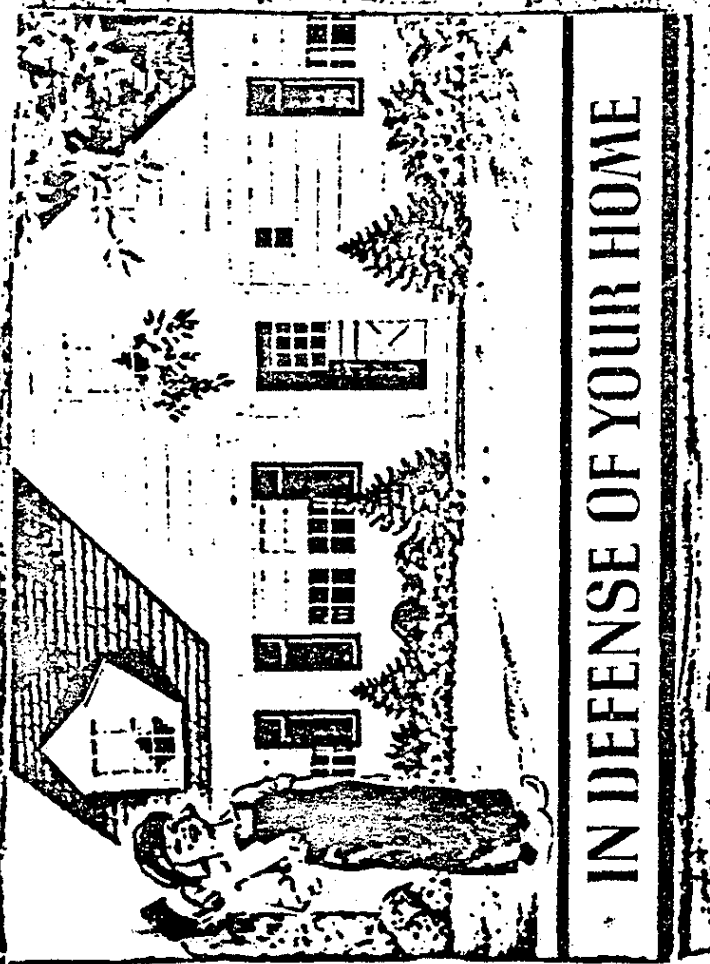


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IN DEFENSE OF YOUR HOME

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DEFENSE ON THE HOME FROST

There are times when the protection of water is the best duty of every patriotic citizen. Every bit of effort and material we can produce should go toward to help, not to replace the shortage of water.

So now, more than ever before, the property owner must be on guard against the attacks of weather on his own home front. Snow and ice are not "natural". They are still doing business as usual, getting on their dirty work to break down your home before its time.

If your water leaks, don't forget it leaks. Remember there's no shortage of pure white lead paint. The country has plenty for war and plenty for home. And I ask you to consider no one can be taken as a spy.

In your water paint job, in your paint shop, no matter how big or the danger spots where you are, don't forget to make a note of water for you to have done your part for a few suggestions starting on the reverse side of this page.

If you spot one of these paint needs places around your home, give them that blue and white color. Be PAINTERS.

MAKE THINGS LAST!

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Outside the House

Like the other part the three illustrated and discussed on these three pages are some of the house where weatheriness is inevitably seen. In each place you take a looking and may often realize over them on the way of the house.

It is part of good "housekeeping" to watch these business and to return the paper price from before things took the sharp point. Especially in these days in this good business, I am sure you will do the same thing too.

Rotated Clayboard

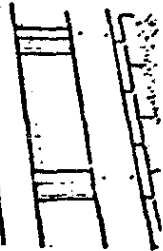


the "beast" in many of the "new" versions, leaving up to the reader to "figure" out the story, leaving the reader to "figure" out the story. The "beast" in many of the "new" versions, leaving up to the reader to "figure" out the story, leaving the reader to "figure" out the story.

Base of Columns

[illegible]

Not a candidate



transmission, resulting, except in the immediate case of a shock, eventually with less force than the original force. The energy of the wave is lost in two ways: (1) the wave front material can work up the sand and loose undermaterial, and (2) the sand material can be displaced by the sand particles. The loss of energy by the sand particles is due to the fact that the sand particles are not perfectly elastic. The energy of the wave is lost in two ways: (1) the wave front material can work up the sand and loose undermaterial, and (2) the sand material can be displaced by the sand particles. The loss of energy by the sand particles is due to the fact that the sand particles are not perfectly elastic.

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Cracked Siding



To keep cracks from getting worse they should be filled with cement or a good seal with white lead paint. The siding should then be painted with white lead and lead flaking should be water proof and seal the surface.

Porch Steps

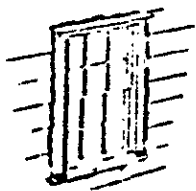


Good steps should be the same as the porch or the ground on which they are set and not be damaged by the weather.

Keep the seams and corners of the porch steps well painted with paint to avoid moisture damage.

If water, the steps themselves require more frequent repainting than most of the house exterior due to the weathering wear. The repainting should be done just as soon as the wood begins to show to make sure that no weather damage takes place and also to keep up good appearance.

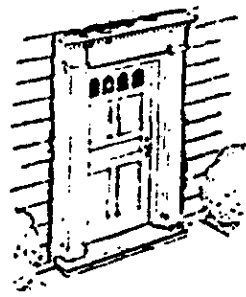
Windows and Doors



In a house you often the natural setting can be used with the windows, shutters and repainting of the siding in even better. Pull the siding over from windows and door frames. The siding down will be nothing to be alarmed about but it should be treated promptly or cause damage to the wood.

Even all cracks of the siding should be well filled with a good caulking compound to keep out air and moisture. Then the gaps from which the paint has been removed should be touched up with pure white lead paint.

out air and moisture. Then the gaps from which the paint has been removed should be touched up with pure white lead paint.



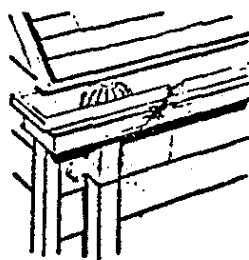
It is usually the case also to find that the paint on the window's sashes will wear down more quickly than normal because it is more or less worn from rain and storm. These sashes should be kept painted as frequently as necessary.

Old sashes that are subject to warping or twisting but to mechanical wear from rain and wind as well keeping them well painted in good weather because it prevents the weathering, depreciation that results when the wood itself starts to rot. It is not to replace worn paint but not as simple to put in a new sill.

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Gutters



An essential part of this game on the back of most papers is all that is needed to keep them from being damaged for years. But unless you are quick to repair or replace, the

new they have collected dirt to run off the water. Also that the gutter is kept clear and even doesn't need for down a run. Work made them allowed to collect for any length of time are sure to result in damage.

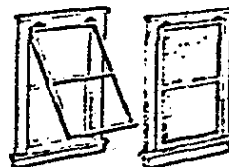
Arbors, Trellises, etc.

These outdoor structures around a house should not be allowed to go unprotected. They, too, are subject to all kinds of weather and need the steady protection of paint when used. There is also the beauty side to consider. There is nothing like a sparkling white arbor



or garden house to set off one's property and give the neighborly look.

Screens and Sash



Many window treatments make a number of points of view of your home look good. But when they are not taken care of, they are sure to get the best of them. The best time to the "spring" when the weather is more pleasant to work on it than in the winter. Get a good painting job, then the whole year around.

It is also good practice each year to get a coat of clear varnish before on a sunny part of the structure, too.

(See Inside Back Cover for Interior Hints)

HOW TO MODERNIZE AND IMPROVE WITH PAINT

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PAINT BEAUTIFIES WHILE IT PROTECTS

Good paint is the great protector. But paint also brings newness and color to the surface it protects. So while you may paint now to prevent weather damage you can also have added beauty.

