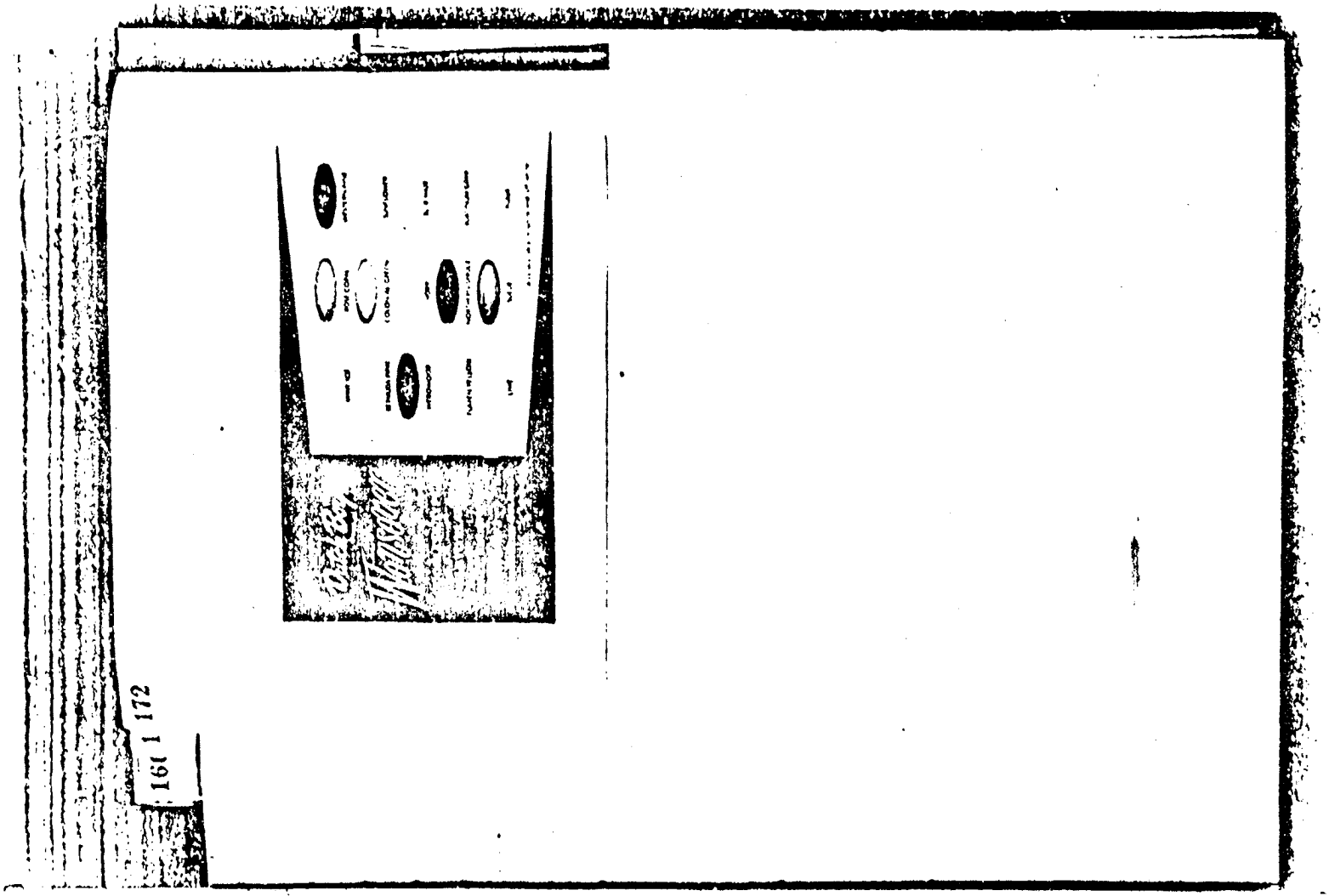
NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115461



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00057

NLI 115462

THIS NEW

IS WONDERFUL

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NATIONAL LEAD COMPANY

DUTCH BOY DIRECT MAIL CAMPAIGN

INVOICE

Amount due on Mailing T

"Dutch Boy" Direct Mail Campaign $

RETURN YELLOW COPY WITH CHECK

PLEASE REMIT TO

NATIONAL LEAD COMPANY

00057

NLI 115463

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

ADVERTISING DEPT. COPY

Dutch Boy SPECIALTIES

COMBINATION ORDER BLANK

Dealer's Name _____

Street _____

Town _____ State _____

Ship the following: (check)

	Quantity		Quantity
☐ Count on Color		☐ Illuminated Clock	
☐ Envelopes for above		☐ Department Identification Sign—Illuminated	
☐ How to Paint Right		☐ "Your Personalized Color Scheme"	
☐ Metal Wall Sign		☐ "New Sparkle" Broadside (Comprehensive Color Card)	
☐ Painters' Job Sign			
☐ Book Matches			
☐ Woman's			
☐ Product Assortment			

Imprint (see limits below)

LIMITS

How to Paint Right – 3 lines
Metal Wall Sign – 1 line
Job Sign – 2 lines
Book Matches – 4 lines
Clock – 2 lines
"New Sparkle" Broadside – 4 lines

1st line _____
2nd line _____
3rd line _____
4th line _____

*No imprint on Count on Color; Dept. Ident. Sign; "Your Personalized Color Scheme"

Prices

Count on Color: 5¢ per copy. Envelopes: 70¢ per 100*
How to Paint Right: $6.00 per 100 (250 copies minimum)*
Metal Wall Sign: $5.00 per sign (free without imprint)*
Painters' Job Sign: 2 signs (same imprint) $4.00*
4 " " " 5.00*
6 " " " 6.00*
Additional signs same imprint – 50¢ each*
Book Matches: 2,500 Books – $16.25 F.O.B. Factory
5,000 Books – $30.25 F.O.B. Factory
10,000 Books – $60.50 Prepaid*
Department Identification Sign: $12.00*
Clock: $11.95 F.O.B. Cincinnati
"Your Personalized Color Scheme": $3.00 per 100, including envelopes
"New Sparkle" Broadside: $6.00 per 100, including imprint

*All shipping charges prepaid

☐ Check Enclosed
☐ If you prefer to have Branch invoice you in the regular manner, indicate here.

