HOME DECORATIVE STUDIOS

THE GLIDDEN COMPANY

GLIDDEN PARK • CLEVELAND, OHIO

GLD31907



THE AGE OF *Color*

Nature . . . the *master artist* . . . works not in lines but with masses of color and with a skill that never fails in beautifying the object whether it be growing . . . moving . . . or inanimate.

In the air we see the gay plumage of a bird . . . in the water the sparkling flash of some many hued fish . . . and brought from the core of the earth, we gaze on the colorful brilliance of the gem . . . in the warming sun of June the soft velvety color of the rose vies with the azure of the heavens . . . while in the winter, long lavender shadows are cast upon the snow . . . wherever you see nature, you see color at its best.

Thus, nature makes us aware of color . . . more and more we are ever conscious of the handiwork of nature's expert palette, mixing all the colors of the rainbow in perfect harmony in many beautiful combinations to bring the joy of living to us all.

Wherever we look, today, . . . we see color. From skyscrapers to kitchen utensils . . . from the stately corridors of our smartest hotels and public buildings, to the furnace in the basement . . . color is everywhere. Our automobiles in their pleasing tints . . . the clothes we wear . . . the treatment of our homes . . . all are influenced by color. We are living in a color conscious age with everything around us, colorful.

We know . . . whether consciously or unconsciously . . . that our actions and innermost reactions are influenced by certain colors. This reaction to colors is not the same in all individuals . . . yet most of us react in a similar manner, particularly where colors have been properly combined, just as we react favorably to nature's perfect color schemes. Consequently, we must carefully choose the colors we use in our homes . . . we must know what colors are depressing to us as individuals . . . what colors are relaxing . . . what colors cheer and refresh us into reborn hope and energy. In short, we must know and adhere to nature's fundamental laws of color harmony.

In the pages of this "Age of Color" brochure . . . nationally-known color experts . . . aided by nation-wide color research laboratories . . . have called on their extensive knowledge of color to present a diversified selection of authentic color combinations . . . either complementary or harmonic, or both . . . for the exterior . . . as well as the interior of your home.

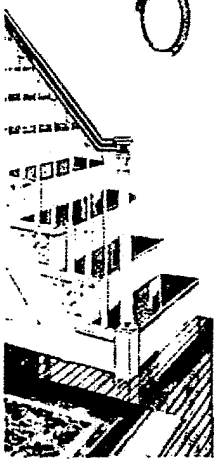
Roberta Ross

Director, The Home Decorative Studios
The Glidden Company

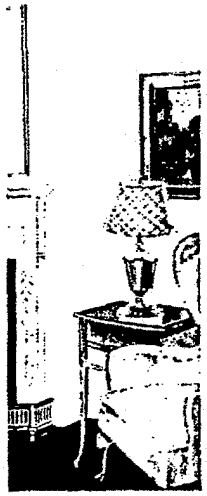


CLD31908

THE FLOW OF



HALLWAY • *Walls*—Glidden Speed-Wall Flat Light Ivory. *Rail*—Glidden Endurance Wood Stain Walnut and Wearette Varnish. *Tread*—Endurance Wood Stain Walnut and Floorette Varnish. *Woodwork*—Ripolin H.L.T. Enamel White. *Floors*—Endurance Wood Stain Maple and Floorette Varnish.



LIVING ROOM • *Ceiling*—Speed-Wall Flat Light Ivory. *Walls*—Speed-Wall Flat Delicate Green. *Woodwork*—Ripolin Q.D. Enamel White.

DINING ROOM • *Ceiling*—Speed-Wall Semi-Gloss Ivory. *Walls*—Speed-Wall Flat Medium Buff. *Woodwork*—Ripolin Q.D. Enamel White.



THROUGH THE HOME

BY Roberta Ross

When you see a home that delights you with its charm and colorings, remember that the same completeness of choice . . . the same pleasing, striking yet restful atmosphere . . . the same unquestioned good taste . . . are all available to you in your own home at very little cost. It's just a question of *knowing how* to get the desired effect.

If you decide to use color throughout your home, it is important to maintain a harmonious flow of color from one room to another. To do this, each room must be in perfect color harmony. The color schemes between adjoining rooms or floor levels must interlock harmoniously.

It is not entirely necessary to have color everywhere in your home. Your rugs, books, pictures and furniture may demand a neutral theme for the living room or dining room. This permits you to give vent, then, to your love of gay color for the other rooms in the home . . . the bedroom, the breakfast nook, the bathroom and the kitchen.

The home is so important in its contribution to happiness and contentment, that it truly deserves much of your time and thought, in selecting the best paints and decorative materials to make it an ideal haven of peace and beauty.

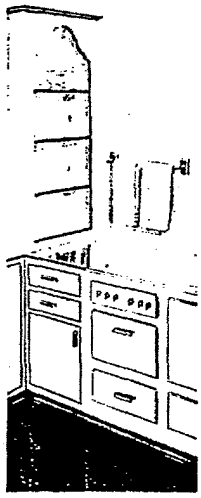
Choose COLORS FOR BETTER LIGHT . . . BETTER SIGHT . . . DAY OR NIGHT

Colors that reflect the light poorly should be avoided in rooms that receive little natural sunlight.

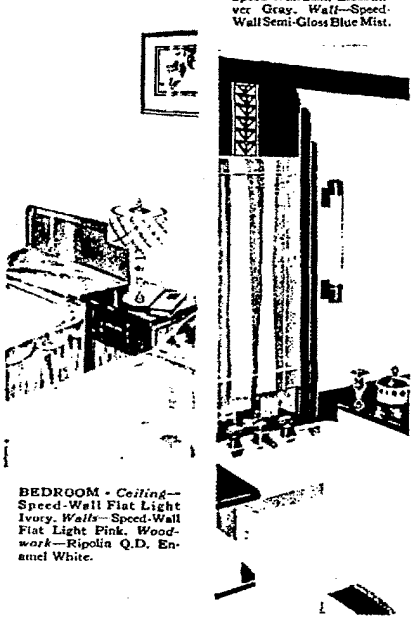
A careful study of the varying light reflection values of standard Glidden wall and ceiling colors as shown below will aid you in selecting correct room color schemes.

White—89%	Light Gray—66%	Elf Green—54%
Light Ivory—81%	Buff—66%	Sky Blue—52%
Ivory—77%	Blue Mist—66%	Fawn—43%
Cream—75%	Light Tan—60%	Steel Gray—43%
Caen Stone—68%	Delicate Green—59%	Old Rose—23%
Light Pink—67%	Orchid—55%	Black—2%

The Home Beautiful has Interlocking Room Color Schemes



KITCHEN • *Walls*—Glidden Speed-Wall Semi-Gloss Caen Stone. *Woodwork*—Ripolin Q.D. Enamel Aqua Blue. *Cupboard Lining*—Jap-A-Lac Orange. *Woodwork Trim*—Jap-A-Lac Rich Blue. *Floor*—Glidden Florenamel Blue, Stippled with Florenamel Ivory.



BATHROOM • *Ceiling*—Speed-Wall Semi-Gloss Silver Gray. *Wall*—Speed-Wall Semi-Gloss Blue Mist.

BEDROOM • *Ceiling*—Speed-Wall Flat Light Ivory. *Walls*—Speed-Wall Flat Light Pink. *Woodwork*—Ripolin Q.D. Enamel White.

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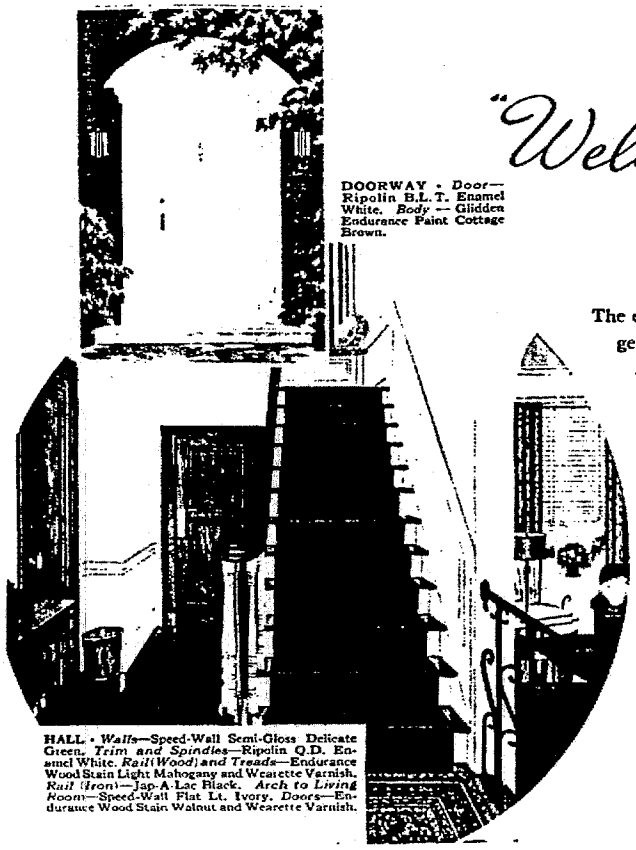


DOORWAY • *Door*—Ripolin B.L.T. Enamel White. *Body*—Glidden Endurance Paint Cottage Brown.

HALL • *Walls*—Speed-Wall Semi-Gloss Delicate Green. *Trim and Spindles*—Ripolin Q.D. Enamel White. *Rail (Wood) and Treads*—Endurance Wood Stain Light Mahogany and Wearette Varnish. *Rail (Iron)*—Jap-A-Lac Black. *Arch to Living Room*—Speed-Wall Flat Lt. Ivory. *Doors*—Endurance Wood Stain Walnut and Wearette Varnish.

