

Moore's



SUPERFINE
**Coach & Auto
Colors**
GROUND IN JAPAN

MANUFACTURED BY
Benjamin Moore & Co.

NEW YORK CHICAGO CLEVELAND
ST. LOUIS CARTERET TORONTO

Moore's

Superfine

Coach & Auto Colors

**For Automobile, Carriage, Coach
and Car Painting**

In offering this line of colors to the trade, every effort has been made to produce the most popular line of colors for general use. In the selection of pigments the greatest care has been exercised to secure colors possessing richness, permanency and hiding power. They are ground in specially prepared Japans of our own manufacture to the very finest consistency.

Our experience in the manufacture of Japan Colors throughout a period of years has enabled us to produce a line of colors which will be found satisfactory in all respects.

In conjunction with our Coach Colors we also manufacture a number of varnishes suitable for Automobile, Coach and Carriage work, which are of superior quality and give results which will make for perfect satisfaction.

Coach and Auto Varnishes

Elastic Gear

For finishing coats on the best gear work. Very durable and pale; dries hard in two or three days.

Durable Gear

Heavy in body, light-colored, works perfectly, dries quickly. Unexcelled for one coat gear or common body work.

One Coat Coach

A heavy-bodied, durable varnish adapted to all one coat work. Light in color, dries well, flows perfectly—a superior varnish for repair work.

Wagon Coach

The best wagon varnish made. Has a high luster, wears well, will not spot or turn white.

Auto-Car Pale Rubbing

For undercoats on all automobile work, of extreme paleness and can be rubbed closely in from thirty-six to forty-eight hours.

Quick Rubbing

The highest grade of rubbing varnish, adapted for use on Carriages, Automobiles, etc. Will rub in two days. Very pale in color.

Black Rubbing

The best black rubbing made. Is a dense black and will rub well in about thirty-six hours.

Japan Gold Size

A heavy-bodied pale dryer used for quick drying size for gilding or bronzing and as a binder and hardener for coach colors.

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MOORE'S SUPERFINE
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CREAM



PRIMROSE YELLOW



COACH PAINTERS' YELLOW, L.



COACH PAINTERS' YELLOW, M.



COACH PAINTERS' YELLOW, D.



RUSSET



COACH PAINTERS' BROWN



TONNEAU BROWN

Coach and Auto Varnishes

The utmost care is used in the selection of raw materials and in the manufacture of our Coach and Auto Varnishes and we feel confident that no better products of their kind are on the market. All are thoroughly settled and aged. They flow freely and possess extreme durability.

Auto-Car Pale Body

Especially adapted for last or finishing coats on automobile work. Easy working and very elastic. Dries hard in about two days with a rich, full luster, when the vehicle may be used. Will resist the action of oils and greases and will be found unusually durable.

Wearing Body

Very durable and pale. Same quality as our Auto-Car Pale Body but quicker drying.

Elastic Carriage

Heavy-bodied, durable and elastic. Highly recommended for quick body work or gears. Hardens through in about two days.

Auto-Car Pale Gear

An elastic tough varnish, very pale in color for the running parts of automobiles. Dries in about two days with a brilliant and durable luster, after which the vehicle may be used.

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MOORE'S SUPERFINE
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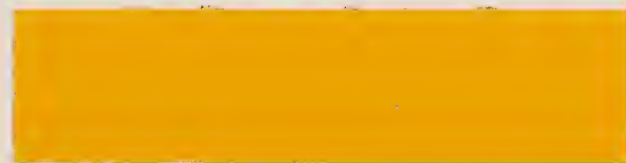
CREAM



PRIMROSE YELLOW



COACH PAINTERS' YELLOW, L.



COACH PAINTERS' YELLOW, M.



COACH PAINTERS' YELLOW, D.



RUSSET



COACH PAINTERS' BROWN

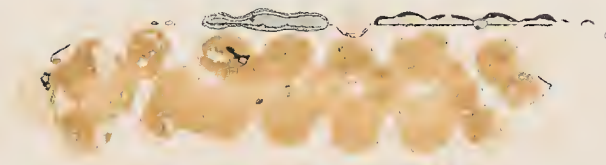


TONNEAU BROWN

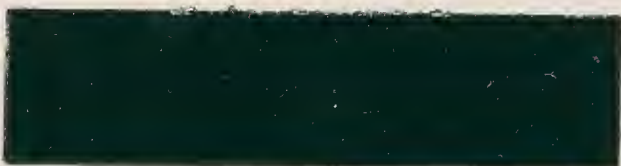
MOORE'S SUPERFINE
COACH AND AUTO COLORS



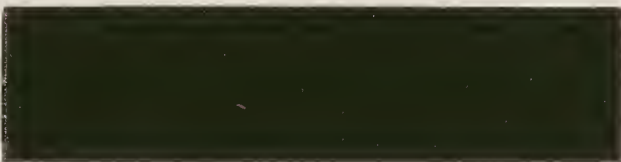
COACH PAINTERS' GREEN, L.