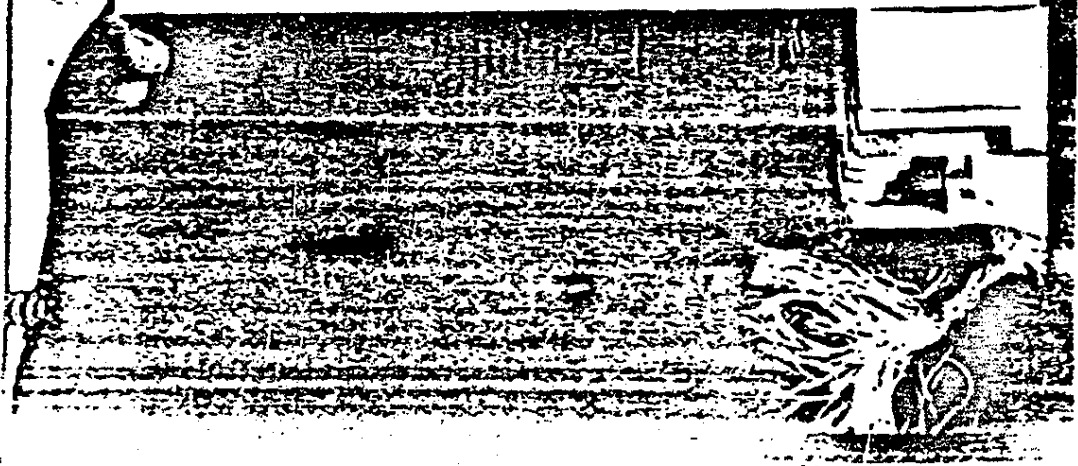
This is why—in the section that follows—see Dutch Styling with

Paint the Dutch Boy Way. These simple principles of decorating your home to bring out its best points, to arrest its charm and to bring it into harmony with today's style are easy to understand and to follow.

Why not look over this information for suggestions. Then you can

repaint with confidence, knowing that you are not only getting Dutch Boy's long life protection but also the latest in color styling.

You will also be interested in the section on how to buy a paint job that will save you money. This is full of facts every owner should know.



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Styling with Paint

*including pertinent facts about how to buy a paint
job so that you will save money and trouble*

the Dutch Boy Way

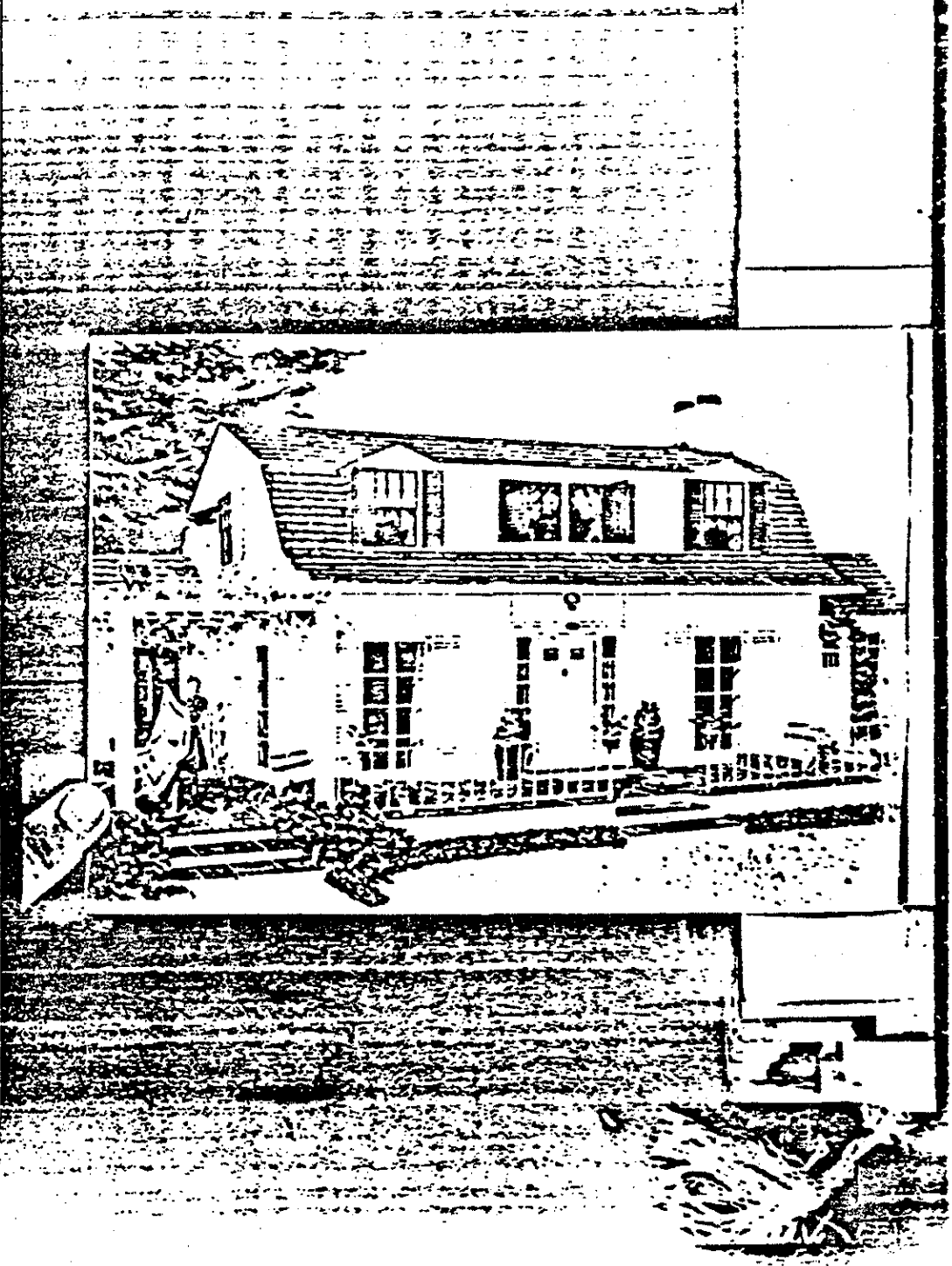
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The First Consideration:

So you're going to paint! Then you will also need color because paint and color are inseparable. Therefore, let's consider first with what color you are going to paint.

Color selection is important because no matter what may be the base of a house they can be color-typed or ruined by the wrong color, just as they can be helped by the correct use of a pleasing color scheme. When

colors are selected to suit the house and its surroundings and are placed on the house in a manner conforming to present-day style, the effect will be well repaid in satisfaction.

First among the factors influencing the choice of a color scheme for the outside of a house is style. Color treatments follow definite trends, just as do houses the world over. Modern coloring and how it can be applied to any type

dwelling are discussed and illustrated a few pages later.

Next among the practical considerations is the type of house. The type is also associated to some degree with color. All types it need only be said that while certain color combinations are traditionally connected with definite architectural styles, this should not be taken to mean that departures shall not be attempted nor variations

