



Dixie Made For Dixie Trade

CONFIDENTIAL DEALERS' NET PRICE LIST

No. 76

EFFECTIVE JANUARY 10, 1951

Subject to change without notice



THE AMERICAN PAINT WORKS

Division of The Glidden Company

424 Josephine Street

New Orleans 8, La.

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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 PAINT					
CLIMATIC PAINT PREPARED					
Outside and Inside and Flat White					
Reg. Shades & Black ..	\$4.30	\$4.40	\$1.27	---	---
Blind Green	5.45	5.55	1.55	---	---
CLIMATIC IMPERIAL HOUSE PAINT	5.85	5.95	1.65	---	---
CHALMETTE HOUSE PAINT	3.70	3.80	1.12	---	---
TITA-ZINC					
Outside White	4.50	4.60	1.31	---	---
LASTIC SEAL EXTERIOR	4.30	4.40	1.27	---	---
CEMENT COATING					
White and Colors	4.55	4.65	---	---	---
Mixing Liquid	3.05	3.15	---	---	---
SUN-O-ZINC HOUSE PAINT	4.25	4.35	1.25	---	---

EXTERIOR PAINTS (Continued)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
TRIM AND TRELLIS COLORS					
Royal Red No. 8	---	\$6.80	\$1.86	\$1.00	---
Light Yellow No. 87	---	6.50	1.79	.96	---
Shutter Green No. 71 ..	---	5.30	1.49	.81	---
Other Colors	---	5.00	1.42	.77	---
DRIWAL					
Clear	2.25	2.35	---	---	---
Heavy Bodied	2.55	2.65	---	---	---
White	4.25	4.35	---	---	---
WHITE CREOSOTE PAINT	3.30	3.40	---	---	---

FLOOR PAINTS (Exterior — Interior)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
FLORENAMEL					
All Colors		\$4.10	\$1.19	----	----

PLI-NAMEL					
Regular Colors		\$4.75	\$1.35	----	----
White		5.25	1.48	----	----
Black		4.00	1.17	----	----

BARN AND ROOF PAINTS

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
CLIMATIC METALLIC PAINT					
Red	\$2.40	\$2.50	\$.79	----	----
Gray	3.55	3.65	1.08	----	----

TINNERS' PAINTS					
Red and Dark Red ...	3.00	3.10	----	----	----
Green	4.60	4.70	----	----	----

WALL FINISHES

	5's per Gal.	1's each	1/4's each	1/8's each	1/16's each
DIXIE TONE FLAT WALL FINISH					
White and Colors	\$2.95	\$3.05	\$.93	----	----

SHEEN SEMI-GLOSS					
White and Colors	3.80	3.90	1.14	----	----

GLOSS INTERIOR FINISH (KITCHEN ENAMEL)					
White and Colors	4.25	4.35	1.25	----	----

OIL FIRST COATER...	3.25	3.35	1.00	----	----
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GLAZING LIQUID.....	3.85	3.95	1.15	----	----
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SEALETTE.....	2.70	2.80	.87	----	----
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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.....	\$ 4.65	\$ 4.75	----	----	----
Red, Brown, Black....					

CHROMATIZED METAL PRIMER					
Red	5.20	5.30	----	----	----

GALVANIZED IRON PRIMER					
White	3.60	3.70	----	----	----

LIQUID RED LEAD .. (Modified)	5.30	5.40	----	----	----
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SMOKE STACK BLACK.....	3.05	3.15	----	----	----
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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	1/4's—2c per can
1/4's—3c per can	1/8's—1c per can
1/8's—3c per can	

ENAMELS AND UNDERCOATERS

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
RIPOLIN - ARCHITECTURAL - B.L.T. Gloss, Semi-Gloss, Flat White.....					
(Prices on Application)					
RIPOLIN - QUICK DRYING Gloss, Semi-Gloss, White.....		\$6.50	\$1.79	\$.96	\$.54
RIPOLIN UNDERCOAT Quick Drying.....		4.10	1.19	.66	
UNDER-NAMEL (A Four-Hour Under- coat).....		3.70	1.09	.61	.36

