



Historic

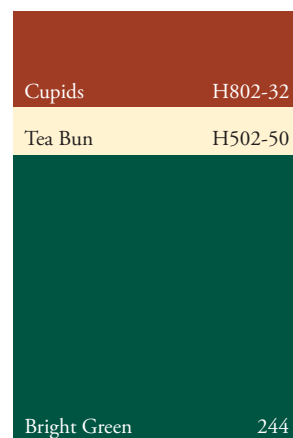
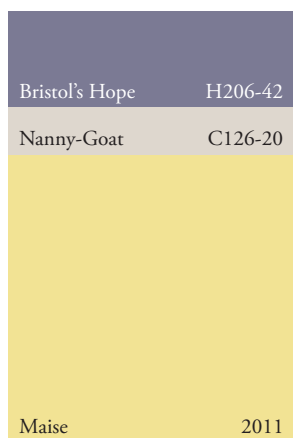
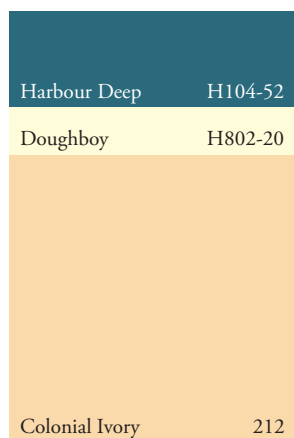
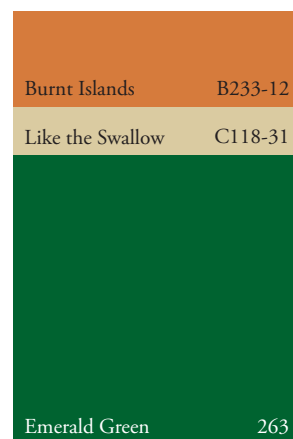
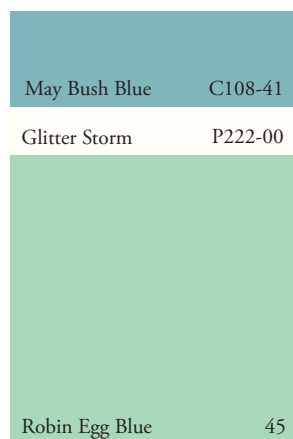
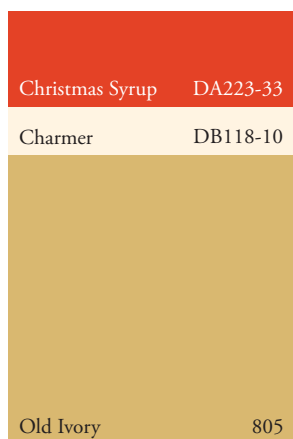
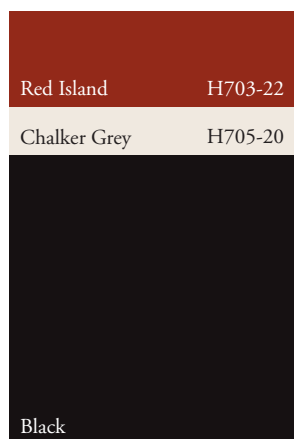
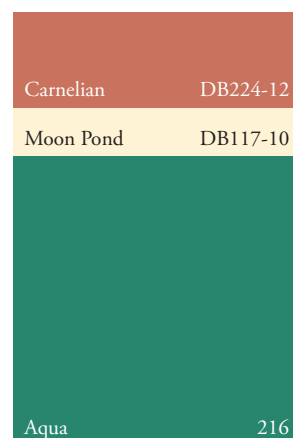
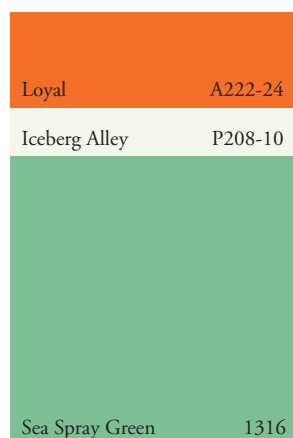
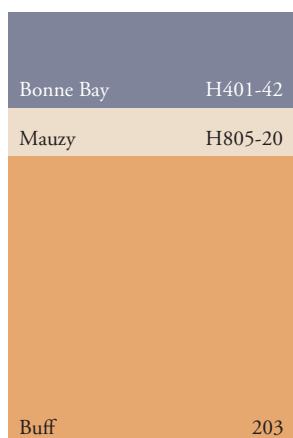
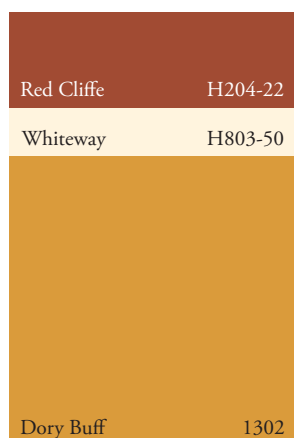
COLOURS OF NEWFOUNDLAND

