

**ZEREX & NFL team-up again!**

**1971 NFL**

**ZEREX  
PRO FOOTBALL  
PROMOTION**

**AN EXCLUSIVE PROMOTION FROM DU PONT  
FOR FAST, EARLY ANTI-FREEZE SALES!**



featuring...

# NFL PREMIUMS

## NFL ALL-WEATHER PONCHO



Lightweight, waterproof, windproof, warm. Decorated with NFL team insignias. One size for adults, one size for children.

ONLY **\$5.95**  
WITH COUPON

## NFL BOOSTER MEDALLION



Handsome brass alloy with your NFL team insignia in full color enamel. Self-adhering. 3" diameter.

ONLY **\$2.00**  
WITH COUPON

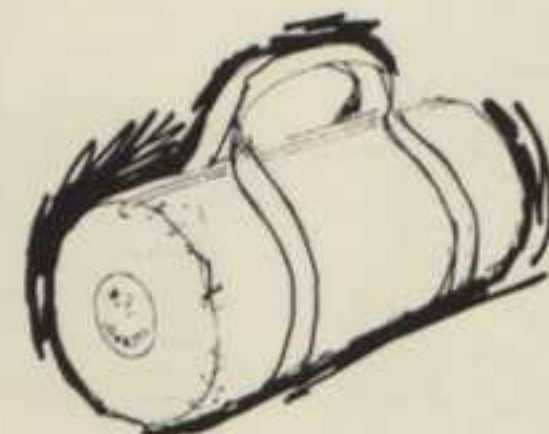
## NFL BOOSTER PLATE



12" all-weather metal "license plate" embossed with your NFL team name and colors in durable enamel.

ONLY **50¢**  
WITH COUPON

## NFL ALL-PURPOSE JR. SPORTS BAG



All-purpose water-repellent bag in durable twill with your NFL team insignia and colors.

ONLY **\$3.50**  
WITH COUPON

The Perfect Team Boosters for every member of the family

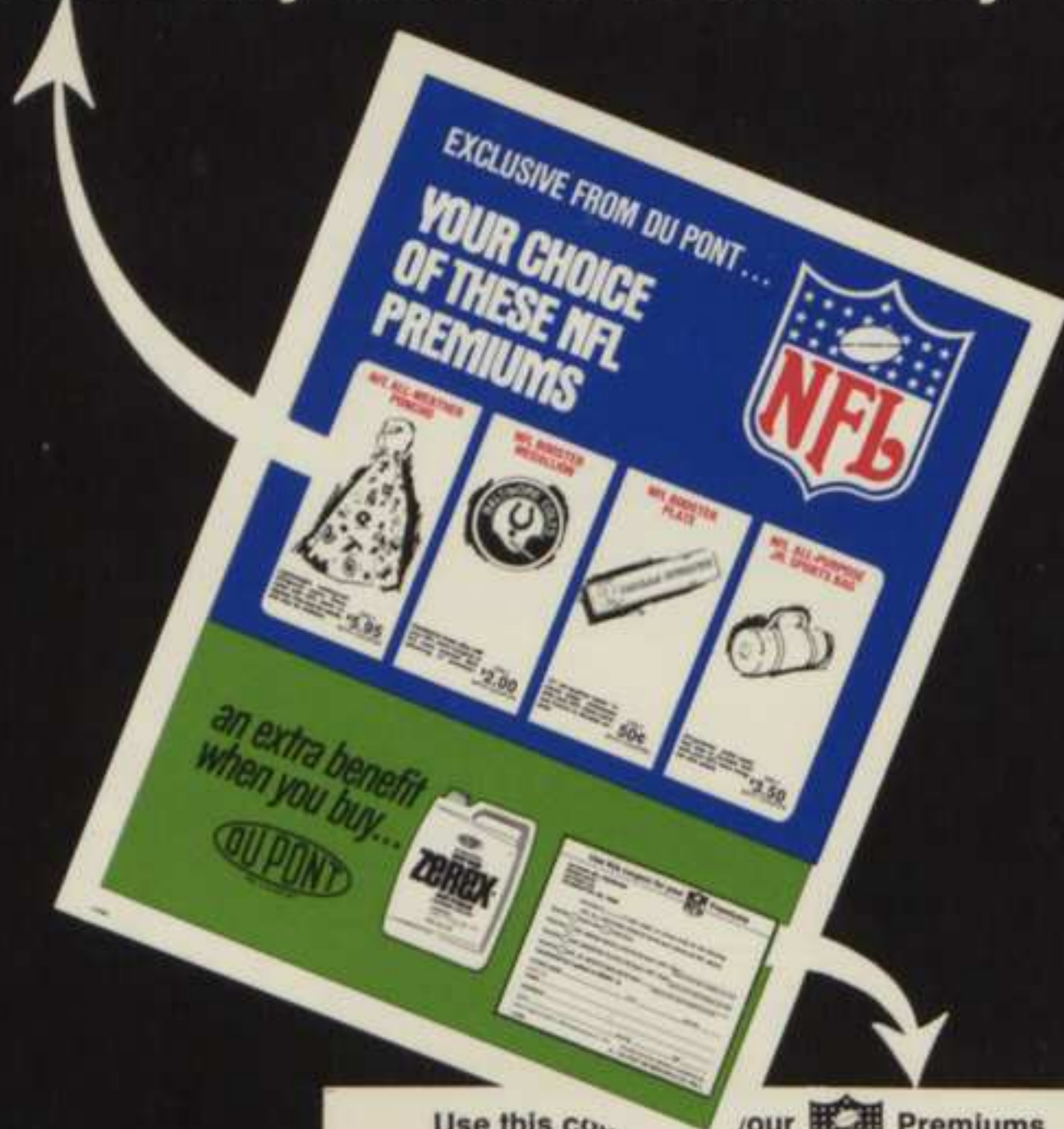
It's easy to put this promotion to work  
**HERE'S WHAT YOU DO**

