

CATALOGUE OF SETS OF DUTCH MATCH LABELS AND SKILLETS



1945-1991

INTRODUCTION

This catalogue contains series of matchboxlabels and skillets that have been issued in the Netherlands since Worldwar II. It is only a small part of all the labels and skillets that are issued in the Netherlands since the first matches were sold.

The history of matchfactories in the Netherlands started around 1870. Over the years some new factories were founded and other factories merged. Most of these factories were closed between both worldwars.

After Worldwar II 3 factories still existed. In Eindhoven and Breda were two factories who formed the 'V.H.L.F.' which stood for 'Verenigde Hollandsche Luciferfabrieken' meaning 'United Dutch Matchfactories', part of Swedish Match.

In Weert stood the 'Nationale lucifersfabriek' (national matchfactory).

In 1967 the 'V.H.L.F.' took over the factory in Weert, and at the same time they closed the factory and also the one in Breda. Since then only the factory in Eindhoven was left. As a result of a reorganisation of the Swedish Match factories in Europe the last Dutch factory finally closed in 1980. The matchproduction moved to the Belgian UNAL factory in Geraardsbergen.

Since 1881 there is also a trading-company in Amsterdam, called 'Attema'. First they traded Swedish matches, later they also became the selling-agent for the 'V.H.L.F.'

Another trading-company, specialized in publicity-matches is 'Atria'. In 1968 they became part of the Attema trading Co. Nowadays Atria is specialized in booklets and luxury publicity boxes.

In April 1991 the names of Attema and Atria have officially changed into 'Swedish Match Nederland b.v.'

The amount of Dutch labels and skillets is enormous. From 1870 to 1945 it were mostly brand-labels, in a lot of varieties and most of them with packetlabels. A lot of Dutch brands have been exported and some of them are only issued abroad. In these years publicity-matches were not common and only a few sets were issued. A lot of pre-war labels have been documented, but undoubtedly some labels do not exist anymore and therefore will never be found.

After Worldwar II the economy was growing fast and soon the matchfactories started producing labels in various colours and the issuing of sets started. In the Netherlands it was a chain of grocers-shops who first issued sets, and soon others followed, and the factories also began printing their own sets. As a result of this people discovered that the matchbox was an excellent publicity-article and therefore an enormous amount of publicity-labels have been issued over the years, not only to promote articles or companies, but also to prevent the use of alcohol, to raise money for clubs or good causes, or labels with the name of a restaurant or tobacconist. And besides the sets most grocers-shops and supermarkets have also issued lots of single labels or skillets and even nowadays every year some new ones are issued.

The first sets issued after Worldwar II were made by the Dutch factories. In the 1970's some supermarkets started importing their matches from countries like Belgium, Hungary or Yugoslavia because they were cheaper. And of course since 1980 all matches sold in the Netherlands are made abroad.

In this catalogue are the sets that were generally available all over the country. This means the sets issued by the factories (mostly sold in 'independant' grocers-shops), the sets issued by the grocers-shops and supermarkets (with their own names on it) and a few sets of publicity-labels and -skillets.

With each set I've mentioned the Dutch title of the set (in capital, underlined letters), the factory or country who produced the matches, and the subject of the set. If the set is numbered only one label is printed plus the packetlabel. Where necessary the complete set is printed. There is also an indication which labels are horizontal and which are vertical, and there is a discription of the colours. Finally with some sets there is a brief description of the subject or a few translations of text on the labels or a little background information.

Undoubtedly there will be some language-mistakes but I hope they won't be too annoying and this catalogue nevertheless will help collectors outside the Netherlands to organize their collection of Dutch labels and skillets and that it will encourage others to start collecting them.

All information in this catalogue is taken from catalogues and magazines from the 'studie- en documentatiegroep lucifersetiketten van de Ned. ver. De Verzamelaar', the Dutch society of collectors of matchboxlabels, -skillets and/or booklets.

Maarten Brinkman
August 1991.
Aalten, The Netherlands.

CONTENTS

<u>INTRODUCTION</u>	1
<u>CONTENTS</u>	2
<u>MATCHFACTORIES and TRADING-COMPANIES</u>	3
ATTEMA (AL/LUCIMIX-fashion-Asterix strip)	3
EUROTRIP	8
ATRIA (planets)	10
GEJO	11
MOLEN (windmill)	12
VLINDER (butterfly)	15
<u>GROCERS-SHOPS/SUPERMARKETS</u>	19
ALBERT HEYN (AH)	19
ALDIMARKT (articles)	20
A & O	26
ALMARKT	26
DE BOER	27
CENTRA	28
CO-OP	31
EMHA	32
EDAH (ziezo-space travel)	33
ENKABE	34
EUCO (including Top)	34
ETOS (clown)	36
GROSBO	36
DE GRUYTER	37
HEMA (H)	38
IFA	40
KLIMOP	41
KROON	42
JAN LINDERS	44
METROMARKT	45
SIMON DE WIT	45
SPAR	46
SRV	48
VeGé	51
VIVO	53
<u>PUBLICITY-MATCHES</u>	56
ATRIA SPONSOR LUCIFERS	56
AARDGAS	56
AMSTEL BIER FLIPTOPPER	56
ALGEMEEN DAGBLAD	57
AVIA	57
BEVEROL	57
DE BETUWE	58
HEINEKEN	58
KWATTA	58
HOLS/PRIMO	59
MARTINI	60
MISPELBLOM	60
N.V. STOOMVAART MAATSCHAPPIJ NEDERLAND	61
N.V. NEDLLOYD LIJNEN	61
NECKERMAN	62
PALMOLIVE	62
PAM	62
SCOUTING 67	63
VAN GEND EN LOOS	63
ZILVERZEGELS	63
MASCOTTE	64
RIZLA+	65
STATIONSRESTAURATIES (railway subjects)	72
ZUIVEL (milk-butter-cheese)	73
<u>ZWALUW (the swallow)</u>	76

ATTEMA

Mr. J.W. Attema started in 1881 a trading-company in Amsterdam which soon was used by Swedish matchfactories as agent for selling matches in the Netherlands. One of the first brands they sold was 'zwaluw' (the swallow) which is still for sale in the Netherlands. Later on Attema also became agent for Dutch factories.

AL/LUCIMIX

Attema started issuing series in 1960 with the name 'AL', which stood for 'Automaat-Lucifers' (automation-matches from a machine like stamps or cigarettes). Later the matches were sold in stores and from that moment 'AL' stood for 'Attema-Lucifers'!

JAZZ

V.H.L.F. Eindhoven

SUBJECT: jazz-artists.

3 x 25 numbered labels + 1 packetlabel
all labels vertical.

1960: 1st.set + 1 packetlabel, red background
1964: 2nd.set + 1 packetlabel, blue background
1964: 3rd.set + 1 packetlabel, green background

Only the first set has been for sale
in machines.

Pictures printed in black, yellow and green
text printed black.

SCHELPEN

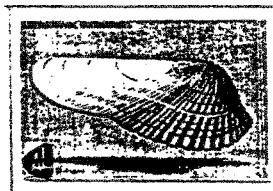
V.H.L.F. Eindhoven, 1966.

SUBJECT: shells.

10 numbered labels + 1 packetlabel.

numbers 1,2,6 & 7 horizontal,
all others vertical.

The pictures are multi-coloured,
text printed black.

S.O.S. REDDINGSWEZEN

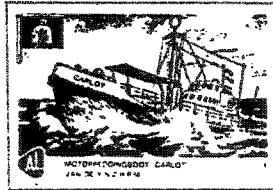
V.H.L.F. Eindhoven, 1967

SUBJECT: scenes of life-saving at sea.

20 numbered labels + 1 packetlabel.

numbers 1-10 horizontal,
numbers 11-20 vertical.

The pictures are multi-coloured,
text printed red, AL black.

WINTERMODE '64 - '65

V.H.L.F. Eindhoven, 1964

SUBJECT: fashion winter '64-'65

20 numbered labels + 1 packetlabel.

all labels vertical.

number 1 (printed aside) always
without number.

The pictures are multi-coloured, text black.



ZOMERMODE '65

V.H.L.F. Eindhoven, 1965

SUBJECT: fashion summer '65

20 numbered labels + 1 packetlabel

all labels vertical.

WINTERMODE '65 - '66

V.H.L.F. Eindhoven, 1965

SUBJECT: fashion winter '65-'66

20 numbered labels + 3 packetlabels.

all labels vertical.

ZOMERMODE '66

V.H.L.F. Eindhoven, 1966

SUBJECT: fashion summer '66

20 numbered labels + 3 packetlabels.

all labels vertical.



WINTERMODE '66 - '67
 V.H.L.F. Eindhoven, 1966
 SUBJECT: fashion winter '66- '67
 20 numbered labels + 4 packetlabels.
 all labels vertical.
 on the boxlabels only ' '66-'67 '



MODE '68
 V.H.L.F. Eindhoven, 1967
 SUBJECT: fashion '68.
 20 numbered labels + 4 packetlabels.
 all labels vertical.
 on the boxlabels only ' '68 '.



MODE '70
 V.H.L.F. Eindhoven, 1969
 SUBJECT: fashion '70
 20 numbered labels + 4 packetlabels.
 all labels vertical.
 on the boxlabels only ' '70 '



**MODE '71 - '72**

V.H.L.F. Eindhoven, 1971.
SUBJECT: fashion '71-'72.

10 numbered labels + 2 packetlabels.
all labels vertical.
on the boxlabels 'UITG.'71-'72'.

**MODE 1973**

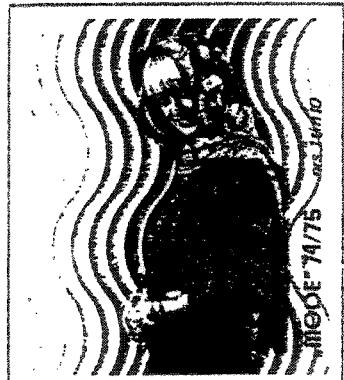
V.H.L.F. Eindhoven, 1973
SUBJECT: fashion '73.

10 numbered labels + 2 packetlabels.
all labels vertical.
on the boxlabels 'UITG.'73'.

**MODE '74 - '75**

V.H.L.F. Eindhoven, 1974.
SUBJECT: fashion '74-'75.

10 numbered labels + 2 packetlabels.
all labels vertical.



STRIP-LUCIFERS

V.H.L.F. Eindhoven, 1976
SUBJECT: cartoons from 'Asterix' strips.

20 numbered labels + 5 packetlabels.

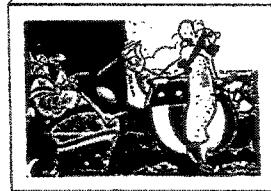
numbers 2,3,5,8 & 19 vertical,
all others horizontal.

on the boxlabels only the cartoon and
the number.

the 5 packetlabels are: ABRARACOURIX (printed aside)
ASSURANCETOURIX
ASTERIX
OBELIX
PANORAMIX

Packetlabels with '500 LUCIFERS-ALLUMETTES' are Belgian.

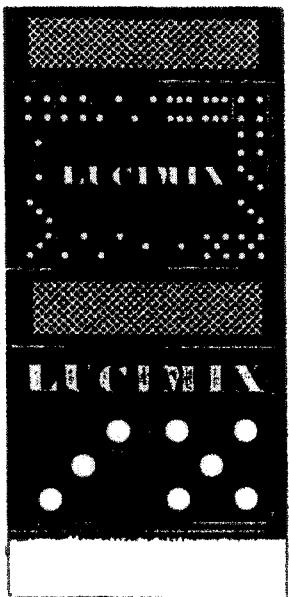
In 1979 the last Dutch matchfactory in Eindhoven was
closed down and Attema stopped issuing series.
But in 1985 they issued a new series using the old
brandname 'LUCIMIX'. The matches were made in Sweden.

DOMINOLUCIFERS

Union Match, Belgium, 1985.
SUBJECT: dominoes.

28 numbered skillets + 1 packetlabel.

the skillets have a red background
with black domino-stones and
'LUCIMIX' printed in orange.

STERRENBEELDEN

Union Match, Belgium, 1986.
SUBJECT: zodiac-signs.

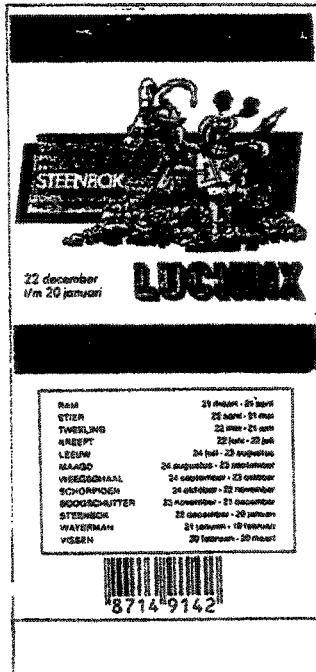
12 unnumbered skillets, no packetlabel.

the 12 signs are:

RAM	(ARIES)
STIER	(CAPRICORN)
TWEELING	(GEMINI)
KREEFT	(CANCER)
LEEUW	(LEO)
MAAGD	(VIRGO)
WEEGSCHAAL	(LIBRA)
SCHORPIOEN	(SCORPIO)
BOOGSCHUTTER	(SAGITTARIUS)
STEENBOK	(CAPRICORN)
WATERMAN	(AQUARIUS)
VISSEN	(PISCES)

These boxes had a new size that never had been used before
in the Netherlands (47x58 mm). They were packed in
cellophane and a pack contained only 5 boxes.

Text printed black, pictures multi-coloured.
The name of the star-sign is printed on a blue surface
with a black shadow. 'LUCIMIX' printed blue.



EUROTRIP

EUROTRIP was another registered trade-mark which ATTEMA used for series issued especially for a chain of smaller grocers-shops.

TORENS UIT BINNEN/ EN BUITENLAND

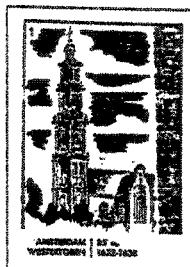
V.H.L.F. Eindhoven, 1960.

SUBJECT: towers in Europe.

20 numbered labels + 1 packetlabel.

all labels vertical.

numbers 1-8 are Dutch towers.

GEBOUWEN UIT BINNEN/ EN BUITENLAND

V.H.L.F. Eindhoven, 1961.

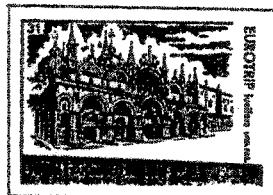
SUBJECT: buildings in Europe.

15 numbered labels (nrs. 21-35)
+ 1 packetlabel.

all labels horizontal.

this set was a continuation of the towers set.

numbers 21-26 are Dutch buildings.



Both packetlabels have later been cut smaller because the boxes had become thinner.

Both sets are printed in red, yellow and blue with black text.

HONDEN

V.H.L.F. Eindhoven.

SUBJECT: dogs.

1st. set, 1963

20 numbered labels, nrs. 1-20,
+ 1 packetlabel.

all labels vertical.

the name 'EUROTRIP' is not mentioned
on the boxlabels.



2nd. set, 1964

20 numbered labels, nrs. 21-40,
+ 1 packetlabel.

all labels vertical.

The pictures are multi-coloured.
Text printed in black on surfaces
in various colours (yellow, red, blue,
pink or green).



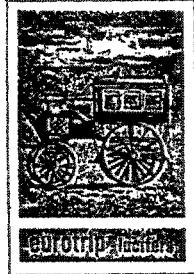
KOETSEN

V.H.L.F. Eindhoven, 1964
SUBJECT: coaches.

20 numbered labels + 1 packetlabel.

numbers 1-10 are vertical,
numbers 11-20 horizontal.

The pictures are multi-coloured,
Text printed in black on bands with
various colours.

MONUMENTEN

V.H.L.F. Eindhoven, 1965
SUBJECT: Dutch monuments and statues.

20 numbered labels + 1 packetlabel.

all labels vertical.

'eurotrip' printed in yellow on a black
surface. Pictures multi-coloured with
blue, green, yellow or pink backgrounds.
Text printed black.

PREHISTORISCHE DIEREN

V.H.L.F. Eindhoven, 1966
SUBJECT: prehistoric animals.

20 numbered labels + 1 packetlabel.

numbers 1-10 are vertical,
numbers 11-20 horizontal.

The pictures are multi-coloured,
text black.

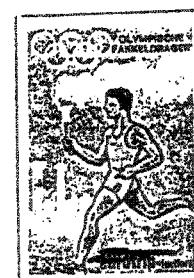
OLYMPISCHE SPELEN 1896-1972

V.H.L.F. Eindhoven, 1968
SUBJECT: olympic games from 1896 to 1972.

20 numbered labels + 1 packetlabel.

numbers 1,4,8,10,13,14,15,18 & 19 are
horizontal, all others vertical.

The pictures are multi-coloured with
black text. The city-scenes are printed
white.

EVENEMENTEN

V.H.L.F. Eindhoven, 1969
SUBJECT: annual Dutch events.

20 numbered labels + 1 packetlabel.

all labels vertical.

the packetlabel has later been cut
smaller on all 4 sides.

Multi-coloured pictures with black text.



G.G. VERVULT WENSEN

V.H.L.F. Eindhoven.

SUBJECT: articles you could get with trading-stamps.

1st. set, 1970
20 labels, nrs. 1-20 + 1 packetlabel2nd. set, 1973
20 labels, nrs. 21-40 + 1 packetlabel3rd. set, 1974
20 labels, nrs. 41-60 + 1 packetlabel

all labels vertical.

The 2nd. set has been issued on shiny, greyish-white paper and on shiny, bright-white paper.

The labels are multi-coloured with black text. The band at the bottom is yellow (1st. and 3rd.set) or green (2nd.set).

G.G. was the name of the grocers-shops which issued the stamps. It stood for 'Gezond Gezin' (healthy family), but on the labels it meant 'Groeiend Geld' (growing money). 'vervult wensen' means 'makes wishes come true'.

4th. set, 1976
20 labels, nrs. 61-80 + 1 packetlabel
all labels vertical.

This set is different from the other 3 sets. The labels have white text on a black background (printed on shiny paper).

In 1982 a reprint of the 4th.set was issued on thin, matt paper. These were made by Union Match in Belgium.

ATRIA

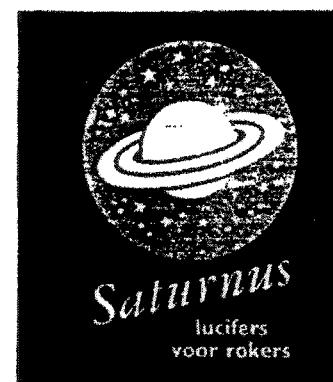
Atria is another trading-company that started in 1934 and they were specialized in publicity-matches. In 1968 they became part of the Attema trading Co. Until 1980 they issued a lot of labels for companies, products, hotels/restaurants,tobacconists, and so on. Nowadays they only issue booklets and luxury-boxes (with just one abrasive-section and in various measures). In the years before 1968 they registered 8 trade-marks named after planets, which they later used for a set.

PLANETEN

V.H.L.F. Eindhoven, 1961

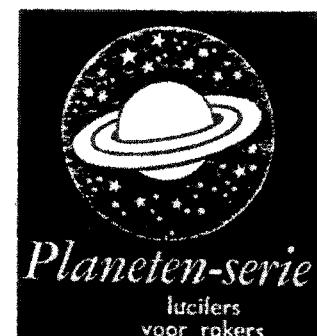
SUBJECT: planets.

8 unnumbered labels + 2 packetlabels.

The 8 planets are: Jupiter Pluto
Mars Saturnus
Mercurius Uranus
Neptunus VenusThe 2 packetlabels: 'Saturnus'
'Planeten-serie'In 1971 a reprint of the set was issued.
The letters l and f from 'lucifers' are longer.
This set has only 1 packetlabel: 'planeten-serie'.

In 1973 the 2nd. set was reprinted on shiny paper.

On all the labels stands 'lucifers voor rokers' which means 'matches for smokers'. These matches were not for sale in shops but per box for sale or given free at tobacconists. The planets are printed green on a blue background. The text is printed in white.



GEJO

GEJO stand for 'General Export J0egoslavië' and is a trading-company who import all kinds of goods from Yugoslavia. In the late 1970's they imported matches from the DRAVA factory in Osijek and sold them in Dutch stores. It was a set of 24 numbered labels with dogs, printed on a blue background, with black surfaces at the right and at the bottom and white borders. The flame above 'DRAVA' is red. Later they issued the same set, but with their own name:

**HONDEN**

DRAVA, Yugoslavia, 1979.

SUBJECT: dogs.

24 unnumbered labels, no packetlabel.

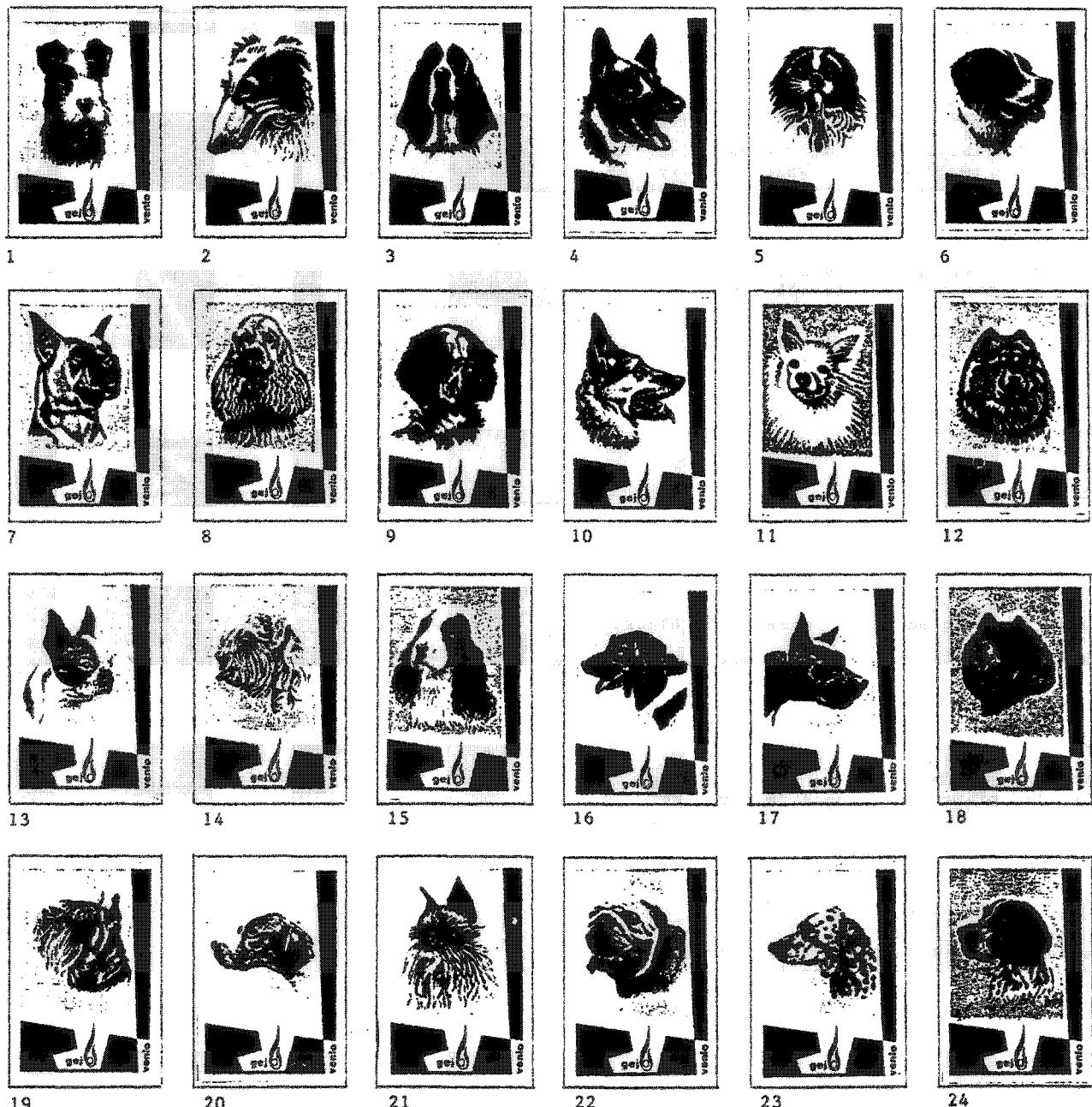
The colours are like the set mentioned above. 'gejo venlo' printed black with a red flame.



In 1980 the set was reprinted on thin, matt paper. These were for sale for only a very short time.

In 1981 the set again was reprinted. The black band at the right is smaller, and also the white space above 'venlo'. These labels are printed on shiny paper.

The complete set is printed below.



19

20

21

22

23

24

MOLEN

Molen was the most famous brand of the V.H.L.F. factory in Eindhoven. The brand was registered in 1890 and over the years a lot of single labels have been issued (with packetlabels) and also a few household-boxes. They started issueing series in 1959.

VEILIG VERKEER LUCIFERS

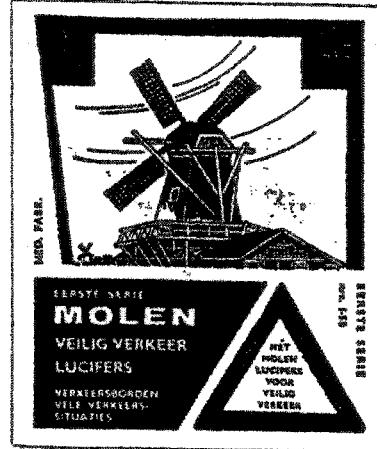
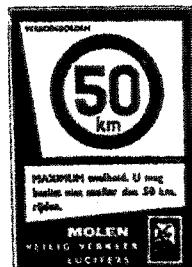
V.H.L.F. Eindhoven

SUBJECT: traffic-signs and situations to improve road-safety.

1st. set, 1959

50 labels, nrs. 1-50 + 1 packetlabel.

colours red, blue and yellow, text black, numbers 1-30 have a blue background, numbers 31-50 have a red background.



2nd. set, 1961

20 labels, nrs. 51-70 + 1 packetlabel.

colours red, green and yellow.

numbers 51-70 have a green background.

The packetlabel exists in 2 sizes. The first one is 69 x 83 mm, which is only available in mint condition. It has only been used with the white borders cut off. In 1962 it has been reprinted in a smaller size (67 x 78 mm).

numbers 2,11,13,21,23,30,32,38,39,49,55,58, 61 and 67 are horizontal, all others vertical.

V.N.F.

V.H.L.F. Eindhoven, 1965.

SUBJECT: products made by Dutch industry.

32 numbered labels + 1 packetlabel.

all labels vertical.

borders grey,green,blue or red, text black.

VNF stands for Vereniging Nederlands Fabrikaat which means 'union for Dutch made products'. The series was issued in connection with the 50th. anniversary of the VNF.



Every number has a letter that indicates the kind of product. These letters are:

- numbers 1-9 M for Machines (machinery)
- numbers 10-14 V for Voedsel (food)
- numbers 15-19 C for Chemie (chemistry)
- numbers 20-22 T for Textiel (textile)
- numbers 23-24 L for Leer (leather)
- numbers 25-26 H for Hout (wood)
- numbers 27-28 A for Aardewerk (earthenware)
- numbers 29-30 P for Papier (paper)
- number 31 D for Diamanten (diamonds)
- number 32 MB for MijnBouw (mining).

MOLENS
V.H.L.F.Eindhoven
SUBJECT: dutch windmills.

all labels vertical.
pictures multi coloured, border yellow,
frames red, text black.

1st. set, 1964.
10 labels, nrs. 1-10 + 1 packetlabel.



2nd. set, 1964.
10 labels, nrs. 11-20 + 1 packetlabel.



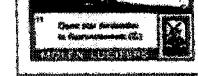
3rd. set, 1965.
10 labels, nrs. 21-30 + 1 packetlabel.



4th. set, 1966.
10 labels, nrs. 31-40 + 1 packetlabel.



5th. set, 1968.
10 labels, nrs. 41-50 + 1 packetlabel.



6th. set, 1968.
10 labels, nrs. 51-60 + 1 packetlabel.



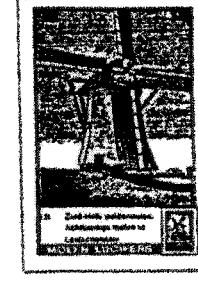
7th. set, 1969.
10 labels, nrs. 61-70 + 1 packetlabel.

8th. set, 1969.
10 labels, nrs. 71-80 + 1 packetlabel.

9th. set, 1969.
10 labels, nrs. 81-90 + 1 packetlabel.



10th. set, 1970.
10 labels, nrs. 91-100 + 1 packetlabel.



11th. set, 1970.
10 labels, nrs. 101-110 + 1 packetlabel.



12th. set, 1970.
10 labels, nrs. 111-120 + 1 packetlabel.



13th. set, 1971.
10 labels, nrs. 121-130 + 1 packetlabel. (see next page)



14th. set, 1971.
10 labels, nrs. 131-140 + 1 packetlabel. (see next page)



15th. set, 1971.
10 labels, nrs. 141-150 + 1 packetlabel.



16th. set, 1971.
10 labels, nrs. 151-160 + 1 packetlabel.



17th. set, 1972.
10 labels, nrs. 161-170 + 1 packetlabel.



18th. set, 1972.
10 labels, nrs. 171-180 + 1 packetlabel.



19th. set, 1973.
10 labels, nrs. 181-190 + 1 packetlabel.



20th. set, 1973.
10 labels, nrs. 191-200 + 1 packetlabel.



21st. set, 1973.
10 labels, nrs. 201-210 + 1 packetlabel.



22nd. set, 1973.
10 labels, nrs. 211-220 + 1 packetlabel.



23rd. set, 1974.
10 labels, nrs. 221-230 + 1 packetlabel.



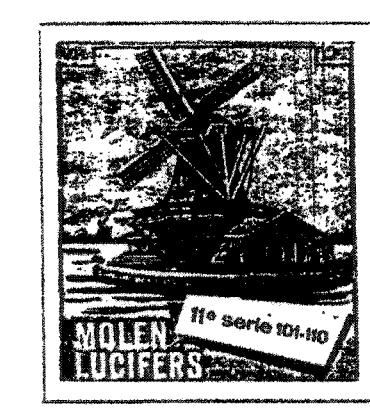
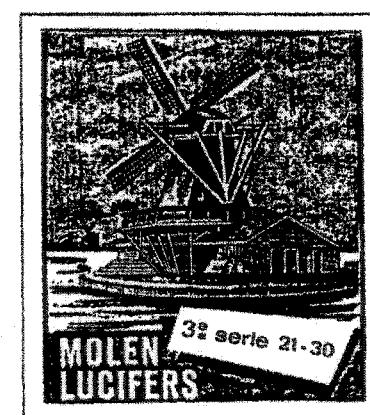
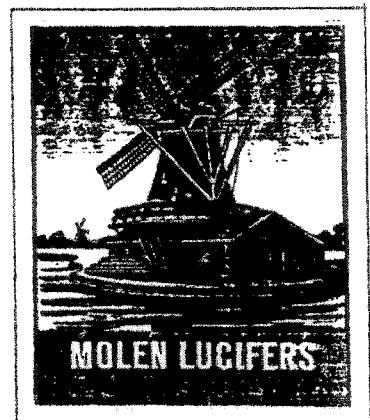
24th. set, 1974.
10 labels, nrs. 231-240 + 1 packetlabel.



25th. set, 1974.
10 labels, nrs. 241-250 + 1 packetlabel.

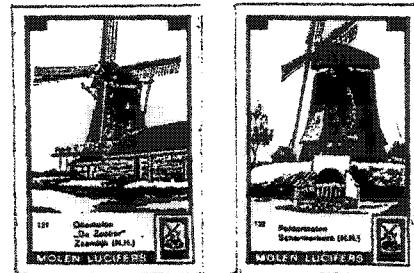


26th. set, 1974.
10 labels, nrs. 251-260 + 1 packetlabel.



