



Paint and Color Company
MANUFACTURERS

202 S. NINTH ST., ST. LOUIS 2, MO.

DEALER PRICE LIST No. 156 and SUGGESTED RETAIL PRICE LIST

*Missouri &
Illinois*

EFFECTIVE NOVEMBER 16, 1953

- Prices shown in BLACK are dealer list prices and are subject to regular trade discount.
- Prices shown in RED are suggested retail prices.

TERMS OF SALE

PAINT & VARNISH PRODUCTS - 60 Days NET or 2% for cash, ten days.

REARDON PRODUCTS - 30 Days NET or 2% for cash, ten days.

SHELLAC AND ALL NON-MANUFACTURED ITEMS (Except Reardon) - 30 Days NET.

PACKAGE DIFFERENTIALS

Products are normally packed ONLY in the sizes shown in this list. As indicated, 2 gallon cans have list price of 10¢ per gallon MORE than gallon price. 5 gallon cans have list price of 10¢ per gallon LESS than gallon list price.

RETURN SHIPMENTS

No shipment of return goods will be accepted without previous authority being granted by the factory and shipping instructions given for such return.

Credit for all return goods will be on the basis of the prevailing price or the price purchased, whichever is lower.

Credit Memo for any merchandise in a saleable condition accepted as return shipment will be computed on the basis of the customer's cost price less a 10% handling charge and less freight, if not prepaid by customer.

Freight for transportation charges to the customer will also be deducted on return shipments in the same amount as the freight on the return shipments. Where we are responsible for return shipment, we will allow full credit at price purchased, and waive handling charges and freight.

FREIGHT ALLOWANCE

Full freight will be allowed on all shipments of goods of our manufacture including shellac weighing 200 lbs. or more. No freight allowance will be made on shipments of less than 200 lbs. nor is any freight allowance made on items not manufactured by us. (Except Reardon products.)

DAMAGE OR SHORTAGE CLAIMS

Claims for damage or shortages should be made within 10 days from receipt of shipment. Damage claims must be supported by freight bill bearing notation of freight agent.

ROUTING OF SHIPMENTS

Freight routing designated by the customer will be accepted on shipments but should there be a lower rate on shipment to point in question by a competitive carrier, we reserve the right to ship via the carrier quoting the lower price. If the customer insists on favoring the higher rate carrier, we will allow only the lower freight rate.

MILDEW DISCOLORATION

Mildew discoloration is a complaint which occasionally occurs in all locations. Due to the fact that it is impossible to control the spread of mildew spores by the elements, we can take no responsibility for mildew complaints on any of our products. If mildew is prevalent in your area the addition of Mildew Resistant will retard this fungus.

PRICES, DISCOUNTS, TERMS OF SALE AND ALL OTHER PROVISIONS
ARE SUBJECT TO CHANGE WITHOUT NOTICE.

ALL ORDERS RECEIVED SUBJECT TO OUR ACCEPTANCE.

NOTICE: THIS FORM CAN ALSO BE USED FOR INVENTORY WORK.
SEND YOUR ORDERS IN ON MOUND CITY POST-PAID ORDER FORMS.

54 Lbs.

Cost is filled Cost in 1 gallon can excluding Warehousing.

HORSE SHOE BRAND PRODUCTS FOLLOW IN CLOSEST PRACTICAL NUMERICAL ORDER. FOR MOPACO PRODUCTS, SEE PAGE 10-11

Dealer list prices in BLACK. Suggested retail prices in RED.

