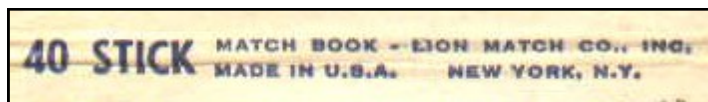


Lion's 40 STICK



What's the most famous 40-strike that comes to mind?...Probably Universal's *Royal Flash* or *Billboard*. Now, picture the opposite—a type of 40-strike, but little seen, little known. Well, you might imagine something really obscure, such as a Monarch 40-strike, but I'm thinking of something with just a tad more pizzazz! How about Lion Match Co.'s *40 STICK*? You don't see those around very much.

The manumark looks very similar to that of Lion's *30 STICK* covers, but the *40 STICKS* were never anywhere near as popular...couldn't stand up to the competition from Universal, I would think. Consequently, they were around for very long, c.1954-c.1958. They're fairly plain, as a general rule, although I have one at least that's like a *Mirro-Gloss*. Also, the only dated one I have, I believe, is dated 1956. In any event, all of this sets up *40 STICKS* as nice, challenging small category (translate 'challenging', here, as 'tough'!)

I don't have any stats on how many there are or who has the largest known collection...I don't think anyone has ever reported such. And, not surprisingly, there's no list in existence that I know of. I've been casually setting them aside for a number of years, when they happen to be dupes and not needed in one of my other collections...and as a result I can now boast a grand total of some...29.

Well, I told you they were *challenging*!

