

**THE
BILLINGS-CHAPIN
COMPANY**

**SUGGESTED RETAIL
PRICE LIST**

No. 39

EFFECTIVE AUGUST 31, 1950

Subject to change without notice



THE BILLINGS-CHAPIN COMPANY

Division of The Glidden Company

BOSTON (15)
650 Beacon Street
at Kenmore Square

CLEVELAND (2)
11001 Madison Ave.

NEW YORK
4201-11 Tonnelle Ave.
North Bergen, N. J.

N18877

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EXTERIOR PAINTS

	5's per gal.	1's each	1/2's each	1/4's each	1/8's each
MARINE HOUSE PAINT					
Regular Shades, Black and White.....	---	---	---	---	---
Nile and Pine Green..	---	---	---	---	---
MARINE IMPERIAL HOUSE PAINT.....	7.35 7.10	7.45 7.20	2.17 2.08		
CONCORD HOUSE PAINT.....	4.50 4.40	4.60 4.50	1.45 1.40		
SEALEX HOUSE PAINT PRIMER.....	5.60 5.35	5.70 5.45	1.67 1.55		
KNOT SEALER.....		5.80	1.75	\$.98	
BILLINGS-CHAPIN WHITE Semi-Paste.....	6.40	6.50	1.30		
TRIM AND TRELLIS COLORS					
Royal Red No. 8 and Light Yellow No. 37		8.45	2.00	1.50	
Shutter Green No. 71		7.15	2.00	1.50	
Other Colors.....		6.35	1.35	1.25	
PRIMER					
Clear.....	2.75	2.80			
Heavy Bodied Clear	2.95	3.00			
White.....	5.10	5.20			

EXTERIOR PAINTS (Continued)

	5's per gal.	1's each	1/2's each	1/4's each	1/8's each
NO-D-KA SHINGLE STAIN					
Reds and Browns.....	12.00	11.00			
Greens.....	8.00	7.50			
Gray and White.....	7.75	7.25			
Centre Blue.....	14.40	13.40			
WHITE CREOSOTE PAINT.....	4.30	4.40			

FLOOR PAINTS (Exterior — Interior)

	5's per gal.	1's each	1/2's each	1/4's each	1/8's each
BILLINGS-CHAPIN DECK PAINT					
Australian Pine, Liber- ty Red, Pale Ivory, Boston Green, White	7.05 6.80	7.15 6.90	2.12 2.00		
Bright Gray, Reddish Brown, Warm Drab, Standard Wax Gray	7.75	7.85	2.25		
Dark Green, Dark Red, Dark Brown	7.00	7.10	2.00		



WALL FINISHES

	5's per gal.	1's each	3/4's each	1/2's each	1/4's each
ARTONE-FLAT WALL FINISH					
Regular Shades and White.....	4.90 \$3.85	5.50 \$3.95	1.52 \$1.27	-----	-----

ARTONE SEMI-GLOSS	6.60	6.70	1.93	-----	-----
All Shades and White..	5.20	5.30	1.60	-----	-----

INTERIOR GLOSS FINISH					
Regular Shades and White.....	5.80 5.35	5.90 5.45	1.75 1.65	1.04	-----

<i>Artone Sealer & Primer</i>	4.45	4.55	1.40	-----	-----
GLAZING LIQUID.....	4.50	4.60	1.45	-----	-----

SEALETTE.....	3.60	3.70	1.20	-----	-----
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METAL PROTECTIVE PAINTS

	5's per gal.	1's each	3/4's each	1/2's each	1/4's each
RUSTNAUGHT					
Black, Brown, Red....	\$6.20	\$6.30	-----	-----	-----
W. S. S. Greenbrier and Gray.....	6.00	6.10	-----	-----	-----

ZINC DUST PAINT..... (Prices on Request)

CHROMATIZED METAL PRIMER					
Red.....	7.15	7.25	-----	-----	-----

GALVANIZED IRON PRIMER					
White.....	4.75	4.85	-----	-----	-----

LIQUID RED LEAD .. (Modified)	7.15	7.25	-----	-----	-----
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BARN AND ROOF PAINTS

	5's per gal.	1's each	3/4's each	1/2's each	1/4's each
BARN PAINT					
Red.....	\$3.85	\$3.15	\$1.06	-----	-----
Gray.....	3.95	4.05	1.30	-----	-----

