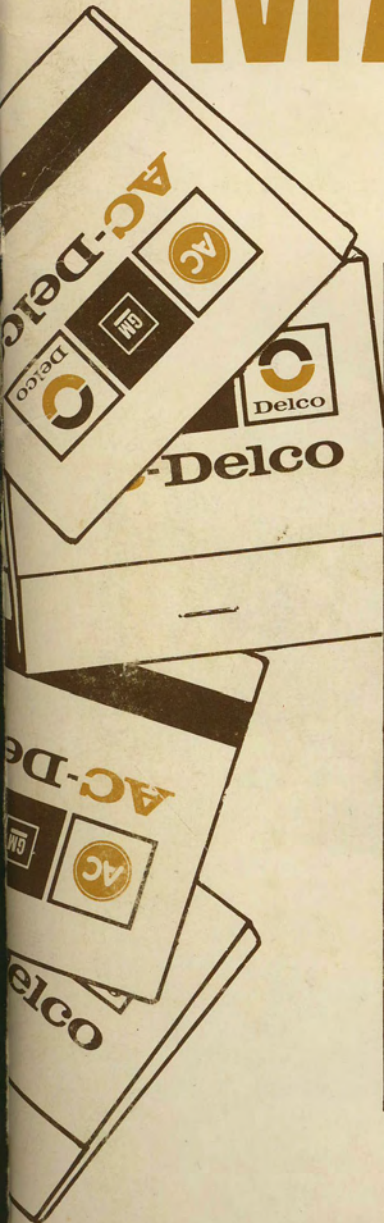


ADVERTISING MATCHBOOKS

AND MATCHLESS GAMES



*A Major, Result-Producing
Advertising Medium*

SITKO

MATCHBOOK ADVERTISING

DOESN'T COST

IT PAYS . . .

ASI-6762



EVERY LIGHT EXPOSES YOUR MESSAGE FOR READING!

Here is unsurpassed impact, dollar for dollar, of any advertising you could buy. Your customer or prospect is exposed to your sales message every time a match is used . . . twice per

light with outside and inside cover printing. This is the type of impact that builds sales . . . and profits!



MATCHBOOKS ARE WELCOMED WITH OPEN ARMS!

Hardly anyone, rich or poor, man or woman, refuses a book of matches. Customers and prospects willingly accept advertising matchbooks because they can make good use of them.

Your advertising travels everywhere with your prospect, selling at all hours of the day and night.



YOU GET POSITIVE, CONTROLLED CIRCULATION!

With matchbook advertising you have no wasted circulation to raise your cost and lower your results. Your advertising is placed right where it counts the most, right in the hands of

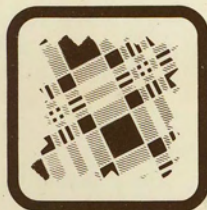
your very own prospects and customers. You get the bulls-eye accuracy of a rifle instead of the scatter-shot of a shotgun.



YOUR ADVERTISING IS READ WITHOUT COMPETITION!

Your matchbook ad will be read without competition from similar advertising . . . competition you would have if the same ad was placed in a newspaper or magazine. Your prospect or

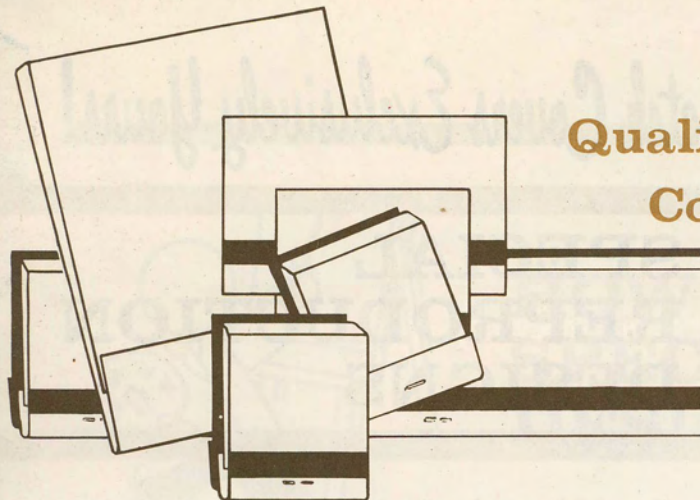
customer reads your sales story at his leisure with no other interest to capture his attention . . . you make an uncontested appeal!



YOU GET UNUSUALLY LOW COST ADVERTISING EXPOSURES!

Your advertising is placed before prospective buyers' eyes 50,000 times with just one case of 20-stem matchbooks . . . 100,000 times if

inside cover printing is used. You get lower cost exposures for your advertising than with any other advertising medium.



Quality Matchbooks Tell a More Convincing Story!

Your advertising should reflect your business. Your advertising is your prospect's first impression of your merchandise or service. Your advertising should be of the highest quality obtainable to command favorable attention and carry conviction.

You can get **TWO BASIC TYPES** of matchbook cover designs **SPECIAL REPRODUCTIONS** **STOCK DESIGNS**

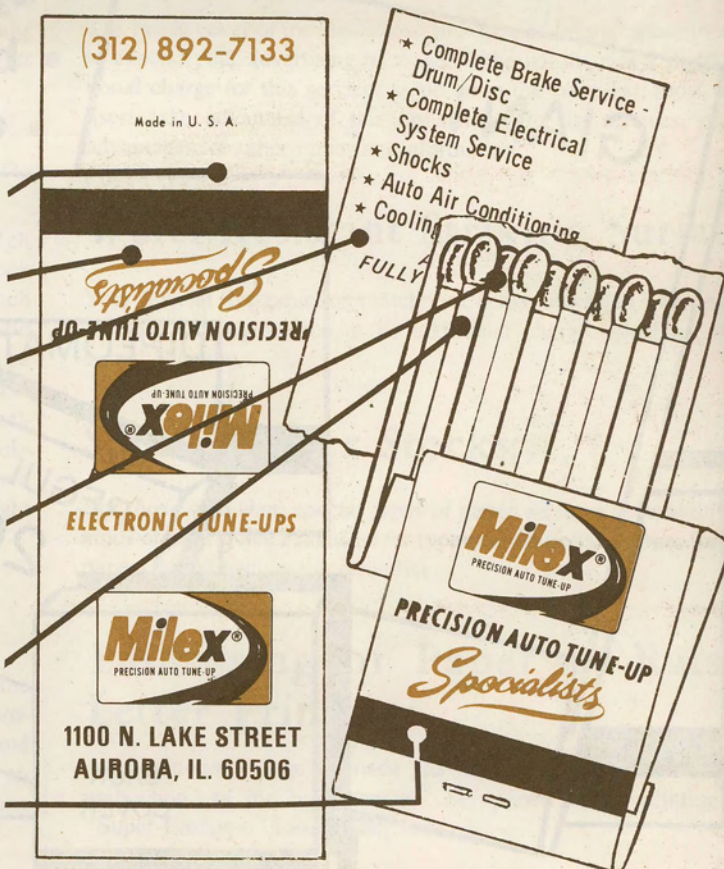
For the advertiser who wants the advantages of an exclusive matchbook cover design . . . custom-tailored to the advertiser's individual advertising needs.

For the advertiser who wants the advantages of low cost, fast delivery and smaller quantities, please check the stock designs section.

HERE'S HOW WE BUILD IN QUALITY!

Our advertising matchbooks are top quality . . . under direct comparison, this quality is apparent to all. Listed below are the factors that determine quality in every matchbook we manufacture.

- ① Paper—carefully selected for toughness, fine texture and smooth, even, ink retentive coating.
- ② Outside Cover Design—created by talented artists and printed in fine inks to insure clear-cut messages.
- ③ Inside Printing—as clear and as inviting as that on the outside cover. Whether it's a keyed coupon to test advertising results or an additional sales message, it carries the same readership appeal as the message on the outside cover.
- ④ Match Heads—scientifically compounded and carefully dipped to assure an ample deposit of ignition material. Large, well formed heads that ignite quickly with velvety smoothness. No delayed action, sputtering or fireworks!
- ⑤ Stems—of strong, sturdy board. Die-cutting produces perfectly uniform sticks that are evenly cut and firm. Carefully and accurately centered and stitched into the matchbook cover.
- ⑥ Striking Surface—manufactured by us to our exacting standards, the striking compound is carefully applied and the result is a smooth, responsive striking surface.



The matchbook illustrated is a Special Reproduction design.



Whether you are a candidate for public office, advertising a union made product or distributing your advertising to union-conscious buyers - the union label is important. We can give you that label, on request, along with all the other benefits mentioned above.

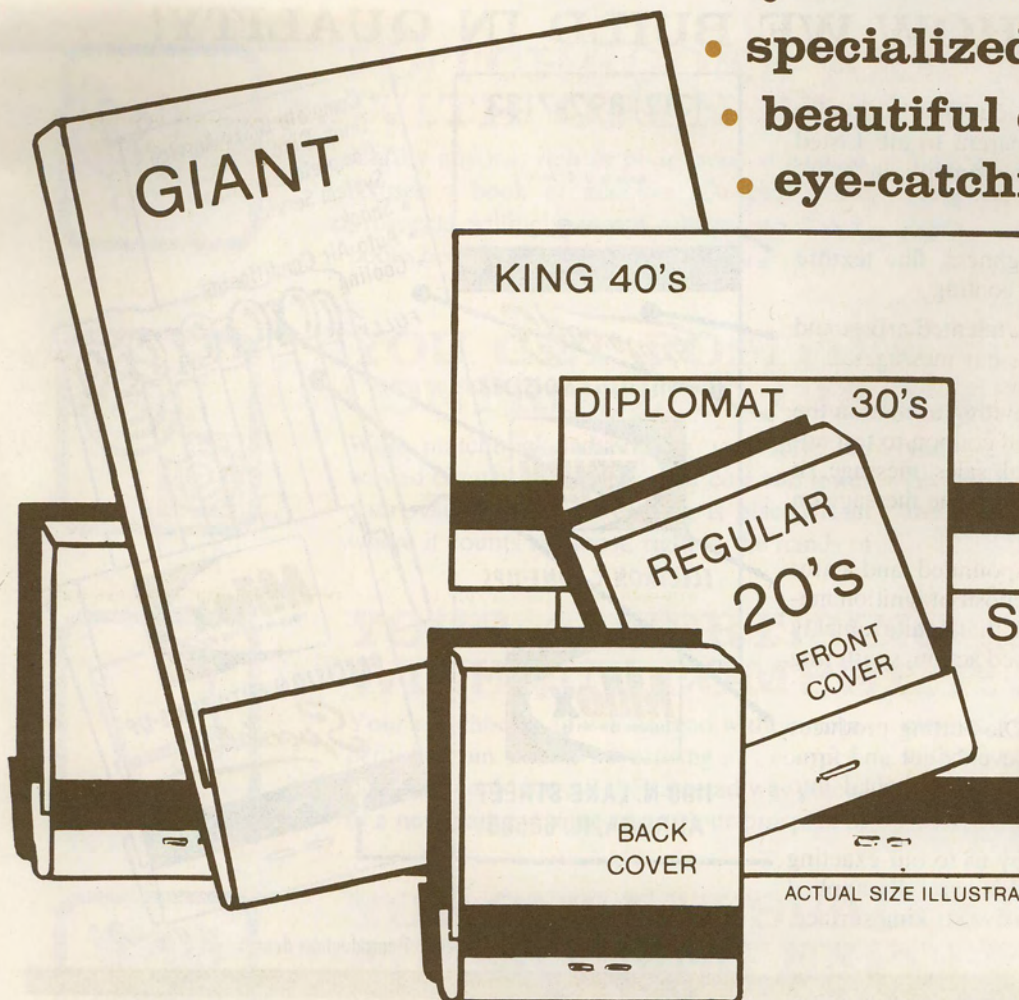
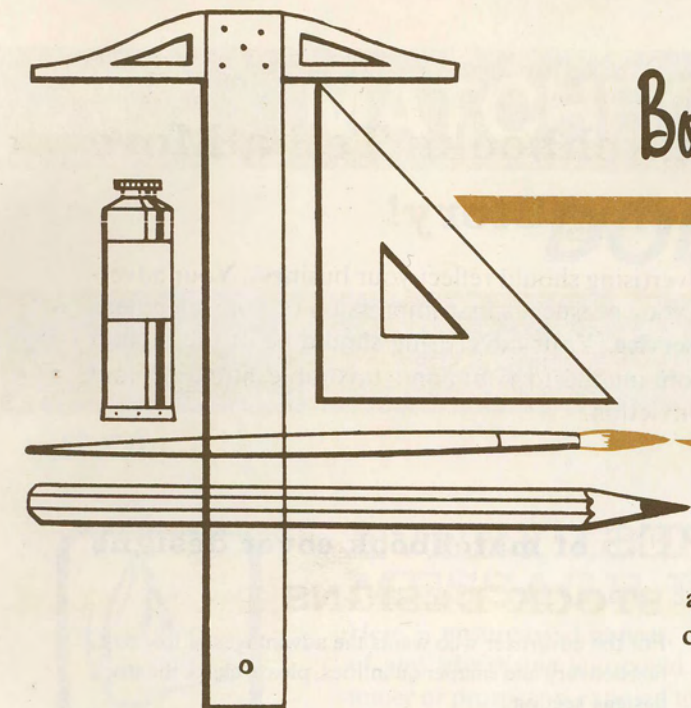
Book Match Covers Exclusively Yours!

SPECIAL REPRODUCTION DESIGNS

Special Reproduction book matches are designs created exclusively for you, to meet your specific advertising requirements. Our skilled Art Department can create a distinctive matchbook cover for you, featuring:

- **dynamic layouts**
- **specialized lettering**
- **beautiful color schemes**
- **eye-catching illustrations**

... all planned to gain higher readership for your book match advertising.



**SUPER KING SIZE
240's**

ACTUAL SIZE ILLUSTRATED

Prices in our price list for Special Reproduction matchbooks show your *complete* cost, including cost of preliminary sketches developed for your approval, cost of finished artwork, of printing plates, paper and printing. As with all book match designs, inside cover printing (and any artwork required for this) is available at slight added cost.



HOW TO ORDER A SPECIAL REPRODUCTION DESIGN BOOK MATCH

Developing Your Design:

Fill out a "Sketch Request" form, available from your advertising book match salesperson. You may specify the color or colors of ink and color of paper stock desired. If you have specific advertising requirements, it is best that you submit clean black and white stats of your logo, trademark, etc. or useable artwork.

Preliminary Sketch:

On receipt of an order, subject to artwork approval, with a "Sketch Request", we will prepare and submit a color sketch, in matchbook size, for your approval. A pre-payment must accompany each sketch request (See Price List). At such time that the sketch is returned and approved with a signed order within 15 days, the pre-payment will be credited to the cost of the order. Should a revised sketch be requested, a non-refundable charge must accompany the request (See Price List). This sketch will show in detail how the Special Reproduction book-match will look when printed. Any orders where the art work involved is excessive for the quantity and design ordered, we reserve the right to return the order or charge for the extra art work.

