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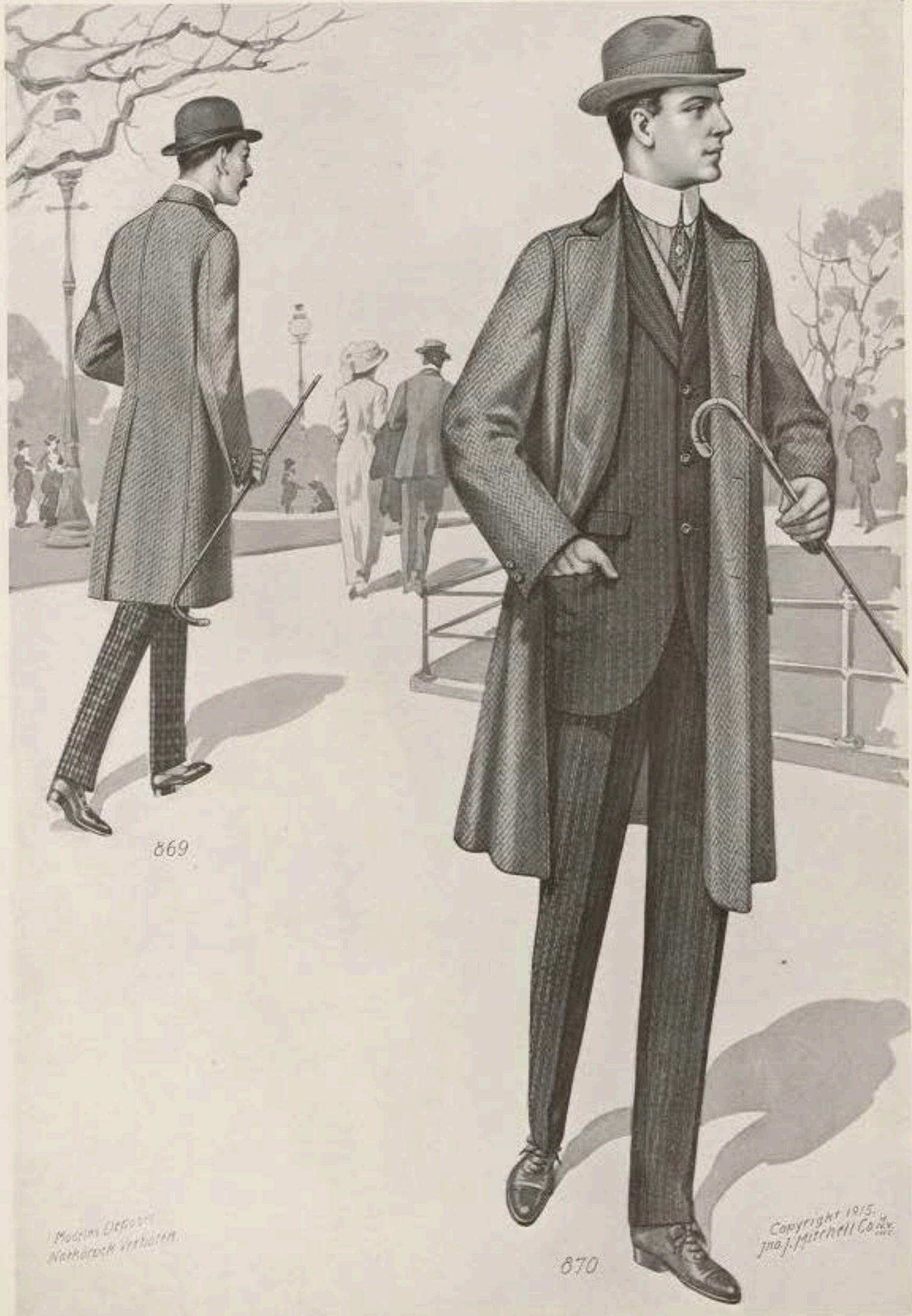
