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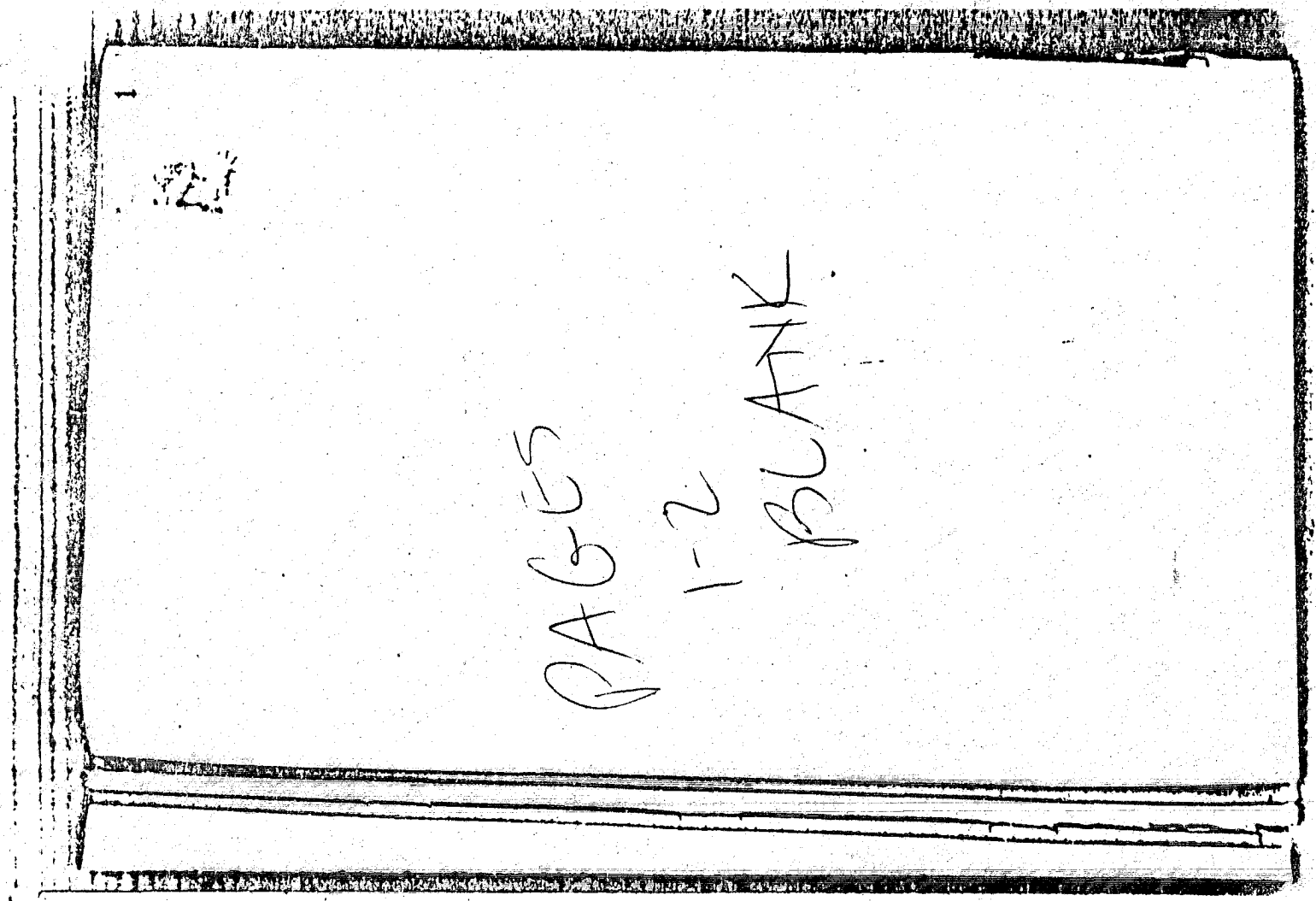
NLI 114844

N13409



ORDER BLANK

for

"HOW TO PAINT RIGHT" BOOKLET

NATIONAL LEAD COMPANY
Room 1918
111 Broadway,
New York 6, N. Y.

