



CONFIDENTIAL NET PRICE LIST

No. 72

EFFECTIVE JANUARY 6, 1947

Subject to change without notice



THE GLIDDEN COMPANY

NATIONAL HEADQUARTERS • CLEVELAND 2, OHIO

Factories from Coast to Coast

Branches in Principal Cities

EXTERIOR PAINTS

	5's per gal.	1's each	1/4's each	1/8's each
ENDURANCE PAINT — PREPARED				
Outside and Inside and Flat White.....	\$3.90	\$4.00	\$1.13	----
Regular Shades and Black.....				
Crylight Green.....	4.30	4.40	1.23	----

TITAN-O-ZINC OUT- SIDE WHITE.....	4.15	4.25	1.19	----
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BASE COAT — Exterior Primer.....	3.90	4.00	1.13	----
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LIQUID CEMENT COATING.....	3.90	4.00	----	----
Mixing Liquid.....	2.82	2.92	----	----

ZINC-O-LITH HOUSE PAINT White.....	3.85	3.95	1.13	----
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TRIM AND TRELLIS COLORS				
Royal Red No. 8.....	----	6.60	1.83	\$.98
Shutter Green No. 71.....	----	5.75	1.61	.86
Other Colors.....	----	5.40	1.53	.82

EVERON HOUSE PAINT				
Gloss and Flat White and Regular Colors.....	3.30	3.40	.98	
Blind Green and Ver- million.....	3.70	3.80	1.08	

TITAN-O-ZINC PASTE PAINT.....	4.30	4.40	1.23	----
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ENDURANCE WHITE SEMI-PASTE.....	3.98	4.08	1.16	----
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DIXIE WHITE PASTE PAINT.....	3.60	3.70	1.06	----
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EXTERIOR PAINTS (Continued)

	5's per gal.	1's each
DRIWAL		
Clear.....	\$1.85	\$1.95
Heavy Bodied.....	1.98	2.08
White.....	3.40	3.50

ENDURANCE SHIN- GLE STAIN		
Dark Brown, Maroon, Red.....	1.80	1.90
Light Green, Medium Green, Dark Green.....	1.98	2.08
French Gray, White.....	2.43	2.53
Contra Blue.....	2.80	2.90

WHITE CREOSOTE PAINT.....	2.75	2.85
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FLOOR PAINTS (Exterior — Interior)

	5's per gal.	1's each	1/4's each
PORCH AND DECK PAINT			
All Colors.....	----	\$3.50	\$1.03

FLORENAMEL All Colors.....	----	3.50	1.03
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CONCRETE FLOOR DRESSING			
All Colors.....	\$3.58	3.68	1.06

WALL FINISHES

	5's per gal.	1's each	1/4's each	1/8's each
SPEED-WALL FLAT WALL FINISH				
White and Colors.....	\$2.30	\$2.40	\$.73	----

SPEED-WALL SEMI- GLOSS				
White and Colors.....	3.25	3.35	.97	\$.54

SPEED-WALL INTER- IOR GLOSS FINISH				
White and Colors.....	3.40	3.50	1.03	.57

SPEED-WALL MIX- ING SIZE.....	2.20	2.30	.71	----
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SPEED-WALL INTE- RIOR BASE-COAT				
Oil First Coater.....	2.75	2.85	.84	----

Deduct 10 cents from 1-gallon price for 5's and barrels

WALL FINISHES (Continued)

	5's per gal.	1's each	1/4's each
PIGMENTED PRIMER AND SEALER.....	\$2.60	\$2.70	\$.81
FLATTING OIL.....	1.28	1.38	.47
GLAZING LIQUID....	2.95	3.05	.89
DRICOAT			
Driccoat.....	3.08	3.18	---
Driccoat Reducer.....	1.80	1.90	---
SEALETTE	2.35	2.45	.74

BARN AND ROOF PAINTS

	5's per gal.	1's each	1/4's each
ENDURANCE BARN PAINT			
Red.....	\$2.30	\$2.40	\$.73
Gray.....	2.65	2.75	.82
TINNERS PAINTS			
Light Red, Dark Red..	2.55	2.65	.79
Green.....	4.12	4.22	---
FACTORY AND ROOF PAINT			
Brown, Red, Green, Black	2.80	2.90	---
Gray.....	2.85	2.95	---

METAL PROTECTIVE PAINTS

	5's per gal.	1's each
NEV-A-RUST		
Gray, Greenbriar	\$3.98	\$4.04
Brown, Red, Black, Graphite.....	4.03	4.13
AZINC DUST PAINT..	6.95	7.05

