

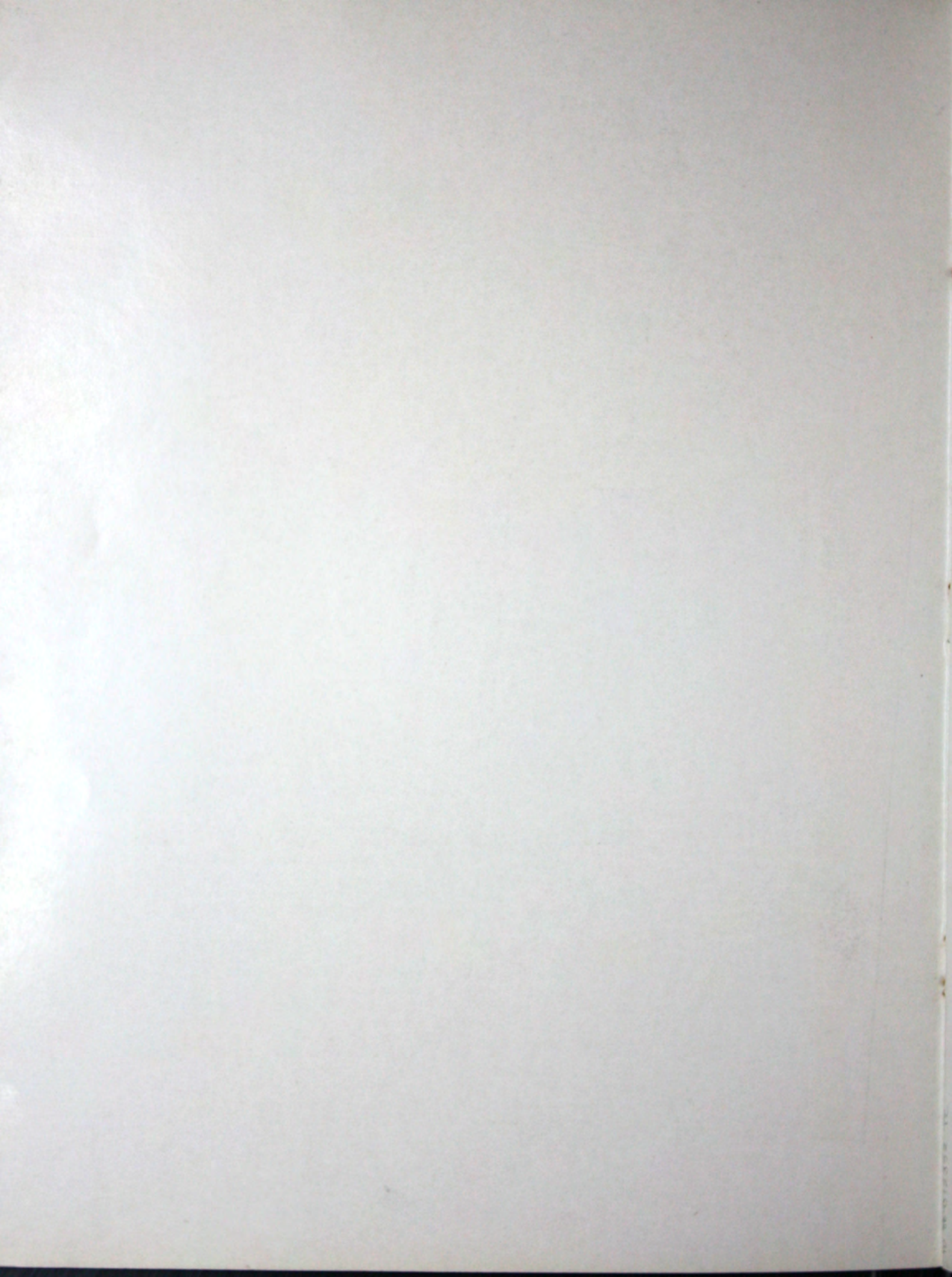
PRODUCING

Bigger Profits

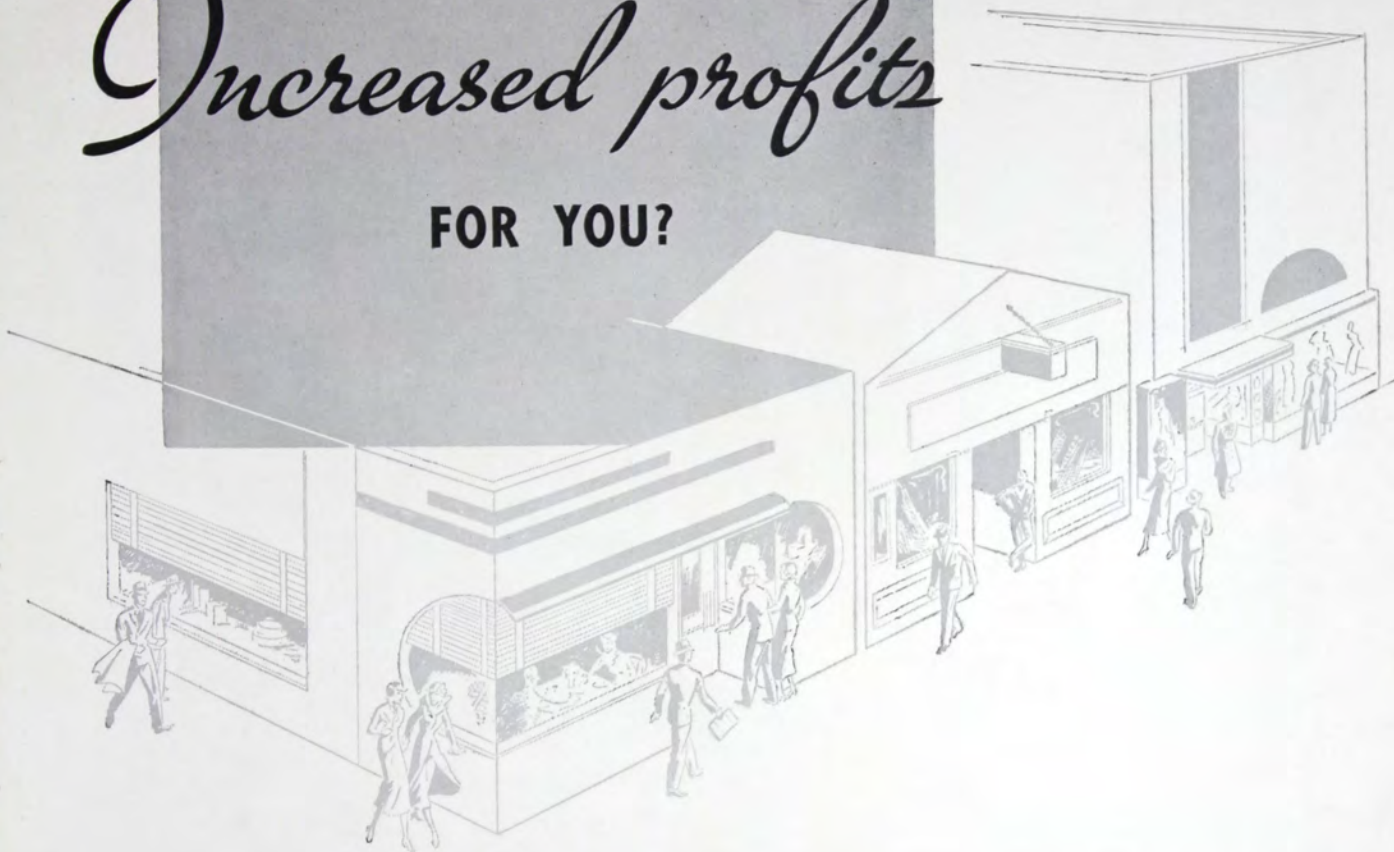
WITH PITTCO STORE FRONTS



Paint PITTSBURGH *Glass*
PLATE GLASS COMPANY



WHY DOES A
PITTCO STORE FRONT MEAN
Increased profits
FOR YOU?



WALK down the main street of any town. You are not a store owner, not a property owner, not a realtor or building manager . . . you are merely a normal, average human being, intent on buying something. What do you see? You see some stores that are old-fashioned, run-down, unattractive. From the outside, they look as though the merchants who operate them are behind the times. You are led to expect that the goods and the service and the values they offer are probably inferior. All you have to judge by is the exterior appearance of those out-moded stores. You have no way of knowing that the shabby store fronts may possibly be entrances to model stores. All you know is . . . they don't look like it.

Contrasting with these unprepossessing stores, you see others, selling the same lines of merchandise . . . but presenting to the passing public an entirely different appearance. Modern. Attractive. Inviting. Up-to-date. Each store an *individual* retail outlet. Each store saying to you, by its appealing and good-looking front, "This is a progressive

store. Our merchandise is right. Our prices are right. We sell goods in the modern way . . . in the way you like to buy it. You can trust us. Come in."

As a casual customer . . . which type of store would you choose to patronize? The answer is obvious and infallible. You'd choose the modern, inviting store over the old-fashioned, unattractive one.

Any one would. And everybody does. Today, in retail selling, the "Eyes" have it. Appearances count more heavily than ever before . . . because competition is keener than ever before. This is not theory. This is fact. Thousands of merchants of every sort, all over the country, have learned by actual personal experience, that the store with a modern, individualized store front draws more business, a better class of clientele, has a higher unit sale, brings in bigger profits regularly and steadily, than a store whose front is not appealing. This is a primary fact in modern merchandising . . . and every merchant who wishes to prosper must accept it . . . and take advantage of it.

