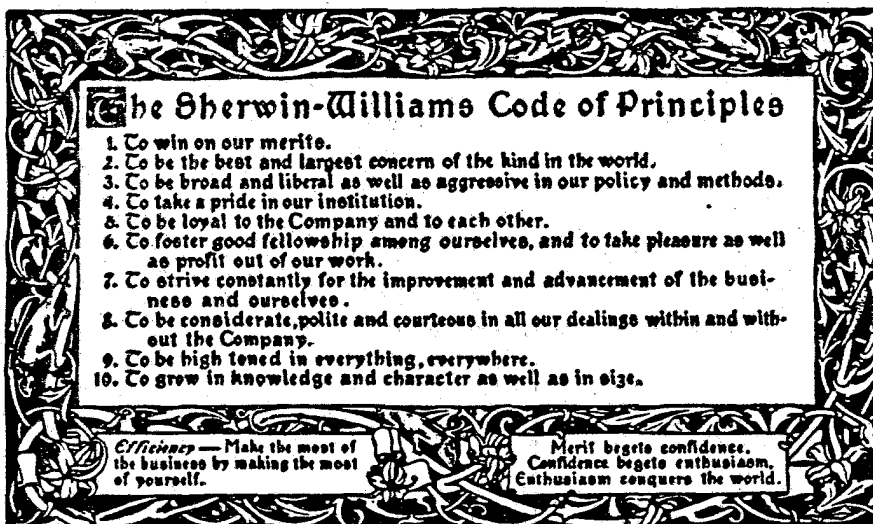




### The Sherwin-Williams Code of Principles

1. To win on our merits.
2. To be the best and largest concern of the kind in the world.
3. To be broad and liberal as well as aggressive in our policy and methods.
4. To take a pride in our institution.
5. To be loyal to the Company and to each other.
6. To foster good fellowship among ourselves, and to take pleasure as well as profit out of our work.
7. To strive constantly for the improvement and advancement of the business and ourselves.
8. To be considerate, polite and courteous in all our dealings within and without the Company.
9. To be high toned in everything, everywhere.
10. To grow in knowledge and character as well as in size.

*Efficiency* — Make the most of the business by making the most of yourself.

Merit begets confidence.  
Confidence begets enthusiasm.  
Enthusiasm conquers the world.

GENERAL TRADE SALES DEPARTMENT

Bulletin No. 148

September 20, 1935

Subject: PRICE ADVANCE

I am attaching a copy of the notice which will be mailed from Cleveland the latter part of this week in time to reach all S-W Authorized Dealers Monday morning, September 23rd. There is little I can add to the explanation for the increase given our dealers other than the fact that a virtual famine exists today on China Wood Oil and the paint industry will have to get along until next Spring with what China Wood Oil the manufacturers have on hand plus the supply in the hands of brokers, all of which has been sold for future delivery.

For two or three months the China Wood Oil market has steadily risen due to a shortage in this country and the infrequency of shipments from China, but it was not until very recently that the brokers of this commodity and the paint grinders awakened to the fact that there just wasn't any more China Wood Oil to be had at any price, and that until early next Spring we would have to get along with what we had on hand or had committed for.

China Wood Oil is used in substantial quantities in all but one or two items shown on the attached list (they are being advanced for other reasons). For two or three months we have been manufacturing these particular lines with high priced China Wood Oil and for that reason it is necessary for us to put these advances into effect immediately - we cannot afford to bill any customers, regardless of their size and importance, at the old prices.

With this bulletin we are sending you mimeographed price lists of all the lines effected so that you can begin billing Monday, September 23rd, on the new basis. As the notice says, the advanced prices are effective on that date and all orders received on and after the 23rd must be so billed. Any orders that are in the house, either unshipped or shipped, but not billed prior to Monday morning, may be billed at the old prices. Managers will see that these instructions are clearly understood by all concerned and closely followed.

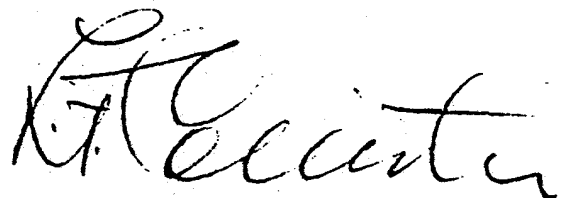
For many years we have given our Trade several days advance notice of price increases as an opportunity to cover for their current requirements. We keenly regret our inability to extend the same privilege in connection with this advance, but as explained before, we have been putting high priced China Wood Oil into our products for several months and this advance really should have been put into effect weeks ago.

New wholesale and retail price lists No. 73 will go on the presses before the week is over and be distributed as soon as possible.

Porch and Deck Paint, long priced on the same basis as SWP, has now been increased to the same price level as Floor Enamel. Porch and Deck Paint is no longer manufactured along the lines of house paint - it contains varnish made from China Wood Oil.

Representatives who are selling products not regularly listed in the Trade Sales catalogue will send a memorandum of them to their Sales Managers immediately for price revision. Do not overlook this.