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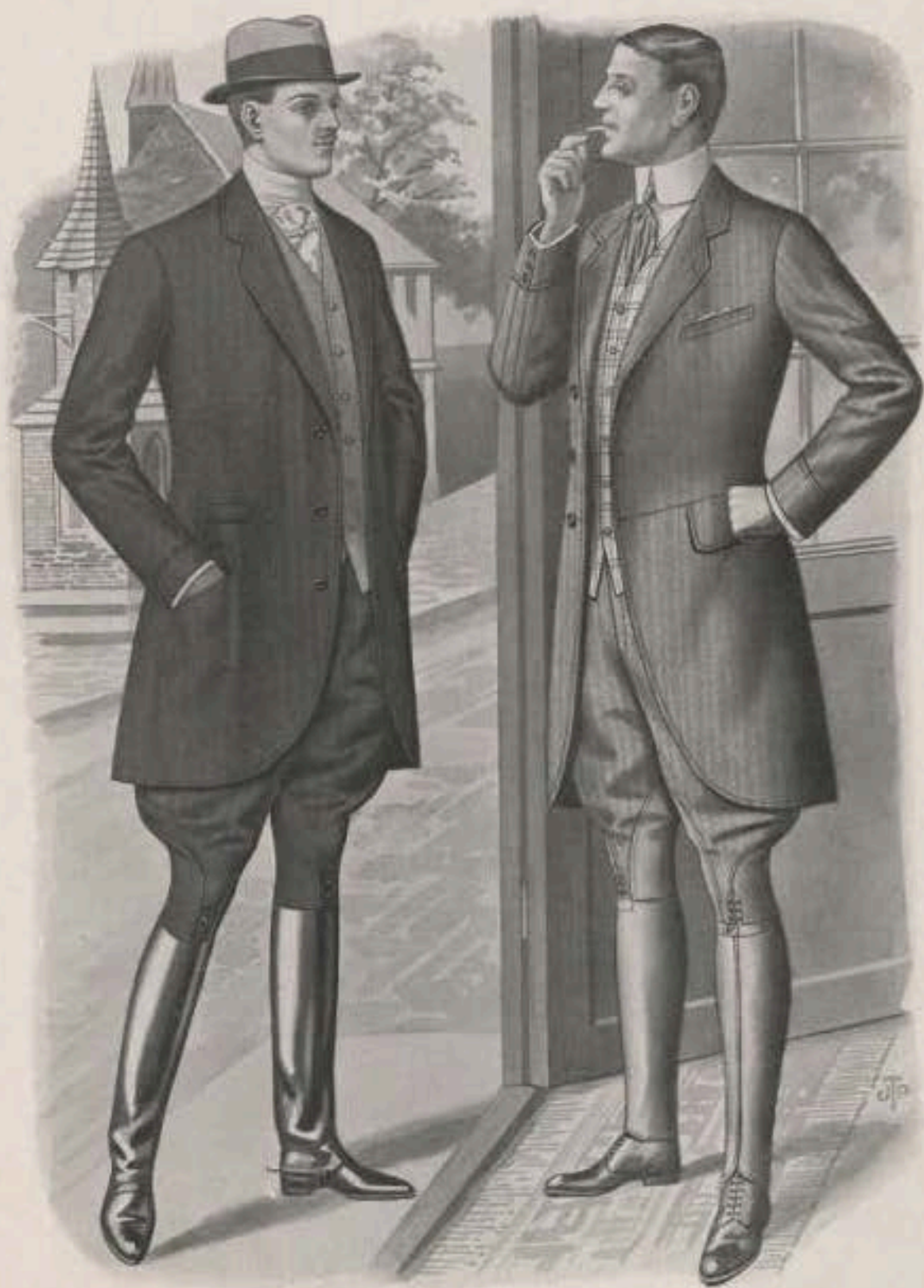


