



MOUND CITY

Color
MANUAL

Mound City PAINT & COLOR CO.
DALLAS, TEXAS, ST. LOUIS, LITTLE ROCK, ARK.

Made Good Since 1880
MOUND CITY
Horse Shoe Brand

A. J. G.
OCT 31 1955

**PROMPT SERVICE ASSURED ON ALL
SHIPMENTS FROM THE FOLLOWING
MOUND CITY WAREHOUSES . . .**

Mound City Paint & Color Co.
202 S. 9th Street
St. Louis (2) Mo.

★ ★ ★

Mound City Paint & Color Co.
1215 Slocum Street
Dallas (2) Texas

★ ★ ★

Mound City Paint & Color Co.
116 E. Markham
Little Rock, Ark.

★ ★ ★

Orders should be directed to the Warehouse
Distributing Point assuring promptest service
to destination.

GLD33193

N 2519

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

COLOR MANUAL and DESCRIPTIVE CATALOG

Your Mound City Color Manual includes color chips on practically every major product in the line, as well as descriptive information outlining physical properties and recommendations for use of the various manufactured products.

These Paint Products represent the result of Mound City's long experience in Quality Paint Manufacturing, and the basis for a well-established reputation for producing paint products whose exacting standard of quality guarantees finest performance under the most rigid tests of exposure and wear, assuring the kind of paint satisfaction that wins and holds the confidence of their users.

Mound City leadership in the Quality Paint Field has been further augmented by the establishment of one of the most modern paint manufacturing plants in the country, planned and equipped by experts for greatest efficiency with the finest production facilities and modern precision equipment.

These stream-lined facilities, designed for expert grinding and blending, as well as savings in production costs reflected in added value in quality, are utilized by skilled production men with a lifetime of experience in quality paint manufacturing, and laboratory technicians with every facility at their command in the research field to maintain Mound City leadership in the production of modern finishes of finest caliber.

*"Made good
Since 1880"*

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

WEIGHTS & PACKAGING

	Approx. Wt. By Cases		
	5's	Gals.	Qts.
House Paint & Primer.....	82	66	50
Paste Paint	104	82	61
Creosote Paint	75	60	45
Enamels—Red Barn Paint.....	58	46	34
Thinner—Oil Wood Stain.....		46	34
Varnish—Varnish Stain		50	37
Aluminum Paint	45	35	28
Flat Wall—Semi-Gloss	72	55	42
Interior Gloss-Enamel			
Undercoater			
Pigment Sealer—White Barn Casein			

PACKAGING

	Round Cans	Square Cans
Gallons	4 in.	6 in.
Quarts	12 in.	18 in.
		Cone Top
Pints	24 in.	12 in.

GLD33195

INDEX

AD IT Mildew Resistant.....	17
Aluminum Enamels—Paints.....	16
Aluminum Mixing Liquid.....	17
Aluminum Thinner.....	17
Asphaltum Varnish.....	41
Automobile Enamel.....	26
Barn Paint.....	12
Brick Color, Flat.....	18
Brite Trim Colors.....	6
Bronzing Liquid.....	43
Casein Wall Coating.....	28
Cement Paint (Cementex).....	10
Century Assortments.....	50
Certified 4-Hour Spar Varnish.....	40
Chalkboard Slating.....	43
Chrome Brite Aluminum Enamel.....	16
Chrome Brite Gold Enamel.....	16
Color in Japan.....	46
Colors in Oil.....	46
Crack Filler.....	42
Creosote Paint, Refined.....	8
Creosote Shingle Stain.....	8
Deck & Porch Paint.....	22
Deep Flat Finish—Unison.....	36
Drier, Japan.....	43
Dull Gloss Floor Varnish.....	41
Dull Varnish.....	41
Duxit Paint Remover.....	43
Elastic Roof & Metal Paint.....	18
Enamels.....	24
Enamel Undercoaters.....	24
Enamel Underbody.....	24
Exelagon Flat Varnish.....	41
Exterior Primer & Sealer.....	6
Flat Black.....	43
Flat Brick Red.....	18
Flat Varnish.....	41
Flat Wall Finish.....	28
Floor Enamel.....	22
Floor Sealer.....	42
Floor Varnish.....	40
Floor & Trim Varnish.....	40
Fool Proof Varnish.....	40
Galvanized Iron Primer.....	18
Glazing Liquid.....	43
Gold Enamel.....	16
Graining Colors.....	46
Graphite Paint.....	18
Gymnasium Finish.....	40
Hard Drying Seat Varnish.....	41
House Paints.....	4
Lead—Zinc—Titanium.....	4
Super White.....	4
Mopaco.....	49
Implement Enamel.....	14
Interior Gloss.....	28
Iron Enamel.....	49
Japan Black.....	46
Japan Drier.....	43
Knot Sealer.....	42
Lead—Zinc—Titanium House Paint.....	4
Lino Finish.....	41
Linoleum Lacquer.....	41
Liquid Sander.....	24
Liquid Wood Filler.....	42
Luster Lux Enamel.....	26
Luster Lux Satin Finish.....	26
Machinery & Implement Enamel.....	14
Master Painter Products.....	48
Metalshield Aluminum.....	16
Metalshield Primer.....	10
Metalshield Protective Coating.....	17
Mildew Resistant (AD-IT).....	17
Mill White, Spraying.....	48

INDEX

Mopaco Products	49
Barn Paint	49
Enamel	50
Enamel Undercoater	50
Flat Finish	50
House Paint	49
Iron Enamel	49
Machinery Enamel	49
Screen Enamel	49
Semi-Gloss Finish	50
Shingle Stain	49
Varnish Stain	50
Odorless Thinner	43
Oil Colors	46
Oil Wood Stain	44
Outside Spar Varnish	40
Paint & Varnish Remover	43
Pandura Enamel	24
Pandura Enamel Undercoater	4
Paste Paint	42
Paste Wood Filler	42
Penetrating Floor Sealer	44
Penetrating Oil Wood Stain	44
Pigment Wall Sealer	30
Polaris Enamel	48
Polaris Enamel Undercoater	24
Primer & Sealer, Exterior	6
Primer-Sealer, Clear	30
Red Lead	10
Reducer, Cementex	10
Reducer, Machinery Enamel	14
Reducer, Thinsol	43
Refined Creosote Paint	8
Remover, Paint & Varnish	43
Roof Paint, Green	12
Roof Paint, Staz-Red	12
Rusticide	17
Samson Japan Drier	43
Sash & Door Paint	18
Screen Paint	17
Screen Frame Paint	17
Sealers	4
Exterior	4
Pigmented Wall	30
Primer-Sealer, Clear	30
Penetrating Floor	42
Seat Varnish	41
Semi-Gloss Finish	28
Semi-Paste Barn Paint	12
Shellac	46
Shingle Stain	8
Smokestack Black	18
Spar Varnishes	40
Spraying Flat Mill White	48
Stains	44
Stainseal	43
Star 4-Hour Spar Varnish	40
Staz-Red Roof Paint	12
Stipple Paint	48
Stove Pipe Enamel	26
Super White House Paint	4
Super White Paste Paint	4
Syn Tung Brite Trim Colors	6
Syn Tung Enamel, White	26
Syn Tung Lino Finish	41
Syn Tung Satin Finish Enamel	26
Thinsol	43
Tinting Colors	46
Colors in Oil	36-38
Unison Deep Flat Colors	36-38
Tinners' Red	12
To-Walk-On-Floor Enamel	32
Floor Varnish	40
Varnish Stain	44
Tractor Enamel	14
Trim Colors	6
Unison Flat Finish	28
Unison Deep Flat Finish	36-38
Utility Iron Enamel	49
Varnish Remover	43
Varnish Stain	44
Varnishes	40-41
Velvet Finish Varnish	41
Wall Finishes	28
Casein	28
Flat	28
Gloss	28
Semi-Gloss	28
Wood Filler, Clear	30
Wall Sealer, Pigmented	30
Wood Filler	42
Liquid	42
Paste	42
Zone Marking Paint	12

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

SUPER WHITE HOUSE PAINT No. 600

Contains a high percentage of Titanium which insures protection from the actinic rays of the sun, together with Zinc Oxide which retards excessive chalking and assures longer life of the film.

Super White resists the darkening action of fumes and gases. Has cleaning properties not found in ordinary house paints. Ideal for industrial districts and dust storm areas.

Its fine covering and super white qualities have won high acceptance with quality conscious buyers quick to recognize the superior performance and real beauty of finish of this product.

Comes in white only. Where colors are desired, make selection from Lead-Zinc-Titanium House Paint colors.

Covers approximately 650 square feet per gallon, one coat, over well-primed surfaces in good condition.

LEAD-ZINC-TITANIUM HOUSE PAINT

A modern House Paint of Superior Quality. Contains properly balanced proportions of Lead, Zinc and Titanium Pigments, assuring strong coverage, ease of brushing and maximum wear under severe weather conditions.

Its high Titanium Pigment content guarantees an economical finish because of its highly opaque and strong covering properties and produces a beautifully white film.

Chalks slowly, reducing the danger of checking, cracking, peeling or blistering of the film.

When used as a finish coat on surfaces primed with Exterior Primer & Sealer, produces excellent two coat results on new work.

Covers 500-600 square feet per gallon, one coat, depending on condition of surface.

SUPER WHITE PASTE PAINT 770

An extremely white paste designed for the painter wishing to thin his own material. Made on a Lead-Titanium-Zinc formula with all the exceptional working properties of these fine pigments. One gallon will make approximately two gallons of finish paint when thinned with Linseed Oil. Coverage depends on thinning procedure employed and surface conditions. May be tinted with Colors in Oil.

All above products are supplied also in a mildew resistant White for areas where this fungus is prevalent.