10 86-612352 TC

Until very recently, the business of designing and building store fronts was a hit or miss business. . . and usually it was "miss". Why? Largely because no unity of effect was possible. Your facing material came from one source. Your glass from another. Your metal sash, your paint, your incidental materials from still others. And although individually, each of these store front essentials was of good quality, combined, their effect was, more often than not, inharmonious.

Today, the Pittco Store Front has solved this problem of obtaining unity and individualism in store fronts. For a Pittco Store Front is constructed of materials all specifically designed to be used in conjunction with each other, all manufactured by a single company, which has been a consistent leader in the development of store front science . . . the Pittsburgh Plate Glass Company. Pittco Store Front products make possible store fronts that are *units*, that are truly individual, that are pleasingly harmonious in every way, that take the fullest and most profitable advantage of the great modern selling magic of "eye appeal." A Pittco Store Front invariably stands out from the store fronts of neighboring and competing stores. It invites the trade that brings you profit. It lures business your way, and helps you to keep the business you already have. If you are a merchant, no matter what type of merchandise you sell, a Pittco Store Front is one sure way to improve your present business. It is a long step forward toward every merchant's desire to make his store the center of activity in his line in his community.

But what if you are a property owner, or a realtor or building manager handling properties which include store space? Pittco Store Fronts work magic for you, too. In case after proven case,

Pittco Store Fronts have shown their ability to make properties easier to rent and sell, to keep tenants or buyers well satisfied with their bargains, to increase definitely the revenue that store properties produce. In many instances, properties which have been absolutely unproductive have been transformed by Pittco Fronts into revenue producers of the first order.

Better than words can do it, the many photographs of actual Pittco Store Fronts which appear in this book installed for actual successful merchants and property owners, will show you just what the amazing possibilities of Pittco remodeling are. The Pittco Fronts shown here have proved their value in actual performance. And the statistics given with the photographs in many cases, prove just how great that value has been.

Look through the installations pictured. There are doubtless stores of your particular type and size. And from an inspection of them you can get a very good idea of just what you could expect from a remodeling of *your* store by a new Pittco Front.

Pittco Store Front Products include Carrara Structural Glass, Polished Plate Glass, Metal Store Front Construction, Pittsburgh Paint Products, Pittsburgh Mirrors and Tapestry Glass. On pages 22 and 23 you will find detailed information on the decorative and utilitarian possibilities they provide.

We strongly recommend that if you decide to remodel your store front, you retain a local architect, whose business is design, to plan an attractive, business-drawing, profit-increasing Pittco Front for your store. Our staff of store front experts is always glad to cooperate in matters of product application.

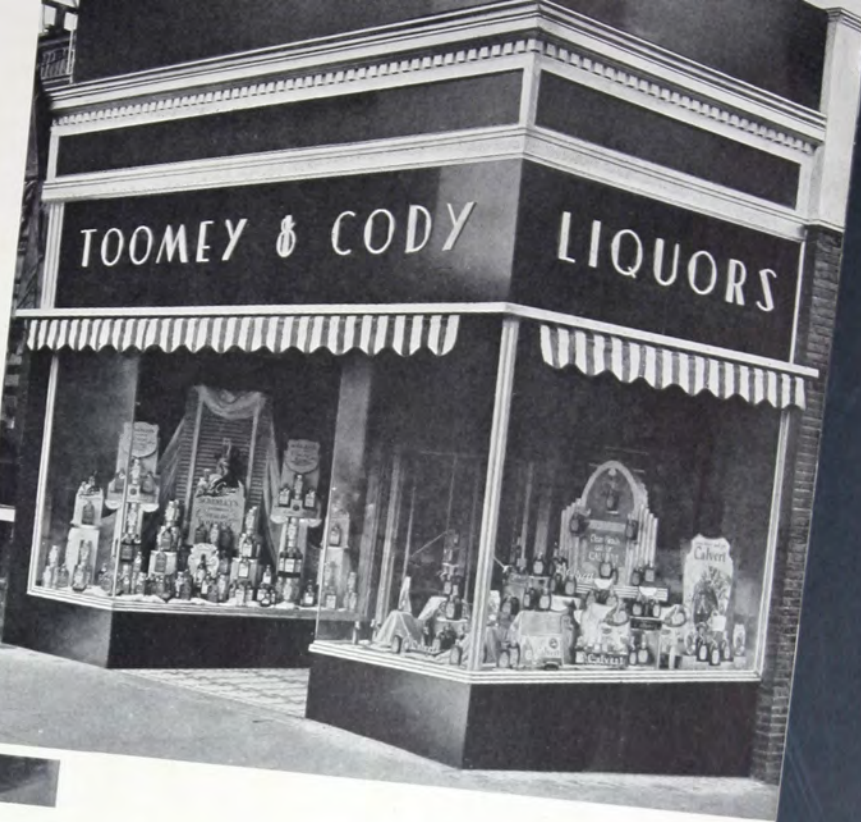
THE PITTSBURGH TIME PAYMENT PLAN

To make the financing of your new Pittco Store Front a simple matter for you, we have founded the Pittsburgh Time Payment Plan. This plan applies both to actual store front construction and to repainting and remodeling inside your store. The plan permits you to take up to 2 years to pay for your Pittco modernization. You merely pay 20% down, and then settle the balance in easy monthly installments. We invite you to call our nearest warehouse {see list on page 28 of this book} and get details of this convenient Time Payment Plan.

Location.....Springfield, Mass.
 Architect.....Paul B. Johnson
 Color Scheme.....Black Carrara Glass,
 with aluminum letters and metal
 construction.

Cost of Pittco Store Front Products
 installed..... \$997.00*

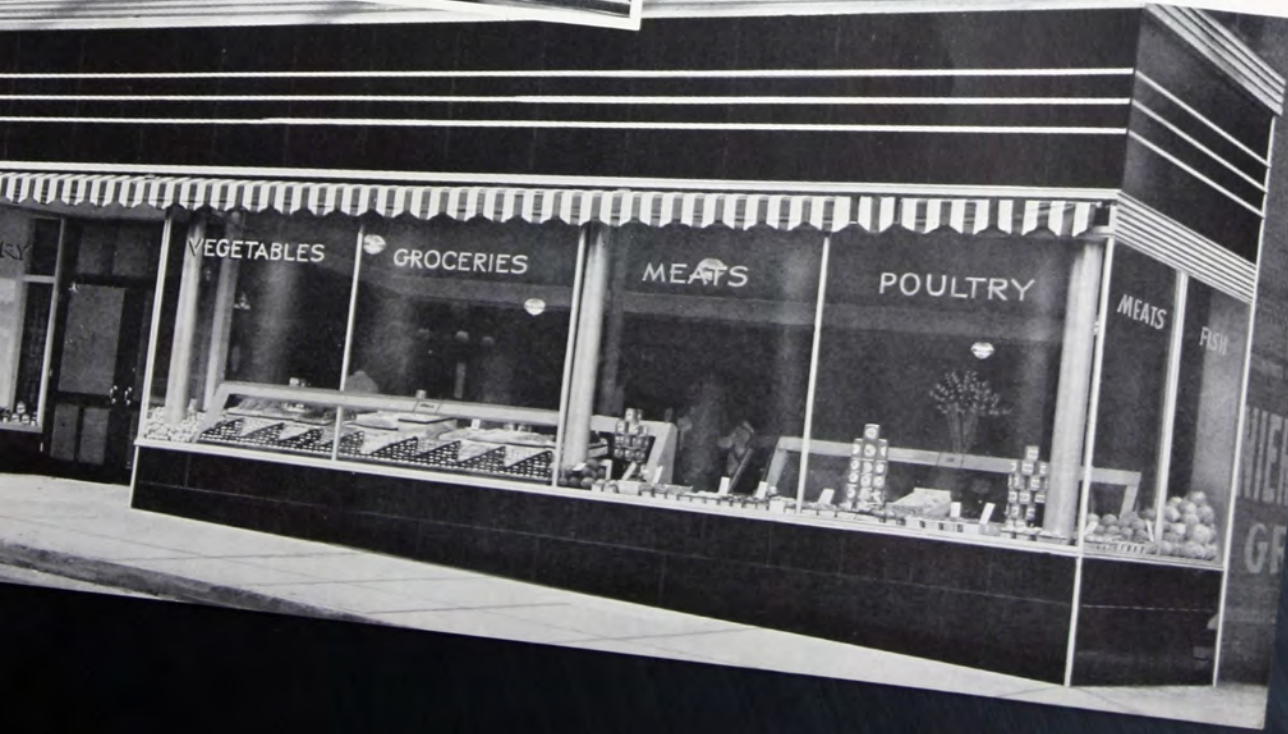
Toomey and Cody write: "We can definitely say that we have had a substantial gain in our sales which we attribute to the great improvement the modern store front made in the appearance of our store."



Location.....Bloomington, Ill.
 Architect.....Hooten and Schaeffer
 Color Scheme.....Black Carrara Glass,
 with aluminum metal trim.

Cost of Pittco Store Front Products
 installed..... \$1185.00*

*The cost of these materials installed usually averages about 65% of the total cost of the new front.





