

LEAD - ZINC - TITANIUM HOUSE PAINT

Made on a formula containing a high percentage of Titanium Pigment, recognized for its extreme whiteness, together with balanced proportions of Lead and Zinc, which guarantee all the fine qualities required of a high grade house paint.

Its Titanium Pigment content assures an economical job because of its highly opaque, strong covering properties, and produces a beautifully white film.

Chalks slowly and evenly, reducing the danger of checking, cracking, peeling or blistering of the film. Affords an excellent foundation for subsequent painting.

A popular favorite with both master painters and homeowners because of its fine coverage and exceptional hiding, which assure long surface protection and genuine paint satisfaction.

One coat of Lead-Zinc-Titanium House Paint, when used in conjunction with a prime coat of Exterior Primer and Sealer, frequently produces a finish equal to a three-coat job.

Dries over night to a firm, full-oil film ready to recoat in two to three days during normal drying weather.

Covers approximately 600-800 square feet per gallon, one coat, depending on surface condition.

SYN TUNG BRITE TRIM COLORS

Excellent exterior or interior enamels built on a fully synthetic base whose long oil alkyd vehicle assures a high gloss finish like enamel and a remarkably elastic film which resists exposure, dust, dirt, moisture and varying weather conditions.

Made of only finest quality color pigments which maintain maximum color permanence and contain no non-covering white extenders which cause change of color and fading with the weathering of the film.

These colors remain brilliant for a long period of service and assure real economy through longer life of the film.

Ideal for shutters, store fronts, sash, house trim, gasoline stations and equipment, farm machinery and implements, lawn furniture or anywhere that fine non-fading colors are required.

May be used indoors under conditions allowing maximum ventilation.

Dries thoroughly in 6 to 8 hours,—set to touch in about an hour.

Covers approximately 600-800 square feet per gallon, one coat.

Made Good Since 1880



Horse Shoe Brand
HOUSE PAINT

and

Syn Tung
BRITE TRIM COLORS

MOUND CITY

Paint & Color Company

ST. LOUIS 2, MO.

DALLAS, TEXAS

LITTLE ROCK, ARK.

GENERAL PTC. CORP., Color Card Makers, FORT WAYNE, IND.

GLD33294

MOUND CITY *Horse Shoe Brand*

LEAD - ZINC - TITANIUM HOUSE PAINT

A modern House Paint of exceptional quality whose balanced proportions of Lead, Zinc and Titanium Pigments assure easy brushing — strong covering and maximum wear.

SYN TUNG BRITE TRIM COLORS

Made of finest quality color pigments of maximum color permanence. Contain no non-covering white extenders which cause change of color and fading with the weathering of the film.

680 COLONIAL IVORY

806 BRIGHT RED

618 LIGHT BLUE

804 BRIGHT GREEN

677 BATTLESHIP GRAY

813 BROWN

• 601 GREEN

811 FOREST GREEN

639 RICH BROWN

809 ROYAL BLUE

COLOR MARKED * HIGHER IN PRICE
ALSO 644 WHITE AND 603 BLACK