"Welcome"—SAYS THE Entrance

. . . . OF YOUR HOME

The entrance to your home is the key to its character. Here the visitor gets his first glimpse of the home and obtains his first impressions. Architects and decorators have done much in the way of design and construction to convert the old-fashioned, drab, dark hallway into a pleasant, naturally lighted entryway. The hall is no longer the forgotten part of the home. It is the connecting link between different rooms and should be the source of the flow of color through the home. The decorative treatment of your hall should be analyzed for both daytime and night-time requirements. Choose color values which are good in normal, natural light, and also in artificial light. Careful choosing of colors makes it possible to broaden the appearance of narrow hallways and to make them seem more spacious and airy. Many distinctive washable colors are being used today, assuring freshness and cleanliness for a long period of time. The trim, attractively painted entrance says "Welcome" to every guest, and the properly decorated hallway inside greets him with a genial friendliness.

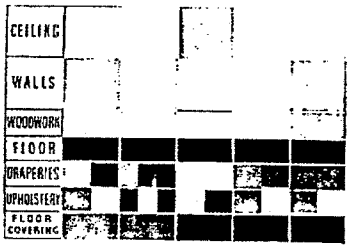
Color . . . LENDS CHEER TO GOOD LIVING

The living room is the showroom of your home. It is also the room which usually gets the most use. It must reflect its importance in relation to the other rooms, and above all it must encourage that livability which is possible only where comfort, relaxation, and informal, friendly companionship are found.

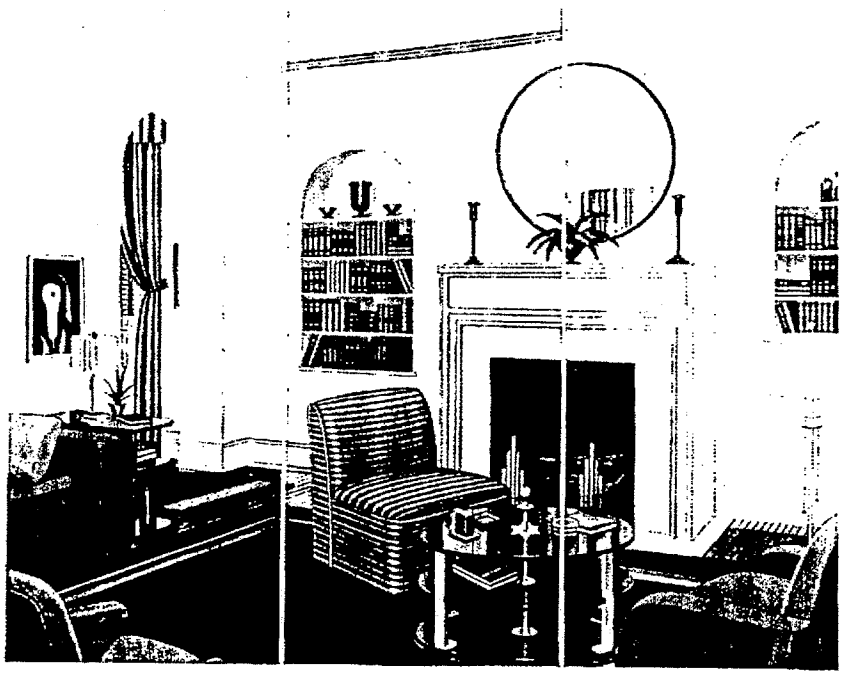
The color charts below give five alternate color schemes which are most appropriate for the living room.

Five Alternate Color Schemes

All colors in this chart are standard Glidden colors appearing on Glidden color cards.



Plenty of lamps and smart shades are needed to get the right decorative effect . . . the colors may blend or provide sharp contrasts . . . knick knacks, carefully selected and placed artistically, lend decorative interest to the living room.



LIVING ROOM • *Ceiling*—Glidden Speed-Wall Flat Light Gray. *Walls*—Speed-Wall Flat Light Pink. *Floor*—Glidden Endurance Wood Stain Light Mahogany and Floorette Varnish. *Woodwork*—Ripolin B.L.T. Enamel White.

LIVING ROOM • *Ceiling*—Speed-Wall Flat Light Tan. *Walls*—Speed-Wall Flat Light Ivory. *Fireplace*—Ripolin Q.D. Enamel Aqua Blue. *Floor*—Natural Floors with Floorette Varnish. *Woodwork*—Ripolin Q.D. Enamel Colonial Ivory.

LIVING ROOM • *Ceiling*—Speed-Wall Semi-Gloss Blue Mist. *Walls*—Speed-Wall Semi-Gloss Silver. *Woodwork and Fireplace*—Ripolin Q.D. Enamel White. *Floor*—Endurance Wood Stain Walnut and Floorette Varnish.

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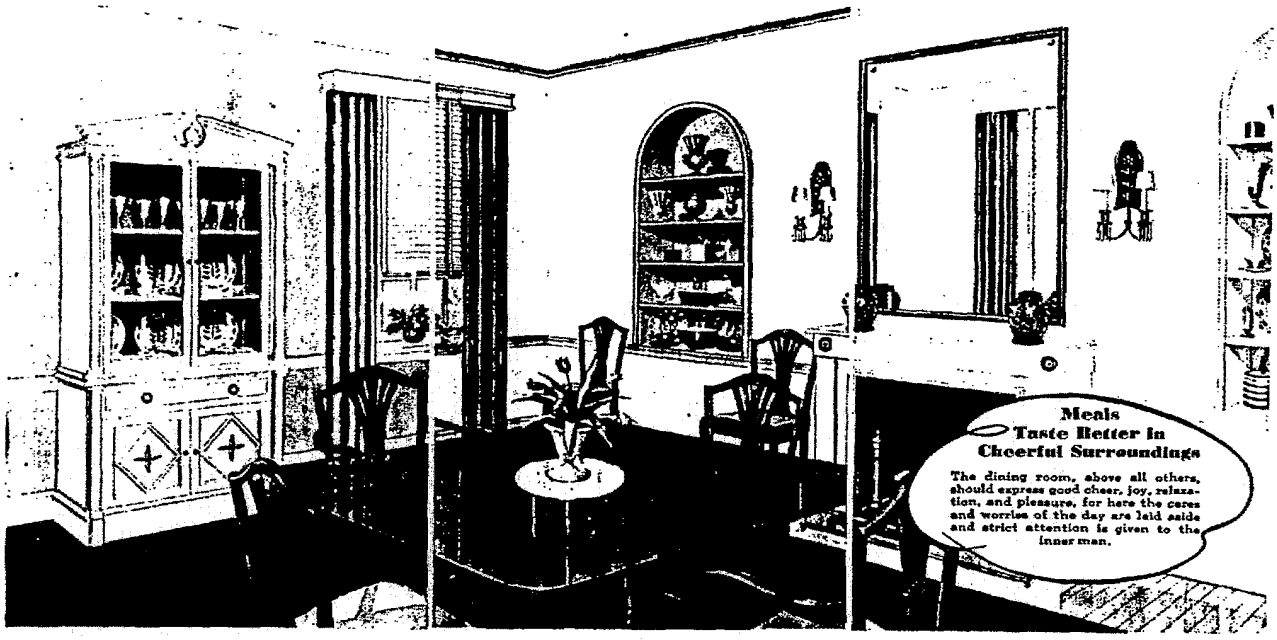
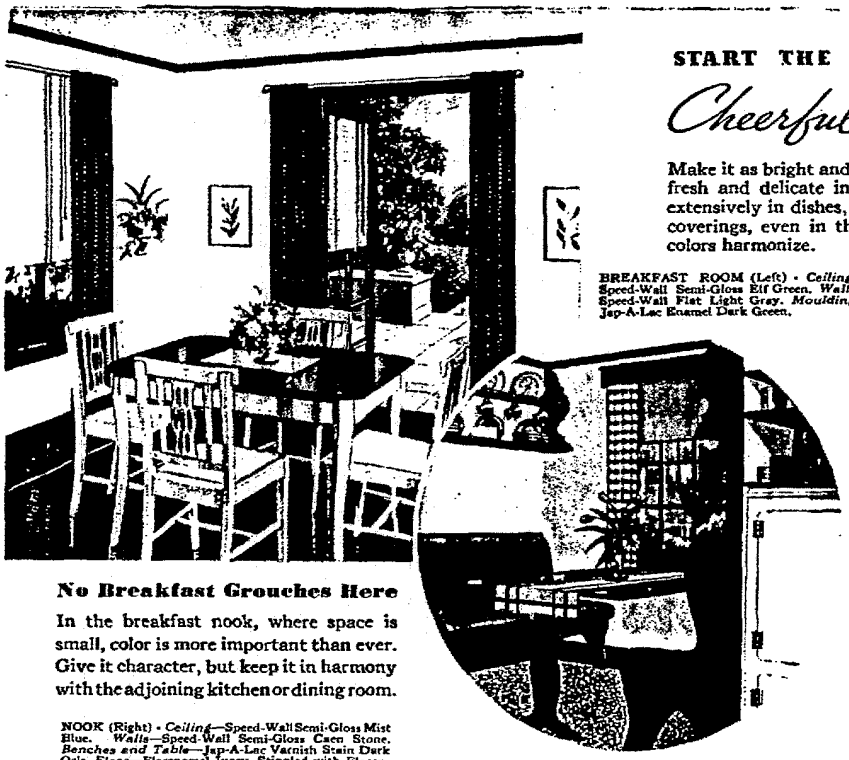


DINING ROOM • *Ceiling*—Glidden Speed-Wall Flat Light Blue. *Walls*—Speed-Wall Semi-Gloss Steel Gray. *Cabinet and Woodwork*—Ripolin Q.D. Enamel White. *Floor*—Glidden Florenamel Blue.