*Location.....Birmingham, Ala.
 Architect.....Miller and Martin
 Color Scheme.....Black and Jade
 Carrara Glass, with aluminum
 metal.*

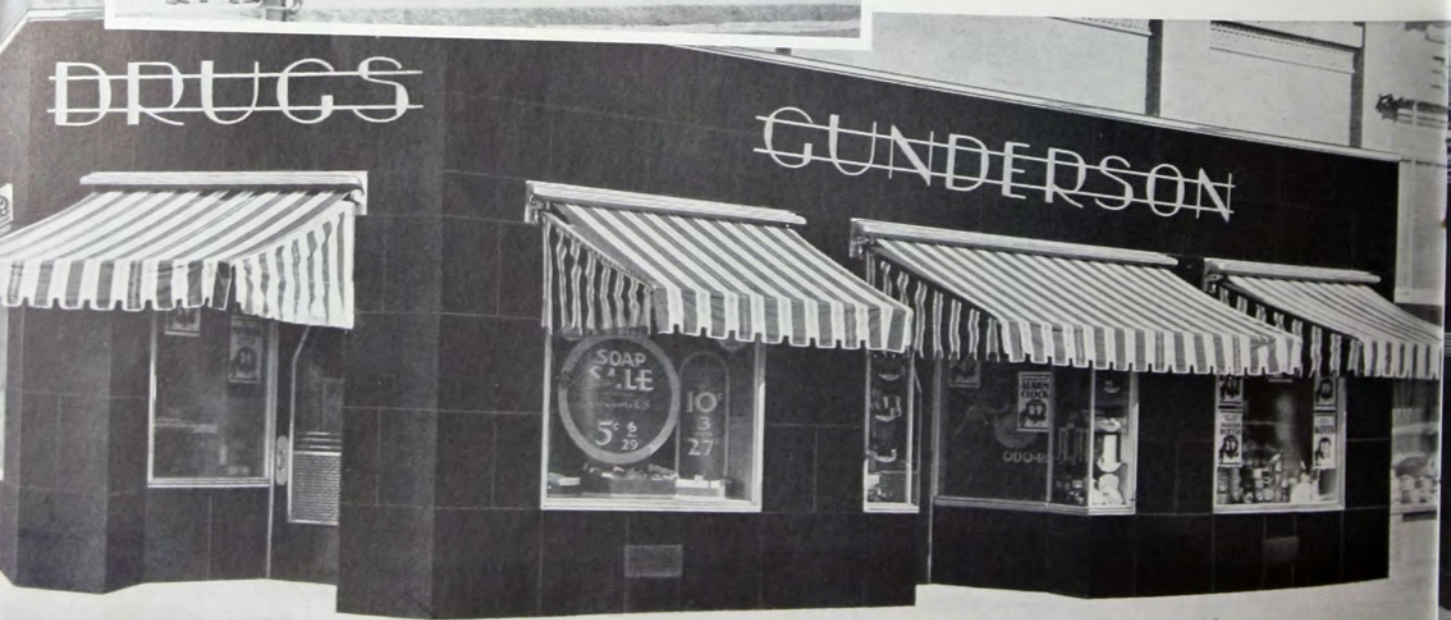
Cost of Pittco Store Front
 Products installed... \$2300.00*



*Location.....Ortonville, Minn.
 Color Scheme...Black Carrara Glass,
 with aluminum metal.*

Cost of Pittco Store Front
 Products installed... \$1365.00*

*The cost of these materials and their installation
 usually averages about 65% of the total cost
 of the new front.





Location.....Roanoke, Va.
 Architect.....Douglas Orr
 Color Scheme..Black Carrara Glass,
 with aluminum metal and
 aluminum-painted, sand-blasted
 letters and decorations.

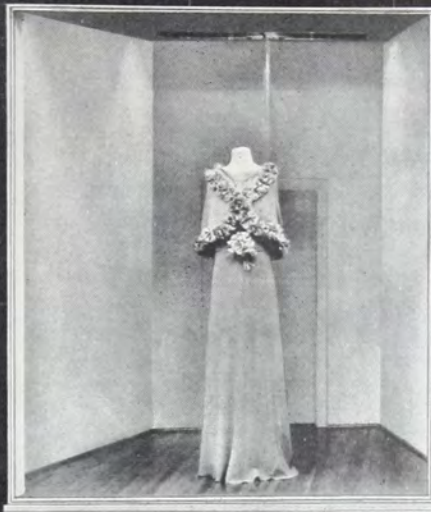
Cost of Pitco Store Front
 Products installed.... \$317.00*

This property stood vacant for two years
 prior to remodeling . . . and then a new
 attractive Pitco Front transformed it into
 a revenue producer.

Location.....Pittsburgh, Pa.
 Architect.....Alphonse Bach
 Color Scheme..Black Carrara Glass,
 with White and Ivory decorative
 bands and bronze metal.

Cost of Pitco Store Front
 Products installed... \$1290.00*

ZELDA ALEXANDER INC





Location.....Lakewood, Ohio
 Color Scheme.....Wine and Gray Carrara Glass, with
 Opal name panel and wood letters and aluminum
 metal.

Cost of Pittco Store Front Products installed, \$1206.00*



Location.....Waco, Tex.
 Color Scheme....Black and
 Ivory Carrara Glass,
 with aluminum metal.

Cost of Pittco Store Front
 Products installed.

..... \$768.00*

*The cost of these materials installed
 usually averages about 65% of the
 total cost of the new front.



*Location.....Cheyenne, Wyo.
Color Scheme...Black Carrara Glass, with aluminum metal.*

Cost of Pittco Store Front Products installed, \$2121.00*

This property, on a main street corner, stood vacant for three years prior to remodeling. Immediately a new Pittco Front was installed, the owners had 47 applicants for leases. The property now produces revenue of \$300 per month. Before remodeling it produced nothing.

*Location, Kalamazoo, Mich.
Color Scheme...Black and
White Carrara Glass,
with aluminum metal.*

**Cost of Pittco Store Front
Products installed
..... \$760.00***

On the opening day, after Pittco remodeling, this merchant had an increase of 25% cash customers over the previous Saturday.

*The cost of these materials installed usually averages about 65% of the total cost of the new front.





*Location....St. Joseph, Mo.
 Architect.....Eugene Mier
 Color Scheme....Black and
 Ivory Carrara Glass,
 with aluminum metal.*

Cost of Pittco Store Front
 Products installed
 \$455.00*

*Location....Bedford, Ind.
 Color Scheme...Black Car-
 rara Glass, with alumi-
 num-painted, sand-
 blasted letters and
 aluminum metal.*

Cost of Pittco Store Front
 Products installed
 \$556.00*

Mr. Sherwood writes: "As an investment, I am more than pleased. Comments and results have been above all expectations."

*The cost of these materials installed usually averages about 65% of the total cost of the new front.





*Location...Bethlehem, Pa.
Architect...Karl H. Snyder
Color Scheme...Black Car-
rara Glass, with alumi-
num letters and metal
construction.*

**Cost of Pittco Store Front
Products installed**

..... \$597.00*

Dr. Musselman writes: "There is no doubt in my mind that the beauty of the front contributed in large measure to my 100% increase in business in less than a year. I am firmly convinced that dressing up a store front pays big dividends."

*Location.....Chicago, Ill.
Architect...M. D. Kalischer
Color Scheme...Black Car-
rara Glass, with Gray
Carrara letters lami-
nated above ticket booth.*

**Cost of Pittco Store Front
Products installed**

..... \$2035.00*

The theatre reports: "The results we have obtained amply justify the expenditure."



KEMPNER'S



*Location.....Little Rock, Ark.
 Architect.....Eugene John Stern
 Color Scheme...Black Carrara Glass, with
 aluminum metal decorative bands and
 letters.*

Cost of Pittco Store Front
 Products installed..... \$2785.00*

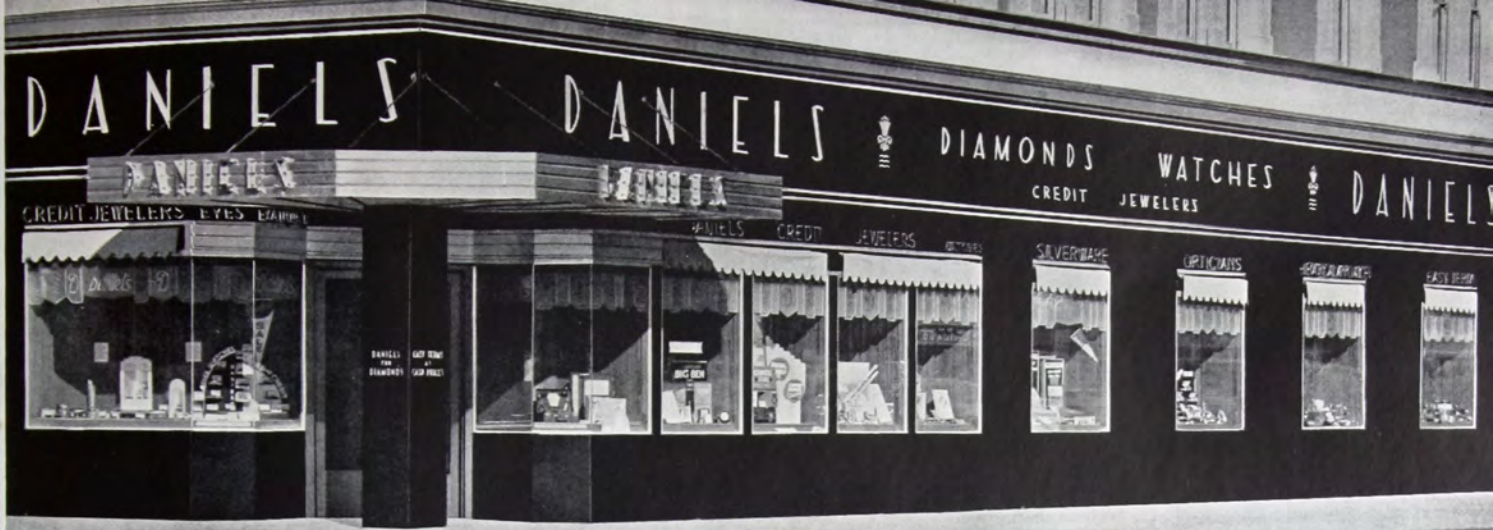
*Location.....Philadelphia, Pa.
 Color Scheme...Black Carrara Glass, with
 Wine Carrara decorative bands, Ivory
 letters, and aluminum metal.*

Cost of Pittco Store Front Products
 installed..... \$879.00*

*The cost of these materials and their installation usually
 averages about 65% of the total cost of the new front.

