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Lacq your floors and walk on them in half an hour.

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BRIGHTER HOMES MAGAZINE

Published in the Interest of Brighter and Better Homes

Vol. II

"Brighter Homes Magazine" is published for you through your local "Brighter Homes Store," the Paint Center, by The Glidden Companies, National Headquarters, Cleveland, O. Adrian D. Joyce, Pres., manufacturers of the highest quality of paints, varnishes, lacquers and enamels. Copyright 1929. Reprint rights on request.

No. 5

The Home Builder who Became Governor

An Exclusive "Brighter Homes" Interview with the
Chief Executive of Ohio

By LORA KELLY

"THE gauge of a man's citizenship is in his attitude toward the home."

That the secret of America's supremacy lies in the fact that it is a nation of home owners is the belief of Myers Y. Cooper, governor of Ohio.

The man who occupies the highest office in one of the most populous and prosperous states in the Union wields this great executive power, indirectly but none the less surely, because of his faith in this precept.

He has helped thousands of people in this Buckeye commonwealth to home ownership through his home building operations on a big scale in Cincinnati.

"There is a definite connection between economics and government," he said recently in an exclusive interview with BRIGHTER HOMES. His tall form assumed an easy posture in his chair and his face beamed with animation as he launched forth into what is obviously one of his favorite subjects. Although he has figures and statistics on his tongue's tip it is invariably the "human equation" of any project in which he is most interested. Cordial and affable, his alert blue eyes see directly into the heart of any matter at hand, and he isn't slow to express himself once he has formed an opinion.

"The man who owns his own home is a far better citizen than one who has no such anchor to wind-

ward," he said.

"Of course everybody pays taxes in some form, even if he lives in nothing more permanent than a hotel room. But the man who has a tax receipt in his pocket takes a far keener interest in the workings of that government than the one who just drifts along.

"He has concrete evidence that it is his money in the public till, and naturally he wants to know how that money is being spent.

"He knows that part of it is being expended for schools. Here he has a two-fold interest if he has children, and home owners generally are men with families. He is critical, and he has a right to be.

"The day is coming when industry will recognize how important it is that workers should have good home surroundings. There are already hopeful signs in that direction.

"The desire to have one's own home is innate. Every marriage license marks the beginning of a new and great adventure, in which the founding of a real home is the greatest factor in its success. The young people start out without much money perhaps, but nowadays that

is no particular handicap, if they are honest and thrifty.

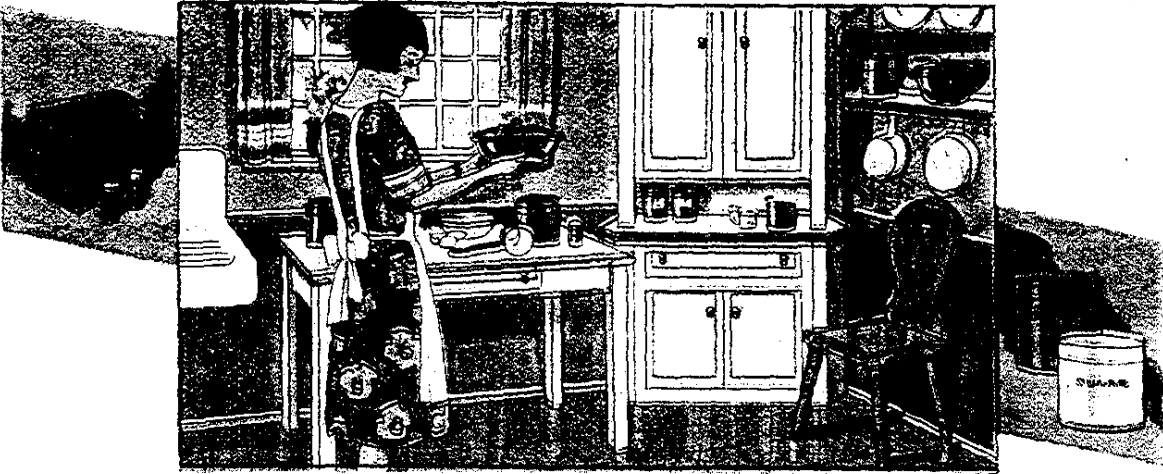
"As long ago as thirty-five years I got the idea that the easy-payment plan would be helpful to these young adventurers. I felt that the day was past when the honeymooning Darby and Joan should be compelled to

(Continued on Page 6)



Page Three

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Now Utility is Garbed in Beauty

*The Long-Neglected Kitchen Is As Much
A Show-Room As the Parlor*

By JAMES SHOUSE

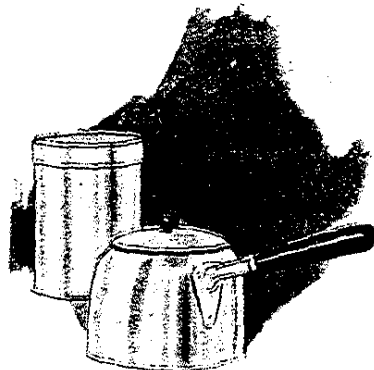
SEVERAL years ago, some unheralded benefactor to womankind made a startling discovery. It pleases my own sense of the dramatic and of the fitness of things to think of an incident like this as having happened . . . Mr. Jones arrived home promptly at noon one Saturday in May. He had, in fact, received definite instructions from Mrs. Jones to arrive promptly at noon. Great things were going to happen that Saturday in May—greater than even Mr. or Mrs. Jones realized. The kitchen was to be repainted. And when Mr. Jones opened the can of paint he had brought home with him, he found to his intense dismay that, instead of the somber gray he had asked for, it was blue—not a respectable dark blue, even, but a light—dazzling, robin's egg blue.