DINING ROOM • *Ceiling*—Speed-Wall Flat Light Gray. *Walls*—Speed-Wall Flat Light Pink. *Cabinet and Woodwork*—Speed-Wall Semi-Gloss Elf Green.

DINING ROOM • *Ceiling*—Speed-Wall Flat Light Ivory. *Walls*—Speed-Wall Flat Delicate Green. *Cabinet, Mantel and Woodwork*—Ripolin Q.D. Enamel Colonial Ivory. *Floor*—Natural Wood Floors with Floorette Varnish.



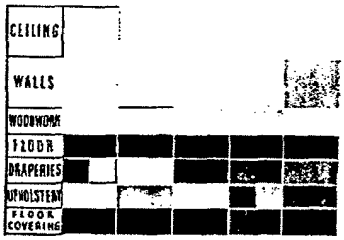
BREAKFAST ROOM (Left) • *Ceiling*—Speed-Wall Semi-Gloss Elf Green. *Walls*—Speed-Wall Flat Light Gray. *Moulding*—Jap-A-Lac Enamel Dark Green.

START THE DAY RIGHT . . . IN A *Cheerful Breakfast Room*

Make it as bright and gay as a summer's day in the garden, or as fresh and delicate in hue as your favorite flower. Use color extensively in dishes, table cloths, draperies, walls, ceilings, floor coverings, even in the furniture itself, but be sure that your colors harmonize.

Five Smart Color Suggestions

All colors in this chart are standard Glidden colors appearing on Glidden color cards.



Give your love of color a chance to express itself . . . practice with paint and color . . . start where color is needed most—in the kitchen and the breakfast room. As you gain experience with colors, you will soon feel fully confident in your ability to plan color scheme for the rest of the home.

No Breakfast Grouches Here

In the breakfast nook, where space is small, color is more important than ever. Give it character, but keep it in harmony with the adjoining kitchen or dining room.

NOOK (Right) • *Ceiling*—Speed-Wall Semi-Gloss Mist Blue. *Walls*—Speed-Wall Semi-Gloss Caen Stone. *Benches and Table*—Jap-A-Lac Varnish Stain Dark Oak. *Floor*—Florenamel Ivory, Stippled with Florenamel Red.

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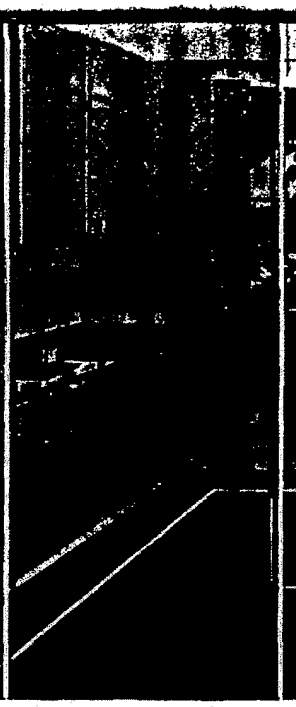
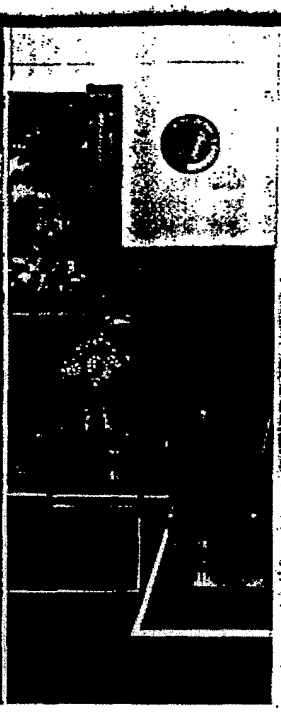
KITCHEN • *Walls*—Glidden Speed-Wall Semi-Gloss Sky Blue. *Cupboards*—Ripolin B.L.T. Enamel Pink. *Floor*—Glidden Florenamel Slate. *Border*—Florenamel Blue.



KITCHEN • *Walls*—Speed-Wall Semi-Gloss Buff with Semi-Gloss Ivory Ceiling. *Cupboards*—Ripolin Q.D. Enamel Aqua Blue. *Floor*—Florenamel French Yellow & Mahogany.



KITCHEN • *Ceiling*—Speed-Wall Semi-Gloss White. *Lower Walls*—Speed-Wall Semi-Gloss Elf Green. *Floor*—Florenamel Green. *Border*—Florenamel Buff.

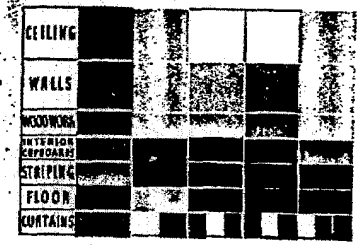
Color... MAKES KITCHEN WORK EASY

One-third of a woman's time is spent in the kitchen and over two-thirds of her energy is expended in the activities that are carried on in the kitchen.

Every woman is interested in having her kitchen as pleasant as possible, and the drudgery of her work can be lessened by proper use of color. Light, airy colors can make the kitchen cheerful and gay—a pleasant room in which to work.

You'll Like These Color Ideas

All colors in this chart are standard Glidden colors appearing on Glidden color cards.

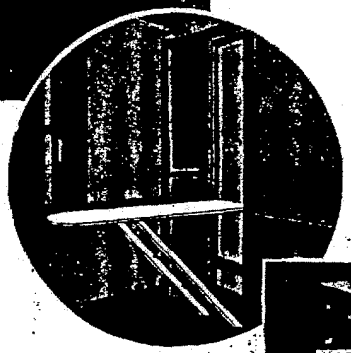


Paint the kitchen often . . . it costs so little, and it's really the best and surest way of keeping the kitchen spotlessly clean. As you repaint, change your color scheme . . . it's just like giving yourself a very much needed change of scenery.



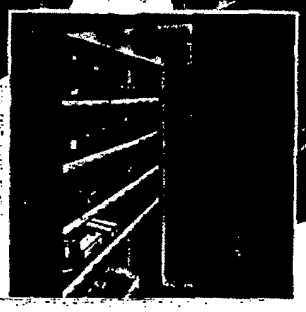
BUTLER'S PANTRY (Left) • *Ceiling*—Glidden Speed-Wall Semi-Gloss White. *Walls*—Speed-Wall Semi-Gloss Caen Stone. *Cabinet*—Ripolin Q.D. Enamel Lime Green. *Floor*—Glidden Florenamel Red.

Cool Colors FOR *Hot Kitchens*



IRONING ROOM (Above) • *Ceiling*—Speed-Wall Semi-Gloss Beige. *Walls*—Speed-Wall Semi-Gloss Light Orchid. *Floors*—Florenamel Pearl Gray. Woodwork—Speed-Wall Semi-Gloss Orchid. *Inside Door*—Jap-A-Lac Enamel Coral Rose.

SHELF PANTRY (Right) • *Ceiling*—Speed-Wall Semi-Gloss Ivory. *Walls*—Speed-Wall Semi-Gloss Caen Stone. *Cabinet*—Jap-A-Lac Enamel Rich Blue.



Since the kitchen is normally hot, cool colors have the greatest appeal. Just as cool water quenches the thirst, so do cool colors create an atmosphere that refreshes and inspires.

KITCHEN (Above) • *Ceiling* & *Walls*—Speed-Wall Semi-Gloss White. Woodwork—Jap-A-Lac Ivory with Mandarin Red Trim and Pale Blue Recessed Cabinet. Floor—Florenamel Blue, French Yellow Border.

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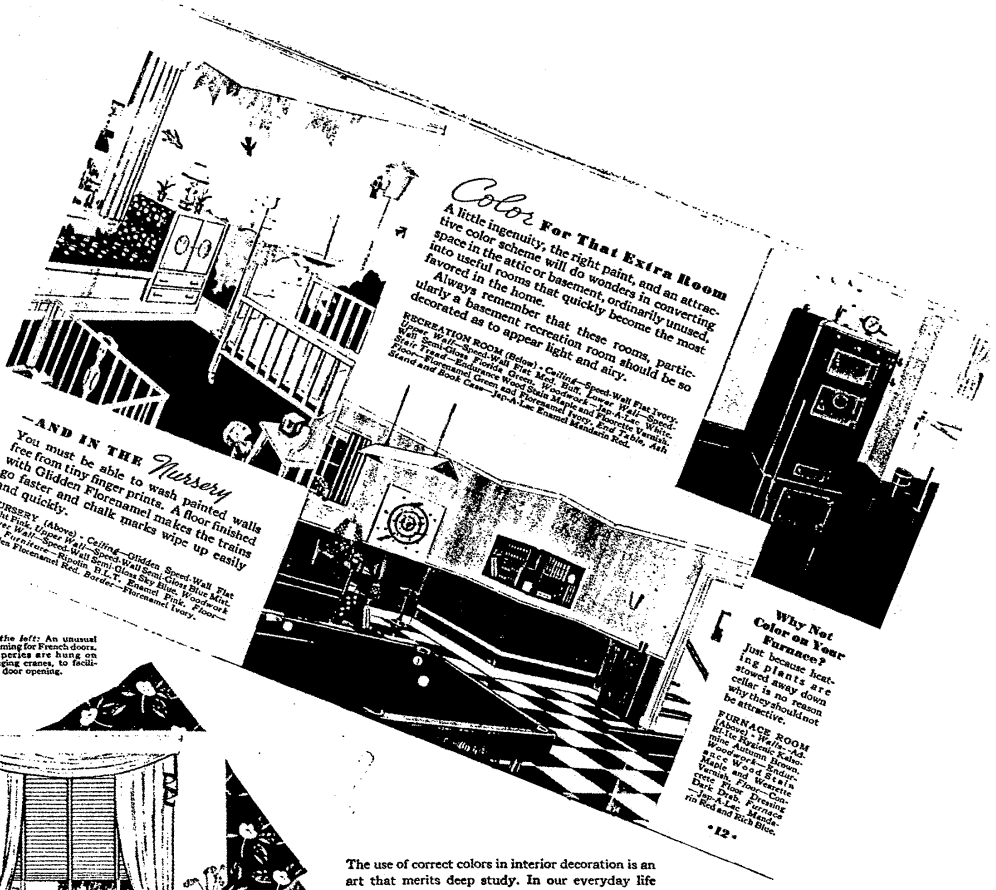


Color For That Extra Room

A little ingenuity, the right paint, and an attractive color scheme will do wonders in converting space in the attic or basement, ordinarily unused, into useful rooms that quickly become the most favored in the home.