Art Work and Engravings:

After you have approved the sketch, the finished art work and the printing plates are made. The regular prices listed for Special Reproduction book matches include all costs of necessary art work and printing plates for the outside cover of the matchbooks. There is an extra charge, as shown in the price list, for art work, cuts and printing on the inside cover.

Inside Cover Printing:

The inside cover of the matchbook provides additional space in which to expand your advertising message. Although there is a slight additional charge for this service, as noted in the price list, most advertisers take advantage of this opportunity to list services, product advantages, or other important information.

Water-Resistant Striking Surface:

Your Special Reproduction matchbook is manufactured with a water-resistant striking surface at no additional charge. Ideal for warm, humid climates.

Special Paper Stocks:

For those who want special types of paper we have several different kinds of paper (See Price List for types). Additional charges for these papers are shown in the price list.

Embossing of Paper or Raised Letter Printing:

An additional charge is made (as shown in price list) for "hot-embossing" of the book match cover paper, or for printing with "Super-Embosso" raised letter inks.



SPECIAL REPRODUCTION

20's REGULAR SIZE

Designs Exclusively Yours!

These sample Special Reproduction matchbook covers shown illustrate the top quality design, artwork and printing which have made our Special Reproductions famous, the country over.

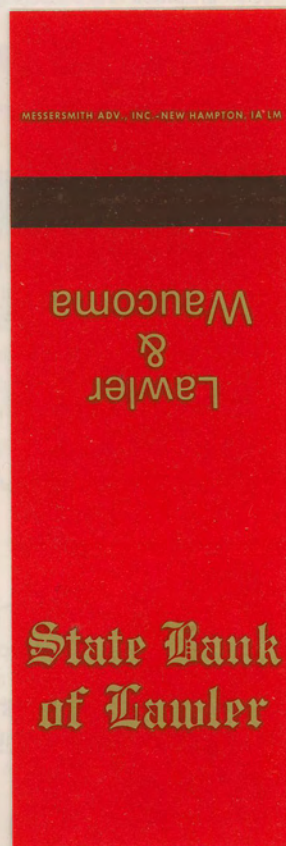
On these pages we present the finest matchbooks you can buy, at any price, with designs made to your own specifications, an added touch of beauty, an extra bit of attention-value, a plus in advertising effectiveness. Ordering details and prices are shown in the price list.



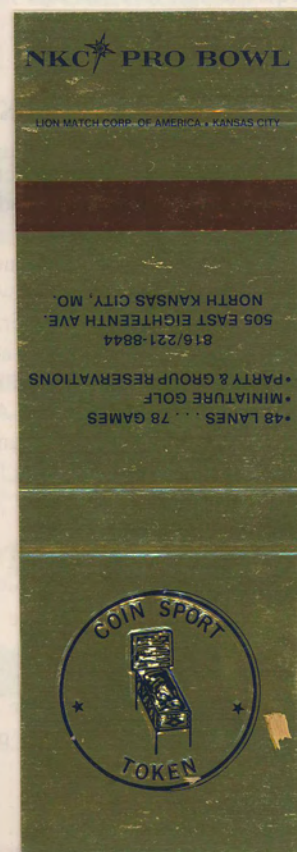
EMBOSSING



SHINEKOTE

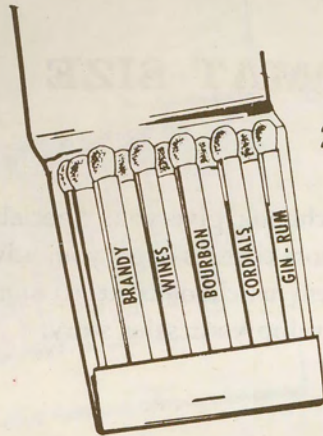


PLASTIKOTE

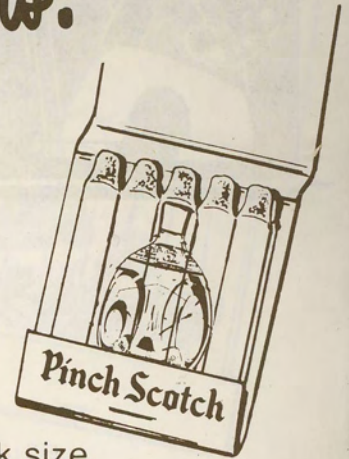


FOIL

Designs Exclusively Yours!



20 Stick size,
plain or printed.



10 Feature stick size,
plain or printed.

(See price list)

HOTEL SYSTEMS
of AMERICA, INC.

901-761-3280

Passport Inns

AT ENTRANCE TO THE
HEART DRIVE-IN THEATRE

LION MATCH CORP. OF AMERICA • KANSAS CITY

FREE INSTRUCTION
SNACK BAR
COCKTAIL LOUNGE
AUTOMATIC SCORERS
BRUNSWICK

HEART BOWL

924-7885

6401 EAST HIGHWAY 40
KANSAS CITY, MISSOURI

LION MATCH CORP. OF AMERICA • KANSAS CITY

WATTS MILL CENTER
1301 W. 103RD ST.
KANSAS CITY, MO.

RESTAURANT SOUTH

Eddys

942-8888

Eddys

RESTAURANT SOUTH

GOLD MEDAL
1-3720-1 \$1.95

LION MATCH CORP. OF AMERICA • NEW YORK

A FEBRUARY BESTSELLER
FROM FAWCETT

Flame of New Orleans

Flame of New Orleans



SPECIAL REPRODUCTION

30's DIPLOMAT SIZE

Thirty lights to the matchbook give your Special Reproduction design a longer advertising life—more chances to get your advertising message remembered. What's more, 30-stem matchbooks attract more attention and offer you more area in which to develop your sales story.



ANTIQUE

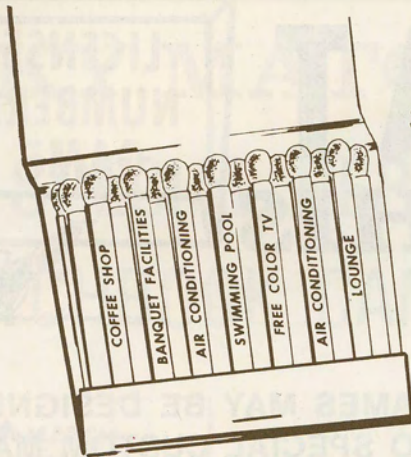


LUNAKOTE

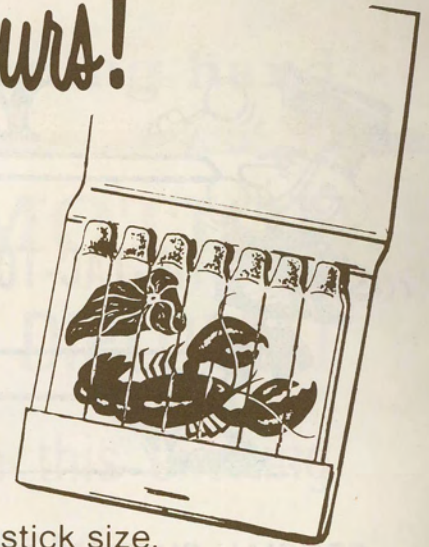


MYLAR

Designs Exclusively Yours!



30 Stick size,
plain or printed.



14 Feature stick size,
plain or printed.

(See price list)

SEVEN MILE/SHELDON
NORTHVILLE, MICHIGAN

LION MATCH CORP. OF AMERICA • DETROIT

Enclosed Heated and
Air Conditioned
Clubhouse
and Grandstand

For Special Group Club Party
Rates and Information
PLEASE CALL 313/349-1000

Jackson at Northville

jackson trotting association

northville downs

STRIKE ON BACK COVER

Thirty-Six South Seventh Street
Minneapolis

LION MATCH CORP. OF AMERICA • DETROIT

reservations
338-8311

SCOTTIE'S ON SEVENTH

*Total Manufacturing Systems
World-Wide*

LION MATCH CORP. OF AMERICA • DETROIT

10301 ENTERPRISE DRIVE
DAVISBURG, MICHIGAN 48442

LA SALLE MACHINE TOOL INC.
FENTON MACHINE TOOL INC.
LA SALLE MACHINE TOOL OF CANADA LTD.
SYS-T-MATION INC.
FAB 8 CATION

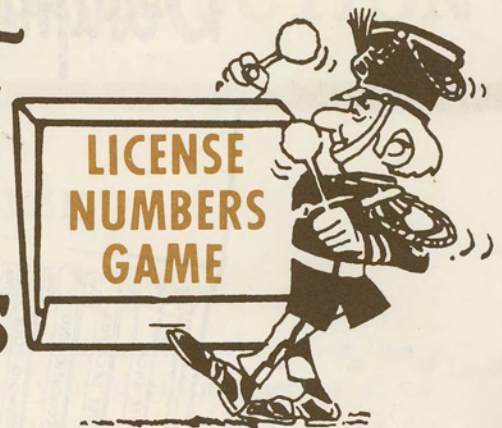
PHONE (313) 625-3700

SYST-MATION

MATCHLESS GAMES.®

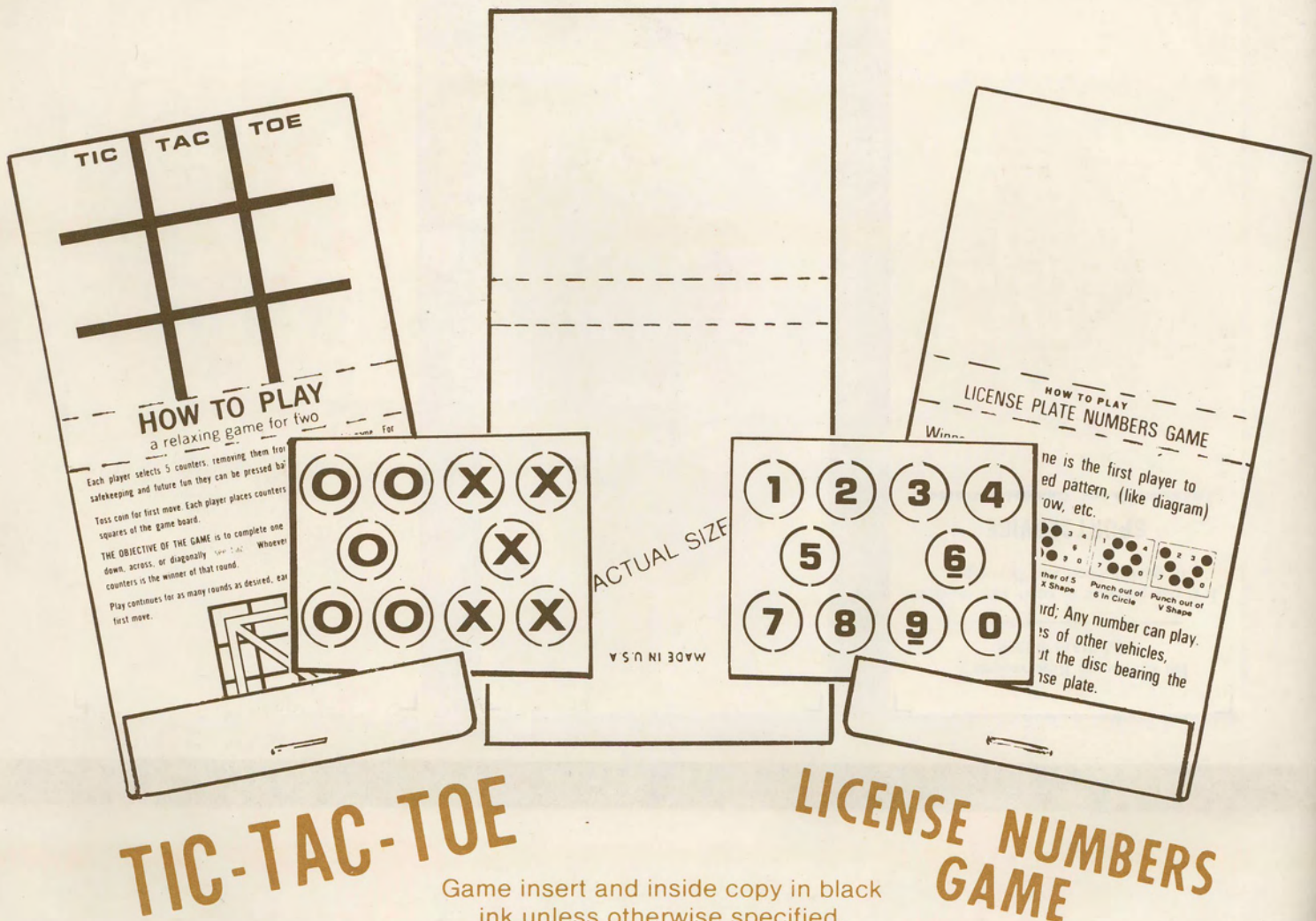


**YOU CAN'T
BEAT
THIS**



SPECIAL CUSTOM DESIGN MATCHLESS GAMES MAY BE DESIGNED TO YOUR CUSTOMER'S SPECIFICATIONS SIMILAR TO SPECIAL CUSTOM MATCHBOOKS.

Entire cover, inside & outside, available for customer copy. Game punchout die is standard, but printing design & colors may be changed to comply with customer needs.

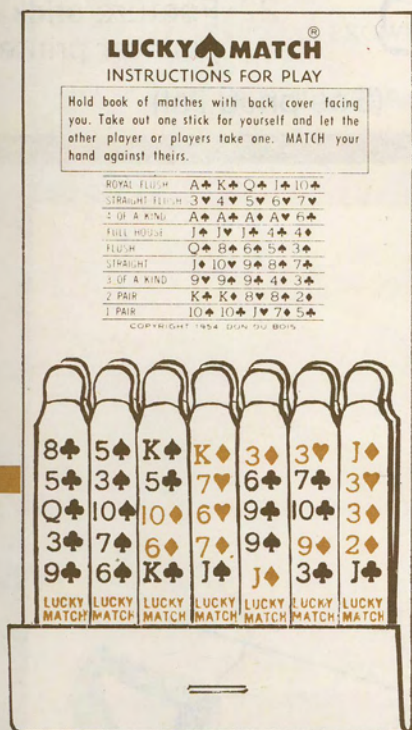


Game insert and inside copy in black ink unless otherwise specified.

Why Gamble? Hold a winning hand...

LUCKY MATCH PROMOTION!

ANY SPECIAL REPRODUCTION DIPLOMAT
MATCHBOOK CAN... Include this exciting
game of chance.



Lucky stick matches printed in red and black ink only.

Add inside printing upcharge for game instructions on inside of book - for any additional copy on inside we can position rules behind the matches at an additional plate charge. (See Price List.)

You hold a winning hand when you add lucky sticks to your Diplomat Special Reproduction matchbook. A different five card poker hand is printed on each stick, with fourteen different hands per book. Users "play poker" for entertainment, etc., keeping your message alive longer. This feature gets your advertising matchbook "talked" about!