With a disparaging shrug of his shoulders, the amateur painter reached over and picked up a kitchen knife from the sink intending to tamp the lid back on the can. But the knife slipped and fell, handle first into the sea of blue. Quickly the knife was fished out; the blade wiped dry and placed upon the kitchen table. The after-

noon's plans had been upset—no decent kitchen could ever be painted in such a beautiful color.

After dinner that evening, Mrs. Jones joined the family on the front porch. She sat there quietly for a moment and then remarked in an awed sort of whisper, "You know, John, that knife that fell in the paint this afternoon, the one that got blue on the handle?—well—it still cuts!" And in that amazed whisper of Mrs. Jones is summarized the old philosophy of how useful things should look—that beauty did detract from utility.

What kitchens they had in those days—not so very long ago, at that. Pots and pans hung in somber rows of grays and blacks. The stove stood placidly and majestically in the corner, thoroughly depressing in tone, its bare metal deadened with the heat of many baking days. Over by the window the sink, whose drab appearance no amount of scrubbing and brushing could ever improve. And amid such thoroughly dreary surroundings people worked—and cooked—and sometimes ate. Truly, a kitchen in those days was no thing of beauty



Brighter Homes

—nor was it a joy forever—particularly to those countless mothers who spent so much time in its unattractive confines. That a kitchen utensil might be attractively colored and still perform its mission in life was,—indeed—a wonderful discovery.

Then came a change from these dark and dingy kitchens of twenty years ago—through the hospital-like whiteness of recent time—to the cheerful, charming, altogether fascinating color symphonies that many modern kitchens attain. Color schemes so daringly complete that even the ice pick, unless the handle is properly hued, is kept in strict seclusion. Percolators that seem to perk all the merrier for their cream and tan finish.... and irons that seem to lighten the task of ironing when held by their Chinese red lacquered handles. And if you don't think that such commonplace utensils as pans and basins can acquire real beauty and harmony—you just can't have seen what manufacturers have accomplished during the past year!

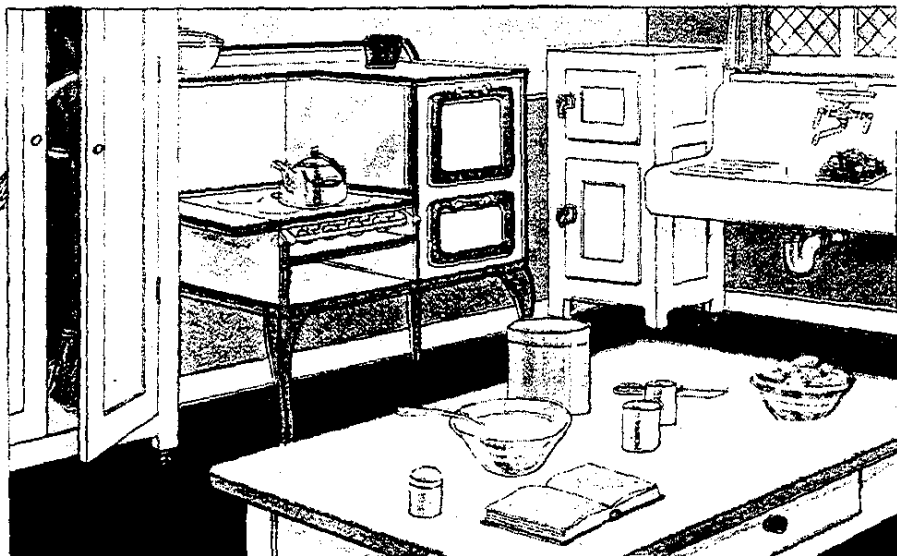
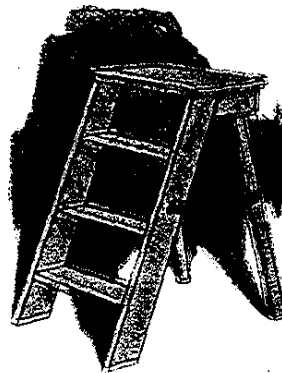
With this influx of color into our kitchens—made possible by the realization that in the simplest and most plebeian articles of the home are real possibilities for beauty and decoration, there has come an added responsibility. We must do our part in (and that part consists of) furnishing the right kind of colorful surroundings to best set off the gaily tinted articles now available. Walls, ceilings, woodwork, furniture,—what wonderful possibilities for beauty they hold in the creation of kitchens in color.

Cabinets and cupboards can be made real art objects by the use of lacquers or enamel. Chairs and tables are fairly crying out for new color. Let the walls be warm and cheerful tint. The bread box, the cooky jar, the coffee can—all may be pleasing and distinctive with varied tints. Floors may be made pleasing in browns and greens, and if there is a linoleum covering, its bright hues may be protected and preserved with varnish.

