

Glowing Stimulating

RED

A color so forceful is used
only in special rooms

Note. Hospital authorities are exercising more and more care today in the selection of the proper colors for decorating interiors. With that in mind this article and others to follow have been written. Future pages will discuss the uses to which green, white and gray have already been put. These articles have been prepared by M. Rea Paul, consulting colorist of National Lead Co.

INTERSE red can be as harmful in its way as glaring white on hospital walls and ceilings. Because white produces a feeling of coldness and depression, it is being avoided by many hospitals of the country. Because red in its fully saturated state creates a feeling of irritation and excitement in the patient's mind, it also is unsuited for general hospital use.

But because of its tendency to produce a stimulating effect on the mind, red has found its way into special rooms in many hospitals. The room into which melancholy patients are temporarily placed is an example. The red used is not an intense red but one modified by admixture with other colors. The predominating hue is red still, but it is limited in its ability to arouse irritation.

In these rooms for melancholy patients pure white-lead, such as Dutch Boy white-lead, is tinted with red and small amounts of yellow and such other tints as are necessary to give side walls the required red tinge. Patients are exposed to the atmosphere created by this color for a short time and are then removed to their regular wards.

Red in X-Ray room

ANOTHER place in which red is frequently used by modern hospitals is on the walls of the X-Ray room. The color is a violet-red, with the red predominating. Here again a too strong color is avoided. When properly neutralized the violet-red has proved ideal because of its low light-absorption factor. The subdued violet tone exerts a quieting effect on the patient. The amount of deep red in the mixture is just enough to offset any depressing quality the violet may have.

All colors in which red is the predominating hue

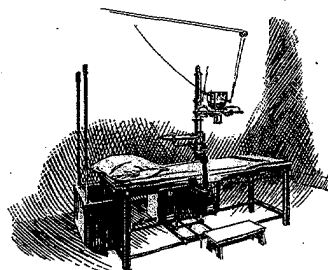
interiors of your hospital may necessitate lighter or darker tints or shades than the same interiors in another. All that we can do here is to suggest the possible uses of a color which should be modified to suit conditions varying according to illumination, the size of the room, and the use to which the room is put. It is inadvisable to adopt any particular color treatment for any part of your hospital simply because other hospitals have used it or because it is recommended as standard.

Specialists at your service

YOU can with no expense obtain the co-operation of our Department of Decoration in selecting the proper colors for any room in your hospital or for the entire building.

The men in this department have made a special study of hospital decoration and the therapeutic value attributed to color. They are working today with hospital administration boards, superintendents and architects on the subject, preparing paint specifications, paint formulas and actual color samples.

More than 200 hospitals throughout the country are successfully using the color treatments recommended by the department. If you wish for further information regarding the way in which the department can be of service to you, write to the Department of Decoration in care of our nearest branch.



NATIONAL LEAD COMPANY

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This advertisement appears in the following publication:—
Page—Modern Hospital—Jan.

