
Color For The Individual

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Naturally every girl likes to be well dressed, but dressing one's best has much more to do with good taste and common sense than it does with extravagance and the latest fad. A color becoming to one girl might be unbecoming to another, a popular style or a much advertised material may be absolutely unsuited to certain uses and to certain people.

It is necessary to know certain fundamental facts concerning color in order to intelligently understand discussions of it. There are three qualities of color: hue, value, and intensity.

Hue is the name of any color, as yellow, blue, red, and green.

Value describes the lightness or darkness of a color. A light value of a color is called a tint, and a dark value is called a shade.

Intensity is the brightness or dullness of a color. "Intensity is the quality of a color which makes it possible for a certain hue, such as red, to whisper, to shout, or to speak in a gentlemanly tone."

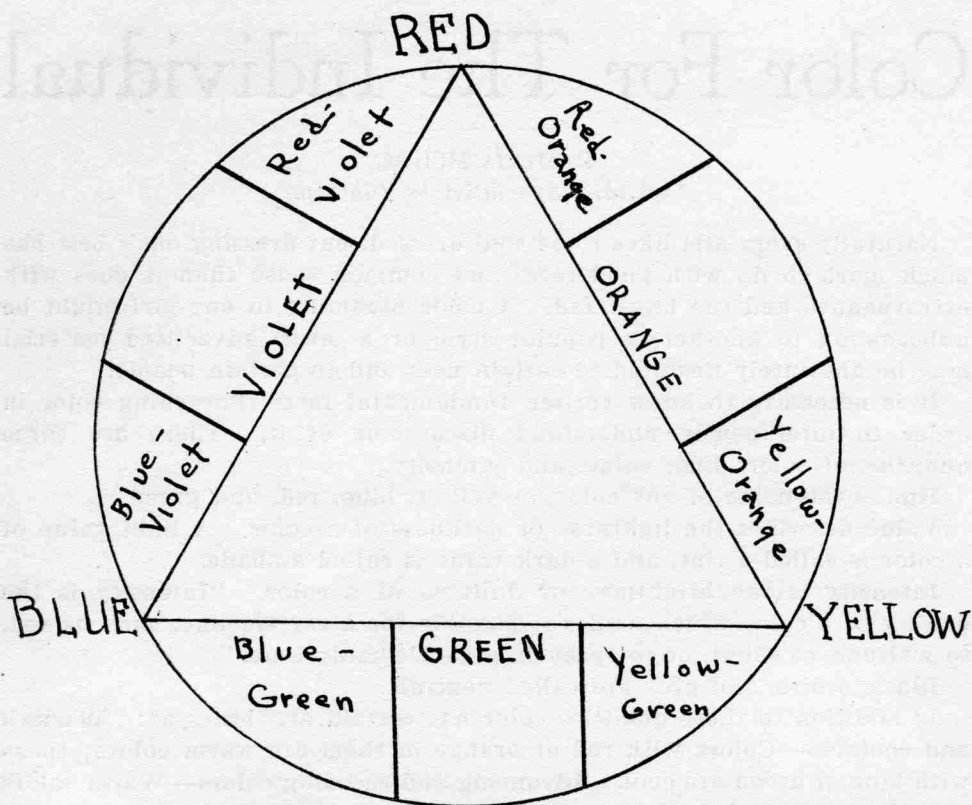
Black, white, and grey are called neutrals.

In addition to these qualities color has certain attributes as: **Warmth and coolness**—Colors with red or orange in them are warm colors; those with blue or green are cool. **Advancing and receding colors**—Warm colors are advancing and tend to make an object appear larger and more conspicuous, while cool colors seem more passive and receding, and tend to make an object appear smaller. **Weight in color**—Colors also appear to have weight. Warm colors seem heavier than cool ones; dark colors appear heavier than light ones; and pure hues seem heavier than the same value of the hue in a duller intensity.

COLOR HARMONIES

For convenience in study the colors have been arranged on a color wheel in order in which they appear in the rainbow. There are many orderly ways of putting colors together to give pleasure. When they fit together pleasingly, they harmonize.

