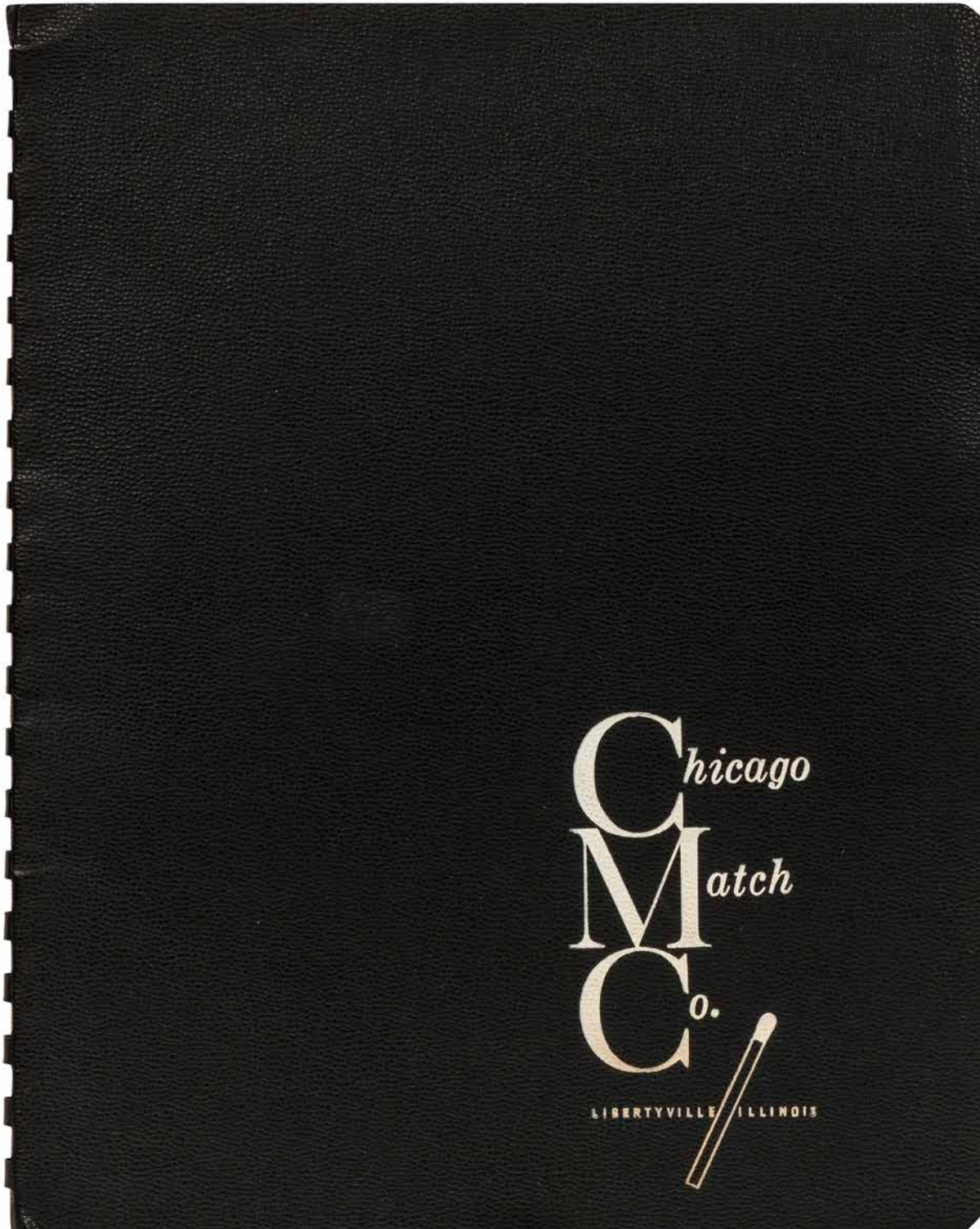


Chicago Match Company

Libertyville, Illinois: circa 1950s

\$500



Spiral bound trade catalog measuring 9" x 11". 80pp. Near fine with some edgewear. A trade catalog for the Chicago Match Company in the 1950s. The catalog contains 80 pages featuring the product line with general information and pages detailing the complete product line illustrations from sports and outdoors to pinup girls with some samples tipped in.