Always remember that these rooms, particularly a basement recreation room should be so decorated as to appear light and airy.

RECREATION ROOM (Below) - Ceiling—Speed-Wall Flat Ivory. Walls—Speed-Wall Flat Medium Green. Woodwork—Lowe-A-Lac—Speed-Wall Semi-Gloss Ivory. Floor—Floretile Varnish Stain Medium Oak. Chair—Upholstered in Green and Tan Tapestry. Table and Book Case—Jap-A-Lac Enamel Mandarin Red.

—AND IN THE Nursery

You must be able to wash painted walls free from tiny finger prints. A floor finished with Glidden Florenamel makes the trains go faster and chalk marks wipe up easily and quickly.

NURSERY (Above) - Ceiling—Glidden Speed-Wall Flat Light Pink. Upper Walls—Speed-Wall Semi-Gloss Blue Mist. Lower Walls—Speed-Wall Semi-Gloss Blue Mist. Floor—Floretile Varnish Stain Medium Oak and Florenamel Ripple Red. Trim—Glidden Florenamel Red. Border—Enamel Pink. Toy Chest—Florenamel Ivory.

Why Not Color on Your Furnace?

Just because heating plants are stowed away down cellar is no reason why they shouldn't be attractive.

FURNACE ROOM (Above) - Walls—Ad-Wise Aluminum Kalsomine. Woodwork—Lowe-Brothers Lac-Enamel. Table—Wood Stain. Varnish and Stain. Floor—Floretile Dark Oak. Furnace—Jap-A-Lac Enamel Mandarin Red and Rich Blue.



To the left: An unusual trimming for French doors. Draperies are hung on swinging cranes, to facilitate door opening.

To the right: Draperies are of sail cloth and come in various shades of brown, tan, yellow and green. Venetian Blinds are contrasting.

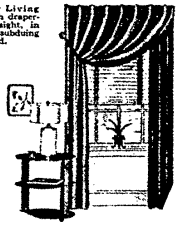
To the right: A Frenchy type scheme for the smart bedroom. Draperies are turquoise blue with valance in deep orchid, with rope and tassel trimming on the valance.

The use of correct colors in interior decoration is an art that merits deep study. In our everyday life there is probably nothing we appreciate more or understand less than color.

Without understanding the fundamental laws of color, some of us have an inherent color sense that enables us to obtain fair results with our selections of colors. However, just as a good ear for music must be developed, so must a true sense of color be developed through a study of the fundamentals of color harmony.

Correct design, pattern, and colors of draperies are most essential to perfect harmony in the interior decorating scheme. Draperies provide that finishing touch of the artist that makes the home a place of charm and beauty. Examples shown on this page are noteworthy of the interior decorator's art.

To the right: Living room alcove with draperies hanging straight, in folds, partially subduing the Venetian blind.



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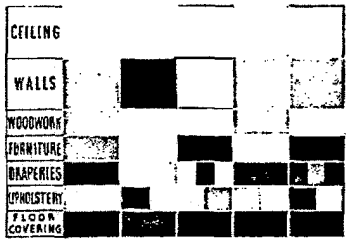
SOOTHING *Color* FOR RESTFUL SLUMBER

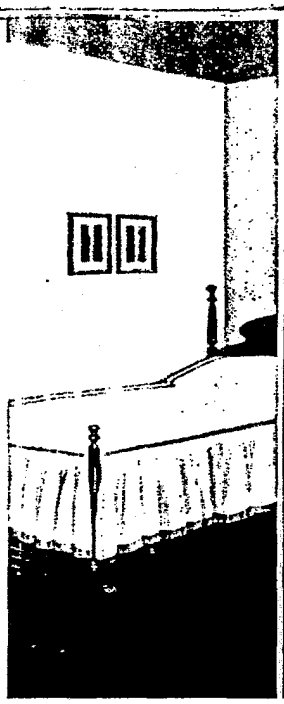
Colors that deepen by artificial light and brighten by daylight are perfect for the bedroom. As such they satisfy two requisites of the bedroom—peaceful composure at going-to-bed time—cheerful activity at getting-up time.

New Bedroom Color Schemes

All colors in this chart are standard Glidden colors appearing on Glidden color cards.



Satisfy and express your personal tastes for color in the bedroom . . . it is the one room in the home which may be considered as strictly an intimate, personal and private room. Select wall, ceiling and floor colors that harmonize perfectly, then add a fresh note of color here and there in the bedroom in the form of charming accessories.



BEDROOM • *Ceiling*—Glidden Speed-Wall Flat Old Rose. *Walls*—Speed-Wall Flat Light Pink. *Floor*—Natural Wood Floor and Floorette Varnish.



BEDROOM • *Ceiling*—Speed-Wall Flat Delicate Green. *Walls*—Speed-Wall Semi-Gloss Ivory. *Floor*—Endurance Wood Stain Maple and Floorette Varnish.



BEDROOM • *Ceiling*—Speed-Wall Semi-Gloss White. *Walls*—Speed-Wall Semi-Gloss Sky Blue. *Woodwork*—Ripolin Q.D. Enamel Tea Rose. *Chest*—Jap-A-Lac Jade Green.

Paint Those Clothes Closets

Modern homemakers, in decorating rooms, are not overlooking the inside of the closets.



Closet Ceiling and Walls—Glidden Speed-Wall Semi-Gloss Buff. *Closet Trim*—Speed-Wall Semi-Gloss Elf Green.

It's so easy to paint up those odd pieces and places

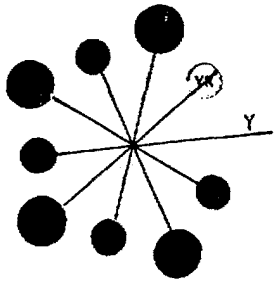
THE FUNDAMENTAL LAWS OF *Color Harmony*

Below are the five simple or primary hues. All other colors may be formed by combining these principal hues, or by adding white or black. The mixture of two adjoining simple hues gives an intermediate hue which is complementary to one of the other simple hues. All color schemes shown in this brochure are authentically and harmoniously correct.



RED YELLOW GREEN BLUE PURPLE

RED—the warmest of colors—principally used as a trim. YELLOW—suggests brightness and sunshine. GREEN—a restful color—popular in room decoration. BLUE—a cool color that lends an air of restfulness and dignity to a room. PURPLE—cold, stately, seldom used as a background color.



The above shows the five simple or primary hues in the large circles and their opposites or intermediate hues in the small circles.



The spinning test is used to determine an intermediate hue. A disk which is half red and half yellow, if spun rapidly, produces the yellow-red intermediate hue shown below.



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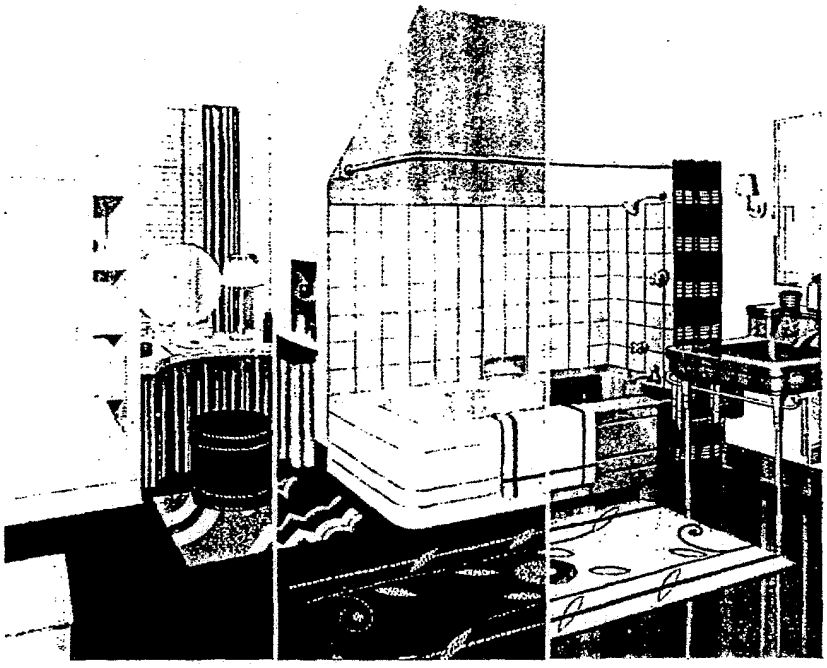


BATHROOM • *Ceiling*—Glidden Speed-Wall Semi-Gloss Light Orchid. *Walls*—Speed-Wall Semi-Gloss Orchid. *Woodwork*—Ripolin B.L.T. Enamel Light Gray. *Floor*—Glidden Florenamel Green.

BATHROOM • *Ceiling*—Speed-Wall Flat Light Gray. *Walls*—Ripolin Q.D. Enamel Lime Green. *Tile*—Ripolin Q.D. Enamel Maize. *Floor*—Florenamel Oak. *Small Wall Cabinet*—Jap-A-Lac Mandarin Red.

