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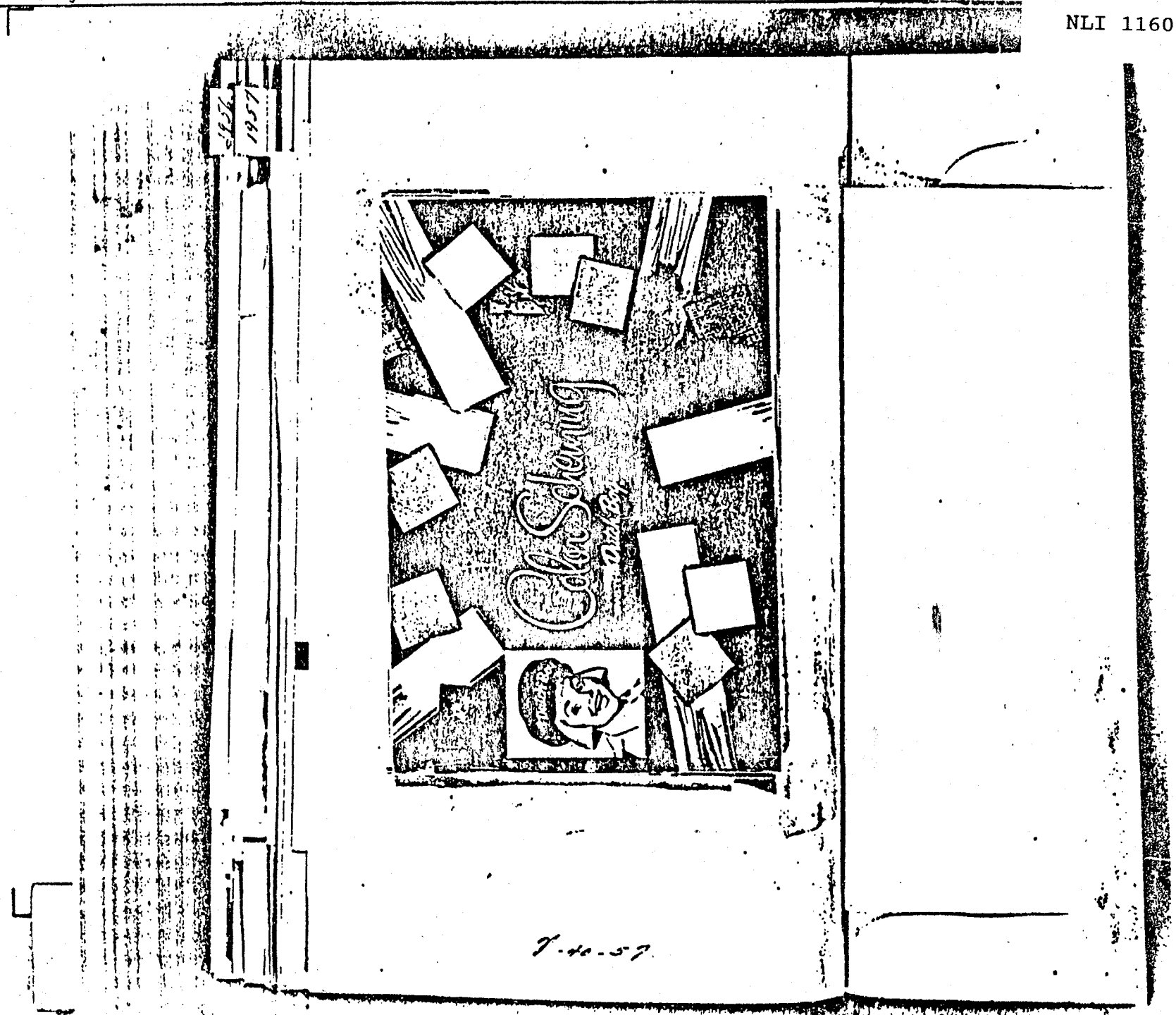

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Color is your Magic Wand!

Remember the old saying "Fresh as Paint"? You'll find it supports the perfect way to create a home that's more colorful, more exciting to live in . . . a home that looks and feels new!

Paint is economical — covers the largest areas for the least money. Paint gives you the widest choice of colors with which to express your taste and personality. And modern *Dutch Boy* Paints are simple and quick to apply. You'll be surprised how easy it is to choose, and use, the magic of colorful *Dutch Boy* Paints!



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1956
1957

Your colors are *you!*

Surround yourself with the colors you like, by all means — but use these simple tips to help you get the most satisfaction from your choices.

Wall areas serve as a background for furniture, floor coverings and accessories you now own or plan to buy. You'll want to choose colors that best display these possessions.

Rooms with Northern or Eastern exposures need the cheer of warm tones. Rooms facing South or West benefit from the use of cool colors that temper the sunshine.

Dark or middle values of color give a room dignity—bright, warm colors give it excitement. The darker tones shrink a room in size, while light colors make a room seem larger.

Above all, you'll find that colors have emotional as well as functional values. Charming, colorful rooms radiate cheer, welcome your family and guests to enjoy their comfort and beauty. So choose colors that *work for you*. Let your selections reflect your taste, your mode of living . . . because the colors you live with are *you!*

Dress your rooms as you dress yourself, in modes flattering to you.

Colors sets the mood. Select shades to suit the purpose of individual rooms.

Colors contrast and hide interest, like a bride on a dramatic background.

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The key to color harmony

The perfect color scheme must combine several related or contrasting colors that go well together. A job for a professional, you say? Not any longer! Today you can plan your own color combinations with ease and confidence the modern *Dutch Boy* way!

Choose your colors at the *Dutch Boy* Color Gallery, where you'll find over a hundred smart decorator shades plus hundreds of color-keyed combinations to assist you in your selections.

Or choose from the dozens of bedroom colors available in *Dutch Boy* Wearwater (flat) and matching Satin Eggshell Interior Enamels—decorator-approved colors pre-planned to make color harmonizing a thrilling experience.

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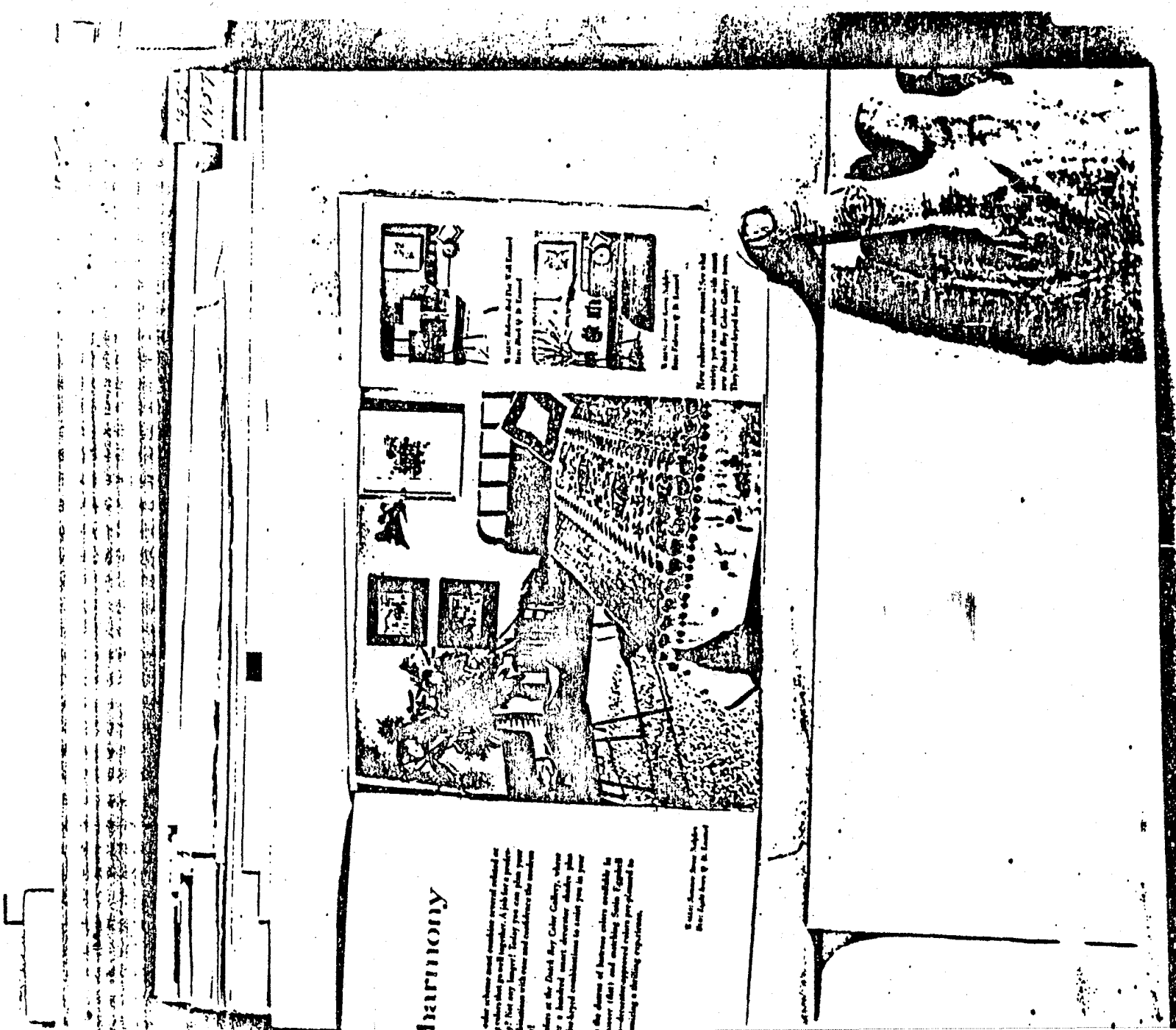