Branch _____

Salesman _____

_____
Dealer's Signature

Address

00057

NLI 115464

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115465

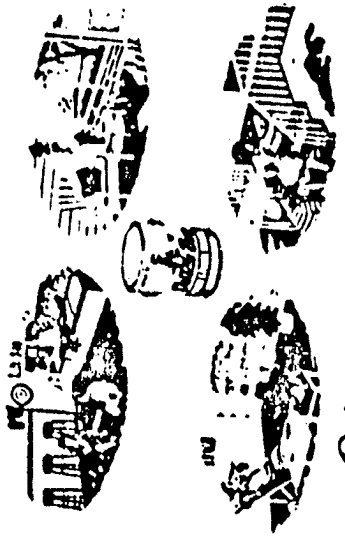
175



NOTICE: if the film image is less clear than this notice, it is due to the quality of ths document being filmed

NLI 115466

00057

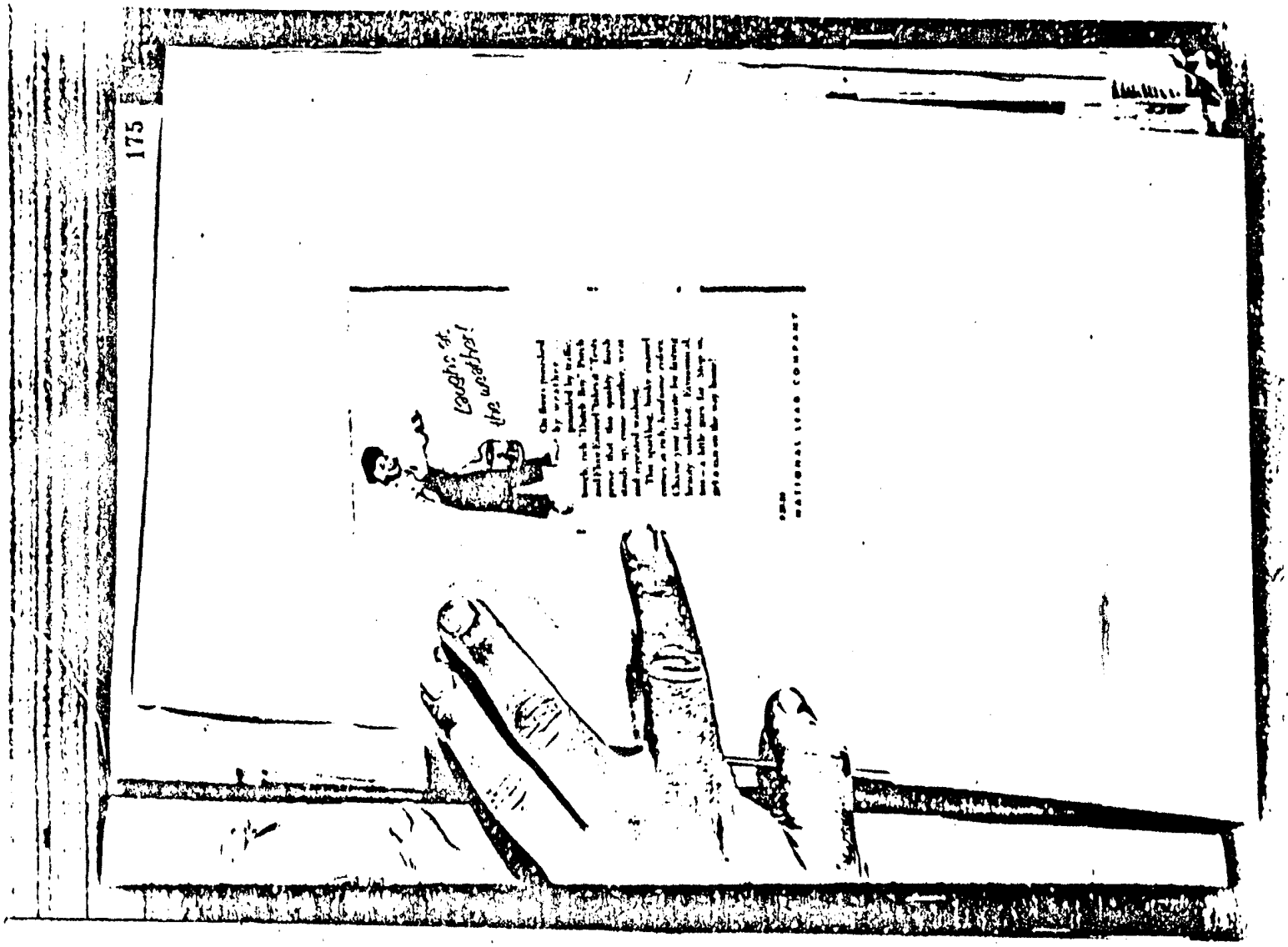


Real beauty with a tough skin!

