



PITTSBURGH

Color Dynamics

FOR YOUR HOME

PITTSBURGH PLATE GLASS COMPANY
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Phone 508

PITTSBURGH PAINTS



The trim lines of this typical expression of contemporary architecture are fittingly color styled by use of an interplay of warm and cool colors—Body, sash and frame of projecting screen—Colonial Buff Sun-Proof House Paint. Accents of Spanish Blue Sun-Proof House Paint, where shown. Roof—Spanish Blue Pittsburgh Shingle Stain.

Color Dynamics for your Home

Pittsburgh's System of Color Dynamics involves the utilization of the energy in color. The principles of Color Dynamics in no way interferes with the use of standardized decorating schemes. These may still be followed, but with the added appreciation of the energy in color, it is possible to bring new values and benefits to the art of making your home attractive, safer, and more livable.

Pittsburgh's science of Color Dynamics is winning increased acceptance in many fields. Originally developed to increase efficiency in industry, its use has accomplished results in scores of great plants that are truly phenomenal. Testimonials tell how this science reduces workers' eye fatigue, lifts spirits, improves quality and quantity of production. Accidents are reduced. Its use in hospitals has speeded recovery of patients, effectiveness of medical and nursing staffs has been raised. In schools, concentration is assisted, energy stimulated, eye fatigue retarded among students and teachers alike.

Color Dynamics is in no way an experiment. Its principles have been widely tested in many fields with uniformly beneficial results. By this fascinating method you can modernize your old home, or start your new home off right for better, happier living. Don't gamble with color—its influence on the comfort and well-being of your family is too important. You'll avoid mistakes and achieve long-lasting satisfaction if you follow these two simple rules—Paint RIGHT with Color Dynamics—Paint BEST with Pittsburgh Paints.

For Exteriors

Protection of the home is a vital necessity . . . however more and more . . . people are beginning to realize that simply painting the exterior or interior of the home is not enough. A home can reflect a personality . . . be restyled in the modes and manner of the year. Colors should be chosen carefully so that the best architectural features of your home may be brought out . . . while unimportant features are suppressed. It can make a tall, narrow house seem lower . . . a small house seem larger. In all cases, it is possible to select color scientifically and intelligently instead of haphazardly.

Pittsburgh Paints will give adequate protection from the ravages of time and weather . . . *Color Dynamics* will bring your house to life . . . by using the Energy in Color, you can paint yourself a house not only lovely to look at but also lovely to live in.



To accentuate horizontal lines and masses so successfully planned by the architect, this color plan makes use of three contrasting hues for lower body, upper body, roof. Used as shown are Jersey Cream, Copper Brown, Kentucky Green, Sun-Proof House Paint Colors. Roof—Ivy Green Pittsburgh Shingle Stain . . . As an alternative for the predominantly warm color plan shown, this sturdy use of color (upper right)

is suited to this type house. Brick walls as well as window sash and entrance—Titanic Outside White Sun-Proof House Paint. Frame siding above including brackets and shutters—Pearl Gray Sun-Proof House Paint. Cornice, chimney and sash on second floor—White. Roof—Indian Red Pittsburgh Shingle Stain. First floor shutters and door—Brick Red Sun-Proof House Paint.



Smartly conservative in this sophisticated use of neutral Gray and White—highlighted by Colonial Buff on subordinate areas to pick up and repeat the warm stone tints as shown. The over all Titanic Outside White is accented by shutters and door in Colonial Buff, both Sun-Proof House Paint colors. Roof—Silver Gray Pittsburgh Shingle Stain. Ralph Stoetzel, Architect.

Every home-maker has one ambition . . . to make home a thing of beauty . . . a joy to family and friends. There is perhaps no other field that gives as much opportunity to utilize the powers of imagination, as in home decorating. Yet, it is in the successful application of these painting principles that distinction is really achieved. Imagination becomes reality, through the use of the dependable and inexpensive medium of Color Dynamics.

The entrance to your home should be as friendly as a handclasp . . . as heartwarming as a smile, for it gives guests that important *first impression* of the kind of home to which they've been invited.

Color Dynamics works in a subtle way to modernize the old-fashioned *Welcome* on the door-mat. Since, in most cases, the hallway is the threshold of the living room, its wall hues and general atmosphere should blend with the furnishings of the adjoining room . . . leading one naturally and smoothly into the larger interior.





