

Who Told You To Wear Brown?

Margaret Hayden Rorke Tells How Color Styles Originate and All the Feminine World Falls Into Line.—An Interview by Louis M. Notkin.

(From Success Magazine.)

What happens when a red flag has been waved before a bull has long been known, but it is only recently that we have discovered what happens when certain colors are placed before man. A French psychiatrist recently cured an insane patient by the simple method of changing the red decorations in his room to a soft green!

But quite aside from any interest in pathological effects produced by color, those people who are engaged in clothing the nation have found it profitable to take tips from the psychologists. For these wise and learned men declare that color creates desire but—and here's the rub as far as the textile manufacturer is concerned—too much of any one color will sooner or later fatigue us. These statements are certainly true. For example, there is a jade green which in 1921 was precisely the same color as it is now in 1923. Yet in 1921 we couldn't get enough of it and now we wouldn't buy any of that color for a song. And that doesn't mean that we've turned our backs on green completely. Not at all. This past spring and summer we have been quite busy buying Lanvin green (that soft shade that has made us wonder how we ever could have worn the vivid jade and present indications promise popularity in the fall and winter for a deeper and richer green known as Rembrandt.

So the textile industry finds it necessary to keep an eye on the dyes. A dress or coat or any garment may be excellently made of splendid material and in the latest fashion but if the color is last year's or unpopular it will be rejected absolutely by all the buyers.

Black, dark blue and gray escape the whims of fashion and are called "staple colors" for, being extremely conservative, they are always "in style." But even in these colors a preference is usually shown and one year will find the majority of us shunning the dark blues for black while the following year black will be passed by for the blue or gray.

Color has been used for personal adornment ever since the earliest times when bright feathers, furs, colored shells and stains satisfied the primitive vanity. The result of an investigation into the color preferences of a large group of people widely separated on the intelligence scale has shown that the more highly educated prefer green and blue in the softer shades while the less sophisticated prefer bright colors, especially the reds and yellows, and they are not disturbed by "off" shades or clashing combinations.

A statement made by an authority on color styles, seems to bear this out. According to him the more expensive a garment is and the more refined the customer it is intended for, the more consideration is given the color element, for color is important as a means of meeting competition. When most of the shops are showing garments of equally good material and workmanship, a pleasing color, or combination of colors in the trimming may be the clinching argument in making a sale.

It is Paris, of course, that usually sets the fashion in color. But sometimes an event of national interest will start a color fad. For instance, since Roosevelt's time we have had a color named either for the first lady of the land or for someone or something connected with the White House. White House marriages are important social events and as they occur rather infrequently they arouse a great deal of interest in the women throughout the land. At the time of Alice Roose-

velt's wedding, Pelgram and Meyer, a large ribbon house, realizing that the name Alice would have a commercial value, brought out a new color, which they named "Alice Blue." This was extensively advertised and featured in all the shops and in a few days was the most popular color of the season.

Then we had "Helen Pink," named for President Taft's daughter who one day purchased in Washington some silk underwear of a peculiar shade of pink. The enterprising merchandise buyer of the store featured the color next day in all the windows and displayed the name, "Helen Pink." Naturally, other shops were not long in stocking up in that particular shade and "Helen Pink" lingerie sold by the carload.

In 1916 "Shadow Lawn Green" became the vogue because Woodrow Wilson delivered many of his campaign speeches on the green of Shadow Lawn, his summer home. A silk manufacturer wired Wilson for permission to use the name for a certain shade of grass green. The permission was granted and in a very short time that particular shade of green was worn all over the country.

When Mrs. Harding showed a preference in her shopping for a certain shade of light blue, it was promptly called "Harding Blue" and was, for a while, popular. At some opportune time, perhaps with the spring styles, a new color will very likely be named for Mrs. Coolidge.

Before the war broke out in 1914 we relied almost wholly upon France for advance information about colors. And the information that we did get was in no way standardized. Europe had developed a system of color cards—expressions of fashion and color experts—which were used as a source of color inspiration. But this system lacked co-ordination and consequently there were as many different ideas of just exactly what shade was meant by a given name as there were textile producers. That state of affairs can very easily be imagined when simple colors were given bizarre names as "Elephant's Breath," "Leopard's Thigh," "Atmosphere"—all quite meaningless.

