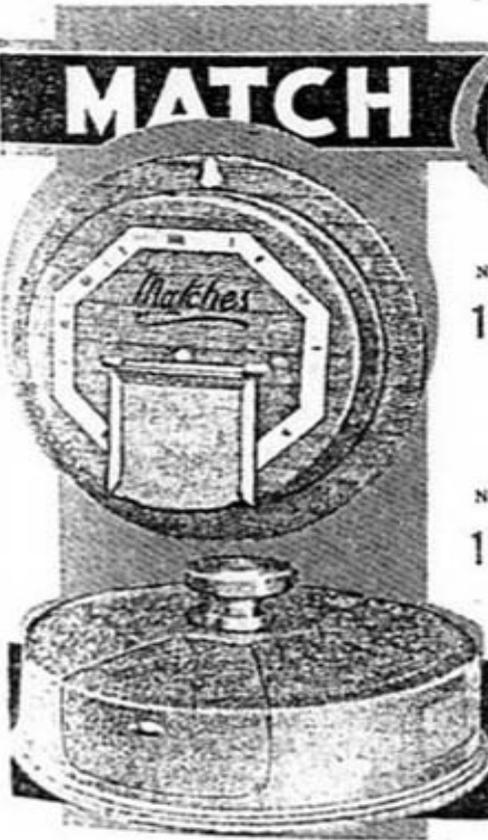


# Disk Matches

by  
Mike Prero

“The ‘Disk’ Match is certainly a bright idea...54 safety matches cut in a disk which revolves in a container of metal, china or glass. ‘Disk’ Match Containers are in themselves beautiful, artistic, and ornamental. They



**MATCH DISK CONTAINERS**

**No. 63** **1/-** **SELL THIS NOVEL AND UNIQUE FORM OF MATCH SERVICE TO YOUR CUSTOMERS!**  
An excellent variety of really attractive designs now available from 1/-.

Model No. 63 (as illustrated), Oak design, for use in Kitchen, Hall, Bathroom, etc., retails at 1/-.  
Model No. 73 (as illustrated), Round Brass Inlaid Design, for use in Smoke Rooms, Clubs, Hotels and Drawing Rooms, retails at 10/6.

**An Excellent Advertising Medium.**  
**Sell them and cultivate Match Sales.**

**No. 73** **10/6** **British DISK MATCHES Made**  
Packed in Cartons, each containing ten disks of 54 matches per disk, retailing at 10½d. per carton. Encouraging terms to Wholesale & Retail Trade. Carriage and Cases Free. Finding a ready public favour when shown, DISK MATCHES are now an admitted live selling line by all Stores and leading Tobacconists.

**WRITE FOR PARTICULARS TO-DAY!!**  
We also invite enquiries of terms for BOOK MATCHES and conditions of service for BOOK MATCH AUTOMATIC MACHINES.

**BRITISH BOOKLET MATCHES (1928) LTD.**  
**NEW RIVER WORKS, BRENTFIELD ROAD,**  
**WILLESDEN, LONDON, N.W.10.**

are produced in all kinds of designs from those suitable for luxurious apartments to those that hang on the wall by the cooker.” That was the description of Disk matches that appeared in an advertisement in the 1928 *The Tobacco Year Book*. The ad was placed by the British Booklet Matches (1928) Ltd., which had secured exclusive rights to the Disk match from its inventor, Felix Kappler, of Dresden, for a minimum annual royalty of £2,333.6.8d. The striking material was in the lid of the container, and the containers were in either metal, plastic, or possibly wood (I’m not certain about the wood, though). The plastic containers were a relatively late addition to varieties offered. Disk match cartons contained 540 matches and replacement strikers wrapped in tissue paper, enclosed in a white envelope.

Although the British Booklet Matches advertisement referred to above also states that Disk matches “have almost entirely supplanted the old fashioned-boxes”, a Bryant & May document entitled “British Booklet Matches 1928 Limited. Criticism of draft Prospectus”, dated March 26, 1928, shows that Bryant & May weren’t worried about the competition, stating that “Matches in large containers have been put on the market many times before, to prevent people putting boxes in their pockets, but the total sale has never reached any importance.”

A 1930 advertisement in *The Tobacco Year Book* shows model no. 03 in tinplate with printed “Oak design for use in Kitchen, Hall, Bathroom, etc.” and model no. 73, a “Round brass inlaid design, for use in Smoke Rooms, Clubs, Hotels and Drawing Rooms”, retailing at one shilling and ten shillings and sixpence, respectively. A carton of ten disks (540 matches) sold for 10½d, comparable with the usual charge of a penny for a box of wooden matches. [Alston, Stan, *Production by the smaller British Bookmatch companies with some imports for the British Market, 1895-1955*, ISBN 0 905111 05 2] Although British Booklet Matches had suggested early on that Disk

**BRITISH BOOKLET MATCHES (1928) LTD.**

Bond St Asprey London

**THE NOVELTY OF TO-DAY  
AND NEED OF THE MOMENT.  
ALWAYS SOMETHING NEW AT ASPREY'S.**

**DISC MATCH HOLDERS**

Silver, Engine-turned - 2.15.0 Plain - 2.7.6	Shagreen, with Silver mounts - 5.10.0	Enamel on Silver - 5.7.6 on Silver-gilt - 6.2.6
Rosewood, Ivory angled - 3.7.6	Crocodile, with Silver-mounted Glass Ash Tray and Striker - 5.15.0	Walnut, Ivory angled - 2.17.6
Thuya Wood, Ivory angled - 3.10.0	Oak, Metal-gilt mount - 1.15.0	
Tortoiseshell, with Ivory Inlay - 5.15.0	Shagreen, with Ivory Inlay - 4.5.0 Shagreen only - 3.15.0	Tortoiseshell and Brass Inlay - 11.5.0
Chromium Plate, with Onyx Base, Inlaid Canadian Lapis. As illustrated - 3.0.0 Plain Onyx Base - 2.7.6	Quartered Walnut, with Metal-gilt Ash Trays - 7.12.6	Chromium Plate, with Shagreen Inlay - 2.7.6

WRITE for CATALOGUE.



Fig. 80

