FORM 10

ADVERTISING DEPT. COPY

ORDER BLANK

Date_____

for

"DUTCH BOY" DEALER'S METAL WALL SIGN

Please send me _____ 8 imprinted / not imprinted metal wall signs. I understand there is a $[illegible] charge* 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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"FILING COPY"

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Dutch Boy

COOPERATIVE ADVERTISING AGREEMENT

PLEASE READ CAREFULLY

Date

The undersigned agrees to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Paints during 1949 on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but in no case is National Lead Company's obligation to exceed 2 per cent of the dealer's 1949 purchases of all Dutch Boy Paints packaged under the blue and white label.
2. Accepted media for this advertising includes newspapers (any of the advertisements shown in the Dutch Boy Newspaper Advertising Aids and for which we furnish mats), radio (any spot announcements based on our suggestions and featuring Dutch Boy Paints), direct mail (as outlined in folder "You Can Paint The Town—") and posters (under the Advertiser Plan outlined on pages 6 and 7 of booklet "Dealer Identification Signs").
3. Allowances for other forms of advertising will be granted only where specific written approval is given in advance by National Lead Company's Advertising Department.
4. Newspaper, radio and poster advertising should be placed locally by the dealer and paid for by him. Receipted bills, accompanied by tear sheets of newspaper advertising and sample scripts in the case of radio advertising, should then be mailed to National Lead Company for proper refund.
5. Dealer will be billed for the Direct Mail Campaign at rates printed on order form, which represent 50 per cent of the actual cost. (Of course, this same amount will be deducted from the dealer's 1949 advertising allowance.)
6. It is understood that no allowances for 1949 advertising will be granted after December 31, 1949.

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 _____ NO. _____

CITY _____ STATE _____ SALESMAN _____ BRANCH _____

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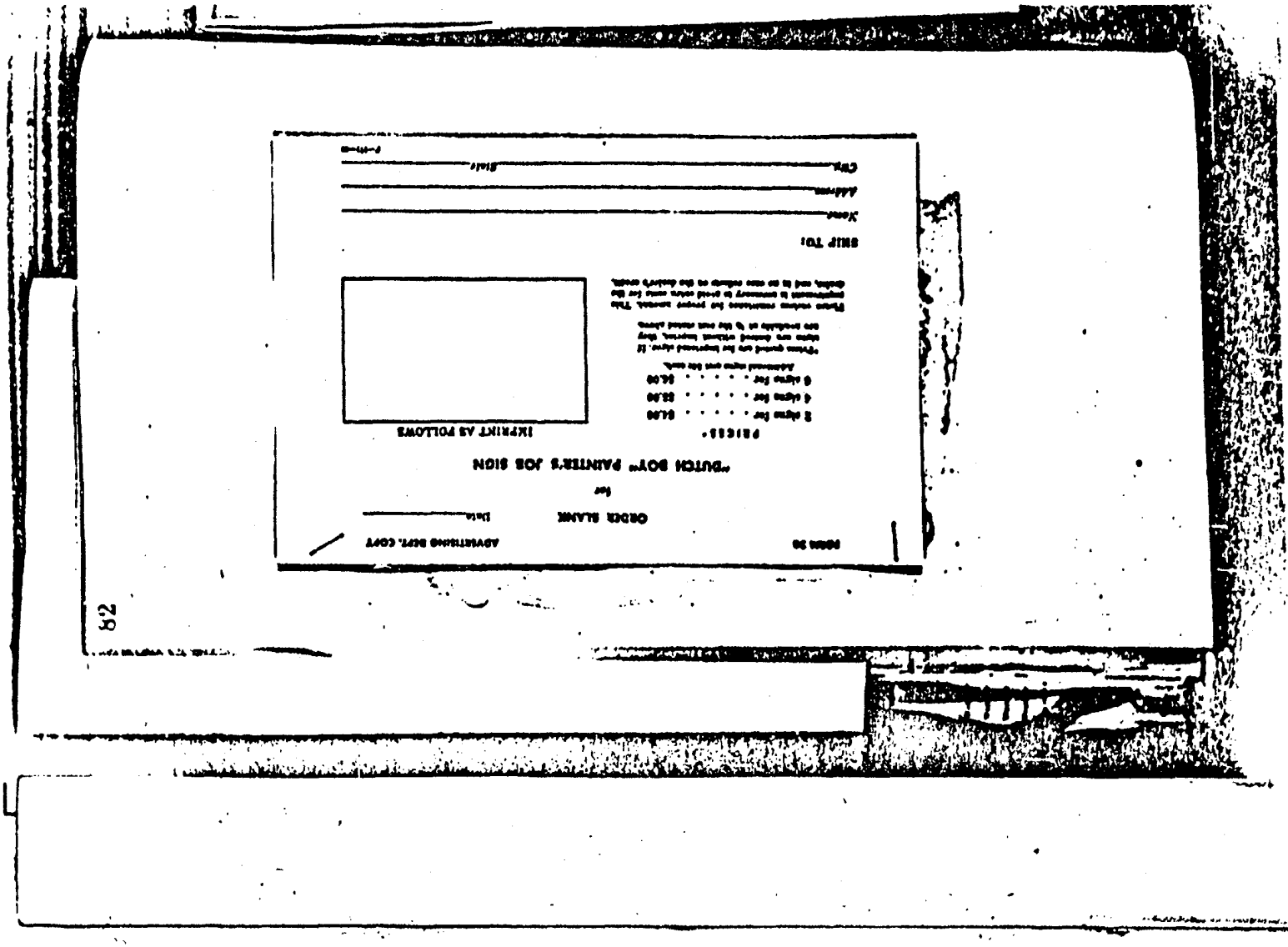

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ADVERTISING DEPT. COPY

ORDER BLANK

for

Dutch Boy PAINTERS' CAPS

Please ship me _____ "Dutch Boy" Painters' Caps, with my imprint on the back as indicated below:

COOPERATIVE PRICES*

100 Caps	$ 6.25
200 Caps	$10.00
Additional 100's	@ $ 5.00

These prices are all F.O.B. Sipon, Wisc.

IMPORTANT—While the National Lead Co. brand half the cost of these caps, this is in no way connected with the regular cooperative advertising.

*You will be billed at these prices by the cap manufacturer (Advertisers Manufacturing Co., Sipon, Wisc.) upon delivery.

IMPRINT DESIRED

If specific last sizes are desired, indicate in boxes below. Otherwise you will receive a standard assortment.

☐ 6⅞ ☐ 7⅛
☐ 7 ☐ 7⅜
☐ 7⅛ ☐ 7⅝

SHIP TO _____

ADDRESS _____

CITY _____ STATE _____

NO CAPS SOLD WITHOUT DEALER IMPRINT

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