LFC:ES  
Entire Price List List  
Encl. Mult. notice of Price Advance  
Mimeo. Price List



0007-SWP-00000404

SHERWIN WILLIAMS NET PRICE LIST  
Effective September 23, 1935

|                                 | 1/8<br>Pts | 1/4<br>Pts | 1/2<br>Pts | Pts  | Qts  | 1/2<br>Gals | Gals | 5<br>Gals |
|---------------------------------|------------|------------|------------|------|------|-------------|------|-----------|
| Aluminum Paint (Page 5)         | 13         | 19         | 31         | 52   | 93   |             | 3.30 |           |
| Aluminum Paint No. 15 (Page 8)  |            |            |            |      |      |             | 2 30 | 2 20      |
| Auto Enamel (Page 8)            |            |            |            |      |      |             |      |           |
| Black                           |            |            | 33         | 56   | 1 01 |             | 3 60 |           |
| Regular Colors                  |            |            | 38         | 65   | 1 20 |             | 4 35 |           |
| Maroon & Red                    |            |            | 39         | 69   | 1 26 |             | 4 60 |           |
| Auto Top Dressing (Page 9)      |            |            | 29         | 48   | 86   |             | 3 00 |           |
| Brighten-up Stain (Page 9)      |            |            |            |      |      |             |      |           |
| Colors                          |            | 17         | 26         | 42   | 72   |             | 2 45 |           |
| Ground                          |            | 16         | 25         | 40   | 68   |             | 2 30 |           |
| Bronzing Liquid (Page 9)        |            |            |            |      |      |             |      |           |
| No. 2                           |            |            |            | 34   | 56   | 1 00        | 1 80 | 1 70      |
| No. 3                           |            | 14         | 20         | 30   | 48   | 85          | 1 50 | 1 40      |
| Copper Paint (Page 12)          |            |            |            |      |      |             |      |           |
| Brown                           |            |            |            |      | 70   | 1 29        | 2 40 | 2 30      |
| Red                             |            |            |            |      | 75   | 1 39        | 2 60 | 2 50      |
| Green                           |            |            |            |      | 90   | 1 69        | 3 20 | 3 10      |
| Enamelastic (Page 14)           |            |            |            |      |      |             |      |           |
| Enamelo (Page 14)               |            |            |            |      | 1 01 |             | 3 60 | 3 50      |
| Enameloid (Page 15)             |            |            |            |      |      |             |      |           |
| Regular Colors                  |            | 19         | 32         | 53   | 95   | 1 78        | 3 35 |           |
| Silver Finish                   | 16         | 24         | 39         | 67   | 1 23 |             | 4 45 |           |
| Gold Finish                     | 23         | 38         | 68         | 1 20 |      |             |      |           |
| Flat-Rite (Page 18)             |            |            | 27         | 44   | 77   | 1 43        | 2 65 | 2 55      |
| Flat-Tone Mixing Size (Page 19) |            |            |            |      | 51   | 90          | 1 60 | 1 50      |
| Flo-Lac (Page 20)               |            |            |            |      |      |             |      |           |
| Colors                          |            | 19         | 30         | 50   | 88   |             | 3 10 |           |
| Ground                          |            | 17         | 27         | 43   | 75   |             | 2 55 |           |
| Floor Enamel (Page 20)          |            |            |            | 42   | 75   | 1 39        | 2 60 |           |
| Liquid Gold (Page 23)           | 15         | 23         | 38         | 67   | 1 22 |             | 4 45 |           |
| Metro-Enamel (Page 24)          |            |            |            |      | 83   |             | 2 90 | 2 80      |
| Old Dutch Enamel (Page 24)      |            |            | 40         | 70   | 1 28 | 2 45        | 4 70 |           |

SHERWIN-WILLIAMS NET PRICE LIST  
EFFECTIVE SEPTEMBER 23, 1935

10¢ Zone

Page 2

|                                           | 1/2<br>Pts | Pts. | Qts | 1/2<br>Gals | 5<br>Gals | 5<br>Gals |
|-------------------------------------------|------------|------|-----|-------------|-----------|-----------|
| Porch & Deck Paint (Page 25)              |            |      | 75  | 1 39        | 2 60      |           |
| Satin-Glo (Page 29)                       |            |      |     |             | 2 10      | 2 00      |
| Screen Enamel Green (Page 29)             | 24         | 37   | 63  | 1 15        | 2 10      |           |
| Semi-Lustre (Page 30)                     | 25         | 41   | 71  | 1 32        | 2 45      | 2 35      |
| Stucco & Concrete Mixing sealer (Page 33) |            |      | 51  |             | 1 65      | 1 55      |
| Wagon & Implement (Page 34)               |            |      |     |             |           |           |
| Black                                     |            | 44   | 76  |             | 2 60      |           |
| Regular Colors                            |            | 47   | 83  |             | 2 90      |           |
| Red                                       |            | 51   | 91  |             | 3 20      |           |
| XXX Enamel Undercoater (Page 37)          |            |      | 71  |             | 2 45      | 2 35      |

