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Paints BY PITTSBURGH ·

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HARDWARE & PAINTS

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Styling with





Color

By H. LEDYARD TOWLE, Director
Division Creative Design and Color

There are two kinds of houses. ★ One is the newly built house and the other is the house that has been lived in . . . for a year . . . or two . . . or twenty . . . or a hundred. ★ If you have a new house . . . it should not be enough that it is new. ★ Plenty of people have new houses. ★ Your new house should be a definite background for *you!* ★ Just as the things you do and say . . . the places you go . . . the clothes you wear . . . are a definite part of your personality! ★ It should be styled inside and out in the colors that suit your nature—your family—your interests.

It is always safe to paint a new house white—with green shutters and a dark green roof. But maybe you and your family don't

belong in such a house. Maybe yours is a family that is gay and laughter loving. Maybe your house should be a house of Salem yellow . . . with shutters of royal blue and a deep blue roof. ★ Maybe you're serious-minded . . . and do important things for your community . . . so your house should be oyster gray with white trim all around. ★ Maybe you're just young . . . and starting out . . . and Life is good . . . but you don't know what, particularly, you stand for . . . ★ There is a house of azure blue for you, perhaps . . . or a jolly green one with white shutters . . . or one in light gray with an orange door. ★ Many possibilities are yours when you build your own home . . . or move into one that fits perfectly your dream of a home!

"Fresh Paint"

A SURE SIGN OF BRIGHTER DAYS AHEAD



Dignity of Color endows this *Plantation Exterior* with hospitable charm. A house with much trim . . . wide eaves or pillared porch . . . is outstanding when all detail is brought out in Sun-Proof Titanic Outside White. The body shadows back in French Gray Sun-Proof Paint. Roof, Light Slate Tor-On Shingle Stain. Side porch, Colonial Gray Porchide.



An *Open Door Policy* is visibly part of the family life in this welcoming Green home. Chosen for its suggestion of year-round verdure, Nile Green Sun-Proof is used for the body. Trim is Sun-Proof Titanic Outside White; roof, Indian Red Tor-On Shingle Stain. Porch (not shown) is Lead Gray Porchide.

If you live in that other house. ★ The house with a past ★ The house that was built by someone else. ★ Use Color and Styling to give it your personality and bring it up to this year's trends. ★ Use Color and Styling to make the high roof seem lower . . . to bring all the jutting dormers and gables together . . . to simplify and beautify the silhouette. ★ Use Color and Styling to make it harmonize with its setting . . . so that it blends with the landscape. ★ Explore the possibilities of painting upper story shutters a contrasting color — while first story shutters follow the body color of the house. ★ Call attention to its good features . . . that big chimney that means a cheery fireplace . . . outline the outside top of it with a broad band of different hue. ★ Give special attention to an attractive doorway . . . and learn what colors will minimize a glaring portico and an old style verandah.

Right now old and new houses alike are being Styled with Color . . . a sign to the outside world that progressive, wide-awake folk dwell therein. ★ Pittsburgh Paint invites you to join that venturesome company and hang that spirit-lifting sign outside your door "FRESH PAINT" — the Sign of Brighter Days!



Faithful But Faded brick houses become young dandies, once given a coat of Cementhide. White Paint over brick looks particularly clean-cut! This body is White Cementhide . . . trim, Sun-Proof Titanic Outside White. Shutters and door, Shamrock Green Sun-Proof Paint. Roof, Moss Green Tor-On Shingle Stain. Porch floor, Colonial Gray Porchide.

A Sunflower House for a Shrinking Violet! That's the story below. Is your house shy? Does it beat a hasty retreat into bushes and trees? Is it wedged between large buildings? Use emphatic Milwaukee Brick Sun-Proof for body and trim . . . Carnival Red Sun-Proof for shutters. The roof is Gray Tor-On Shingle Stain. Porch floor Buckskin Porchide.

The Honeysuckle House stands out among its neighbors because of its luminous Yellow body . . . it's an excellent way to get ahead of the Joneses! Salem Yellow Sun-Proof is the general Color; trim is Sun-Proof Titanic Outside White. Front door, Orange Sun-Proof. The roof is Indian Red Tor-On Shingle Stain.

A Little Gray Home in the North, East, South or West will always be worth a song! Green touches add perpetual springtime. Body, Pearl Gray Sun-Proof; shutters, Gretna Green Sun-Proof; trim, Sun-Proof Titanic Outside White; roof, Moss Green Tor-On Shingle Stain; porch floor and steps, Lead Gray Porchide.





The House That Jill Built! Its perfect artistry of Color belongs to any setting! The Colors are: Shutters, Azure Sun-Proof. Lower half of house, Jersey Cream Sun-Proof. (Use White Cementhide if the lower half is stucco, cement or concrete.) Upper half, Coral Cementhide. Roof, Roof Green Tor-On Shingle Stain.

No one buys new furniture and rugs or carpets every year . . . but every one likes change . . . for that's progress. ★ And one effective way to tell your neighbors you're progressing is by the care and the color you give your home. ★ Not all of us, of course, have the gift of choosing perfect colors . . . or even of expressing ourselves well in color. ★ That's only natural. ★ So Pittsburgh invites you to consult its experts on any painting problem at all.

The Division of Creative Design was established to serve homemakers the country over. ★ It will advise you on exterior and interior Styling with Color . . .



The Homestead! What name implies more stability and comfort? And what Color supplies more of that friendly Mount Vernon feeling than this most popular combination? Body and trim are Sun-Proof Titanic Outside White. Shutters and garage door, Gretna Green Sun-Proof. Roof is Light Slate Tor-On Shingle Stain.



From Bleak House to Blithe is the story behind the coloring of this bulky exterior. Unobtrusive Colors minimize faulty balance and window work. Body, Sun-Proof Titanic Outside White. Second story (if cement or concrete) Pueblo Buff Cementhide; Colonial Buff Sun-Proof if frame. Trim, Colonial Buff Sun-Proof. Roof, Gray Tor-On Shingle Stain.

plan a whole house for you, if you wish . . . or suggest color schemes for one room . . . a bath . . . a hall. ★ This service is more than advisory. ★ Or perhaps we should say its advice is based on eighty years of paint and color knowledge . . . and a deep understanding of the psychology of colors . . . their durability . . . suitability . . . use and effect. ★ We invite your inquiries and shall be delighted to serve you without cost. ★ Write as fully as you wish . . . we're here to serve. Address: Division of Creative Design and Color, Pittsburgh Plate Glass Company, Pittsburgh, Pa.

Wide eyed with Blue is this inviting exterior, whose Color . . . a slice of the sky . . . blends unconditionally with its surroundings. Body is Azure Sun-Proof Paint; trim, Sun-Proof Titanic Outside White; roof, Gray Tor-On Shingle Stain; porch floor and steps, Colonial Gray Porchide.



Tobacco Brown wraps your home in a restful curl of smoky, comfortable intimacy. Graded tones, used in the following manner, produce this pleasing picture: Frame siding, Sand Beige Sun-Proof; shutters, Amber Brown Sun-Proof; trim, Ivory Sun-Proof; cement portions, White Cementhide; roof, Walnut Tor-On Shingle Stain; porch floor and steps, Oak Tan Porchide.



In this Castilian Castle Home the artistic body of Adobe Cementhide contrasts roguishly with eaves and sash of Light Spanish Blue . . . garage door and shutters of Brick Red Sun-Proof. Roof, Blue Tor-On Shingle Stain; trim is Titanic White Sun-Proof tinted to light blue with Fluid Oil Colors. (If the house is frame use Sand Beige Sun-Proof for the body.)



The "First Lady" House is serenely confident in its beauty and comfort . . . it's "at home" anywhere . . . countryside or city street. Body and trim are Sun-Proof Titanic Outside White, while shutters and doors are Jade Green Sun-Proof. Roof is Ivy Green Tor-On Shingle Stain, and chimney Copper Verde Sun-Proof.

MAKE YOUR

How often have *you* stepped across the threshold of a home and sensed immediately the personality of the folks inside . . . It's there—on the walls, in the furnishings—in the whole spirit of the entrance hall. ★ And that first impression lingers always! ★ So make your entrance sing a cheery welcome . . . use it as a delightful introduction to attractive rooms beyond. ★ Keep it simple . . . create an air of space . . . and depend on color to define the type of people you are.