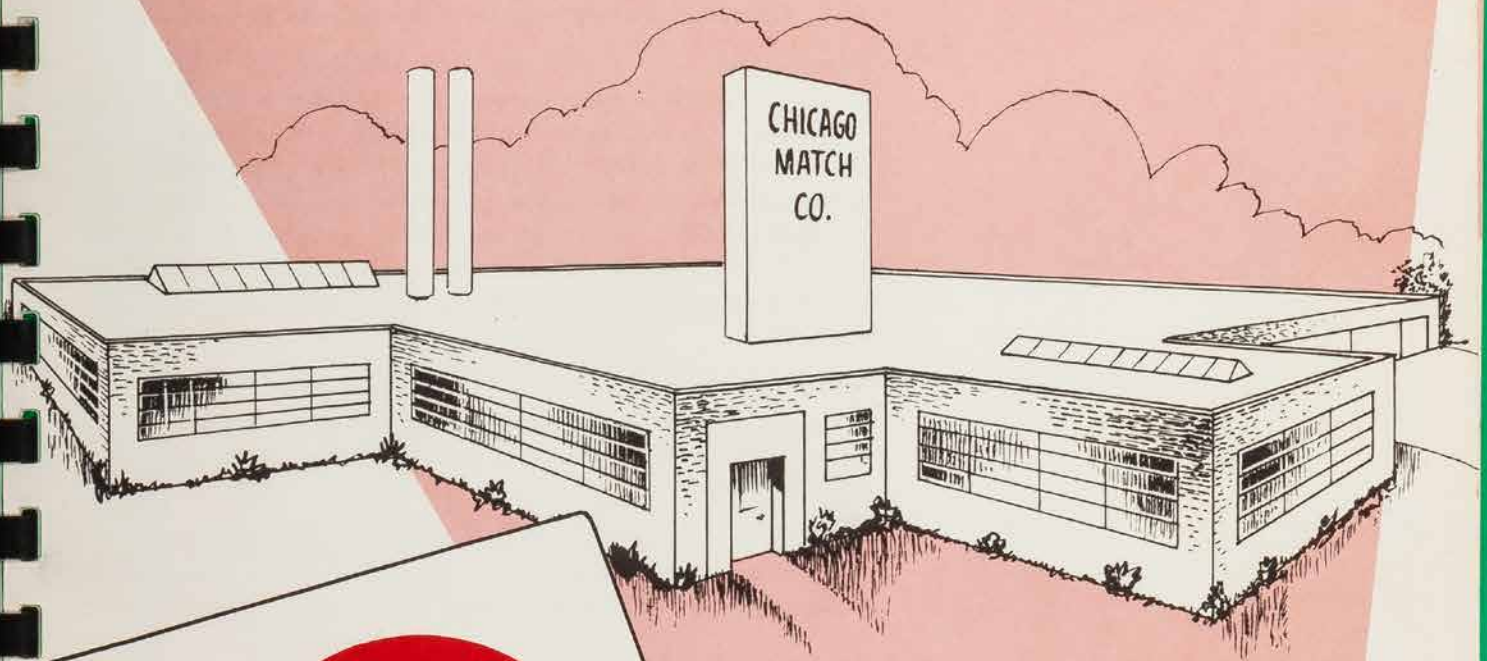
Each page is brightly colored and illustrated and describes the reasons to use Chicago Match Company over its competitors. "Like any other advertising medium, book match advertising is most effective when allowed the greatest freedom to circulate, thus enabling it to do its most creative job."

[BTC#422705]

CHICAGO MATCH COMPANY

LIBERTYVILLE, ILLINOIS

Manufacturers of **QUALITY** advertising
BOOK MATCHES to meet the needs . . .
of **EVERY** American business!



*the plant
behind the
match book*

TEXA

Advertising Book Matches

provide an economical, effective method
of presenting your message . . .

WITH IMPACT

A walloping sock at least 20 times with each book of matches.

