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NLI 114544

86

ORDER BLANK

for

WONSOVER LIPSTICK TISSUE

(Use the ruling for your woman customer)

IMPRINT AS FOLLOWS:

SHIP TO:

Name

Address

City State

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NLI 114545

86

ORDER BLANK

for

WONSOVER LIPSTICK TISSUE

IMPRINT AS FOLLOWS:

SHIP TO:

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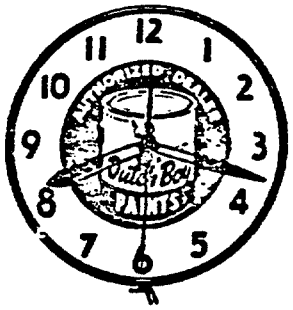
87

Here's 24-Hour Advertising for you!

WORKS FOR YOU NIGHT AND DAY!!

EACH
$10.00
COMPLETE
Shipping costs prepaid



It's Illuminated!
— Two 15-Watt Bulbs

It's BIG!
— 14½" diameter

It's FLASHY!
— "Cascade Accent" in red, black and blue

Five Unbeatable Features make this Clock a MUST for you

1. It's a public service—the sort of thing that builds business.
2. It's clearly visible—the ad can't be overlooked.
3. It's long-lasting—service for years to come.
4. It's colorful—it immediately attracts and holds attention.
5. It's low priced—you get advantages of the "Dutch Boy" quantity order.

MOVEMENT GUARANTEED MECHANICALLY FOR ONE YEAR

ORDER YOUR CLOCK TODAY

NATIONAL LEAD CO.
111 Broadway—Room 1015
New York 6, N. Y.

GENTLEMEN:

Please ship at once _____ 14½" "DUTCH BOY" ELECTRIC CLOCKS for which we enclose check for $_____

Name _____

Address _____

City _____ State _____

PLEASE PRINT CLEARLY

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NLI 114546

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ADVERTISING DEPT. COPY

"Dutch Boy" STORE FRONT NEON SIGN

SPECIAL REQUEST ORDER BLANK

TO NATIONAL LEAD COMPANY:

As an Authorized "Dutch Boy" Dealer I agree to display the "Dutch Boy" Store Front Neon Sign on my store. It is understood that the cooperative price to me is $220 plus half the installation cost, National Lead Company pays the other 50 per cent of the total cost and this amount will be deducted from the dealer's regular cooperative advertising allowances.

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

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)

_____ _____

Date Dealer's Signature

IMPRINT AS FOLLOWS

(ONE LINE ONLY)

SEND NO MONEY—YOU WILL BE BILLED LATER

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NLI 114547

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NOTE: Make 4 copies of order. Send original and 2 copies to National Lead Co., P.O. Box 92, New York 6, N. Y. In reply envelope furnished. Retain 4th 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 1949 4-piece direct mail campaign.
NOTE: PRICES QUOTED REPRESENT YOUR SHARE OF THIS PROGRAM OR 50% OF THE TOTAL COST.

PRICE EXTENSIONS

OPTION #1

☐ Mail my pieces to_____(Min. 500 Pieces) names in my trading area (cities of 50,000 and over) at

15¢ per name (Add amount on reverse of this form.) . . . . . $_____

OPTION #2

☐ Mail my pieces to_____(Min. 500 Pieces) names in my town(s) at 15¢ per name (Add amount on reverse of this form.) . . . . . $_____

OPTION #3

☐ Mail my pieces to_____(Min. 500 Box Numbers) RFD and local Post Office Box Holders in my town(s)

at 10¢ per Box Holder (Add amount on reverse of this form.) . . . . . $_____

OPTION #4

☐ Mail my pieces to_____(Min. 500 Pieces) names on my list (attached) at 15¢ per name . . . $_____

TOTAL $_____

DO NOT SEND PAYMENT WITH YOUR ORDER — YOU WILL BE BILLED LATER.

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)

DEALER SIGN HERE:

_____

_____ (Salesman)

_____ (City and State)

BE SURE INFORMATION REQUESTED ON REVERSE SIDE IS COMPLETE.

ADVERTISING DEPT. COPY

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NLI 114548