HANOVER
 SHOES





Location.....Phoenix, Ariz.
 Architect.....Orville A. Bell
 Color Scheme.....Black Carrara Glass,
 with aluminum-painted, sand-blasted
 letters and decorative bands, and
 aluminum metal construction.

Cost of Pittco Store Front Products
 installed.....\$2090.00*

Location.....Sikeston, Mo.
 Color Scheme...Black Carrara Glass, with
 sand-blasted, aluminum-painted dec-
 orations.

Cost of Pittco Store Front Products
 installed.....\$2031.00*

*The cost of these materials and their installation usually
 averages about 65% of the total cost of the new front.





*Location..... Youngstown, Ohio
Color Scheme... Black Carrara Glass, with
aluminum metal.*

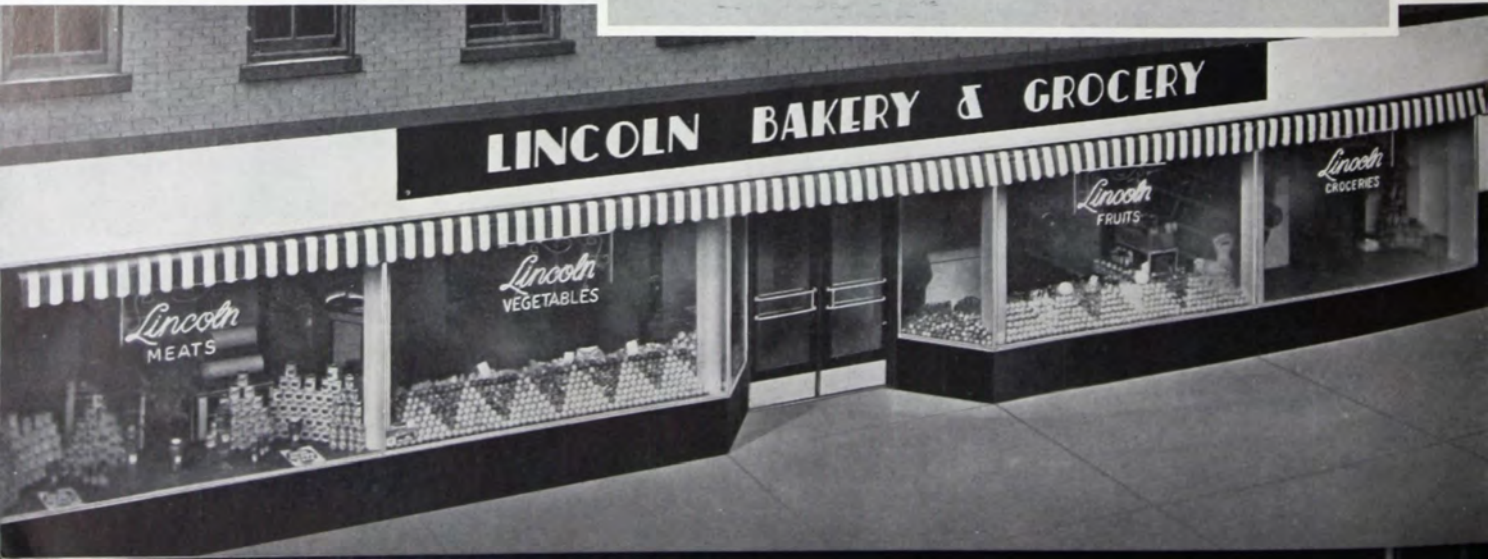
**Cost of Pittco Store Front Products
installed..... \$1050.00***

Mr. R. P. Pugh writes: "After a year's use (the Black Carrara Glass) has proven itself to be much easier to maintain . . . than any other type of front in our stores. Since the installation of the Youngstown store, we have duplicated it in our Glenwood store and have plans under consideration . . . for the same design and material to be used in two more of our units."

*Location..... Joliet, Ill.
Color Scheme... Black and Ivory
Carrara Glass, with sand-
blasted, aluminum-painted
letters, and aluminum metal.*

**Cost of Pittco Store Front
Products..... \$784.00***

*The cost of these materials and their installa-
tion usually averages about 65% of the total
cost of the new front.

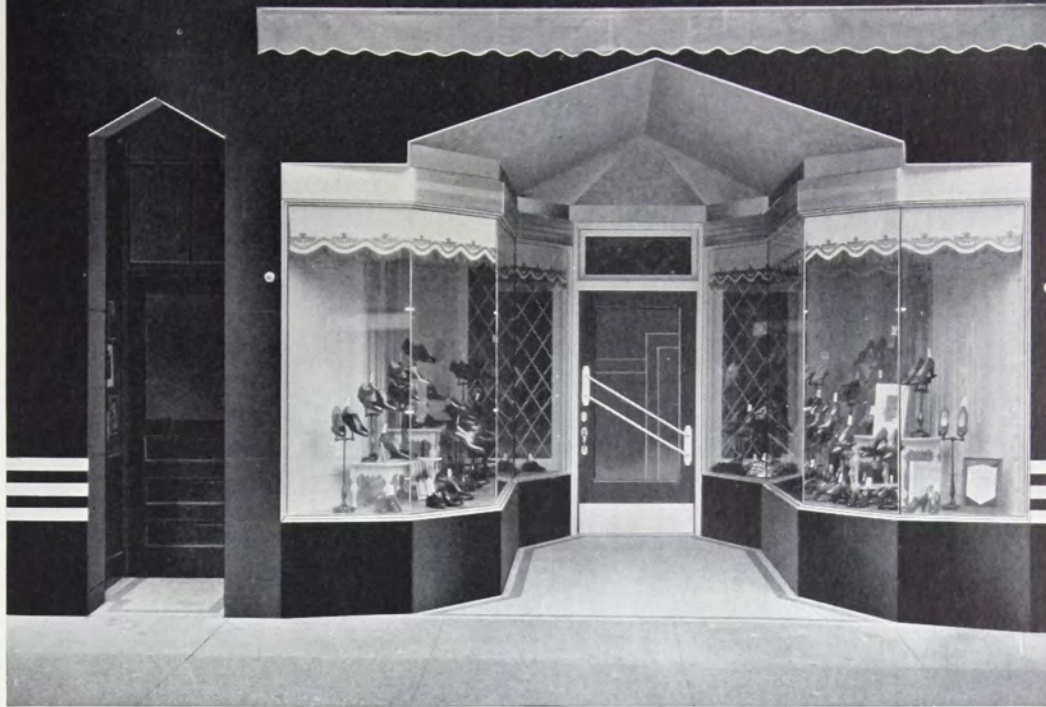


HOWARD & KOHLER



*Location.....Atchison, Kansas
Color Scheme....Black and White Carrara
Glass, with aluminum metal.*

Cost of Pittco Store Front Products
installed..... \$870.00*



*Location.....Houston, Tex.
Architect...Maurice J. Sullivan
Color Scheme....Black Carrara
Glass, with aluminum metal.*

Cost of Pittco Store Front
Products installed.. \$5338.00*



This property was vacant for ten years prior to remodeling. The Trust Officer in charge of the owner's estate writes: "We are very well pleased with the success we have had in renting these stores. There is little doubt that the attractiveness of the store fronts has had much to do with our accomplishments in this connection."

*The cost of these materials and their installation usually averages about 65% of the total cost of the new front.



Location.....Portland, Ind.
 Color Scheme.....White and
 Black Carrara Glass, with
 sand-blasted, black-paint-
 ed letters, and aluminum
 metal.

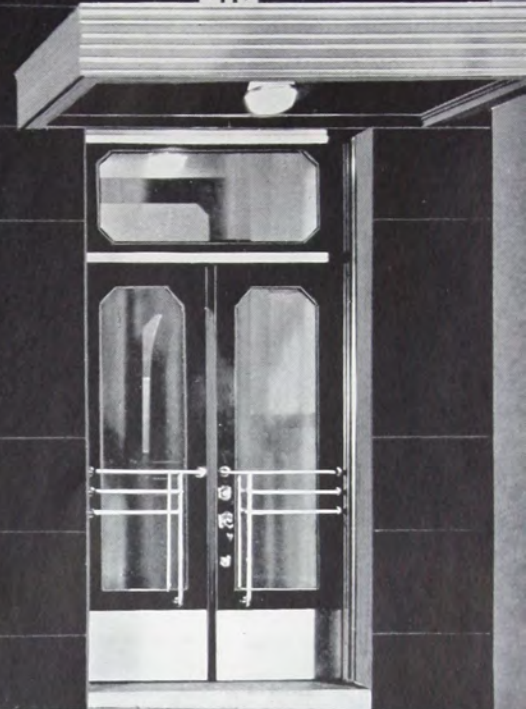
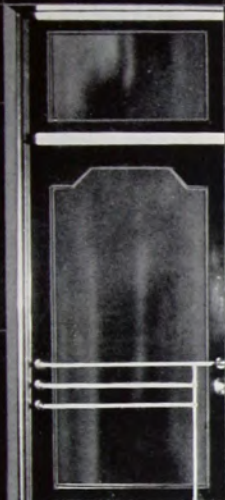
Cost of Pittco Store Front
 Products installed
 \$2073.00*



Location.....Denver, Colo.
 Architects...W. G. Jamieson
 and R. Ewing Stiffler
 Color Scheme..Black Carrara
 Glass, with Gray Carrara
 bands and aluminum
 metal.

*The cost of these materials and their in-
 stallation usually averages about 65%
 of the total cost of the new front.





