

## The Life of a Cover

Have you ever stopped to ponder the life of a cover within the hobby? It's far from simple. Of course, outside the hobby, the life of such a cover is usually bitter and brief, but with us that cover is given the elixir of life, almost always outlasting the collector, himself...perhaps even an entire series of collectors!

For the purposes of this small essay, I've selected one of my own covers that I have complete records on [*would I lie to you?*]. It happens to be this 1981 Denver Broncos Jewelite from the Town House Restaurant in Colorado. Its life, thus far, would be fairly typical, I believe.

Manufactured by Universal in 1980, it quickly found its way to the *Grand Dame* of the hobby, Evelyn Hovious (San Francisco), probably as part of an overrun, never having actually seen Howard Johnsons. In 1981, Evelyn happened to give it to Dan Bitter (Citrus Heights, CA) as part of a caddy, where it was promptly and neatly [*you've never seen Dan's hobby room*] filed away with his Jewelite dupes.

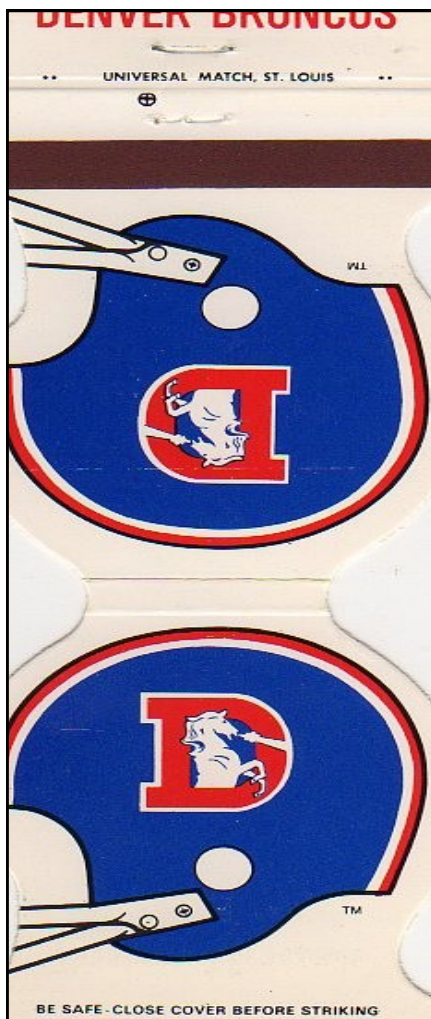
It remained there until 1983. That's when a novice collector (me, Auburn, CA) appeared on the scene. Dan took me in tow, and when he showed me his collection one day he must have noticed me drooling, so he pointed me towards his trays of dupes and said, "Help yourself!" I did! And one of the beauties I took home that day was this Jewelite.

It sat in one of my Sports Jewelite albums for the next 3 years. In mid-1987, I was invited to set up a display in a local bank after the bank manager had seen a newspaper article on my collection. Well, Jewelites are always flashy, so I set up a display of all the pro-football teams I had, including this cover. Since the cover was going to be 'on loan' to the bank for three weeks, and since I had, by then, dupes of this same cover, I put one of the dupes in its place in my album.

Three weeks later, when I took the display down, the Denver Broncos cover went in with my dupes.

Time passes....April 13th, 1990, I happened to mail out this cover as a trade to a collector in Washington. Believe it or not, I received the same cover back in a trade in 1995, this time from a collector in Maryland [*I had a pencil code on the inside*].

God knows where it had been during those 5 years! I still have it today.



**Town House  
Restaurant**

920 S. COLLEGE AVE.  
FORT COLLINS, CO.

*Proudly Presents the*  
**DENVER  
BRONCOS**  
FOOTBALL SCHEDULE  
for  
**1981**

Sept. 6.....	Oakland
*Sept. 13.....	Seattle
Sept. 20.....	Baltimore
Sept. 27.....	San Diego
*Oct. 4.....	Oakland
Oct. 11.....	Detroit
*Oct. 18.....	Kansas City
*Oct. 25.....	Buffalo
Nov. 2.....	Minnesota
Nov. 8.....	Cleveland
*Nov. 15.....	Tampa Bay
*Nov. 22.....	Cincinnati
*Nov. 29.....	San Diego
Dec. 6.....	Kansas City
Dec. 13.....	Seattle
*Dec. 20.....	Chicago

\*AWAY GAMES