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

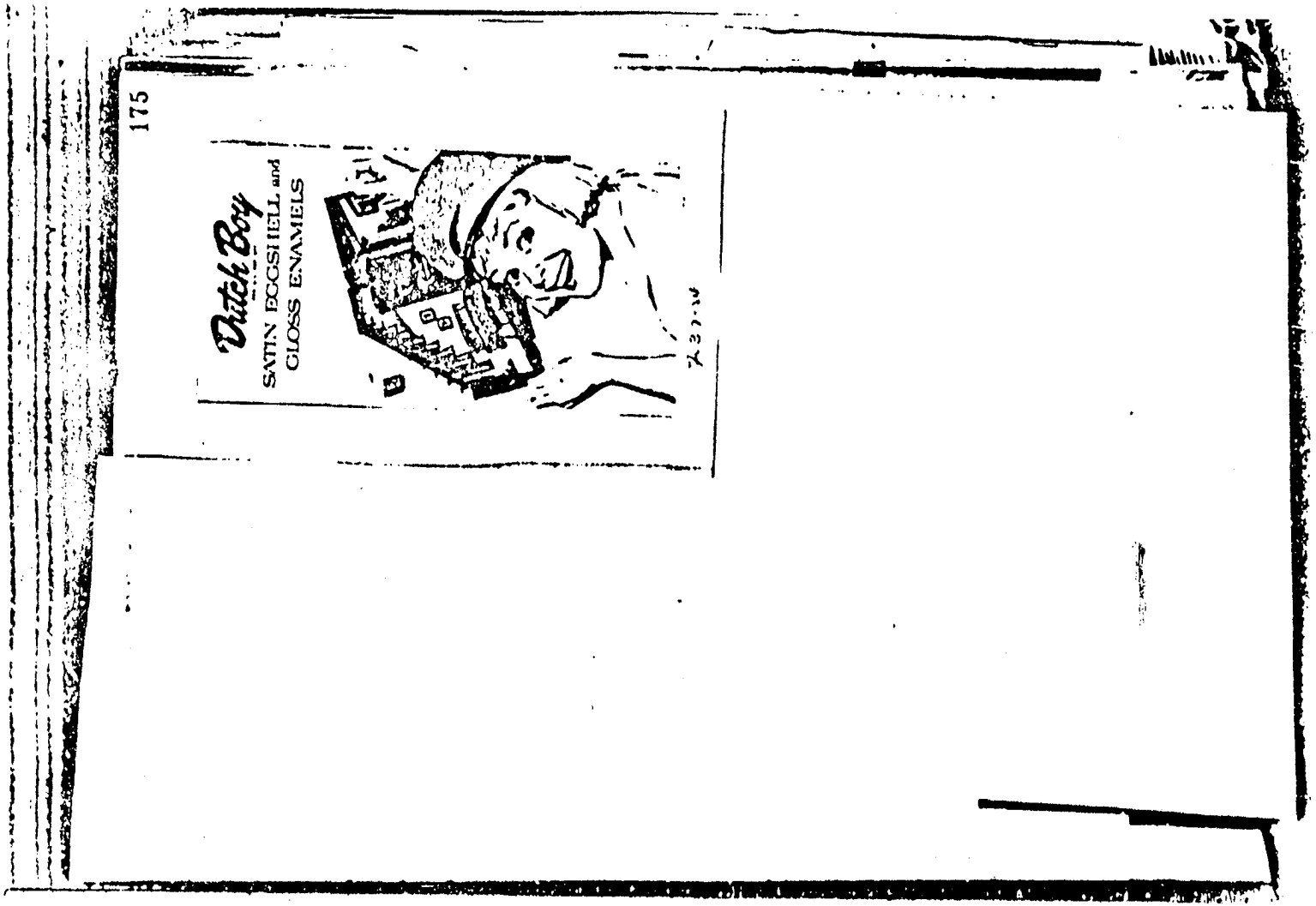
00057

NLI 115467



NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115468



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00057

NLI 115469



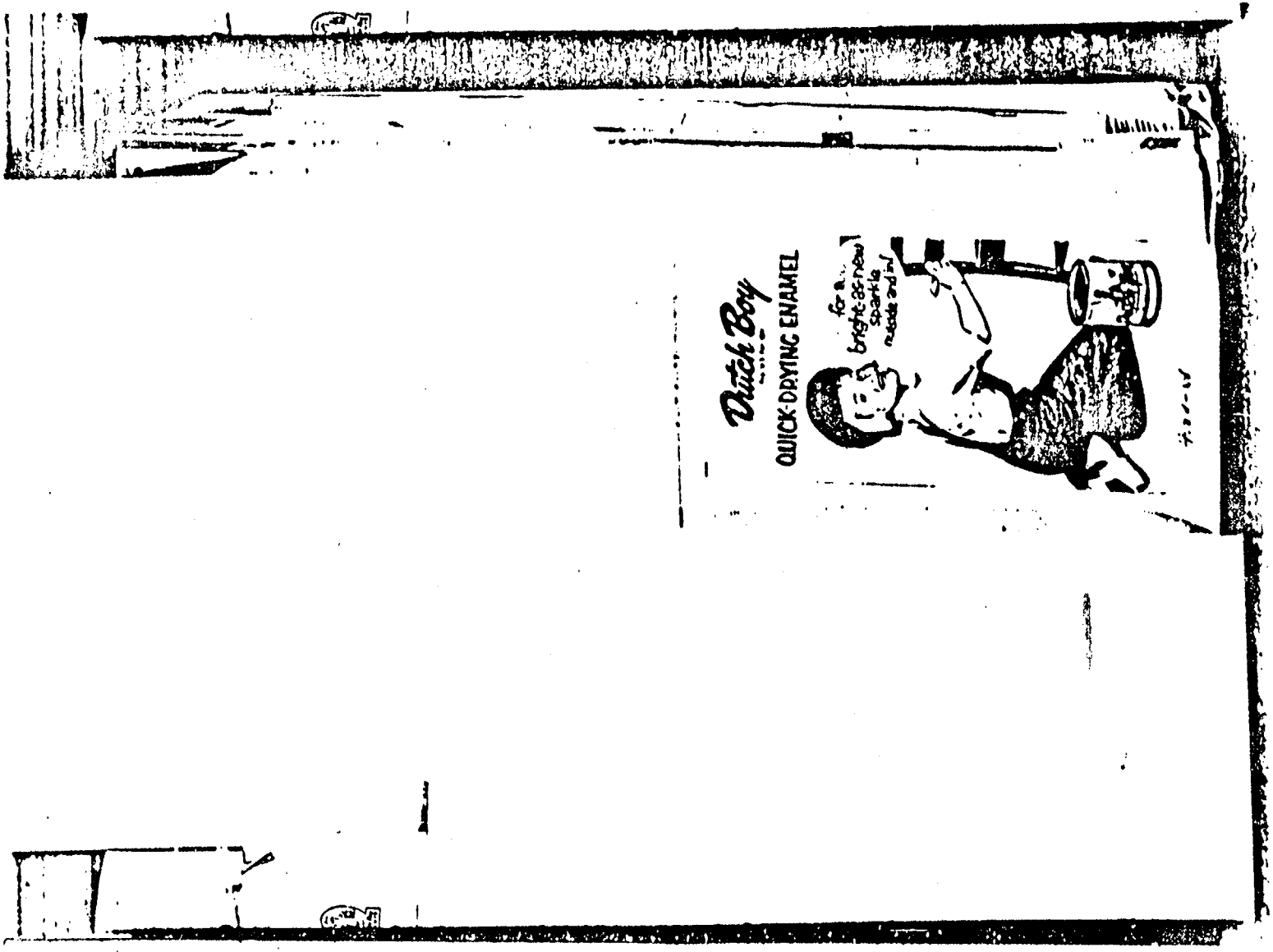
An eye-dea for beauty!

NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115470

00057

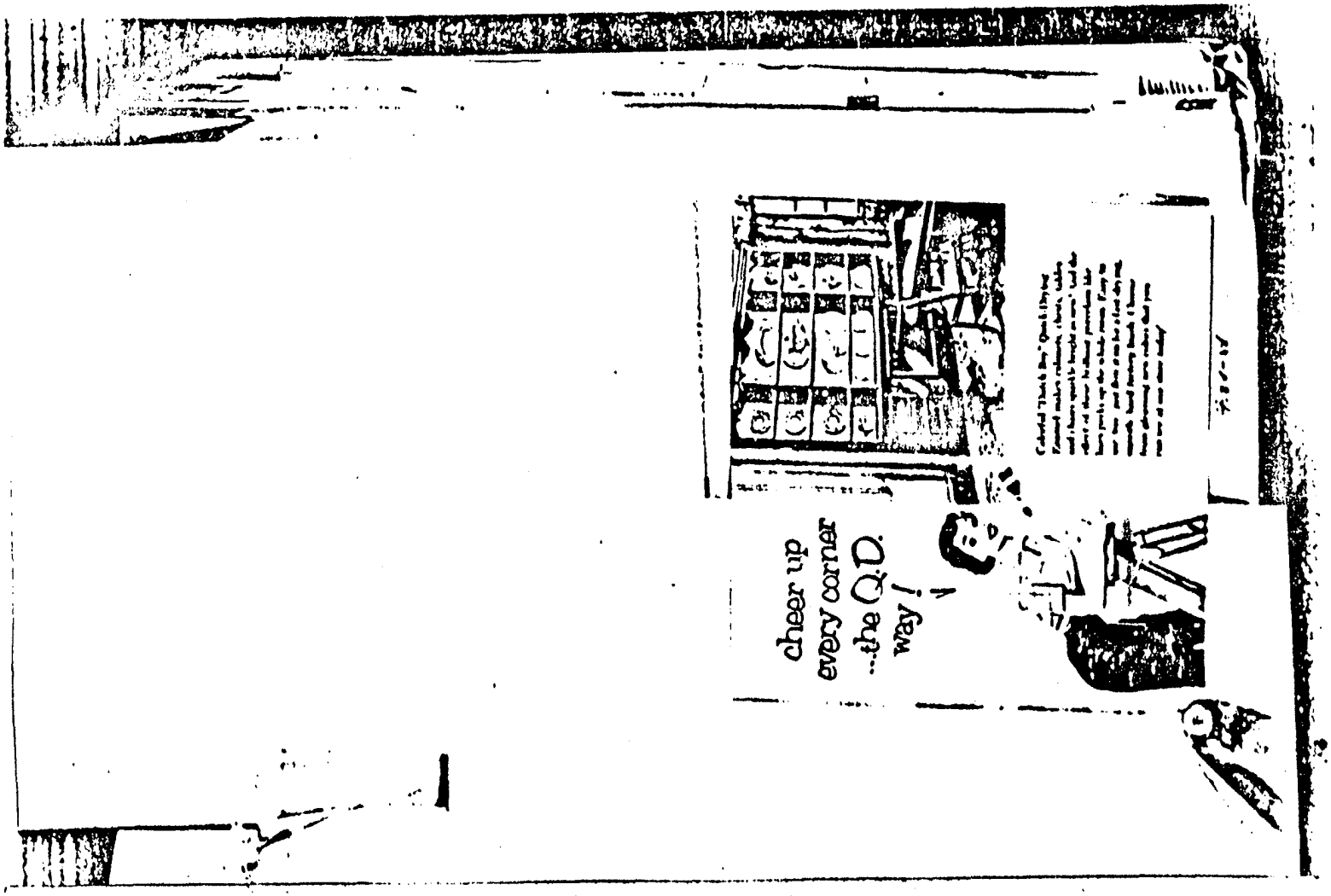
G.B.S.



NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

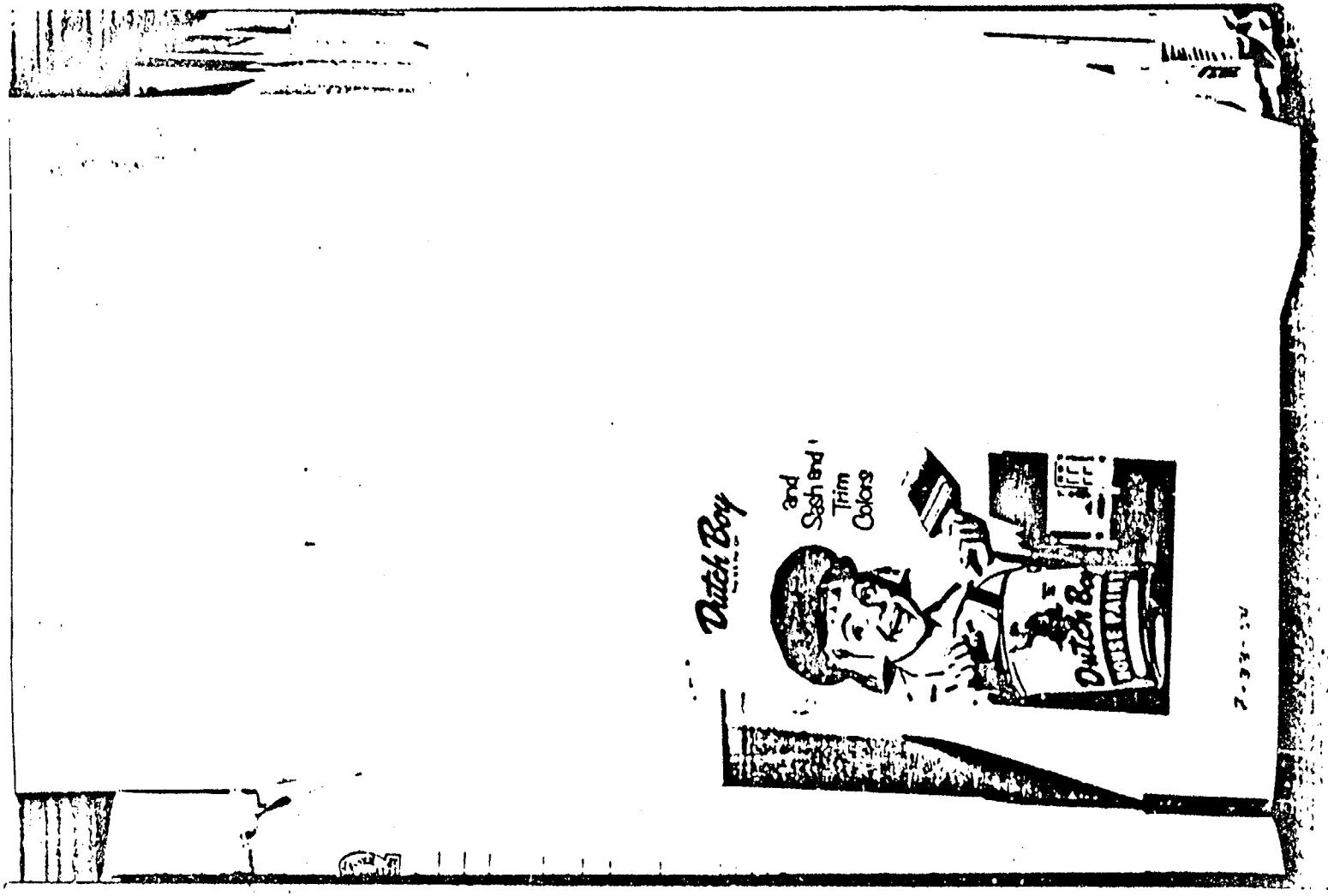
NLI 115471

0668



NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