There is a distinct trend today to plain-colored walls for the entrance . . . medium greens, white, light fawn, soft pink, deep buff and medium blue . . . topped by ceilings either of deeper tone or definite contrast. ★ So you see you have plenty of range for expression! ★ Woodwork and trim, too, are not always white—medium green,



The Midnight Blue Entrance Hall promises fastidious taste for the rest of the home . . . more artistic is this than the sunstroke glance of a gaudy, pompous entrance. Main walls, Dark Blue Wallhide Toner Intermix; stair walls and ceiling, Blue Wallhide Toner Intermix. Trim and stair risers, True Ivory Waterspar. Treads and floor, Slate Florhide.



This classic *Wedgwood Entrance Hall* turns the tables of commotion and over-activity . . . those frequent barriers to entrance hall success! Plain sweeps of Blue Green Wallhide Toner Intermix cover walls and ceiling. Woodwork must be light for contrast, and is White Waterspar. Stair treads are Black Florhide; risers White Florhide.

HOME SAY "Welcome" //

light fawn, lemon yellow are increasingly popular. ★ And there's a decided swing to bold colors on the floor. ★ Plan your entrance hall in harmonious relation to the rooms it leads into . . . so that the impression is one of unity and charm. ★ And talk over your ideas with your painting contractor . . . He'll mix for you the exact shades you want, make suggestions for woodwork and trim . . . and do the whole job between breakfast and dinner. ★ For that's one of the nice things about Pittsburgh Wallhide Paints . . . they dry in a day!



The English Countryside blooms within the home where fresh Chartreuse Green nods to Topsoil Brown! Front wall is Brown Wallhide Toner Intermix; remaining walls Chartreuse Wallhide Toner Intermix; the mantel, extended wainscot fashion round its wall, White Wallhide Flat. Woodwork, White Waterspar. Pittsburgh-Corning Glass Block add sparks of filtered sunlight.



Moderation in all things . . . Even in Modern! Here streamlines enter through plain carpet; walls and ceiling of White Wallhide Flat. Aristocratic Design shows in Ivory Wallhide Flat for the corner wall, striped with Suntone Wallhide Flat. Trim and fireplace are White Waterspar; bricks, White Cementhide. A Black Waterspar panel divides the Mirror and cornices the room. Winner in McCall's Dream Room Contest.



In the Ruby Living Room strong Color sparks make a gem from a former pebble on the beach! Neutral furniture and plain architecture . . . formerly thought a problem . . . form good background for smart White Wallhide Flat walls and ceiling, with quarter wall and ceiling section at front of room Venetian Red Wallhide Toner.

A home is not planned and completed in a day . . . but rooms can change their moods by the addition of one piece of furniture . . . the introduction of one new color. ★ That's the pleasant thing about paint . . . it's the easiest way to change the whole tenor of a room. ★ The living room you've become too used to, is altogether new when walls and woodwork are painted a brighter, gayer shade. ★ The furniture looks better—the rug takes on fresh life—lamps and accessories become pert and interesting.



Life in the Living Room is more colorful if the walls are a living hue. Green, the shade of living things, is needed in every successful room. Here it takes the lead, with walls of Palmetto Green Wallhide Flat. Ceiling is warm Peach Wallhide Flat, and trim White Waterspar Enamel.



A Twenty Carat Gold living room is an excellent investment toward happiness and security! North and East walls are Chrome Yellow Medium Wallhide Toner. Remaining walls, White Wallhide Flat. (White walls are Public Pleasure Number One these days.) Woodwork, Pearl Gray Waterspar; floor and furniture, Walnut Waterspar Varnish.

Don't hesitate to try new colors in your home. ★ They're as stimulating as a fresh hair style and can be just as flattering. ★ Investigate the light greens, the lemon yellows, the soft fawns that Pittsburgh recommends for living rooms. Touch them off with trims of deeper, contrasting color . . . and see the completely new effect you get. ★ Try broad horizontal—or vertical stripes on the walls—and ceilings of one solid tone. ★ Use the interiors shown here as a working basis—and make YOUR living room the cordial, wide-awake, pleasantly social place it can be!



Plenty of Green things is good advice for the diet, but can't be taken too literally indoors! This restful shade needs wide-awake accents. Here's a striking Mauve and Green scheme. Walls, Orchid Wallhide Flat. Ceiling, Dark Green Wallhide Toner Intermix; trim, White Waterspar; mantel and baseboard, Emerald Green Waterspar.

The Cameo Living Room, in its dignity, does not lose sight of the need in every room for active Color! When rug and furniture are neutral, the walls must be definitely hued. Here is a restful combination featuring Spring Green Wallhide Flat for walls, and ceiling in White Wallhide Flat. The trim is White Waterspar.

Knee Deep in a Poppy Field! That's how you feel under spell of the Vermilion Wallhide Toner wall in this Poppy Dining Room. No Poppy drowsiness here, however, for remaining walls and ceiling are Horizon Blue Wallhide Flat! Furniture, painted Chinese Red or White Waterspar, contrasts with the wall against which it stands.



MENUS FOR Color

Is yours a jolly mealtime family with fun and foolishness at the table? ★ Have you a reputation for delightful dinners? ★ Does simple tea-and-toast taste extra good in *your* home . . . just because the surroundings are gay? ★ Bright dining rooms make people feel good and bring out the best that's in them. ★ Bright dining rooms add fillip to fine meals. ★ Ask the experts. ★ And take a tip from successful restauranteurs: Put appetite-arousing color on your walls . . . luscious warm reds . . . cool lettuce greens . . . a dash of orange . . . the clear golden brown of freshly

They'll Forget-You-Not for this captivating dining room in deep flower tones. The Dark Blue Wallhide Toner Intermix walls, with panels in Blue Wallhide Toner Intermix, resemble the petal of the forget-me-not. Glistening White Waterspar woodwork adds an immaculate beauty, while Sunlight Yellow accents radiate warmth.



A Pot O' Gold Dinette melts away winter's breath! Brighten the horizon of any bleak room by walls and ceiling painted Chrome Yellow Medium Wallhide Toner. Wall band is White Wallhide Flat. Trim, like furniture, is White Waterspar. Table top, Black Waterspar. The floor grows Green in Meadow Green Florhide banded in Tile Red.



Hungry DINING ROOMS

baked breads . . . butter yellows. ★ Can't you just see them . . . taste them . . . smell them? ★ Aren't you hungry right now?

Pittsburgh has these colors for you and your local painting contractor will help you plan your color scheme. ★ And it's a simple thing to add attractive drapes . . . to cover the chairs in bold floral chintz . . . or repaint dull furniture a new light tone that will transform it overnight. ★ A little ingenuity is all you need . . . a little planning . . . a little vision . . . and one day's time.

A Toast and Coffee Dining Room is as tempting as your favorite breakfast dish! Take a hint from restaurants, incorporating in your dining room the burnished Browns of the best of them! . . . Walls and ceiling are Golden Tan Wallhide Toner Intermix . . . trim, Apricot and White Waterspar. Flesh mirrored table top and wall above buffet add brightness.



This Tulip-Time Dining Room comes to rescue you from the conventional crop of lifeless dining layouts! Strong Color dramatizes the walls of French Washed Ochre Wallhide Toner. Ceiling is Chrome Yellow Medium Wallhide Toner. Trim, True Ivory Waterspar. Vivid contrasts of Black and White shoot the room to the Color skies.

