

FOREST CITY

SUGGESTED RETAIL PRICE LIST

No. 124

AUGUST 31, 1950

Subject to change without notice



THE FOREST CITY PAINT & VARNISH CO.

Division of The Glidden Company

11001 Madison Avenue

Cleveland 2, Ohio

N18883

EXTERIOR PAINTS

	5's each	1's each	1/2's each	1/4's each	1/8's each
HOUSE PAINTS					
TIME-TEST PAINT					
— PREPARED					
Outside and Inside					
Gloss and Flat White					
Reg. Shades and Black					
Crylight Green, Trim and					
Trails Green, No. 71		\$7.15	\$2.05	\$1.15	

TIME TEST IMPERIAL	7.35	7.45	2.17		
HOUSE PAINT WHITE	7.15	7.25	2.00		

HAMILTON MIXED	4.50	4.60	1.45		
PAINT WHITE	4.40	4.50	1.40		

FIRST COAT	5.60	5.70	1.67		
HOUSE PAINT	5.35	5.45	1.55		
PRIMER					

KNOT SEALER		5.80	1.73	.98	
--------------------	--	------	------	-----	--

PASTE PAINTS					
Titan-O-Zinc	7.15	7.25	2.00		

TIME-O-LITH HOUSE					
PAINT		5.00	1.60		

CEMENT WALL FINISH					
	2.00	2.00			
	2.00	2.00			

EXTERIOR PAINTS (Continued)

	5's each	1's each	1/2's each	1/4's each	1/8's each
SHINGLE STAIN					
Browns, Maroon, Red	\$2.90	\$3.00			
Greens	3.45	3.55			
Gray, White	3.75	3.85			
Contra Blue	4.40	4.50			

DRIWAL					
Clear	2.70	2.80			
Heavily Bodied Clear	2.80	2.90			
White	3.10	3.20			

FLOOR PAINTS (Exterior — Interior)

	5's each	1's each	1/2's each	1/4's each	1/8's each
FLORENAMEL					
All Colors		\$5.50	\$1.00		
		5.75	1.70		

WALL FINISHES

	5's each	1's each	1/2's each	1/4's each	1/8's each
FOREST-TONE FLATT WALL					
White and Colors.....	4.90	6.00	1.52		
	5.35	6.00	1.52		
SHELL-GLO SEMI-GLOSS					
White and Colors.....	6.60	6.70	1.93		
	6.35	6.00	1.85		
INTERIOR GLOSS FINISH					
White and Colors.....	5.80	5.90	1.75		
	5.25	5.45	1.85		
FLAT WALL FIRST COATER					
	4.45	4.55	1.40		
	4.35	4.35	1.35		
GLAZING LIQUID	4.40	4.60	1.45		

BARN AND ROOF PAINTS

	5's each	1's each	1/2's each	1/4's each	1/8's each
ROOF AND BARN PAINT					
Red.....	\$3.05	\$3.15	\$1.08		
Gray.....	3.95	4.05	1.30		
JAVA RED		3.60			
TINNERS' GREEN	6.15	6.25			
PURASFALT COATING Black.....	(Prices upon application)				
PURASFALT CEMENT Black (Fibred).....	(Prices upon application)				
TIME-TEST LIQUID ROOF CEMENT	(Prices upon application)				
TIME TEST PLASTIC ROOF CEMENT	(Prices upon application)				
BLACK ROOF PAINT	(Prices upon application)				

METAL PROTECTIVE PAINTS

	5's each	1's each	1/2's each	1/4's each	1/8's each
NEY-A-RUST					
Gray and Greenbrier....	\$6.30	\$6.30			
Other colors.....	6.00	6.10			

GALVANIZED IRON PRIMER

	4.75	4.80			
--	------	------	--	--	--

LIQUID RED LEAD MODIFIED

	7.15	7.20			
--	------	------	--	--	--

SMOKESTACK BLACK

	3.50	3.55			
--	------	------	--	--	--

ZINC DUST PAINT

(Prices upon application)

CHROMATIZED METAL PRIMER

	7.15	7.25			
--	------	------	--	--	--



ENAMELS AND UNDERCOATERS

	1's each	1/4's each	1/8's each	1/16's each	1/32's each
RIPOLIN ENAMEL— ARCHITECTURAL BLT Gloss, Semi-Gloss White	\$10.20	\$2.85	\$1.53	----	----

QUICK DRYING Gloss, Semi-Gloss White	9.05	2.55	1.39	\$.79	----
--	------	------	------	--------	------

RIPOLIN UNDERCOAT	5.90	1.75	1.00	----	----
--------------------------	------	------	------	------	------

SPEED KOTE	5.25	1.59	.91	.54	----
-------------------	------	------	-----	-----	------

SCREEN ENAMEL BLACK	3.10	1.05	.64	.44	----
--------------------------------------	------	------	-----	-----	------

STOVE PIPE ENAMEL	----	1.10	.67	.45	\$.32
--------------------------	------	------	-----	-----	--------

FLORENTINE DECORA- TIVE ENAMEL All Whites, Blacks & Colors	7.50 2.80	2.15 2.10	1.18 1.17	.72 70	.47 45
---	--------------	--------------	--------------	-----------	-----------

