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111 Broadway

New York



This isn't true, for many reasons, the main one being that the theory takes no account of the ultimate satisfaction of the customer. If you don't accomplish that, you have no good-will and where will ultimate profit come from without good-will?

Pure white-lead has behind it the accumulated prestige of years of satisfactory performance. The house-owner prefers pure white-lead for painting principally because he knows it wears and therefore means real economy. He knows white-lead paint does not scale off, that it "stands up," that it looks well year after year. If any customer of yours insists on a ready-to-use prime, he can have it and still retain the advantage of using the generation-old standard material. The dealer who gives him this combination builds business, which means not only profit but continuing profit.

By the way, the dealer's profit on Dutch Boy Liquid Lead is a dollar a gallon—a little more than that if bought in large quantities. This is as good as on any paint, and you are giving your customers the best to be had.

Current Prices of Dutch Boy Liquid Lead

	Paid to Dealers	Low Price
California.....	\$2.50	\$3.50
Hall California.....	1.75	2.05
Quarts.....	.80	1.10
5-Gallon Kite.....	3.50 per gallon	
Barrel 31 to 35 Gallons.....	1.50	

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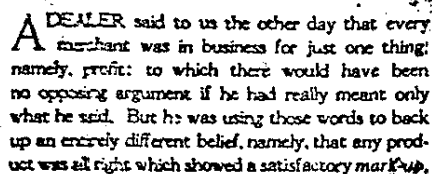
These values are subject at the end of a year from first acquisition to a slight rise or fall, the purchase of the gold and the sale of the gold, in a year, the gold is purchased at the gold and the gold is sold, in a year, the gold is purchased at the gold and the gold is sold, in a year.



Abstract

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New York, N. Y.



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You can turn to your profit the good opinion which the public already has of pure white-lead paint by offering your customers Dutch Boy Liquid Lead.

Pure white-lead has behind it the accumulated prestige of years of satisfactory performance. The house-owner prefers pure white-lead for painting principally because he knows it wears and therefore means real economy. He knows white-lead paint does not scale off, that it "stands up," that it looks well year after year. If any customer of yours insists on a ready-to-use paste, he can have it and still retain the advantage of using the generation-old standard material. The dealer who gives him this combination builds business, which means not only profit but continuing profit.

By the way, the dealer's profit on Dutch Boy Liquid Lead is a dollar a gallon—a little more than that if bought in large quantities. This is as good as on any paint, and you are giving your customers the best to be had.

	Price in Dollars	Per Ton
Cathodes.....	\$2.40	\$7.40
Half Cathodes.....	1.75	5.55
Quarts.....	.80	2.50
3-Cathode Kits.....	1.35 per gallon	
Electrolyte for 3 Cathodes.....	2.50	

• 2000年1月1日起，凡在境内销售货物或提供应税劳务、服务的企业，均须依法缴纳增值税。

These prices are subject to the cost of a year from the purchase of a single lot.

for the 2004, we conducted a test of the null hypothesis that the two distributions are the same.

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