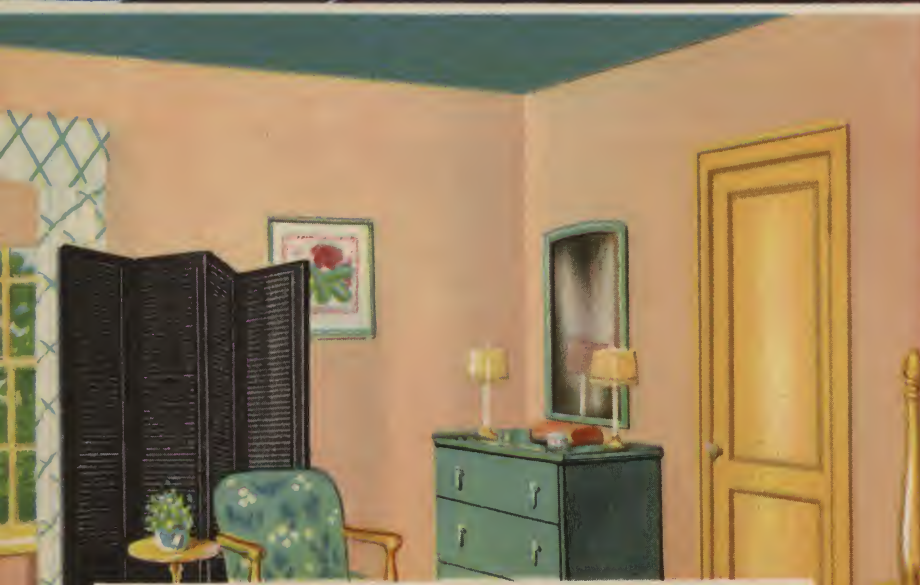


Chrysanthemum Dining Room etiquette sponsors the use of vivid, cheering wall tones . . . bringing out the best in guests . . . and incidentally, in the dinner! Here walls are Maize Tan Wallhide Flat; ceiling, White Wallhide Flat banded in Suntone Wallhide Flat and Circassian Brown Wallhide Toner Intermix. Trim is White Waterspar.

WAKE UP IN A Smiling Room!



The Globe Trotter's Retreat! Here's a room to delight any captured traveler, be he the grade school undergrad or the man with a real story to tell! Walls are Maize Tan Wallhide Flat, contrasted with bed wall, or sloping wall, of Dark Blue Wallhide Toner Intermix. Furniture is Chinese Red, Apricot, and Delphinium Waterspar.



Orchids to Her who uses the flattering shades of the most priceless flower for a restful bedroom! Walls are Orchid Wallhide Flat; dresser, Turquoise Waterspar; woodwork and remaining furniture, Old Ivory Waterspar. The ceiling . . . for a masculine, tailored touch . . . is a deep Blue Green Wallhide Toner Intermix, while the screen is Black Waterspar.



Humoresque! That's the pitch of this melodious bedroom in restful Gray and Yellow! Ideal for the person who likes a retreat all his own, the walls are bright but not intense Suntone Wallhide Flat . . . ceiling, Horizon Blue Wallhide Flat. Woodwork is White Waterspar, and furniture Pearl Gray Waterspar.

The room in which you sleep has a threefold purpose . . . to restore the body . . . refresh the mind . . . renew the spirit. ★ Make sure, therefore, that your bedroom receives you gently and sends you forth smiling. ★ Stamp it with your personality . . . but make it yourself in a relaxed, receptive mood.

Pick out the flower you personally are most fond of . . . and Style your room with that Color. Give it further definition by framing a large print of that flower and hanging in a prominent place. ★ Beware one thing, however: If your furniture is massive and not to be replaced, stay away from too delicately toned walls. ★ Learn from Nature the trick of subtle shading and do as a famous decorator advocates: Use one color only, but use it from its palest to its deepest tones. ★ Such gradations from floor to ceiling banish monotony and are extremely sophisticated.

Try blue in the room of the restless sleeper. ★ Blue soothes without being depressing. ★ Blue tranquilizes. ★ Blue is ideal for guest rooms which of necessity must please many types of people.

Find out the favorite color of your son, and let him have it, whether it be bold yellow, a burnished gold or a rich red. ★ A brave lad wants brave colors . . . and used as accents to sand, taupe, fawn or gray walls . . . these are extremely smart.

★ More than any other room, a bedroom reflects you. ★ So express yourself in the colors that are close to your heart, knowing Pittsburgh has these colors and any good painting contractor can put them on!



The Redcoats are coming . . . Get Up! Get Up! Sings the synthetic sunshine of Yellow walls . . . Red and Black bedroom furniture. Excellent for the dark room is this gay scheme. Walls and ceiling, Suntone Wallhide Flat. Furniture, a combination of Black with Chinese Red Waterspar. Trim, White Waterspar.



The Afterglow Bedroom offers, at the end of a long day, the restfulness of soft Brown . . . the impish sauciness of Flame and Gold. Walls are Suntone Wallhide Flat; dormers, ceiling and wall areas under the window are cheery Coral, or Light Orange Waterspar Auto Enamel Intermix. The floor and furniture are Walnut Waterspar Varnish.



The Hilltop Room! Where fleecy White clouds just graze the Meadowy Greens! An invitation to rest is written in the White Wallhide Flat window wall, fading gently into the Green Gray Wallhide Toner Intermix three walls. Ceiling is Cascade Blue Wallhide Flat; trim, White Waterspar Enamel.



Theatrical Color contrasts press agent for this dramatic *Broadway Bedroom!* Walls start the action, being mysterious Blue Wallhide Toner Intermix, with one wall striped in Blue and Dark Blue Wallhide Toner Intermixes. Woodwork in Pearl Gray Waterspar harmonizes with the furniture, painted White Waterspar. Chinese Red touches complete the picture.

Roses of Picardy have nothing on this smiling, Pink-toned *American Classic!* Walls are Blossom Pink Wallhide Flat, with bed wall (or bed inset) Dusty Pink Wallhide Toner Intermix. Trim is Old Ivory Waterspar Enamel. Furniture is Apple Green Waterspar Enamel trimmed in Old Ivory Waterspar Enamel.



A Room with a View is only beautiful while the view lasts! Nightfall, seasonal change, or a new brick neighbor, will cause a complete Blackout! Create your own view with Nature Colors. Chartreuse Wallhide Toner Intermix for walls; window wall, Circassian Brown Wallhide Toner Intermix. Woodwork, White Waterspar. Floor, Brown Florhide.

Singing

IN THE BATHROOM THAT SINGS



Beauty blossoms in the *Lily Pond Bathroom!* The new order changeth as this appealing room goes back to classic soil . . . turning its head on modern! Walls are Rose Pink Waterspar; ceiling White Wallhide Semi-Gloss. Trim and cabinets deep Rose, made by mixing Para Red Pittsburgh Fluid Oil Color with White Waterspar.



This Fiesta Bathroom Scheme revives the pearly beauty of white fixtures . . . contrasts the conventional bathroom pallor . . . winks brightly at you, dark mornings. Here walls are gleaming Tangerine Waterspar Enamel; ceiling, Black Waterspar Enamel. Trim, cabinets and paintable furniture, White Waterspar. Excellent if your bathroom has been a wallflower for Color and personality.

Singing IN THE

Your bathroom, too, tells the sort of person you are, and should be crisp and immaculate . . . the very essence of fine grooming. ★ The simplest way to restyle a bathroom is, of course, with paint. ★ Effective color combinations . . . smart color accents . . . draw the eye away from old-time fixtures and at the same time complement the new. ★ If the tile is colored, by all means paint walls the same shade. ★ Ceilings match or may be lighter. ★ If your bathroom is white Carrara, consider walls of sea green, azure blue, shell pink, or sand. ★ Then get dramatic effects with vivid



Pretty enough for a mermaid is this *Mediterranean Bathroom!* In its now vigorous, now pastel tones are warm and cool running tides of beauty! Walls, Wisteria Wallhide Semi-Gloss; ceiling, Delphinium Blue Waterspar. Tub inset, or shower enclosure, Delphinium Blue Waterspar. Woodwork, cabinets and paintable pieces are White Waterspar.



High pressure your lukewarm bathroom with *definite* wall Color. White fixtures . . . pallid walls . . . salt and pepper dashes in towels . . . that's the American bathroom tragedy! White fixtures *demand* supplementary Color activity! Here Colonial Yellow Wallhide Semi-Gloss walls and ceiling contrast with Royal Blue Waterspar woodwork, and Delphinium Blue Waterspar accents.

BATHROOM THAT SINGS

woodwork and doors . . . and a shower curtain bold in design.

Bathrooms that lead from bedrooms should harmonize, of course. ★ And bathrooms that stand the traffic of a large family need bold colors. ★ Freshening a bathroom, these days, is really no task at all. Remember our Division of Creative Design and Color stands ready to help you with practical suggestions not only for color treatment . . . but with ways and means of modernizing . . . with Carrara walls, mirrors and plate glass shelves.