PLEASE SEND CHECK WITH ORDER*

Please send _____ copies of HOW TO PAINT RIGHT @ $6.00 a hundred including imprint.
(200 copies minimum order)

Ship to: _____

Address _____

City _____ P.O. Zone _____ State _____

IMPRINT:
(please print)

*This requirement is no reflection on your credit. As an authorized "Dutch Boy" dealer this is already established. It simply enables us to eliminate bookkeeping and thereby sell at cost.

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NLI 114845

FORM 29 ADVERTISING DEPT. COPY

ORDER BLANK Date_____

for

"DUTCH BOY" PAINTER'S JOB SIGN

PRICES*

2 signs (same imprint) $4.50
4 signs " " $5.00
6 signs " " $6.00

Additional signs with same imprint cost 50c each.

*Please enclose remittance for proper amount. Prices quoted are for imprinting signs. We make no charge for the signs themselves. However, no signs are furnished without imprint.

IMPRINT AS FOLLOWS

TWO LINES ONLY FOR MAXIMUM NAME VISIBILITY. NAME AND STREET ADDRESS OR PHONE NUMBER.

SHIP TO:

Name_____

Address_____

City_____ State_____

P-171-60

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NLI 114846

ADVERTISING DEPT. COPY

ORDER FORM FOR

Dutch Boy

WONSOVER LIPSTICK TISSUE

IMPRINT AS FOLLOWS:

PRICES

☐ 1000 Books $12.00 F.O.B. Factory

☐ 2500 Books $45.00 F.O.B. Factory

☐ 5000 Books $45.00 F.O.B. Factory

Additional Books at $17.00 per M.

Check for proper amount is enclosed.

DATE _____ SHIP TO _____ ADDRESS _____

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NLI 114847

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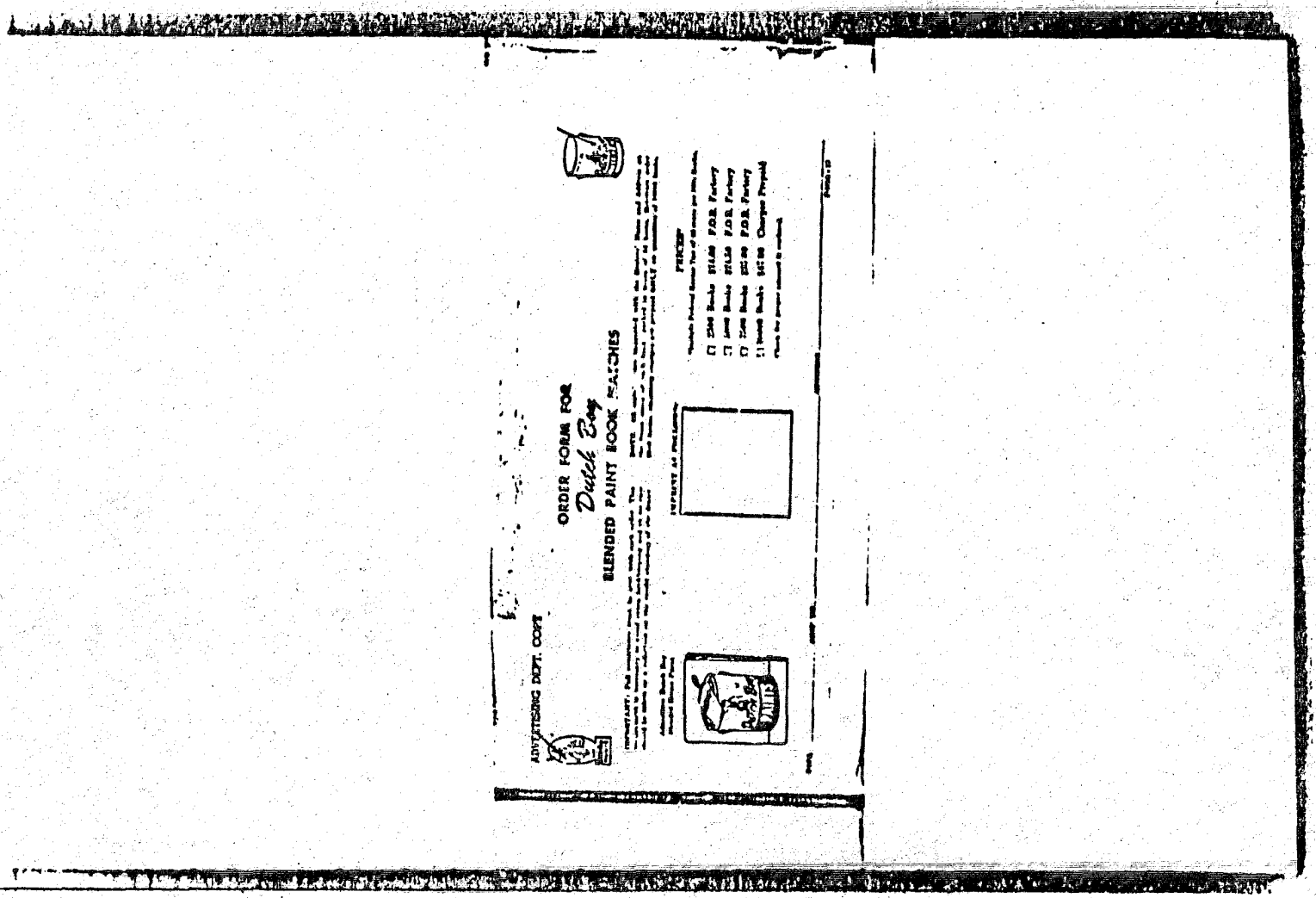
NLI 114848