This trend to color in the kitchen is no mere passing fancy, but a permanent and lasting contribution to brighter homes and more cheerful surroundings. Even the stove manufacturers, and the makers of refrigerators are delighting prospective purchasers with gayly tinted articles that no more resemble their appearance of twenty years ago than they resemble each other, for with the judicious use of attractive, colorful finishes, these once commonplace articles have been pleasantly transformed.

In many respects the kitchen is the most interesting of all rooms to decorate, for it is a room in which beauty and utility must be combined. Living rooms, bedrooms, sun parlors, offer no obstacles to pleasing effects, and every one tries to make them as attractive and livable as possible. But the woman who takes the greatest amount of pride in her home, and whose home is consequently the most attractive, is more than likely to pride herself on the appearance of her kitchen, for no other room has been, artistically, so neglected. Cinderella in the kitchen is no longer a despised drudge—she is queen of a colorful realm.

See page 14 for products to use in beautifying your kitchen



THE HOME BUILDER WHO BECAME GOVERNOR—*Continued*

wait until their bank account reached several thousand dollars in order to set up their own little nest.

"That meant paying rent in the meantime, as well as trying to save out of a limited income enough to buy a home. The strain was too great for many of them.

"But this plan offered new hope. Scoffed at by older, but not especially wiser heads, what has this plan brought about?

"Something like fifty-two per cent of Ohioans are home owners. Go where you will throughout the state, you will note the tidy little homes, well-cared for and well-painted, as you approach each urban center.

"Whole suburban communities have sprung up where just a few years ago there was just vacant land. An automobile or bus transports the worker to his office or factory in less time that it would take him by street car if he lived in the city.

"The whole trend of the workers—and we are all workers in America—is to get the family out of the congested city where there is fresh air, breathing space and room for the kids to play.

"At the same time this householder will give up none of the advantages of the city to which he has been accustomed. No isolated farm stuff for him. He

wants electric lights, sewers, water, schools and churches and even entertainment within easy reach.

"He in turn reciprocates in this community life by making his own premises as attractive as possible. If his garage doors need painting he buys a can of paint and goes to it. He doesn't have to wait until some tight-fisted landlord gets inspired to send a painter around to do it. It is his door, and even if he doesn't achieve as slick a job as a professional brush wielder he has had the fun of doing it himself.

"His house, inside and out, is an expression of his own personality. Color is an essential factor in making it attractive. Whether he uses it with a lavish hand without regard to the subtleties of the chromatic scale or whether he blends it with the skill of an artist, it tells the passersby or the visitor that it is symbolic of the man who has applied it.

"The small touches here and there reveal the character of the owner. Whether his efforts are crude or esthetically good, he at least has made an attempt to better his standards of living.

"There's usually space for a garden, hence the erstwhile city-bound worker finds a whole new world opening up to him in the cultivation of his own flowers and vegetables.

"With a home of his own he has a real incentive in life. His only capital is his job. He has too much at stake to be a shirker or an incompetent. He cannot afford to be careless.

"It is surprising what a small amount of savings will swing a deal of this kind, too. Money that otherwise would be paid out with nothing to show for it goes into something that makes a tangible and satisfying return.

"Every Englishman's home may be his castle, but every American's home is his display advertisement. It speaks loudly of the character of the owner.

"Even the tiniest bungalow to which the dweller has the title has a trim, well-groomed look. There are no cracked window-panes, no dingy, weather-beaten, gone-to-seed look about it.

"Children growing up in this atmosphere have the best chance in life later on. If we look into the records of criminals we usually find a shiftless home life in childhood to blame.

"Children brought up in desirable environment learn to respect

property. They can't go about defacing the woodwork or destroying things and get away with it if Dad owns the place. The old man has put too much effort into it to stand for any such nonsense.

"But if it's a rented house—well, who cares?"

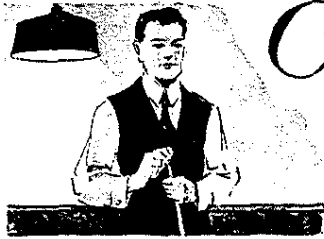
Governor Cooper regards his "civilian" job of helping people to attain better homes and higher standards of living the "most fascinating in the world," and his governorship as merely an interlude providing an opportunity for wider service.

Although he is the grandfather of "four of the prettiest children in the world," as he tells you, he is as enthusiastic as a youth approaching matrimony about this business of founding a home.

A happy home life is the foundation of our democracy, according to Governor Cooper. Wherever homes are owned, there you will find peace and prosperity—and there you will discover the greater opportunities for growth and progress. The family is the real unit of worth-while life, not the individual. And the family needs a HOME.

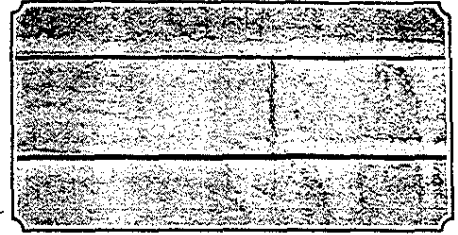


Governor Cooper and Family



Chalking:

Take your cue
from this~



By J. P. WAGNER

A LITTLE chalk on the billiard table may not be objectionable, but too much chalking on the side of your house is a just cause for complaint.