Utilize the front, back and saddle, plus the front flap for your copy.



SPECIAL REPRODUCTION

Designs Exclusively Yours!

**40's KING
SIZE**

The elegance of an exclusive design plus the 40-lights—40 chances to get “action” on your sales message—provides you with a winning combination in matchbook advertising. Yes, here is a matchbook cover with plenty of area to exploit your advertising to the fullest degree—and plenty of room for the development of a creative design with impact.

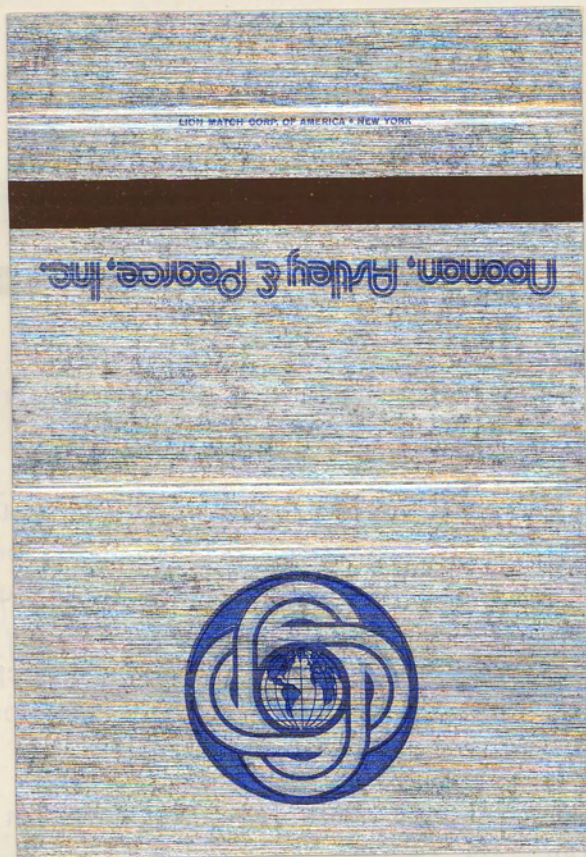


40 Stick Size,
plain or printed.



22 Feature stick size,
plain or printed.

(See price list)



TAFFETA



KROMEKOTE

Designs Exclusively Yours!

Calling Card Matchbooks

Increase the effectiveness of your personal card by making it your own advertising in a proven advertising media. Prospective customers will read and reread your message over a period of weeks and months. And when the time comes for decision your name will be as familiar as a book of matches.

THOMAS BROWN

JOHNSON, INCORPORATED

410 N. MICHIGAN BLVD., CHICAGO, ILL.
PR 8-8348

The uniqueness of a calling card may be added to any 40 size "King" special reproduction matchbook design. Options such as cello wrapping, four matchbooks in cellophane and/or perforating front cover for easy detachment of your business card are available upon request.

PRospect 8-8348

JOHNSON INCORPORATED

Electrical Components

410 N. MICHIGAN AVE.
CHICAGO, IL 60621

THOMAS BROWN

JOHNSON INC.

THOMAS BROWN, Sales Representative

410 N. MICHIGAN
CHICAGO, IL 60621
PR 8-8348

THE LION MATCH CORPORATION OF AMERICA
4600 WEST 72nd ST. - CHICAGO, ILL. 60629

Lion Match offers the widest variety of matchbook sizes, premium processes and paper stocks for your matchbook advertising programs, in the industry. We also offer a 30 size Tic-Tac-Toe and Dominoes with the look of a matchbook but containing no matches.

(312) 284-3666



JOHN WATKINS
Manager
Sales & Customer Service

THE LION MATCH
CORPORATION
OF AMERICA

4600 WEST 72nd ST.
CHICAGO, ILL. 60629
Sales Office
(312) 284-3650

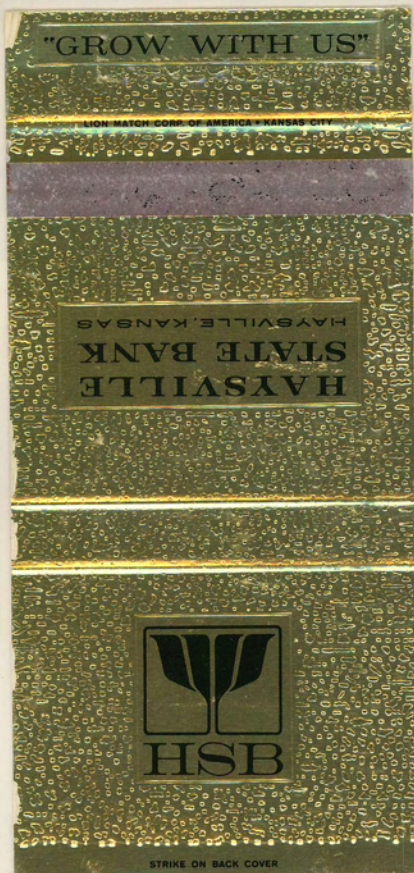
Dealer imprint advertising on the 40 size "King" calling card matchbooks is ideal for manufacturers, distributors, and wholesalers. This type of matchbook advertising is a result - producing way to secure closer cooperation, product identification, and dealer good will.

ADDING IMPACT WITH

Aztec

Foil Debossing

Elegant Aztec Debossing appears to elevate your advertising message out of the ordinary. There is no finer finish than debossing on rich metallic foil paper - quality presentation with a quality product.

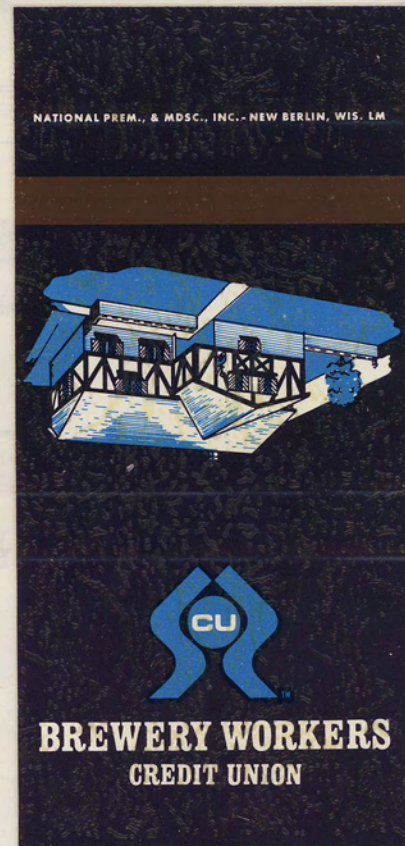
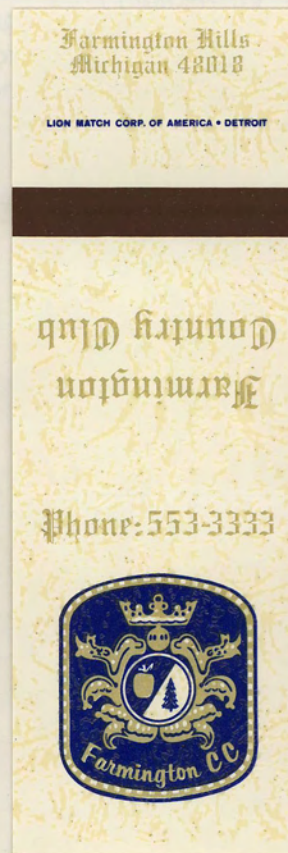


Aztec Debossing available only on metallic foils. Obtainable in any size book. For prices, see current price list using standard debossing upcharge on appropriate page of Special Custom Design Price.

Stipple

Thermo Process Embossing

Need something different? Try the new "Wet Look"! A raised, ornamental pattern added to your design greatly enhances message impact, draws added attention. Can be added to any size matchbook, over all ink colors, on Shinekote or Kromekote.



SOMETHING DIFFERENT

Raised Copy

Thermo Process Embossing

Do not overlook this proven method
as an effective advertising medium.

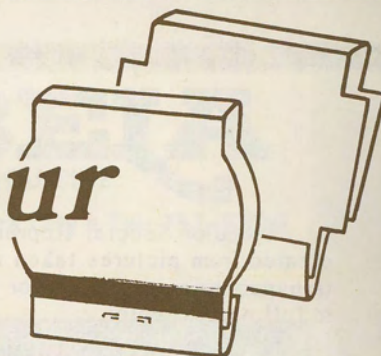
Impressive Raised copy-printed on Quality paper offers the
ultimate in good taste.



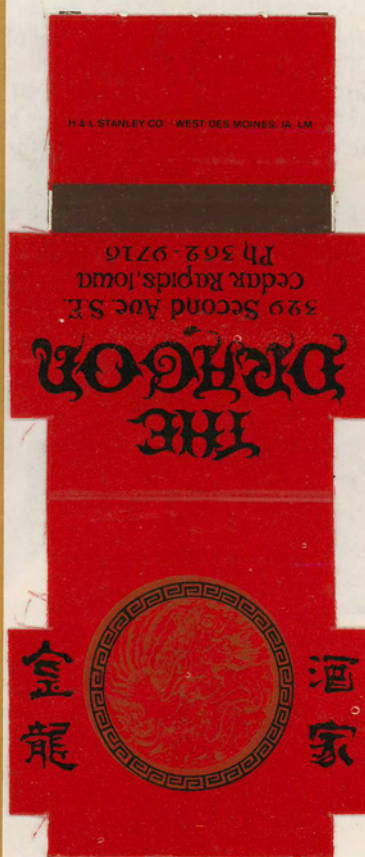
For the very best appearance use brief wording to permit
printing of large clear-cut type. Raised Copy may be added
to any size matchbook, over all ink colors, on Shinekote
or Kromekote paper only.

Contour

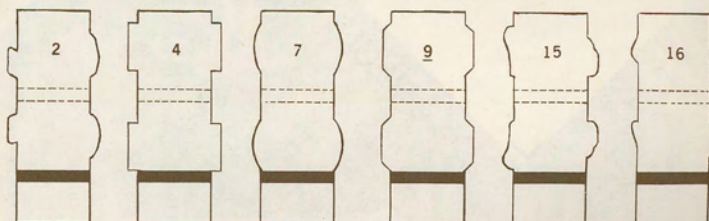
Message Bearers . . .



A truly unique contour shape makes everyone
take notice, adding impact to your advertising message.



These shapes available without charge, or if you wish, tell us
about your requirements and we'll design a special contour
with a one time charge to cover die cost.



TRUCOLOR

FOUR-COLOR PROCESS

Trucolor Special Reproduction book matches are designs created from pictures taken on Kodachrome or Ektachrome film transparencies-or full color paintings and artwork-and printed in full natural color.

Now, on your advertising matchbooks, you can capture all of the breath-taking beauty of any color pictures you have, or plan to take, of any subject desired. Just imagine how effective your advertising matchbooks can be with a full color reproduction of your building, the building interior, or your product.

A trucolor design can increase the attention value of your advertising book matches many times over. A trucolor design is sure to be looked at again and again-and remembered for a long, long time. Here, indeed, we offer the ultimate in beauty and fine printing, and the ultimate in advertising persuasiveness.

When ordering a trucolor design, you would supply us with a Kodachrome or Ektachrome transparency, or full-color artwork, from which we can make four-color printing plates. It is important to remember that the sharpness, clarity and appearance of the printed matchbook covers we will furnish you are dependent upon the quality, detail and color of the transparency you furnish us.

Trucolor designs are available in Two Classes as follows:

CLASS 1 - ONE PICTURE

A Kodachrome picture reproduced on outside cover of bookmatch.

CLASS 2 - TWO PICTURES

Two different pictures, one reproduced on the front cover and the other on the back cover.

Our Art Department will create a sketch, in full color, of your trucolor matchbook cover and send it to you for your approval before printing. Prepayment for sketch is required. (See Price List)

Refer to our price list for prices of each class - and complete ordering details. Inside cover printing is available at a slight extra cost.



FOUR-COLOR PROCESS SPECIAL REPRODUCTION DESIGNS

Trucolor designs are available in 20-stem, 30-stem, 40-stem and giant matchbook sizes, as illustrated.

4466 Elvis Presley Blvd.
Memphis, Tennessee

LION SALES - MEMPHIS

"Fashion Center of Memphis"



396-5230



**JERRY COLETTA
LTD.**

STRIKE ON BACK COVER

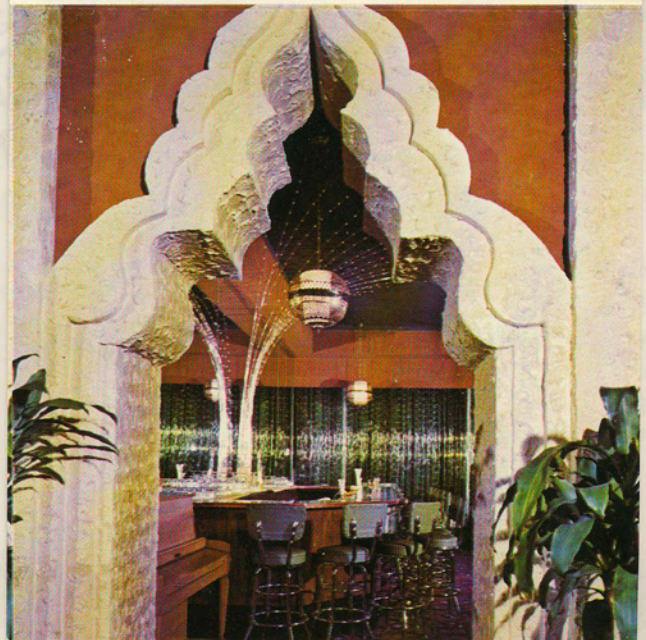
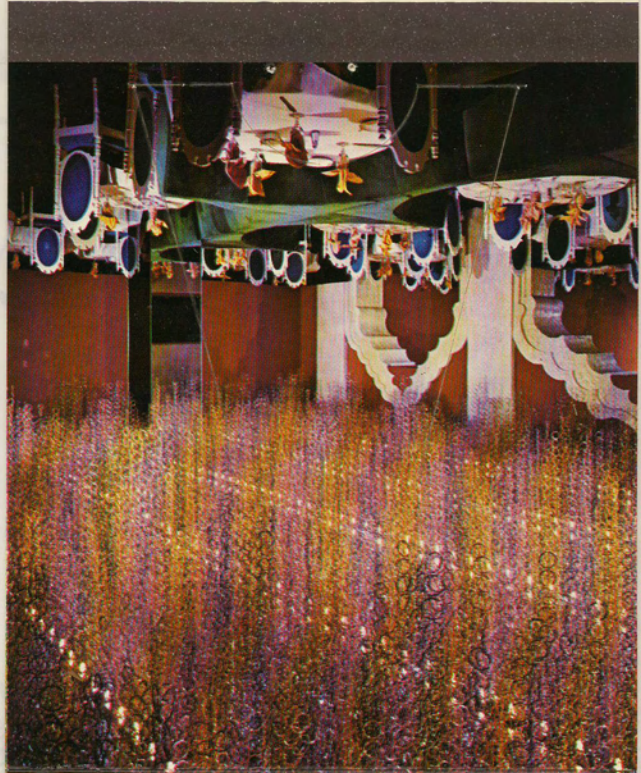
KING

All trucolor reproductions are printed on extra-fine quality, high gloss enamel paper.