After the outbreak of the war even though it had been, was cut off. The urgent need of a national source of color information challenged the resourcefulness of our textile producers with the result that a meeting of the leading representatives of the silk, wool, cotton and millinery industries was called. These representatives organized the Textile Color Card Association of the United States, which has established a color language, so to speak, through the creation of a standard color card. This standard card is a collection of one hundred and thirty-three staple colors chosen after careful analysis by a color committee composed of men of astute color sense and recognized in their respective industries as being close students of color value. Each color has a name and a number which never change so that any particular color can be easily identified at any time. The names were taken from the names of jewels,

flowers, animals, etc. that were familiar and could easily be visualized.

In addition to the standard color card the association issues a seasonal color card which attempts to forecast half a year in advance the colors which are most likely to be popular the following season. In this connection it is interesting to note that last spring the Association prophesied that brown in a wide variety of shades would be the leading color for this fall. A walk up Fifth Avenue where the advance fall models are now being worn proves that the Association was not wrong.

Mrs. Margaret Hayden Rorke, who is now the managing director of the Association, told us of the interesting way in which the Association works and obtains its information.

"We have a color committee which seems to possess a 'sixth sense.' It is composed of color and fashion experts who carefully consider each color from the point of view of artistic worth, commercial value, relative importance to fashion, and general adaptability to the requirements of the many industries which it must serve. This last item is important for it is only by such consideration on the part of the committee that milady can fare forth on a shopping expedition which results in her having purchased a hat, gown, slippers, hosiery, coat, gloves and accessories which all match in color!"

The committee's representatives in Paris go often to the races at Longchamps, and they attend the Grand Ball of Fashion in Paris, where they have ample opportunity to study the color tendencies of France. They keep their eyes open also for political and social events which are likely to influence color. The Balkan war, for instance, popularized the Balkan colors, while during the Irish Revolution, Irish or Emerald green became very popular until the nations lost sympathy with them.

The discovery of King Tut-ankh-Amen's tomb had a strong influence on color tendencies in the textile industries for a time, but interest in Egyptian colors and fashions seemed to die down soon after the newspapers ceased giving the discoveries front page headlines. The reason for that is accounted for by the fact that King Tut was found just too late to affect the bulk of the spring styles and just too early to affect the fall styles. (In the textile world there are only those two seasons.) It is no secret that some silk manufacturers lost a great deal of money by stocking up too well in silks of Egyptian color and design. But in spite of this fact, the influence of the Nile country may be recognized in such fall colors as mummy brown, cartouche and papyrus as well as in some of the shades of blue and green.

A good color will generally last about two seasons. After that it is taboo for a time. This past summer red and pink shades came under a ban. About fifty years ago women became old, or rather they acknowledged the fact that they did by adopting certain colors. Violet, gray and purple were considered matronly colors. An older woman would have been considered giddy and lacking in taste if she wore light or bright colors. But to-day things are different. The modern woman refuses to acknowledge age and she wears the same bright sport and evening clothes that her daughter does. And no one thinks any the less of her for

appearing in all the colors of the rainbow.

Mrs. Rorke claims that some colors make women look thinner. According to her theory, a large woman looks much better in black, navy blue, and the more subdued shades, while red makes her appear even larger than she actually is. It is for this reason that we find practically no garments above size forty-six made in very bright colors. It is also a fact of common knowledge that garments made of striped material will make women look thinner if the stripes run vertically. But America has not yet tried seriously to link color and line with personality and age. This country seems to be still too young for that.

THE SAME OLD WAY

Each day some man of science Proceeds to make us glad With some new scheme for putting Mosquitos to the bad, But season after season We learn to our dismay That the skeeter he keeps busy In the same old way.

We warn the fools who fancy The "tips" they have are straight, That betting on the races Is worse than bucking fate, But what care they for warnings? They go with spirits gay, And the bookie hooks the money In the same old way.

We try to teach the lambkins To shun the bulls and bears; We warn him not to mingle Or mix with their affairs; But, thinking that he knows it, He goes with them to play And gets himself surrounded In the same old way.

Each day the busy doctor Announces some wondrous cure For some disease or trouble That mortals must endure; Contagion, plagues and fevers, They knock out day by day, But the undertaker's busy In the same old way.

In Judicial Language.

A judge was crossing to Ireland from Holyhead one stormy night, when he knocked against a lawyer suffering from sea-sickness. "Can I do anything for you?" asked the judge. "Yes," gasped the sufferer, "will your Lordship overrule this motion?"

Efficiency.

"How is your new man a-getting on?" "Well," said the farmer, "he broke two spade handles yesterday!" "Working so hard?" "No, leanin' on 'em!"

