

## Why Political Candidates Should Use Matchbooks In Their Election Campaigns

[From a 1944 Gem Match Co. sales brochure]

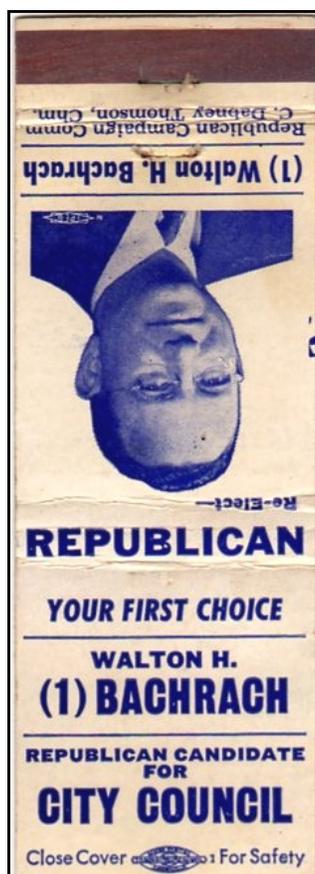
### “Vote Getters for Candidates

There are few means of presenting your candidacy to the voters that carry anything like the smashing advertising power of book matches at like low cost. On an order for only a single case of 2,500 book matches you can distribute almost three of them, repeating the story of your candidacy sixty times, at the price of a penny post card that tells it but once.

No political canvasser can begin to cover the territory they work so efficiently and productivity. They are constant, indispensable companions to one of the most widespread habits in the world--smoking. Housewives, too, use them in their daily work. In fact, you hardly ever hear of anyone refusing a book of matches when it is offered. Everyone is glad to get them.

It would be difficult to name any other advertising medium that can introduce you to the voter as adroitly as the book match. And the voter renews the acquaintance every time he lights a match. That means that YOUR NAME and the office for which you are running are insistently by inoffensively REPEATED TWENTY TIMES, once for every match in the book.

Your free distribution of a vitally necessary utility such as the match book is bound to develop a growing sentiment of good will among voters and your “ad” makes a lasting impression that should be apparent when the votes are counted.



This great advertising medium tells your story to the voter when he is at ease, relaxed and ready for a quiet smoke without having his attention distracted by other things. Use book matches in your campaign. You'll find them tireless workers, devoting their best to promoting your candidacy, with each of them making a twenty-fold appeal at a cost of but a fraction of a cent.

The campaign of the book match is continuous and effective. They are powerful vote getters and builders of good will.

Use them NOW...for Election Day Results!

*Well, Political covers had a pretty good run, some 80 or so years, but such covers are going the way of so many other categories, at least domestically. I would guess that the main reason would be that no candidate for anything, these days, would want to be seen as supporting smoking, and thus be seen as politically incorrect, at the very least. Still, one can't help standing back, sighing, and remembering the hey day of Political covers.*