VARNISHES (Continued)

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
PAINTERS' FLOOR AND TRIM.....		\$3.13	\$.95	\$.54	\$.33
BRONZING LIQUID..		2.40	.77	.45	.28
JAPAN DRIER	\$1.80	1.90	.64	.38	.24
CLIMATIC ASPHAL- TUM.....	1.40	1.50	.54	.33	.22
GLID-SEAL.....		3.70	1.09		
PENETREX	3.35	3.45	1.03		
PURE SHELLAC.....	(Prices upon application)				
No. 65 VELVET FLOOR VARNISH ..		4.00	1.17	.65	.38

VARNISHES

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
Climatic Spar Bar and Table Top Finishing.....		\$5.10	\$1.44	\$.79	\$.45
Dixie Floor.....		4.15	1.20	.67	.39
Dixie Flat					
Swift Coat					
LINOLEUM FINISH ..		3.85	1.13	.63	.37
SOL SPAR.....		4.00	1.17	.65	.38

STAINS — FILLERS — REMOVERS

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
AD-EL-ITE NON IN- FLAMMABLE PAINT AND VARNISH RE- MOVER.....		\$3.10	\$.94	\$.53	
AD-EL-ITE PAINT AND VARNISH RE- MOVER.....	\$1.60	1.70	.59	.36	\$.23
PASTE WOOD FILLERS.....		2.85	.88		.31



STAINS — FILLERS — REMOVERS (Continued)

	1's each	¼'s each	⅛'s each	⅞'s each
GLID-TONE STAINS				
Stains—All Colors.....	\$2.65	\$.84	\$.49	\$.29
Reducer.....	1.15	.39	.22	.16

HOUSEHOLD SPECIALTIES (Continued)

	1's each	¼'s each	⅛'s each	⅞'s each	⅞'s each
SLICK LINOLEUM COATING.....	\$3.95	\$1.15	\$.64	----	----
SLICK REDUCER.....	----	----	.52	----	----

HOUSEHOLD SPECIALTIES

	1's each	¼'s each	⅛'s each	⅞'s each	⅞'s each
DIXIE-LAC ENAMEL (Dries in Four Hours) All Whites, Blacks and Colors.....	\$5.05	\$1.43	\$.78	\$.45	\$.27

	5's per gal.	1's each	¼'s each	⅛'s each	⅞'s each
DIXIE-LAC VARNISH (Varnish Stain) Natural and All Colors.....	----	\$3.75	\$1.10	\$.62	----
Ground Color.....	----	3.55	1.05	.59	----

	⅞'s each
GRAINING SPECIALTIES Light and Dark Graining Color.....	\$.47

	1's each	¼'s each	⅛'s each	⅞'s each	⅞'s each
DIXIE-LAC SCREEN ENAMEL Black.....	\$2.35	\$.75	\$.44	\$.28	----

	1's each	¼'s each	⅛'s each	⅞'s each
DIXIE-LAC STOVE AND IRON ENAMEL Black.....	----	.78	.46	.29 \$.19

AUTO FINISHES

	1's each	¼'s each	⅛'s each	⅞'s each	⅞'s each
SPEEDY AUTO ENAMEL Black.....	----	\$1.43	\$.78	\$.45	----

	⅞'s each
TOUCH-UP BLACK Half-pint cans only.....	\$.36

IMPLEMENT — TRACTOR

	1's each	¼'s each
IMPLEMENT AND TRACTOR PAINT Black.....	\$4.45	\$1.28
I.H.C. Red, J.D. Green J.D. Yellow.....	5.35	1.50
New Fordson Gray.....	4.55	1.30

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1's—6c per can	⅞'s—2c per can
¼'s—3c per can	⅞'s—1c per can
⅛'s—3c per can	

