



Collecting "Pull-Quicks"

by
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Now *this* is an interesting oddity! "Pull-Quick" is a trademark for covers or boxes (they're sort of in between!) where the striker was put on the *inside* (completely out of sight), and the matches, already resting against the striker, would ignite automatically simply by being pulled out quickly.

They originated in the 1930s and only lasted for a few years thereafter (almost certainly gone prior to World War II), another brainchild frizzled on the fickle finger of Fate!

Although "Pull-Quick" was the Diamond Match Co. trademark (their version was the box-like structure—first row of pics), there were other styles by other manufacturers. Directly below one of the Pull-Quicks is the bottom of the Pull-Quick box. The Pull-Quicks had 10 wooden matches to the box.

A second style was more of a folding cover, of which there were two types. The Canadian Pullmatch Co. put out the variety pictured on p. 2, calling theirs "Pullmatches". These were made in England. There was also an American Pullmatch Corp. (relationship to the Canadian company unknown), and they put out the style seen on the second page. Their style was shorter and wider than the Canadian type, and on the inside it, said "Pull Quickly", whereas the Canadian style said "Pull Sharply". Also, the Canadian version opened east-west, and the American version opened north-south. But both called themselves "Pullmatches"; both carried 20 cardboard matches, and the matches, themselves, are identical...all of which leads me to believe that there must have been some connection between the two companies (perhaps even if it was only industrial espionage!)

If you're interested in finding them, let me know if you have any luck! You just don't see them around, usually not even in the big auctions. The handful I have came my way in an accumulation I purchased locally.

Production of all varieties ceased over 60 years ago. Some of us collect them, but this is something that every collector should have at least one of, intact. This is the type of cover that you pull out of the cabinet just as the person who's been looking at your collection thinks he's seen it all! One collector reported having 362 Pull-Quicks/Pullmatches in October 1989.

