

## Small Categories Series

### Displays

This is another Lion trademark. This one was for its covers having a pop-up flap on the inside. Usually die-cuts, the flap could be in any shape—a man, a vegetable, an airplane. Displays first appeared in 1940, but they hit their stride in the 1950's. Although they enjoyed a larger measure of success than Lion's Easel-Match, they were never all that numerous either. Too, bad...it was a nice idea!

Still, Lion must have had high hopes when Pan Am put in an order for an entire set (and those are probably the most well-known examples of the Display, and perhaps the most commonly seen). Ah, how fickle Fate can be...for success proved to be ever fleeting....perhaps because it presented an extra expense to customers, who, upon reflection, couldn't see it as feasible.

Because of their uniqueness and attractiveness, Displays have always been popular with collectors, which makes the relatively small number of issues all the more lamentable.

You'll find them in Midget, 20, 30, and 40-strike sizes (the famous Pan Am issues are 30-strikes). Sometimes you'll find a Display...that isn't. It *was* a Display, but now the tell-tale pop-up flap is missing. You can always still tell a Display, though, even in such cases, because you will always see the strip on the inside of the cover where the pop-up tab was originally glued.

Jimmy Calhoun, CA, had 310 back in April 1993, and John Williams has done a Display listing.

