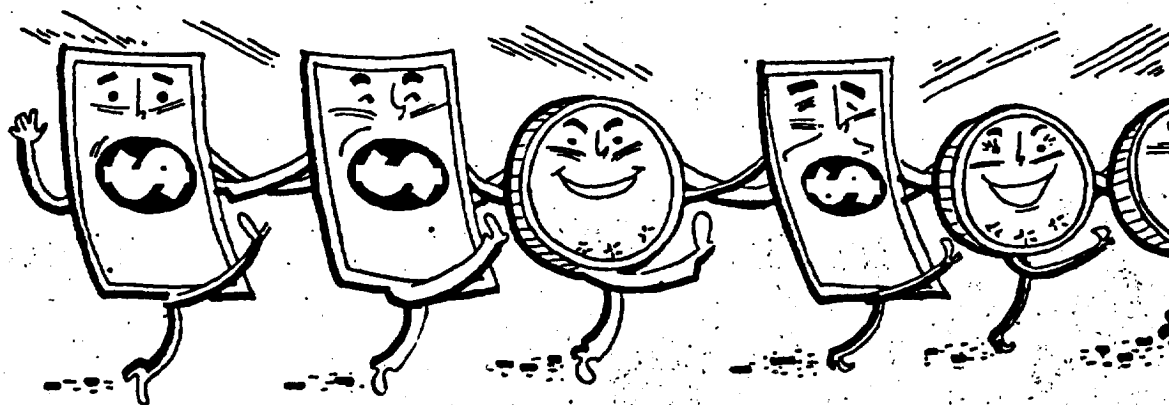


IT MAKES DOLLARS AND



to use your
MOUND CITY AD MAT SE

MOUND CITY PAINT AND COLOR CO.

202 S. Ninth St.

• St. Louis 2, Mo.

Mound City's Cooperative Plan...

on Newspaper Advertising makes it possible to feature Mound City Paint Products at regular intervals during the Paint Season at nominal cost because . . .

We will spend dollar for dollar with you on a 50-50 Cooperative Basis on newspaper advertising featuring Mound City Paint Products up to 3% of your yearly Paint Sales Volume in the year in which advertising is featured.

We will furnish you absolutely FREE OF COST mats on any of the material contained in our Mat Service, as shown in our Mat Catalogs.

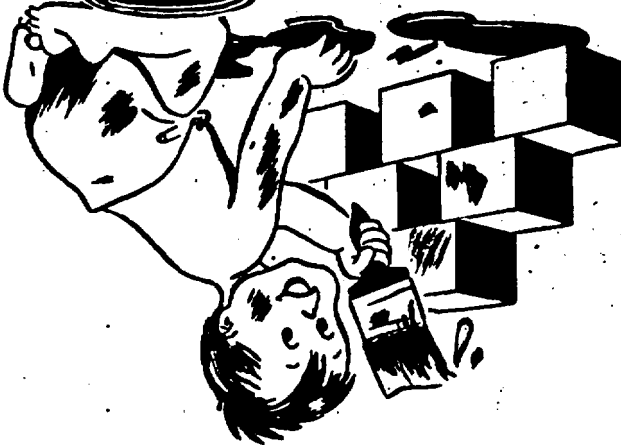
Our 1949 Mat Service has been designed specifically to provide you with the necessary material on already prepared mats featuring the most popular selling items in the line . . . also with spot ads, illustrative headings and can cuts to make up your own sales ads.

We feel that our Service is elastic and prefer that you use the material provided in making up your paint ads.

In requesting credit on newspaper advertising expense, tear sheets featuring the ads on which we are to share the expense must accompany the newspaper bill covering this expenditure. Our credit memorandum will be issued promptly when bills accompanied by tear sheets have been properly approved for credit.

Take advantage of this Service and our liberal allowance on Newspaper Advertising Expense to increase Sales and Profits in your Paint Department.

BUILDING or REDECORATING



You get the BEST
In Paint Quality
when you paint
with...

Mound City's

LEAD — ZINC — TITANIUM
House Paint

Identified for your Protection with Mound City's Famous Red Horse
Shoe Trademark • Popular house paint color selection • Beautiful
and lasting Trim Colors • A White Finish that stays white longer
• Assured economy with more square feet per gallon coverage.