TABELA

TANDOORI INDIAN CUISINE

15 East 48th St., New York City • Tel: 751-8999



GIANT

Let the **EXCLUSIVE GIANT**

The **BIG** approach to a
BIG
BIG impression.

Strike The Right Match
And
Light A Fire Under
Your
Promotion

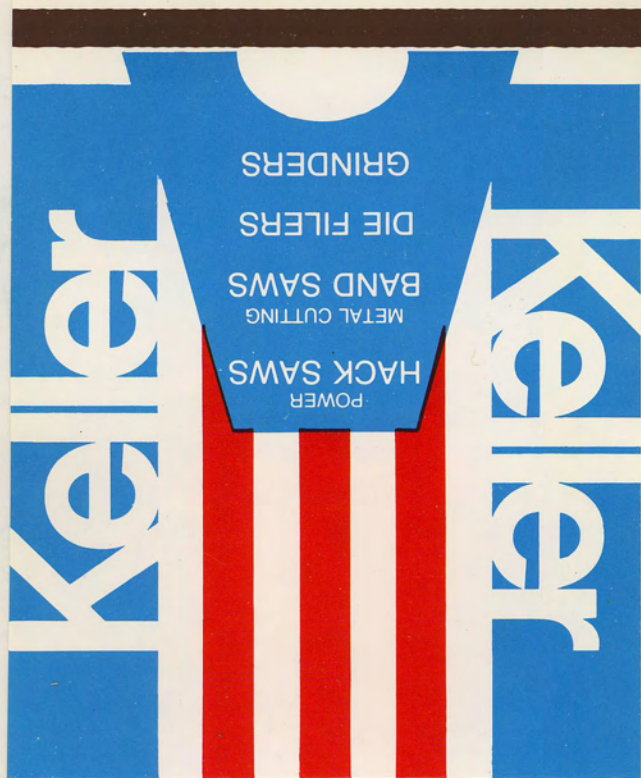
ADVERTISE YOUR PRODUCT,
SERVICE, COMPANY NAME...
GET YOUR ADVERTISING NAME...
WITHOUT ADVERTISING ACROSS
EVERY LIGHT COMPETITION...
MESSAGE FOR READING...
LOW COST BUDGET...
ADVERTISING EXPOSURE
MAJOR ADVERTISING MEDIUM
CONTROLLED CIRCULATION
SPECIAL PROMOTIONS

**GIANT ADVERTISING
WITH GIANT RESULTS**

Use **INSIDE PRINTING** and **PRINTED GIANT STEMS** to get all the copy space of a trade journal ad -- plus novelty appeal. An item your prospect will carry with him.

MATCHBOOKS light the way.

MADE EXCLUSIVELY BY LION MATCH CORP. OF AMERICA • CHICAGO

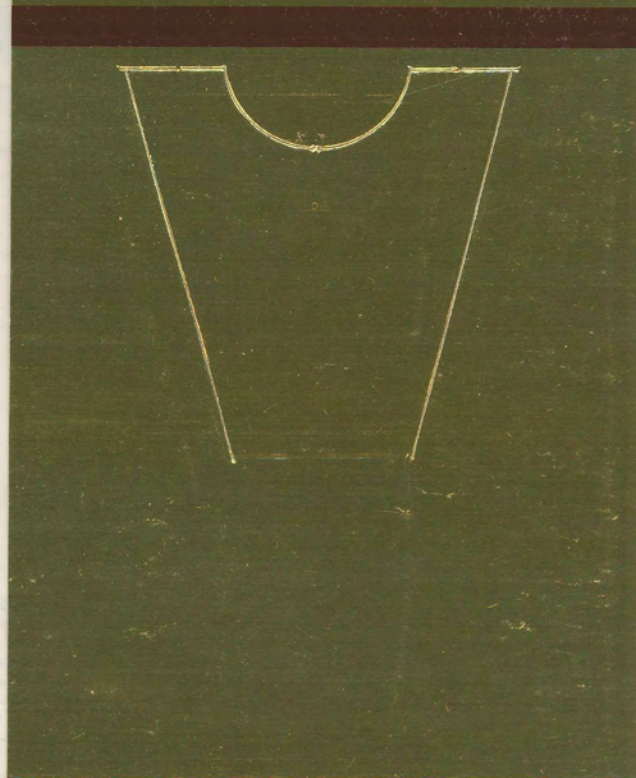


The Labor Savers
from *Heller*



CLOSE COVER BEFORE STRIKING

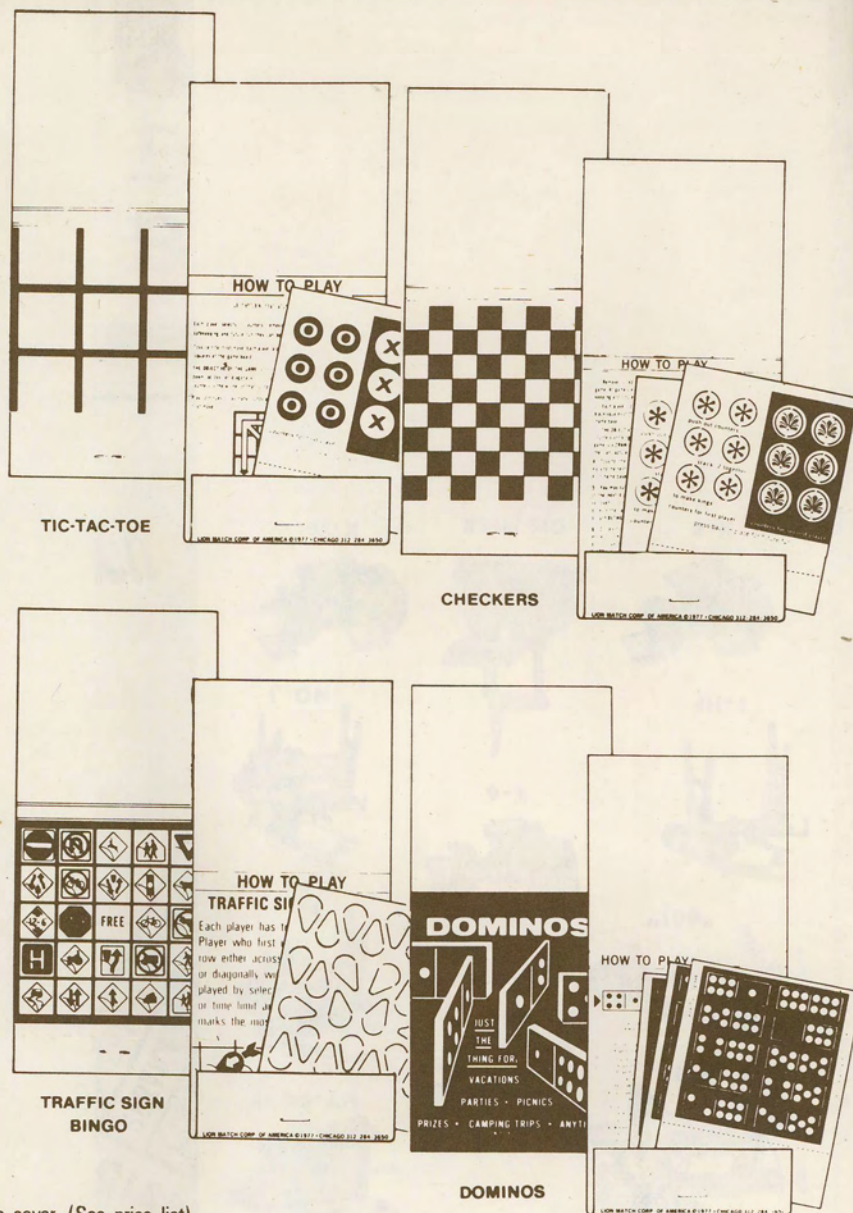
MADE EXCLUSIVELY BY LION MATCH CORP. OF AMERICA • CHICAGO



**Proven
Ideas . . .**

EXCLUSIVE! Pocket Size "MATCHLESS" Games[®]

SPECIAL CUSTOM DESIGN
MATCHLESS GAMES
MAY BE DESIGNED TO YOUR
CUSTOMER'S SPECIFICATIONS
SIMILAR TO
SPECIAL CUSTOM MATCHBOOKS.



Entire cover, inside & outside, available
for customer copy. Game punchout die is
standard, but printing design & colors
may be changed to comply
with customer needs.

Use standard Giant Feature prices for outside and inside cover. (See price list).

SUGGESTED PROSPECTS WHO'S INTEREST IS FOR SOMETHING DIFFERENT

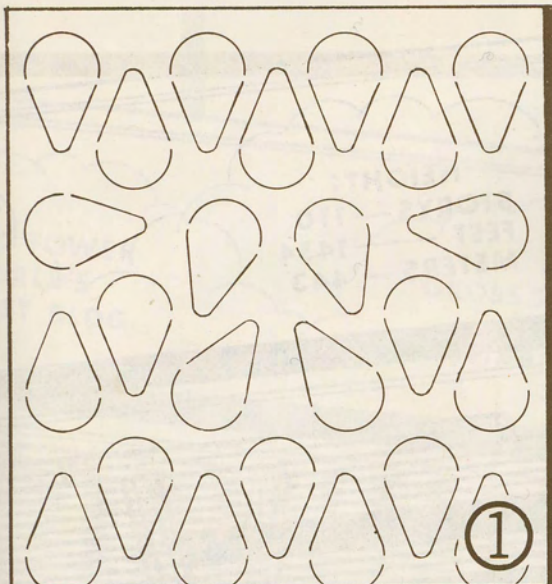
BANKS
SAVINGS & LOANS
AUTO DEALERS
RESTAURANTS
TRANSPORT COMPANIES
MOTELS & HOTELS
SERVICE STATIONS
REALTORS
VILLAGE PROMOTIONS OF
SPORTING EVENTS

RENTAL AGENCIES
TRAVEL AGENCIES
FUND RAISERS
HOME DEVELOPERS
CONVENTIONS
CAMP GROUNDS
PARADES
HOMECOMINGS
THEATRES-HIGH SCHOOL
DRAMA CLUBS

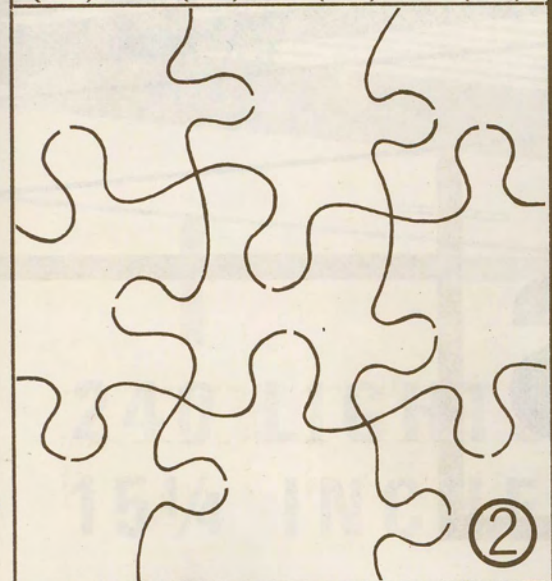
TRAILER COURTS
TOY DISTRIBUTORS
HARDWARE STORES
PHOTO STUDIOS
RADIO STATIONS - TV
CHURCH GROUPS
BINGO PROMOTERS
FOOD SERVICES
POLITICAL RALLIES &
ELECTION CAMPAIGNS

**Change
It!**

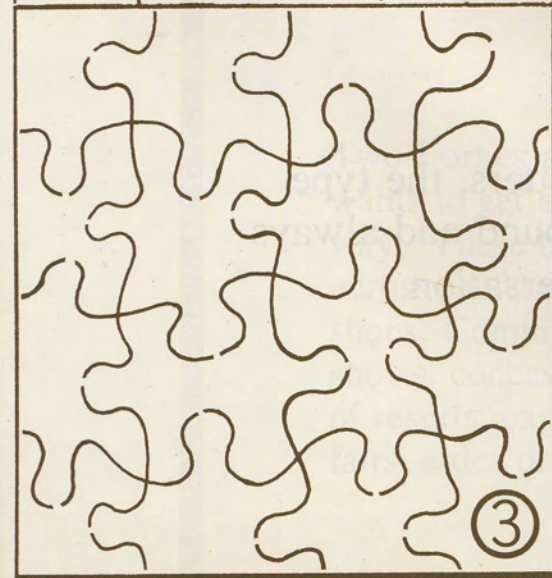
**Make your own game or
puzzle with available dies[©]**



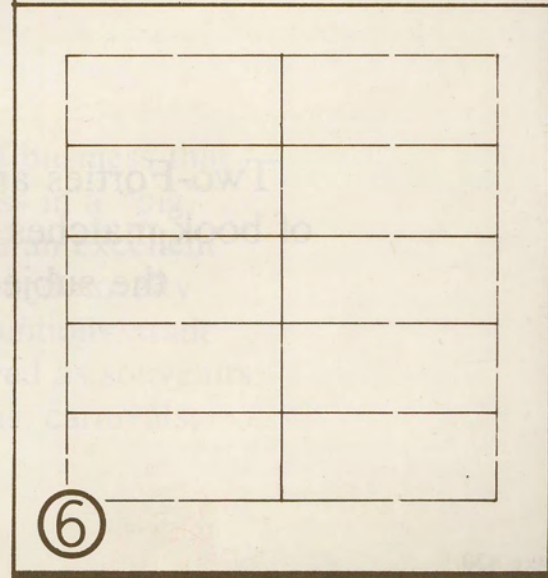
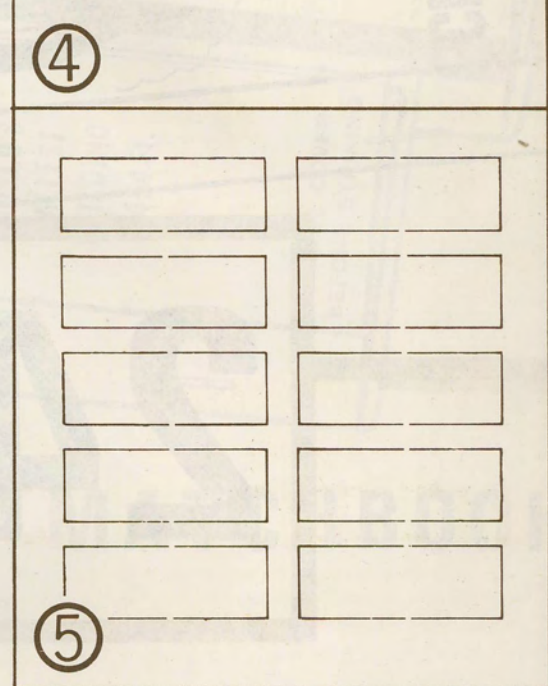
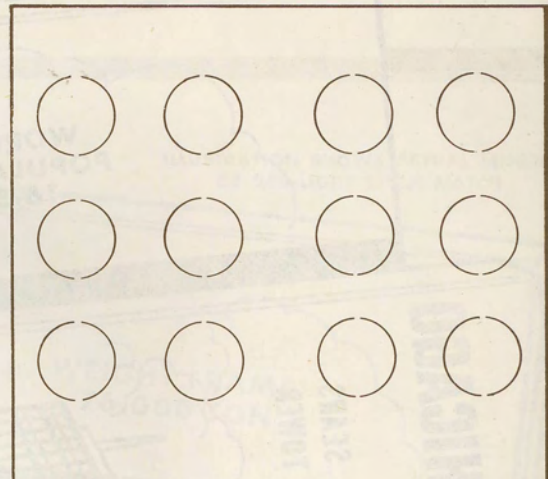
A UNIQUE
NEW DIMENSION
USING OUR EXCLUSIVE
"MATCHLESS"
GAME THEME.