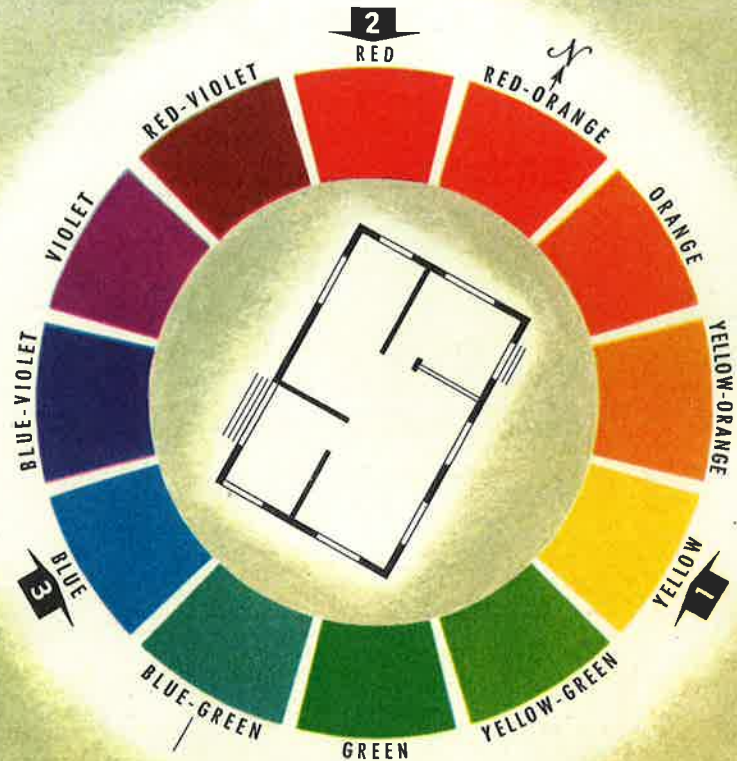
In a hall of such imposing proportions as this one, the color treatment should be such as to produce an effect of dignity and restraint, although not necessarily one of formality. Walls are in Pastel Yellow with ceiling of Soft White, both being Wallhide Flat Wall Paint colors. Trim and wainscot—Colonial Blue Wallhide Semi-Gloss. The adjoining room makes use of the same colors in different placement. George Tichnor & Stanley Anderson, Archts.

Color Dynamics



CHOOSE A COLOR SCHEME THAT FOLLOWS THE SUN.

Make a rough pencil sketch of the floor plan of your house and lay it within the circle showing the colors of the spectrum. North end of your house should face "N" on color wheel. This will serve as a guide to the type of color suggested for various rooms, based on exposure to sunlight. Colors for adjoining rooms or variations thereof may be used correctly.



SCIENTIFIC FACTS CONCERNING COLOR DYNAMICS

Laboratory tests and practical experience prove there is Energy in Color which affects your Health, Comfort, Happiness and Safety. Color, in the form of light is one of the many octaves which go to make up the electromagnetic spectrum. Others are cosmic rays, gamma rays, X-rays, ultra-violet rays, infra-red rays, radio and television rays—all, including light, possessing energy. Science has established these facts:

1. All electromagnetic waves are identical except in wavelength and frequency.
2. All types of electromagnetic energy travel at the same rate of speed—186,000 miles per second.
3. Each color of the electromagnetic spectrum corresponds to a definite wavelength—violet 16 and red 32 millionths of an inch.
4. Speed of these electromagnetic waves . . . 186,000 miles per second divided by the wavelength is the frequency. Frequency is different for each color and is a staggering number, corresponding to approximately 730 trillion vibrations for violet and 365 trillion vibrations for red which enter the eye per second.
5. The two variables, wavelength and frequency, are the key to color and Color Dynamics makes use of them. Variation in the number of impacts upon the eye affects muscular, mental and nervous activity. The medical profession has long realized that colors can be used to stimulate or depress. Some help people to relax and be cheerful. Others stimulate and invigorate them. Still others set up irritation and actual physical discomfort.