VARNISH (Page 43)

|                        |    |    |      |      |      |  |
|------------------------|----|----|------|------|------|--|
| Mar-Not                |    |    |      |      |      |  |
| Scar-Not               | 32 | 53 | 95   | 1 78 | 3 35 |  |
| Velvet Finish No. 1044 |    |    |      |      |      |  |
| Rexpar                 | 38 | 65 | 1 20 | 2 28 | 4 35 |  |
| Dex                    |    | 44 | 76   |      | 2 60 |  |
| Floor Seal             |    |    | 63   |      | 2 10 |  |
| Excello Floor & Trim   |    |    |      |      | 2 45 |  |
| Excello Spar           |    |    |      |      | 3 35 |  |
| Excello Satin Finish   |    |    |      |      | 2 65 |  |
| V 94 Quick Drying      | 24 | 38 | 65   | 1 18 | 2 15 |  |
| V 93 Exterior Spar     | 23 | 37 | 62   | 1 13 | 2 05 |  |
| V 90 Floor & Woodwork  | 22 | 34 | 56   | 1 00 | 1 80 |  |
| Quick Rubbing          | 28 | 45 | 78   | 1 45 | 2 70 |  |
| Flatting Oil           |    |    |      |      | 1 20 |  |

Combination Deal (Page 1a) 1 Qt. Dex                    )  
                                          1 Carpet Applier    ) .77 each

SHERWIN-WILLIAMS NET PRICE LIST  
EFFECTIVE SEPTEMBER 23, 1935

Page 3

10

KEM BULLETIN COLORS (Page 22)

|                           | Pts.   | Qts.    | Gals.   |
|---------------------------|--------|---------|---------|
| Venetian Red              | \$ .59 | \$ 1.04 | \$ 3.65 |
| Black                     | .61    | 1.07    | 3.75    |
| Antique Brown             | .66    | 1.18    | 4.15    |
| Dark Blue                 |        |         |         |
| Ivory                     |        |         |         |
| Medium Blue               | .66    | 1.19    | 4.25    |
| Medium Dark Blue          |        |         |         |
| Border Green              |        |         |         |
| Yellow Light Green        |        |         |         |
| Dark Chrome Green         | .67    | 1.20    | 4.30    |
| Medium Chrome Green       |        |         |         |
| White                     | .68    | 1.22    | 4.35    |
| Chrome Yellow Light       |        |         |         |
| Chrome Yellow Medium      |        |         |         |
| Chrome Yellow Dark Orange | .71    | 1.29    | 4.60    |
| Scarlet Orange            |        |         |         |
| Blue Light Green          | .79    | 1.46    | 5.30    |
| Dragon Red                |        |         |         |
| Maroon                    | .92    | 1.70    | 6.30    |

KEM STORE FRONT FINISHES (Page 22)

|                  |     |      |      |
|------------------|-----|------|------|
| Black            | .49 | .86  | 3.00 |
| Antique Brown    |     |      |      |
| French Gray      | .53 | .95  | 3.35 |
| Ivory            |     |      |      |
| Medium Blue      | .53 | .96  | 3.40 |
| Medium Dark Blue |     |      |      |
| Border Green     | .54 | .97  | 3.45 |
| White            | .55 | .98  | 3.50 |
| Medium Yellow    |     |      |      |
| Orange           | .57 | 1.04 | 3.70 |
| Light Green      | .64 | 1.17 | 4.25 |
| Verdas Green     | .65 | 1.20 | 4.35 |
| Dragon Red       |     |      |      |
| Maroon           | .74 | 1.37 | 5.05 |

0007-SWP-000004407



# SHERWIN-WILLIAMS PRODUCTS



## RETAIL PRICE LIST

Number 73

September 23, 1935.