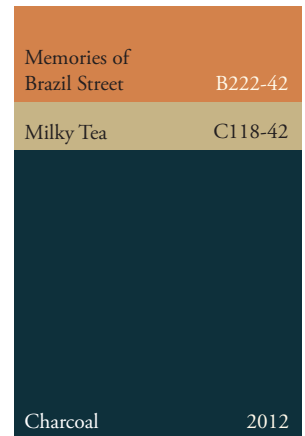
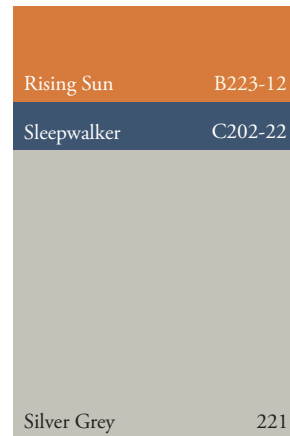
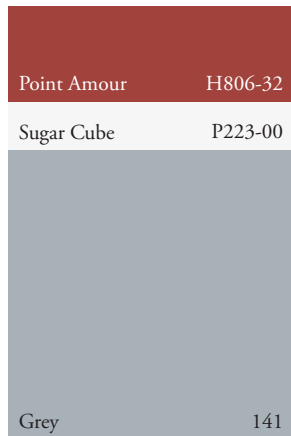
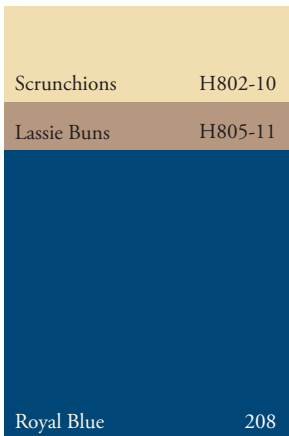
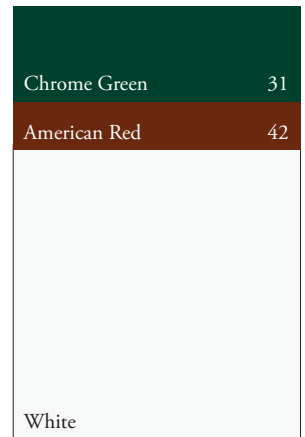
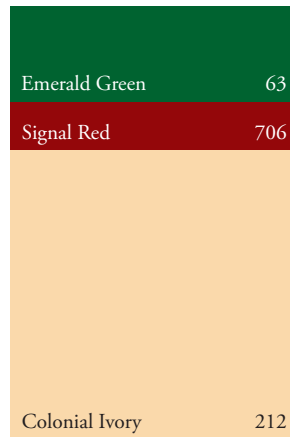
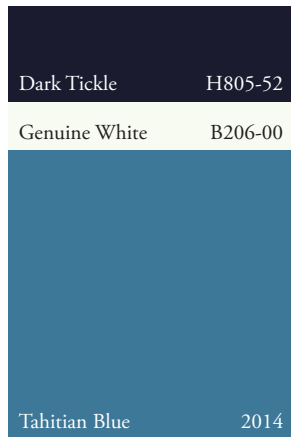
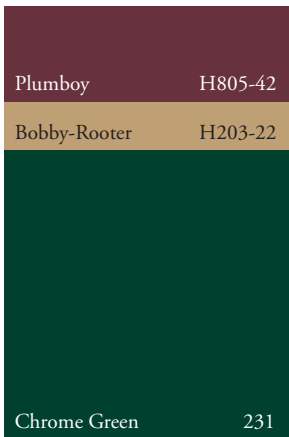




