

# ***KNOW YOUR COVERS!***

## **Color-Photo Types**

Ask any collector about color-photo types of covers, and he or she will invariably say something such as, "Oh, you mean 'Matchoramas'!" They were the biggest, most popular, and most sought-after such covers in the category...but are you aware of the similar types put out by competing manufacturers over the years? Here's a handy little reference chart....

### **Color-Photo Trademarks**

<b>Manufacturer</b>	<b>Trademark</b>	<b>Production Dates</b>
<ol style="list-style-type: none"> <li>1. American</li> <li>2. Atlas</li> <li>3. Diamond</li> <li>4. Lion</li> <li>5. Maryland</li> <li>6. Monarch/Superior</li> <li>7. Universal</li> <li>8. Hanna (Australia)</li> </ol>	<ol style="list-style-type: none"> <li>1. Amerikolor</li> <li>2. Atlas Four Color (?)</li> <li>3. Diamond Color</li> <li>4. True Color</li> <li>5. Photo Color</li> <li>6. Camera Color</li> <li>7. Matchorama</li> </ol>	<ol style="list-style-type: none"> <li>1. 1960s?-1975</li> <li>2. 1965-present</li> <li>3. ?-?</li> <li>4. 1956-?</li> <li>5. ?-1984</li> <li>6. 1972-1990</li> <li>7. 1955-1987</li> <li>8. ?-?</li> </ol>