PITTSBURGH PAINTS

By following Color Dynamics principles you can obtain the following predetermined objectives:

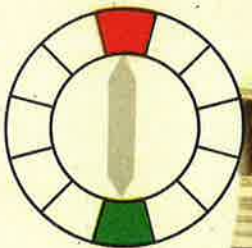
- 1 Gain variety by painting one wall in a darker or lighter color than the remaining walls.
- 2 Equalize the proportions of a long, narrow room, by painting the end walls in darker values of the color used on the long walls.
- 3 Reduce the apparent height of a room by painting the ceiling darker than the walls.
- 4 Unify and harmonize two adjoining rooms by using a reverse color plan. The ceiling color of room number one is used for walls of room number two, and the wall color of the first room for the ceiling of the second.

5 Make rooms seem larger using light colors and smaller with dark color treatment.

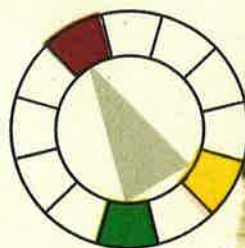
6 Create a feeling of spaciousness by painting walls and woodwork in the same color.

7 Counteract excess sunlight by the use of cool colors—Gray, Blue, Blue-Green or Green. Lack of warm light can be compensated for by the use of Ivory, Yellow, Peach, Coral, Rose, Beige, or Brown hues.

8 Choose colors which will form a complementary background for furnishings.

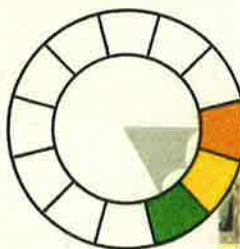
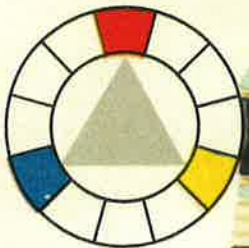


1. COMPLEMENTARY HARMONY—Two opposite colors on the color circle may be used in any of their varying tints, shades or grayed versions as well as in the normal hue as shown. In this, as well as in any standard color harmony, the neutrals: Black, White and Gray may be used. Example—Red and Green.



2. SPLIT COMPLEMENTARY HARMONY—A variation of the Complementary Harmony which offers a wider range of hues is the Split Complementary Harmony. This makes use of any color on the color circle with the colors on either side of its opposite on the circle. Example—Red Violet, Yellow and Green.

3. TRIAD HARMONY—Any three colors equally distant on the color wheel may be used to form a harmonious color plan. Here, as in the other standard harmonies, care must be exercised in using the stronger and more brilliant colors in small areas—grayed colors and tints in larger expanses. Example—Red, Yellow and Blue.



4. ANALOGOUS HARMONY—A series of neighboring colors on the circle which are related by containing one color in common which may be used together. Example—Yellow Orange, Yellow and Yellow Green, all of which contain Yellow.

Living Rooms

Colorful wall treatment lends personality and poise to the living room . . . within a few hours, a living room can be transformed into a comfortable, attractive place for the entire family. Gaily colored walls . . . deftly decorated trim are often all that is needed to arrive at a formality of arrangement without stiffness. Here, Color Dynamics suggests methods for imparting a feeling of friendliness.



Walls of smoky grayed Blue with trim and ceiling in Off-White provide a harmonious background for the dramatic effect of staccato color notes in carpet and chairs. Walls—intermix of equal parts Wedgwood



Blue and White with ceiling and cornice in Soft White Wallhide Flat Wall Paint. Trim—Soft White Water-spar Enamel. Adjoining room in Soft White with colorful furnishings. Marvin Probst, Architect.




Since this north or east room simulates the effect of warmth and sunshine by means of Peach and Ivory walls and ceiling, it may still use cool as well as warm colors in furnishings with good effect. Walls—Cameo Peach with ceiling an intermix of one part Light Ivory and two parts White, both Wallhide Flat Wall Paint Colors. Trim—Peach Buff Wallhide Gloss. Marshall Field & Co.

The color of our surroundings quite imperceptibly affects our daily living . . . a gay room adds a note of buoyancy and exhilaration that is contagious. Likewise, lack of color can be depressing, giving a drab, morose outlook to sensitive persons. Loud, in-harmonious color schemes induce a jarring note that brings restlessness and irritability to those who are forced to live with them. Color Dynamics through scientifically selected color arrangements will help make your living room the heart of your home.

