

March 2008

Lion Small 'o' Covers

by
Mike Prero

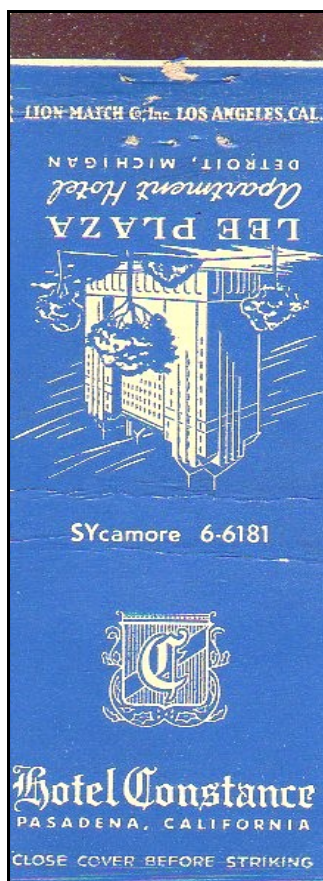
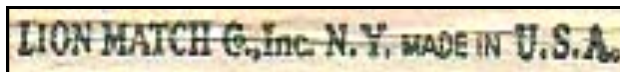
I thought I had actually made this category up, but it turned out that Dan Bitter, OK, was already collecting these covers, as well...which, in turn, means that it's not just me that sees the uniqueness and collectability of Lion small 'o' covers!

The small 'o' is in the manumark, as can be seen here->

The small 'o' refers to the 'o' in 'Co.' wherein the 'o' is actually *inside* the capital 'C'. So, is that what makes these covers unique. Well, it's part of it, but there's more that these covers have to offer.

There's *age*. These covers were all issued from 1938-1958. Thus, they're all a minimum of half a century old. That's a selling point.

There's *the feel*. These covers are physically different from more modern covers. They tend to be slightly thicker (somewhat more solid, if you will), and, of course,



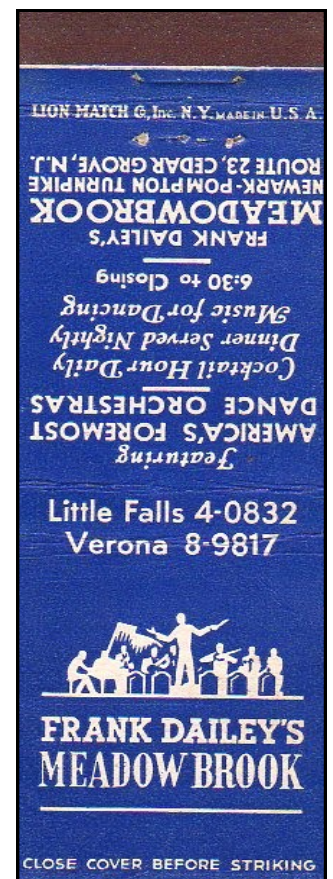
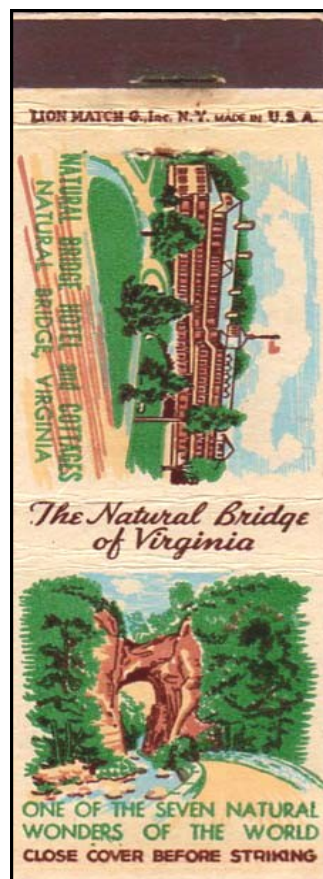
they're almost all front-strikers (*Almost* all, because occasionally they were issued as back-strikers).

There's *quality*. As with just about all of the covers stemming from the Golden Age of matchcover art, the design and look of these covers are distinctly different from more modern covers.

Thus, all in all, there's enough here to justify this as a distinct category among the myriad of cover categories already recognized. So one doesn't have to simply be into manumarks in order to be drawn to these covers. Also, as a conjunctive aside, since Lion was headquartered in New York during this period, a relatively high percentage of these covers are from New York City, which makes me even happier because I also collect NYC covers.