The natural process of weathering for a satisfactory paint is chalking rather than cracking. Chalking should, therefore, be looked for in a paint. If a paint chalks mildly in a period of a year or two, it should be considered as a desirable characteristic, provided the chalking is not of such a nature as to "wash" off after three or four years and leave an unprotected surface. Paint of the proper composition will chalk mildly, often maintaining a good surface free from cracking, and a moisture and weather resistant film for a period of five years.

In previous issues of Brighter Homes magazines we have successively discussed "Blistering," "Cracking," "Bleeding" and "Peeling" as symptoms of the incorrect use of paint, with respect to time, season, and

method rather than any inherent defect in the product itself. But no matter when or what you paint you cannot expect satisfactory results or enduring satisfaction if you use, or permit the use of, cheap paints.

No manufacturer has any monopoly on adjectives. The claims of a maker of cheap paints may sound as convincing as the straightforward statement of facts about a meritorious product. But you have two safe guides to follow—the reputation of the maker and the reputation of the dealer.

Your Brighter Homes Store commands your respect and you can with confidence follow the recommendation given.

Good paint is a necessity—a real economy compared with products that cost less in the beginning. By the same logic, it pays to employ a good painter; one whose skill and knowledge will prevent the unpleasant occurrences that we have called to attention in this series.

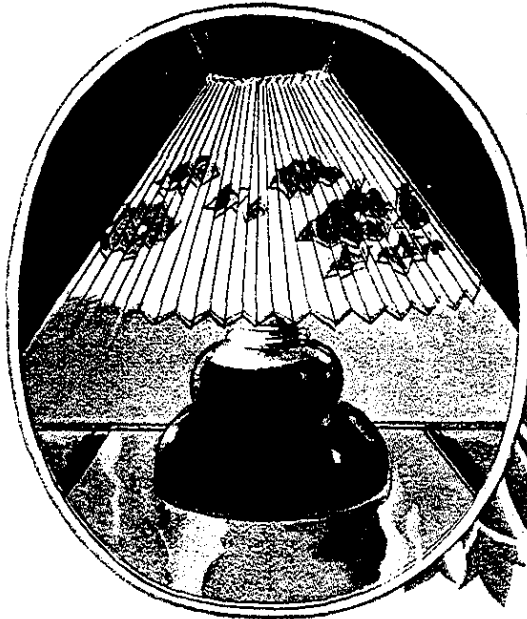
The
GLIDDEN Quality GUARANTEE
Every product carrying the Glidden name is a Quality Product. Satisfaction is guaranteed. If you purchase a can of Glidden Paint, Varnish, or Lacquer and for any reason it is not satisfactory, bring it back and get your money. Glidden customers are satisfied customers.

Quality that Commands Respect

Gay Gifts that Express Personality

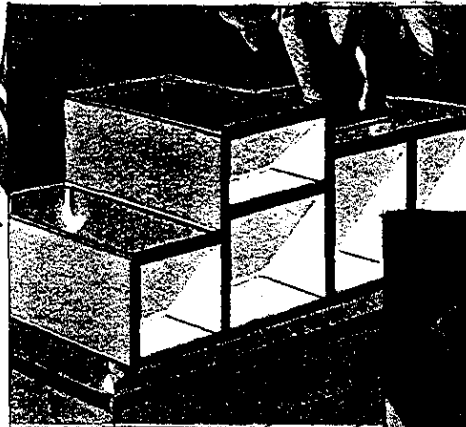
GIVE WITH DISTINCTION—YES!

WITH the holiday season looming largely every day on the horizon of our thoughts, the question of what shall we give and to whom shall it be given, demands an answer that cannot be long postponed. What is more appropriate, more fitting, or more likely to be received with appreciation than something beautiful, you know, but yet a purchase that is at once a little and yet into the future. A valuable thing.

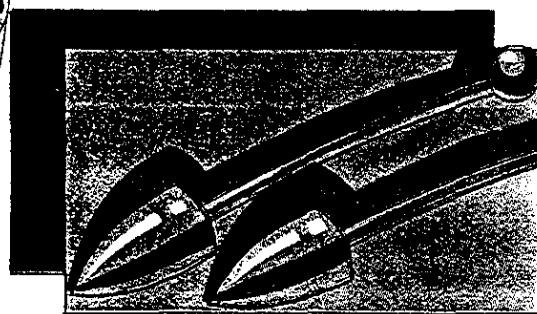
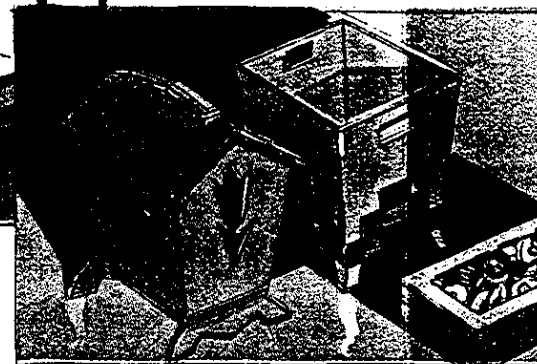


Such a charmingly hued lamp is this. The brilliant yellow background of the shade and the red decorative motif emphasize the blue of the stand.

Just a few minutes with a brush and an end table is transformed to a royal red hue.