1. Complimentary harmony—Colors which are directly opposite each other on the color circle are combined, as red and green or orange and blue. Complimentary colors should be combined in unequal amounts. For instance, a dark blue dress might have a touch of orange in a scarf tie.
2. Monochromatic or one-color harmony, in which different values of one hue are combined, as navy blue and light blue which are a shade and a tint of blue. A very common example of this is the combination of light and dark green. The hat might be of dark green with light green trimmings. The suit might be of dark green with a lighter green blouse.



COLOR WHEEL

3. Adjacent or neighboring harmony, called this because colors that are beside each other on the color wheel are put together. Examples are green and yellow green, or blue and blue-green. A dress might be dark blue with green-blue (peacock) trimmings.

The way to learn to develop lovely color harmonies is to experiment. Try different kinds of harmonies in bits of colored paper or cloth.

BECOMING COLORS

Color is an important factor in making a costume becoming. A girl must consider the color of her skin, eyes, and hair when she selects a dress. Choose a color that emphasizes the best feature without calling attention to a bad feature. If the eyes are the best feature and the hair and skin are good, choose a color to emphasize the color of the eyes, but if the hair and skin are not good, do not choose a color to emphasize the beauty of the eyes at the expense of the coloring of the hair and skin. The skin is the first consideration in the selection of becoming colors.

The color of the skin includes, on the color circle, yellow of the sallow complexion, red-orange or red of the flared brunette, and pink of the blond. Skin shadows are found about the nostrils, eyes, and mouth. They may be brownish, grayish, or purplish, depending upon the general skin tone of the individual. All of these qualities must be considered if one would select the most becoming colors.

Color in the skin may be emphasized in two ways; by repetition and by contrast. A complementary color emphasizes the color in the skin desirable or undesirable. Drab colors and yellow-green colors are similar in quality to a sallow complexion and emphasize it by repetition, while purple and blue-purple are the complements of these colors and emphasize by contrast. Blue-green is the complement of red emphasizes the red or pink in the skin, while green, especially of a yellowish tinge, emphasizes the purplish complexion.

It is not a hard matter sometimes to overcome complexion difficulties and make coloring more attractive:

To increase color in the cheeks wear white or cream-white near the face, or wear a complementary color or the same color as the cheeks.

To subdue yellow in the skin avoid bright colors in large areas. Avoid black near the face. Avoid tans and grays of nearly the same value as the skin.

To bring out the color of the eyes wear in a large area a darker and duller shade of the same color as the eyes, or in a small area a brighter shade of the same color as the eyes.

To emphasize the color of the hair wear any color lighter or darker than the hair. Wear a complementary color, lighter or darker than the hair.

To subdue the color of the hair use the same hue or a neighboring hue at about the same value as the hair. Use the same hue or a neighboring hue in a darker value than the hair, relieved at the face by a cream white.

People differ in coloring, which makes it impossible to make a simple classification of people and say that they are blondes or brunettes. It is hard to decide in many cases just who are truly brunettes and who are truly blondes. There are many people who have the dark hair of a brunette with the fair skin of a blonde. The safest way to determine which colors are becoming and which are not is to try various colors next the face. Certain classifications and generalizations may be made which will be helpful in selecting colors.

Pale Blonde: skin pale; hair flaxen or light brown; eyes blue, black, brown, gray or hazel; May use light green, light blue-green, light and dark blue, light red, pink, dark brown, light orange, light tan, blue-gray, light gray, cream white, flesh white, lavender, and shiny black. She should avoid red-purple, purple, red-brown, bright red, dead black, and all strong color.

Semi-Blonde: May use medium blues, greens, and reds, dark blue, dark brown, soft pink, blue-gray, and cream white. She should avoid bright colors, purple, red-purple, and dead white.

Ruddy Blonde: May use blue, cool brown, green, dark reds, blue-green, grayed orange, beige-tan, pink, dark gray, white and black. She should avoid yellow, mustard, blue-purple, purple-red, purple, warm brown, and reddish tan.

Pale Brunette: May use red, orange, dark blues, and greens, tans, warm browns, cream white, dark red-purple, and pink. She should avoid yellow, yellow-green, blue-purple, purple, pastel tints, and black.

