

August 1933

EAGLE "ALL-PURPOSE" WHITE LEAD

{ Gallon
for
Gallon

"Dealers' Price List"

Gallons
2 to Case

Quarts
8 to Case

\$4.10
Gal.

\$4.60
Gal.

DISCOUNTS: List less 20 and 10%

TERMS: 60 Days, 2% cash in 15 days.

F.O.B. Same delivery points as for White Lead in kegs.

MINIMUM
QUANTITY 10/2 gallon cases or combination including
quarts to make a total of 20 gallons.

Cases will not be broken.

Prices subject to change without notice.

Dealer pays: Gallons \$4.10 less 20 and 10% - Net \$2.95 - Gross Profit 39%

Dealer pays: Quarts \$4.60 less 20 and 10% - Net \$3.31 - Gross Profit 30%

Dealer sells to painter \$4.10 less 10% - \$3.69 Gross Profit 20%

EXAMPLES: Cost of EAGLE "ALL-PURPOSE" Ready for Use -

Consumer:

Gallon "All-Purpose"	\$4.10
Gallon of Thinner	1.00
Yield - 2-gallons	\$5.10 ...Net \$2.55 per gallon

Painter:

Gallon "All-Purpose"	\$3.69
Gallon of Thinner	1.00
Yield - 2-gallons	\$4.69 ...Net \$2.35 per gallon

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