

Gates, Elmer. "The Color Theory of Prof. Gates." *New York World* (April 22, year unknown).

**THE COLOR THEORY OF PROF. GATES.**

*THE REMARKABLE RESULT OF RECENT EXPERIMENTS IN  
COLOR PSYCHOLOGY, CONDUCTED BY  
PROF. ELMER GATES IN HIS LABORATORY IN  
WASHINGTON,  
AS PUBLISHED IN THE NEW YORK WORLD.*

There are certain emotions which retard circulation, respiration, digestion, produce pallor, hasten fatigue, and other emotions which do just the reverse. Fear causes a cold perspiration that differs chemically from that due to joyous labor. Anger fills the mouth with a bitter taste. By training the good emotions life and health are promoted, while the bad emotions shorten life.

Thus, even in its chemical nature, the universe is moral.

Now, recently I have been able to prove that pleasing combinations and contrast of color produce anabolism (or the life-producing force), and that discords of color and unpleasing combinations thereof augment katabolism (the life-destroying force). The conclusion is obvious that colors do this through aesthetic emotions, which, when pleasant, act as all other pleasant emotions, and when unpleasant do as other unpleasant emotions. I have shown that the fatigue point occurs less quickly under emotions due to pleasant colors and more quickly under emotions due to unaesthetic combinations. Thought has no such relations. Colors affect metabolism (the process of physical life) only through emotion, and intellectual states only in so far as they produce emotions.

ELMER GATES,  
Professor of Psychology and Psychurgy. Washington, Jan. 22.