



CONFIDENTIAL DEALERS' NET PRICE LIST

No. 60

EFFECTIVE JANUARY 10, 1951

Subject to change without notice



THE A. WILHELM COMPANY

Division of The Glidden Company

Third and Bern Streets

Reading, Pa.

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EXTERIOR PAINTS

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
HOUSE PAINTS					
ROYAL READY MIXED PAINT					
Outside and Inside and Flat White.....	\$4.22	\$4.32	\$1.25	----	----
Regular Shades and Black.....					
Crylight Green.....	5.37	5.47	1.53	----	----
 ROYAL READY MIXED IMPERIAL HOUSE PAINT.....	 5.77	 5.87	 1.63	 ----	 ----
 EMPIRE HOUSE PAINT.....	 3.62	 3.72	 1.10	 ----	 ----
 ROYAL PRIME-ALL Exterior Primer.....	 4.22	 4.32	 1.25	 ----	 ----
 CEMENT AND STUCCO PAINT					
White.....	4.47	4.57	----	----	----
Mixing Liquid.....	2.97	3.07	----	----	----
 ROYAL LITHO-WHITE HOUSE PAINT.....	 4.17	 4.27	 1.23	 ----	 ----
 TRIM AND TRELLIS COLORS					
Royal Red No. 3.....	----	6.72	1.84	\$.99	----
Lt. Yellow No. 57.....	----	6.42	1.77	.95	----
Shutter Green No. 71.....	----	5.22	1.47	.80	----
Other Colors.....	----	4.92	1.40	.76	----

EXTERIOR PAINTS (Continued)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
DRIWAL					
Clear.....	\$2.17	\$2.27	----	----	----
Heavy Bodied.....	2.47	2.57	----	----	----
White.....	4.17	4.27	----	----	----
 WHITE CREOSOTE PAINT.....	 3.22	 3.32	 ----	 ----	 ----

FLOOR PAINTS (Exterior — Interior)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
ROYAL FLORENAMEL					
All Colors.....	----	\$4.02	\$1.17	----	----
 PLI-NAMEL					
Regular Colors.....	----	4.67	1.33	----	----
White.....	----	5.17	1.46	----	----
Black.....	----	3.92	1.15	----	----

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	1/8's — 1c per can
1/8's — 3c per can	



WALL FINISHES

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
ROYALTONE FLAT WALLCOAT					
White and Colors	\$2.87	\$2.97	\$.91	----	----

ROYAL RAPID DRY WALLCOAT SEMI-GLOSS					
White and Colors	3.72	3.82	1.12	----	----

ROYALCOTE INTERIOR GLOSS FINISH					
White and Colors	4.17	4.27	1.23	----	----

ROYALTONE OIL FIRST COATER					
.....	3.17	3.27	.98	----	----

GLAZING LIQUID					
.....	3.77	3.87	1.13	----	----

SEALETTE					
.....	2.62	2.72	.85	----	----

BARN AND ROOF PAINTS

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
ANCHOR IRON OXIDE PAINT					
Red	\$2.32	\$2.42	\$.77	----	----
Gray	3.47	3.57	1.06	----	----

TINNERS' PAINTS					
Light Red, Dark Red ..	2.92	3.02	.92	----	----
Green	4.52	4.62	----	----	----

PENNSYLVANIA BARN RED					
.....	2.59	2.69	.84	----	----

METAL PROTECTIVE PAINTS

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
NEV-A-RUST					
Gray, Greenbrier	\$4.57	\$4.67	----	----	----

Brown, Red, Black, ..	4.57	4.67	----	----	----
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CHROMATIZED METAL PRIMER					
Red	5.12	5.22	----	----	----

GALVANIZED IRON PRIMER					
White	3.52	3.62	----	----	----

LIQUID RED LEAD .. (Modified)					
.....	5.22	5.32	----	----	----

STACK AND BOILER FRONT BLACK					
.....	2.97	3.07	----	----	----

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1's - 6c per can	1/16's - 2c per can
1/4's - 3c per can	1/8's - 1c per can
1/2's - 3c per can	

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ENAMELS AND UNDERCOATERS

	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
RIPOLIN—ARCHITECTURAL—B.L.T.					
Gloss, Semi-Gloss, Flat White		(Prices on Application)			
RIPOLIN—QUICK DRYING					
Gloss, Semi-Gloss, White	-----	\$6.42	\$1.77	\$.95	\$.53
RIPOLIN UNDERCOAT					
Quick Drying	-----	4.02	1.17	.65	-----
ROYALUXE ENAMEL UNDERCOAT	-----	3.62	1.07	.60	.35

VARNISHES (Continued)