PER GAL. \$0.00

DEALER'S SIGNATURE

GLD33171

No. 61

the Ranks of
Time Tested Veterans!
....Mound City's
SUPER WHITE
HOUSE PAINT
A completely modern
Titanium Pigment
House Paint...



ER COVERAGE—HIGH HIDING—MAXI-
ECTION AND DURABILITY.
tium Pigment Content assures self-cleaning
it found in ordinary House Paints, and a
TAYS WHITE.
de Pigment makes it extra tough—retards
arantees longer life of the film.
E OF "PAINT-WISE" BUYERS WHO DE-
BEST!

PER GAL. \$0.00

EALER'S SIGNATURE

No. 60



MOUND CITY PASTE PAINTS ARE THRIFTY *because...*

1 GALLON OF MOUND CITY PASTE PAINT AND 1 GALLON OF LINSEED OIL MAKE TWO FULL GALLONS OF READY MIXED FIRST QUALITY HOUSE PAINT.

You can earn substantial savings on material costs and still get the best in House Paint Quality when you purchase one of these fine Quality Paste Paints.

MOUND CITY LEAD-TITANIUM-ZINC PASTE PAINT
MOUND CITY SNOWFLAKE WHITE PASTE PAINT

Consult your Mound City Dealer
for complete information.

PER GAL. **\$0.00**

DEALER'S SIGNATURE

Make 2 Coats do the Work



The Mound City 2

Apply first a coat of Mound City Exterior Primer & Sealer followed by a coat of your favorite color paint.

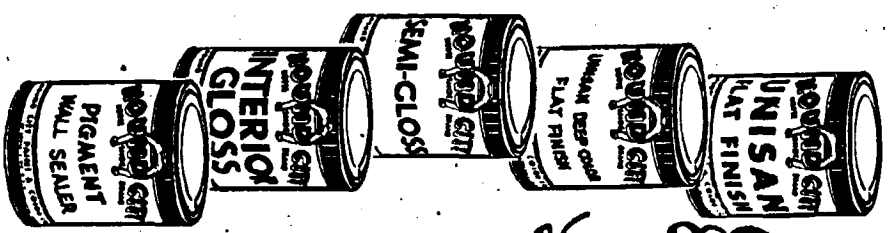
The perfect sealing properties of Mound City Exterior Primer & Sealer combined with Mound City Quality finish superior to many ordinary three-coat methods.

Come in and let us tell you more about this new paint method!

PER GAL. **\$0.00**

DEALER'S SIGNATURE

Going Together!...



UNISAN Self-Sealing (Oil Base) FLAT	\$0.00	PER GAL.
UNISAN Deep Color FLAT	\$0.00	PER GAL.
MOUND CITY Semi Gloss	\$0.00	PER GAL.
MOUND CITY Interior Gloss	\$0.00	PER GAL.
MOUND CITY Pigment Sealer	\$0.00	PER GAL.

Ask for these Style-Tested Finishes • For the ultimate in Decorative Fashions to BEAUTIFY • MODERNIZE • For Quality that Endures...

For Finest Wall and Woodwork Finishes in Custom-Made Parthia and Deep Colors of Flat—Gloss—Semi Gloss • for every room in your home • designed to GO TOGETHER!

DEALER'S SIGNATURE

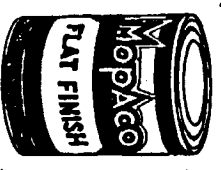
No. 64

NOW! A REAL FLAT OIL PAINT

(Not a Water-Thinned Product)

MOPACO FLAT FINISH

ONE COAT COVERS ALL INTERIOR WALL SURFACES



INCLUDING WALLPAPER

Only **\$0.00** PER GAL.

Priced Right For Your Budget!

Self-Sealing Flat... Can Be Used without Priming... Ideal for Wallboard... Washes Better than Water-Thinned Paints... Beautiful Selection Popular Colors.

DEALER'S SIGNATURE

No. 65

GLD33173

Identical Ad available featuring Century Flat Finish. To Feature Century Flat Order Mat No. 74.



EXTRA TOUGH!