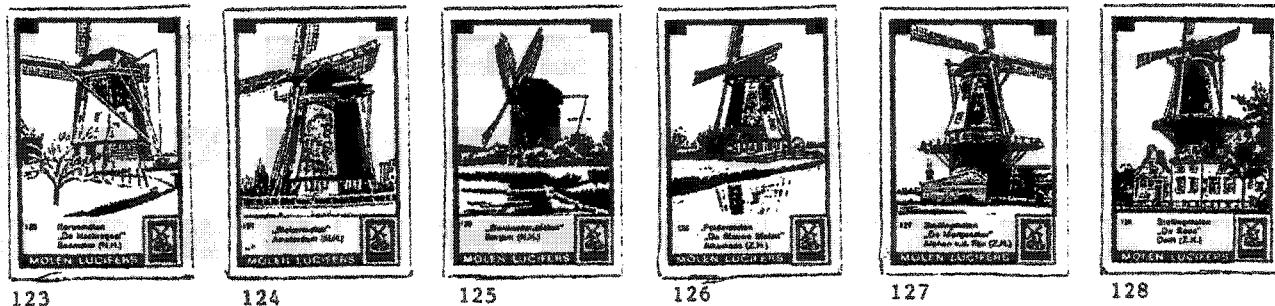
From this windmill series they always printed and issued 2 sets at the same time. While printing the 13th. and 14th. set they accidentally printed the text from the 13th. set underneath the pictures of the 14th. set and the text from the 14th. set underneath the pictures of the 13th. set. Later they were reprinted in the right way. The misprints and the reprints have both been for sale in the stores.

Printed below are the right ones.



121

122



123

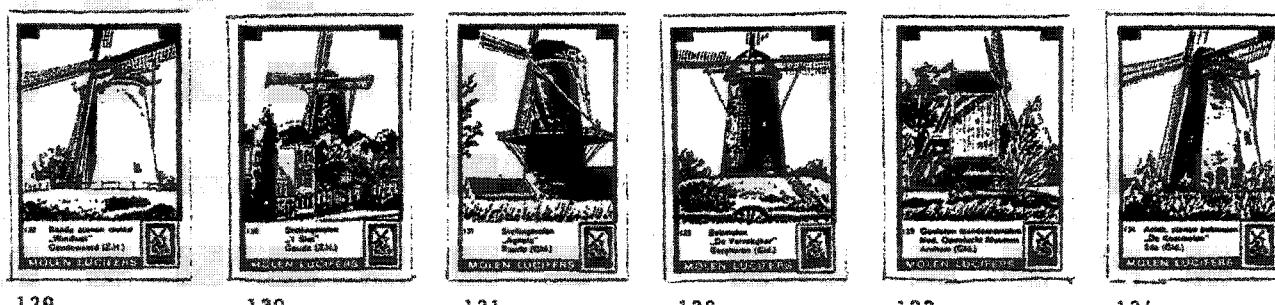
124

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27th. set, 1975.

10 labels, nrs. 261-270 + 1 packetlabel.

28th. set, 1975.

10 labels, nrs. 271-280 + 1 packetlabel.

29th. set, 1976.

10 labels, nrs. 281-290 + 1 packetlabel.

30th. set, 1976.

10 labels, nrs. 291-300 + 1 packetlabel.

31st. set, 1977.

10 labels, nrs. 301-310 + 1 packetlabel.

32nd. set, 1977.

10 labels, nrs. 311-320 + 1 packetlabel.

33rd. set, 1978.

10 labels, nrs. 321-330 + 1 packetlabel.

34th. set, 1978.

10 labels, nrs. 331-340 + 1 packetlabel.

35th. set, 1979.

10 labels, nrs. 341-350 + 1 packetlabel.

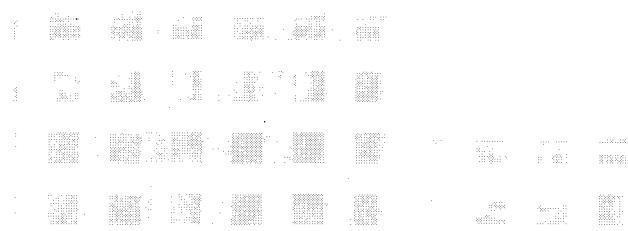


36th. set, 1980.
10 skillets, nrs. 351-360 + 1 packetlabel.

In 1979 there were rumours that the factory in Eindhoven would be closed. Around that time this set was issued. The fact that it are skillets instead of labels proved that they were not printed in the Netherlands.

When the set was first issued it had a packetlabel with 'NED.FAB.' which stands for 'Nederlands Fabrikaat' (made in the Netherlands). Later the set was sold packed in cellophane without a packetlabel. This meant that now the matches were also foreign made, namely by Union Match in Geraardsbergen, Belgium.

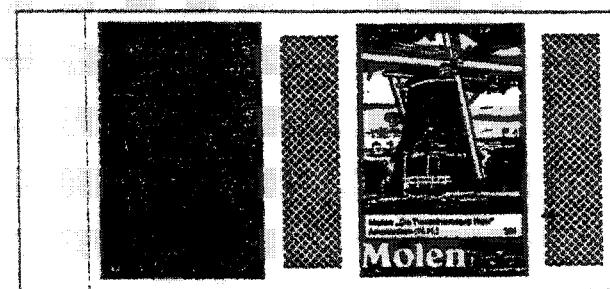
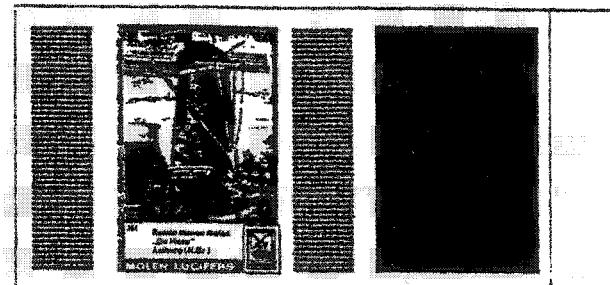
The backside of the skillets is dark-blue, the abrasive-section has horizontal and vertical lines.



37th. set, 1984.
10 skillets, nrs. 361-370, no packetlabel.

When finally the Dutch factory was closed, the issuing of new windmill sets stopped. After four years a new set was issued, but with a totally different design. Again they were made by Union Match, Belgium, and packed in cellophane.

The backside of the skillets is light-blue, the abrasive-section has diagonal lines.



38th. set, 1987.
10 skillets, nrs. 371-380,
no packetlabel.

Again a complete new design and a new boxesize (47 x 58 mm). Packed in cellophane with one pack containing only 5 boxes. Made by Union Match, Belgium.

On the backside text printed in black on a yellow background.



VLINDER

This was the most famous brand from the Nationale Luciferfabriek (National Match Factory) in Weert. The factory started in 1936 and in 1968 it became part of the V.H.L.F. company and it was closed in 1969. Of this brand also, like 'molen' a lot of single labels have been issued.

VLINDER

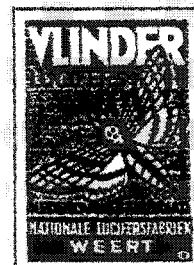
Nat. Luc. Fabriek Weert.
SUBJECT: butterflies.

1st.set, 1959.
10 labels, nrs. 1-10.

2nd.set, 1960.
10 labels, nrs. 11-20.

all labels vertical.

For both sets they used a packetlabel that belonged to a single label. It has a green beam at the bottom and green spots on the wings of the butterfly. The labels are printed in red, blue and green on yellow-brown paper.



MOTORFIETSEN

Nat.Luc.Fabriek Weert, 1960.
SUBJECT: motor-bikes

50 labels nrs. 1-50 +
50 packetlabels nrs. 1-50.

'WEERTER LUCIFERS' printed in red,
the butterfly black with yellow wings.
background yellow, text black.

all labels horizontal.

BROMFIETSEN

Nat.Luc.Fabriek Weert, 1961.
SUBJECT: mopeds/motor-scooters

30 labels nrs 1-30 + 1 packetlabel.

Design as the motor-bikes series,
except that the butterfly has white wings.

all labels horizontal.

AUTO'S

Nat.Luc.Fabriek Weert, 1962.
SUBJECT: cars

30 labels nrs. 1-30 + 1 packetlabel.

Again the design is the same, but now
the butterfly has pink wings.

all labels horizontal.

FILM-RADIO EN T.V. STERREN

Nat.Luc.Fabriek Weert.
SUBJECT: film,radio and t.v. stars.

1st.set, 1963.
64 labels nrs. 1-64 + 1 packetlabel.

2nd.set, 1964.
40 labels nrs. 65-104 + 1 packetlabel.

3rd.set, 1964.
40 labels nrs. 105-144 + 1 packetlabel.

all labels vertical.

the packetlabels from the 2nd. and 3th. set
are like the one from the 1st. set.

The names of the stars on the labels are printed
on the next page because the labels from the 4th.,
5th. and 6th. set have the same numbers.



- | | | | |
|----------------------------------|-----------------------|---------------------|-----------------------|
| 1.Cliff Richard | 37.Charlton Heston | 74.Freddy Quinn | 109.Helen Shapiro |
| 2.Johnny Hallyday | 38.Freddy | 75.Rita Moreno | 110.Johnny Hallyday |
| 3.Claudia Cardinale | 39.Joyce met pop | 76.Trini Lopez | 111.Doris Day |
| 4.Paul Anka | 40.Ivanhoe | 77.Sophia Loren | 112.Trini Lopez |
| 5.Conny | 41.Rita Moreno | (finger on chin) | 113.Sacha Distel |
| 6.Elvis Presley | 42.Connie Francis | 78.Pascale Petit | 114.Gilbert Bécaud |
| 7.Jeff & Lassie | 43.Caterine Valente | 79.Rob de Nijs | 115.Adamo |
| 8.Elvis Presley | 44.Don Mercedes | 80.Natalie Wood | 116.Natalie Wood |
| 9.Doris Day | 45.Rocco Granata | 81.Chubby Checker | 117.Audrey Hepburn |
| 10.Doris Day | 46.Johnny Hallyday | 82.Connie Fröboess | 118.Conny |
| 11.Rock Hudson | 47.Gina Lollobrigida | 83.Anneke Grönloh | 119.Francoise Hardy |
| 12.Marisol | 48.Freddy | 84.Audrey Hepburn | 120.Trini Lopez |
| 13.Petula Clark | 49.Fats Domino | 85.Conny Fröboess | 121.Johnny Hallyday |
| 14.Peter Weck | 50.Heidi Brühl | 86.Elvis Presley | 122.Cliff Richard |
| 15.Caterina Valente | 51.Paul Anka | 87.Brigitte Bardot | 123.Pascale Petit |
| 16.The Blue Diamonds | 52.Elvis Presley | 88.Herman v.Keeken | 124.Conny Francis |
| 17.Tony Curtis | 53.Rika Zarai | 89.Elvis Presley | 125.Ivanhoe |
| 18.Harry Belafonte | 54.Cliff Richard | 90.Elvis Presley | 126.Anneke Grönloh |
| 19.Rock Hudson | 55.Anneke Grönloh | 91.Elizabeth Taylor | 127.Cliff Richard |
| 20.Anneke Grönloh | 56.Sophia Loren | 92.Cliff Richard | 128.Blue Diamonds |
| 21.George Chakiris | 57.Helen Shapiro | 93.Cliff Richard | 129.Trini Lopez |
| 22.Cliff Richard | 58.Rita Moreno | 94.Willeke Alberti | 130.Conny |
| 23.Natalie Wood | 59.Sophia Loren | 95.Cliff Richard | 131.Gert Timmerman |
| 24.Vince Taylor | 60.Cliff Richard | 96.Elvis Presley | 132.Anneke Grönloh |
| 25.Lassie | 61.Gerhard Wendland | 97.Brigitte Bardot | 133.Vince Taylor |
| 26.Brigitte Bardot | 62.Anneke Grönloh | 98.Little Joe | 134.Silvie Vartan |
| 27.The Blue Diamonds | 63.Elvis Presley | 99.Ben | 135.Cliff Richard |
| 28.Sacha Distel | 64.Conny | 100.Hoss | 136.Johnny Lion |
| 29.Rex Gildo | 65.Jean Paul Belmondo | 101.Little Joe | 137.Anneke en Willeke |
| 30.Cliff Richard
(blue shirt) | 66.Paul Anka | 102.Adam | 138.Elvis Presley |
| 31.Brigitte Bardot | 67.George Chakiris | 103.Hoss | 139.Elvis Presley |
| 32.Rob de Nijs | 68.George Chakiris | 104.Little Joe | 140.Henri Salvador |
| 33.Ivanhoe | 69.Jacques Brel | 105.Anneke Grönloh | 141.Cliff Richard |
| 34.Conny | 70.Fats Domino | 106.Willeke Alberti | 142.Anneke Grönloh |
| 35.Cliff Richard | 71.Conny Francis | 107.Francoise Hardy | 143.Frankie Avalon |
| 36.Doris Day | 72.Anneke Grönloh | 108.Lassie | 144.Johnny Lion |
| | 73.Francoise Hardy | | |

4th.set, 1965.

40 labels nrs. 1-40 +
1 packetlabel (serie A1-A40).

5th.set, 1965.

40 labels nrs. 41-80 +
1 packetlabel (serie A41-A80).

6th.set, 1965.

40 labels nrs. 81-120 +
1 packetlabel (serie A81-A120).

all labels vertical.

The letter A is not printed on the boxlabels, which means
that they have the same numbers as the first 3 sets.
The names are printed below.



- | | | | |
|-------------------------------------|-----------------------|---------------------|-----------------------|
| 1.Sammy Davis Jr | 31.Ronny Grant | 62.Ester Ofarim | 91.Russ Conway |
| 2.W.Alberti/R.de Nijs | 32.George Chakiris | 63.Frank Sinatra | 92.Tony Curtis |
| 3.Little Joe | 33.Joyce | 64.Francoise Hardy | 93.Johnny Lion |
| 4.Claudia Cardinale | 34.Elvis Presley | 65.Dean Martin | 94.Ray Charles |
| 5.Trini Lopez | 35.Pat Boone | 66.Jayne Mansfield | 95.Adamo |
| 6.Adamo | 36.Francoise Hardy | 67.André van Duin | 96.Jean Paul Belmondo |
| 7.Willeke Alberti | 37.Audrey Hepburn | 68.Mariika Kilius | 97.Bobby Vee |
| 8.Johnny Lion | 38.Ben | 69.Adamo | 98.Shirley |
| 9.Rex Gildo | 39.Adam | 70.Irene Ryan | 99.Claudia Cardinale |
| 10.Gitte | 40.Connie Francis | 71.Paul Mc.Cartney | 100.Silvie Vartan |
| 11.F.Hardy/Adamo | 41.Pierre Brice | 72.Nina en Frederik | 101.Brigitte Bardot |
| 12.Charles Aznavour | 42.Ilonka Biluska | 73.Ringo Starr | 102.Petula Clark |
| 13.Adamo | 43.Lex Barker | 74.Fernandel | 103.Manuela |
| 14.Doris Day | 44.Heidi Brühl | 75.Chris Ellis | 104.Siw Malmkvist |
| 15.Adamo | 45.Cliff Richard | 76.Claude Francois | 105.Conny v.d. Bos |
| 16.Brigitte Bardot | 46.Eartha Kitt | 77.Sophia Loren | 106.Rita Hayworth |
| 17.Russ Conway | 47.Charlton Heston | (only her head) | 107.Deanna Durbin |
| 18.Blue Diamonds | 48.Shirley | 78.Jerry Lewis | 108.Jean Simmons |
| 19.Natalie Wood | 49.Dick van Dyke | 79.Siw Malmkvist | 109.Lana Turner |
| 20.Conny Fröboess | 50.Juliette Greco | 80.John Lennon | 110.Esther Williams |
| 21.Robertino | 51.Manuela | 81.Roy Rogers | 111.Marie Versini |
| 22.Helen Shapiro | 52.Sir Lancelot | 82.Jed Clampett | 112.Romy Schneider |
| 23.Johnny Hallyday | 53.Gigliola Cinquetti | 83.Eddy May | 113.Sandra Dee |
| 24.Trea Dobbs | 54.Perry Mason | 84.Big Jethro | 114.Doris Day |
| 25.Anneke Grönloh | 55.Jacques Brel | 85.Roy Orbison | 115.Audrey Hepburn |
| 26.Rob de Nijs | 56.Adamo | 86.Tony Ritchie | 116.France Gall |
| 27.Cliff Richard | 57.Ella Fitzgerald | 87.Charly Chaplin | 117.Trea Dobbs |
| 28.Gina Lollobrigida | 58.Ben | 88.James Stewart | 118.Danny Kay |
| 29.Lassie | 59.Adam | 89.Bobby Solo | 119.Ronnie Tober |
| 30.Cliff Richard
(striped shirt) | 60.Chubby Checker | 90.Chris Barber | 120.Winnetou |
| | 61.George Harrison | | |

7th.set, 1965.
40 labels nrs. B1-B40 + 1 packetlabel.

8th.set, 1966.
40 labels nrs. B41-B80 + 1 packetlabel.

9th.set, 1966.
40 labels nrs. B81-B120 + 1 packetlabel.

10th.set, 1967.
40 labels nrs. B121-B160 + 1 packetlabel.

all labels vertical.



11th.set, 1967.
40 labels nrs. C1-C40 +
2 packetlabels: Alfred Hitchcock
Lex Goudsmit in Musical..



12th.set, 1968.
40 labels nrs. C41-C80 +
3 packetlabels: Thérèse Steinmetz
Paul van Vliet
Sue Peterson

13th.set, 1968.
40 labels nrs. C81-C120 +
3 packetlabels: André van Duin
De Mounties
Sasi Naz

numbers 4,5,15,23,25,38,45,83,84 and 85 are horizontal,
all others vertical.

14th.set, 1969.
40 labels nrs. D1-D40 +
3 packetlabels: De Spelbrekers
Heintje
Eric Fleming



15th.set, 1969.
40 labels nrs. D41-D80 +
3 packetlabels: Anneke Grönloh
Danny Kaye
Johnny Jordaan

16th.set, 1970.
40 labels nrs. D81-D120 +
3 packetlabels: Ben Cramer
Herman van Veen
Celeste Yarnall

numbers 101 and 111 are horizontal,
all others vertical.

17th.set, 1971.
20 labels nrs. E1-E20 +
2 packetlabels: Ramses Shaffy
Dana



18th.set, 1971.
20 labels nrs. E21-E40 +
2 packetlabels: José Feliciano
Hearts of Soul

19th.set, 1972.
20 labels nrs. E41-E60 +
2 packetlabels: Rick van der Linden
Leigh Taylor Young

20th.set, 1972.
20 labels nrs. E61-E80 +
2 packetlabels: Ronnie Tober
Penny de Jager

21st.set, 1972.
20 labels nrs. E81-E100 +
2 packetlabels: Joke Bruys
Helen Shepherd



22nd.set, 1973.
20 labels nrs. E101-E120 +
2 packetlabels: Ciska Peters
Bing Crosby

numbers 43,53,55,65,74,90,104,106 and 117 are horizontal,
all others vertical.

23rd.set, 1974.

20 labels nrs. F1-F20 +

2 packetlabels: The Partridge Family
Gerard Cox

24th.set, 1975.

20 labels nrs. F21-F40 +

2 packetlabels: Gilbert O'Sullivan
Rita Reys

25th.set, 1976.

20 labels nrs. F41-F60 +

2 packetlabels: Conny Vandebos
John Woodhouse



26th.set, 1977.

20 labels nrs. F61-F80 +

2 packetlabels: Carpenters
Conny Vink

numbers 9,10,17,18,19,29,30,40,41,55,62,
63,67,71 and 80 are horizontal, all
others vertical.

Since the 15th. set the matches were made
by V.H.L.F. Eindhoven, because the factory
in Weert had been closed.

All labels have multi-coloured pictures with a yellow border and black text on
a white surface. The butterfly is also printed in black on white.

GROCERS-SHOPS/SUPERMARKETS

The following series have been issued by chains of grocers-shops and supermarkets
using their own names.

In the 1950s 'centra' started issuing series and soon lots of others followed.

At that time they were all still small grocers-shops.

In the 1960s and 1970s some of these shops became self-service supermarkets,
others were closed. Nowadays only a few of the older chains still exist as
supermarkets (Albert Heijn, COOP, EDAH, HEMA, SPAR).

In those years also a lot of new chains were founded, but only a few of them
have issued (or still are issuing) series. (Almarkt, ALDImarkt, de Boer, Jan Linders).
From all the old grocers-shops and new supermarkets there also are a lot of
single labels (with packetlabels) and still every year some new ones are issued.

ALBERT HEIJN

LUCHTVAART-MAATSCHAPPIJ EMBLEEMEN

V.H.L.F., Attema, 1960.

SUBJECT: airline companies.

50 labels nrs. 1-50 +
1 packetlabel.

numbers 3,5,23,27,28,29,36,37,38,
41,45 and 50 are vertical, all
others horizontal.

The labels are multi-coloured.



DE VEROVERING VAN HET LUCHTRUIM

V.H.L.F., Attema, 1963.

SUBJECT: the history of aviation.

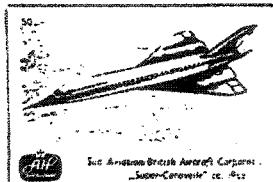
50 labels nrs. 1-50 + 1 packetlabel.

There is also a packetlabel without
the overprint '22 cent'.

numbers 1 and 2 are vertical, all
others horizontal.

For 35 cents you could buy an album
About the history of aviation in
which the labels could be stuck.

label nr.1 shows 'Icarus'(man with
wings).
label nr.2 shows a hot air balloon.
all others show airplanes.



The pictures are multi-coloured, text black.

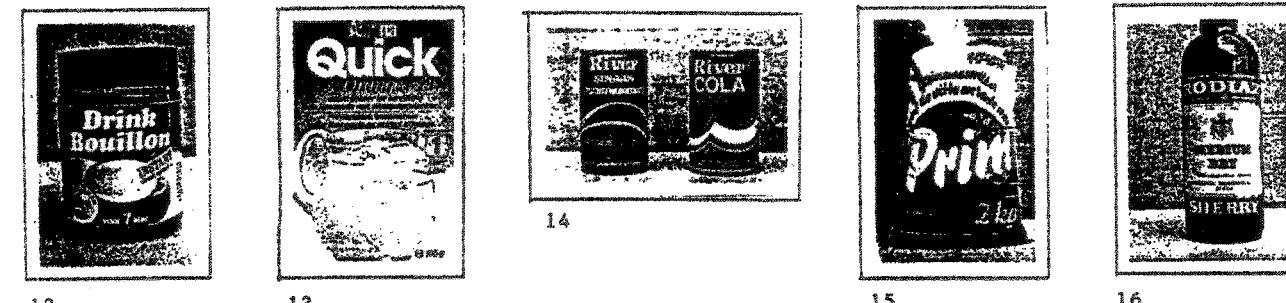
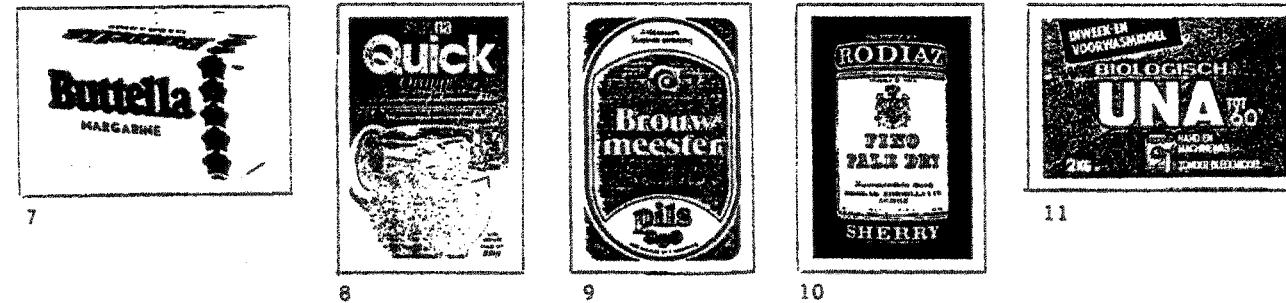
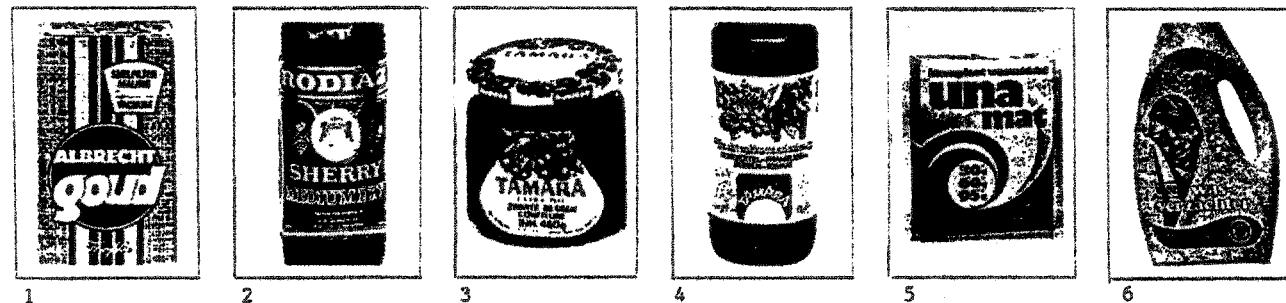
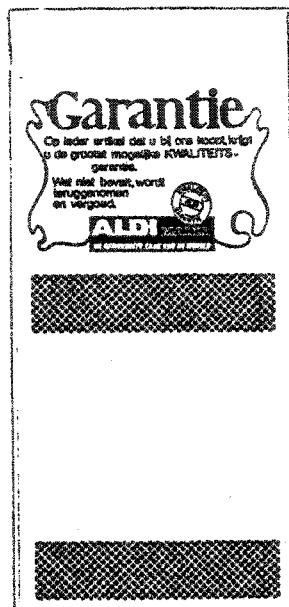
ALDI MARKT

After having issued some single labels they started a set in 1980. It was a set of 7 labels with products they sold. The labels were stuck on the blank side of a skillet which had a text printed in blue on the other side. In 1987 this text was changed. Over the years every time some new labels were added while others disappeared. Some labels were for sale just a few months, other for several years.

Until 1988 a total of 77 labels are issued:

1980: 7 labels nrs. 1-7
 1981: 4 labels nrs. 8-11
 1982: 5 labels nrs.12-16
 1983: 1 label nr. 17
 1984: 8 labels nrs.18-25
 1984: 8 labels nrs.26-33
 1985: 6 labels nrs.34-39
 1985: 7 labels nrs.40-46
 1986: 4 labels nrs.47-50
 1986: 5 labels nrs.51-55
 1987:10 labels nrs.56-65
 1987: 8 labels nrs.66-73
 1988: 4 labels nrs.74-77

The matches are made by DRAVA OSIJEK in Yugoslavia.





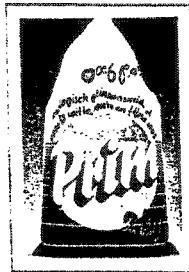
18



19



20



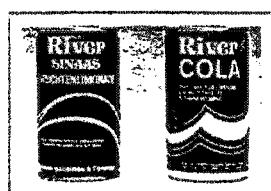
21



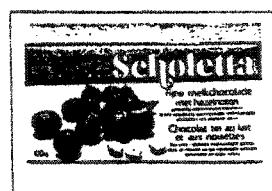
22



23



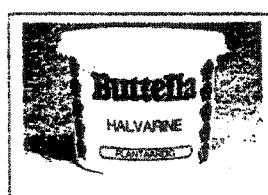
24



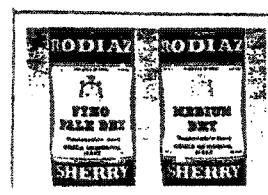
25



26



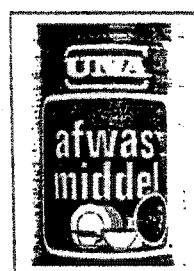
27



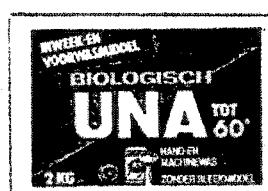
28



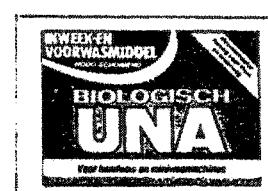
29



30



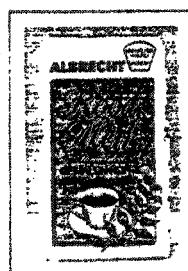
31



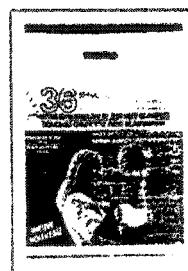
32



33



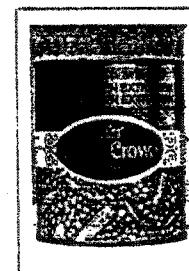
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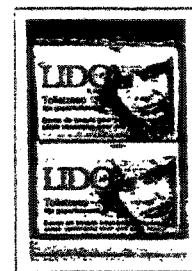
35



36



38



39



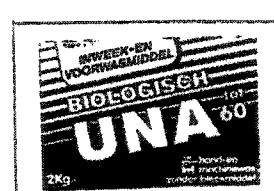
40



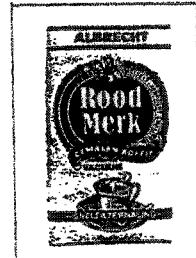
37



45



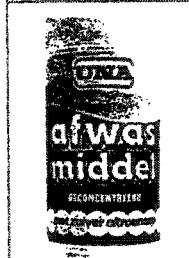
41



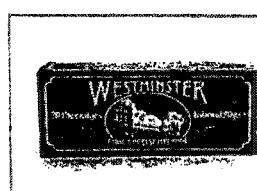
42



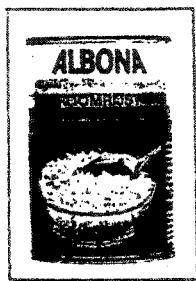
43



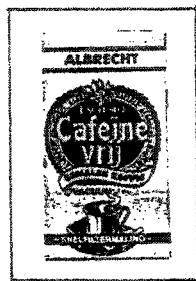
44



46



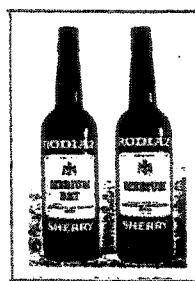
47



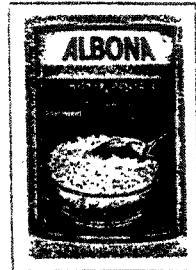
48



49



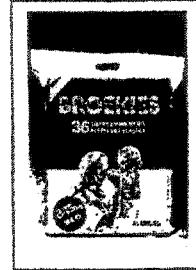
50



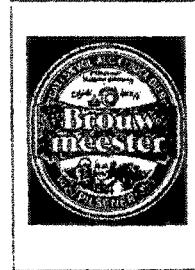
51



52



53



54



55



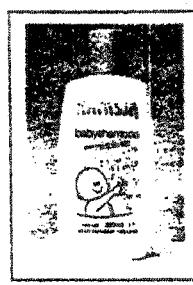
56



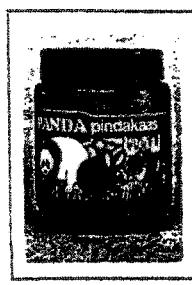
57



58



59



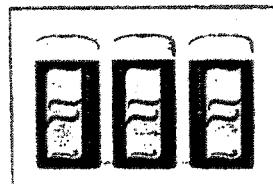
60



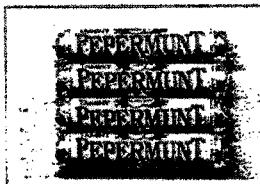
61



62



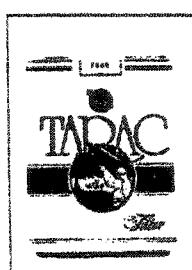
63



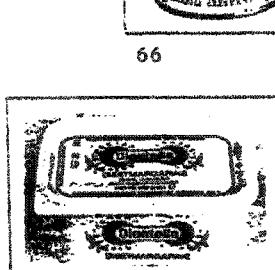
64



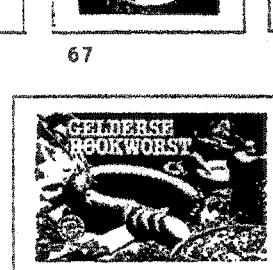
65



69



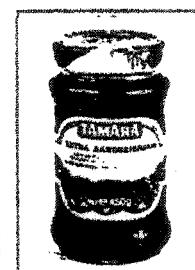
70



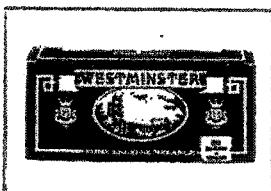
71



72



73



74



75



76



77

In 1988 the boxes had no longer labels but the pictures were printed on the skillets.