Batch
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NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	MISC.
	BARN, BRIDGE & ROOF PAINT						
• 3	Brown <i>out</i>		4.90 3.70 [•]				
500	8 Light Red <i>Y-500</i>	24.00 18.00	4.90 3.70	1.58 1.20			
	4 Bright Red <i>out</i>	16.00 12.00	3.30 2.50				
500	5 White <i>Y-2200</i>	30.00 22.50	6.10 4.60	1.81	<i>also 1.58 - 1.59 + 1.60</i>		
	6 Moss Green <i>out</i>		"				
	9 Light Gray <i>out</i>		"				
100	10 TINNERS' RED <i>Y-620</i>		4.80 3.60	1.52 1.15			
	• 11 SEMI PASTE BARN PAINT - Red <i>out</i>		3.00 2.75 [•]				
100	12 GREEN ROOF PAINT <i>C-36 Green</i>	34.00 25.50	6.90 5.20	1.82			
100	22 AUTOMOBILE ENAMEL - Black <i>Y-1207</i>			1.96 1.90	1.40 1.05	.86 .65	
	• 45 FLAT BLACK (See No. 333) <i>out</i>						
100	70 GALVANIZED IRON PRIMER <i>Y-525</i>		7.20 5.40	2.12 1.60			
	75 GRAPHITE PAINT - Natural <i>out</i>	31.50 23.65	6.40 4.80				
	90 SCREEN PAINT - Green <i>out</i>		3.40 4.05	1.68 1.25	1.00 .75		
50	91 # (1688) Black <i>out</i>		4.90 3.70	1.52 1.15	.92 .70		
100	92 SCREEN FRAME PAINT - Black (#488) <i>out</i>		5.90 4.45	1.78 1.35	1.04 .80		
	96 <i>out</i> <i>Y-113 Red</i>		7.40 5.55	2.16 1.60	1.22 .90		
	98 <i>out</i> <i>Y-111 Green</i>		6.60 4.95	1.96 1.45	1.12 .85		
	99 PAINT & VARNISH REMOVER <i>Y-70</i>		3.40 2.55	1.16 .85	.74 .55	.54 .40	
90B 118	100 STOVE PIPE ENAMEL - Black <i>out</i>			1.16 .85	.74 .55	.54 .40	
	• 125 ZONE MARKING PAINT - White <i>out</i>		5.90 4.45 [•]				
	• 126 Yellow <i>out</i>		6.20 4.65 [•]				
500	161 DECK & PORCH PAINT - Clean Gray (Y-163) <i>M-901</i>		7.50 5.65	2.22 1.65			
500	163 Light Blue Gray <i>M-914 No Match</i>		"	2.55			
500	165 Blue Gray <i>M-916</i>		"	2.38			
	OIL WOOD STAIN						
	182 Light Oak		4.10 3.10	1.34 1.00	.84 .65	.58 .45	
	184 Dark Oak <i>245</i>		"	"	"	"	
	186 Walnut		"	"	"	"	
	190 Mahogany		"	"	"	"	
	192 Golden Oak		"	"	"	"	
	196 Brown Mahogany		"	"	"	"	
	198 Maple		"	"	"	"	
110	206 METALSHIELD ALUMINUM PAINT <i>Y-227</i>		7.40 5.55	2.16 1.60	<i>Same as 227 - Compact</i>		
500	209 POLARIS ENAMEL UNDERCOAT - White <i>155</i>		6.40 4.80	1.92 1.45	1.12 .85	.72 .55	

• To be discontinued when stock is exhausted

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NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	1/4 PINT
100	211 READY MIXED ALUMINUM PAINT	33.50 25.15	6.80 5.10	2.36 1.92	1.18 .96	43-ESS	
	*217 ALUMINUM PAINT THINNER <i>out</i>		2.40 1.80	.92 .70			
110	227 METALSHIELD ALUMINUM PAINT <i>Yo Match</i>		7.00 5.25	2.08 1.53		<i>Same as 206</i>	
	247 ODORLESS THINNER S-240 <i>Yo</i>	8.50 6.40	1.80 1.35	.76 .53	.54 .40	<i>Shell & Low order</i>	<i>22 Blue</i>
50	250 LIQUID WOOD FILLER - Light <i>no match</i>		4.40 3.30	1.43 1.03	.88 .65		
50	251 LIQUID SANDER <i>Surface</i>		4.00 3.00	1.33 1.00	.83 .60	.53	
	255 PASTE WOOD FILLER - Natural <i>Y700</i>		4.80 3.60	1.53 1.13		.53	
50	275 ENAMEL UNDERBODY - White <i>No Match</i>		5.60 4.20	1.73 1.30		<i>Most St. Louis only?</i>	
	281 METALSHIELD PROTECTIVE COATING - Primer <i>out</i>		6.20 4.85	1.86 1.40			
100	286 <i>Y-506</i> Red Lead		10.00 7.50	2.80 2.10			
	*288 STAZ RED ROOF PAINT <i>out</i>	40.00 30.00	8.10 6.10	2.35 1.75			
	SHINGLE STAIN						
	*301 Dutch Blue	31.50 23.65	6.40 4.80				
	302 Silver Gray	26.50 19.90	5.40 4.05				
	303 Moss Green	21.50 16.15	4.40 3.30				
	309 Brown	19.50 14.65	4.00 3.00				
	399 Tile Red	"	"				
	341 Medium Green	23.50 17.65	4.80 3.60				
	318 GLAZING LIQUID		6.60 4.95	1.98 1.50			
	UNISAN DEEP COLOR FLAT FINISH		<i>Whole line out</i>				
	320 Raw Sienna <i>out</i>		6.70 5.05	2.00 1.50		.74 .55	
	321 Burnt Sienna		"	"		"	
	322 Raw Umber		"	"		"	
	323 Burnt Umber		"	"		"	
	330 Brown		"	"		"	
	333 Black		"	"		"	
	334 Dubonnet		"	"		"	
	324 Chartreuse <i>fair</i>		7.30 5.50	2.16 1.60		.78 .60	
	327 Primary Red <i>fair</i>		"	"		"	
	328 Primary Blue <i>fair</i>		"	"		"	
	329 Green <i>fair</i>		"	"		"	
	332 Primary Yellow <i>fair good</i>		"	"		"	
25	336 Electric Blue <i>out</i>		"	"		"	
	338 Paprika <i>fair</i>		"	"		"	
	339 Dark Green <i>good</i>		"	"		"	