your house deserves a good color

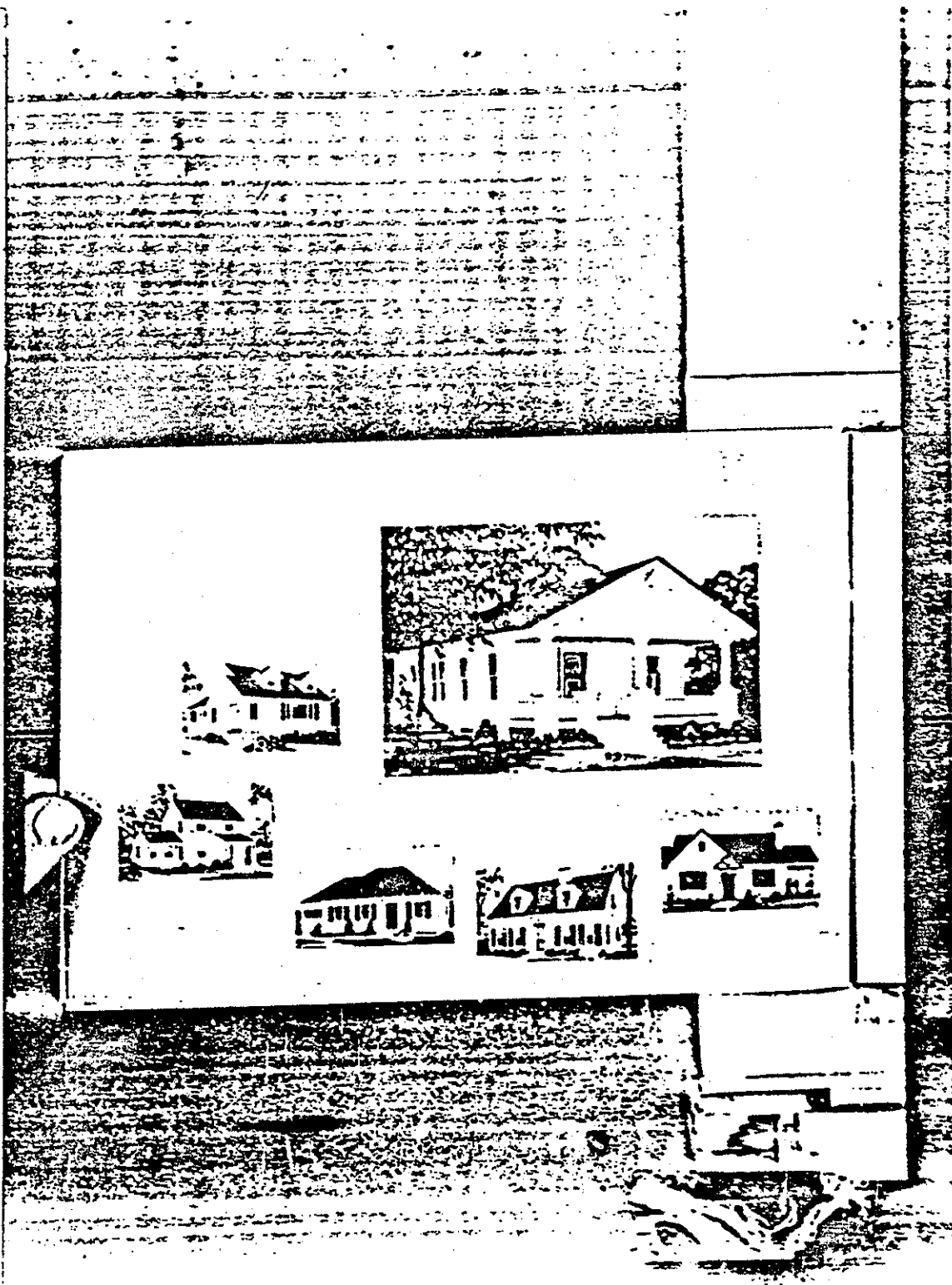
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Woods
Boy
E-LEAD

worked out. However, the type or period of a house is a factor to be considered. In this case, it is well to remember that one fact that color has a remarkable effect on apparent size. A blue, or a light color, on a small house gives it the appearance of being larger than if a dark color were employed. For example, note the page opposite where are shown various types of small houses that have been styled with paint. The same principle can be reversed, if desired, to reduce the apparent size of a house too large for its surroundings.

The materials of which the house is constructed also have a bearing on the color treatment. The all-clapboarded or all-shingle house, for example, can be painted in colors that would spoil the appearance of an all-brick house. When a house has two

or more surface materials the natural color of one material may sometimes be considered as part of the color treatment.

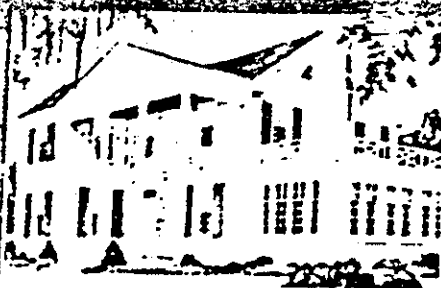
Another important influence is location or surroundings. Color treatments that look well in the hot, brilliant sunlight of the Southwest are usually unsuited to the green, hilly country of New England. Those worked out for the seashore are not always right for the more crowded streets of a city.

A house set well back from the street sometimes needs different treatment from the one near the street. A house close to others requires consideration of the colors used on the adjacent structures. Those in industrial locations should have colors not so easily soiled by dirt and smoke. The house with little foliage around

it needs to be treated differently from one set among trees.

Consideration of these influences should not make the selection of proper colors a difficult matter that can only be solved by experts. While not quite so easy as choosing the color of a new car it should start with the same motivation—that is, selecting colors that are pleasing to you. This should come first. No matter how suitable a color scheme may be from every technical and artistic point of view, unless it is something you would like to see on your house, it isn't right. So start with colors you prefer and use it, by proper combination and proper placing, they can be brought within the dictates of present-day style and, at the same time, made to conform to the practical and artistic limitations.

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The houses pictured in this book illustrate some of the points that have so far been brought out in the text. Study them and use them to assist you in the choice of a color scheme which will show off your house to advantage. On the left-hand house above, for example, the yellow, white and

green are chosen to create an air of traditional with this period of architecture. The particular house, however, on the surroundings. In its color and would appear to equally good advantage had a warm light gray been used instead of the yellow, with a darker green or a brighter green for the shutters.

ters, retaining the white as it is for trim and roof. Such departure from a scheme traditionally associated with a type or a period is quite permissible and sometimes very desirable. On the other hand, the colors now appearing on this house are very popular for this style of house.

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The house of Spanish derivation is located in a part of the country where the sunlight is brilliant and intense. Green, for the body of the house, helps to counteract and tone down the sunlight brightness: a practical example of considering the house's location in the choice of color.



The houses on the right differ from the two just discussed in that they have more than one surface material in their construction. The larger is composed of three surface materials: stucco, clapboard and stone. By treating the stone section in a different color from the rest of the house

a very pleasant treatment is achieved. On the other hand, with the house of brick and clapboard, the entire body has received the same treatment, with shutters and lower porch accented in bright red. This makes the house appear larger than if a monochromatic effect were used.

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For the small plantation house shown, white is the main and treatment to make it even larger. A darker color for the roof, or the entrance area of a dark color for the trim, would have the opposite effect and decrease the apparent size of the house. It will be noted that a color scheme has been suggested.

Someone has seen houses like the one in the right above, but usually painted in a much different way. The double upper windows and gable ends would be in one color and the slope below lower windows in a second color. The eaves and window frames would be painted the same color throughout, while the entrance porch and

lower trim might be another color in a still different color.

There has been a long-established way of decorating this type house, but it is now more the style to follow the system shown here. If gray and lower windows are painted in one color and the gable ends and roof in another. All the eaves and trim, including porch

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and body trim as well as the house blinds or shutters, are considered as a single unit and put in one color. The upper shutters offer contrast to, instead of matching, the upper body color.

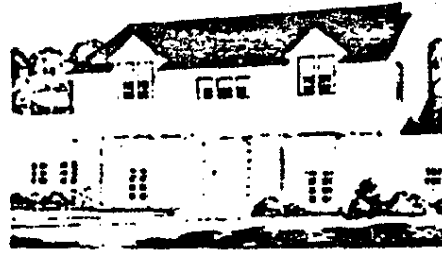
The scheme selected for the little Southwest cottage reflects the colorful setting. Note particularly the two

tone colors and how they lighten up the whole exterior.

The principle of color treatment employed for the half-timbered stucco house is influenced by the large expanse of roof. White is needed to prevent the roof from dominating. The traditional weathered brown is used for the timbered sections.

We are now ready to discuss in the text and show pictorially how that other element—style—enters into the selection of a color treatment. Just as in almost everything else we have in the home and around the house, there is a style trend in color treatment for the exterior of the house.

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The rest of the exercises relating to this paper are devoted to show the method and the effect of styling a color scheme. First, the house is painted in pleasing, harmonious colors. Although the arrangement or placing of these colors is not so recent as today's procedure, they do nevertheless represent good harmonious and

good taste and to many people this may seem more desirable. However, there are many who people who are "rich" and for these readers the same houses are redecorated in today's mode. No construction has been changed or added. The difference in effect has been achieved only through color and placing of color.

The text that follows points out what has been done in each case. From this the reader will comprehend the principle of color styling with point and, if he desires, his own house can be treated in a similar manner. The first house is a type where the two color body effect would normally be used as it is here, if styling were

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WOOD
Lead
LEAD



not to be considered. Note that again the two construction materials, stone and clapboard, as well as the various parts of the house such as roof, trim and chimneys have been treated decoratively as units, rather than in particular value.

