

*Costume
Color
Council*

FALL 1950

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Presented by



Camden, N. J.

COSTUME COLOR COUNCIL

Presents

COSTUME COLOR FAMILIES FOR FALL 1950

On the following five pages you will find the five leading costume color families for Fall 1950.

Presented to help you choose your fall costume colors and to assemble your fall wardrobe, here are the colors which we, top fashion experts in our respective fields, have found are the leaders in fall apparel and accessories.

The colors are displayed in such a way that within each color family you can work out your own combination of color tones for coat, suit, blouse, dress, bag, shoes, hosiery and gloves. Whether you choose to match, blend or contrast within each color group, you know you will be assured of a costume which is individually yours in perfect taste.

We hope these color suggestions, swatched in actual materials from all of us, will add to your interest and pleasure in assembling a fall wardrobe.

Dan River Mills, Inc. : Woven Cottons
John R. Evans & Co. : Smooth and Suede Kid
Julius Kayser & Co. : Gloves and Hosiery
Stehli & Co., Inc. : Silks
Worumbo Manufacturing Co. : Coatings, Suitings and Dress Woolens
I. A. Wyner Co. : Worsted Wool Jersey

GROUP 1 — BROWN TONES

Browns, this season, range from deep black-coffee to pale pink beige. Within this wide range you may match, blend or contrast.

To MATCH:

Choose either a black-brown or red-brown—both are top-fashion—for your basic color, follow through with this color in apparel and accessories for a smart monotone effect.

To BLEND:

Select a black-brown or red-brown as your basic color — it might be in a coat or suit—then choose your other apparel and accessories in varying tones of that color. A warm-beige, for instance, complements a red-brown, whereas a flat-beige is the pale overtone of black-brown.

To CONTRAST:

With the ever-increasing trend to combine black and brown, you can achieve distinctive contrast by uniting red-brown and black-brown in your costume. Sometimes you will find them combined in a single fabric. Sometimes you will want to select one as a basic color, use the other as accessory contrast.

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Materials in Ready to Wear and Piece Goods

Coatings, Suitings and Dress Woolens : Worumbo Manufacturing Co.

Woven Cottons : Dan River Mills, Inc.

Silks : Stehli & Co., Inc.

Worsted Wool Jerseys : I. A. Wyner Co.

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Accessories to Match, Blend or Contrast

Gloves and Hosiery : Julius Kayser & Co.

Smooth and Suede Kid : John R. Evans & Co.



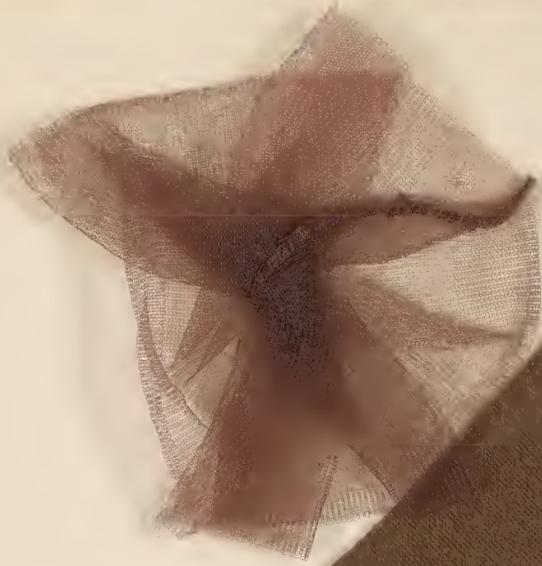
W O R U M B O



JOHN R. EVANS



S A G - N O - M O R
J E R S E Y



Hosiery
and
Gloves

K A Y S E R

S T E H L I S I L K S



D A N R I V E R



JOHN R. EVANS



John R. Evans & Company - 5/29/51 - JH

GROUP 2 — GREY TONES

Greys for coatings and suitings are deeper this fall. Oxford and charcoal are the key greys with which to start your costume. With either of these you may go on to match, blend or contrast.

To MATCH:

You will find dark greys in many fabrics and leathers. With charcoal, black becomes a match. For a livelier effect, however, you will probably prefer to add other tones of grey or accent colors.

To BLEND:

If you decide to blend greys in your costume, the silvery greys are a graceful complement to oxford and charcoal, are available in all fabrics and leathers.

To CONTRAST:

Shades of orange through persimmon offer sprightly contrast to the new greys. Or, if you feel that the bluer tones become you better, there are the bright cherry reds for accent.

Materials in Ready to Wear and Piece Goods

Coatings, Suitings and Dress Woolens : Worumbo Manufacturing Co.

Woven Cottons : Dan River Mills, Inc.

Silks : Stehli & Co., Inc.

Worsted Wool Jerseys : I. A. Wyner Co.

Accessories to Match, Blend or Contrast

Gloves and Hosiery : Julius Kayser & Co.