Mound City's
To-Walk-On Floor Enamel

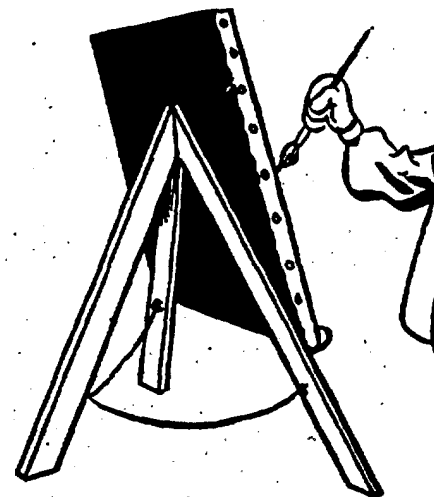
is EXTRA TOUGH because it is made of pigments and liquids designed To Walk On and withstand hardest wear without scuffing or marring its mirror-like finish.

For Inside or Outside Wear... Make your choice of any of the attractive wood colors or vivid hues now so popular in modern floor finishes.

PER QT. **\$0.00**

DEALER'S SIGNATURE

FINISHING T



Syn-Tung White Glo

If you are looking for a truly white Enamel that stays white, don't get the decorating dithers, because...

This extraordinary Enamel produces a smooth, brilliant white finish that stays white and clean with the swish of a damp cloth.

For the perfect finishing touch for all wall and woodwork surfaces in your home, inside or outside, ask for this new white enamel finish, especially formulated to **STAY WHITE LONGER!**

PER QT. **\$0.00**

DEALER'S SIGNATURE

FINISHING TOUCH



Lustre-Lux White Enamel

If you are looking for a truly white Enamel that stays white, don't get the decorating dithers, because . . .

This extraordinary Enamel produces a smooth, brilliant white finish that stays white and clean with the swish of a damp cloth.

For the perfect finishing touch for all wall and woodwork surfaces in your home, inside or outside, ask for this new white enamel finish, especially formulated to **STAY WHITE LONGER!**



PER QT. **\$0.00**

DEALER'S SIGNATURE

THE MAGIC THAT

BEFORE to...



PANDURA

QUICK

Whether you are color accenting a favorite old chair—giving your car a new look—or applying a coat of mirror-like beauty to walls and woodwork . . .

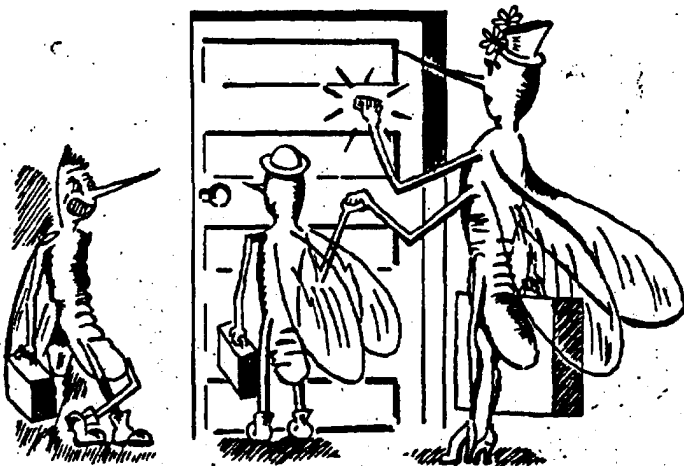
PANDURA is the Miracle Enamel that makes drab, dull colors disappear like magic under the brush!

Come in and ask to see Pandura's bright clean super gloss colors.

They are a **MUST** in every household for beautiful and lasting enamel finishes for interior or exterior work.

DEALER'S SIGNATURE

*Are you expecting
mosquitoes this summer?*



Mosquitoes, flies and other hungry summer pests will soon be here looking for worn out screens.

Now is the time to give your screens the paint protection they need with

**HORSE SHOE BRAND
SCREEN ENAMEL**



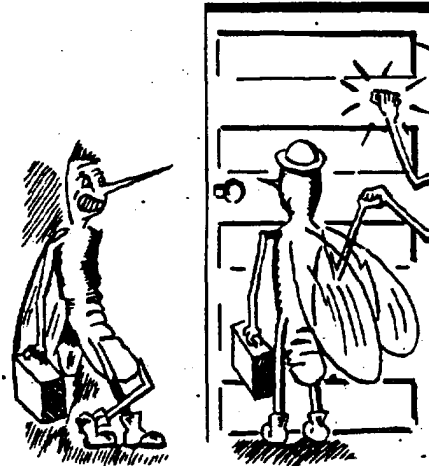
Take advantage of our Special Sale Price of

PER QT. **\$0.00**

PER PT. **\$0.00**

DEALER'S SIGNATURE

*Are you expecting
mosquitoes this summer?*



Mosquitoes, flies and other hungry summer pests will soon be here looking for worn out screens.

