

## Atlas Foils

With the demise of Universal's *Foillite* covers, you may have noticed that more and more Foillite-like covers from Atlas Match Corp. appeared, although never in the variety and quantity that we enjoyed from Universal...but they're high-quality covers, equalling Universal's own Foillites. With the American-made Universal fancies now a thing of the past, Atlas seemed to be aiming at filling the void, especially with attractive foils.

There are other Foillite-like covers out there, including those from foreign manufacturers, but Atlas foils are currently top-of-the-line. The Atlas foils are quality-designed, high-grade covers in a wide variety of categories: Inter-Continental hotels, Holiday Inns, Banks, Restaurants, Credit Unions, Country Clubs, and so forth.

You can also see the variety in the sizes. Most are 30-strikes, but there are 20s, 40s, and boxes, as well. Atlas does not make 10-strikes. Almost all are Reverse-strikers, as Atlas wasn't around before 1960 and doesn't seem to have made many foil covers prior to the mandated change in the position of the striker.

Indeed, Atlas Foils have only recently begun to make a name for themselves. I never thought about them one way or the other until I began noticing that they were becoming significantly more common. I imagine that many collectors don't break them out separately, yet. In fact, out of all the collectors I have heard from

(reporting their collection sizes), NONE have noted Atlas Foils as a category. So, I only have my own total to draw upon, and I currently have 720. Who knows how many there are out there...or how many there eventually will be? Certainly, there aren't the thousands to rival Universal, but Atlas, at least, is still going. "If Atlas continues to crank out these foil-imprinted covers at present rates, this could really be a major category within the next few years (and if the market doesn't continue to drastically shrink)." I wrote that in 1995. Well, they didn't, and it did, and, thus, the 'major category' hasn't materialized.

Aside from the uniquely-designed, individual business covers, there are a number of stock design and series so far within this category. There are several different stock Christmas foil-types, and Atlas, itself, put out a series of foil-imprinted 40-strikes, each bearing the name and address of an individual sales representative (most of the major match manufacturers of the past did the same for their own sales people, using various designs and styles).

Some ten years ago, we also pointed out that Atlas had come out with a new type of Foillite-like cover, an outstanding design where the foil is inlaid at different angles to itself, giving the entire design a sparkling quality, rather than just a shiny, reflective surface.

If you're interested in this particular *foillite-like* category, don't forget to check your boxes. Atlas has put out a number of foil boxes, using both the *Atlas Match Corp.* and the *Atlas/Diamond* manumarks. Unfortunately, for album purposes, these boxes don't fit the standard *American Ace*-sized pages, since the Atlas boxes are significantly smaller, so you'll have to mount them as you would any other 'odd-sized' box...manually (ugh!).

Also unfortunately, if Atlas has a trademark name for its Foillite-type covers, it never uses it on the covers, themselves, and I've never heard of it elsewhere. From a collecting standpoint, and a category standpoint, it would be nice if Atlas would identify these covers with a distinctive trademark printed on the inside of the covers, as we're used to seeing with the Universal covers.