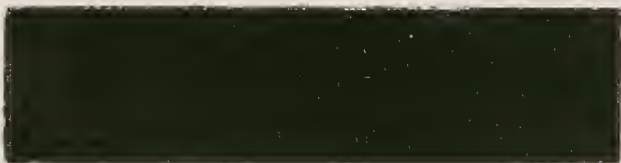
COACH PAINTERS' GREEN, M.



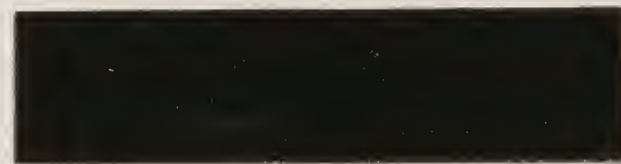
COACH PAINTERS' GREEN, D.



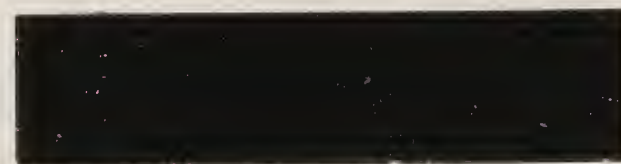
QUAKER GREEN



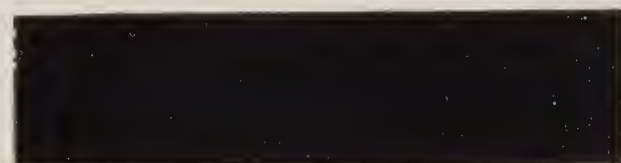
MERRIMAC GREEN, L.



MERRIMAC GREEN, D.



BREWSTER GREEN



CARRIAGE PART LAKE

General Directions

In using Coach and Auto Colors ground in Japan, great care must be exercised, because of the peculiar nature and drying properties of these materials.

To prepare colors for use:

Take only enough color to complete the work in hand. Break up the color thoroughly before thinning. Add turpentine in small quantities, stirring continuously until there is a smooth, even mixture of brushing consistency. A small quantity of linseed oil may be added after the color has been mixed as directed above.

If not familiar with using colors ground in Japan it is advisable, before starting the job, to try a sample of the mixed color, prepared as above, on an old panel or other surface. The drying qualities may then be more readily determined and more turpentine or oil added, as may be required.

Transparent colors, such as Lakes and Carmines, are troublesome to apply. We recommend with these colors the use of a little Rubbing Varnish in place of linseed oil. Thin the Lake or Carmine with turpentine to the consistency of varnish or a little thinner, then mix this color in equal proportion with a good slow Rubbing Varnish. It is most important that transparent colors be thinned so they will work freely with a camels hair brush. If they are applied too heavy the work will have a cloudy appearance. Certain colors require an underbody of similar shade to bring out their full tone and brilliance, and we make the following recommendations.

Mexican Red	} Light Red Underbody
C. P. Vermilion	
American Vermilion	
Road Cart Red	} Dark Red Underbody
Jockey Red	
Syrian Red	
Carriage Part Lake	} Maroon Underbody
Wine Color Lake	
Maroon Lake	
Cobalt Blue	} Light Blue Underbody
Azure Blue	
Body Blue	} Dark Blue Underbody
Royal Blue	
Auto Blue	

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MOORE'S SUPERFINE
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CREAM



PRIMROSE YELLOW



COACH PAINTERS' YELLOW, L.



COACH PAINTERS' YELLOW, M.



COACH PAINTERS' YELLOW, D.



RUSSET



COACH PAINTERS' BROWN

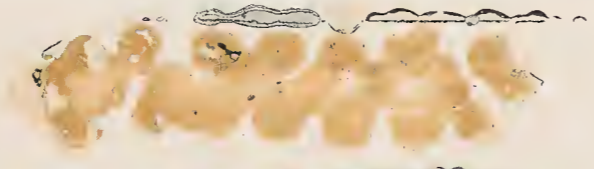


TONNEAU BROWN

MOORE'S SUPERFINE
COACH AND AUTO COLORS



COACH PAINTERS' GREEN, L.



COACH PAINTERS' GREEN, M.



COACH PAINTERS' GREEN, D.



QUAKER GREEN



MERRIMAC GREEN, L.



MERRIMAC GREEN, D.



