

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

28

ADVERTISING DEPT. COPY

Name and Address of Dealer:

Dutch Boy
1936

COOPERATIVE ADVERTISING AGREEMENT

PLEASE READ CAREFULLY

Your 1935 purchases of Dutch Boy Paints amounted to \$_____ 2% of this figure \$_____ represents your 1936 cooperative advertising allowance.

The undersigned agrees to cooperate with NATIONAL LEAD COMPANY in advertising "Dutch Boy" Paints during 1936 on the following basis:

1. NATIONAL LEAD COMPANY will reimburse dealer for half the cost of any advertising done under this agreement, provided NATIONAL LEAD COMPANY'S total advertising does not exceed 2 per cent of dealer's 1935 purchases of "Dutch Boy" Paints purchased under the blue and W line label.
2. Dealer will advertise in accepted media as shown in list below:
Newspapers, daily or weekly
Radio or Television
Road Signs (Approved Scratchboard Signs only)
3. Not acceptable under the cooperative agreement are:
Posters of any type
Bedroom meeting places or publications
Church or Labor Bulletin
Bumper and Displays
Scratchboard and Literature
4. Advance written approval by NATIONAL LEAD COMPANY'S Advertising Department is required for any form of advertising not specifically included in Paragraph 2.

Such medium includes:

- Neighborhood Shopping News
 - Special News Signs
 - Special W off or Highway Signs
 - Display Ads in Classified Directory
5. Newspaper advertisements shall be from material supplied by NATIONAL LEAD COMPANY. Refund for combination advertisements shall be only on the basis of actual charges devoted to "Dutch Boy" Paints.
 6. Newspaper advertising shall be placed at local rates by the dealer and billed to him by the newspaper at the same rate. Receipts bills, accompanied by true check, should then be mailed to NATIONAL LEAD COMPANY for proper refund.
 7. Radio advertising, to qualify under this agreement, should be confined to "Dutch Boy" Paints. Sample scripts should accompany requests for proper refund. Special T.V. film spots are available.
 8. "Dutch Boy" Scratchboard Road Signs should be handled as instructed in NATIONAL LEAD COMPANY'S promotional matter on this program.
 9. It is understood that this agreement expires with the calendar year of 1936 and that applications for refund cannot be received after December 31, 1936.

This agreement becomes effective immediately upon signing by NATIONAL LEAD COMPANY and the dealer.

NATIONAL LEAD COMPANY

By _____
Sales Representative
By _____
Dealer's Signature

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