The Pacific Blue Bathroom is a pleasing Color flow of Azure, Whitecapped with interesting accents. This scheme is particularly adaptable to the bath with White fixtures. Walls are Delphinium Blue Waterspar Enamel; ceiling, Caenstone Wallhide Semi-Gloss. Trim, Light Tan Waterspar Enamel. Stripes above tub, Colonial Yellow Wallhide Semi-Gloss.



A Color Question Mark is raised by White wainscots in many baths. What to do with the upper spaces? First, upper walls and ceiling must match. Second, weave your upper wall Color carefully throughout the room. Here upper walls and ceiling are Colonial Yellow Wallhide Semi-Gloss; trim, White Waterspar. Wainscot, glistening White Carrara with narrow horizontal bands of polished metal.

Modern Make-ups FOR CULINARY WORKSHOPS



A Spanish Kitchen imports the paprika of lively Colors to the home front! Colonial Yellow Wallhide Semi-Gloss for kitchen walls and ceiling . . . Tangerine Waterspar for walls and ceiling of nook or pantry. Trim, Old Ivory Waterspar. Apricot Waterspar for sink unit and table; Black Waterspar for furniture; Slate Gray Florhide for floor.



Flower gardens for kitchens? There's a mark for your kitchen to meet! In this Greenhouse Kitchen walls of Cameo Blue Wallhide Semi-Gloss lend spaciousness to the small room. Ceiling is the wall Paint mixed 50/50 with White Wallhide Semi-Gloss. Trim and cabinets, Travertine Waterspar. Accents, Lipstick Red.

A gay kitchen makes a happy cook. ★ And a happy cook usually turns out very grand meals. ★ So let's make our kitchens gay. ★ Let's banish dull shades from our walls and go in for clear tones that lift the spirit.

If your kitchen is large you can well afford to paint one wall a vivid, contrasting color. ★ Or try the new vogue for bold stencil borders.

If your kitchen is compact . . . keep your walls all one tone ★ but Style it with Color as the Swedish housewife does . . . by outlining cabinets and shelves with bold yellow, orange, blue or red . . . and painting bright flowers on the door! ★ Such a kitchen is ideal if the view is dreary. ★ If yours faces garden and trees—bring those green shades indoors and so make your room seem larger. ★ Don't discard old kitchen furniture. ★ It can be reconditioned . . . simplified . . . streamlined and repainted . . . Pittsburgh Paints do both jobs. And some kitchens are a study in doors. And we find . . . after years of contemplation . . . that the artistic value of a door is negligible. ★ So the



Rely on a *Greenwich Village Kitchen* for personalized midnight snacks . . . more fun at breakfast! Here are "arty" walls of Larkspur Blue Wallhide Semi-Gloss; ceiling, White Wallhide Semi-Gloss. Trim and Venetian blinds, Canary Yellow Waterspar; furniture, Tangerine Waterspar. (And if you hate to admit that you *do* like things Bohemian, call the room a Sunrise Serenade!)

Paradise Kitchens are few and far between! Yet with serene and sunny Yellow walls, plus billowy White for woodwork, one prepares for herself a vision of a workshop! Ingredients are: Canary Yellow Waterspar for walls. Trim and cabinets, White Waterspar with door panels Pearl Gray Waterspar. Accents, Delphinium Blue Waterspar.

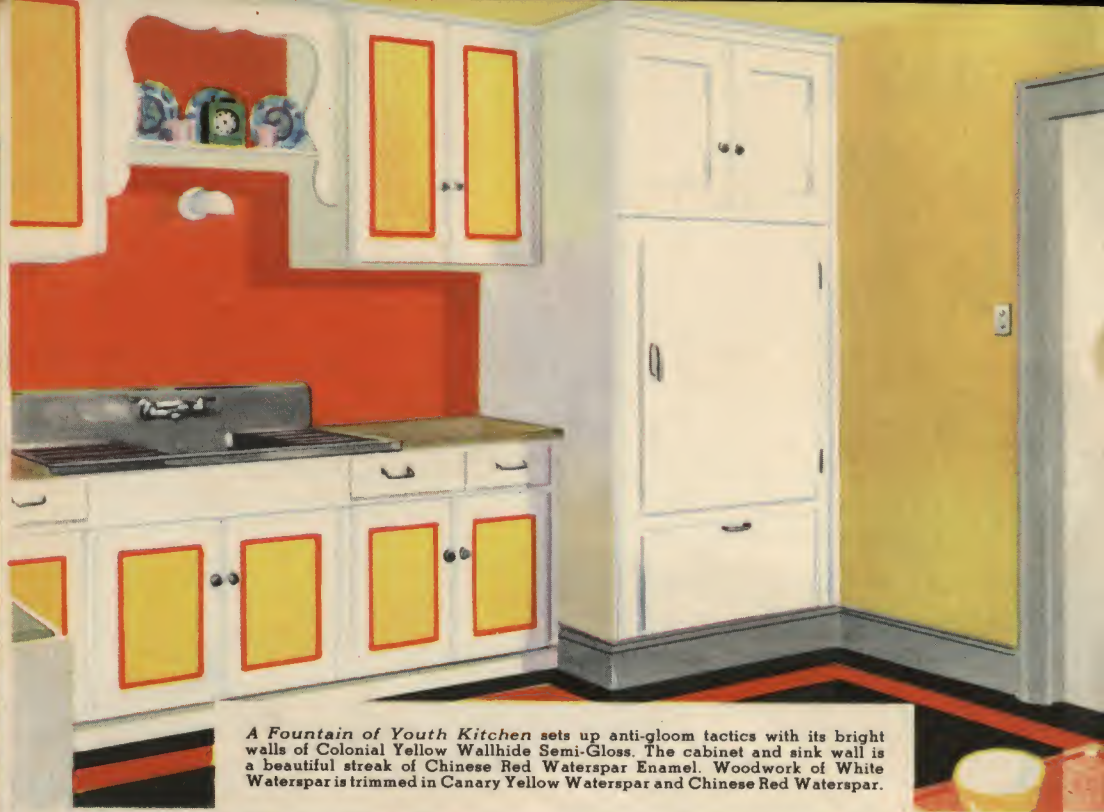
That iceberg feeling is forever banished from the *Peach Blush Kitchen*. Dismal wall hues, used with large masses of White equipment, produce flat kitchens . . . and maybe dinners! Here walls are luminous Apricot Waterspar. The ceiling is a summery Blue-Green . . . Cameo Blue Wallhide Semi-Gloss. Furniture, Apricot Waterspar; trim, White Waterspar.



A perennial bloom is the *Sunken Garden Kitchen*. The door wall is a Rosy mix of two parts Chinese Red Waterspar and one part White Waterspar. Remaining walls and ceiling, Colonial Yellow Wallhide Semi-Gloss. Woodwork is Old Ivory Waterspar; door panels, like cabinets, are Apricot Waterspar. Floor, Meadow Green Florhide.

best thing to do in a room infested with doors is to paint the doors and walls alike . . . or nearly alike in hue . . . which makes the doors less "noisy". Under no circumstances should the doors in this too well entranced room be brilliant. ★

Then there is the kitchen with many cupboards . . . or a dado . . . or scored material around the lower half. ★ Forget all about making this stalwart lower guard some dark, dirt-repulsive hue. If the section were plain plaster you would paint it like the upper walls. A nice thought is to paint your wainscot a cheery Color like Green . . . then stencil Yellow and Blue flowers around the molding, or into the upper wall. For general upper walls and ceiling use immaculate White or a lighter Green.



A *Fountain of Youth Kitchen* sets up anti-gloom tactics with its bright walls of Colonial Yellow Wallhide Semi-Gloss. The cabinet and sink wall is a beautiful streak of Chinese Red Waterspar Enamel. Woodwork of White Waterspar is trimmed in Canary Yellow Waterspar and Chinese Red Waterspar.



The *Harvest Kitchen*, with its door wall in soft Tangerine Waterspar, glows with Indian Summer's ripe beauty. Remaining three walls and ceiling are Ivory Wallhide Semi-Gloss. Woodwork is Sand Waterspar. Door tabs, cabinet interiors and table are Tangerine Waterspar. Other furniture and the shelf edges are Seal Brown Waterspar.

