

MOUND CITY

1959

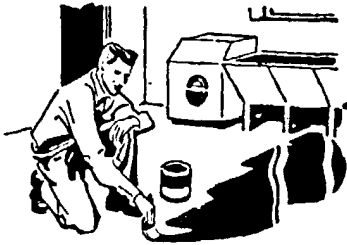


MOUND CITY PAINT & COLOR CO.

St. Louis, Mo. • Dallas, Texas • New Orleans, La. • Little Rock, Ark.

FREE NEWSPAPER MATS

PAINT YOUR PORCH WITH MOUND CITY FLOOR ENAMEL



Easy to brush, *alkyd* enamel. Resists scuffing. Adds years of life and beauty to porch floors, decks, rails, steps. Resists scuffing. Ideal for kitchen, bathroom, basement floors. Ask for color card showing many beautiful colors.

- Washable
- No Brush Marks
- Dries Overnight
- Resists Wear and Weather

\$0⁰⁰
QUART



DEALER'S NAME



Ad. No. MC-6656
2 cols. x 4 1/2 inches or 126 Lines

Mound City *alkyd* FLOOR ENAMEL

Adds years of life and beauty to porch floors, decks, rails, steps. Ideal for kitchen cabinets, basement floors, linoleum. Ask for color card showing many beautiful colors.



\$0⁰⁰
QT.

DEALER'S NAME

Ad. No. MC-6756
1 col. x 4" or 56 Lines



PAINT YOUR PORCH WITH MOUND CITY FLOOR ENAMEL

An extra durable *alkyd* floor and deck enamel for porches, rails, steps, basement floors. You'll enjoy using it. Extra tough, resists water and wear. Completely washable. Excellent for dadoses, baseboards, kitchen cabinets, wood, concrete, metal, linoleum — for all interior and exterior surfaces. Ask for color card showing many beautiful colors.

- Scrubbable — easy to wash
- No Brush Marks
- Seals concrete floors, makes them easy to keep clean
- Dries overnight
- Resists scuffing, moisture, steam



\$0⁰⁰
QT.

DEALER'S NAME



Ad. No. MC-6556
3 cols. x 5 inches. 15 col. inches or 210 Lines

GLD32446

Mound City *alkyd* FLOOR ENAMEL EXTRA DURABLE



Adds years of life and beauty to porch floors, decks, rails, steps. Ideal for kitchen cabinets, bathroom and basement floors. Ask for color card showing many beautiful colors.



\$0⁰⁰
QT.

DEALER'S NAME

Ad. No. MC-6856
1 col. x 5" or 70 Lines

Good PAINT is NOT EXPENSIVE

IT COSTS LESS
TO USE THE BEST
NOW
THAN TO REPAIR
AND REPAINT LATER



Contains lead, zinc
and titanium.

1. Rich in pure linseed oil
2. Controlled penetration
3. Balanced Blend—oils
—pigments
4. Uniform Film Thickness
5. Tough Elastic, Self
Washing Finish
6. Greater Coverage
7. Gives Extra Years of
Protection and Beauty

THE FIRST CHOICE OF SOUTHERN HOME OWNERS!



(DEALER'S NAME)

Ad No. MC-9355

2 columns x 7 inches. Total space: 14 Col. inches, or 196 lines.



**JUST RECEIVED
FRESH SUPPLY**

Mound City
Lead-Zinc-Titanium

HOUSE PAINT

Paint now—the weather is right! Your house is dry — the paint is fresh! For just a few dollars you can give your house the protection it needs for the next few years!



\$0.00
GAL.

Ad No. MC-9455
(1 column x 6" — Total space
6 column inches or 84 lines)



PAINT NOW

WITH Mound City
DURABLE
HOUSE PAINT



New Improved formula.
Dries quickly to a smooth
gloss. Tough-
est outside
paint made!

\$0.00
GAL.

DEALER'S NAME

Ad No. MC-9555
(1 column x 5" — Total space
5 column inches or 70 lines)

**ECONOMICAL
WHITE
HOUSE PAINT**

ONLY \$0.00
GAL.



MASTER PAINTER White House Paint will save you money! Contains Lead, Zinc and Titanium. Ready to use. Makes complete home painting possible at extremely low cost. Gives good service. Available in easy-brushing white only. Ask for it by name.

DEALER'S NAME

Ad. No. MC-11355
1 col. x 6 inches
(or 84 lines)

GLD32448



If you are looking for...

REAL HOUSE PAINT VALUE

in painting your home this year, your choice will be a "Paint-Wise" one when you select

MOUND CITY'S LEAD-ZINC-TITANIUM HOUSE PAINT

Because...

• It will enhance the beauty and value of your home and guarantee maximum protection over a long period of years at economical cost.

• It is made of the finest pigments,—a high percentage of Titanium assuring superior hiding and extra coverage, and Lead and Zinc, well known for their highly protective and enduring qualities.

• It is available in a beautiful selection of modern colors and a white that stays white longer. Its use together with Syn-Tung Brite Trim in long-lasting permanent colors, assures modern color styles of enduring beauty.

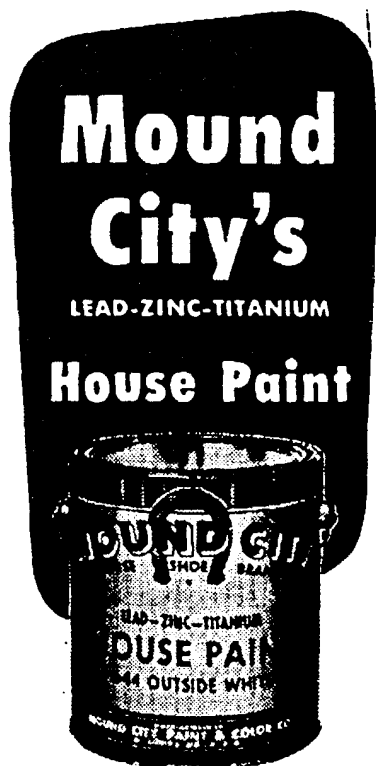
You get the finest in House Paint Quality when you buy Lead-Zinc-Titanium House Paint and Syn-Tung Brite Trim Colors, identified for your protection by the famous Red Horse Shoe Trademark, a symbol of the finest in paint quality for more than three generations.



Price Per Gal.

DEALER'S SIGNATURE

MC - 17155..



The "Paint-Wise" Choice of
Value Conscious Buyers!

Its high percentage of
Titanium Pigment assures

- Superior Hiding
- Extra Coverage

The Lead and Zinc in its
formulation guarantees

- Maximum Protection
- Years of Added Wear

Available in fine selection
of Modern House Paint
Colors and a White that
stays White.

Price Per Gal., \$0.00

Dealer's Signature

MC - 17255

GLD32449