Semi-Brunettes: May use medium and dark red, dark blues and greens, warm brown, tan, orange, cream white, dark red-purple, and pink. She should also avoid yellow, yellow-green, blue-purple, purple, pastel tints, and black.

Ruddy Brunettes: May use very dark red, dark blues, greens, oranges, cool browns, dark tans, grays, cream white and black. She should avoid all light red, yellow-green, blue-purple, purple, red-purple, warm browns, and pastel tints.

Pale Red-haired type: May use green, blue, blue-green, light blue, purple, cool brown, light tan, dark tan, gray, flesh pink, white and black. She should avoid red, orange, yellow, yellow-green, red-purple, warm brown, and rose pink.

Semi-Red Haired: May use black, dull blue, dull green, blue-green, cool brown, dark tan, light tan gray, ivory white, cream white, flesh, and shell pink. She should avoid red, orange, red-purple, dead white, and rose.

Ruddy Red-Haired type: May use black, ivory white, dark blue, medium and dark green, blue-green, cool brown, light tan, blue-gray, and dark gray. She should avoid red, orange, yellow, yellow-green, purple, red-purple, warm browns, and rose pink.

A person's likes and dislikes of a color should also be considered, for instinctively people respond differently to the various colors. Certain ideas are associated with colors, and it has been proven that color sensations are produced:

Red, the color of fire and blood, is the warmest, most vigorous and the most exciting color of all.

Yellow, expresses light, sunshine, cheerfulness and happiness.

Blue, the color of the sky and of deep waters, is the coolest, most dignified and tranquil of all the colors.

Green, contains the cool dignity and restraint of the blue combined with the light and cheerfulness of yellow, making the most restful color in the color wheel.

Purple, associated with ideas of royalty, wealth, splendor and mystery.

Personality should also be considered in selection of colors. People who are inclined to be rather colorless and who have a quiet and retiring manner are eclipsed by large amounts of bright colors, while striking persons with dashing manners can wear any colors, which are becoming to them, providing they wear them for suitable occasions.

COLOR AND OCCASION

The color of the gown must suit its purpose and occasion. Light, delicate and intense color belongs to carefree social hours, especially to

evening wear. Neutral darker colors are most appropriate for street, office and afternoon wear.

COLOR AND SEASON

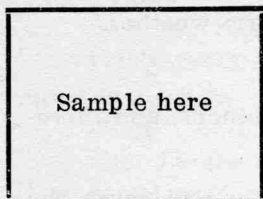
Shades of the warm colors are beautiful for cold weather but shades and tints of the cool colors are more appropriate for warm weather.

COLOR AND SIZE

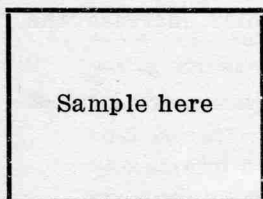
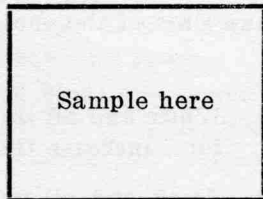
1. White and all tints do not absorb much light, are luminous, and therefore, increase the apparent size of an object.
2. Black and all grayed colors of low value absorb light and cause the figure to look smaller, but they emphasize the silhouette.
3. Warm, brilliant colors and strong contrasts in color increase the apparent size.
4. Warm colors in low intensity and medium or light value are kindest to the too slender figure.

COLOR PAGE

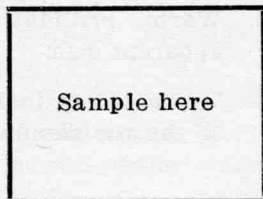
The Colors I Wear Best Are:



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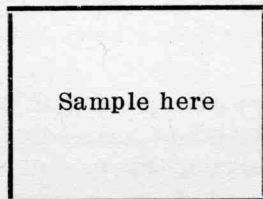
2. -----



3. -----



4. -----



5. -----

6. -----

A Good foundation color for my costume is ----- (blue)
(black)
(brown)

I can wear small amounts of certain colors for accent, such as -----

I wear ----- surfaces best.
(shiny or dull)

I wear ----- well.
(large figures—small figures)