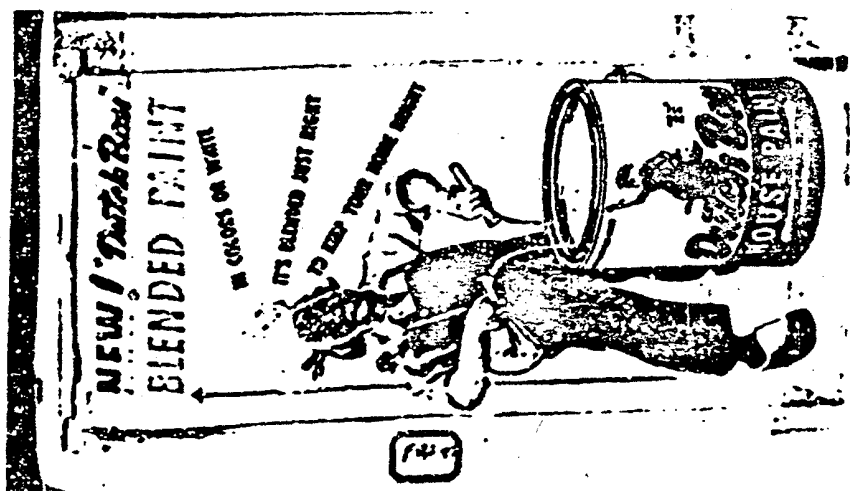
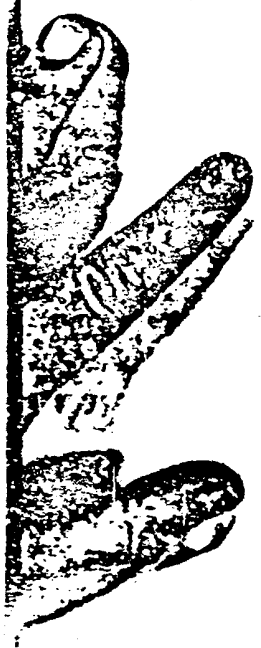


NOTICE: if the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

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NLI 114208



N12220

NOTE: if the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed.

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NLI 114209

16



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



1947 "DUTCH-BOY" DISPLAY

DUTCH BOY BLENDED HOUSE PAINT

This outfit, intended for use over shelves that hold the new paint, is included in the carton that contains the 4-piece window display. The outfit is 30" wide and 30" high.

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NLI 114210

RECEIVED

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

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PLEASE FILL OUT AND RETURN BOTH PAGES

50-50

Dutch Boy

BLENDING PAINT ADVERTISING

COOPERATIVE NEWSPAPER ADS

Check all boxes for which you are billed

1st Col.	2nd Col.	3rd Col.	4th Col.	5th Col.	6th Col.	7th Col.	8th Col.
AD NO.	AD NO.	AD NO.	AD NO.	AD NO.	AD NO.	AD NO.	AD NO.
831	811	731	621	511	421	311	211
832	812	732	622	512	422	312	212
833	813	733	623	513	423	313	213
834	814	734	624	514	424	314	214
835	815	735	625	515	425	315	215
836	816	736	626	516	426	316	216

COOPERATIVE MAILING FOLDERS

Indicate quantity of folders desired after name of folder

	QUANTITY
1. Sweet Home for Home Living Ears	
2. The Life of Oll	
3. Dutch Boy is Stripping Out	

INSERT FOLDERS AS FOLLOWS

COOPERATIVE ADVERTISING AGREEMENT

The undersigned dealer agrees to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but in no case to National Lead Company's obligation to exceed 2 per cent of the dealer's 1947 purchase of Dutch Boy Blended Paint.
2. Accepted orders for this advertising include newspaper (any of the ads listed above for which we furnish make), radio (any of the suggested 1/2 minute or 1 minute spot announcements) and direct mail (any of the three Blended Paint folders listed above).
3. Radio and newspaper advertising should be placed locally by the dealer, paid for by

him and accepted bill, accompanied by true bills to cost of newspaper advertising, be mailed to National Lead Company for proper refund.

4. The agreed cost of the direct mail folders to National Lead Company is 1947 price. This amount will be deducted from the undersigned's advertising allowance as National Lead Company's bill at the end. The dealer's share is the postage of 1947 each that he pays to mail out the folders.
5. It is understood that no allowance for 1942 advertising will be granted after December 31, 1942.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

NATIONAL LEAD COMPANY

For _____ Dealer's Signature

NAME OF DEALER _____ IN ADDRESS _____

CITY _____ STATE _____ BALANCE _____

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NLI 114211