

Color Me

[This is an update of a September/

There are few types of covers that are as immediately eye-catching as color photo covers. As soon as you see one, your eyes just naturally gravitate to the photo in an effort to satisfy your curiosity as to what the photo shows. Other types of art work can certainly be attractive, but a nice color photo is something else all together.

After color photography became a fact of life, it wasn't long before all the match manufacturers were putting out their own color-photo matchcovers, many under their own trademarks, such as...

American Match Co.
Atlas Match Corp.
Diamond Match Co.
Hanna Match

- *Amerikolor*
- *Atlas Four Color*
- *Diamond Color*
- *Photocolor*

Lion
Maryland Match Co.
Monarch/Superior
Universal Match Corp.

- *True Color*
- *Photo Color*
- *Camera Color*
- *Matchorama*

Some

manufacturers rarely put the trademarks on their covers (i.e., American's color-photo covers rarely show the *Amerikolor* name); some manufacturers never used the name on their covers (Atlas, for example, never printed anything such as *Atlas Four Color* on its covers); and some manufacturers deferred their own trademarks in favor of recognizing the color-photo producers, themselves. This was true notably in the cases of Grant-Mann and Sun Match Corp.

Grant-Mann was a litho company in British Columbia. Their by-line is normally on the inside of the cover, and the regular manumark space will say something such as, "Covers made in Canada — Match Sticks made in U.S.A." Sun Match Corp. was a NY-based company which was contracted by Universal



Perfect! II

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to make its Matchoramas, but, rarely, did the inside of such a cover carry the Sun Match Corp. by-line. Even rarer, will “Sun Match Corp.” appear as the proper manumark. I collect such, and in 25+ years of collecting, I have amassed some 15 covers!

Well, amidst all this dazzling color, which does Swami Prero rank as the best? Hmmmm, it’s obvious to me...Top honors go to Grant-Mann, unparalleled in color reproduction. Second place goes to Lion’s *True Color*, and recognized as third is Sun Match Corp. The rest, comparatively, are also-rans! And, looking at Grant-Mann and True Color photos, I can’t honestly say that more modern color photos are naturally of a better quality, simply by way of the evolution on technology. Today’s covers are slicker, to be sure, but I think you could have an argument on your hands in saying the same holds true of the quality of the photos, themselves.

Color photo covers, by the way, as a separate collection, are a great way to chronicle history. They show...well...*everything!*—fashions, machines, hair styles, automobile styles, weapons, famous places, VIPs, etc. You could even arrange them to show such—a few pages, for example showing how Fords have changed over the years, or a display showing the same for the length of women’s dresses!

I don’t collect them as such, myself (although I *do* collect black & white photo covers), but I do collect many of them in the form of individual collections of Matchoramas, True Colors, etc.

If you do start a color cover collection, you’d better have lots of room, though. The late Mel Garrett, KS, had 9,568 Matchoramas, alone, back in June 1993.

