



CHARLES CITY

AGRICULTURAL



JULY

**PRICE REDUCTION on  
OIL FILTER ELEMENTS --**

Effective July 1, 1957, a drastic price reduction has been released by our Chicago pricing department on all cotton waste and some paper filter elements. These new code and list prices put you below prices of similar competitive elements being used.

With heavy summer and fall work just starting, we suggest you get a quantity of these at the bargain prices while stocks last. A little counter display or ad in the local paper at these prices will give additional sales plus the chance of customer traffic into your place of business. If for nothing more than a "LEAD" item, these elements with new prices are of great value to you. Following are the prices effective July 1, 1957:

	<u>CODE</u>	<u>LIST</u>
1K-5507 Element (4-1/4 x 7) Cotton	78	1.20
3 or more, each		1.05
12 or more, each	76	
1KA-5507 Element (4-1/4 x 7) Paper	87	1.35
3 or more, each		1.20
12 or more, each	85	
1L-5507 Element (3-3/4 x 4-1/4) Cotton	52	.80
3 or more, each		.70
12 or more, each	50	
1LA-5507 Element (3-3/4 x 4-1/4) Paper	68	1.05
3 or more, each		.95
12 or more, each	66	
1M-5507 Element (3-3/4 x 7) Cotton	75	1.15
3 or more, each		1.00
12 or more, each	73	
1MA-5507 Element - Transfer inventory to part number 100 125-A and use.		

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7-16-57

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"PRODUCT KNOWLEDGE FIRST - SALES NEXT"

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