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NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	MISC.
350	UNISAN PRIMER SEALER - Clear <i>No Match</i>		4.50 ⁰	1.37 ²			
	UNISAN SELF SEALING FLAT FINISH <i>102 y. of 700 line</i>				Mix 3-1 with flat		<i>for stain delay</i>
355	White	27.50 ⁰ 26.65 ⁰	5.20 ⁰	1.65 ⁰	1.30 ²	1.02 ⁰	2 Gal 11.55 ⁰
364	Roman Ivory		"	1.86	"		
367	Light Blue		"	1.90	"		
369	Light Green		"	1.96	"		
373	Rose Beige		"	1.96	"		
374	Palm Green		"	1.87	"		
377	Parisian Gray		"	1.86	"		
391	Sprout Green		"	1.88	"		
392	Cascade Green		"	1.74	"		
393	Berkshire Blue		"	1.83	"		
394	Dawn Pink		"	1.90	"		
395	Daffodil Yellow		"	1.85	"		
397	Mandarin Rose		"	1.89	"		2 Gal
385	PIGMENT WALL SEALER - White	29.50 ⁰ 22.15 ⁰	4.50 ⁰	1.73 ⁰	1.35 ⁰	<i>No Match</i>	12.25 ⁰
401	CHALKBOARD SLATING - Black		4.35 ⁰	1.36 ⁰	1.04 ⁰	.35 ⁰	
402	Green		"	"	"	"	
	COLORS IN OIL						Tubes
405	Ivory Drop Black	2.44		1.78 ⁰		.68 ⁰	5.00 dz 30 ea
406	Lamp Black	1.80		"		"	"
410	Prussian Blue	2.96		2.48 ⁰		1.04 ⁰	5.00 dz 30 ea
411	Ultramarine Blue	3.42		"		"	"
413	Cobalt Blue	2.85		"		"	"
423	Chrome Green Light	2.84		"		"	"
424	Chrome Green Medium	2.57		"		"	"
425	Chrome Green Dark	2.85		"		"	"
415	Burnt Sienna	2.26		2.48 ⁰ 1.83 ⁰		.86 ⁰	5.00 dz 30 ea
416	Raw Sienna	2.39		"		"	"
417	Vandyke Brown	1.73		"		"	"
432	Indian Red	2.55		"		"	"
418	Burnt Umber	1.99		2.20 ⁰ 1.83 ⁰		.60 ⁰	5.00 dz 30 ea
419	Raw Umber	2.00		"		"	"
431	Venerian Red	1.91		"		"	"
430	Bright Red Bulletin	5.32		5.08 ⁰ 3.80 ⁰		1.52 ⁰ 1.15 ⁰	6.00 dz 35 ea
433	Tuscan Red	2.89		4.22 ⁰ 3.13 ⁰		1.30 ⁰ 1.00 ⁰	6.00 dz 35 ea

• To be discontinued when stock is exhausted

Burnt Brown
Burnt Blue

Dealer list prices in BLACK. Suggested retail prices in RED.

