

the



Droste

games

Article by
Fred Horn

Next to the firm van Houten, Droste is probably the most well-known Dutch chocolate factory. In 1863 Gerardus Johannes Droste established his business. His shop, located in the Grote Houtstraat 132 in Haarlem sold small chocolates.

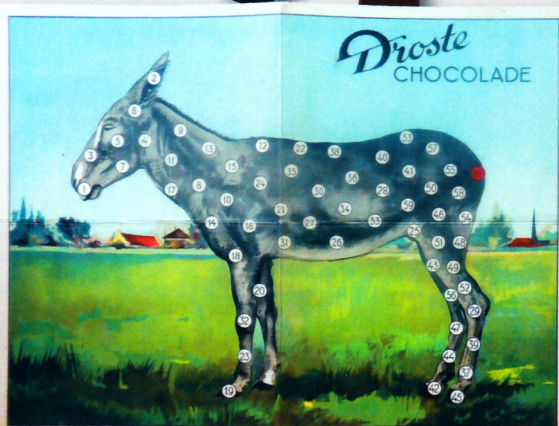
These 'pastilles' were sold in a round tin.



The above man "icon" was drawn by artist Alphonse Cassandre in 1930 and became a huge promotion mark for Droste. In 1890 chocolate production was moved from the Gierstraat (behind the shop) to the Gedempte Oude Gracht by his two sons, Jan Coenraad and Gerardus Johannes Jr.. On March 1, 1897 both attained control of the company when their father retired. Between 1890 and 1900 a large complex was built for the factory at the Spaarne (the river through Haarlem) to make it easier to get the needed product by ship to the factory. Here is a picture of that location nowadays:



On the front of the building one can see the icon of Droste—the tin box with the nurse on the outside. She holds a service tray with a tin box with a nurse, who also holds etc. This became known in Holland as the Droste effect (an ongoing part in the picture).



In 1920 the family-business became a N.V. (Naamloze Vennootschap). Up until World War II the company did very well, but during the war production was halted. After the conflict and during the following years the company was thriving again but at the

end of the 1970s the market dropped and Droste was incorporated into the firm N.V. De Erven De Weduwe J. Van Nelle.

In 1986 the chocolate production moved to Vaassen and the complex in Haarlem (now an industrial cultural heritage) was converted to flats. As of August 2024, Pauwels Engineering, a Belgian firm, took control over the Droste mark.

During all those years the firm had only published three games and one puzzle.

The game shown above, EZELTJE KRIJGT 'N STAART (*Donkey gets a tail*) was published in 1940, and on the normal game Variété was mentioned instead of Droste. The game also included a leaflet with the rules. Probably that was also the case with the Droste item, but that is lost.



EZELTJE KRIJGT 'N STAART
(Donkey gets a tail) game

Ezeltje krijgt 'n staart.

De eerlijke spelletje kan door het scoren deelnemers gewonnen worden, als men zelf verliest. Om te winnen wordt ieder gebeld en krijgt een staart in de hand. Door het beginnende van de staart is dan reeds een spel, al later nog een puntje gestoken, waarmee de gebeldde de staart op den ezel moet bevestigen. Al naar de plaats waarop de staart terecht komt, krijgt de speler een hoger of lager aantal punten, zoals de cijfers op het lijf van den ezel aangeven. Wie buiten den ezel terecht komt, krijgt een nul! Het is heel moeilijk blijken om de staart zijn juiste plaats te geven, maar wie het hoogste cijfer behaalt, is in ieder geval de winnaar.

There is an amusing story about EZELTJE KRIJGT 'N STAART. When I posted it on the HONGS website, a woman—for sure a collector of Droste items—called and asked me if I wanted to sell it to her. As far as she knew, it was the only item NOT in her collection. Of course I declined, but every year after that she kept calling me. That situation only stopped when my complete collection went to Bruges.

Here is the second game:



Rob van Linden found this picture on an auction site in the late 1990s.

The third game is probably from 1935, because the dike between Holland and Friesland is already there, but no polder is visible in the new IJsselmeer. Marken and Urk are on non-existing islands!



