

## Collecting Jutes

In case you've never seen a Jute, and you're curiously examining the pictures here to see what they are, I'm afraid they're not going to be that much help. The defining characteristic of a Jute is the texture. It has a cardboard, grocery bag feel and look about it. As you can see here, though, the vast majority are also brown—in various shades. So far, you might be ready to say that this sounds like a singularly unattractive category...Well, some of them are! But, you'd be wrong to categorize the entire group as such. Not only are these covers unique in their own way, but when part of the design is done in foil, as many are, the result is a very attractive fancy cover.

And, as an added plus in this category that you might see as an incentive to collect Jutes, it's one of the few Fancies that is still being produced, as far as I know That's because it's an Atlas Match Corp. product, and Atlas was one of the few manufacturers that survived the industry collapse of the 1980s.

Although Atlas apparently calls this type of cover a "Lincote," collectors have always called them "Jutes." You'll never see either term on an actual cover, though. No such trademark ever appears on these covers.

Since these covers first started appearing in the later 1970s, all covers in this category are necessarily reverse-strikers. You'll also find that although most are brown in color, there are a few in other colors. I have one in green, for example. There were 257 listed as of 2001. Ruth Hagan maintained the listing, but it may be in need of someone to take it over now. I currently have 211, myself.