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HORSE SHOE BRAND PRODUCTS FOLLOW IN CLOSEST PRACTICAL NUMERICAL ORDER. FOR MOPACO PRODUCTS, SEE PAGE 10-11

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NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	2 GALS.
	HOUSE PAINT (continued)						
100 624	Straw <i>replaced by 607 Buckskin</i>	<i>#67 Cent</i>	8.40 6.30	2.30 1.80	2.42 1.80		
100 632	Pea Green <i>604 Cypress</i>		"	2.40	"	<i>Diuron</i>	
100 639	Rich Brown <i>make</i>		"	2.23	"		
100 644	White	41.50 31.15	"	2.59	"	1.36 1.00	17.00 12.75
100 651	Dark Red <i>Replaced by 608 Indium</i>		"	1.91	"		
100 660	Tan <i>Diuron</i>		"	—	"		
100 677	Battleship Gray <i>make</i>		"	2.26	"		
100 680	Colonial Ivory <i>Replaced by 602 Shell</i>		"	2.67	"		
100 684	Clean Gray <i>make</i>		"	2.28	"		
100 9644	White (Mildew Resisting) <i>make</i>	43.00 32.25	8.70 6.55	2.58 1.90	2.50 1.90	<i>Diuron mostly</i>	
	TO WAX ON VARNISH STAIN						
704	Mahogany <i>Y-1203</i>		6.80 5.10	2.04 1.55	1.20 .90	.76 .55	
714	Light Oak <i>Y-1200</i>		"	2.12	"	"	
716	Dark Oak <i>Y-1201</i>		"	2.39	"	"	
718	Golden Oak <i>2</i>		"	2.04	"	"	
720	Walnut <i>Y-1202</i>		"	1.52	"	"	
723	Maple <i>2</i>		"	2.37	"	"	
708	GROUND COLOR <i>Y-1210</i>		4.80 3.40	1.50 1.15	.90 .70	.60 .45	
	CEMENTEX <i>Total line 1500</i>						
741	White	39.50 29.65	8.00 6.00	2.32 1.75			
744	Ivory		"				
790	Cream		"				
791	Buff		"				
792	Blue		"				
793	Stone Gray		"				
794	Green		"				
795	Coral		"				
796	Red		"				
750	CEMENTEX REDUCER		4.90 3.70 7.70	1.54 1.15 2.24			
100 761	SASH & DOOR PAINT - Black <i>make</i>		5.80	1.96	1.70	1.28 .95	<i>use #488</i>
100 762	Green <i>make</i>		"	2.41	"	"	<i>#483</i>
50 770	LEAD TITANIUM ZINC PASTE PAINT - White <i>make</i>	42.50 31.90	8.60 6.45	2.46 1.85			17.40 13.05
50 9770	LEAD TITANIUM ZINC PASTE PAINT - White Mildew Resisting <i>make</i>	44.00 33.00	8.90 6.70	2.56 3.04	1.90	<i>Diuron only</i>	

50-825 Sun-glow 3.55 829 Tint Blue - No formula
 50-823 Alpine Blue 2.51
 50-827 Vista blue 3.03
 50-828 Maroon 2.64