Now is the time to give your screens the paint protection they need with

**MOPACO
SCREEN ENAMEL**

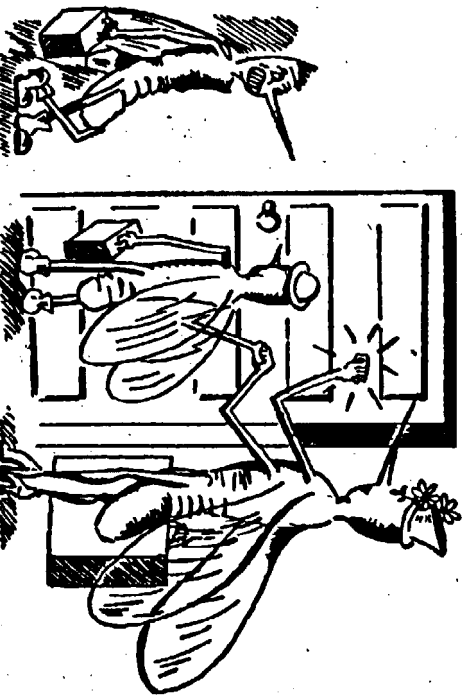
Take advantage of our Special

PER QT. **\$0.00**

P

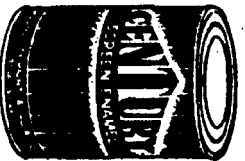
DEALER'S SIGNATURE

*Are you expecting
mosquitoes this summer?*



Mosquitoes, flies and other hungry summer pests will soon be here looking for worn out screens.
Now is the time to give your screens the paint protection they need with

**CENTURY
SCREEN ENAMEL**



Take advantage of our Special Sale Price of

PER QT. **\$0.00**

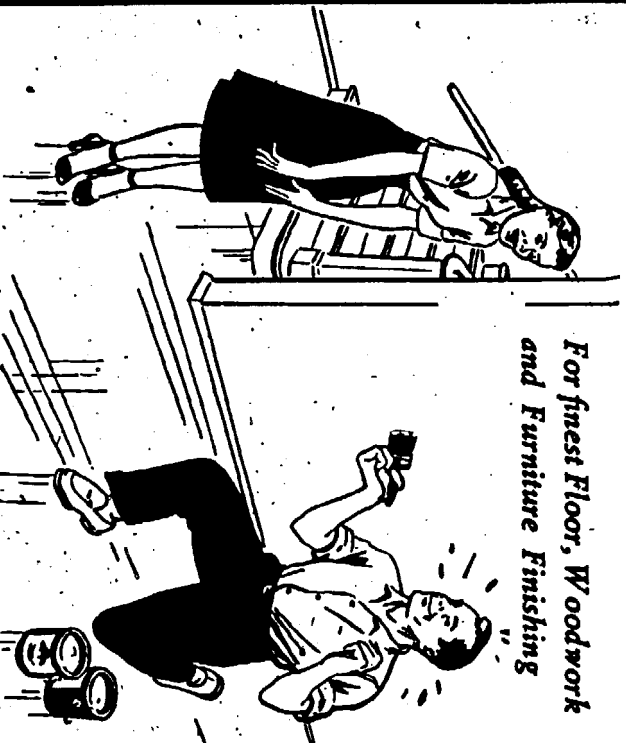
PER PT. **\$0.00**

DEALER'S SIGNATURE

No. 659

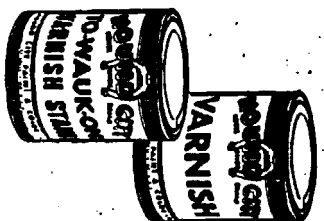
**MOUND CITY
VARNISHES & VARNISHSTAIN**

*For finest Floor, Woodwork
and Furniture Finishing*



**A COMPLETE LINE OF MOUND CITY
QUALITY VARNISHES for every purpose**
Make your selection of durable Floor and
Woodwork Finishes, weather-resistant spar
varnishes, gloss and velvet finishes in Mound
City Quality Varnishes.

per qt. **\$0.00**



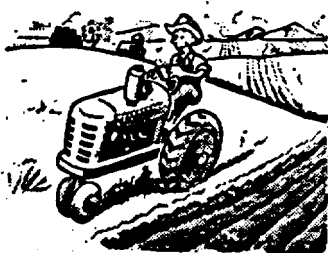
TO-WADE-ON VARNISH STAIN
A Quick Drying, high gloss stain and varnish
designed to withstand hardest wear without
scuffing or marring its fine finish.

per qt. **\$0.00**

DEALER'S SIGNATURE

No. 70

GLD33177



**A Coat of Mound
City's Tractor, Wagon
and Implement Paint**

will add years to the life of
your farm implements and ma-
chinery.