Playrooms MUST BE GAY ROOMS

Athletic coaches will tell you the spirit of a team is much stronger when dressing rooms glow with color. ★ Apply this principle to your basement play room . . . and paint it fireman's red . . . a brilliant blue . . . a sun-yellow. ★ Touch up the old furnace, too . . . liven up window sashes and all the furniture.

★ Learn the wisdom of painting one wall chalk white . . . a better foil for your game of darts and archery . . . and a ready-made screen for your moving pictures.

★ If there's artistic talent in your family, put amusing designs on the walls. ★ And a bright glob of color about the ceiling light. ★ Mark off one wall with imitation scale and measure, and paint in the records of your children's growth and weight!

It takes but one day, remember, to transform a dull, drab basement into an exciting fun-center . . . ★ All you do is Style it with Color. ★ And once again we remind you, Pittsburgh has those colors!



A Scotch Plaid Play Room puts guests in a fun house frame of mind! Here walls are indifferent to dirt in their washable Cork Wallhide Semi-Gloss beauty. Ceiling is gay Vermilion Wallhide Toner. Furniture, Chinese Red Waterspar, with odd pieces Pearl Gray Waterspar and Emerald Green Waterspar.



Boys will be Boys! And they can be boys in this colorful, easily cleansed room! Walls are Caenstone Wallhide Semi-Gloss, with window, wall and ceiling Colonial Yellow Wallhide Semi-Gloss. Trim, Lettuce Green Waterspar. Beds, Tangerine Waterspar, and cabinets Travertine Waterspar. Bench, Black Waterspar with top of Tangerine Waterspar. Floor, Light Oak Florhide.



The Circus Comes to Town! . . . and to your play room, too, when it's finished in Big Tent Colors! Here walls are White Wallhide Semi-Gloss; ceiling, Chrome Yellow Medium Wallhide Toner. The furniture is Black Waterspar and Emerald Green Waterspar.

COLOR HARMONY



EXTERIORS			LIVING ROOMS			DINING ROOMS			BEDROOMS	
Body	Trim	Roof	Walls	Ceiling	Wood Trim	Walls	Ceiling	Wood Trim	Walls	Ceiling
Rich Buff Sun-Proof	Amber Brown Sun-Proof	Walnut Tor-On Shingle Stain	Oyster White Wallhide Toner Intermix	Yellow Wallhide Toner Intermix	White Waterspar Enamel	Mist Gray Wallhide Flat	Peach Wallhide Toner Intermix	Dove Gray Wallhide Semi-Gloss	Coral Peach Wallhide Toner Intermix	Sea Foam Green Wallhide Flat
Ivory Sun-Proof	Jade Green Sun-Proof	Roof Green Tor-On Shingle Stain	Sand Wallhide Toner Intermix	Golden Tan Wallhide Toner Intermix	Travertine Waterspar Enamel	Cascade Blue Wallhide Flat	White Wallhide Flat	White Waterspar Enamel	Blue Wallhide Toner Intermix	Dark Blue Wallhide Toner Intermix
Jersey Cream Sun-Proof	Spanish Blue Sun-Proof	Blue Tor-On Shingle Stain	Yellow Wallhide Toner Intermix	Brown Wallhide Toner Intermix	True Ivory Waterspar Enamel	Green Gray Wallhide Toner Intermix	Blue Green Wallhide Toner Intermix	True Ivory Waterspar Enamel	Cloud Blue Wallhide Flat	Blossom Pink Wallhide Flat
Oyster Gray Sun-Proof	Slate Sun-Proof	Light Slate Tor-On Shingle Stain	Chartreuse Wallhide Toner Intermix	Sand Wallhide Toner Intermix	Sand Waterspar Enamel	Oyster White Wallhide Toner Intermix	Yellow Wallhide Toner Intermix	White Waterspar Enamel	Orchid Wallhide Flat	Cascade Blue Wallhide Flat
Sand Beige Sun-Proof	White Sun-Proof	Indian Red Tor-On Shingle Stain	Green Gray Wallhide Toner Intermix	Golden Tan Wallhide Toner Intermix	Light Tan Waterspar Enamel	Palmetto Green Wallhide Flat	Spring Green Wallhide Flat	White Waterspar Enamel	Mist Gray Wallhide Flat	Peach Wallhide Flat
Light Stone Sun-Proof	Ivory Sun-Proof	Indian Red Tor-On Shingle Stain	Oyster White Wallhide Toner Intermix	Venetian Red Wallhide Toner	Oyster White Wallhide Semi-Gloss	Beige Wallhide Flat	Cascade Blue Wallhide Flat	Travertine Waterspar Enamel	Suntone Wallhide Flat	Dawn Gray Wallhide Flat
Pearl Gray Sun-Proof	Russian Gray Sun-Proof	Light Slate Tor-On Shingle Stain	White Wallhide Flat	Dark Blue Wallhide Toner Intermix	White Waterspar Enamel	Yellow Wallhide Toner Intermix	Chartreuse Wallhide Toner Intermix	True Ivory Waterspar Enamel	Green-Gray Wallhide Toner Intermix	Maize Tan Wallhide Flat
Titanic Outside White Sun-Proof	Gretna Green Sun-Proof	Ivy Green Tor-On Shingle Stain	Green Gray Wallhide Toner Intermix	Chrome Green Wallhide Toner	Lawn Green Auto Waterspar Enamel	Suntone Wallhide Flat	Chrome Green Wallhide Toner	Old Ivory Waterspar Enamel	Sand Wallhide Toner Intermix	Vermillion Wallhide Toner
Nile Green Sun-Proof	White Sun-Proof	Moss Green Tor-On Shingle Stain	Blue Wallhide Toner Intermix	White Wallhide Flat	White Waterspar Enamel	Ivory Wallhide Flat	Blue Wallhide Toner Intermix	True Ivory Waterspar Enamel	Suntone Wallhide Flat	Chrome Yellow Medium Wallhide Toner
Manila Buff Sun-Proof	White Sun-Proof	Blue Tor-On Shingle Stain	Coral Peach Wallhide Toner Intermix	Peach Wallhide Toner Intermix	White Waterspar Enamel	Blue Wallhide Toner Intermix	White Wallhide Flat	White Waterspar Enamel	Beige Wallhide Flat	Palmetto Green Wallhide Flat

A Red, White and Blue Living Room calls for lasting allegiance to home! Boredom and dreariness are defeated by these hearty shades. Unfurl the flag of contentment with walls in Blue Wallhide Toner Intermix; ceiling, White Wallhide Flat; woodwork, White Waterspar. The mantel facing is dramatic Blue-tinted Mirror; furniture, Travertine Waterspar.