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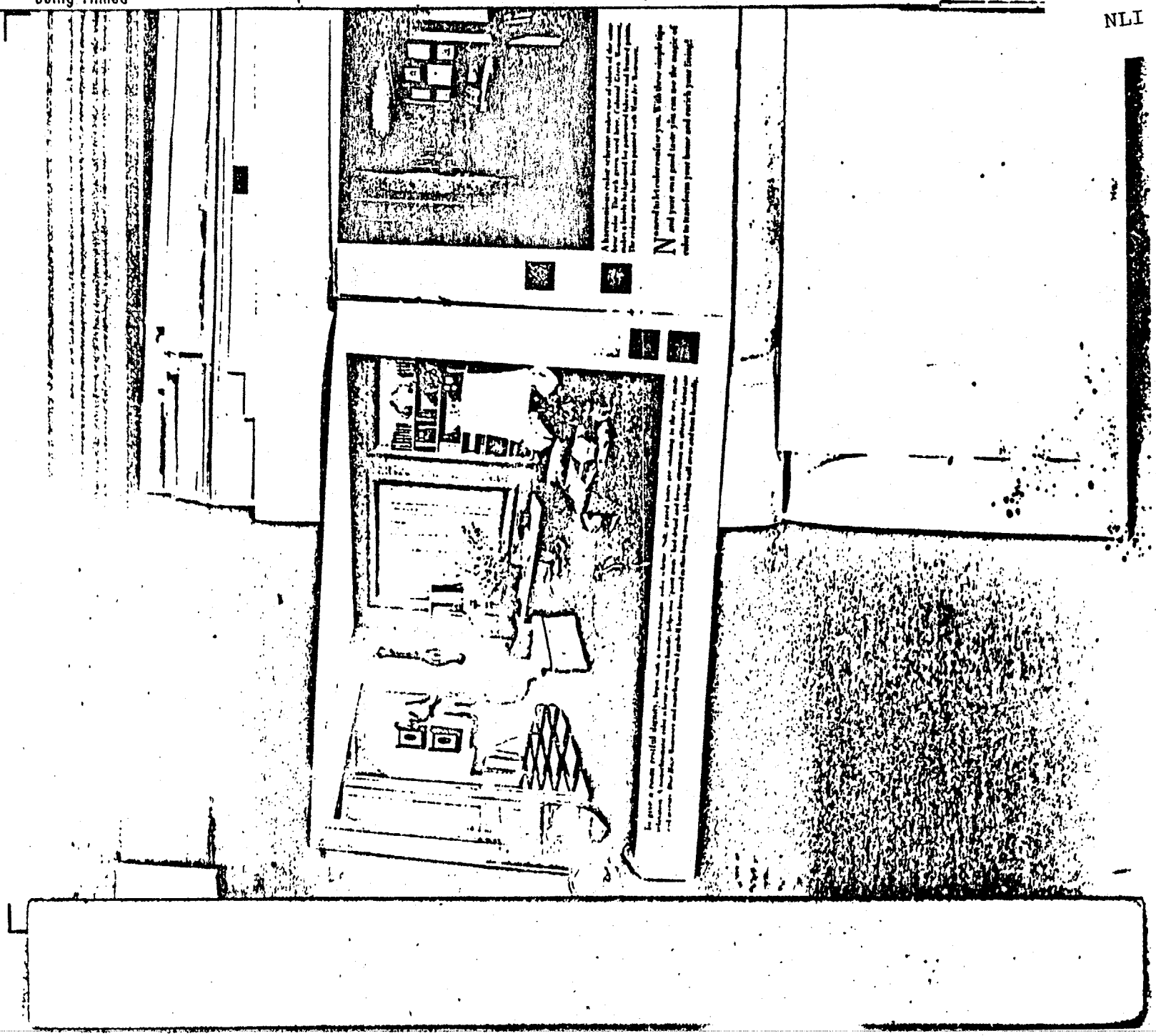

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Anyone can be a decorator

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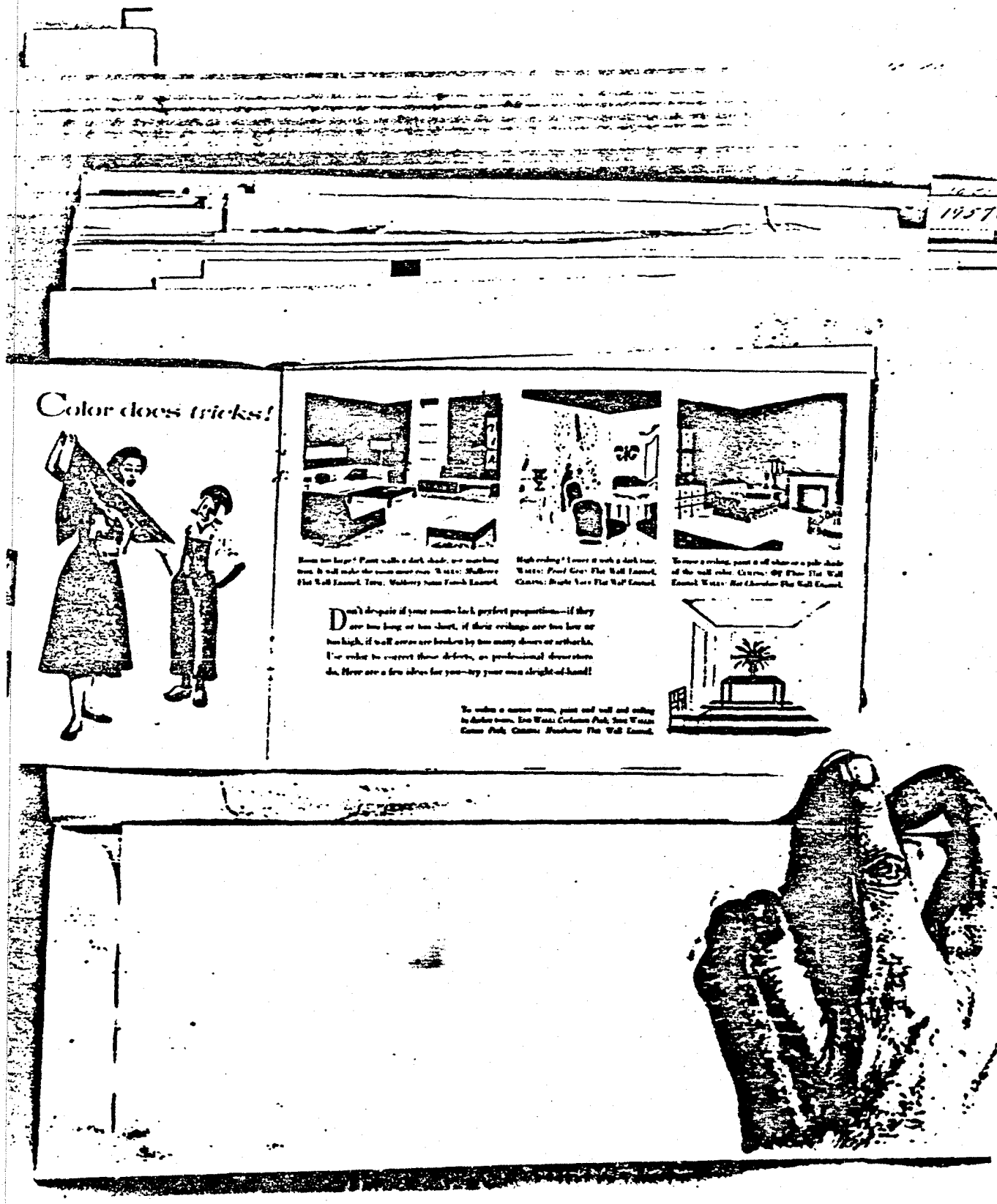