CREATE A NEW GAME
OR PROMOTION
FOR YOUR CUSTOMER
WITH THEIR OWN
DESIGN OR LOGO
UTILIZING OUR
STANDARD GAME
PUNCHOUT DIES.



COST IS THE
SAME AS PRINTING
ON GIANT
FEATURE STICKS
(See Price List).



SUPER

WORKING
POPULATION:
16,500

HEIGHT:
STORYS — 110
FEET — 1454
METERS — 443

CHICAGO

SEARS
TOWER



240's

Two-Forties are “big” attention-getters, the type of book matches generally shown around and always the subject of good will conversation.

KING SIZE

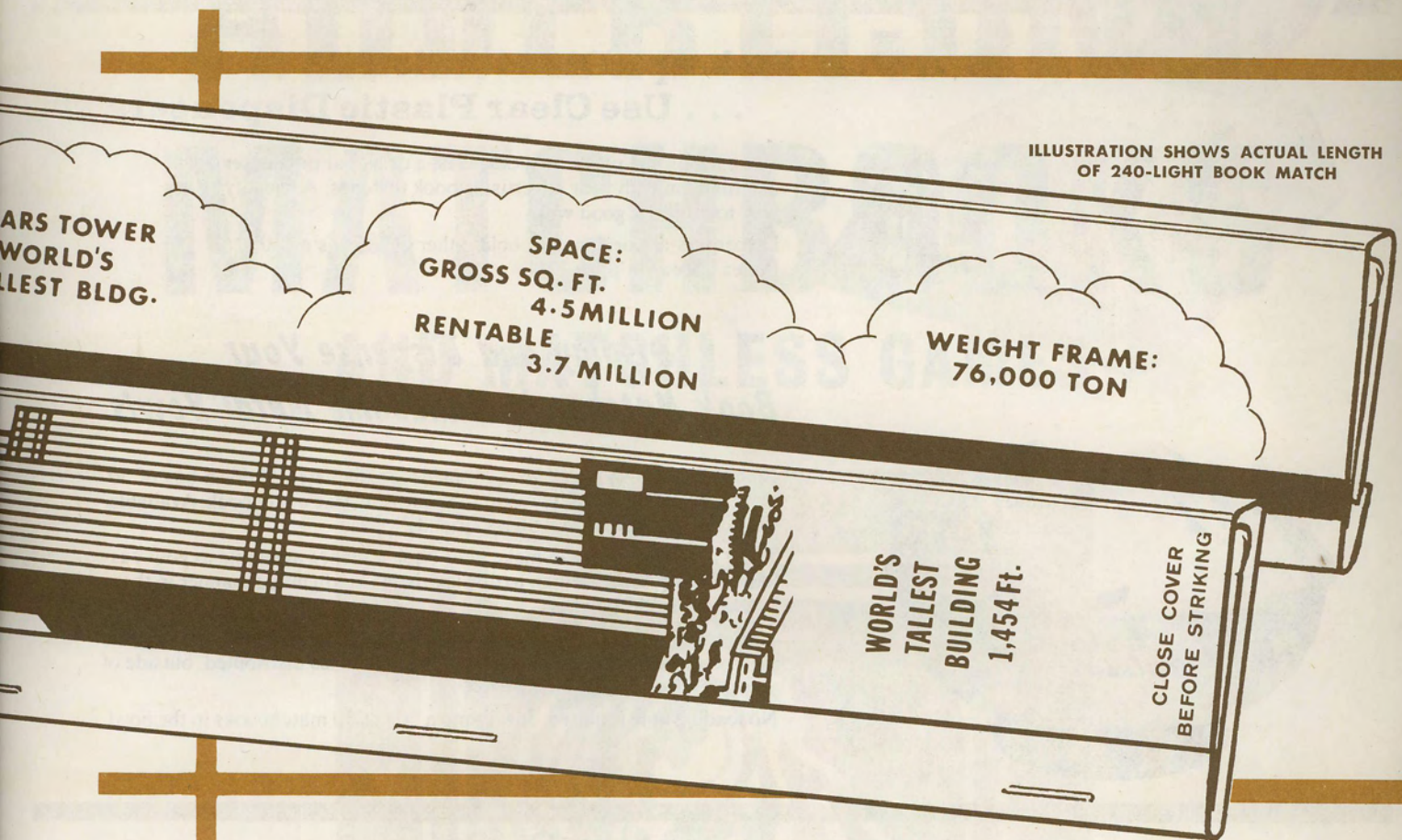


ILLUSTRATION SHOWS ACTUAL LENGTH
OF 240-LIGHT BOOK MATCH

240 LIGHTS TO THE MATCHBOOK 15 $\frac{1}{4}$ INCHES LONG

Two-Forties are ideal for any type of business that wants to get an advertising idea across in a "big" way. These book matches also make an excellent across-the-counter sales item for gift and novelty shops. Commands attention for conventions, trade shows, concession booths, or long-lived as souvenirs of resorts, expositions, grand openings, carnivals, fairs, cities or historical locations.



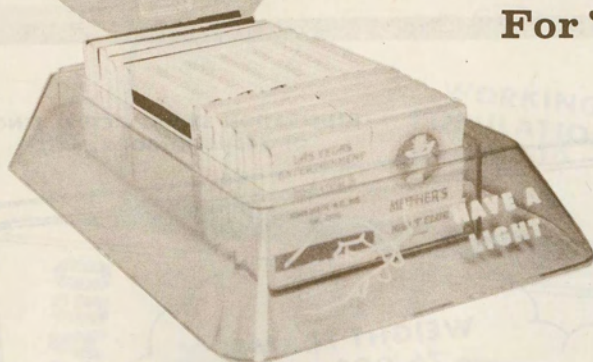
Counter Dispensers and Matchbook Packaging

For "Pick-up" Distribution

... Use Clear Plastic Dispensers

Place handsome plastic dispensers on a desk, bar or counter and fill them with your advertising book matches. A friendly way to build up good will.

Dispensers are designed to hold either 20's, 30's or 40's. Prices appear in price list.



Display and Dispense Your Book Matches in Handsome Metal Bowls

Rich crinkle finish of old gold 7½ inches in diameter. Holds a box of 50 matchbooks comfortably. Accommodates any size matchbook. Available with copy "For Our Matchless Friends".

There is no better way to make your book matches available to your customers and prospects, than to display them in a dignified manner in these handsome metal bowls.

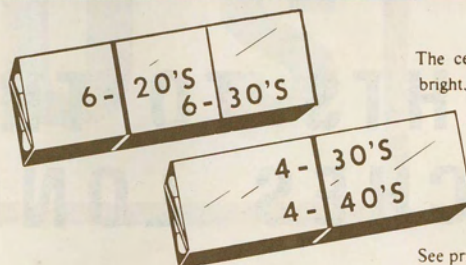
You may want to use several of them at strategic locations or even give them to places where you have your book matches distributed, outside of your premises.

No loading time required. Just dump a box of 50 matchbooks in the bowl.



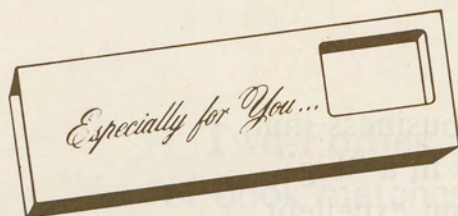
Cellophane Wrapping

A cellophane wrapped package of book matches is one of the most attractive ways to present your advertising to your customers-adds elegance giving your advertising the luxury look. Cellophane wrapped packages make wonderful give-away gifts over counters, at grand openings, conventions and trade shows, and fairs and exhibits.



The cellophane used is of the finest quality, bright, clear, and shiny.

See price list for costs of various size packages.



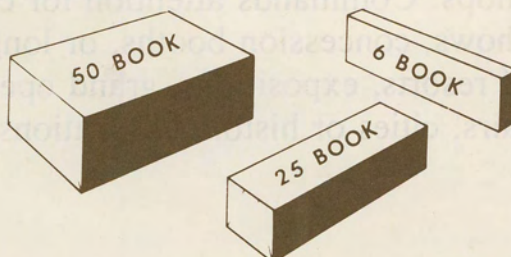
Window Display Sleeves

Available as plain white unprinted sleeves or printed "Especially for You". Also available for customer's own specific imprint in his choice of ink color(s). See price list for further information.

Mailing Containers

FOR DIRECT MAIL DISTRIBUTION

Monthly mailings to key executives and purchasing agents; invitations to come in for new furniture, autos, etc. These are but a few of the many Direct Mail programs in existence today. Direct Mail is the most effective way to distribute advertising matchbooks, often serving to retain old customers as well as bringing in new ones.



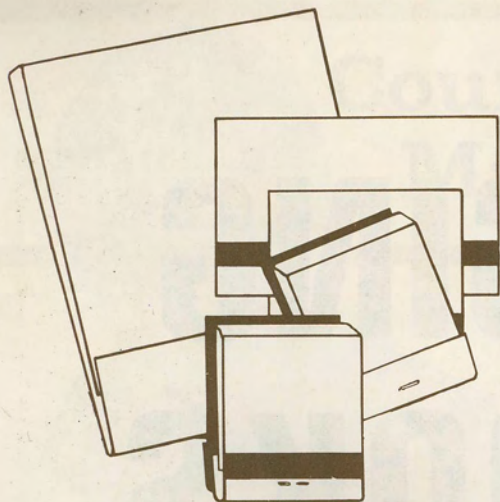
Cartons available in various sizes from 6 books to 50 books.

See price list for further information.

ADVERTISING MATCHBOOKS AND MATCHLESS GAMES



STOCK DESIGN CATALOG



STOCK DESIGNS

Quality Matchbooks Tell a More Convincing Story!

Your advertising should reflect your business. Your advertising is your prospect's first impression of your merchandise or service. Your advertising should be of the highest quality obtainable to command favorable attention and carry conviction.

You can get **TWO BASIC TYPES** of matchbook cover designs

STOCK DESIGNS

SPECIAL REPRODUCTIONS

This section shows the many choices and ways to prepare a matchbook for advertisers who want the advantage of low cost, fast delivery and smaller quantities.

For the advertiser who wants the advantages of an exclusive matchbook cover design . . . custom-tailored to the advertiser's individual advertising needs, please check the Special Reproduction design section.

HERE'S HOW WE BUILD IN QUALITY!

Our advertising matchbooks are top quality . . . under direct comparison, this quality is apparent to all. Listed below are the factors that determine quality in every matchbook we manufacture.

- ① Paper—carefully selected for toughness, fine texture and smooth, even, ink retentive coating.
- ② Outside Cover Design—created by talented artists and printed in fine inks to insure clear-cut messages.
- ③ Inside Printing—as clear and as inviting as that on the outside cover. Whether it's a keyed coupon to test advertising results or an additional sales message, it carries the same readership appeal as the message on the outside cover.
- ④ Match Heads—scientifically compounded and carefully dipped to assure an ample deposit of ignition material. Large, well formed heads that ignite quickly with velvety smoothness. No delayed action, sputtering or fireworks!
- ⑤ Stems—of strong, sturdy board. Die-cutting produces perfectly uniform sticks that are evenly cut and firm. Carefully and accurately centered and stitched into the matchbook cover.
- ⑥ Striking Surface—manufactured by us to our exacting standards, the striking compound is carefully applied and the result is a smooth, responsive striking surface.



The matchbook illustrated is a Stock design match.



Whether you are a candidate for public office, advertising a union made product or distributing your advertising to union conscious buyers - the union label is important. We can give you that label, on request, along with all the other benefits mentioned above.

20's

STANDARD
STOCK DESIGN

20 LIGHTS TO THE MATCHBOOK

Shine-Kote Individual Designs

Outstanding color combinations available
on top quality Shine-Kote paper.

You can use the entire surface of these beautiful, distinctive Shine-Kote book match covers for your advertising message. Attractive matchbook cover layouts, using all type or combining type with stock cuts, are possible.

ORDER BY: Design No. SK- and indicate color combination desired as shown by matchbook cover sample.

- Minimum order is 2,500 matchbooks.
- These are individual designs: only one color combination is permitted for each order. No changes in color of ink or paper are permitted.
- Your advertising message is printed only in color of ink shown on matchbook cover you select.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

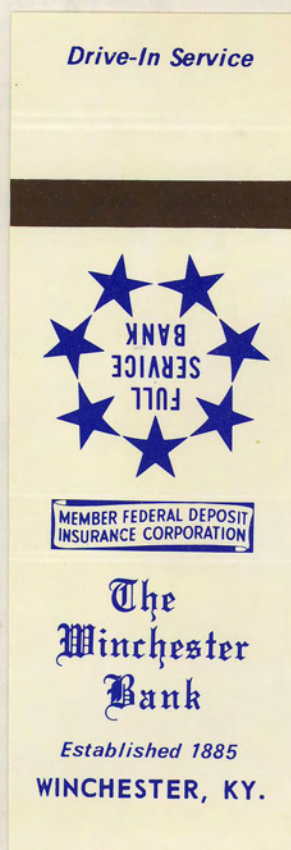
BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

Stock cut and saddle cut shown on sample matchbook cover are not a part of the design. See stock cut section for cuts available.



Design No. SK-
Black on White

Design No. SK-
Blue on White

Design No. SK-
Purple on White

Design No. SK-
Green on White

Design No. SK-
Red on White

Design No. SK-
Brown on White

CROSSROADS AUTO SERVICE

24 Hr. Wrecker Service

VANDALIA, OHIO
Phone 638-0927

The Winchester Bank

Established 1885
WINCHESTER, KY 75239

ELKS LODGE No. 1736

BUCKMANON
WEST VIRGINIA

SUPERIOR CAR WASH

267 SUPERIOR
FLINT, IA 76389
Phone 873-9712

FAISON INSURANCE AGENCY

P.O. BOX 303
FAISON, NEBRASKA

MARTINE'S COACH HOUSE — RESTAURANT —

542-9735
2365 S. TRAIL
SARASOTA, FLORIDA

2,500 min
@ \$47.00

Shine-Kote Individual Designs

You can use the entire surface of these beautiful, distinctive Shine-Kote book match covers for your advertising message. Attractive matchbook cover layouts, using all type or combining type with stock cuts, are possible.