HORSE SHOE BRAND PRODUCTS FOLLOW IN CLOSEST PRACTICAL NUMERICAL ORDER. FOR MOPACO PRODUCTS, SEE PAGE 10-11

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NO.	ITEM	5 GALS.	GALLON	QUANT	PNT	1/2 PINT	MISC.
	SYN TUNG BRITE TRIM COLORS						
50	804 Bright Green make		10.50 7.90	301	2.96 2.20	1.64 1.25	
50	805 Light Green replace by 827 Vista		"	303	"	"	
100	811 Forest Green make		"	2.79	"	"	
50	812 Bronze Green make		"	3.00	"	"	
50	817 Spruce Green make		"	2.88	"	"	
50	806 Bright Red make		11.10 8.35	3.10 2.35	1.72 1.30		
50	814 Cherry Red out		"	"	"		
50	809 Royal Blue replace by 823		11.70 8.80	3.22 2.40	1.76 1.30		
50	810 Orange		10.70 8.05	3.00 2.25	1.66 1.25		
500	819 White make same as 1950		"	2.60	"	"	
50	813 Brown make		9.00 6.75	2.58 1.95	1.46 1.10		
50	815 Black make		"	2.50	"	"	
50	820 Quaker Brown make		"	2.68	"	"	
	FOR 815 820 829 EXTERIOR PRIMER & SEALER						2 Gal
500	898 White make	41.50 31.15	8.40 6.30	2.40 1.80			17.00 2.75
100	9898 White (Mildew Resisting)	43.00 32.25	8.70 6.55	2.50 1.90			
	TO WALK ON FLOOR ENAMEL						
100	901 Clean Gray Y-863		7.50 5.65	2.22 1.65	1.28 .95		
500	903 Light Oak Y-853		"	2.23	"	"	
50	904 Dark Oak Y-856		"	2.23	"	"	
50	905 Walnut Y-872		"	2.33	"	"	
500	906 Maroon Y-854		"	2.24	"	"	
100	911 Tile Red make		"	2.39	"	"	
100	914 Light Blue Gray make		"	2.55	"	"	
100	915 Black Discon.		"	"	"	"	
100	916 Blue Gray make		"	2.38	"	"	
50	908 White Y-835		9.20 6.90	2.64 2.00	1.50 1.15		
100	910 Tile Green Y-871		"	2.84	"	"	11b
	1002 COLOR IN JAPAN - Lamp Black Discon						2.00 1.50
	1105 STAINSEAL - White Pig Shellac Discon.		8.00 6.00	2.32 1.75		.82 .60	
	1150 SHELLAC - White use ours		"	"	"	"	
	1151 Orange use ours		"	"	"	"	
	1154 PENETRATING FLOOR SEALER Buy out		5.80 4.35	1.78 1.35			
	1155 GYMNASIUM FLOOR FINISH our own		7.80 5.85	2.28 1.70			
100	1169 THINSOL PAINT THINNER (6cc w/o) make	6.00 4.50	1.30 1.00	61	114.68 .50	.48 .35	

*Market Prices

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NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	MISC.
1172	STAR 4-HOUR SPAR VARNISH <i>own</i>		4.80 3.60	1.54 1.15	.90 .70	.60 .45	
1174	VELVET FINISH VARNISH <i>Y-47</i>		8.60 6.45	2.48 1.85	1.42 1.05	.90 .70	
1176	TO WALK ON FLOOR VARNISH <i>Y-230</i> <i>Y-15</i>		8.00 6.00	2.32 1.75	1.32 1.00	.82 .60	
1177	CERTIFIED 4-HOUR SPAR VARNISH <i>same as 1172</i>		7.20 5.40	2.12 1.60	1.22 .90	.78 .60	
1179	SMOKESTACK BLACK <i>Buy out</i>	17.50 13.15	3.60 2.70				
1181	Q. D. ASPHALTUM VARNISH <i>Same as 71</i>		2.80 2.10	1.04 .80			
1183	SAMSON JAPAN DRYER <i>make</i>		3.40 2.55	1.18 .90	.76 .55	.54 .40	
1185	HARD DRYING SEAT VARNISH <i>Discon.</i>		8.20 6.15	2.38 1.80	1.38 1.00		
1189	FLOOR & TRIM VARNISH <i>own</i>		7.40 5.55	2.18 1.65	1.26 .85	.80 .60	
1192	EXELAGON FLAT VARNISH <i>Y-47</i>		9.70 7.30	2.78 2.05	1.56 1.15	.94 .70	
1198	OUTSIDE SPAR VARNISH <i>Y-35</i>		9.00 6.75	2.56 1.90	1.44 1.10	.90 .70	
1199	FOOL PRUF VARNISH <i>make</i>		8.80 6.60	2.52 1.90	1.42 1.05	.88 .65	
1230	INTERIOR GLOSS FINISH - White <i>make</i>		7.00 5.25	2.08 1.55			
	SEMI GLOSS FINISH <i>Make this line</i>						
1255	White <i>Pitts Mill only</i>		7.00 5.25	2.08 1.55	1.18 .90		
1264	Roman Ivory		"	2.18	"		
1265	Light Blue		"	2.20	"		
1267	Light Green		"	2.28	"		
1270	Parisian Gray		"	2.18	"		
1273	Rose Beige		"	2.62	"		
1274	Palm Green		"	2.56	"		
1291	Sprout Green		"	2.38	"		
1292	Cascade Green		"	2.30	"		
1293	Berkshire Blue		"	2.46	"		
1294	Dawn Pink		"	2.46	"		
1295	Daffodil Yellow		"	2.77	"		
1297	Mandarin Rose		"	2.37	"		
	MASTER PAINTER PRODUCTS - White						
1502	Enamel Undercoater <i>Same as 275</i>		5.60 4.20	1.73 1.30			
1506	Stipple Paint <i>Stock Don't Make</i>		6.60 4.95	-	1.96 1.45		
1514	Flat Finish <i>Same as 355</i>	21.50 16.15	4.40 3.30	1.42 1.05			
1523	Grecian 4-Hour Enamel <i>make</i>		6.50 4.90	1.94 1.45			
1532	Semi Gloss Finish <i>Five 1255</i> <i>Same as 1450</i>		5.90 4.45	1.82 1.35			
1539	Polaris Eggshell Enamel <i>Five 1255</i>		7.00 5.25	2.08 1.55			
1544	Super One Coat Enamel <i>1230 Make</i>		7.10 5.35	2.12 1.60			

