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DEALER LIST PRICE NO. 34

Effective Sept. 18, 1939

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THE MARTIN-SENOUR COMPANY

The House of Quality

BRANCHES AND DISTRIBUTORS IN ALL PRINCIPAL CITIES
ADMINISTRATIVE OFFICES - 2520 QUARRY STREET - CHICAGO, ILLINOIS

TERMS

On paints, varnish, white lead and brushes, 60 days net or 2% discount for cash within ten days from date of invoice.
On dry colors, linseed oil and turpentine, 30 days net or 1% discount for cash within ten days from the date of invoice.

SCHEDULE OF CARTON PACKAGING

For the convenience and information of our trade, we give herewith the number of cans of Paint, Enamel and Stain contained in standard cartons:

ROUND CANS

4 One Gallons
6 Half Gallons
12 Quarts
24 Pints
48 Half Pints
48 Quarter Pints

SQUARE CANS

6 One Gallons
12 Half Gallons
24 Quarts
48 Half Pints

Whenever possible in order to facilitate service, order paints and varnishes in full case lots.

Drums available in all products when so requested.

HOUSE PAINTS AND PRIMERS

	Dra.	5 Gals.	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	1/16 Gal.
Monarch Primer.....	—	2.50	2.60	1.42	.77	—	—
Monarch 100% Pure Paint							
White and Regular Colors.....	2.45	2.50	2.60	1.42	.77	.45	—
French Verde Lt., French Verde Dk., Cherry Red.....	—	—	4.08	2.16	1.14	.63	—
Shamrock-Brazil-Woodlawn Green.....	—	—	2.91	1.58	.85	.48	—
Rich Orange-Casa Blue.....	—	—	3.02	1.63	.88	.50	—
Monarch Furne Proof White 1800.....	2.45	2.50	2.60	—	—	—	—
M-S Trim Colors—See Monarch.....	—	—	—	—	—	—	—
Sash Black.....	—	2.50	2.60	1.42	.77	.45	.28
Brick and Stucco Paint							
White and Colors.....	—	2.50	2.60	—	—	—	—
Brick and Stucco Paint Reducer.....	—	—	1.45	—	.48	—	—

PASTE WHITES, LEADS, ZINCS, PUTTY

	Dra.	5 Gals.	1 Gal.
Duplex White Semi-Paste.....	—	2.55	2.65
Master White Semi-Paste.....	—	2.81	2.91
North American White Stock.....	100 Lbs.	80 Lbs.	25 Lbs.
M-S 100% Pure White Lead.....	12½ Lbs.	5 Lbs.	1 Lb.
Putty.....	Market Prices		
Zilo.....	Prices—Quality and Sizes on Application		
Zinc Oxide In Oil Green Seal Zinc.....	Market Prices		
Red Seal Zinc.....	—	.19	.20
Green Seal Zinc.....	—	.21	.23
Red Seal Zinc.....	—	.18	.19
Green Seal Zinc.....	—	.20	.22

FARM, BARN, BUILDING AND IMPLEMENT PAINT

	Dra.	5 Gals.	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	1/16 Gal.
Double Thick Rich Red Farm Paint.....	1.28	1.33	1.43	—	.48	—	—
No. 81 Reducer.....	.86	.91	1.01	—	—	—	—
School House Red.....	1.28	1.33	1.43	—	.48	—	—
School House Yellow (Big Four).....	1.76	1.81	1.91	—	—	—	—
School House Gray (No. 1444).....	—	1.86	1.96	—	—	—	—
School House White.....	2.07	2.12	2.22	—	.68	—	—
Wagon and Tractor Paint Reg. Colors.....	—	—	3.07	—	.89	.50	.31
Black.....	—	—	2.65	—	.78	.45	.29

ROOF COATINGS AND ASBESTOS PRODUCTS

	(See also Metal Roof Paints)	50 Gal.	30 Gal.	5 Gal.	1 Gal.
Aqua Shed Paint Black.....	Dra.	.39	.42	.44	.54
Red-Green.....	—	1.07	1.10	1.12	1.22
Leak-Kon-Trol Paste Roof Cement	Bbl.				
Black.....	½ Bbl.	.05	.05¼	.05½	.06¾
Red-Green.....	100 Lbs.	.10½	.11	.11	.13
	25 Lbs.	—	—	—	.14½
	10 Lbs.	—	—	—	.16½
	5 Lbs.	—	—	—	—
	1 Lb.	—	—	—	—