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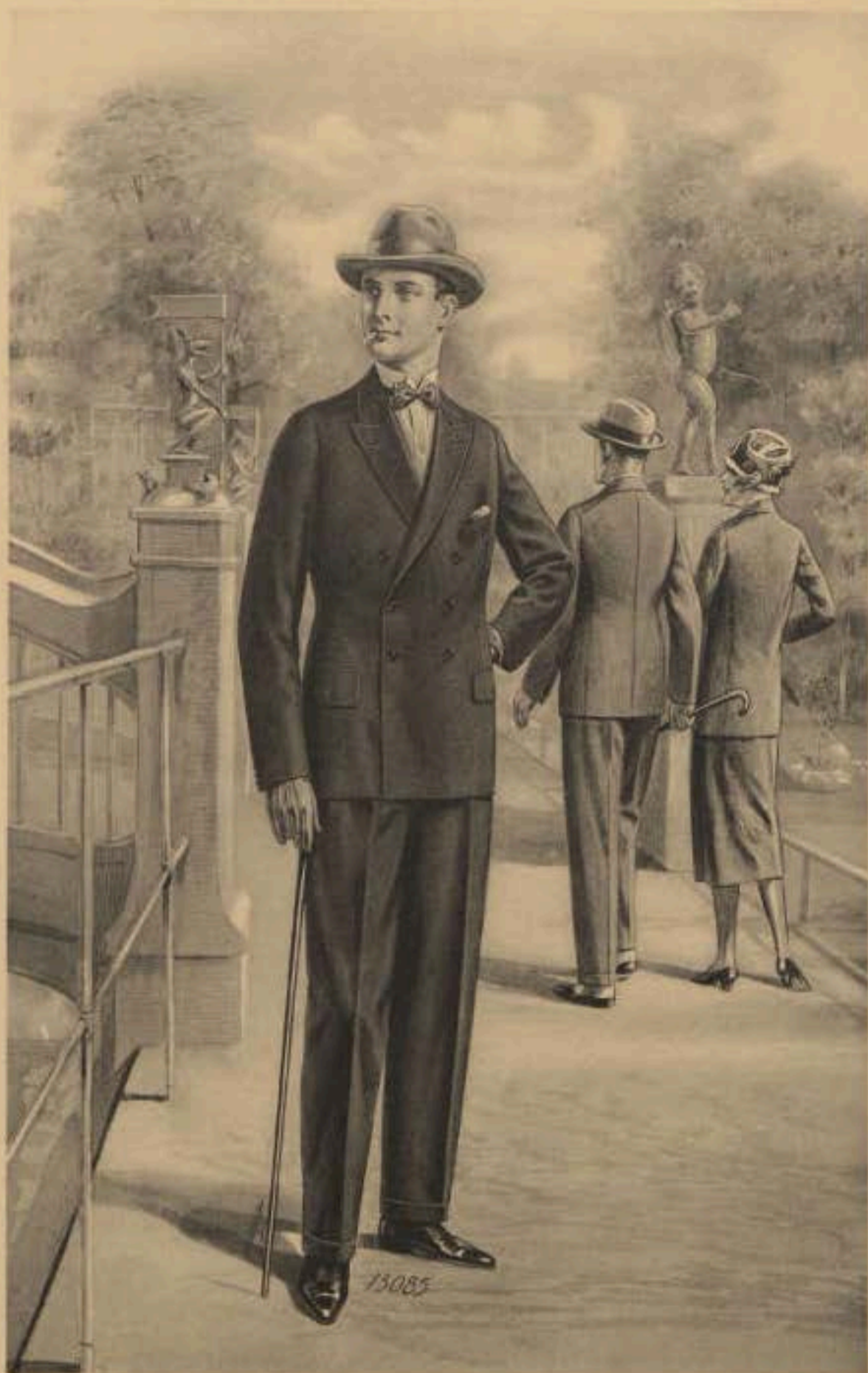
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# The New "Third Color" - - -

