

Psychology Influences

the *World of Color*

Direct "eye-appeal" to home furnishings and food through color urges Dorothy Lee Conquest

AS MECHANICAL developments make possible the use of more color, psychologists have been investigating the field of color preferences. They have found that environment, age, sex and personal interests effect the individual's color preference.

Women generally prefer red, while men favor blue. Athletic types of both sexes like bright crimson; intellectuals prefer quiet blue. Egotists revel in yellow, the convivial glory in orange. Children favor bright colors, while oldsters tend to choose duller hues.

The importance of the application of color has long been recognized in the home. Furnishing, food, equipment and clothing reflect the taste of the home-

toned automobiles are popular. Investigators have found that in the ten cent line, red tooth brushes sell best, while an amber hue boosts the sales of twenty-five cent brushes.

Exploration of color reactions has been profitable to many business enterprises. Packages and the product itself must have eye-appeal. It has been determined that although white eggs have more buying appeal in blue-lined containers, brown eggs sell better in white cartons.

Bed springs sell better if a color other than black. One poultry man declared that chickens lay more eggs if the hen-house is painted white. Theatre producers know that a humorous scene seems even funnier if played under yellow lights, while blue is the staple color for romance.

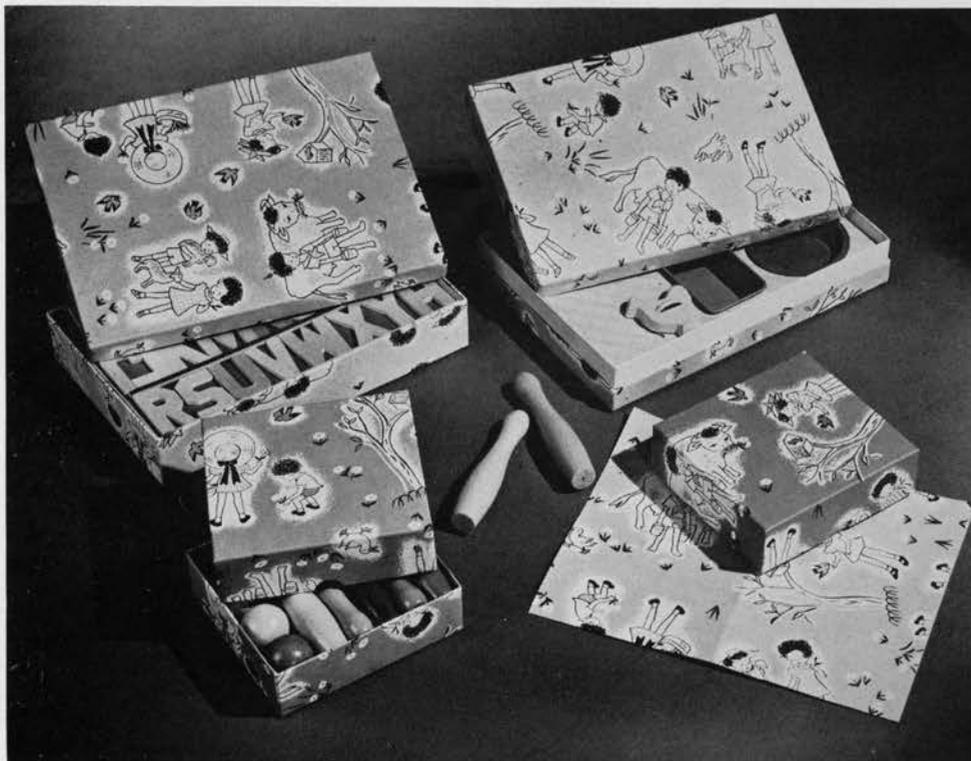
The home should reflect the interests of the whole family in color as well as furnishings. Bright, colorful rooms set the stage for happy times while a room in cool colors provides a restful atmosphere.

Although color trends for bedrooms change every few years, living rooms are more persistent about color. Kitchens have grown away from the utilitarian whiteness of the past. They now reflect the busy actions of the cook in sunny active colors.

There is nowhere a wider use of color for consumer appeal than in the field of fashion. Colors for every season make at least one new outfit four times a year imperative for the fashionable woman. The color matching done by the stores has made the assembling of an outfit in an off shade an easier matter in the last few years. Manufacturers dye their stock to the proper color.

The interior decoration field has also delved into better color matching. Whole rooms are grouped about a basic color scheme. Large stores collect draperies, rugs, wallpapers, upholstering fabrics and accessories in harmonious hues for the consideration of the homemaking consumer.

Manufacturers know color tricks in packaging, too. Rich, simple effects catch the eye of the buyer of expensive products, while for cheaper goods, a more garish, brighter package may be effectually used.



Clear, bright colors delight a child's eye. The cheery color preference of children is reflected in the nursery, where drab playthings are soon pushed aside for books and toys of brilliant hues

maker. Retailers and advertisers recognize the effect of color on the emotions and upon the buyer's mood.

Twenty years have brought a revolution in the color field. In 1919 colored wool blankets were almost a rarity on the market, most fountain pens were black, and an automobile was always black unless ordered specially. Colored tooth brushes were almost unknown.

Now few white wool blankets are seen in the stores. Black fountain pens are poor sellers. Two-