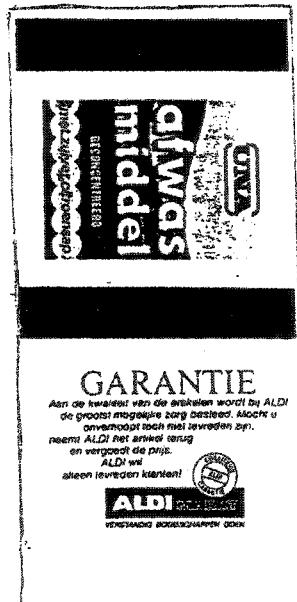
It was a set of 25 skillets. Most pictures were the same as earlier labels, others were a little different. One of the skillets had a complete new picture. This picture also was used for the packetlabel (printed aside). It has the same size as the earlier boxlabels.

The text on the back is again printed in blue.

All 25 pictures are printed below.



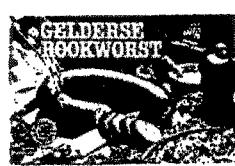
packetlabel.



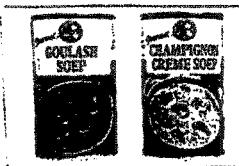
1



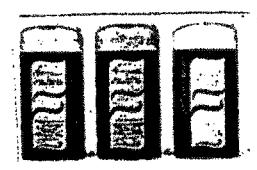
2



3



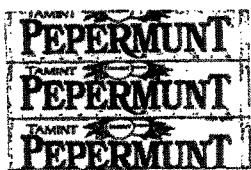
4



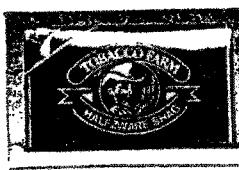
5



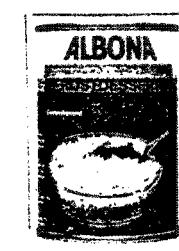
6



7



8



10



11



9



12



13



14



15



16



17



18



19



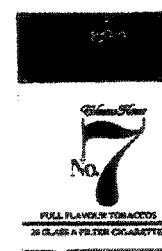
20



21



22



23



24



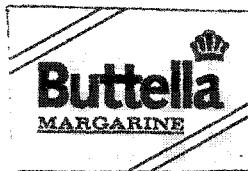
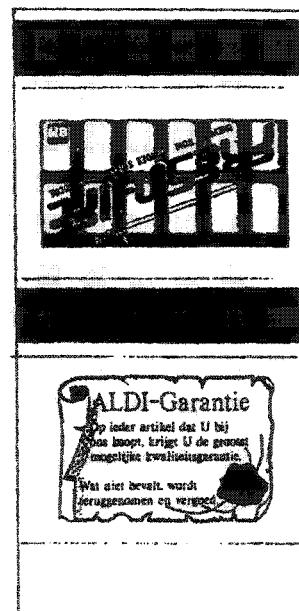
25

Later in 1988 the design of the backside of the skillets was changed. The new design has a red seal and red and brown text on a yellow surface. The first set had 25 skillets, the same ones as the last skillet-set except for the numbers 13 and 19. Until now (june 1991) three times a set of new skillets has been added:

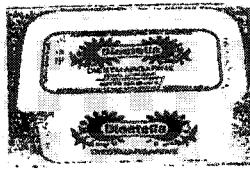
1989: 11 skillets nrs. 26-36
1990: 4 skillets nrs. 37-40
1990: 14 skillets nrs. 41-54

These skillets have a packetlabel with blue text on a white background.

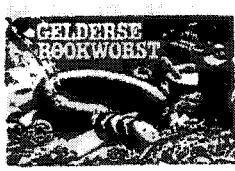
At the bottom of the packetlabel stands 'Gejo Venlo B.V. Holland'. This proves that the matches are made in Yugoslavia and that they are imported by Gejo.



1



2



3



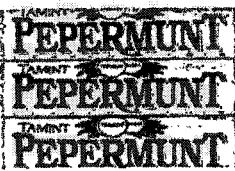
4



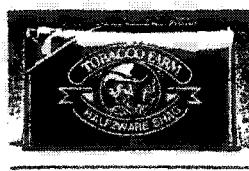
5



6



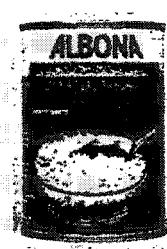
7



8



9



10



11



12



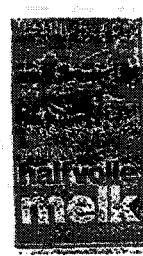
13



14



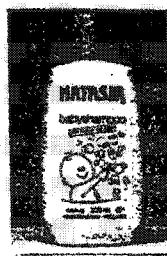
15



16



17



18



19



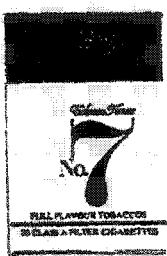
20



21



22



23



24



25



26



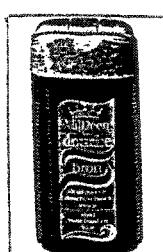
27



28



29



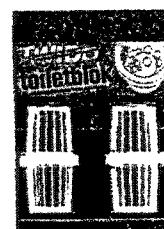
30



31



32



33



34



35



36



37



38



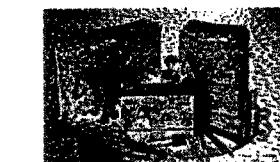
39



40



41



42



43



44



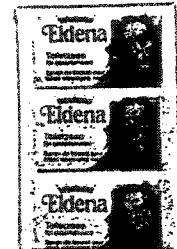
45



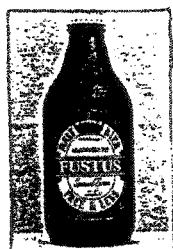
46



47



48



49



50



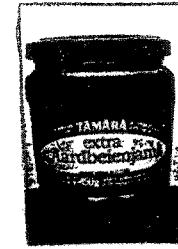
51



52



53



54

A & O

A & O means 'Alimentation Organisation'.

EUROPA-VLAGGEN SERIE

Nat.Luc.Fabr.Weert,1965.

SUBJECT: flags of european countries.

10 labels nrs. 1-10 + 1 packetlabel.

All labels horizontal.

'A & O' printed red, beam at the bottom black.

EUROPESE VLAGGEN

V.H.L.F.Attema,1971.

SUBJECT: flags of european countries.

30 labels nrs. 1-30 + 1 packetlabel.

All labels horizontal.

VLAGGENSERIE

V.H.L.F.Attema,1972.

SUBJECT: flags of non-european countries.

30 labels nrs. 31-60 + 1 packetlabel.

All labels horizontal.

On all labels the word 'matches' in the language of the country.

The packetlabels printed in red, blue and black.

CARTOON LUCIFERS

V.H.L.F.Attema,1975.

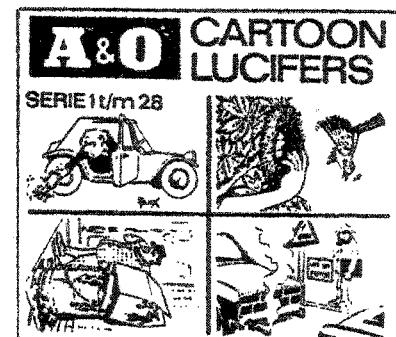
SUBJECT: cartoons with irritating habits of people.

28 labels nrs. 1-28 + 1 packetlabel.

numbers 2,6,9,14,16,17,20,21,22,24 and 25 are vertical.

'A & O' printed red, cartoon and text black.

On all labels stand 'MOET DAT NOU?' which means 'is that really necessary?'.

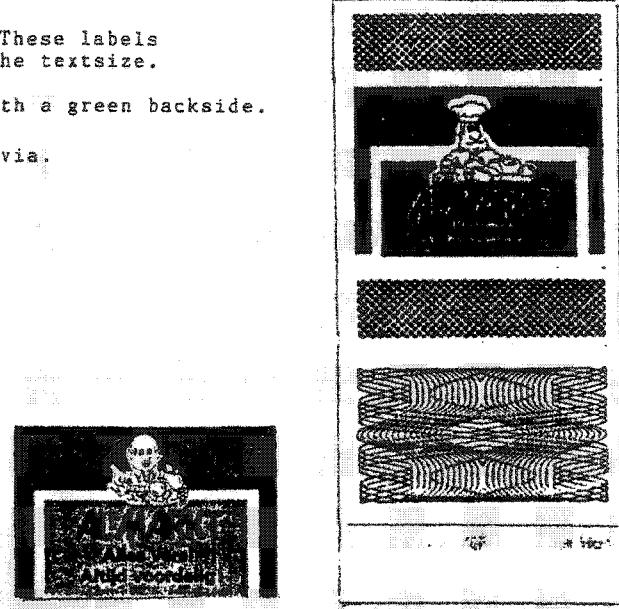
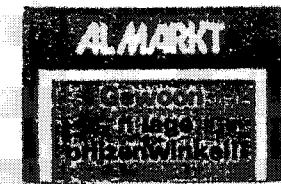
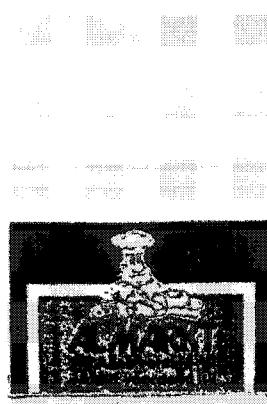
ALMARKT

In 1982 they issued a set of 4 labels. Made by Union Match,Belgium.
The first label has only text: 'Gewoon 'n lage prijzenwinkel' meaning
'just a store with low prices'.
The other labels show a baker, a butcher or a greengrocer and the text:
'Alles vers! Altijd voordelig!' meaning: 'everything fresh' always profitable!'.
The labels have a green border and black text on an orange background.
The first label was also used for packetlabel.



In 1983 the labels were reprinted on matt paper. These labels are a bit smaller and there are differences in the textsize.

In 1985 the labels were replaced by skillets, with a green backside. The first label was still used for packetlabel.
These skillets are made by Drava Osijek, Yugoslavia.



DE BOER

KAMERPLANTEN

Union Match, Belgium.
SUBJECT: house plants

1st.set, 1986.

10 skillets: Bladbegonia
Bromelia (printed aside)
Bromelia (printed aside)
Caladium bicolor hybr.
Calathea zebra
Chinese roos
Croton
Flesseplant
Kattestaart
Oleander

2nd.set, 1988.

10 skillets: Achimenes
Aeschynanthus lobbianus
Ananas comosus 'Aureovariegatus'
Begonia elatior 'aida'
Begonia lorraine
Bougainvillea 'Dania'
Browalis speciosa
Calathea crocata
Pantoffelplantje
Vinca

No packetlabels. boxsize 47 X 58 mm.
packed in cellophane (5 box pack).
printing on front in black and red.

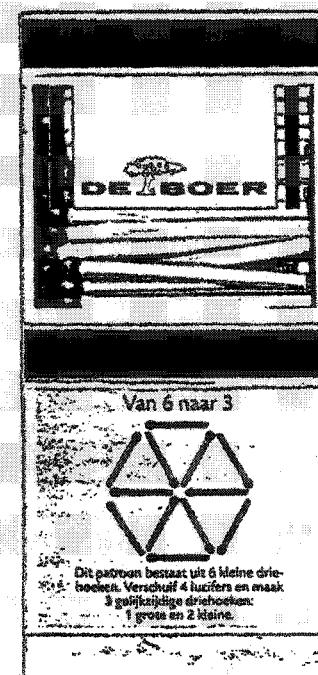
LUCIFERPUIZZELS

Union Match, Belgium, 1991.
SUBJECT: match plays.

10 skillets: De vrolijke hond
Gelijke delen
Pinda uit het glas
Romeins rekenen
Sterren maken
Tempel verbouwen
Van 3 naar 3
Van 6 naar 3
Van 13 naar 9
Vierkanten maken

Printing on the front red and green.
Plays printed green and black on a
beige background.

No packetlabel. boxsize 47 x 58 mm.
packed in cellophane (5 box pack).



CENTRALUCIFERPUZZELS

V.H.L.F. Attema.
SUBJECT: match plays.

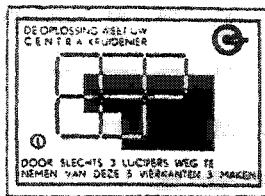
1st.set, 1954.
10 labels nrs. 1-10 +
10 packetlabels, nrs. 1-10.

printed in red and blue.

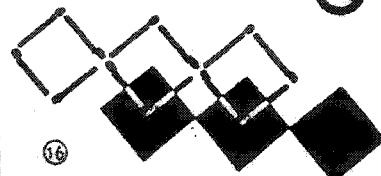
2nd.set, 1954.
10 labels nrs. 11-20 +
10 packetlabels nrs. 11-20.

printed in red and black.

all labels horizontal.
labels with Dutch and French text are Belgian.



DE OPLOSSING WEETUW
CENTRA-KRUIDENIER



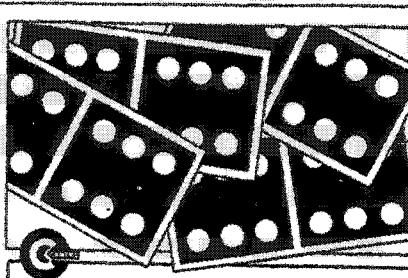
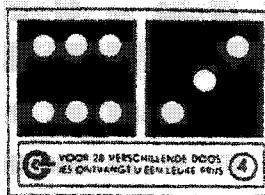
VIER LUCIFERS VERLEGGEN EN DAN VIER
VIERKANTEN OVERHOUDEN.

DOMINOSPEL

V.H.L.F. Attema, 1955.
SUBJECT: dominoes.

28 labels nrs. 1-28 +
28 packetlabels nrs. 1-28.

printed in red and black.



VERZAMEL EEN COMPLEET DOMINOSPEL VAN DE INDEPACTE
LUCIFERSDOOS. ZEGEN INLEVERING VAN DESE 28 VERSCHILLEN-
LENDE KLEINE DOMINO-STUKKEN OBTIEN U EEN GROTE
PRIS DOOR MIDDEN VAN UW CENTRA-KRUIDENIER

AUTOMERKEN

V.H.L.F. Attema, 1957.
SUBJECT: car-badges.

50 labels nrs. 1-50 +
1 packetlabel.

printed in red and black.

numbers 1, 2, 3, 16, 17, 18, 30, 31, 32,
33, 34, 35, 48, 49 and 50 are vertical.
all others horizontal.

There was a special map on which
the labels could be stuck.

OLYMPIADE SERIE

V.H.L.F. Attema, 1960.
SUBJECT: olympic records.

30 labels nrs. 1-30 +
1 packetlabel.

printed in red and blue.

all labels vertical.

SPREEKWOORDEN SERIE

V.H.L.F. Attema, 1960.
SUBJECT: cartoons of Dutch sayings
and proverbs.

24 labels nrs. 1-24 +
1 packetlabel.

The labels are multicoloured.

All labels horizontal.

The packetlabel exists in 2 sizes:
69 x 83 mm and 67 x 78 mm.



RADIO TV-SERIE

V.H.L.F. Attema, 1963.

SUBJECT: Dutch radio-and tv-stars.

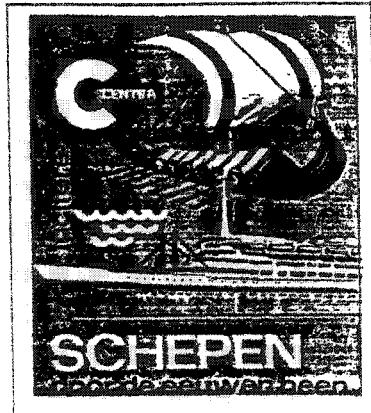
24 labels nrs. 1-24 + 1 packetlabel.

numbers 7-12 are horizontal.
all others vertical.The stars are printed in black on a
yellow background with a blue beam at
the bottom.SCHEPEN DOOR DE EEUWEN HEEN

V.H.L.F. Attema, 1963.

SUBJECT: ships through the ages.

25 labels nrs. 1-25 + 1 packetlabel.

numbers 5,6,8,10 and 11 are vertical.
all others horizontal.The labels are multicoloured and a red,
yellow,brown,blue or green background.
The packetlabel has a red background.BOUWEN DOOR DE EEUWEN HEEN

V.H.L.F. Attema.

SUBJECT: architecture through the ages.

1st set, 1966.

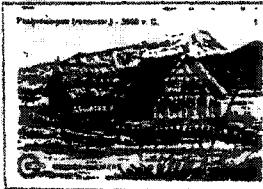
25 labels nrs. 1-25 + 1 packetlabel.

2nd set, 1967.

25 labels nrs. 26-50 + 1 packetlabel.

3rd set, 1968.

25 labels nrs. 51-75 + 1 packetlabel.

numbers 1,3,6,7,10,13,14,17,24,26,28,
32,33,37,39,41,44,48,50,53,55,56,58,60,
61,63,64,65,67,68,69,70,71 and 74 are
horizontal. All others vertical.The labels are all multicoloured with
the text printed in black.The 1st.set contains the period from
3000 B.C. to 1520 A.C.
The 2nd.set from 1525 to 1860.
The 3rd.set from 1863 to 1968.

AUTO-SERIE

V.H.L.F. Attema, 1970.

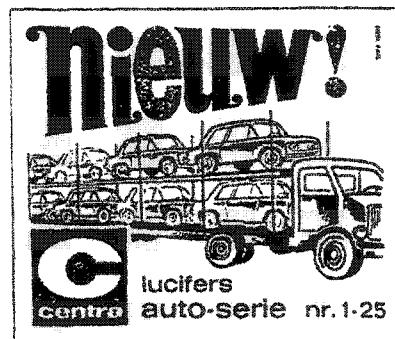
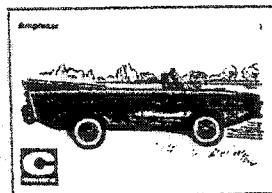
SUBJECT: cars.

25 labels nrs. 1-25 + 1 packetlabel.

All labels horizontal.

'centra' printed blue and the cars multicoloured on white.

This set has been issued on buff, matt paper and on shiny, greyish-white paper.

LETTER C

V.H.L.F. Attema.

SUBJECT: all labels together form the letter C from Centra.

20 unnumbered labels + 3 packetlabels.

1 packetlabel with '39' in a white circle at the top.(1971)

1 packetlabel with '41' in a white circle.(1973)

1 packetlabel without a number in the white circle.(1974)

There have been 5 different sets:

1st.set with a green C on a blue background.

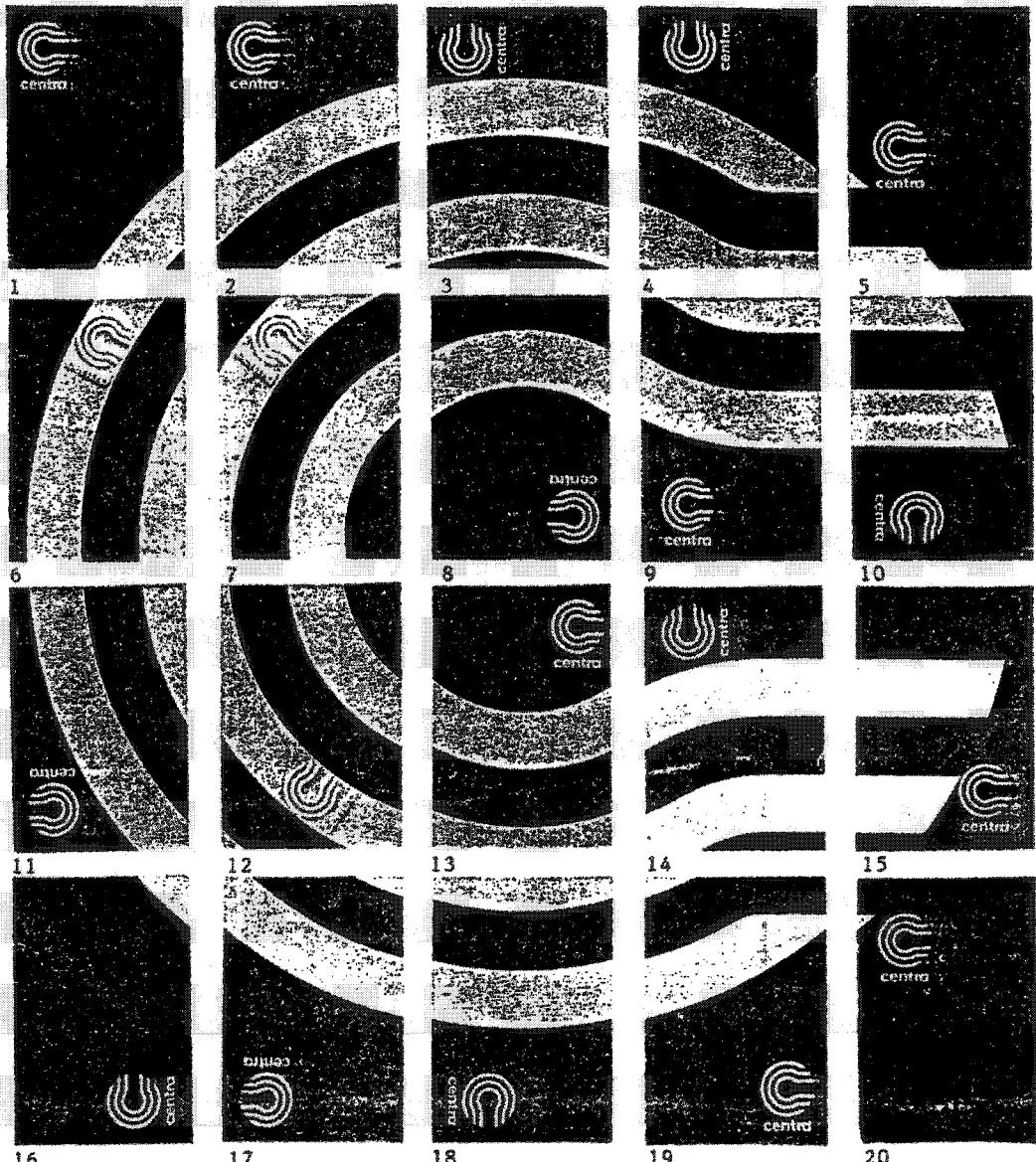
2nd.set with a blue C on a green background.

3rd.set with a blue C on a red background.

4th.set with a red C on a blue background.

5th.set with a green C on a red background.

All labels vertical.



16

17

18

19

20

CO-OPBEROEPEN SERIE

V.H.L.F. Attema.

SUBJECT: professions.

1st.set, 1961.

10 labels nrs. 1-10 + 1 packetlabel
the labels have a red background.

2nd.set, 1961.

10 labels nrs. 11-20 + 1 packetlabel
the labels have a green background.

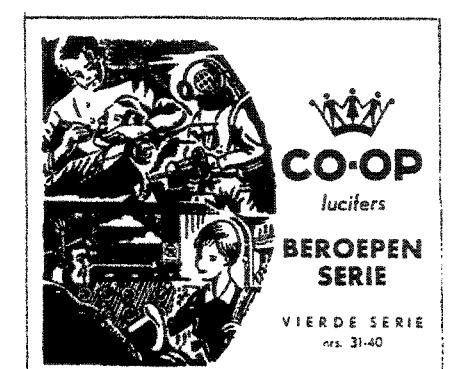
3rd.set, 1961.

10 labels nrs. 21-30 + 1 packetlabel
the labels have a blue background.

4th.set, 1962.

10 labels nrs. 31-40 + 1 packetlabel
the labels have a yellow background.

all labels horizontal.

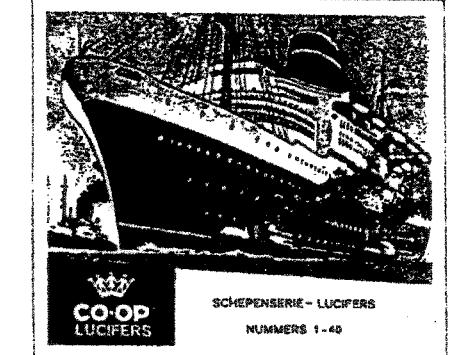
The pictures are multicoloured,
the text is printed black.SCHEPENSERIE

V.H.L.F. Attema, 1962.

SUBJECT: Dutch ships.

40 labels nrs. 1-40 + 1 packetlabel

all labels horizontal.

pictures multicoloured, CO-OP on a
black surface, text printed black
on a yellow background.VOETBALCLUBS

V.H.L.F. Attema.

SUBJECT: Dutch soccer teams.

1st.set, 1964.

15 labels nrs. 1-15 + 1 packetlabel

2nd.set, 1965.

17 labels nrs. 16-32 + 1 packetlabel

3rd.set, 1965.

16 labels nrs. 33-48 + 1 packetlabel

4th.set, 1966.

14 labels nrs. 49-62 + 1 packetlabel

All labels vertical.

Pictures multicoloured, text black.
'CO-OP-lucifers' on a yellow or red
surface in the 1st., 2nd. and 3rd.set,
and on a red or black background in
the 4th. set.

RECREATIE

V.H.L.F. Attema.

SUBJECT: recreation/leisure-time.

1st.set, 1967.

20 labels nrs. 1-20 + 1 packetlabel

2nd.set, 1967.

20 labels nrs. 21-40 + 1 packetlabel

All labels vertical.

Pictures multicoloured.

'CO-OP' printed on a red surface,
text printed in black.EMHA

EMHA still exists, but it's a chain of a few small stores and mobile grocers-shops.

MET EMHA VEILIG OP WEG

Union Match, Belgium, 1982.

SUBJECT: traffic signs.

12 labels nrs 1-12 + 1 packetlabel.

All labels vertical.

In 1983 the set was reprinted on matt paper.

The labels have a black frame and black text.
'EMHA' is printed black in red circles. At the bottom a yellow and a blue band.ARTIKELEN

S.T.A.B., Sweden, 1989.

SUBJECT: products with their own name.

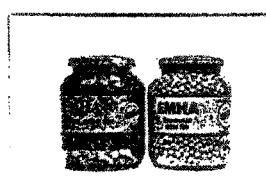
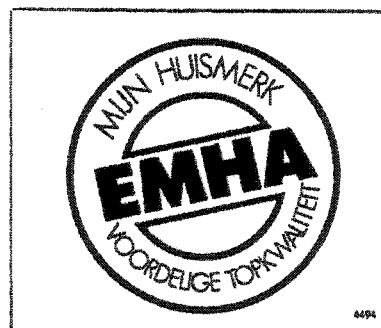
10 unnumbered labels + 1 packetlabel.

All labels printed below.

On the packetlabel black text and red circles.
Also the number '4494'.

On the boxlabels only a multicoloured picture of the product.

Reprinted in 1991 on matt paper (very scarce).



vegetables



catfood



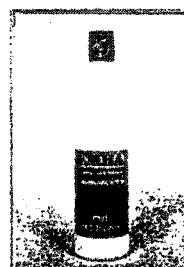
applejuice



tea



softdrinks



cleanser



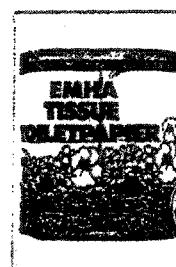
fruitcocktail



cream



coffee



toilet-paper

EDAH

EDAH stands for 'Ebben,Damen,Aukes,Hettema',
the names of the four founders.

ALFABET-LUCIFERS

V.H.L.F. Attema, 1961.

SUBJECT: the alphabet and the figures 0-9.

1st.set.

36 unnumbered labels + 1 packetlabel.

The labels are printed in blue, green and
orange with black text.

2nd.set.

36 unnumbered labels + 1 packetlabel.

The labels are printed in red, olive-green
and bluish-grey with black text.

The packetlabels exist in 3 sizes:

The first one was 69 x 83 mm. Later this
one has been cut smaller (without the
white borders) and finally it was reprinted
in a smaller size (67 x 78 mm).

All labels vertical.

RUIMTEVAART

V.H.L.F. Attema.

SUBJECT: space-travel.

1st.set, 1966.

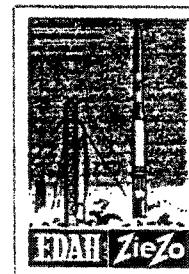
20 labels nrs. 1-20 + 1 packetlabel.

numbers 1-10 are vertical,
numbers 11-20 are vertical.

number 1 always without a number
(printed aside).

The labels are multicoloured.

'EDAH' is printed on a blue, red,
orange or yellow surface, 'ZieZo' on
a green or black surface.



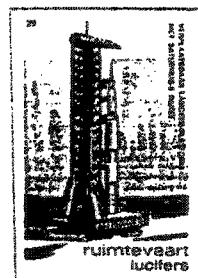
2nd.set, 1969.

20 labels nrs. 21-40 + 1 packetlabel.

numbers 21, 27, 28, 29, 30, 31, 34, 36, 38
and 39 are vertical. All others
horizontal.

The word 'EDAH' is not printed on
the labels.

The labels are multicoloured.
'ruimtevaart' is printed in red,
other text black or white.

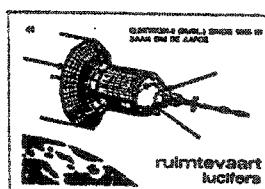


3rd.set, 1973.

20 labels nrs. 41-60 + 1 packetlabel.

numbers 42, 45, 46, 48, 50, 52, 53, 56 and
59 are vertical, all others
horizontal.

The colours are like the 2nd.set.



ENKABE

Enkabé = NKB which stands for 'Nederlandse Kruideniers Bond'. It means 'Dutch grocers association'.

DIERENSYMBOLEN

V.H.L.F. Attema.

SUBJECT: animals and the things they symbolize.

1st.set, 1962.

30 labels nrs. 1-30 + 1 packetlabel.

All labels vertical.

The text is printed in black and 'Enkabé' in green or red on a yellow background. The animals are printed on a blue, red, green, orange or purple surface.



2nd.set, 1963.

30 labels nrs. 31-60 + 1 packetlabel.

All labels vertical.

The text and 'Enkabé' are printed in black on a blue background. The animals are printed on a yellow, red, green, purple, pink or orange surface.

ZEILJACHTEN

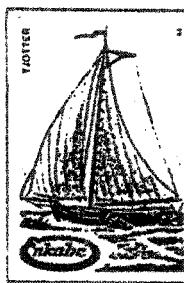
V.H.L.F. Attema, 1965.

SUBJECT: sailing-yachts.

20 labels nrs. 1-20 + 1 packetlabel.

numbers 4,9,10 and 19 are horizontal, all others vertical.

The labels are multicoloured. 'Enkabé' is printed in red and yellow.

BRUGGEN IN BINNEN- EN BUITENLAND

V.H.L.F. Attema, 1967.

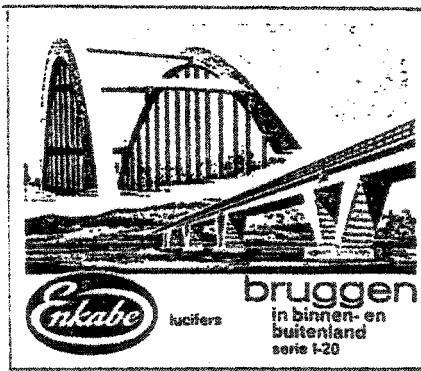
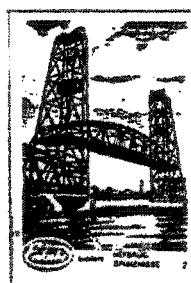
SUBJECT: bridges.

20 labels nrs. 1-20 + 1 packetlabel.

numbers 6,7,8,9,13,15 and 16 are vertical. All others horizontal.

The labels are multicoloured. 'Enkabé' is printed in red and yellow.

numbers 1-10 are Dutch bridges.

EUCO

Around 1968 Enkabé merged with another association called Unika. Their new name became EUCO. (Enkabé-Unika COoperation).

