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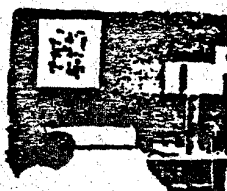


We live in a world of color

Color adds the bright new world we live in...and what a world of difference it can make! For color indicates our personal tastes and temperaments, and, whether we are conscious of it or not, influences our moods and attitudes. Neutral colors induce relaxation, gay colors provide excitement, cool colors lower our temperature, warm tones raise it. The touch, then, of color is the magic wand that sets the stage for a happier, brighter life—and it's yours to use and enjoy.

Color is at your fingertips. It's no mystery, has no secret formulae that cannot be broken to suit your personal use and build the colorful background you want to live in. And look now color is abundantly yours in famous Dutch Boy paints and finishes, for they offer you the easiest, the quickest, the most economical way to achieve a world of colorful living.

See how color makes it for the U.S. of America!
in Dutch Boy's new color book



Color makes it for the U.S. of America!

7-32-59

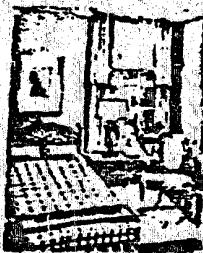
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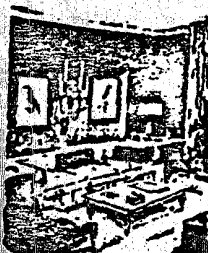
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In warm, golden light, warm colors enhance the soft, cozy light.



Rooms with a cool, blue light can be set in a cool color treatment.



When walls of a small room are lit with light in color, they contribute to the color.



Warm, golden light is the best for a room.

The new dimension of color

Rooms are rarely perfect in design, but the magic of color can make them appear so. For color can make or contrast walls and ceilings, make details or paint up areas of the room, brighten up a room or make it seem darker, separate or join rooms of rooms—as you can see from the series of illustrations.

An exciting new function of color in the modern home is that of making

an interesting feature in all of our lives. It is the best way to make the bedroom, the living room, the dining room, the color-coordinated room. A color-coordinated room is pleasant, more restful, and can make a room and the entire house a fully integrated color.



To have a warm, golden light, use a warm color of the wall color as a warm color.



To have a cool, blue light, use a cool color of the wall color as a cool color.



When walls of a small room are lit with light in color, they contribute to the color.



Warm, golden light is the best for a room.

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Small rooms are kept bright by the use of light colors.



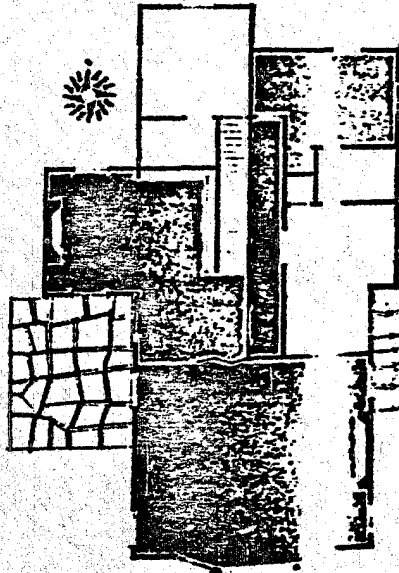
Spacious rooms with a great deal of light trim detail can be made to appear as handsome as this. Use darker, richer tones of color and "paint away" the detail.



To make a long, narrow room like an added and air, across the end wall.

effect in shape and of color can make a room as spacious and bright, with a great deal of light trim detail can be made to appear as handsome as this. Use darker, richer tones of color and "paint away" the detail.

an integrating factor. Today we live in all of our house... eating in the den, relaxing in the kitchen, studying in the bedroom. Color plays a major role in merging rooms into a harmoniously color-coordinated whole. A color-coordinated home is more pleasant, more useful to live in. Your family can enjoy all the connecting doors and the entire home is a harmoniously integrated color picture.



Get over by striking a common floor color and harmonious color scheme on wall and trim.

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Color scheming is easy



A pleasing color arrangement is nothing more than the combination of colors that you prefer and that go together best, and there's a simple way to go about the choosing. The color wheel shown here represents all basic colors, grouped in "tints", "tones", and intermediate tones—and here's the way to best combine them:



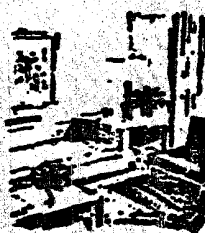
If matching color schemes are chosen, tints, shades and mixed tones of a single color—say, for example, various shades of green. With long schemes being used, depend on a tone, but avoid more to dull and monotonous if combined with bright, clear groups.



