



*Trade Catalog for Mercury Match Corporation
"Glamour Girl"*

Zanesville, Ohio: Mercury Match Corporation circa 1950s

\$450

Single page folded to make three panels. Faint foxing and wear on the edges thus very good. A trade catalog for the Mercury Match Corporation advertising new matchbooks featuring a line titled "Glamour Girls." The catalog features samples of the art for the new line which show pinup style images of women painted by T.N. Thompson. The opening page reads, "We are proud to present the latest series of Glamour Girl Book Matches - eight beautiful subjects which have never before appeared on matches. Faithfully reproduced in full colors, the full assortment of eight pictures is an advertising medium which attracts attention and consequently the desired result." This is followed by samples, price listing, and a short biography of the artist. [BTC#422703]

Eight Gorgeous

WE ARE PROUD TO PRESENT the latest Series of Glamour Girl Book Matches — eight beautiful subjects which have never before appeared on matches. Faithfully reproduced in full colors, the full assortment of eight pictures is an advertising medium which attracts attention and consequently the desired results.



No Choice Of Pictures

Union Label If Desired

Completely New



Order By No. GG

PRICE LIST

Quantity	Price	Federal Excise Tax	COL. A Deposit to Salesman	COL. B Deposit to Company	COL. C C. & D. Balance	Extra Charge for Inside Cover Printing
2,500	\$ 14.70	\$ 1.00	\$ 4.00	\$ 4.00	\$ 7.70	\$ 1.50
5,000	27.95	2.00	7.00	8.00	14.95	3.00
7,500	41.70	3.00	10.00	12.00	22.70	4.50
10,000	54.40	4.00	13.00	16.00	29.40	6.00
15,000	80.85	6.00	19.00	24.00	43.85	9.00
25,000	132.25	10.00	30.00	40.00	72.25	15.00
50,000	251.50	20.00	54.00	80.00	138.50	29.00
100,000	490.00	40.00	100.00	160.00	270.00	49.00
250,000	1,212.50	100.00	240.00	400.00	672.50	100.00

Cash Deposit ONLY is to be paid Salesman as shown under Column A. Deposit to Company must accompany the order, as shown under Column B. C.O.D. Balance will be the amount shown under Column C, Plus Delivery Charges.

Glamour Girls

THESE EIGHT BEAUTIFUL SUBJECTS, printed with your copy on the front cover and an appropriate Saddle Slogan, make an ideal combination for any type of business or service. For best advertising results we suggest the copy be limited to the number of lines shown by our samples.



Furnished Assorted ONLY

QUANTITY USERS OF BOOK MATCHES will be interested in our SPLIT SHIPMENT Schedule shown on the last page of this folder; ask the salesman to explain the savings and advantages of purchasing on this plan.

Meet The Artist

Let's step back of the curtain in the studio for just a moment to find artist T. N. Thompson at work. He has posing for him a lovely girl to whom nature has been generous. Young and vivacious, about 18 years of age, she is a university student working as a model in her spare time. Mr. Thompson does not use professional models. He strolls about a university campus noting girls he thinks will qualify as models. Then he arranges with the proper school officials to send the girls for a trial. His informal studio has a party-like atmosphere, since he wants his models to retain their happy expressions and natural looks.



Of course, Thompson's models must have pulchritude and in some cases where they have exceptional qualifications missing (a little here and there), Mr. Thompson has a wonderful gift for improving where necessary. How well he can do this is best illustrated by the eight subjects shown in this folder. Each girl was painted from an actual model, with Thompson "filling in" to produce a series of gay, youthful, charming femininity. He retains the spirit of sweetness and subtle sex.

Here is a serious minded young man who is doing wonderful work, with a great future ahead of him.

Glamour In Advertising