Location.....Charlotte, N. C.
Architect.....C. L. Mason
Color Scheme.....Black Carrara Glass,
with aluminum metal.

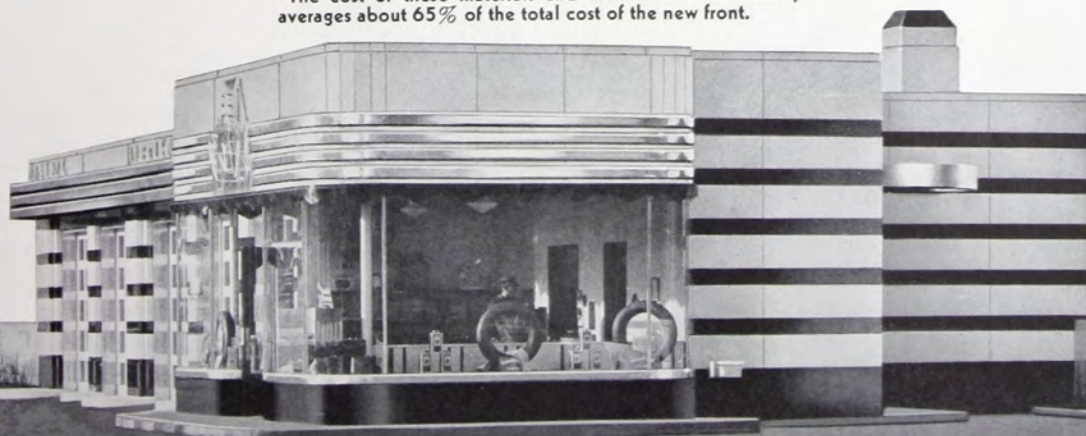
Cost of Pittco Store Front Products installed..... \$663.00*

Mr. Tenner writes: "Our new front is bringing many new faces to us as seen by the increase in our business of 33 1/3%. Evidently, to the man in the street, it sells the idea that our place surely holds promise of a good dinner, so our remodeling has proven an investment rather than an expense."

Location.....Rochester, N. Y.
Architect.....W. H. Cassebeer
Color Scheme....Black and White Carrara Glass, with
aluminum metal.

Cost of Pittco Store Front Products installed..... \$3900.00*

*The cost of these materials and their installation usually averages about 65% of the total cost of the new front.



YALE CLOTHES



*Location, New Orleans, La.
Color Scheme... Black and
White Carrara Glass,
with polished alumi-
num metal.*

**Cost of Pittco Store Front
Products installed
..... \$1047.00***

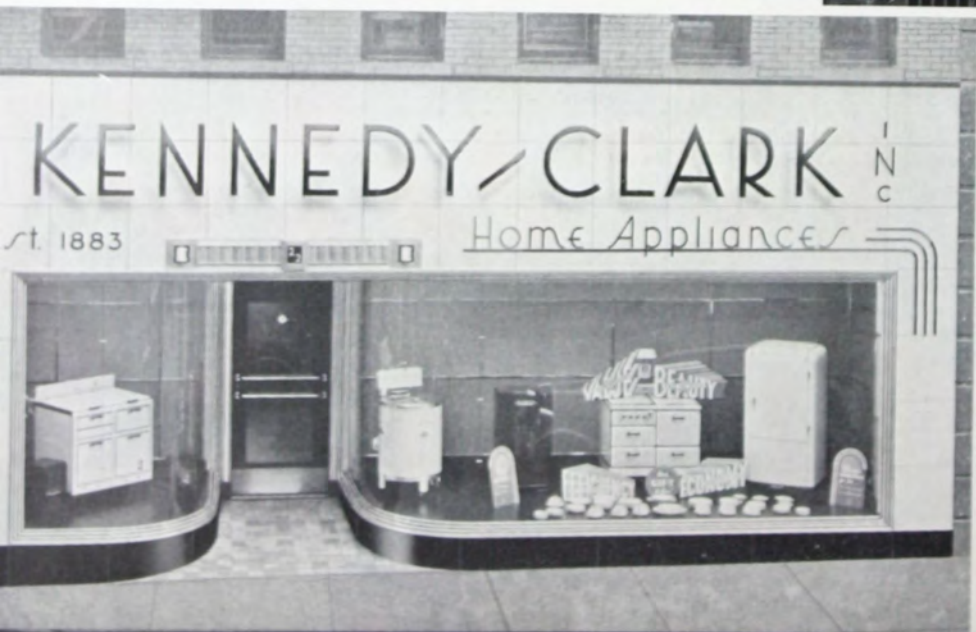
The owner states himself to be well satisfied with this remodeling, and is enjoying a considerable increase in business which he attributes to the new store front.



*Location... Rochester, N. Y.
Architect... Chas. Carpenter
Color Scheme... Jade and
Black Carrara Glass,
with aluminum metal
and lettering.*

**Cost of Pittco Store Front
Products installed
..... \$1450.00***

*The cost of these materials installed usually averages about 65% of the total cost of the new front.

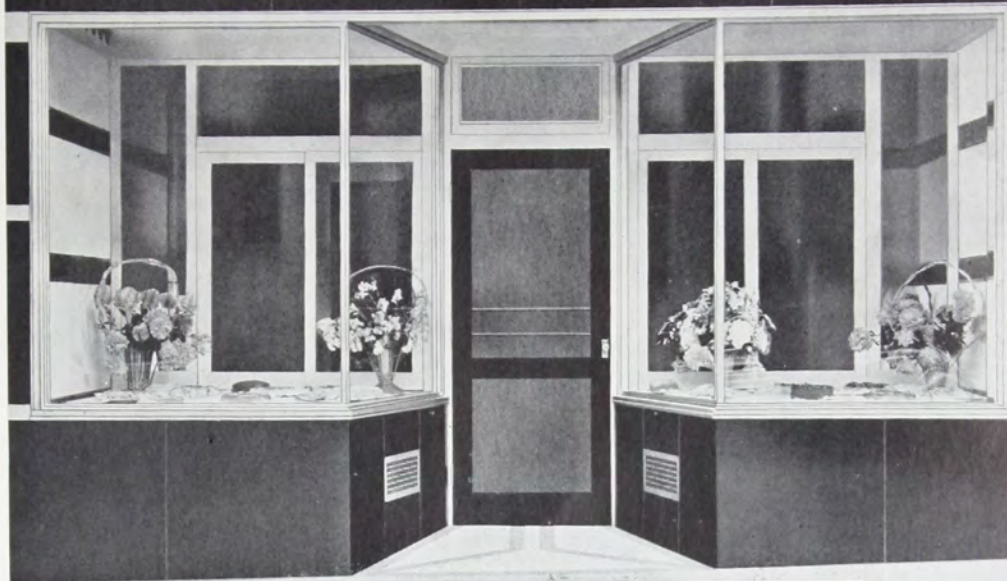


RINGER'S

*Location.....Geneva, N. Y.
Color Scheme....Black and
White Carrara Glass,
with aluminum metal.*

Cost of Pittco Store Front
Products installed
..... \$348.00*

*The cost of these materials installed
usually averages about 65% of the
total cost of the new front.

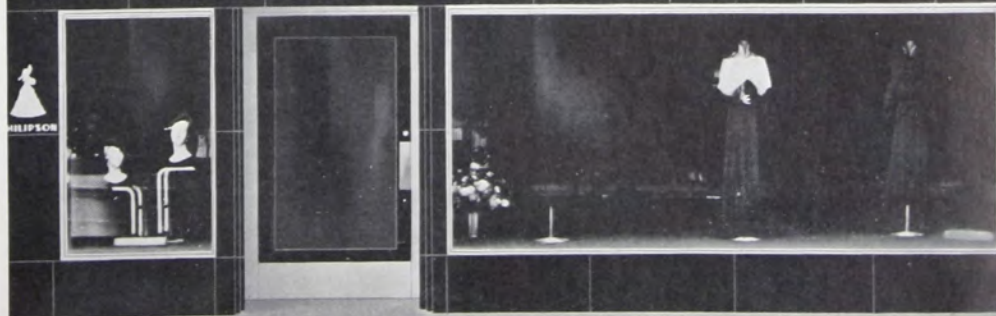


*Location.....Dallas, Tex.
Architects.....G. E. and
W. O. Christensen
Color Scheme..Black Car-
rara Glass, with alumi-
num trim and letters.*

Cost of Pittco Store Front
Products installed
..... \$600.00*

Mr. Philipson writes: "We have
found that our new store front has
been exceedingly helpful in in-
creasing the quality of our patron-
age and has enabled us to step up
our unit selling price from 50%
to 100%. The general tone and
character of our business has been
elevated."