285-9600



**AVENUE
CAB**

24 HOUR SERVICE
Radio Dispatched

Design No. SK-
Black on Yellow

782-8686

782-8686
CARRY OUT SERVICE
DINE IN OR FULL
● BROASTED CHICKEN
● BAR-B-Q BEEF, HAM,
PORK RIBS, TURKEY
featuring...

CALL AHEAD
WE'LL HAVE IT READY

**pappy's
BAR-B-Q**

118 South Clairborne
(In Townsquare I)
Olathe, Kansas

Design No. SK-
Red on Yellow

ORDER BY: Design No. shown under matchbook cover you select.

- Minimum order is 2,500 matchbooks.
- These are individual designs: only one color combination is permitted for each order. No changes in colors of ink or paper are permitted.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at a slight extra cost.

Stock cuts and saddle cuts shown on sample book match covers are not part of the design.

Red, White and Blue Individual Design

The pleasing combination of flag blue, gloss white, and brilliant red has universal appeal—assures reader-attention for any advertising message. In fact, many national advertisers have adopted these as standard trademark or insignia colors.

*2500 min
@ \$49.00*

Design RWB

... illustrating use of a two-color stock cut.

Thank You - Call Again



Washing
and LUBRICATING

**MANOR
SERVICE**

Complete Road Service

PHONE 671-8309

WILTON MANORS, FLA.

ORDER BY: Design RWB

- Minimum order is 2,500 matchbooks.
- No changes in colors of ink or paper are permitted.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

Stock cut and saddle cut shown on sample book match cover are not a part of the design.

20'sSUPER
STOCK DESIGN

20 LIGHTS TO THE MATCHBOOK

BLACK on RED with STIPPLE FINISH Individual Design

The stipple finish (or wet look) adds elegance and character to your matchbook. This raised, ornamental pattern draws added attention, which greatly enhances message impact.

ORDER BY: Design BRS

- Minimum order is 2,500 matchbooks.
- No changes in colors of ink or paper are permitted.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

Stock cut and saddle cut shown on sample matchbook cover are not a part of the design. See stock cut section for cuts available.

DIAL 528-2303



A Good Place
TO EAT

**FOREST
LANES**

FALLS ROAD
CORBIN, KY.

Design No. BRS

20'sSUPER
STOCK DESIGN

20 LIGHTS TO THE MATCHBOOK

Woodgrain Design

A woodgrain design to provide a pleasing, custom appearance. Ideal for adding a warm, rustic atmosphere to your advertising message.

Phone 612-5453



YOU ARE
Always WELCOME *at*

**SUNSHINE
BEACH
MOTEL**

12035 GULF BLVD.
SUNSHINE BEACH, FLA.

Design No. WG

ORDER BY: Design No. shown under matchbook cover you select.

- Minimum order is 2,500 matchbooks.
- No changes in colors of ink or paper are permitted.
- No halftone cuts (photographs) or any other cuts with fine detail.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at a slight extra cost.

Stock cut and saddle cut shown on sample matchbook cover are not a part of the design. See stock cut section for cuts available. Page 3

Five PASTEL Color ASSORTMENT

This truly attractive assortment of five background colors lends variety to your advertising. Since the entire matchbook cover is available for the printing of your sales message, attractive layouts, using all type or combinations of type and stock cuts, are possible.

Distinctive Shine-Kote paper provides a bright, colorful background for your advertising message.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

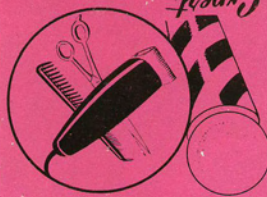
Up to 8 lines of copy or a stock cut; in black ink only, are available at slight extra cost.

ORDER BY: Design - Pastel Color.

- Minimum order is 2,500 matchbooks
- With each order, you get approximately equal quantities of all five colors shown.
- This design is sold as an assortment, as shown by the book match covers sampled here. No change in colors of paper or ink is permitted.
- You may select an individual background color. Minimum quantity order of 11 cases, single shipment.

225-5422

HAIR CUTTING



SANITARY BARBER SHOP
★ COURTEOUS SERVICE ★

**WEST END
BARBER**

LADIES' HAIRCUTTING
7th & RANDOLPH
ST. PAUL, MINN.

**WEST END
BARBER**

LADIES' HAIRCUTTING
7th & RANDOLPH
658-5423

**WEST END
BARBER**

LADIES' HAIRCUTTING
7th & RANDOLPH
658-5423

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BARBER**

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BARBER**

LADIES' HAIRCUTTING
7th & RANDOLPH
658-5423

**WEST END
BARBER**

LADIES' HAIRCUTTING
7th & RANDOLPH
658-5423

20's DE LUXE DESIGNS

20 LIGHTS TO THE MATCHBOOK

Stock cut and saddle cut shown on sample matchbook cover are not a part of the design. See stock cut section for cuts available.

Five EARTH Color ASSORTMENT

The simplicity of these five earth colors lends itself to the basic environmental and nature theme of today's world. The colors are appealing for all seasons; adding punch to any advertising message.

Distinctive Shine-Kote paper provides a bright, colorful background for your advertising message.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

ORDER BY: Design - Earth Color.

- Minimum order is 2,500 matchbooks
- With each order, you get approximately equal quantities of all five colors shown.
- This design is sold as an assortment, as shown by the book match covers sampled here. No change in colors of paper or ink is permitted.
- You may select an individual background color. Minimum quantity order of 11 cases, single shipment.



Stock cut and saddle cut shown on sample book match cover are not a part of the design. See stock cut section for cuts available.

20's DE LUXE DESIGNS

20 LIGHTS TO THE MATCHBOOK

Gold and Silver Individual Designs



Design No. 47



Design No. 48



Design No. 49



Design No. 50

Gold and silver individual designs are distinguished looking matchbooks whose advertising effectiveness equals their appearance. The lavish use of gold and silver inks make these designs deluxe in every sense of the word.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at a slight extra cost.

ORDER BY: Design No. shown under matchbook cover you select.

- Minimum order is 2,500 matchbooks.
- These are individual designs: only one color combination is permitted for each order. No changes in colors of ink or paper are permitted.
- No halftone cuts (photographs) or any other cuts with fine detail.

20's

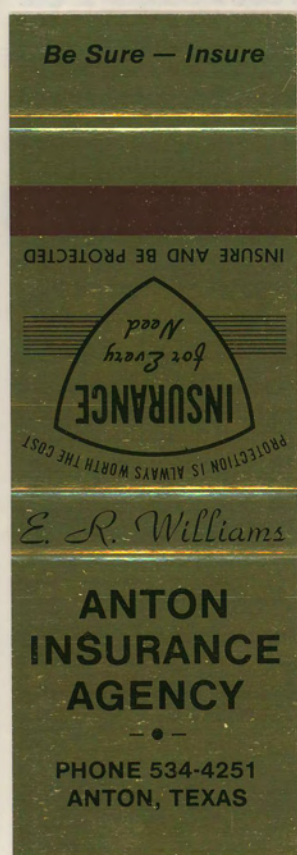
**SUPER
STOCK DESIGN**

20 LIGHTS TO THE MATCHBOOK

Metallic Foil Individual Designs

Foil-Glo individual designs combine the durability and beauty of aluminum foil paper with rich, black or blue inks.

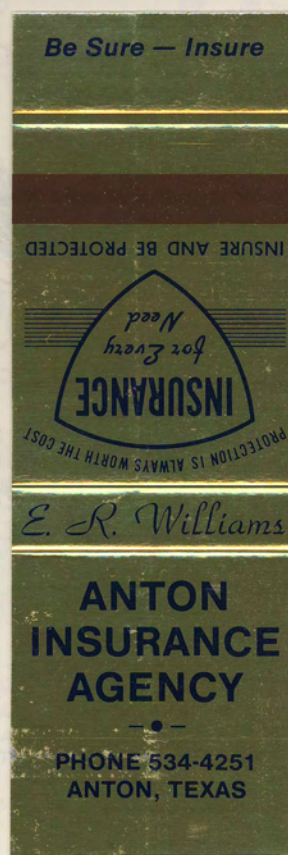
Foil-Glo designs add an air of extravagance and eye-appeal to your advertising program. Their superb quality and appearance help to give your printed message greater impact.



Design No. FG-1



Design No. FG-2



Design No. FG-3



Design No. FG-4

ORDER BY: Design No. shown under match-book cover you select.

- Minimum order is 2,500 matchbooks.
- These are individual designs: only one color combination is permitted for each order. No changes in colors of ink or paper are permitted.

20's FOIL-GLO DESIGNS

20 LIGHTS TO THE MATCHBOOK

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

Stock cuts and saddle cuts shown on sample book match covers are not a part of the design. See stock cut section.



Knockout

Individual Stock Cuts

Best loved sports - A theme close to the heart of the American Public.

Attractive Illustrations for Attention, on any Stock Individual Design.



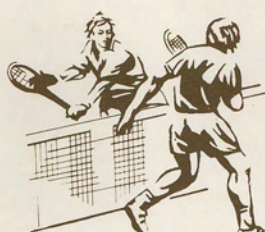
CUT NO. 972



CUT NO. 973



CUT NO. 974



CUT NO. 975



CUT NO. 976

Knockout sports cuts are perfect for advertising by businesses to promote community pride in their local High School and College Sports teams, professional teams, and other amateur sports.

Knockout cuts should be ordered by cut number for any of our stock design matchbooks selected.

• GOLF
• SCUBA
• TENNIS
• SKIING
• SAILING
• FISHING
• FOOTBA
• BASEBA
• BASKET
• HIKING
• CAMPIN

EQUIPME
EVERY
EVL

773-6644

**SPORTING
GOODS
HALL'S**

1041 N. 12th ST.
PETESVILLE, KAN.
Made in U. S. A. - LM

**SPARTANS
HOME GAMES**

3..... Chief
10..... Lions
24..... Red
8..... Abbo
15..... Bulls
29..... Tarp
v. 19..... Tig
v. 26..... Bell

ROAD GAME

pt. 17..... Bel
pt. 24..... Bul
st. 1..... Tig
ct. 22..... Rec
ct. 29..... Ch
ov. 5..... Ab
ov. 12..... Ta

BEER

Made in U. S. A. - LM

COLOR TV

DUFFY'S

"50 YARD LINE"

TAVERN

1224 WHITE RD.
DEKALB, ILL.

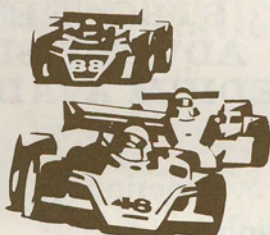
Saddle cuts shown on sample book match covers are not a part of the design. See stock cut section for saddle cuts available.

Try this newest approach with Knockout Stock cuts.

for. . . Sports Enthusiast using our Stock Designs



CUT NO. 977



CUT NO. 978



CUT NO. 979



CUT NO. 980



CUT NO. 981



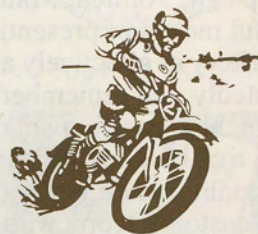
CUT NO. 982



CUT NO. 983



CUT NO. 984



CUT NO. 985



CUT NO. 986

ACROSS FROM PARK

Made in U. S. A. - L.M.

NITE GAMES
7:30 P.M.
DAY GAMES
1:15 P.M.
SUNDAYS
1:15 P.M.

St. Louis, Mo.
11327 Prairie Ave.

DUFOUR
JOE'S
"SOFTBALL"

HOME TOWN



CUT NO. 987



CUT NO. 988



CUT NO. 989

Utilize inside copy for equal advertising exposure
of information pertaining to "Who, What, Where
and When!" See price list for the nominal costs.

Team schedule may be put on inside
cover at additional art cost if more than
8 lines are required. (See price list)

Saddle cuts shown on sample book match
covers are not a part of the design. See stock
cut section for saddle cuts available.



Political MATCHBOOKS

**STRONGEST
ADVERTISING
MEDIUM AVAILABLE**

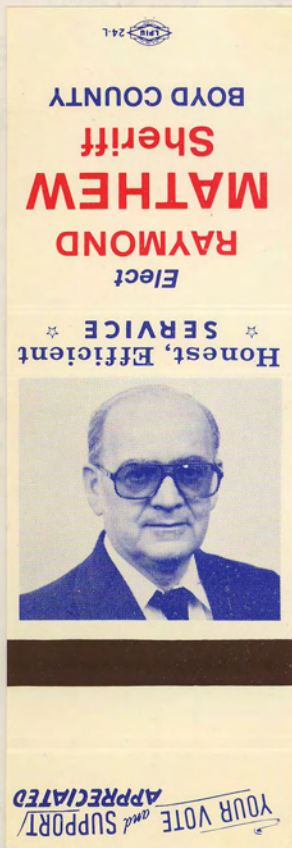
The only advertising voters carry around with them . . . exposing your name for reading and remembering with every light!

A must for every campaign! Political Matchbooks are recognized by candidates of all parties as a powerful means of presenting a message to the voters. No political worker can cover a territory as effectively as a matchbook - the candidates name and message is read repeatedly and remembered.

Although Political Matchbooks are available in any design, the two most popular Stock Designs are the rich blue ink on quality white paper (SK Blue) and the flag blue and red inks on quality white paper (RWB).

Combining individual customer copy with candidate's halftone portrait cut and/or selection of a stock political cut from our wide assortment, produces a political matchbook with vote-getting power and winning results at the polls.

Design RWB



Portrait Halftone Cuts

Design may include one or more photographs of good quality, glossy black and white, not more than 4" X 5". Photo must not be scratched, stapled or marked in any way. Submit with order, making sure photograph is protected by cardboard to prevent folding.

More than one candidate can share advertising space and cost on a matchbook, creating a unique way to promote team image.

Our printing method, which is offset, eliminates the use of cuts, plates or mats. However, if such is provided, we will make a clean copy for an added cut charge. (See price list for cost).

All political orders, regardless of quantity, must be accompanied by payment in full, including art charges, freight cost and all applicable taxes.

**Union Label printed on all
POLITICAL MATCHBOOKS
(Unless otherwise specified)**



Design SK-Blue



For vote-getting results on election day, use political matchbooks!