If harmonizing color schemes are chosen that are closely related in a spectrum of the color wheel, as, for example, blue and green, and including one of their intermediate shades. These schemes are useful, too, but they can be overdone and tend to lose impact unless groups.



If contrasting color schemes are chosen, use combinations of colors. Look on the color wheel in a position opposite each other, plus additional harmonizing colors. These schemes are dramatic and striking when properly used, especially when one or more of the colors is placed.



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When your floor covering determines wall color.

Floor Color	Gray	Blue	Brown	Tan	Red	Green
Some matching wall color selections						
A choice of harmonizing wall shades						
Some of the contrasting colors you might use						

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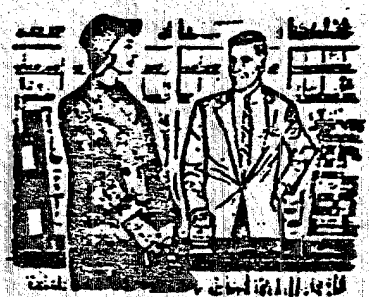
easy

nothing more
that you prefer
there's a simple
the color wheel
color, grouped
into four—and
out.

four sets
color wheel
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Work
wonders with
today's new
paints!



The magic wand that creates the bright new world you live in is a paint brush! For brush paint covers the largest areas, in the least time, at lowest cost. And, wonder of wonders, Stank Ray's modern paint-blending science has taken the color, the palette, and most of the work out of painting.

With Stank Ray Neutrals Interior Flat Finish, for example, you can paint a white, step by step as you like, then remove painting without fear of streaks or lap marks. Neutrals and other Stank Ray Interior Finishes blend so smoothly,

are so easily applied with either brush or roller that you can push the furniture back and live in bright new rooms in no time at all.

Stank Ray Interior Finishes offer a wide choice of colors, colors that are easy to combine, because they are pre-planned for perfect color harmony. You'll find your favorite shades in "postcard" flat and semi-gloss finishes—ready to use on any surface in the house. Adjoining rooms, or all the rooms in the house, can be coordinated to give you a truly harmonious effect with Stank Ray products.

Stank Ray Interior Finishes
are available in many colors.
See them at your favorite paint store.
Stank Ray Interior Finishes are available in many colors.

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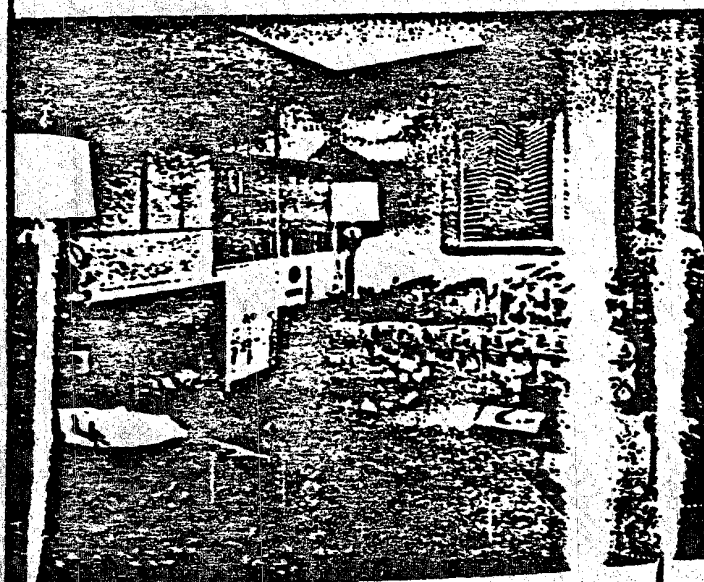
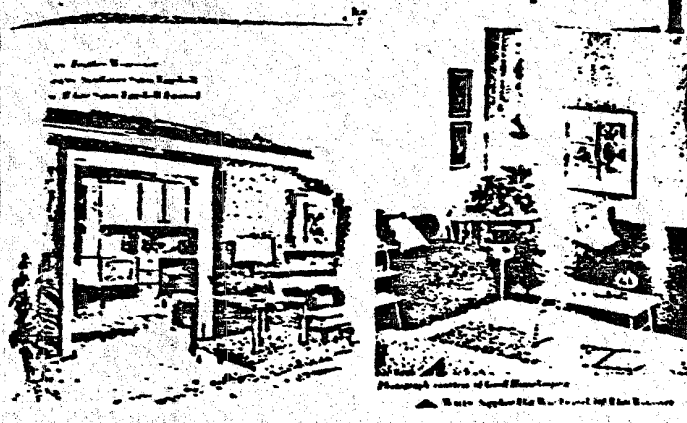
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No, to begin with, choose colors that are pleasing and comforting to you, and to your family. Those colors that are a suitable background for your possessions and for your activities as a family. It seems that's your choice, for an individual or design you like, but in choice intended for family, select a color that appeals to everyone. Find a color that is harmonious in colors that inspire artistic endeavors to be done in warm or neutral shades. Usually, due to its difference, for if the color effects a creative one, it is different. You're always such

