

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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DEALER STORE FRONT SIGN REQUISITION

Dealer's Name _____ Date _____
Address _____ Salesman _____

- Check type of sign requested:
- | | |
|---|---|
| ☐ "Marathon Brand" Indoor Sign | ☐ Horizontal Fluorescent-Fluorescent double face |
| Circle correct size | ☐ 12-foot parabolic enamel sign (Fluorescent) |
| 6' x 32" 5' x 32" 3' x 32" | ☐ 16-foot parabolic enamel sign (Fluorescent) |
| ☐ Special sign (Give full details and reason for need in comments below) | |

ESTIMATE REQUIRED _____
(Give number of letters for 12 ft. sign—12, all others—20)

Total width of store front _____
Location for sign (Sketches must be attached of store front with sign location indicated) _____
Person who will erect sign _____
Cost of erection (including all necessary electrical work) _____
Salesman's comments _____

To be filled out by Manager of Pigment Division:
Dealer carries ☐ Full line ☐ Part line. Dealer's annual purchases _____
New dealer ☐ Manager's estimate of potential annual purchases _____

Manager's recommendation _____

Manager's signed authorization _____

Final disposition by General Office _____

INSTRUCTIONS
Salesman fills out one requisition and forwards it to Branch Office. If approved, Manager fills out two copies completely and forwards both copies to Advertising Department, 111 Broadway, New York 4, N.Y.

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