FINISHING CHART

Wood Trim	BATHROOMS			PARTY ROOMS			KITCHENS		
	Walls	Ceiling	Wood Trim	Walls	Ceiling	Wood Trim	Walls	Ceiling	Wood Trim
Apple Green Waterspar Enamel	Caenstone Wallhide Semi-Gloss	Tangerine Waterspar Enamel	Sand Waterspar Enamel	Chrome Yellow Medium Wallhide Toner	Black Wallhide Flat	Canary Yellow Waterspar Enamel	White Wallhide Semi-Gloss	White Wallhide Semi-Gloss	Delphinium Blue Waterspar Enamel
True Ivory Waterspar Enamel	Apricot Wallhide Semi-Gloss	Delphinium Blue Waterspar Enamel	Delphinium Blue Waterspar Enamel	Lt. Orange Waterspar Auto Enamel Intermix	Blue Waterspar Auto Enamel Intermix	Blue Waterspar Auto Enamel Intermix	Cameo Blue Wallhide Semi-Gloss	Sky Blue Wallhide Semi-Gloss	Travertine Waterspar Enamel
White Waterspar Enamel	Colonial Yellow Wallhide Semi-Gloss	Wisteria Wallhide Semi-Gloss	Orchid Waterspar Enamel	Cascade Blue Wallhide Flat	Suntone Wallhide Flat	Canary Yellow Waterspar Enamel	Ivory Wallhide Semi-Gloss	Tangerine Waterspar Enamel	Light Tan Waterspar Enamel
Turquoise Waterspar Enamel	Sky Blue Wallhide Semi-Gloss	Apricot Wallhide Semi-Gloss	Rose Pink Waterspar Enamel	White Wallhide Flat	White Wallhide Flat	Gold Waterspar Varnish	Colonial Yellow Wallhide Semi-Gloss	Colonial Yellow Wallhide Semi-Gloss	Royal Blue Waterspar Enamel
Rose Pink Waterspar Enamel	Bud Green Wallhide Semi-Gloss	Jade Green Waterspar Enamel	Apricot Waterspar Enamel	Chartreuse Wallhide Toner Intermix	Black Wallhide Flat	Black Waterspar Enamel	Apricot Wallhide Semi-Gloss	Delphinium Blue Waterspar Enamel	Apricot Waterspar Enamel
Pearl Gray Waterspar Enamel	White Wallhide Semi-Gloss	Chinese Red Waterspar Enamel	White Waterspar Enamel	Ultramarine Blue Wallhide Toner	White Wallhide Flat	White Waterspar Enamel	Dove Gray Wallhide Semi-Gloss	White Wallhide Semi-Gloss	Navajo Red Waterspar Enamel
Apricot Waterspar Enamel	Larkspur Blue Wallhide Semi-Gloss	Colonial Yellow Wallhide Semi-Gloss	Canary Yellow Waterspar Enamel	Green Gray Wallhide Toner Intermix	White Wallhide Flat	Waterspar Auto Enamel Light Green Intermix	Apricot Wallhide Semi-Gloss	Bud Green Wallhide Semi-Gloss	Lawn Green Waterspar Enamel
Travertine Waterspar Enamel	Parchment Wallhide Semi-Gloss	Cameo Blue Wallhide Semi-Gloss	Turquoise Waterspar Enamel	Cascade Blue Wallhide Flat	Blue Green Wallhide Toner Intermix	Cameo Blue Wallhide Semi-Gloss	Parchment Wallhide Semi-Gloss	Parchment Wallhide Semi-Gloss	Maroon Waterspar Enamel
Royal Blue Waterspar Enamel	Dove Gray Wallhide Semi-Gloss	White Wallhide Semi-Gloss	Chinese Red Waterspar Enamel	Mist Gray Wallhide Flat	Mist Gray Wallhide Flat	Lt. Orange Waterspar Auto Enamel Intermix	Caenstone Wallhide Semi-Gloss	Sky Blue Wallhide Semi-Gloss	Turquoise Waterspar Enamel
Geneva Green Waterspar Enamel	Cork Wallhide Semi-Gloss	Ivory Wallhide Semi-Gloss	Old Ivory Waterspar Enamel	Blue Wallhide Toner Intermix	Dark Blue Wallhide Toner Intermix	Chinese Red Waterspar Enamel	Larkspur Blue Wallhide Semi-Gloss	Ivory Wallhide Semi-Gloss	True Ivory Waterspar Enamel



What

AUTOMOBILES •

For the car owner who wishes to repaint his own car. Waterspar Auto Enamel will be found easy to apply. Its glistening beauty is long-lasting!

AUTOMOBILE TOPS •

Dust or wipe the top carefully and apply one coat of Waterspar Auto Top Dressing. Will dry for use in 6 to 8 hours. This top dressing is very elastic. Will not shrink the fabric. High gloss.

BABY WALKERS, PENS, CRIBS, ETC. •

Baby walkers, pens, cribs, etc. may be refinished easily and quickly by using Waterspar Quick-Drying Enamel, Waterspar Varnish, or Utility Enamel. On work where the finish is still in good condition, but lacks gloss, apply one coat of 83-200 Waterspar Transparent Varnish.

BARN •

Barnhide, Pittsburgh Barn and Roof Paint, Sun-Proof, Plasco Ready Mixed Paint, Snolite, Tuscar Red Barn Paint, Tor-On Shingle Stain—all assure excellent service depending upon the type of barn to be painted. If colors other than those in the Barn Paint lines are desired, use Sun-Proof, Plasco, or Snolite tinted.

BICYCLES •

For best results refinish with Waterspar Auto Enamel, 83-200 Waterspar Varnish, or Metaleaf Aluminum Paint, depending upon the type finish desired.

BREAKFAST SETS •

Breakfast sets may be enameled or stained as desired. If a stained effect is wanted, use a coat of shellac over the stain to guard against bleeding. For best results use Waterspar Quick-Drying Enamel or Waterspar Colored Varnish—depending upon the type of work to be done.

BRICK •

Cementhide is particularly recommended for painting brick and stucco surfaces. The selection of colors is well suited to the demand for picturesquely bright brick or stucco exteriors. Use Cementhide Primer as directed on the label.

Other paints also used for brick surfaces: Sun-Proof Liquid Paint, Plasco Ready-Mixed Paint, Aluminum Paint, Pittsburgh Barn and Roof Paint, Barnhide, Porchhide.

CANVAS •

Canvas being very coarse and more or less porous, needs first a coat of Tector, the elastic primer, which renders canvas waterproof and provides a foundation for the application of color coats. Then, for either interior or exterior exposure, use Sun-Proof Paint, Waterspar Enamel, Florhide Enamel, Utility Enamel, or Porchhide.

CHAIRS •

A coat of enamel or varnish will make practically any chair look as good as new. Waterspar Quick-Drying Enamels are highly recommended for the protection and beautification of kitchen chairs, breakfast room, sun-parlor and nursery furniture.



to use and how to use it . . .

Waterspar Quick-Drying Colored Varnish is exceptionally satisfactory for refinishing varnished pieces because it stains and varnishes in one coat. Always be careful to remove all grease and dirt before painting or varnishing.

CONCRETE FLOORS •

Before concrete floors can be properly painted, they must be clean and dry. Damp floors will not permit the finish to adhere properly. Use Florhide Enamel or Porchide. Follow directions carefully.

CONCRETE SURFACES •

Exterior—Upright

Concrete surfaces, like brick, first should be given a coat of Cementhide Primer. This may be followed by finishing coats selected from Cementhide Waterproofing System, Sun-Proof, Plasco Liquid Paint, Pittsburgh Barn and Roof Paint, Aluminum Paint, Barnhide—depending upon the type finish desired.

CRACKS IN FLOORS •

All cracks in floors should be cleaned out and filled with Pittsburgh Paste Wood Fillers and Crack Filler.

DRAYS AND WAGONS •

For refinishing drays and wagons, first clean the surface and sand to a smooth surface. Next apply Waterspar Auto Enamel.

FLOORS • Wood—To Paint

Old paint scale and dirt must be removed. Then be sure to dust floors before painting. Florhide Enamel or Porchide can be used on either interior or exterior floor surfaces.

FLOORS • Wood—To Varnish

Carefully remove all oil left by mops, waxes, or soap by washing off with naphtha or benzine. Varnish will not dry properly when applied over waxed or oiled floors. Use Paste Wood Filler to fill all cracks and crevices. Then finish with 83-100 Waterspar Clear Interior Varnish, or 83-400 Waterspar Floor Varnish.

FURNACES •

All rust and dust should be removed before any painting is done. Then use Metaleaf Aluminum Paint.

FURNITURE •

If the finish on the furniture is still in good condition but dulled through age, it can be restored easily to attractiveness simply by coating with Waterspar 83-100 Clear (Interior) or Waterspar Quick-Drying Color Varnishes.

For nursery, sun room or bedroom, where color is desired, use the Waterspar or Utility Enamel.

For complete job of refinishing furniture use the following, depending on the type of job which you desire to produce: Pitcairn Wood Stains, Waterspar Quick-Drying Enamel, Utility Enamel, Waterspar 83-400 Varnish. Paint and Varnish Remover (to remove old surface).

FURNITURE • Metal

Use Waterspar Quick-Drying Enamel, Utility Enamel, or Waterspar Auto Enamel.

HOUSES • Wood—Exterior

For general exterior painting on Wood, Sun-Proof Liquid Paint is the standard of comparison. Use Florhide Enamel or Porchide for porch floors, and Banzai Enamel for front entrances and pillars where porcelain-like finish is desired.

For exterior surfaces, use any of the following paints: Wallhide Exterior Primer, Sun-Proof Paint, Snolite, Plasco Liquid Paint, Florhide Enamel, Banzai Enamel, Porchide.