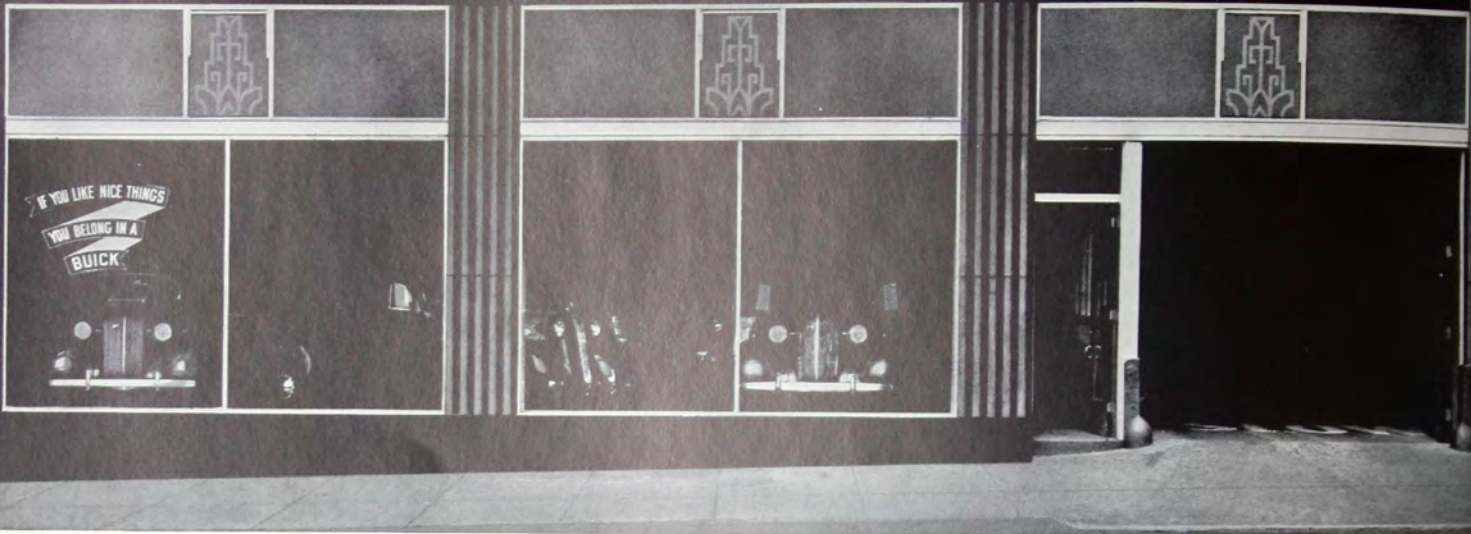
PHILIPSON



BUICK

KNOXVILLE BUICK CO

PONTIAC



*Location.....Knoxville, Tenn.
 Architect.....W. A. Rutherford
 Color Scheme.....Black Carrara
 Glass, with aluminum trim and
 aluminum-painted letters.*

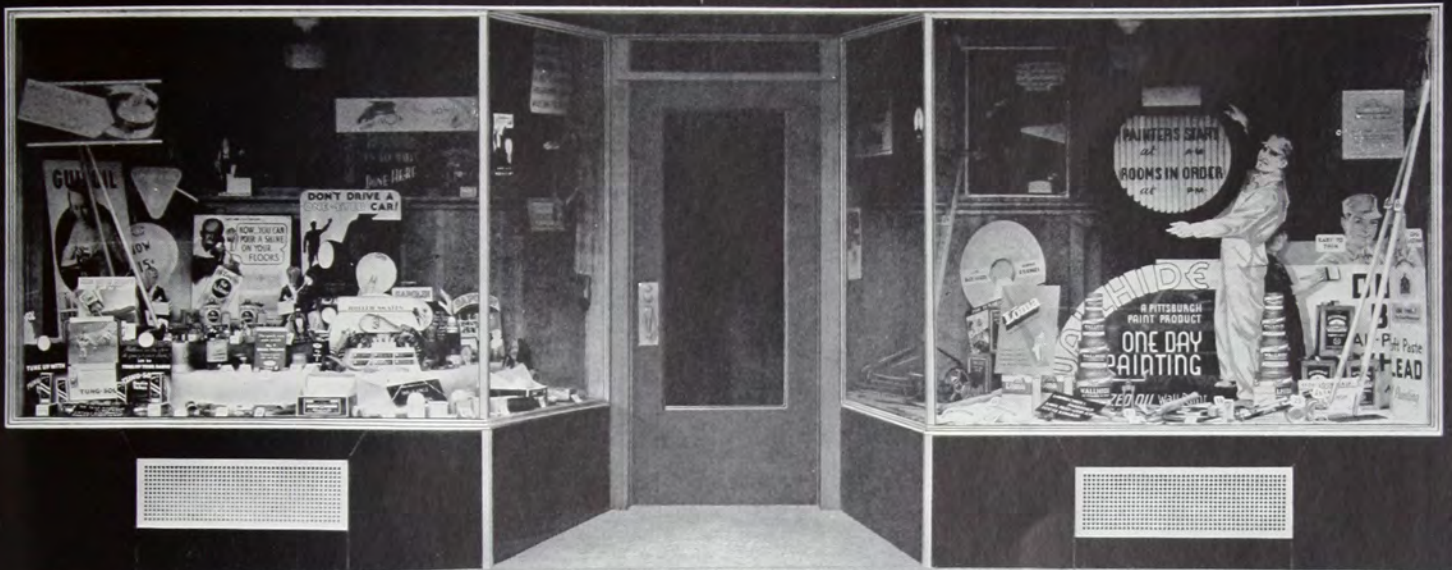
Cost of Pittco Store Front
 Products installed... \$1399.00*

*Location..Forest City, Iowa
 Architect.....
 Thorwald Thorsen
 Color Scheme, Black Car-
 rara Glass, with alumi-
 num metal and sand-
 blasted, aluminum-
 painted letters.*

Cost of Pittco Store Front
 Products installed
 \$770.45*



*The cost of these materials installed usually averages about 65% of the total cost of the new front.

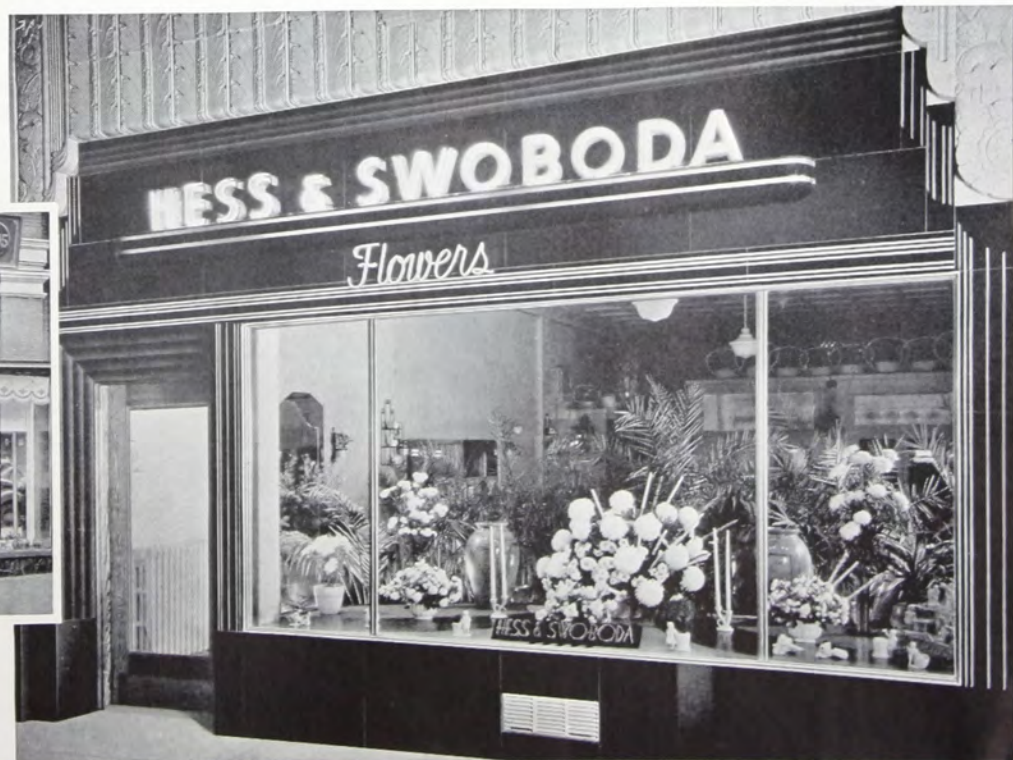


Location.....Everett, Mass.
 Color Scheme.....Black Carrara
 Glass, with aluminum metal.

Cost of Pittco Store Front
 Products installed.... \$366.00*



Location.....Omaha, Neb.
 Architect.....Leo Daly
 Color Scheme.....Black
 Carrara Glass, with
 sand-blasted decorations
 and aluminum metal.



*The cost of these materials installed
 usually averages about 65% of the
 total cost of the new front.



*Location.....Brighton, Mass.
Color Scheme.....Black Carrara Glass,
with aluminum metal and aluminum-
painted, sand-blasted letters.*

**Cost of Pittco Store Front Products
installed..... \$446.75***



*Location.....Thomasville, Ga.
Color Scheme....Black Carrara Glass, with
sand-blasted, aluminum-painted trim,
and aluminum metal.*

