



DDC-47  
CITY Cleveland, Ohio

DATE June 3, 1953

FOR

SUBJECT EUSTON WHITE LEAD IN OIL PRICES

ANSWERING LETTER OF

The following prices on White Lead in Oil All Purpose Soft Paste were established by the Euston Lead Division on June 1, 1953. Please quote your legitimate agent and dealer accounts who order amounts of 500 pounds or more at distributor prices. For those who order in amounts of less than 500 pounds, the regular dealer price schedule will be in effect.

Par Territory

List Prices Per 100 Pounds

|             | <u>100 lb.<br/>Kegs</u> | <u>50 lb.<br/>Kegs</u> | <u>25 lb.<br/>Kegs</u> | <u>12½ lb.<br/>Kegs</u> | <u>5 lb.<br/>Cans</u> | <u>1 lb.<br/>Cans</u> |
|-------------|-------------------------|------------------------|------------------------|-------------------------|-----------------------|-----------------------|
| Under 500   | \$27.90                 | \$28.55                | \$29.00                | \$29.25                 | \$31.90               | \$34.55               |
| 500 or More | 27.15                   | 27.80                  |                        |                         |                       |                       |

Painters' Prices per 100 Pounds

|           | <u>100 lb.<br/>Kegs</u> | <u>50 lb.<br/>Kegs</u> | <u>25 lb.<br/>Kegs</u> | <u>12½ lb.<br/>Kegs</u> | <u>5 lb.<br/>Cans</u> | <u>1 lb.<br/>Cans</u> |
|-----------|-------------------------|------------------------|------------------------|-------------------------|-----------------------|-----------------------|
| Under 500 | \$26.15*                | \$26.75                | \$27.20                | \$27.45                 | \$29.90               | \$32.40               |

Dealers' Prices per 100 Pounds

|                   | <u>100 lb.<br/>Kegs</u> | <u>50 lb.<br/>Kegs</u> | <u>25 lb.<br/>Kegs</u> | <u>12½ lb.<br/>Kegs</u> | <u>5 lb.**<br/>Cans</u> | <u>1 lb.**<br/>Cans</u> |
|-------------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|-------------------------|
| Dealer            | \$23.85                 | \$24.40                | \$24.80                | \$25.05                 | \$27.25                 | \$29.55                 |
| Agent Distributor | 20.90                   | 21.40                  | 21.75                  | 22.00                   | 23.90                   | 25.90                   |

\*NOTE - PAINTERS

|                              |                         |
|------------------------------|-------------------------|
| 500 pounds in one delivery   | \$25.40 in 100 lb. kegs |
| 2000 pounds in one delivery  | \$23.85 in 100 lb. kegs |
| 10000 pounds in one delivery | \$22.40 in 100 lb. kegs |

Paint Manufacturers - Dealers Prices

\*\*Packaged: Twelve 5-lb. and fifty 1-lb. per case.

Apply the usual freight differentials - see reverse side.

DDC:ps

TO: Regional Directors  
Sales Managers - Superintendents  
Branch Managers - Salesmen

GLD000217

June 3, 1953

FAR TERRITORY

F.O.B. Baltimore, Md.  
Cambridge, Mass.  
Buffalo, N. Y.  
Chicago, Ill.  
Cleveland, Ohio  
Detroit, Mich.  
Columbus, Ohio  
Louisville, Ky.  
Indianapolis, Ind.

Evansville, Ind.  
North Bergen, N. J.  
Reading, Pa.  
St. Louis, Mo.  
Scranton, Pa.  
Toledo, Ohio  
Washington, D. C.  
Mt. Vernon, Ill.  
Philadelphia, Pa.

1/8 CENT TERRITORY

F.O.B. Atchison, Kansas  
Davenport, Ia.  
Des Moines, Ia.  
Duluth, Minn.  
Kansas City, Mo.  
Springfield, Mo.

Lincoln, Neb.  
Minneapolis, Minn.  
Norfolk, Va.  
Omaha, Neb.  
Richmond, Va.

1/4 CENT TERRITORY

F.O.B. Aberdeen, S. D.  
Knoxville, Tenn.  
Memphis, Tenn.  
Minot, N. D.  
Ottawa, Kansas  
Sioux Falls, S. D.

Bismark, N. D.  
Hastings, Neb.  
Nashville, Tenn.  
Wichita, Kansas  
Topeka, Kansas  
Chattanooga, Tenn.

3/8 CENT TERRITORY

F.O.B. Birmingham, Ala.  
Columbia, S. C.  
Jackson, Miss.  
New Orleans, La.  
St. Petersburg, Fla.  
Tampa, Fla.  
Mobile, Ala.  
Charlotte, N. C.

Atlanta, Ga.  
Jacksonville, Fla.  
Little Rock, Ark.  
Miami, Fla.  
Orlando, Fla.  
Shreveport, La.  
West Palm Beach, Fla.

1/2 CENT TERRITORY

F.O.B. Cheyenne, Wyo.  
Denver, Col.

Oklahoma City, Okla.  
Tulsa, Okla.

3/4 CENT TERRITORY

F.O.B. Amarillo, Texas  
Dallas, Texas  
Great Falls, Mont.  
Paris, Texas  
Helena, Mont.

Billings, Mont.  
Fort Worth, Texas  
Houston, Texas  
San Antonio, Texas

1 CENT TERRITORY

F.O.B. Albuquerque, N. M. Santa Fe, N. M.

El Paso, Texas

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