It is now more the style to do as shown at the right where the two

color both effect has been eliminated and the two surface materials brought together with one value, allowing the difference in texture to furnish the interest. Observe that the upper walls are treated differently from the lower, as are chimneys, too.

Another house with two building material-unit construction is the one

pictured above. The decorative treatment on the left is a very good two-color both arrangement. In the styled version at the right this has been changed to a one-color handling and the chimney has been painted. The oak grove more or less clusters and black banding on the chimney tops, a practice now very popular.

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The house is one possessing very good lines. The decorative handling on the top conforms to good harmony and consists of pleasing colors. However, the placing of these colors tends to subordinate the quite attractive lines of the house. This is largely caused by contrasting the color covering. The tones split up among green, white and gray. The chimney is still another color.

In the second version below, we have the shape of the house is emphasized, mainly by the placement of the colors. Dark and light are treated as one and the chimney painted to include it with the rest. Then and down, as and roof are another unit. The interest is the color focused on the attractive lines of the house.

It will be seen in these examples that, fundamentally, saving consists of concentrating the color interest. This is accomplished largely by first treating the entire body as one unit (excluding the color body treatment) and second, by usually concentrating each and then as one unit but varying the color treatment as conditions demand.

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How to Buy a Paint Job that will save you money

There are many claims made about paint to the layman. These are very likely to be confusing rather than helpful for the simple reason that they are claims and not actual, common-sense facts that have been proved by test and experience.

Real facts are necessary if you, as a homeowner, are to know enough about the paint that is used on your house to make sure you are getting your money's worth. In this section

we point out these facts with definite reasons why paint does certain things.

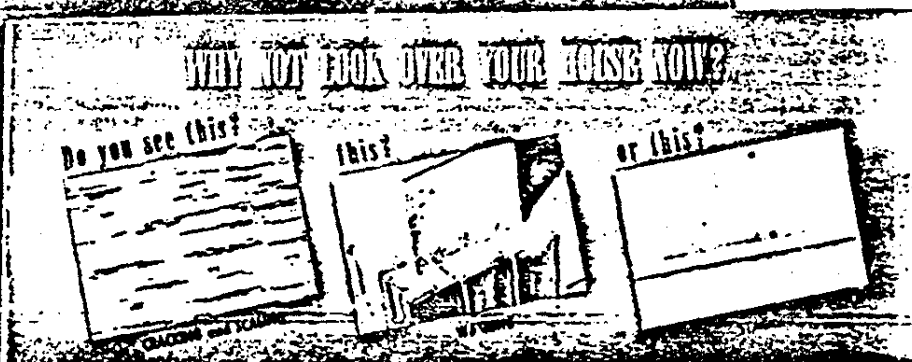
Certain paint troubles are always caused by the wrong kind of paint. These are quite easy to identify and, if you have any of them on your house at present, you should be interested to learn how they can be avoided next time.

We suggest that you look over your house with a critical eye. It is easy to get into the habit of not really seeing

the things we look at every day. Sometimes, changes in the paint condition of a house take place so gradually that you don't realize how much it needs paint.

Cracking and waling are really one defect. Cracking is when the paint film breaks clear down to the surface of the wood. This allows moisture to enter behind the paint film which naturally loosens the paint so that waling results. This trouble is caused by the use of a "hard" paint, one which becomes brittle as it ages. Such a film cannot follow the movement of wood as it expands and contracts as it breathes or captures.

This is a particularly costly paint failure. In addition to the unsightliness of a cracked and waling paint, it also means more to repaint a surface in this condition. The surface must be scraped down to the bare wood; otherwise the old paint would continue to scale off after repainting and take the new paint with it.



This must be done by burning and scraping—a costly process. It is entirely hand labor and slow work. Then, when it is finished, the wood is bare, which means that it will take extra paint to properly cover.

White lead paint, that is Dutch Boy white lead and lowered oil with

no other pigment added, gives a paint film that remains soft and elastic to conform to the "give and take" of the surface beneath. There is no cracking and scaling with white lead.

The second type of failure, known as washing, occurs when a paint film contains pigments that are soluble in

water or when soluble compounds are formed by chemical reactions after the paint has been applied. Washing may be noticed in the form of streaks near the lower edge of clapboards and in accumulations on exterior footings or building foundations. The material that is dissolved

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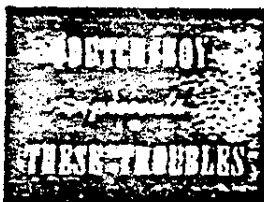
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DE WOOD
 DE BOY
 DE LEAD

out of the paint will collect in these places and when the water evaporates the streaks can be plainly seen on the siding or foundation. Surfaces painted with Duck Boy will never give this trouble.

The third trouble condition is staining. When such metal fixtures of the house as eaves, gutters and downspouts are left unpainted, rusting and pitting often form metal salts.

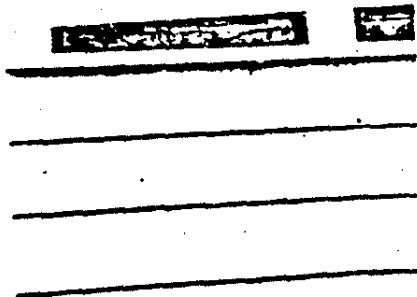


These salts are washed down over the surface of the paint film by rain and when the paint contains certain white pigments, the salts as they stain the film so that it is impossible to remove the unsightly discoloration. Pure white lead paint is never stained by these salts and any unusual discoloration that is deposited on the surface of a white lead film from this source is washed away.

an actual case history shows:



When white is a cheap job after one year's exposure to the weather the white lead paint has lost its color and the surface is stained and discolored. The white lead paint is washed away.



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A Good Color Scheme deserves the Best Paint

When you look at a freshly painted house or a newly decorated room what you first see is color. But second thought should bring to attention that the color is paint and that the existence of this color can be no longer than the life of the paint. This is why we suggest that a good color scheme, carefully selected, deserves the best paint to preserve its beauty as long as possible.

The paint you want on your home should give a tough, bubble, weather-resistant coating and should retain its good appearance over a long period. The paint film, furthermore, should remain elastic. This is important. Wood contracts and expands due to atmospheric changes. A paint film that is hard and unyielding, as that becomes so, cannot follow the alternate shrinking and swelling of the material to which it is applied. Consequently it pulls apart. Cracks appear in the film that extend clear through to the wood beneath. Moisture entering these cracks gets under the paint — causes it to scale from the surface leaving bare spots that grow larger as time goes on and that are totally unprotected from the weather. Before any

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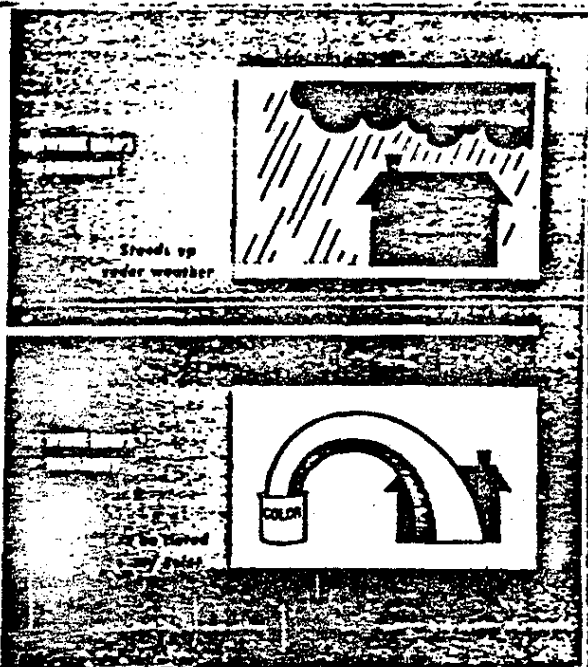
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King...
DE WOOD
of Bay
E-LEAD

repainting can be done all the old paint must be removed and the result is an expensive preparation job.

A white lead film is never subject to this defect. It remains elastic—conforms to the "give and take" of the surface beneath. Consequently it does not crack and scale and, when repainting time comes around, there is no need to have the old paint burned or scraped off—a job which sometimes costs almost as much as the actual repainting.