Don't forget to fill in the blanks for the Japanese (the U.S. State Dept. has a list of names)

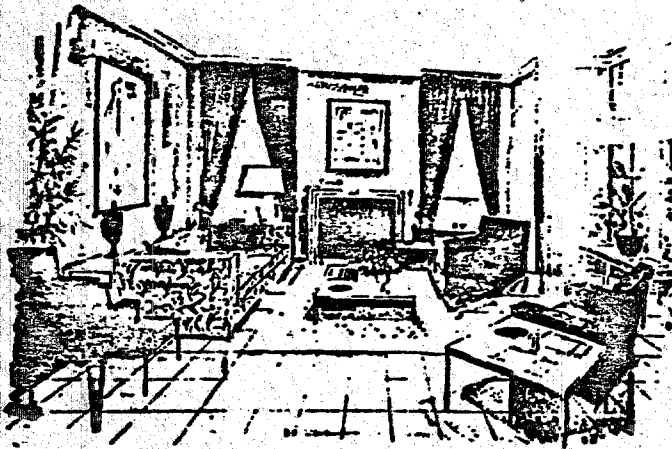
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View North of the Sofa View of the Sofa View of the Sofa from the End



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Walls: Forest Green; Ceiling: White

Everyone welcomes a change—and look, colorful paint can make the most drab room perk up, become bright and interesting again.

That back room, for example, imaginative use of color can transform it into an inviting guest bedroom. Light, sunny wall colors can bring the brightness of the outdoors right into a gray and dingy living room, splash a nondescript bedroom with the beauty of a June garden. Bold use of color can make your bathroom hall a topic of conversation, your dining alcove envied by all who see it.

Paint new life into your rooms!



Walls: Forest Green; Ceiling: White; Floor: White; Table: White; Chairs: White

Walls: Forest Green; Ceiling: White; Floor: White; Table: White; Chairs: White



Walls: Forest Green; Ceiling: White; Floor: White; Table: White; Chairs: White

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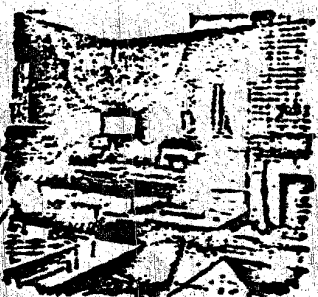
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News - February 14, 1961



1. Name: John Doe
 2. Address: 123 Main St, Anytown, USA
 3. Phone: 555-1234
 4. Email: john.doe@example.com
 5. Date: 10/26/2023
 6. Signature: [Signature]
 7. Printed Name: John Doe
 8. Title: Manager
 9. Company: ABC Corp
 10. Department: Marketing
 11. Project: Project X
 12. Status: Complete
 13. Notes: See attached file for details.
 14. Comments: None
 15. Date: 10/26/2023
 16. Signature: [Signature]
 17. Printed Name: John Doe
 18. Title: Manager
 19. Company: ABC Corp
 20. Department: Marketing
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 22. Status: Complete
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 200. Department: Marketing
 201. Project: Project X
 202. Status: Complete
 203. Notes: See attached file for details.
 204. Comments: None
 205. Date: 10/26/2023
 206. Signature: [Signature]
 207. Printed Name: John Doe
 208. Title: Manager
 209. Company: ABC Corp
 210. Department: Marketing
 211. Project: Project X
 212. Status: Complete
 213. Notes:

So come to come home to! A bright and colorful home invites you to come in and enjoy living. Rich, warm tones create an atmosphere of comfort and confidence. Good, crisp shades have the airy feel-haves of the three and green outside. And, wherever the color, well-placed decorations in a domestic background for the furniture and other possessions you have; for the artistic your family join in together.

How to be daring? If your dining room is plain and uninspiring, try a dash of daring with color for a change. If you're tired of people, paint a barroom in off-white, accented with burnt-purplish colors. When you change colors, you'll change your point of view!