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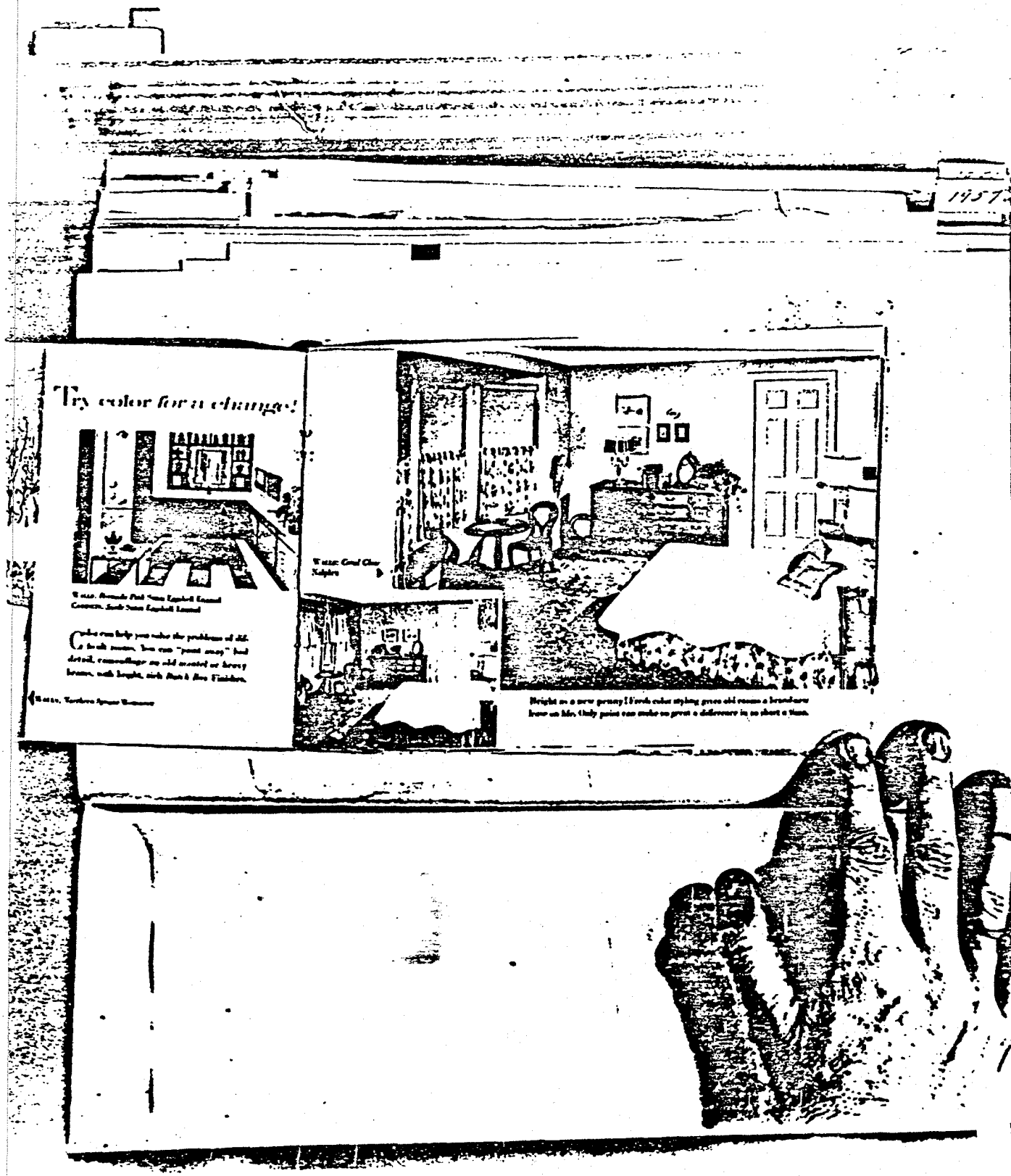

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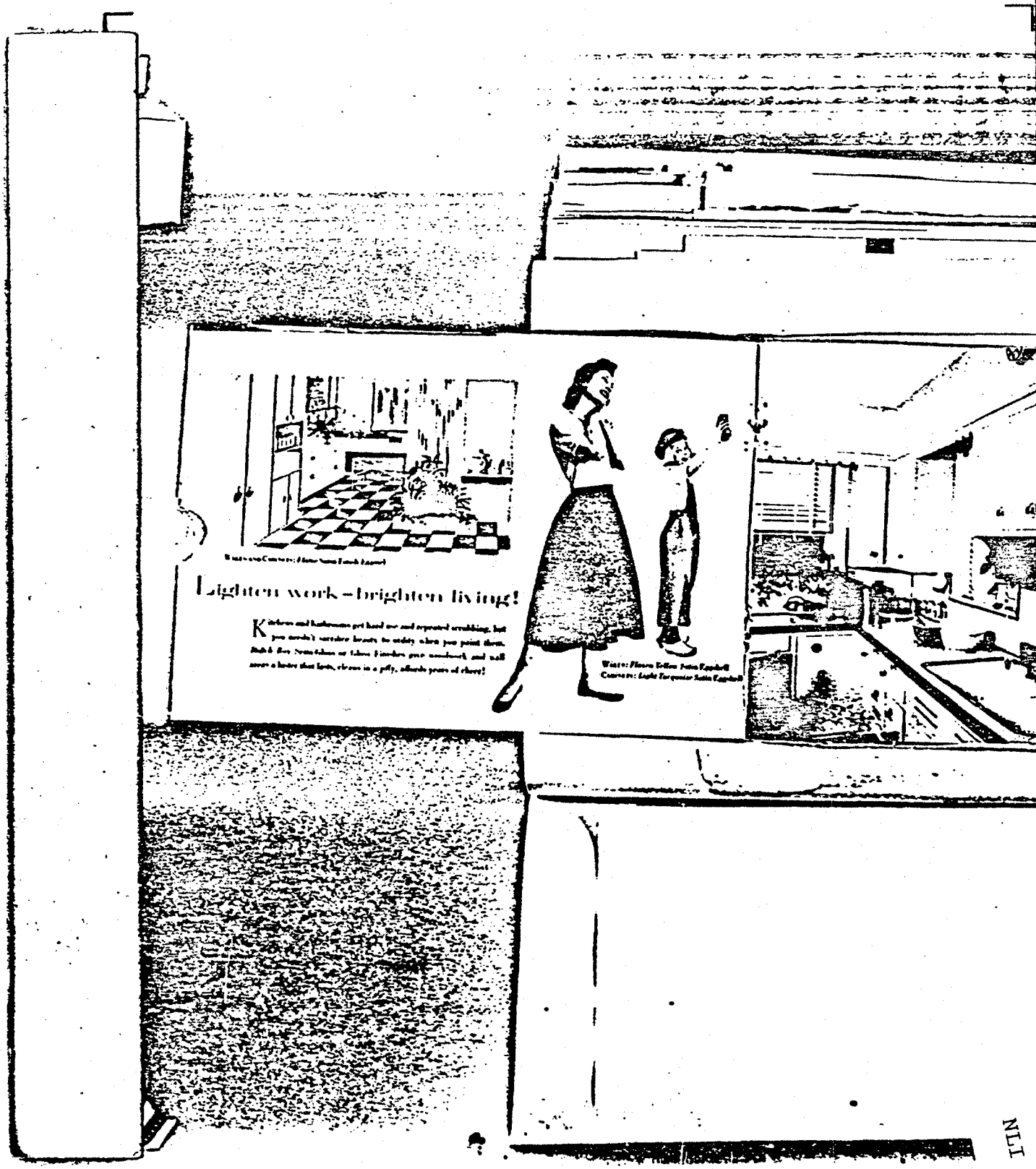