Made Good Since 1880
MOUND CITY
Horse Shoe Brand

HOUSE PAINT

680 COLONIAL IVORY



618 LIGHT BLUE



604 CLEAN GRAY



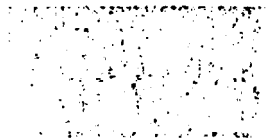
632 PEA GREEN



660 TAN



677 BATTLESHIP GRAY



624 STRAW

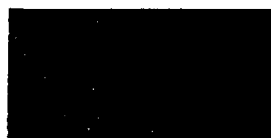


* 601 GREEN

616 JERSEY CREAM



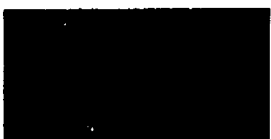
651 DARK RED



605 TEXOMA GREEN LIGHT



639 RICH BROWN



610 TEXOMA GREEN DARK

ALSO

600 SUPER WHITE

644 L-Z-T WHITE

603 BLACK

Color Marked * Higher in Price



SYN TUNG BRITE TRIM COLORS

These Brite Trim Colors are excellent Exterior or Interior Enamels built on a fully synthetic base whose long oil alkyd vehicle assures exceptional gloss and a remarkably elastic film which resists exposure, dust, dirt, moisture and varying weather conditions.

Syn Tung Brite Trim Colors are made of only finest quality color pigments that 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 extra 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 may be required.

May be used indoors under conditions allowing maximum ventilation.

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

*** EXTERIOR PRIMER AND SEALER 898**

Exterior Primer and Sealer is formulated for "controlled penetration" and is designed as a foundation coat for all exterior work. Especially suitable for new wood, old porous weatherbeaten lumber, brick, cement and stucco. Its use insures efficient sealing as well as excellent hiding.

When used in conjunction with finish House Paints described on Page 4, Exterior Primer and Sealer produces excellent two-coat results.

On three-coat work over new wood, it is recommended that Exterior Primer and Sealer be used as the second coat between two coats of the desired finish coat. First coat of finish material should be well thinned with Linseed Oil.

* Furnished also in 9898 Mildew Resistant Primer and Sealer.

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

SYN TUNG BRITE TRIM COLORS

QUICK DRYING



806 BRIGHT RED



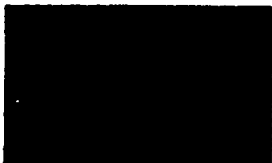
805 LIGHT GREEN



809 ROYAL BLUE



813 BROWN



804 BRIGHT GREEN



814 CHERRY RED



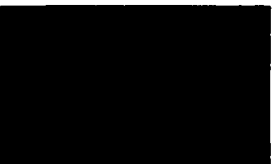
810 ORANGE



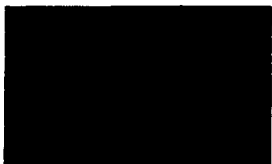
811 FOREST GREEN



820 QUAKER BROWN



817 SPRUCE GREEN



812 BRONZE GREEN

ALSO

815 BLACK

819 WHITE

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

CREOSOTE SHINGLE STAINS

Beautify and Preserve Shingled Roofs and Siding.

Creosote Shingle Stains come in an assortment of colors that beautify and preserve wooden shingles. Made of finest quality, chemically pure pigments assuring color permanence.

These pigments are finely dispersed in pure Linseed Oil, combined with a selected Refined Creosote Oil, free from acid.

Creosote Oil not only preserves the wood, but arrests the destruction caused by termites, wood borers or other insects.

These stains penetrate deeply into the shingles, preserving the surface from decay. They prevent splitting, warping and arrest fungus growth. Will not contaminate water for drinking purposes.

These popular colors retain their clear deep tones and bright colors with long wear, and aid immeasurably in color styling your home with paint.

Coverage 150 square feet per gallon, 1 brush coat. Requires 2½ gallons for 1,000 average sized shingles.

REFINED CREOSOTE PAINT-9893 White

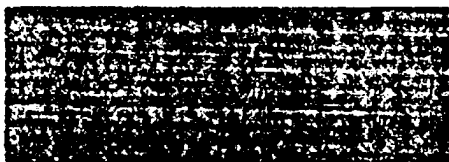
Built on a gas-proof and mildew-resistant formula designed for Barns, Fences, Sheds, etc., where the painter desires whiteness and coverage at economical cost. Its creosote oil base has a germicidal effect in dairies and bams.

Covers approximately 400 square feet per gallon, one coat. Comes in white only.

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

CREOSOTE SHINGLE STAIN



302 SILVER GRAY



303 MOSS GREEN



309 BROWN



341 MEDIUM GREEN



399 TILE RED



301 DUTCH BLUE

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

CEMENTEX

An oil-base product intended to beautify and protect brick, stucco, cement and concrete surfaces. Formulated of liquids and pigments especially designed to counteract the alkali and chemicals present in such surfaces.

This is not a water-proofing paint, but its liquids will assure excellent hold-out properties required for porous masonry surfaces.

Dries to an eggshell, semi-gloss finish. Can be thinned with Thinsol if less gloss is desired.

On two-coat work Clear Primer-Sealer is recommended for priming, mixing 4 parts of Clear Primer-Sealer to 1 part of Cementex for the prime coat. This method will produce a prime coat that approximates the color of the finish coat, and yet possesses the fine sealing properties required of an efficient primer, thus assuring an exceptionally uniform and opaque finish.

Excellent results are ordinarily achieved on two-coat work primed in this manner.

Where a third coat is desired, the second coat should be reduced with 1 part 750 Cement Paint Reducer to 4 parts of Cementex, the finish coat to be applied as supplied in the can.

FOR SPRAY WORK: Thin with Cement Paint Reducer for a medium gloss. Thin with Thinsol for an eggshell finish.

USE FLOOR ENAMEL FOR CONCRETE FLOORS

Covers approximately 500-700 square feet per gallon, one coat, depending on porosity of surface.

METALSHIELD PROTECTIVE COATINGS

These protective coatings are made of rust inhibitive pigments, combined with elastic liquids which assure long, sturdy protection when used in conjunction with 286 Red Lead or 281 Primer.

Cover 800 square feet per gallon, one coat. On structural steel 1000-1200 square feet per gallon, one coat.

METALSHIELD PRIMER 281

A rust inhibitive first-coater for exterior metal surfaces. Formulated on a chromated iron oxide base ground in a long oil elastic vehicle.

Covers 800-1000 square feet per gallon, one coat.

METALSHIELD RED LEAD 286

This product has won universal acceptance as a superior primer for all exterior metal painting. Made of strong red lead pigmentation built on an elastic linseed oil base.

Covers 800-1000 square feet per gallon, one coat.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

CEMENTEX

744 IVORY

790 CREAM



792 BLUE



791 BUFF



793 STONE GRAY



796 RED



794 GREEN

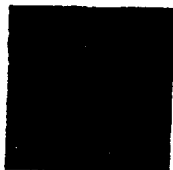


795 CORAL

741 WHITE

750 REDUCER

METALSHIELD PROTECTIVE COATING



283 BATTLESHIP GRAY



282 RED



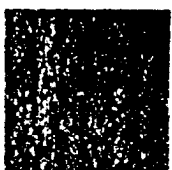
285 GREEN



284 RICH BROWN

287 BLACK

281 PRIMER



286 RED LEAD

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

BARN, BRIDGE & ROOF PAINTS

For painting Barns, Farm Buildings, Metal Roofs, Factories and Warehouses. Adheres thoroughly and seals the surface of porous new, old, or weather-beaten boards.

Made of finest pigments and special processed Linseed Oil and Drier, assuring maximum protection and durability. Permits generous thinning with Linseed Oil.

Covers 500-600 square feet per gallon, one coat.

STAZ-RED ROOF PAINT—288

A product especially designed for wood and metal roofs as a finish coat. Alkyd base liquid and pure Iron Oxide Pigments make this a fast-drying, high-hiding finish with plenty of gloss and non-fading characteristics.

Covers 500-600 square feet per gallon, one coat.

SEMI-PASTE BARN PAINT 11 Red

A rich Venetian Red of strong Iron Oxide content. Produces a highly protective film. For Barns, Corn Crib, Sheds, Roofs, Silos and Fences. Reduced gallon for gallon with Linseed Oil makes two gallons of ready-mixed paint.

Covers 500-600 square feet per gallon of ready-mixed paint, one coat.

TINNERS' RED 10

Used as a shop coat for metal work such as gutters, downspouts and other tin or galvanized iron surfaces.

Covers 250-400 square feet per gallon, one coat.

GREEN ROOF PAINT 12

Not a stain but an oil paint made for painting wood shingle or metal roofs. Designed for use where cisterns are in use for water supplies. Contains no creosote or other oils to contaminate water.

Covers 475 square feet per gallon, one coat.

ZONE MARKING PAINT

A quick drying, strong covering product designed for Zone Marking on Cement, Stone, Asphalt or Concrete Block. Recommended for gas and service stations, garages, warehouses. May be sprayed or brushed.

Comes in White, Yellow, Red and Orange.

Covers 400-500 square feet per gallon, one coat.

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

BARN, BRIDGE & ROOF PAINT



3 BROWN



11 RED SEMI-PASTE
BARN PAINT



12 GREEN ROOF
PAINT



6 MOSS GREEN



9 LIGHT GRAY



10 TINNERS' RED



4 BRIGHT RED
8 LIGHT RED



588 STAZ-RED
ROOF PAINT



70 GALVANIZED IRON
PRIMER

75 LIQUID GRAPHITE
PAINT

5 WHITE BARN PAINT

ZONE MARKING PAINT



126 YELLOW



128 RED
125 WHITE



137 ORANGE

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

MACHINERY AND IMPLEMENT ENAMEL

This is an excellent exterior enamel formulated on an alkyd base liquid especially recommended for tractors, farm implements, wagons, machinery and equipment, and designed to match well-known implement manufacturers' standard colors to permit repainting farm machinery and implements in colors they were originally painted when new.