**METAL PROTECTIVE PAINTS
(Continued)**

	5's per gal.	1's each
GRAPHITE LIQUID PAINT.....	\$3.25	\$3.35
CHROMATIZED METAL PRIMER		
Red	4.30	4.40
GLIDTITE GALVAN- IZED IRON PRIMER		
White.....	2.95	3.05
▲WATER TANK FINISHES		
No. 1525 Chromate Primer.....	4.10	4.20
No. 1777 Gray Syn- thetic Enamel.....	4.95	5.05
LIQUID RED LEAD....	4.60	4.70
SMOKE STACK BLACK.....	2.55	2.65

ENAMELS AND UNDERCOATERS

	1's each	1/4's each	1/2's each	3/4's each
RIPOLIN — ARCHI- TECTURAL BLT.				
Gloss, Semi-Gloss, Flat White, Gloss and Semi-Gloss Ivory ..	\$6.10	\$1.66	\$.91	---
RIPOLIN — QUICK DRYING				
Gloss and Semi-Gloss White and Ivory....	5.60	1.53	.82	\$.48
All other Colors.....	5.60	1.53	.82	.48
RIPOLIN UNDERCOAT				
Quick Drying.....	3.65	1.04	.58	---
SUPERIOR SPEDENE ENAMEL				
Gloss.....	4.55	1.27	---	---
VELVET SPEDENE ENAMEL				
Semi-Gloss.....	4.35	1.22	---	---

▲Orders taken only subject to our ability to supply.

Deduct 10 cents from 1-gallon price for 5's and barrels

GLD 045663

ENAMELS AND UNDERCOATERS (Continued)

STAINS — FILLERS — REMOVERS

	1's each	1/4's each	1/8's each	1/2's each
ONE-COAT GLOSS ENAMEL.....	\$3.35	\$.97	\$.54	----
ONE-COAT SEMI- GLOSS ENAMEL....	3.35	.97	.54	----
GLIDDENCOAT (A Four-Hour Under- coat).....	3.10	.91	.51	\$.32
PERFECT ENAMEL UNDERCOAT.....	2.95	.87	.49	.31

	5's per gal.	1's each	1/4's each	1/2's each
AD-EL-ITE PAINT & VARNISH REMOV'R	\$1.30	\$1.40	\$.48	²⁹ / ₂ .22
PASTE WOOD FILLERS.....	----	²³⁵ / ₂ .60	⁶⁷ / ₂ 1.03	²⁰ / ₂ .36
LIQUID WOOD FILLER.....	2.10	2.20	.68	⁴¹ / ₂ .27
ENDURANCE WOOD STAINS (Penetrating Stain) Regular Colors.....	----	1.92	.60	.25
Dark Mahogany.....	----	2.42	.73	.28
OIL WOOD STAINS Regular Colors.....	----	1.95	.62	.25
Mahogany.....	----	2.15	.67	.26

*VARNISHES

HOUSEHOLD SPECIALTIES

(72-RED)

	5'S PER GAL.	1'S EACH	1/4'S EACH	1/8'S EACH	1/16'S EACH
GLIDDENS PAR-)	----	----	----	----	----
BAR AND TABLE TOP FIN-)	----	\$4.90	\$1.39	\$.75	\$.44
ISHING -)	----	----	----	----	----
JAPSPAR-)	----	4.00	1.17	.64	.38
FLOORETTE, WEARETTE, LIK- A-RUB, RAPIDCOTE, CA-	----	----	----	----	----
BINET POLISHING-)	----	4.00	1.17	.64	.38
SPEEDOLEUM -)	----	3.45	1.03	.57	.35
ROCKSPAR -)	----	3.65	1.08	.60	.37
PAINTERS' FLOOR-)	----	2.80	.87	.49	.31
PAINTERS' INTERIOR -)	----	2.75	.85	.48	.31
GENERAL UTILITY-)	----	2.75	.85	.48	.31
JAPAN DRIER-)	\$1.40	1.50	.52	.32	.23
SUPERIOR BRONZING LIQUID -)	2.05	2.15	.68	.40	.27
BLACK ASPHALTUM-)	.95	1.05	.39	.25	.19
GLID-SEAL-)	3.35	.97	----	----	----
TREATED TUNG OIL -)	3.10	.93	----	----	----
GYM FLOOR VARNISH-)	2.95	3.05	.92	----	----
PENETREX -)	2.70	2.80	.83	----	----
GLIDDEN PURE SHELLAC-)	----	----	----	----	----

	1's each	1/4's each	1/8's each
JAPALAC VARNISH STAIN	345	101	.36
Natural and All Colors	\$3.85	\$1.03	\$.87
Ground Color	3.00	1.02	.85
	320	.95	.34

