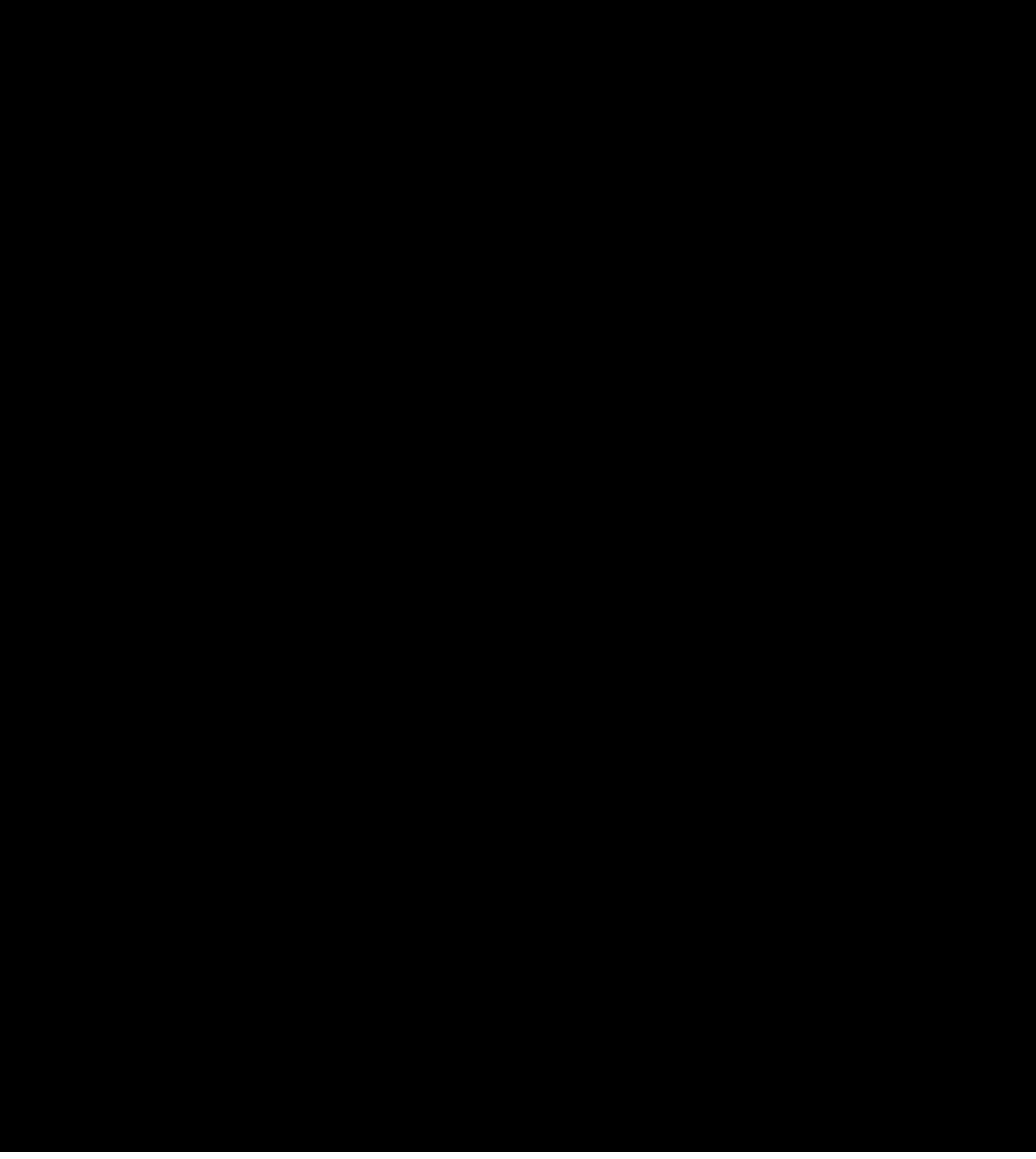




Foreword



THE GLIDDEN COMPANY recognizes the essential service which Paint Dealers, Master Painters, Architects, and Interior Decorators render in originating and maintaining the standards of colorful surroundings for which American homes, public buildings, offices, stores, restaurants, hotels, schools, etc., are noted. Without its painting and decorating craft, America would soon become a nation, drab, indeed . . .

a nation without the blending harmony of colors so skillfully obtained through the artistry of Architects and Master Painters using quality paint . . . and furthermore, a nation of homes decaying because of inadequate paint protection.