Futuristic? Yes! Just the touch of art moderne to freshen up that slightly jaded sun porch or living room. In green and red, white interiors faced in black.



Shoe trees! a charming gift in this real blue finish.

Waste basket—sewing stand—handkerchief box—what possibilities each holds for the beauty that color brings so easily.

See page 14 for products to use in obtaining these results.

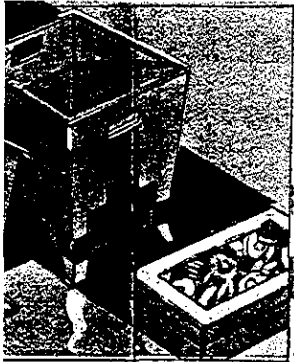
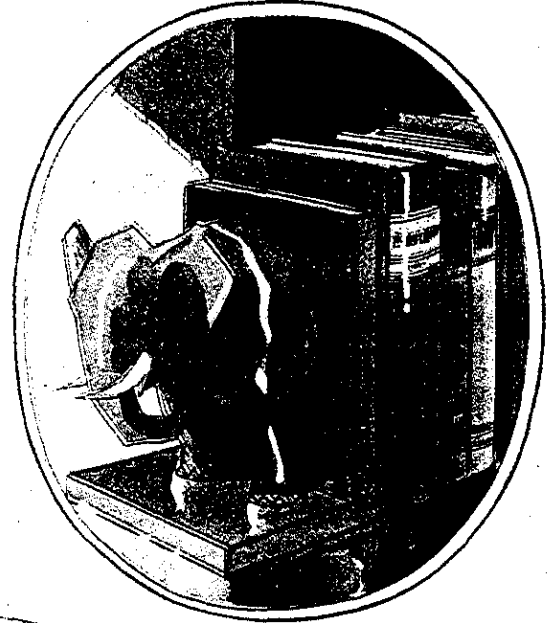
Express Personality WITH ECONOMY

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tiful, artistic, useful, which is truly expressive of you because it represents not only your thought but your handiwork?

With Lacq or Enamel you can multiply your purchasing power many times. Unpainted furniture and art objects may be inexpensively bought at many places. A little use of your spare time, a little exercise of the joy of being a creative artist, and you will be able to bring real holiday joy into the homes of your friends.

A little Lacq, a little Enamel, and you will be able to make one dollar do the work of five.



Waste basket—sewing stand—handkerchief box—what possibilities each holds for the beauty that color brings so easily.



Green Elephant Book-ends! Here is no dull and somber elephant such as every jungle knows! Green and red—luxurious vegetation and the fiery red sun of the tropics.

Screens are more and more in evidence in smartly furnished homes—particularly of the type illustrated—somewhat modernistic in design—and chicly tinted in contrasting colors.

aining these results.



If You Knew How Easy it is to Varnish

*You Would Do It Yourself, and
Do It Oftener, Too*

By SYLVESTER CLEMENT

PERHAPS the greatest single deterrent to the more frequent use of paint and varnish in the home is the false impression that the work is difficult, or that it requires special skill and training. When Lacq, the original brushing lacquer, was introduced as a household product it did more than anything ever did before to convince the general public that home painting was easy and pleasant. But varnish has not shared in this widespread acceptance because the average home owner does not appreciate that it is no more difficult to use varnish satisfactorily than it is to use Lacq.

Really nothing is more beautiful and more attractive than the natural grain and color of wood as they are developed under clear varnish or varnish stain. There is hardly a home in the land where floors are varnished nearly as often as they ought to be, and many a piece of fine, old furniture goes to the attic or the second-hand store just for the lack of a coat of new varnish.

There are some kinds of wood finishing that require considerable rubbing and polishing in connection with re-varnishing, and while this is more arduous than difficult, the majority of home applications are no more complicated than applying with a brush and waiting to dry. The principal act of judgment entailed is the selection of the right varnish and a good brush.

Where woodwork is exposed to outside weather, such as exterior doors and window sills a good spar varnish should be used. On floors, where varnish is subjected to the hardest possible usage and where appearance is a vital factor, only a special floor varnish should be employed. For woodwork and furniture inside the house you should select an elastic, durable varnish, light in color, with good flowing and brushing properties, and which can be rubbed, polished, or left in its natural gloss, if desired. And where a velvet finish is sought, a special flat varnish should be chosen.

Where conditions do not permit long waits for drying you can obtain a very satisfactory "four hour drying" varnish, which is adapted to all interior uses.

Varnish stains have been and still are very popular with those who wish to attain the maximum of satisfactory results with the minimum of effort and expense. Here you have the choice of light and dark oak, light

and dark mahogany, and walnut. And where it is desired to give old, worn floors, or painted floors, the appearance of a natural wood grain, you can at small expense obtain a complete set of tools and materials that will permit you to do this yourself.

It will pay you to cultivate the varnish habit. Once acquired your home will be more beautiful and more attractive, and a greater source of satisfaction than it was in the days when you permitted varnished surfaces to become worn and dull just because you thought it was a difficult job to renew them.

See page 14 for list of varnish products.



The Heritage of Our Colonial Ancestors

*The White House is Always Pleasing
and in Good Taste*

By EDWIN M. RUSSELL



HAVE you ever driven through New England? Or down through Virginia and the Carolinas, or even through Kentucky's famed Blue Grass region? If so you have had the pleasure of viewing at first hand many of our finest colonial mansions; dignified reminders of a not forgotten day when a home was all that the word implies.