### EXTERIOR PAINT FOR BUILDINGS

| <b>SWP</b>                                                | <b>1/4 Pt.</b> | <b>Pt.</b> | <b>Qt.</b> | <b>1/2 Gal.</b> | <b>Gal.</b> |
|-----------------------------------------------------------|----------------|------------|------------|-----------------|-------------|
| Regular Colors.....                                       |                | \$ .57     | \$1.05     | \$1.95          | \$3.40      |
| Whites.....                                               |                | .62        | 1.10       | 2.05            | 3.60        |
| French Crown Green 362.....                               |                | .62        | 1.10       | 2.05            | 3.65        |
| Moss Green 498.....                                       |                |            |            |                 |             |
| <b>TRIMBRITE COLORS</b>                                   |                |            |            |                 |             |
| Trimbrite Greens.....                                     | .41            | .62        | 1.10       | 2.05            | 3.65        |
| Spanish Blue, Orange.....                                 | .41            | .67        | 1.20       | 2.20            | 3.90        |
| Verdas Green.....                                         | .51            | .82        | 1.55       | 2.95            | 5.40        |
| Cardinal Red.....                                         |                |            |            |                 |             |
| <b>PORCH and DECK PAINT</b>                               |                |            | 1.17       | 2.10            | 3.57        |
| <b>BARN PAINTS</b>                                        |                |            |            |                 |             |
| Commonwealth Red.....                                     |                |            | .65        |                 | 1.80        |
| Commonwealth Gray.....                                    |                |            | .80        |                 | 2.60        |
| <b>ROOF AND BRIDGE PAINT</b>                              |                |            |            |                 |             |
| Regular Colors.....                                       |                |            | .60        |                 | 1.69        |
| Gray Slate.....                                           |                |            | .65        |                 | 1.87        |
| <b>COMMONWEALTH PAINT</b>                                 |                |            |            |                 |             |
| Black, Brown.....                                         |                |            | .60        | 1.00            | 1.70        |
| Red.....                                                  |                |            | .65        | 1.05            | 1.80        |
| Dark, Ivy, Olive Green, }<br>Gray, Light, Orange Yellow } |                |            | .80        | 1.50            | 2.60        |
| White.....                                                |                |            | .90        | 1.60            | 3.00        |
| <b>FAMILY PAINT</b>                                       |                |            |            |                 |             |
| Regular Colors.....                                       | .25            | .42        | .75        | 1.35            | 2.35        |
| Whites.....                                               | .25            | .47        | .80        | 1.40            | 2.45        |
| Green.....                                                | .25            | .47        | .85        | 1.60            | 2.80        |
| Scarlet Vermilion.....                                    | .35            | .62        | 1.15       | 2.05            | 3.75        |
| <b>SEMI-PASTE PAINT</b>                                   |                |            |            |                 |             |
| Regular Colors.....                                       |                |            | 1.05       | 1.95            | 3.40        |
| White.....                                                |                |            | 1.10       | 2.05            | 3.60        |
| French Crown Green.....                                   |                |            | 1.10       | 2.05            | 3.65        |
| <b>STUCCO and CONCRETE PAINT</b>                          |                |            |            |                 |             |
| Colors.....                                               |                |            |            |                 | 3.40        |
| White.....                                                |                |            |            |                 | 3.60        |
| Reducer.....                                              |                |            | .80        |                 | 2.40        |

RSP (S10) 9-35 78

0007-SWP-000004408

## WALL FINISHES—PRIMERS

|                                    | ½ Pt. | Pt. | Qt.  | ½ Gal. | Gal. |
|------------------------------------|-------|-----|------|--------|------|
| FLAT-TONE.....                     |       | .58 | .87  | 1.57   | 2.79 |
| WALL PRIMER and SEALER             |       |     | .85  |        | 2.80 |
| WALL PAINT No. 96.....             |       |     |      |        | 3.05 |
| SATIN-GLO.....                     |       |     |      |        | 3.10 |
| SEMI-LUSTRE.....                   | .38   | .67 | 1.12 | 1.98   | 3.59 |
| TRI-SEAL.....                      |       |     | .80  |        | 2.45 |
| FLAT-TONE MIXING SIZE              |       |     | .79  | 1.39   | 2.40 |
| FLAT-TONE GLAZING ½ Pt.            |       |     |      |        |      |
| LIQUID.....                        | .29   | .39 | .63  | 1.12   | 3.70 |
| DECOTINT and KALSO                 |       |     |      |        |      |
| White—5 lb. package.....           |       | .55 |      |        |      |
| Colors—5 lb. package.....          |       | .60 |      |        |      |
| WALL SIZE (Dry) 1 lb. package..... |       |     |      |        |      |

## ENAMELS

|                              | ½ Pt. | ½ Pt. |      |      |      |      |
|------------------------------|-------|-------|------|------|------|------|
| ENAMELOID                    | ½ Pt. | ½ Pt. |      |      |      |      |
| Reg. Colors....              | .29   | .49   | .79  | 1.43 | 2.75 | 4.98 |
| Silver Finish....            | .27   | .39   | .63  | 1.05 | 1.89 | 6.69 |
| Gold Finish....              | .37   | .63   | 1.07 | 1.87 |      |      |
| OLD DUTCH ENAMEL.....        | .59   | 1.07  | 1.98 | 3.77 | 6.98 |      |
| ENAMELASTIC, ENAMELO         |       |       | 1.59 |      | 5.39 |      |
| METRO-NAMEL.....             |       |       | 1.23 |      | 4.29 |      |
| SEMI-LUSTRE.....             | .38   | .67   | 1.12 | 1.98 | 3.59 |      |
| AUTO ENAMELS                 |       |       |      |      |      |      |
| Black.....                   | .53   | .89   | 1.67 |      | 5.53 |      |
| Capri Blue, Storm Gray.....  |       |       |      |      |      |      |
| Cinnamon Brown, Orange..     |       |       |      |      |      |      |
| Cinnabar Green, Yellow....   | .60   | 1.07  | 1.98 |      | 6.57 |      |
| Killarney Green, Royal Blue, |       |       |      |      |      |      |
| White.....                   |       |       |      |      |      |      |
| Sport Red, Deep Maroon....   | .67   | 1.09  | 1.98 |      | 7.05 |      |
| AUTO TOP DRESSING.....       | .47   | .73   | 1.29 |      | 4.45 |      |
| FLOOR ENAMEL.....            | .67   | 1.17  | 2.10 |      | 3.89 |      |

