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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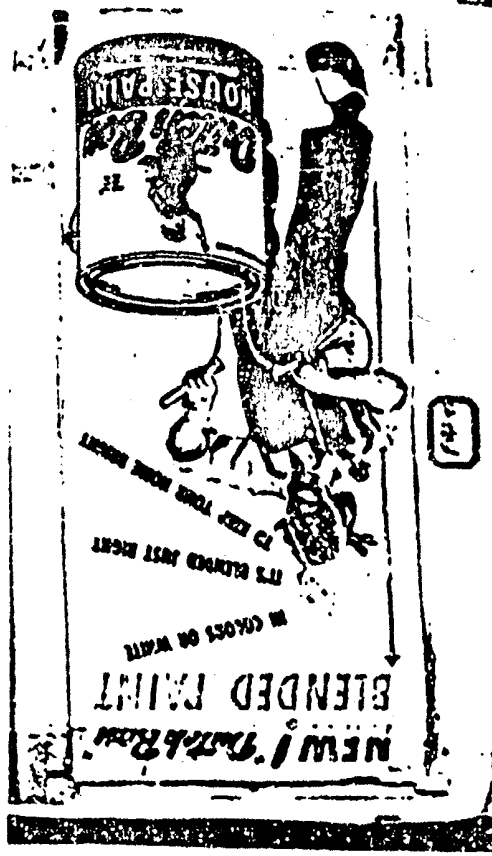
NLI 114208



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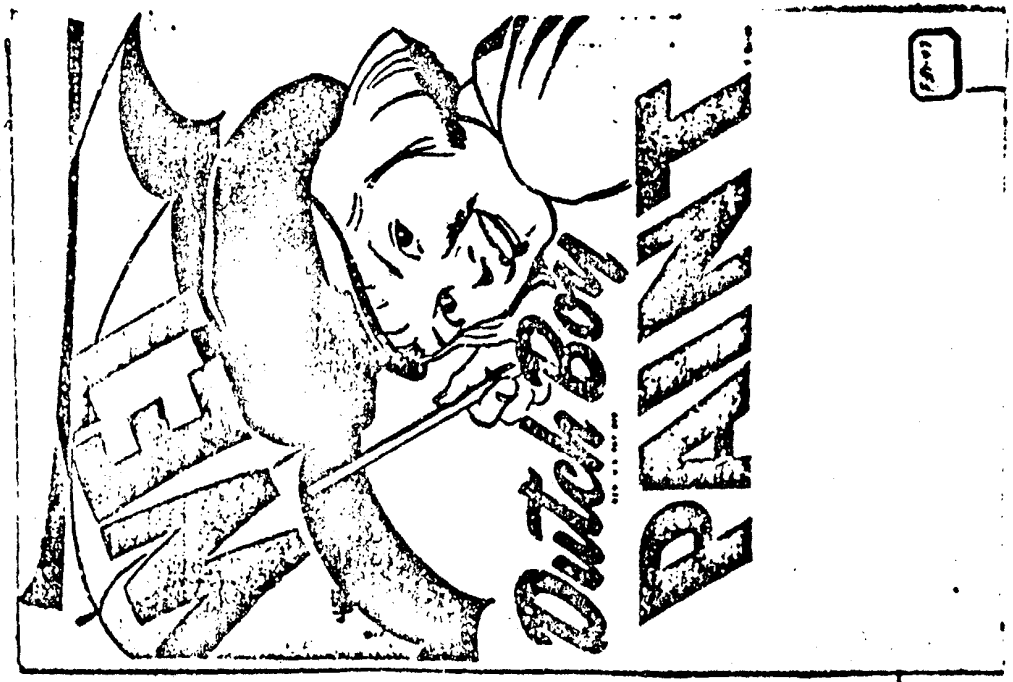
NLI 114209



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NLI 114210

17

It's New Dutch Boy BLENDED House Paint

Dutch Boy HOUSE PAINT

F-27-W

1917 "DUTCH BOY" DISPLAY

DUTCH BOY BLENDED HOUSE PAINT

This cutout, intended for use over shelves that hold the new paint, is included in the carton that contains the 4-piece window display. The cutout is 30" wide and 20" high.

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PLEASE FILL OUT AND RETURN BOTH FORMS

50-50 Dutch Boy BLENDED PAINT ADVERTISING

COOPERATIVE NEWSPAPER ADS

3" x 2 Col. AD NO.	4" x 2 Col. AD NO.	5" x 2 Col. AD NO.	6" x 2 Col. AD NO.	6" x 1 Col. AD NO.	3" x 3 Col. AD NO.	3" x 4 Col. AD NO.	3" x 5 Col. AD NO.
831	811	731	631	611	521	311	111
832	812	732	632	612	522	312	112
833	813	733	633	613	523	313	113
834	814	734	634	614	524	314	114
835	815	735	635	615	525	315	115
836	816	736	636	616	526	316	116

COOPERATIVE MAILING FOLDERS

	QUANTITY
1. Sweet Music for House Loving Ears	
2. The Life Of	
3. Dutch Boy Is Stepping Out	

IMPRINT FOLDERS AS FOLLOWS

COOPERATIVE ADVERTISING AGREEMENT

Date

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 in National Lead Company's discretion to exceed 2 per cent of the dealer's 1942 purchases of Dutch Boy Blended Paint.
2. Accepted media for this advertising include newspapers (any of the ads listed above for which we furnish mats), radio (any of the suggested ½ 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 tear sheets in case of newspaper advertising, mailed to National Lead Company for proper refund.
4. The actual cost of the direct mail folders to National Lead Company is 1½¢ each. This amount will be deducted from the dealer agent's advertising allowance as National Lead Company's half of the cost. The dealer is to pay the postage of 1½¢ each that he pays to mail out the folders.
5. It is understood that no allowances 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

By _____ Dealer's Signature

NAME OF DEALER _____ ST. ADDRESS _____

CITY _____ STATE _____ SALESMAN _____ BRANCH _____

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NLI 114211