

Atlas 4-Color

That's Atlas's color photo covers, although I don't know if that's what they call their more modern issues. They were introduced in 1965.

All the traditional match manufacturers had their own color-photo issues. Universal had *Matchorama*; Lion had *True Color*; American had *Amerikolor*; Brown & Bigelow had *Magi Color*.and most of them were pretty much superior in quality to Atlas 4-colors! Well, OK, the D.D. Bean issues before the Joe Camel series were even worse. Certainly, Atlas 4-colors don't even come close to the Matchorama, True Color, Sun Match, and Grant-Mann covers.

Hence, I could never bring myself to collect them, and few others do, apparently. I tried collecting the Eddy color photo covers for awhile, but they're pretty poor quality, as well. Still, that's just my own bias. They are *color photo* issues, at least most of them.

Most of the covers in this particular category seem to be 30-strikes...but then most of the Matchoramas are 30-strikes, as well, so perhaps that's due to the fact that we're dealing with color photos here. Maybe the idea is that photos look better on a bigger canvas (?). Atlas 4-color covers *do* come in 20's and 40s, as well.

But, Bob Hiller, CA, at least, thought enough of the Atlas 4-Color category to list them. There were 673 listed as of July 1999. I don't know if the list is still being maintained.

So, if you're looking for another category, here's one you might try.