METAL SURFACES AND METAL ROOF PAINTS

(See also Roof Coatings and Asbestos Products)

	50 Gal. Dra.	30 Gal. Dra.	5 Gals.	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	1/16 Gal.
Graphite Paint.....	1.85	—	1.90	2.00	—	—	—	—
Smoke Stack Black.....	1.23	—	1.28	1.38	—	—	—	—
(Asphaltum Black)								
Chromate Metal Primer....	—	—	2.40	2.50	—	.75	—	—
Metal-Cote Brown-Black.....	1.85	—	1.90	2.00	—	.62	—	—
(Old Iron Duke)								
Steel Gray-Green....	2.05	—	2.10	2.20	—	.67	—	—
No. 1 Asphaltum.....	—	—	—	1.27	.76	.44	.28	.20
Blackote.....	.39	.42	.44	.54	—	—	—	—

INTERIOR WALL FINISHES—PRIMER AND SEALER

	Dra.	5 Gals.	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	1/16 Gal.
M-S Interior Full Gloss Finish....	2.40	2.45	2.55	1.40	.76	.44	.28
Glos-Tone Medium Gloss Finish							
Regular and New Colors.....	2.40	2.45	2.55	1.40	.76	.44	.28
Neu-Tone Flat Oil Paint							
Regular and New Colors.....	1.67	1.72	1.82	1.03	.58	.35	—
Neu-Tone Glaze & Blend. Liquid.	—	—	2.55	—	.76	.44	.28
M-S Pigmented Wall Primer and Sealer.....	1.65	1.70	1.80	1.02	.57	—	—

WATER PAINTS

Bonding Cement Paint.....	} Factors on Application
Casein Washable Wall Finish.....	
Casein Paste Paint.....	
Kalso-Tone.....	

SHINGLE STAINS, WOOD DYES, OIL STAINS

	Dra.	5 Gals.	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	1/16 Gal.
M-S Shingle Stain Regular Colors....	1.01	1.06	1.16	—	—	—	—
Light Green-Medium Green-Dark Green....	1.28	1.33	1.43	—	—	—	—
Silver Gray.....	1.39	1.44	1.54	—	—	—	—
M-S Shingle Finishes All Colors....	1.67	1.72	1.82	—	—	—	—
Oil Stain Regular Colors.....	—	—	1.80	—	.57	.35	.23
Mahogany.....	—	—	2.12	—	.65	.39	.25
Penetrating Wood Dye (Stain).....	—	—	2.22	—	.68	.40	.26
Penetrating Wood Dye Reducer....	—	—	1.32	—	.45	.29	.20

FILLERS

	5 Gals.	2 Gals.	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	1/16 Gal.
Crack and Crevice Filler.....	—	—	—	—	.64	—	.25
Eureka Paste Wood Filler							
Light and Colors.....	—	1.49	1.57	—	.51	—	.21

ENAMELS AND ENAMEL UNDERCOATS

	5 Gal.	1 Gal.	½ Gal.	¼ Gal.	⅓ Gal.	⅕ Gal.	⅛ Gal.
Kolor-Brite Super White Enamel	4.31	2.28	1.20	.66	.39	.25	
Kolor-Brite Enamel							
White, Regular and New Colors	3.52	1.88	1.00	.56	.34	.21	
Kolor-Brite Flat Black	3.52	1.88	1.00	.56	.34	.21	
Kolor-Brite Enamel Undercoater	See M-S Enamel Foundation						
M-S White Enamel—Gloss & Semi-Gloss	4.15	2.20	1.16	.64	.38		
M-S Enamel Foundation	2.65	1.45	.78	.45	.29		
Auto Top Enamel	3.07		.89	.50	.31		

Floor Enamels

M-S Floor and Porch Enamel	2.75	1.50	.81	.46			
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Screen and Stove Pipe Enamel

M-S Screen Enamel Black	1.27	.76	.44	.28	.20		
Green	2.17	1.21	.60	.39	.26		
Gleam Iron Enamel Black	1.32		.45	.29	.20	.16	