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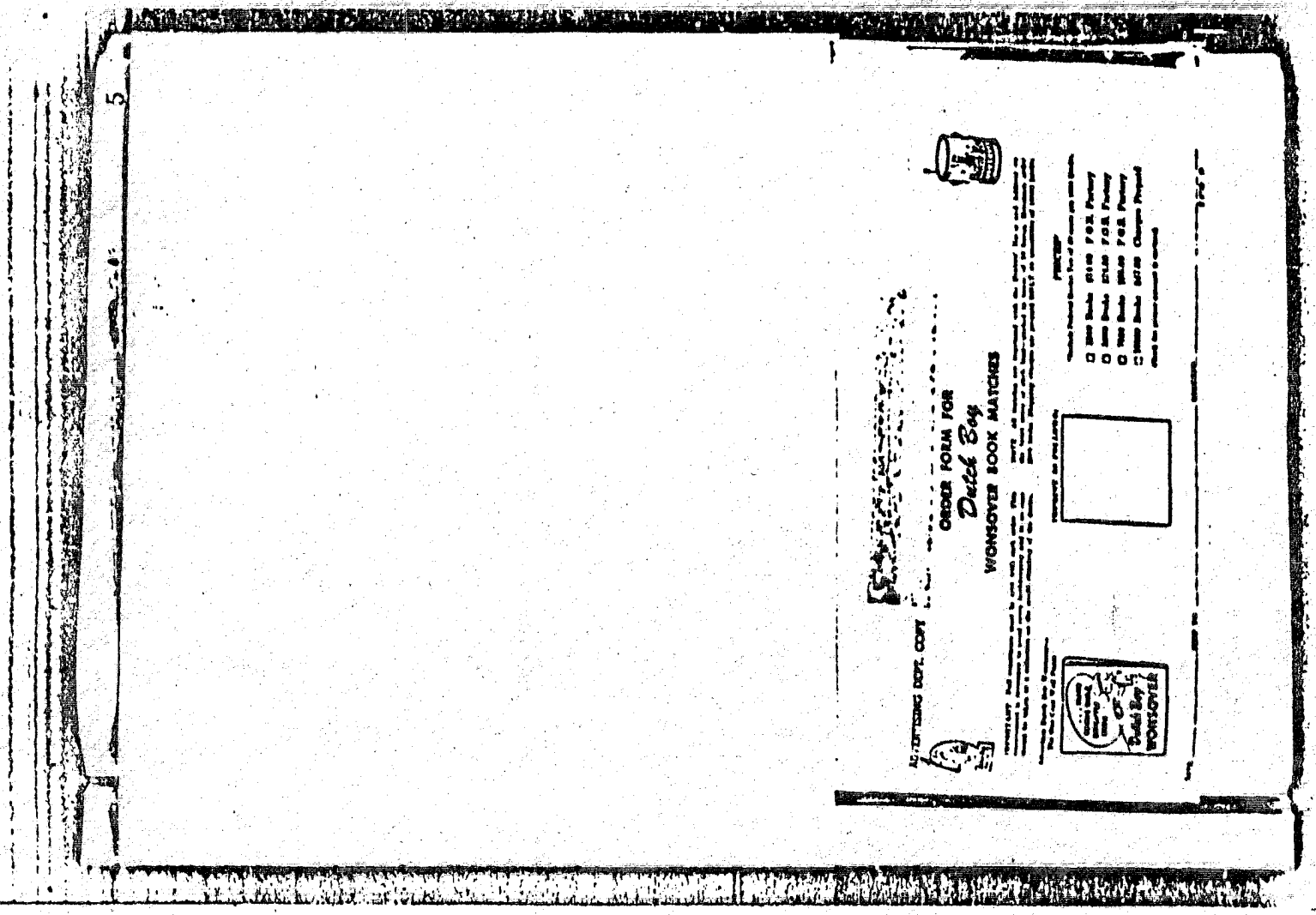
NLI 114849