## UNDERCOATERS

|                         |     |     |      |      |      |
|-------------------------|-----|-----|------|------|------|
| FLAT-RITE.....          | .41 | .69 | 1.18 | 2.17 | 4.05 |
| XXX UNDERCOATER.....    |     |     | 1.10 |      | 3.65 |
| METRO-NAMEL UNDERCOATER |     |     | .85  |      | 2.80 |

## WALL FINISHES—ENAMELS—UNDERCOATERS

## FLOOR FINISHES

|                        | ½ Pt. | Pt. | Qt.  | ½ Gal. | Gal. |
|------------------------|-------|-----|------|--------|------|
| CRACK AND SEAM FILLER  | .26   |     | .95  |        |      |
| PASTE WOOD FILLER..... | .26   |     | .80  |        | 2.65 |
| FLO-LAC                | ½ Pt. |     |      |        |      |
| Colors.....            | .29   | .49 | .79  | 1.34   | 4.60 |
| Ground.....            | .25   | .41 | .67  | 1.15   | 3.90 |
| GRAINING PREPARATION   | .36   | .57 | .90  |        |      |
| FLOOR-WIPE.....        |       | .47 | .80  | 1.45   | 2.65 |
| FLOOR ENAMEL..         |       | .67 | 1.17 | 2.10   | 3.89 |
| PORCH and DECK PAINT   |       |     | 1.17 | 2.10   | 3.57 |

## FIRST QUALITY OIL COLORS

|                              | ½ Pt. | Qt.   | Gal.  | Small Tubes | Large Tubes |
|------------------------------|-------|-------|-------|-------------|-------------|
| Ivory Drop Black.....        | .31   | 1.15  | 3.85  | .10         | .25         |
| English Coach Black.....     | .31   | 1.15  | 3.85  |             | .25         |
| Lamp (CP) Black.....         | .31   | 1.15  | 4.00  | .10         | .25         |
| Prussian Blue.....           | .51   | 1.80  | 6.55  | .10         | .25         |
| Cobalt Blue.....             | .61   | 2.30  |       | .10         | .25         |
| Ultramarine Blue.....        | .56   | 1.95  | 7.15  | .10         | .25         |
| Deep Cerulean Blue.....      |       |       |       | .10         | .30         |
| Raw and Burnt Turkey         |       |       |       |             |             |
| Umber.....                   | .29   | 1.05  | 3.60  | .10         | .25         |
| Raw and Burnt Italian Sienna | .36   | 1.30  | 4.50  | .10         | .25         |
| Vandyke Brown.....           | .29   | 1.05  | 3.60  | .10         | .25         |
| Japanese Brown.....          |       |       |       | .10         | .30         |
| Verdas Green Light.....      | .62   | 2.20  |       | .10         | .25         |
| Bronze Green.....            | .38   | 1.40  | 5.00  |             |             |
| Chrome Green L., M and D.    | .46   | 1.65  | 5.90  | .10         | .25         |
| Deep Olive.....              |       |       |       | .10         | .30         |
| Peacock Green.....           |       |       |       | .10         | .30         |
| Olive Lake.....              |       |       |       | .10         | .30         |
| Dragon Red.....              | 1.11  | 4.15  | 14.90 | .10         | .30         |
| Cardinal Red.....            | .56   | 1.95  |       | .10         | .30         |
| English Vermilion.....       | 7.51  | 30.05 |       | .50         | 3.25        |
| American Vermilion.....      | .61   | 2.30  |       | .10         | .30         |
| Rose Madder.....             | .56   | 1.95  |       | .10         | .30         |
| English Rose Lake.....       | .81   | 3.10  |       | .10         | .30         |
| Permanent Crimson Lake....   |       |       |       | .10         | .30         |
| Tuscan Red.....              | .76   | 2.80  |       | .10         | .30         |
| Turkey Red.....              | .81   | 3.10  |       | .10         | .30         |
| Indian Red.....              | .51   | 1.80  |       | .10         | .30         |
| English Venetian Red.....    | .29   | 1.05  | 3.60  | .10         | .25         |
| C. P. Chrome Yellow L. M.    |       |       |       |             |             |
| O. and D. O.....             | .61   | 2.30  | 8.40  |             | .25         |
| Chrome Yellow L. M. O. and   |       |       |       |             |             |
| D. O.....                    | .56   | 1.95  | 7.15  | .10         | .25         |
| Golden Ochre.....            | .38   | 1.20  | 4.00  | .10         | .25         |
| French Yellow Ochre.....     | .28   | 1.00  | 3.40  | .10         | .25         |
| Orange Lake.....             |       |       |       | .10         | .80         |
| Indian Yellow.....           |       |       |       | .10         | .80         |
| Flake White.....             |       |       |       | .10         | .80         |