HOUSES •

Concrete—Stucco—See Concrete Surfaces

IMPLEMENTS •

All grease and dirt should be carefully removed, washing entire surface with gasoline or benzine. Waterspar Auto Enamel or Utility Enamel are best suited for painting implements.

KITCHEN WALLS •

Kitchen Walls may be finished with Wallhide First Coater and Wallhide Interior Semi-Gloss. Or with Wallhide First Coater and Sun-Glo Finish. Next in favor are Banzai White or Tinted. For Wainscot or hard, smooth plaster, Waterspar Quick-Drying Enamels can be used. Be sure that walls are free from greasy substances usually deposited throughout the kitchen by the steam and fumes from cooking.

LAWN FURNITURE •

As lawn furniture is usually subjected to rather severe exposure, we recommend Waterspar Auto Enamel. This will give utmost protection and durability. These enamels offer a wide range of color which is a factor not to be overlooked. 83-200 Waterspar Transparent Varnish for pieces that have not lost their original finish but have dulled somewhat with age. Porchide, Sun-Proof and Plasco Ready-Mixed Paint may also be used.

LINOLEUM •

First wash the linoleum carefully with soap and water. Then remove all traces of soap by rinsing with clear water. Allow sufficient time to dry before attempting to varnish. One coat of the proper Waterspar Varnish is sufficient for average protection.

Use: 83-300 Waterspar Linoleum Varnish, Waterspar Linoleum Lacquer, Waterspar Liquid Wax and Self-Polishing Wax.

METAL PIPES •

On all exterior metal piping use Ironhide, the product designed especially for metal protection. Aluminum Paint, Waterspar Auto Enamel, and Utility Enamel are suitable for interior use on metal piping.

Be sure to remove all scale, old paint and dirt before painting.

METAL ROOFS •

Metal roofs may be painted with Ironhide, Pittsburgh Barn and Roof Paint, Aluminum Paint, Tuscar Barn Paint, 29-55 Lavax (Galvanized Iron) Metal Primer, Barnhide.

When Aluminum Paint is used, always prime the surfaces with Ironhide Inhibitive Red Primer as a foundation for the finishing coats.

PORCH CEILINGS •

May be painted with Wallhide Exterior Primer, Sun-Proof Liquid Paint, Plasco Liquid Paint, 83-200 Transparent Waterspar Varnish, Marine Spar, Florhide Enamel, Porchide.

PORCH FLOORS •

Whether floors are of wood or concrete, Florhide Enamel or Porchide will give satisfaction and service. Be sure surface to be painted is clean and dry.

RADIATORS •

Radiators should be painted the same color as the walls, using Wallhide as directed.

REED FURNITURE •

Waterspar Quick-Drying Enamel, Waterspar Quick-Drying Colored Varnishes, 83-100 Waterspar Clear Interior Varnish, 83-200 Waterspar Transparent Varnish (Exterior), Utility Enamel, Waterspar Auto Enamel—all may be used to give excellent results on either new or repaint work.

Surfaces to be painted must be clean and free from foreign matter. Delightful two-tone effects may be secured by giving the job a wash coat of oil color reduced with turpentine and wiped. The color will remain only in the coarse or low spots of the weave.

REGISTERS •

Clean surface thoroughly and paint with Aluminum Paint, Florhide Enamel, Waterspar Enamel, or Utility Enamel. Two coats of any of these will produce a lasting and attractive job.

ROOFS • Wood

Before doing any painting it is best to see that the roof is in good condition. Do the necessary repairing first. Tor-On Shingle Stain is the standard shingle preservative. Sun-Proof Paint, Plasco Liquid Paint, Pittsburgh Barn and Roof Paint, and Barnhide—all may be used when paint instead of stain is desired. A large variety of colors available.

ROUGH-SAWED SIDING •

Excellent results will be obtained by using Tor-On Shingle Stain on rough siding. Sun-Proof or Plasco Paints are also suitable when a gloss finish is desired. Both of these products available in a wide range of color.

SCREENS •

Screens and screen doors may be coated with Waterspar Auto Enamel, 83-100 Transparent Waterspar Varnish, 19-20 Utility Shufli Screen Enamel. Be careful to clean all surfaces before painting. On varnish-finished screen doors, it is best to sand-paper the surface before revarnishing.

STOVE PIPES •

Clean well before painting. Then apply 19-24 Utility Enamel, Stove Pipe Black.

WALLS • Interior—Plaster and Concrete

The Wallhide system is highly recommended by painters throughout the country for interior wall painting.

WALLBOARD •

Plasco Primer Sealer is especially designed and approved by wallboard manufacturers as the proper foundation coat. Use Plasco Primer Sealer under any approved wall finishing systems.

MANUFACTURING FACILITIES

The Pittsburgh Plate Glass Co. has a definite policy of keeping its industrial equipment up to the highest standards and expanding its manufacturing facilities whenever necessary.

In addition to the desire of the Company to have its properties well kept and in good condition, a study of the consumers' changing ideas on the decorative and protective properties of Paints, Varnishes, and Enamels forced the conclusion that much manufacturing equipment had become obsolete. Running parallel with the change in the public's demands, came the discovery of raw materials which had new and novel characteristics. These influences necessitated the study of manufacturing equipment, its application to new and changing raw materials, and its relation to efficient and economical operation.

★ For eighty-five years Pittsburgh has been manufacturing high quality paints—for we know that better painting *does* depend upon better paints. To this end the manufacture of Pittsburgh Paints is scientifically controlled. From the preliminary processing of the raw pig-



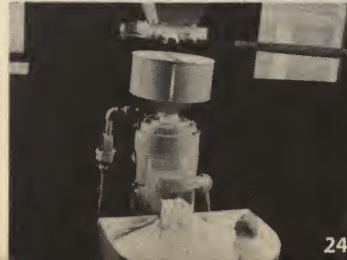
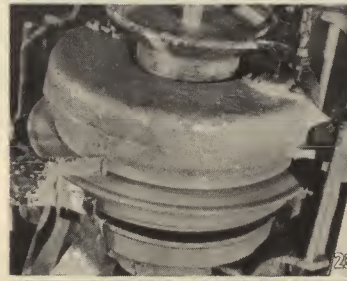
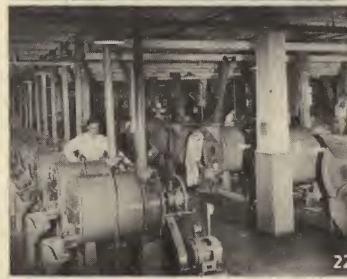
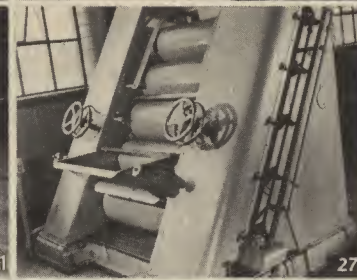
1. Air view, Milwaukee Factory. 2. Raw Materials from all parts of the world. 3. Raw Material Testing Laboratory. 4. All incoming materials are carefully checked against established standards. 5. Research chemist working with multiple mixer on a new formula. 6. Various tests disclose the thickness or viscosity of each batch made, insuring that its body and working qualities will always be the same. 7. Varnish Gas Test. 8. Brush Out Test before laboratory approval is given. 9. Scrub test machine determines resistance to wear and abrasion. 10. Test panels exposed to strong ultra-violet light—a year's exposure in a few hours. 11. Determining the effect of moisture upon the paint film. 12. Refrigerator test reveals the effects of rapid temperature changes. 13. Preparing panels for exposure at outdoor proving grounds. 14. Proving Grounds are located at Milwaukee, Wisc., Newark, N. J., and Fort Lauderdale, Florida. 15. Close-up view of racks, thousands of finishes are on exposure in Nature's own laboratory. 16. Measuring the degree of gloss of paints and enamels. 17. Constantly they search for the finer raw material. 18. This chart illustrates how operations begin on the top floor

