To add color to a black and white image

1. Open image
2. Go to Image → Mode. RGB should be checked. If it isn't select it now.
3. Zoom in on part you want to change color (Control +)
4. Double click on the Quick Mask Mode - Select "selected areas"
5. Use paint brush to paint part that you want colored.
6. Click the Quick Mask again to turn it off. The painted areas should be selected.
7. Go to Layer → New Adjustment Layer → Color Balance.   Click OK
8. Adjust sliders to the color you want. Click OK.
9. Save as a JPEG.