

Lion Trademarks

The Lion Match Company etched its name in the industry's history through its wide array of creative innovations. Some caught on; Some didn't, but Lion, especially at its zenith in the 1940s and 1950s, was always on the cutting edge.

Presented here are the various trademarks Lion produced over the years. The list is as complete as I have been able to make it, based on current knowledge, but don't take it to be set in concrete.

A few of these trademarks, such as *Taffeta*, *Taffeta Foil*, and *Stipple Finish*, were used by Lion to refer to certain distinct matchcover types, but it's very doubtful that these trademarks were ever actually used on the covers, themselves, so don't be surprised that you've never seen them on the inside of Lion covers. I've arranged these in chronological order, but I'm making educated guesses (?) on the dates for some.

Pocket Wallet (early 1920's)
Green Hat (box and cover (1926)
Drunkard's Match (1926)
Feature (1930)
21 Feature (c. 1935)
Giant (1936)
Giant Feature (c. 1936)
Midget (1936-1943)
Display (1940)
Thirty-Stick (?)
Odd-striker type (c. 1941)
Diplomat (?)
Knot-hole (1940's-?)
Bright Foil (metallic, ?)

Contour (1951)
Lucky Sticks (poker hand match sticks, c. 1954)
Poster Feature (1956)
True-Color (later 'Tru-Color,' 1956)
Lion Model Match (1956)
Wagon Tongue (?)
Eez-L (1959)
Piggy Back (c. 1960s)
Super King (240-strike, ?)
Stipple Finish (Filigree-type, 1975)
Taffeta (Metallic-type, ?)
Taffeta Foil (Foilite-type, ?)

Aztec (Cameo-type, ?)