RIGHT—This color plan for living-dining area increases its apparent size by use of identical wall and ceiling colors for the two units. Being of sufficiently light value they take their rightful place as background for more rugged colors used in furnishings. Walls—intermix of equal parts of Pastel Green and White. Ceilings—intermix of one part French Beige and four parts White. All of these colors are Wallhide Flat Wall Paint.

BELOW—In these partly separated rooms variety is achieved by contrasting wall colors while a single ceiling color for both brings a feeling of unity to the two areas. Walls of living room in an intermix of one part French Beige and four parts White. Dining Room walls—Sylvan Green. Ceiling of both rooms—intermix of equal parts of Pastel Green and White. All wall and ceiling colors in Wallhide Flat.



A photograph of a Colonial Williamsburg room. The walls are painted a deep green color and feature intricate architectural details, including a large framed picture of a landscape with a tree and a building. Below the picture is a fireplace with a decorative mantel. To the right, there are built-in bookshelves filled with books. A red leather tufted chair is positioned next to a round table with a lamp. In the foreground, a dark wooden desk or table is visible with some papers and books on it.

Suggesting, as it does, the dignity and comfort of a Colonial Williamsburg room, what could be more fitting as a nucleus around which to build a color plan than Aqua Green, an Authentic Colonial Williamsburg color made in Wallhide Semi-Gloss for walls, bookcases and trim. Ceiling—intermix of equal parts of Light Ivory and White, both in Wallhide Flat Wall Paint. George Tichnor & Stanley Anderson, Archs.



This room-with-a-view wisely keys its basic colors to the summer foliage to create the atmosphere of serenity so desirable in a dining room. Stimulating accents of vividly complementary Red complete the picture. Walls—Soft White and ceiling an intermix of one part Pastel Green and two parts White—Wallhide Flat Wall Paint. Trim—Soft White Waterspar Enamel. James P. Eppstein, Arch.

Dining Rooms

Color Dynamics will make your dining room the serene, inviting place it should be for enjoyable eating. A dining room that sparkles with fresh, glowing color . . . a meal appetizingly served . . . and your reputation as a hostess is assured. The modern dining room can be made cheerier, happier . . . more inviting through the use of Color Dynamics. Painting is relatively the least costly thing that you can do to refresh your dining room . . . with the proper background your present furnishings will take on renewed beauty. Here, garish or poorly chosen colors must never compete with the attractiveness of the food you serve, your table linens and your china. Quiet, reposeful colors promote a serene leisurely attitude while eating—helps banish nervous tension. Fill your dining room with the beauty of Pittsburgh Paints applied according to the principles of Color Dynamics.

RIGHT—Grayed Blue for relaxation and a sunny tint of Yellow for a mild lift—this combination logically induces a feeling of comfort and well being. Walls—intermix of one part Wedgwood Blue and four parts White with ceiling and interior of niche in Light Cream—all Wallhide Flat Wall Paint. Trim—intermix of one part Powder Blue and four parts White.



BELOW—Festive in effect, this dining room owes its charm to the skillful placement of contrasting warm and cool color areas. The walls are in Dusky Rose with walls of niche in Blue Green—Wallhide Flat Wall Paint. Ceiling—intermix of one part Blue Green and two parts White—Wallhide Flat also. Trim—Dusky Rose Waterspar Enamel. Cowles & Colean, Architects.





Bedrooms

Bedrooms are expressions of their owners personality . . . mi-lady's boudoir may be feminine, frivolously so, if she wishes, but whether it is quaint or modern in furnishings . . . dainty or exotic in color . . . it should be a reflection of the personal taste of its occupant.

Wake up in a room that is cheerful . . . pleasant, and relaxing . . . to start your day on the right, bright side. Color Dynamics provides for scientifically correct color treatment . . . here the cool colors are used to advantage by providing backgrounds conducive to relaxation.

RIGHT—The ruggedness and simplicity of color treatment indicates this room's function—that of a man's bedroom and study. The color plan is sufficiently versatile to permit the use of desk as a dressing table for converting the room to a guest room. Walls—intermix of equal parts of French Beige and White. Interior of niche—intermix of one part Wedgwood Blue and four parts White. Ceiling—intermix of equal parts Light Ivory and White, all Wallhide Flat. Wardrobe door and desk—Circassian Walnut Wood Stain. Glazed doors—Chestnut Beige Wallhide Gloss.