MIXING
GRINDING
THINNING AND TINTING
TESTING TO A STANDARD
CANNING AND SHIPPING
LIQUID STORAGE

CTURING ITIES

ments to the final filling and packing of the finished product, regulations are rigidly followed. ★ Pittsburgh makes each finish according to printed formulae—formulae which have been evolved through years of patient experiment and scientific research. Specific quantities are measured out and a constant, careful check is made all along the line—by ingenious mechanical devices, as well as by a corps of trained engineers. ★ With this inflexible system of factory control, there is little chance of slip-up. ★ Every finish must pass exacting tests to prove its right to the Pittsburgh label. Exterior paints must be exposed to nature's merciless punishment in our chain of proving grounds throughout the country. Here, each protective finish *must* measure up to exacting qualifications of uniformity and durability. ★ That's why we say you *know* when you specify these long-lasting finishes you are getting *better* paint—for better painting. Remember, no matter what duty our finish must perform for you—it has been tested in that exact job before its use for that purpose was recommended.

and end with material canned, labelled, and packed on the bottom floor. 19. Oil and other vehicles are weighed in the tanks on the batch buggies by means of remote control valves. 20. Vehicles being emptied into mixer. 21. Pigments in the exact amount are added to oils for mixing. 22. Batch is transferred from mixing tanks to grinding mills; here you see battery of Bramley Mills. 23. Stone Mills, the oldest method of grinding paints. 24. High-speed carborundum stone mill. 25. Another type of grinding equipment, the Pebble Mill. 26. Three-roll steel mills. 27. Five-roll steel mill. 28. Thinned and tinted paint is being fed through fine screen into filling machine hopper. 29. Weighing varnish gum. 30. Kettles receiving varnish gum preparatory to cooking. 31. Cooking varnish, temperatures vary from 300° to 700° Fahrenheit. 32. Adding thinners to partially cooled varnish gum. 33. Clarifiers, not unlike cream separators, remove all foreign matter. 34. Storage tanks where varnish is thoroughly aged. 35. An endless stream of Paints, Varnishes, Enamels, and Lacquers ready to beautify and protect your home.



Directory OF PITTSBURGH PAINTS



WALLHIDE INTERIOR WALL PAINT •

The "Vitolized Oil" Interior Wall Paint. The outstanding characteristic of Wallhide, the "Vitolized Oil" Paint, is its ability to produce a satisfactory paint job under difficult conditions.



WALLHIDE INTERIOR FIRST COATER •

Wallhide First Coater is designed primarily for plaster walls, for either new work or repainting, but is equally suitable for use on standing interior plaster, wallboard, wood, brick and cement surfaces under any type of oil or varnish base finishing material—flat, egg-shell or gloss. The "Vitolized Oil" in this product gives it superior properties of sealing, stopping suction, and retarding effects of hot spots.



WALLHIDE INTERIOR FLAT WALL PAINT •

"Vitolized Oil" Flat Wall Paint

The original "One-Day Painting" finish for walls and ceilings—either on old or new work. Used so extensively by painters throughout the country that it is often referred to as the "Painter's paint." Fifteen beautiful colors by nature from which to choose.



WALLHIDE SEMI-GLOSS •

For use where frequent washing is essential. Extremely popular for all interior surfaces where a semi-gloss is desired or required because of surface conditions. You can make your choice from 12 sparkling colors.

WALLHIDE EXTERIOR PRIMER •

This "Vitolized Oil" Exterior Primer has revolutionized the painting of exterior wood surfaces, because its use results in an undercoat that effectively counteracts the causes of exterior paint failures.



SUN-PROOF PAINT •

Brings protection and long-lasting beauty for all exterior paint jobs. Sun-Proof flows smoothly and easily from the brush, covers more area than poor paints, has greater hiding qualities, lasts longer. Available in 32 beautiful anchored colors.

PLASCO READY MIXED • *A lower priced paint*

Suitable for exterior surfaces. Works easily, hides exceptionally well, good body and dries to an oil gloss. 24 colors, also Black and White.

FLORHIDE ENAMEL •

This is the universal floor enamel. Smooth high gloss, for wood, concrete and stone floors and standing woodwork. This finish makes unsightly floors beautiful in almost no time. Stands severe scuffing. Available in 10 practical colors.

PORCHIDE •

Designed to give utmost durability where temperature changes are frequent and exposure to weather, moisture and sunlight is severe. Withstands traffic and abrasion, will hold color and retain its gloss. May be recoated in six to eight hours.

CEMENTHIDE •

For beautifying and protecting cement, stone, stucco or brick structures. Seals out moisture and destructive forces of nature.

IRONHIDE • *A tough, elastic, ready-mixed paint*

Mixed ready for use. It is tough and elastic. Bonds firmly to the metal. Gives long, rust-protective service. It dries for recoating overnight when brushed, or in six to eight hours when sprayed.

TOR-ON • *Liquid Shingle Stain*

A combination of penetrating and preserving oil and pigments which fills the pores and fibres, keeping out moisture and thus protecting surfaces from fungus, warping, splitting, or decay. Made in nine colors.

WATERSPAR VARNISHES •

No. 100—A clear interior varnish of the fast-drying type.

No. 200—For exterior use—is more durable than the waterproof varnishes previously offered for exterior surfaces.

No. 300—Extra pale linoleum varnish—made to withstand hard wear and frequent scrubbing.

No. 400—Quick Drying Floor Varnish—its resistance to abrasion and wear exceeds all former standards.



PAINTS, VARNISHES, CLEAN-UP AIDS

WATERSPAR FLOOR WAXES •

These wonderful waxes come in three styles—Paste Wax, Liquid and Self-Polishing. Make floors gleam with a minimum of effort. No housewife should be without a supply.

BANZAI • *Quick Drying*

Furnished in Gloss White Enamel, Eggshell White Enamel, and Double Cover Undercoater — for interior or exterior finishing. Banzai products possess individuality and distinction seldom approached by others.

PITCAIRN WOOD STAINS •

For use in staining wood, tinting fillers, and coloring varnishes for interior use. Equally effective on hard or soft woods. Pitcairn Wood Stains penetrate open or closed grain woods. Suitable for use on all interior wood surfaces. All Colors mix readily with varnish, except 74-16 Silver Gray, which is an acid stain.

PITCAIRN AGED VARNISHES •

In the "Balanced" Line of Pitcairn Aged Varnishes there is a quality product to meet every varnish requirement. While some special quality may have been emphasized in certain varnishes to meet special needs, it has not been at the expense of other properties which are essential to quality results in application and service. The completeness and conciseness of the "Balanced" Line will be apparent from the listing of the individual products:

- | | |
|--------------------------|---------------------------------------|
| 1. Marine Spar | 7. Cabinet Rubbing and Polishing Spar |
| 2. Compo Drier | 8. Pure Batavia Damar |
| 3. Finishing Spar | 9. Church Pew and Seat |
| 4. Master Painters' Spar | 10. Utility Spar |
| 5. Satin Finish | 11. Dull Finish |
| 6. Floor Spar | 12. Gym Spar |

BARNHIDE •

A super Barn Paint — that dries uniformly over all weathered surfaces and over old dried out paint. Has distinctive bright red color and excellent body.

PITTSBURGH BARN AND ROOF PAINT •

For General Exterior Painting where a good durable paint is required at a low cost. A durable paint, made of Pure Red Wing Linseed Oil and properly selected pigment.

WATERSPAR ENAMEL •

The ideal finish for renewing woodwork, furniture and things about the home. Easy to use, dries in four hours. Twenty-four beautiful tones that harmonize with Wallhide colors.

WATERSPAR QUICK DRYING COLORED VARNISHES •

Waterspar Colored Varnishes are semi-transparent, designed to stain and varnish in one operation, thus saving time and labor. Intended for general interior use and suitable for renewing old surfaces without the inconvenience of removing the old finish.

PLASCO UTILITY ENAMEL •

Produces a tough, high gloss, durable finish. Ideal for use when cost is a factor.

GOLD STRIPE BRUSHES •

The brush is as important as the paint or varnish. For results you will be proud of Gold Stripe Brushes. Top quality bristles vulcanized in rubber — every bristle locked in place in vise-like grip. Metal ferrules are riveted, not nailed — to defy stress and strain. Hardwood handles designed to preserve perfect balance of the brush. A brush for every type of job will be found in the Gold Stripe Line.

PITTSBURGH CLEAN-UP AIDS •

Include every preparation necessary to clean, patch and prepare surfaces for painting. Paint Cleaner, Patching Plaster, Crack Filler, Brush Cleaner, Floor Cleaner, Sapon Basic Cleaner.





PITTSBURGH PAINTS

Smooth as Glass