VARNISHES — (Interior and Exterior)

	1's each	1/4's each	1/8's each	1/16's each	1/32's each
TOUGH SPAR BAR & TABLE TOP FINISH VARNISH	\$7.50	\$2.15	\$1.20	\$.72	----

24 EXTRA SPAR EXTERIOR	6.30	1.85	1.05	.65	----
-----------------------------------	------	------	------	-----	------

62 TRANSPARENT FLOOR RAPID DRI 41 FLAT FINISH 75 TRANSPARENT INTERIOR	6.30	1.85	1.05	.65	----
--	------	------	------	-----	------

SLICK	5's each	1's each	1/4's each	1/8's each	1/16's each
	----	\$5.80	\$1.75	\$.99	\$.61

BLUE DIAMOND	----	6.00	1.78	1.00	.63
---------------------	------	------	------	------	-----

D. C. FLOOR	----	4.60	1.43	.83	.53
--------------------	------	------	------	-----	-----

707 JET BLACK ASPHALT	\$1.70	1.80	.73	.48	.37
----------------------------------	--------	------	-----	-----	-----

JAPAN AND LIQUID DRIER—608 M. P. JAPAN DRIER	2.55	2.65	.95	.59	.40
---	------	------	-----	-----	-----



STAINS

	5's each	1's each	1/4's each	1/8's each	1/16's each
GLID-TONE STAINS					
All Colors.....		\$4.25	\$1.35	\$.80	\$.50
Reducer.....		1.90	.55	.35	.25

AUTOMOBILE FINISHES

	5's each	1's each	1/4's each	1/8's each	1/16's each
SPEEDY AUTO FINISH					
Black, Autumn Brown..			\$2.08	\$1.15	\$.68

HOUSEHOLD SPECIALTIES

	5's each	1's each	1/4's each	1/8's each	1/16's each
VARNISH STAINS					
All Colors and Natural..		\$5.55	\$1.65	\$.95	\$.59

Sage Green, Fayette Green, Dover Gray, Desert Sand, Royal Blue, Windsor Blue			2.25	1.23	.73
---	--	--	------	------	-----

Fire Red, Monroe Maroon, Jersey Cream			2.50	1.37	.77
--	--	--	------	------	-----

FLAT YELLOW GROUND	5.25	1.60	.91	.58	
--------------------------	------	------	-----	-----	--

Gray Primer.....			1.58	.91	.55
------------------	--	--	------	-----	-----

GRAINING COLOR

Light & Dark Graining Color Pints only.....			.58		
---	--	--	-----	--	--

Auto Body Solder.....				1/16's each	1/8's each
					.55

TIME-TEST LAC

Linoleum Lac.....	6.05	1.80	1.00		
Reducer.....			.75		

TOUCH-UP BLACK.....				.55	
---------------------	--	--	--	-----	--



MISCELLANEOUS AND SUNDRIES

	1/4's each	1/8's each	1/6's each	1/2's each	1/4's each
ALUMINUM PAINT.....	\$1.92	\$1.08	\$.66	\$.42	\$.32

	5's each	1's each	1/4's each	1/2's each	1/4's each
METALLITE INTERIOR CHROME FINISH.....	-----	\$5.20	\$1.60	\$.92	\$.54

METALLITE EXTERIOR READY MIXED.....	-----	5.60	1.68	.96	.57
--	-------	------	------	-----	-----

BLACKBOARD SLATING	4.15	1.31	-----	-----	-----
--------------------------	------	------	-------	-------	-------

PAINT AND VARNISH REMOVER

Ad-El-ite—Regular.....	\$1.92	2.02	.78	-----	.35
------------------------	--------	------	-----	-------	-----

Ad-El-ite—Non-Inflam- mable	-----	4.20	1.33	.78	-----
--------------------------------------	-------	------	------	-----	-------

MISCELLANEOUS AND SUNDRIES (Continued)

	5's each	1's each	1/4's each	1/8's each	1/4's each
PASTE WOOD FILLER.					
Natural.....	-----	\$4.30	\$1.35	-----	\$.51

SHELLAC

White and Orange..... (Prices upon application)

WAGON AND IMPLE- MENT PAINT

Black.....	-----	5.75	1.65	-----	-----
------------	-------	------	------	-------	-------

IHC Red, Hi-Way Yel- low, A.C. Orange, J.D. Green, J. D. Yellow, Cletrac Orange.....	-----	7.20	2.10	-----	-----
---	-------	------	------	-------	-------

IHC Blue and New Ford- son Gray.....	-----	5.90	1.75	-----	-----
---	-------	------	------	-------	-------

MISCELLANEOUS AND SUNDRIES (Continued)

