

FOREST CITY CONFIDENTIAL DEALERS' NET PRICE LIST

No. 125

EFFECTIVE JANUARY 10, 1951

Subject to change without notice



THE FOREST CITY PAINT & VARNISH CO.

Division of The Glidden Company

11001 Madison Avenue

Cleveland 2, Ohio

EXTERIOR PAINTS

	5's each	1's each	1/4's each	1/8's each	1/16's each
HOUSE PAINTS					
TIME TEST PAINT					
—PREPARED					
Outside and Inside Gloss and Flat White; Regular Shades & Black	\$4.22	\$4.32	\$1.25	---	---
Crylight Green.....	5.37	5.47	1.53	---	---
Trim and Trellis Green, No. 71.....	---	5.22	1.47	\$.80	---

EXTERIOR PAINTS (Continued)

	5's each	1's each	1/4's each	1/8's each	1/16's each
TIME-O-LITH HOUSE					
PAINT.....	\$4.17	\$4.27	\$1.23	---	---

CEMENT WALL FINISH

White.....	4.47	4.57	---	---	---
Mixing Liquid.....	2.97	3.07	---	---	---

**TIME-TEST IMPERIAL
HOUSE PAINT**

White.....	5.77	5.87	1.63	---	---
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DRIWAL

Clear.....	2.17	2.27	---	---	---
Heavily Bodied.....	2.47	2.57	---	---	---
White.....	4.17	4.27	---	---	---

**HAMILTON MIXED
PAINT**

White.....	3.62	3.72	1.10	---	---
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FLOOR PAINTS (Exterior — Interior)

	5's each	1's each	1/4's each	1/8's each	1/16's each
FLORENAMEL					
All Colors.....	---	\$4.02	\$1.17	---	---

FIRST COAT

House Paint Primer.....	4.22	4.32	1.25	---	---
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PLI-NAMEL

Regular Colors.....	---	4.67	1.33	---	---
White.....	---	5.17	1.46	---	---
Black.....	---	3.92	1.16	---	---

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 each	1's each	1/4's each	1/8's each	1/16's each
FOREST-TONE FLAT WALL					
White and Colors.....	\$2.87	\$2.97	\$.91	---	---

SHELL GLO SEMI- GLOSS

White and Colors.....	3.72	3.82	1.12	---	---
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INTERIOR GLOSS FINISH

White and Colors.....	4.17	4.27	1.23	---	---
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FLAT WALL FIRST COATER.....

3.17	3.27	.98	---	---
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GLAZING LIQUID.....	3.77	3.87	1.13	---	---
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BARN AND ROOF PAINTS

	5's each	1's each	1/4's each	1/8's each	1/16's each
ROOF AND BARN PAINT					
Red.....	\$2.32	\$2.42	\$.77	---	---
Gray.....	3.47	3.57	1.06	---	---

JAVA RED.....	---	3.02	---	---	---
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TINNERS' GREEN.....	4.62	4.62	---	---	---
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PURASFALT COATING

Black.....	(Prices upon application)
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PURASFALT CEMENT

Black (Fibrated).....	(Prices upon application)
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TIME-TEST LIQUID

ROOF CEMENT.....	(Prices upon application)
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TIME-TEST PLASTIC

ROOF CEMENT.....	(Prices upon application)
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BLACK ROOF PAINT...	(Prices upon application)
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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 — 8c per can	1/8's — 1c per can
1/2's — 3c per can	



METAL PROTECTIVE PAINTS

	5's each	1's each	1/4's each	1/8's each	1/2's each
NEV-A-RUST					
Gray and Greenbrier ----	\$4.57	\$4.67	----	----	----
Red, Brown, Black-----					

GALVANIZED IRON PRIMER	3.52	3.62	----	----	----
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LIQUID RED LEAD— MODIFIED-----	5.22	5.32	----	----	----
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SMOKESTACK BLACK .	2.97	3.07	----	----	----
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CHROMATIZED METAL PRIMER-----	5.12	5.22	----	----	----
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WHITE CREOSOTE PAINT-----	3.22	3.32	----	----	----
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ENAMELS AND UNDERCOATERS

RIPOLIN ENAMEL— ARCHITECTURAL BLT					
Gloss, Semi-Gloss White					(Prices on application)

	1's each	1/4's each	1/8's each	1/2's each	1/2's each
RIPOLIN QUICK DRYING					
Gloss, Semi-Gloss White	\$6.42	\$1.77	\$.95	\$.53	----

RIPOLIN UNDERCOAT	4.02	1.17	.65	----	----
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SPEED KOTE-----	3.62	1.07	.60	.35	----
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SCREEN ENAMEL BLACK-----	2.27	.73	.43	.27	----
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STOVE PIPE ENAMEL	----	.76	.45	.28	.19
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FLORENTINE DECORA- TIVE ENAMEL					
All Whites, Blacks and Colors-----	4.97	1.41	.77	.44	.27

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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

1/4's — 2c per can
1/2's — 1c per can

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VARNISHES — (Interior and Exterior)

	5's each	1's each	1/4's each	1/8's each	1/6's each
TOUGH SPAR BAR & TABLE TOP FINISH VARNISH.....		\$5.02	\$1.42	\$.78	\$.44