In recent years we have renewed our appreciation of the simple, colonial type of dwelling and of the principles of decorative structure which it embodies. True there is a vast difference between the rambling, many times added to, colonial dwelling of New England and the tall, stately-columned manor of the old south; but the traveller finishes his comparison of both with the feeling that they have much in common.

Either through necessity, or because of an inherent simplicity of taste, our ancestors seem to have universally appreciated the artistic merits of pure white as a finish both for the outside and for the interior of their homes. We need not journey to distant, unaccessible regions to see this for ourselves—for familiar to us all is Mt. Vernon, Washington's home! The very name, by association with our country's founder, and by association with the pictures we all have seen, conjures in our minds a vision of surpassing elegance, of comfort, and of grace.

Even the White House itself, the home of the President, so aptly named, and so universally admired, is in many respects no different fundamentally from a decorative standpoint than hundreds of fine old homes scattered throughout the nation, preserving their beauty, enduring calmly the vicissitudes of all types of weather—and still retaining all of their original charm which

advancing age seems to increase rather than diminish.

Many of us who live in ultra-modern 1929, might as well take notice of this heritage of colonial knowledge. Our forefathers grasped a fundamental principle of aesthetic decoration—and through their use of white secured one of the most delightful of all contrasts—the white of the house standing out in magnified beauty, intensified by the green of the surrounding foliage.

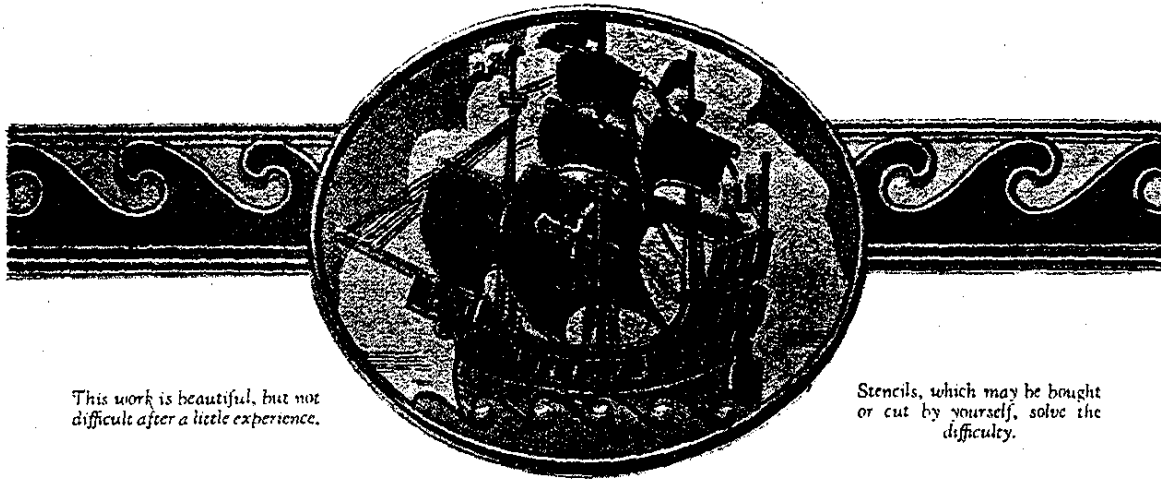
In many parts of our country the colonial dwellings are of brick, and in these, too, we find a wholesome and sincere use of white, for shutters, for cornices, for fences and for sills—and most important of all—for doorways. It seems strange, doesn't it, that with all our modern inventions, our airplanes, and on futuristic art, we have been unable to improve to any appreciable extent on the classic beauty of the colonial type entrance? There have been periods in the past hundred years when this artistic heritage of ours was, for the time, forgotten; when the average home resembled in a pitifully small scale some gabled medieval castle—its towers peering awkwardly over surrounding rooftops. And there were the houses which resembled nothing quite so much as the fancy frosting on a cake—with curlicues and gadgets and fancy railings and cupolas. Where are they now with their glaring colors and their candy-box beauty! Relegated to an artistic scrap heap.

Let us be thankful indeed, that the heritage of our ancestral homes has been such that in our modern quest for sheer beauty we have many of their mansions with us still, to portray for us in all their ancient glory the virtues of white especially adapted to that type of home which properly is designated colonial.

See page 14 for white
paints that last.



Brighter Homes



This work is beautiful, but not difficult after a little experience.

Stencils, which may be bought or cut by yourself, solve the difficulty.

Plastic Paint that Reproduces the Beauty of the Sculptor's Art

Here Is Real Distinction Within the Ability of Everyone Who Has Patience and Persistence

By ROSALIA MARCELLUS

THOSE who have scored their first triumphs in home decorating, soon begin looking about for new worlds to conquer, figuratively speaking. So if you have achieved some measure of pleasure and satisfaction in the refinishing of furniture, in the painting or tinting of walls, or in some other form of interior decoration, we now suggest an art without limit in its possibilities for beautifying your home.

This new art to which we have reference (and you can properly spell it with a capital "A") is based on the use of plastic paint which permits you to work out designs and patterns in low relief, just like the figures, designs and lettering on a coin or a plaque.