PADDESTOOLEN

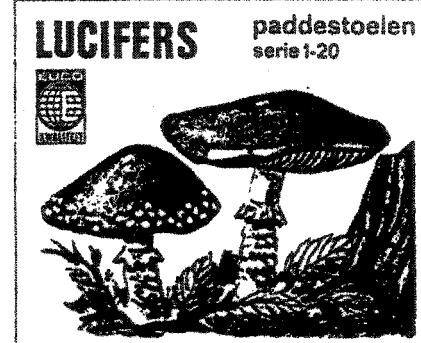
V.H.L.F. Attema, 1969.

SUBJECT: mushrooms.

20 labels nrs. 1-20 + 1 packetlabel.

numbers 1-10 are vertical, numbers 11-20 are horizontal.

The pictures are multicoloured. The set has been printed on buff, matt paper and on white matt paper.



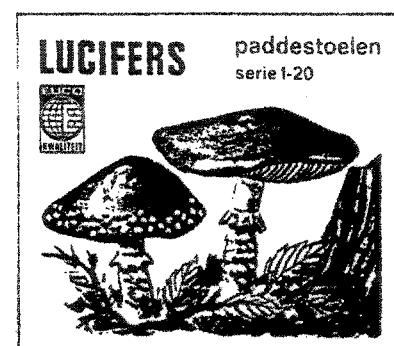
PADDESTOELEN

2nd.set, 1971.
20 labels nrs. 1-20 + 1 packetlabel.

This is the same set as the first one,
but the labels are reprinted in a smaller
size:

sizes 1st.set;
boxlabels 35 x 51 mm
packetlabel 68 x 78 mm
sizes 2nd.set;
boxlabels 34 x 50 mm
packetlabel 63 x 72 mm

The 2nd.set has been issued on
shiny, greyish-white paper and on
shiny, bright-white paper.

NEDERLANDSE LICHTBAKENS

V.H.L.F. Attema, 1973.
SUBJECT: Dutch lighthouses and -ships.

20 labels nrs. 1-20 + 1 packetlabel.

numbers 17,18 and 19 are horizontal,
all others vertical.

The labels are multi-coloured with
black text.

KATTEN

V.H.L.F. Attema, 1976.
SUBJECT: cats.

20 labels nrs. 1-20 + 1 packetlabel.

numbers 1-10 are vertical,
numbers 11-20 are horizontal.

The pictures are multi-coloured, the
text is printed in black on a white
background.

In 1982 the set was reprinted on
thin, matt paper. These matches were
made by Union Match, Belgium.

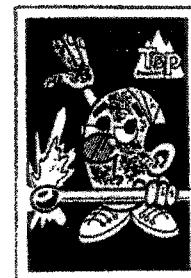
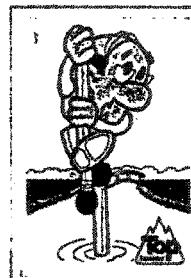
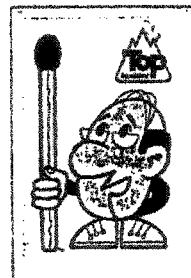
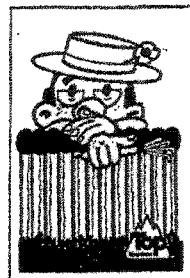
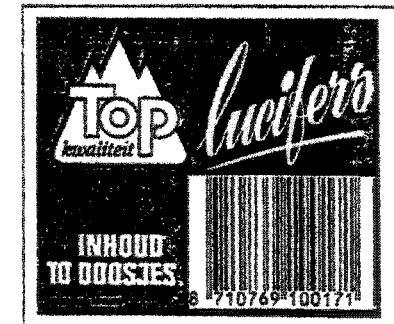
TOP KWALITEIT

Union Match, Belgium, 1983.
SUBJECT: cartoons of a man with a matchstick.

5 unnumbered labels + 1 packetlabel.

All labels vertical (printed below).

On the boxlabels stands only 'Top kwaliteit' (top quality),
printed in red,yellow and white. On the packetlabel also
in black 'ENKABE-UNIKA - ROTTERDAM'.
The labels are multi-coloured. The packetlabel is printed
in yellow,red and black.



ETOS

ETOS stands for 'Eendracht, Toewijding, Overleg, Samenwerking' which means: 'union, dedication, deliberation, co-operation'. It is a still existing chain of druggist's shops.

CLOWN LEGPUZZLE

V.H.L.F. Attema, 1960.

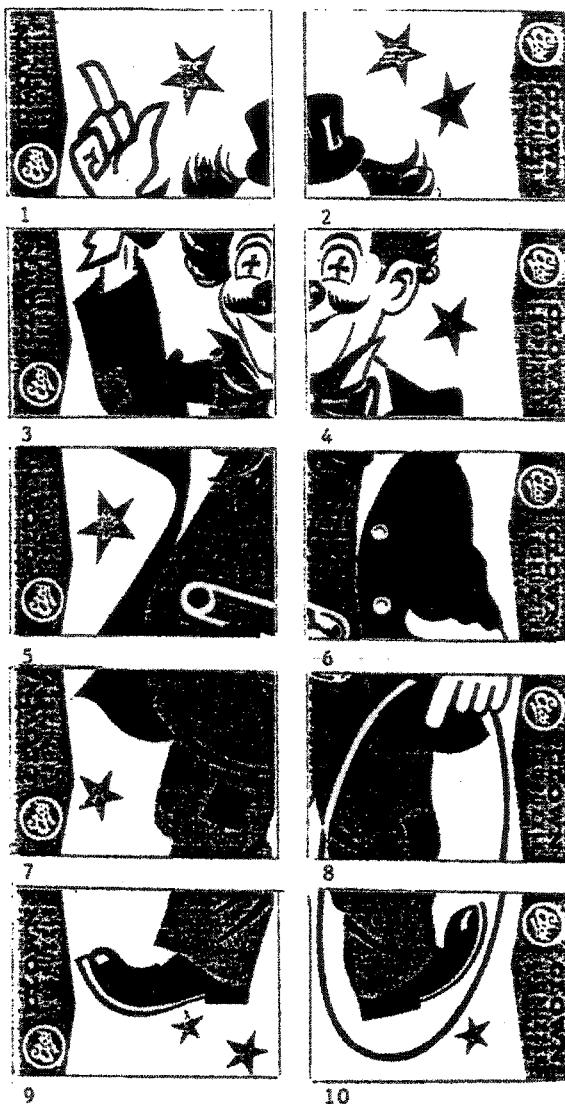
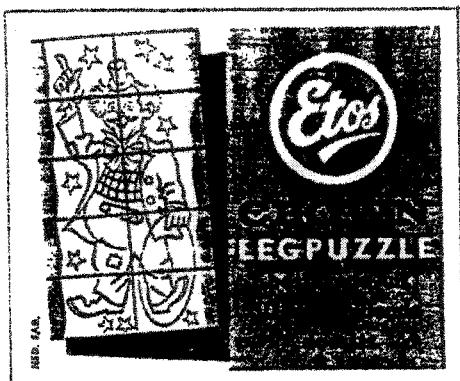
SUBJECT: a puzzle of a clown.

10 unnumbered labels + 1 packetlabel.

All labels horizontal.

The labels are printed in red and blue on yellowish paper.

The 10 labels together form a picture of a clown (printed aside).

GROSCO

GROSCO stands for GROssiers-COMBinatie which means 'wholesalers combination'.

WATERSPORT LUCIFERS

V.H.L.F. Attema, 1962.

SUBJECT: watersports.

20 labels nrs. 1-20 + 1 packetlabel.

All labels vertical.

The labels are multicoloured on a white background. 'GROSCO' is printed in yellow on a red surface. Text printed in black.

GROSCO IN HEEL NEDERLAND

V.H.L.F. Attema, 1963.

SUBJECT: Dutch cities with a GROSCO-store.

20 labels nrs. 1-20 + 1 packetlabel.

numbers 1,2,3,6,7,11,12,16 and 17 are vertical. All others horizontal.

'GROSCO' is printed in yellow on a black surface. The text is printed black. At the right side a band with white and blue stripes making it look like a Dutch signpost. The pictures are multicoloured.



DE GRUYTERPOSTZEGELS

Nat.Luc.Fabr.Weert.

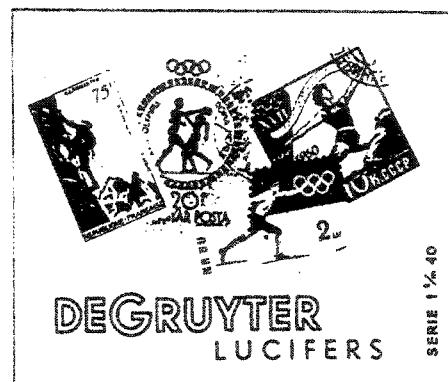
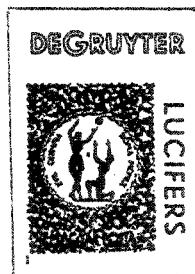
SUBJECT: stamps with the same subject.

1st.set,1962.

40 labels nrs. 1-40 + 1 packetlabel.

The stamps show sports.

Numbers 16,17,18,19,20,39 and 40 are horizontal, all others vertical.



2nd.set,1963.

40 labels nrs.41-80 + 1 packetlabel.

The stamps show flowers.

Numbers 78,79 and 80 are horizontal, all others vertical.



3rd.set,1964.

40 labels nrs.81-120 + 1 packetlabel.

The stamps show fish.

Number 102 is vertical, all others horizontal.



4th.set,1966.

40 labels nrs.121-160 + 1 packetlabel.

The stamps show birds.

Numbers 121,122,129,130,134,136,137,138, 142,144,145,146,147,148 and 158 are vertical, all others horizontal.

All labels have multicoloured stamps (with white borders) and black text on a yellow background.

LUCIFER CARTOONS

V.H.L.F. Attema,1968.

SUBJECT: cartoons with matches.

60 labels nrs. 1-60 + 1 packetlabel.

numbers 1-20 and 51-60 are horizontal, numbers 21-50 are vertical.

'DE GRUYTER' is printed in black on a white background, the cartoons are multicoloured.



HEMA

HEMA stands for 'Hollandsche Eenheidsprijzen Maatschappij Amsterdam' which means 'Dutch Unitprices Company Amsterdam'. It is a chain of department-stores with a grocers-section that still exists.

SPORT LUCIFERS

V.H.L.F. Attema.
SUBJECT: sports.

1st.set, 1963.
20 labels nrs. 1-20 + 1 packetlabel.

numbers 4, 5, 9, 10, 13, 14, 15, 19 and 20 are horizontal, all others vertical.

The picture and text are printed in black on a coloured surface;
nr.1 pink, nr.2 yellow, nr.3 blue,
nr.4 pink, nr.5 yellow, nr.6 blue etc.
The packetlabel is pink.



2nd.set, 1964.
20 labels nrs. 1-20 + 1 packetlabel.

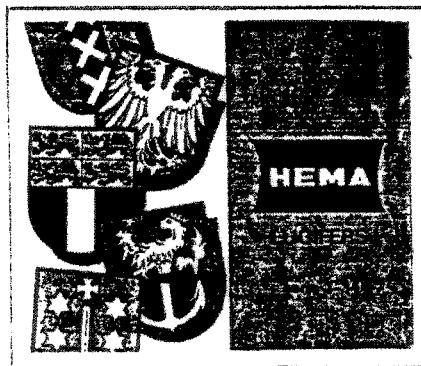
This is the same set as the 1st. one, but the colours are different:
nr.1 green, nr.2 blue, nr.3 red,
nr.4 green, nr.5 blue, nr.6 red etc.
The packetlabel is green.

3rd.set, 1965.
20 labels nrs. 1-20 + 1 packetlabel.

Again the same set with different colours:
nr.1 blue, nr.2 red, nr.3 green,
nr.4 blue, nr.5 red, nr.6 green etc.
The packetlabel is blue.

STADSWAPENS

V.H.L.F. Attema.
SUBJECT: town-crests of the towns with a HEMA store.



1st.set, 1965.
34 labels nrs. 1-34 + 1 packetlabel.

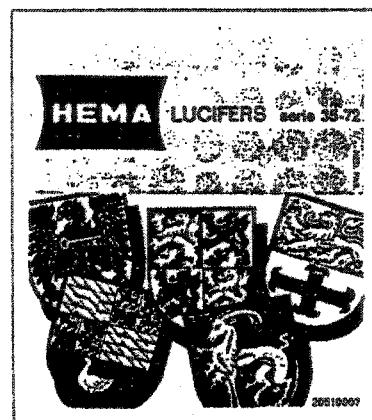
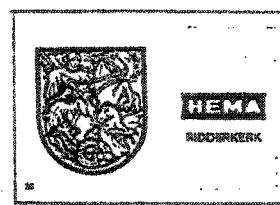
All labels horizontal. The packetlabel is horizontal with HEMA printed on a red surface.

2nd.set, 1966.
38 labels nrs. 35-72 + 1 packetlabel.

All labels horizontal. The packetlabel is vertical with HEMA printed on a yellow surface.

The crests are multicoloured. The text is printed in black on a green, red, blue or yellow surface.

The packetlabel of the 2nd.set exists in 2 sizes:
78 x 67 mm and 72 x 62 mm.



LETTER LUCIFERS

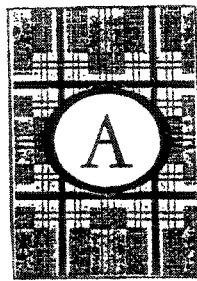
Belgian made, 1966.

SUBJECT: the alphabet.

26 labels (A-Z) + 1 packetlabel.

All labels vertical.

The letters are printed in black on a tartan background in various colours:
 A on blue/yellow, B on green/red, C on blue/green etc. The letters W and X exist in 2 variations: on green/red and on green/blue.

HOBBY LUCIFERS

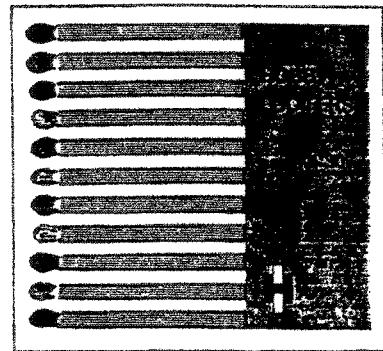
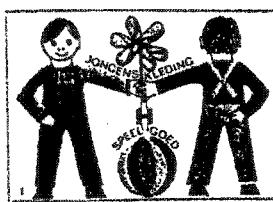
Belgian made, 1968.

SUBJECT: simple cartoons of articles sold in HEMA stores.

30 labels nrs. 1-30 + 1 packetlabel.

All labels horizontal.

The labels are printed in green blue, red, yellow, orange, pink and purple with black text on white.

SPORT-SERIE

Belgian made, 1971.

SUBJECT: sports.

20 labels nrs. 1-20 + 1 packetlabel.

Numbers 11,12,13,14,15,16,17,18 and 19 are horizontal. All others vertical.

The labels are multicoloured with a black frame and pink borders.
 HEMA printed in black.

This set has been issued on shiny, greyish-white paper and on shiny, bright-white paper.

DIERENSERIE

Belgian made, 1972.

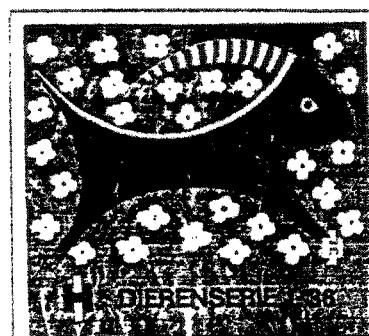
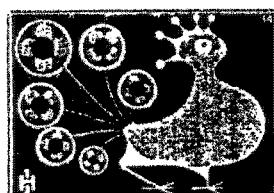
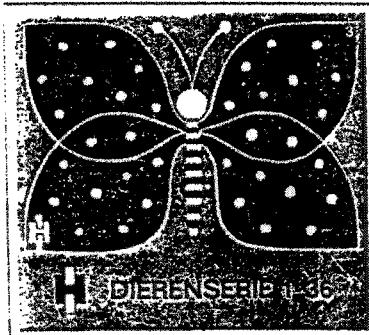
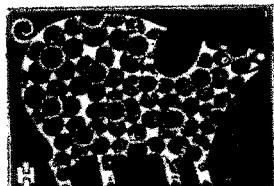
SUBJECT: fantasy-pictures of animals.

36 labels nrs. 1-36 + 2 packetlabels.

Numbers 9,10,11,16,17 and 18 are vertical, all others horizontal.

The labels are multicoloured.

Both packetlabels (nrs.3 and 31) are printed aside.



IFA

In 1964 the GROSCO-chain became part of the IFA,
the 'International Food Association'.

INTERNATIONALE STADSGEZICHTEN

V.H.L.F. Attema, 1964.

SUBJECT: views of towns in countries
with IFA-stores.

20 labels nrs. 1-20 + 1 packetlabel.

Numbers 1,2,4,5,10,11,12 and 13 are
horizontal, all others vertical.

The pictures are multicoloured.
IFA is printed in red and the text
in black on a yellow surface.
'ook in...' means 'also in...'.
Labels with 'auch in...' are German.

STERRENBEELDEN

V.H.L.F. Attema, 1967.

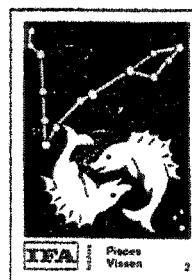
SUBJECT: star constellations.

25 labels nrs. 1-25 + 1 packetlabel.

All labels vertical.

IFA printed in red and text in black
on a white border. The pictures have
a blue, red or green background.
The names are printed in Latin and in Dutch.

The same set has also been issued by
VIVO as a result of the cooperation
between these two chainees.

VERZAMEL ALLEMAAL

V.H.L.F. Attema.

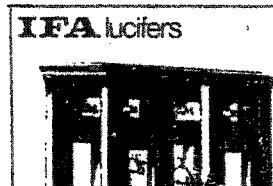
SUBJECT: old professions.

1st.set, 1973. DE PAPIERPERSER.
10 labels nrs. 1-10 + 1 packetlabel.

All labels horizontal.

Numbers 1-9 form the picture from the
packetlabel. Number 10 also shows the
whole picture.

The picture shows a paper-presser.



2nd.set, 1973. DE KANTOORKLERK.
10 labels nrs. 11-20 + 1 packetlabel.

All labels horizontal.

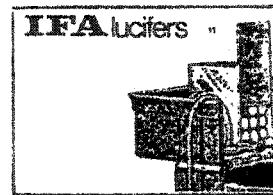
The set is like the 1st. one.
The picture shows an office-clerk.



3rd.set, 1974. DE BOVENMEESTER.
10 labels nrs. 21-30 + 1 packetlabel.

All labels horizontal.

The picture shows a schoolmaster.



All pictures are printed in black.
IFA is printed in red and 'lucifers'
in blue.
'verzamel allemaal' means 'everybody
collect'.



KLIMOP

KLIMOP is Dutch for ivy.

DE WIND IN DE ZEILEN

V.H.L.F. Attema, 1962.

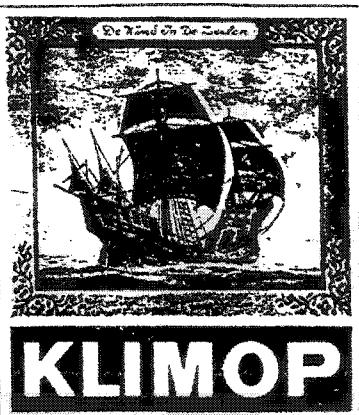
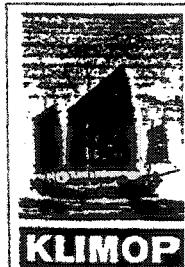
SUBJECT: sailing-ships.

40 labels nrs. 1-40 + 1 packetlabel.

All labels vertical.

Number 38 always without the number
(printed aside).

The pictures are multicoloured,
KLIMOP is printed on a green surface.

NEDERLANDSE KASTELEN

V.H.L.F. Attema, 1964.

SUBJECT: Dutch castles.

20 labels nrs. 1-20 + 1 packetlabel.

All labels vertical.

KLIMOP and leaf on a green surface,
'lucifers' on a yellow surface. The
pictures are multicoloured, the text
is printed in black.

OUDE KERKEN IN BINNEN- EN BUITENLAND

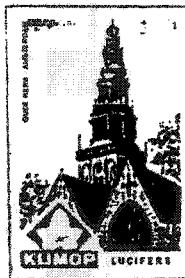
V.H.L.F. Attema, 1967.

SUBJECT: churches and cathedrals.

20 labels nrs. 1-20 + 1 packetlabel.

All labels vertical.

KLIMOP and leaf on a green surface,
'lucifers' on a yellow or red
surface. The pictures are multicoloured,
the text is printed in black.

HET ORKEST

V.H.L.F. Attema, 1970.

SUBJECT: cartoons of orchestra-members.

20 labels nrs. 1-20 + 1 packetlabel.

All labels vertical.

'Het orkest' printed in red, the text
printed in black. The cartoons are
multicoloured. The leaf is yellow.

PAARDEN

V.H.L.F. Attema, 1974.

SUBJECT: horse-breeds and equestrianism.

15 labels nrs. 1-15 + 1 packetlabel.

All labels horizontal.

KLIMOP and the leaf are printed on an
orange surface. The text is printed
in black. The pictures are multi-
coloured.



KROON

KROON is Dutch for crown.

BLOEMENHOF

V.H.L.F. Attema, 1960.
SUBJECT: flowers.

50 labels nrs. 1-50 + 1 packetlabel.

All labels vertical.

The set has been issued in 4 parts:
numbers 1-14 spring-flowers.
numbers 15-26 summer-flowers.
numbers 27-38 autumn-flowers.
numbers 39-50 winter-flowers.

The pictures are multicoloured. The text is printed in pink and black.
The labels have various designs.

Labels with 'Excella-floralia'
are Belgian.

KLEDERDRACHTEN

V.H.L.F. Attema.

SUBJECT: historic national and regional costumes.

1st.set, 1961.

27 labels nrs. 1-27 + 1 packetlabel.

2nd.set, 1962.

23 labels nrs. 28-50 + 1 packetlabel.

All labels vertical.

The pictures are multi-coloured.
The side-borders are black, the top and bottom borders yellow.
The crown is printed in red, the text is black.

HET KOSTUUM

V.H.L.F. Attema.

SUBJECT: costumes through the ages.

1st.set, 1963.

25 labels nrs. 1-25 + 1 packetlabel.

2nd.set, 1964.

25 labels nrs. 26-50 + 1 packetlabel.

All labels vertical.

The pictures are multi-coloured.
The crown is printed in pink, the text in black.
The 1st.set has a grey band at the bottom, the 2nd.set a yellow band. The packetlabels both have a yellow band with a red crown.

This set has also been issued in Belgium by EXCELLA and in Germany by AFU.



BEKENDE EUROPESE FIGUREN

V.H.L.F. Attema, 1966.

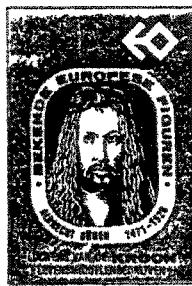
SUBJECT: famous European people.

24 labels nrs. 1-24 + 1 packetlabel.

All labels vertical.

The pictures are black with a yellow frame on an orange background.
 KROON and the text in the frame are printed red, the other text black.

This set has also been issued in Belgium by EXCELLA and in Germany by AFU.

SIERDUIVEN

V.H.L.F. Attema.

SUBJECT: pigeons.

1st.set, 1968.

20 labels nrs. 1-20 + 1 packetlabel.

2nd.set, 1969.

20 labels nrs. 21-40 + 1 packetlabel.

All labels vertical.

The 'K' is printed in red, the text in black. The pictures are multi-coloured.
 The packetlabel of the 1st.set has 'Sierduiven serie 1-20' printed in blue.

The boxlabels are 51 x 35 mm.

The labels are printed on buff, matt paper.

SIERDUIVEN

3rd.set, 1970.

20 labels nrs. 1-20 + 1 packetlabel.

This is a reprint of the 1st.set in a smaller size and on shiny paper.

The boxlabels are 50 x 34 mm.
 The text and the pictures are also a bit smaller.

The packetlabel has 'Sierduiven serie 1-20' printed in black.

This set has been issued on shiny, greyish-white paper and on shiny, bright-white paper.

VOGELS

V.H.L.F. Attema.

SUBJECT: birds.

1st.set, 1973.

20 labels nrs. 1-20 + 1 packetlabel.

numbers 1-10 are vertical,
 numbers 11-20 are horizontal.

The 'K' is printed in red, the text in black. The pictures are multi-coloured. On the packetlabel 'vogels' printed in blue.



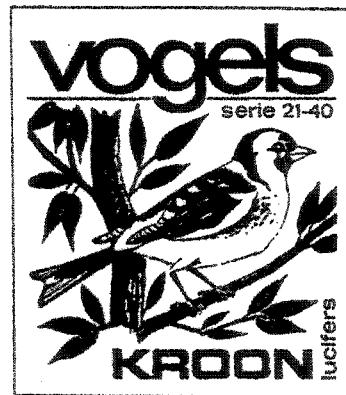
2nd.set, 1975.
20 labels nrs. 21-40 + 1 packetlabel.

3rd.set, 1977.
20 labels nrs. 41-60 + 1 packetlabel.

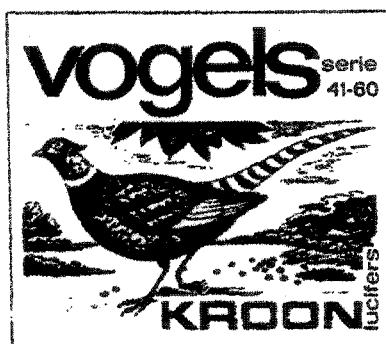
4th.set,
20 labels nrs. 61-80 + 1 packetlabel.

numbers 21-30, 41-50 and 61-70 are vertical.
numbers 31-40, 51-60 and 71-80 are horizontal.

KROON is printed in red, the text in black. The pictures are multi-coloured.



The 4th.set was made by Union Match in Belgium.
In 1982 this set was reprinted on thin, matt paper.

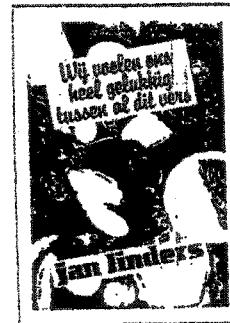
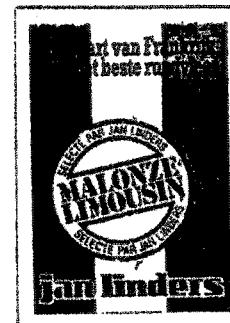
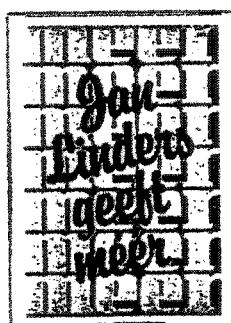
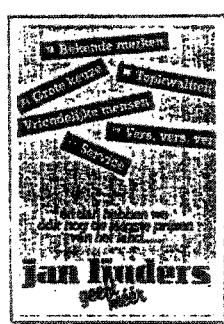
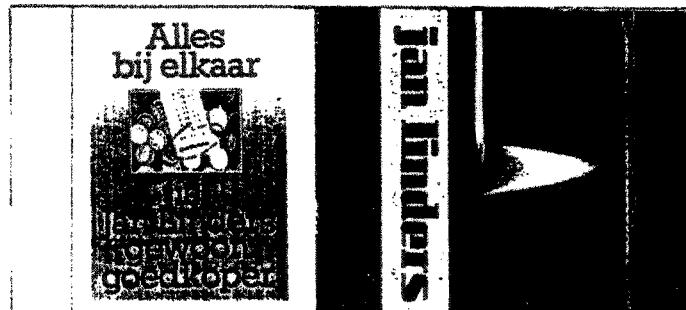


JAN LINDERS

This is one of the younger chains of supermarkets who just recently issued a set for the first time: (1988)

10 unnumbered skillets.

The skillets have a burning match on a black background and the name printed in red on a yellow surface. The backsides are printed in various colours.
The boxsize is 47 x 58 mm. and packed in cellophane without a packetlabel.
Made by Union Match in Belgium.



METROMARKT

metromarkt never existed as grocers-shops. The matches were sold in stores from 'De Gruyter',

SPEELKAARTLUCIFERS

V.H.L.F. Attema, 1971.
SUBJECT: playing-cards.

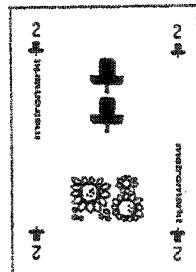
52 unnumbered labels + 11 packetlabels.

All labels vertical.

The set contains the 52 different playing-cards. The labels are printed in the following colours:
hearts in red, spades in green,
diamonds in yellow and clubs in blue.

The packetlabels are:

- | | |
|--------------------|-----------------------|
| 1. king of hearts. | 7. queen of spades. |
| 2. jack of hearts. | 8. king of spades. |
| 3. 9 of hearts. | 9. queen of diamonds. |
| 4. ace of clubs. | 10. ace of diamonds. |
| 5. jack of clubs. | 11. joker (purple). |
| 6. 10 of clubs. | |

SIMON DE WIT

This chain is named after its founder.

VISSEN-SERIE

V.H.L.F. Attema, 1963.
SUBJECT: fish.

40 labels nrs. 1-40 + 1 packetlabel.

Numbers 1, 2, 3, 6, 7, 14, 15, 19, 20, 24, 25, 30, 31, 32, 33, 36 and 37 are horizontal, all others vertical.

The labels have a red border at the top and the bottom. 'SdW' is printed in a yellow circle. The text is printed black, the pictures are multi-coloured.

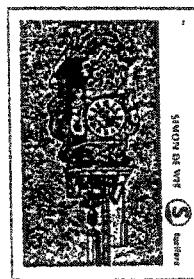
KLOKKEN

V.H.L.F. Attema, 1966.
SUBJECT: antique clocks.

20 labels nrs. 1-20 + 1 packetlabel.

All labels vertical.

The clocks are printed on a purple, blue, yellow, green or pink surface. The text is printed in red on a white border.

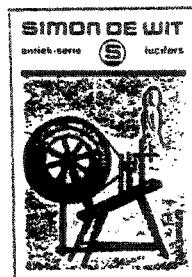
ANTIEK

V.H.L.F. Attema, 1969.
SUBJECT: antiques.

20 labels nrs. 1-20 + 1 packetlabel.

All labels vertical.

'simon de wit' is printed in red, the other text in black on a white border. The antiques are printed on an orange, yellow, red, purple, green or blue surface.



SPAR

SPAR is the Dutch word for a fir-tree.

ARTIKELEN

V.H.L.F. Attema.

SUBJECT: articles they sold with their own brandname.



1st.set, 1961.

25 labels nrs. 1-25 + 1 packetlabel. (red)

2nd.set, 1962.

25 labels nrs. 26-50 + 1 packetlabel. (green)

3rd.set, 1963.

25 labels nrs. 51-75 + 1 packetlabel. (yellow)

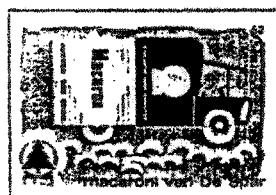
4th.set, 1964.

25 labels nrs. 76-100 + 1 packetlabel. (red)

numbers 7, 10, 17, 19, 22, 23, 27, 29, 33, 35, 37, 39, 43, 45, 48, 52, 54, 57, 59, 62, 64, 67, 69, 72, 74, 86, 87, 88, 89, 90, 91, 92, 93, 94 and 95 are horizontal, all others vertical.

The labels are multi-coloured with white borders. The spar-logo is red and green.

The sentence 'kopen bij de spar is sparen bij de koop' on the 1st. and 2nd.set means 'buying at spar is saving on the bargain'.

UITVINDERS

V.H.L.F. Attema.

SUBJECT: inventors and their inventions.

1st.set, 1965.

25 labels nrs. 1-25 + 1 packetlabel.

2nd.set, 1966.

25 labels nrs. 26-50 + 1 packetlabel.

numbers 2, 3, 4, 5, 9, 17, 18, 21, 26, 29, 32, 33, 34, 40, 46, 47, 48 and 50 are vertical, all others horizontal.