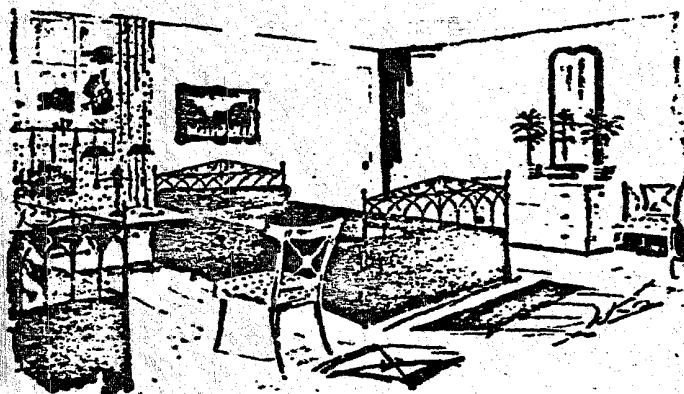
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Bedroom: Open Noddy, 2 Bed Noddy
 Bedroom: 2 Bed Noddy
 Bedroom: 2 Bed Open, 2 Bed Noddy

Bedroom: Open Noddy, 2 Bed Noddy
 Bedroom: 2 Bed Noddy, 2 Bed Noddy



Living Room: 2 Bed Noddy

7-38-58

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Here's a picture of a bright and cheerful kitchen—give it a spin and show it to your friends! A cheerful and gay kitchen helps to make lighter work of household chores. And, when you use **Black & White** Enamel and Glass Enamel, your kitchen will stay fresh and shining. These modern Vellid Enamels have a hard, smooth finish that stands up and won't, keeps clean to a jolly.

Brighten every day with color!

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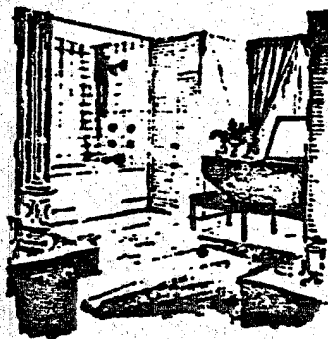
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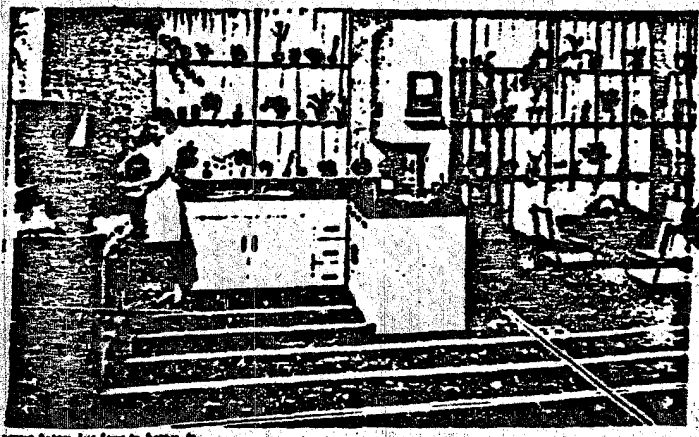
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Water closet, toilet, bathtub, sink, mirror, etc. (See page 118 of the film)



Bedroom, single bed, nightstand, lamp, window, etc. (See page 118 of the film)