Some of you may have dabbled in clay modeling when you were in school, and in the course of this

worked out patterns in bas-relief. If so, this new art will come easy. If not, it won't be at all difficult if you follow the simple directions that we are giving. Some forms of plastic paint work may be performed free hand—that is without any special patterns, but this method is applicable only to those who have had considerable experience. For those who are making their first attempt at this fascinating art, we suggest you confine your efforts to working with a stencil.

Designs for borders, friezes, and other wall ornaments are applied with ordinary oil paper stencils. Stencils may be purchased at most art stores, but it is not difficult to make your own by using oil stencil paper, marking the designs carefully in pencil and then cutting them out with a sharp knife. Before using it



Applying plastic paint with stencil and spatula.

Applying tints with brush over stenciled decoration.

is well to give the stencil two coats of Lacq and a coat of liquid wax. Where especially high reliefs are desired, the stencils may be cut out of linoleum. The plastic paint may be applied through the stencil by means of a four-inch scraper knife. When the stencil is removed the pattern stands out in relief. Where leaf or flower patterns are used, they may be given additional shape or form by depressing the tips of the fingers lightly into the leaf, flower or other part of the design.

Where it is desired to build up more intricate patterns, or designs, the stencil is cut for the principal outline and additional stencils are cut for the ornamentation to go on top of this. Each successive coat being applied, of course, after the first half has dried.

In using plastic paint for the decoration of pottery or screen where the effects of curving lines of color are desired, this may be accomplished by use of a small force gun, such as is used in applying decorative frosting to fancy cakes, and which may be purchased in the kitchenware department of most stores. Or a paper cone may be used, with the opening regulated to the size ribbon of plastic paint desired, and squeezed out in the manner of tooth paste from a tube. Of course no stencil is necessary when you use a gun or a cone.

Where a single pattern is to be applied, as a border to a room for instance, the easiest method is to tint



the plastic paint to the desired color before applying through the stencil. But where a variety of colors is desired, it is best to use white plastic paint and then after it is dry, color it or tint it to the various shades required. Where a small surface is to be colored, tubes of oil color paints may be used.

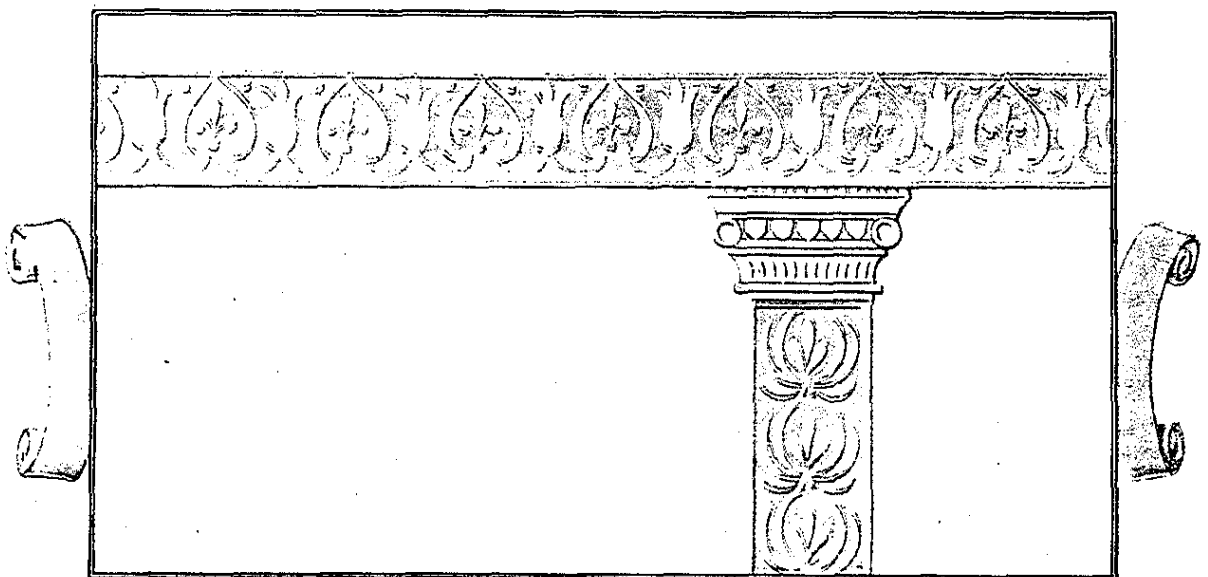
When using a plastic paint on flat surfaces, interesting texture effects may be obtained by use of a spoon, the tips of the fingers, a whisk broom, a paint brush, or a crumpled piece of paper. Flat surfaces may be lined so as to imitate courses of stone.

Plaster paint is a most admirable method for making attractive gifts, such as art plaques, for ornamenting book-ends or pottery, for making decorative screens, or for imitating hand-wrought metal work. This latter may be accomplished by tapping the surface with a ball-peen hammer, after the plastic cement has been partially set.

After the design has been applied through stencils, the plastic paint should be permitted to dry before the paint for coloring is applied.

Any jagged edges or roughness may be sandpapered off at this time so that the entire stencil pattern will be uniform and pleasing in its effect. Plastic paint is used in the decoration of the finest homes—it imparts distinction, and evidence of an artistic appreciation that is out of the commonplace.

