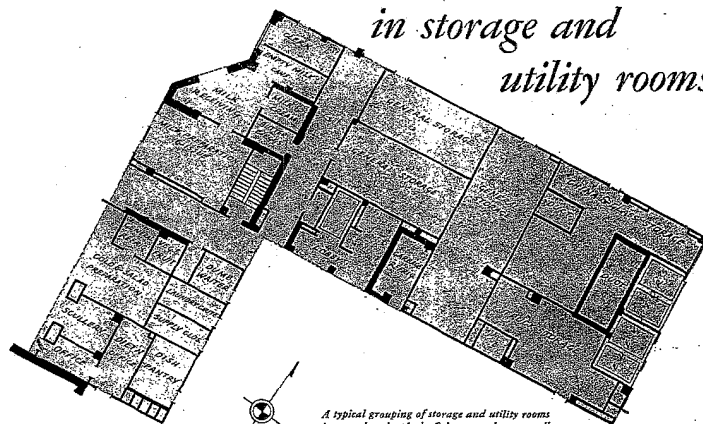


COLOR

*in storage and
utility rooms?*



*A typical grouping of storage and utility rooms
in a modern hospital. Color serves here as well
as in other parts of the building*

*... Yes, the proper
color treatment of walls and
ceilings serves a purpose
here as well as in other parts
of the hospital*

IN THE march of color throughout the modern hospital no group of rooms need be omitted. The color may be chosen for its influence on patients and staff or for its utilitarian value. But wherever it is properly chosen its value far outweighs that of cheerless, cold, negative, institutional-looking white once used universally.

Even in the group of storage and utility rooms color serves a purpose. A buff for walls and ceilings and a dark tan dado are recommended and used frequently. These rooms are usually dependent on artificial illumination. A color on a light buff order provides a sufficiently high reflection factor to give greater room-brightness.

Shelves and cupboards not in natural wood color can be painted the deep tan color used for the lower part of the wall. This darker color helps to con-

ceal the mechanical injury to which this portion of the wall is subjected.

Two Questions to Answer

There are two problems that come first in your use of color. What color will dominate in the treatment of walls and ceiling in any room—or group of rooms? And, then, what tint or shade of that color should you use to treat the desired mental impression or to accomplish the utilitarian effect?

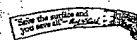
The answers to these questions depend on several important factors—such as the natural illumination in the room, the use of the room, its relation to nearby rooms, and its height and size.

To help you in selecting the detailed color treatments and in suggesting the proper tints and shades, we have a Department of Decoration and Color Research. This department has been of service to many hospital superintendents, architects and hospital boards. If you state your color problems, as many hospitals throughout the country have already done, you will receive without

charge complete help, which includes definite recommendations as to the proper colors to use, the correct tints and shades of those colors; and actual paint formulas to aid in producing the desired treatments.

By using flat paint, made with Dutch Boy white-lead and Dutch Boy flattening oil, you can easily carry out the recommended treatments exactly. The resulting finishes reflect light without glare. They are washable, sanitary, long-lasting—and, therefore, economical.

To obtain the cooperation of our Department of Color Research and Decoration, simply write to it in care of our nearest branch.



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