

THE GLIDDEN COMPANY

11001 MADISON AVENUE

A. D. DUNCAN
VICE PRESIDENT

CLEVELAND 2, OHIO

November 20, 1950

To all Glidden Customers:

With continued rising costs of raw materials and labor, we are forced to adjust our prices to the trade.

The adjustment is precisely in line with advanced costs as of this date and it is well to note that selling prices of paint materials still are considerably behind the index of paint raw material price advances, and very far behind the price advances of all other commodities, especially building materials of all kinds.

By reason of increased volume, new production techniques, and more efficient materials handling practice, the paint industry in general have been able to hold paint prices down. However, the pressure of current advancing costs makes necessary this small adjustment at this time, which in the over-all represents less than 5 per cent.

Our efforts to hold our prices stable will continue and it should be emphasized that this last increase merely takes care of recent price advances on raw materials, the latest of which concerns Titanium, a very important factor in our business.

This advance will become effective December 1, 1950.

Very truly yours,



A. D. Duncan
Vice President

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DECEMBER 1, 1950 PRICE SUPPLEMENT

Insert this supplementary sheet in your present copy of

CONFIDENTIAL DEALERS' NET PRICE LIST No. 76

Conditions beyond our control make adjustments necessary in the prices of some of our products. Please make careful note of the necessary revisions which follow and are effective immediately.

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
ENDURANCE PRE- PARED HOUSE PAINT					
Outside and Inside and } Flat White.....	\$3.88	\$3.98	\$1.16		
Crylight Green.....	4.82	4.92	1.39		
ENDURANCE IM- PERIAL HOUSE PAINT—WHITE.....	5.15	5.25	1.48		
EVERON HOUSE PAINT—WHITE.....	3.15	3.25	.98		
EXTERIOR BASE COAT ..	3.88	3.98	1.16		
FLORENAMEL					
All Colors.....		3.70	1.09		
SPEED-WALL FLAT	2.85	2.95	.90		
White and Colors.....					
SPEED-WALL SEMI- GLOSS	3.85	3.95	1.15		
White and Colors.....					
SPEED-WALL GLOSS					
White and Colors.....	3.65	3.75	1.10		
SPEED-WALL INTERIOR BASE COAT					
OIL FIRST COATER....	2.95	3.05	.93		
	1's each	1/4's each	1/8's each	1/16's each	1/32's each
JAPALAC QUICK DRY- ING ENAMEL (Gloss) ..					
White, Black and Colors ..	\$4.50	\$1.29	\$.71	\$.41	\$.27

SPRED FLAT

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....	\$2.46	\$.78			

SPRED LUSTER

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....	\$3.60	\$1.06			

SPRED SATIN

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....	\$3.24	\$.97			
Decorator Colors.....	3.24	.97			

SPRED PRIMER-SEALER (Vapor Barrier)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
	\$3.15	\$.95			

REFLECT-O-PASTE PAINT

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....	\$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
1/4's—3c per can
1/8's—3c per can

1/16's—2c per can
1/32's—1c per can

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.

For freight allowance, freight bills must be submitted with remittance or not later than due date of invoice.



DECEMBER 1, 1950 PRICE SUPPLEMENT

Insert this supplementary sheet in your present copy of

SUGGESTED RETAIL PRICE LIST

No. 76

Please make careful note of the suggested price revisions which follow and are effective immediately.

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each	1/32's each
ENDURANCE IMPERIAL.....	\$7.35	\$7.45	\$2.17	-----	-----	-----
EVERON HOUSE PAINT.....	4.50	4.60	1.45	-----	-----	-----
Page 4						
EXTERIOR BASECOAT.....	5.60	5.70	1.67	-----	-----	-----
Page 6						
FLORENAMEL.....	-----	5.75	1.70	-----	-----	-----
SPEEDWALL FLAT.....	4.90	5.00	1.52	-----	-----	-----
Page 8						
SPEEDWALL SEMI-GLOSS.....	6.60	6.70	1.93	-----	-----	-----
SPEEDWALL GLOSS.....	5.80	5.90	1.75	-----	-----	-----
INTERIOR BASECOAT.....	4.45	4.55	1.40	-----	-----	-----
Page 9						
JAPALAC Q. D.		7.50	2.15	1.18	\$.72	\$.47
Page 20						
SPRED FLAT.....		3.98	1.28	-----	-----	-----
SPRED LUSTER.....		5.69	1.69	-----	-----	-----
SPRED SATIN.....		4.98	1.59	-----	-----	-----
SPRED PRIMER-SEALER.....		4.65	1.49	-----	-----	-----
REFLECTOLITE.....		3.45	1.14	-----	-----	-----
Page 27						



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	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
ENDURANCE PRE-PARED HOUSE PAINT					
Outside and Inside and } Flat White	\$4.03	\$4.13	\$1.20		
Crylight Green	4.97	5.07	1.43		
ENDURANCE IMPERIAL HOUSE PAINT—WHITE	5.30	5.40	1.52		
EVERON HOUSE PAINT—WHITE	3.30	3.40	1.02		
EXTERIOR BASE COAT	4.03	4.13	1.20		
FLORENAMEL All Colors		3.85	1.13		
SPEED-WALL FLAT White and Colors	3.00	3.10	.94		
SPEED-WALL SEMI-GLOSS White and Colors	4.00	4.10	1.19		
SPEED-WALL GLOSS White and Colors	3.80	3.90	1.14		
SPEED-WALL INTERIOR BASE COAT OIL FIRST COATER	3.10	3.20	.97		
JAPALAC QUICK DRYING ENAMEL (Gloss)					
White, Black and Colors	\$4.65	\$1.33	\$.73	\$.42	\$.27

