CONFIDENTIAL
DEALERS' NET PRICE LIST

No. 78

EFFECTIVE MARCH 20, 1953

Subject to change without notice

THE GLIDDEN COMPANY

NATIONAL HEADQUARTERS • CLEVELAND 2, OHIO

Factories from Coast to Coast **Branches in Principal Cities**

N16138

GLD0258

INDEX (Classified)

	Page		Page
ALUMINUM PAINT	5	METAL PROTECTIVE PAINTS	3
ASPHALT PRODUCTS	7	MISCELLANEOUS PRODUCTS AND SPECIALTIES	6
AUTO FINISHES	5	PRIMER-SEALER	7
BARN AND ROOF PAINTS	3	REFLECTOLITE	7
COLORS IN OIL	6	SPRED PRODUCTS	7
ENAMELS & UNDERCOATERS	4	STAINS, FILLERS, REMOVERS	4
EXTERIOR HOUSE PAINTS	2	TRUCK, TRACTOR AND MACHINERY ENAMEL	5
FLOOR PAINTS	3	VARNISHES	4
GLID-N SPECIALTIES	7	WALL FINISHES	3
GLID-TONE STAINS	4		
JAPALAC PRODUCTS	5		

EXTERIOR PAINTS

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
ENDURANCE PREPARED HOUSE PAINT					
Outside White	$4.35	$4.45	$1.28	$ .71	
Reg. Shades and Black	4.35	4.45	1.28		
Crylight Green	5.50	5.60	1.56		
Castle Red	6.15	6.25	1.73		
ENDURANCE IMPERIAL HOUSE PAINT—WHITE	5.90	6.00	1.66		
EVERON HOUSE PAINT—WHITE	3.75	3.85	1.13		
TITANOZINC OUTSIDE WHITE (Mildew and Fume Resistant)	4.55	4.65	1.33		
TITANOZINC PASTE PAINT WHITE (Mildew and Fume Resistant)	5.55	5.65	1.58		
EXTERIOR BASE COAT	4.35	4.45	1.28		
LIQUID CEMENT COATING	4.60	4.70			
CEMENT COATING MIXING LIQUID	3.10	3.20			
ZINC-O-LITH HOUSE PAINT (Outside White)	4.30	4.40	1.26		
Endurance White Semi-Paste (Prices on Application)					
Zinc Dust Paint (Prices on Application)					
TRIM AND SHUTTER COLORS					
Shutter Red No. 108 Deep Turquoise No. 150		8.35	2.25	1.19	
Light Yellow No. 37		6.55	1.80	.97	
Shutter Green No. 71		5.35	1.50	.82	
Chestnut Brown No. 92 Dark Blue No. 158		5.05	1.43	.78	
DRIWAL					
Clear	2.30	2.40			
Heavy Bodied	2.60	2.70			
Clear Silicone No. 534	2.85	2.95			
White	4.30	4.40			
STOCK FARM PAINT—WHITE	3.35	3.45			

ALL PRICES are for FULL CASE LOTS

Split cases or less than case quantities of any color and size take the following additional charges:

1's—6c per can
¼'s—3c per can
½'s—3c per can
⅛'s—2c per can
1/16's—1c per can

FLOOR PAINTS (Exterior—Interior)

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
FLORENAMEL					
All Colors		$4.15	$1.20		
PLINAMEL					
Regular Colors		4.80	1.36		
White		5.30	1.49		
Black		4.05	1.18		
No. 6413 Alkali Resistant Primer		4.45	1.28		

WALL FINISHES

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
SPEED-WALL FLAT White and Colors	$3.00	$3.10	$ .94		
SPEED-WALL SEMI-GLOSS White and Colors	3.85	3.95	1.15		
SPEED-WALL GLOSS White	4.30	4.40	1.26		
SPEED-WALL INTERIOR BASE COAT OIL FIRST COATER	3.30	3.40	1.01		
SEALETTE—White	2.75	2.85	.88		