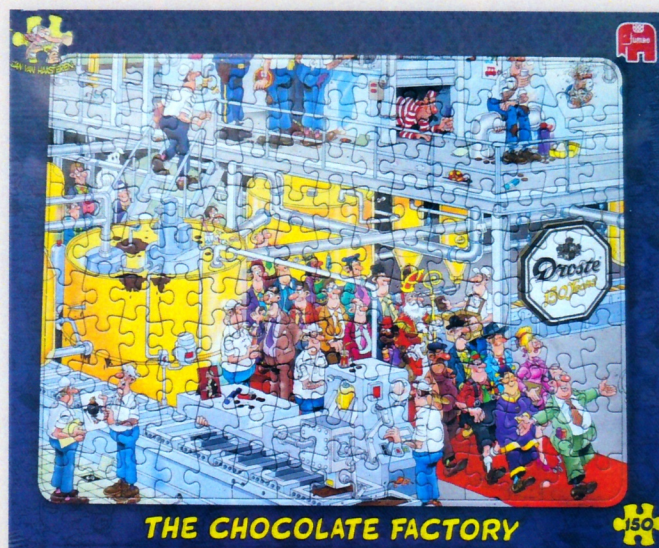
VERKEERSSPEL „DOOR NEDERLAND“ (Traffic game through the Netherlands)



Only one puppet survived.



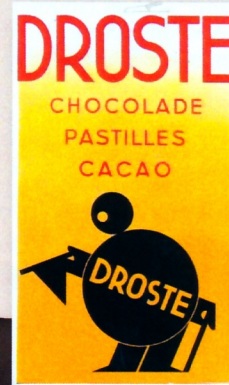
Game rules are similar to SNAKES & LADDERS and is played with one die. In the instructions the players have to press out the puppets and put them on a cork to stand upright. Luckily these rules were with the game I had bought, although from my example the strip for the puppets was cut off.



The Chocolate Factory 1000 piece jigsaw puzzle—Droste/Jumbo

In 2013 the mark Droste celebrated its 150 years of existence. Jan van Haasteren drew this puzzle, *The Chocolate Factory*, for that occasion and Jumbo manufactured it.

In the USA and Canada the picture of the nurse isn't seen because it looked too much like the graphic of the nurse for Baker's Cacao and Chocolate. Thus it was forbidden. Instead the firm used a little couple in Dutch costume. AGPI



A Droste email publicity board

The Sicksesz Story

Article by Fred Horn

The Games from the Chocolate Factory

In 1909/10, Willem Cornelis Sicksesz (1886-1971) formed a company: N.V. Sicksesz Cacao- en Chocoladefabriek with his two brothers Johannes (1884-1935) and Roland Herman (1889-?). The firm was located at the Brouwersgracht in Amsterdam. The brothers were the sons of W. C. Sicksesz Sr. (1852-1916) who had a storage facility of his import business at the Brouwersgracht.

They produced all kinds of chocolate, especially bars and sweets from sugar under the mark name Sicksesz. In 1922 they established an association with the firm Kwatta from Breda, which lasted until January 1, 1925.

On July 2, 1924 Willem C. founded a new firm: the HollandSch-Zwitserse Chocoladefabriek (Dutch-Swiss Chocolate factory) and this facility was going to produce all kinds of chocolate in a new building at the Schinkelkade 60-69 in Amsterdam. Around the corner in the Vaartstraat 84 the office was housed.

From 1935 on the products were sold under the name Tjoklat (Indonesian for chocolate). And on October 4, 1950 the plant was renamed Tjoklat Fabriek N.V..

Sons and nephews of Willem Cornelis also joined the company, but after Willem's death in 1971 the market for expensive chocolate products collapsed and the production stopped in 1977. It is not so easy to tell the exact story because of all of the events, etc. were not well documented.



Artist's rendition and a photo from the factory at the Schinkelkade in Amsterdam.



In 1931, Sicksesz brought out this first game: VERMAKELUK MICKEY MOUSE-SPEL. It was part of an advertising campaign for its Mickey Mouse Milk Chocolate Bars. For ten wrappers one could get this game as a reward.

The game looks like a 'normal' Goose game but it is not. It is played with chips which are used as payment. Every time a player lands on a chocolate bar they have to pay and do something. Landing on a Mickey Mouse space means one moves forward with the number thrown on the two dice. Reaching exactly on space '63' secures a win.



This small advertisement in the Dutch paper, *Leidsch Dagblad*, dated November 16, 1931, indicates the publishing of the game.



Two other advertisements for the Sicksesz Fullmilk Bars from 1935—*Leidsche Courant*

The next and only other game from Sicksesz was published in 1952. In the early 1950s the firm had a huge publicity campaign for a slogan for the company. Prizes in money could be won. The only other significant moment of advertising had been in 1935 when the firm launched a huge campaign for their milk bars to help farmers get rid of their milk (see display with the farmer above). This promotion was new and at the time a model for others.

But here is Sicksesz's other game: "CIRKELSPEL." Strange though is the location of the firm: Rotterdam. In fact the factory in Amsterdam produced chocolate for Tjoklat and only in this game the Sicksesz bars pop up again in Rotterdam.