SMOKE STACK BLACK.....	3.30	3.40	-----	-----	-----
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ENAMELS AND UNDERCOATERS

	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
RIPOLIN-ARCHITECTURAL BLT.					
Gloss, Semi-Gloss, Flat					
White	---	\$10.20	\$2.85	\$1.53	---

RIPOLIN-QUICK DRYING					
Gloss, Semi-Gloss,					
White	---	9.05	2.55	1.39	\$.79

RIPOLIN UNDERCOAT					
Quick Drying	---	5.90	1.75	1.00	---

SUPERIOR ENAMEL					
WHITE-Gloss	---	7.45	2.15	---	---

DURO ENAMEL UNDERCOATER					
A 4-Hour Undercoat..	---	5.25	1.59	.91	.54

VARNISHES

	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
MARINE VARNISHES					
Marine Super Spar...	---	\$7.50	\$2.15	\$1.20	\$.72
Linoleum Clear.....	---	5.80	1.75	.99	.61
Interior Trim.....					
Tuf Var Floor.....	---	6.30	1.85	1.05	.65
Rubefect.....					
Concord Spar.....	---	6.00	1.78	1.00	.63

BRONZING LIQUID ..	\$3.30	3.40	1.13	.68	.44
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M.P. JAPAN DRIER..	2.25	2.65	.95	.59	.40
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UNION ASPHALTUM					
No. 629.....	1.70	1.80	.73	.48	.37

GLID-SEAL.....	---	5.50	1.65	---	---
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PENETREX	5.00	5.10	1.55	---	---
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PURE SHELLAC.....	(Prices upon application)				
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STAINS — FILLERS — REMOVERS

	5's per gal.	1's each	¼'s each	⅓'s each	½'s each
AD-EL-ITE NON- INFLAMMABLE PAINT AND VAR- NISH REMOVER	---	\$4.20	\$1.33	\$.78	---
PAINT AND VARNISH REMOVER	\$1.92	2.02	.78	---	\$.35
PASTE WOOD FILLERS	---	4.30	1.35	---	.51
GLID-TONE STAINS		1's each	¼'s each	⅓'s each	½'s each
Stains—All Colors		\$4.25	\$1.35	\$.80	\$.50
Reducer		1.50	.55	.35	.25

HOUSEHOLD SPECIALTIES

ARTONE ENAMEL Dries in Four Hours Whites, Blacks and all Colors	1's each	¼'s each	⅓'s each	½'s each	½'s each
	\$7.50 7.50	\$2.15 2.15	\$1.17 1.18	\$.70 .72	\$.45 .47
DECOLAC — Varnish Stain		1's each	¼'s each	⅓'s each	½'s each
All Shades		\$5.55	\$1.65	\$.95	\$.59
Ground Color		5.25	1.60	.91	.58
DECOLAC GRAINING SPECIALTIES					Pints each
Light and Dark Graining Color					\$.58
DECOLAC BRONZES	¼'s each	⅓'s each	½'s each	½'s each	½'s each
Aluminum	\$1.92	\$1.08	\$.66	\$.42	\$.32
SCREEN ENAMEL	1's each	¼'s each	⅓'s each	½'s each	½'s each
Black	\$3.10	\$1.05	\$.64	\$.44	---
STOVE AND IRON ENAMEL	---	1.10	.67	.45	\$.32
SLICK LINOLEUM COATING	6.05	1.80	1.00	---	---
SLICK REDUCER	---	---	.75	---	---

MISCELLANEOUS AND SPECIALTIES

AD-EL-ITE PASTE WAX					1 lb. \$1.19
WOOD BLEACH					Large Unit \$9.60 Small Unit \$4.00
BLACKBOARD SLATING	5's per gal.	1's each	¼'s each	⅓'s each	½'s each
Black	---	\$4.15	\$1.31	---	---
VISMATIC GREEN CHALKBOARD COATING					1's each \$3.25 ½'s each \$2.34
CAULKING COM- POUND	5's per gal.	1's each	¼'s each	⅓'s each	½'s each
	(Prices upon application)				