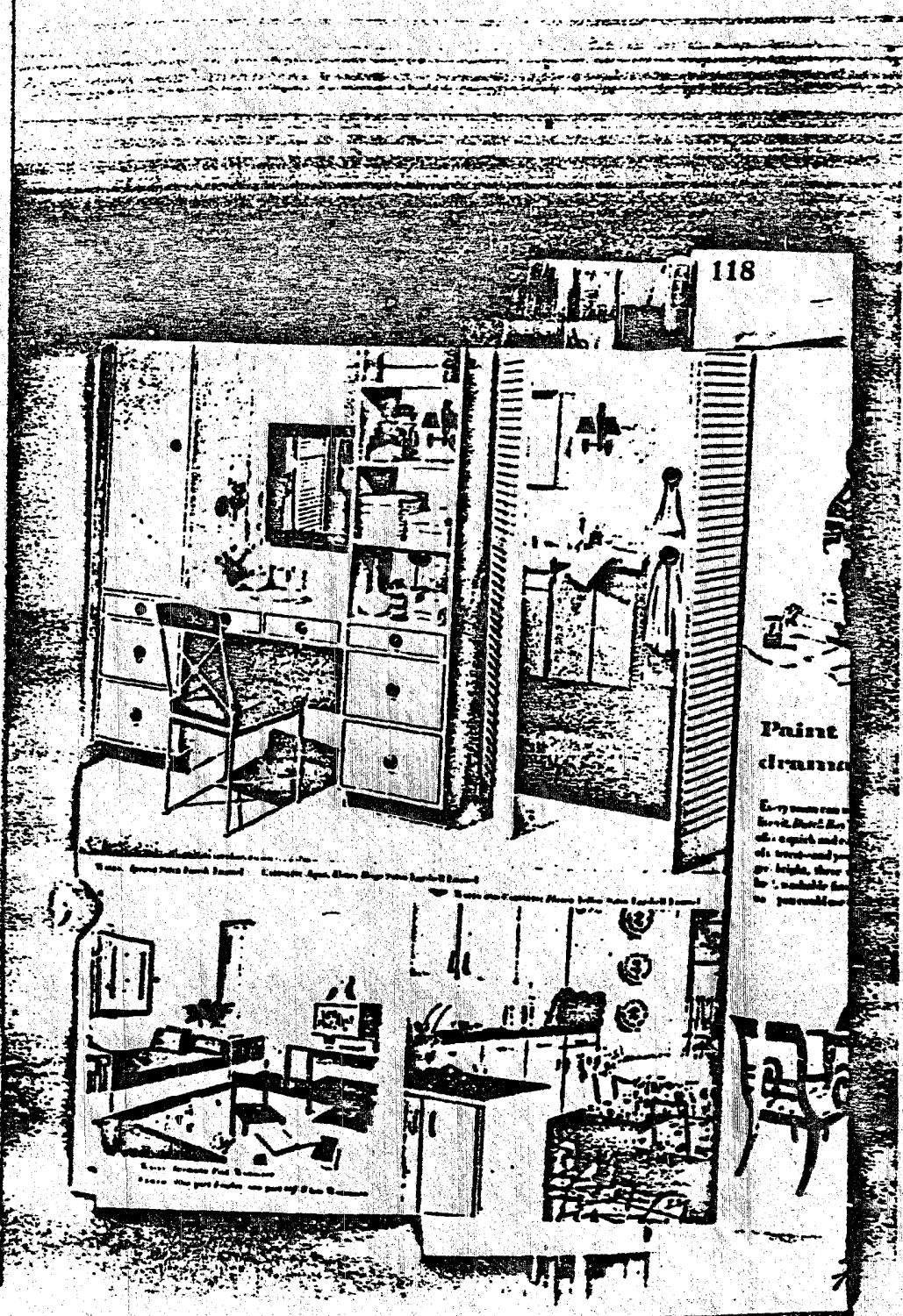
Kitchen, sink, stove, refrigerator, counter, window, etc. (See page 118 of the film)

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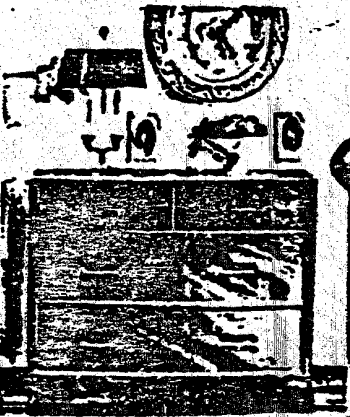
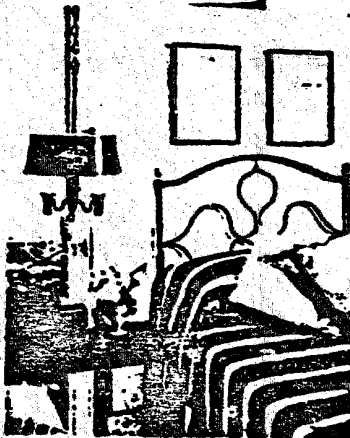
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When Should We Wall Paper?



Paint some dramatic accents!

Every room can use a bright touch of color to enliven it. But a little splash of color is a drama. Even a little splash of color can make a room look like a stage set. They're bright, they're colorful, and they're quick to a finish. Can't you think of a drama in your room? Can't you think of a drama in your room?



Paint, just like the old days, is a drama. When you paint, you're a drama.

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It's easier than you think
You can make your home
look like the most beautiful in the neighborhood

Use color—
for a home
distinctively
yours!

Today's modern living takes place in all of the house, and the color that makes living brighter inside has been put to good use on exterior surfaces. The house that has been charmingly color-styled fits the spirit of the entire neighborhood—but more than that, this house is a tribute to the personality of its owner.