SPAR is printed in red and the other text in black. The labels are multi-coloured with white borders.



FLINTSTONES

V.H.L.F. Attema, 1967.

SUBJECT: scenes from the flintstones
cartoon t.v.-series.

25 labels nrs. 1-25 + 1 packetlabel.

numbers 1,3,4,5,9,11,12,13,16,21 and
22 are horizontal, all others
vertical.SPAR printed red, 'lucifers' black.
The cartoons are multi-coloured.BEROEMDE VROUWEN UIT HET VERLEDEN

V.H.L.F. Attema, 1968.

SUBJECT: famous women from the past.

25 labels nrs. 1-25 + 1 packetlabel.

All labels vertical.

SPAR printed in red, text in black
on a white border. The pictures are
multi-coloured.SNUGGIE

V.H.L.F. Attema, 1970.

SUBJECT: cartoons of a pig (named Snuggie)
in various disguises.

25 labels nrs. 1-25 + 1 packetlabel.

All labels horizontal.

'snuggie' and the number printed in
black. The cartoons are multi-coloured
on a white background. At the bottom a
red band with 'SPAR' and a green tree.WIKKELS MET BOOM

Union Match, Belgium, 1980.

SUBJECT: 'spar-tree' with textballoon.

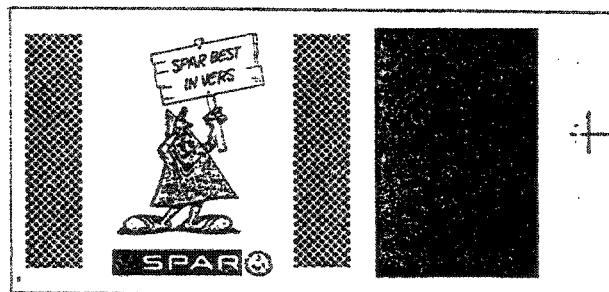
6 unnumbered skillets + 2 packetlabels.

All vertical format.

The tree is printed green, the text black.
SPAR printed red, backside skillet red.

The 6 text-lines are:

1. 'SPAR VOOR KWALITEIT'
(spar for quality)
2. 'SPAR VOOR VOORDELIGE PRIJZEN'
(spar for low prices)
3. 'SPAR HET BESTE IN DE BUURT'
(spar the best in the neighbourhood)
4. 'SPAR HEEFT HET'
(spar has got it)
5. 'SPAR ALTIJD DICHTBIJ'
(spar always near by)
6. 'SPAR BEST IN VERS'
(spar best in 'fresh')

Later the set has been reprinted on
matt paper with brighter colours.

SRV stands for 'Stichting Rationele Verkoop' which means:
'institution for rational sale'.
It is a chain of mobile grocers-shops.

MELKWAGENS

V.H.L.F. Attema.

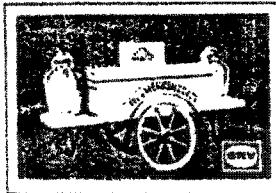
SUBJECT: old and modern milkcars.

1st.set, 1968.

12 labels nrs. 1-12 + 1 packetlabel.

This set shows pre-war milkcars.

The labels are multi-coloured.



2nd.set, 1969.

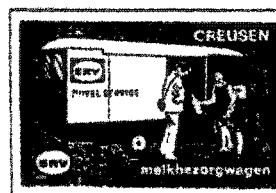
12 labels nrs. 13-24 + 1 packetlabel.

This set shows modern milkcars and
mobile grocers-shops.

The labels are multi-coloured.

'SRV' is printed in various colours.

All labels are horizontal.

WINKEL AAN HUIS

V.H.L.F. Attema, 1971.

SUBJECT: all kinds of houses.

12 labels nrs. 1-12 + 1 packetlabel.

All labels vertical.

The text is printed in black, the
number in red on a white frame.
The pictures are multi-coloured.

The slogan means: 'shop at your door'.

This set has been issued on shiny, greyish-white
paper and on shiny, bright-white paper.

DOORDEWEEKSE BOODSCHAPPEN DAGELIJKS AAN HUIS

V.H.L.F. Attema, 1972.

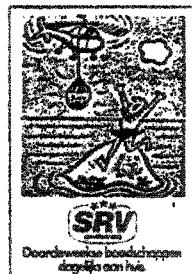
SUBJECT: cartoons of people who get their shopping
delivered.

12 labels nrs. 1-12 + 1 packetlabel.

All labels vertical.

The text is printed in black on a white
frame, 'SRV' printed in blue with green
stars. The pictures are multi-coloured.

The slogan means: every day of the week,
your shopping at home.



SERIE 1 t/m 12

LEESPLANKJE

V.H.L.F. Attema, 1974.

SUBJECT: Old pictures with rhymes
promoting the SRV.

17 unnumbered labels + 1 packetlabel.

All labels vertical.

The text is printed in black. 'SRV' is
printed blue with green stars. The
pictures are multi-coloured.

All pictures are printed on the next page.
They are pictures of an old Dutch board with
the first words you learned at school.



I kom, zeg de aap,
maar meteen uit de mouw
SRV is het einde
voor mij en voor jou.



Ik kom, zeg de aap,
maar meteen uit de mouw.
SRV is het einde
voor mij en voor jou.

AAP
(ape)



Als noot, zegt de noot,
ben ik zeer tevree,
met de steengoede
service van SRV.

NOOT
(nut)



SRV aldus Mies.
Is er voor mijn gemak,
en ik koop nooit
een kat in de zak!

MIES
(name of cat)



Wat een vondst zegt Wim,
wat een knotsgoed idee
zijn rijdende winkel
van de SRV.

WIM
(name of boy)



Boodschappen haal ik
zelden zegt Zus,
de SRV brengt ze,
dat is maar net!

ZUS
(sister)



SRV komt aan huis,
zegt vrolijke Jet,
dus koop ik daar alles,
zo is dat maar net!

JET
(name of girl)



Gemak dient de mens,
bronne leun in zijn baard.
SRV brengt aan huis,
en dat is me wat waard.

TEUN
(name of man)



SRV brengt aan huis,
gaat het vuur te verstaan,
dus heb ik geen zin
om uit te gaan.

VUUR
(fire)



En hier heb
je Gis uit 1902,
zijn kleinzoon rijdt
nu voor de SRV.

GIJS
(name of boy)



SRV zet het lam
heeft mijn volste vertrouwen,
dus waarom zou ik niet
boodschappen sjouwen.

LAM
(lamb)



Elke morgen geeft Kees
heel braaf en tevree,
een poot aan de man
van de SRV.

KEES
(name of dog)



Vooruit met de geit,
ziet de bok honchalent,
SRV geeft veel service dus
word ik hun klant.

BOK
(goat)



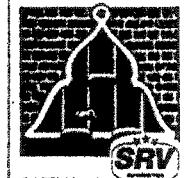
Mijn koeien spraken langs
de weide tevree,
die koeien teren van SRV.

WEIDE
(meadow)



Als raadslid sprak Does,
ben ik met B&W
vooreen rijdende
winkel van SRV.

DOES
(name of dog)



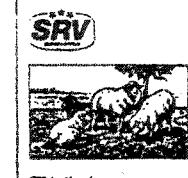
& blijf ladder thuis
ziet hok hedenmorgen,
SRV komt de boodschappen
straalwel bezorgen!

HOK
(dove-cot)



SRV brengt aan huis,
ziet de duif op het plaat,
dus milt zie je niet met
een tas in de stad.

DUIF
(dove)



SRV zet schaap
is gewild voor mij,
ze brengen de boodschappen
hier in de wei.

SCHAPEN
(sheep)

KAMERPLANTEN
V.H.L.F. Attema, 1976.
SUBJECT: house-plants.

20 unnumbered labels + 2 packetlabels.

All labels vertical.

The text is printed in black on a white background. SRV is printed in blue with green stars. Plants are green and red.

The 20 plants are:

- | | |
|----------------------------|--------------------|
| 1. Ananasplant | 11. Gatenplant |
| 2. Bromelia | 12. Hertshoorn |
| 3. Bruidsblom | 13. Kaaps viooltje |
| 4. Cactus | 14. Kerstster |
| 5. Chinees lantaarnplantje | 15. Klimop |
| 6. Christusdoorn | 16. Parapluplantje |
| 7. Croton | 17. Peperomia |
| 8. Dieffenbachia | 18. Philodendron |
| 9. Drakebloodboom | 19. Sierasperge |
| 10. Ficus | 20. Varen |

Both packetlabels are printed aside.

On all the labels directions for 'use' of the plants.



Bromelia

Prettige plant met roze tot
blaauwe bloemen. Minig water in
bladerrosen en op de aarde
gegeven. Zonring plekken ge-
ven.



Christusdoorn



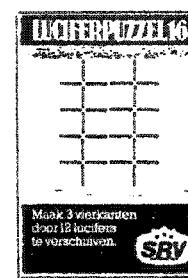
Ficus

LUCIFERPuzzELS
V.H.L.F. Attema, 1978.
SUBJECT: match-plays.

16 labels nrs. 1-16 + 1 packetlabel.

All labels vertical.

The text is printed in white on green bands. The matches are yellow and red. SRV is printed in blue with green stars. Above and under the white surface a band in brighter green.



a) Maak 6 ongelijke vierkanten
door 8 lucifers te verwijderen.
b) Maak 4 gelijke vierkanten
door 4 lucifers te verwijderen.

De serie bestaat uit 16 puzzels.

EUROPESE VLAGGENSERIE

Union Match, Belgium, 1980.

SUBJECT: flags of European countries.

18 unnumbered labels + 1 packetlabel.

All labels vertical.

The countries are:

- | | |
|---------------------------|---|
| 1.BELGIE (belgium) | 10.OOSTENRIJK (austria) |
| 2.DENEMARKEN (denmark) | 11.POLEN (poland) |
| 3.FRANKRIJK (france) | 12.PORTUGAL (portugal) |
| 4.GRIEKENLAND (greece) | 13.RUSLAND (russia) |
| 5.ITALIE (italy) | 14.SPANJE (spain) |
| 6.IERLAND (ireland) | 15.VERENIGD KONINKRIJK (united kingdom) |
| 7.LUXEMBURG (luxembourg) | 16.WEST DUITSLAND (western germany) |
| 8.NEDERLAND (netherlands) | 17.ZWEDEN (sweden) |
| 9.NOORWEGEN (norway) | 18.ZWITSERLAND (switzerland) |



On the labels also the area-size, population, capital and monetary-unit of the country.

Text printed black, SRV blue with green stars. Printed on shiny paper.

In 1982 the set has been reprinted on thin, matt paper.

NEDERLANDSE VLAGGENSERIE

Union Match, Belgium, 1984.

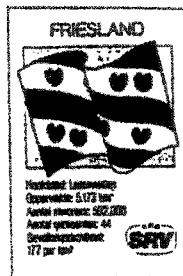
SUBJECT: flags of Dutch cities and provinces.

15 unnumbered labels + 1 packetlabel.

All label vertical.

The 15 labels are:

- | | |
|-----------------|----------------------------------|
| 1.FRIESLAND | 9.ZEELAND |
| 2.GRONINGEN | 10.NOORD-BRABANT |
| 3.DRENTE | 11.LIMBURG |
| 4.OVERIJSSEL | 12.NED.ANTILLEN (Dutch Antilles) |
| 5.GELDERLAND | 13.NEDERLAND (netherlands) |
| 6.Utrecht | 14.DEN HAAG (the hague) |
| 7.NOORD-HOLLAND | 15.AMSTERDAM |
| 8.ZUID-HOLLAND | |



On the labels the capital, size, population, the amount of municipalities and the density of the population.

Colours as the european flags. Printed on matt paper.

KRUISWOORDPUZZELS

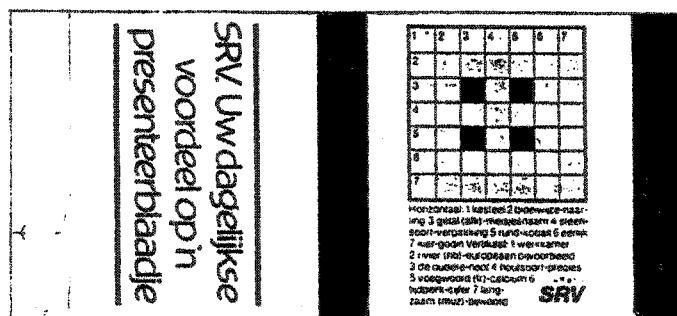
Union Match, Belgium, 1987.

SUBJECT: cross-word puzzles.

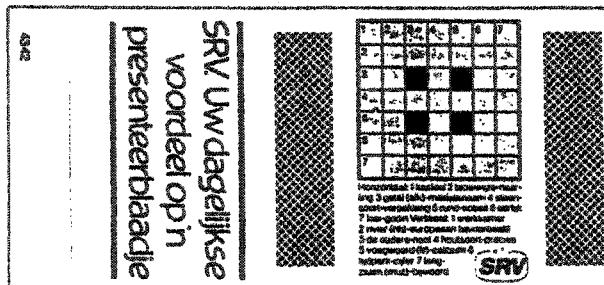
10 unnumbered skillets, no packetlabel.

The text is printed in black, SRV in blue with green stars. The puzzles are blue, pink or yellow. On the backside two black lines and in blue a slogan which means: 'SRV. your daily profit on a tray'.

The boxsize is 47 x 58 mm. They were packed in cellophane (5-box pack).

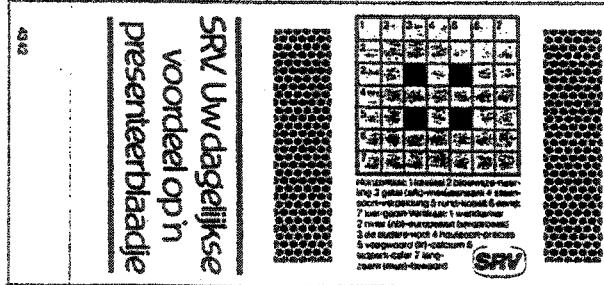


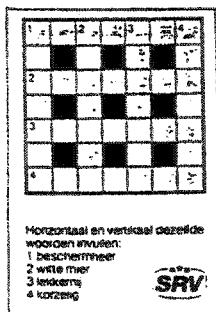
In 1989 the set was reprinted on skillets with a 'normal' size. They were sold in 10-box packs with a packetlabel. The abrasive-section has a pattern of diagonal lines. These matches were made by S.T.A.B., Sweden.



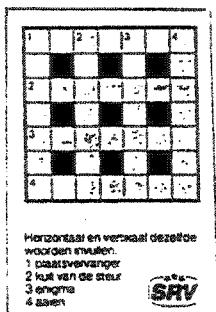
In 1990 the skillets got a new abrasive-section with a pattern of hexagons. These were also sold in 10-box packs with the same packetlabel. Also made by S.T.A.B., Sweden.

The complete set of 10 puzzles and the packetlabel are printed on the next page.

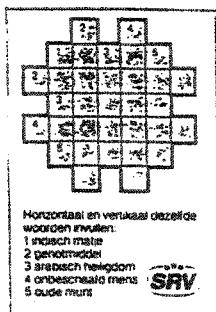




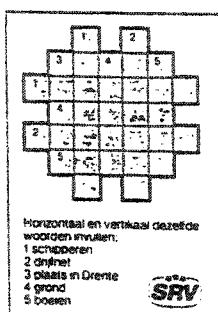
1. blue



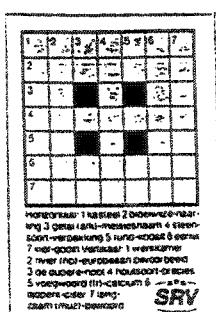
2.blue



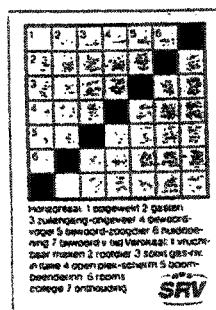
3.blue



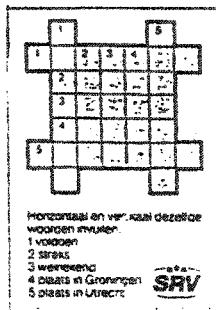
4.blue



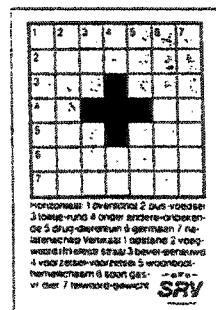
5.pink



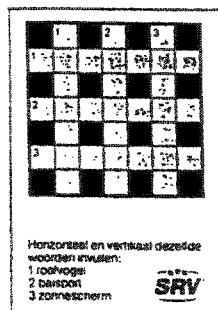
6.pink



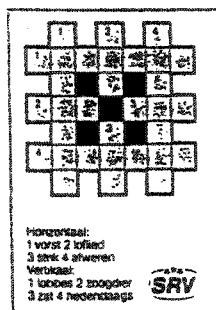
7.pink



8.yellow



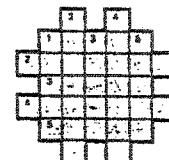
9.yellow



10.yellow

PACKETLABEL (with sets of small skillets)

The puzzle and the text are printed in black on white paper.



Horizontaal en verticaal dezelfde woorden invullen:
1 indisch meisje
2 genaamdeel
3 arabisch heiligdom
4 onbeschuldigd mens
5 oude munt

SRV

VéGé

VéGé = VG which stands for 'Verkoop Gemeenschap'.
it means 'Selling-Community'

VLAGGENSERIE

V.H.L.F. Attema, 1959.
SUBJECT: flags.

90 labels nrs. 1-90, no packetlabel.

All labels vertical.

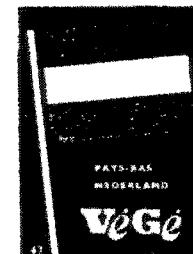
'VéGé' printed in yellow and the text in white on a black background. The flag-poles are white with red heads.
Some names are printed in French and Dutch, others in only one language (where the French and Dutch names are the same).
The Dutch flag is printed on two labels, nrs. 1 and 63.

When the set was just issued, some of the labels were not correct and they were later reprinted. Those numbers have 2 different labels:

number 4: 1 sword and 2 swords
number 6: red flag and blue flag
number 13: 2nd.name bulgarije or boelgarije
number 28: green lion and red lion
number 35: white flag or flag red/yellow/green
number 37: arm and 5 stars or just 5 stars
number 41: vertical bands or horizontal bands
number 56: bottom mouth white or red
number 59: red flag and blue flag
number 75: top name tunisie or tunise. This label always has the flag-pole on the right.

This set has also been issued in Belgium, but with a red flag-pole with a yellow head. The Belgian set has a packetlabel (with the Belgian flag).

Labels with 'die Idee-kauf bei' are German.



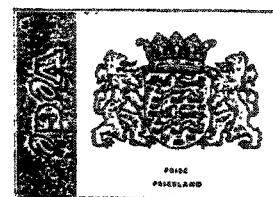
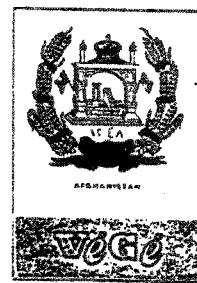
WAPENS

V.H.L.F. Attema, 1960.
SUBJECT: national crests.

90 labels nrs. 1-90, no packetlabel.

Numbers 5, 9, 16, 28, 35, 52, 62, 70 and 90 are horizontal, all others vertical.

The crests are multi-coloured on a white background. VéGé is printed yellow on a blue band. Text printed black.

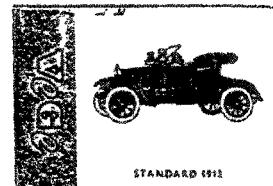
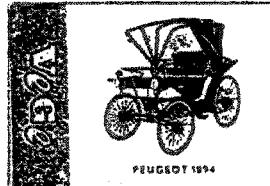
OUDE AUTOMOBIELEN

V.H.L.F. Attema, 1961.
SUBJECT: vintage cars.

60 labels nrs. 1-60, no packetlabel.

All labels horizontal.

VéGé printed in yellow on a blue band. The cars are multi-coloured on a white background. Text printed black.



This set has also been issued in Belgium with VéGé on a red band. Similar sets with additional text have been issued in other European countries.

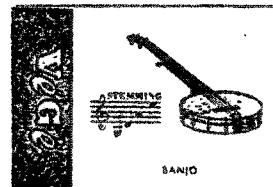
MUZIEKINSTRUMENTEN

V.H.L.F. Attema, 1963.
SUBJECT: musical instruments.

60 labels nrs. 1-60, no packetlabel.

All labels horizontal.

VéGé printed in yellow on a blue band. The instruments are multi-coloured on a white background. Text printed black. The staves are printed red.



This set has also been issued in Germany with VéGé on a red band and additional text 'die Idee-kauf bei'.

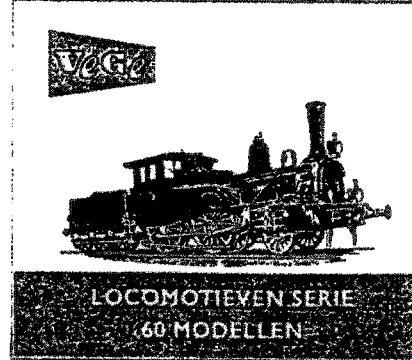
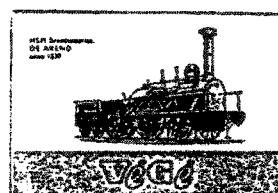
LOCOMOTIEVEN SERIE

V.H.L.F. Attema, 1964.
SUBJECT: Dutch locomotives.

60 labels nrs. 1-60 + 1 packetlabel.

All labels horizontal.

VéGé printed in yellow on a blue band. The locomotives are multi-coloured on a white background. Text printed black.



The set was issued on the occasion of the 125th. anniversary of the Dutch railway-company.

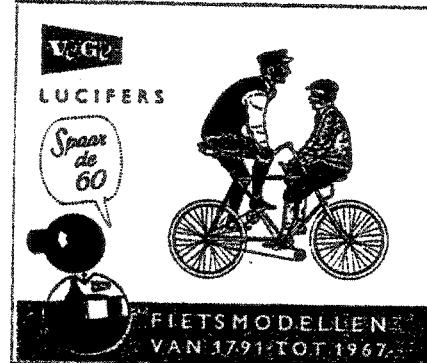
FIETSMODELLLEN VAN 1791 TOT 1967

V.H.L.F. Attema, 1967.
SUBJECT: bicycles from 1791 until 1967.

60 labels nrs. 1-60 + 1 packetlabel.

Numbers 1, 2, 3, 5, 6, 8, 9, 12, 14, 15, 17, 18, 20, 21, 22, 24, 26, 28, 31, 35, 36, 38, 40, 43, 46, 47, 49, 54, 55 and 60 are horizontal all others vertical.

VéGé is printed in yellow on a blue surface. The bicycles are multi-coloured on a white background. Text printed black. This set has been printed on buff, matt paper and on white, matt paper.



VIVO

VIVO stands for 'Vrijwillige Inkoop- en Verkoop Organisatie' which means 'voluntary purchase and retail organisation'.

SPROOKJES LUCIFERS

V.H.L.F. Attema, 1962.

SUBJECT: fairy-tales.

50 labels nrs. 1-50 + 1 packetlabel.

All labels vertical.

VIVO printed yellow in a red crown. 'sprookjes lucifers' blue. Other text black.

The first fairy-tale has 6 labels, the others all have 4 labels.

**FAUNA**

V.H.L.F. Attema.

SUBJECT: animals.

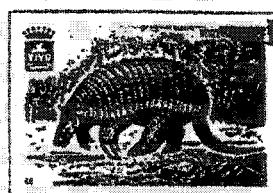
1st.set, 1963.

25 labels nrs. 1-25 + 1 packetlabel.

2nd.set, 1964.

25 labels nrs. 26-50 + 1 packetlabel.

numbers 1, 2, 3, 6, 7, 11, 12, 16, 21, 29, 30, 34, 35, 39, 40, 45, 46, 47, 48, 49 and 50 are vertical, all others horizontal.



VIVO printed yellow in a red crown. Text printed black. pictures multi-coloured. On the packetlabels 'fauna' printed blue.

**INTERNATIONAAL**

V.H.L.F. Attema, 1965.

SUBJECT: flags and scenes of European countries.

33 labels nrs. 1-33 + 1 packetlabel.

All labels vertical.

VIVO printed yellow in a red crown. Text printed black. pictures multi-coloured.

Each country has 3 labels. The name is printed in the language of the country. Also on the labels the word 'welcome' in the language of the country.

**TIENERS VAN TOEN EN NU**

V.H.L.F. Attema, 1966.

SUBJECT: teenagers in earlier days and nowadays.

25 labels nrs. 1-25 + 1 packetlabel.

Numbers 1-10 and 23-25 are vertical, numbers 11-22 are horizontal.

VIVO printed in red, text in black. pictures multi-coloured. On the labels stands 'tieners van toen en nu'. The set has also been issued in Belgium with the text 'teenagers 1930-1970'.



STERRENBEELDEN

V.H.L.F. Attema, 1967.

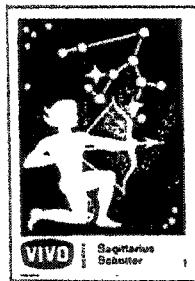
SUBJECT: star constellations.

25 labels nrs. 1-25 + 1 packetlabel.

All labels vertical.

VIVO printed in red and text in black on a white border. The pictures have a blue, red or green background.

The names are printed in Latin and Dutch. The set has also been issued in Belgium but with the Dutch name only. The set has also been issued by IFA (see page 40) as a result of the cooperation between both chaines.

ARTIKELEN MET MEISJE

V.H.L.F. Attema, 1969.

SUBJECT: articles with their own brand-name with a cartoon of a girl.

28 labels nrs. 1-28 + 1 packetlabel.

Numbers 15, 16, 17, 18, 19, 22, 23, 24, 25 and 26 are horizontal, all others vertical.

VIVO printed in red, text in black. The girl has yellow hair. The pictures are multi-coloured on a white background.

CIRCUS

V.H.L.F. Attema, 1971.

SUBJECT: circus-acts.

25 labels nrs. 1-25 + 1 packetlabel.

All labels vertical.

VIVO printed in red, all other text black on a white border. The pictures are multi-coloured.

There have been 3 different issues:

- printed on buff, matt paper.
- printed on shiny, greyish-white paper.
- printed on shiny, bright-white paper.

VIVOLA-AANBIEDINGEN

V.H.L.F. Attema.

SUBJECT: articles you could get with trading-stamps.

1st.set, 1972.

20 labels nrs. 1-20 + 1 packetlabel.

2nd.set, 1973.

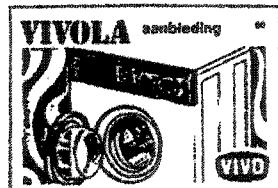
20 labels nrs. 21-40 + 1 packetlabel.

3rd.set, 1974.

20 labels nrs. 41-60 + 1 packetlabel.

Numbers 1-10, 21-30 and 41-50 are vertical. All others horizontal.

VIVO printed in red. Text black. VIVOLA printed in black on the 1st. and 3rd.set and in red on the 2nd.set. 'aanbieding' means 'special offer'.



EIGEN MERKEN-SERIE

V.H.L.F. Attema.

SUBJECT: articles with their own brand-name.

1st. issue, 1978.

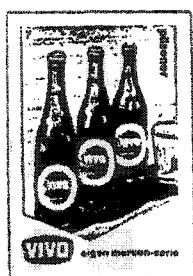
20 labels nrs. 1-20 + 1 packetlabel.

Numbers 1-12 are vertical,
numbers 13-20 are horizontal.Printed below and aside some labels
that belong to this issue.

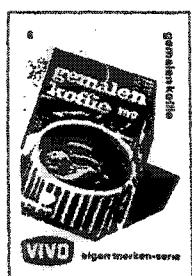
5

VIVO eigen merken-serie
zaai mayonais
KOFFIE ZAK
lucifers nrs. 1-20

6



7



8



11



14



15



16



18



19

There have been 4 issues of this set.
With each issue some labels were changed.

2nd. issue, 1979.

5 new labels nrs. 8, 14, 15, 16 and 18
and a new packetlabel.

The new labels are printed below and aside.



8

VIVO eigen merken-serie
zaai mayonais
KOFFIE ZAK
lucifers nrs. 1-20

14



15



16



18

3rd. issue, 1979.

2 new labels nrs. 5 and 6, printed aside.

4th. issue, 1981

3 new labels nrs. 7, 11 and 19, printed below.

3rd. and 4th. issue made by Union Match, Belgium.



5



6

VIVO printed red.
Text in black.
pictures multi-coloured.

7



11



19

PUBLICITY-MATCHES

The following pages contain sets of publicity-matchlabels. These labels promote oil-companies, cigarette-paper, drinks etcetera. Although the matches were always issued in 10-box packs, they were not for sale in grocers-shops or supermarkets, but they were available for instance in bars, restaurants, filling-stations or at tobacconists (but of course most of them were willing to sell whole packs if you especially asked for it). This documentation only contains sets that promote products, and who were general available all over the country, although some sets are harder to get hold of than others.

ATRIA SPONSOR LUCIFERS

Sponsor-matches are publicity-matches that were made by V.H.L.F. in Eindhoven and issued and distributed by ATRIA in Amsterdam. The company which sells the products that are promoted on the labels payed a part of the costs and was therefore the 'sponsor'.

The boxes were packed in 10-box packs which always had the same packetlabel. This packetlabel has text printed in black and black trees on a yellow background. The label exist in 2 sizes:
61 x 70 mm (from 1964 to 1971)
58 x 66 mm (since 1971).

Listed below are the most common sets that have been issued as 'sponsor-matches'. Also a lot of single labels were issued as 'sponsor-matches'.

AARDGAS

1978

SUBJECT: promotion for saving natural gas by using matches.

2 labels, both vertical.
printed in black and red.

The text on the labels say that you can save gas and money by using matches for lighting your cooker or heater instead of leaving the pilot-flame burning.

AMSTEL BIER FLIPTOPPER

1st. set, 1965.

SUBJECT: Amstel beer.

6 labels, 1 vertical,
5 horizontal.

The labels are printed in black and red.

'Fliptopper' was the name of the top of the bottle which could be opened without an opener.



2



6

3



4



5

2nd.set, 1966.

3 labels, all vertical.

These labels are printed in black, red and blue.



7



8



9

ALGEMEEN DAGBLAD

1971.

SUBJECT: 'Algemeen Dagblad' newspaper.

6 labels, all horizontal.

The text and the head are printed in black on a yellow background.

On the labels also a telephone number and on a white surface the text: 'aanstekelijk ochtendblad' which means: 'catching morning-paper' but the word 'aansteken' has a double meaning, it also means 'lighting a fire'.

AVIA

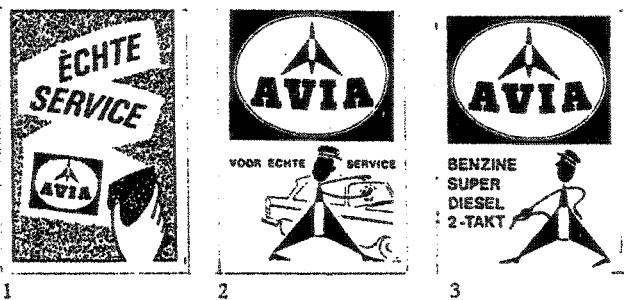
SUBJECT: AVIA oil and petrol.

1st.set, 1967.

5 labels, 3 vertical and 2 horizontal.

The labels are printed in black and red.

- 1.ECHTE SERVICE
(real service)
- 2.VOOR ECHTE SERVICE
(for real service)
- 3.BENZINE/SUPER/DIESEL/2-TAKT
(types of petrol)
- 4.U KOMT ER VERDER MEE!
(you get further with it)
- 5.MOTOROLIE:DE TECHNIEK STEEDS EEN SLAG VOOR !
(motoroil:the technology a step ahead)

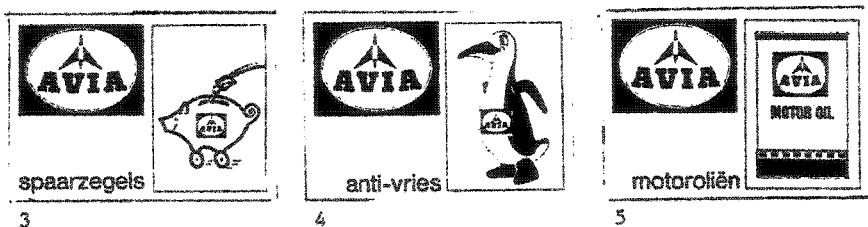


2nd.set, 1971.