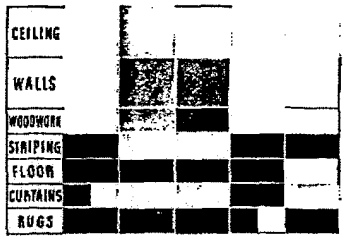
BATHROOM • *Ceiling*—Speed-Wall Semi-Gloss Blue Mist. *Walls*—Speed-Wall Gloss Interior Ivory. *Tile*—Jap-A-Lac Coral Rose. *Woodwork*—Jap-A-Lac Jade Green. *Floor*—Florenamel Buff.

Color HELPS YOU SING MORNING BLUES AWAY

"Morning blues" quickly disappear in a cheerfully decorated bathroom—one with bright, sparkling walls and furnishings that harmonize. The modern trend in bathroom decoration is definitely toward gay, washable colors.

Additional Bathroom Colors

All colors in this chart are standard Glidden colors appearing on Glidden color cards.



You can keep your bathroom just as new and modern as you have a mind to decorate it. Every time you apply a new color scheme you can get a brand new effect. Color can completely change the appearance of any type room . . . it can make a room look larger or smaller—lighter or darker—artistic or drab. A fresh coat of gay color on walls and woodwork makes old-fashioned fixtures look entirely different.

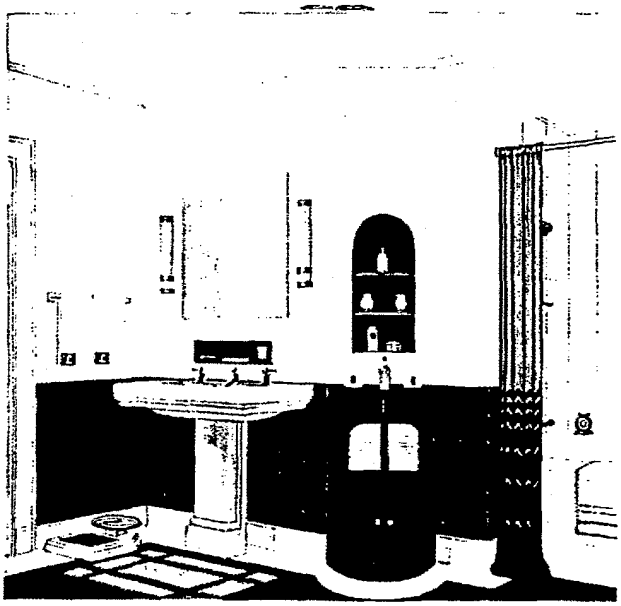


Baby's BATH

Soft, subdued, pastel colors on ceiling and walls are the least offensive to young eyes. Painted fish, birds or flowers—stencilled on ceiling or as a border—afford growing interest. Crisp organdy in the curtains gives a touch to the room as pert and fresh as baby, himself.

MODERNIZE YOUR OLD BATHROOM WITH *Color*

Although interesting changes have been made in the style and color of bathroom fixtures, as well as in the layout of bathrooms themselves, very pleasing and modern effects can be secured in spite of old fixtures or the size and shape of the room. Even where there are open shelves, exposed pipes, oversized windows, wood floors, lack of tile, ceilings too high or too low, doors and woodwork inappropriate for bathroom use . . . the right color scheme will overcome most of these obstacles and help to make a bathroom of which the home-owner can be proud.



EVERYTHING MUST BE WASHABLE

Even the most delicate pastel Glidden colors can be washed as frequently as necessary to keep the bathroom spic and span.

BATHROOM • *Ceiling*—Ripolin Q.D. Enamel White. *Upper Wall*—Ripolin Q.D. Enamel Aqua Blue. *Lower Wall*—Ripolin S.L.T. Enamel Gloss Black. *Woodwork*—Ripolin Q.D. Enamel White. *Wash Stand*—Ripolin Q.D. Enamel Tea Rose. *Small Wall Cabinet*—Jap-A-Lac Rich Blue. *Tile*—Ripolin Q.D. Enamel Tea Rose. *Floor*—Glidden Florenamel Blue. *Border*—Florenamel Ivory.

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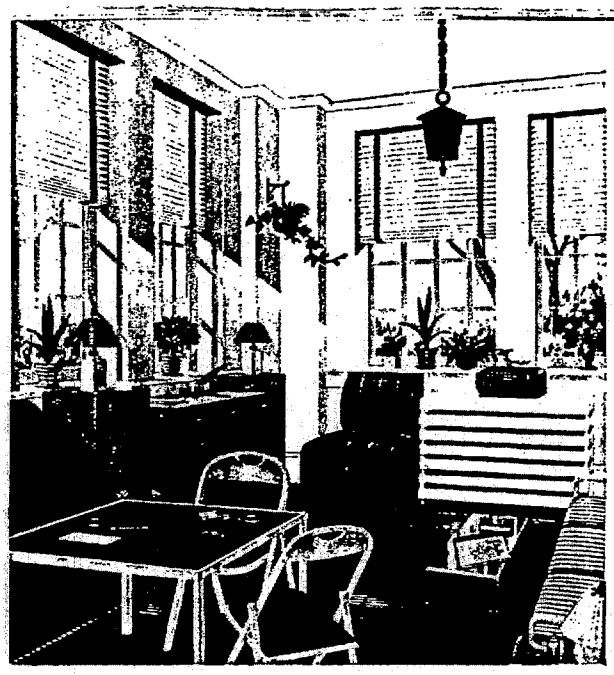
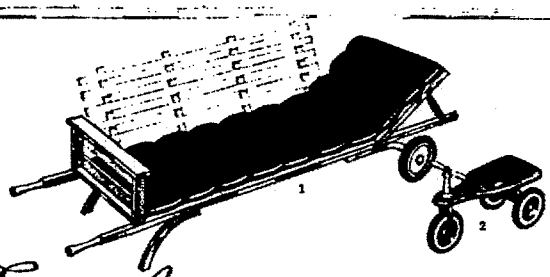


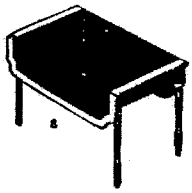
OUTDOOR COLOR BROUGHT INDOORS

In the sun parlor you can add a touch of brightness to your decorating scheme, using colors that blend with the outdoors as well as with the home interior.

SUN PARLOR • *Walls*—Glidden Speed-Wall Flat Delicate Green. *Ceiling*—Speed-Wall Semi-Gloss Silver. *Trim*—Speed-Wall Semi-Gloss White.



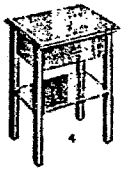
Enameling IS SO MUCH FUN

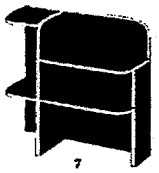


When painting, don't overlook the small objects around the home. Jap-A-Lac or Ripolin will quickly transform them into bright spots of cheerful color.



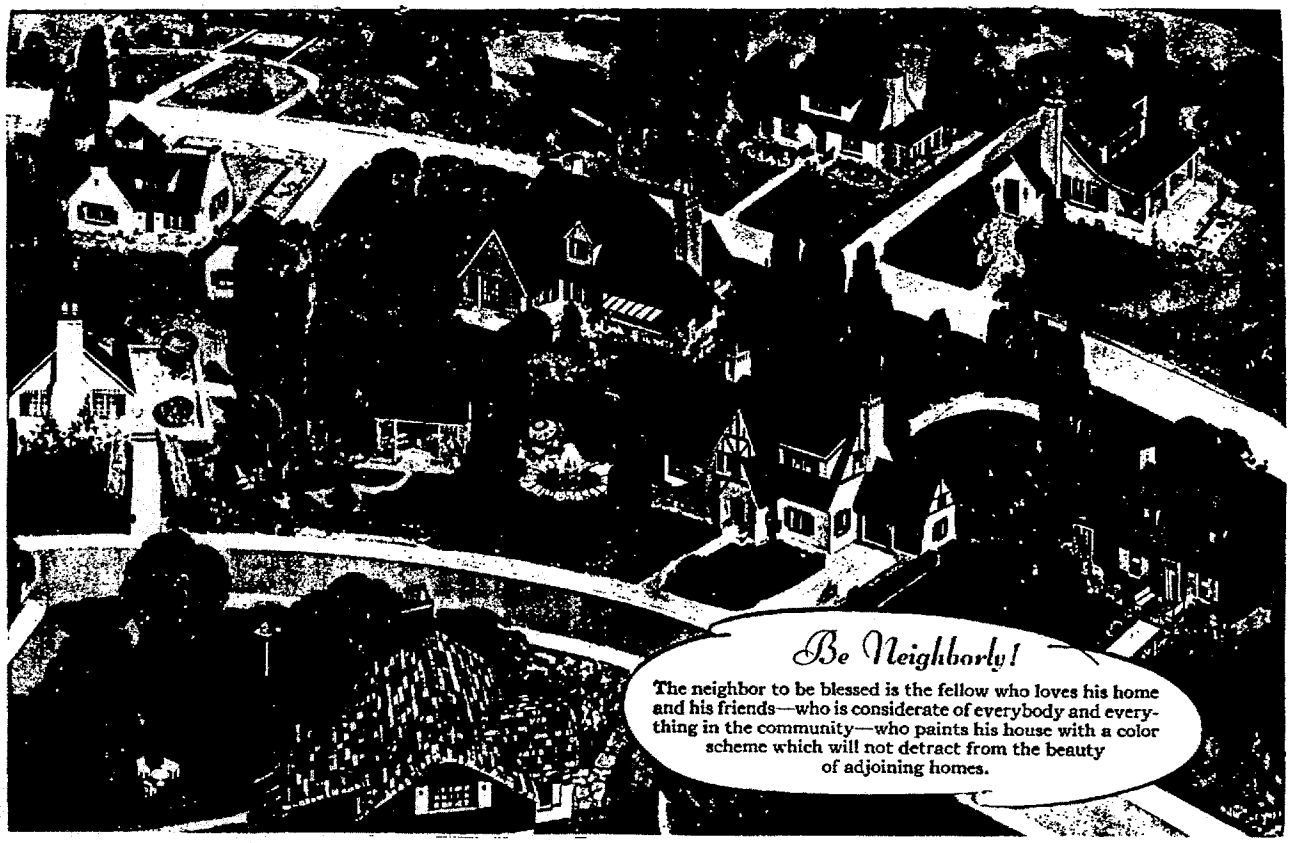
1. WHEELBARROW SETTEE • *Back*—Ripolin Q.D. Enamel Tea Rose. *Armrest and Bottom*—Ripolin Q.D. Enamel Lime Green.
2. KIDDIE CAR • *Body*—Jap-A-Lac Enamel Red. *Trim*—Jap-A-Lac Golden Yellow.
3. WHAT-NOT • *Body*—Jap-A-Lac Jade Green. *Trim*—Jap-A-Lac Coral Rose.
4. SMALL TABLE • *Body*—Jap-A-Lac Orchid. *Trim*—Jap-A-Lac Lettuce Green.
5. BIRD HOUSE • *Roof*—Jap-A-Lac Orange. *Trim*—Jap-A-Lac India Buff.
6. FOOT STOOL • *Body*—Jap-A-Lac Mandarin Red. *Trim*—Jap-A-Lac Gold.
7. BOOKCASE • *Body*—Jap-A-Lac Golden Brown. *Trim*—Jap-A-Lac White.
8. TEA TABLE • *Body*—Jap-A-Lac Rich Blue. *Trim*—Jap-A-Lac Ivory (Gloss).











