

Interesting Trivia

I happened to be going through an old article in the Feb 13, 1946 issue of *Pathfinder* magazine which was about making matches and came across some interesting bits of information. It was almost like taking a quiz. *[Thank you to whoever gave that to me]*

1. The first matchbooks were called ‘flexibles’. *[I knew that]*

2. The first matchbooks, including the Mendelson Opera cover, had the strikers are the inside. *[I think I actually had seen that before, but had forgotten all about it]*

3. Harry Truman had personalized matches. *[I didn't know that]* The article included a picture of such. Anyone have one? I don't think I've ever seen one surface anywhere.

4. We discussed before the question of what was the first cover with advertising on it—the Piso cover had printed advertising on it; the Mendelson Opera cover had hand-written advertising—but.... it was apparently *[according to the article]* one Ezekial Byam of Massachusetts who initiated advertising with matches way back in 1836 when he put the following on phosphorous matchboxes, “For quickness and sureness the public will find these matches will leave all others behind.” *[I definitely didn't know that]*

5. The 1946 article estimated that there were currently 18,000 matchcover collectors in the country.

6. The article also showed two wonderful WW II Patriotic matchbooks which I'm sure I had never seen before. One was a characterization of a “monkeyish Laval” with a swastika in the corner of the front panel. I don't know who Laval was...Vichy France politician? Anyone know? Also pictured was a great Pull-Quick-looking matchbook with the matches in Hitler's hair. Anyone have one of those?