

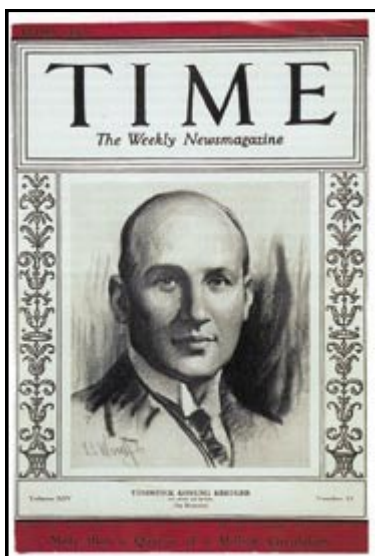
HOBBY HISTORY

Did You know? III

-In World War II, during the siege of Leningrad, the Soviet Union issued labels urging the people to resist.

-Gustav Erik Pasch, at the J. S. Bagge match factory in Stockholm, in 1844, invented what is now called the 'safety match'. It involved taking out the phosphorus from the head of the match and putting it on a strip on the side of the matchbox which left the match head containing potassium chlorate but no phosphorus, the two chemicals needed for ignition. Therefore, only when the match head was struck against the strip on the side of the box would a small amount of phosphorus mix with the potassium chlorate and, catalyzed by the heat of the friction, ignite. This protected the consumer from accidentally igniting an entire box of matches. Pasch also substituted the white phosphorus with the newly discovered red phosphorus, which was practically non-toxic and far less volatile. This removed the possibility of using matches as a poison or causing the horrific phossy jaw. This is how the term 'safety match' originated.

-Match magnate Ivar Kreuger was featured on the cover of *Time Magazine* in 1929.



-During the 1970s, an innovation in matchbox production was realized and involved the implementation of a technique that had been known earlier but not used. This was the printing of the label and strike surface directly onto the outer box instead of making the box first and then applying the label. This was only possible with cardboard. However, by printing directly onto the box, the quality of the printing could not be as high as printing onto a paper label due to the high speed needed in production. This therefore also marked the demise of the highly ornate matchbox label as it was no longer feasible to maintain the same level of detail on the cardboard boxes as had appeared on the paper labels.