Keep Your Shoes Neat
2 IN 1
Shoe Polishes

MINTO TOWNSHIP BARN DESTROYED BY FIRE

Reaching his grain field to put on the last load of grain to haul to his barn just at dark on Monday night, John Shewan, a farmer of the second concession of Minto, turned around to see flames leaping from his barn. It was completely destroyed before anything could be done to save it. Mr. Shewan had left a lighted lantern in the barn before going to the field for the last load of grain and it evidently became overturned or exploded and set the building in a mass of flames. Despite efforts of some 200 people, who were attracted from the surrounding countryside by the spectacular fire, the entire season's crop, all the farm implements and a number of cows and pigs were destroyed in the conflagration.

The loss is estimated at approximately \$7,000, only \$1,800 of which is covered by insurance.

Something In This, Too.

Mrs. A.—But don't you and your husband take your vacations together?

Mrs. B.—Oh, dear, no! If we did we wouldn't have anything to tell

ZAM-BUK

Nothing else known to science performs the same marvellous healing and dispels disease from the tissues as Zam-Buk does. This pure herbal balm takes the fire out of a wound or sore, kills and repels germs and grows fine new skin. Zam-Buk is acknowledged

THE WORLD'S GREATEST HEALER

each other when we got back.

The people who report that business is coming back are those who went after it.

Dominion of Canada New Government Loan

Holders of 1923 Victory Bonds may exchange through any of our Branches their holdings maturing November 1st next for New Dominion Government 5 per cent. bonds due 1928 or 1943.

Cash applications for New Loan received, or, if desired, maturing Bonds will be collected and credited to customer's account.

No charge whatever for this service.

Our Managers will be pleased to give full particulars.

THE STANDARD BANK OF CANADA

The Quicker, Better Method of Stable Cleaning



With one of my Toronto Litter Carriers, one man can clean your stable as fast as three in the old way. Do it, too, without the unpleasantness and muss of the wheelbarrow method. Dump the manure into a pile

where you want it or direct into the manure-spreader when desired. The Toronto Litter Carrier has several special features I know will appeal to you. Let me explain the advantages of its chain pull, why it turns on the smallest radius, its unbreakable bucket and others.

I have other Toronto Stable Equipment which will make for cleaner and healthier cattle, bigger profits. Ask me about it as well. I have some interesting literature free for the asking.

JOHN SHUTZ, DURHAM, ONT.

TORONTO

LITTLE JIMMY

Comic strip panels for Little Jimmy. Panel 1: 'JIMMY, HERE IS SOME MONEY, YOU MAY TAKE THE NEIGHBORS' CHILDREN TO THE MOVIES.' Panel 2: 'AW, LET'S GET ICE CREAM WITH IT!' Panel 3: 'I WANNA GO TO D' MOVIES, YER MA SAID TO ANYWAY!' Panel 4: 'THERE AINT ENOUGH MONEY FOR ICE-CREAM AN' MOVIES TOO SO YOU TWO GOT TO SETTLE WHAT YOU WANT?' Panel 5: 'BAW! I WANT ICE-CREAM!' Panel 6: 'BAW! I WANNA GO TO THE MOVIES!' Panel 7: 'CAN YOU BEAT THAT, BEANS?' Panel 8: 'SAY! WHAT DO YOU WANT TO DO?' Panel 9: 'HOW DID YOU GET BACK SO SOON?' Panel 10: 'OH, WE COULDN'T AGREE WHAT TO DO WITH THE MONEY SO WE BOUGHT BEANS A NEW COLLAR. LOOKUT!'

JERRY ON THE JOB

Comic strip panels for Jerry on the Job. Panel 1: 'HERE'S A BIRD THAT COMES UNDER THE HEAD OF NEW BUSINESS—I NEVER SAW THAT FACE BEFORE.' Panel 2: 'HELLO STRANGER—YOU'RE A STRANGER IN THESE PARTS—AIN'T YOU STRANGER?' Panel 3: 'YES AND NO—I JUST BOUGHT A HOUSE OVER ON BEEVES' BOULEVARD—AND YER TASTY TOO.' Panel 4: 'THE REAL ESTATE TOLD ME IT WAS ONLY A STONES' THROWN FROM THIS STATION—AND I'M GOING TO PROVE IT AS SOON AS I GET HOME.' Panel 5: 'HEY WAIT!' Panel 6: 'TAKE THIS ROCK AND PROVE IT NOW.' Panel 7: 'IF THERE'S ANY STONES' FUNN' AROUND WE WANT 'EM FLYIN' FROM THE STATION—NOT AYO IT.'

Maltana

The New Whole Wheat Bread

10c A LOAF

Made in Durham

E. A. Rowe

Baker & Confectioner