See page 14 for materials to use.



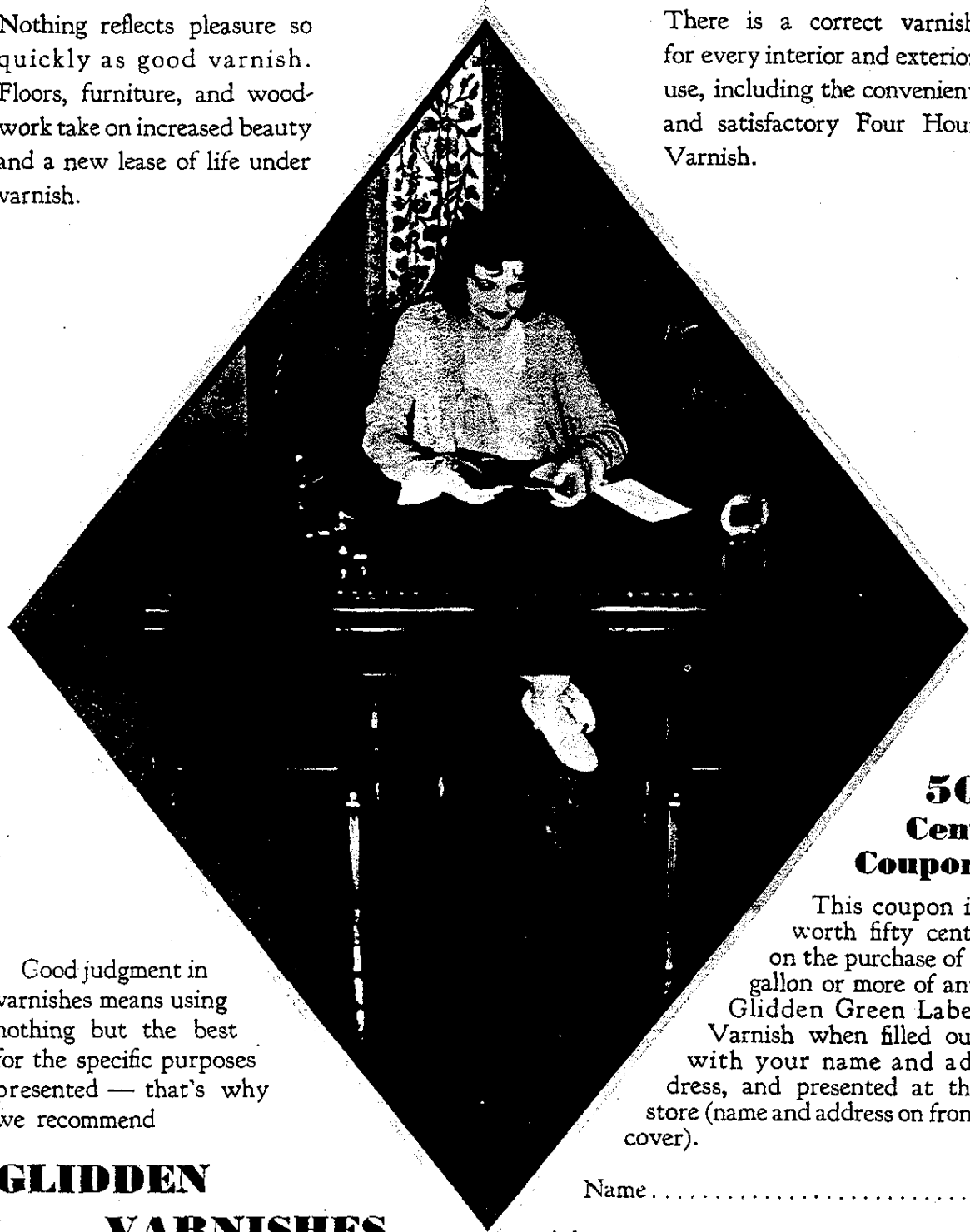
Here is an attractive example of the use of stenciled plastic paint in finishing a wall.

Brighter Homes

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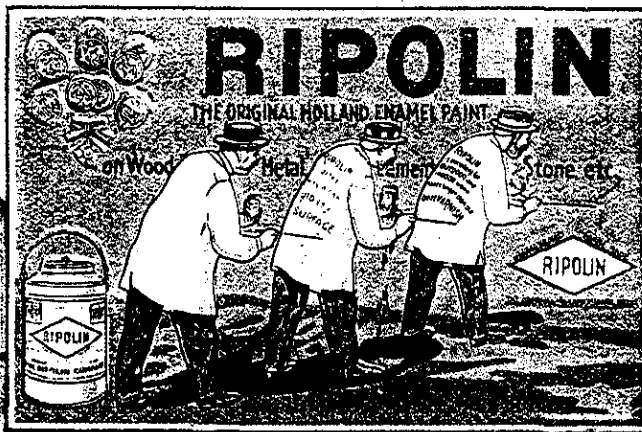
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is admittedly the finest enamel paint — but that doesn't mean that it is prohibitive in cost for use in average homes. Because Ripolin goes further (one coat of Ripolin has the covering capacity of two coats of ordinary enamel) and because it lasts longer.

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