Dry quickly with a bone hard high gloss finish that remains elastic to withstand normal contraction and expansion under varying weather conditions. Assure finest protection and maximum service when subjected to exposure and hard wear.

One coat generally covers all painted surfaces perfectly if the surface is in good condition and the change of color is not too great.

Will withstand grease, oil, water and average engine temperatures.

A highly adaptable finish for many exterior and interior uses. Can be used on metal or wood surfaces. Makes a long lasting finish for floors and dados in kitchens and bathrooms. Excellent for walls where a fine gloss finish of good color retention is required. Ideal for lawn furniture.

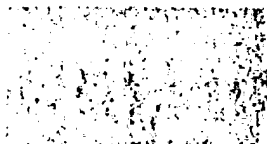
If thinning is desired or recommended, thin with 476 Reducer to retain maximum gloss.

Covers 500 square feet per gallon, one coat.

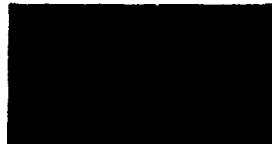
Made Good Since 1880

MOUND CITY
Horse Shoe Brand

MACHINERY and IMPLEMENT ENAMEL



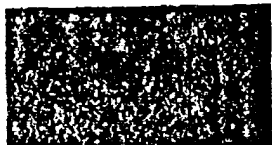
479 YELLOW
Matches John Deere Yellow



485 ROYAL BLUE
Matches Int. Harvester Blue



478 FLAMBEAU RED
Matches Case Flambeau Red



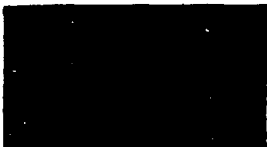
484 WHEEL GREEN
Matches Case Wheel Green



482 LIGHT GREEN
Matches John Deere Green



486 BLUE GRAY
Matches Ferguson Gray



487 GRAY
Matches Ford Gray



481 ORANGE
Matches Allis Chalmers Orange



483 DARK GREEN
Matches Oliver Green



480 CATERPILLAR YELLOW



477 BRIGHT RED
Matches Case—John Deere
Oliver—Int. Harvester Red

488 BLACK
476 REDUCER

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

ALUMINUM PAINTS

READY MIXED ALUMINUM PAINT 211

Paste and liquid come ready mixed in this product, ready for immediate application. Has very good leafing properties and can be used inside or outside.

NOTE: For maximum heat resistance, 1753 Chrome Brite Aluminum Enamel is recommended.

Covers 500-900 square feet per gallon, one coat, depending on surface condition.

METALSHIELD ALUMINUM 227

This Aluminium comes with the paste and liquid in separate compartments which may be mixed as needed, thereby maintaining the leafing properties of the unused portion.

227 Metalshield is an Aluminum Paint of high quality, recommended for interior or exterior surfaces. Dries with a smooth, silver finish and retains its gloss for a long period of service.

Covers 500-900 square feet per gallon, one coat, depending on surface condition.

CHROME BRITE ALUMINUM ENAMEL 1753

This is a chrome type ready-mixed, quick-drying aluminum enamel made with heat resisting liquids especially intended for painting radiators and for general touch up work. For interior or exterior use.

Covers 500-900 square feet per gallon, one coat.

CHROME BRITE GOLD ENAMEL 1754

A high grade, gold bronze made with quick drying, heat resisting liquids. Ideal for radiators, etc., where a gold bronze finish is desired.

Covers 500-900 square feet per gallon, one coat.



ALUMINUM LIQUID 208

A special formulated material to be used in conjunction with Aluminum Pastes to produce exterior aluminum paints. Can also be used as a thinner for Aluminum Paints.

ALUMINUM PAINT THINNER 217

This product is intended for thinning any of our Aluminum Paints, especially when a spraying consistency is desired. One part of thinner added to four parts of Aluminum Paint is usually sufficient for spray work, although this proportion may vary according to the amount of pressure used.

AD-IT MILDEW RESISTANT

A safe and effective liquid mildew preventive which can be added to both interior and exterior finishes. One ounce is sufficient for one gallon, five ounce bottles are designed for five-gallon pails. Must be ordered in full case lots. (6 5-oz. bottles per case) (12 1-oz. bottles per case).

RUSTICIDE 280

This product is highly recommended for removing rust from all metal surfaces. Also acts as a rust inhibitive undercoater for subsequent protective coatings. Another use is as a primer over aluminum sheeting and new galvanized iron.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

SASH & DOOR PAINTS

Sash and Door Paint is an enamel-like product which produces a high gloss finish over wood and metal surfaces and is designed for window sash, doors, door trim, etc. Does not soften putty. Works well on screen frames. Dries in 6 to 8 hours.

Comes in 761 Black and 762 Green.

Covers approximately 500 square feet per gallon, one coat.

FLAT BRICK COLOR—496 Red

Flat Brick Red is an iron oxide product that simulates the appearance of unpainted brick. Comes in a semi-paste form.

Will give excellent service on brick, stucco, concrete, iron or wood where an absolutely flat Brick Red is desired.

Covers 200-300 square feet per gallon, one coat, depending on condition of surface.

GALVANIZED IRON PRIMER 70

A first coater for Galvanized Iron and other processed metals requiring a special primer. New galvanized surfaces should first be cleaned with acetic acid or treated with 280 Rusticide. (See Page 13 for color.)

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

LIQUID GRAPHITE PAINT 75

A full-bodied Graphite Paint ground in Linseed Oil. Produces a tough, elastic and protective film.

Covers 500-800 square feet per gallon, one coat.

BLACK ELASTIC ROOF & METAL PAINT 73

An economical elastic coating for exterior roofs, water tanks, smokestacks, iron fences, corrugated iron, etc.

SMOKESTACK BLACK 1179

An elastic coating for painting smokestacks, boiler pipes and other hot surfaces. Withstands heat up to 750 degrees F.

Covers 500-600 square feet per gallon, one coat.



SCREEN PAINT

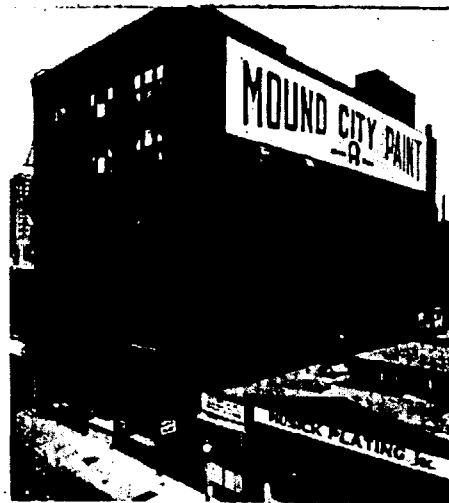
A lightly pigmented product built on a fast-drying, durable vehicle for painting screening. This product is thin in body and will not clog screen mesh. Assures long lasting protection for screens. Comes in 91 Black and 90 Green.

Covers 500-600 square feet per gallon, one coat.

SCREEN FRAME PAINT

A high quality enamel for finishing frames around screen doors, window screen frames and other exterior trim. Not to be used on screen mesh as this enamel will clog mesh. Comes in 92 Black, 96 Red and 98 Green.

Covers 450 square feet per gallon, one coat.



LEFT:
Mound City
Headquarters in
St. Louis, hous-
ing one of the
most modern
paint manufac-
turing plants in
the Middlewest.

RIGHT: Offices at
St. Louis Headquar-
ters where every
service is rendered
to best serve Mound
City Dealers in the
prompt handling of
all orders and cor-
respondence.



LEFT: A view of the sixth floor
where dry pigments are stored and
mixed as needed with the proper
liquids to the right consistency for
grinding and dispatched for manu-
facturing purposes to the 5th floor.

RIGHT: Here Mound City Paint
Products are ground and blend-
ed by modern precision equip-
ment to produce finished ma-
terials of superior performance,
greatest durability and protec-
tion for the specific purpose
for which each product is in-
tended. This five-roller mill is
one of a group of modern,
high-speed roller mills designed
for finest precision grinding.



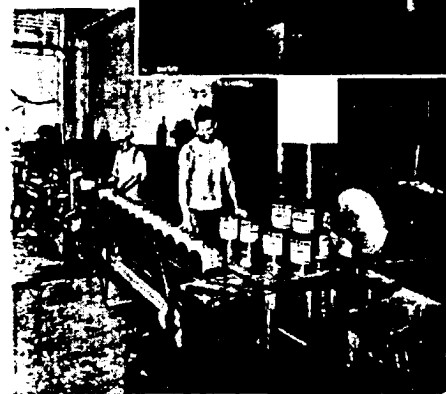
LEFT: Mound City's
Laboratory where
every batch of paint
manufactured is
thoroughly tested by
exact standards for
color, precision,
quality and per-
formance. Here our
manufacturing ex-
perts keep abreast
of all scientific ad-
vances in the pro-
duction of Quality
Paint Products and
develop new refine-
ments which assure
the latest and finest
in modern finishes.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

GHT:
 ter each batch
 thoroughly test-
 by our Lab-
 oratory techni-
 cians, the mate-
 rial is then filled
 on the floor
 neath in the
 rious size con-
 ners desired,
 ded to record
 : batch number
 d date of manu-
 facture, and plac-
 in stock for
 belling and
 pping as or-
 rs are received.



These views show
 the labelling of
 merchandise with
 up-to-date labelling
 machinery, as
 well as the indi-
 vidual hand labelling
 of smaller quan-
 tity specifica-
 tions.