## FLOOR FINISHES—OIL COLORS



S10

**ROOF COATINGS**

| <b>ROOF AND BRIDGE PAINT</b>     | <b>Qt.</b>   | <b>Gal.</b>  | <b>2 1/4 Gal.</b> | <b>5 Gal.</b> |
|----------------------------------|--------------|--------------|-------------------|---------------|
| Regular Colors.....              | .60          | 1.69         |                   |               |
| Gray Slate.....                  | .65          | 1.87         |                   |               |
| <b>EBONOL</b> .....              |              | .95          |                   | .85           |
| <b>QUICK DRYING EBONOL</b> ..... |              | 1.05         |                   | .95           |
| <b>EBONOL REDUCER</b> .....      |              | .95          |                   | .85           |
| <b>LIQUID ROOF CEMENT</b>        |              |              |                   |               |
| Black.....                       |              | .95          | .90               | .85           |
| Red, Green.....                  |              | 1.75         |                   | 1.65          |
| <b>ELASTIC ROOF CEMENT</b>       | <b>1 Lb.</b> | <b>5 Lb.</b> | <b>10 Lb.</b>     | <b>25 Lb.</b> |
| Black—Per Package.....           | .17          | .70          | 1.25              | 2.90          |
| Red, Green—Per Package.....      | .23          | 1.00         |                   | 4.40          |

**VARNISHES—DRIERS**

|                                       | <b>1/4 Pt.</b> | <b>Pt.</b> | <b>Qt.</b> | <b>1/2 Gal.</b> | <b>Gal.</b> |
|---------------------------------------|----------------|------------|------------|-----------------|-------------|
| <b>MAR-NOT (Fast-Dri)</b> .....       | .49            | .79        | 1.43       | 2.69            | 4.98        |
| <b>MAR-NOT (Satin Finish)</b> .....   |                |            |            |                 |             |
| <b>SCAR-NOT</b> .....                 | .50            | .83        | 1.45       | 2.70            | 5.00        |
| <b>VELVET FINISH No. 1044</b> .....   |                |            |            |                 |             |
| <b>REXPART</b> .....                  | .59            | .98        | 1.83       | 3.43            | 6.53        |
| <b>DEX</b> .....                      |                | .67        | 1.15       |                 | 3.90        |
| <b>FLOOR-SEAL</b> .....               |                |            | .95        |                 | 3.10        |
| Excello Floor and Trim.....           |                |            |            |                 | 3.65        |
| Excello Spar.....                     |                |            |            |                 | 5.00        |
| Excello Satin Finish.....             |                |            |            |                 | 4.00        |
| V94 Quick Drying.....                 | .39            | .59        | 1.00       | 1.77            | 3.25        |
| V93 Exterior Spar.....                | .33            | .57        | .97        | 1.69            | 3.17        |
| V90 Floor and Woodwork.....           | .33            | .53        | .89        | 1.49            | 2.73        |
| Quick Rubbing.....                    | .45            | .69        | 1.17       | 2.20            | 4.05        |
| <b>FIRST COATERS</b>                  |                |            |            |                 |             |
| Marvelac (White and Orange).....      |                |            |            |                 | 2.55        |
| Liquid Filler.....                    |                | .57        | .95        | 1.75            | 3.10        |
| <b>DRIERS AND JAPANS</b>              |                |            |            |                 |             |
| Hercules Drier.....                   |                | .57        | .95        | 1.75            | 3.10        |
| White Liquid Drier.....               | .36            | .52        | .90        | 1.60            | 2.90        |
| Dry-O-Nite.....                       | .31            | .47        | .80        | 1.45            | 2.55        |
| Japan Drier.....                      | .26            | .42        | .65        | 1.15            | 1.90        |
| Gold Size Japan.....                  | .46            | .72        | 1.30       | 2.40            | 4.40        |
| Coach Painters' Japan.....            |                |            | 1.15       | 2.15            | 4.00        |
| <b>ASPHALTUMS</b>                     |                |            |            |                 |             |
| No. 1.....                            | .31            | .42        | .70        | 1.25            | 2.10        |
| "B".....                              | .26            | .37        | .55        | 1.00            | 1.60        |
| <b>TAXITE (Varnish Remover)</b> ..... | .26            | .43        | .69        | 1.20            | 2.05        |