Smooth and Suede Kid : John R. Evans & Co.



W O R U M B O



JOHN R. EVANS



S A G - N O - M O R
J E R S E Y



Hosiery
and
Gloves

K A Y S E R

S T E H L I S I L K S



D A N R I V E R



JOHN R. EVANS



GROUP 3 — PLUM TONES

The newest and smartest of these is not wine—not purple—yet combines beautifully with either as well as with other colors. Almost black, dark plum has a color character all its own. The lighter red plum and blue plum tones are also fashion wise choices this season.

To MATCH:

For a highly sophisticated color effect choose apparel and accessories in dark plum—or one of the lighter tones. Achieve contrast in weights and textures of fabric and leathers.

To BLEND:

All the lighter reddish or blueish plum tones blend smoothly with dark plum. Any two of these may be used as accents with the chosen base color.

To CONTRAST:

Royal blue and yellow are alternates as vivid accent colors for the plum tones.

Materials in Ready to Wear and Piece Goods

Coatings, Suitings and Dress Woolens : Worumbo Manufacturing Co.
Woven Cottons : Dan River Mills, Inc.
Silks : Stehli & Co., Inc.
Worsted Wool Jerseys : I. A. Wyner Co.

Accessories to Match, Blend or Contrast

Gloves and Hosiery : Julius Kayser & Co.
Smooth and Suede Kid : John R. Evans & Co.



W O R U M B O



JOHN R. EVANS



Hosiery
and
Gloves

K A Y S E R



S A G - N O - M O R
J E R S E Y

S T E H L I S I L K S



D A N R I V E R



JOHN R. EVANS



GROUP 4 — RED TONES

Reds are real reds this fall, ranging from true scarlet to glowing cherry. Because of the intensity of red, you will probably want to blend this color with lighter tones, or to contrast rather than match.

To BLEND:

Reds blend with dusty pinks in a new and flattering way. Choose your most becoming shade of red, as a basis for your costume, then blend pink and perhaps another shade of red with it.

To CONTRAST:

Set off reds with grey—light, dark or silver-toned. For sharp contrast try black-and-white.

Materials in Ready to Wear and Piece Goods

Coatings, Suitings and Dress Woolens : Worumbo Manufacturing Co.
Woven Cottons : Dan River Mills, Inc.
Silks : Stehli & Co., Inc.
Worsted Wool Jerseys : I. A. Wyner Co.

Accessories to Match, Blend or Contrast

Gloves and Hosiery : Julius Kayser & Co.
Smooth and Suede Kid : John R. Evans & Co.



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JOHN R. EVANS



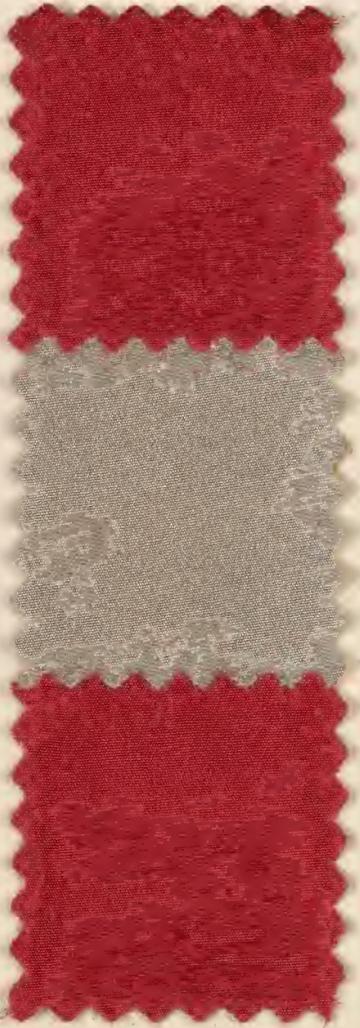
Hosiery
and
Gloves

KAYSER



SAG-NO-MOR
JERSEY

STEHLI SILKS



DAN RIVER



JOHN R. EVANS



GROUP 5 — COPPER TONES

A glowing color alone, copper has many tones in its own range, combines well with other colors, is a color basis for many different costumes.

To MATCH:

Copper in its deepest tones makes a beautiful costume in monotone.

To BLEND:

Choose a burnished copper as the basis for your costume. Blend lighter and deeper tones—like cinnamon and tile—for a subtle effect.

To CONTRAST:

Gold and green, used separately or together, are sparkling accents for a copper costume.

Materials in Ready to Wear and Piece Goods

Coatings, Suitings and Dress Woolens : Worumbo Manufacturing Co.
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Accessories to Match, Blend or Contrast

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WORUMBO



JOHN R. EVANS



Hosiery and Gloves

KAYSER



SAG-NO-MOR JERSEY

STEHLI SILKS



DAN RIVER



JOHN R. EVANS