BREWSTER GREEN



CARRIAGE PART LAKE

MOORE'S SUPERFINE
COACH AND AUTO COLORS



MEXICAN RED



AMERICAN VERMILION



COACH PAINTERS' VERMILION



SYRIAN RED



ROAD CART RED



JOCKEY RED



MAROON LAKE



WINE COLOR LAKE

MOORE'S SUPERFINE
COACH AND AUTO COLORS



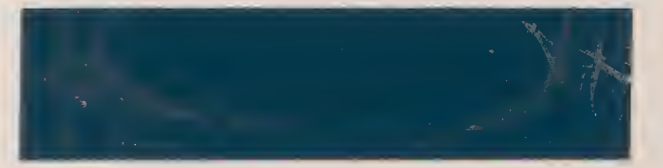
PEARL GRAY



BATTLESHIP GRAY



AUTO GRAY



AZURE



ANTWERP BLUE



COBALT BLUE



ROYAL BLUE



BODY BLUE

Complete List of Colors in Japan

BLACKS

Superfine Ivory Black
Coach Painters' Drop Black
Special Drop Black
No. 1 Drop Black
Lamp Black

GREENS

Coach Painters' Green L. M. & D.
Quaker Green
Brewster Green
Merrimac Green L. & D.

REDS

Mexican Red
American Vermilion
Jockey Red
Syrian Red
Coach Painters' Vermilion
Road Cart Red
Indian Red
Tuscan Red
Venetian Red

LAKES

Carmine Lake
Wine Color Lake
Carriage Part Lake
Maroon Lake
Rose Pink

BROWNS

Coach Painters' Brown
Tonneau Brown
Russet
Burnt Umber
Raw Umber
Van Dyke Brown
Raw Sienna
Burnt Sienna

GRAYS

Pearl Gray
Auto Gray
Battleship Gray

BLUES

Body Blue
Ultramarine Blue
Chinese Blue
Cobalt Blue
Antwerp Blue
Royal Blue
Pure Blue
Prussian Blue

YELLOWS

C. P. Yellow, L. M. & D.
Primrose Yellow
French Ochre
Cream

UNDERBODIES

Maroon Underbody
Light Blue Underbody
Dark Blue Underbody
Light Red Underbody
Dark Red Underbody

WHITES

Flake White
White Lead
Cremnitz White
French Zinc White

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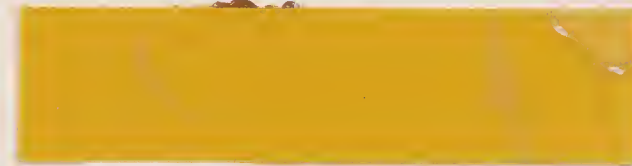
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COACH PAINTERS' BROWN

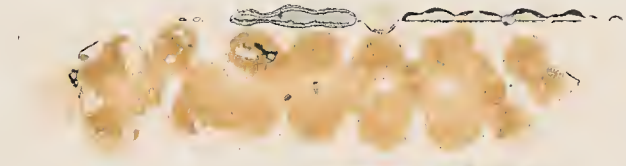


TONNEAU BROWN

MOORE'S SUPERFINE
COACH AND AUTO COLORS



COACH PAINTERS' GREEN, L.



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COACH PAINTERS' GREEN, D.



QUAKER GREEN



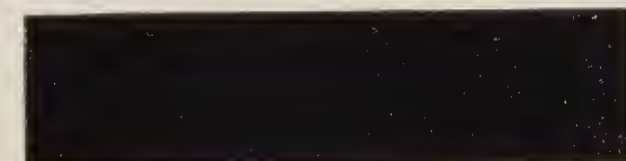
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MOORE'S SUPERFINE
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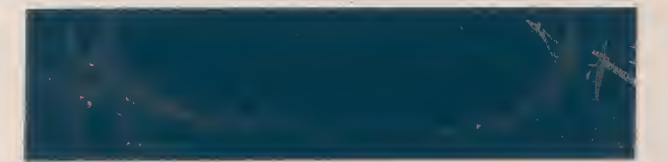
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Wearing Body

Very durable and pale. Same quality as our Auto-Car Pale Body but quicker drying.

Elastic Carriage

Heavy-bodied, durable and elastic. Highly recommended for quick body work or gears. Hardens through in about two days.

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An elastic tough varnish, very pale in color for the running parts of automobiles. Dries in about two days with a brilliant and durable luster, after which the vehicle may be used.

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No. 1 Drop Black

Lamp Black

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Quaker Green

Brewster Green

Merrimac Green L. & D.

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American Vermilion

Jockey Red

Syrian Red

Coach Painters' Vermilion

Road Cart Red

Indian Red

Tuscan Red

Venetian Red

LAKES

Carmine Lake

Wine Color Lake

Carriage Part Lake

Maroon Lake

Rose Pink

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Coach Painters' Brown

Tonneau Brown

Russet

Burnt Umber

Raw Umber

Van Dyke Brown

Raw Sienna

Burnt Sienna

GRAYS

Pearl Gray

Auto Gray

Battleship Gray

BLUES

Body Blue

Ultramarine Blue

Chinese Blue

Cobalt Blue

Antwerp Blue

Royal Blue

Prussian Blue

Metin Blue

YELLOWS

C. P. Yellow, L. M. & D.

Primrose Yellow

French Ochre

Cream

UNDERBODIES

Maroon Underbody

Light Blue Underbody

Dark Blue Underbody

Light Red Underbody

Dark Red Underbody

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White Lead

Cremnitz White

French Zinc White

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