Regardless of its architectural style, your home will sparkle with new personality when you create an exterior color. Color can do miracles with a Victorian style or a sparkling new split-level. It can give style to a commonplace bungalow, and warm the severe lines of a modern home.

Today's modern finish the Kermans Finishes are offered in a wide range of handsome and distinctive colors—ready-mixed and specially compounded for use over stucco, shingles, shakes, brick, and other exterior surfaces. They have dry bright, wash clean to rub, withstand weather and can give your home a beauty that will endure.



Illustration: If you have time, see a Kermans Color House Paint Store. If not, look and learn colors.



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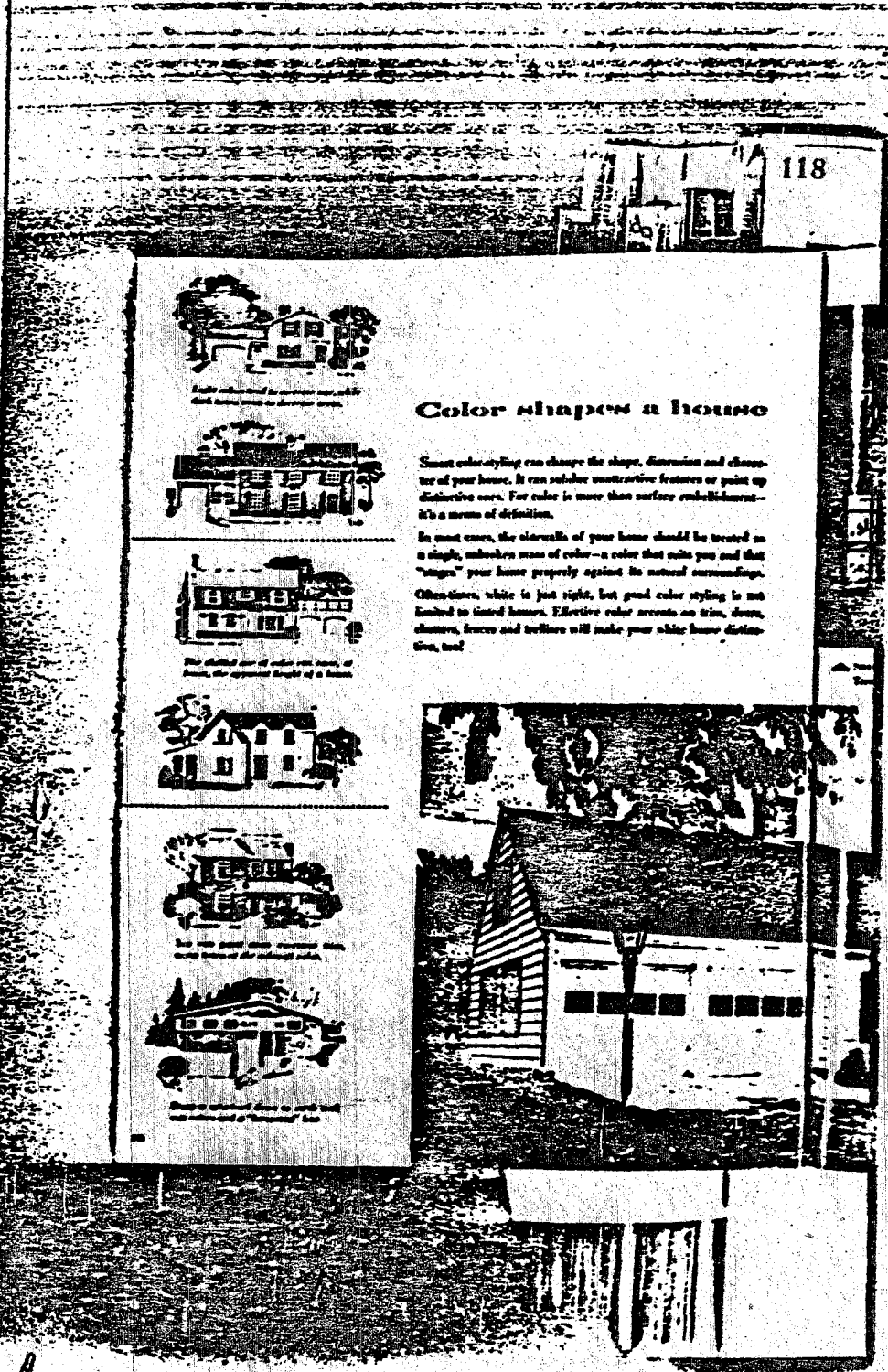
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Light-colored house with dark roof, white trim and dark shutters on windows.