Be Neighborly!

The neighbor to be blessed is the fellow who loves his home and his friends—who is considerate of everybody and everything in the community—who paints his house with a color scheme which will not detract from the beauty of adjoining homes.



CLAPBOARD HOUSE • *Body*—Glidden Endurance Paint White. *Trim*—Endurance Paint White. *Roof*—Endurance Shingle Stain Maroon. *Shutters*—Endurance Paint Crimson.

CLAPBOARD HOUSE • *Body*—Endurance Paint 1 part Light Sage, 1 part White. *Roof*—Endurance Shingle Stain Dark Brown. *Shutters*—Endurance Paint Cream.

CLAPBOARD HOUSE • *Body*—Endurance Paint Old Ivory—Med. Blue Trim—White Chimney. *Roof*—Endurance Shingle Stain Dark Green.

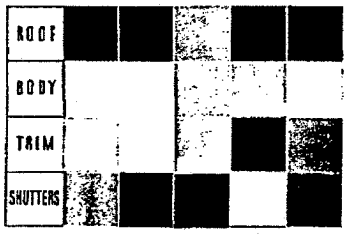
Or IF YOU PREFER A DUTCH COLONIAL

You'll find it usually looks its best when painted in light colors.

The Dutch Colonial design, with its gambrel roof and ample space on the second floor, has become one of the most popular and practical styles of architecture used in this country.

Five Modern Color Schemes

All colors in this chart are standard Glidden colors appearing on Glidden color cards.



Be neighborly . . . paint your home often . . . select a color scheme that will not detract from the beauty of neighboring homes but which will add to the beauty of the community as a whole. Too much similarity in color schemes is monotonous, while too much contrast destroys the harmonious color beauty necessary in the community setting if the homes individually are to appear delightful in their color treatments.



DUTCH COLONIAL • *Body*—Glidden Endurance Paint White. *Trim*—Endurance Paint Vert Green. *Roof*—Glidden Endurance Shingle Stain Light Green.

DUTCH COLONIAL • *Body*—Endurance Paint Silver Grey. *Trim*—Endurance Paint Flesh Tint. *Roof*—Endurance Shingle Stain Red. *Shutter*—Endurance Paint Light Sage

DUTCH COLONIAL • *Body*—Endurance Paint Light Buff. *Roof*—Endurance Paint Medium Green. *Shutter*—Endurance Paint White. *Sash*—Endurance Paint Black.

GL031917



PAINTED BRICK HOUSE • *Body*—Glidden Endurance Paint White. *Trim*—Endurance Paint Terra Cotta. *Roof*—Glidden Endurance Shingle Stain Maroon.

PAINTED BRICK HOUSE • *Body*—Glidden Liquid Cement Coating Buff. *Trim*—Endurance Paint Sky Blue—White Door. *Roof*—Endurance Shingle Stain Weathered Gray.

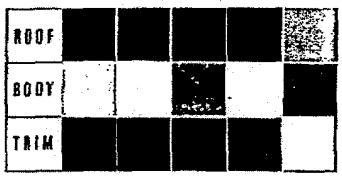
PAINTED BRICK HOUSE • *Body*—Endurance Paint French Gray. *Trim*—Endurance Paint Thistle Green. *Roof*—Endurance Shingle Stain Medium Green.

Color TREATMENTS FOR BRICK HOMES

While brick is one of the most permanent materials used in building construction, it may often be improved in appearance by the application of paint—and the resale value of the property can be reasonably increased.

Five Smart Color Combinations

All colors in this chart are standard Glidden colors appearing on Glidden color cards.



Many owners of brick homes, depending almost entirely on the bricks themselves for color effects, feel that their homes are too drab, especially in this modern age of colorful exteriors. Brick surfaces take on a bright, cheerful appearance when painted in light colors that reflect the light well. Where brick natural colorings are attractive, color can be used in the trim to "accent" this beauty.

Paint Seals Out the Water

During a long rainy season, probably a ton or more of water is absorbed by an unpainted brick structure. This creates a strain on the framework and a damp, unhealthy interior atmosphere.



THE SOUTHERN COLONIAL

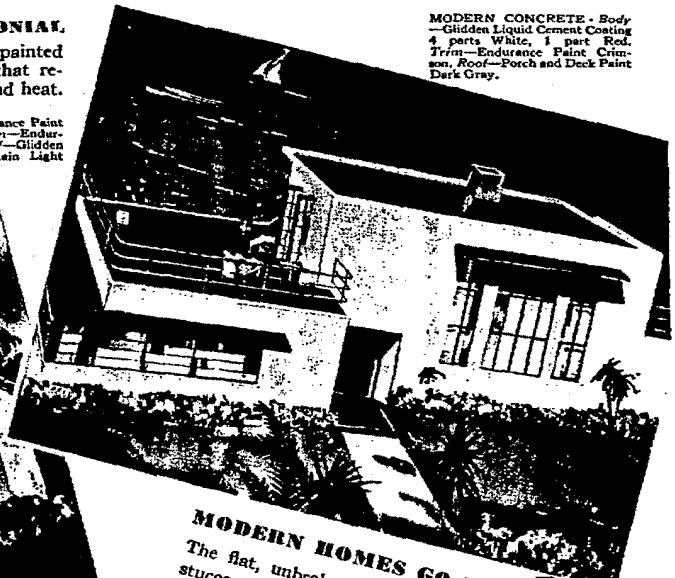
. . . is usually painted in light colors that reflect the light and heat.

Body—Glidden Endurance Paint Colonial Yellow. *Trim*—Endurance Paint White. *Roof*—Glidden Endurance Shingle Stain Light Green.

PROTECTIVE COLOR FOR STUCCO

In warm climates with colorful foliage as a background, the stucco home may be painted in vivid colors with brilliant trims.

(Left) • *Body*—Liquid Cement Coating Ivory. *Trim*—Endurance Paint Medium Blue. *Chimney*—Endurance Paint Silver Grey.

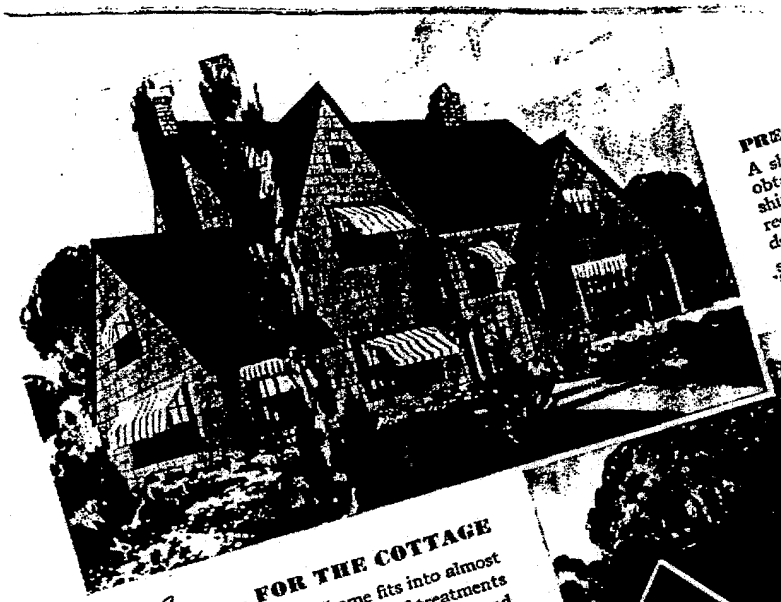


MODERN CONCRETE • *Body*—Glidden Liquid Cement Coating 4 parts White, 1 part Red. *Trim*—Endurance Paint Crimson. *Roof*—Porch and Deck Paint Dark Gray.

MODERN HOMES GO TO *Color*

The flat, unbroken surface areas of concrete or stucco so often used in modern homes lend themselves to interesting body shades and bright trims.

GL031918



PRESERVE THE BEAUTY OF SHINGLES

A shingle home has a friendly informality not obtainable in any other type of exterior. But shingles are made of extremely porous wood and require a protective coating that penetrates deeply into the wood and prevents decay.