Its tough elastic film provides
an armor of protection that is
wearproof and weatherproof.

Only a small amount is needed
to assure continued serviceabil-
ity, and you save dollars in
longer life and wear for ma-
chinery and equipment.

Colors are steadfast.

Let us figure on your needs!

PER **\$0.00**
QT.

DEALER'S NAME

No. 25



Assure real protection against
the elements for Barns, Fences
and Farm Buildings with

**MOUND CITY
BARN, BRIDGE and
ROOF PAINT**

Seals most porous new or old
weather beaten boards.

Made of pigments and liquids
that guarantee

**MAXIMUM PROTECTION
GREATEST DURABILITY**

Economical to use—heavy
bodied and permits maximum
reduction with linseed oil.

Come in and let us figure on
your paint needs for farm
buildings of all kinds!

PER **\$0.00**
GAL.

DEALER'S NAME

No. 26



188

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MC
Paint

are you
finest i

We ca
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Come
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DEA



MOUND CITY'S
Refined
GREOSOTE
PAINT

A Special Purpose Semi-Gloss
Paint for Inside or Outside Use.

Recommended for

- BARNs
- FARM BUILDINGS
- FENCES
- OIL STORAGE TANKS
- GRAIN BINS—ELEVATORS
- STUCCO—BRICK—STONE
HOUSES

Is gas proof—dries quickly—
works easy—covers well. Can
be brushed or sprayed.

Economical.

Let us show you how econom-
ically you can paint with this
popular selling product!

PER
GAL. **\$0.00**

DEALER'S NAME

No. 31



with gay color treatments
for furniture and woodwork.

**MOPACO QUICK
DRYING ENAMEL**

boasts an array of exciting
colors which make drab, dull
colors disappear like magic un-
der the brush!

Ideal for furniture—walls—
woodwork.

For all types of interior finish-
ing where bright and beautiful
enamel colors are desired.

Make your choice of any of
Mopaco's attractive Enamel
colors!

PER
QT. **\$0.00**

DEALER'S NAME

No. 39



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your

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Experience is The Best Teacher



No. 208

No. 600 Super White HOUSE PAINT

A MODERN HOUSE
THAT...

Stays white long
it is self cleaning

Made to assure
protection at
cost

CAN
CUT
MAT No. 19

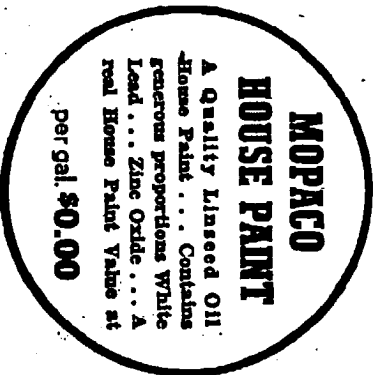
NOW Only

PER GAL

\$0.00

No. 206

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No. 200



**GET OUR ESTIMATE
On Your
PAINTING PROBLEMS**
No. 205

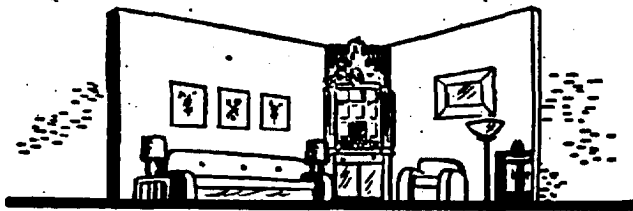
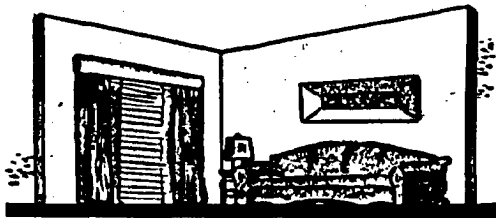
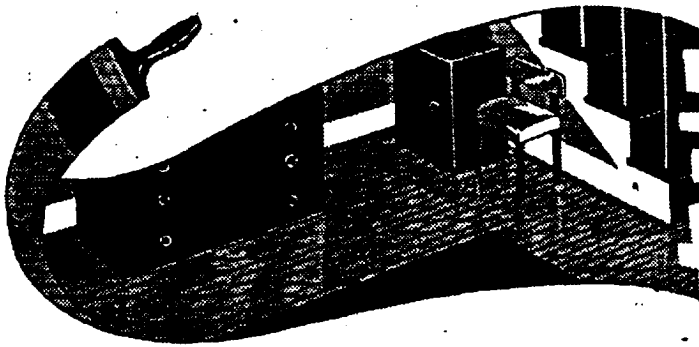