The paint you want for the interior decoration of your house should also be elastic—in the sense of versatility. Whether the decorative effect depends on color, finish, texture or a combination of all three, white lead paint can be used to produce exactly the effect desired. Another advantage of white lead paint for interior use is its washability. Dust and mud on walls painted with white lead can be easily cleaned off without taking the paint too.





TWO FORMS to choose from...

White lead as you may know, is sold in paste form—concentrated paint—thick, ground and thoroughly mixed at the factory with the proper linseed oil. The painter thins down this paste, using linseed oil and turpentine or Lead Mixing Oil depending on the surface he is painting and the finish desired.

Now, the same pure white lead is also available in ready-mixed form. This is a new product but it comes to market with a wealth of experience behind it. As an M.I. lead paint it contains nothing else except the necessary pure linseed oil, turpentine and driers. It is the same type of paint that for years and years has been turning out trouble-free paint jobs that last long, look well and do not crack and scale.

There are two paint forms as a mixed exterior primer and as an outside white. With these two, the painter can get not only a low operating expense job but a well-looking, good-looking permanent job as well. The exterior primer, which is also a pure white lead paint, seals the paint-hungry surface and holds weather-damaged old paint or siding. The outside white puts on the finishing touch to produce the smooth, solid, long-wearing job so typical of a white lead paint.

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TWO WAYS to buy the job..

You may be among those who prefer to buy everything with cash "on the line". This is always a good way to purchase.

On the other hand, there are many things for use in the home - washing machines, vacuum cleaners, refrigerators, oil burners—that are largely sold on a monthly payment basis. Even homes themselves are usually purchased this way.

So there is good precedent for buying a paint job the easy payment way. The Dutch Boy Plan is available to all owners of private homes. There is no down payment required and the purchaser can take as long as two years to pay.

The rates are low. In fact, the financing charges are the same as under the National Housing Act. On a hundred dollar job, for example, the total financing cost for a year's contract is but 11 cents per month.

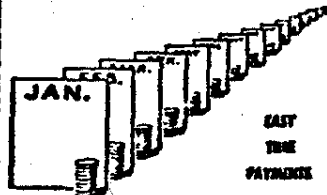
Another advantage of the Dutch Boy Plan is that under the terms of agreement the contractor must use Dutch Boy white lead thus ensuring the owner of the best protection that money can buy and a job that will long retain its attractiveness.

Whether you lack the ready cash or have it in the bank, use the Dutch Boy Plan as an easy way to buy a paint job.

CASH
"ON THE
LINE"



JAN.



EASY
TIME
PAYMENTS

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NIL 11300

Painting protects your financial investment

Few people are careless enough to leave ten dollar bills lying around exposed where anyone could pick them up. Why should any house owner be careless enough to leave his house - probably his greatest single investment - exposed to weather that will eventually destroy or seriously impair the value of that investment?

A well-painted house has greater cash value

Banks and mortgage companies always lend more readily on property that is kept up. Some of them also insist that houses on which they hold the mortgage be painted regularly. They know that painting protects their equity and makes a house easier to sell or easier to rent.

Fine appearance is a matter of pride as well

Every owner of property owes something to the neighborhood in which he lives. It is part of his civic duty to uphold or add to the tone of his community. Nothing accomplishes more along this line than a fairly kept-up, well-painted house. Nothing does more to give the owner himself a feeling of self-respect and well-being.

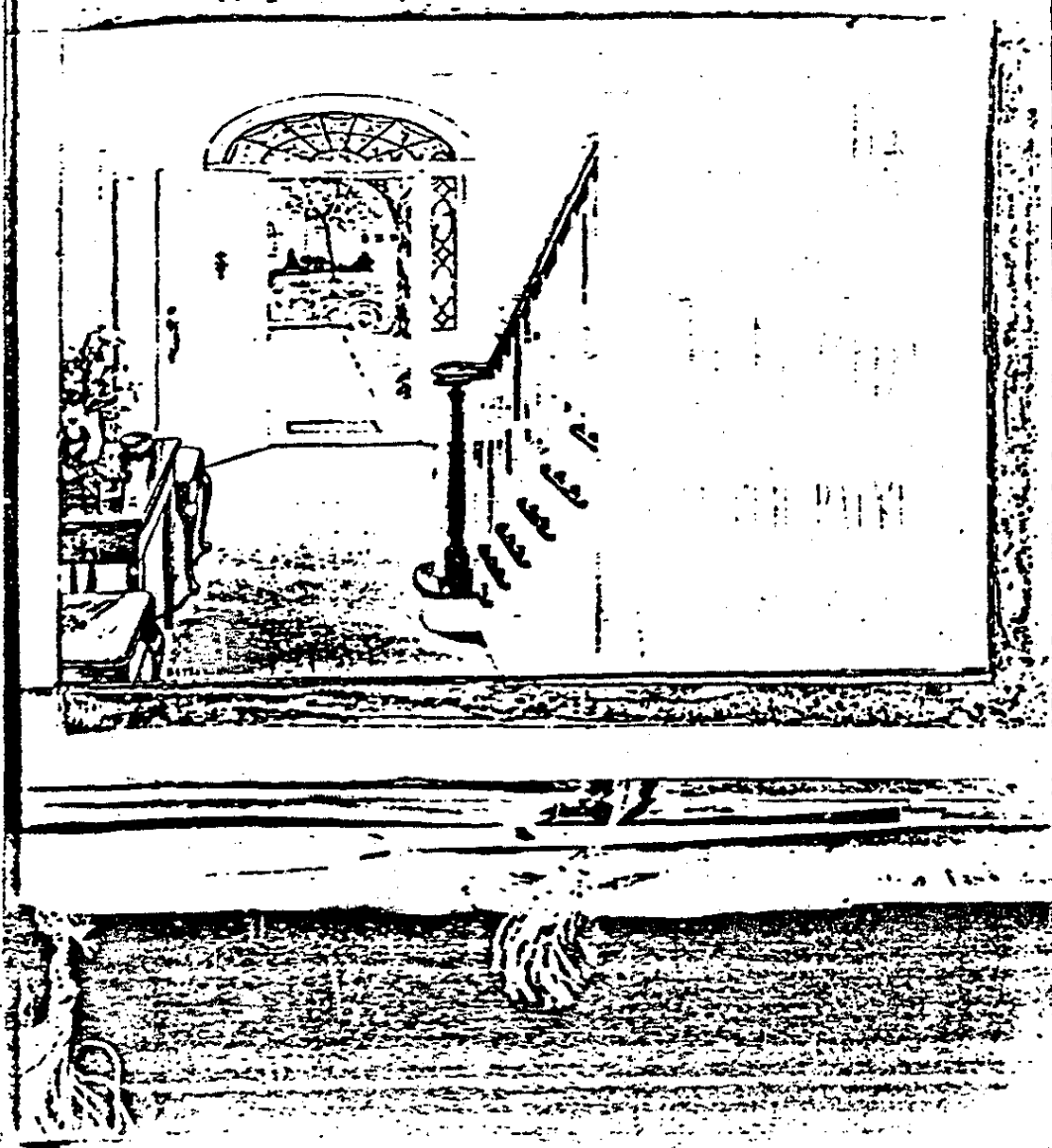
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For decorating from interiors there is no other material so versatile as paint. Paint brings color... texture... design... individuality... within the reach of everyone. With paint, all of the conditions that influence the color treatment of interiors can be met. With paint, you can make our interior an expression of your taste and your individuality.

In the exterior section, styling was explained and discussed. There are style cycles in interior decoration as well. At the present time, as far as values are concerned, the trend is rather definitely established. It consists for the most part of one-tone walls and trim of different color and generally lighter than used in the past. As to design, two prominent characteristics are decorated surfaces or niches and the painting of one

cell of a room in a contrasting color.

Of course, in any interior decoration scheme, furniture plays an important part. The increase of so-called modern furnishings and equipment, which are really simplified and functional adaptations of long existing periods, has undoubtedly influenced the present color style. It is important to realize, however, that it is not essential to change existing furnishings in order to modernize an interior. It can be done with color provided through paint.

Those readers who do not care either to change the architectural design of their rooms, to install new fixtures, or to replace their present furniture, can still keep up with modernity as in painted decoration. This is another valuable function of paint the great modernizer. It costs real

money to reconstruct or to replace.

