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**MS 046**  
**Bernheim Automobile Covers Collection**  
**1924-1991**

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**SUMMARY INFORMATION**

Title: Bernheim Automobile Covers Collection

Creator: Bernheim, Betty

Inclusive dates: 1924-1991

Extent: 2 boxes; 1 linear foot

Abstract: This collection contains covers from new and used automobile dealers, repair shops, gasoline stations, and tire companies, all postmarked Arizona. Many covers are from local Tucson dealers. Also included is "On the Open Road," a road-trip themed philatelic exhibit.

Call no.: MS 046

Language: English

Repository: Peggy J. Slusser Memorial Library  
920 N. First Avenue  
Tucson, Arizona, 85719

**ACCESS & USE**

Acquisition information: Donated by David Bernheim in March 2013. Exhibit assembled by his mother Betty Bernheim from material purchased by John Birkinbine.

Restrictions: This collection has no restrictions.

Copyright: It is the responsibility of the user to obtain permission to publish from the owner of the copyright (the institution, the creator of the record, the author or his/her transferees, heirs, legates, or literary executors). The user agrees to indemnify and hold harmless the Postal History Foundation, its officers, employees, and agents from and against all claims made by any person asserting that he or she is an owner of copyright.

Preferred citation: Bernheim Automobile Covers Collection. Postal History Foundation.

**ARRANGEMENT**

The covers are arranged by type of car (e.g. General Motors dealers, Ford dealers, etc.), used car dealers, service stations, tire dealers. Each section is then arranged chronologically. The exhibit is in a separate box.

### **SCOPE & CONTENT NOTE**

This collection is comprised of covers—mail that was originally sent by Arizona automotive dealers and other automotive-related companies. All are postmarked in Arizona. It also includes the exhibit “Travel the Open Road,” which includes covers postmarked from Arizona cities with small descriptions of the companies who sent the mail and the automobile makes they sold or serviced (or gasoline and tires they sold).

Most of the correspondence was addressed to financial institutions, the Motor Supply Co., or the records department of the Tucson Police Department. Other noteworthy addressees include Roy Drachman and Jacome’s (in the General Motors section) and the Tire Rationing Board (in the Ford section).

Some of the local senders include: O’Reilly, Apache Motors, Apache Tires, Beaudry, Hackett & Whiting, Rollings, Young Buick, Nite & Day, Southern Arizona Automobile, Quebedeaux, Monte Mansfield, Livingstone, Selby, Homes Tuttle, Hermans, Bill Breck, Precision, Thoroughbred, Larry Miller, and Desert Toyota. National brands/companies include: Buick, Chevrolet, Cadillac, Pontiac, Ford, Edsel, Lincoln, Mercury, Chrysler, Plymouth, Dodge, DeSoto, Nash, Layfayette, Studebaker, Packard, Hudson-Essex, Fiat, Porche, Audi, Datsun, Volkswagen, Toyota, Texaco, Shell, Penzoil, General Petroleum, Phillips 66, Chevron, 76 Union, Standard, Enco, Exxon, Conoco, Firestone, Mohawk, and U.S. Tires.

Some slogan and advertising cancellations include: Always Use Zip Code, Red Cross Roll Call Join, Give Red Cross Fund, U.S. Treasury Defense Bond Flag City, Pray for Peace, Fight TB Support Your TB Association, Strike Back at Cancer Give American Cancer Society, Southwest’s Volume Dodge Dealer, March Red Cross Month, Give Enough Through Your Community Chest, Hire the Handicapped It’s Good for business, Remember Only You Can Prevent Forest Fires, and a picture of a VW Beetle next to metered cancel.

### **BIOGRAPHICAL NOTE**

Elizabeth "Betty" Bernheim, born in Newark, New Jersey near 1925, worked as a school teacher and was a school coordinator for the Postal History Foundation and served on its Board of Directors. For her involvement in civic groups, she was awarded the Jefferson Award for community service. She died at age 87 in Sierra Vista on August 10, 2012.

### **SUBJECT TERMS**

Covers (Philately)—Automobiles—Arizona  
Cachets (Philately)—Automobiles—Arizona  
Covers (Philately)—Automobiles—Tires—Arizona  
Cachets (Philately)—Automobiles—Tires—Arizona  
Covers (Philately)—Service stations—Arizona  
Cachets (Philately)—Service stations—Arizona  
Covers (Philately)—Gasoline—Arizona  
Cachets (Philately)—Gasoline—Arizona

**RELATED MATERIAL**

Related collections : Tucson Covers Collection (MS 024)

**ADMINISTRATIVE NOTE**

Acquisition number : 2014-01

Processed by: Valerie Kittell August 2013.

**BOX AND FOLDER LISTING**

**Box 1**

f.1	General Motors (Buick, Chevrolet, Pontiac, etc.)	1931-1981
f. 2	Ford (Ford, Edsel, Lincoln, Mercury)	1932-1984
f.3	Chrysler (Chrysler, Plymouth, Dodge, DeSoto)	1931-1980
f.4	Studebaker and Packard	1931-1954
f.5	Hudson-Essex	1934-1955
f.6	Nash and Layfayette	1931-1952
f.7	Foreign makes & misc.	1949-1991
f.8	Used (?) car dealers	1931-1981
f.9	Gasoline & service stations	1924-1981
f.10	Tires	1934-1946

**Box 2**

f. 1	Travel the Open Road exhibit	1931-1958
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