD, and he verified that his stock Chevy and Ford covers stop in 1984, and the latest stock Dated Auto he has is Olds, in 1991. So, by 1991, that was it. Detroit had given up on the matchbook as a way of advertising.

Dated Auto covers come in 20s, 30s, and 40s. No 10s. Lots of Matchoramas and other color-photo types to be seen here. David Schroeder, CAN, reported having 4,616 Dated Auto covers as of January, 2001.

