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ADVERTISING DEPT. COPY



Dutch Boy
1950

COOPERATIVE ADVERTISING AGREEMENT
for BLUE AND WHITE LINE
AUTHORIZED DEALERS

PLEASE READ CAREFULLY

The undersigned agrees to cooperate with NATIONAL LEAD COMPANY in advertising "Dutch Boy" Paints during 1950 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 1950 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
Direct Mail ("Dutch Boy" Plan only)
Posters (Advertising Plan)
Road Signs (Approved Scratchline Design only)
Classified Telephone Directories (Approved Display Ads only)
3. Not acceptable under the cooperative agreement are:
Programs of any type
Neighborhood Shopping News
Dealers own mailing pieces or publications
Church Bulletins
4. Advertisements require approval by NATIONAL LEAD COMPANY'S Advertising Department.

ment is required for any form of advertising not specifically included in Paragraph 2.

5. Newspaper advertisements shall be from rates supplied by NATIONAL LEAD COMPANY. Refund for combination advertisements shall be only on the basis of actual lineage 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 confined to "Dutch Boy" Paints. Sample scripts should accompany receipted bills for proper refund.
8. The "Dutch Boy" Direct Mail Campaign, Advertising Posters and "Dutch Boy" Scratchline Road Signs should be handled as instructed in NATIONAL LEAD COMPANY'S promotional matters on these respective media.
9. It is understood that this agreement expires with the calendar year of 1950 and that applications for refund cannot be honored after December 31, 1950.

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

NATIONAL LEAD COMPANY

For _____ Dealer's Signature

NAME OF DEALER _____ STREET ADDRESS _____
CITY _____ STATE _____ COUNTRY _____

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NOTE: Make 3 copies of order. Send original and 1 copy to National Lead Co., P.O. Box 211, New York 10, N. Y. In reply envelopes furnished. Retain 2nd copy for your files.

ORDER FORM
"Dutch Boy"
COOPERATIVE
DIRECT MAIL CAMPAIGN

DO NOT WRITE HERE

TO: NATIONAL LEAD COMPANY

Please enter my order for "Dutch Boy's" 1960 4-piece direct mail campaign.

Option (check one) ☐ 1 ☐ 2 ☐ 3 ☐ 4

(Please read instructions on back of portfolio before checking above)

Mail my pieces to

names (minimum 200 names)

I wish entire campaign (5 pieces) ☐

or Spring campaign only (2 pieces) ☐

PRICES

Full campaign (5 pieces) Options 1, 2 or 4 _____ 12¢ per name

Spring campaign (2 pieces) Options 1, 2 or 4 _____ 10¢ per name

Full campaign (5 pieces) Option 3 _____ 8¢ per name

Spring campaign (2 pieces) Option 3 _____ 6¢ per name

I enclose my check for \$ _____ to cover cost as listed above (number of names times cost per name). It is my understanding that National Lead Company is contributing an equal amount to pay the full cost of this campaign and that this amount will be deducted from my regular advertising allowance for 1950. I further understand that if my TOTAL 1950 allowance (after deducting any sum or sums expended for other advertising) is insufficient to cover the above amount I will then pay National Lead Company, IN ADDITION, the difference between such unexpended allowance and the above figure.

DEALER IMPRINT

All pieces are to carry my imprint as follows:

Name of Firm _____

(Please Print Plainly)

Street Address _____

(Please Print Plainly)

City, State, Telephone _____

(Please Print Plainly)

Check here if special imprint is desired: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

DEALER SIGN HERE:

Signature

Date and Place

IF YOU CHECKED OPTION 1 FILL IN SPACES BELOW IF YOU CHECKED OPTION 3 OR 4 FILL IN SPACES BELOW

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