Paint does it easier and cheaper by providing the means for introducing modern colors and modern color treatments that fit present surroundings and present furnishings.

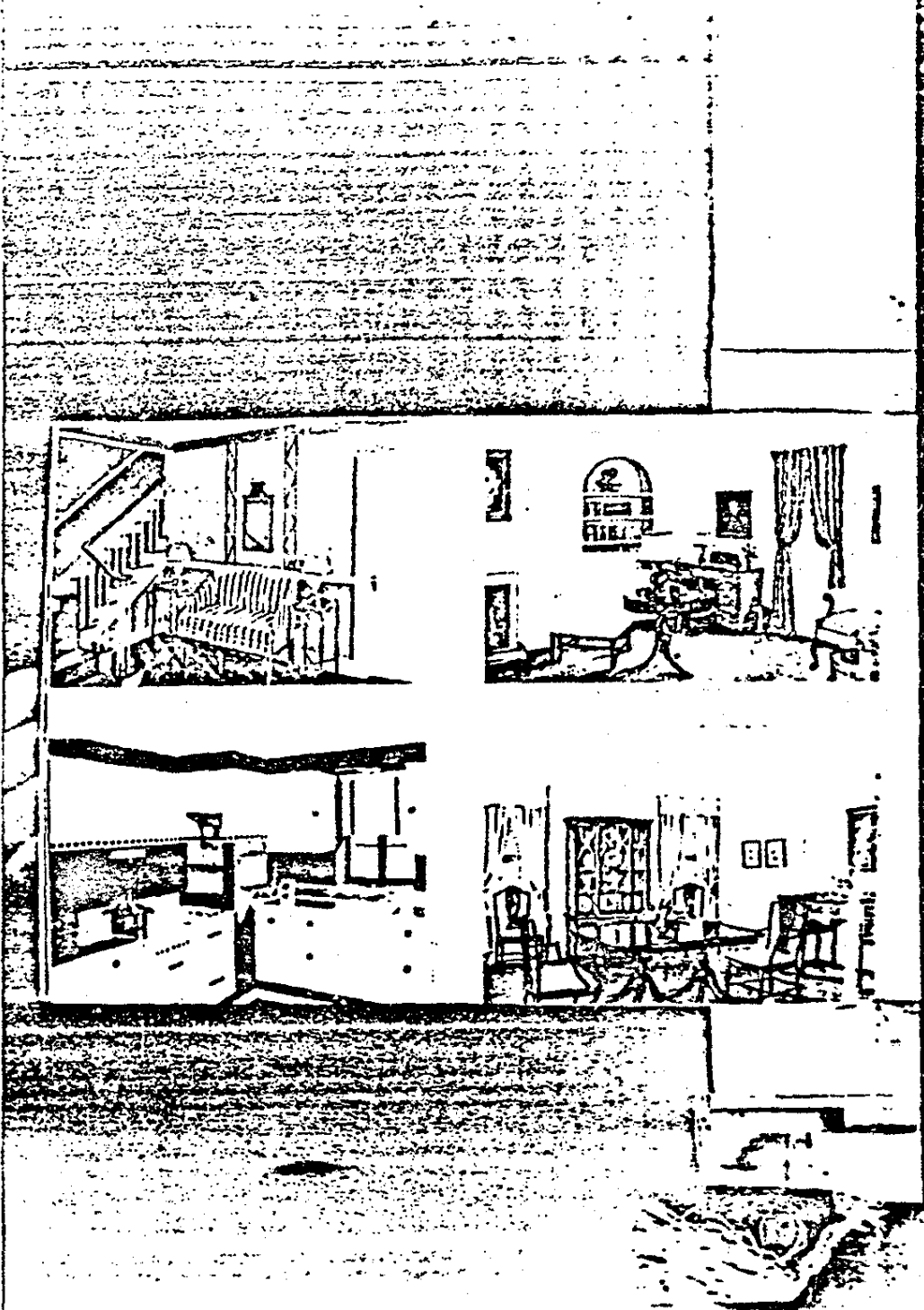
Just as has been previously discussed in connection with selecting a color scheme for the exterior, there are also certain factors that must be considered with any interior when choosing the color treatment.

One of these is the room's use or function. For example, colors and decorative touches that make a nursery a child's delight would be totally out of place in an entrance hall. And, to cite a few exterior cases, it is even possible to put decoration in an entrance hall that might not meet exterior standards for, let us say, a breakfast nook. Present-day custom

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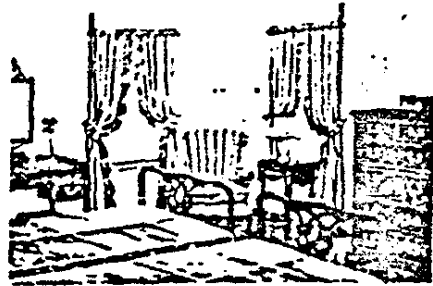
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no style in modifying these differences to some extent. A few years back, no one could imagine a bathroom as Art Deco, painted other than pure white or light pastels, but now there is no such limit to the colors that are in good taste for these rooms.

Another consideration is the size and shape of the room. Large rooms will take darker hues that would make a small room seem choked in and depressing. A low ceiling calls for color treatment that, to the eye, will suggest increased height. Rooms with alcoves or no less perfect structural color arrangements. A lighting ceiling can acquire rather a different decoration from the usual flat ceiling.

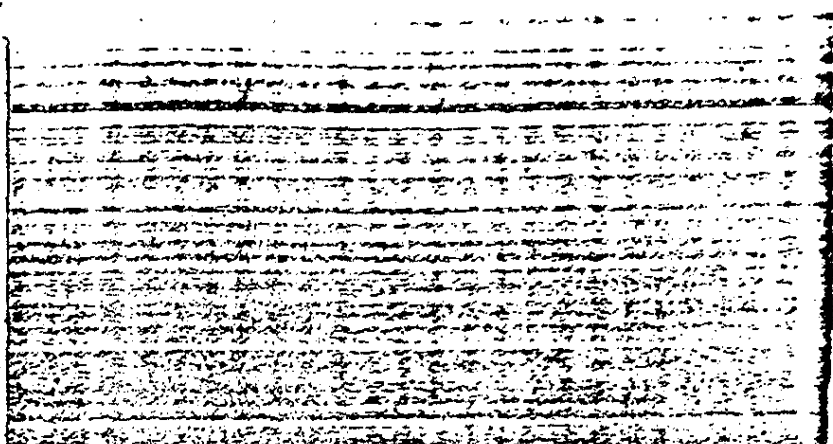
The amount and the quality of natural light in a room have a bearing on its color treatment; that is, whether it is mostly bright sunlight from a south or west exposure or the cooler, less intense light from a northern exposure. If the room is too bright during daylight hours, either because of many windows or direct sunlight, color can help somewhat, and the proper selection of color can give the effect of "softening" a room that has a northern exposure. The city apartment with light shut off by a neighboring building can be so decorated that the handicap is at



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ENTRANCE



lead partially or even, in the house where the interior lighting is diffused and shaded by outside foliage can be covered up with the proper color.

The reverse is also true. Lightening has an effect on color. A bright color in bright, direct light will not seem the same color in a softened, diffused light or vice versa. So to sure the color is selected in the light where it is to be used or disappointments may follow.

With the interior, even more than with the exterior of the house, it is important to choose colors that like the the average, most people spend the larger share of their life within the walls of their houses so it is important that these walls are decorated with colors that they enjoy. If one is partial to bright colors they should be worked into the decorative treatment. If the colors are preferred, place them on the larger areas and combine bright colors in small spots.

Many people, when considering the decoration of an entire house or an entire house are puzzled by the possible effect of one color scheme on another as seen from adjoining rooms. To help with this problem, however, in most houses it is impossible to consider each room as a separate unit, so when on the two previous pages a sample of house interior consisting of entrance hall, living room, dining room, kitchen, bedroom and nursery, these rooms are decorated in such a manner that the scheme in each one, although quite individual in itself, goes well with that of the room immediately adjoining it.