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NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	1/4 PINT
	MASTER PAINTER PRODUCTS - White						
50	1545 Polaris Gloss Enamel <i>make</i>		7.70 5.80	2.63	1.26		
	1558 Exterior Primer & Sealer <i>1st Grade H.P. Y-2200</i>	31.00 23.25	6.30 4.75		1.20 1.25		
500	1559 House Paint <i>Y-2200</i>	31.00 23.25	6.30 4.75	1.81	1.20 1.25		
	1584 Spar Varnish <i>Y-50</i>		8.40 6.30		2.62		
	PANDURA QUICK DRYING ENAMEL <i>1st Grade</i>						
50	1702 Congo Ivory <i>make</i>		8.90	2.68	2.68	1.15	.88
50	1703 Dusty Pink <i>make</i>		"	2.68	"	"	"
50	1704 Jersey Cream <i>u</i>		"	2.68	"	"	"
	1705 Chinese Red <i>Y-1264</i>		"	3.34	"	"	"
	1706 Jonquil Yellow <i>Y-1230</i>		"	2.82	"	"	"
	1708 Delphinium Blue <i>Y-1250</i>		"	2.66	"	"	"
	1709 Jade Green <i>Y-1254</i>		"	2.94	"	"	"
	1711 Thistle Gray <i>make</i>		"	2.68	"	"	"
	1712 Foam Green <i>Y-1234</i>		"	2.84	"	"	"
	1713 Black <i>as M-488 Y-1207</i>		"	1.96	"	"	"
300	1714 White <i>Y-1217</i>		"	2.66	"	"	"
500	1715 Beaver Brown <i>make</i>		"	2.33	"	"	"
	1716 Orchid <i>make</i>		"	3.21	"	"	"
	1718 Pea Green <i>make</i>		"	2.83	"	"	"
	1727 Royal Blue <i>Y-1246</i>		"	3.11	"	"	"
50	1729 Light Blue <i>make</i>		"	2.73	"	"	"
	1753 Chrome Brite Aluminum <i>Y-546</i>		"	—	"	"	"
	1754 Chrome Brite Gold <i>Rec. Desc.</i>		"	—	"	"	"
500	1725 Enamel Undercoater <i>#209</i>		6.40 4.60	1.69	1.22	1.12	.82
500	1790 LUSTER LUX ENAMEL - White		8.86 8.15	2.60	2.30	1.28	1.02
500	1950 SYN TUNG ENAMEL - White		8.86 8.15	2.60	2.30	1.28	1.02
	1952 SYN TUNG MARINE ENAMEL - White		8.86 8.15	—	2.30	1.28	
	SYN TUNG Rubberized FLAT ENAMEL						
100	1955 White <i>P.M.</i>		7.30 5.50	2.36	2.16		
25	1956 Bangkok Blue		"	2.55	"		
50	1957 Shasta Yellow		"	2.31	"		
50	1958 Capri Green		"	2.20	"		
50	1959 Singapore Red		"	2.34	"		
50	1960 Nile Green		"	2.51	"		
50	1961 Riviera Gray		"	2.46	"		