LEFT—Avoiding, as it does, the feminine pastels of the Victorian era, this colorful room is patently planned by and for a member of the distaff side of the household. Walls—Soft White. Ceiling—Wedgwood Blue, intermix. Trim—White Waterspar Enamel.

BELOW—This room is a study in subtle contrasts. The warm glow of Rose tint ceiling is repeated in the color of bedspreads. A fitting foil for these accents of Rose is supplied by Greens in various values. The bed wall is featured by a Green darker than that of the other walls. Ceiling—intermix of one part Dusky Rose and four parts White. Bed wall Sylvan Green—other walls Pastel Green in intermix of one part Color and one part White. Wall and Ceiling colors—Wallhide Flat Wall Paint.





ABOVE—Here two adjoining rooms are harmonized and unified by the use of the same group of colors in varying proportions and placements. Walls and trim—Horizon Blue with ceiling in Soft White—all Wallhide Flat Wall Paint. In the room seen through the open door, the walls are like the bedroom ceiling and the ceiling matches the bedroom walls.

RIGHT—The color tastes of masculine young America were taken into consideration in devising this sturdy and practical boy's room. Walls—Cameo Peach. Ceiling—Blue Green Wallhide Flat Wall Paint. Built-in furniture—Aqua Green Wallhide Semi-Gloss. Floor and base—Mahogany Florhide Floor Enamel. Interior of shelves and window sash—Pastel Blue Wallhide Semi-Gloss Wall Paint.

The men of the family want their rooms strong and masculine in feeling and the color schemes and accessories should be planned accordingly.

“Getting out of the wrong side of the bed” in the morning isn’t so apt to happen when you are on the right side of the color wheel.’



A photograph of a mid-century modern kitchen. The walls are a light yellow-green color. The upper cabinets are a dark green color, with some open shelves displaying various items. The lower cabinets are also dark green. A curved red booth with a white table is in the foreground. The floor has a pattern of musical notes. A blue banner with the word 'Kitchens' is at the bottom left.

Kitchens

The modern housewife's revolt against the colorless laboratory type of kitchen is epitomized by this use of color. Walls—Tranquil Green Carrara Structural Glass. Ceiling and background of open shelves—Sunlit Yellow either as shown or change to all semi-gloss and use Primrose Yellow Wallhide Gloss. Trim and cabinets—Aqua Green Wallhide Semi-Gloss with interior of cabinets in intermix of equal parts Sunset Orange and White Waterspar Enamel.

Color Dynamics can make Cooking Enjoyable. Kitchens should be crisp looking . . . gay . . . pleasant workrooms. A colorful . . . airy . . . light kitchen takes the drudgery out of housework.

Through the application of Color Dynamics . . . intriguing color contrasts and accents can be cleverly introduced . . . making the kitchen brighter, more efficient . . . bringing inspiration to the daily routine of meal planning and preparation.

RIGHT—Walls of Soft White, in deference to White fixtures, plus icy Blue ceiling and crisp Yellow cabinets adds up to a simple, colorful kitchen which will wear well. Walls—Soft White and ceiling an intermix of French Blue, both Wallhide Gloss. Cabinets—Jonquil Yellow Waterspar.



BELOW—No stereotyped kitchen this—with its unusual colors defying the law of darker walls and light ceiling to create a stimulating and efficient work room. Walls—Lower—White Carrara Structural Glass. Upper—Silver Green Wallhide Semi-Gloss. Ceiling and wall areas, as shown—Dusky Red Wallhide Semi-Gloss Wall Paint.





ABOVE—Fiesta in spirit as well as in name, the key color here is placed so as to avoid an irritating effect but rather to stimulate by unexpected glimpses. Broad expanses of neutral gray form a background for colorful foods and kitchen accessories. Walls and upper cabinets—intermix of one part French Gray and four parts White Waterspar Enamel. Ceiling—intermix of one part Jonquil Yellow and four parts White Waterspar Enamel. Base cabinets—intermix of equal parts Fiesta Red and White Waterspar Enamel.



LEFT—Again—a reaction against the conventional kitchen finds expression in a friendly background of natural wood finishes with vivid flashes of pure color in subordinate areas. Walls and trim—Circassian Walnut Wood Stain. Lighter wood areas, as shown—Knotty Pine Wood Stain. Ceiling—Pastel Blue Wallhide Semi-Gloss Wall Paint.