SLOW: A view
 the Shipping
 oor where mer-
 chandise is load-
 ed for shipment
 : our loading
 platform, and
 here all orders
 e quickly and
 efficiently dis-
 atched by our
 ipping Depart-
 ent to assure
 mpt service to
 ound City Deal-
 s on their paint
 quirements.



Made Good Since 1880

MOUND CITY
Horse Shoe Brand

TO-WAUK-ON FLOOR ENAMEL

To-Wauk-On Floor Enamel is built on a base of premium liquids which makes it an excellent exterior-interior enamel that preserves wood and prevents the disintegration of cement. Contains unusually strong covering pigments producing the type of elastic, durable film essential to withstand the hard, abrasive wear of heavy traffic. Dries to a high gloss, tough, weather-resistant film.

Dries dust-free in four to six hours, and sufficiently hard to walk on in 12 to 24 hours.

While primarily a Floor Enamel, To-Wauk-On can be used with equal success on upright surfaces. Is used extensively as a finish for basement and garage walls, for work shops, storage closets, benches, laundry equipment, etc. Excellent for use in display rooms, restaurants, offices, school rooms, factories, etc. Used on dadoes, counters, shelving, cabinets, etc. Ideal for painting faded linoleums.

Interior basement concrete floors should be first primed with an alkali neutralizing undercoater such as Venostone.

Covers 550-700 square feet per gallon, one coat.

DECK & PORCH PAINT

This Enamel is especially designed for maximum wearing qualities under exterior exposure. Retains its gloss and has exceptional hardness and elasticity to withstand hard wear, scuffing and temperature changes. Matches selected identical colors in Floor Enamel, as shown by the asterisk appearing before Deck & Porch numbers.

Covers 550-700 square feet per gallon, one coat.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

**TO-WAUK-ON
FLOOR ENAMEL
and
DECK & PORCH PAINT**



903 LIGHT OAK

*159



910 TILE GREEN



901 CLEAN GRAY

*161



904 DARK OAK

*158



906 MAROON



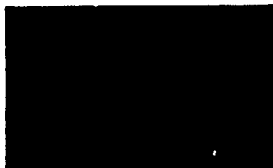
916 BLUE GRAY

*165



914 LIGHT BLUE GRAY

*163



911 TILE RED



905 WALNUT

915 BLACK

908 WHITE

Numbers Preceded by (*) Indicate Deck & Porch Paint Colors.

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

PANDURA QUICK DRYING ENAMEL

A high gloss, quick drying enamel assuring perfect performance on all types of surfaces, indoors or outdoors.

Works easily, levels to a mirror-like finish without laps or brush marks.

Pandura's pigmentation assures strong, non-fading colors. 1714 White is formulated with an alkyd non-yellowing liquid which retains its clear whiteness of color and will not yellow with excessive moisture, heat or fumes, as do ordinary white enamels. The Pigment used in 1714 White is pure Titanium.

Its flint-like finish may be subjected to the most exacting tests of abrasion and wear. Will not readily chip or crack.

Recommended for painting walls and woodwork, automobiles, furniture, bric-a-brac, lawn furniture, etc.

Its enthusiastic acceptance by master painters and decorators testify to the fact that this product offers everything to be desired from the standpoint of real beauty, performance and economy.

Covers 500-600 square feet per gallon, one coat.

POLARIS ENAMEL UNDERCOATER 209 PANDURA ENAMEL UNDERCOATER 1725

These products are designed for quick drying and good "building" properties which provide a smooth, easily sandable base for subsequent coats of Enamel. Flat Wall Paint should never be used as an Enamel Undercoater.

For three-coat work over new wood, a prime coat of Pigmented Wall Sealer, followed by a coat of Enamel Undercoater and a finish coat of Enamel is highly recommended. Tint only with Unisan Deep Color Flat Finish.

Covers 400-500 square feet per gallon, one coat.

ENAMEL UNDERBODY 275

Economically priced first coater with the covering, drying and sanding properties of the average first-grade undercoater selling for a considerably higher price. Recommended for Master Painters and home owners seeking top quality material at an attractive price.

Covers 400-500 square feet per gallon, one coat.

LIQUID SANDER 251

A clear, non-abrasive liquid that does the work of sandpaper in preparing previously painted surfaces for recoating. Dulls the gloss and temporarily creates a slight tack in the old surface to which the new finish can adhere and anchor itself firmly without crawling or pulling away.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

PANDURA ENAMEL

QUICK DRYING



1727 ROYAL BLUE



1706 DELPHINIUM
BLUE



1704 JERSEY CREAM



1711 THISTLE GRAY



1712 FOAM GREEN



1715 BEAVER BROWN



1705 CHINESE RED



1703 DUSTY PINK



1718 PEA GREEN



1754 CHROME
BRITE GOLD



1729 LIGHT BLUE



1709 JADE GREEN



1702 CONGO IVORY



1716 ORCHID



1706 JONQUIL
YELLOW



1753 CHROME BRITE
ALUMINUM

Also Made In 1714 Non-Yellowing White—1713 Black—
1725 Undercoat

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

**SYN TUNG WHITE HIGH GLOSS
ENAMEL 1950**

**LUSTER LUX WHITE HIGH GLOSS
ENAMEL 1790**

These High Gloss Enamels are the aristocrats of the Horse Shoe Brand Enamel Line. Come in white only. Formulated with an alkyd base liquid and 100% Titanium Dioxide Pigment. Non-yellowing, and assure maximum hiding and whiteness. Will dry over night. Their long oil, alkyd base liquid makes these Enamels ideal for either interior or exterior use. Recommended for finest architectural or household use. Ideal for wood-work or wall finishing in all parts of the home.

Can be given light pastel tinting with Colors in Oil. Not recommended for tinting to Deep Colors, as the strong pigmentation of these fine enamels requires too much oil color for satisfactory tinting to Deep Colors.

Cover 500-600 square feet per gallon, one coat.

**SYN TUNG WHITE SATIN FINISH
ENAMEL 1982**

**LUSTER LUX WHITE SATIN FINISH
ENAMEL 1792**

Finest Semi-Gloss Finishes that money can buy. Built on an alkyd resin base liquid with 100% Titanium Dioxide Pigmentation. Come in white only. Can be given pastel tinting with Unisan Deep Color Flat Finish. Always use Pigment Wall Sealer or Primer Sealer Clear as an Undercoat for Syn Tung or Luster Lux Satin Finish Enamels. (See Page 30 under Primer-Sealer for directions on use of Primer-Sealer where a tinted Primer is desired.)

Cover 500-600 square feet per gallon, one coat.

AUTOMOBILE ENAMEL — 22 Black

Comes in Black only. Formulated with an alkyd base liquid and designed for touching up automobiles, bicycles, toys, etc. Produces a beautiful high gloss finish. Easy to apply. Quick drying.

STOVE PIPE ENAMEL — 100 Black

A black, heat-resisting, all purpose finish for stove pipes, ranges, furnace pipes and all hot surfaces. Apply to cool surfaces. Allow to dry before subjecting to heat.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

PANDURA ENAMEL INTERMIXES

These Intermixes Are Produced by Mixing Equal Parts
of Colors Specified



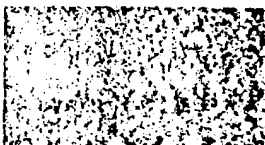
DOVE GRAY
Thistle Gray and White



TANGERINE
Chinese Red & Jonquil Yellow



SUNSHINE YELLOW
Jonquil Yellow and White



CAMEO PINK
Dusty Pink and White



CINNAMON
Beaver Brown and White



PASTEL BLUE
Light Blue and White



MANDARIN ROSE
Chinese Red and White



LETTUCE GREEN
Pea Green and White



PEACOCK BLUE
Royal Blue and Pea Green



FLORENTINE BLUE
Delphinium Blue and White



FUSCHIA
Chinese Red and Light Blue

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

UNISAN SELF-SEALING (OIL BASE) FLAT FINISH

Not a calcicoater type flat wall paint.

The quality and formulation of the liquids in Unisan make it a self-sealing product which produces a hard, non-absorbent film that will withstand repeated washing.

Covers most surfaces in one coat. Works well over securely attached wallpaper, shows no laps, dries within an hour and has no unpleasant odor.

Porous surfaces should be first primed with a coat of Pigment Wall Sealer or Primer-Sealer Clear tinted to the approximate shade of the finish coat, followed by a coat of finish material.

Pigment Wall Sealer should be tinted only with Deep Flat Colors; Primer-Sealer Clear may be tinted with one part of the desired color of finish material to four parts of Clear Primer-Sealer, followed by a finish coat of the same color. Recommended for hospitals, school rooms, recreation centers, industrial plants, offices and public buildings of all types where a sanitary, washable finish is desired. The popular choice of master painters for its ease of working, free flowing, self-leveling properties; will not sag or show brush marks, maintains a "wet" edge longer.

Its super coverage and extra durability assure maximum service at economical cost. Covers 500-700 square feet per gallon, one coat.

SEMI-GLOSS FINISH

Produces a smooth, low-sheen Eggshell or Rubbed effect. Can be used over woodwork and walls of almost any construction. Available in white and 12 popular colors identical in all of our Wall Finish lines. Has excellent washability.

Porous surfaces should be first primed with a coat of Pigment Wall Sealer or Primer-Sealer Clear tinted to the approximate shade of the finish coat, followed by a coat of finish material.

Pigment Wall Sealer should be tinted only with Deep Flat Colors; Primer-Sealer Clear may be tinted with one part of the desired color of finish material to four parts of Clear Primer-Sealer, followed by a finish coat of the same color. Semi-Gloss has a satiny luster especially desirable where subdued and restful tints may be utilized to good advantage. Where light reflection without glare is requisite, these soft lustre tints provide the perfect finish for walls, ceilings and woodwork.