JAPALAC CRACK & CREVICE FILLER	1 lb. 2 1/4 lb. each each
	\$.34 \$.71

JAPALAC GRAIN-ING SPECIALTIES	1/8's each
Light and Dark Graining Color	\$.31

	No. 5 each	No. 4 each	No. 3 each	No. 2 each	No. 1 each
JAPALAC BRONZES					
▲Gold	\$1.56	\$.84	\$.46	\$.31	\$.21
▲Aluminum	1.26	.69	.37	.25	.18

	1's each	1/4's each	1/8's each	1/2's each	1's each
JAPALAC ENAMEL					
All Whites, Blacks and Colors	\$4.25	\$1.19	\$.65	\$.39	\$.23

JAPALAC SCREEN ENAMEL					
Black	2.00	.63	.37	.25	

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Deduct 10 cents from 1-gallon price for 5's and barrels

***Subject to 3% discount when purchased in case lots of one brand.**

GLD 045664

HOUSEHOLD SPECIALTIES (Continued)

	1's each	1/4's each	1/2's each	3/4's each	5's each
JAPALAC STOVE & IRON ENAMEL					
Black.....		\$.66	\$.39	\$.26	\$.16
SLICK LINOLEUM COATING	\$3.35	.97	.54	.34	----
FABRICOTE	2.95	.88	----	----	----

AUTO FINISHES

	1/4's each	1/2's each	3/4's each
SPEEDENAMEL			
Clear and Black.....	\$1.13	\$.63	\$.39
TOP-COTE	\$.88	\$.50	\$.32
TOUCH-UP BLACK			each
Half-pint cans only.....			\$.31
TIRE PAINT		1/2's each	3/4's each
White, Black.....		\$.51	\$.32

IMPLEMENT — TRACTOR

	1's each	1/2's each
IMPLEMENT & TRACTOR		
Black, Green, Gray.....	\$3.55	\$1.02
Red, Yellow, Blue.....	4.10	1.16

ALUMINUM PAINT

	1's each	1/2's each	1/4's each	3/4's each
Metallite Interior Ready Mixed...	\$3.94	\$1.12	\$.62	\$.38
Metallite Exterior Ready Mixed..	4.05	1.15	.64	.39

MISCELLANEOUS AND SPECIALTIES

	5's per gal.	1's each	1/4's each
SLICK CLEANER	-----	\$1.10	\$.41
DUSTLESS FLOOR OIL	\$1.10	1.20	----
BLACKBOARD SLAT- ING			
Black.....	----	2.36	.72
ROMARK No. 1			
White.....	3.30	3.40	----
ROMARK No. 2			
White.....	3.00	3.10	----

	No. 1 Unit	No. 2 Unit
WOOD BLEACH	\$4.80	\$1.50
PINEWOOD GUM		
Turpentine.....	(Prices upon application)	

	1's each	1/4's each	3/4's each
PURE COLORS IN OIL			
Raw Umber, Burnt			
Umber.....	\$4.35	\$1.22	\$.40
Burnt Sienna, Raw			
Sienna.....	4.95	1.37	.44
Ivory Drop Black.....		1.30	.42
Lamp Black.....	4.65	1.29	.42
Prussian Blue.....		1.65	.55
Ultramarine Blue.....			.56
Chrome Green, Light			
Chrome Green, Med.	5.85	1.52	.40
Chrome Green, Dark			
Chrome Yellow, Light	79/		
Chrome Yellow, Med.		2.03	.63
Chrome Yellow, Dark			
Yellow Ochre.....	4.15	1.17	.39
Venetian Red.....	4.00	1.13	.38
Tuscan Red.....		2.13	.56
Rose Lake.....		2.03	.63
American Vermillion.....		1.91	.57

	each
OIL COLORS IN TUBES	
Master Painters' Size	
1 x 5-inch.....	\$.17
Household Size,	
1/2 x 3-inch.....	.08 1/2

	5's per gal.	1's each	1/4's each	3/4's each
POSTAD BULLETIN COLORS				
Border Green No. 70				
Light Green No. 11				
Light Yellow No. 35				
Lemon Yellow No. 37	\$6.05	\$1.65	\$.38	
Med. Chrome Yellow No. 26.....				

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Deduct 10 cents from 1-gallon price for 5's and barrels

GLD 045665

MISCELLANEOUS AND SPECIALTIES (Continued)

	5's per gal.	1's each	1/4's each	1/8's each
▲ POSTAD BULLETIN COLORS				
Pale Green No. 93.....				
Light Green No. 17.....				
Dark Chrome Green No. 71.....				
Med. Green No. 12.....				
Light Gray No. 3.....				
Dark Gray No. 5.....				
Gray No. 46.....				
Med. Brown No. 6.....	\$5.50	\$1.51	\$.81	
Light Brown No. 8.....				
Dark Brown No. 92.....				
Dark Blue No. 7.....				
Dark Blue No. 7 1/2.....				
Med. Blue No. 20.....				
Light Blue No. 22.....				
Blue No. 25.....				