No further information is available on the firm Sicksesz. However, there is a lot of documentation about the Dutch company Tjoklat on the internet.



Game play is with one die. There is no limit to the amount of players. Each player gets two counters/pawns to move around the board with the throw of one die. Reaching space No. 18 allows the player to put a another pawn on the board. A "green ring" circle allows the player to roll again. Landing on a Milk bar directs one to proceed to the next Milk bar. Landing on an already occupied circle means capturing that pawn which must start again.

This game was amongst my earliest finds of a (flat) paper game in the 1960s.

Conclusion

These two games are nice examples of Dutch advertising. As games they are not really good but they give a fine view on the world in the 1930s and 1950s. But still there is that mystery about the location Rotterdam...but after so many years we will probably never know! AGPI

Nieuwe Leidsche Courant, 25/01/1952; p. 8/8



Nieuwe Leidsche Courant
January 25, 1952



De Jong & Orieessen

Article by

Fred Horn

Only two games are known to have been published by the cocoa firm "De Jong." One is the CACAOSPEL from 1911:



REGLEMENT.

Men speelt dit spel met 2 of meer personen. 2 Dobbelstenen, Papiermolen, Fiches, of iets dergelijks, en moet ieder met een kleinbaar voorwerp opzetten. Een der spelers wordt kashouder. Men bepaalt de hoeveelheid van den inzet. Het spel heeft 2 prijzen; de Eereprijs en den Potprijs. De Eereprijs wordt gegeven door een te maken papieren steek, en hij begint van het spel wordt deze opgezet door de 1ste speler. De Potprijs wordt gegeven door een te maken papieren steek, en hij begint van het spel wordt deze opgezet door de 1ste speler. De Eereprijs wordt gegeven door een te maken papieren steek, en hij begint van het spel wordt deze opgezet door de 1ste speler. De Potprijs wordt gegeven door een te maken papieren steek, en hij begint van het spel wordt deze opgezet door de 1ste speler.

En kop heerlijke De Jong's Cacao.

Rules for the game CACAOSPEL

The Rules state that two dice are used and also chips or sweets as play money. One player holds the "Pot" (Kashouder) and thus become the treasurer. One starts by making a "Steek,"—Dutch for a hat like the one Napoleon used, out of paper. The player with the highest throw gets this "Steek" and starts play. He, who at the end has the "Steek" wins the "Eereprijs" (Honorary Prize) and the first player who reaches 47 wins the "Potprijs." He wins 1/3 of the content, the holder of the "Steek" gets 2/3 out of the Pot at the end.

When a player stops on a field with "Wint Eereprijs" he gets the "Steek" and also two chips/sweets from each of the other players.

When a player is passed by (moved over) another player, he must go back to the field where the other player came from and pays 1 into the "Pot."

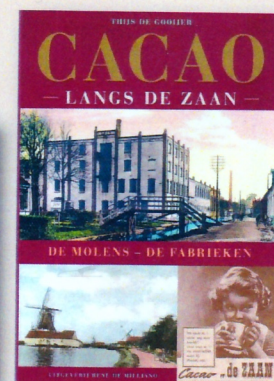
When something special is written down on a field the player must perform that action. When in his last move a player goes over 47 he must move back the rest of his throw. Only ending exactly on 47 counts for the win of the "Potprijs."

The firm "De Jong"

The company was founded in 1809 by Hendrik de Jong (died 1822) in Wormerveer and ceased operation in 1961 due to the then exorbitant high prices for cocoa. Hendrik was born in Schermerhorn and in 1809 he bought the processing plant "De Zaanstroom" to mill all kinds of products, among them cocoa. When he died the firm continued under the name: "Erven H. de Jong" with his widow Trijntje and his brother-in-law Dirk Schoute as owners. When Dirk died in 1861 his sons and a brother-in-law took over.

In 1872 the company was going to use steam power and in 1884 a completely new factory was built at the Noordeinde in Wormerveer. From that moment on only chocolate was produced and in 1905 even a mill in Austria was bought. In the early part of the 20th century the business expanded but in the late 1920s the firm was struck by the world-wide crisis. On March 9, 1930 an enormous fire burned down most of the buildings. A new factory

was built at the same location and the firm went on under the name: Erven H. de Jong N.V. Koninklijke Cacao-en Chocoladefabrieken De Zaanstroom.



