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How To Set Up This Calendar...

The soldier's steel helmet and gas mask supply protection from certain battle hazards. Your home, too, needs protection ... protection from the debasing 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—Exterior Primer and Outside White. Both are pure white lead, ready-to-use.

DEALER'S NAME AND ADDRESS HERE

supply protection from the battle hazards. Your home, too, needs protection from the debasing 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—Exterior Primer and Outside White. Both are pure white lead, ready-to-use.

DEALER'S NAME AND ADDRESS HERE

No. 3A

The paint coating that covers our homes is not as spectacular as the sun that covers the deep sea divers . . . 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 as spectacular as the sun that covers the deep sea divers . . . 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

8-173-46

No. 5A

00057

NLI 113942

N14802

BRANCH OFFICE ORIGINAL

ORDER FORM
FOR
Dutch Boy
DODGERS AND BOOK MATCHES

IMPORTANT: Full remittance must be sent with each order. This requirement is necessary to avoid extra bookkeeping and in no case should be taken as a reflection on the credit standing of the dealer.

DODGERS

(Use this form only if dodgers are to be imprinted)

Full color, 10½ x 15 inch, 4 page tabloid circulars for store, mail, or door-to-door distribution. Imprinted with Dealer's Name and Address as following prices:

1000 or less	Each additional 1000 or fraction thereof
$2.50	$1.75

(Please attach check to this order)

IMPRINT AS FOLLOWS:

QUANTITY _____ DATE DESIRED _____

BOOK MATCHES

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

All matches are imprinted with the Dealer's Name and Address on the front cover of each book-packed in boxes of 50 books. Minimum order 1000 books. Shipping charges are prepaid ONLY on quantities of 2000 books.

The prices below include the Federal Excise Tax of 40 cents per thousand books.

TYPE A
Advertises Dutch Boy
Pure White Lead Paint



TYPE C
Advertises Dutch Boy
White Lead



☐ ☐

INDICATE ABOVE THE TYPE MATCH DESIRED

IMPRINT AS FOLLOWS:

PRICES:

INDICATE QUANTITY DESIRED

☐ 1000 Books $3.50 FOB Factory
☐ 2000 Books $6.75 FOB Factory
☐ 3000 Books $17.50 FOB Factory
☐ 7000 Books $26.25 Charges Prepaid

Check for the proper amount is attached.

DATE _____
SALESMAN _____ BRANCH _____

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NLI 113943

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How To Set Up This Calendar

BRANCH OFFICE ORIGINAL

IMPORTANT

The dealer may use one or more of the approved conservation features but in no case is National Lead Company's total obligation to exceed

$_____

the dealer is to spend a like sum.

50-50

Dutch Boy

PAINT ADVERTISING

NEWSPAPER

Please send us 8 mats (stereos) of the ads checked below for our use during 1941 in the advertising in our local newspaper:

CHECK ADS AND SIZES WANTED

(SEE MINIATURE REPRODUCTIONS OF ADS ON OTHER SIDE)

ADS NUMBER A.	SIZES (Check) 2 col. 5"	1 col. 5"	ADS NUMBER B	SIZES (Check) 2 col. 5"	1 col. 5"	ADS NUMBER C 1 col. x 5"
A-1			B-1			C-1
A-2			B-2			C-2
A-3			B-3			C-3
A-4			B-4			C-4
A-5			B-5			C-5
A-6			B-6			C-6

NOTE: National Lead Company will refund to you 50% of the space cost of the newspaper advertising when furnished such stamped bill and one copy of such advertisement as run.

_____

(Dealer signs here)

POSTCARDS

Please send to the following quantity of imprinted post cards for us to mail out during 1941:

QUANTITY ORDERED OF EACH CARD SHOULD NOT BE LESS THAN 100

Card	Quantity	Card	Quantity
1. Save the ice Options		7. [illegible]	
2. Drive in Dutch Boy		8. [illegible]	

IMPRINT EACH CARD AS FOLLOWS:

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

_____

(Dealer signs here)

NAME OF DEALER _____

ADDRESS _____

CITY _____ STATE _____

DATE _____ SALESMAN _____ BRANCH _____

THIS SHEET ABOVE ORDER IS SIGNED BY DEALER AND ALL REQUIRED INFORMATION IS COMPLETE

Dated _____

00057

NLI 113944

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123

194

Please be advised that shipment was made to you

as follows on via

from

Contents & Quantity	Number, Kind and Marking of Packages	Gross Weight of Shipment

(Shipper)

ACKNOWLEDGEMENT

The above quantity of material was received in good condition

on 194

(Signed)

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

00057

NLI 113945

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NLI 113946

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ORIGINAL

NATIONAL LEAD COMPANY

Advertising Department

ROOM [illegible] 111 BROADWAY
NEW YORK 6, N. Y.

DATE
ORDER NUMBER
ORDER SIGNED BY

Article _____ Form No. _____

Shipper

Describe as

SHIP TO | QUANTITY | VIA

How To Set Up This Calendar

IMPORTANT:

1. Ship exactly as per instructions above. Overrun 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, send shipping notice to address to which shipment is consigned stating thereon name of attach, quantity, and number of packages. Send copy of this notice to Advertising Department. Unless these notices are received delay in payment of bill will result.
4. Send bill to National Lead Company, Advertising Department.

SHIP COLLECT UNLESS OTHERWISE SPECIFIED

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NLI 113947