In conjunction with paint, Pittsburgh Carrara Structural Glass will add entrancing beauty to the kitchen workroom. Even with the most scrupulous housekeeping, spots and stains are unavoidable . . . grease will spatter and steam will collect to stream down in tiny rivulets. Waterspar Enamel is absolutely impervious to surface stains of any sort. Its colors can be kept glowing . . . its surface sparkling and spotless . . . merely by wiping with a damp cloth.

Bathrooms



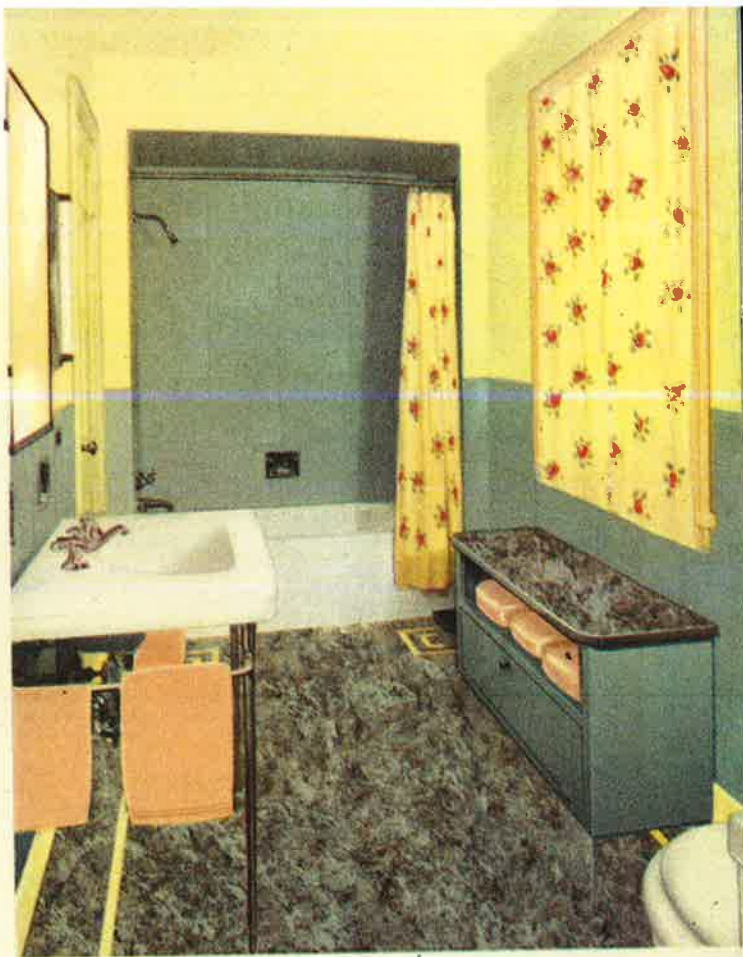
Harmony, built upon rosy Beige, Rose and Pink in a variety of tints and shades, avoids the possibility of monotony by a generous application of an underseas Blue Green in accessories. Walls, trim and ceiling—intermix of equal parts of Twilight Rose Wallhide Gloss. Walls of tub niche and panel back of lavatory—Beige Carrara Structural Glass.

Other rooms can be made to look attractive by their furnishings . . . but a bathroom must contain the elements of beauty within itself.

Don't be discouraged if your budget won't stretch to allow for new fixtures . . . old fashioned plumbing becomes less objectionable in the presence of a fresh coat of paint . . . soft, clean colors, selected according to *Color Dynamics* principles, enhanced by accent colors in curtains, towels, mats, make a picture room you will be proud to have your guests see.



ABOVE LEFT—One color in varying tints and shades for walls, trim and floor tends to increase the apparent size of this small bathroom. Color interest is achieved by accents of contrasting hues in towels and accessories. Walls—Lower—intermix of equal parts Jade Green and White Waterspar Enamel. Upper—Spring Green Wallhide Gloss Wall Paint.



ABOVE RIGHT—An effect of sunlight on even the grayest day is the accomplishment of this combination of glass and paint, the seeming delicacy of which belies its sturdy wearing qualities—walls—wainscot and tub niche—Gray Carrara Structural Glass. Upper walls, ceiling and trim—Sunlit Yellow Wallhide Gloss Wall Paint.