BARN AND ROOF PAINTS

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
ENDURANCE BARN PAINT					
Red	$2.45	$2.55	$ .80		
Gray	3.60	3.70	1.09		
TINNERS' PAINTS					
Tinners' Red	3.05	3.15	.95		
Green	4.65	4.75			

METAL PROTECTIVE PAINTS

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
NEV-A-RUST Gray, Greenbriar, Red, Black	$4.70	$4.80			
CHROMATIZED METAL PRIMER Red	5.25	5.35			
GLIDTITE GALVANIZED IRON PRIMER White	3.65	3.75	$1.10		
LIQUID RED LEAD (Modified)	5.35	5.45	1.53	$ .83	$ .48

ALL PRICES are for FULL CASE LOTS

Split cases or less than case quantities of any color and size take the following additional charges:

1's—6c per can
¼'s—3c per can
½'s—3c per can
⅛'s—2c per can
1/16's—1c per can

GLD025898

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
RIPOLIN—QUICK DRYING Gloss, Semi-Gloss, White		$6.05	$1.71	$ .92	$ .53
RIPOLIN UNDERCOAT Quick Drying		4.15	1.20	.67	....
GLIDDENCOAT (Enamel Undercoat)	....	3.75	1.10	.62	.37

VARNISHES

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
GLIDDENSPAR BAR AND TABLE TOP VARNISH	....	$5.15	$1.45	$ .80	$ .46
FLOORETTE LIK-A-RUB RAPIDCOTE	....	4.20	1.21	.68	.40
ROCKSPAR	....	4.05	1.18	.66	.39
JAPAN DRIER	$1.85	1.95	.65	.39	.25
BLACK ASPHALTUM	1.45	1.55	.55	.34	.23
PENETREX	3.40	3.50	1.04	....	....

STAINS—FILLER—REMOVERS

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
GLID-TONE STAINS					
Stains—All Colors	....	$2.70	$ .85	$ .50	$ .30
Reducer	....	1.50	.54	.34	.23
PASTE WOOD FILLER—NATURAL	....	2.90	.89	....	.32
NON INFLAMMABLE PAINT AND VARNISH REMOVER	....	3.15	.95	.54	....
No. 79 PAINT AND VARNISH REMOVER	$1.65	1.75	.60	.37	.24

ALL PRICES are for FULL CASE LOTS

Split cases or less than case quantities of any color and size take the following additional charges:

1's—6c per can
¼'s—3c per can
⅛'s—3c per can
1/16's—2c per can
1/32's—1c per can

JAPALAC PRODUCTS

	1's each	¼'s each	⅛'s each	1/16's each	1/32's each
JAPALAC QUICK DRYING ENAMEL (Gloss) White, Black, Dead Black and Colors	$3.10	$1.44	$ .79	$ .46	$ .28
JAPALAC VARNISH STAIN Natural and Colors	3.80	1.11	.63	.38	....
Ground Color	3.60	1.06	.60	.36	....
JAPALAC LIGHT GRAINING COLOR	....	....	.48	....	....
JAPALAC SCREEN ENAMEL Black	2.40	.76	.45	.29	....
JAPALAC STOVE AND IRON ENAMEL	....	.79	.47	.30	.20
SPEEDENAMEL AUTO FINISH BLACK	....	1.44	.79	.46	

TRUCK, TRACTOR AND MACHINERY ENAMEL

	1's each	¼'s each
Black	$4.50	$1.29
J.D. Yellow, I.H.C. Red, J.D. Green	5.40	1.51
New Fordson Gray	4.60	1.31

ALUMINUM PAINT

	1's each	¼'s each	⅛'s each	1/16's each
METALLITE INTERIOR CHROME FINISH	$3.85	$1.13	$ .63	$ .38
METALLITE EXTERIOR READY MIXED	4.15	1.20	.67	.40

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
HEAT RESISTING METALLITE	$3.75	$3.85	$1.13	$ .63	$ .38

	5's each	1's each
ALUMINUM ASPHALT ROOF PAINT	$2.95	$3.05

ALL PRICES are for FULL CASE LOTS

Split cases or less than case quantities of any color and size take the following additional charges:

1's—6c per can
¼'s—3c per can
⅛'s—3c per can
1/16's—2c per can
1/32's—1c per can

GLD025899

TIME-TESTED

MISCELLANEOUS AND SPECIALTIES

	1 lb.
PASTE WAX	$ .82

	1's each	¼'s each	⅛'s each
SLICK LINOLEUM COATING	$4.00	$1.16	$ .65
SLICK REDUCER	----	----	.53

	Large Unit	Small Unit
WOOD BLEACH	$6.35	$2.50

VISMATIC GREEN CHALKBOARD	1's each	¼'s each	⅛'s each
Coating	$5.15	$1.45	$ .80

SURFACENE	1's each	¼'s each	⅛'s each	1/16's each
	$2.05	$ .68	$ .41	----

PURE COLORS IN OIL	1's each	¼'s each	⅛'s each	1/16's each
Zinc Oxide White	$7.80	$2.11	----	$ .62
Raw Umber, Burnt Umber	4.75	1.35	----	.43
Raw Sienna, Burnt Sienna	5.75	1.60	----	.59
Van Dyke Brown	4.40	1.26	----	.41
Ivory Drop Black	----	1.45	----	.46
Lamp Black	4.10	1.19	----	.39
Prussian Blue	----	1.75	----	.55
Ultramarine Blue (Interior use only)	----	----	----	.56
Chrome Green, Light, Chrome Green, Med., Chrome Green, Dark	7.35	2.00	----	.60
Chrome Yellow, Light, Chrome Yellow, Med.	----	2.75	----	.79
Chrome Yellow, Dark	----	3.35	----	.94
Yellow Ochre	4.05	1.18	----	.39
Venetian Red	4.05	1.18	----	.39
Tuscan Red	----	2.50	----	.72
Rose Lake (Interior use only)	----	----	----	.69
American Vermilion (Interior use only)	----	2.75	----	.79
Cobalt Blue (Interior use only)	----	1.75	----	.55

OIL COLOR IN TUBES	each
Master Painters' Size, 1 x 5-inch	$ .19
Household Size, ¼ x 4-inch	.10

NEVA-ROT	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
Neva-Rot Clear	$2.55	$2.65	$ .83	----	----
Neva-Rot Green	2.00	2.10	.69	----	----

ALL PRICES are for FULL CASE LOTS

Split cases or less than case quantities of any color and size take the following additional charges:

1's—6c per can
¼'s—3c per can
⅛'s—3c per can
1/16's—2c per can
1/32's—1c per can

TIME-TESTED

ASPHALT PRODUCTS

MASTICRETE	5's per gal.	1's each
Masticrete	$1.10	$1.20
Masticrete Primer	1.10	1.20

SPRED PRODUCTS

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
SPRED FLAT, White and Tints	----	$2.66	$ .83	----	----
SPRED SATIN, White and Tints	----	3.35	1.00	----	----
Deep Colors					
3432 Umber Brown, 3433 Sienna Red, 3434 Charcoal Black, 3435 Majestic Blue	----	3.50	1.05	$ .58	$ .35
3439 Emerald Green, 3437 Cardinal Red	----	5.20	1.45	.80	.45
3436 Sunglow Yellow, 3438 Garnet Maroon	----	6.30	1.70	.93	.53
3418 Decorator White	----	3.35	1.00	.57	.34
SPRED GLOSS, White and Tints	----	4.15	1.25	.75	----
SPRED PRIMER-SEALER (Vapor Barrier)	----	3.35	1.00	----	----

REFLECT-O-LITE PASTE PAINT

	5's per gal.	1's each	¼'s each	⅛'s each	1/16's each
White and Tints	----	$2.30	$ .74	----	----

GLID-N SPECIALTIES

	1's each	¼'s each	⅛'s each	1/16's each
LIQUID CLEANER	$1.95	$ .53	$ .29	
FLOOR WAX	$1.75	$ .53	$ .30	
BRUSH RESTORER	----	$ .39	$ .21	----
FURNITURE POLISH	$1.75	.50	.27	$ .18

ALL PRICES are for FULL CASE LOTS

Split cases or less than case quantities of any color and size take the following additional charges:

1's—6c per can
¼'s—3c per can
⅛'s—3c per can
1/16's—2c per can
1/32's—1c per can

GLD025900

TERMS AND CONDITIONS

This price list supersedes all previous lists, terms and other arrangements granted prior to this date, all of which are hereby cancelled.