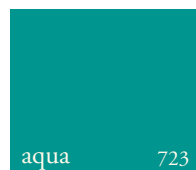
Traditional Palette

Clay Pigeon DB224-32	Heart's Content H701-32	Little Heart's Ease H803-21	Ferryland Downs H204-12
White Gold P210-00	Brushed Cotton C117-10	Misky Rain H803-40	Logy Beige H201-10
American Red 242	Oak Brown 209	Medium Grey 137	Persian Red 2015
Mollyfodge H806-22	Bakeapple Jam H705-52	Heaven's Gate C202-32	Blasty Bough H204-32
Egyptian Cotton C128-10	Sheilagh's Brush H203-30	Crushed Linen C117-31	Bubbly Squall H204-40
Indian Red 277	Sable 2017	Bright Red 1309	Red Ochre
Moldow C206-12	Duntara H705-12	Duckish C128-41	Mussels in the Corner H104-42
Hard Tack H702-50	Snow Dwigh H101-10	Foggy Dew P224-00	Beachy Cove P113-20
Bark 280	Signal Red 702	Cherry Pink 1525	Acorn Brown 104





Jelly Bean Palette



Paint History

Visitors to Newfoundland and Labrador often remark on the brilliantly painted houses and outbuildings. Traditionally, however, the colour palette in use in the province was very limited. In outport communities, most houses were white, with trimwork picked out in one of a very few colours. Stages, stores and netlofts were painted with homemade ochre paint, with trim usually painted white. By the early twentieth century, commercially-made paints became available, particularly with the establishment of the Standard Manufacturing Limited's paint division in 1907.

Standard Manufacturing Ltd. of St. John's was established by Marmaduke Winter in 1902. Originally started as a soap factory, Standard stopped making soap in 1938. In 1949, Newfoundland's entry into Confederation brought a drop in local sales, due to the dropping of import restrictions, but the company also expanded into mainland markets. In 1957 Standard established a distribution base in Dartmouth, Nova Scotia.

Colour choices, however, remained limited, and paint schemes remained fairly simple. In St. John's, downtown row houses were often painted one solid colour, with little attention paid to trimwork. Beyond St. John's, the paint colour of choice for private residences remained white.

Changes to paint technology in the 1950s and 1960s, and the introduction of tintable paint, saw great changes to the paint colours available to homeowners. Urban revitalization in St. John's in the 1970s and 1980s saw the introduction of more vibrant colours from the mainland, and the more widespread use of two-colour and three-colour paint schemes. The "jelly bean row" image of Newfoundland and Labrador is a fairly recent phenomenon, given the long history of painted structures in the province.



Red Ochre



ground ochre through local merchants. Much of this ochre was probably imported from outside of Newfoundland and Labrador.

The dry ochre was mixed with fish oil, seal oil, or sometimes linseed oil to make paint; the smell of ochre paint being prepared is remembered by many. Variations in local recipes, shades of ore, and type of oil resulted in regional colour differences.



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paint chart created with assistance from R A Templeton Ltd. and Société Laurentide

for more paint information: 1-800-567-9481 • www.paintcafe.com