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ALUMINUM PAINT

	1's each	¼'s each	⅛'s each	1⁄16's each	
METALLITE					
Interior Chrome Finish.....	\$3.80	\$1.12	\$.62	\$.37	
METALLITE					
Exterior Ready Mixed.....	4.10	1.19	.66	.39	
	5's per gal.	1's each	¼'s each	⅛'s each	
HEAT RESISTING MET- ALLITE	\$3.70	\$3.80	\$1.12	\$.62	\$.37

ALUMINUM ASPHALT ROOF PAINT

	5's each	1's each
ALUMINUM ASPHALT ROOF PAINT	\$2.90	\$3.00

SURFACENE

	1's each	1/4's each	1/8's each
SURFACENE.....	\$2.00	\$.67	\$.40

NEVA-ROT

	5's per gal.	1's each	1/4's each
NEVA-ROT			
Neva-Rot Clear.....	\$2.50	\$2.60	\$.32
Neva-Rot Green.....	1.95	2.05	.68

MISCELLANEOUS AND SPECIALTIES

					1 lb. each
AD-EL-ITE PASTE WAX					\$.81
				Large Unit	Small Unit
WOOD BLEACH.....				\$6.30	\$2.50
	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
BLACKBOARD SLATING					
Black.....		\$2.70	\$.84		
				1's each	1/4's each
VISMATIC GREEN					
CHALKBOARD COATING.....				\$5.10	\$1.44
CAULKING COMPOUND					
White.....	} (Prices upon application)				
Gray and Natural.....					
Cartridges and Guns					

ASPHALT PRODUCTS

	5's per gal.	1's each
MASTICRETE		
Masticrete.....	\$1.05	\$1.15
Masticrete Primer.....	1.05	1.15
SOLDURA COATING (Cold Process Asphalt).....	(Prices upon application)	
SOLDURA CEMENT (Cold Process Asphalt).....	(Prices upon application)	
ASPHALT ROOF COATING (Liquid).....	(Prices upon application)	
ASPHALT ASBESTOS ROOF CEMENT (Plastic)	(Prices upon application)	

ALL PRICES ARE FOR FULL CASE LOTS

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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
1/8's - 3c per can	



COLORS IN OIL

	5's per gal.	1's each	1/4's each	1/8's each	1/16's each
PURE COLORS IN OIL					
Zinc Oxide White		\$7.75	\$2.10		\$.61
Raw Umber, Burnt Umber		4.70	1.34		.42
Burnt Sienna, Raw Sienna		5.70	1.59		.49
Van Dyke Brown		4.35	1.25		.40
Ivory Drop Black			1.44		.45
Lamp Black		4.05	1.18		.38
Prussian Blue			1.74		.54
Ultramarine Blue					.55
Chrome Green, Lt. ... } Chrome Green, Med. } Chrome Green, Dark }		7.30	1.99		.59
Chrome Yellow, Lt. ... } Chrome Yellow, Med. }			2.74		.78
Chrome Yellow, Dk. ...			3.34		.93
Yellow Ochre		4.00	1.17		.38
Venetian Red		4.00	1.17		.38
Tuscan Red			2.49		.71
Rose Lake					.68
Amer. Vermillion			2.74		.78
Cobalt Blue			1.74		.54

OIL COLOR IN TUBES

Master Painters' Size	Each
1 x 5-inch	\$.19
Household Size	
1/2 x 8-inch	.10

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		\$2.61	\$.82		

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	\$1.10		

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
....	\$3.30	\$.99		

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		\$2.25	\$.73		

KNOT SEALER

TITA-ZINC PASTE PAINT ..

ZINC DUST PAINT

Prices on Application

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
1/4'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:

1/2	-----	1c per can
1/4	-----	2c "
1/4	-----	3c "
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
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 AMERICAN PAINT WORKS

Division of The Glidden Company

424 Josephine Street

New Orleans 8, La.

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

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, 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.