Producing Bigger Profits with Pittco Store Fronts

Jewelers-Opticians

David Roth & Sons 1921

Paint Pittsburgh 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.

Copyright, 1936, by Pittsburgh Plate Glass Company
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 Schaefer
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 Pittco Store Front
Products installed.....$317.00*

This property stood vacant for two years prior to remodeling...and then a new attractive Pittco 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 Pittco Store Front
Products installed...$1290.00*
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 Carrara Glass, with aluminum-painted, sandblasted 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 Carrara Glass, with aluminum 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 Carrara Glass, with Gray Carrara letters laminated above ticket booth.

Cost of Pittco Store Front Products installed  
............ $2035.00*

The theatre reports: “The results we have obtained amply justify the expenditure.”
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*

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.
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 decorations.

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*

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 installation usually averages about 65% of the total cost of the new front.

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...............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 attractiv-
ness of the store fronts has had much to
do with our accomplishments in this
connection."

*The cost of these materials and their installa-
tion 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-painted 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 installation 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 re-modeling 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.
Location, New Orleans, La.
Color Scheme...Black and White Carrara Glass, with polished aluminum metal.

Cost of Pittco Store Front Products installed

$1047.00*

The owner states himself to be well satisfied with this remodelling, 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.
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."
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 Carrara Glass, with aluminum metal and sandblasted, 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 .................. Thomassville, 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.
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 “Pitcco”—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 “Pitcco” 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 appearance, 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, chopping 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.
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.
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

Waterspar 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.
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.
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.
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 PITTSBURGH 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 Eagleston Aves.
CLEVELAND, OHIO 5849 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. 69 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. 652 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 Chauncey 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. 94 Scott Street
YOUNGSTOWN, OHIO 214 East Boardman Street

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