Covers 500-700 square feet per gallon, one coat.

INTERIOR GLOSS FINISH

An easy working, oil base product for all interior work calling for an enamel-like finish of rich full gloss. Excellent for woodwork when used in conjunction with matching shades of Unisan Flat or Semi-Gloss. Porous surfaces should be primed with Pigment Wall Sealer or Primer-Sealer Clear according to directions.

Covers 500-700 square feet per gallon, one coat.

CASEIN WALL COATING

Where an economical flat finish is desired, Casein Wall Coating is highly recommended. This is a water-thinned product made to assure high hiding and a long lasting surface at low cost to contractors and homeowners.

Colors in Casein match colors in all other wall finish lines. [See Page 35 for stock numbers.]

Covers 600-700 square feet per gallon, one coat.

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

UNISAN
Self-Sealing FLAT



395 DAFFODIL YELLOW 1295

391 SPROUT GREEN 1291



397 MANDARIN ROSE 1297

394 DAWN PINK 1294



364 ROMAN IVORY 1264

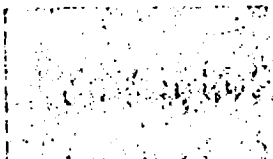
373 ROSE BEIGE 1273



392 CASCADE GREEN 1292



369 LIGHT GREEN 1267



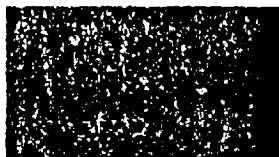
347 LIGHT BLUE 1245



393 BERKSHIRE BLUE 1293



374 PALM GREEN 1274
355 WHITE



377 PARISIAN GRAY 1270
1255

Flat Finish Numbers are in 300 Series
Semi Gloss Numbers are in 1200 Series

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

PIGMENT WALL SEALER 385

For excellent results over new plaster, wallboard, porous or "hot" surfaces, all interior finish work should be primed with one or two coats of Pigment Wall Sealer or Clear Primer-Sealer.

Pigment Wall Sealer accomplishes the dual purpose of sealing and covering. Comes in white only.

Ideal for priming where pastel colors are required for finishing, the priming coat to be tinted to the approximate color of the finish coat with Unison Deep Color Flat Finish.

Where Deep Colors are specified for finishing, Clear Primer-Sealer tinted one part of Deep Color to four parts of Clear Primer-Sealer is recommended to eliminate streaking and flashing difficulties and assure beautiful two-coat results.

For three-coat enamel work over new wood, a prime coat of Pigment Wall Sealer, followed by a coat of Enamel Undercoater and a finish coat of enamel is highly recommended.

Covers 500-700 square feet per gallon, one coat.

PRIMER SEALER CLEAR 350

This is a special processed liquid designed to insure efficient sealing properties for practically any surface.

It may be used for Exterior or Interior priming and sealing of wood, plaster, wallboard, plywood, masonry surfaces, stucco, etc. May be brushed or sprayed. One coat is usually sufficient for perfect sealing; however, on extremely porous surfaces two coats may be required.

Recommended for priming where Flat, Semi-Gloss or Interior Gloss are specified for finishing, the prime coat of Primer-Sealer Clear to be tinted with one part of the finish material of the desired color to four parts of Primer-Sealer Clear, producing an efficient primer of approximately the same color as the finish coat. When followed by the desired color of finish material, assures excellent coverage and hiding and exceptional uniformity of finish.

Especially recommended for priming where Deep Flat Colors are required for finishing, the prime coat to be tinted in the same proportion of one part of Deep Flat Color to four parts of Clear Primer-Sealer, followed by a finish coat of the desired color of Deep Flat as it comes in the can. Its use as a primer where Deep Flat Colors are required for finishing eliminates streaking and flashing difficulties sometimes experienced in the application of these Deep Colors and assures a fine uniform finish of exceptional beauty.

Ideal for use as a primer when followed by a finish coat of Cementex, the primer to be tinted with one part of the finish coat of Cementex to four parts of Primer-Sealer Clear.

Use only Deep Flat Colors for tinting Clear Primer-Sealer.

Except for the addition of tinting color, Primer-Sealer Clear should be used only as supplied. Thinning will destroy its exceptional sealing properties.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

Formulae for obtaining the Unisan Decorator
Colors on Page 32 are listed below.

- | | |
|-------------------|------------------|
| 7. AUTUMN | 1. HUNTER GREEN |
| 2 Quarts 332 | 2 Quarts 328 |
| 1 Pint 355 | 2 Quarts 339 |
| 2 H. P. 338 | |
| 8. TUDOR BROWN | 2. SMOKY TAN |
| 1 Quart 323 | 1 Gallon 373 |
| 1 Quart 322 | 2 H. P. 323 |
| 1 Quart 355 | |
| 9. MUSTARD YELLOW | 3. LILAC |
| 2 Quarts 332 | 3 Quarts 373 |
| 1 Quart 355 | 1 Quart 328 |
| 1 H. P. 322 | 1 H. P. 327 |
| 10. LEAF GREEN | 4. ORIENTAL ROSE |
| 2 Quarts 339 | 2 Quarts 355 |
| 1 Quart 355 | 1 Quart 332 |
| 1 H. P. 336 | 1 Quart 327 |
| 11. GEORGIAN BLUE | 5. ASPEN GREEN |
| 2 Quarts 355 | 1 Gallon 324 |
| 2 Quarts 328 | 1 H. P. 329 |
| 2 H. P. 336 | |
| 12. SAGE GREEN | 6. TILE BLUE |
| 3 Quarts 373 | 2 Quarts 367 |
| 1 H. P. 339 | 1 Quart 369 |

Decorator Colors . .

INTERMIXES

The 24 striking Decorator Colors shown on these two pages are easily obtained by simple intermixing of standard shades from the Unison.



1. HUNTER GREEN



7. AUTUMN



2. SMOKY TAN



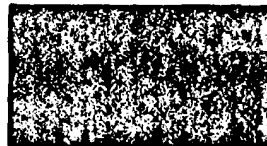
8. TUDOR BROWN



3. LILAC



9. MUSTARD YELLOW



4. ORIENTAL ROSE



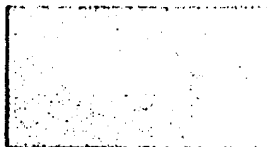
10. LEAF GREEN



5. ASPEN GREEN



11. GEORGIAN BLUE



6. TILE BLUE



12. SAGE GREEN

Formulas for Obtaining Shades Above Will Be Found on Page 31

by UNISAN

Regular and Deep Tone Lines. Complete formulae for obtaining these shades are listed on the backs of these two pages for easy reference.

13. LEMON YELLOW



19. GUNMETAL GRAY



14. MEADOW GREEN



20. CITRON YELLOW

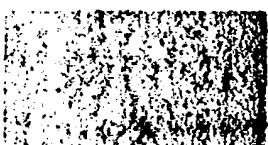
15. SUNSET PINK



21. NAVY BLUE



16. CHOCOLATE BROWN



22. SPROUT GREEN



17. HAZE GRAY



23. COLONIAL IVORY



18. ROYAL RED



24. KINGFISHER BLUE

Formulae for Obtaining Shades Above Will Be Found on Page 34

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

**Formulae for obtaining the Unisan Decorator
Colors on Page 33 are listed below.**

- | | |
|---------------------|---------------------|
| 19. GUNMETAL GRAY | 13. LEMON YELLOW |
| 2 Quarts 355 | 1 Gallon 332 |
| 1 Quart 333 | 1 Quart 355 |
| 1 H. P. 328 | |
| 20. CITRON YELLOW | 14. MEADOW GREEN |
| 1 Gallon 355 | 2 Quarts 373 |
| 1 Quart 332 | 1 Quart 332 |
| 1 H. P. 324 | 1 Quart 329 |
| 21. NAVY BLUE | 15. SUNSET PINK |
| 4 Quarts 328 | 5 Quarts 355 |
| 2 H. P. 320 | 1 H. P. 338 |
| 22. SPROUT GREEN | 16. CHOCOLATE BROWN |
| 2 Quarts 355 | 2 Quarts 330 |
| 1 Quart 324 | 1 Quart 323 |
| 23. COLONIAL IVORY | 17. HAZE GRAY |
| 1 Gallon 355 | 1 Gallon 355 |
| 1 Quart 364 | 1 H. P. 321 |
| | 2 H. P. 333 |
| 24. KINGFISHER BLUE | 18. ROYAL RED |
| 2 Quarts 336 | 1 Gallon 327 |
| 2 Quarts 355 | 2 H. P. 334 |
| 2 H. P. 329 | |

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

SYN-TUNG FLAT ENAMEL

A versatile and different alkyd resin type Flat Enamel. Assures fine permanent colors and makes possible matched colors and finish with a single product for both walls and woodwork.

Possesses all the superior qualities long sought for in a practical and highly decorative Flat Enamel finish for modern color styling . . .