In fact, according to figures obtained from authoritative sources, 75 out of every 100 homes in this country need painting today. These millions of homes are without proper protection against the constant attack of the elements with the result that the loss through decay, annually runs into huge sums—this loss through decay actually exceeding the loss by fire.

Considering the importance, then, of good paints, varnishes, lacquers and enamels to American homes, it is the desire of The Glidden Company to cooperate with you in every way to help you provide home owners with the utmost in beautiful, harmoniously decorated homes . . . to help you acquire a greater technical knowledge of materials and their correct use, from both a standpoint of artistry and of preservation of surfaces.

With that objective in mind, The Glidden Company dedicates this "Age of Color" authority to the Paint Dealers, Master Painters, Architects, and Interior Decorators of the nation in order that they may continue to render a service worthy of appreciation in every community.

A large, stylized cursive signature of the President of The Glidden Company. The signature is written in dark ink and is positioned above the title "President".

President

THE GLIDDEN COMPANY

This TREATISE *on* COLOR

discusses the following subjects:



AUTHENTIC COLOR HARMONY	Page
Reactions to Color (Men, Women, Children)	3
Light is Color	4
The Five Principal Hues	5
The Five Intermediate Hues	6
Complementary Colors	7
Circle of Hues . . . Value . . . Chroma	8
Suggestions for Selecting Color Schemes	9
Applying Color Harmony in the Home	10
Influence of Exterior Light on Interior Colors	11
MODERN WINDOW DRAPERIES	12
COLOR FUNDAMENTALS FOR INTERIOR DECORATING	13
COLOR FOR HOME EXTERIORS	
Community Color Treatment	14-15
Dutch Colonial	16-17
Shingle Cottage	18-19
Spanish Stucco and Southern Colonial	20-21
Early American or Cape Cod	22-23
Brick Homes of English and French Design	24-25
Modern Homes	26
Summer Cottages, Boats, etc.	27
Suburban Home	28
Garages and Tourists' Camps	29
Porches, Lawn Furniture	30
Farm Buildings and Equipment	31
PAINT FAILURES TO GUARD AGAINST	32
COLOR FOR HOME INTERIORS	
Flow of Color through the Home	33
Halls and Entrances	34-35
Living Rooms	36-37
Dining Rooms	38-39
Kitchens	40-41
Bedrooms	42-43
Bathrooms	44-45
Breakfast Room, Sun Parlor	46-47
Nursery, Sleeping Porch	48-49
Recreation Room, Den, Basement, Attic	50-51
Furniture, Small Objects	52
APARTMENTS	53
WALL SURFACE TREATMENTS	54-55
FLOOR PAINTING SUGGESTIONS	56
SCHOOLS	
Effect of Color on Student Welfare	57
Class Room Treatment	58
Gymnasiums, Showers, Locker Rooms	59
Light Reflection Values of Paint Colors	59
Reading Rooms, Dormitories	60
PAINTING FOR BETTER LIGHT	61
COLOR COMBINATIONS FOR SIGNS	61
SCHOOL EXECUTIVE OFFICES	62
HOTELS	63
HOSPITALS	64
BUSINESS OFFICES	65
STORES	66
GLIDDEN RESOURCES AND PAINT PRODUCTS	67-88

The Age of Color

The American public has become color conscious. Wherever you look today you see color . . . not the conservative, drab colors of yesterday, but brilliant hues in a wide range of color combinations that have been applied to everything from skyscrapers to kitchen utensils.

There never was a time in the history of this country when color meant so much to the social and industrial interests of the nation. In fact, the appeal of color has become important to the public, not only in home decoration, but also in the merchandise which it buys.

This wave of universal interest in color has had a marked psychological effect on the people. It is only natural that color should find its climax in the home

. . . with Paint Dealers, Master Painters, Architects and Interior Decorators being the logical counselors in the selection of color schemes that produce the pleasing harmony so much in demand.

The public realizes that understanding, talent and experience are essential to the proper selection of artistic and harmonious colors, particularly when brilliant or unusual hues are used.