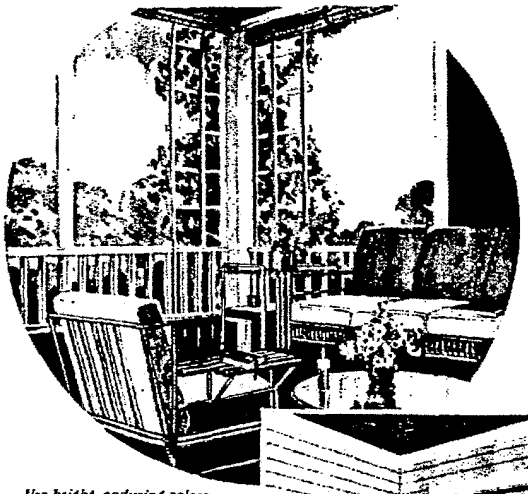
SHINGLE HOME (Left) • *Body*—Glidden Endurance Shingle Stain Weathered Gray. *Trim*—Endurance Paint Vert Green. *Roof*—Endurance Shingle Stain Dark Brown. *Door*—Endurance Paint Light Terra Cotta.



Color . . . FOR THE COTTAGE

This popular type of small home fits into almost any setting and permits a variety of treatments in color. Preserve it, keep it looking spic and span, enhance its value, make it more attractive with the proper use of color.

SUBURBAN TYPE HOME (Right) • *Body*—Endurance Paint Cottage Brown. *Trim*—Endurance Paint White. *Roof*—Endurance Shingle Stain French Gray.



Use bright, enduring colors for your porch.

YOUR *Garage* AND YOUR *Porch* ARE A PART OF YOUR HOME

Both should harmonize with the house as well as with the landscape. Color is the keynote today, but because porches and porch furniture are exposed to the weather, finishes must be resistant to moisture and sunlight, as well as to accumulations of dust, dirt, smoke and grime.

Although the outside of your garage should be painted to harmonize with the house, the inside should be painted as a matter of protection against dampness, which so often sets up rust and decay.

OPEN PORCH (Above) • *Body of House*—Glidden Endurance Paint Dark Green. *Pillars and Trim*—Endurance Paint White. *Ceiling*—Glidden Oil Wood Stain Light Oak and Gliddenspar Varnish. *Floor*—Glidden Porch and Deck Paint Medium Gray.

SLEEPING PORCH (Right) *Body*—Endurance Paint Flesh Tint. *Ceiling*—Endurance Paint Centennial Brown. *Trim*—Endurance Paint White. *Floor*—Florenamel Oak.

GARAGE • *Body*—Endurance Paint Pearl Gray. *Trim*—Endurance Paint Cream White. *Roof*—Endurance Paint Medium Blue.





FOR YOUR SLEEPING PORCH

The color scheme should follow closely the treatments used for inside bedrooms. Washable colors should be used due to the exposure of the porch to moisture and dust accumulations.

GL031919



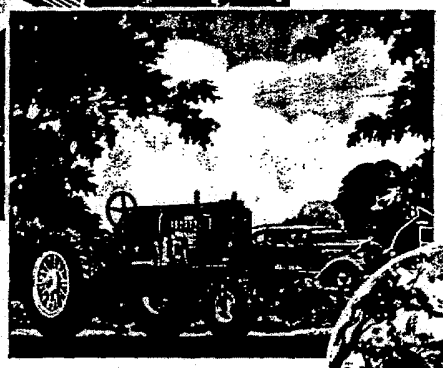
Paint Is a Good Investment

Good paint protects the surface of your buildings from the ravages of the elements. Your buildings last longer, look better, and are a better all-round investment. Because of their bright, natural surroundings, farm buildings lend themselves to colorful paint treatment. Glidden Paints provide color and lasting protection for everything on the farm.

PAINTED FARM BUILDINGS ARE A MARK OF DISTINCTION

Successful farmers realize that good paint, properly applied on homes, barns, farm buildings, and implements has a practical dollars and cents value. It adds to the attractive, prosperous appearance of a farm . . . a well painted farm looks better, sells more readily, and brings more money.

FARM SCENE: BARN • *Body*—Glidden Barn Paint Gray. *Roof*—Barn Paint Red. *Trim*—Glidden Endurance Paint White. *Cupolas*—Metallite. *Doors*—Endurance Paint White. SILO • *Roof*—Barn Paint Red. *Sides*—Barn Paint Gray. *Cupolas*—Metallite. HOUSE AND SMALL HOUSE • *Body*—Endurance Paint Light Buff. *Trim*—Endurance Paint Crylight Green. *Roof*—Endurance Shingle Stain Dark Brown.



A Good Roof Is Good Insurance

A roof properly protected against the weather with Glidden Endurance Asphalt Asbestos Roof Coating (liquid) is cheap insurance for the objects in the building.

Protect Your Machinery

Don't allow rust to steal the money you have put into your farm equipment. Paint frequently.

TRACTOR • *Body*—Implement and Tractor Paint Blue. *Wheels*—Implement and Tractor Paint Yellow. *Motor*—Implement and Tractor Paint Fordson Grey. *Automobile*—Speedenamel Polo Beige. BARN • *Body*—Barn Paint Red—White Trim. *Cupolas*—Metallite.





How to Paint . . . BY YOUR GLIDDEN DEALER

Before beginning any exterior or interior painting, varnishing or enameling, be sure that the surface to be finished is clean, dry and smooth. A good finish cannot be produced unless the surface has first been properly prepared according to the directions on this page.

Preparing the Surface

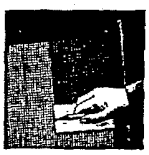
HOUSE EXTERIORS . . . (*Previously Painted*). All loose and scaly paint should be scraped off with a putty knife or wire brush. (Proceed as outlined on page 30).



Check for needed repairs. All loose boards should be nailed tight. Window sash should be re-puttied if necessary. Gutters should be clean and rust and scale removed with a wire brush.

New Wood: Moisture in new plaster within the home and unprotected new exterior wood should be allowed to dry out thoroughly before painting.

PORCH FLOORS AND STAIRS . . . Be sure all dirt and grease are thoroughly removed, loose boards and moldings nailed down and all cracks and nail holes puttied.



SCREENS . . . Screens should be painted in the spring and again in the fall to prevent rust during storage. All dust and rust should be removed with a cloth and a stiff bristle brush. Mending and repairs are to be made before painting. With the Jiffy Brush, you can paint screens better—in half the time.

EXTERIOR STUCCO, BRICK AND CEMENT . . . Remove all loose scale and old paint with wire brush to provide solid surface for repainting and be sure surface is absolutely dry. (Proceed as outlined on page 31.)

INTERIOR WOODWORK, FURNITURE AND FLOORS . . . Clean surface with a good cleaner or soap and water and rinse freely after removing any wax or grease with turpentine. The oil dressing on all new linoleum must be removed before painting.



Hammer down all protruding nails.

On woodwork and furniture we advise removing all knobs, handles and hooks. Then sand with the grain, using a wood block covered with sandpaper to remove the gloss so the new coat will adhere properly. Dust thoroughly.

When painting floors start in the farthest corner from door. (Proceed as outlined on pages 28 and 29.)

INTERIOR WALLS . . . (*Previously papered, kalsomined or painted*). Saturate old wallpaper with hot water and scrape off, being careful not to nick the plaster, then sand lightly.



Fill cracks and crevices with patching plaster and sand smooth when dry.

Kalsomine should be removed by washing thoroughly with hot water before refinishing.

Wash dust and grease off previously painted walls with hot water, or better still, use Slick Cleaner. Fill all cracks and crevices with patching plaster and sand smooth. The removing of electric light plug flush plates will make wall painting easier. (Proceed as outlined on pages 28 and 29).

GLD31920

Interior Painting



FURNITURE AND WOODWORK . . . ENAMELING . . . Use Glidden Jap-A-Lac Enamel for a smooth, even gloss finish on all surfaces . . . Use Ripolin Q. D. Enamel for any surface where the finest finish obtainable is desired . . . Use Speed-Wall Semi-Gloss for a washable, satin-like finish.

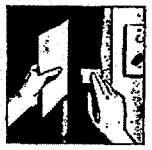
Prepare the surface as outlined on page 27. When painting chairs, tables or other like articles of furniture, turn them upside down and paint the under parts first. Then set them upright in a place where they can remain while drying and proceed with the painting of the upper part.



Apply one or two coats of Gliddencoat on new work, old work where the finish has been removed or on work where a radical color change is made. After drying, sandpaper the last coat of undercoat.

Spots on old work that are chipped or worn should be sandpapered to a smooth edge before applying Gliddencoat.

Jap-A-Lac and other enamels should be flowed on freely. Jap-A-Lac, Ripolin and Speed-Wall, under ordinary conditions, will cover in one coat if the color change is not too decided. They dry without brush marks. Sufficient time should be allowed for drying between coats where more than one coat is needed.



A piece of light metal makes an excellent guard when painting woodwork.



VARNISHING . . . (*Furniture and Woodwork*).

Use Wearette for woodwork and furniture . . . Use Lik-A-Rub for a flat non-gloss finish on woodwork and furniture . . . Use Gliddenspar for exterior or interior woodwork—the finest finish made.

Prepare the surface as outlined on page 27. Give badly worn spots a coat of varnish and let it dry before applying complete first coat. Flow varnish first across the grain and then brush it out lightly with the grain. Varnish can be thinned with turpentine. If a second coat is necessary, sandpaper lightly with the grain between coats as shown at the right.



VARNISH STAINING . . . (*Furniture and Woodwork*).