And The Palm Beach Ensemble



Some of the smart ensembles observed at Palm Beach, in which Reddish Brown cravats played their part in the color scheme, are pictured on this page. (Note how well Reddish Brown lends itself to practically every type of color ensemble.)

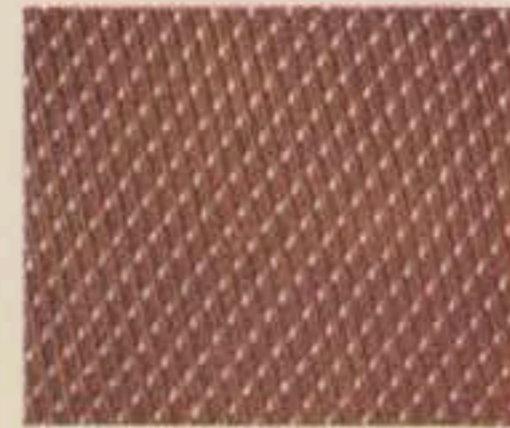


In the upper left-hand corner the artist has appropriately injected a fair lady wearing a Reddish Brown beach cape. Her escort is wearing a tan jacket, cream flannel slacks, tan shirt and Reddish Brown cravat. The gentleman standing in the upper right-hand corner is attired in a smart wine-colored double-breasted sports jacket with white pearl buttons. His flannel slacks show a cream ground and brownish block stripes. His shirt is white and the cravat is one of the Reddish Brown family. The thoughtful man seated beside him is rigged out in a dark reddish brown suit, blue shirt, reddish brown tie, brown hat and hose.

The gentleman to the extreme left in the lower corner is attired in a light blue gabardine sports jacket, gray flannel slacks, light blue shirt and Reddish Brown cravat. The man in the center is wearing a very modish double-breasted suit in a dusted shade of blue. His shirt is light blue and the cravat is Reddish Brown. The knickered gentleman is attired in a gray flannel golf suit with white shirt and Reddish Brown cravat.

# REDDISH BROWN

We reproduce below six of the numerous variations of the Reddish Brown color motif as expressed in the new Reddish Brown line—a special line of neckwear conceived and created by McCurrach in an endeavor to fill the gap made by the demise of green as a color factor in neckwear.



## The Style Logic of Reddish Browns

By J. C. McCurrach

In considering the possibilities of a new style either in pattern or color or construction, we are guided not only by the reports from professional style observers in the trade press but also by the reactions of buyers for the leading style shops in the country.

A good buyer keeps himself well posted on style trends and in that way he knows what is salable.

During the past few months, in waiting on such buyers in our showrooms, we have had almost uniformly the following experience: The buyer would look over our various ranges and invariably he would hold the bluish sets and the reddish sets for further consideration, and would toss away the green sets with the remark that he could not sell that color any more—that it was dead. Naturally, we were very much interested in that buyer's notion as to what color was going to supplant green, "the mysterious third color"—the feature color.

Brown would seem to be the logical follower of green. But brown is not really a good neckwear color. Buyers don't like it because they find it hard to sell. So what we did was to take brown and inject a reddish cast into it—brightened it up. It made a beautiful color—Reddish Brown. Buyers and style observers are very enthusiastic about this color.

So strongly has this new shade come along that we decided overnight to put out a special line based on Reddish Brown for the spring and summer season, for this rich new shade seems to harmonize with almost any color combination, and it will be a particularly happy color for the spring and summer seasons because of the fact that in sportswear, as well as in warm weather suits, rich tans and browns are going to be among the dominant shades.

We are of the opinion that neckwear buyers will find this new Reddish Brown line of ours an inspiration for their departments. Buyers for some of the finest shops in the country have enthusiastically indicated their intention of using the McCurrach Reddish Brown Line as a leader in their spring and summer showings.

# McCURRACH

James Mc Currach & Brother tie makers who weave their own silks

# NECKWEAR

302 Fifth Avenue New York City



Fairchild's Color Ensembles for Spring and Summer 1929

Brown cheviot suit in herringbone pattern with tan overplaid, white and brown cross stripe shirt, dark green tie, dark green hat, black shoes and tan covert topcoat.

Single-breasted jacket suit of dark blue flannel with pale blue stripes, light blue double-breasted waistcoat, blue and white tie, soft gray shirt, white collar, gray felt hat and black shoes.

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Fairchild's  
Color Ensembles for Spring 1929

Double-breasted two-button gray tropical worsted jacket with white pearl buttons, trousers of same material, single-breasted white duck waistcoat, blue soft shirt, white collar, darker blue and white tie, black shoes, and medium tone gray Homburg hat.

Bottle green, two-button flannel jacket with trousers to match, rich tan double-breasted linen waistcoat, white cheviot shirt, green, brown and red foulard tie, mahogany brown shoes and brown Homburg hat.

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