5 labels, all horizontal.

The labels are printed in black and red.

- 1.super/normaal/diesel (pump)
(types of petrol)
- 2.huisbrandolie (heater)
(fuel-oil)
- 3.spaarzegels (piggy-bank)
(savings-stamps)
- 4.anti-vries (penguin)
(anti-freeze)
- 5.motorolieën (tin can)
(motor-oils)

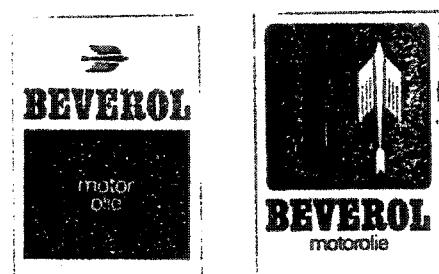
BEVEROL

1967.

SUBJECT: BEVEROL motor-oils.

2 labels, both vertical.

The first label is printed in red and green.
The second label is printed in red and blue.



DE BETUWE

1968.

SUBJECT: fruit-juices and -drinks.

10 labels, all horizontal.

'DE BETUWE' printed in red, the name of the drink in green. The pictures are multi-coloured. On each label a character from a cartoon that was available at savings-stamps on the products. The labels have a number, printed very small in black.

The 10 labels are:

- nr.6990/1 ABRICOZEN/SINAASAPPELDRANK (apricot/orange drink)
- nr.7000/1 APPELSAP (apple juice)
- nr.7010/1 DRUIVENSAP WIT (grape juice white)
- nr.7020/1 DRUIVENSAP ROOD (grape juice red)
- nr.7030/1 ZWARTE BESENDRANK (black-berry drink)
- nr.7050/1 TOMATENSAP (tomato juice)
- nr.7060/1 JUS D'ORANGE (orange juice)
- nr.7070/1 FRAMBOZENDRANK (raspberry drink)
- nr.7080/1 SINAASAPPELDRANK (orange drink)
- nr.7090/1 DRUIVEN/APPELDRANK (grape/apple drink)

HEINEKEN

1965.

SUBJECT: Heineken beer.

6 labels, 5 vertical and 1 horizontal.

- 1.glas of beer as a waiter.
- 2.glas of beer and a bottle.
- 3.heerlijk,helder (delicious,clear)
- 4.glas of beer and a pipe.
- 5.glas of beer and a cigar.
- 6.glas of beer and a cigarette.

The 'heineken'-logo is printed in red and black, the glass of beer in yellow and white. The first label has a red background, the second a white background. The 4 other labels have a green background.

KWATTA

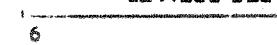
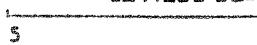
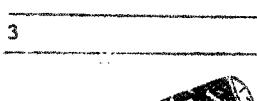
1970.

SUBJECT: KWATTA chocolate-bars.

6 labels, all horizontal.

The bars are multi-coloured on a yellow background. 'KWATTA' is printed in various colours.

- 1.BANAAN/BANANE
(kwatta printed green)
- 2.CROQUETTES
(kwatta printed black)
- 3.KICK
(kwatta printed red)
- 4.MANOUVRE PUUR
(kwatta printed red)
- 5.MELKCHOCOLADE
(kwatta printed blue)
- 6.ROSINO
(kwatta printed red)



HOLS/PRIMO

SUBJECT: HOLS cat and dog food and PRIMO accessories.

1st.set, 1966.
5 labels, all horizontal.

The labels are printed in black and red.

- 1.hondebrood
- 2.kattebrood
- 3.conserven voor hond en kat
- 4.donatin voor hond en kat
- 5.menu voor hond en kat



3



1



2



4



5

2nd.set, 1966.
7 labels, all horizontal.

This set was issued at the same time as the 1st.set. The labels are smaller (25 x 40 mm) and Belgian made. They were not issued as 'sponsor matches'.

- 1.hondebrood
- 2.kattebrood
- 3.conserven voor hond en kat
- 4.menu voor hond en kat
- 5.donatin warme maaltijd voor de hond
- 6.donakat warme maaltijd voor de kat
- 7.primo n.v. accesoires voor honden en katten

The labels are printed in black and red.



3



1



2



4



5



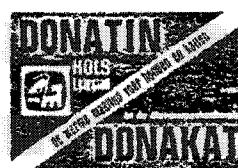
6



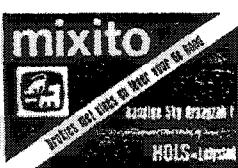
7

3rd.set, 1973.
2 labels, both horizontal.

- 1.DONATIN/DONAKAT
printed in black and white on a red background.
- 2.MIXITO
printed in black and white on a blue background.



1

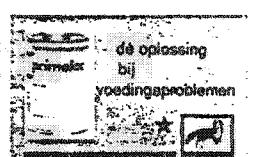


2

4th.set, 1971.
7 labels, all horizontal.

- 1.PRIMOPAR tegen parasieten bij hond en kat (green background)
- 2.PRIMO hoort in iedere kattebak (blue background)
- 3.VITAMINE B-COMPLEX voor optimale conditie (purple background)
- 4.VOTES repen en pastilles een gezellige versnapering (orange background)
- 5.PRIMOLAC dé oplossing bij voedingsproblemen (pink background)
- 6.PRIMODOR lotion en shampoo O3 wasmiddel voor hond en kat (yellow background)
- 7.Spuitbussen modern en gemakkelijk (orange background)

The text is printed in black, the products in black and white.



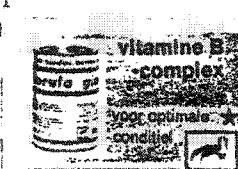
5



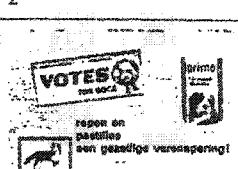
1



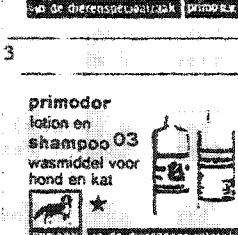
2



3



4



6



7

MARTINI
SUBJECT: MARTINI liquors.

1st.set, 1962.

4 labels, 1 vertical and 3 horizontal.

The MARTINI-logo is printed in red and black.
Text printed in white.

The vertical label has a dark-blue background.
The 3 horizontal labels have the same text and
are printed on a dark-blue, light-blue or
olive-green background.

At the same time the horizontal labels were
also issued in a smaller size (25 x 40 mm).
These were made in Belgium and not issued
as 'sponsor matches'.



2nd.set, 1964.

6 labels, all horizontal.

The first 3 labels (with men) have a
yellowish-brown background with the
text printed in black. The heads are
printed in red, blue, white and black.
The other 3 labels (with women) have a
blue background. The sentence 'geef mij
maar meteen' is printed in white, the
other text in black. The heads are
printed in red, white, black and
yellowish-brown.

'geef mij maar meteen (MARTINI)' means
'just give me rightaway (MARTINI)'.



MISPELBLOM

1967.
SUBJECT: MISPELBLOM liquors.

6 labels, all horizontal.

The first 3 labels have text printed in
black and various fruits printed multi-
coloured.

The other 3 labels have the name of the
liquor printed in black and 'MISPELBLOM'
in various colours.

1. MISPELBLOM voor abrikozen etc.
(all kinds of brandy)
2. MISPELBLOM voor sinas etc.
(all kinds of brandy)
3. MISPELBLOM voor citroenjenever etc.
(all kinds of gin)
4. MISPELBLOM brandewijn (brandy)
(mispelblom printed in red and yellow)
5. MISPELBLOM citroenbrandewijn (lemonbrandy)
(mispelblom printed in green and yellow)
6. MISPELBLOM vieux gérant (french-type brandy)
(mispelblom printed in brown and yellow)

MISPELBLOM voor
abrikozen curaçao
frambozen aardbeien citroen
kersen brandewijn

1

MISPELBLOM voor
sinas ananas
abrikozen aard
beien frambozen
kersen brandewijn

4

MISPELBLOM voor
sinas ananas
abrikozen aard
beien frambozen
kersen brandewijn

2

MISPELBLOM voor
citroenjenever
bessenjenever
tap jongejenever
oudejenever old sop

5

MISPELBLOM voor
citroenjenever
bessenjenever
tap jongejenever
oudejenever old sop

3

MISPELBLOM voor
citroenjenever
bessenjenever
tap jongejenever
oudejenever old sop

6

N.V. STOOMVAART MAATSCHAPPIJ 'NEDERLAND'

SUBJECT: ships from the steamshipcompany 'nederland' that were also used by royal Dutch mail.

1st.set, 1960

13 labels, all horizontal.

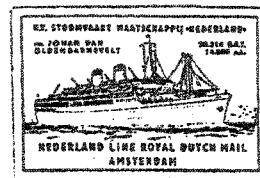
1. Company-flag (printed aside)
2. type m.s. BALI/BORNEO/CELEBES/SUMATRA ca. 12.050 D.W.T.
3. type m.s. BALONG/BANDA/BANGGAI/BATJAN/BATU ca. 10.375 D.W.T.
4. type m.s. BAWEAN/BENGKALIS ca. 11.300 D.W.T.
5. type s.s. BILLITON 10.900 D.W.T.
6. type m.s. JOHAN VAN OLDENBARNEVELT 20.314 B.R.T. 14.000 p.k.
7. tanker KAAP HOORN 18.310 D.W.T.
8. type m.s. KARACHI/KARAKORUM ca. 12.533 D.W.T.
9. type m.s. KARIMATA/KARIMUN ca. 12.770 D.W.T.
10. type m.s. NEDER-EEMS/NEDER-ELBE 13.150 D.W.T.
11. m.s. ORANJE 20.551 B.R.T. 37.500 p.k.
12. type m.s. RADJA/ROEPAT/RONDO/ROTTI ca. 12.280 D.W.T.
13. type s.s. RAKI/REMPANG/RIOUW/ROEBIAH ca. 12.500 D.W.T.



2nd.set, 1960

21 labels, all horizontal.

1. Company-flag (the same as nr.1 from the 1st.set)
2. ss. AMSTELLAAN 7.264 B.R.T. 2.300 p.k.
3. type ms. BALI/BORNEO/CELEBES/SUMATRA ca. 9.500 B.R.T. 8.000 p.k.
4. type ms. BALONG/BANDA/BANGGAI/BATJAN/BATU ca. 8.800 B.R.T. 8.200 p.k.
5. ms. BAWEAN 9.525 B.R.T. 8.450 p.k.
6. ms. BENGKALIS 9.474 B.R.T. 8.450 p.k.
7. ss. BILLITON 7.445 B.R.T. 8.500 p.k.
8. type ms. CAMEROUNKUST/GABONKUST 3.413 B.R.T. 3.000 p.k.
9. ms. JAVA 9.333 B.R.T. 8.400 p.k.
10. ms. JOHAN VAN OLDENBARNEVELT 20.314 B.R.T. 14.000 p.k.
11. type ms. KARACHI/KARAKORUM 10.891 B.R.T. 10.500 p.k.
12. type ms. KARIMATA/KARIMUN 10.783 B.R.T. 9.500 p.k.
13. turbine tanker KAAP HOORN 12.181 B.R.T. 8.250 p.k.
14. type ss. LAWAK/LOMBOK ca. 7.700 B.R.T. 6.600 p.k.
15. ms. NANUSA 5.165 B.R.T. 4.000 p.k.
16. type ms. NEDER EBRO/NEDER EEMS/NEDER ELBE 10.275 B.R.T. 10.500 P.K.
17. type ms. NEDER WAAL/NEDER WESER ca. 10.900 B.R.T. 10.500 p.k.
18. ss. NIAS 6.875 B.R.T. 4.000 p.k.
19. ms. ORANJE 20.565 B.R.T. 37.500 p.k.
20. type ss. RADJA/ROEPAT/RONDO/ROTTI ca. 8.350 B.R.T. 8.500 p.k.
21. type ss. RAKI/REMPANG/RIOUW/ROEBIAH ca. 8.200 B.R.T. 8.500 p.k.



The text at the top is printed in dark-blue, the text at the bottom in red. The ships are printed in red, dark-blue and white on a light-blue background with a red border.

In 1964 the numbers 1,2,3,4,6,7,8,11,12,13,16,17,19,20 and 21 were reissued as 'sponsor matches'. These labels are a little larger than the ones of the 2nd. set, and there were also 2 new labels:

m.s. AMSTELDIEP 13.950 B.R.T. 10.000 p.k.
NEDERRIJN/NEDERRHONE 10.300 B.R.T. 15.000 p.k.

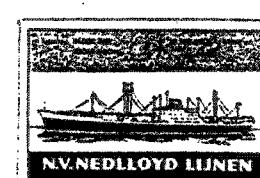
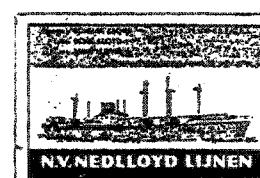
N.V. NEDLLOYD LIJNEN

This was the new name of the company since 1965.

In 1965 they also issued a set of labels with their ships.

24 labels, all horizontal.

1. N.V. NEDLLOYD LIJNEN (white text on blue background, printed aside)
2. NLL in white circle (as nr.1) with 3 dark-blue and 2 light-blue stripes
3. company-flag N.V. STOOMVAART MAATSCHAPPIJ-NEDERLAND (as nr.1 first set)
4. company-flag KONINKLIJKE ROTTERDAMSCHÉ LLOYD N.V.
5. type m.s. BALONG/BANDA/BANGGAI/BATJAN/BATU
6. M.S. BAWEAN
7. m.s. BENGKALIS
8. s.s. BILLITON
9. type m.s. KARACHI/KARAKORUM
10. type m.s. KARIMATA/KARIMUN
11. type m.s. NEDER EBRO/NEDER EEMS/NEDER ELBE
12. type m.s. NEDERRIJN/NEDER RHONE
13. type m.s. NEDER WAAL/NEDER WESER
14. type m.s. RADJA/ROEPAT/RONDO/ROTTI
15. s.s. AMPEKAN
16. s.s. BENGALEN
17. m.s. LANGKOEAS
18. type s.s. LIMBURG/s.s. UTRECHT/s.s. ZEELAND
19. type m.s. MAAS LLOYD/m.s. MERWE LLOYD/m.s. MUSI LLOYD
20. type m.s. MARNE LLOYD/m.s. MADISON LLOYD/m.s. MAIN LLOYD
21. type m.s. MATARAM/m.s. SLAMAT
22. type m.s. MERSEY LLOYD/m.s. MISSISSIPPI LLOYD
23. type m.s. SCHELDE LLOYD/m.s. SCHIE LLOYD/m.s. SEINE LLOYD
24. type m.s. WONOGIRI/m.s. WONORATO/m.s. WONOSOBO



The labels have a red border with a light-blue band at the top and a dark-blue band at the bottom. Text printed in dark-blue. The ships on the labels 5-14 are red and dark-blue, on the labels 15-24 light-blue.

NECKERMANN

1971.

SUBJECT: Neckermann air-travel.

4 labels, all horizontal.

The labels are printed in various colours.
the first one has a blue background with
white text at the bottom, the 3 others have
a white background with black text.

The labels show a person who asks the other
person why they travel with Neckermann. The
answer begins with 'omdat...' meaning 'because...' .
there was a contest to make up the funniest
answer.



1



2



3



4



1



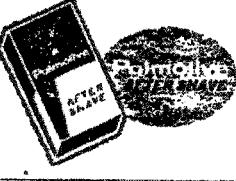
2



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4



5



6

PALMOLIVE

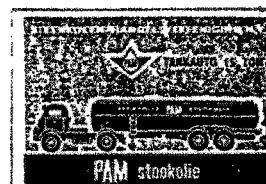
1967.

SUBJECT: Palmolive shower and shaving articles.

6 labels, all horizontal.

1. SCHUIMENDE SCHEERCREME
(foamy shaving-soap)
2. SCHEERCREME ZONDER KWAST
(shaving-soap without brush)
3. SCHEERSTAAF
(shaving-brush)
4. RAPID SHAVE
(shaving-foam)
5. AFTER SHAVE
(after shave)
6. DOUCHE
(showering-foam)

'Palmolive' printed white and other text
black on a red oval. The article printed
in green with red text and a black border.



5



6



7

PAM

SUBJECT: PAM oils and petrol

1st.set, 1962, oil-trucks.

7 labels, all horizontal.

1. PAM benzine -tankauto 12 ton
2. PAM petroleum -tankauto 2 ton
3. PAM huisbrandolie -tankauto 7½ ton
4. PAM huisbrandolie -tankauto 9 ton
5. PAM stookolie -tankauto 5+5 ton
6. PAM stookolie -tankauto 15 ton (printed aside)
7. PAM huisbrandolie -tankauto 15 ton (printed aside)

2nd.set, 1963, filling-stations.

6 labels, all horizontal.

1. PAM motorolie -servicestation Amsterdam
2. PAM benzine -servicestation Beverwijk
3. PAM dieselolie -servicestation Breda
4. PAM superbenzine -servicestation Bunnik
5. PAM benzine -servicestation Hengelo
6. PAM superbenzine -servicestation Vught

All labels printed in dark- and light-blue and red.
On the labels of the 1st.set at the top 'STEENKOLEN-
HANDELSVEREENIGING N.V.' printed in white, which means
'coal trading cooperation Ltd.'.



SCOUTING 67

1966.

SUBJECT: boy-scouts.

4 labels, all horizontal.

1.boy with drawing of puppet-show.

2.boy as sailor.

3.boy with aeroplane.

4.boy with map and compass.

The pictures are multi-coloured on a black surface. On the left or the right side a blue band with a black sword and in white: 'GEEF HEM DE RUIMTE' which means 'give him room'. At the top 'SPRINGPLANK VOOR MODERNE JEUGD' (jumping-board for modern youth) or 'WERELD/SCOUTING:TIEN MILJOEN JONGENS' (world-scouting:ten million boys) printed in white.



3



2



4

VAN GEND EN LOOS

1962.

SUBJECT: van Gend en Loos international transport.

4 labels, all horizontal.

1.train

2.ship

3.truck

4.aeroplane

The labels are printed in red and black. 'VAN GEND EN LOOS' printed red, other text printed black.



1



2



3



4

ZILVERZEGELS

SUBJECT: zilverzegels savings-stamps.

1st.set,1963.

11 labels, all vertical.

- 1.FRIESLAND
- 2.GRONINGEN
- 3.DRENTE
- 4.OVERIJSEL
- 5.GELDERLAND
- 6.UTRECHT
- 7.NOORD-HOLLAND
- 8.ZUID-HOLLAND
- 9.ZEELAND
- 10.NOORD-BRABANT
- 11.LIMBURG

The text is printed in white on a green stamp. On the labels the text: 'VRAAG ZILVERZEGELS-SPAAR ZILVERZEGELS Overal in Nederland natuurlijk ook in de provincie ..' which means 'ask zilverzegels (silverstamps) -save zilverzegels everywhere in the Netherlands of course also in the provence ..' and then one of the 11 Dutch provinces.



2nd.set,1966.

11 labels, all horizontal, also with the 11 Dutch provinces.

These labels have 4 stamps:

The one at the top right is green and has the text 'ZilverZegels Overal in Nederland natuurlijk ook in de provincie ..' (see 1st.set). The stamp at the bottom right is red and has the province with its' weapon.

The stamp at the top left is red and has the text 'GB benzines extra voordelig super snel' meaning 'GB petrol extra cheap super fast'.

The stamp at the bottom right has the text 'zaden bomen n.v.wed. P. de Jongh Goes' which is a corporation that sells seeds and trees.

All text printed in black, 'GB' in white.



The 'zilverzegel'-sets were not issued as 'sponsor'-matches. They used one of the boxlabels for packetlabel.

MASCOTTE

MASCOTTE is a brand of cigarette-paper.
They advertized with the slogan '3x beter: rolt beter, plakt beter, brandt beter'
which means '3 times better: rolls better, sticks better, burns better'.

1st.set, 1961.
20 labels, all vertical.

The labels have a small size
(25 x 40 mm) and the matches
are made in Belgium.

'MASCOTTE' printed in blue on a
white band. The men are printed
black. The backgrounds have
various colours:

- 1.red, black text
- 2.red, black text
- 3.blue, red text
- 4.blue, red text
- 5.yellow, red text
- 6.yellow, text on red band
- 7.yellow and blue, red text
- 8.blue and yellow, red text
- 9.blue and yellow, black text
- 10.blue and red, text black & white
- 11.red and yellow, text black &
white
- 12.white, text blue & black
- 13.yellow and blue, text white
- 14.yellow, text blue
- 15.red and yellow, text black
- 16.yellow and black, text black &
blue
- 17.yellow and red, text black &
white
- 18.red, text white & black
- 19.red, text white
- 20.blue, text white

For packetlabel they used one of
the boxlabels.



2nd.set, 1972.

3 labels + 1 packetlabel.

All labels vertical.

- 1.MASCOTTE rolt beter 3x BETER
- 2.MASCOTTE plakt beter 3x BETER
- 3.MASCOTTE brandt beter 3x BETER

'MASCOTTE' printed in blue on a white band.
'3x BETER' printed in white on a blue band.
Text and man printed in black on a yellow surface.

These matches were made by
V.H.L.F.Eindhoven and distributed
by Attema.



RIZLA+

RIZLA+ is also a brand of cigarette-paper. It is a Belgian brand and therefore some sets are also issued in Belgium, mostly with a few differences.

ZO PLAKT RIZLA+

V.H.L.F., Atria, 1959.

SUBJECT: cartoons of a couple in love.

4 labels, 2 vertical and 2 horizontal.
no packetlabel.

The pictures are multi-coloured. 'RIZLA+' printed in red or yellow.
'zó plakt RIZLA+' means 'RIZLA+ sticks like this'.



1



2



3



4

VOGELS

V.H.L.F., Atria.

SUBJECT: birds.

60 labels, all vertical, no packetlabel.

The pictures are multi-coloured. 'RIZLA+' printed in yellow on a black surface. Other text printed in white.
'vraag RIZLA+ met vogelplaatjes' means 'ask for RIZLA+ with bird-pictures'. The packs of cigarettepaper contained a picture of a bird which could be collected and stuck in a special album. Those pictures were the same as the ones on the labels.

The whole set has been issued as 6 sets of 10 labels:

- 1st.set, 1960 (nrs. 1-10)
- 2nd.set, 1961 (nrs. 11-20)
- 3rd.set, 1962 (nrs. 21-30)
- 4th.set, 1963 (nrs. 31-40)
- 5th.set, 1964 (nrs. 41-50)
- 6th.set, 1965 (nrs. 51-60)

All 60 labels are printed on the next 2 pages.

In 1966 the 6th.set was reissued with a black band over the sentence 'met vogelplaatjes'.

VISSEN

V.H.L.F., Atria, 1967.

SUBJECT: fish.

10 labels, all horizontal, no packetlabel.

The pictures are multi-coloured. 'RIZLA+' printed in yellow on a black surface. This time the packs of cigarettepaper contained pictures of fish (vissenplaatjes).

All labels are printed below.



1



2



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58



59



60

VLAGGEN

V.H.L.F., Atria, 1973.

SUBJECT: flags of European countries.

25 labels, no packetlabel.

All labels vertical.

1.BELGIE	(Belgium)	14.NEDERLAND	(the Netherlands)
2.BULGARIJE	(Bulgaria)	15.NOORWEGEN	(Norway)
3.DENEMARKEN	(Denmark)	16.OOSTENRIJK	(Austria)
4.DUITSLAND	(Germany)	17.POLEN	(Poland)
5.FINLAND	(Finland)	18.PORTUGAL	(Portugal)
6.FRANKRIJK	(France)	19.ROEMENIE	(Romania)
7.GRIEKENLAND	(Greece)	20.SOVJET-UNIE	(Sovjet-union)
8.GROOT BRITTANIE	(Great Britain)	21.SPANJE	(Spain)
9.HONGARIJE	(Hungary)	22.TSJECHO SLOWAKIJE	(Czechoslovakia)
10.IERLAND	(Ireland)	23.IJSLAND	(Iceland)
11.ITALIE	(Italy)	24.ZWEDEN	(Sweden)
12.JOEGOSLAVIE	(Yugoslavia)	25.ZWITSERLAND	(Switzerland)
13.LUXEMBURG	(Luxemburg)		



'RIZLA+' printed in black and white on a red surface. Text printed black. The flags are printed on a yellow background, except 'BELGIE' which has a green background and 'DUITSLAND' and 'SPANJE' who have a blue background. Under 'RIZLA+' the word 'SIGARETTENPAPIER' (cigarettepaper).

2nd.set, 1980.

Union Match, Belgium.

25 labels, no packetlabel.

This is the same set as the one above, except under 'RIZLA+' stands 'PAPIER A CIGARETTES/SIGARETTENPAPIER'. (French and Dutch which means that they were made for Belgium, but they were also issued in The Netherlands).

OUDE AUTOMOBIELEN

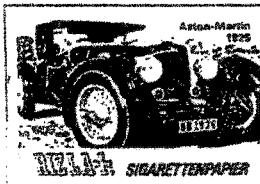
V.H.L.F., Atria, 1976.

SUBJECT: oldtimers.

30 labels, no packetlabel.

All labels horizontal.

1.Aston Martin 1921	11.Horch Tonneau 1903	21.Opel 1911
2.Aston Martin 1925	12.La Licono 1912	22.Panhard 1897
3.Barré 1902	13.Lombard 1920	23.Peugeot 1905
4.Citroën 1923	14.Mercedes 1914	24.Peugeot-Lion 1906
5.Delage 1906	15.Mercedes 1931	25.Peugeot 1908
6.Fiat 1910	16.Mercedes 1934	26.Peugeot 1924
7.Fiat 1912	17.Morris 1926	27.Renault 1902
8.Fiat 1919	18.Opel 1898	28.Renault 1906
9.Fiat-Sport 1933-1937	19.Opel 1902	29.Renault 1933
10.Gui 1910	20.Opel 1909	30.Vauxhall 1913



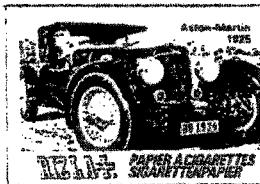
The pictures are multi-coloured with a yellow border.
'RIZLA+' printed in red and white, text printed black.

On the labels at the bottom 'SIGARETTENPAPIER'.

2nd.set, 1977. (Union Match, Belgium).

30 labels, no packetlabel.

This is the same set, but with the text
'PAPIER A CIGARETTES/SIGARETTENPAPIER'.

VOETBAL UITDRUKKINGEN

Union Match, Belgium, 1981.

SUBJECT: soccer-expressions literally translated into cartoons.

50 skillets nrs. 1-50 + 1 packetlabel.

The cartoons are printed in black, blue, green and orange.
Text printed black.

On the backside and on the packet-label 'RIZLA+' printed in yellow and black text on an orange background.

There are 2 versions of this set:
the 1st. has an abrasive-section with vertical and horizontal lines,
the 2nd. has an abrasive-section with diagonal lines (1983).



MOPPEN

Union Match, Belgium, 1985.
SUBJECT: jokes.

28 skillets. no packetlabel.

A few years since V.H.L.F. closed, ATRIA started issuing publicity matches in luxury-skillets with just one small abrasive-section. At the beginning these matches were packed in a blue wrapper with three stars printed several times (the trade-mark of the Swedisch Match Co.). Nowadays they are packed in cellophane.

This set has black text and a red RIZLA+ pack printed on a white background. On the edge a red band with the text: 'RIZLA+ Postbus 21917 3001 AX Rotterdam' (the address). 'Rol'met Rizla' means 'roll it with Rizla'. Above the abrasive section 'atria amsterdam 020-794321'.

A: "Ik stop met roken als jij met gokken stopt."
B: "Wedden dat je dat geen week volhoudt?"
RIZLA+

Belgisch weerbericht:
Dit weekeinde wordt het in België 30 graden.
Zaterdag 15 en zondag 15.
RIZLA+

De accountsecretaresse kan het bloed van haar baas wel drinken.
Ze blijft hem toe: 'Als u mijn man was zou ik vergif in uw eten doen.'
Hij daarop: 'Als jij mijn vrouw was, zou ik 't meteen opeten!'
RIZLA+

1

2

3

4

De straf op bigamie is twee schoonmoeders.
RIZLA+

Een Belg komt een ijzerhandel binnen en vraagt 1 kilo spijkers.
'Hoe lang?', vraagt de verkoper.
Belg: 'Verrek, ik wist niet dat je ze ook kon huren!'
RIZLA+

Een man rijdt met z'n lelijke Eend de zee in.
Vraagt een badgast: 'Leert u 'm zwemmen?'
'Nee ik rull 'm in voor een golf!'
RIZLA+

Een oude dame komt in een modezaak.
'Ik zoek een rok die bij mijn gezicht past.'
'Plaatje
eerste verdieping,
mevrouw.'
RIZLA+

5

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8

FBI
Een Belg staat in Amerika het Witte Huis te fotograferen. Er komt iemand op hem af die z'njas opendoet en zegt: 'FBI.' De Belg doet ook z'njas open en zegt: 'Zuver scheerwol!'
RIZLA+

Gesprek tussen twee kleuters:
'Ik heb glazieren 'n condoom gevonden op de boulevard?'
'Den boulevard?'
Wat is dat ...'
RIZLA+

Het ene ei: 'Hoe is 't met je broer?'
Andere ei: 'Prima, pas advocaat geworden.'
RIZLA+

Jantje: 'Mama, is 't waar dat doden tot stof vergaan?'
Mama: 'Ja jongen, dat is zo.'
Jantje: 'Dan zijn er onder mijn bed al heel wat mensen overleden.'
RIZLA+

9

10

11

12

Jantje tegen z'n vader: 'Kunt u in 'n donker schrijven?'
'Natuurlijk Jantje.
Jantje: 'Als u nou 't licht uitdoet, leg ik m'n rapport op tafel.'
RIZLA+

"Ken jij het zoutgehalte van de Noordzee?"
'Nee.'
'Dan vraag ik 't wel aan een andere kwal.'
RIZLA+

Komt er een Belg bij 'n kleermaker.
'Kunt u m'n binnenzak wat groter maken?'
'Waarom?'
'M'n rijbewijs wordt verlengd.'
RIZLA+

Lopen twee Eskimo's in de Sahara. Zegt de één tegen de ander: 'Zijn we verstandig?'
'Nee', zegt de ander, 'ze hebben gestrooid.'
RIZLA+

13

14

15

16

Rechter: 'Heeft u uw tandarts betaald met een biljet van duizend gulden?'
Verdachte: 'Nlop.'
Rechter: 'Maar dat biljet was vals!'
Verdachte: 'Het gebit ook ...'
RIZLA+

Sommige ambtenaren zijn zo lui, dat ze alleen maar met hun vrouw naar bed willen, als ze de hik heeft.
RIZLA+

Twee kannibalen komen elkaar tegen. Zegt de een: 'Ik weet niet wat ik met m'n vrouw aanmoet.'
Zegt de ander: 'Moet je m'n kookboek lenen?'
RIZLA+

Twee mannen komen elkaar tegen.
Vraagt de ene man aan de andere: 'Hoe gaan de zaken?'
'Geweldig', zegt de ander, 'ik handel in posities.'
's Morgens verkoopt ik ze en 's avonds komen ze weer terug.'
RIZLA+

17

18

19

20

"Volgens mij willen ze de belasting gaan afschaffen."
'Hoezo?'
"Gisteren kreeg ik 'n brief met 'taatste waarschuwing' erop."
RIZLA+

Vraag: Waaraan is een goedlachse motormijder te herkennen?
Antwoord:
Aan de uitleg tussen 'n tanden.
RIZLA+

Vraag: Wat is het anticonceptiemiddel bij de Belgen?
Antwoord: Het dok insmeren met groene zeep.
Vraag: Hoezo?
Antwoord: Dan kan de coolestaar niet op 't dak landen!
RIZLA+

Waarom heeft een Belg Maggi in z'n dashboard-kasje? Voor als-ie z'n auto in de soep rijdt!
RIZLA+

21

22

23

24

Waarom kunnen Belgen geen ijskontjes maken?
Ze zijn 't recept vergeten.
RIZLA+

Waarom was bij het begin van de schepping de eerste mens een man?
'Een vluchtige eerste oefening om later iets heet moois te maken.'
RIZLA+

Waarom was bij het begin van de schepping de eerste mens een man?
'Met een vrouw is niets te beginnen.'
RIZLA+

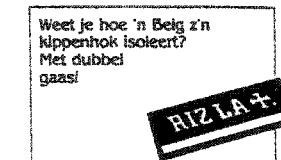
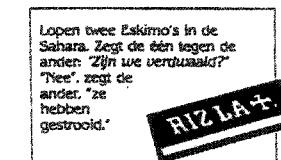
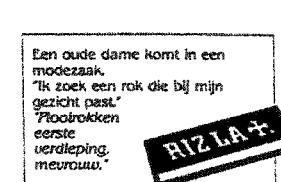
Weet je hoe 'n Belg z'n kippenhok isoleert?
Met dubbel gaasi!
RIZLA+

25

26

27

28



LUCIFERSSPELLETJES

Union Match, Belgium.
SUBJECT: match-plays.

