

COLOURS OF NEWFOUNDLAND



Traditional Palette



Clay Pigeon	DB224-32
White Gold	P210-00
American Red	242
American Red	242

Heart's Content	H701-32
Brushed Cotton	C117-10
Oak Brown	209

Little Heart's Ease	H803-21
Misky Rain	H803-40

Ferryland Downs	H204-12
Logy Beige	H201-10
Persian Red	2015

Mollyfodge	H806-22
Egyptian Cotton	C128-10
Indian Red	277

Bakeapple Jam	H705-52
Sheilagh's Brush	H203-30
Sable	2017

Heaven's Gate	C202-32
Crushed Linen	C117-31
Bright Red	1309

Blasty Bough	H204-32
Bubbly Squall	H204-40
Red Ochre	

Moldow	C206-12
Hard Tack	H702-50
Bark	280

Duntara	H705-12
Snow Dwigh	H101-10
Signal Red	702

Duckish	C128-41
Foggy Dew	P224-00
Cherry Pink	1525

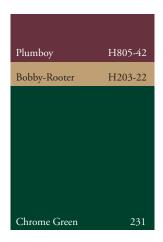
Mussels in the Corn	er H104-42
Beachy Cove	P113-20
Acorn Brown	104

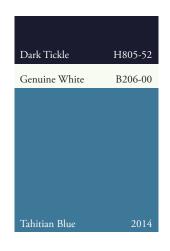




L Cluff	1120/22	ח	11/01/2		1000
Red Cliffe	H204-22	Bonne Bay	H401-42	Loyal	A222-24
Whiteway	H803-50	Mauzy	H805-20	Iceberg Alley	P208-10
Dory Buff	1302	Buff	203	Sea Spray Green	1316
Red Island	H703-22	Christmas Syrup	DA223-33	May Bush Blue	C108-41
Chalker Grey	H705-20	Charmer	DB118-10	Glitter Storm	P222-00
Black		Old Ivory	805	Robin Egg Blue	45
Harbour Deep	H104-52	Bristol's Hope	H206-42	Belgian Chocolate	C228-22
Doughboy	H802-20	Nanny-Goat	C126-20	Haystack	H103-30
Colonial Ivory	212	Maise	2011	Turquoise	116



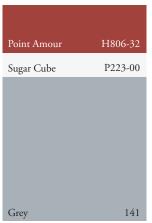




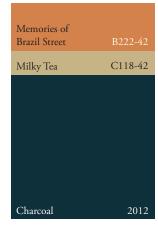
Emerald Green	63
Signal Red	706
Colonial Ivory	212



Scrunchions	H802-10
Lassie Buns	H805-11
Royal Blue	208



Rising Sun	B223-12
Sleepwalker	C202-22



Jelly Bean Palette













Paint History

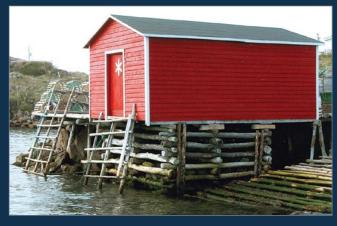
isitors to Newfoundland and Labrador often remark on the brilliantly painted houses and outbuildings. Traditionally, however, the colour palette in use in the province was very limited. In outport communities, most houses were white, with trimwork picked out in one of a very few colours. Stages, stores 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.





chre is a substance composed of powdered hematite, or iron ore. The word "ochre" comes from the Greek meaning "pale yellow," and it can range in colour from orange to yellow, and from brown to red. Deposits of ochre are found throughout Newfoundland, notably near Fortune Harbour and at Ochre Pit Cove. While earliest settlers may have used locally collected ochre, people were later able to purchase pre-

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

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