So important has color become that an intensive study has been made to determine the reactions of men, women and children of various ages to color. Because these reactions vary, the age and the class of people requesting advice on color should be considered before color schemes are selected and recommended.

REACTIONS TO COLOR

MEN



Chart 1 . . . Men Preference

The reactions of men to various colors differ considerably from the reactions of women to the same colors. As shown in the chart above, men prefer blue as their first choice in about 45% of all instances, with red and purple about equal in preference, each being selected in about 22% of the tests. Green, yellow and orange follow in preference, with about 3% each. Black is used to represent the preference for the balance of the colors, which amounts to about 3%. This preference applies to color generally and does not apply to any particular object, clothing or home decoration. Men for the most part like cool colors much more than the warm colors. In the delicate colors, men prefer light blue.

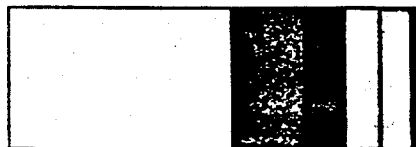


Chart 2 . . . Men Prejudice

The prejudice of men against certain colors is in somewhat the same ratio as their preference. Their strongest dislike is for yellow, orange and green, the warm colors; while a limited percentage of men show a prejudice to blue, red and purple.

WOMEN

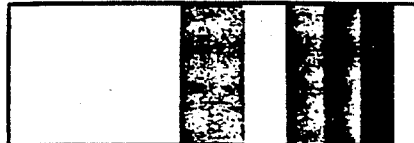


Chart 3 . . . Women Preference

Women prefer red as their first choice in about 42% of all instances, while purple, orange, green, blue, black (representing all other colors not listed) and yellow follow in preference, in the order named. Exactly opposite to the preference of men, women strongly prefer the warm colors. In the delicate colors, women prefer tints in light pink, ranging down to light yellow. This difference in color preferences between men and women clearly indicates the importance in selecting color harmonies, of taking into consideration the normal reactions to color of those who are to live in the rooms to be decorated.



Chart 4 . . . Women Prejudice

As a rule, women show a strong prejudice to the cool colors, particularly blues, greens, and purples, with only a mild dislike for the warm colors of red and yellow. Their principal prejudice is orange, the only warm color which they seem to dislike.

CHILDREN

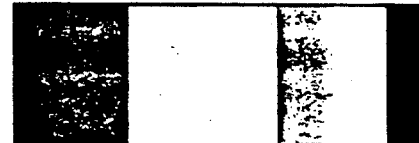


Chart 5 . . . Children Preference

Children of school age indicate a preference for blue over red, with yellow running a strong third, and green preferred over white. Black makes some appeal; however, the natural instinct, strong in children, leans toward the primary or brilliant colors, which, as a result, should be used most in the decorative scheme of rooms for children. As children develop, their color appreciation changes with a greater preference for subdued or less gay colors. As they pass into middle and old age, their preference lessens for the brilliant colors and they become attracted to the sombre, more conservative and dignified hues of neutral tones.



Chart 6 . . . Babies Preference

Babies can tell the difference between colors and almost invariably reach for red as their first choice, followed by blue; then white and green. This accounts for the bright colors used in painting toys and other objects for the very young.

PLAY... LITTLE ONES... PLAY

Children will play . . . and the finishes in nurseries or playrooms must be designed to "take it." Nursery floors, varnished with Glidden Floorette Varnish or enameled with Glidden Florenamel, will stand a lot of punishment without marring. Walls painted with Glidden Speed-Wall can quickly be cleaned of smudges and marks made by tiny hands.

Nurseries should also be painted in colors that keep small children cheerful and contented. Babies show a greater desire for red objects than for blue ones. As infants emerge from babyhood to childhood, this preference reverses itself and blue holds first place. Therefore, an orchid color, which appears in the circle of hues between red and blue, is an excellent color for the walls of a nursery or playrooms, especially when supplemented by bright colored objects in red and blue.

