



## Editorial

**Too Much Testosterone?** There has always been a huge gender gap in this hobby (currently, the hobby is made up of some 76% males). The question of why the hobby appeals so heavily to men is an interesting one to speculate on. Personally, I'm going to go for the historical factors. Historically, males have been the predominant smokers, so that in itself would point them in the direction of this hobby more than females.

Also, traditionally, it's the male in our society that has travelled more. Thus, males would have been 'exposed' to a greater variety of matchbooks in the everyday course of events. This, too, would increase the chances of John Doe becoming a collector rather Jane Doe. And, as an offshoot of traveling and smoking more, it would usually have been Dad that brought matchbooks home...and that's what the kids would see, perhaps even planting the idea in the subconscious minds of those youngsters that this was a 'male' thing.

Apparently, such factors were more than enough to counter traits in the female of the species that might have led more of them to the hobby...traits such as a heightened appreciation for beauty, a proclivity for structure and an eye for details (at least, it seems to me, those traits are normally associated more with females than males). Notice, though, that I couch all this in the past tense. Our modern society is changing so rapidly that I wouldn't even dare to venture guesses at more current factors.