RIGHT—Floor and wall areas in cool marine-suggesting Blues are enhanced by walls, ceiling, trim and cabinets in warmly glowing Peach Buff Wallhide Gloss. Interior surfaces of center and two side niches in an intermix of equal parts of French Blue and White Wallhide Gloss.





PITTSBURGH PAINTS



SUN-PROOF HOUSE PAINT

The toughness and all-'round goodness of any paint depends to a high degree on the quality of the oil that goes into it.

For many years the Pittsburgh Plate Glass Company has been a leader in research to improve paint making oils and resins.

One of the most useful fruits of Pittsburgh's policy of continuous research was the perfecting of "Vitolized Oils." These are improved oils which keep paints *Live, Tough and Elastic* to provide *Live-Paint Protection*.

A study of paint application problems under today's complex conditions, indicated the importance of proper surface sealing. To answer this need the Pittsburgh Plate Glass Company developed *Sun-Proof Exterior Primer*, built on the controlled penetration principle. This provides the proper foundation for finishing coats and effectively counteracts common exterior paint failures when deep penetrating primers are used. *Sun-Proof Primer* does not penetrate excessively, consequently retains sufficient elasticity to be durable and moisture resistant.

The combination of *Pittsburgh's Sun-Proof Primer* and a second coat of the proper body color will result in a long-lasting, protective coating, free from "hills and valleys." The special oils used in *Sun-Proof* products keep the film live, tough, elastic, uniform, resistant to weather wear, cracking and peeling.

The *Pittsburgh Sun-Proof Two-Coat System* for exterior painting is thoroughly practical. The products involved in its use are:

- SUN-PROOF WHITE PRIMER
- EIGHT SUN-PROOF BODY COLORS
- SEVEN SUN-PROOF TRIM COLORS AND BLACK
- SUN-PROOF TITANIC OUTSIDE WHITE
- SUN-PROOF TINTING WHITE
- SUN-PROOF FUME-PROOF OUTSIDE WHITE
- SUN-PROOF AND STUCCO OUTSIDE WHITE
- SUN-PROOF MILDEW AND FUME-RESISTANT OUTSIDE WHITE

Each product has been specifically designed and formulated to perform its proper function as part of the *Sun-Proof Two-Coat System*. Consideration has been given to such factors as varieties in woods used, non-uniformity in texture, and the increased use of prefabricated materials.

FLORHIDE FLOOR ENAMEL

FOR INTERIOR AND EXTERIOR USE

Pittsburgh *Florhide* Floor Enamel is a quick drying, tough, elastic finish specifically designed for use on floors and steps of wood, concrete, and metal, or for renewing worn linoleum and printed floor coverings of the linoleum type. It may be used with assurance of satisfactory results on standing surfaces of wood, plaster, concrete and metal.

A *Florhide* Floor Enamel film is hard enough to resist the sturdy shoes of small boys, the dancing feet of teen age youngsters, and the constant weight and scraping of furniture. It successfully meets these severe service tests because of its extraordinary adherent properties which cause it to bond firmly to the various surfaces over which it is applied.

You may safely scrub a *Florhide* film until it is spotless without injuring or impairing its smooth, gleaming, high-gloss surface. *Florhide* is easy to apply, and satisfactory results are assured if the surface is in proper condition to receive paint.


Under normal conditions, Pittsburgh *Florhide* Floor Enamel sets dust-free in two hours. It is hard enough for recoating in from six to eight hours.

WALLHIDE WALL PAINTS

ONE COAT COVERS

Wallhide Flat Wall Paint meets successfully the requirements of modern painting on interior walls. *Wallhide* Flat Wall Paint is an oil-base paint.

It is the only wall paint enriched with Pittsburgh's exclusive "Vitolized Oils" to give controlled penetration. Instead of soaking into the surface, as in the case of ordinary paints, Vitolized Oil remains in the paint film to keep it live, tough, and elastic; provides long lasting *Live Paint Protection*.



A simple color plan is in keeping with the unpretentious dignity of this home. White over all gives equal prominence to the uniform excellence of architectural details—with accents of dark Green for contrast. Body, trim, sash and arbor—Titanic Outside White and shutters Copper Verde Sun-Proof House Paint. Roof—Walnut Brown Pittsburgh Shingle Stain. Bertram Weber, Architect.

PITTSBURGH PAINTS

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