

# Contours!

by  
Mike Prero

Contours! Those are those beautiful old die-cut covers where the side edges flare out, according to the particular design [although I should draw your attention to the pitiful fact that my scanner has snipped off some of those edges; don't ask me why!]

Contour was Lion Match Company's trademark for these 20-strikes. They were introduced in 1951, and

almost all of the Contours were produced in the 1950s. The covers don't always sport the Contour manumark. Sometimes, it could be a Feature manumark, no manumark, or, in the later issues, it's a Lion manumark. Normally, though, the Contour manumark in such cases appears on the inside, except with those later issues [It's as if, for some reason, Lion had abandoned the trademark by then].

Some were also originally Full Features, and some are Odd-Strikers.

Contours are a joy to behold. The artwork is great; the designs ingenious; and most are very colorful...Lobsters, Trucking, Dated Auto, Sports, Animals, Ship Lines, Banks, Lucky Match, and on.

Toby Messmer, KY, had 1,917 as of December 2010. Emily Hiller was handling the list, but I don't know what the status of that is currently.





TREASURE MATCH BOOK PAT. 1639845-6  
 LION MATCH CO., Inc. MILWAUKEE, WIS.

**MITCHELL 5-6916**

**BABY DIAPER SERVICE**

*that morning uses*

THE CHOICE OF PARTICULAR MOTHERS

WHEN IT'S TIME FOR A CHANGE

**DIAL MI 5-6916**

**'55 FORD**

**BORCHERS**

*IN DAYTON SINCE '03*

**BORCHERS**

THUNDERBIRD **FORD**

RESTAURANT ROW'S SEAFOOD HOUSE  
 301 S. LA CIENEGA BLVD.  
 LOS ANGELES, CALIF.

Eastern Seafoods  
 Wild Game • Fowl

**THE Captain's Table**

CLOSE COVER BEFORE STRIKING

CONTOUR MATCH BOOK PAT. 1639845-6  
 LION MATCH CO., INC. BALTIMORE, MD.

**DRIVE-IN**

*Pig'n Whistle*

FAMOUS FOR BARBECUES 'N SHAKES

**Varsity DRIVE IN**

CLOSE COVER BEFORE STRIKING

CONTOUR MATCH BOOK PAT. 1639845-6  
 LION MATCH CO., INC. NEW YORK 19, N. Y.

*"Say it with Flowers"*

CLOSE COVER BEFORE STRIKING

5201 BROADWAY GALVESTON, TEXAS  
 FEATURE MATCH BOOK PAT. 1639845-6  
 LION MATCH CO., Inc. HOUSTON, TEXAS.

**at the DRIVE INN**

MAN'S SIZE SANDWICHES

**CARL GLAZE, Own.  
 A. P. THOMPSON, Mgr.**

*Carl's the DRIVE INN*

CLOSE COVER BEFORE STRIKING