We reserve the right to refuse any order for any reason and further to grant these new prices and discounts to only those accounts we select as authorized agents for regularly labeled products.

Any tax, customs, import or export duties, or any other governmental charge on the production, sale or shipment (or any combination of these several) of the products listed in this price list or upon the materials from which they are produced, and whether imposed by Federal, State, Municipal, or other governmental authorities, and hereafter becoming effective, shall be added to the prices printed herein.

TERMS

Our terms on paints, varnishes, enamels, stains, lacquers, white lead, turpentine, linseed oil and sundries not manufactured by us, are 60 days net, 1 per cent discount for cash in 10 days from date of invoice.

All prices are on orders for full case lots. On orders for split cases or less than case quantities of any color and size the following charges are to be added:

½	1c per can	¼	3c per can
⅛	2c "	1's	6c "
⅛	3c "		

All shipments of paint products are forwarded f.o.b. our factories or distributing points. Orders of 24 gallons or more will be shipped freight allowed cheapest route if freight bills are submitted with remittance or not later than due date of invoice.

PACKAGING

Products are packed—

	Number to Carton		*Number to Carton*
Gallons	4	½ Pints	12
Quarts	6	¼ Pints	12
Pints	6		

NOTES ON ORDERING

Always give post office address and shipping directions, naming the delivering railroad.

To insure prompt attention all orders should be addressed to the firm and not to a representative.

SHORTAGE AND CLAIMS

Shortages or errors in packing or invoicing must be reported immediately upon receipt of goods to enable proper checking and adjustment.

All claims for losses and damage enroute must be filed by the customer with the carrier. Be sure to have a proper official of the transportation company inspect all instances where there is concealed damage and report to them promptly all shortages and goods received in damaged condition, obtaining their notation on the freight bill to avoid inconveniences and the making of affidavits at a later date.

The manufacture, sale and delivery of all products mentioned in our price lists are contingent upon strikes, fires, floods, the elements, explosion, war, riot, embargoes, insurrection, acts of God, or the public enemy, acts of governmental authorities, labor troubles, delays of vendors or in transportation, inability to obtain raw materials or containers or transportation facilities, or any other causes beyond our control and we may cancel orders for said products undelivered because of any such causes.

All prices, terms and conditions are subject to change without notice.

THE GLIDDEN COMPANY

11001 MADISON AVE. CLEVELAND 2, OHIO

FACTORIES

Atlanta, Ga., Huber and Picker Sts.
Cleveland 2, Ohio, 11001 Madison Ave.
Chicago 16, Ill., 1338 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., 1800 7th St.
Toronto 9, Ont., Canada, 351 Wallace Ave.

BRANCHES AND DISTRIBUTING POINTS

Alhambra, Calif.
Atlanta, Ga.
Baltimore, Md.
Billings, Mont.
Birmingham, Ala.
Buffalo, N. Y.
Cambridge, Mass.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Columbus, Ohio
Dallas, Texas
Detroit, Mich.
Duluth, Minn.
East Cleveland, Ohio
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.
North Hollywood, Calif.
Oklahoma City, Okla.
Omaha, Neb.
Orlando, Fla.
Philadelphia, Pa.
Portland, Ore.
Reading, Pa.
Richmond, Va.
St. Louis, Mo.
San Antonio, Texas
San Diego, Calif.
San Francisco, Calif.
Scranton, Pa.
Tampa, Fla.
Toledo, Ohio
Washington, D. C.
West Palm Beach, Fla.
Winnipeg, Manitoba, Can.

GLD025901