	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
B. JAPAN DRIER	\$1.72	\$1.82	\$.62	\$.37	\$.23
BLACK ASPHALTUM					
Royal Special	1.32	1.42	.52	.32	.21
GLID-SEAL	---	3.62	1.07	---	---
PENETREX	3.27	3.37	1.01	---	---
PURE SHELLAC	(Prices upon application)				

VARNISHES

	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
Royalspar					
Bar and Table Top Fin- ishing		\$5.02	\$1.42	\$.78	\$.44
Royalite Floor, Royal Flat, Rapid Dry, Church Seat		4.07	1.18	.66	.38
No. 65 Velvet Floor Varnish		3.92	1.15	.64	.37
Nu-O-Leum		3.77	1.11	.62	.36
Wil-Wear		3.92	1.15	.64	.37
Painters' Floor		3.05	.93	.53	.32

STAINS — FILLERS — REMOVERS

	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
AD-EL-ITE NON IN- FLAMMABLE PAINT AND VARNISH RE- MOVER	---	\$3.02	\$.92	\$.52	---
AD-EL-ITE AND ROYAL MELTAWAY PAINT AND VARNISH REMOVER	\$1.52	1.62	.57	---	\$.22
PASTE WOOD FILLERS	---	2.77	.86	---	.30
GLID-TONE STAINS					
All Colors	\$2.57	\$.82	\$.48	\$.28	---
Reducer	1.07	.37	.21	.15	---

ALL PRICES ARE FOR FULL CASE LOTS

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1's — 6c per can	1/4's — 2c per can
1/4's — 3c per can	1/2's — 1c per can
1/2's — 3c per can	

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HOUSEHOLD SPECIALTIES

ROYALCOTE ENAMEL	1's each	1/4's each	1/2's each	3/4's each	1's each
All Whites, Blacks and Colors.....	\$4.97	\$1.41	\$.77	\$.44	\$.27

ROYALCOTE VARNISH	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
STAIN					
Natural & All Colors ..	----	\$3.67	\$1.08	\$.61	\$.36
Ground Color.....	----	3.47	1.03	.58	.34

GRAINING SPECIALTIES	1/2's each
Light Graining Color.....	\$.46

ROYAL SCREEN ENAMEL	1's each	1/4's each	1/2's each	3/4's each	1's each
Black.....	\$2.27	\$.73	\$.43	\$.27	----

ROYAL JET STOVE PIPE ENAMEL.....	1's each	1/4's each	1/2's each	3/4's each	1's each
	----	.76	.45	.28	\$.19

SLICK LINOLEUM COATING.....	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
	3.87	1.13	.63	----	----

SLICK REDUCER.....	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
	----	----	.51	----	----

AUTO FINISHES

ROYALCOTE SPEEDY AUTO FINISH	1's each	1/4's each	1/2's each	3/4's each	1's each
Black.....	----	\$1.41	\$.77	\$.44	----

TOUCH-UP BLACK	1/2's each
Half-pint cans only.....	\$.35

WAGON-TRACTOR-IMPLEMENT

WAGON-IMPLEMENT- TRACTOR	1's each	1/4's each
Black	\$4.37	\$1.26
I.H.C. Red, J.D. Yellow, J.D. Green.....	5.27	1.48
New Fordson Gray	4.47	1.28

ALUMINUM PAINT

METALLITE INTERIOR CHROME FINISH ..	1's each	1/4's each	1/2's each	3/4's each
	\$3.72	\$1.10	\$.81	\$.38
METALLITE EXTERIOR READY MIXED.....	5's per gal.	1's each	1/4's each	1/2's each
	4.02	1.17	.65	.38

HEAT RESISTING MET. ALLITE.....	5's per gal.	1's each	1/4's each	1/2's each	3/4's each
	\$3.62	\$3.72	\$1.10	\$.81	\$.38

ALUMINUM ASPHALT ROOF PAINT.....	5's per gal.	1's each
	\$2.82	\$2.92

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1's - 6c per can	1/4's - 2c per can
1/4's - 3c per can	1/2's - 1c per can
1/2's - 2c per can	

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MISCELLANEOUS AND SPECIALTIES

AD-EL-ITE PASTE WAX 1 lb.
\$.80

	Large Unit	Small Unit
WOOD BLEACH.....	\$6.25	\$2.41

BLACKBOARD SLATING	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
Black		\$2.62	\$.82		

VISMATIC GREEN	1's each	1/4's each
CHALKBOARD COATING	\$5.02	\$1.42

CAULKING COMPOUND

White.....
Gray and White.....
Cartridges and Guns.....