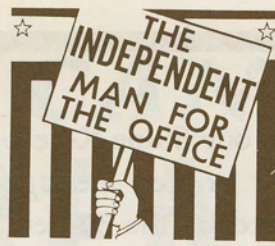
★★★★★ Political Stock Cuts ★★★★★



CUT NO. 2610



CUT NO. 426



CUT NO. 518



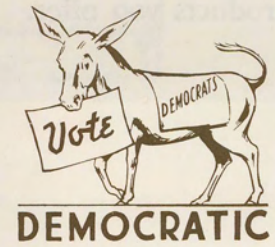
CUT NO. 432



CUT NO. 430



CUT NO. 89



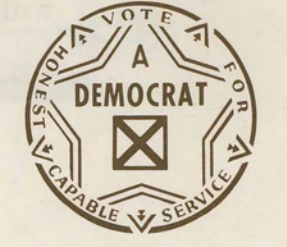
CUT NO. 88



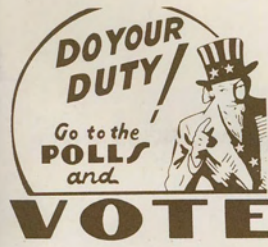
CUT NO. 427



CUT NO. 291



CUT NO. 283



CUT NO. 90



CUT NO. 285



CUT NO. 225



CUT NO. 551



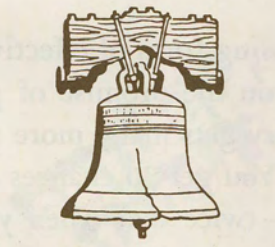
CUT NO. 228



CUT NO. 213



CUT NO. 2611



CUT NO. 214



CUT NO. 229



CUT NO. 230

STOCK SADDLE CUTS



CUT NO. A-423



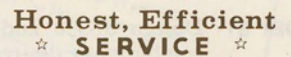
CUT NO. A-425



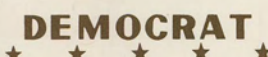
CUT NO. A-427



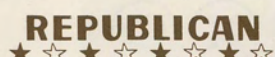
CUT NO. A-424



CUT NO. A-444



CUT NO. A-469



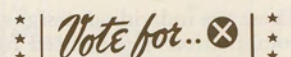
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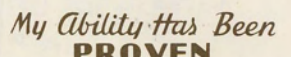
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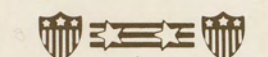
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CUT NO. A-453



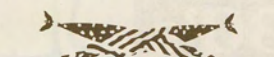
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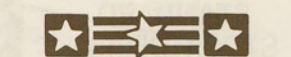
CUT NO. A-511



CUT NO. A-512



CUT NO. A-513



CUT NO. A-514

These cuts may be used on any of our stock designs.

Shine-Kote Individual Designs

The truly fine surface of our Shine-Kote paper provides the perfect background for your printed message. This, in combination with the wider area offered by the 30-stem matchbook, offers you the opportunity to make up an extremely attractive cover layout with plenty of room to list the services or products you offer.

WESTLAND SERVICE

673-2434
2635 ROBINSON ST.
JACKSON, MISS.

ED WISSEL MOTORS

534-8735
THIRD AVENUE
CINCINNATI, OHIO

PARK LANE HOTEL VALET SHOP

2842 SHERIDAN RD.
728-3800
Free Pickup & Delivery

DON'S TAXI

— • —

Phone
762-2458

Design No. SK-30 Red

Design No. SK-30 Blue

Design No. SK-30 Black

Design No. SK-30 Green

Our 30-stem matchbooks present an imposing form of effective, low cost advertising. The larger size offers you the promise of greater advertising results because your sales story gets many more reader-exposures. Every light exposes your ad! You get 30 chances to "hit home" with your prospect or customer—twice that when you use inside cover printing.

ORDER BY: Design SK-30 and indicate color combination desired as shown under matchbook cover sample.

- Minimum order is 2,000 matchbooks.
- These are individual designs. Only one color combination is permitted for each order.
- No changes in colors of paper or ink are permitted.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

STANDARD
STOCK DESIGN

30's

30 LIGHTS TO THE MATCHBOOK

Stock cut and saddle cut shown on sample book match cover are not part of the design. See stock cut section for cuts available.

353-2434



WE AIM TO please

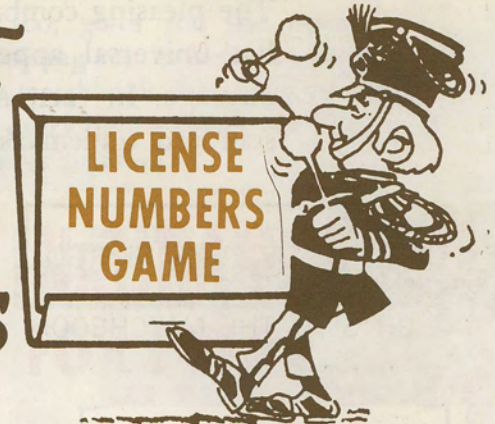
WESTLAND SERVICE

2635 ROBINSON ST.
JACKSON, MISSISSIPPI

MATCHLESS GAMES.®



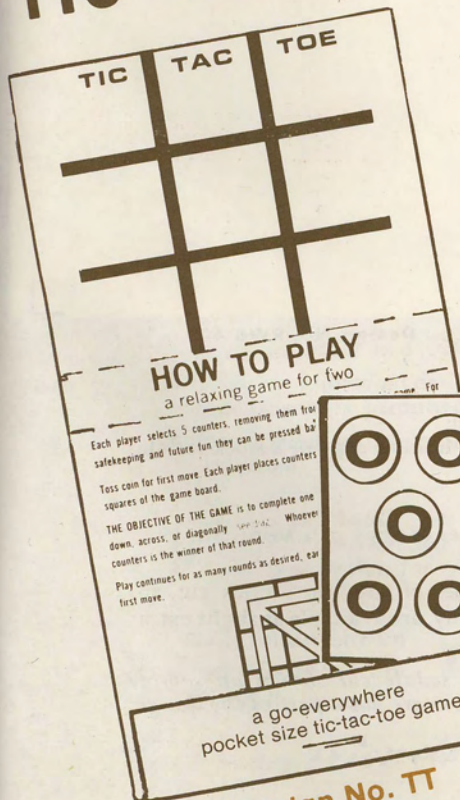
YOU CAN'T
BEAT
THIS



FOR REPEAT ADVERTISING SPACE AND
EXCITING GAMES FOR ALL AGES

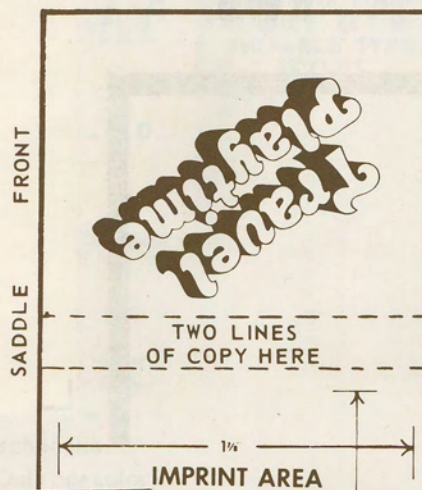
Travel
Playtime

TIC-TAC-TOE



Design No. TT

- Order by number under desired design.
(Blue, Black, Red or Green)



BACK
COVER

ACTUAL SIZE

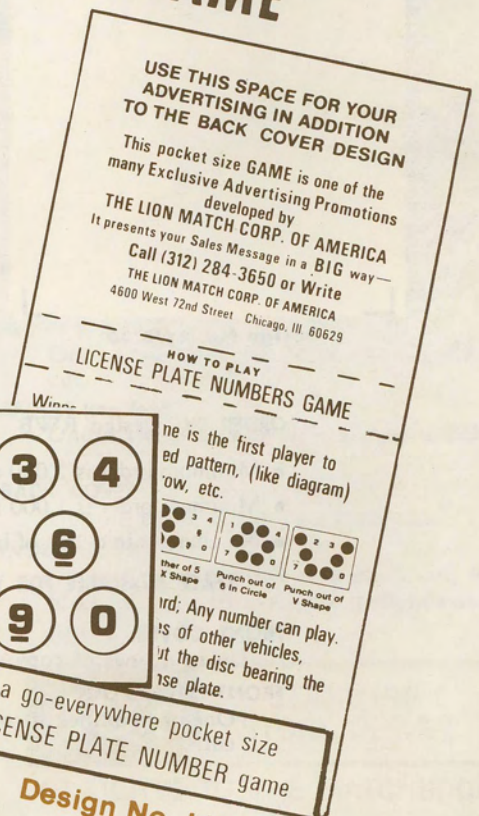
MADE IN U.S.A.

a go-everywhere
pocket size game

Inside copy and game
insert in black ink only.

Travel
Playtime

LICENSE NUMBERS
GAME



Design No. LN

Red, White and Blue Individual Design

The pleasing combination of flag blue, gloss white, and brilliant red has universal appeal—assures reader-attention for any advertising message. In fact, many national advertisers have adopted these as standard trademark or insignia colors.

30's

DE LUXE DESIGN

30 LIGHTS TO THE MATCHBOOK

Phone 517-782-9418



APPRECIATE
AMERICA

**PARK
TOOL & DIE**

1911 Airline Drive, S.E.
Jackson, Michigan 49203

Design No. RWB 30

DE LUXE DESIGN

40's

40 LIGHTS TO THE MATCHBOOK

PULL LEVER A3

A MAN YOU CAN RESPECT
STATE SENATOR
For
ED HAMMERSTEIN

STAY WITH:
FOR GOOD GOVERNMENT

THE MAN For The OFFICE

RE-ELECT
**EDWARD L.
HAMMERSTEIN**
For
STATE SENATOR



Design No. RWB 40

**Two Color
RWB**

ORDER BY: Design RWB

- Minimum order is 2,000 matchbooks. RWB 30.
- Minimum order is 1,000 matchbooks. RWB 40.
- No changes in colors of ink or paper are permitted.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

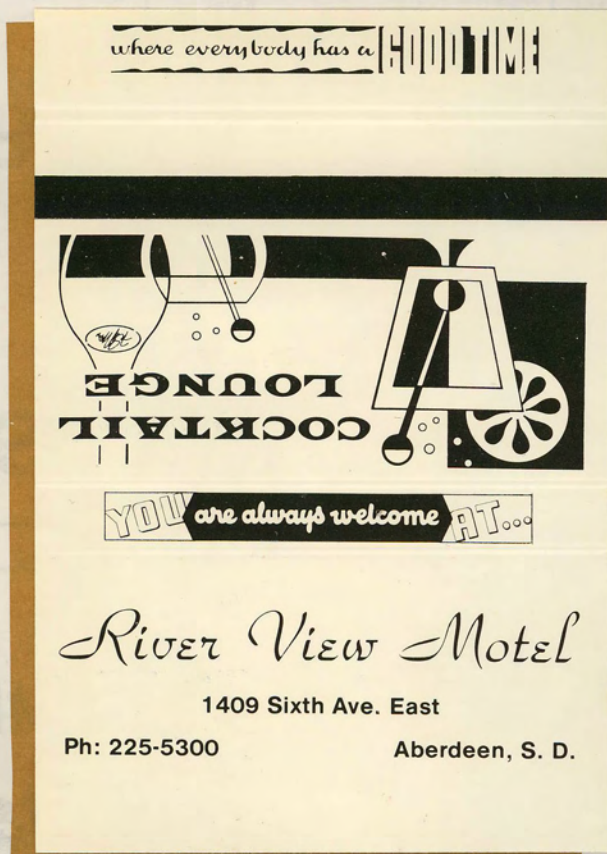
Stock cut and saddle cut shown on sample book match cover are not a part of the design.

Shine-Kote Individual Designs

The Shine-Kote 40-stem matchbook designs offer you distinctive size, top quality paper, and strong color attention—superbly combined for maximum advertising effectiveness.

Shine-Kote is an excellent printing surface for type, stock cuts and halftone cuts (photographs). This, together with the larger area

provided by the 40-stem matchbook, offers you the opportunity to make up an extremely attractive cover layout. The larger size of the matchbook, too, gives you the promise of greater advertising results because you get 40 lights to the matchbook. You get a reader-exposure with every light—twice that when you use inside cover printing.



Design No. SK-40 Black

ORDER BY: Design SK-40 and indicate color combination desired as shown under matchbook cover sample.

- Minimum order is 1,000 matchbooks.
- These are individual designs. Only one color combination is permitted for each order.
- No changes in colors of ink or paper are permitted.

Stock cuts and saddle cuts shown on sample book match covers are not part of the design. See stock cut section for cuts available.

A combination of two cuts on a 40-stem front flap or saddle area.

THANK YOU

CUT NO. A-222

Call Again

CUT NO. A-210

meet your friends at

CUT NO. A-703

AT YOUR SERVICE

CUT NO. A-706

CUT NO. A-705

FRICTION

CUT NO. 4005

CUT NO. A-704

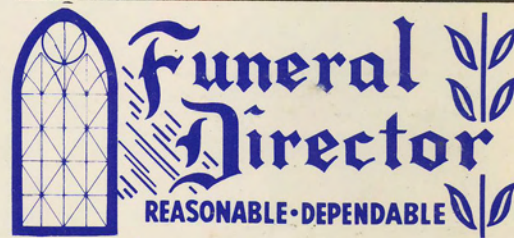
COPY OF YOUR CHOICE, SET IN SUITABLE TYPE STYLES.

INSURANCE FOR EVERY NEED



SK-40 Red

CUT NO. 4026



SK-40 Blue

CUT NO. 4039

OWN YOUR OWN HOME



CUT NO. 222

SK-40 Green

CUT NO. 526

A combination of two stock cuts on a 40-stem matchbook.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 6 lines of copy or a stock cut.

FRONT COVER FLAP:

One or two lines of copy or a stock saddle cut.

SADDLE (top fold):

One or two lines of copy or a stock saddle cut.

BACK COVER:

Up to 6 lines of copy or a stock cut.

INSIDE COVER:

Up to 8 lines of copy or a stock cut, in black ink only, are available at slight extra cost.

40's

STANDARD STOCK DESIGN

40 LIGHTS TO THE MATCHBOOK

Stock Design Giant

EXCLUSIVE MATCHBOOK

Now Our Exclusive Giant Matchbook is available in the stock design category enabling the smallest business to advertise in a large way.

ORDER BY: Design No. SGF

Minimum order is 250 matchbooks.
Individually designed by your customer.
Imprint on outside & inside of front cover,
in black ink only.

SPACE AVAILABLE FOR YOUR ADVERTISING

FRONT COVER:

Up to 8 lines of copy or a stock cut shown in Stock Cut section, (actual size 1 3/8" X 1 3/16"), or twice the size with 3 lines of copy at an extra charge.

BACK COVER:

Same as Front.

FRONT COVER FLAP:

One or two lines of copy.

INSIDE COVER:

Available with same limitations as front cover. (See price list).

IMPRINT ON OUTSIDE AND INSIDE
OF FRONT COVER PRINTED
IN BLACK INK ONLY.