**ROOF COATINGS—VARNISHES—DRIERS**

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S10

**STAINS**

|                                                           | $\frac{1}{4}$ Pt.        | Pt. | Qt.  | $\frac{1}{2}$ Gal. | Gal. |
|-----------------------------------------------------------|--------------------------|-----|------|--------------------|------|
| <b>GOLDEN OAK STAIN</b> .....                             | .81                      | .47 | .85  | 1.50               | 2.65 |
| <b>HANDCRAFT STAIN and<br/>WOODCRAFT STAIN</b>            |                          |     |      |                    |      |
| Handcraft—Regular Colors.....                             | .36                      | .62 | 1.05 |                    | 3.40 |
| Woodcraft—All Colors.....                                 |                          |     |      |                    |      |
| Handcraft Mahoganies.....                                 | .41                      | .72 | 1.80 |                    | 4.00 |
| Reducer.....                                              | .26                      | .42 | .70  |                    | 2.00 |
| <b>OIL STAIN</b>                                          |                          |     |      |                    |      |
| Colonial Oak.....                                         | .36                      | .52 | .85  |                    | 2.75 |
| Dark Oak, Light Oak, Walnut....                           |                          |     |      |                    |      |
| Brown, Dark, Light and Rich<br>Mahogany, Silver Gray..... | .36                      | .57 | 1.00 |                    | 3.40 |
| Moss Green.....                                           | .51                      | .82 | 1.50 |                    | 5.00 |
| <b>PRESERVATIVE SHINGLE STAIN</b>                         |                          |     |      |                    |      |
| Brown, B-41, B-46, B-47; Red, C-76                        |                          |     |      |                    | 1.60 |
| Green, C-71, C-72, C-74.....                              |                          |     |      |                    | 1.85 |
| Gray, C-82.....                                           |                          |     |      |                    | 2.10 |
| <b>FLO-LAC (Varnish Stain)</b> .....                      | $\frac{1}{4}$ Pt.<br>.29 | .49 | .79  | 1.34               | 4.60 |

**METAL PROTECTIVE PAINTS**

|                                                | $\frac{1}{4}$ Pt.        | $\frac{1}{4}$ Pt. |     |     |      |
|------------------------------------------------|--------------------------|-------------------|-----|-----|------|
| <b>ALUMINUM PAINT</b> .....                    | .20                      | .80               | .46 | .79 | 1.40 |
| <b>ALUMINUM PAINT No. 15</b> .....             |                          |                   |     |     | 3.80 |
| <b>GALVANIZED IRON PRIMER</b> ...              |                          |                   |     | .95 | 1.70 |
| <b>KROMIK PRIMER</b> .....                     |                          |                   |     | .90 | 3.05 |
| <b>LIQUID RED LEAD</b> .....                   |                          |                   |     |     | 3.30 |
| <b>METALASTIC</b>                              |                          |                   |     |     |      |
| Black, Brown.....                              |                          |                   |     | .85 | 1.50 |
| Grays, Green.....                              |                          |                   |     | .90 | 1.65 |
| <b>NON-CORRIDIBLE GRAPHITE<br/>PAINT</b> ..... |                          |                   |     | .85 | 1.50 |
| <b>ROOF AND BRIDGE PAINT</b>                   |                          |                   |     |     |      |
| Regular Colors.....                            |                          |                   |     | .60 | 1.69 |
| Gray Slate.....                                |                          |                   |     | .65 | 1.87 |
| <b>STOVE PIPE AND IRON<br/>ENAMEL</b> .....    | $\frac{1}{4}$ Pt.<br>.20 | .80               | .40 |     |      |

**STAINS—METAL PAINTS**

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**MISCELLANEOUS**

|                                               | ¼ Pt. | ½ Pt. | ¾ Pt. | Pt.   | Qt.   | ½ Gal. | Gal.   |
|-----------------------------------------------|-------|-------|-------|-------|-------|--------|--------|
| <b>ALUMINUM PAINT</b> .....                   | .20   | .30   | .46   | .79   | 1.40  |        | 4.95   |
| <b>AUTO TOP DRESSING</b> .....                |       |       | .47   | .73   | 1.29  |        | 4.45   |
| <b>LIQUID GOLD</b> ....                       | .25   | .35   | .61   | 1.02  | 1.90  |        | 6.65   |
| <b>BRONZING LIQUID</b>                        |       |       |       |       |       |        |        |
| No. 22.....                                   |       |       |       | .53   | .85   | 1.50   | 2.70   |
| No. 33.....                                   |       | .20   | .30   | .45   | .73   | 1.28   | 2.25   |
| <b>BRAS-BRITE</b> .....                       |       |       | .26   | .42   | .70   | 1.25   | 2.10   |
| <b>FLAT BLACK</b> .....                       | .25   | .36   | .62   | 1.15  |       |        | 3.65   |
| <b>SCHOOLBOARD SLATING</b>                    |       |       |       |       |       |        |        |
| Black.....                                    |       |       | .41   | .67   | 1.10  |        | 3.95   |
| <b>SCREEN ENAMEL</b>                          |       |       |       |       |       |        |        |
| Black.....                                    |       |       | .28   | .42   | .70   | 1.25   | 2.10   |
| Dark Green.....                               |       |       | .37   | .57   | .95   | 1.75   | 3.15   |
| <b>STOVE PIPE and IRON ENAMEL</b> .....       | .20   | .30   | .40   |       |       |        |        |
| <b>TAXITE—Paint and Varnish Remover</b> ..... |       |       | .26   | .43   | .69   | 1.20   | 2.05   |
| <b>WAGON and IMPLEMENT PAINT</b>              |       |       |       |       |       |        |        |
| Black.....                                    |       |       |       | .69   | 1.17  |        | 3.90   |
| Blue, Gray, Green, Yellow.....                |       |       |       | .73   | 1.29  |        | 4.35   |
| Red.....                                      |       |       |       | .83   | 1.40  |        | 4.80   |
| <b>POLISH-OL</b>                              |       |       |       |       |       |        |        |
| Small Bottle.....                             | .25   |       |       |       |       |        |        |
| Large Bottle....                              | .50   |       |       |       |       |        | 2.90   |
| <b>FLAXOAP</b> .....                          |       |       |       | 1 Lb. | 2 Lb. | 5 Lb.  | 10 Lb. |
| Price Per Package.....                        |       |       |       | .29   | .53   | 1.15   | 2.15   |