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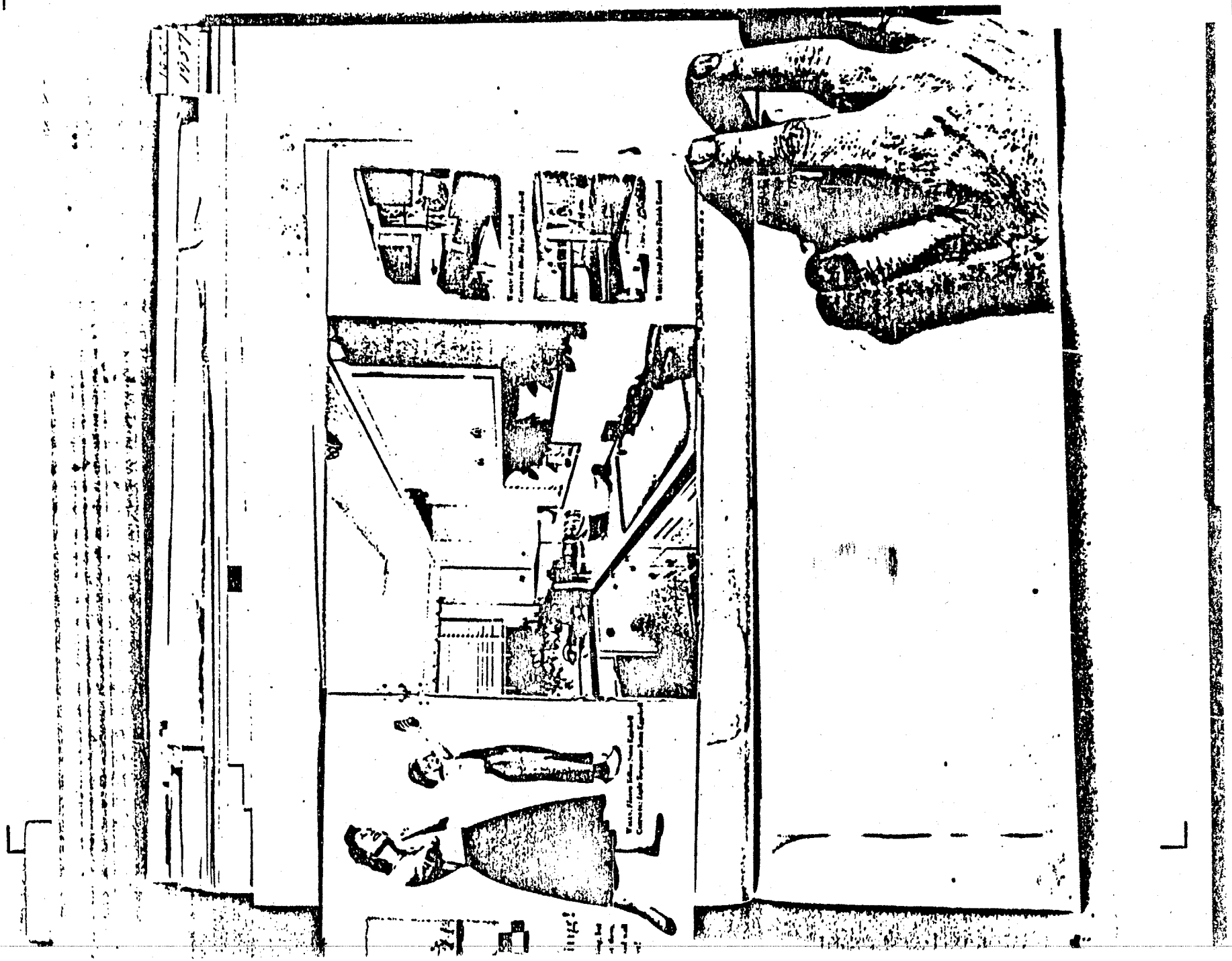

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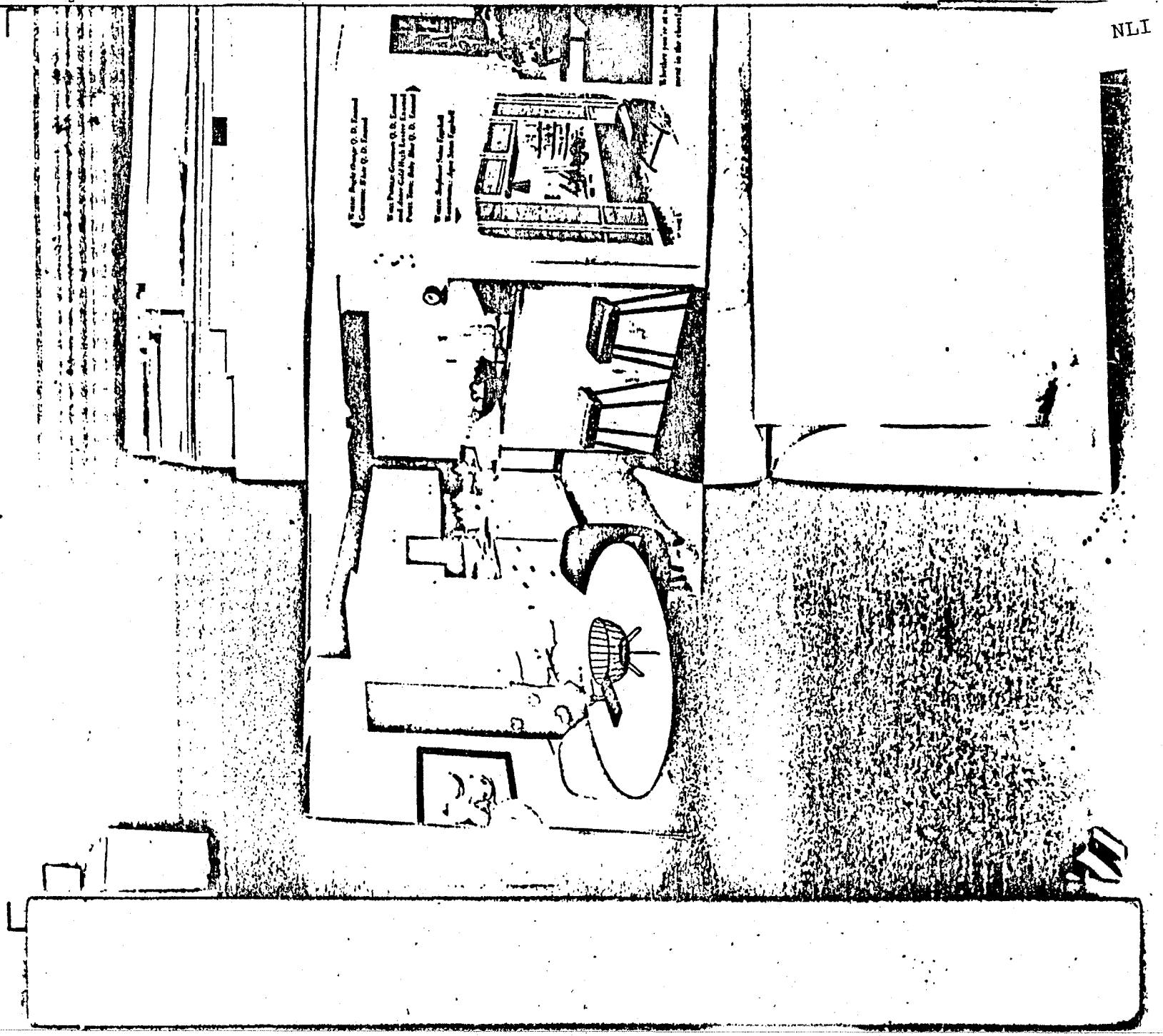