FORM 10 ADVERTISING DEPT. COPY

Date _____

ORDER BLANK

for

"DUTCH BOY" DEALER'S METAL WALL SIGN

Please send me _____ ☐ imprinted / not imprinted metal wall signs. I understand there is a $5.00 charge* for each sign to cover the actual cost of imprinting. If not imprinted, the signs are free.

IMPRINT AS FOLLOWS:

ONE LINE — DEALER'S NAME ONLY

*Please enclose remittance for this amount. This requirement is necessary to avoid extra costs for the dealer, and in no case reflects on the dealer's credit.

Name _____

Address _____

City _____ State _____

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NLI 114850

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ADVERTISING DEPT. COPY

"Dutch Boy" SINGLE FACE NEON SIGN

(STOCK DESIGN)

SPECIAL CONTRACT-ORDER BLANK

Date _____

TO NATIONAL LEAD COMPANY:

As an Authorized "Dutch Boy" Dealer the undersigned agrees to install and display the "Dutch Boy" Single Face Neon Sign on the front of his store, located at address below. It is understood that the cost thereof shall be borne jointly by the Dealer and National Lead Company, the Dealer's share to be as checked in last below and payable to National Lead Company on delivery of the sign by National Lead Company to said erection by the sign erector designated below. National Lead Company also agrees to pay Fifty (50%) per cent of the total erection cost, its share, however, not to exceed Twenty-five ($25.00) Dollars.

(Please check length desired)

- ☐ 12 feet (12 letters)* $170
- ☐ 16 feet (15 letters)* $205
- ☐ 20 feet (18 letters)* $240

*Recommended as maximum for persons.

The undersigned also agrees to provide the necessary current and to maintain the sign in good working condition.

It is further understood that this sign remains the property of National Lead Company, who shall remove same should the "Dutch Boy" franchise be terminated.

The undersigned has arranged with the following sign company to handle erection and installation:

Name _____ Street _____

City _____ State _____

(The sign will be shipped to the above address prepaid)

Accepted: National Lead Co.

By _____ Dealer's Signature

Date _____ Address _____

Sign No. _____

IMPRINT AS FOLLOWS

(ONE LINE ONLY)

SEND NO MONEY—YOU WILL BE BILLED LATER



These lengths 12, 16 and 20 feet. All lengths 30 inches high (42 inches at trademark). Background porcelain enamel. Dealer's name in blue neon. "Dutch Boy" in red neon. White neon oval around "Dutch Boy" Trademark. Comes with all equipment for normal installation. Each sign bears all Underwriters labels as well as Underwriters labels.

Send to Branch Office in triplicate. Dealer's Copy will be returned when accepted.

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NLI 114851