WITH BREVITY

Short, concise copy needs no study to get the story.

WITH THE BENEFIT OF REPETITION

Repeated often enough almost anything becomes believable. If your message makes sense it will be accepted completely.

WITH COLOR

Full color miniature illustrations carry an appeal from which there is barely any defense. Our lithographed match book covers are collector's items.

WITH THE ADDED ADVANTAGE OF USEFULNESS

Does anyone look more forlorn than a smoker without a light?

. . . BUT without having to compete with the distracting influence of any other advertisement

In newspapers and magazines all advertising competes with all the stories, pictures, and other advertising. But book matches shout your message, and your message alone, unhampered by any diversion — and with no competition.

SET YOUR SIGHTS ON THE **SPORTSMAN** SERIES!

brilliant!

The realism of the subjects in this Sportsman series, so faithfully reproduced in full color lithography, practically assures these match book covers becoming collector's items. Outdoorsmen appreciate the inspired art that has captured the real feeling they have toward their favorite sport. Thus, in selecting this series your advertising will be helped by the favorable reception these matches will be assured. Sold only as an assortment. Be sure to specify Style TS-22. Customer's ad printed in black ink on the front cover and saddle only. Printing on the inside of the cover may be had at the slight additional charge as shown on the price list.

colorful!



true-to-life!

Glorious

MORE THAN A MATCH FOR YOU . . .

TOP HAT
676 South High St.
Just A Good Place
To Eat
Wonderful Coffee
Dinners Daily
GA. 0394
CLOSE COVER BEFORE STRIKING

LIBERTY BELL
LIBERTY BELL



CHICAGO MATCH COMPANY
LIBERTVILLE ILL. MADE IN U.S.A.

SENEGA HILL
GARAGE
PHONE OSWEGO
DAYS 2480
NIGHTS 2981M1
CLOSE COVER BEFORE STRIKING

DAY & NIGHT
TOWING



CHICAGO MATCH COMPANY
LIBERTVILLE ILL. MADE IN U.S.A.

LA RAY
HOTEL
SCOTTSBLUFF
NEBRASKA
CLOSE COVER BEFORE STRIKING

Always A Friendly
WELCOME



CHICAGO MATCH COMPANY
LIBERTVILLE ILL. MADE IN U.S.A.

Here are six ultra-attractive Glamour Gals selected from a galaxy of more than a hundred. The detailed portrayal of luscious pulchritude which adorns these covers provides a magnetic, almost irresistible appeal, and the full color lithography enhances the beauty of the subjects. Your advertising will receive an extra lift through association with these exciting lovelies. Specify Style EG-60. Sold only as an assortment. Use two lines of copy or an appropriate cut on the saddle; four or five lines for your ad on the front cover, or less copy and a suitable cut. Inside printing at a slight additional cost as shown on price list. Customer's advertising copy in black ink.

Glamour Gals!

THEY BUILD SURE-FIRE SALES!



SPECIFY STYLE EG-60 WHEN ORDERING GLAMOUR GALS — SOLD ONLY AS AN ASSORTMENT

PRICE LIST				SUBJECT TO CHANGE WITHOUT NOTICE	
QUANTITY	COLUMN A Deposit To Dealer	COLUMN B Deposit Paid To Company	COLUMN C C.O.D. Balance	COLUMN D TOTAL PRICE	TOTAL PRICE With Inside Printing
2,500	\$ 5.25	\$ 4.00	\$ 8.95	\$18.20	\$19.70
5,000	9.50	8.00	17.45	34.95	37.95
7,500	13.75	12.00	26.45	52.20	56.70
10,000	18.00	16.00	34.40	68.40	74.40
15,000	26.50	24.00	51.35	101.85	110.85
25,000	42.50	40.00	84.75	167.25	182.25
50,000	79.00	80.00	163.50	322.50	342.50
100,000	150.00	160.00	320.00	630.00	670.00

The amount shown in Column A should be paid to the person taking the order at the time the sale is made. Amount shown in Column B should be in form of check or money order MADE PAYABLE to the COMPANY.