

Note. Men and women are affected by their surroundings. Their minds are likely to be especially susceptible to impressions received in a hospital. Unpleasant mental reactions—often having a harmful effect on the physical recovery of a patient—can be overcome to a large

extent by the physical appearance of hospital interiors in general—by the color treatment of walls and ceilings in particular. This article, with others to follow, discusses color and its probable influence on the minds of the various groups of individuals in the hospital.

No. 1 *The Visitor*

Where visitors enter with their hopes and fears.. C O L O R

THE hospital reception room is a portrait gallery of the emotions. On the faces of visitors one sees depicted surging hope, depressing fear, hidden tears. Fear stamps the face of a mother. Hope flashes across the countenance of a father.

These people need help—for their own peace of mind and for the good of the patients they visit. Help can be given them by creating a pleasant, cheerful atmosphere in the reception room with the proper colors.

Leading hospital superintendents have proved this fact, that the right colors on walls and ceilings tend to produce a positive, beneficial influence on the minds of those who see them. They found that different colors tended to produce different effects—that the use of tints and shades of those colors intensified or subdued those effects. Then they learned they could obtain the exact tint or shade they desired with paint made of Dutch Boy white-lead and Dutch Boy flatting oil—a paint that is durable, washable, economical in every way.

Warmth plus brightness

The first point for you to decide in selecting the colors for reception room walls and ceilings is, "What effect should we desire to produce on the visitor?" One that will be stimulating, cheering, encouraging, of course. Sunshine is nature's most cheerful color. It radiates warmth and encouragement. So nothing is more natural than that yellow, the sunshine color, should be



selected usually as a basis for the wall decoration.

Next, "What tint or shade of yellow should be used?" That depends on the reception room itself, its location, the amount of natural illumination it receives, its size and relation to other rooms and corridors. This selection is often wisely left to specialists in color treatments for hospital interiors.

In the Department of Decoration of National Lead Company are men who have made a special study of hospital decoration and the therapeutic value attributed to colors. They are working today with hospital administration boards, superintendents and architects, preparing paint specifications, painting formulas and color samples.

They have recommended color treatments for reception rooms and other parts of the hospital for institutions in nearly every state of the Union.

What one hospital uses

One color treatment recommended by the specialists of the Department of Decoration for the reception room and actually used by a hospital is the following:

For the ceiling—A light yellow just off white, made by adding French ochre to Dutch Boy white-lead.

For side walls—A buff, made by mixing chrome yellow, Venetian red and lamp-black medium with Dutch Boy white-lead.

For the trim—A light yellow, darker than the ceiling tint, the result of mixing medium chrome yellow and French ochre with Dutch Boy white-lead.

Although this has been used, it would be most unwise to assume that your reception room should receive the same treatment. Conditions vary in every hospital and separate recommendations should be made for each. One room may necessitate the use of a lighter tint; another may demand a darker treatment. No matter what tint or shade you require, you can always obtain it easily by adding the proper tinting material to Dutch Boy white-lead paint.

If you have any questions regarding the use or selection of colors in the decoration of any part of your hospital, write our Department of Decoration in care of our nearest branch office. Our color specialists will gladly work with you as they have done with hospital superintendents all over the country.



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