**Cost of Pittco Store Front Products
installed..... \$1948.00***

**The cost of these materials and their installation usually
averages about 65% of the total cost of the new front.*





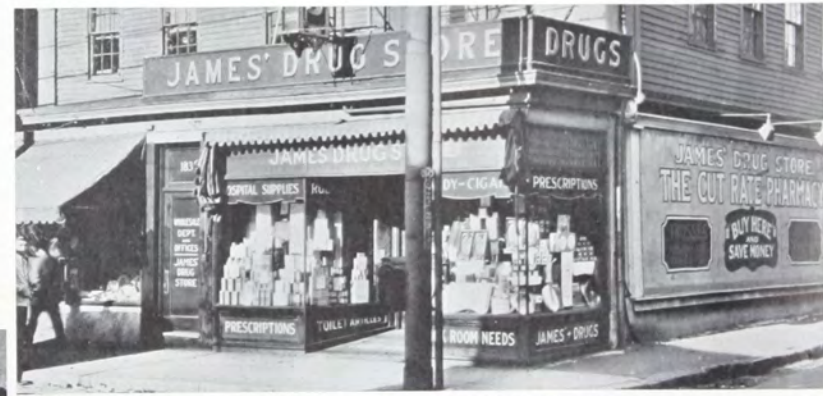
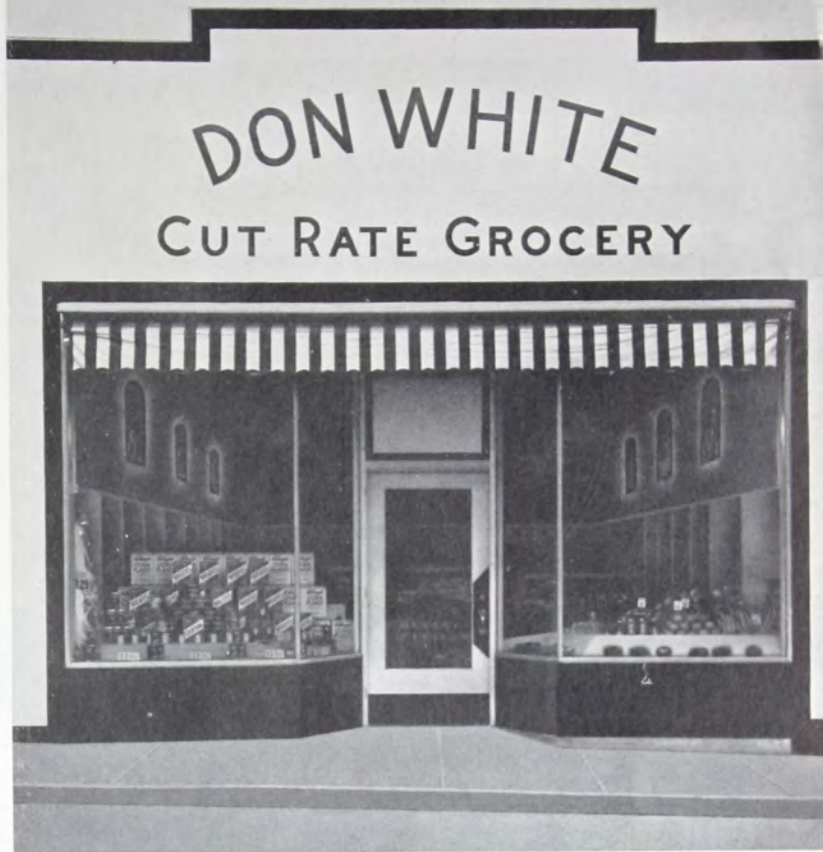
Location.....Algona, Iowa
 Color Scheme....Black and White Carrara
 Glass, with aluminum metal.

Cost of Pittco Store Front Products
 (Carrara installed)..... \$606.00*

Location.....New London, Conn.
 Architect.....Joseph Kump
 Color Scheme.....Black Carrara Glass,
 with sand-blasted decorations painted
 aluminum, and aluminum metal.

Cost of Pittco Store Front Products
 installed..... \$2298.00*

*The cost of these materials and their installation usually
 averages about 65% of the total cost of the new front.



THE STORE FRONT PRODUCTS OF THE

Paint * **PITTSBURGH** * *Glass*
PLATE GLASS COMPANY



CARRARA STRUCTURAL GLASS

THIS material is more than a glass . . . it is a structural product of remarkable strength and permanence. Don't let the word "glass" mislead you . . . Carrara is capable of withstanding the rigors of outdoor use—of moisture, heat, cold, and all the factors that a successful structural material must withstand—as well as, or better than other materials used for the same purposes, such as marble, tile, etc. And it is set with a special plastic cement which further protects it against deterioration.

From a business-drawing standpoint, perhaps Carrara's outstanding characteristic is its beauty. It is mechanically ground and polished, which gives it a surface finish brilliantly reflective, smooth, and free from ripples, waves, or distortions. Showing no cleavage lines, and with a soft depth of solid color impossible to obtain in a structural glass not ground and polished, Carrara adds to, and never detracts from, the displays of merchandise featured in your show windows. The color-tones in which Carrara is available . . . Ivory, Jade, Gray, Black and White with Orange, Wine, Blue, and Dark Green for decorative trim. . . are

mellow and rich-looking, and singly or in combination, create an effect of unusual smartness.

And Carrara Glass is also readily adaptable to many kinds of decorative treatment . . . a quality which makes it especially suitable for use in building really distinctive and original fronts. It can be sand-blasted, fluted, shaded, etched with any chosen design in high or shallow relief, laminated to combine two or more colors, or even treated with color after sand-blasting to give an etched design added life and attractiveness.

With this remarkable beauty and adaptability to decoration, Carrara combines qualities eminently practical. The glass is strong, homogeneous and close knit of structure. Because its surfaces are so smooth, wear and abrasion do not readily affect them. Carrara will not check, craze, or change color with age. It is impervious to chemicals, oils, grease, grime, moisture. It can be cleaned as easily as any other glass . . . a damp cloth usually suffices. You can wash down your Carrara front when you clean your windows. And it is very easy to install. Yet with all these advantages, Carrara is comparatively inexpensive.

PITTSBURGH MIRRORS

Pittsburgh Mirrors are made only from the very highest quality glass, and finished with the care

and skill which fine mirrors deserve. You will find them, if you incorporate them in your store

front, distinguished by their beauty, their unusually true reflections, and their long life. We suggest that Pittsburgh Copper Back Mirrors will be most satisfactory for use in connection with store fronts, as these mirrors are genuine electro-copper-plated and are thus protected against deterioration as

a result of climatic or atmospheric conditions. For special designs, or to attain original effects, Pittsburgh Mirrors can be fabricated from Flesh Tinted, Crystalex or Blue Plate Glass, instead of ordinary plate glass, and can also be furnished as gold back mirrors.

POLISHED PLATE GLASS

The Polished Plate Glass manufactured by the Pittsburgh Plate Glass Company needs no introduction to most merchants and property owners. For many years it has been identified with the words "High Quality" in plate glass manufacture. When it is desired to glaze shop windows with a

glass that will afford absolutely perfect and undistorted vision of the displays, you will find that Pittsburgh Polished Plate Glass meets the requirements in every way. And the lustrous surfaces of Polished Plate Glass add immeasurably to the appearance of any store front.

METAL STORE FRONT CONSTRUCTION

The Metal Store Front Construction supplied by the Pittsburgh Plate Glass Company—"EasySet" and the new "Pittco"—is outstanding in the field, both for beauty of appearance and practical utility. Special patented members inside the sash not only hold the plate glass firmly in place, but also take up and distribute evenly all strain on the glass. The result is increased protection . . . and economy.

The metal store front units are designed finely, in the modern manner. They are simple and yet have dignified beauty and appeal. No screw heads mar their exterior appearance. And now, for the first time, we are able to supply a store front construction in "Pittco" that really "frames" a shop window. In order to be fully appreciated, this new type of sash must be actually seen.

PITTSBURGH PAINT PRODUCTS

The accumulated experience of seventy-nine years and the entire facilities of the Pittsburgh Plate Glass Company are reflected in the value offered in Pittsburgh Paint Products. There is a paint in this line to meet every requirement of store owner or merchant. In store front work, Pittsburgh Paint Products have long been favorites because of their proven covering ability, their

long life, and the wide range of really distinctive colors available. These colors are continually kept modern and in step with present trends by the constant study of the Color Research Department.

Where paint is used in store remodeling, you will be absolutely certain of a quality paint job if you insist that the paint used be a member of the Pittsburgh Paint Products family.

TAPESTRY GLASS


This glass is an ideal one for use in store front valances, transom lights, etc. Tapestry Glass combines in an extraordinary manner the advantages of an opaque glass and a fully translucent glass. Tapestry Glass transmits and diffuses the maximum amount of light, yet it obscures vision.

Tapestry Glass is unusually attractive in appear-

ance, too. Its silver, rich-looking surface glints and sparkles in a curiously live fashion when light touches it. Furthermore, this glass can be strikingly decorated by sand-blasting, chipping or mitering upon its surface, so that it lends itself very well indeed to the development of well-decorated and well-finished store fronts.

We suggest that you retain the services of a local architect to design for your store a distinctive and eye-catching store front. And if you wish your front

to be as appealing, as good-looking, as durable and profitable as possible, insist on the use of Pittsburgh Store Front Products in its creation.



Don't

LET YOUR STORE MODERNIZATION STOP AT THE DOOR

AFTER you have your smart new Pittco Store Front to catch the eye and the patronage of the potential customers who see it, your modernization job will be only half done, if you stop there. A good-looking, appealing store front can draw a customer inside your store . . . but once in, it can't *keep* her there, unless your store interior is consistent in beauty, harmony and balance with the new front . . . unless it is an interior correctly decorated, clean, properly lighted, suitable to the best display of your merchandise, calculated to bring out the qualities of the products you sell.

Do you carry footwear? Then the interior of your store should be restful, full of unhurried quietness

which seems to make people and shoes, too, more comfortable. What about jewelry? Here is the place for rich, dark harmonies and brilliant lighting which will bring out every facet and bit of color. Are you a druggist? Then you handle many things and your store should be bright and cheerful to make the sick feel better and the well remember to buy more toothpaste.

Every store is different, and every store should be designed and decorated to suit its individual characteristics. And one of the most effective, and least expensive ways to make your store interior thoroughly worthy of your new store front is the generous use of paint.

PITTSBURGH
Paint Products

THESE PITTSBURGH PAINT PRODUCTS

will help you in Interior Remodeling

WHATEVER type of store yours is, you will find that Pittsburgh Paint Products are exactly suited to assist you in modernizing your shop interior. Leading architects and decorators throughout the country are thoroughly familiar with these paint products of the Pittsburgh Plate Glass Company, know the properties and proper

use of them, are versed in the light-reflecting qualities of our paint colors, their psychological value as exciting or tranquillizing influences on men, women and children, etc . . . and these architects and decorators can therefore recommend to you the Pittsburgh Paint Products which will prove most satisfactory for use on your job.