- Guaranteed maximum scrubbability. Can be washed as frequently as necessary to remove soil, pencil or crayon marks, cold grease, oil and other household stains. Stains not yielding readily to soap and water can be removed with naphtha without injury to finish.
- Maintains its rich, velvety, glare-free flat finish with frequent washing. Resists water spotting.
- So easy to apply on any paintable surface with brush or roller. Brushes with the ease of Flat Oil Paint. Recommended for Woodwork, Plastered Walls, Plasterboard, Wallboard, Insulation Board, Plywood, Canvas, Burlap, Brick or Cement. Covers beautifully on wallpaper.
- Syn Tung Flat Enamel has exceptional sealing properties. One coat should be sufficient over most surfaces. Where surface to be painted is exceptionally porous or uneven in porosity, prime with a coat of 385 Pigmented Wall Sealer or 350 Unisan Clear Primer Sealer tinted to approximate shade of finish coat. Use 385 Pigmented Wall Sealer when undercoating pastel colors, use 350 Unisan Clear Primer Sealer when undercoating Deep Colors; use Deep Flat Colors or Syn Tung Flat Enamel in approximate proportions of one part color to four parts Sealer when tinting 385 Pigmented Wall Sealer or 350 Unisan Clear Primer Sealer.
- Its solid coverage guarantees unsurpassed hiding. One coat covers almost any surface. Two coats always sufficient regardless of original color.
- Designed for large area Deep Color painting without flashing or streaking. Will not show laps or brush marks.
- Dries quickly with a firm, hard, non-absorbent film. Set to touch within an hour. May be recoated after over-night drying.
- Ready for use as it comes in the can, but if thinning is necessary use naphtha or turpentine. Furnished in a beautiful selection of smartly modern base colors for finest decoration from which a wide variety of attractive intermix colors may be made.

Covers 500-700 square feet per gallon, one coat.

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

SYN-TUNG FLAT ENAMEL



1959 Singapore Red



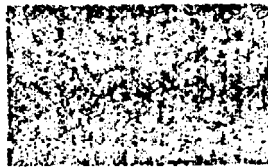
1967 Caribbean Blue



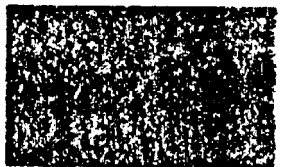
1964 Persian Rose



1958 Copri Green



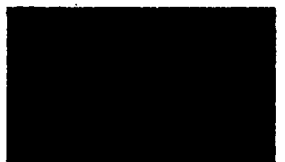
1962 Grenada Green



1961 Riviera Gray



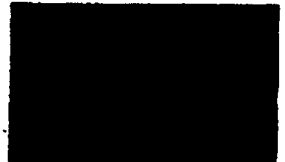
1963 Sumatra Ivory



1966 Bangkok Blue



1957 Shasta Yellow



1965 Safari Green



1960 Nile Green



1966 Bombay Brown

Also 1955 WHITE and 1968 SPECTRA BLACK

24-B

GLD33230

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

MATCHING COLORS

INTERIOR FINISHES

Mound City produces exactly matched colors in four interior lines—Unisan Flat Finish, Semi-Gloss Finish, Interior Gloss and Casein Wall Coating. The following chart shows stock numbers of the corresponding colors in all four lines:

	<u>Flat</u>	<u>Semi-Gloss</u>	<u>Interior Gloss</u>	<u>Casein W. C.</u>
White	355	1255	1230	1055
Roman Ivory	364	1264	D-1215	1064
Cream	365	D-1280	D-1227	1065
Meerschaum Buff	366	D-1266	D-1216	1066
Light Blue	367	1265	D-1228	1067
Light Green	369	1267	D-1229	1068
Parisian Gray	377	1270	D-1236	1060
Peach	357	D-1256	D-1231	1057
Sunshine Yellow	359	D-1261	D-1232	1059
Wedgwood Blue	371	D-1271	D-1237	1085
Coral Rose	372	D-1272	D-1238	1086
Rose Beige	373	1273	D-1239	1087
Palm Green	374	1274	D-1240	1088

Made Good Since 1870

MOUND CITY
Horse Shoe Brand

UNISAN DEEP COLOR FLAT FINISH

The definitely mounting trend toward Deep Colors to produce intense color brilliance in modern decoration has created a real demand for these truly beautiful colors.

Unisan Deep Colors are made of absolutely pure colors containing no opaque white pigment to reduce color strength or clarity of tone.

These Pure Colors are mixed with the finest liquids, assuring maximum washability and durability.

Practically adaptable for finest decoration in apartments, hotels, hospitals, churches, schools, shops, restaurants—wherever maximum washability and durability are important requisites. Ideal for show windows, art work, showcard and sign work.

While designed to meet the exacting tinting requirements of architects and professional decorators, Deep Flat Colors may be used with complete success by the average homeowner by following very simple directions for mixing and application.

These Deep Color Flat Finishes open new avenues for distinctive color treatments and are recommended to produce soft, velvet-like flat tints and all the vivid color effects so popular in modern decoration on walls, ceilings and interior woodwork.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

UNISAN
Deep Color Flat Finish



339 DARK GREEN

1

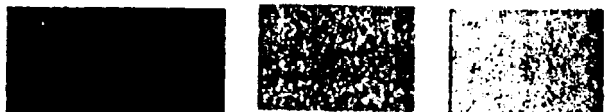
2



327 PRIMARY RED

1

2



324 CHARTREUSE

1

2



330 BROWN

1

2



334 DUBONNET

1

2



328 PRIMARY BLUE

1

2



338 PAPRIKA

1

2



336 ELECTRIC BLUE

1

2

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

UNISAN DEEP COLOR FLAT FINISH

These Deep Colors are designed to be used full strength for wall finishing or for tinting Flat and Semi-Gloss Paints, Pigment Wall Sealers, Clear Primer-Sealer or Enamel Undercoater.

Siennas and Umbers in Deep Colors should not be used full strength. These colors are intended for tinting and intermixing only.

Where Deep Color effects are desired, Unisan Deep Colors should be primed with a coat of Clear Primer-Sealer mixed with Deep Color in the proportion of four parts of Clear Primer-Sealer to one part of Deep Color where two or more coats are applied. This method of priming is superior to the use of Pigmented Wall Sealer for this purpose, as Clear Primer-Sealer tinted with Deep Flat will produce a first coat of almost exactly the same color as the finish coat, eliminating streaking or flashing and assuring a beautiful two-coat job where three were formerly required.

When Deep Colors are used for tinting to pastel colors, where two or more coats are applied, Pigment Wall Sealer tinted to the approximate shade of the finish coat with Deep Colors may be used for priming.

Full strength colors may be let down with white, or intermixed with any color in Self-Sealing Flat or Semi-Gloss Finish to obtain the desired shade.

(See Pages 32 and 33 for Intermixes.)

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

UNISAN Deep Color Flat Finish



329 GREEN



1



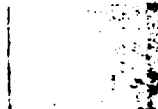
2



332 PRIMARY YELLOW



1



2



330 RAW SIENNA



1



2



321 BURNT SIENNA



1



2



322 RAW UMBER



1



2



323 BURNT UMBER



1



2



333 BLACK



1



2

No. 1 and No. 2 letdowns shown on this page and page 37 are achieved by mixing pure Deep Color with white in the following proportions:

No. 1—2 Quarts Deep Color Flat to 1 Gallon Flat or Semi-Gloss White

No. 2— $\frac{1}{2}$ Pint Deep Color Flat to 1 Gallon Flat or Semi-Gloss White

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

FOOL PRUF VARNISH 1199

An Alkyd type varnish, very pale, tough and durable, for all purpose use both inside and outside. Dries to a very hard finish. Can be used on floors, trim, porches, boats, etc. Waterproof—wearproof—scaleproof.

Covers 550-650 square feet per gallon, one coat.

OUTSIDE SPAR VARNISH 1198

A superior exterior varnish, tough, elastic and with a very high gloss that will hold up under varied temperatures and maximum precipitation. Built on an alkyd formula, very pale and clear. Ideal for doors, exterior woods, furniture, bars and counter tops, store fronts, aircraft, boats, yachts, etc.

Covers 550-650 square feet per gallon, one coat.

CERTIFIED FOUR HOUR SPAR VARNISH 1177

Moderately priced and hard wearing. Certified Spar is recommended as a finish for all interior varnish work. Will withstand hard wear.

Covers 500-600 square feet per gallon, one coat.

STAR FOUR HOUR SPAR VARNISH 1172

An economical interior spar varnish. Durable and tough at a low price.

Covers 400-500 square feet per gallon, one coat.

TO-WAUK-ON FLOOR VARNISH 1176

To-Wauk-On Floor Varnish is formulated to withstand the hard wear and tear given to floors by heavy foot traffic. Dries hard as a rock—wears like iron. Withstands hot water, steam, alkali, alcohol and fruit juices.

Covers 500-600 square feet per gallon, one coat.

GYMNASIUM FLOOR FINISH 1155

A heavy duty, non-skid varnish designed especially for gymnasiums, hallways, dance floors, recreation rooms and other surfaces subjected to heavy traffic.

Covers 600-750 square feet per gallon, one coat.

FLOOR & TRIM VARNISH 1189

For interior woodwork of all kinds. Tough, durable and elastic. Waterproof. Stands wear and repeated washing.

Covers 500-600 square feet per gallon, one coat.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

DULL GLOSS FLOOR VARNISH 1191

Dries with a dull finish. Produces a tough surface and the effect of being waxed without the care and trouble of waxing.

Covers 500-600 square feet per gallon, one coat.

HARD DRYING SEAT VARNISH 1185

A hard drying, tough, durable, heat-resistant varnish for benches, chairs, pews, etc. Will not soften under body heat. Stands hard wear and repeated washing.

Covers 500-600 square feet per gallon, one coat.

VELVET FINISH VARNISH 1174

Designed to produce a rubbed effect when used as a finish coat over varnished surfaces.

Covers 500-600 square feet per gallon, one coat.

EXELAGON FLAT VARNISH 1192

Exelagon Flat Varnish produces a dull rubbed effect when applied over a varnished finish.

Covers 400-500 square feet per gallon, one coat.

ASPHALTUM VARNISH 1181

An alkali and acid resisting black coating for boiler fronts, pipes, iron rails, and other metal surfaces. Recommended where an inexpensive black coating is desired. Good for interior of water tanks. Will not contaminate drinking water. Brushes and levels well.

Covers 400-500 square feet per gallon, one coat.