The dotted line of color with trees, of house, the apparent height of a house.



Two color paint colors, exterior trim, white trim of the exterior walls.



Dark-colored house with white trim and white shutters on windows.

Color shapes a house

Smart color-styling can change the shape, dimension and character of your house. It can subdue unattractive features or point up distinctive ones. For color is more than surface embellishment—it's a means of definition.

In most cases, the exteriors of your house should be treated in a single, unbroken mass of color—a color that suits you and that "stages" your house properly against its natural surroundings.

Often times, white is just right, but good color styling is not limited to tired houses. Effective color accents on trim, doors, shutters, fences and trellises will make your white house distinctive, too!



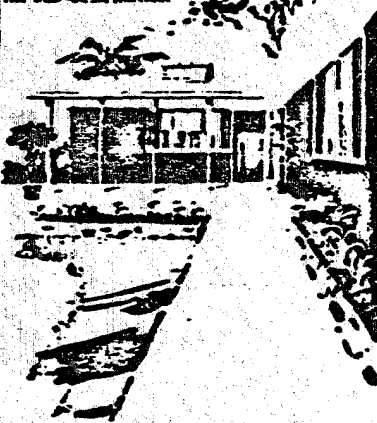
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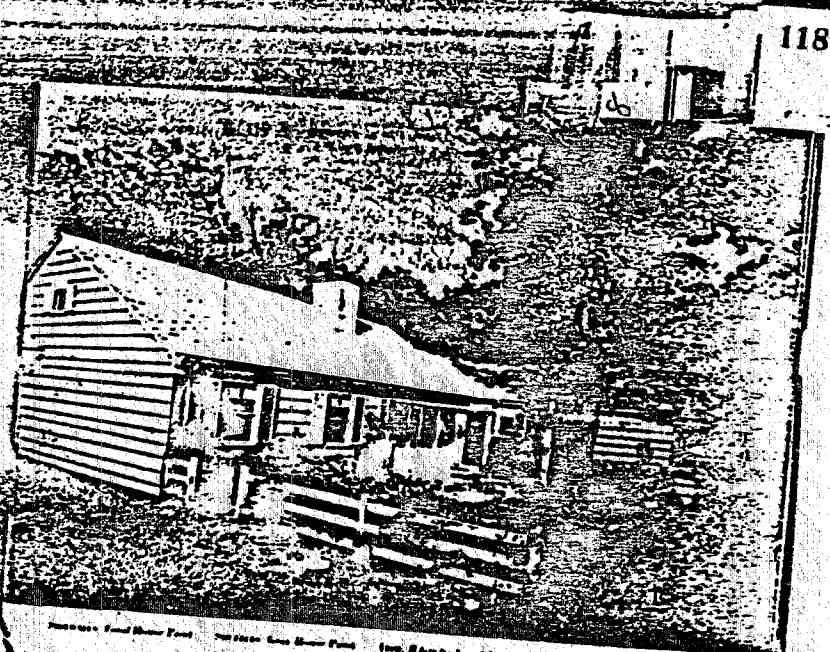
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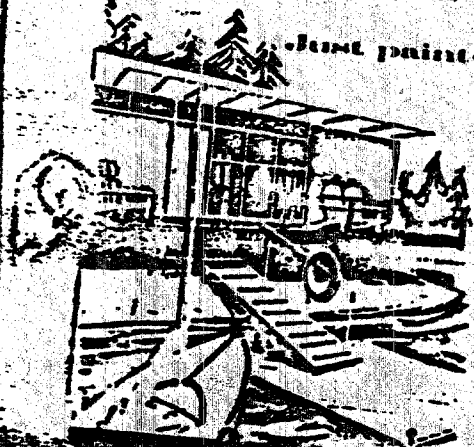
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From 1900 to 1901 - Small House Farm From 1901 to 1902 - Large House Farm From 1902 to 1903 - Small House Farm

Just paint—and imagination!



Color-coding is not expensive. You'll need the owner's manual of paint and clear whether the work is good or bad.

Color-coding with **Black Ray** Point gives long life as well as personality. Whether it's paint for staves, rustic siding, cinder block, shingles or shales, the **Black Ray** label covers every beauty, every long service. That's why homeowners everywhere are rolling **Black Ray** the free your house paint.

