

*File over*

*The Coca-Cola Company*

WILMINGTON, DELAWARE

GEORGE A. CALLARD  
REGIONAL SALES MANAGER

FOUNTAIN SALES DIVISION  
February 23, 1944

ADDRESS REPLY TO  
P. O. Box 7186  
DALLAS 9, TEXAS

T. K. Pharmacy  
2700 Larimer Street  
Denver, Colorado

Gentlemen:

Attached for your file is Outdoor Advertising Space License, properly executed, covering the Commercial Bulletin at the above address. This Space License renews our agreement with reference to this sign for a period of five years from November 14, 1943.

We appreciate your interest and co-operation, and trust that this sign will continue to be of mutual benefit.

Cordially yours,

*George A. Callard*  
Regional Sales Manager

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OUTDOOR ADVERTISING SPACE LICENSE

The Coca-Cola Company

Advertising Department—Atlanta, Ga.

Commercial

This agreement made and entered into this 15 day of November 1943, between The Coca-Cola Company, hereinafter referred to as the "Company," and T-K Pharmacy hereinafter referred to as the "Dealer," witnesseth:

That whereas, both parties are desirous that certain signs be attached to the premises now under lease and occupied by the Dealer located at:

2700 Larimer Street, Denver, Colorado

Now, therefore, in consideration of the attachment of certain signs on the premises referred to above and the mutual benefits to be derived therefrom, it is mutually agreed as follows:

- 1. The Dealer grants to the Company the privilege of attaching and maintaining said signs on said premises under the following conditions:
2. The Company agrees to construct the signs at its own cost in accordance with specifications agreed upon and to keep said signs in good condition during the term of this agreement and any renewal thereof.
3. In the event that the signs are illuminated, the Dealer agrees to keep said signs illuminated at his own cost from dusk to closing each day during the term of this agreement and any renewal thereof.
4. The Dealer shall obtain the necessary permission from the owner of the premises and others whose permission is requisite for the installation and maintenance of said signs throughout the term of this agreement and any renewal thereof.
5. Said signs and any fixtures therefor are to remain the property of the Company and the Dealer agrees that the Company has the right to enter the premises and to remove said property upon the expiration or other termination of this agreement.
6. The Dealer agrees that no other sign or other advertisement will be attached to any part of the building which will, in the opinion of the Company, mar the advertising value of the Company's signs.
7. The Company agrees to indemnify the Dealer against loss by reason of any liability imposed by law for damages resulting from injury to person or property caused by said signs in use during the term of this agreement and any renewal thereof.
8. In order that the Company and the Dealer may secure the greatest possible value from the signs, the Dealer agrees to serve and dispense the Company's product at all times during business hours during the term of this agreement and any renewal thereof.
9. This agreement shall become effective on the date first mentioned above and shall remain in force for a term of five years from that date. The Dealer agrees that the Company has the right to renew this agreement on the foregoing terms and conditions for a further period not exceeding five (5) years.

In witness whereof, the parties hereto have affixed their signatures the day and year first above mentioned.

T-K PHARMACY Dealer By S. Terasaki

THE COCA-COLA COMPANY By George A. ...