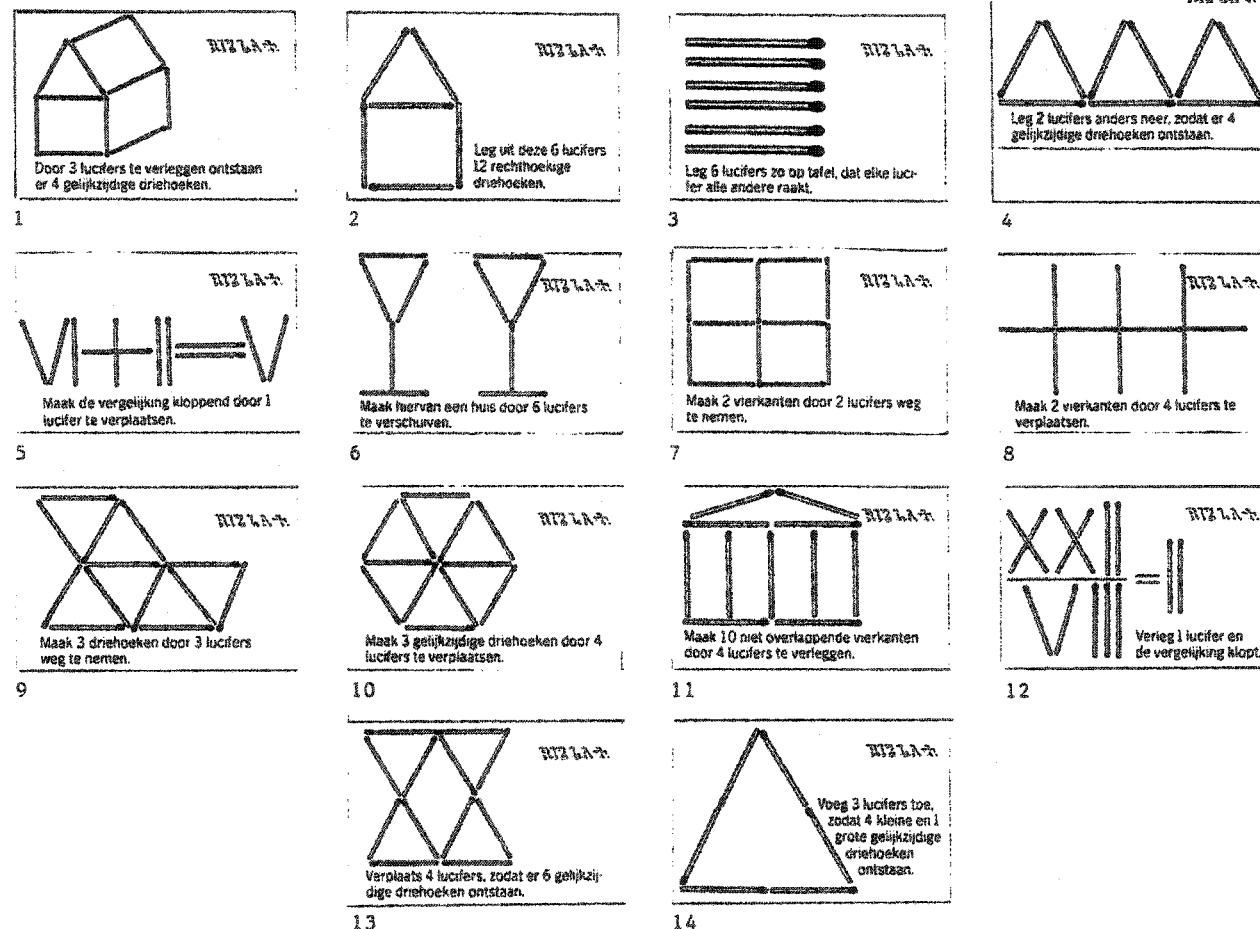
1st.set, 1986.
14 skillets, no packetlabel.

The colours are like the jokes-set.

On the edge the following text:

'Voor 10 lege Rizla-vloeiboempjes een Rizla-boekje met lucifersspelletjes gratis. Postbus 21917-3001 AX Rotterdam'.
(For 10 empty Rizla-packs a Rizla-book with match-plays free).

This set is printed below.



2nd.set, 1988.

16 skillets, no packetlabel.

The colours are like the 1st. set.

On the edge the following text:

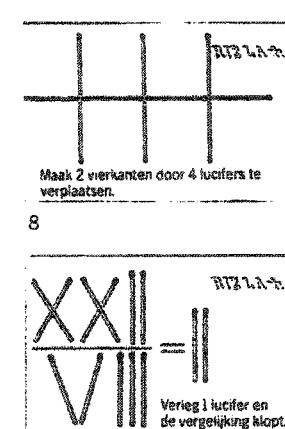
Voor 10 Rizla omslagen gratis het Rizla boekje met lucifersspelletjes deel 2 Postbus 21917 - 3001 AX Rotterdam
(For 10 Rizla wrappers for free the Rizla-book with match-plays part 2).

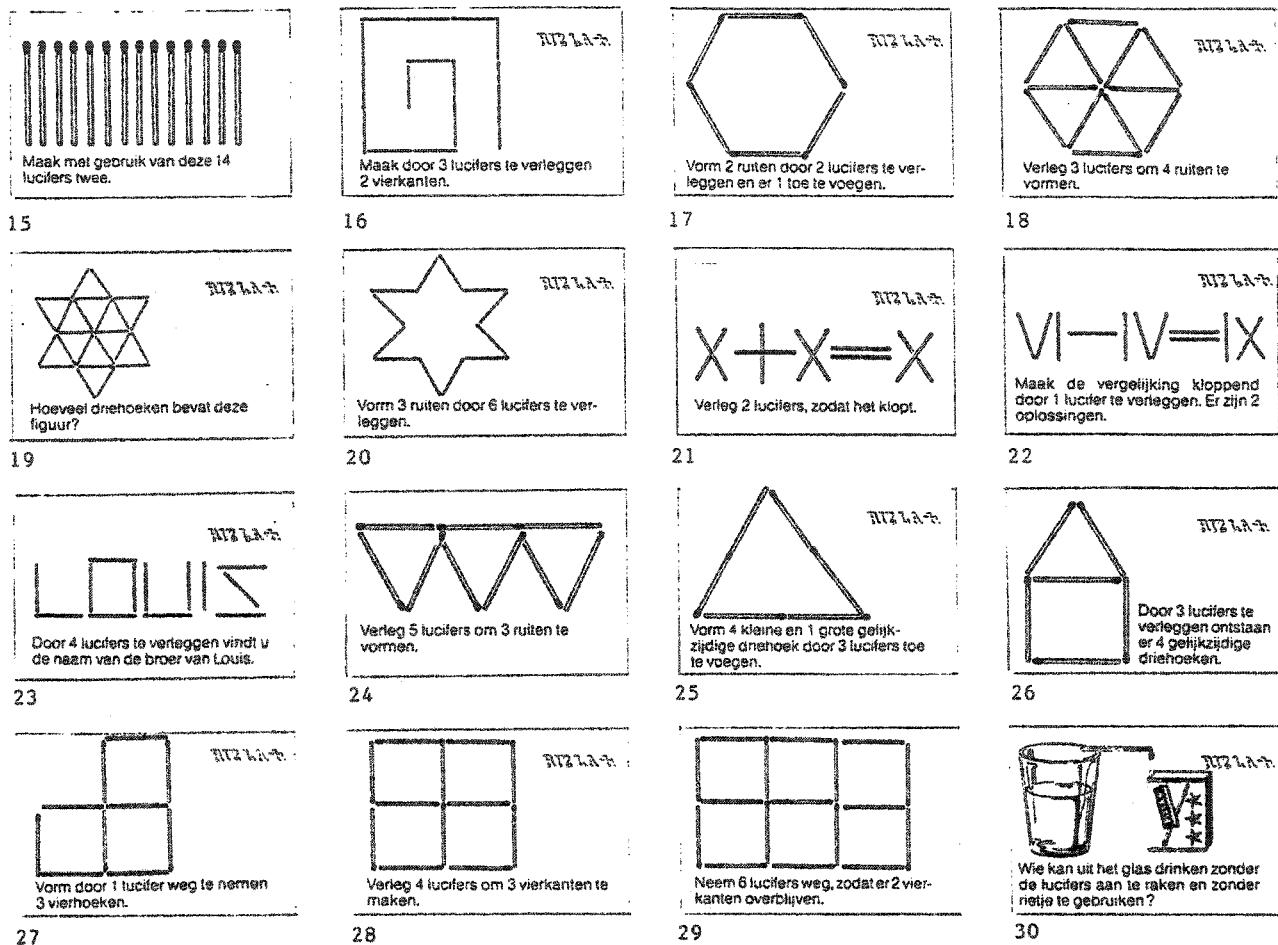
3rd.set, 1989.

16 skillets, no packetlabel.

This is the same set as the 2nd., but with another adress on the edge:
'Postbus 581-4645 ZX Putte'.

The 16 match-plays of these sets are printed on the next page.



**OUDE POSTERS**

1990.

SUBJECT: old Rizla advertisements.

6 skillets, no packetlabel.

These skillets have 2 abrasive sections.
The matches are made in Yugoslavia.

The pictures are multi-coloured. Both sides of the skillet are red. 'RIZLA+' is printed in black and gold. Underneath in black 'Sigarettenpapier-Hulzen' (cigarettepaper-tubes).

This set has also been issued in Belgium.
The Belgian skillets are blue, and above 'RIZLA+' stands 'Papier à cigarettes-Tubes'.

The 6 pictures are printed below.

For a short time the set has been issued with light-brown abrasive-sections instead of dark-brown.



STATIONSRESTAURATIES

'Stationsrestauraties' are restaurants at the railway-stations in about 40 of the biggest towns, spreaded all over the country. They issued a few sets of labels and skillets that were also available in the bookstalls at the stations which also sold cigarettes, cigars etc.

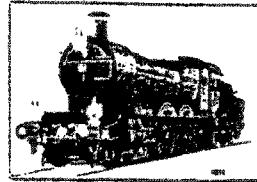
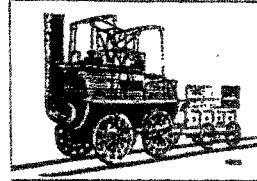
LOCOMOTIEVEN
V.H.L.F., Atria, 1978.
SUBJECT: locomotives.

9 labels, all horizontal, no packetlabel.

The locomotives are multi-coloured on a white background.
On the labels only the year (printed in black) and no further text.

The 9 labels have the following years:

- | | | |
|---------|---------|---------|
| 1. 1825 | 4. 1843 | 7. 1886 |
| 2. 1829 | 5. 1864 | 8. 1890 |
| 3. 1839 | 6. 1880 | 9. 1911 |

SPOORWEGBEAMBEN

Union Match, Belgium, Atria, 1981.
SUBJECT: railway-employees in the early days.

6 labels, all vertical, no packetlabel.

- | | |
|----------------------------------|--------------------------|
| 1.CONDUCTEUR (1839) | (conductor) |
| 2.ONTVANGER(STATIONSCHEF) (1839) | (station manager) |
| 3.STATIONSCHEF (1889) | (station manager) |
| 4.CONDUCTEUR (1889) | (conductor) |
| 5.OVERWEGWACHTER (1889) | (crossing-guard, male) |
| 6.OVERWEGWACHTERES (1889) | (crossing-guard, female) |

The pictures are multi-coloured on a beige background
with a black frame. Text printed in black.

STATIONS

Union Match, Belgium, 1985.
SUBJECT: railway-stations.

12 labels, all horizontal, no packetlabel.

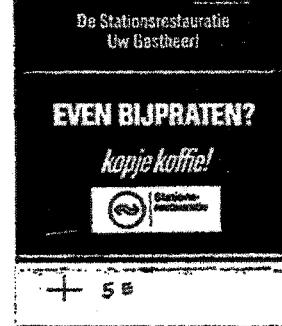
The pictures are multi-coloured on a white background.
At the top the name of the city printed in black in a red band.

The 12 cities are the capitals of The Netherlands and the 11 provences:

- | | |
|--------------------|------------------------------|
| 1.AMSTERDAM CS | (capital of the Netherlands) |
| 2.ARNHEM | (capital of Gelderland) |
| 3.ASSEN | (capital of Drenthe) |
| 4.DEN HAAG HS | (capital of Zuid-Holland) |
| 5.GRONINGEN | (capital of Groningen) |
| 6.HAARLEM | (capital of Noord-Holland) |
| 7.'s HERTOGENBOSCH | (capital of Noord-Brabant) |
| 8.LEEUWARDEN | (capital of Friesland) |
| 9.MAASTRICHT | (capital of Limburg) |
| 10.UTRECHT | (capital of Utrecht) |
| 11.MIDDELBURG | (capital of Zeeland) |
| 12.ZWOLLE | (capital of Overijssel) |



In 1987 the set was reprinted on skillets.
These skillets have only one abrasive-section.
The backside and the edge are blue with white text:
'de Stationsrestauratie Uw Gastheer!' (the station-restaurant
your host) on the edge and various text on the backside:
EVEN BIJPRATEN? kopje koffie! (catch up with someone? cup of coffee!)
EVEN WACHTEN? kopje koffie! (wait a while? cup of coffee!)
EVEN TIJD? kopje koffie! (a little time? cup of coffee!)
GOEDE TIP? kopje koffie! (a good tip? cup of coffee!)

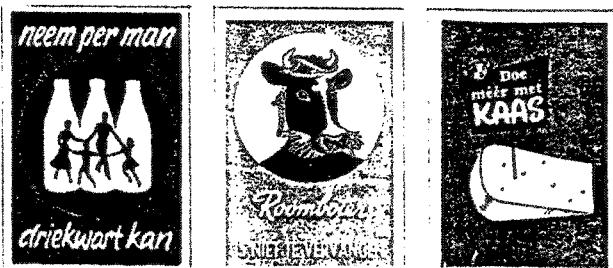


ZUIVEL

These labels were issued to promote dairy product. The matches were for sale in small grocers-shops and special dairy-shops. The labels were issued three at the same time, promoting milk, butter and cheese. Later sets of 4 labels were issued and also a few single labels have been issued. All labels had their own packetlabel, which had the same picture as the box-label but of course was bigger. The matches are made by V.H.L.F. and distributed by Attema.

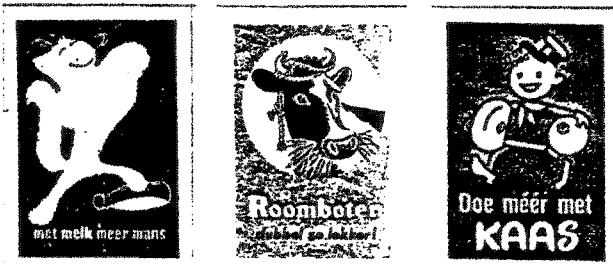
1st.set, 1956.
3 labels, vertical, + 3 packetlabels.

1. NEEM PER MAN DRIEKWART KAN (blue and white)
(each man take 3/4 of a can)
2. ROOMBOTER IS NIET TE VERVANGEN (black,green)
(creambutter can not be replaced)
3. DOE MEER MET KAAS (red and yellow)
(do more with cheese)



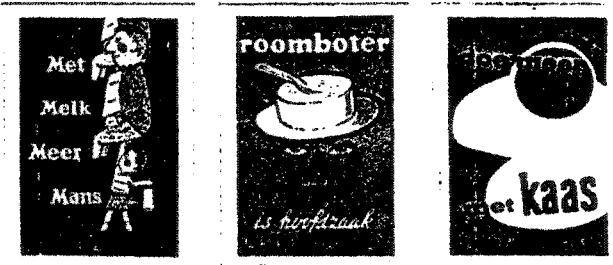
2nd.set, 1957.
3 labels, vertical, + 3 packetlabels.

1. MET MELK MEER MANS (red, white and purple)
(with milk more power)
2. ROOMBOTER DUBBEL ZO LEKKER! (yellow,green)
(creambutter twice as nice)
3. DOE MEER MET KAAS (yellow,blue and red)
(do more with cheese)



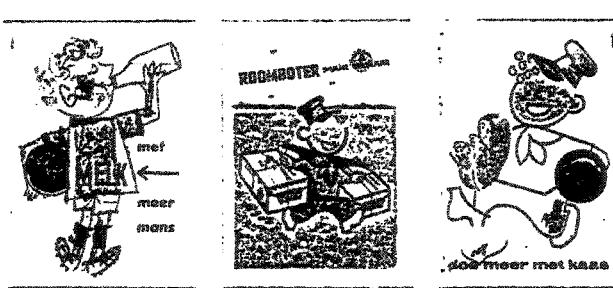
3rd.set, 1958.
3 labels, vertical, + 3 packetlabels.

1. MET MELK MEER MANS (multi-col. on blue)
(with milk more power)
2. ROOMBOTER IS HOOFDZAAK (yellow & red on grey)
(creambutter is the main thing)
3. DOE MEER MET KAAS (red,black,yellow,green)
(do more with cheese)



4th.set, 1958.
3 labels, vertical, + 3 packetlabels.

1. MET MELK MEER MANS (multi-col. on white)
(with milk more power)
2. ROOMBOTER PUUK NATUUR (multi-coloured)
(creambutter pure natural)
3. DOE(NOG)MEER MET KAAS (multi-col. on white)
(do (even) more with cheese)



5th.set, 1960.
3 labels, vertical, + 3 packetlabels.

1. MELK IS BEST VOOR ELK (multi-col. on grey)
(milk is best for everyone)
2. ROOMBOTER PUUR NATUUR (multi-col. on white)
(creambutter pure natural)
- 3....HEERLIJK (red,blue and yellow on green)
(...delicious)



6th.set, 1961.

3 labels, vertical, + 3 packetlabels.

1. MELK GEEFT PEP (multi-col. on yellow)
(milk peps up)
2. ROOMBOTER PUUR NATUUR (white on blue)
(creambutter pure natural)
3. WEES NIET KARIG MET KAAS (red, yellow, blue)
(don't go easy on cheese)



7th.set, 1961.

3 labels, vertical, + 3 packetlabels.

1. MET MELK MEER MANS (red & white on blue)
(with milk more power)
2. ROOMBOTER PUUR NATUUR (red & yellow on blue)
(creambutter pure natural)
3. DOE(NOG)MEER MET KAAS (red & yellow on white)
(do (even) more with cheese)



8th.set, 1964.

3 labels, vertical, + 3 packetlabels.

1. M (white M in blue circle on white)
(M was the trade-mark for milk)
2. ROOMBOTER HOORT ERBIJ (red & yellow on blue)
(creambutter belongs at home)
3. KAAS UIT'T VUISTJE (red and yellow on blue)
(cheese from the hand)



9th.set, 1967.

4 labels, 3 vertical and 1 horizontal, + 4 packetlabels.

1. KAAS UIT HET VUISTJE (yellow and black on brown)
(cheese from the hand)
2. JONGE MOEDERS GEVEN JONGE KINDEREN JONGE KAAS
(black and multi-coloured on white)
(young mothers give young children new cheese)
3. WIL JE EEN STUK KAAS UIT HET VUISTJE-LEKKER
VOEDZAAM MAKKELIJK (black on white)
(do you want a piece of cheese from the hand
delicious nutritious easy)
4. NIEUW KOOKBOEK ETENSWAARDIGHEDEN 3.90
UW ZUIVELHANDELAAR HEEFT HET!
(red, black and multi-coloured on white)
(new cookery-book (title 'etenwaardigheden')
price 3.90. your dairy-dealer has it!).



10th.set, 1967.

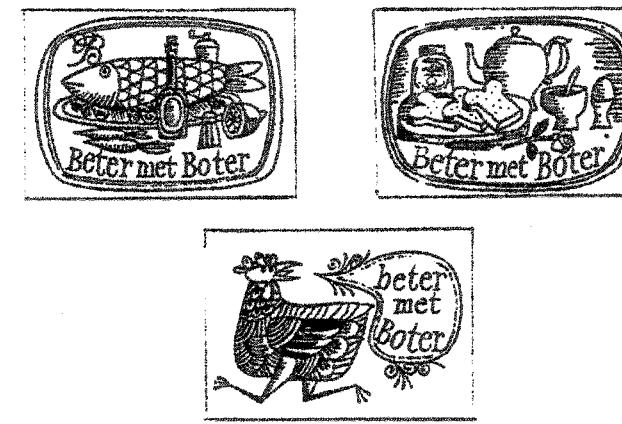
3 labels, horizontal, + 1 packetlabel.

1. BETTER MET BOTER fish on a dish.
2. BETTER MET BOTER laid table with bread
3. BETTER MET BOTER chicken

The labels are multi-coloured on white.
'beter met boter' means 'better with butter'.
The packetlabel shows all 3 pictures with no further text.

This set was issued at the same time as
the 9th.set.

This set has later been reprinted with
brighter colours.



11th.set,1970.

3 labels, vertical, + 3 packetlabels

- 1.KAAS UIT HET VUISTJE
(cheese from the hand)
- 2.EERST EEN BOTERHAM MET KAAS, EN DAN EEN BOTERHAM MET ZOET.
(first a sandwich with cheese, and then a sandwich with sweets)
- 3.FONDUE
(fondue)

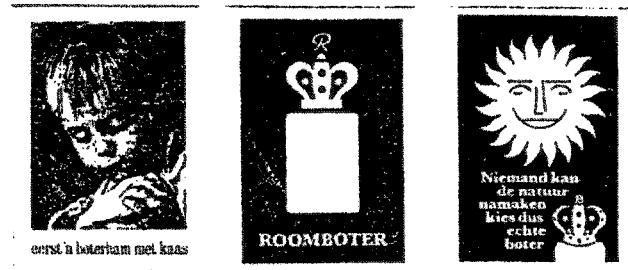
The labels are printed in black and yellow on a white background.



Over the years 5 single labels have been issued, all vertical:

- 1.1956: ROOMBOTER NEEM EEN PAKJE VOOR DE ZONDAG (black & yellow on green)
(creambutter buy a pack for the sunday)
- 2.1965: EERST 'N BOTERHAM MET KAAS (black and multi-col. on white)
(first a sandwich with cheese)
- 3.1966: EERST 'N BOTERHAM MET KAAS (colours as nr.2,different picture)
- 4.1966: ROOMBOTER (yellow and white on red)
(creambutter)
- 5.1966: NIEMAND KAN DE NATUUR NAMAKEN KIES DUS ECHTE BOTER (blue and yellow on white)
(nobody can imitate nature so choose real butter)

These labels also have their own packetlabels.



DRIEPINTER

V.H.L.F. Attema, 1966.

SUBJECT: boy with 3 glasses of milk.

3 labels, vertical, + 1 packetlabel.

The pictures are multi-coloured. 'driepinter' printed in black. Background white.

The boy was named 'Joris Driepinter' and was a popular advertising-character. The slogan was to drink 3 glasses of milk every day to become a strong person.

The 3 labels are:

- 1.boy as a winner on a platform
- 2.boy lifting a man on a horse
- 3.boy in a boxing-ring

The packetlabel shows all 3 pictures and also the word 'lucifers'.



ZWALUW

And last but certainly not least 'DE ZWALUW' (the swallow), the by far most famous brand in the Netherlands. It is a Swedish brand that was registered in the Netherlands in 1896 by ATTEMA, who imported them from Sweden.

Nowadays for most people 'zwaluw' still is a sign for quality-matches, and even brands like 'molen' or 'vlinder' couldn't change that. And eventhough sometimes the matches are twice as expensive as other matches people still keep buying 'zwaluw'.

The secret of this success is probabbly that since worldwar II the brand nearly hasn't changed. It is printed in red and black. After worldwar II there were 3 boxesizes: the 'normal' size (53 x 35 mm), a smaller box (45 x 30 mm) which is typical for 'zwaluw' and a household-box. The boxes were packed in 10-box packs with a packetlabel (in 2 sizes). The boxes still had labels.

Around 1970 the labels became skillets. At that time this was something new and therefore most collectors have cut the abrasive-sections off. These skillets had brown abrasive-sections and on the backside a red surface with a swallow. There are skillets with a small swallow and with a bigger swallow on the backside (on both the small box and the normal box). Later the abrasive sections became smaller with diagonal lines. These skillets also exist with a small or a bigger swallow. The packetlabels had become a bit smaller.

The household-box had a blue backside, and there is also a box with 'Attema' printed in yellow on the backside.

At the end of the 1970's things began to change: They introduced a new boxesize (70 x 53 mm), first with the standard-brand, later in a complete new design (brown,yellow and purple) and with the name 'Zwaluw haardlucifers'. The nomal-size box was printed green instead of red (still with the swallow on the backside).

In 1980 They reorganized the boxesizes and each box got it's own colour:

ZWALUW red - 45 x 30 mm
ZWALUW green - 53 x 35 mm
ZWALUW orange- 70 x 53 mm
ZWALUW brown -120 x 65 mm (household-box)

The red and green boxes (10 box packs) and orange boxes (5 box packs) were packed in cellophane. On the backside of the skillet a surface in the colour of the box and the following text:

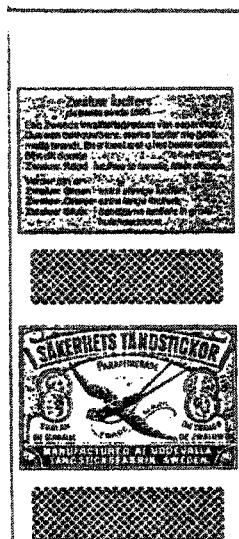
Zwaluw lucifers
de beste sinds 1895
Een zweeds kwaliteitsproduct van espenhout. Dus een betrouwbare, sterke lucifer die gelijkmatig brandt. En U kiest wat U het beste uitkomt.
Bijv. dit doosje
Verder zijn er

Translation:

Zwaluw matches
the best since 1895
A Swedish Quality-product made of aspen-wood. So therefore a strong, reliable match that burns equally. And you choose which suits you best.
For example this box ...
Further there are
On the dots the 4 boxesizes:
Zwaluw rood lucifers in handig klein doosje.
(zwaluw red matches in small, handy box)
Zwaluw groen met extra stevige lucifers.
(zwaluw green with extra strong matches)
Zwaluw oranje extra lange lucifers. Ideaal voor gasapparaten.
(zwaluw orange extra long matches. Ideal for gas apparatus)
Zwaluw bruin handzame lucifers in grote huishouddoos.
(zwaluw brown handy match in large household-box)

The orange box first had brown abrasive sections, later they got smaller with diagonal lines. The household-box had abrasive-sections with horizontal and vertical lines. Soon the backside of the household-box became beige which made the text easier to read. Later the number under the 'product-code' (vertical stripes) changed.

In 1987 they started actions to increase the sales. Most of these actions lasted only a few months, and after that the normal boxes were for sale again. The 'action-boxes' have a text printed in black on the backside of the skillets and the packs had a packetlabel to draw the attention of the buyers. These packetlabels had a yellow surface with text printed in black and red. The household-boxes had the text printed on a white surface.



20% EXTRA
1987.

1 packetlabel, red +
1 packetlabel, green.

This action was only held with the red and the green boxes. The boxes were temporary for sale in 12-box packs for the price of 10-box packs. The packs had the packetlabels that are mentioned above (and printed aside)



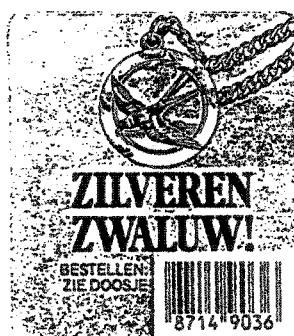
ZILVEREN ZWALUW!
1987.

1 red box + 1 red packetlabel
1 green box + 1 green packetlabel
1 orange box + packetlabel (sticker)
1 brown household-box

For 2 'stripe-codes' you could order a silver chain with a swallow.

The orange boxes were still packed in cellophane with a sticker on it. Some people don't collect them, which makes them scarcer than the other packetlabels.

Printed aside are the red packetlabel, the sticker and the green skillet. (the green packetlabel is like the red one but with the number 8714 9029).



OP STAP MET ZWALUW
1987.

8 red boxes + 1 red packetlabel
8 green boxes + 1 green packetlabel
8 orange boxes + 1 sticker
8 brown household-boxes

For 3 stamps (printed on the packetlabels) you could get discount on day-trips of the Dutch Railway. On the backsides of the skillets 8 different day-trips are mentioned (1 per box) which makes it a set of 8 boxes:

- 1.De Ginkel
- 2.De Holterberg
- 3.De Kennemerduinen
- 4.Het Mastbos
- 5.Midden Nederland
- 6.De Noord Veluwe
- 7.De Vechtstreek
- 8.De Vuursche

These are all Dutch nature-reserves ideal for walking-trips.

The household-boxes were even at the time they were for sale hard to complete.

Printed aside the red packetlabel, the sticker and a green skillet.



ZILVEREN LUCIFER
1988.

1 red box + 1 red packetlabel
1 green box + 1 green packetlabel
1 sticker (on packs of orange boxes)
1 brown household-box

For 2 'stripe-codes' you could order a chain with a silver matchstick.

There is no orange-box with the text on the backside, but only a sticker on the packs.

Printed aside the red packetlabel, the sticker and the green skillet.



4380



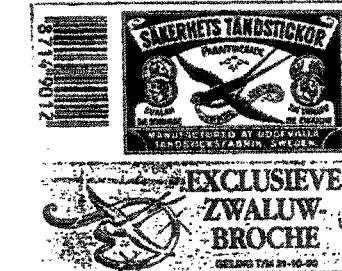
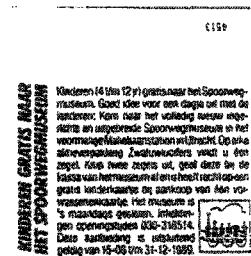
GELDIG T/M 31-10-90
ZIE DOOSJES VOOR INFORMATIE

KINDEREN GRATIS NAAR HET SPOORWEGMUSEUM
1989.

1 red box + 1 red packetlabel
1 green box + 1 green packetlabel
1 orange box + 1 sticker
1 brown household-box

For 2 stamps printed on the packetlabel children had free entrance to the Dutch Railway museum.

Printed aside the red packetlabel, the sticker and the green skillet.

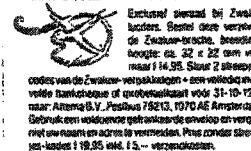


EXCLUSIEVE ZWALUW-BROCHE
1990.

1 red box + 1 red packetlabel
1 green box + 1 green packetlabel
1 orange box + 1 sticker
1 brown household-box

For 2 'stripe-codes' you could order a silver broche of a swallow.

Printed aside the red packetlabel, the sticker and the green skillet.



4380



GELDIG T/M 31-10-90
ZIE DOOSJES VOOR INFORMATIE

LAAT DE VOGELS LEVEN
1991.