Simply display this NFL Premium Placard with self-service **ORDER COUPON** attached:

- \* use with special mass displays of ZEREX® Anti-Freeze
- \* use in Auto Department
- \* use at check-out counter

**HERE'S WHAT YOUR ZEREX® CUSTOMERS DO**

- pick up and fill out order coupon
- include check
- mail to Du Pont



Use this coupon for our Premiums

DU PONT NFL PREMIUMS  
ROOM 22476  
DU PONT CO.  
WILMINGTON, DE. 19898

I enclose \$\_\_\_\_\_ in cash, check, or money order for the following:

NFL ALL WEATHER PONCHO \$5.95 each (shows all NFL teams)  
Quantity  Adult Size  Child Size

NFL BRASS MEDALLION \$2.00 each—NFL Team \_\_\_\_\_  
Specify which team emblem you want  
Quantity  NFL BOOSTER PLATE \$ .50 each—NFL Team \_\_\_\_\_  
Specify which team emblem you want

NFL JR. SPORTS BAG \$3.50 each \_\_\_\_\_  
Specify which team emblem you want

I purchased my 2 gallons of ZEREX® at \_\_\_\_\_

STORE NAME \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

SHIP TO:  
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Allow 5 weeks for delivery • Offer expires January 31, 1972 This offer void where restricted or prohibited by law  
A-9288 E. I. DU PONT DE NEMOURS & CO. (INC.)



