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

ADVERTISING DEPT. COPY

Name and Address of Dealer:

Dutch Boy
1956

COOPERATIVE ADVERTISING AGREEMENT

PLEASE READ CAREFULLY

Your 1955 purchases of Dutch Boy Paints amounted to $_____. 2% of this figure $_____ represents your 1956 cooperative advertising allowance.

Date

The undersigned agrees to cooperate with NATIONAL LEAD COMPANY in advertising "Dutch Boy" Paints during 1956 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 obligation does not exceed 2 per cent of dealer's 1955 purchases of "Dutch Boy" Paints purchased under the Blue and White label.

2. Dealer will advertise in accepted media as shown in list below:
   - Newspapers, daily or weekly
   - Radio or Television
   - Road Signs (Approved Scotchlite Design only)

3. Not acceptable under the cooperative agreement area:
   - Programs of any type
   - Dealers own mailing pieces or publications
   - Church or Lodge Bulletins
   - Booths and Displays
   - Novelties and Souvenirs

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 mediums include:
- Neighborhood Shopping News
- Special Store Signs
- Special Wall or Highway Signs
- Display Ads in Classified Directory

5. Newspaper advertisements shall be from mats supplied by NATIONAL LEAD COMPANY. Refund for combination advertisements shall be only on the basis of actual lineage 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 rates. Receipted bills, accompanied by tear sheets, 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 receipted bills for proper refund. Special T-V film spots are available.

8. "Dutch Boy" Scotchlite 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 1956 and that applications for refund cannot be honored after December 31, 1956.

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

NATIONAL LEAD COMPANY

For_____ Dealer's Signature

Name and Address of Dealer

Signature

7-101-56

00053

NLI 115