• *Left: Ceiling — Glidden Speed-Wall Semi-Gloss half White and half Orchid. Upper Wall — Glidden Speed-Wall Semi-Gloss Light Orchid. Lower Wall — Glidden Speed-Wall Semi-Gloss Orchid. Floors — Natural Wood, Glidden Floorette Varnish. Blinds — Glidden Speed-Wall Semi-Gloss Delicate Green. Woodwork — Ripolin Q.D. Enamel Tea Rose.*



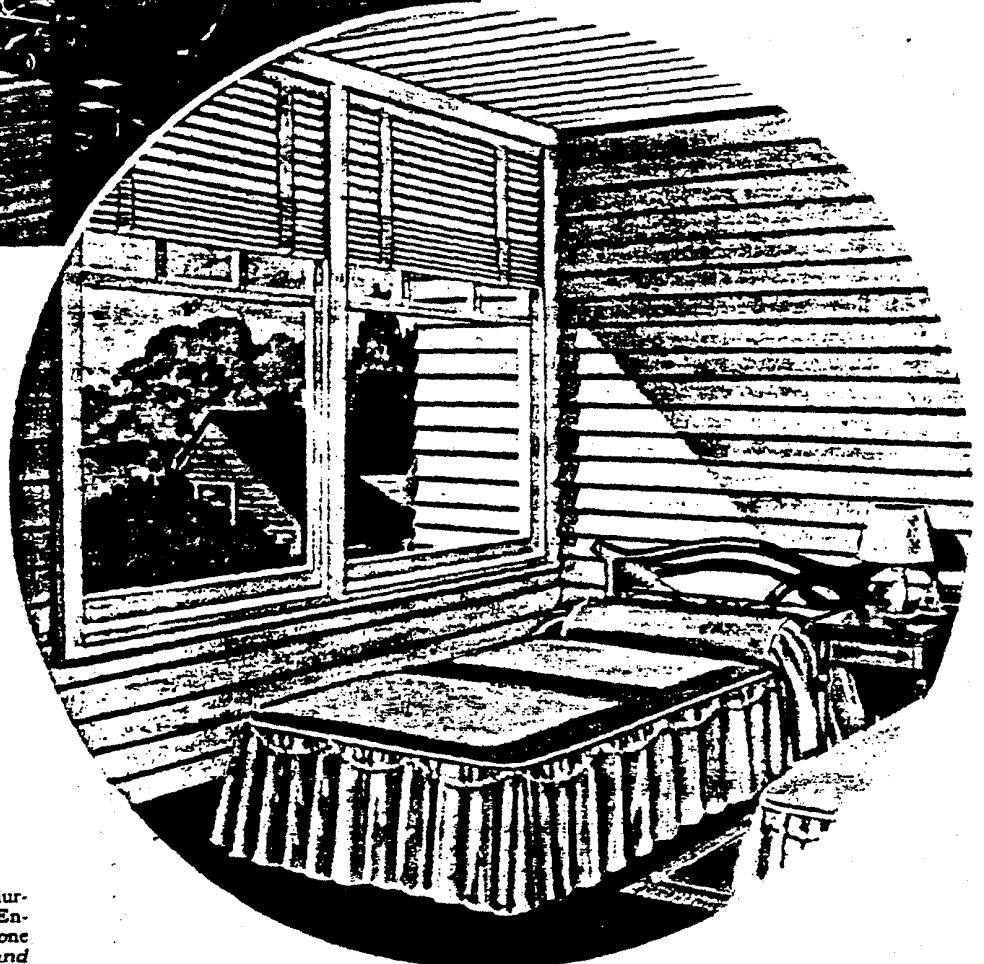
THE SLEEPING PORCH HAS A HEALTHY . . OUT-OF-DOORS AIR

Doctors everywhere, in all climates, encourage the outdoor sleeping porch.

In treating sleeping porches with color, the general decorative scheme usually follows closely the treatments used for inside bedrooms. Colors should be used that do not rouse the brain to activity, but instead compose the mind.

Since sleeping porches are frequently exposed to moisture and dust accumulations, they should be finished with such quality products as Glidden Endurance House Paint, Glidden Spar Varnish or Glidden Florenamel.

• *Right: Ceiling and Blinds — Endurance Paint Cream White. Walls — Endurance Paint two parts White and one part Light Sage. Window Frame and Casing — Endurance Paint White. Floors — Florenamel Mahogany.*



BE SURE YOUR BRIGHT COLORS ARE WASHABLE

In nurseries or playrooms for children, color can be used in abundance . . . but only colors that can be easily washed.

