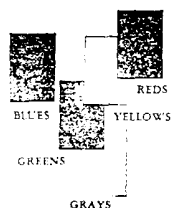


Color....

NOTE: The new note in modern hospitals is *More Color*. The use of tints and shades on walls and ceilings, in draperies and other furnishings in leading institutions is no longer a question for discussion. It is a fact. And from the use of certain colors has come proof to replace theories and beliefs about their therapeutic value. This article and others to follow are written to help spread knowledge of what has already been done in hospitals in putting colors on walls and ceilings and wood trim.



the new note in the modern hospital

Reds, yellows, grays, greens, and blues have important place in modern interior decoration. Reasons for their use on walls, ceilings and woodwork



COLORS have come to stay in the hospital. At first, the use of color was an experiment—a test of a theory.

Today hospitals throughout the country accept color as an aid in interior decoration, especially of walls, ceilings and woodwork.

There are two reasons for this already widespread acceptance of color. The first is the scientific fact that certain colors have definite value in helping to hasten the mental and physical recovery of patients. A green, for example, when used on walls, tends to exert a quieting, soothing influence on the minds of highly nervous and excited patients.

A yellow helps to produce a feeling of new cheerfulness and courage in the minds of patients who have become depressed and melancholy, and pessimistic of their future recovery.

Colored walls as sanitary as white

The second reason for the readier acceptance of color today is the realization that white surfaces are not absolutely necessary to sanitation even where there are the most rigid requirements. By selecting pure lead paint, made with Dutch Boy white-lead and Dutch Boy flaking oil, and coloring it, a durable, as well as a very beautiful and economical interior finish is obtained, which can be washed and cleaned as often as necessary without injuring the paint.

Where to use these colors?

The answer is found in the greens already used in wards and rooms for nervous, high-strung patients; in the yellows on walls and ceilings of reception rooms, convalescent wards and rooms for the hospital staff (nurses especially); in the grays of operating rooms; and in the reds used for interiors of X-ray rooms,

the deep therapy rooms, fluoroscopic and developing rooms, and radiographic rooms.

Aid in selecting colors

To work with those hospitals which have problems in the selection and use of the proper colors for a single room or the entire building, National Lead Company has established a Department of Color Research and Decoration. This department has already served nearly 600 hospitals of all types throughout the country through superintendents, hospital boards and architects. Its specialists are equipped to give most careful study to each particular problem because the many factors to be considered will differ in every room and ward and hospital. In addition to recommending the proper colors, this Department prepares paint specifications, paint formulas and actual color samples of the recommended colors.



If you wish further information on how the Department of Color Research and Decoration can help you select and use the proper colors, address it in care of our nearest branch. Future articles in this series will discuss in more detail why certain hospitals selected particular colors for different rooms and wards.

NEARLY 600 HOSPITALS

have been furnished with color treatments recommended by National Lead Company's Department of Color Research and Decoration. The following hospitals are taken at random from the list:

Michael Reese Hospital, Chicago, Ill.
Chicago Lying-In Hospital, Chicago, Ill.
Michigan State Sanitarium, Howell, Mich.
Hudson County Hospital, Jersey City, N. J.
Clearfield Maternity Unit, Clearfield, Pa.
Vermont State Hospital for Insane, Waterbury, Vt.
Brooklyn State Hospital (Creedmore Div.), Creedmore, L. I.
Children's Hospital and Nurses' Home, Los Angeles, Cal.
Walter Reed General Hospital, Washington, D.C.



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New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 235 Montgomery St.

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