62 TRANSPARENT FLOOR RAPID DRI 41 FLAT FINISH 75 TRANSPARENT INTERIOR	-----	4.07	1.18	.66	.38
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SLICK..... 3.77 1.11 .62 .36

BLUE DIAMOND..... 3.92 1.15 .64 .37

D. C. FLOOR..... 3.05 .93 .53 .32

707 JET BLACK
ASPHALT..... 1.42 .52 .32 .21

JAPAN AND LIQUID
DRIER
608 M. P. Japan Drier \$1.72 1.82 .62 .37 .23

STAINS

	5's each	1's each	1/4's each	1/8's each	1/6's each
GLID-TONE STAINS					
All Colors.....		\$2.57	\$.82	\$.48	\$.28
Reducer.....		1.07	.37	.21	.15

HOUSEHOLD SPECIALTIES

	5's each	1's each	1/4's each	1/8's each	1/6's each
VARNISH STAINS					
All Colors and Natural..		\$3.67	\$1.08	\$.61	\$.36

FLAT YELLOW GROUND 3.47 1.03 .58 .34

GRAINING COLOR
Light Graining Color—
Pints only..... .45

TIME-TEST LAC
Linoleum Lac..... 3.87 1.13 .63
Reducer..... .51

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

AUTOMOBILE FINISHES

	1's each	1/4's each	1/8's each	1/16's each	1/32's each
SPEEDY AUTO FINISH					
Black.....	-----	\$1.41	\$.77	\$.44	-----

TOUCH-UP BLACK..... .35

MISCELLANEOUS AND SUNDRIES (Continued)

	5's each	1's each	1/4's each	1/8's each	1/16's each
PAINT AND VARNISH REMOVER					
Ad-El-ite—Regular.....	\$1.52	\$1.62	\$.57	\$.35	\$.22
Ad-El-ite—Non- Inflammable.....	-----	3.02	.92	.52	-----

SURFACENE..... 1.92 .65 .39

MISCELLANEOUS AND SUNDRIES

	5's each	1's each	1/4's each	1/8's each	1/16's each
METALLITE INTERIOR CHROME FINISH	-----	\$3.72	\$1.10	\$.61	\$.36

PASTE WOOD FILLER
Natural..... 2.77 .86 .30

SHELLAC (Prices upon application)

**METALLITE EXTERIOR
READY MIXED**..... 4.02 1.17 .65 .38

**WAGON AND
IMPLEMENT PAINT**
Black..... 4.37 1.26

IHC Red, J.D. Green,
J.D. Yellow..... 5.27 1.48

BLACKBOARD SLATING 2.62 .82 New Fordson Gray..... 4.47 1.28

MISCELLANEOUS AND SUNDRIES (Continued)

	5's each	1's each	1/4's each	1/2's each	3/4's each
PURE COLORS IN OIL					
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, Medium & Dark).....		7.22	1.97		.58
Chrome Yellow (Light and Medium).....			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

SPRED

	5's each	1's each	1/4's each	1/2's each	3/4's each
SPRED FLAT					
White and Tints.....	----	\$2.53	\$.80	----	----
SPRED LUSTER					
White and Tints.....	----	3.67	1.08	----	----
SPRED SATIN					
Decorator Colors.....	----	3.35	1.00	----	----
PRIMER SEALER					
Spred Vapor Barrier....	----	3.22	.97	----	----
MEZZATONE SOYA- PROTEIN PAINT (Semi Paste)					
White and Tints.....	----	2.17	.71	----	----
KNOT SEALER					
TITAN-O-ZINC PASTE PAINT	} (Prices on Application)				
ZINC DUST PAINT					
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)					

GLID-N SPECIALTIES

	1's each	1/4's each	1/2's each	3/4's each	1's each
OIL COLORS IN TUBES					
Master Painters' Size 1x5-inch.....		each \$.19			
Household Size 1/2x3-inch.....			.10		
Liquid Cleaner.....					
	\$1.95	\$.53	\$.29		
Floor Wax.....					
	1.75	.53	.30		
Brush Restorer.....					
		.39	.21		
Furniture Polish.....					
	1.75	.50	.27	\$.18	
Mildew-X.....					
			.77	.39	\$.30

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

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 become 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:

$\frac{1}{16}$	1c per can
$\frac{1}{8}$	2c "
$\frac{3}{16}$	3c "
$\frac{1}{4}$	3c "
1's	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
$\frac{1}{4}$ Pints	12
$\frac{1}{8}$ 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, sales 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 FOREST CITY PAINT & VARNISH CO.

Division of The Glidden Company

11001 Madison Avenue

Cleveland 2, Ohio

FACTORIES

Cleveland 2, Ohio, 11001 Madison Ave.
Chicago 16, Ill., 1838 S. Normal St.
Chicago 39, Ill., 1856 No. LeClaire Ave.
New Orleans, La., 424 Josephine St.
Minneapolis 18, Minn., 1901 E. Hennepin Ave.

Reading, Pa., Third and Bern Sts.
St. Louis 2, Mo., Main and Gratiot Sts.
San Francisco 7, Calif., 1800 7th St.
Toronto 9, Ont., Canada, 351 Wallace Ave.

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.
Knoxville, Tenn.
Long Beach, Calif.
Los Angeles, Calif.
Louisville, Ky.
Memphis, Tenn.

Miami, Fla.
Minneapolis, Min.
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.