# SPECIAL DU PONT NFL ADVERTISING SUPPORT

**PRO!** Official Publication of the NFL and Program for all NFL Games.

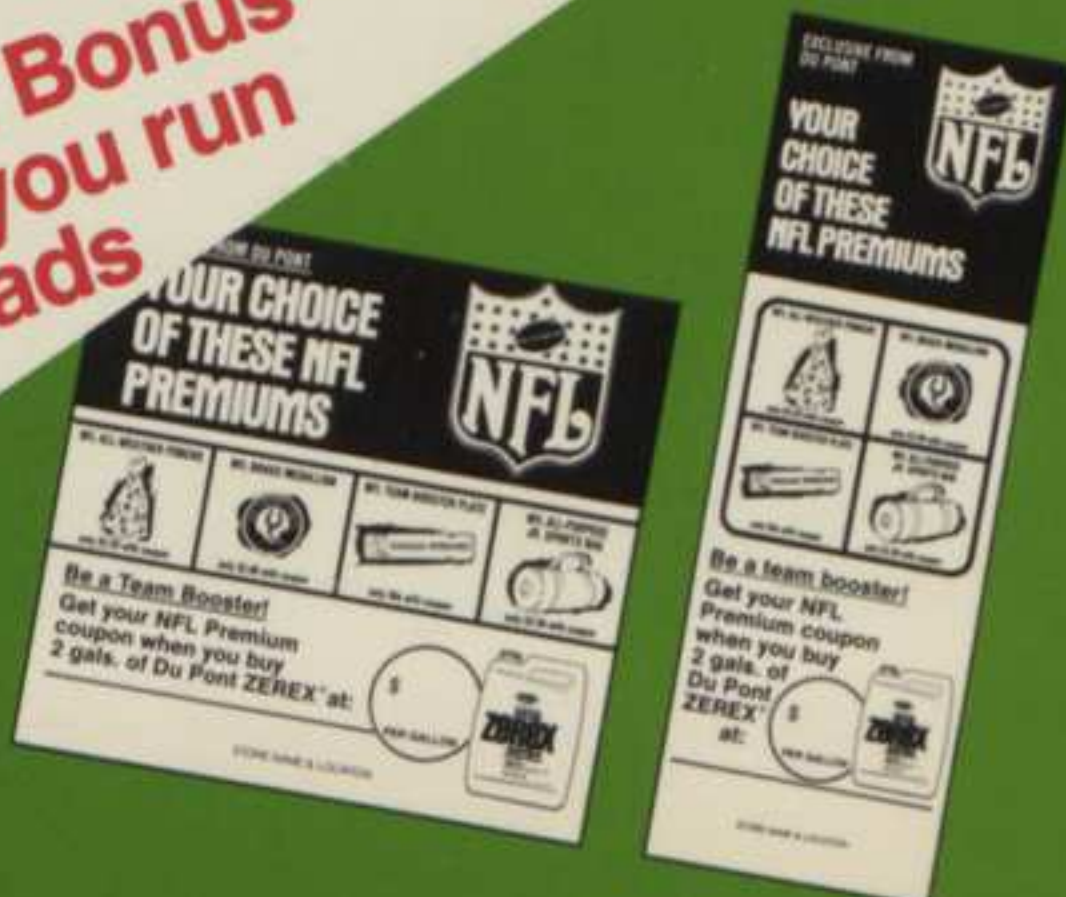
- ✓ Available at each game to over 13 million NFL Football Spectators.
- ✓ 264 issues to run Du Pont Full Page Ad featuring NFL Premiums.
- ✓ Du Pont Ads direct Spectators to your store for NFL Premium Order Coupons.
- ✓ High male readership! Issues are saved & re-read throughout season.



**REMEMBER**—This advertising is in addition to tremendous **ZEREX** National TV Ad Campaign

- Biggest National TV Campaign ever
- Network TV, Spot TV, Sports TV, Syndicated TV
- 9 out of 10 will see Zerex® Anti-Freeze message again and again
- National Radio Show
- Free Merchandising Displays
- Free Local Ads to tie-in with your NFL Promotion

**PLUS 50% Ad Bonus**  
When you run these ads



**EXTRAS for an ALL-OUT PRO FOOTBALL PROMOTION**

- **NFL PRO PLAYER APPEARANCES**  
Build your promotion around an NFL player in your store. 50% of cost chargeable to ACB Fund.
- **1971 PRO FOOTBALL TV SPECIAL**  
Featuring Fran Tarkenton  
Available for your local sponsorship.



# PLAN FOR ACTION IN '71



- 1.** Plan an early promotion around your NFL Team home games. Start by selecting your promotion dates: \_\_\_\_\_ through \_\_\_\_\_.
- 2.** Schedule local newspaper and radio ads as part of your 1971 Zerex® Promotion Program. Run special NFL Premium Ads and earn 50% ad bonus under ACB Fund. Dates: \_\_\_\_\_
- 3.** Plan a mass floor display of \_\_\_\_\_ cases of ZEREX®.
- 4.** Put up ZEREX® display materials. Prominently display NFL Premium Placard(s) and keep extra order coupons on hand.
- 5.** Plan Extras for All-Out Pro Football Promotion.
  - Player Appearance (50% paid by ACB Fund)
  - 1971 Pro Football TV Special (100% paid by ACB Fund)
  - Prize Drawings (tickets to local games)
  - Outdoor Truckload Sale
  - In-Store Announcements

## Run with ZEREX® NFL Promotion and Win:

- \* extra traffic & store excitement
- \* extra and early anti-freeze sales
- \* extra sales of related items
- \* extra profit dollars

E. I. DU PONT DE NEMOURS & CO. (INC.) / AUTOMOTIVE PRODUCTS / WILMINGTON, DELAWARE 19898