VARNISHES, VARNISH STAINS, DRIERS, BRONZING LIQUIDS

	5 Gal.	1 Gal.	½ Gal.	¼ Gal.	⅓ Gal.	⅕ Gal.	⅛ Gal.
M-S All Purpose Spar Varnish	4.00	2.12	1.12	.62	.37		
M-S Floor and Interior Varnish	3.35	1.80	.95	.54	.33		
M-S Linoleum Varnish	2.75	1.50	.81	.46	.29		
M-S Satin Finish Varnish	3.45	1.85	.98	.55	.34		
Master Painters Floor and Trim Varnish	1.65	.95	.53	.33			
Quik-Var Floor & Interior Varnish	1.90	1.07	.60	.36	.24		
Quik-Var Utility Spar Varnish	2.20	1.22	.67	.40	.26		
Clear Sizing Varnish	1.55	.90	.51				
Wood-Var Graining Compound			.59	.36	.24		
Wood-Var Varnish Stains	3.25		.93	.53	.32	.22	
Painters Ground Color	2.12	2.22	1.23	.68	.40	.26	
Penetrating Floor Sealer	2.03	1.14	.63	.37			
Shellac	Market Prices						
Crystal White Drier	1.54	.89	.51	.31	.22		
H. P. Japan Drier	1.16	.70	.41	.27	.19		
No. 1 Bronzing Liquid	1.43	.84	.48	.30	.21		

ALUMINUM AND GOLD PAINTS

	5 Gal.	1 Gal.	½ Gal.	¼ Gal.	⅓ Gal.	⅕ Gal.	⅛ Gal.
No. 1632 Aluminum Ready Mixed	2.25	2.35		.71	.41		
Brilliant Aluminum Finish							
(Comp. Cans)	3.02	3.12	.90	.51	.32	.22	
Silvery Chrome	3.52		1.00	.56	.34	.21	.18
Gold Paint (Comp. Cans)				.69	.41	.26	.19

CLEANERS, WAXES AND POLISHES

	Drs.	½ Drs.	50 Lbs.	25 Lbs.	10 Lbs.	5 Lbs.	1 Lb.	½ Lb.	¼ Lb.
Linseed Oil Soap.....	.10	.11	.12	.12½	.13	.14	.18	—	—
Surface Cleaner.....	(24 to case) 1 lb., .18 per package					(12 to case) 5 lb., .79 per package			
M-S Paste Wax.....	—	—	—	—	—	.44	.48	.25	.15
M-S Powdered Floor Wax	—	—	—	—	—	—	.51	.31	—
Quik-Wax (Paste).....	—	—	—	—	—	1.80	.41	.24	—
M-S Liquid Wax.....	—	—	—	—	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	⅙ Gal.
Quik-Wax (Liquid).....	—	—	—	—	1.96	1.10	.61	.37	.24
Metal Polish.....	—	—	—	—	1.59	—	.52	.32	—
	—	—	—	—	1.38	—	.47	.29	.21

SPECIALTIES

	50 Gal.	30 Gal.	5 Gal.	1 Gal.	½ Gal.	¼ Gal.	⅛ Gal.	⅙ Gal.
Wood Preservative.....	Drs. .49	Drs. .52	.54	.64	—	—	—	—
Interior Water Tank Coating	1.39	—	1.44	—	—	—	—	—
Synthol Bulletin Colors....	Prices on Application							
Blackboard Slating.....	—	—	—	2.54	—	.76	.44	.28
Yacht White.....	—	—	—	3.18	1.71	.92	.52	—
Zone Marking Paint White...	1.54	—	1.59	1.69	—	—	—	—
Yellow-Orange	1.76	—	1.81	1.91	—	—	—	—
Red.....	2.39	—	2.44	2.54	—	—	—	—

Reducers and Thinners

Mix Oil.....	Refer to Painters Finishes								
Solvex.....	.43	.48	.53	.67	—	.29	.20	—	—

Removers

Paint and Varnish Remover (Liquid).....	1.22	.73	.43	.27	.20
Semi Paste Paint & Varnish Remover.....	1.35	.80	.46	.29	.20

Farm Specialties

Sheep Marking Paint —					
Non-Injurious Black.....	.91	—	.96	1.06	—
Red.....	.96	—	1.01	1.11	—
Green.....	1.01	—	1.06	1.16	—

