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PAGES
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NLI 114844

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NLI 114845

ORDER BLANK

"HOW TO PAINT RIGHT" BOOKLET

NATIONAL LEAD COMPANY
Room 1918
111 Broadway,
New York 6, N. Y.

PLEASE SEND CHECK
WITH ORDER

Please send copies of HOW TO PAINT RIGHT, \$6.00 a hundred including imprint.
(200 copies minimum order)

Ship to: _____
Address: _____
City: _____ P.O. Box: _____
State: _____

IMPRINTS
(please print)

Indicate design of this order, as per order, and indicate number and date of order, as per order, and indicate number and date of order, as per order.

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NLI 114846

ADVERTISING DEPT. COPY

Date _____

ORDER BLANK

"DUTCH BOY" PAINTER'S JOB SIGN

IMPRINT AS FOLLOWS

TWO LINES ONLY FOR MAXIMUM NAME
VISIBILITY NAME AND STREET ADDRESS
OR PHONE NUMBER

PRICES

2 signs (same imprint) \$1.00
4 signs " " " \$2.00
6 signs " " " \$3.00

Additional signs with same imprint cost 50c each

* Please reserve ample space for proper layout. Prices quoted are for imprinting signs. We make no charge for the sign themselves. However, no signs are shipped without imprint.

SHIP TO:

Name _____

Address _____

City _____

State _____

Zip _____

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ADVERTISING DEPT. COPY



ORDER FORM FOR
Dutch Boy
WONSOVER LIPSTICK TISSUE



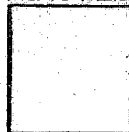
IMPORTANT: All orders must be sent with cash order. This form is to be used in order to place orders and is not to be used for other purposes. It is a violation of the rules governing the use of this form.

NOTE: All orders are shipped with the Dutch Boy logo and address on the front of the tin. It is the responsibility of the buyer to ensure that the tin is properly labeled.

Attention: Please See Wonsover
To All Your Favorite Companies



INVOICE AS FOLLOWS:



PRICES

- ☐ 1000 Boxes \$17.00 F.O.B. Factory
 - ☐ 2500 Boxes \$42.00 F.O.B. Factory
 - ☐ 5000 Boxes \$64.00 F.O.B. Factory
- Additional Boxes at \$17.00 per M.
Please see agent nearest to you.

DATE _____ SENT TO _____ ADDRESS _____ PHONE _____

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NLI 114847

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ADVERTISING DEPT. COPY

ORDER FORM FOR
Dutch Boy
BLENDED PAINT BOOK MATCHES



IMPORTANT: For convenience, please to print with each order. The name and address to which the order should be sent, and on the back of the order, should be filled up a reference to the order number of the order.

Attention Dutch Boy
Blended Paint



PRINTED AT THE



PRICES

- ☐ 2500 Books \$14.00 F.O.B. Factory
- ☐ 1000 Books \$5.50 F.O.B. Factory
- ☐ 500 Books \$2.75 F.O.B. Factory
- ☐ 250 Books \$1.38 Charge Prepaid

Please for proper address to mail.

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NLI 114849

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ADVERTISING COPY COPY



ORDER FORM FOR
Dutch Boy
WONSOVER BOOK MATCHES



REMARKS: All matches must be sent with each order. The advertiser is responsible to send every advertisement and to be sure that the order is a duplicate of the actual printing of the order.

NOTE: All matches are supplied with the "Dutch Boy" face and printed on the back with the name of the advertiser. The advertiser must send the name of the advertiser on the back of the matchbook.

Send Book for Free
The One You Want Free



REMARKS: NO PULLS



PRICE

Match Book Order Form of 1000 per 1000

- ☐ 1000 Book \$1.00 F.O.B. Factory
- ☐ 500 Book \$0.50 F.O.B. Factory
- ☐ 250 Book \$0.25 F.O.B. Factory
- ☐ 100 Book \$0.10 F.O.B. Factory

Check the price column to match

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NLI 114850

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ADVERTISING AGENT COPY

Date _____

ORDER BLANK

"DUTCH BOY" DEALER'S METAL WALL SIGN

Please send me ☐ imprinted ☐ non-imprinted metal wall signs. I understand there is a \$3.00 charge* for each sign to cover the actual cost of imprinting. If not imprinted, the signs are free.

IMPRINT BY FOLLOWS:

ONE LEFT ZERO

* Please enclose remittance for this amount. This requirement is necessary to avoid extra costs for the dealer, and to be sure reports on the dealer's credit.

Name _____
Address _____
City _____
State _____
Zip _____

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ADVERTISING DEPT. COPY

"Dutch Boy" SINGLE FACE NEON SIGN
(FROM FRONT)
SPECIAL CONTRACT-ORDER BLANK

TO NATIONAL LEAD COMPANY:

As an Authorized "Dutch Boy" Dealer the undersigned agrees to install and display the "Dutch Boy" Single Face Neon Sign on the front of his store, located at address below. It is understood that the cost thereof shall be borne jointly by the Dealer and National Lead Company, the Dealer's share to be as checked in list below and payable to National Lead Company on delivery of the sign by National Lead Company to and erection by, the sign erector designated below. National Lead Company also agrees to pay Fifty (50%) per cent of the total cost, not cost, its share, however, not to exceed Twenty-five (\$25.00) Dollars.

(Please check length desired)

☐ 12 feet (12 letters)* \$150

☐ 14 feet (14 letters)* \$200

☐ 20 feet (18 letters)* \$250

*Estimated to maximum for letters.

The undersigned also agrees to provide the necessary current and to maintain the sign in good working condition.

It is further understood that this sign remains the property of National Lead Company, who shall remove same should the "Dutch Boy" franchise be terminated.

The undersigned has arranged with the following sign company to handle erection and installation:

Name _____ Street _____

City _____ State _____

(The sign will be shipped to the above - all charges prepaid)

Accepted: National Lead Co. _____

By _____ Name & Address _____

Date _____ Address _____

Sign No. _____

IN PRET 10 11 12 13 14

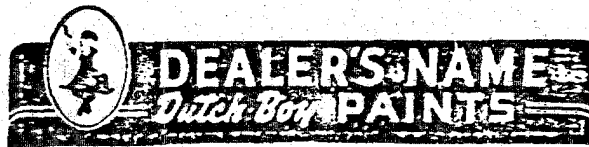
IMPRINT AS FOLLOWS

IN PRET 10 11 12 13 14

(ONE LINE ONLY)

ALL
RECEIVED
NOV 10 1934

SEND NO MONEY - YOU WILL BE BILLED LATER



These signs 12, 14 and 20 feet. All signs 30 inches high (42 inches at trademark). Background pre-pressed around Dealer's name in blue neon. "Dutch Boy" in red neon. White neon used around "Dutch Boy" trademark. Comes with all equipment for normal installation. Each sign bears all Cameo labels as well as Undersevere label.

Send to Branch Office in triplicate. Dealer's Copy will be returned when accepted.

9-1000 10-10-34
P. 10-10

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NLI 114851