SPRED FLAT

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints	\$2.41	\$.32			

SPRED LUSTER

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints	\$3.75	\$7.10			

SPRED SATIN

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints	\$3.24	\$.97			
Decorator Colors	3.24	.97			

SPRED PRIMER-SEALER (Vapor Barrier)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
	\$3.30	\$.99			

REFLECT-O-PASTE PAINT

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints	\$2.25	\$.73			

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
1/4's—3c per can
1/8's—3c per can

1/16's—2c per can
1/32's—1c per can

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	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
ENDURANCE PRE- PARED HOUSE PAINT					
Outside and Inside and } Flat White.....	\$4.08	\$4.18	\$1.21	---	---
Crylight Green.....	5.02	5.12	1.44	---	---
ENDURANCE IM- PERIAL HOUSE PAINT—WHITE	5.35	5.45	1.53	---	---
EVERON HOUSE PAINT—WHITE	3.35	3.45	1.03	---	---
EXTERIOR BASE COAT	4.08	4.18	1.21	---	---
FLORENAMEL					
All Colors.....		3.90	1.14	---	---
SPEED-WALL FLAT	3.05	3.15	.95	---	---
White and Colors.....					
SPEED-WALL SEMI- GLOSS	4.05	4.15	1.20	---	---
White and Colors.....					
SPEED-WALL GLOSS	3.85	3.95	1.15	---	---
White and Colors.....					
SPEED-WALL INTERIOR BASE COAT	3.15	3.25	.98	---	---
OIL FIRST COATER					
	1's each	1/4's each	1/8's each	1/16's each	1/32's each
JAPALAC QUICK DRY- ING ENAMEL (Gloss)					
White, Black and Colors	\$4.70	\$1.34	\$.74	\$.43	\$.28

SPRED FLAT

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....		\$2.66	\$.88	---	---

SPRED LUSTER

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....		\$3.80	\$1.11	---	---

SPRED SATIN

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....		\$3.24	\$.97	---	---
Decorator Colors.....		3.24	.97	---	---

SPRED PRIMER-SEALER (Vapor Barrier)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
	\$3.35	\$1.00	---	---	---

REFLECT-O-PASTE PAINT

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....		\$2.30	\$.74	---	---

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	1/16's—2c per can
1/4's—3c per can	1/32's—1c per can
1/8's—3c per can	

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ENDURANCE PRE- PARED HOUSE PAINT					
Outside and Inside and } Flat White.....	\$4.13	\$4.23	\$1.22		
Crylight Green.....	5.07	5.17	1.45		
ENDURANCE IM- PERIAL HOUSE PAINT—WHITE	5.40	5.50	1.54		
EVERON HOUSE PAINT—WHITE	3.40	3.50	1.04		
EXTERIOR BASE COAT	4.13	4.23	1.22		
FLORENAMEL					
All Colors.....		3.95	1.15		
SPEED-WALL FLAT	3.10	3.20	.96		
White and Colors.....	3.10	3.20	.96		
SPEED-WALL SEMI- GLOSS	4.10	4.20	1.21		
White and Colors.....	4.10	4.20	1.21		
SPEED-WALL GLOSS					
White and Colors.....	3.90	4.00	1.16		
SPEED-WALL INTERIOR BASE COAT					
OIL FIRST COATER	3.20	3.30	.99		
	1's each	1/2's each	1/4's each	1/16's each	1/32's each
JAPALAC QUICK DRY- ING ENAMEL (Gloss)					
White, Black and Colors	\$4.75	\$1.35	\$.75	\$.44	\$.29

SPRED FLAT

	5's per gal.	1's each	1/2's each	1/4's each	1/16's each
White and Tints.....		\$3.71	\$.34		

SPRED LUSTER

	5's per gal.	1's each	1/2's each	1/4's each	1/16's each
White and Tints.....		\$3.85	\$1.12		

SPRED SATIN

	5's per gal.	1's each	1/2's each	1/4's each	1/16's each
White and Tints.....		\$3.24	\$.97		
Decorator Colors.....		3.24	.97		

SPRED PRIMER-SEALER (Vapor Barrier)

	5's per gal.	1's each	1/2's each	1/4's each	1/16's each
	\$3.40	\$1.01			

REFLECT-O-PASTE PAINT

	5's per gal.	1's each	1/2's each	1/4's each	1/16's each
White and Tints.....		\$2.35	\$.75		

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EVERON HOUSE PAINT.....	4.70	4.80	1.52	-----	-----	-----
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EXTERIOR BASECOAT.....	5.80	5.90	1.74	-----	-----	-----
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FLORENAMEL.....	-----	5.95	1.77	-----	-----	-----
SPEEDWALL FLAT.....	5.10	5.20	1.59	-----	-----	-----
Page 8						
SPEEDWALL SEMI-GLOSS.....	6.80	6.90	2.00	-----	-----	-----
SPEEDWALL GLOSS.....	6.00	6.10	1.82	-----	-----	-----
INTERIOR BASECOAT.....	4.65	4.75	1.47	-----	-----	-----
Page 9						
JAPALAC Q. D.....	-----	7.70	2.22	1.22	\$.75	\$.49
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SPRED PRIMER-SEALER.....	-----	4.85	1.49	-----	-----	-----
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Page 27						