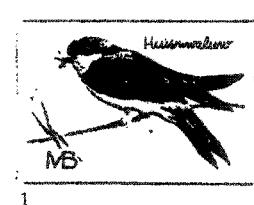
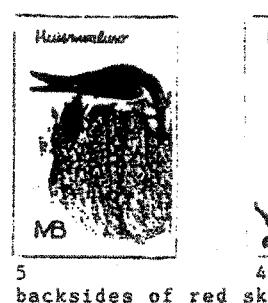
6 red boxes + 1 sticker
6 green boxes + 1 sticker
4 orange boxes + 1 sticker
2 brown household-boxes

This set has been issued to protect the swallow and to promote the 'vogelbescherming', the organisation for protecting birds.
On the backside of the boxes drawings of swallows, made by famous Dutch artist Marjolein Bastin.
The pictures are multi-coloured on a blue background.
The stickers are the same, except for the numbers:

sticker for red boxes: 8714 9012 (and on the right very small 0324-4819)
sticker for green boxes: 8714 9029 (on the right 0324-4821)
sticker for orange boxes: 8714 9036 (on the right 0324-4820)

These stickers have a blue background with black text.

There is one skillet with only text, in black on white.



De prachtige illustraties van Marjolein Bastin op de Zwaluw doosjes vormen een weergave van de schoonheid en kwetsbaarheid van de ZWALUW. Ze bouwen hun nesten in kolonies onder dakranden van woningen. Hun aantal gaat sterk achteruit, maar Vogelbescherming neemt maatregelen. Voor meer informatie: Vogelbescherming, tel. (03404) 17317.

Voor meer informatie:
Vogelbescherming, tel. (03404) 17317.

6

De prachtige illustraties van Marjolein Bastin op de Zwaluw doosjes vormen een weergave van de schoonheid en kwetsbaarheid van de ZWALUW. Ze bouwen hun nesten in kolonies onder dakranden van woningen. Hun aantal gaat sterk achteruit, maar Vogelbescherming neemt maatregelen. Voor meer informatie: Vogelbescherming, tel. (03404) 17317.

VOGELBESCHERMING

6



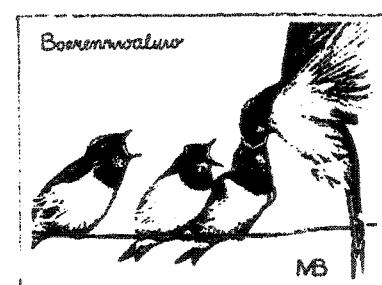
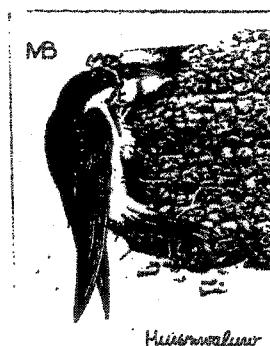
backsides of green skillets

backsides of orange skillets

5

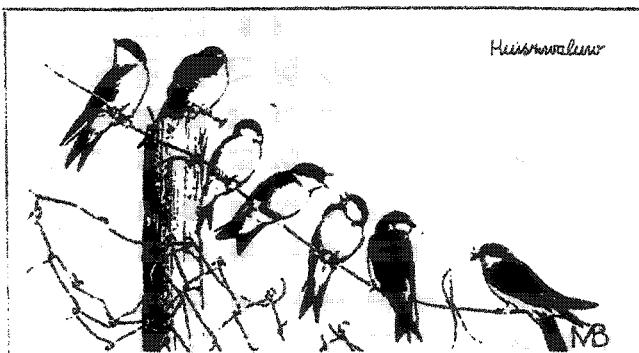
The backsides of the brown boxes are printed on the next page.

The numbers are printed on the adhesive-surface and can be read if the skillets are carefully opened out.



De prachtige illustraties van Marjolein Bastin, die momenteel de Zwaluw doosjes sieren, vormen een weergave van de schoonheid en kwetsbaarheid van de ZWALUW. Deze boschende vogels kant u's zomers in de lucht zien. Ze bouwen hun nesten in kolonies onder dakranden van woningen. Hun aantal gaat sterk achteruit, maar Vogelbescherming neemt maatregelen. Voor meer informatie: Vogelbescherming, Driebergweg 16c, 3708 JB Zeist, tel. (03404) 17317.

VOGELBESCHERMING
ADVOCAT VAN DE WILDE VOGELS



2

backsides of brown householdboxes

These boxes have the 'product-code' printed on the edge beside the abrasive-section.



1

In 1988 between the 'op stap met zwaluw' and 'zilveren zwaluw' issues, the householdbox again was changed. It became a bit thinner and the text got a new lay-out. This backside is printed aside.

Zwaluw lucifers de beste sinds 1895!

Een Zweeds kwaliteitsprodukt van espenhout. Dus een betrouwbaar, sterke lucifer die gelijkmatig brandt. En u kiest wat u het beste uitkort.

Bijv. deze grote huishoudendoos. Zwaluw Bruin met handzame lucifers.

Verder zijn er:

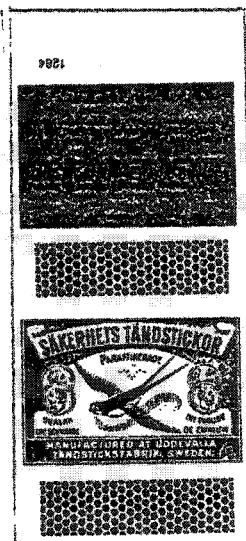
Zwaluw rood	lucifers in handig, klein doosje.
Zwaluw Groen	extra stevige lucifers.
Zwaluw Oranje	extra lange lucifers.

Zwaluw; specialist in veilig vuur.

Waakvlam uit. Dat scheelt gas en geld.

Barcode: 8 714900 135107

In 1990 between the 'exclusieve zwaluw broche' and 'laat de vogels leven' issues, the standard skillets (with text on the backsides) got new abrasive-sections with a pattern of hexagons. The red and the green boxes already had this abrasive-section on the 'exclusieve zwaluw broche' issue, while the orange and brown boxes from that issue still had abrasive-sections with diagonal lines.



SUPPLEMENT 1992-1995

S2-1

SUPPLEMENT NR.2. THIS ONE INCLUDES SUPPLEMENT NR.1

MOLEN

39th.set, 1993.
10 skillets, nrs. 381-390,
no packetlabel.

What nobody had expected happened in 1993. New windmill skillets after 6 years. Again a new boxsize (53 x 70 mm) but who cared: They are beautiful! There is however one disadvantage: they are packed in 3 box packs and sold for the price of a 10 box pack normal size boxes and therefore too expensive for most shops to stock them, which makes them hard to obtain.
Made by Swedish Match, Sweden.

6-923

Nr. 381

"Tot voordeel en genoegen" te Alphen a/d Maas gemeente West-Maas en Waal is een korenmolen van het type gesloten en standerd molen.

Deze molen is gebouwd in 1798.

Nadere informatie over molens en het molenbeheud in Nederland wordt gegeven verstrekt door Vereniging "De Hollandsche Molen", Sarphatistraat 634, 1018 AV Amsterdam.



GEJO

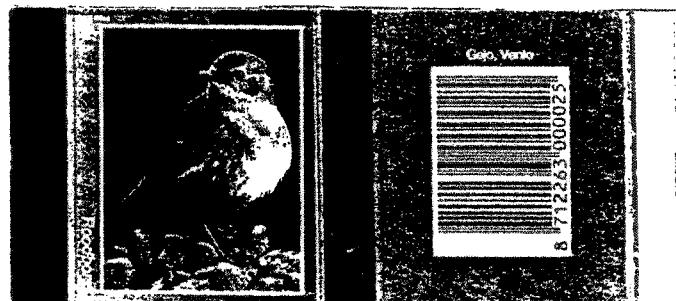
VOGELS

Made in former Jugoslavia, 1993.
SUBJECT: birds.

6 skillets, nrs. 1-6, no packetlabel.

The pictures are multi-coloured on a blue background. Text printed white.

These boxes were packed in 5 box packs in cellophane and have only been for sale in the ALBERT HEYN supermarkets.

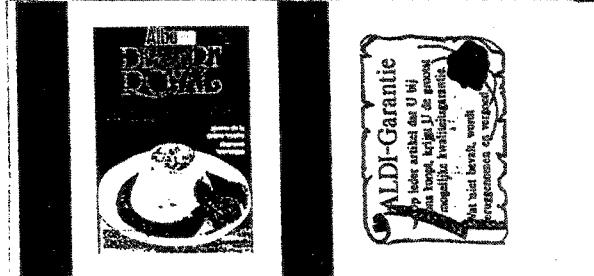


ALDI

2 further issues of new product-skillets:

1992: 10 new skillets nrs. 55-64
1993: 4 new skillets nrs. 65-68

In 1992 there was a temporary issue of 44 existing skillets with light-brown abrasive-sections (instead of dark brown). They were the numbers 1,2,3,6,7,8,10,11,12, 13,15,19,21,23,24,25,26,28,37,39,40,41,42, 43,44,45,46,48,49,50,51,52,53,54,55,56,57, 58,59,60,61,62,63 and 64.



55



56



57



58



59



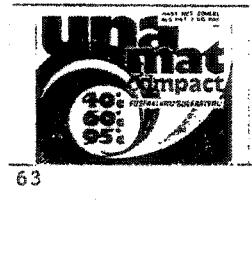
60



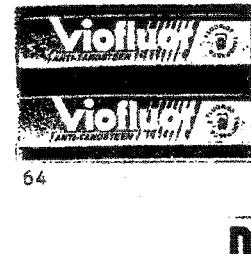
61



62



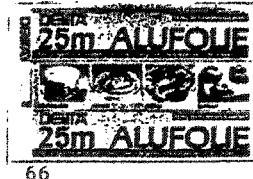
63



64



65



66



67



68

S2-2

DIRK VAN DEN BROEK

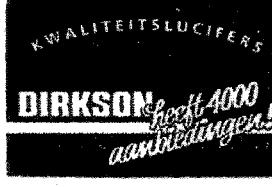
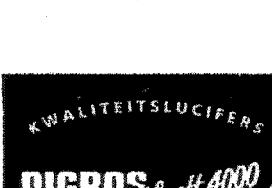
DIRK VAN DEN BROEK SUPERMARKTEN B.V. (supermarkets ltd.) is an organisation with about 75 supermarkets in the western part of Holland, called DIRK VAN DEN BROEK, BAS VAN DER HEIJDEN, DIRKSON, DIGROS and JAN BRUIJNS (or JB) and 25 DIRX drugstores. Through the years each of these has issued single labels but just recently they started issuing sets.

50 JAAR

made in Czechoslovakia, 1992.

5 unnumbered skillets + 1 packetlabel.

These skillets were issued on the occasion of their 50th. anniversary. It is not really a set but 5 single skillets. The pictures are multi-coloured on white, the backside is blue. The packetlabel (34 x 52 mm) has been used for all five skillets. A 'DIRKSON'-skillet has not been issued.
'pakt uit' means 'unpacks'.



2



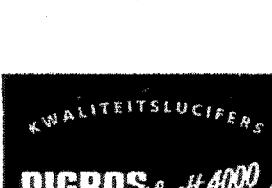
3



packetlabel



4



packetlabel large



packetlabel large



The sayings are (with literal translation and explanation):

1. De hete kastanjes uit het vuur halen (pull the hot chestnuts out of the fire).
(doing a difficult job for someone else)
2. Het gaat als een lopend vuurtje rond (it goes around like a walking fire).
(a rumour that spreads very fast)
3. Het vuur uit je sloffen lopen (walking the fire out of your slippers).
(working very hard)
4. Iemand uit de brand helpen (help someone out of the fire).
(help one out of a scrape)
5. In vuur en vlam staan (standing in fire and flames).
(being over head and ears in love)
6. Tussen twee vuren zitten (sit between two fires).
(being in an awkward situation)
7. Voor heteren vuren gestaan hebben (having stood in front of hotter fires).
(having been up against a stiffer proposition)
8. Voor iemand door het vuur gaan (go through a fire for someone).
(do anything for a certain person)
9. Waar rook is, is vuur (where there is smoke, there is a fire).
(every phenomenon has a cause)
10. Wie zijn billen brandt, moet op de blaren zitten (who burns his bottom has to sit on the blisters).
(if you do something stupid, you have to face the consequences)

A & P

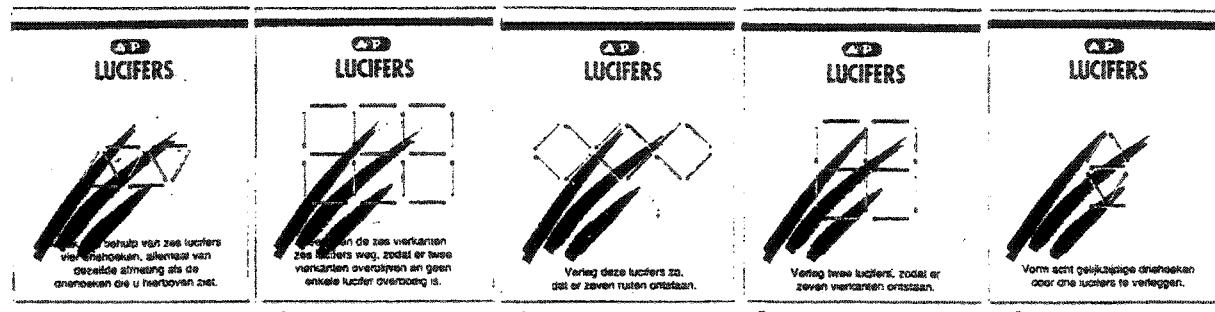
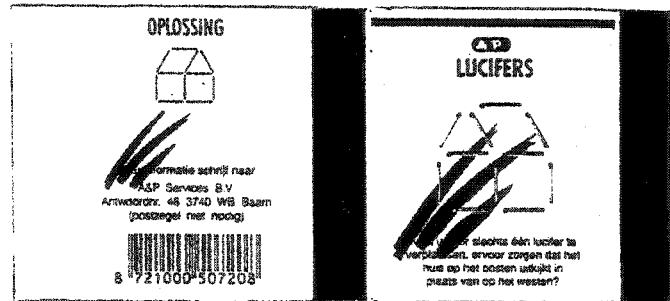
LUCIFERPUZZELS

Made in former Jugoslavia?, 1994.
SUBJECT: matchplay.

6 unnumbered skillets, no packetlabel.

Printed in red, yellow and black on white. Skilletformat 56 x 127 mm. This set has also been issued on household-boxes.

In 1994 all JAC.HERMANS supermarkets (that never issued any sets) were transformed into A & P stores. a chain that already existed in Germany.



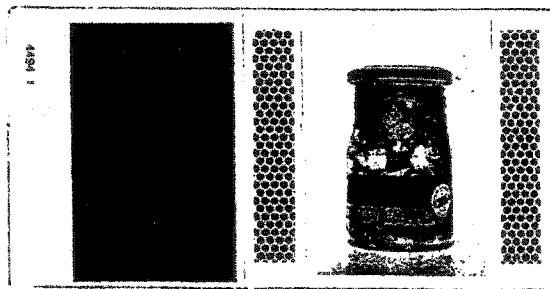
EMHAARTIKELEN

Swedish Match, Sweden, 1992.

10 numbered skillets, no packetlabel.

This is a reprint of the labels-set on page 32. The numbers are on the glue-strip together with the skilletnumber 4494. The backside of the skillets is blue. The numbers are:

- | | |
|------------------|----------------|
| 1. fruitcocktail | 6. toiletpaper |
| 2. tea | 7. coffee |
| 3. cleanser | 8. cream |
| 4. catfood | 9. applejuice |
| 5. vegetables | 10. softdrinks |

HEMAWK VOETBAL

Swedish Match, Sweden, 1994.

6 numbered skillets + 1 packet-label (sticker).

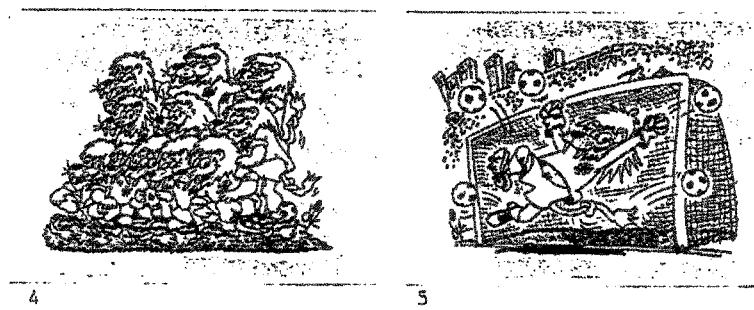
Multicoloured pictures and black text on white. Format of the skillets 70 x 145 mm. Numbers on the glue-strip with skilletnumber 5407.

After more than 20 years a new set from HEMA. A limited edition issued on the occasion of the worldchampionship soccer USA'94. The orange lion is the mascot of the Dutch team.

The matches have been for sale for about 2 months.



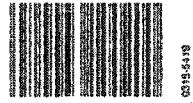
5407



4

5

Lucifers WK voetbal

1.00 2006318
 20662000packetsticker
black on white

2

3

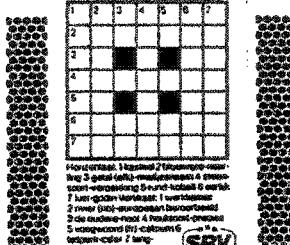
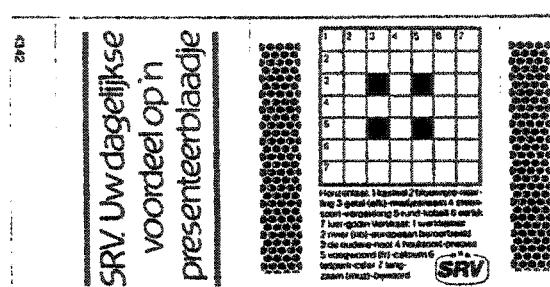
6

SRVKRUISWORDPUZZELS

Swedish Match, Sweden, 1992.

10 unnumbered skillets, no packetlabel.

This is the 4th. version of the set on page 50. Now on smaller skillets (53 x 104 mm) and packed in cellophane.



SRV

RIZLA+

OUDE POSTERS 2nd.set
Swedish Match, Sweden, 1993.

6 numbered skillets + 1 packetlabel.

Skillets red (format 53 x 104 mm) with number 5312, packetlabel red on white (format 55 x 60 mm) with number 0313-5313.

OUDE POSTERS 3rd.set
Swedish Match, Sweden, 1993.

6 numbered skillets + 1 packetlabel.

Skillets blue (format 53 x 104 mm) with number 5206, packetlabel blue on white (format 55 x 60 mm) with number 0313 5261.

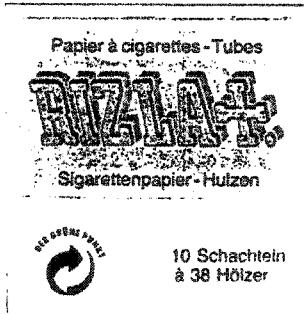
These are reprints of the set from 1990, the numbers are on the glue-strip in the order as printed on page 71.
On both sets the text 'Papier à cigarettes-Tubes' and 'Sigarettentypier-Hulzen', on the packetlabels also the German text '10 Schachteln à 38 Hölzer' (10 boxes with 38 matches).
'DER GRÜNE PUNKT' is a German indication that the product is produced and packed in a way that doesn't harm the environment.



OUDE POSTERS 4th.set
Made in former Jugoslavia?, 1994.

6 unnumbered skillets + 1 packetlabel.

Skillets red (format 53 x 112 mm) with plain strikers, packetlabel red on white (format 60 x 60 mm).



OUDE POSTERS 5th.set
Made in former Jugoslavia?, 1994.

6 unnumbered skillets + 1 packetlabel.

Skillets blue (format 53 x 112 mm) with plain strikers (width 8mm), packetlabel blue on white (format 60 x 60 mm).

The pictures are still the same as the previous sets and in comparison with the set from 1990 printed upside down.
Both sets have the text 'papier à cigarettes-Tubes' and 'Sigarettentypier-Hulzen'.

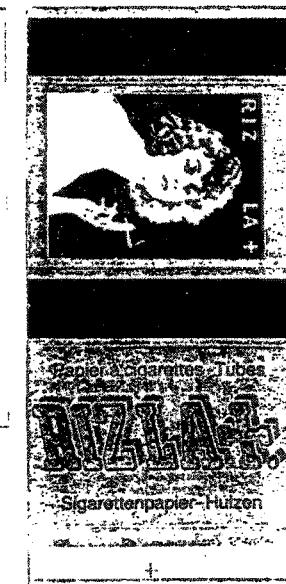
OUDE POSTERS 6th.set
Made in Czechoslovakia , 1994.

6 unnumbered skillets + 1 packetlabel.

Skillets blue (format 52 x 114 mm) with plain strikers (width 11 mm), packetlabel blue on white (buff) format 70 x 80 mm.

This set has not been found (yet)
printed in red.

The red sets were intended for the Dutch market and the blue sets for Belgium and Germany, but these have been for sale in Holland also.

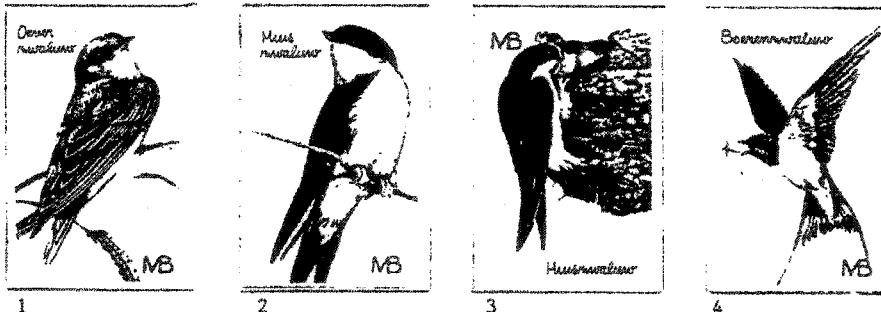


ZWALUW

DE BESTE SINDS 1895
1992.

5 red skillets, numbered.

The backsides of the skillets show the 5 pictures of the green boxes of the 'LAAT DE VOGELS LEVEN' set. On the front under the swallow the text 'DE BESTE SINDS 1895' (the best since 1895). The skillets are 53 x 104 mm (format 5H). These boxes have not been for sale in supermarkets, but only at tobacconists. They were packed in a special display-box which contained 50 boxes. The numbers are printed on the glue-strip together with skilletnumber 4857. All printed below.



GREEN CHECK

1st.issue, 1992.

3 red skillets number 4880 (45 x 103 mm)
3 green skillets number 4881 (53 x 113 mm)
3 orange skillets number 4882 (70 x 146 mm)
3 brown skillets number 4883 (120 x 200 mm)

This set shows how 'zwaluw'-matches contribute to a better environment.

The skillets are numbered 1,2 and 3, printed on the glue-strip. The order is different with each colour. The skillets have the following text (translated into English):

1.NU ZWAVELVRIJ (now sulphur free)

burning sulphur can contribute to acid rain. therefore our matches have got sulphur-free heads. They now also smell different when you strike them.

2.DE GROEI WINT HET VAN DE KAP (the growth wins from the chopping)

everytime we use trees for the match-production, we replace them with other trees, so the woods are kept on the same level.

3.ZUINIG MET ENERGIE (saving energy)

our matchboxes are made of recycled cardboard. Therefore we don't only save energy, but also trees.

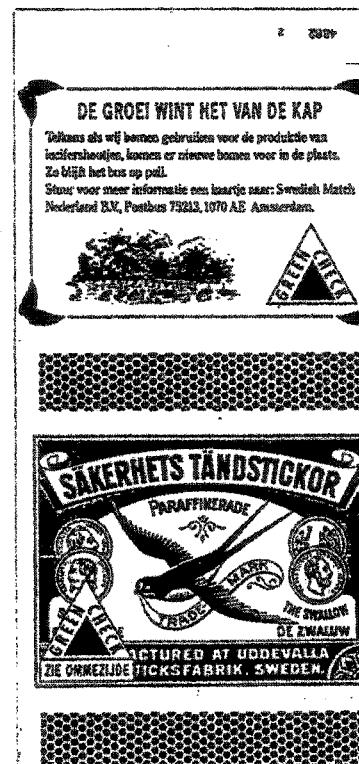
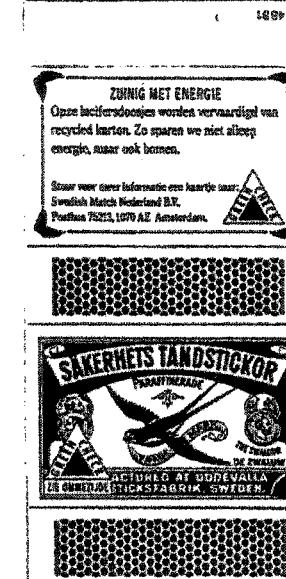
Underneath this text on all skillets: for more information send a card to: Swedish Match Nederland B.V., Postbus 75213, 1070 AE Amsterdam.

The text is printed in black on a white background. The 'green check' symbol has a green triangle and is printed on the front and on the back.

The orange and brown boxes also have a drawing of a landscape printed in green on the backside.

This set has no packetlabels or stickers.

Printed aside are a green and an orange skillet and below the backside of a brown skillet.



2nd.issue, 1992.

3 red skillets number 4880 (45 x 103 mm) same set as the first issue
 3 red skillets number 4963 (58 x 119 mm) + 1 sticker
 3 red skillets number 4961 (70 x 146 mm) format as former orange skillets
 3 red skillets number 4960 (120 x 192 mm) householdbox

After more than 10 years all zwaluw boxes are printed in red again. The former green boxes are now larger and therefore packed in 8-box packs instead of 10-box packs. There was a temporary sticker on the packs to explain these changes to the customer. This sticker has black and green text on a green surface and the barcode on a white background. There is also a misprint of this sticker with the barcode printed on green.

The householdbox has become 4mm thinner. The barcode on these boxes now stands on the left.

Printed below the sticker and the back of a householdbox.



4963

3rd.issue, 1993.

1 skillet number 5236 (45 x 103 mm, format 8)
 1 skillet number 5235 (58 x 119 mm, format 1D)
 1 skillet number 5233 (70 x 146 mm, format 16)
 1 skillet number 5234 (120 x 192 mm, format 32P)

The backside of the skillets is now plain red without text. On the front the green check symbol without 'zie ommezijde' (which means 'see back'). There is a misprint of the skillet nr.5233 with the text 'zie ommezijde' still on the front. The householdbox has the barcode on the back in a white space.



sticker

STANDARD BOXES

1993.

1 skillet nr.5285 (format 8)
 1 skillet nr.5286 (format 1D)
 1 skillet nr.5284 (format 16)
 1 skillet nr.5283 (format 32P)

The green check symbol has now also disappeared from the front of the boxes. These boxes will now probably be the standard boxes for a long time and they are the most dull ones since 1980 !

1 skillet nr.5237 (format 5H)

This one was first issued in 1995 and only for sale at tobacconists. It has the text 'MANUFACTURED AT UDDEVALLA TÄNDSTICKSFABRIK SWEDEN' on yellow instead of on black. This skillet is printed on the next page.



5235



5286

9929

9929

GEBRUIK JE KOP EN LOS DE REBUS OP!
1994.

11 skillets (format 8) nrs.5424-1 to 11
+ 1 packetsticker with barcode 8714 9012 and number 0324-5475
11 skillets (format 1D) nrs.5425-1 to 11
+ 1 packetsticker with barcode 8714 9050 and number 0324-5476
11 skillets (format 16) nrs.5426-1 to 11
+ 1 packetsticker with barcode 8714 9036 and number 0324-5477
5 skillets (format 32P, householdboxes) nrs.5427-1 to 5
no packetsticker
1 packetsticker without barcode, number 0324-5428

Each skillet has a picture-puzzle of a word, all 10 words make a sentence with which a free 'Denksport'-magazine (with all kinds of crossword-puzzles) could be ordered. Skillet nr.11 has only text and (on formats 1D and 16) the 'Denksport' logo. The householdboxes have two picture-puzzles each (1+9, 2+8, 3+10, 4+6 and 5+7) together with the text and barcode. Number 7 on the householdboxes has the wrong picture but this has never been corrected.

The pictures are printed in black and yellow on white. The packetsticker without barcode was used when the set was first issued, but it was quickly replaced by the ones with barcode, but later appeared again in combination with a small sticker with only the barcode.

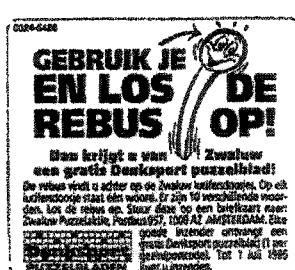
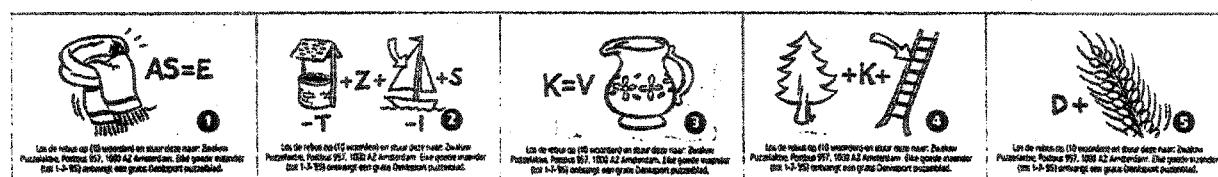
'gebruik je kop en los de rebus op' means 'use your head and solve the puzzle'.

Printed aside skillet nr.11 (format 8) and below the 10 puzzles, 2 packetstickers, the backside of householdbox nr. 5 and skillet nr.11 (format 16).

LI-9295

LOS DE REBUS OP!

Dan krijgt u een gratis Denksport puzzelblad! Op elk Zwaluw lucifersdoosje staat een woord. Er zijn 10 verschillende woorden. Leg deze in de juiste volgorde (1 t/m 10) en los de rebus op. Stuur deze rebus op een briefkaart naar: Zwaluw Puzzelkoffie, Postbus 957, 1000 AZ AMSTERDAM. Elk goede inzender ontvangt een gratis Denksport puzzelblad (1 per postcode). Tot 1 July 1995 kunt u inzenden.



LOS DE REBUS OP!
Dan krijgt u een gratis Denksport puzzelblad!

Op elk Zwaluw lucifersdoosje staat een woord. Er zijn 10 verschillende woorden. Leg deze in de juiste volgorde (1 t/m 10) en los de rebus op. Stuur deze rebus op een briefkaart naar: Zwaluw Puzzelkoffie, Postbus 957, 1000 AZ AMSTERDAM. Elk goede inzender ontvangt een gratis Denksport puzzelblad (1 puzzelblad per postcode). Tot 1 July 1995 kunt u inzenden.

VLIEG MET ZWALUW NAAR DE ZON!
1995.

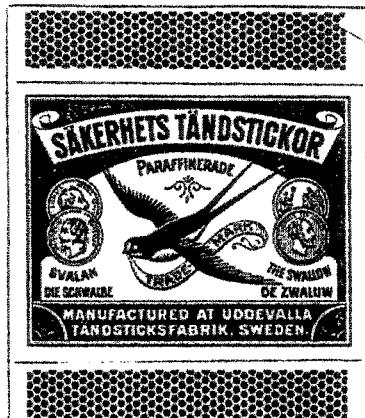
2 skillets (format 8) nrs.C 5649-1 and 2
+ 1 packetsticker with barcode 8714 9012 and number 0324-5653
2 skillets (format 1D) nrs.S 5650-1 and 2
+ 1 packetsticker with barcode 8714 9050 and number 0324-5654
2 skillets (format 16) nrs.S 5651-1 and 2
+ 1 packetsticker with barcode 8714 9036 and number 0324-5655
1 householdskillet (format 32P) with number S 5652

Skillet nr.1 has a multicoloured picture with yellow text,
skillet nr.2 has black text on a white surface.
The householdbox has both on a yellow surface.

'Vlieg met Zwaluw naar de zon' means 'fly away with Zwaluw
to the sun'. By completing the sentence 'I fly away with
Zwaluw because ...' a safari through Africa could be won
(and other prizes as well).

A special advertising-display (a giant matchbox) was
available for selling the matches, but only very few
shops used it.

Printed aside and below are a packetsticker, skillet nr.1
(format 16) and the back of number 2, and the backside of
the householdbox.



S5651-1



S5651-2



standardskillet format 5H