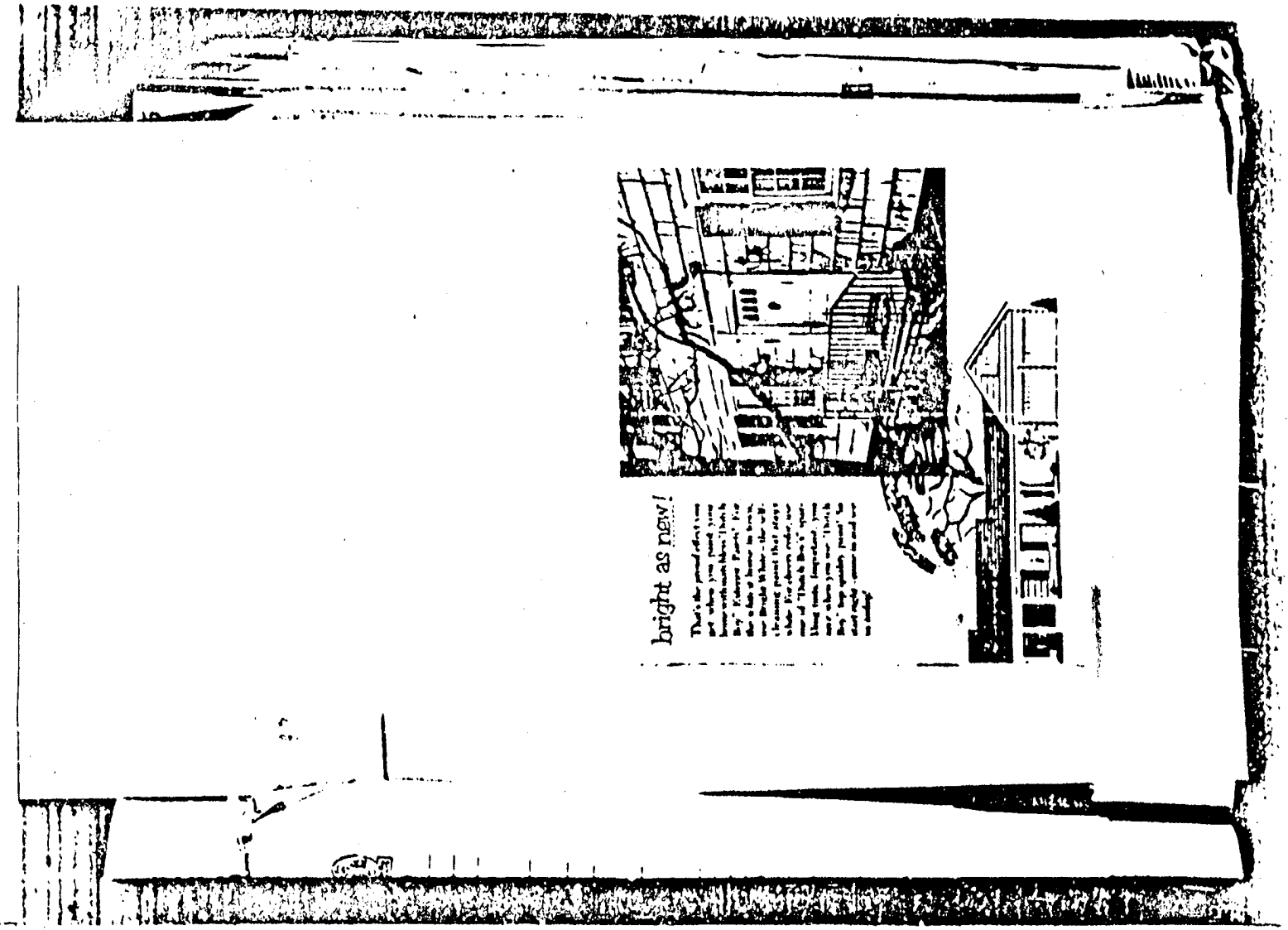
NLI 115472



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

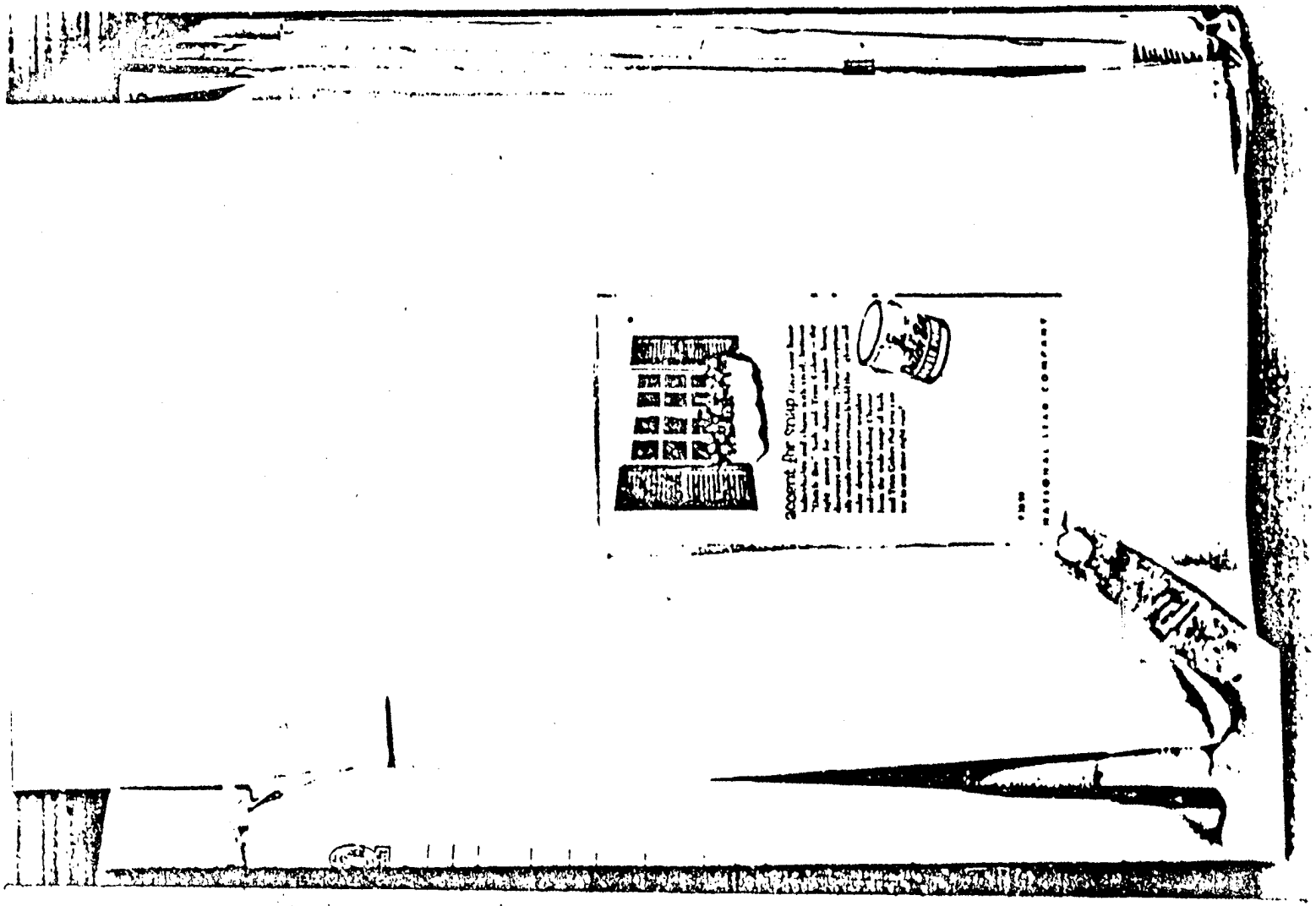
00057

NLI 115473



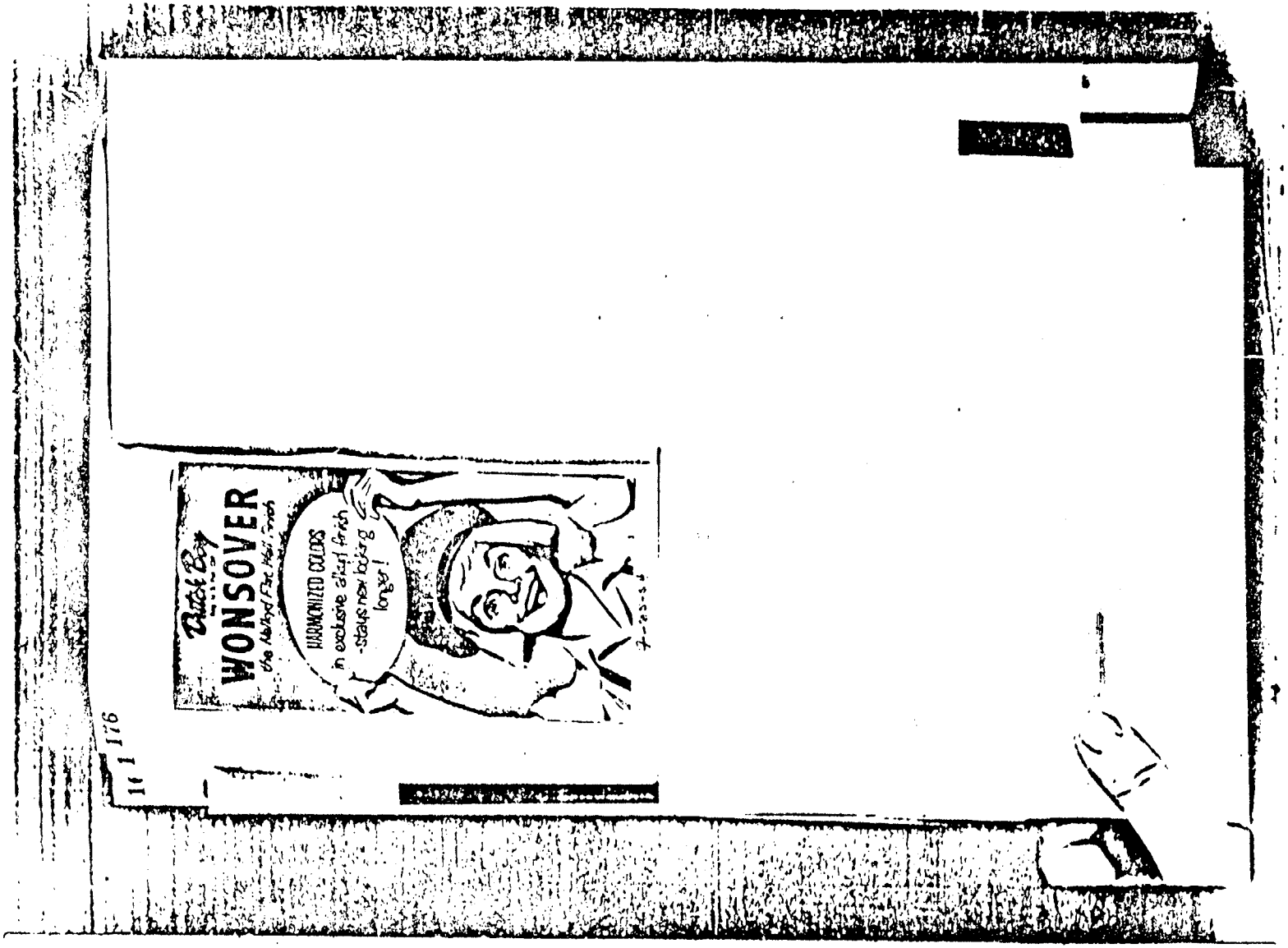
NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115474



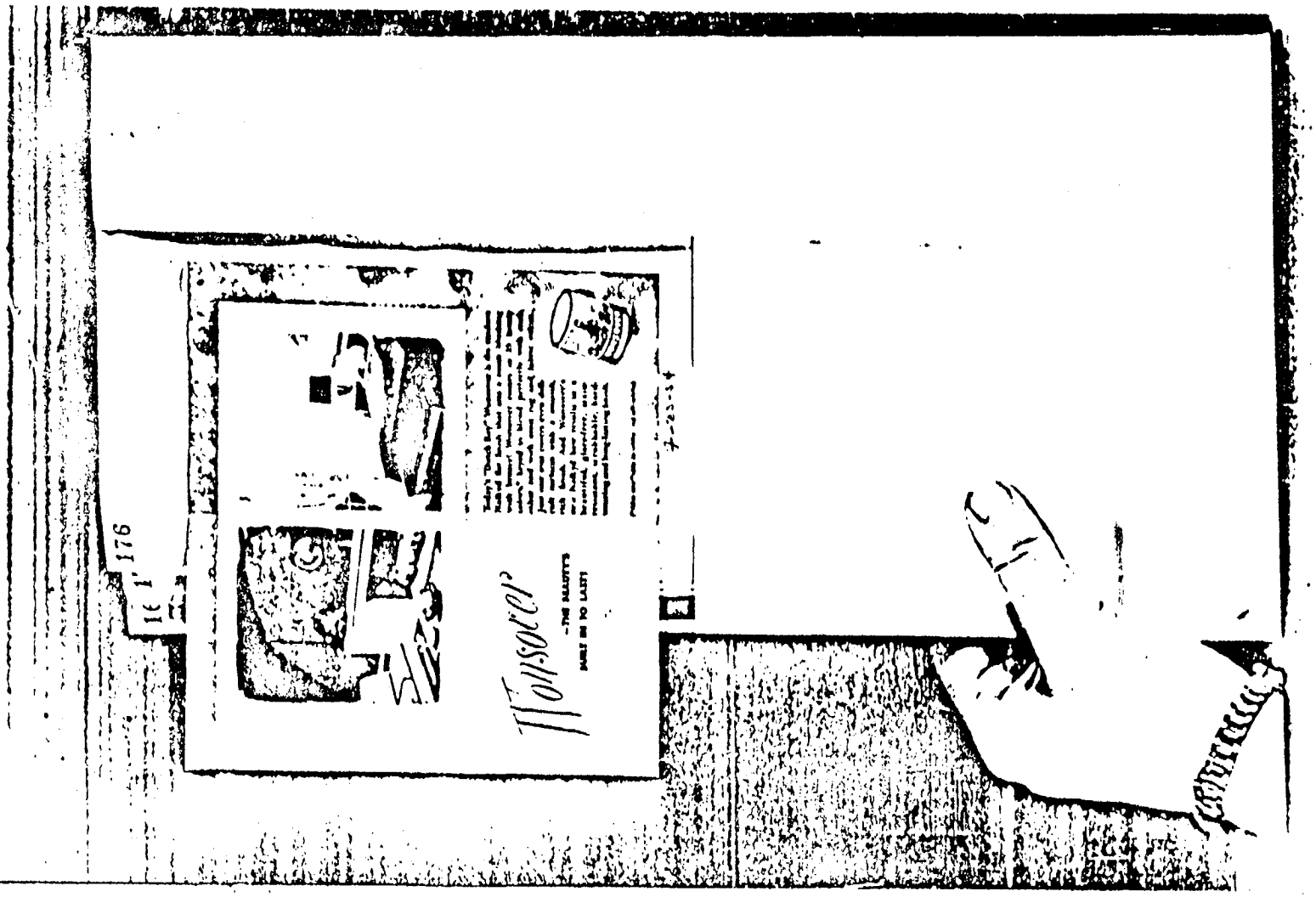
NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115475



NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

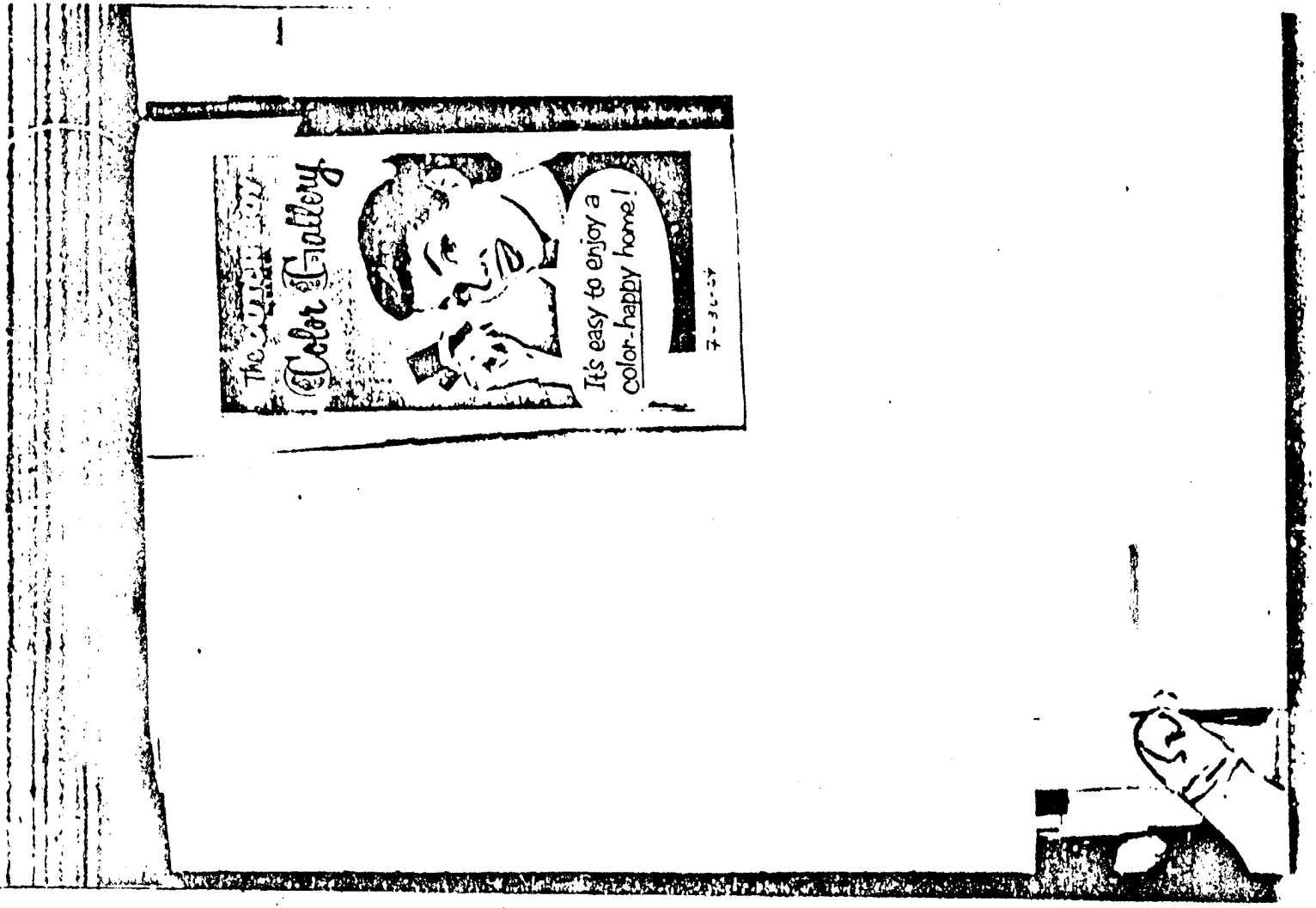
NLI 115476



NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

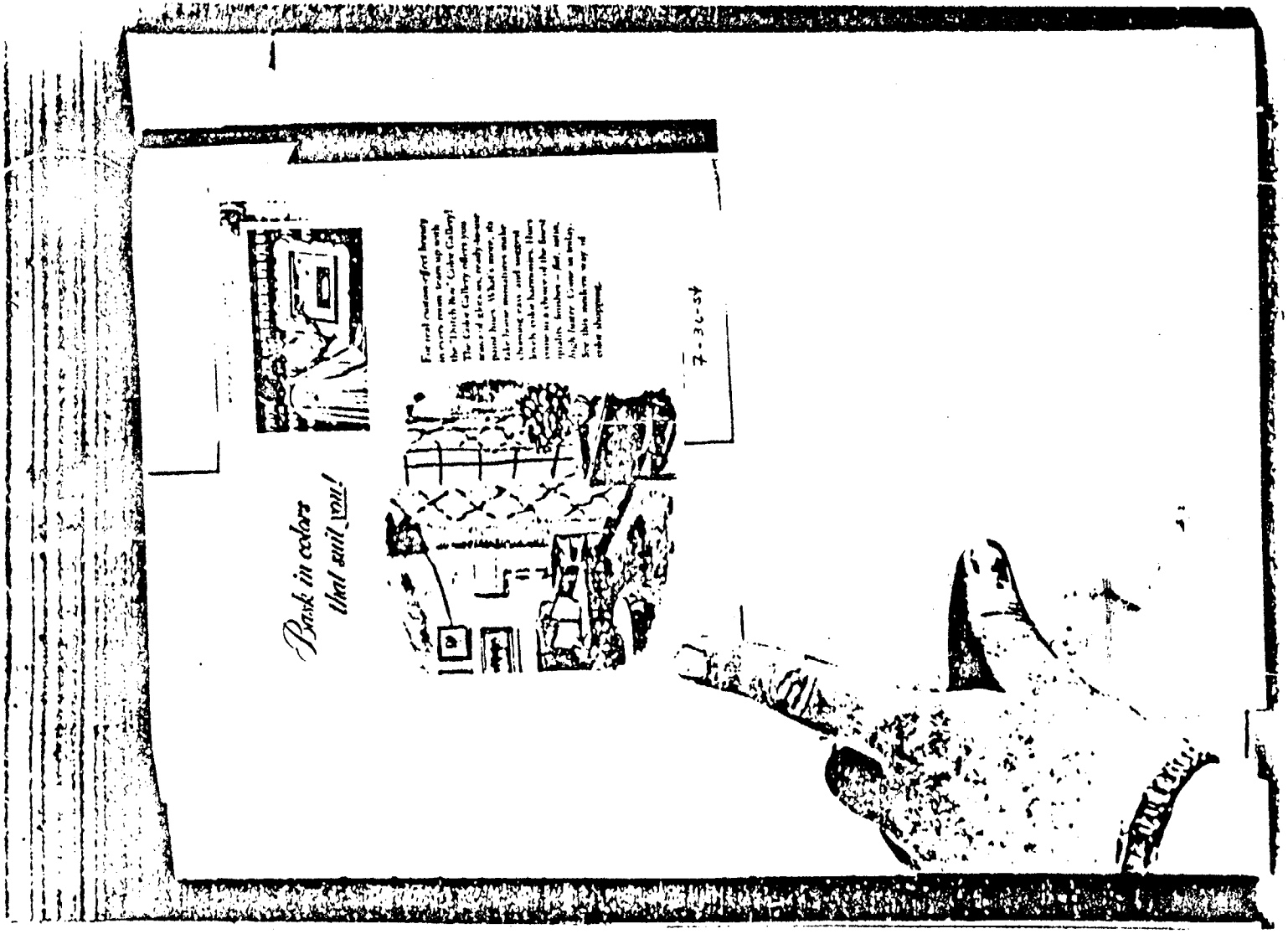
00057

NLI 115477



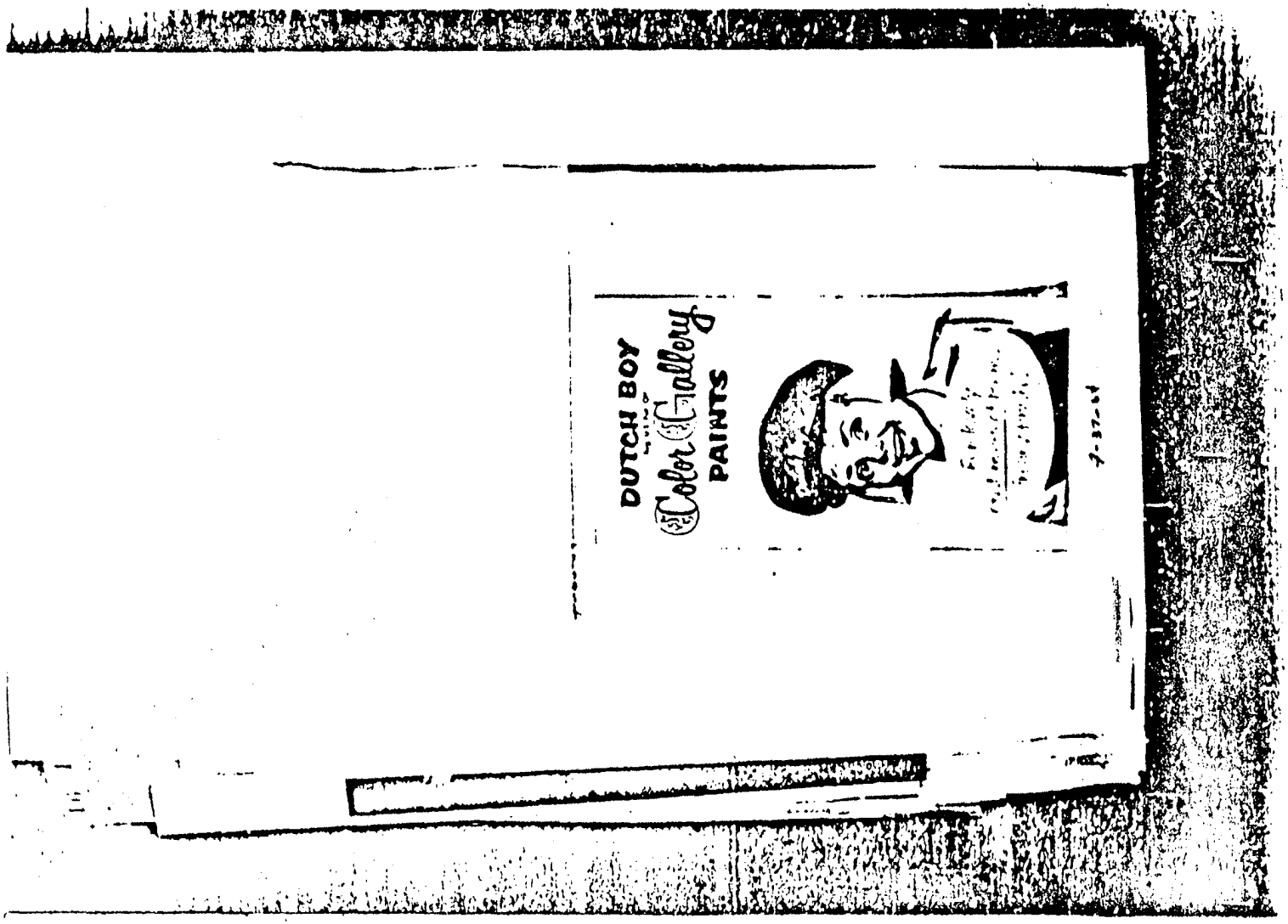
NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115478



NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115479



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 115480