This is made important because of the matter of normal wear and tear in a nursery or playroom. Children are naturally active—and feet are constantly scuffing and scraping and pounding on floors, and often on furniture. The youngster, just learning to walk, seeks support on walls and furniture with pudgy, smudgy hands, leaving finger marks galore.

Toys are banged against baseboards; floors are scuffed. Hands sticky with candy or cake or jam are placed on walls and floors. These are nursery problems which must be kept in mind when making color recommendations. Such walls and floors will need constant washing; yet it is desirable that they always be bright and cheerful . . . all of which places a definite difficult burden on the paint that is used.

Glidden Speed-Wall is an excellent paint for nursery walls. It will take a lot of punishment and will stand washing repeatedly without losing its fresh, smooth, satin-like finish. Ripolin and Jap-A-Lac enamels can stand a lot of pounding on woodwork. Florenamel and Florette Varnish are highly recommended for nursery floors, being impervious to water and able to stand scuffing and banging without breaking their hard-surfaced films.

The science of child culture has gone to considerable length in the study of the influence of surroundings on infants and children. Specialists have found that design and color have a definite effect on children, favorable or unfavorable, up to the age of twelve years.

Thus, the tiny infant, lying in its crib and gazing out with its undeveloped mentality sensitive to lights and shadows . . . maintains a cheerfulness where colors are bright. Yet, designs should be comparatively simple and should not excite

In many homes the walls of nurseries or playrooms are brightly decorated with gay pictures of boats, animals, Mother Goose characters, etc. Color may be used in the nursery in abundance.

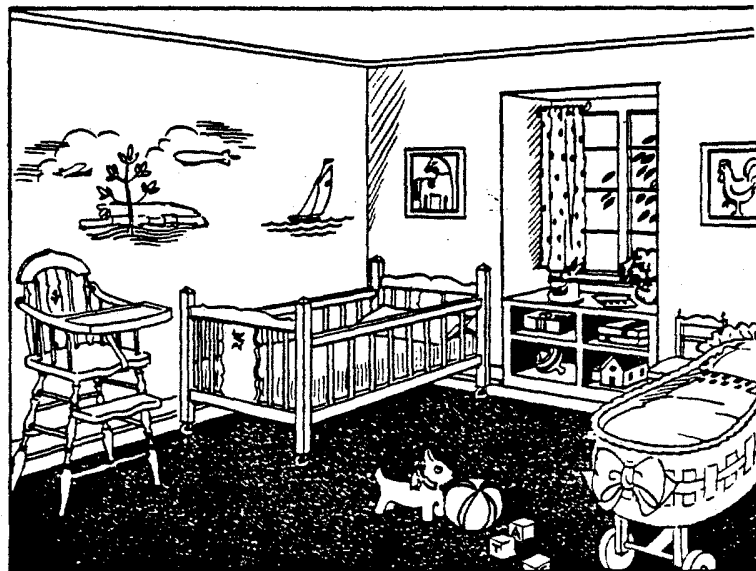
the child's conscious or subconscious mentality. Bright, cheerful colors are preferable, but the general color scheme must be harmonious.

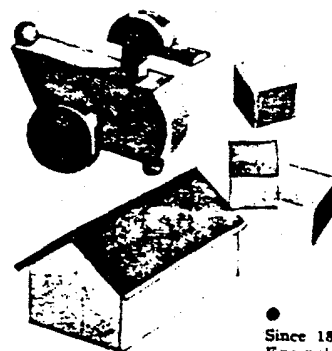
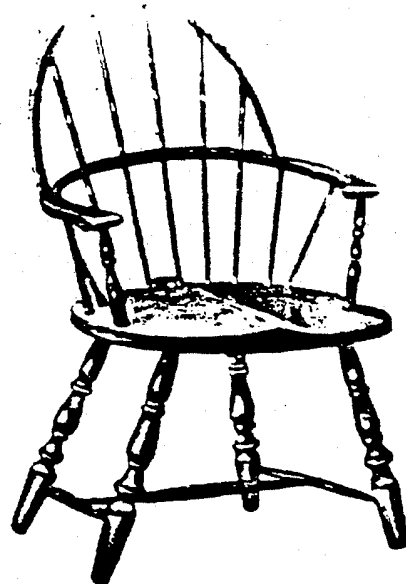
Get Out in the Open

The purpose of a sleeping porch is, of course, to give one the opportunity of sheltered sleep in the fresh outdoors air. In recent years this method of arranging sleeping quarters has become widely popular, and today many homes are equipped with such facilities. Usually the sleeping porch has windows, which may be closed during inclement weather; and usually, the windows are also screened.