PURE COLORS IN OIL	5's each	1's each	1/4's each	1/8's each	1/16's each
Zinc Oxide White		\$9.90	\$2.75		\$.85
Raw Umber, Burnt Umber		6.05	1.79		.60
Burnt Sienna, Raw Sienna		7.40	2.10		.69
Ivory Drop Black			2.00		.68
Lamp Black		5.60	1.68		.57
Prussian Blue			2.45		.84
Ultramarine Blue					.81
Chrome Green (Light, Medium & Dark)		9.20	2.58		.82
Chrome Yellow (Light, & Medium)			3.45		1.05
Chrome Yellow (Dark)			4.30		1.30
Yellow Ochre		5.60	1.68		.57
Venetian Red		5.65	1.69		.58
Tuscan Red			3.50		1.08
Rose Lake					.98
American Vermilion			3.50		1.08
Van Dyke Brown		6.10	1.80		.62
Cobalt Blue			2.45		.79

OIL COLORS IN TUBES

Master Painters' Size 1x3-inch	each
	.32
Household Size 1/2x2-inch	.17

SPRED

	5's each	1's each	1/4's each	1/8's each	1/16's each
SPRED FLAT					
White and Tints		3.98 3.75	1.28 1.22		
SPRED LUSTER					
White and Tints		5.69 5.49	1.69 1.60		
SPRED SATIN					
Decorator Colors		4.98 4.79	1.59 1.49		
SPRED TEXTURE BASE					(Prices upon application)
PRIMER SEALER					
SPRED VAPOR BARRIER		4.85 4.49	1.49 1.39		
MEZZATONE SOYA- PROTEIN PAINT (Semi-Paste)					
White and Tints		3.45 3.00	1.14 1.00		
AD-EL-ITE CASEIN PAINT (Dry Powder)					
AD-EL-ITE HYGIENIC KALSOMINE (Hot or Cold Water)					
AD-EL-ITE KALSIZE					
AD-EL-ITE EXTERIOR COLD WATER PAINT					
AD-EL-ITE TEXTURE PAINT					
AD-EL-ITE CEMENT WATER PAINT					
AD-EL-ITE PATCHING PLASTER					
AD-EL-ITE PLASTIC SURFACER (For Spackling)					

GLID-N SPECIALTIES

	1's each	1/4's each	1/8's each	1/16's each	1/32's each
5% D.D.T.	\$2.10	\$.65	\$.35		
Liquid Cleaner	3.25	.89	.49		
Floor Wax	2.75	.89	.49		
Auto Polish	2.90	.85	.45	\$.30	
Brush Restorer		.65	.35		
Furniture Polish	2.90	.85	.45		
Mildew-X			1.00	.50	.25



**YOUR ASSURANCE OF
VALUE AND DEPENDABILITY
IN PAINT PRODUCTS**

THE FOREST CITY PAINT & VARNISH CO.

Division of The Glidden Company

11001 Madison Avenue

Cleveland 2, Ohio

FACTORIES

Cleveland 2, Ohio, 11001 Madison Ave.
Chicago 16, Ill., 1833 S. Normal St.
Chicago 39, Ill., 1856 No. LeClaire Ave.
New Orleans 8, La., 424 Josephine St.
Minneapolis 13, Minn., 1901 E. Hennepin Ave.

Reading, Pa., Third and Bern Sts.
St. Louis 2, Mo., Main and Gratiot Sts.
San Francisco 7, Calif., 1300 7th St.
Toronto 9, Ont., Canada, 351 Wallace Ave.

BRANCHES AND DISTRIBUTING POINTS

Arkansas City, Kansas
Atlanta, Ga.
Baltimore, Md.
Billings, Mont.
Birmingham, Ala.
Boston, Mass.
Buffalo, N. Y.
Cambridge, Mass.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cleveland, Ohio
Columbus, Ohio

Dallas, Texas
Detroit, Mich.
Duluth, Minn.
El Paso, Texas
Evansville, Ind.
Honolulu, T. H.
Houston, Texas
Huntington Park, Calif.
Indianapolis, Ind.
Jacksonville, Fla.
Knoxville, Tenn.
Long Beach, Calif.
Los Angeles, Calif.
Louisville, Ky.

Memphis, Tenn.
Miami, Fla.
Minneapolis, Minn.
Mobile, Ala.
Montreal, Quebec, Canada
Mt. Vernon, Ill.
New Orleans, La.
Norfolk, Va.
North Bergen, N. J.
Oklahoma City, Okla.
Omaha, Neb.
Orlando, Fla.
Philadelphia, Pa.
Portland, Ore.

Reading, Pa.
Richmond, Va.
St. Louis, Mo.
St. Petersburg, Fla.
San Antonio, Texas
San Diego, Calif.
San Francisco, Calif.
Scranton, Pa.
Sioux Falls, S. D.
Tampa, Fla.
Toledo, Ohio
Washington, D. C.
West Palm Beach, Fla.
Winnipeg, Manitoba, Can.