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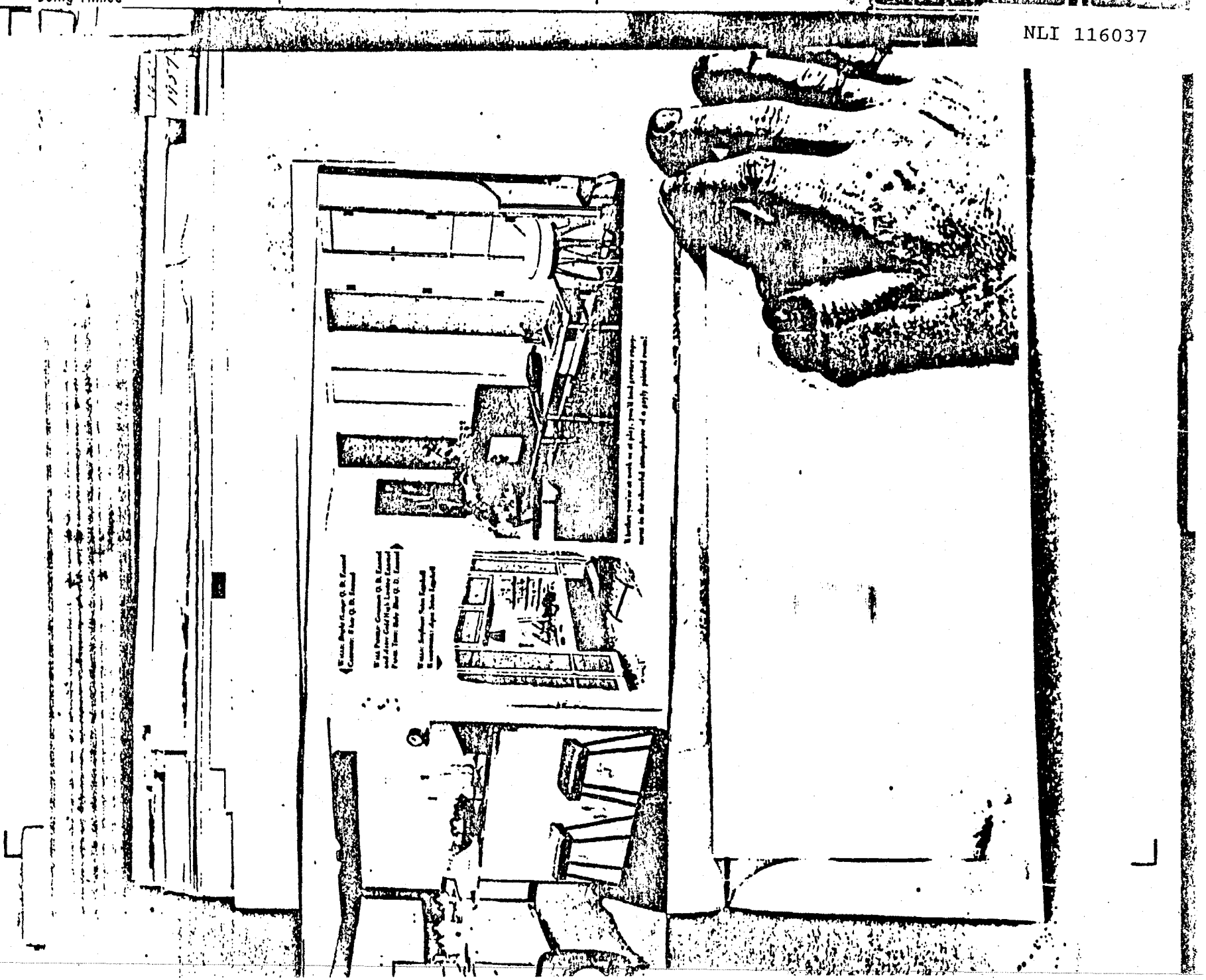

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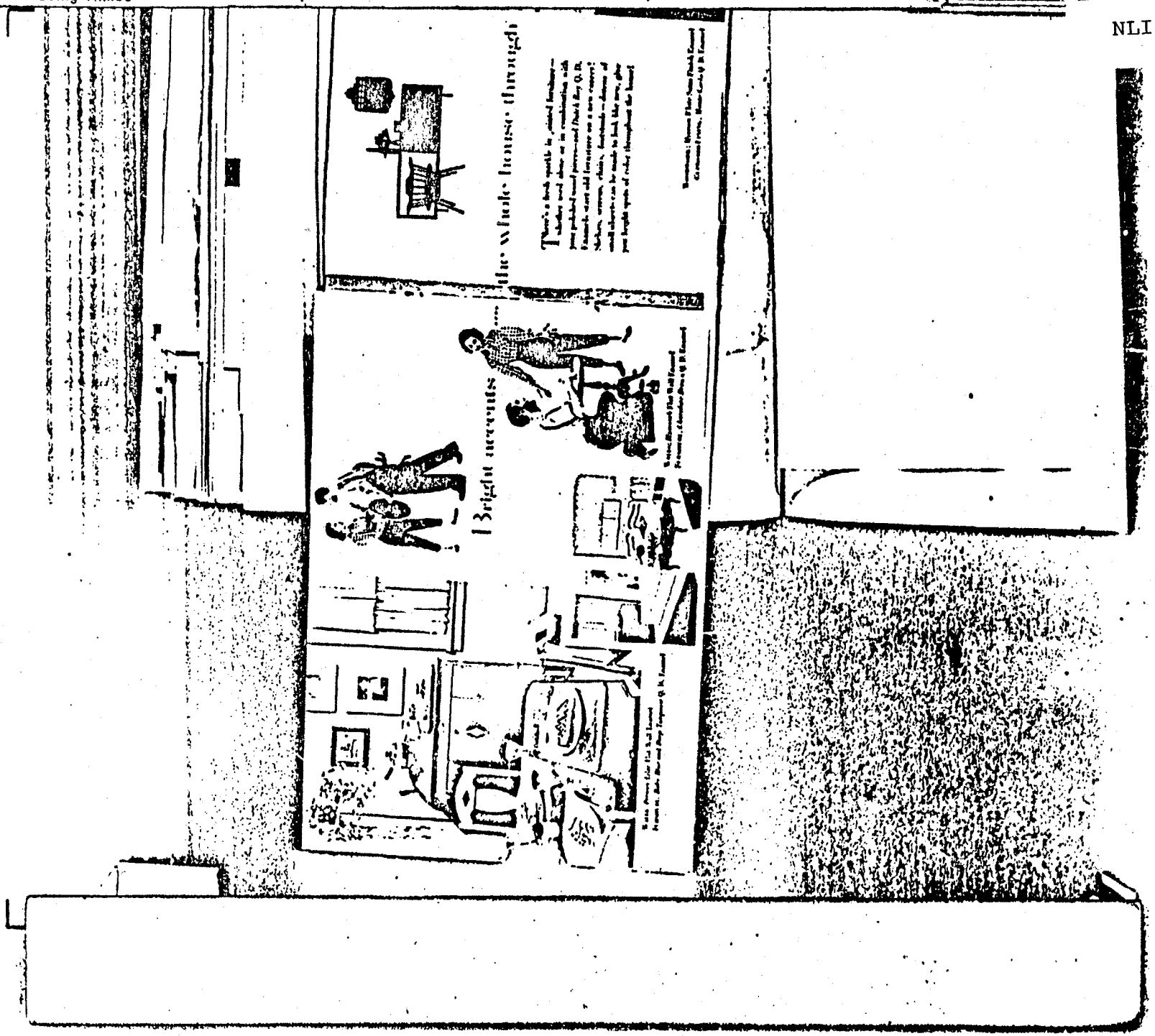

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1937

Bright accents....

the whole house through

There's a fresh sparkle in painted furniture—whether used alone or in combination with your polished wood pieces—and *Dutch Boy* Q. D. Enamels start old furniture on a new career! Shelves, screens, chairs, footstools—dozens of small objects can be made to look like new, give you bright spots of color throughout the house!

