

## Matchcover Enigmas #1

### Why didn't the *Easel Match* become a success?

Oh, it could have been!...It should have been!...But it wasn't. What happened? It was a fabulous idea! Why didn't it catch on?

*Easel-Match* was a Lion Match Co. innovation for its covers having a cut-out portion on the back panel which could be pushed out to allow the cover to stand up. At one time, Lion also trademarked them as *Eez-L*. Even though they're referred to as "Easel-Backs" in the hobby, that was never their trademarked name. They first appeared around the 1940s, had what little hey-day they could have been said to have in the 1950s...and then were gone...a flash in the pan, a failed experiment.

But, the *Easel-Match* should have been an instant smash hit with customers! To the one-time customer off the street, it would have been just an interesting novelty, but to the business customer, it should have been much more....a god-send, even!

If I had been a business owner, especially, perhaps, a restaurant owner, I would have jumped at the chance to order the *Easel-Match*! Just think, I could have had a little stand-up billboard sitting on each and every table, and each one would be constantly heralding the name and location of my business, along with the more attractive advantages of doing business there! What business person wouldn't want that?

And, when you walk out of my establishment, you take my advertisement *with* you, to who knows where, to be used and looked at who knows how many more times, and to be seen by who knows how

many more prospective customers! What more could I, as a business owner, want, for goodness sakes!

It was a great idea! So what happened? I haven't the faintest! They couldn't have been prohibitively expensive. It's...an enigma!