Use Jap-A-Lac Varnish Stains. They stain and varnish furniture, woodwork and floors in one operation. Prepare the surface as outlined on page 27. Mahogany and Walnut effects can be produced with one or two coats. Oak and Natural shades must first have an undercoat of Jap-A-Lac Ground Color before applying the light shades. Beautiful grained effects can be produced with Jap-A-Lac Graining Color and Tool. Complete instructions accompany each can.

FLOORS . . . Use Glidden Florenamel, a true enamel for wood, linoleum or concrete.

Use Gliddenspar—the finest varnish made for interiors and exteriors . . . Use Floorette Varnish for a perfect finish on all wood floors . . . Use Jap-A-Lac Varnish Stains (See Varnish Staining above) . . . Use Speedoleum for a clear protective coating for old or new linoleum.

ENAMELING . . . (*Floors*). Florenamel should be thinned with 10% turpentine to the gallon for new wood or badly worn surface. Second coat should be applied as it comes from the can. Flow second coat on without brushing in.

Stippling Patterns: A contrasting color of Florenamel may be stippled on a newly painted wood floor or linoleum using a sponge cut flat on one side or a special stippling sponge with handle. Pour the stipple coat in a flat pan or brush out on pan or smooth board. After dampening sponge, dip flattened side in stipple coat and daub on floor. When dry apply protective coat of Speedoleum Linoleum Finish.





VARNISHING . . . (*Floors*). *New Wood:* New floors (after the staining and filling of open grained wood) should be built up with coats of Floorette Varnish. Reduce first coat 10% with turpentine. Never use shellac any place in a floor finishing schedule.

Old Varnished Floors: Thoroughly clean, dry and prepare as on page 27. One or two coats of Floorette without thinning is sufficient.

Linoleum: Prepare surface as on page 27. Thoroughly remove grease and oil. Speedoleum is a clear finish for linoleum and can be applied quickly and easily with a special long-handled applicator or brush.



WALLS AND CEILINGS . . . (*Previously painted, papered, or kalsomined and unpainted wallboard*).

Use Glidden Speed-Wall *Flat* in bedrooms, living rooms, dining rooms or wherever a flat, colorful, washable finish is desired . . . Use Speed-Wall *Semi-Gloss* for a quick drying finish with the hardness of enamel. No glare, washes easily. Modern colors . . . Use Speed-Wall *Gloss* for kitchens, baths, and woodwork when an excellent high gloss finish is desired . . . Use Ad-El-Ite Hygienic Kalsomine—an economical finish for ceilings, basements, stairways, recreation rooms, etc. Reflect-O-Lite, a new type, washable, cold water paint is also highly recommended for the same purpose.

Prepare the surface as outlined on page 27.

All new walls, unpainted wallboard and walls from which paper and kalsomine have been removed must, first, be given a sealing coat of Glidden Oil First Coater to overcome suction. Bare spots or any surface showing checks on previously painted walls must also be treated with Oil First Coater.



Always paint ceilings first. Do not carry an excess of paint on the brush. Wall paints should be flowed on and not brushed out too well. Do not stop in the center of the wall or ceiling for laps will occur. Paint up to a corner, door or window before stopping.

CRUMPLED ROLL FINISH . . . First apply solid color as described above. After thoroughly dry, apply second color, rolling a crumpled paper over the second color immediately after it is applied. The paper picks up the second color allowing first coat to show through forming a pattern.



STIPPLING . . . Apply the first coat as above and allow to dry. Apply the second color and before it is dry, tamp with a large flat-faced stipple brush thus producing a stippled or sand-finished effect.

Miscellaneous

USE THE PROPER BRUSH . . . A brush is just as important to a good paint job as quality finishing material. In the Related Line there is a special type of brush for every class of work. Let us recommend the right Related Brush for your job.



STIR PAINT THOROUGHLY . . . Be sure to thoroughly mix settled pigment and oil in can before using. Use a square end paddle so pigment in bottom corners of can may be removed.

Pour the oil into an empty clean can. Mix remaining pigment well, pouring back oil a little at a time during process. Pour back and forth from one can to another several times.

IMPORTANT!

We are color authorities. Come to our store and we will show you in our large Glidden "Age of Color" book hundreds of additional beautiful, and entirely different, color schemes for the inside and outside of your home—that are authentically correct.

GLD31921

Exterior Painting

Follow directions for preparation of surface as outlined on page 27. A dry, clean, well prepared surface is essential.



WOOD . . . (*Previously painted*). Use Glidden Endurance Paint (Prepared) for greater protection.

Use Glidden Base-Coat as the perfect primer.

All bare spots should be primed with Base-Coat or Endurance Paint (Prepared) thinned as directed. Allow at least two days for drying. Mix paint thoroughly as previously outlined on page 29. Stir paint occasionally while using. Protect shrubs and flowers with a tarpaulin. For best results, paint on a clear, dry day when the temperature is between 50° and 80°.



First coat should be Endurance Paint (Prepared) thinned for old wood as directed on the can or Glidden Base-Coat which is especially formulated for priming work. Start from eaves and work down. Wipe off all cobwebs and dirt as you proceed.

All coats should be *well brushed into the surface.* The brush strokes should run with the grain of the wood. The first or base coat should be applied to trim sections as well as the body of the house. When stopping for the day, stop at the edge of a window, door or house edge so laps will not show. Allow plenty of time for each coat to dry, longer if weather is damp or cold.



Between first or base coat and next coat putty nail holes and caulk crevices and cracks around windows, door frames, chimneys and dormers.

Finish Coat should be well brushed on surface without thinning.

Trim Color. Choose a color that will harmonize with body color as suggested in the pages of this book.

ROOFS . . . Use Glidden Endurance Asphalt Asbestos Roof Coating in liquid, plastic, or fibrated form for greater roof protection . . . Use Factory and Roof Paint for a durable, inexpensive roof coating in color.

Glidden Endurance Roof Coating impregnates the surface forming an elastic water-proof coat on metal, composition, paper or felt roofs. It is pure asphalt requiring no heating. Brush on like a paint using either the 3 knot roofing brush or a regular large heavy bristle brush.

For patching around chimneys, gutters and dormers, use Endurance Roof Coating in the plastic form. Apply with a trowel.



GUTTERS AND OTHER EXTERIOR METAL SURFACES . . . Be sure the surface is clean and that all rust and loose paint are removed with a stiff wire brush.

Prime first with Glidtite Primer or Liquid Red Lead, then proceed with finishing coats. The use of these two products greatly improves the durability and protective qualities of any finishing coat.



AUTOMOBILES . . . Use Speedenamel—an amateur can produce the lustre, gloss and beauty of a factory finished car. This hard, tough finish flows on smoothly without brush marks.

Lay down the dust by wetting floors, walls and ceiling of garage. Wash the car carefully to remove wax and grease. When the car is dry, sandpaper to a smooth surface. Wipe the car carefully to remove dust, paying particular attention to cracks, joints and out of the way places. Paint the body of the car by sections. Apply one or two coats allowing overnight to dry.

NEW WOOD . . . See page 27 for the proper preparation of the surface. For best results, first coat or prime with Base-Coat over entire surface without reduction. Or, if you wish, use Endurance Paint (Prepared) properly thinned as directed on the package. For the second coat reduce Endurance Paint (Prepared) with a half pint of turpentine to each gallon. The third or finishing coat should be applied as the paint comes from the can.

STUCCO, BRICK AND CEMENT . . . Use Glidden Liquid Cement Coating for decoration and for protection against moisture . . . Use Liquid Cement Coating Mixing Liquid for thinning.



Prepare the surface as outlined on page 27. Liquid Cement Coating is ideal for treatment of any of these surfaces. It keeps out moisture and prevents deterioration of the surface. Brush the Liquid Cement Coating well into the cracks and crevices so as to present a weather-tight surface. The first coat only should be thinned with Liquid Cement Coating Mixing Liquid.

SHINGLED HOMES AND ROOFS . . . Use Endurance Shingle Stain for beauty and as protection against rot and decay. Its creosote base also makes it especially effective as a preventive for wood boring insects.



New, unlaid shingles may be dipped into a container of Shingle Stain thus assuring great penetration and lasting protection. A second coat should be brushed on after shingles are laid in order to give a uniform color.

Previously laid shingles may be given color and brightness by brushing on a coat or two of Shingle Stain in the desired color.



PORCH FLOORS AND STEPS . . . Use Porch and Deck Paint for a traffic-proof finish . . . Use Florenamel for beauty and long wear.

Porch and Deck Paint and Florenamel are two outstanding Glidden Products built to withstand hard wear and the scuffing of feet.

Prepare the surface as directed on page 27. Give the badly worn spots a prime coat thinned as directed for new wood on the can. Allow to dry thoroughly. Then apply one or two coats without thinning.

Speedenamel is just as satisfactory for other outdoor painting such as lawn furniture, implements and tools.

Other Glidden Products

JAP-A-LAC STOVE PIPE ENAMEL . . . glossy, heat-proof, black finish for stove pipes, furnace fronts, radiators, etc.

REN-O-WAX . . . no rubbing—self-polishing floor wax.

JAP-A-LAC FLOOR WAX . . . an outstanding paste wax.

REN-O-VITE AUTO POLISH . . . retains its lustre indefinitely.

FLOOR AND FURNITURE POLISH . . . restores original beauty.

METAL POLISH . . . dissolves grease, removes dirt and rust.

BATH TUB ENAMEL . . . a porcelain-like high gloss finish.

JAP-A-LAC GOLD AND ALUMINUM . . . for finishing radiators, tables or any surface where a metal-like surface is desired.

TIME-TESTED

All Glidden Quality Paints carry the famous Time-Tested Mark of Quality, recognized everywhere as absolute proof of paint dependability.

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