SYN TUNG LINO FINISH 1170

Syn Tung Lino Finish is formulated to provide a rapid drying varnish finish for linoleums, bar tops, drain boards and all surfaces subject to hard usage. Waterproof, tough and durable.

Will not discolor linoleum patterns.

Covers 500-600 square feet per gallon, one coat.

LINOLEUM LACQUER—313

A very clear, heavy duty Lacquer for finishing linoleum and other jobs around the house where a clear, fast drying finish is desired. Produces a tough, durable finish. **DO NOT USE ON PRINTED LINOLEUM.**

Covers 500-700 square feet per gallon, one coat.

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

PENETRATING FLOOR SEALER 1154

A product designed to seal and harden all new wood and sanded wood surfaces. Keeps finish coats of Varnish from striking into the wood and thereby losing gloss. Waterproof and pale in color. Penetrates deeply, preserving the beauty of the floors and prolonging the life of the wood.

Covers 650-750 square feet per gallon, one coat.

WOOD FILLER, LIQUID — 250

Liquid Wood Filler is designed to prime close-grained woods such as pine before finishing. Provides a smooth surface for subsequent coats of varnish.

Covers 500-700 square feet per gallon, one coat.

WOOD FILLER, PASTE — 255

For filling open-grained wood such as oak before finishing. Should be reduced to consistency of heavy cream with Thinsol before application and rubbed off with burlap across the grain within twenty minutes after application. Will not cloud grain. Produces a fine smooth surface for finishing.

1/2 Pint fills approximately 30 square feet.

KNOT SEALER 578

A practically colorless, synthetic resin sealer, designed for priming knots to prevent paint failure in the finish coat. A good paint when applied over this sealer will not discolor, check, crack, scale, peel or alligator. Should be used in place of shellac, as it is more elastic and pliable.

STAINSEAL 1105

A pigmented shellac type product which seals stained surfaces and prevents them from bleeding through subsequent finishes. Its white pigmentation makes it a high-hiding prime coat, as well as sealer. Successfully hides and seals mahogany, asphaltum or coal tar stains or other surfaces difficult to paint because of the bleeding characteristics of previous finishes.

CRACK FILLER 235

Crack Filler is a Paste Product to fill cracks and crevices between planking in floors, small cracks in dados, mouldings, picture frames, etc.

Covers about 40 square feet per quart.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

JAPAN DRYER — SAMSON 1183

Samson Japan Dryer is an extra hard-drying clear dryer for use in either interior or exterior finishes. Acts as a catalyst. Will not injure the finish in any way, nor detract from its durability.

GLAZING LIQUID 318

A scientifically formulated transparent liquid for producing glazed effects over Flat Wall Paint or Enamel. Tint with Colors in Oil. Thin with Thinsol, or Turpentine when necessary on non-porous surfaces.

BRONZING LIQUID 766

For mixing with gold bronze paste to produce a gold finish.

DUZIT PAINT & VARNISH REMOVER 99

A liquid product which softens paint, varnish, enamel, shellac so that the finish can be easily removed with a scraper or rag. Caution should be exercised in applying this material as it is inflammable. After removal of finish, surface should be cleaned with thinner before another finish is applied.

FLAT BLACK 45

Designed for interior finishing of all surfaces where a dull black is required. Recommended for fixtures, laboratory work benches, fireplaces, ornamental iron and grill work.

CHALKBOARD SLATING 401

This is a flat black product with special abrasive qualities to provide excellent recoating on blackboards. Also 402 Green.

THINSOL PAINT THINNER & SOLVENT 1169

A thinner and solvent for thinning all interior and exterior paints and enamels. Assures ease of working. Possesses graduated evaporation and maintains a "wet edge" longer.

ODORLESS THINNER 247

A specially designed thinner to be used where paint odors are objectionable, such as in hospitals, public buildings, etc.

Made Good Since 1870

MOUND CITY
Horse Shoe Brand

TO-WAUK-ON VARNISH STAIN

To-Wauk-On Varnish Stain is a combination stain and varnish to be used over old wood surfaces. Excellent for floors, furniture, woodwork, etc., where it is impractical to entirely refinish the surface.

Over dark surfaces Varnish Stain should be preceded by a coat of Ground Color to assure a light background for the finish coat of Varnish Stain.

Made of a combination of clear toned dyes producing a rich, high gloss stained effect of exceptional color permanence, and highest quality floor varnishes with excellent wear-proof qualities.

Will not cloud or show brush laps as do old type pigmented stains.

Its tough, elastic qualities make this the ideal floor finish where a stained effect is desired. Will withstand hard wear of constant traffic without scuffing or marring its beautiful finish.

Covers 500-650 square feet per gallon, one coat.

PENETRATING OIL WOOD STAIN

These stains are designed to produce beautiful stained effects on new wood. Results can be varied by wiping or thinning.

The powerful solvents used in its manufacture, together with the finest permanent dyes obtainable, strike deeply into the pores of the wood, assuring exceptional color permanence.

Will not raise the grain of the wood, and is recommended for use wherever a mellow, natural wood stained effect is desired.

Ideal for staining unfinished furniture, plywood doors and interior woodwork.

Covers 500-1000 square feet per gallon, one coat, depending on surface conditions and depth of color desired.

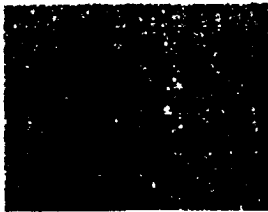
Made Good Since 1880

MOUND CITY

Horse Shoe Brand

TO-WAUK-ON VARNISH STAIN

Penetrating OIL WOOD STAIN



714 LIGHT OAK * 182



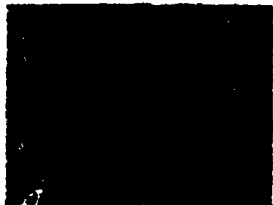
704 MAHOGANY * 190



720 WALNUT * 186



718 GOLDEN OAK * 192



722 MAPLE * 198



BROWN MAHOGANY * 196



716 DARK OAK * 184

700 GROUND COLOR

Numbers preceded by
(*) Are Penetrating Oil
Wood Stain Colors.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

COLORS IN OIL

These Colors in Oil are very finely ground in Linseed Oil, the finished product being a soft, semi-paste. Colors should be mixed in a small amount of Thinsol before being added to the material to be tinted. This will assure thorough assimilation. Recommended for tinting all high gloss finishes. For Flat Finish or Semi-Gloss, Unisan Deep Flat Colors should be used for tinting.

The complete selection of colors included in this line takes into consideration every need and preference of the Master Painter. Many mixing problems experienced in producing unusual shades have been eliminated entirely, as these tinting colors are especially designed and selected to serve a wide choice of decorative needs.

The strength and uniformity of this fine line of Oil Colors merit its classification as a Master Craftsman's Product. Thorough grinding reduces its pigments to the highest degree of fineness and results in smooth mixing and rich depth of color.

Its finely ground pigments and superior mixing agents assure ready mixing and quick dispersal into the tinting base, saving time in tinting and eliminating the possibility of streaking and other tinting difficulties.

GRAINING COLORS

Made in paste form to be used with a graining comb over ground color to produce imitations of grained woods. 460 Light Oak, 461 Dark Oak, 462 Mahogany, 463 Walnut.

LAMP BLACK IN JAPAN 1002

A sign painter's product without equal. Tenacious, long lasting and opaque.

SHELLAC—1150 White, 1151 Orange

3-lb. Cut in Quarts, Pints and Half Pints

4-lb. Cut in Gallons, 5's and Drums

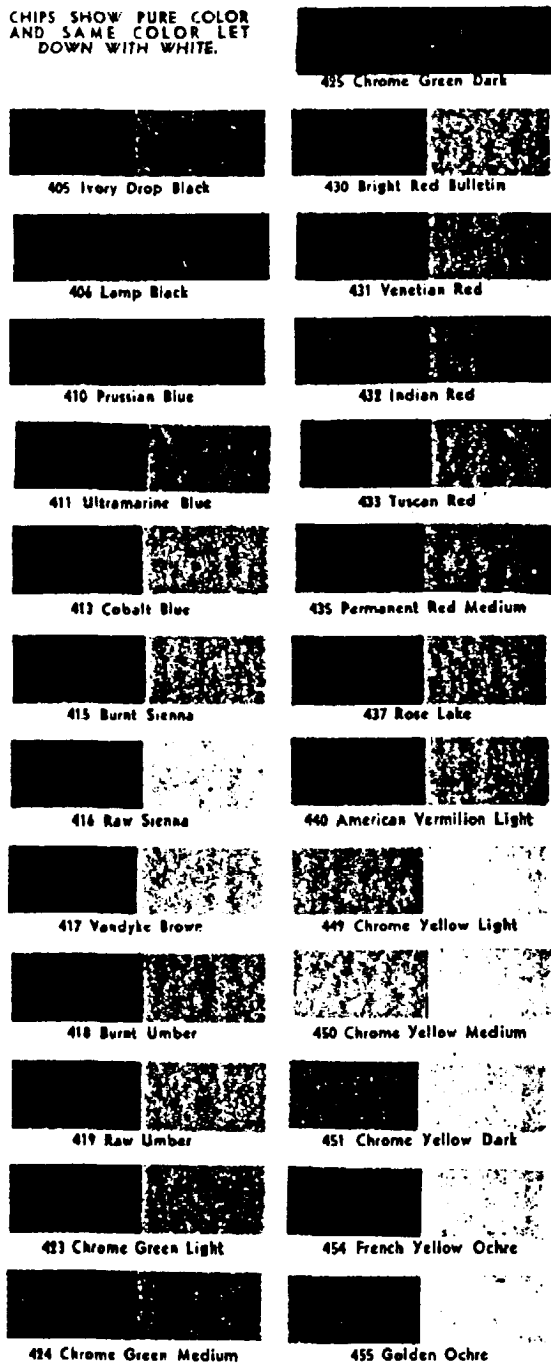
Made Good Since 1880

MOUND CITY

Horse Shoe Brand

COLORS-IN-OIL

CHIPS SHOW PURE COLOR
AND SAME COLOR LET
DOWN WITH WHITE.