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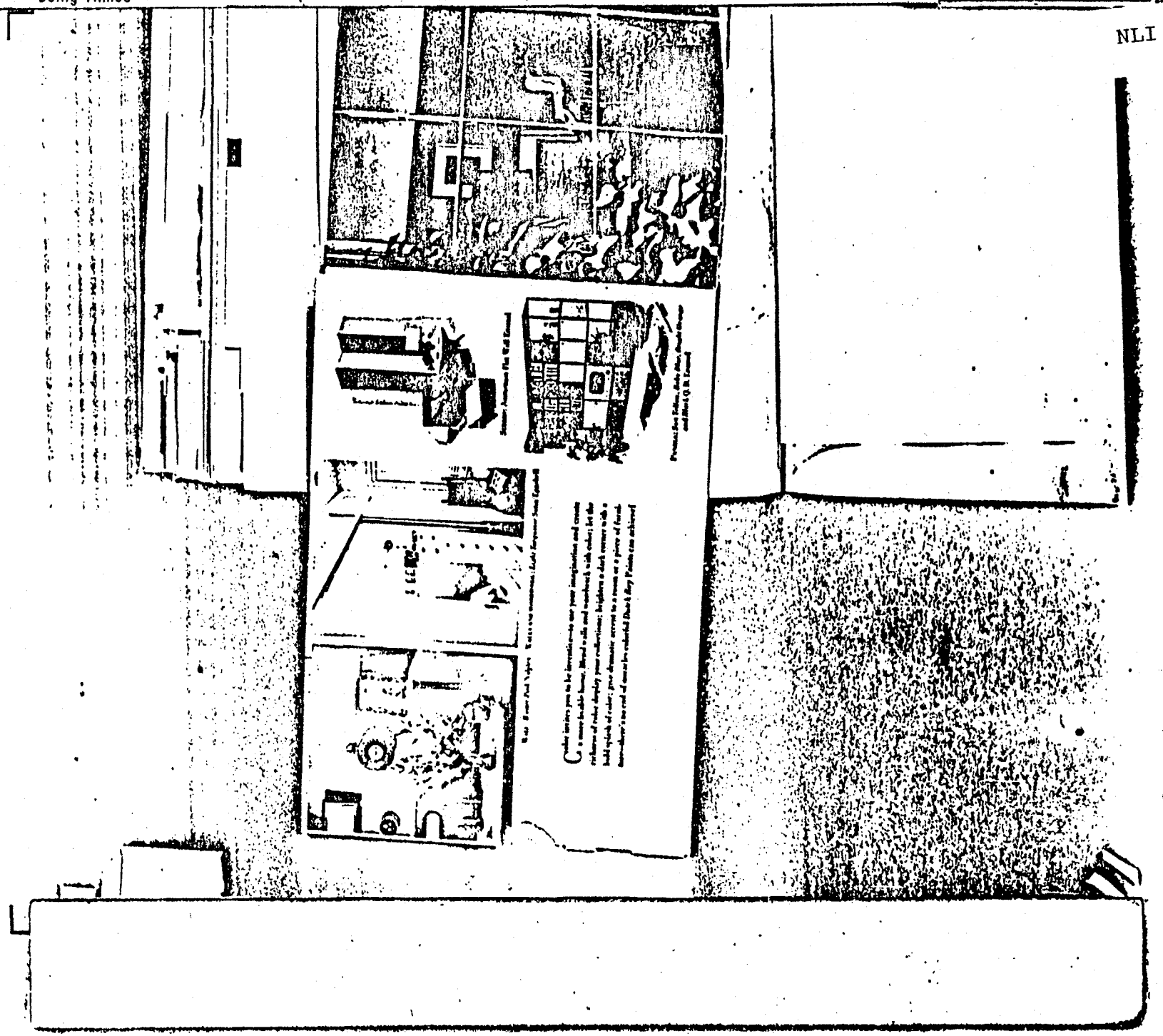

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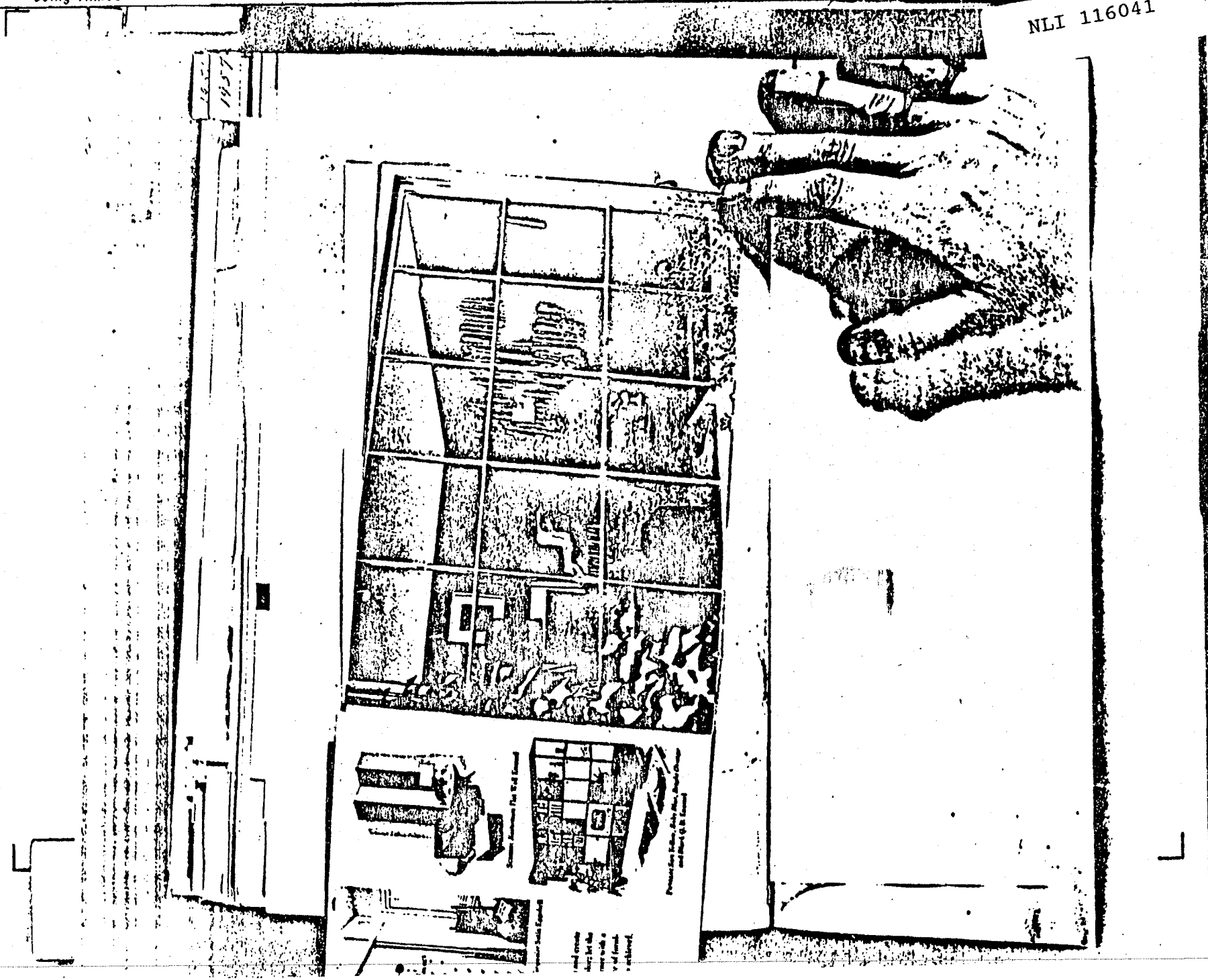

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Color is as big as all outdoors!

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1957

as all outdoors!