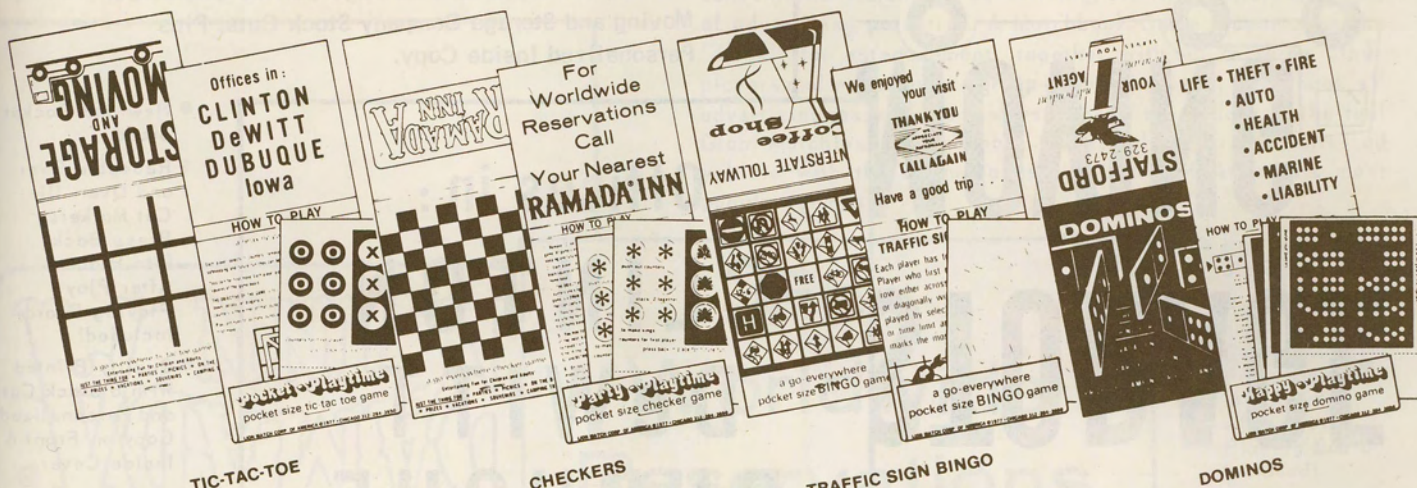
Actual size illustration of matchbook.



Order By: Design No. SGF

**Proven
Ideas . . .**

EXCLUSIVE! Pocket Size "MATCHLESS" Games ©



**MINIMUM ORDER OF
250 STOCK DESIGN
GAMES**

ORDER BY DESIGN NUMBER

TIC-TAC-TOE.....	SGT
CHECKERS	SGC
TRAFFIC SIGN BINGO	SGB
DOMINOS.....	SGD

ALL GAMES HAVE THE INDIVIDUALLY DESIGNED FRONT COVER SPACE, IN AND OUT, AVAILABLE TO THE CUSTOMER. BLACK IMPRINTS ONLY, LIMITED TO EIGHT LINES OF TYPE COPY, ONE OF OUR CUTS (ACTUAL SIZE 1 3/8" × 1 3/16") FROM STOCK CUT SECTION OR A TWICE SIZED CUT AND THREE LINES OF TYPE COPY AT AN EXTRA COST. (See Price List).

SUGGESTED PROSPECTS WHO'S INTEREST IS FOR SOMETHING DIFFERENT

BANKS
SAVINGS & LOANS
AUTO DEALERS
RESTAURANTS
TRANSPORT COMPANIES
MOTELS & HOTELS
SERVICE STATIONS
REALTORS
VILLAGE PROMOTIONS OF
SPORTING EVENTS

RENTAL AGENCIES
TRAVEL AGENCIES
FUND RAISERS
HOME DEVELOPERS
CONVENTIONS
CAMP GROUNDS
PARADES
HOMECOMINGS
THEATRES-HIGH SCHOOL
DRAMA CLUBS

TRAILER COURTS
TOY DISTRIBUTORS
HARDWARE STORES
PHOTO STUDIOS
RADIO STATIONS - TV
CHURCH GROUPS
BINGO PROMOTERS
FOOD SERVICES
POLITICAL RALLIES &
ELECTION CAMPAIGNS

See our matchless games in comparable size to the 30 stick matchbook. TIC-TAC-TOE and LICENSE PLATE NUMBERS game in stock section.

GIANT MATCHLESS MATCHBOOK

TIC-TAC-TOE GAME

Choose from Our Line of Numerous Stock Cuts! The Tic-Tac-Toe Game on This Page Carries One of Our Moving and Storage Company Stock Cuts, Plus Personalized Inside Copy.

**MOVING
AND
STORAGE**

Offices in :
**CLINTON
DeWITT
DUBUQUE
Iowa**

HOW TO PLAY

a relaxing game

Each player selects 5 counters, removing safekeeping and future fun they can be

Toss coin for first move. Each player plays squares of the game board.

THE OBJECTIVE OF THE GAME is to connect three counters down, across, or diagonally (see diagram). The player who connects three counters is the winner of that round.

Play continues for as many rounds as desired. The first move.

a go-everywhere tic-tac-toe game

Entertaining Fun for Children and Adults!

JUST THE THING FOR * PARTIES * PICNICS * ON THE
* PRIZES * VACATIONS * SOUVENIRS * CAMPING

- New and Pocket-Sized.
- Reusable Over and Over. Die-Cut Markers Press Back Into Place After Play. Playing Board Included!
- Quality Printed With a Stock Cut and Personalized Copy on Front & Inside Cover.

IMPRINT ON FRONT COVER AND INSIDE IN BLACK INK ONLY.

BACK COVER, GAME BOARD, FRONT FLAP AND GAME INSERT IN BLUE INK ONLY.

NO CHANGES ARE PERMITTED.



pocket • Playtime
pocket size tic-tac-toe game

LION MATCH CORP. OF AMERICA ©1977 • CHICAGO 312-284-3650

- Everyone Loves Tic-Tac-Toe!
- Includes 12 Reusable Markers.
- Fun for Two, with "Right-in-the-Middle" Ad Exposure!

A NEW, FUN WAY TO ADVERTISE PRACTICALLY ANYTHING.
PRINTED MATCHLESS "MATCHBOOKS" WITH SPACE FOR A SUPER-SIZE AD MESSAGE. EXTRAORDINARY POTENTIAL WITH THE APPEAL OF GO-ANYWHERE, PLAY ANYTIME GAME FUN.

Order By: Design No. SGT

ADS GO GREAT ON NEW GIANT "Matchbook" GAMES - -

CHECKERS, TIC-TAC-TOE and DOMINOS!

THEY'RE UNMATCHED! Checkers, Tic-Tac-Toe and Domino games, now in giant (but pocketable!) matchless "matchbook" form, with space for a super-size ad message. A colorful go-anywhere, play any time Giant "Matchbook" Game is a new, fun way to promote practically anything. (New York City is using them for souvenirs!).

The Matchless "Matchbook" Games are a giant step beyond conventional matchbook advertising, offering a whole new kind of advertising potential. A Matchbook Game player uses the "book" for entertainment, together with up to three other players and maybe even a group of onlookers too. The "book's" advertising message is always right in the middle of the fun! Giant Matchless "Matchbook" Games--clearly a can't-miss ad vehicle with the unique appeal of three of America's most popular games!

- New and Pocket-Sized.
- Reusable Over and Over. Die-Cut Markers Press Back Into Place After Play. Playing Board Included!
- Quality Printed With a Stock Cut and Personalized Copy on Front & Inside Cover.

IMPRINT ON FRONT COVER, INSIDE AND GAME INSERTS IN BLACK INK ONLY.

BACK COVER, GAME BOARD AND FRONT FLAP IN RED INK ONLY.

NO CHANGES ARE PERMITTED.

For Worldwide Reservations Call Your Nearest **RAMADA® INN**

HOW TO PLAY

- 1 Remove 12 red game. At game's end keeping and future
- 2 Each player--o black squares of the (home base).
- 3 THE OBJECTIVE: counters and king game is a DRAW. ther can capture
- 4 Toss for the nally to the next from home base
- 5 You may JU if the next bla removed from time. IF the ca to land BETWE
- 6 On reachi made into a K turn, move t



a go-everywhere checker game

Entertaining Fun for Children and Adults!

JUST THE THING FOR * PARTIES * PICNICS * ON THE BI
* PRIZES * VACATIONS * SOUVENIRS * CAMPING TR

Choose from Our Line of Numerous Stock Cuts! The Checkers Game on This Page Carries A Motel Logo, Plus Personalized Inside Copy.

Order By: Design No. SGC

party • Playtime
pocket size checker game

LION MATCH CORP. OF AMERICA ©1977 • CHICAGO 312-284-3650

GIANT MATCHLESS MATCHBOOK DOMINO GAME

Choose from Our Line of Numerous Stock Cuts!
The Dominos Game on This Page Carries One
of Our Insurance Agent Stock Cuts, Plus
Personalized Inside Copy.



LIFE • THEFT • FIRE
• AUTO
• HEALTH
• ACCIDENT
• MARINE
• LIABILITY

● New and Pocket-Sized.

● Quality Printed With a Stock Cut and Personalized Copy on Front & Inside Cover.

IMPRINT ON FRONT, BACK AND INSIDE COVER, FRONT FLAP AND GAME BOARD INSERTS PRINTED IN BLACK INK ONLY.

NO CHANGES ARE PERMITTED.

DOMINOS



HOW TO PLAY

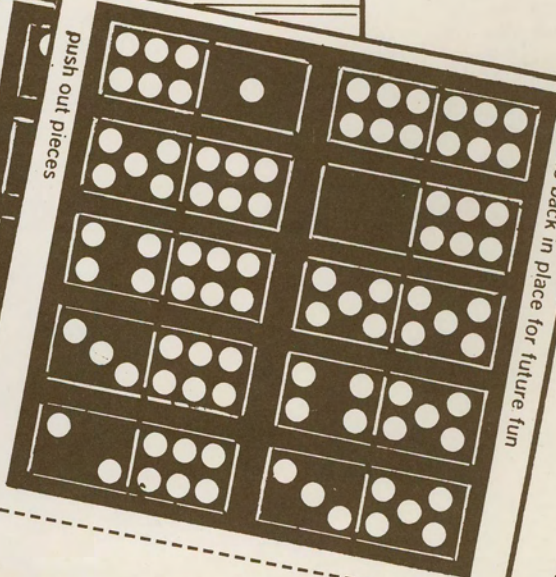
the classic game



FIRST
PLAYER'S
DOMINO

- 1 Remove all Dominoes from the game's end
- 2 Set aside 2 Dominoes they are not to be used in next game.
- 3 IF 2 PLAY: each draws
- 4 Each player If no double
- 5 The first player The next player Play continues
- 6 Whenever the pool is empty, he must draw
- 7 The game

push out pieces



ACTUAL SIZE

Happy • Playtime

pocket size domino game

LION MATCH CORP. OF AMERICA © 1977 • CHICAGO 312-284-3650

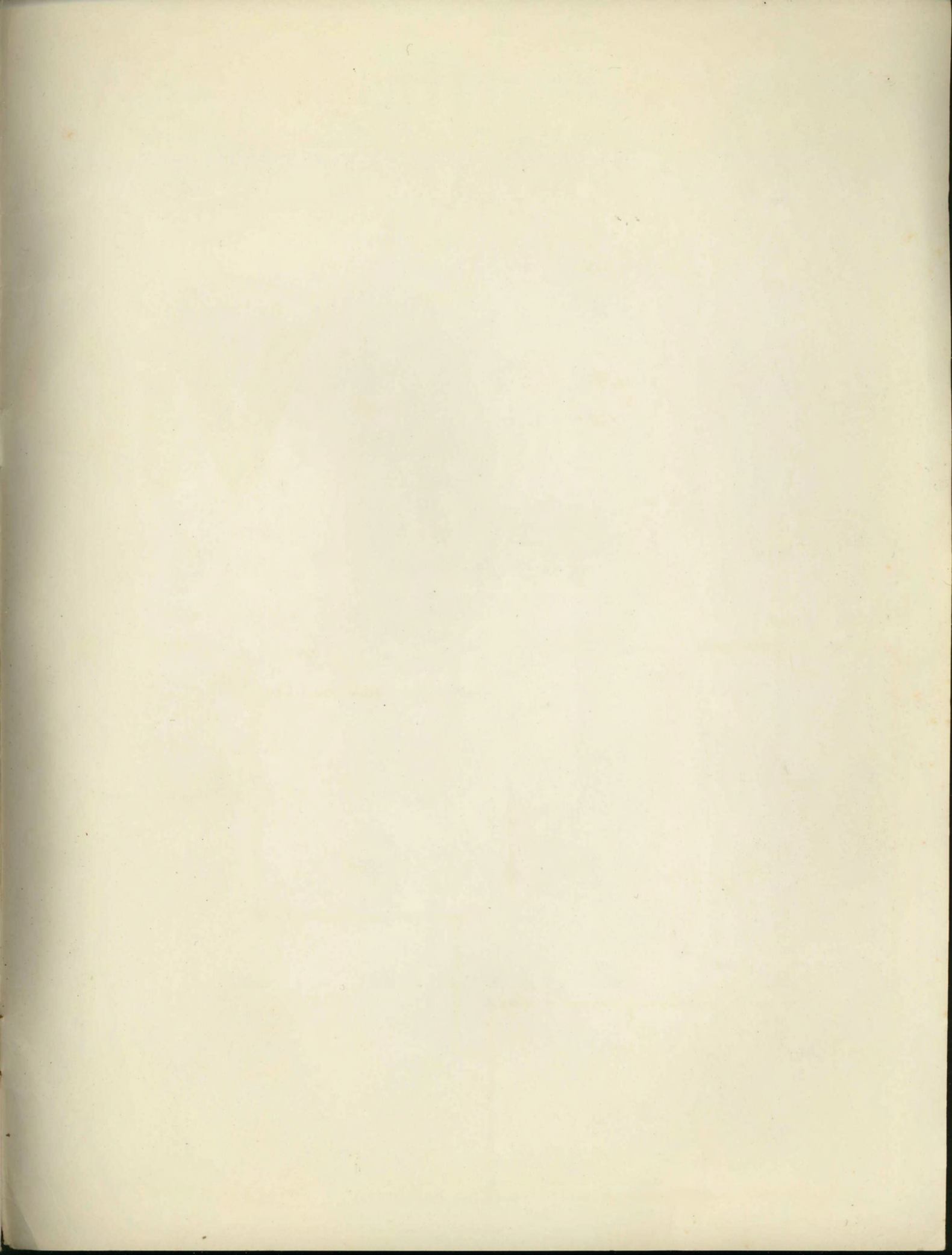
A Matchbook Game player uses the "book" for entertainment, in pleasant company with up to three other players and maybe even a group of onlookers too. With the book's ad message always right in the middle of the fun!

Order By: Design No. SGD

- An American Favorite for 2, 3 or 4 Players.
- Three Full Boards of Dominos Included, Plus Full Instructions. Dominos Press Out, Press Back Into Place Later For Future Use.
- Super Size 3 Inch Square Advertising Panels!

Notes and Additions

Notes and Additions



HAVE YOU CONSIDERED SPECIAL PACKAGING?