Other Farm Specialties
Prices on application

Disinfectants..... Special Price List on application

OIL COLORS

	1 Gal.	½ Gal.	¼ Gal.	⅓ Gal.	⅕ Gal.
Fluid Oil Colors					
Turkey Raw Umber.....	—	—	.65	—	.19
Turkey Burnt Umber.....	2.41	—	.65	—	.19
Raw Italian Sienna.....	3.09	—	.82	—	.23
Burnt Italian Sienna.....	—	—	.82	—	.23
Van Dyke Brown.....	—	—	.65	—	.19
No. 1 Refined Lamp Black.....	2.75	—	.74	—	.21
Ivory Drop Black.....	—	—	.70	—	.20
No. 1 Prussian Blue.....	—	—	1.21	—	.33
Ultramarine Blue.....	—	—	—	—	.35
Cobalt Blue.....	—	—	—	—	.40
Chrome Green Light.....	—	—	1.08	—	.29
Chrome Green Medium.....	4.11	—	1.08	—	.29
Chrome Green Dark.....	—	—	1.08	—	.29
Chrome Yellow Light, Medium and Orange..	—	—	1.54	—	.41
French Yellow Ochre.....	2.24	—	.61	—	.18
Turkey Red.....	—	—	2.01	—	.53
Indian Red.....	—	—	1.25	—	.34
Venetian Red.....	2.41	—	.65	—	.19
Tuscan Red.....	—	—	1.88	—	.50
American Vermillion.....	—	—	1.54	—	.41
Rose Lake.....	—	—	—	—	.53
Brilliant Red.....	—	—	2.77	—	.72

Tube Colors in Oil—Regular Colors—Small Size, .76 per dozen; Large Size, .17 each.

Refined Lamp Black	Ultramarine Blue	French Yellow Ochre
Ivory Drop Black	Chrome Green Light	English Rose Lake
Italian Sienna Burnt	Chrome Green Medium	English Venetian Red
Italian Sienna Raw	Chrome Green Dark	Dragon Red
Turkey Umber Burnt	Verdas Light Green	Tuscan Red
Turkey Umber Raw	Chrome Yellow Light	Cardinal Red
Van Dyke Brown	Chrome Yellow Medium	American Vermillion
Japanese Brown	Chrome Yellow Orange	Rose Madder
Prussian Blue	Chrome Yellow Dark Orange	Flake White
Cobalt Blue		

LACQUERS

	1 Gal.	½ Gal.	¼ Gal.	⅓ Gal.	⅕ Gal.	⅙ Gal.
Rogers Brushing Lacquer Regular Colors . . .	3.07	—	.89	.50	.31	.22
Rogers Linoleum Clear.....	3.07	—	.89	.50	.31	—
Rogers Wallpaper Lacquer Colorless.....	3.07	—	.89	—	—	—
Rogers Thinner and Brush Cleaner.....	1.85	—	.58	—	.24	—

THE TOUGH COAT LINE

House Paints • Enamels • Varnishes

Price List... Effective Sept. 18, 1939

(NO CHANGE IN PRICES FROM PRICE LIST DATED JUNE 10th, 1939)

HOUSE PAINT

	Gal.	½ Gal.	¼ Gal.	⅛ Gal.
House Paint—Regular Colors.....	1.54	.89	.51	.31

INTERIOR WALL FINISHES

	Gal.	½ Gal.	¼ Gal.	⅛ Gal.
Interior Gloss—Regular Colors....	1.65	.95	.53	.33
Flat Wall—Regular Colors.....	1.48	.86	.49	—

ENAMELS

	Gal.	½ Gal.	¼ Gal.	⅛ Gal.	⅞ Gal.
Q. D. Enamel—Regular Colors....	2.00	—	.62	.37	.25
Floor Enamel—Regular Colors....	1.75	1.00	.56	.34	—
Screen Enamel—Black.....	.79	—	.32	.22	.17

VARNISHES - VARNISH STAINS

	Gal.	½ Gal.	¼ Gal.	⅛ Gal.
Varnishes — Clear.....	1.38	.47	.29	.21
Floor and Interior.....				
Colored Varnish.....				
Varnish Stain.....				
Ground Color.....				

FARM AND IMPLEMENT PAINT

	Gal.	½ Gal.	¼ Gal.
Wagon and Tractor Paint.....	2.00	.62	.37