Cream No. 29.....	5.60	1.53	.82	
Ivory No. 75.....				

Tuscan Red No. 18.....	5.95	1.62	.87	
Orange No. 15.....				
Med. Orange No. 42.....				

Blue Green Light No. 72.....	6.85	1.72	.92	
Brilliant Blue No. 21.....				

Maroon No. 3.....	6.55	1.80	.96	
Emerald Green No. 91.....	6.45	1.85	.98	
Light Red No. 2.....	6.90	1.89	1.00	
Bright Red No. 40.....				
Black.....	5.40	1.48	.80	
Lettering White.....	5.85	1.60	.86	

POSTAD PANEL GREENS				
Dark No. 1012.....	\$3.50	3.60	1.03	
Light No. 1013.....				

MISCELLANEOUS AND SPECIALTIES (Continued)

	5's per gal.	1's each	1/4's each	1/8's each
POSTAD FUNGI- PREVENTIVE PANEL GREENS				
Panel Green, Dark, No. 1161.....	\$3.85	\$3.95	\$1.13	
Panel Green, Light, No. 1162.....				

POSTAD TINTING				
WHITE No. 55.....	4.15	4.25	1.19	\$.65

POSTAD BLOCKING OUT WHITE				
No. 56.....	3.80	3.90	1.11	.61
Q.D. No. 57.....	3.80	3.90	1.11	.61

ASPHALT PRODUCTS

MASTICRETE	5's per gal.	1's each
Masticrete.....	\$.88	.98
Masticrete Primer.....	.88	.98

FOUNDATION COATING.....	.72	.82
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SPRED and Other WATER THINNED PAINTS

See separate Price List on this line

- REFLECT-O-LITE SOYA PROTEIN PAINT (Semi-Paste)
- BRILLIANT COLORS (Semi-Paste)
- VEL-VO-GLO CASEIN PAINT (Dry Powder)
- AD-EL-ITE HYGIENIC KALSOMINE (Hot or Cold Water)
- AD-EL-ITE KALSIZE
- GLIDDEN EXTERIOR COLD WATER PAINT
- GLIDDEN TEXTURE PAINT
- GLIDDEN CEMENT WATER PAINT
- GLIDDEN PATCHING PLASTER
- GLIDDEN PLASTIC SURFACER (For Spackling)
- SPRED FLAT (Washable Water-Thinned Paint)
- SPRED LUSTER (Washable Water-Thinned Enamel)

▲Orders taken only subject to our ability to supply.

Deduct 10 cents from 1-gallon price for 5's and barrels

GLD 045666

TERMS AND CONDITIONS

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

We reserve the right at any time 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 and which have an effect upon the cost of these products, 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 shipments of paint products are forwarded f.o.b. our factories or nearest distributing points.

Returned Goods—No goods may be returned for any reason without the authorization of the Branch Office of the Company in the territory in which the customer is located. Credit for all merchandise, the return of which has been previously authorized, will be on the basis of either purchase price or today's selling price (which ever is lower), less a handling and reconditioning charge of not less than 10 per cent. All returned goods must be shipped f.o.b. destination. Full credit will be allowed, the handling charges will be waived, and the

freight charges assumed by us if it is shown that an error was made or improper goods applied on an order and the responsibility rests with us.

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.

Shortages 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 of said causes.

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

National Headquarters **THE GLIDDEN COMPANY** 11001 Madison Ave., Cleveland 2, Ohio

FACTORIES

Cleveland 2, Ohio, 11001 Madison Ave.
Chicago 16, Ill., 1838 S. Normal St.
Los Angeles 1, Calif., 901 E. 61st St.
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.

W. Toronto, Ont., Canada, 382 Wallace Ave.

BRANCHES AND DISTRIBUTING POINTS

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boston, Mass.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cleveland, O.
Columbus, O.

Dallas, Tex.
Detroit, Mich.
El Paso, Tex.
Evansville, Ind.
Fort Worth, Tex.
Honolulu, T. H.
Houston, Tex.
Huntington Park, Calif.
Jacksonville, Fla.
Knoxville, Tenn.

Los Angeles, Calif.
Miami, Fla.
Minneapolis, Minn.
Mobile, Ala.
New Orleans, La.
North Bergen, N. J.
Oklahoma City, Okla.
Orlando, Fla.
Reading, Pa.
Richmond, Va.

St. Louis, Mo.
St. Petersburg, Fla.
San Antonio, Tex.
San Francisco, Calif.
Scranton, Pa.
Tampa, Fla.
Toledo, O.
Washington, D. C.
West Palm Beach, Fla.
Montreal, Quebec, Canada.



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