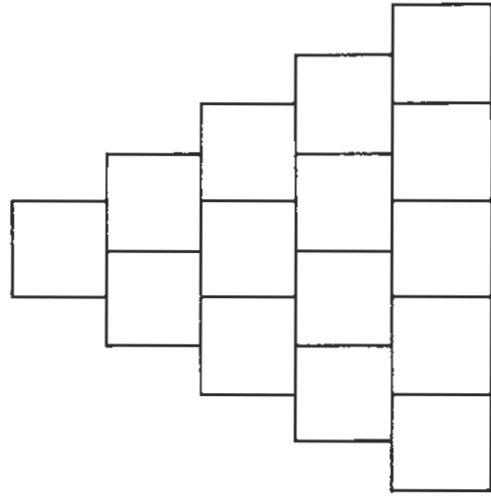


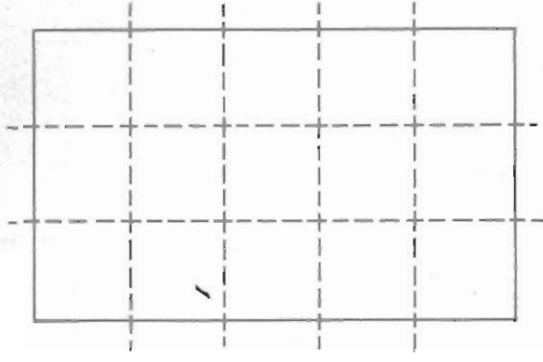
FIND OUT WHAT COLORS SUIT YOU BEST AND LEARN MORE ABOUT YOURSELF WITH THIS NEW COLOR PYRAMID TEST

BY DR. K. WARNER SCHAIK

EDITOR'S NOTE: Dr. K. Warner Schaik is Professor of Psychology and Associate Director for Research at the Ethel Percy Andrus Gerontology Center, at the University of Southern California. He has been researching color and its psychological effects for many years and is author of important papers on the subject and co-author of the book Color and Personality (Hans Huber, Publishers, Bern)



It's no secret that color generates emotion and mood. We respond to sunlight, yellow makes us feel happy. We are refreshed by a summer's day in the country, satisfied by the greens all around us. We experience elation in winter snow, white is somehow exciting. Nature's colors provide us with a boundless kaleidoscope of visual experience, changing our moods and feelings subtly from day to day. When we come to live with color indoors, we should remember that behind four immovable walls, color changes are not so limitless. A blue room with a south-facing window may change in shade according to the light dur-



binations of colors are likely to enhance your life and your feelings.

The color pyramid test devised here is easily done by cutting $\frac{1}{2}$ -inch square pieces of Flouise & Garden Color Chips, above, in the following ten colors:

- TANGERINE • BITTERSWEET •
- CHROME YELLOW •
- GREEN MINT • SPACE BLUE •
- WILD IRIS • SWEET CHOCOLATE •
- OYSTER WHITE •
- MERCURY • CHARCOAL

You must have fifteen pieces of each different

1964). In 1961, with Professor Robert Heiss, he devised the American version of the Color Pyramid Test, which has been successfully employed in psychology since then to define personality traits. This simplified version was specially adapted for *House & Garden readers, making use of the House & Garden Color Chips. Sets of chips (3 by 6 inches) together with a Product Directory (showing you who makes what in which House & Garden Colors) may be ordered on page 195. But if you're impatient to get down to the test right away, you could cut up pieces of color from the House & Garden chart on page 90.*

TANGERINE

If you peaked in *Tangerine*, for example, you are an outgoing rather emotional person. You get very enthused about things but sometimes very upset, too. You act on impulse; satisfying your immediate needs is all important to you. Red people sometimes "see red" as well, in other words, they tend to have a rather explosive temperament. They're strong, definite people in every way.

BITTERSWEET

Bittersweet orange people are extroverts, too, but more people-oriented. They enjoy strong interpersonal relationships and thrive within the comfort and security of the family group. They're gregarious, rather happy characters, move toward others easily.

ing the day, but it is always a blue room. All the more reason, then, for us to know the colors we can live with best, to realize as individuals which emotions we want to experience and derive from our background, and to put those colors around us that are appropriate to our basic needs and temperaments. Since each person's requirements are different, there are no rules to go by. This is why we suggest it may help you to learn which colors are right for you, by doing a simple character test. Your preferences indicated by the test will define your personality and lead you in turn to understand why some particular shades or com-

CHROME YELLOW

Chrome Yellow people tend to be objective and critical and pretty discriminating. They are careful analyzers, so before entering into any relationship they're likely to review exactly what it holds in store. If *Chrome Yellow* is your preference you're probably highly motivated, achievement-conscious, set on moving toward the good things in life, travel, owning a beautiful house, entertaining, collecting together all the things you really want to live with.

