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How To Set Up This Calendar

120

BONDS

The soldier's steel helmet and gun need ready protection from certain battle hazards. Your home, too, needs protection ... protection from the definite hazards of continuous weather exposure. Give it a good, solid coating of Dutch Boy Pure White Lead Paint, the weather-resisting armor that is both dependable and lasting. Comes two ways—Interior Primer and Outside White. Both are pure white lead, ready-to-use.



DEALER'S NAME
AND ADDRESS HERE

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DEALER'S NAME
AND ADDRESS HERE

No. 3A



The paint coating that covers our homes is not so spectacular as the sun that covers the deep sea floor ... but each serves a vital purpose—protection. Weather protection is paint's big job. And this job is done thoroughly, lastingly, by Dutch Boy Pure White Lead Paint. You can entrust the protection of your home to this top quality, ready-to-use pure white lead paint.



DEALER'S NAME
AND ADDRESS HERE



The paint coating that covers our homes is not so spectacular as the sun that covers the deep sea floor ... but each serves a vital purpose—protection. Weather protection is paint's big job. And this job is done thoroughly, lastingly, by Dutch Boy Pure White Lead Paint. You can entrust the protection of your home to this top quality, ready-to-use pure white lead paint.



DEALER'S NAME
AND ADDRESS HERE

No. 5A

4-173-46

00057

NLI 113942
N14802

00057

113943

BRANCH OFFICE ORIGINAL

ORDER FORM
038

Dutch Boy
DODGERS AND BOOK MATCHES

IMPORTANT For re-order send by post with cash order. The requirement is necessary to avoid extra handling and as an extra charge to others to a reference on the credit statement of the dealer.

BURGERS

Full order, 1944, is 15 inch x 10 inch tabloid contains ten news, used, or down-to-date distribution. Contact with the... Name and Address as following page.

\$2.99

100-442000-1000
 100-442000-1000
 100-442000-1000

1 Please use a ruler to line up the order

DETAILS AS FOLLOWS:-

QUANTITY _____ DATE DESTROYED _____

BOOK NATION

NOTE: There are two types of book markers available. Please be sure that the order calls for the correct type desired by the dealer.

All markers are stamped with the Fisher's Name and Address on the front cover of each book-parted in pieces of 40 books. Minimum order 2500 books. Shipping charges are prepaid (U.S. & all countries) of 75¢ per book.

The prices below include the Federal Excise Tax of 10 cents per thousand books.

TYPE A
Advertiser Starts Buy
Even When Lead Firm

TYPE C
Adventure 1 with 2nd
Year Book



INDICATE ABOVE THE TYPE MATCH DESIRED

REPORT AS FOLLOWS:

APPROXIMATE QUANTITY REQUIRED

☐ 300 Words	\$ 2.50	FOR Poetry
☐ 300 Words	\$ 6.75	FOR Poetry
☐ 300 Words	\$17.25	FOR Poetry
☐ 700 Words	\$24.00	Chorus Poems

(Check for the proper amount to be charged.)

DATE _____

● 2019年5月26日

PLATE 1

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How To Set Up This Calendar

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BRANCH OFFICE ORIGINAL

IMPORTANT

The dealer may use one or more of the approved advertising features but in no case is National Lead Company's seal or design to be used.

The dealer is to send a like copy.

PAINT ADVERTISING

20-50

Dutch Boy



NEWSPAPERS

Please send us 8 copies of the ads checked below for our use during 1946 in the advertising in our local newspaper:

CHECK ADS AND SIZES WANTED

(SEE MINIATURE REPRODUCTIONS OF ADS ON OTHER SIDES)

1946 PERIOD A	SIZE (Column)		1946 PERIOD B	SIZE (Column)		1946 PERIOD C	SIZE (Column)	
	1 in. x 3 1/2 in.	1 1/2 in. x 3 1/2 in.		1 in. x 3 1/2 in.	1 1/2 in. x 3 1/2 in.		1 in. x 3 1/2 in.	1 1/2 in. x 3 1/2 in.
1-A			1-B			1-C		
2-A			2-B			2-C		
3-A			3-B			3-C		
4-A			4-B			4-C		
5-A			5-B			5-C		
6-A			6-B			6-C		
7-A			7-B			7-C		

NOTE: National Lead Company will refund to you 50% of the space cost of this newspaper advertising when furnished with accepted bill and our copy of each advertisement as sent.

(Dealer signs here)

POSTCARDS

Please send us the following quantity of illustrated post cards for us to mail out during 1946:

QUANTITY ORDERED OF EACH CARD SHOULD NOT BE LESS THAN 50

Card	Quantity	Card	Quantity
1. How to set up this calendar		2. Use of the calendar	
3. Order to check item		4. How to set up	

PRINT EACH CARD AS FOLLOWS:

NOTE: The actual cost of these cards, which you are charged, amounts to one cent each and this will be refunded from your advertising allowance to National Lead Company's bill at the expiration. Your share is the postage of one cent each that you pay when you mail out the cards.

(Dealer signs here)

NAME OF DEALER

ADDRESS

CITY

STATE

DATE

SALFMAN

BRANCH

NO OTHER ABOVE ORDER IS NEEDED BY DEALER AND ALL NECESSARY INFORMATION IS COMPLETE

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NLI 113944

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Please be advised that shipment was made to you

as follows on _____ via _____
from _____

Amount & Quantity	Number, Kind and Marking of Packages	Total Weight of Shipment

(Shipper)

ACKNOWLEDGEMENT

The above quantity of material was received in good condition

on _____ 194

(Signature) _____

PLEASE RETURN THIS ACKNOWLEDGEMENT PROMPTLY TO:
NATIONAL LEAD COMPANY, ROOM 1813, 111 BROADWAY, NEW YORK 6, N. Y.

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N.L. 113945

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ORIGINAL

NATIONAL LEAD COMPANY

Advertising Department
ROOM 1905 111 BROADWAY
NEW YORK 4, N. Y.

DATE
ORDER NUMBER
ORDER SIGNED BY

Article _____ Term No. _____

Shipped

Describe as

SHIP TO

QUANTITY

VIA

How To Get This Calendar

IMPORTANT:

1. Ship promptly to get maximum value. Calendar is not to be shipped without definite instructions.
2. Mark contents and quantity plainly on each package.
3. The SAME DAY each shipment is made, and shipping must be addressed to what shipment is consigned using the name of article, quantity, and number of packages. Send copy of this memo to Advertising Department. I also these names are received date in person of bill will reach.
4. Send bill to National Lead Company, Advertising Department.

SHIP COLLECT UNLESS OTHERWISE SPECIFIED

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6-7516

NLI 113946

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National Lead Company

Advertising Department

111 Broadway • New York

INVOICE

This invoice will be included in the charge to your account under Advertising
Account charges for the current month through the Treasurer's books.

END OF THE LINE

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NLI 113947

24751