ALUMINUM PAINT

	1's each	¼'s each	⅓'s each	½'s each	
SILVER KING INTERIOR CHROME FINISH....	\$5.30	\$1.60	\$.92	\$.54	
SILVER KING EXTERIOR READY MIXED	5.60	1.68	.96	.57	
	5's per gal.	1's each	¼'s each	⅓'s each	½'s each
SILVER KING HEAT RESISTING METAL- LITE	\$5.09	\$5.19	\$1.54	\$.88	\$.53
ALUMINUM ASPHALT ROOF PAINT				5's each	1's each
				\$3.60	\$3.70

MISCELLANEOUS AND SPECIALTIES

(Continued)

	5's per gal.	1's each	¼'s each	⅛'s each	⅓'s each
PURE COLORS IN OIL					
Zinc Oxide White.....		\$9.90	\$2.75		\$.85
Raw Umber, Burnt Umber.....		6.05	1.79		.60
Burnt Sienna, Raw Sienna.....		7.40	2.10		.69
Van Dyke Brown.....		6.10	1.80		.62
Ivory Drop Black.....			2.00		.68
Lamp Black.....		5.60	1.68		.57
Prussian Blue.....			2.45		.84
Ultramarine Blue.....					.81
Chrome Green, Light Chrome Green, Med. Chrome Green, Dark }		9.20	2.58		.82
Chrome Yellow, Light Chrome Yellow, Med. }			3.45		1.05
Chrome Yellow, Dark.....			4.30		1.30
Yellow Ochre.....		5.60	1.68		.57
Venetian Red.....		5.65	1.69		.58
Tuscan Red.....			3.50		1.08
Rose Lake.....					.98
American Vermilion.....			3.50		1.08
Cobalt Blue.....			2.45		.79

OIL COLOR IN TUBES

Master Painters' Size 1 x 5-inch.....	each \$.32
Household Size ¾ x 3-inch.....	.17

ASPHALT PRODUCTS

	5's per gal.	1's each
MASTICRETE		
Masticrete.....	\$1.55	\$1.65
Masticrete Primer.....	1.55	1.65

WEATHERCOTE COATING

(Cold Process Asphalt)

Black..... (Prices upon application)

WEATHERCOTE CEMENT

(Cold Process Asphalt)

Black..... (Prices upon application)

ASPHALT ROOF COATING

(Liquid).....

(Prices upon application)

ASPHALT ASBESTOS ROOF

COATING (Liquid).....

(Prices upon application)

ASPHALT ASBESTOS ROOF

CEMENT (Plastic).....

(Prices upon application)



SPRED SPRED FLAT

	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
White and Tints.....	-----	\$3.79	\$1.22	-----	-----
		3.98	1.28		

SPRED TEXTURE BASE

(Prices on request)

SPRED LUSTER

	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
White and Tints.....	-----	\$5.49	\$1.65	-----	-----
		5.69	1.69		

MEZZOTONE SOYA-PROTEIN PAINT (Semi-Paste)

	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
White and Tints.....	-----	\$3.00	\$1.03	-----	-----
		3.45	1.14		

SPRED SATIN

	1's each	1/4's each
White and Tints.....	\$4.79	\$1.49
	4.98	1.59

SPRED PRIMER-SEALER (Vapor Barrier)

	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
	-----	\$4.45	\$1.30	-----	-----
		4.85	1.49		

AD-EL-ITE CASEIN PAINT (Dry Powder)

AD-EL-ITE HYGIENIC KALSOMINE (Hot or Cold Water)

AD-EL-ITE KALSIZE

AD-EL-ITE EXTERIOR COLD WATER PAINT

AD-EL-ITE TEXTURE PAINT

AD-EL-ITE CEMENT WATER PAINT

AD-EL-ITE PATCHING PLASTER

AD-EL-ITE PLASTIC SURFACER (For Spackling)
(See separate price list.)

GLD025264



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

THE BILLINGS-CHAPIN COMPANY

Division of The Glidden Company

CLEVELAND—11001 Madison Avenue

BOSTON—650 Beacon Street at Kenmore Square

NEW JERSEY—4201-11 Tonnelle Ave., North Bergen

FACTORIES

Cleveland 2, Ohio, 11001 Madison Ave.

Chicago 16, Ill., 1833 S. Normal St.

Chicago 39, Ill., 1856 No. LeClaire Ave.

New Orleans 8, La., 424 Josephine St.

Toronto 9, Ont., Canada, 351 Wallace Ave.

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.

BRANCHES AND DISTRIBUTING POINTS

Arkansas City, Kansas

Atlanta, Ga.

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