MINT GREEN

If you rate high in *Mint Green*, you're sensitive, rather creative, quiet, self-controlled, and civilized. One of your greatest assets is your sense of balance. You are good at making decisions. You need and enjoy relationships and like being deeply involved with other people. On the whole, you are fairly undemanding, making the best of what life brings to you.

SPACE BLUE

If *Space Blue* is your top choice, there's no question about your being highly intelligent. You control your impulses and manage life very well, thinking things out carefully and rationally. If you feel angry, for instance, you might let off emotional steam by playing tennis. You are basically an "inward" reflective, contented character. People admire you for your caution and steadiness.

color (The pyramid has 15 squares and you might want to color it all one color.) When you have your pile of colored squares, look at the pyramid shape on this page, put a color square on each pyramid square and build up a pattern that looks attractive and appeals to you. When you are satisfied with your pyramid, record the number of times you have used each color in the first column of the score chart. Have you scored your colors? Take the squares off the pyramid and start a new one. You may be tempted to rearrange similar colors each time. That doesn't matter. Or you

Assuming you peaked "high" in more than one color, which is quite natural, you should then interpret your personality traits by linking the color profiles together.

If you have checked yourself out and agree with the color profiles, what does all this mean in terms of the colors you're going to live with? We say the colors you peaked high in are, generally speaking, the ones you would be happiest with in your surroundings. Because they best express your personality, you are bound to feel comfortable with them. Your reaction to them is positive. They give you messages that are right for your temperament. You may have often wondered why you prefer white walls to dark ones—or vice versa. The test may have given you the answer.

One more point to consider. It is perfectly possible to use color, Dr. Schaie tells us, to emphasize how you might *like* to be rather than what you think you are. If you feel your personality interferes with your enjoyment of life (say you "see red" too often for your own liking), you may use cool color—a blue, green, or a gray for example—to tone down your environment and placate your personality. "A color scheme that is the opposite of your personality will have a tempering effect," says Dr. Schaie. This is something to

YOUR RATING CHART

	LOW	AVERAGE	HIGH	MARK YOUR RATING
TANGERINE	0 to 3	4 to 11	12+	
BITTERSWEET	0	1 to 6	7+	
CHROME YELLOW	0 to 1	2 to 7	8+	
MINT GREEN	0 to 4	5 to 12	13+	
SPACE BLUE	0 to 4	5 to 11	12+	
WILD IRIS	0	1 to 7	8+	
SWEET CHOCOLATE	0	1 to 6	7+	
OYSTER WHITE	0	0 to 2	3+	
MERCURY	0	0 to 2	3+	
CHARCOAL	0	1 to 6	7+	

YOUR SCORE CHART

	PYRAMID			MARK YOUR TOTAL
	1	2	3	
TANGERINE				
BITTERSWEET				
CHROME YELLOW				
MINT GREEN				
SPACE BLUE				
WILD IRIS				
SWEET CHOCOLATE				
OYSTER WHITE				
MERCURY				
CHARCOAL				

may choose utterly different colors for each into the "low," "average," or "high" categories.

experiment. You should feel free to do whatever you want to do. Record your scores in the column designated for pyramid 2. Then once again, remove all the color chips and build a third pattern, marking your final choices in the column which is designated for pyramid 3.

When you have done your three pyramids, total the number of times you used each of the ten House & Garden Colors in the final column.

Now check your totals with the Rating Chart and see whether your final totals fall

out in the color profiles below.

WILD IRIS
Wild Iris purple people are very interesting personalities—continually questioning, rather emotional, reviewing goals and aims, sometimes unsure of exactly where they are headed. Very often the person who turns up a high purple rating may be in some kind of transitional phase. Many qualities are wrapped up in the purple character, you are probably creative, ambitious, philosophical, and tolerant.

SWEET CHOCOLATE
The Sweet Chocolate preference indicates an unconventional, rather unusual person. You are in no way a conformist. You like to do as you please and dislike rules and regulations. You're probably very expressive, quite creative, but sometimes unpredictable. You are strong but flexible. Some people may envy your versatility and your ability to handle responsibility.

OYSTER WHITE
Oyster White denotes the great individualist. You may sometimes imagine that nobody understands you because you're "so different." You think differently, you're an ideas person and an innovator, generally limitless in ambitions, expansive in every way, stimulating to be in contact with.

MERCURY
People who select *Mercury* are tranquil characters. They're adaptable and may often take their inspiration and direction from others. They're marvelous compromisers, practical, prefer to agree than disagree. If you chose *Mercury* you probably tend to opt for the steady and the sure rather than the exciting and unpredictable.

CHARCOAL
Charcoal as a top preference suggests a pretty strong-minded, persistent character. Your life may not be as exuberant as the red or orange person's, or as intellectual as the yellow or blue, but you will have a sense of satisfaction. You approach relationships and almost everything in life in a very dignified way. You are independent, unafraid of your own company, in fact there are often times when you welcome being alone.