



## Small Categories Series

### Easel Backs



Now, *these* are interesting! This was another one of the Lion Match Company's innovative ideas and it resulted in a fairly distinctive cover type, although it never became a commercial success.

Even though collectors refer to it as an 'Easel Back', Lion actually called it the "Easel-Match" and the "Eez-L" (two different names for the same thing; they must have switched from one to the other somewhere along the line, but I don't know which came first). These covers all have a cut-out portion on the back panel which could be pushed out to allow the cover to stand up. If you look closely on the back panels of the examples below, you can see the outline of the push-out portion stands.

Lion was hoping, apparently, that the Easel-Matches would be popular with businesses, especially hotels, motels, and restaurants, since the matchbooks could easily stand on tables, counters, bars, etc., boldly displaying whatever advertisement the business cared to have printed up. It was a great advertising idea, but for some reason it never caught on, and production of Easel-Matches had basically ceased around the 1950s-1960s?

I have examples of 20s, 30s, and 40s. The late Jim Moffett's, CA, collection is still the largest I know of at 103 as of October 1990.