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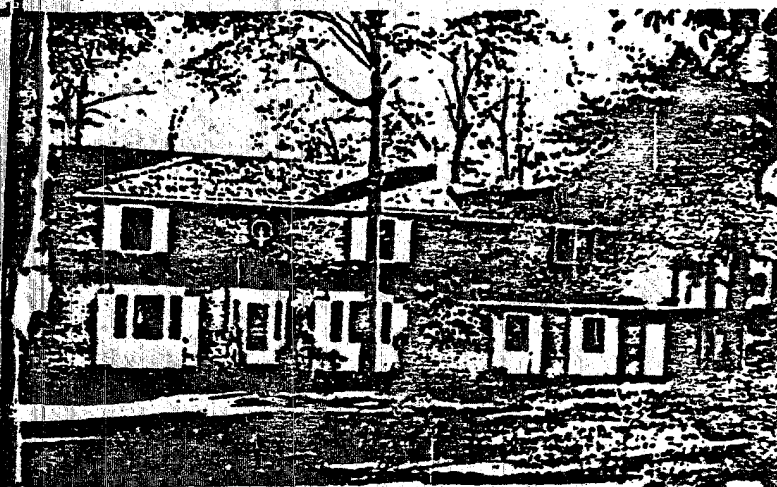
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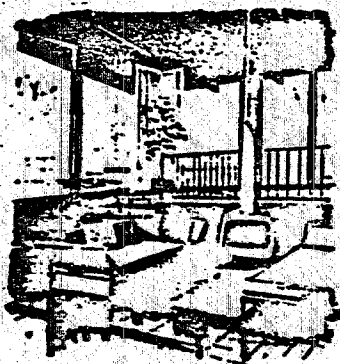
Fig. 1. Entrance of the House. Fig. 2. Entrance of the House. Fig. 3. View of the House and the Garden.



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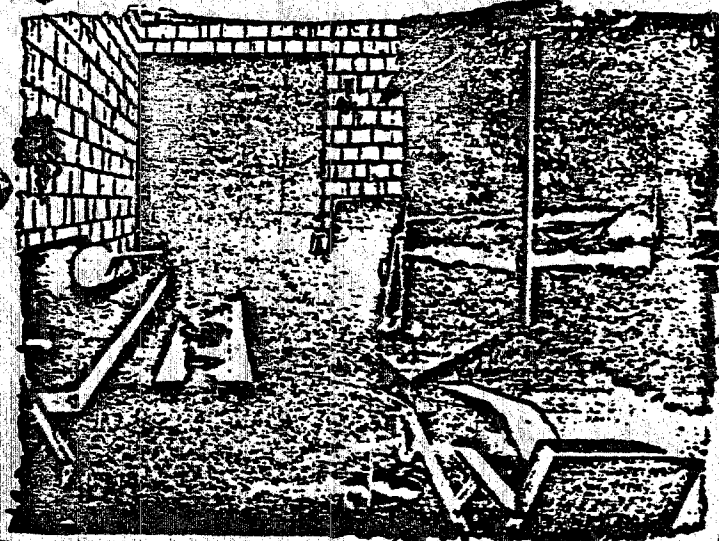
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Whether your home is a farm or a city apartment, you can live colorfully if you depend on Dutch Boy. And, no matter what surface needs protection, there's a quality Dutch Boy finish specially compounded to do the job best. There's a complete selection of these fine finishes at your Dutch Boy dealers—rugged floor enamels that take bad weather and repeated traffic, rich varnish stains and oil wood stains to protect and beautify natural wood surfaces, glossing enamels and soft, subdued whites and colors for both interior and exterior use, the just-right finishes for metal, masonry or wood surfaces anywhere in your home.

Decorative Wall Glass Mosaic and Tiling Panels Floor: Rich Red Dutch and White Enamel Stairs: Endurance Blue High Enamel Enamel



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The Dutch Boy COLOR GALLERY

Has the answers to your color problems

With the Dutch Boy Color Gallery you can select colors with the perfect assurance that they will combine in complete harmony. You are, the Color Gallery provides distinctive and charming color combinations for you. Recommending lines for every one of the more than a hundred colors shown in the Color Gallery are printed on the back of each individual color chip. You simply can't go wrong on color for your home when you follow these suggestions for warm tones, cool tones or neutral colors to harmonize with the basic color you've selected.

These colors are available in top quality Dutch Boy finishes in flat, semi-gloss or gloss...paints for every purpose inside your home, for every room.

Many of these colors are available in exterior finishes as well. With the Color Gallery you can be assured that your color choice is in perfect taste, balance or harmony. Live colorfully with Dutch Boy...make your own personal choice at the Dutch Boy Color Gallery next

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