(Prices upon application)

PURE COLORS IN OIL	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
Zinc Oxide White		\$7.67	\$2.08		\$.60
Raw Umber, Burnt Umber.....		4.62	1.32		.41
Burnt Sienna, Raw Sienna.....		5.62	1.57		.48
Van Dyke Brown		4.27	1.23		.39
Ivory Drop Black.....			1.42		.44
Lamp Black.....		3.97	1.16		.37
Prussian Blue			1.72		.53
Ultramarine Blue					.54
Chrome Green, Light } Chrome Green, Med. } Chrome Green, Dark }		7.22	1.97		.58
Chrome Yellow, Light } Chrome Yellow, Med. }			2.72		.77
Chrome Yellow, Dark			3.32		.92
Yellow Ochre		3.92	1.15		.37
Venetian Red		3.92	1.15		.37
Tuscan Red			2.47		.70
Rose Lake					.67
American Vermilion ..			2.72		.77
Cobalt Blue			1.72		.53

MISCELLANEOUS AND SPECIALTIES (Continued)

OIL COLOR IN TUBES
Master Painters' Size each
1 x 5-inch..... \$.19

Household Size
1/2 x 3-inch..... .10

NEVA-ROT	5's per gal.	1's each	1/4's each	1/8's each	1/2's each
Neva-Rot Clear.....	\$2.42	\$2.52	\$.80		
Neva-Rot Green.....	1.87	1.97	.66		

SURFACENE		1.92	.65	\$.39	
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ASPHALT PRODUCTS

MASTICRETE	5's per gal.	1's each
Masticrete.....	\$.97	\$1.07
Masticrete Primer	.97	1.07

WEATHERPRUF COATING
(Cold Process Asphalt).....(Prices upon application)

WEATHERPRUF CEMENT
(Cold Process Asphalt).....(Prices upon application)

BLACK ROOF PAINT
(Liquid).....(Prices upon application)

ROYALSEAL ASBESTOS ROOF
PAINT (Liquid).....(Prices upon application)

ROYALASTIC ROOF CEMENT
(Plastic).....(Prices upon application)



SPRED

SPRED FLAT

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....	-----	\$2.53	\$.80	-----	-----

SPRED LUSTER

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....	-----	\$3.67	\$1.08	-----	-----

SPRED SATIN

	1's each	1/4's each
White and Tints.....	\$3.35	\$1.00
Decorator Colors.....	3.35	1.00

SPRED PRIMER-SEALER (Vapor Barrier)

5's per gal.	1's each	1/4's each	1/8's each	1/16's each
-----	\$3.22	\$.97	-----	-----

MEZZOTONE SOYA-PROTEIN PAINT

(Semi-Paste)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
White and Tints.....	-----	\$2.17	\$.71	-----	-----

KNOT SEALER

TITAN-O-ZINC PASTE PAINT

ZINC DUST PAINT

(Prices on Application)

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.)

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	1/8's - 1c per can
1/8's - 3c per can	

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TERMS AND CONDITIONS

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

We reserve the right 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, 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 prices are on orders for full case lots. On orders for split cases or less than case quantities of any color and size the following charges are to be added:

1/4	1c per can
1/2	2c "
3/4	3c "
1	3c "
1 1/2	6c "

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 if freight bills are submitted with remittance or not later than due date of invoice.

PACKAGING

Products are packed—

	Number to Carton
Gallons	4
Quarts	6
Pints	6
1/2 Pints	12
1/4 Pints	12

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.

SHORTAGE 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 such causes.

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

THE A. WILHELM COMPANY

Division of The Glidden Company

Third and Bern Streets

Reading, Pa.

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., 1801 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

Atlanta, Ga.
Baltimore, Md.
Billings, Mont.
Birmingham, Ala.
Buffalo, N. Y.
Cambridge, Mass.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cleveland, Ohio
Columbus, Ohio
Dallas, Texas
Detroit, Mich.

Duluth, Minn.
El Paso, Texas
Evansville, Ind.
Honolulu, T. H.
Houston, Texas
Huntington Park, Calif.
Indianapolis, Ind.
Jacksonville, Fla.
Long Beach, Calif.
Los Angeles, Calif.
Knoxville, Tenn.
Louisville, Ky.
Memphis, Tenn.

Miami, Fla.
Minneapolis, Minn.
Mobile, Ala.
Montreal, Quebec, Canada
Mt. Vernon, Ill.
New Orleans, La.
Norfolk, Va.
North Bergen, N. J.
Oklahoma City, Okla.
Omaha, Neb.
Orlando, Fla.
Philadelphia, Pa.
Portland, Ore.
Reading, Pa.

Richmond, Va.
St. Louis, Mo.
St. Petersburg, Fla.
San Antonio, Texas
San Diego, Calif.
San Francisco, Calif.
Scranton, Pa.
Sioux Falls, S. D.
Tampa, Fla.
Toledo, Ohio
Washington, D. C.
West Palm Beach, Fla.
Winnipeg, Manitoba, Can.