**LACQUER**

|                                | ¼ Pt. | ½ Pt. | Pt. | Qt.  | ½ Gal. | Gal. |
|--------------------------------|-------|-------|-----|------|--------|------|
| <b>ROGERS BRUSHING LACQUER</b> |       |       |     |      |        |      |
| Regular Colors and White..     | .30   | .46   | .77 | 1.40 |        | 5.15 |
| Clear, Linoleum Clear.....     |       | .46   | .77 | 1.40 |        | 5.15 |
| Wallpaper Lacquer.....         |       |       |     | 1.40 |        | 5.15 |
| Thinner and Brush Cleaner      |       | .26   |     | .90  |        | 2.80 |

**WAXES**

|                                      |       |       |       |      |  |      |
|--------------------------------------|-------|-------|-------|------|--|------|
| <b>FLO-WAX</b> .....                 |       | .53   | .93   |      |  | 2.79 |
| <b>LIQUID WAX</b> .....              | .36   | .63   | 1.05  | 1.98 |  | 3.67 |
| <b>DANCING FLOOR WAX</b> .....       | ¼ Lb. | 1 Lb. | 5 Lb. |      |  |      |
|                                      | .53   | .77   |       |      |  |      |
| <b>PREPARED WAX (Per Package)</b> .. | .37   | .67   | 3.10  |      |  |      |

**LACQUER—WAXES—MISCELLANEOUS**

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S10

**PLEASURE CRAFT FINISHES**

| <b>HULL PAINTS</b>                 | <b>Pts.</b> | <b>Qts.</b> | <b>½ Gals.</b> | <b>Gals.</b> |
|------------------------------------|-------------|-------------|----------------|--------------|
| White, Gloss and Semi-Gloss, Black | \$1.10      | \$1.95      |                | \$7.00       |
| White, Flat.....                   |             | 1.85        |                | 6.50         |
| <b>DECK FINISHES.....</b>          | <b>1.10</b> | <b>1.95</b> |                | <b>7.00</b>  |
| <b>CABIN FINISHES.....</b>         |             | <b>1.15</b> | <b>2.10</b>    | <b>3.75</b>  |
| <b>BOTTOM PAINTS</b>               |             |             |                |              |
| Racing Green.....                  |             | 1.95        | 3.70           | 7.00         |
| Racing Bronze.....                 |             | 3.10        |                | 11.55        |
| Anti Fouling Brown, Green.....     |             | 1.60        | 2.95           | 5.50         |
| Corinthian Green.....              |             | 2.10        | 3.95           | 7.50         |
| <b>ENGINE ENAMELS</b>              |             |             |                |              |
| Gray, Green, Red.....              | 1.10        | 1.95        |                | 7.00         |
| Black.....                         | .80         | 1.45        |                | 5.00         |
| <b>BILGE PAINT BLACK.....</b>      |             | .70         |                | 2.00         |
| <b>MARINE ALUMINUM.....</b>        | <b>1.10</b> | <b>1.95</b> |                | <b>7.05</b>  |
| <b>MARINE SPAR, CLEAR.....</b>     | <b>1.10</b> | <b>2.05</b> | <b>3.90</b>    | <b>7.40</b>  |

**CALCIMINES AND WATER PAINTS**

|                             | <b>1s</b> | <b>Per package<br/>2½s</b> | <b>5s</b> | <b>15s</b> | <b>25s</b> | <b>Per pound<br/>100s</b> | <b>Bbls.</b> |
|-----------------------------|-----------|----------------------------|-----------|------------|------------|---------------------------|--------------|
| <b>DECOTINT AND KALSO</b>   |           |                            |           |            |            |                           |              |
| White.....                  |           |                            | .55       |            | ....       |                           | ....         |
| Tints.....                  |           |                            | .60       |            | ....       |                           | ....         |
| <b>PERMENTO.....</b>        |           |                            |           |            | ....       |                           | ....         |
| <b>FACTORY COATING.....</b> |           |                            |           |            |            | ....                      | ....         |
| <b>BONDING CEMENT PAINT</b> |           |                            |           |            |            |                           |              |
| White.....                  |           |                            | ....      |            | ....       |                           | ....         |
| Tints.....                  |           |                            | ....      |            | ....       |                           | ....         |
| <b>PATCHING PLASTER....</b> |           | ....                       | ....      | ....       |            |                           |              |
| <b>WALL SIZE.....</b>       |           |                            |           |            |            |                           |              |

**CALCIMINES—PLEASURE CRAFT FINISHES**

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