

**PLEASE ENCLOSE YOUR CHECK AND THIS ORDER IN AN ENVELOPE:**

(DON'T FORGET TO INCLUDE YOUR LOCAL STATE SALES TAX IN YOUR CHECK AMOUNT).

**MAIL TO: UNIVERSAL MATCH CORPORATION**

**6055 E. WASHINGTON BLVD.**

**LOS ANGELES, CALIFORNIA 90022**

IF YOU'VE ORDERED 4 OR MORE CASES, ALSO ENCLOSE EITHER  
THE BLUE OR YELLOW OFFER FORM DEPENDING UPON WHICH  
GIFT YOU DESIRE.

# MATCHBOOK ADVERTISING



the only medium people  
carry around with them

At home, at work, at play



Special Free Offer!

**PERSONALIZED ENGRAVED NAME PLATE**

A PRACTICAL, EASY TO USE, MATCHBOOK NAME PLATE

TAKE THEM TO THE DOOR

OR OFFICE DESK. Or use

ENGRAVED IN ONE OR TWO

COPIES TO

ADD THIS NAME TO YOUR ORDER

FOR YOUR MATCHBOOKS.

YOUR NAME WILL BE ENGRAVED

ON YOUR MATCHBOOKS.

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James S. Thomas

THIS IS THE ACTUAL SIZE OF YOUR NAME PLATE

sure fire waste free  
matchbook advertising  
is shared with you by  
**YAMAHA**

INTERNATIONAL CORP.

NOTE: This purchase is applicable to your usual advertising allowance. Universal Match will send you a "paid" invoice.

prising, unlike other media, has wide circulation. You know your message is being seen and read because matchbooks are used, and because they have a high recall rate. People will remember the message they

advertising, you can limit your message to your trade area... with matchbook circulation. And, your message is welcome, read, and remembered everywhere a match is lit.

Matchbook advertising is an extremely flexible medium. Here are a few ways to distribute them:

AS BUSINESS CARDS: Pass them out to your customers, prospects, and friends.

AS BUSINESS GREETERS: Make them available on desks, tables, and counters.

BY DIRECT MAIL: You can mail matchbooks.

Effective, flexible, economical matchbook advertising ideas shared costs. Together a matchless bargain. Order yours today!

**ORDER & FILL OUT THIS HANDY ORDER FORM BELOW - DETACH AND MAIL**

Universal Match Corporation  
8525 E. Washington Blvd.  
Los Angeles, Calif. 90022

Please send me the Yamaha Motorcycle and/or the Yamaha Motor Cycle Advertising Matchbooks checked below. (\$2.00 each per case)

Check How Many Cases

| No. Cases | Price Per Case | Advertising Design | Motor Cycle Design | Shipments |
|-----------|----------------|--------------------|--------------------|-----------|
| 1         | \$47.50        |                    |                    | All       |
| 2         | \$92.50        |                    |                    | Bi-weekly |
| 3         | \$137.50       |                    |                    | As        |
| 4         | \$182.50       |                    |                    | Freight   |
| 5         | \$227.50       |                    |                    | Prepaid   |

Be Sure To Add Local Sales Tax

Your Check, or  
Full Amount Due  
Must Be A Cashier's

Check or  
Cash  
Cash  
Cash

How Getting Best Value From Your Matchbooks Can Be Done On  
Account. Matchbooks, Sales Tax, and Your Quantity of Matchbooks.  
Make Your Cash Payment To the order of Match

Please send me the FREE

GIFT checked below:

(Choose One)

1 set of desk 4 or more cases.

- SEND THE PERSONALIZED NAMEPLATE (Attached is my copy on the order form.)
- SEND THE GREAT FREE DESK PEN SET (Attached is my copy on the order form.)

DATE \_\_\_\_\_

- ATTACHED TO YOUR CHECK IS PLEASE PRINT YOUR NAME, ADDRESS, AND CITY, STATE AND ZIP CODE AND I'LL DELIVER YOUR MATCHBOOKS TO YOU
- I'LL DELIVER YOUR MATCHBOOKS TO YOU

YOUR NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

CITY & STATE \_\_\_\_\_

ZIP TO \_\_\_\_\_

ORDER NO. \_\_\_\_\_