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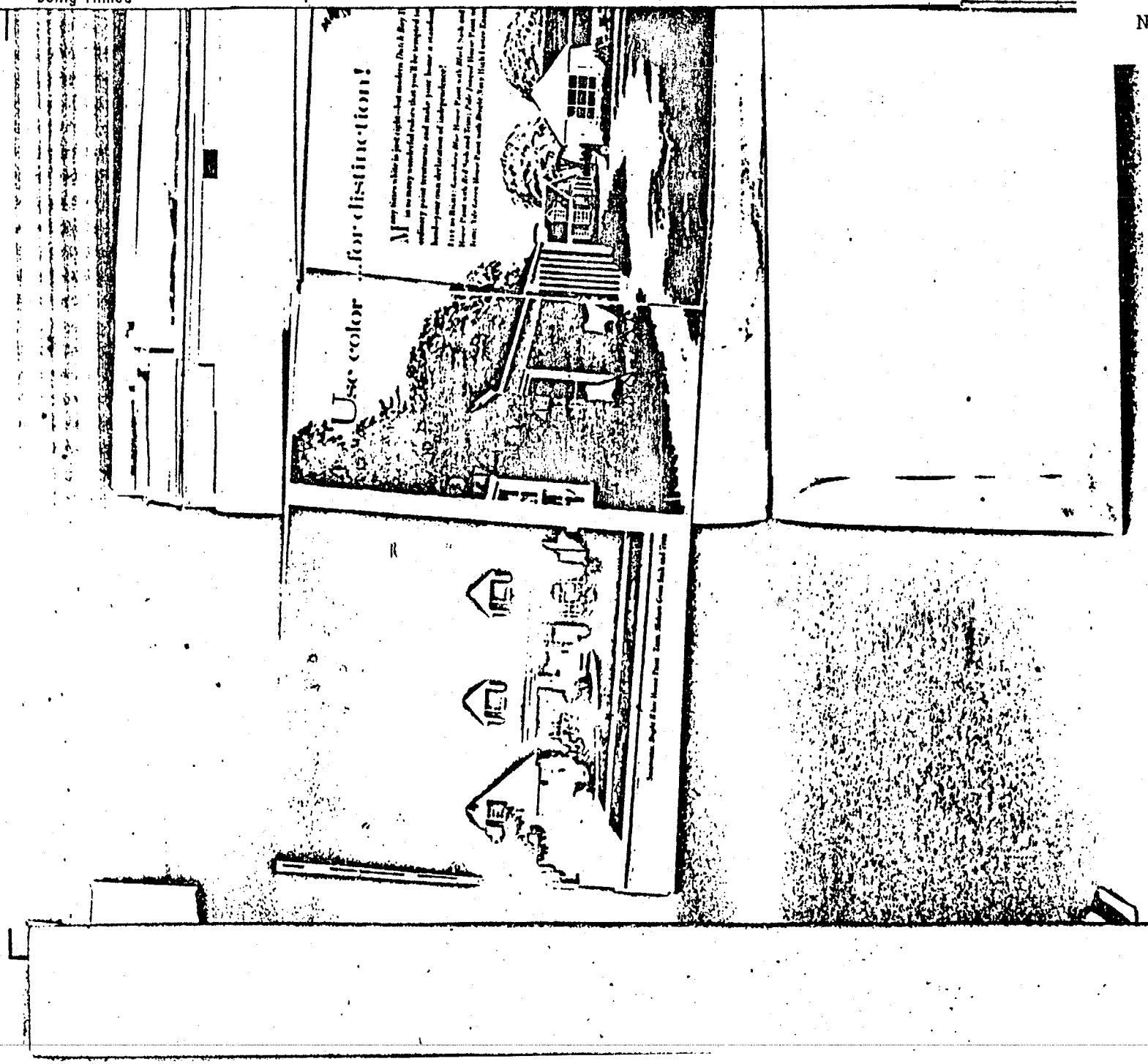

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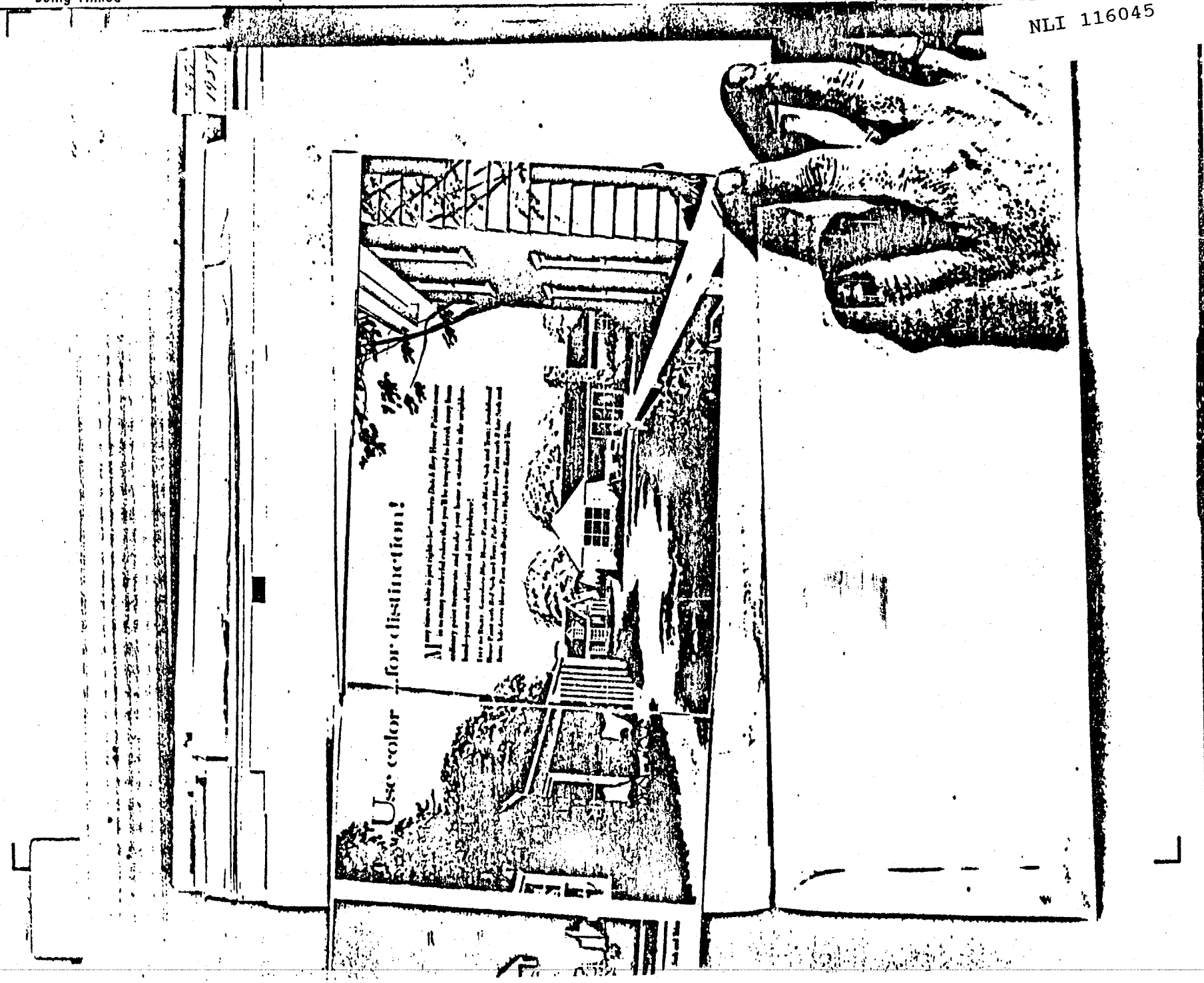

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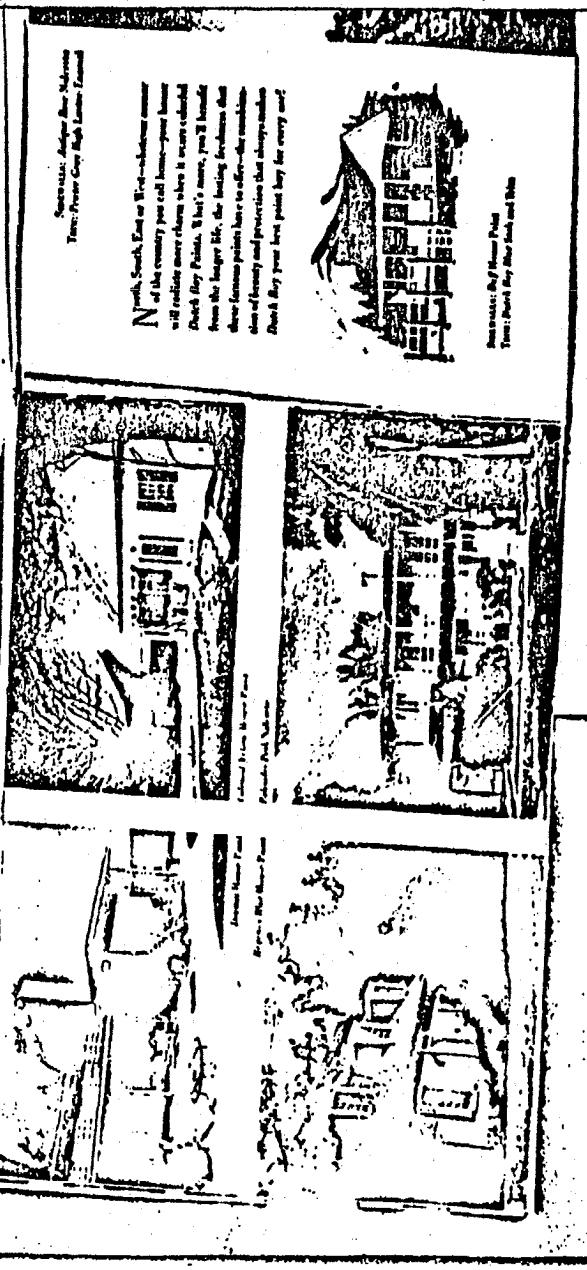

