

WHAT COLORS

for Reception and Administration Rooms?

The answer is to be found in colors that create a feeling of friendliness and hope . . . that banish the institutional atmosphere.

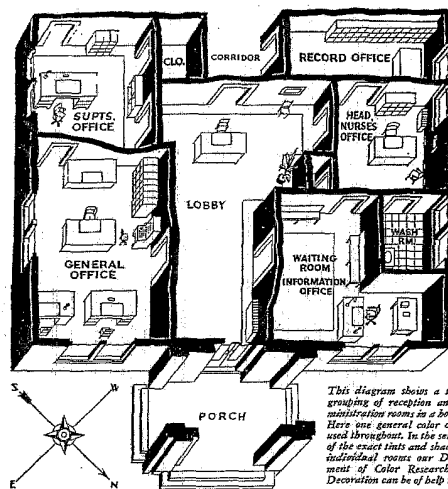
RIGHT inside the main entrance . . . the reception and administration group of rooms . . . is a logical place to begin in considering what colors to use in hospital interiors. These rooms, separately or as a group, are the first rooms seen by visitors. They should create a favorable impression of the hospital and, insofar as it is possible, induce feelings of friendliness, courage and hope in the minds of worried and anxious friends and relatives. But how can this be done?

Here is where color plays an important role. By using skillfully selected tints and shades of the proper colors on walls, woodwork and ceilings, you can go far towards solving the problem of creating a favorable atmosphere.

Several suitable colors

A number of colors are suitable for use generally throughout the reception and administration group—yellow, buff, tan, light gray, or gray green. After the selection of one of these, however, comes the real problem which is to choose the correct tint or shade for each room. This selection depends on definite factors—the amount of natural illumination, the use to which the room is put, its relation to other rooms in the group, its height and size.

For instance, the head nurse's office, the waiting room and general office shown above have northern and eastern exposures. Therefore, the lighter, brighter, warmer tints of a color should be employed here to aid natural illumination. Rooms with southern exposure would take darker shades of color to reduce glare from brilliant sunlight.



This diagram shows a typical grouping of reception and administration rooms in a hospital. Here one general color can be used throughout. In the selection of the exact tints and shades for individual rooms our Department of Color Research and Decoration can be of help to you.

Another consideration is that the use to which a room is put determines whether other than a plain treatment is permissible. In the waiting room, for example, more elaborate treatments such as blended and figured effects are appropriate and decidedly helpful in producing the proper atmosphere.

Color service for hospitals

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 flaking 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 co-operation of our Department of Color Research and Decoration, simply write to it in care of our nearest branch.

Save the wallpaper and you save all the trouble!



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