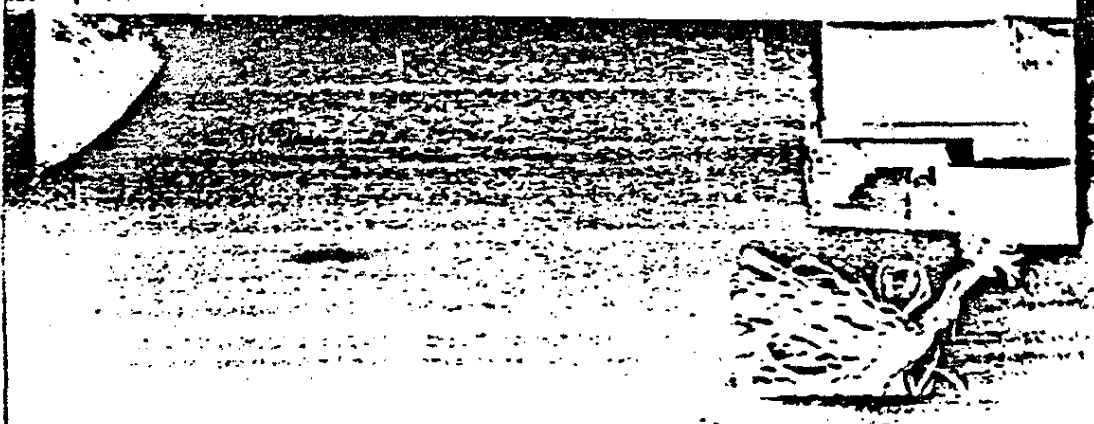
The entrance hall has given valuable to complement the warm red color tone of the carpet. The vertical painted stripe treatment on either side of the mirror increases the feeling of height in the room, as well as making the grouping of furniture

show a love. White for the wood trim lends a bright touch to offset the depth of the other colors.

At the same time, the white trim carries through into the adjoining living room where the cool green of the star hall is properly balanced by the warm one that comprises the side wall treatment. The inside of the book shelf unit is carried out in a blue to match that of the rug and drapes. A simple stencil design frames the niche in a slightly darker shade of the wall color.

The action on the covered wall in the dining room and repeated in the design is a complement of the blue which is so prominently found in the adjoining living room. Also it adds pleasing contrast to the red laid out on the side walls of the dining room.

It should be noted that in all three of these first three rooms, the woodwork has been painted the same color, white. The other rooms, too, have all



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been treated in the same manner. This is an excellent means of adding to the decorative unity of the various schemes.

The kitchen, although it is a part of the first floor group, is normally closed off from adjoining rooms. Therefore, it may be devoted to a separate unit without much risk of color clash. Nevertheless, it is well to have some relation. In the kitchen shown here the green found in the dining room is carried over to the linens and ending and used for decorative spots on the equipment.

To go to the second floor, the bedroom opening off the green painted stair hall is treated in a pale-bronze yellow, which gives a harmony of sequence. The solid wall color is now overtaken by the introduction of a spot color, forming a miniature dropped motif.

The use to which a nursery is put is responsible for a selection of

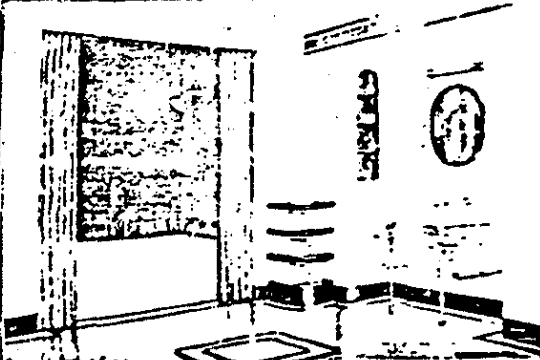
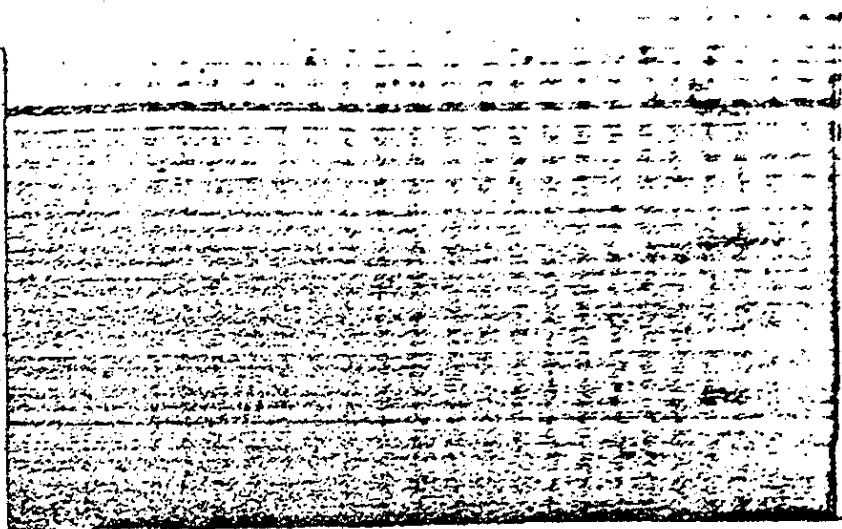
colors that are more likely to withstand the hands of small and repeat than are the delicate tints on the bedroom. However, the bronze yellow of the bedroom is repeated in the curtain blind and lampshade. The treatment of the nursery also demonstrates how painted spot attracts and interest.

Color and paint can serve the very useful purpose of bringing a room, no matter what its present furnishings, into the mode of today.

As an example of how this can be done let us take the dining room shown here. The furniture goes back to the 18th century for its design but



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more than, without changing any of the furnishings, paint has created a distinctly modern effect in this room. The fairly dark wall color plus the dark green in the corner cupboard, referred to just the right extent by white banding lines and a simple streak around the ceiling line, all con-

tribute to a decoration that bridges the gap between a former period and today's style.

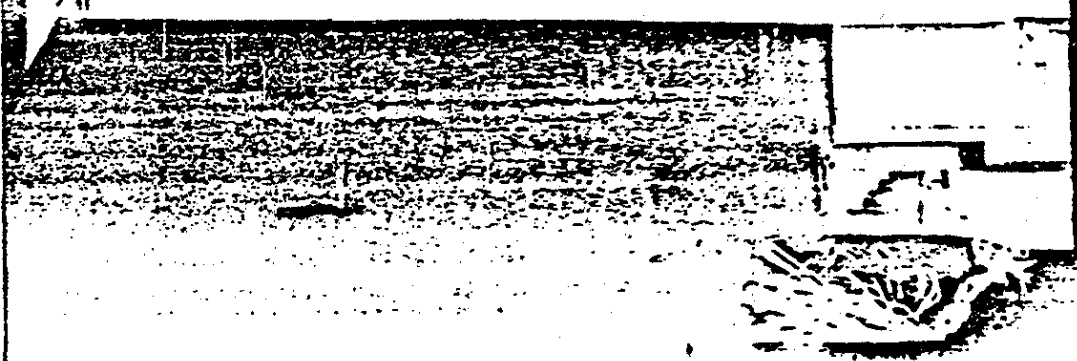
And here on these two pages is a direct comparison. There is no question that the bath door in red and black is decorated in the modern manner, as it should be with the latest

type fixtures and equipment.

Not just because your bathroom equipment may look more like that in the picture on the right does not mean that the room cannot be styled with paint. The scheme shown here starts with the white tile as a basis because that is a feature which cannot be altered without considerable expense. The blue was employed because, in this rather small room, it creates the needed effect of distance. The polsters on either side of the mirror are done entirely with paint on the plain wall - no construction whatever is employed. By their color form they add considerably to the modern feeling of this room as well as to its individuality.

Much individuality and decorative interest can be achieved by "color treating" various structural parts of the interior.

Some of the opportunities for the constructive use of paint and color



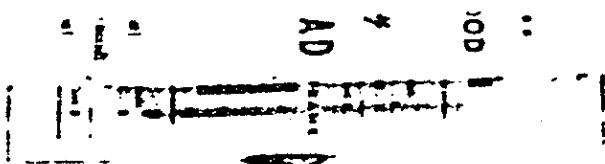
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are here suggested. This discussion is intended, not as an exhaustive treatment of the subject, but merely as inspiration for every reader to look around in his own home and select under areas and structural spots to be emphasized in some suitable color.