ONE-DAY PAINTING WITH PITTSBURGH PAINTS

The Pittsburgh Plate Glass Company has originated and perfected a line of paints and varnishes which makes this possible. One-day painting is particularly important when commercial interiors are being painted. It is seldom necessary to take them out of service when this speedy quartet is used:

WALLHIDE . . . Flat Wall and Semi-Gloss One-Day Painting for walls and ceilings.

WATERSPAR ENAMEL . . . One-Day Painting for woodwork and furniture.

WATERSPAR VARNISH . . . One-Day Painting for floors and woodwork.

FLORHIDE ENAMEL . . . One-Day Painting for interior and exterior floors.



WATERSPAR ENAMEL

Water Spar Enamel may be used for refinishing furniture, fixtures, standing trim, and on interior floors. Color card on request.

The following characteristics make it ideally suited for modernization work in commercial building:

1. One coat will cover any old painted surface.
2. Pleasing odor during application and drying.
3. Proper consistency in the package insures one coat hiding without sags.
4. Good brushing qualities and flow to smooth coat.
5. Positive drying for use in four hours.
6. Proper durability for recommended uses.
7. Chinalike gloss.
8. Resists marring from washing compounds.

PITTSBURGH
Paint Products



Above: *The interior of the Fleck Hardware Store in Jenkintown, Pa., as it looks today, after being entirely remodeled. A liberal use of Paint has added life and light to this attractive store, making it modern and sales-drawing.*



At right: *Automobile sales rooms need to be well lighted, smart, and attractive . . . and as modern in appearance . . . and as modern in appearance as the cars they display. Paint, properly used, can create an inviting atmosphere in such rooms, as illustrated in this showroom of the C. H. Reeves Co., Baltimore, Md.*

BANZAI ENAMEL

For the highest type of enamel job it is possible to produce, ask your decorator to use Banzai Enamel. This is a super-quality product which produces results unsurpassed for brilliance, durability, whiteness and opacity.



WATERSPAR VARNISH

This is a tough elastic varnish which stands heel wear exceptionally well. It gives surfaces a rich depth of tone which emphasizes the beauty of natural wood.

Waterspar Varnish is unharmed by water—even by hot water.

WALLHIDE INTERIOR WALL PAINT

The Wallhide Line consists of First Coater, Interior Flat in 15 colors, Interior Semi-Gloss in

12 colors, Flat White, Semi-Gloss White, Gloss White Enamel, and Blending and Glazing Liquid. Color card folder available on request.

Below we summarize the advantages to be gained from the use of the Wallhide system.

1. A finished wall in one day. Old or new work. One or two coats.
2. Modern, pleasing colors.
3. Complete light diffusion.
4. No brush marks.
5. Proof against peeling or cracking.
6. Washable.
7. Easy to apply.
8. Unsurpassed hiding.
9. Tough, adherent, non-absorbent film.
10. Decreases spotting to a minimum.

Wallhide Semi-Gloss is made to meet requirements on all interior surfaces where a semi-gloss is desired or required because of surface conditions.

Due to its WALLHIDE characteristics and unusual resistance to grease, dirt, ink, pencil marks, etc., it is particularly suited for use in all public and commercial buildings, where periodic washing is necessary to keep interiors spic and span.





Above: Nothing can do more to build food sales, or retard them, than the appearance of a food store interior. People like to buy food in a clean, spotless store, where the light is good. Pittsburgh Paints can help you give your store this appearance, as shown by this interior of the Doylestown Fruit Market, Doylestown, Pa.

At left: This I. Hertz Co. store, in Buffalo, N. Y., selling paints and wallpaper, is given the appearance of greater spaciousness by the use of Paint. This is the kind of interior which invites prospective customers to buy.



FLORHIDE ENAMEL

Florhide Enamel is a quick drying, tough, elastic finish for interior and exterior use. While designed especially for all types of floors, it gives equally good satisfaction on upright surfaces of wood, cement, stone, plaster and metal. Very durable and extremely resistant to abrasion and severe weather conditions. It produces a smooth even finish with good gloss.

The convenience of rapid drying has a particular appeal wherever floor finishes are used. Florhide Enamel combines high gloss and quick drying with satisfactory durability at no sacrifice of any essential qualities.

RAPID DRYING: Florhide sets dust free in two hours. It is hard enough for recoating in four to six hours depending on general drying conditions.

HIGH GLOSS: Florhide imparts a gleaming

smoothness to the surfaces upon which it is used.

SCRUB PROOF: Good storekeeping requires frequent mopping and scrubbing with soaps and cleaning solutions which are injurious to ordinary paints. Florhide in actual service holds its color and gloss exceptionally well.

WEAR PROOF: The Florhide film is hard and tough and thereby provides great protection against wear.

MODERN COLORS: The ten Florhide colors offer a wide selection of tones. They have been developed to harmonize with popular wall and woodwork colors so that floors, too, may have a part in beautifying our surroundings by fitting into carefully planned interiors of all types.

Color cards and descriptive literature on any Pittsburgh Paint Product are obtainable at the Local Branch of the Pittsburgh Plate Glass Company serving your territory. See list on page 28.



**PITTCO STORE FRONT PRODUCTS
ARE READILY AVAILABLE AT THE
FOLLOWING WAREHOUSES OF THE**

Paint * **PITTSBURGH** * *Glass*
PLATE GLASS COMPANY

AKRON, OHIO
674 Carroll Street

ALBANY, N. Y.
47 North Ferry Street

ALLENTOWN, PA.
827 North 12th Street

AMARILLO, TEXAS
720 East 13th Street

ATLANTA, GA.
172 Marietta Street, N. W.

BALTIMORE, MD.
8 South Paca Street

BIRMINGHAM, ALA.
912 North 20th Street

BOSTON, MASS.
300 Babcock Street

BRONX, N. Y.
441 Exterior Street

BROOKLYN, N. Y.
Jay, Water and Plymouth Streets

BUFFALO, N. Y.
101 Seneca Street

BUTTE, MONT.
840 Utah Avenue

CHARLOTTE, N. C.
216 East Sixth Street

CHICAGO, ILL.
451 St. Clair Street

CINCINNATI, OHIO
Broadway, Court and Eggleston Aves.

CLEVELAND, OHIO
3849 Hamilton Avenue

COLUMBUS, OHIO
324 East Second Avenue

DALLAS, TEXAS
Santa Fe Terminal Building

DAVENPORT, IOWA
414 Scott Street

DENVER, COLO.
2519 Market Street

DES MOINES, IOWA
108 East Fourth Street

DETROIT, MICH.
6045 Hamilton Avenue

EL PASO, TEXAS
1106 East Overland Street

FORT WORTH, TEXAS
1825 Main Street

GRAND RAPIDS, MICH.
21 Ionia Avenue, S. W.

HARRISBURG, PA.
611 South 17th Street

HARTFORD, CONN.
40 Chapel Street

HIGH POINT, N. C.
1 South Hamilton Street

HOUSTON, TEXAS
101 Crawford Street

INDIANAPOLIS, IND.
59 South State Avenue

JACKSONVILLE, FLA.
607 North Myrtle Avenue

KANSAS CITY, MO
125 West Fifth Street

KNOXVILLE, TENN.
207 Humes Street

LITTLE ROCK, ARK.
112 North Scott Street

LOS ANGELES, CALIF.*
Box S, Florence Branch

LOUISVILLE, KY.
1601 West Main Street

MEMPHIS, TENN.
435 Madison Avenue

MIAMI, FLA.
12th Street and Biscayne Blvd.

MILWAUKEE, WIS.
820 North Market Street

MINEOLA, N. Y.
49 Windsor Avenue

MINNEAPOLIS, MINN.
616 South Third Street

MT. VERNON, N. Y.
556 South Fulton Avenue

NASHVILLE, TENN.
1102 Grundy Street

NEWARK, N. J.
290 Elizabeth Avenue

NEW HAVEN, CONN.
26 Mill Street

NEW ORLEANS, LA.
1500 Poydras Street

OAKLAND, CALIF.*
1125 Castro Street

OKLAHOMA CITY, OKLA.
101 East California Avenue

OMAHA, NEBR.
1402 Jones Street

PEORIA, ILL.
915 South Washington Street

PHILADELPHIA, PA.
3034 North 16th Street

PITTSBURGH, PA.
632 Duquesne Way

PORTLAND, OREGON*
900 S. W. Second Avenue

RICHMOND, VA.
302 Seventh Street, South

ROANOKE, VA.
14 Pleasant Avenue, S. E

ROCHESTER, N. Y.
362 Exchange Street

SAGINAW, MICH.
103 Fitzhugh Street

ST. LOUIS, MO.
3900 Chouteau Avenue

ST. PAUL, MINN.
459 Jackson Street

SAN ANTONIO, TEXAS
1420 South Alamo Street

SAN FRANCISCO, CALIF.*
1230 Market Street

SAVANNAH, GA.
Central of Georgia Terminals

SCRANTON, PA.
823 Wyoming Avenue

SEATTLE, WASH.*
316 Westlake Avenue, North

SHREVEPORT, LA.
90 Fannin Street

SOUTH BEND, IND.
1138 South Lafayette Street

SPRINGFIELD, MASS.
40 Albany Street

SYRACUSE, N. Y.
838 Erie Boulevard, West

TAMPA, FLA.
102 Madison Street

TOLEDO, OHIO
2410 Albion Street

TULSA, OKLA.
301 East Archer Street

UTICA, N. Y.
615 Eagle Street

WASHINGTON, D. C.
Fourth and Channing Streets, N. E.

WILKES-BARRE, PA.
54 Scott Street

YOUNGSTOWN, OHIO
214 East Boardman Street

*Carrying Pittsburgh Paint Products only