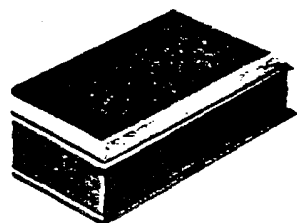
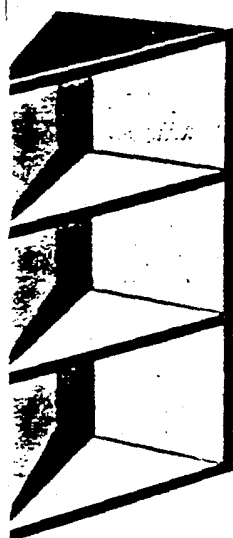
In planning the decorative treatment for a sleeping porch, one should select colors which aid repose. At the same time, because such facilities are considerably exposed to the elements, thought must be given to the selection of paints that will withstand moisture, heat, dust, etc. This is particularly true with sleeping porches which are protected only with canvas curtains or with shutters. And even where such sleeping rooms are glass enclosed, casement sills and floors require careful protection against weather exposure, because windows are open most of the time.

Glidden Endurance Paint is well qualified to meet these requirements. Its film forms perfect weather protection, and is readily washable without injury to its smooth, hard finish. Glidden Porch and Deck Paint and Glidden Spar Varnish are other well-known exterior finishes that can "take it."





● Since 1898 Jap-A-Lac Enamels and Varnish Stains have been famous for their fine quality.



PAINTING ODDS AND ENDS

When painting, don't overlook the small objects around the home. Jap-A-Lac 4-Hour Enamel quickly transforms odd pieces into bright spots of color that produce a fresh note of cheerfulness in the home.

● *Refrigerator Above:* Glidden Jap-A-Lac Enamel White.

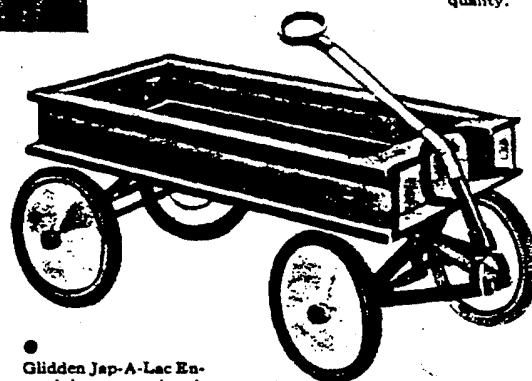
● *Chair Upper Right:* Jap-A-Lac Enamel Mandarin Red.

● *Wagon at Right:* Body—Jap-A-Lac Enamel Red with Black trim. *Wheels—* Jap-A-Lac Enamel Golden Yellow.

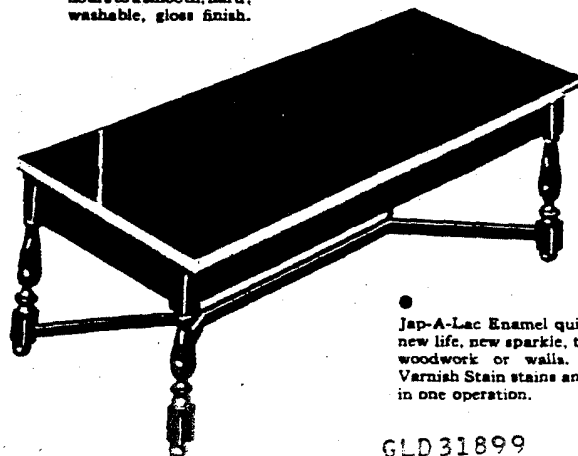
● *Table at Right:* Jap-A-Lac Enamel Jade with Light Ivory trim.

