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ADVERTISING DEPT. COPY



Dutch Boy
1953

COOPERATIVE ADVERTISING AGREEMENT
for BLUE AND WHITE LINE
AUTHORIZED DEALERS

PLEASE READ CAREFULLY

Date _____

The undersigned agrees to cooperate with NATIONAL LEAD COMPANY in advertising "Dutch Boy" Paints during 1953 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 1952 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
Movie Shorts (Approved "Dutch Boy" films only)
Posters (Advertiser's Plan)
Road Signs (Approved Scautline Design only)
3. Not acceptable under the cooperative agreement are:
Programs of any type
Dealers own mailing pieces or publications
Church or Lodge Bulletins
Brochures and Displays
Newsletters 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 media 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 charge 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 returned to "Dutch Boy" Paints. Sample scripts should accompany receipted bills for proper refund.
8. The "Dutch Boy" Movie Shorts, Advertisers' Posters and "Dutch Boy" Scautline Road Signs should be handled as instructed in NATIONAL LEAD COMPANY'S promotional matter on these respective media.
9. It is understood that this agreement expires with the calendar year of 1953 and that applications for refund cannot be honored after December 31, 1953.

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

NATIONAL LEAD COMPANY

For _____
Paint Sales Manager

Dealer's Signature _____

NAME OF DEALER _____

STREET ADDRESS _____

CITY _____

STATE _____

COUNCILMAN _____

DEALER _____

P-25-49

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Branch Report of Advertising Material, Month Ending

Feature and Form Number	Stock at Month End	Returned during Month	Total Stock & Returns	Shipped during Month	Net
Cable Cars					
Movie Post F 49-59					
Interior Wall & Window Displays F 11-55					
Old World Scene F 49-59					
Post & Show Stand F 49-55					
Photo of Red F 49-55					
Quick Drawing Stand F 42-55					
Tenure Column F 49-55					
Various Items F 49-55					
Wardrobe F 29-55					
Cable Cars					
Movie Post					
Wardrobe					
Post & Show					
Quick Drawing					
Interior Wall Displays					
Chap Books					
For Entertain F 19-55					
Disclamers					
Author's Name					
Trademark 11-55					
Trademark 11-55					
Display Material					
Full Size Display					
Cable Cars Special Display F 1-55					
Cable Cars - Movie - Movie F 2-55					
Working - Movie - Movie Display F 3-55					
Working - Movie - Movie Display F 4-55					
Feature Material					
Post & Show Stand F 49-55					
Post & Show Stand F 49-55					
Movie Post & Show & Show F 49-55					
Quick Drawing Stand F 42-55					
Wardrobe F 29-55					
Disclamers F 11-55					
Disclamers F 11-55					
Disclamers F 11-55					
Movie To Post Feature					
Movie To Post Feature F 29-55					
Movie To Post Feature F 29-55					
Movie To Post Feature F 29-55					
Movie To Post Feature F 29-55					
Cable Cars					
Cable Cars Special Display F 1-55					
Movie Post & Show					
Movie Post & Show					
Movie Post & Show					
Movie Post & Show					

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IMPORTANT

Please sign statement of this contract in space provided below and return one copy to N. Y. office. No sign contract will be issued until this copy is returned. RETURN PROMPTLY

NATIONAL LEAD COMPANY

Advertising Department

111 Broadway

New York 6, N. Y.

Dealer's Name

Address

We understand that you wish to display one of our signs on your premises at _____

The total cost of this sign, including installation,* will be paid by us. Also the sole title remains with National Lead Company which can remove the sign at its option for any reason whatsoever.

The dealer name panel, if any, remains the property of the dealer. Cost of preparing this panel will be paid in full by National Lead Company.

It is understood that the name you wish on the sign is as indicated in the space below. If there is any change please correct on the copy returned to us.

*This refers to normal working costs on face of building. Extra expense of special supporting structure shall be borne by dealer.

PLEASE CHECK FOR ACCURACY

Accepted by Dealer

NATIONAL LEAD COMPANY

By _____

Date _____

Asst. Advertising Manager

Sign No. _____

Installed _____

Cost _____

Paid _____

Return to New York

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NLI 115419

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IMPORTANT

Please sign acceptance of this contract in space provided below and return our copy to N. Y. office. No sign release will be issued until this copy is returned.
RETURN PROMPTLY

NATIONAL LEAD COMPANY

Advertising Department:

111 Broadway

New York 6, N. Y.

Dealer's Name

Address

Phone

We understand that you wish to participate in the purchase, under our Cooperative Electric Sign Plan, of one of our Electric Dealer Signs, described as follows:

to be installed on your premises at

The total cost of this sign is _____, making the cost to you _____. We will also pay one-half the necessary erection costs except that it will be necessary for you to provide and mount the cost of service feed wiring at the location of the sign, of any electrical equipment needed for control of the sign such as time-clock or switch and of electric current.

If a mast or any special structure is needed for this sign, we will share the cost with you on a 50-50 basis. A quotation of such cost must be submitted by you for approval before proceeding with the installation.

If this sign needs replacement of parts or repairs while in use by you, we will meet such costs, provided, of course, that our repairs are not made necessary because of damage caused by acts of yourself or your employees.

It is to be understood that the National Lead Company will retain sole title in this sign and may remove the sign upon repayment to you of your original cost of _____. If, however, the sign is removed at your request or because you choose to rent to represent us as a full line Dutch Boy Dealer, we will not be obligated to make any repayment to you upon removal of the sign. We also wish it understood that you will not remove this sign from the location where it is originally installed without our approval and that you will keep it in normal operation while in your possession and pay the costs of same.

If this arrangement has your full approval, will you please indicate your acceptance by signing our copy of this contract and returning it to us.

It is understood that the name you wish on the sign is as indicated on the space below. If there is any change, please correct on the copy returned to us.

PLEASE PRINT FOR ACCURACY

Accepted by Dealer

NATIONAL LEAD COMPANY

By _____

Date _____

And Advertising Manager

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DEALER STORE FRONT SIGN REQUISITION

Check type of sign requested:

☐ Single face neon sign
Circle correct size: 12 ft. 16 ft. 20 ft.

☐ Double face neon sign

☐ Special sign (Give full details and reason for need in comments below)

☐ Nonstandard Plexiglas/Fluorescent double face

☐ Vertical Plexiglas/Fluorescent double face

☐ 12-foot porcelain enamel sign (Non-neon)

☐ 16-foot porcelain enamel sign (Non-neon)

Total width of store front _____

Location for sign (Signpost must be attached to store front with sign location indicated) _____

Firm who will erect sign _____

Cost of erection (including all necessary materials, work) _____

Salesman's comment _____

To be filled out by Manager of Payment Division

Dealer carries ☐ Full line ☐ Part line. Dealer's annual purchases _____

New dealer ☐ Manager's estimate of potential annual purchase _____

Manager's recommendation _____

Manager's signed authorization _____

Final disposition by General Office _____

Date _____

INSTRUCTIONS

Substance fill out and reproduce and forward
to Bureau Office. If approved, Manager fill
out two copies completely and forward both
copies to Advertising Department, 175 Broad-
way, New York 4, N. Y.

INSTRUCTIONS

Solomon fills out one registration card forwards it to Branch Office. If approved, Manager fills out two copies completely and forwards both copies to Advertising Department, 222 Broadway, New York 6, N. Y.

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