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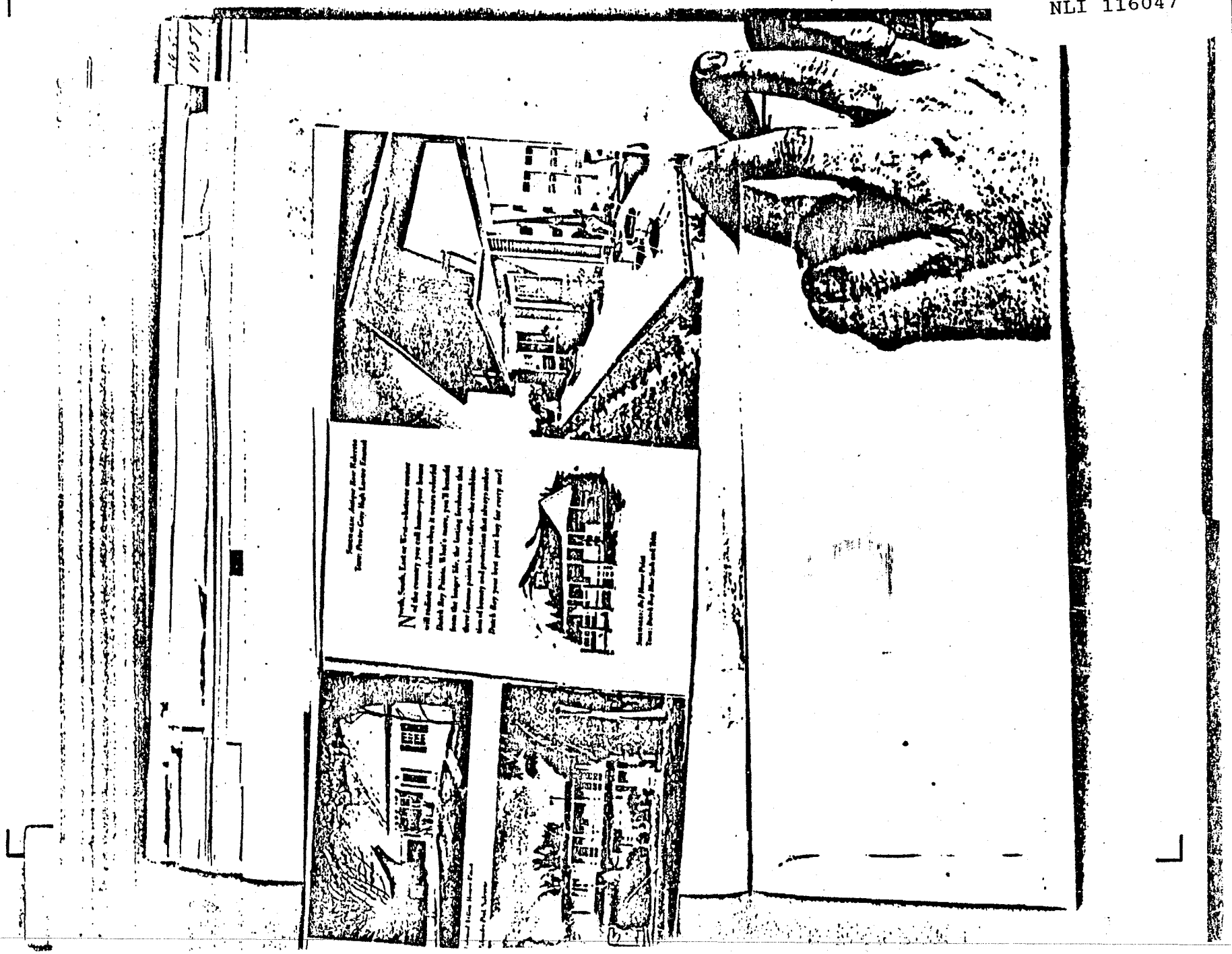

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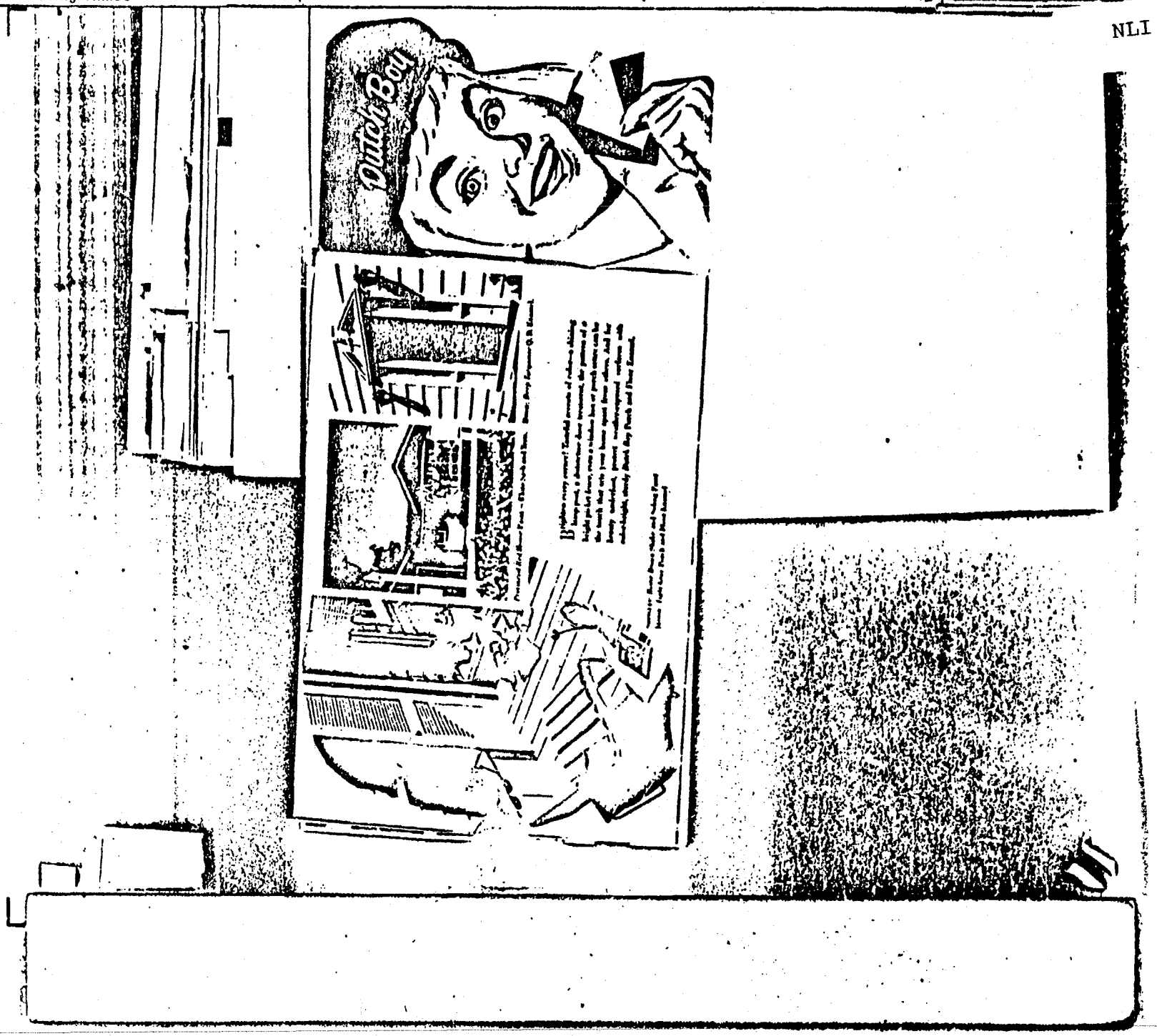

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1937

It's Easy to Enjoy a Color-Happy Home

There's adventure in store for you when you rendezvous at the *Dutch Boy Color Gallery*. There are over a hundred distinctive shades to choose from—over three hundred decorator-approved color suggestions that make color selection easy and inspiring. Each of these wonderful colors is available in flat, satin and gloss enamel finishes of the latest, most modern alkyd resin type. Most of these colors are available in outside House Paint, too! All finishes come ready to use, at popular prices—and wait until you see how easy and pleasant they are to apply. Do your color-choosing at the *Dutch Boy Color Gallery* . . . get new beauty for sure!

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The Dutch Boy fits every painting picture

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1956
1957

utch Boy fits every painting picture!

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