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Psychology Influences the World of Color

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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.

Furnishings, food, equipment and clothing reflect the taste of the home. 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.

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.

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