

Green

. . . restful as a wooded glen . . .

color counsel

Why not take advantage of this consulting service—a service that is being successfully used by many hospitals throughout the country? Write to the Department of Color Research and Decoration in care of the nearest branch.



INTO the sick room like a breath of the great outdoors . . . so comes color into the hospitals of today.

Hospital authorities appreciate the beneficial effects of color on the mind and emotions of the sick.

Color influences everyone. Some colors soothe, some depress, some inspire. And especially do they influence sick folks when morale is low.

That is why, in modern hospitals, color is replacing the cheerless white walls of the past.

Certain greens, for example, are restful and ideal for use in special rooms for highly nervous patients. So, too, with other colors . . . red for warmth, gray for quiet, etc.

Every hospital room, however, is a color problem by itself. Size, illumination, exposure and purpose must be considered. Our Department of Color Research and Decoration has made a thorough study of hospital decoration and will gladly help you select the appropriate color scheme for any room in your hospital, or for the entire building. This service is given without cost to hospital executives and architects.

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