

COLOR

And how to select it for private rooms

Interesting treatments are possible that create environment favorable to the patient's peace of mind and speedy convalescence. Choice of colors depends on several important factors.

THE tide of color continues its sweep through the modern hospital. In private rooms, especially, is it transforming the traditional institutional aspect and creating interiors that in appearance and atmosphere suggest sections of a well-appointed club or hotel.

In these private rooms variety and individuality of color treatment have replaced the monotonous repetition of white . . . and have done so without throwing overboard any part of the sanitary code. Color has softened the marks of harsh efficiency and mere utility.

Modern thought recognizes the value of color in the hospital. The question at once becomes more specific. What colors are the best to use to gain the desired favorable atmosphere in private rooms?

Colors for private rooms

For walls, ceilings and wood trim there are several suitable colors and color combinations. Grays have been used, as have buffs, greens and green grays. But selection of the proper predominating color is only the first step. The real problem arises in the choice of the correct tints or shades of the selected color. And that depends on important factors, such as the natural illumination in the room, the use to which the room is put, its relation to other rooms in the group, and its height and size.

Take just the illumination factor. Where private rooms face the south, a gray may be desirable to

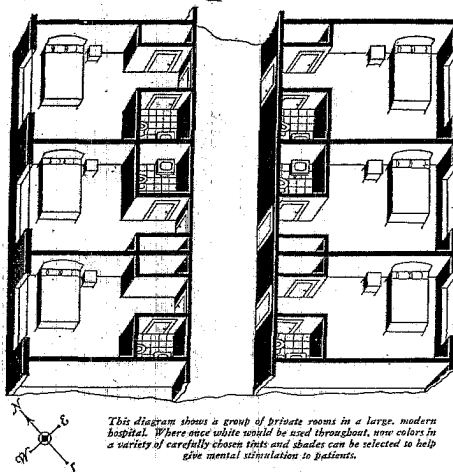
offset glaring, brilliant sunlight. For rooms with a northern exposure, a warm buff aids the natural illumination and relieves the coldness of the light. For rooms with western or eastern exposure, a green or green gray is ideal.

Another point to decide is whether to keep side walls perfectly plain or to decorate them with figured finishes, stipping effects, or stencilled designs that give further opportunity for variety in the treatment of many rooms on the same floor.

It is in planning the detailed treatments and in suggesting the proper tints and shades that our Department of Color Research and Decoration can be of service to hospital superintendents, architects and 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.



This diagram shows a group of private rooms in a large, modern hospital. Where once white would be used throughout, now colors in a variety of carefully chosen tints and shades can be selected to help give mental stimulation to patients.



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