ADVERTISING MATCHBOOKS
AND MATCHLESS GAMES

A Major, Result-Producing
Advertising Medium
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**
For the advertiser who wants the advantages of an exclusive matchbook cover design... custom-tailored to the advertiser's individual advertising needs.

**STOCK DESIGNS**
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.

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.
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.

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 stars 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 bookmatch 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-Embossa" raised letter inks.
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.
Designs Exclusively Yours!

20 Stick size, plain or printed.

10 Feature stick size, plain or printed.

(See price list)
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.
Designs Exclusively Yours!

30 Stick size, plain or printed.

14 Feature stick size, plain or printed.

(See price list)
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.

22 Feature stick size, plain or printed.

*(See price list)*

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Callng 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.

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.

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.
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.
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.

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.

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

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

The BIG approach to a BIG BIG impression.

Strike The Right Match
And
Light A Fire Under Your Promotion

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.
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 RAISSERS
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 THEMES.

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).

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

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


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 colors. 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

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.

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.

SPECIAL REPRODUCTIONS

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.

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.
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.
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.

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. See stock cut section for cuts available.

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.

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.
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.

Woodgrain Design

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

ORDER BY: Design No. WG
- 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 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.
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.

**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.

Thank you call again.

Annette's BEAUTY NOOK
129 N. Cicero Ave.
CHICAGO

Phone 261-8482

HUNTER'S LODGE
- -
"Where Sportsmen Meet"

HUNTER'S LODGE
- -
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- -
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HUNTER'S LODGE
- -
"Where Sportsmen Meet"

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.
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.

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20 LIGHTS TO THE MATCHBOOK

**20's SUPER STOCK DESIGN**
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.

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 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.
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.

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.

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

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.
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 candidate's 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 SK- Blue

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)

For vote-getting results on election day, use political matchbooks!
**Political Stock Cuts**

**OUR FLAG**

**BE PROUD OF IT!**

*CUT NO. 2610*

**YOUR VOTE**

*will be appreciated*

*DEMOCRATIC*

*CUT NO. 426*

**THE INDEPENDENT MAN FOR THE OFFICE**

*REPUBLICAN*

*CUT NO. 518*

**YOUR VOTE**

*will be appreciated*

*DEMOCRAT*

*CUT NO. 432*

**REPUBLICAN**

*DO YOUR DUTY and VOTE*

*CUT NO. 430*

**STOCK SADDLE CUTS**

*VOTE*

**DEMOCRATIC**

*CUT NO. A-423*

**REPUBLICAN**

*CUT NO. A-425*

*Elect*

*RE-ELECT*

*CUT NO. A-427*

Honest, Efficient SERVICE

*CUT NO. A-424*

**DEMOCRAT**

*CUT NO. A-469*

**REPUBLICAN**

*CUT NO. A-468*

INDEPENDENT Candidate

CUT NO. A-454

*NO Political Obligations*

CUT NO. A-456

*CUT NO. A-426*

My Ability has been PROVEN

CUT NO. A-453

*VOTE*

**DEMOCRATIC**

*CUT NO. A-460*

**REPUBLICAN**

*CUT NO. A-461*

Your Vote and Support Appreciated

*CUT NO. A-422*

The Man for OFFICE

*CUT NO. A-457*

CUT NO. A-514

*VOTE*

**DEMOCRATIC**

*CUT NO. A-510*

**REPUBLICAN**

*CUT NO. A-511*

APPROCIATE

America

*CUT NO. A-512*

*CUT NO. A-513*

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.

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.

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

You Can't Beat This

For Repeat Advertising Space and Exciting Games for All Ages

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

Tic-Tac-Toe

Travel Playtime

License Numbers Game

Use this space for your advertising in addition to the back cover design.

This pocket size game is one of the many exclusive Promotions developed by

The Lion Match Corp. of America

It presents your Sales Message in a BIG way...

Call (312) 268-3550 or Write

The Lion Match Corp. of America

1100 North 13th Street, Chicago, Illinois

How to Play

1. Any number can play
2. Players place dots, circles or X's on the dots of the plate.
3. Any number can play
4. The first player to
5. Win, etc.

Inside copy and game insert in black ink only.
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

30's DE LUXE DESIGN
30 LIGHTS TO THE MATCHBOOK

Phone 517-782-9418

PARK TOOL & DIE
1911 Airline Drive, S.E.
Jackson, Michigan 49203

Design No. RWB 30

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.

PULL LEVER A3

PULL LEVER A3

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.

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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.

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**FOR EVERY NEED**

**SK-40 Red**

CUT NO. 4026

**Funeral Director**

REASONABLE-DEPENDABLE

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.

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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.

**THANKYOU**

CUT NO. A-222

Call Again

CUT NO. A-210

**40 LIGHTS TO THE MATCHBOOK**

**STANDARD STOCK DESIGN**

1409 Sixth Ave. East
Ph: 225-5300
Aberdeen, S. D.
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.
**EXCLUSIVE! Pocket Size "MATCHLESS" Games**

**MINIMUM ORDER OF 250 STOCK DESIGN GAMES**

- **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" x 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.

- 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.

How to Play

A relaxing game
Each player selects 5 counters, remembering safekeeping and future fun they can be.
Toss coin for first move. Each player plays 3 squares of the game board.
The objective of the game is to get 3 counters in a row, down, across, or diagonally (two different counters in the winner of that round.
Play continues for as many rounds as desired, each player having the first move.

Pocket-Playtime
Pocket size tic-tac-toe game

- Everyone Loves Tic-Tac-Toe!
- Includes 12 Reusable Markers.
- Fun for Two, with "Right-in-the-Middle" Ad Exposure!
ADS GO GREAT ON NEW GIANT "Matchbook" GAMES -
CHECKERS, TIC-TAC-TOE and DOMINOS!

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!

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
The perfect car travel game adapted to our Giant Matchbook cover gives your advertising message the repetition it needs for the ultimate punch. This advertising media lends itself to food-restaurant chains, motels, hotels, & oil companies on a national scale and all businesses on the local level.

ORDER BY: Design No. SGB

Minimum order is 250 games.
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.

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

IMPRINT ON FRONT COVER AND INSIDE IN BLACK INK ONLY.

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

NO CHANGES ARE PERMITTED.
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
Notes and Additions
Notes and Additions
HAVE YOU CONSIDERED SPECIAL PACKAGING?