• To be discontinued when stock is exhausted

1470 Warm Grey 2.45
 1471 Aqua Blue 2.46
 1472 Carnation Red 2.44
 1473 Winged 2.32

- 1474 Flame - N: Formula
 50. 1475 Sandalwood 2.46

HORSE SHOE BRAND PRODUCTS FOLLOW IN CLOSEST PRACTICAL NUMERICAL ORDER. FOR MOPACO PRODUCTS, SEE PAGE 10-11
 Dealer list prices in BLACK. Suggested retail prices in RED.

50
 50
 100
 25
 500
 50
 50
 50
 50

NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	MISC.
	SYN TUNG Rubberized FLAT ENAMEL cont.		5.30				
1962	Grenada Green		7.30 5.30	2.43	1.26		
1963	Sumatra Ivory		"	2.45	"		
1964	Persian Rose		"	"	"		
1965	Safari Green		"	2.47	"		
1966	Bombay Brown		"	2.36	"		
1967	Caribbean Blue		"	2.15	"		
1968	Spectra Black		"	2.43	"		
1982	SYN-TUNG SATIN FINISH ENAMEL, White		10.96 8.96	2.87	1.96	1.48	
9893	REFINED CREOSOTE PAINT White - Mildew Resisting	32.00 24.00	6.50 4.90	1.96 1.45			
	MOPACO (CENTURY) PAINT PRODUCTS		2nd Grade House Paint				
71	Screen Enamel - Black		2.90 2.20	90	1.02 .73	.68 .50	.50 .40
1601	House Paint - White	31.00 23.25	6.30 4.75	1.81	1.90 1.45	\$5 - 1558 and \$59	
1602	Colonial Ivory		"	"			
1603	Clean Gray		"	"			
1604	Light Blue		"	"			
1606	Straw		"	"			
1608	Battleship Gray		"	"			
1610	Pea Green		"	"			
1611	Rich Brown		"	"			
1614	Black		"	"			
1650	Semi Gloss Finish - White		5.90 4.45	1	1.82 1.35		
1677	Machinery & Implement Enamel - Bright Red		7.00 5.25	2.47	2.08 1.55	1.20 .90	
1679	Yellow		"	2.29	"	"	
1683	Dark Green		"	2.34	"	"	
1688	Black		6.50 4.90	2.03	1.96 1.45	1.14 .85	

DEALER PRICE LIST NO. 156
and SUGGESTED RETAIL PRICE LIST
 Effective Nov. 16, 1953

Prices shown in Black are NET Dealer Prices
 Prices shown in Red are suggested retail prices

ALL ITEMS IN THIS LIST ARE NET

NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	MISC.
	*CASEIN ONE COAT INTERIOR PAINT						
5400	White	10.75 16.15	2.20 3.30	.72 1.10			
5402	Poppy Peach		"	"			
5403	Flax Yellow		"	"			
5404	Mint Green		"	"			
5405	Lagoon Blue		"	"			
5407	Off White		"	"			
5408	Wild Honey		"	"			
5409	Cream		"	"			
5410	Parchment		"	"			
5417	Desert Rose		"	"			
5418	Glade Green		"	"			
5420	Black		"	"			
5421	Isle Blue		"	"			
5422	Mission Gray		"	"			
5423	Lotus Pink		"	"			

No forams

CENTURY ENAMEL - VARNISH STAIN ASSORTMENT -

CENTURY QUICK DRYING ENAMEL	Per Doz. H. P.	Per Doz. Q. P.
5816 Congo Ivory	3.12	1.56
5817 Thistle Gray	3.12	1.56
5818 Delphinium Blue	3.12	1.56
5819 Dusty Pink	3.12	1.56
5821 Jonquil Yellow	3.12	1.56
5832 Chinese Red	3.12	1.56
5835 Jade Green	3.12	1.56
5840 White	3.12	1.56
5843 Black	3.12	1.56
5845 Pea Green	3.12	1.56
CENTURY QUICK DRYING VARNISH STAIN		
5850 Light Oak	3.12	1.56
5851 Dark Oak	3.12	1.56
5852 Walnut	3.12	1.56
5853 Mahogany	3.12	1.56
5855 Clear	3.12	1.56
5857 Golden Oak	3.12	1.56

*1500 line
 50 Pints
 10 Quarts
 10 Pints
 M.S.
 omit.*

Suggested Resale
 .40 per H. P.
 .20 per Q. P.