Made Good Since 1880

MOUND CITY

Horse Shoe Brand

MASTER PAINTER PRODUCTS

This Quality Line of Master Painter Finishes is designed to meet the most exacting standards from the standpoint of performance, economy and beauty of finish required by the Master Craftsman.

Contain pigments and liquids which assure easy working, maximum coverage, hiding and uniformity of film, as well as excellent color and gloss retention.

Master Painter Products produce smoothly beautiful finishes any craftsman may be proud of and are specified wherever superior finishes at economical cost are required.

HIGH GLOSS ENAMELS (LONG OIL)

- 1544 Super One Coat Enamel
- 1545 Polaris Gloss Enamel

HIGH GLOSS ENAMELS (QUICK DRYING)

- 1512 Syn Tung Enamel (Alkyd)
- 1523 Grecian 4-Hour Enamel
- 1550 Polaris 4-Hour Enamel (Alkyd)

SEMI-GLOSS FINISHES

- 1532 Semi-Gloss Finish
- 1537 Syn Tung Satin Finish Alkyd)
- 1539 Polaris Eggshell Enamel (Alkyd)

ENAMEL UNDERCOATERS

- 1502 Enamel Undercoater
- 1510 Polaris Enamel Undercoater

PIGMENTED FIRST COATER

- 1565 Pigmented Wall Sealer

FLAT FINISHES

- 1514 Flat Finish (Self Sealing)
- 1515 One Coat Flat Finish (Self Sealing)
- 1529 Spraying Flat White

STIPPLE PAINT

- 1506 Stipple—Heavy Bodied

GLAZING LIQUID

- 1560 Glazing Liquid

HOUSE PAINTS and PRIMER

- 1551 Exterior Primer & Sealer
- 1552 Lead—Zinc—Titanium House Paint
- 1554 Super White House Paint
- 1559 House Paint

PASTE PAINT

- 1557 Exterior Paste Paint

1503 ODORLESS THINNER

Made Good Since 1880

MOUND CITY
Horse Shoe Brand

MOPACO PAINT PRODUCTS

A competitively priced line offering excellent quality at attractive prices. Colors are designed to match those of the first-grade Horse Shoe Brand Line.

MOPACO HOUSE PAINT

A Lead, Zinc & Titanium Product that will give years of satisfactory service. A superior, moderately priced house paint that is strong covering, easy working, and produces a film that will wear longer than many higher priced house paints. Ideal for homes, farm buildings, resort cottages, factories, industrial plants, or wherever a serviceable House Paint at economical cost is required.

White and eight popular colors.

Covers 500-600 square feet per gallon, one coat.

MOPACO MACHINERY & IMPLEMENT ENAMEL

A serviceable Machinery & Implement Enamel designed to match standard implement manufacturers' colors, permitting repainting farm machinery and implements in colors they were originally painted when new.

These Enamels dry quickly to a hard, high gloss finish and assure excellent protection and service when subjected to exposure and hard wear.

Can be used on metal or wood surfaces.

If thinning is desired or recommended, thin with 1676 Machinery & Implement Enamel Reducer.

Covers 500 square feet per gallon, one coat.

MOPACO BARN PAINT — 1644 Red

A good quality Barn Paint in a popular price class. Recommended for use on barns, fences, outbuildings and outside standing structures of all types.

Has good coverage and color retention.

A serviceable and preservative coating for metal bridges, girders, cornices, etc. Used extensively for general maintenance use.

Covers 450-550 square feet per gallon, one coat.

GENERAL UTILITY IRON ENAMEL

An all purpose Utility Iron Enamel for use on barns, rails, doors, tools, fences, fire escapes, and for general maintenance work.

Covers 500-600 square feet per gallon, one coat.

SCREEN ENAMEL — 71 Black

Light in body. Designed for painting screen wire. Will not clog mesh.

SHINGLE STAIN

A popular-priced serviceable Shingle Stain.

Made Good Since 1880

MOUND CITY

Horse Shoe Brand

MOPACO FLAT FINISH

A high hiding, self-sealing type Flat Finish. Available in white and 12 colors. Washable—durable—sanitary. Covers 400-600 square feet per gallon, one coat.

MOPACO SEMI-GLOSS FINISH

An excellent, competitively-priced Eggshell Finish for kitchen walls, ceilings, bathrooms and woodwork finishing.

Washable—durable.

Dries over night.

Covers 450-600 square feet per gallon, one coat.

MOPACO QUICK DRYING ENAMEL

A good quality, interior all purpose enamel. Washable—durable.

Dries with a smooth, high gloss finish. Easy working. Shows no brush marks.

Dries dust-free in two hours and hard in four hours.

Covers 500-600 square feet per gallon, one coat.

ENAMEL UNDERCOATER 1844

A good quality undercoater at moderate cost. Produces an opaque flat finish which sands easily. Smooth flowing—easy working.

Dries dust free in two to four hours—to sand and recoat in 24 hours.

Covers 350-450 square feet per gallon, one coat.

VARNISH STAIN

A combined Varnish and Stain for finishing floors, furniture and woodwork.

Washable—durable.

Dries with a high gloss.

On old work apply over a coat of Ground Color.

For dull or rubbed effects follow with coat of Velvet or Exelagon Flat Finish.

Dries dust-free in one to two hours—to recoat over night.

Covers 500-600 square feet per gallon, one coat.

CENTURY ENAMEL—VARNISH STAIN ASSORTMENT

These Enamels and Stains are packed in Half Pint and Quarter-Pint Sizes.

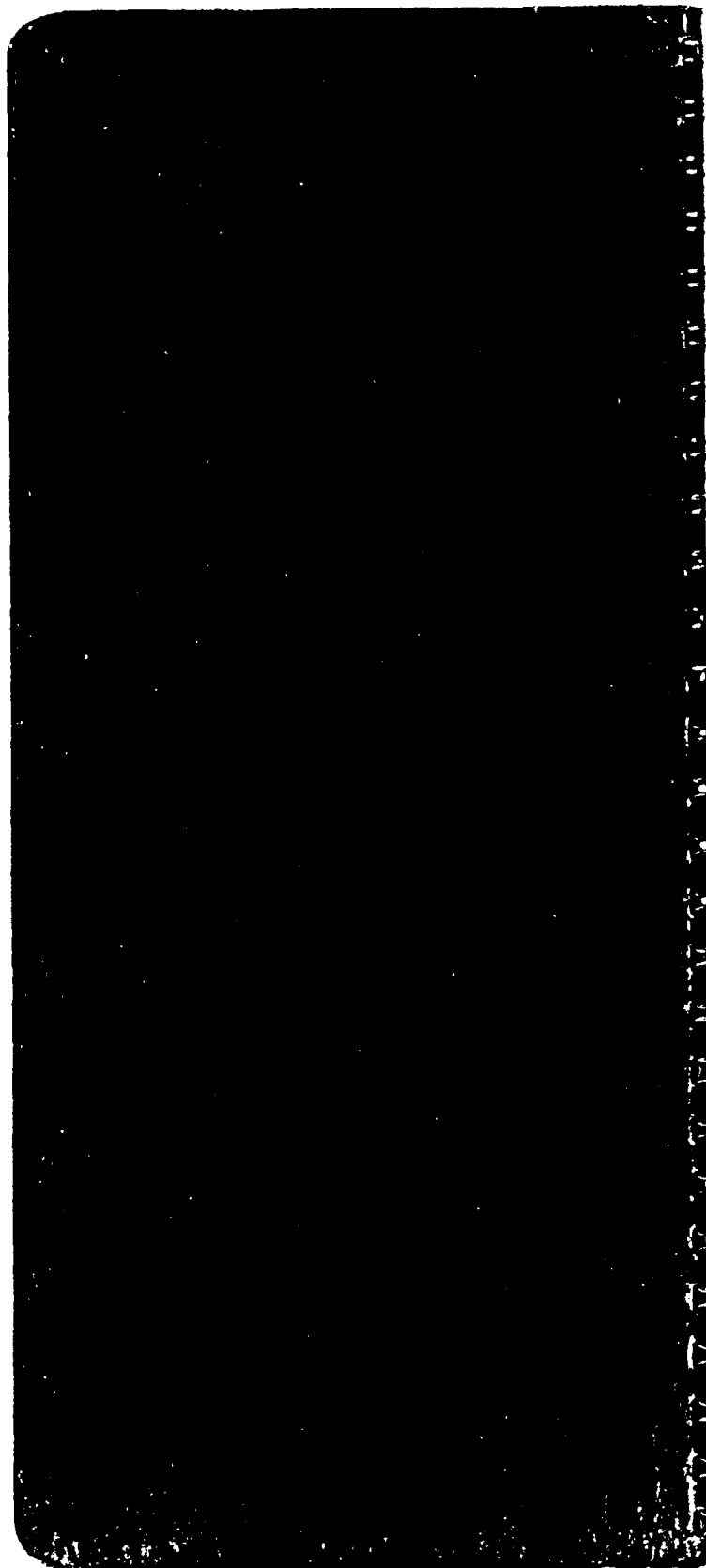
Can be purchased in Assortments or Open Stock.

Open Stock shipped in case lots only—12 to a case of both Quarter Pints and Half Pints.

215 Quarter Pint Assortment—200 Cans Assorted

130 Half Pint Assortment—100 Cans Assorted

For Stock # on Mopaco Products, see Dealer Price List.



GLD33247