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NLI 115121

N13434

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Pages
76-97

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89

DATE

GENERAL LETTER NO.

SUBJECT:

BRANCH
ATLANTA
ATLANTIC
BALTIMORE
BOSTON
CHICAGO
CINCINNATI
CLEVELAND
PHILADELPHIA
PITTSBURGH
SOUTHWESTERN
ST. LOUIS
SAN FRANCISCO
SALES DEPT.
HOMER P. KIRK

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UNITED STATES GOVERNMENT

NLI 115123

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COOPERATIVE ADVERTISING AGREEMENT
for BLUE AND WHITE LINE
AUTHORIZED DEALERS
PLEASE READ CAREFULLY

1952
Dutch Boy



ADVERTISING DEPT. COPY

NATIONAL LEAD COMPANY

NAME OF DEALER _____
STREET ADDRESS _____
CITY _____
STATE _____
ZIP _____

1. National Lead Company will permit the dealer to use the "Dutch Boy" name and logo in advertising for National Lead Company products during 1952 on the following basis:

2. Dealer will advertise in accepted media as follows:

3. Newspaper advertising shall be placed in the following newspapers:

4. Radio advertising, to qualify under this agreement, should be limited to "Dutch Boy" radio programs.

5. The "Dutch Boy" name, logo, and slogan should be limited to National Lead Company's products.

6. It is understood that this agreement requires the dealer to place the "Dutch Boy" name and logo on all advertising material.

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

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Branch Report of Advertising Material Month Ending -

45-26-

2003

10-44 J. Edgar Hoover, U. S. Dept. of Justice

14-00000

Printed in Great Britain

155-107-2-1

THE UNIVERSITY OF CHICAGO

Approved: _____
Special Agent in Charge

06-48-1 1140000,2

100

Report Page # 121-70

Only 2000 copies printed

Figure 6

Exhibit A-7

Page 1-134-90

1. **Introduction**

— **Security Agency**

FD-302 (Rev. 8-19-60)

[illegible]

Daylight Savings

Don't Buy Another Daylight

1990-1991

Report Date: 11-11-1968

— 114 —

— 1924 —

RS-4-E APPROVED FOR RELEASE 2001/06/20

[illegible]

... ..

11-01-1974

Q-3 Project Number 8-14-10

— 175 —

SECRET

Page 10 of 10

Subject: Topic for Research / 2012

— 04-10-1950 —

10-10-1964

— 20 —

U.S. DEPARTMENT OF JUSTICE

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REPRODUCTION OF DOCUMENT

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93



ORDER FORM FOR
Dutch Boy
BOOK MATCHES

ADVERTISING DEPT COPY



NOTE: All matches are imported with the Dutch Boy name and design as registered in the U.S. Patent Office. The Dutch Boy name and design are used on all matches. The Dutch Boy name and design are used on all matches. The Dutch Boy name and design are used on all matches.



- ☐ 10000 Dutch Boy Book Matches
- ☐ 5000 Dutch Boy Book Matches
- ☐ 2500 Dutch Boy Book Matches
- ☐ 1000 Dutch Boy Book Matches

Price per 1000 matches \$1.00

NOTE: All matches are imported with the Dutch Boy name and design as registered in the U.S. Patent Office. The Dutch Boy name and design are used on all matches. The Dutch Boy name and design are used on all matches.

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FRANCH	OL SALE	LATE CARDS SHIPPED	AMOUNT	LATE CARDS SHIPPED	AMOUNT
ATLANTA					
ATLANTIC					
PORTER					
CHICAGO					
CINCINNATI					
CLEVELAND					
DALLAS					
INDIANAPOLIS					
LOS ANGELES					
SAN FRANCISCO					

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ADVERTISING RATE CARD

ORDER BLANK

DATE _____

PLEASE SEND CHECK WITH ORDER

These rates apply to all orders of 100 or more copies. For smaller quantities, the rates are as follows:

☐ Single copies: \$1.00 per copy

☐ Bulk orders: \$0.75 per copy

☐ Delivery charges: \$1.00 per copy

For further information, please contact the Advertising Department.

SHIP BY: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

This information is for reference only. It is not intended to be used as a contract. The actual terms and conditions of sale are set forth in the order form.

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2025 RELEASE UNDER E.O. 14176

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ADVERTISING SERV. CO. INC.

ORDER SLIP

"Dutch Boy" RUBBER FLOOR & COUNTER MAT

NATIONAL LEAD COMPANY

Room 1818
111 Broadway,
New York 6, N. Y.

Please send _____ heavy corrugated "Dutch Boy" rubber floor and counter mats, size 18" x 36",
at \$1.25 apiece. Mats will be shipped prepaid. Delivery is made from receipt of order.

Ship to: _____

Address: _____

City: _____ P. O. Box _____ State _____

(Please print)
PRINTED: Name: _____ with 12 letters and space combined, per line

This requirement is not subject to your credit. It is an order for "Dutch Boy" mats which is already on order.
Send it simply under no to domestic shipping and handling charges.