Sold in full case lots only - 12 H. P. to Case - 12 Q. P. to case
 Half Pint Assortment - 100 Half Pints - \$26.00 per Assortment
 Quarter Pint Assortment - 200 Quarter Pints - \$26.00 per Assortment.

DEALER PRICE LIST NO. 156
and SUGGESTED RETAIL PRICE LIST
Effective Nov. 16, 1953

Prices shown in Black are NET Dealer Prices
 Prices shown in Red are suggested retail prices

ALL ITEMS IN THIS LIST ARE NET

NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	MISC.
280	RUSTICIDE	(NET)	2.70 4.05*	.90 1.35*	.60 .90	.36 .55	.24 .35
1415	AVENEL HOUSE PAINT - White	7.75 11.65	1.60 2.40	.55 .85			
	VELVETEX Rubber Emulsion INTERIOR PAINT						
2200	White		3.45 5.40	1.02 1.65			
2201	Light Ivory		"	"			
2202	Pesch Bloom		"	"			
2203	Sunny Yellow		"	"			
2204	May Green		"	"			
2205	Powder Blue		"	"			
2207	Coral		"	"			
2208	Golden Buff		"	"			
2209	Dusty Rose		"	"			
2212	Palm Green		"	"			
2214	Turquoise		"	"			
2215	Delft Blue		"	"			
2216	Warm Gray		"	"			
2330	Marine Blue		3.50 5.60	1.02 1.70		.33 .55	
2337	Autumn Brown		"	"		"	
2331	Harvest Yellow		5.40 8.65	1.47 2.45		.45 .80	
2332	Deep Maroon		"	"		"	
2333	Fiesta Red		"	"		"	
2334	Deep Green		3.85 6.15	1.12 1.85		.35 .60	
2335	Pine Green		"	"		"	
2336	Cascade Blue		"	"		"	
2320	VELVETEX PIGMENTED PRIMER-SEALER	13.50 22.50	2.75 4.60	.77 1.45			

Ind. Grade

HORSE SHOE BRAND PRODUCTS FOLLOW IN CLOSEST PRACTICAL NUMERICAL ORDER. FOR MOPACO PRODUCTS, SEE PAGE 10-11

Dealer list prices in BLACK. Suggested retail prices in RED.

Discolor

50

60

Discolor

Suggest combine with 335 line

NO.	ITEM	5 GALS.	GALLON	QUART	PINT	1/2 PINT	MISC.
1816	Quick Drying Enamel - Congo Ivory		6.30 4.75	1.90 1.45	1.12 .85	.72 .55	
1817	Thistle Gray		"	"	"	"	
1818	Delphinium Blue		"	"	"	"	
1819	Dusty Pink		"	"	"	"	
1821	Jonquil Yellow		"	"	"	"	
1832	Chinese Red		"	"	"	"	
1835	Jade Green		"	"	"	"	
1840	White #1523		" 221	"	"	"	
1843	Black		"	"	"	"	
1845	Pea Green		"	"	"	"	
1844	Undercoater		5.40 4.05	1.68 1.25	1.00 .75	# 275	
1850	QD Varnish Stain - Light Oak		5.20 3.90	1.62 1.20	.98 .75	.66 .50	
1851	Dark Oak		"	"	"	"	
1852	Walnut		"	"	"	"	
1853	Mahogany		"	"	"	"	
1857	Golden Oak		"	"	"	"	
1860	Flat Finish - White <i>lin 90¢</i>	21.50 16.15	4.40 3.30	1.44 1.10			
1861	Roman Ivory		"	"			
1863	Berkshire Blue		"	"			
1864	Dawn Pink		"	"			
1865	Daffodil Yellow		"	"			
1866	Sprout Green		"	"			
1867	Mandarin Rose		"	"			
1868	Cascade Green		"	"			
1870	Parisian Gray		"	"			
1880	Light Blue		"	"			
1881	Light Green		"	"			
1883	Rose Beige		"	"			
1884	Palm Green		"	"			