Backside of the facsimile out of 2011;

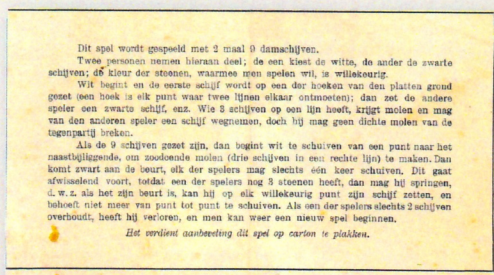
"Cacao Langs de Zaan" by Thijs de Gooijer: A reprint of CACAOSPEL comes bundled with 7 reproductions of colored postcards as a set to the book

The company's most known product was "hagelslag" (chocolate sprinkles) that was developed between 1910-1920. When in the 1950s other ventures also started to manufacture it, and prices in the cocoa market were going sky high, the firm had to stop production in 1957 and the factory itself (the buildings) were sold in 1961.



The De Jong factory in 1917. These are the same buildings as pictured on No. 47 of the CACAOspel game [opposite page].

The Dutch rules came on a separate sheet of paper for this well-known game published in 1920:



Rules are similar to NINE MEN'S MORRIS

Beside these two games De Jong was more known for the Stereo pictures they produced for advertising and the Stereoscope they provided to show these pictures:



The older stereoscope (left) and a later one from the last decade of the 19th century and early 20th century.



The second published game from the firm "De Jong": MOLENSPEL (NINE MEN'S MORRIS)



Box and pictures for the "De Jong's" Stereoscope

On May 20, 1911, Johan P. A. Seijffardt asked for gifts from Driessen and De Jong Cocoa factories which interestingly are both the subject of this article. This advertisement was found by Rob van Linden...what a coincidence! >>

Van Driessen's photo's, serie X no. 13. Van Oldenkott's wapentjes no. 157 285 287 288 291 341. 5 De Jong's briefjes voor een cacaospel ruil ik tegen 1 der gevraagde pl. verder 1 tegen 1. Die ik niet kan ruilen, zend ik franco terug.
Johan P. A. Seijffardt, Vondelstraat 160, Amsterdam.

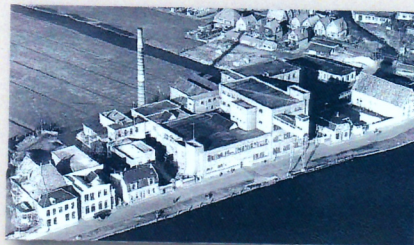
An ad for Driessen photos and De Jong's notes on a cocoa game.

The firm A. Driessen

The firm A. Driessen started operations around 1820 with a small chocolate shop in the Molensteeg 4 in Rotterdam by A. Driessen (died 1851). After his death the family continued the business which became a steam chocolate factory at the Warmoezeniersstraat in the area Rubroek in Rotterdam. In 1878 the factory relocated to the Rechter Rottekade until 1935 when, due to the circumstances in the cocoa world, the plant closed, production stopped, and the firm was taken over by Kwatta from Breda.



Driessen factory



Driessen's new factory at Rechter Rottekade, Rotterdam

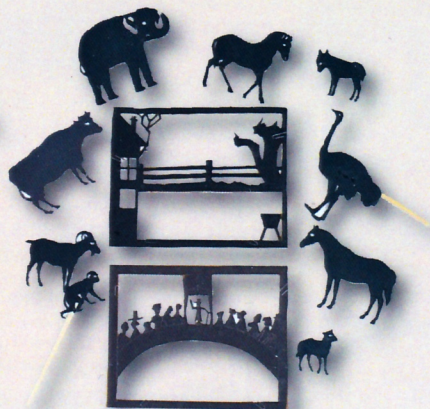
The Games

Nothing is known about these games that were published. There are only some pictures which I found long ago on some auction websites (but now not available anymore).

There isn't a publishing date for this box which shows on top a CHESS board and a NINE MEN'S MORRIS board at the bottom side of the box.



The next product is in fact not a real game but a kind of theater for children. Also there is not any indication of a date.



N.B.

This article is the last one of a series of articles about the games published by Dutch chocolate firms. After all those years I am sure that there must be more, but how to find them?

These firms not only published games but most of them (like Verkade) began issuing collectible picture cards with its products which in turn could be collected in albums.



One of the 15 Quartets featuring popular pictures from a Jac. P. Thijsse's album. These cards are from my collection and are now in the Spellenlab in Bruges.

Other games like Verkade's KWARTET-SPEL were published from 1933 to 1939 with the Red and Green Editions from 1955, but for me Verkade is more of a biscuit firm and not a real chocolate producer. But for good times sake, these pictures are shown. AGPI



Green edition; 1955

Red edition; 1955