No. 207

Identical Ad available featuring Century Flat. To Feature Century Flat, Order Mats No. 212 & 23.

GLD33181

Illustrations, Can Cuts or Copy Blocks contained on this page may be used for make up of complete ads as shown in Suggested Makeup Ads appearing on Pages 21 and 22.



No. 18



No. 17

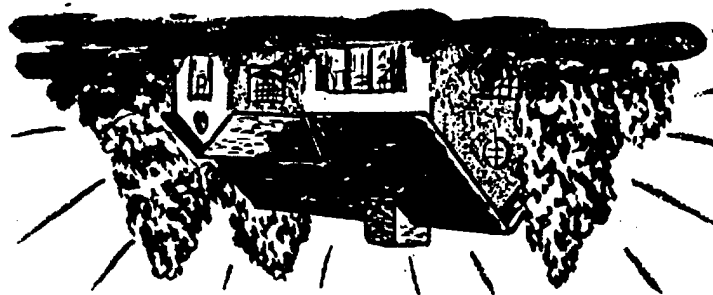
Illustrations, Cam Cuts or Copy Blocks contained on this page may be used for make up of complete ads as shown in Suggested Makeup Ads appearing on Pages 21 and 22.



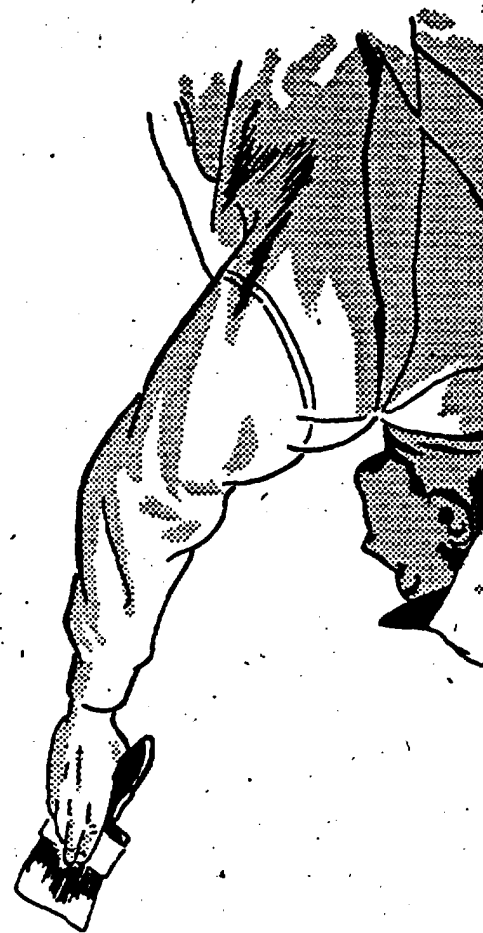
No. 50

GLD33183

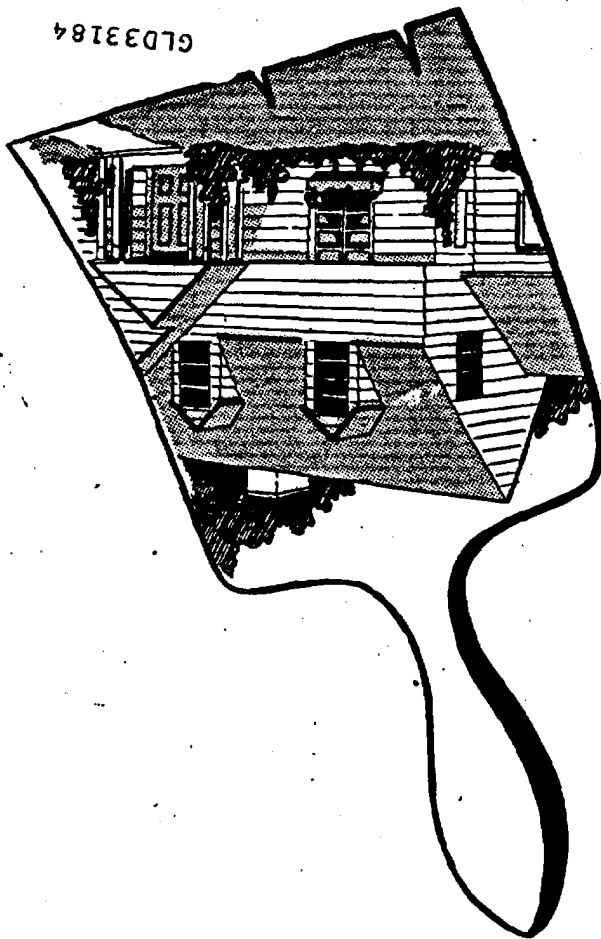
in Cuts or Copy
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as shown in
akeup Ads ap-
ges 21 and 22.



No. 51



No. 52



No. 53

GLD33184

Illustrations, Can Cuts or Copy Blocks contained on this page may be used for make up of complete ads as shown in Suggested Makeup Ads appearing on Pages 21 and 22.

IT COSTS LESS TO PAINT with Mound City's Quality Finishes

Come in and consult us
on your painting prob-
lems for genuine paint
values.

WE HAVE A MOUND CITY
QUALITY FINISH TO SERVE
YOUR EVERY NEED.

No. 205



Quick Drying

Inside or Outside Use

Non yellowing white and Popular Color
Selection Styled for Finest Decorative
Finishing.

per qt. \$0.00

No. 202

TO-WAUK-ON VARNISH STAIN

A TOUGH, DURABLE FINISH
THAT STAINS AND VARNISHES

For Finest Floor and Woodwork Fin-
ishing in all the popular wood colors.

PER QT. \$0.00

No. 201



No. 210



No. 210

GLD33185

M
W
See the
the ult
BEAUT
Make y
Gloss f
ishing.

CA
CU
MA
20

For the
Wear!
Popular
White
NOR

Illustrations, Can Cuts or Copy Blocks contained on this page may be used for make up of complete ads as shown in Suggested Makeup Ads appearing on Pages 21 and 22.