● *Bookcase at Left:* Outside—Jap-A-Lac Enamel Rich Blue. Inside—Jap-A-Lac Enamel Light Ivory.

● *Box at Left:* Jap-A-Lac Enamel Orchid with Lettuce Green trim.



● Glidden Jap-A-Lac Enamel leaves no brush marks . . . dries in 4 hours to a smooth, hard, washable, glossy finish.



● Jap-A-Lac Enamel quickly brings new life, new sparkle, to furniture, woodwork or walls. Jap-A-Lac Varnish Stain stains and varnishes in one operation.



Apartment

Chart Showing Customary Frequency of Painting and Decorating in Maintaining APARTMENT BUILDINGS

ITEMS TO BE PAINTED OR VARNISHED	Years In Which Work Should Be Done				
	1	2	3	4	5
FRONT EXTERIOR TRIM	✓	✓	✓	✓	✓
FRONT DOORS	✓✓	✓✓	✓✓	✓✓	✓✓
VESTIBULE	✓✓	✓✓	✓✓	✓✓	✓✓
HALLS	✓	✓	✓	✓	✓
INSIDE STAIRS	✓✓	✓✓	✓✓	✓✓	✓✓
INDIVIDUAL APARTMENTS	✓	✓	✓	✓	✓
BACK STAIRS AND RAILS	✓		✓		✓
BACK DOORS	✓		✓		✓
BACK TRIM	✓		✓		✓
RAIN SPOUTS	✓		✓		✓
SCREENS	✓	✓	✓	✓	✓
STORM SASH	✓	✓	✓	✓	✓
LAUNDRY	✓		✓		✓
STORAGE ROOMS	✓			✓	
BOILER ROOM	✓			✓	
CEMENT FLOORS	✓	✓	✓	✓	✓

✓—indicates once a year.

✓✓—indicates twice a year.

MAXIMUM RENTALS . . .

FROM PERMANENT TENANTS

Apartment buildings pay dividends only when vacancies are held down to a minimum, particularly where taxes are high and rentals are low. Apartments that rent quickly and stay rented are the money-makers.

Smart renting agents realize the appeal of the decorating scheme is just as important as the arrangement and size of rooms, exposure, etc., especially when apartments are shown unfurnished.

Often apartments that are well located and seemingly suitable in size, layout and lighting, fail to hold tenants and are hard to rent. Many inspect them, but few rent them. The reason for these slow-renting apartments can usually be traced to an unsightly appearance of walls, woodwork and floors. Merely by using an intriguing decorating scheme—either pastel colors in delicate greens, blues, ivories, etc., or sharp contrasts of brighter colors that harmonize perfectly—undesirable apartments can be made popular and in much demand. If the decorating scheme is planned right, small rooms may be made to look larger and lighter.

It has also been found that apartment buildings located in isolated and slow-renting localities, inconvenient to transportation, shopping centers, etc., can be kept free from vacancies if the decorative treatments of the apartments and the general upkeep of the apartment building are sufficiently inviting to compensate for the lack of other advantages.

The condition of floors in apartments is very important, especially to women—who make the final decision in selecting apartments. Where the varnish film is worn through or deep scratches have marred or broken the surface, or too many coats of varnish have been applied so that the surface has lost its smooth, transparent, mirror-like lustre, it is advisable to refinish the floors. Remove the old varnish by scraping or sanding, refill and then varnish with two coats of Glidden Spar or Floor-ette, both of which are made to withstand the severe treatment that floors are given by tenants.

GLIDDEN QUALITY

Since 1870, GLIDDEN Paints, Varnishes, Lacquers and Enamels have been known for their fine quality. NOW—that quality is doubly assured to paint buyers by the fact that all outstanding GLIDDEN Products carry the famous "TIME-TESTED" trademark, which is recognized everywhere as absolute proof of dependable quality in Paints.



THE GLIDDEN COMPANY

National Headquarters

CLEVELAND, OHIO

Factories and Branches in Principal Cities Throughout America

PRODUCED BY MANZ CORP.—CHICAGO—NE
PLASTIC BINDING CORP., U. S. PAT. NO.
732 SHERMAN ST., CHICAGO
PRINTED IN U. S. A.

GLD 31902