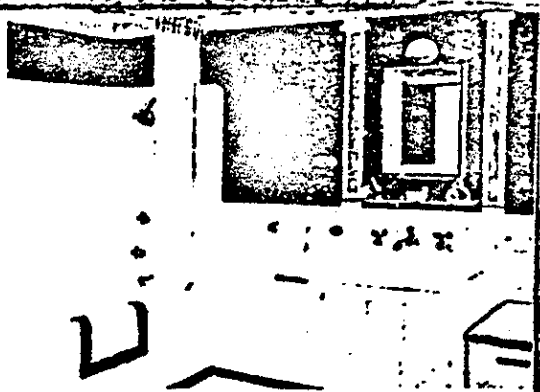
Recessed portions of the wall always afford an interesting field for color experimentation. One is the space around a shelf employed for decorative pottery or books. The recessed portion of this can be painted a color to give pleasing contrast with the wall. Then a simple pointed stencil, in a darker shade of the wall color, can be used to frame the exposed. Paint is far less expensive than a constructed frame of some material like wood, that might be used to achieve the same effect.

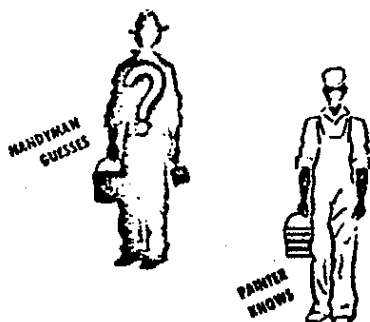
The recessed above large enough for a vanity might be interestingly decorated with a pointed stencil motif that could be adapted from

a flowered curtain used on the table.

There are likely units for decorative interest. Horizontal panels with a gradation of color from top to bottom, a stencilled design over the door, or on the door itself, are methods sometimes used.

Two methods of treating corner shelves are painting the underside of the shelves in a contrasting but harmonious color to that used for the wall and employing triangular spots of painted color to tie the three shelves together as one unit.





SELECT A PAINTER . . .



WHO'S TO DO THE JOB?

If there were no more to painting than covering the surface you could get anybody to do it. Then, the less you paid for the labor the better off you would be. But painting isn't simply covering the surface with a substance called paint. Painting is an acquired art. It is acquired through training under competent supervision, through study of good practice and through experience of knowing what to do and how to do it.

Painting will never be a standardized affair. There are too many variable factors that affect the finished result and that influence the life of the paint job. Humidity, kind of surface, condition of surface, time of year, amount of sunlight are just a few of the elements whose effects must be known before a man is qualified to say he is a painter.

If you do not know the painter soliciting your patronage, either through work he has done for you before or through work he has done for your friends or neighbors, take the trouble to check his references. Talk with the people he has worked for. Make sure that he is reputable—that he is a competent craftsman.

When it comes to the estimate, there are some things that should be mutually understood between you and your painter.

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J. Boy
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This is the best way to avoid the possibility of future controversy. First, be sure the estimate covers everything that you want painted - the house itself including sash and trim, the roof, the blinds, the screens, the leaders and gutters, the garage, fences, bellows, porches--and that the number of coats on each is specified.

Also, discuss with him what allowance has been made for preparation - priming the surface ready for painting. By this we mean such things as sandpapering and dusting off the surface to be painted; cleaning out gutters; nailing down loose clapboards and shingles; replacing any small pieces that may be missing; scraping off any loose paint; touching up bare spots; removing loose putty from sash; or burning and scraping off all the old paint if the surface is blistered or cracked.

Let us emphasize strongly the importance of having definite specifications. Specify the surfaces to be painted, the number of coats and the Dutch Boy materials to be used. And, in this latter case, if you are to know that the materials are what they are supposed to be, they should be delivered to the job in their original containers, sealed and with their labels plainly in evidence. Take the slight trouble to check up on this. The reputable painter will not be offended by your carefulness. It is as much to his interest as to yours to have this point well verified while the job is in progress.

BE SURE ESTIMATE COVERS EVERYTHING



THAT NUMBER OF COATS ARE SPECIFIED



THAT SURFACE PREPARATION IS INCLUDED



ACCURATE SPECIFICATIONS AND CAREFUL WORKMANSHIP BRING SATISFACTION

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It's not until a lot of surface operations is completed, it was said, the deep water operations can down to the ocean bottom. Besides, you get the ground operations of also having a few landing bays that either could be used as temporary landings. It says you must be put all what should be put on.

And who can do, talk over the job with him. I was
the estimate. He says it costs something the same
as I, with, from, and, blood, a few, to do and given,
of 22, lower, northern, perhaps and that the number
of units are up to 100,000. He is better acquainted
with the number of men and the material to be used.

Put your faith in a point that has generations of sorrowful men behind it. There's certainly nothing wrong with penitence but remember that your penitence is alone limited on your moral and moral in a point in general to the past and not the future. Let the future follow the penitence.

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45...
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Boy
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that will save you money

the Dutch Boy line

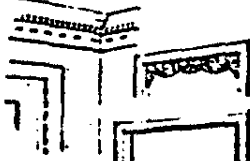


Inside the House

It is surprising how many changes can be made inside the house almost entirely through the use of paint. Here are a handful of ways to achieve these goals when certain construction materials are difficult or impossible to alter.

On these two pages are a few suggestions of ways in which paint can be used to modernize and to change the appearance of the house without ill cost, no paint is better for this purpose than pure white lead and only because of its natural beauty but because it is sturdy and can be kept clean and attractive.

Simplify Woodwork



It may seem that the "simplified design" has been to leave prominent moldings and carvings, paint the wood the same color as the walls. This will greatly reduce the complexity of the room.

In other houses it can be used to give a quiet

look of lower wall work and wood paneling, such as in an entrance between two rooms. The new freedom to cut out all of the old and ugly, necessary and elegant. It will also give all the look of your house.

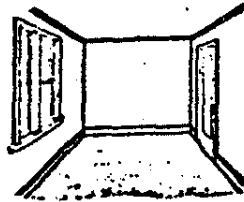
Remove Panels

By simply taping off applied paint could help achieving up one better and surprising a



many that it can be done and hard to believe can be transformed into a new interior. The thing with the panel work will not only greatly improve the appearance of the room but also make it possible to rewrap the furniture without regard to board panel work.

Improve Proportion



The room that is temporarily long and narrow can have its proportions apparently changed simply through the use of paint and color. This is a simple and rapid improvement rather than a physical change that the owner must live with.

To accomplish this effect use a light, cool, neutral color on the two long walls. For example, a light blue-grey might be the paint color for these surfaces. The remaining two walls should be painted with a warmer and darker tone such as a burgundy red.

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Too Low or Too High?



How open your door through which you have an interesting view of an especially interesting or famous building?

If a low window must be a picture window, choose it and raise the wall paper right up to the ceiling line. This gives the window a nearly featureless top and the wall paper the additional help as a low room is to an unusually steeped doorway hanging straight to the floor.

A room with too high a window can be treated in various ways. One method is to run a simple painted board line down around the room at the ceiling line. Or, the window can be painted a darker and warmer color than the wall and the ceiling color raised down to the picture molding.

A third way is particularly suitable for a dining room or hall where a window can be appropriately used. In this case the window should



be painted a darker and different color from the wall and the ceiling treated in the same color as the window except for making a small dark line.

A New Room?



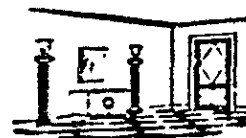
If you have a large room in your apartment building or especially convenient space, you can turn it into an extremely good room. Simply change the opening to the full width of the room and with paint and draperies make it into a color and treatment alone.

There are many other solutions that can be made to make each room without structural changes at all. For example, an office can be turned into a bedroom by painting the wall to resemble a windowed room. Dressing with stripes or a windowed design.



The illustration below is another example of painted decoration. In this small space, yellow has been painted under the window light, the floor has been painted to represent marble and the door treated to make it a decorative feature. In a room too small to hold furniture, these painted features are enough.

All of these are just suggestions of how you can "build" with paint. There are many other ways that can be applied to each particular room.



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