Mound City BARN, BRIDGE & ROOF PAINT

A heavy-bodied iron oxide and linseed oil Barn Paint of finest quality.

GUARANTEES REAL PROTECTION
TO ALL FARM BUILDINGS.

PER GAL. **\$0.00**

No. 204

MOPACO...Quick Drying Enamel

A rich decorative enamel for walls, woodwork, furniture . . .

Make your choice from array of exciting colors.

PER QT. **\$0.00**

No. 202

MOUND CITY PASTE PAINT

Produces a snow white finish that stays white.

ECONOMICAL . . . because, reduced gallon for gallon with Linseed Oil makes two gallons of finest Quality ready-mixed paint.

PER GAL. **\$0.00**

No. 200

Mound City Varnishes

We have a Mound City Quality Varnish for your every need.

SPAR VARNISHES, FLOOR AND WOOD-
WORK VARNISHES, IN VELVET FINISH
AND HIGH GLOSS.

No. 201

MOUND CITY TRACTOR, WAGON & IMPLEMENT PAINT

Add years to the life of costly farm equipment.

Its tough elastic finish is wear-
proof . . . weatherproof.

PER QT. **\$0.00**

No. 204

MOUND CITY CREOSOTE WHITE

This special purpose Creosote White for use inside or outside wherever a truly economical and protective finish is required.

per gal. **\$0.00**

No. 204

LUSTRI WHITE E

A smooth, brilliant V
Stays White Longer!

The perfect finish for
work surfaces inside o

per qt. \$

No. 2

SYN-T WHITE E

A smooth, brilliant V
Stays White Longer!

The perfect finish for
work surfaces inside o

per qt. \$

No. 2

MOPACO Floor End

A Good Dur
Value in po
colors!

PER C

No. 2

Illustrations, Can Cuts or Copy Blocks contained on this page may be used for make up of complete ads as shown in Suggested Makeup Ads appearing on Pages 21 and 22.