The LION MATCH Co., Inc. N.Y. MADE IN U.S.A. (*inside 'o'*) manumark is only the 'main' manumark, here, by the way. There are other variations in the location, all coming after the initial 1938 issue. The ones which I've been able to discern thus far (from my *Manumark Dating Guide*) include:

- LION MATCH Co., Inc. CHICAGO, ILL.
- LION MATCH Co., Inc. CLEVELAND, OHIO.
- LION MATCH Co., Inc. DALLAS, TEXAS.
- LION MATCH Co., Inc. DETROIT, MICH
- LION MATCH Co., Inc. DETROIT, MICH.
- LION MATCH Co., Inc. HARTFORD, CONN.
- LION MATCH Co., Inc. INDIANAPOLIS, IND.
- LION MATCH Co., Inc. LOS ANGELES, CAL
- LION MATCH Co., Inc. LOS ANGELES, CAL.



- LION MATCH Co., INC. MIAMI 45, FLA.
- LION MATCH Co., Inc. MILWAUKEE, WIS.
- LION MATCH Co., Inc. PHILA., PA.
- LION MATCH Co., Inc. PHILA., PA.
- LION MATCH Co., Inc. PITTSBURGH, PA.
- LION MATCH Co., Inc. PITTSBURGH, PA.
- LION MATCH Co., Inc. SAN FRANCISCO, CAL.

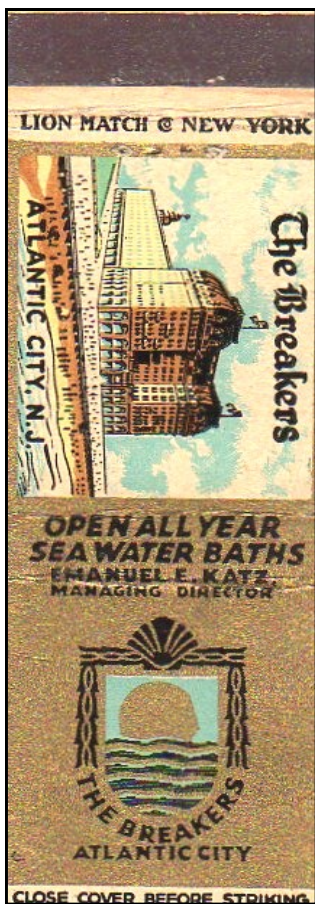
Now, there *are* older versions of the *inside 'o'* manumark, but I don't include them in my above collection. I keep them separated out. The distinction is that the older versions don't have the 'Inc.' in the manumark.

- LION MATCH Co N.Y. MADE IN U.S.A. (*inside "o"*) [1934-1937]
- LION MATCH Co NEW YORK (*inside "o"*) [1930-1940]
- LION MATCH Co NEW YORK (*inside "o"*) (*upsd*) (*no SAFETY FIRST footer*) [1928]
- LION MATCH Co NEW YORK (*inside "o"*) (*upsd*) (*SAFETY FIRST footer*) [1924-1929]

Some 99% of all of these small 'o' covers are 20-strikes, of course, but there are a few 30-strikes, as shown on the following page. (I currently have three). And, I've never seen any 40-strike issues.

Also, the manumark in question here, as you would expect, is normally on the outside of the cover, just below the striker. In some instances, though, it's to be found on the inside.

All of this may seem esoteric to some, but the Lion small 'o' covers have always simply stood out to me, crying for their own category...and who am I to deny such a call!



Numerically, this is a big category. These covers abound! I currently have 4,802, plus another 662 of the older versions, although none of the *Safety Firsts* are included in the latter. I collect *Lion Safety Firsts* separately.

If you collect these beauties, yourself...now you know who you can trade with!



LION MATCH Co. Inc. DETROIT, MICH.

15 CAPITAL AVE. N. E.



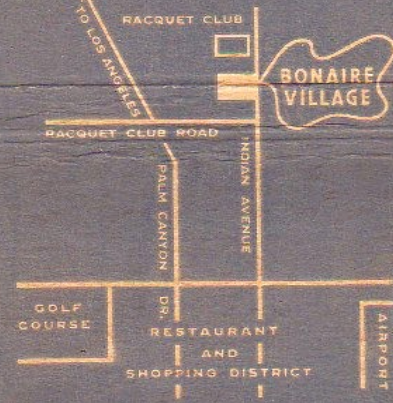
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Calhoun Federal SAVINGS AND LOAN ASS'N.

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- **SWIMMING POOL**
- **CONTINENTAL BREAKFAST**
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AIRPORT

LION MATCH Co. Inc. LOS ANGELES, CAL.



AMERICAN REPUBLICS LINE
U.S. EAST COAST TO SOUTH AMERICA

PACIFIC REPUBLICS LINE
U.S. PACIFIC COAST TO SOUTH AMERICA

AMERICAN SCANTIC LINE
U.S. EAST COAST TO SCANDINAVIA AND BALTIC PORTS

LION MATCH Co. Inc. N. Y. MADE IN U.S.A.

47-2096 MOORE-McCORMACK BROS.