To-Walk-On Floor Enamel

An extra tough and durable floor enamel made to walk on without scuffing or marring its fine finish.

Your choice of beautiful assortment of floor colors.

per qt. **\$0.00**

No. 203



***No. 211**



***No. 211**

*No cooperative allowance on Avenel Paint.

SCREEN ENAMEL

Protect your Screens Against Deterioration!

NOW is the time to take advantage of this Super Spring Special.

per qt. **\$0.00**

per pt. **\$0.00**

No. 203



"Made Good Since 1880"

No. 210

No.

Illustrations, Can Cuts or Copy Blocks contained on this page may be used for make up of complete ads as shown in Suggested Makeup Ads appearing on Pages 21 and 22.



No. 22

No. 19

Illustrations, Can Cuts or Copy Blocks contained on this page may be used for make up of complete ads as shown in Suggested Makeup Ads appearing on Pages 21 and 22.



No. 21

No. 20

These ads are only suggested make-ups. You can make up your own ads to serve your need from material included in the Mound City Mat Service.

Experience is The Best Teacher



IT COSTS LESS TO PAINT with Mound City's Quality Finishes

Come in and consult us on your painting problems for genuine paint values.

WE HAVE A MOUND CITY QUALITY FINISH TO SERVE YOUR EVERY NEED.

SYN-TUNG WHITE ENAMEL

A smooth, brilliant White Enamel that Stays White Longer!

The perfect finish for all wall and wood-work surfaces inside or outside the home.

per qt. \$0.00

We have a Mound City Quality Varnish for your every need.

SPAR VARNISHES, FLOOR AND WOOD-WORK VARNISHES, IN VELVET FINISH AND HIGH GLOSS.



For the finest House Paint Protection and Wear!

Popular house paint color selection and a White that Stays White Longer!

NOW Only

per gal. \$0.00

MOUND CITY WALL FINISHES

See these Modern Style-Tested Colors for the ultimate in decorative fashions to BEAUTIFY . . . MODERNIZE.

Make your choice of Flat—Gloss or Semi-Gloss for finest Wall and Woodwork Finishing.



per gal.

\$0.00

To-Walk-On Floor Enamel

An extra tough and durable floor enamel made to walk on without scuffing or marring its fine finish.

Your choice of beautiful assortment of floor colors.

per qt. \$0.00

SCREEN ENAMEL

Protect your Screens Against Deterioration!

NOW is the time to take advantage of this Super Spring Special.

per qt. \$0.00

per pt. \$0.00

DEALER'S SIGNATURE

3 col. x 9 inches

GL033190



No. 600 Super White HOUSE PAINT

A MODERN HOUSE PAINT

THAT... Stays white longer, because
it is self cleaning.



Made to assure maximum
protection at economical
cost

NOW Only

PER GAL

\$0.00

PANDURA

*The miracle enamel
for every purpose!*

Quick Drying

Inside or Outside Use

Non yellowing white and Popular Color
Selection Styled for Finest Decorative
Finishing.

per qt. **\$0.00**

MOUND CITY PASTE PAINT

Produces a snow white finish that stays
white.

ECONOMICAL . . . because, reduced
gallon for gallon with Linseed Oil makes
two gallons of finest Quality ready-mixed
paint.

PER GAL. **\$0.00**

DEALER'S SIGNATURE

2 col. x 9 inches



*Made good
since 1880*

IT COSTS LESS TO PAINT with Mound City's Quality Finishes

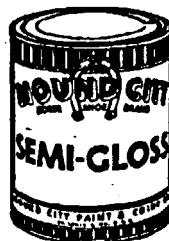
Come in and consult us
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WE HAVE A MOUND CITY
QUALITY FINISH TO SERVE
YOUR EVERY NEED.

MOUND CITY WALL FINISHES

See these Modern Style-Tested Colors for
the ultimate in decorative fashions to
BEAUTIFY . . . MODERNIZE.

Make your choice of Flat—Gloss or Semi-
Gloss for finest Wall and Woodwork Fin-
ishing.



per gal.

\$0.00

PANDURA

*The miracle enamel
for every purpose!*

Quick Drying

Inside or Outside Use

Non yellowing white and Popular Color
Selection Styled for Finest Decorative
Finishing.

per qt. **\$0.00**

DEALER'S
SIGNATURE

1 col. x 9 inches

GLD33191