

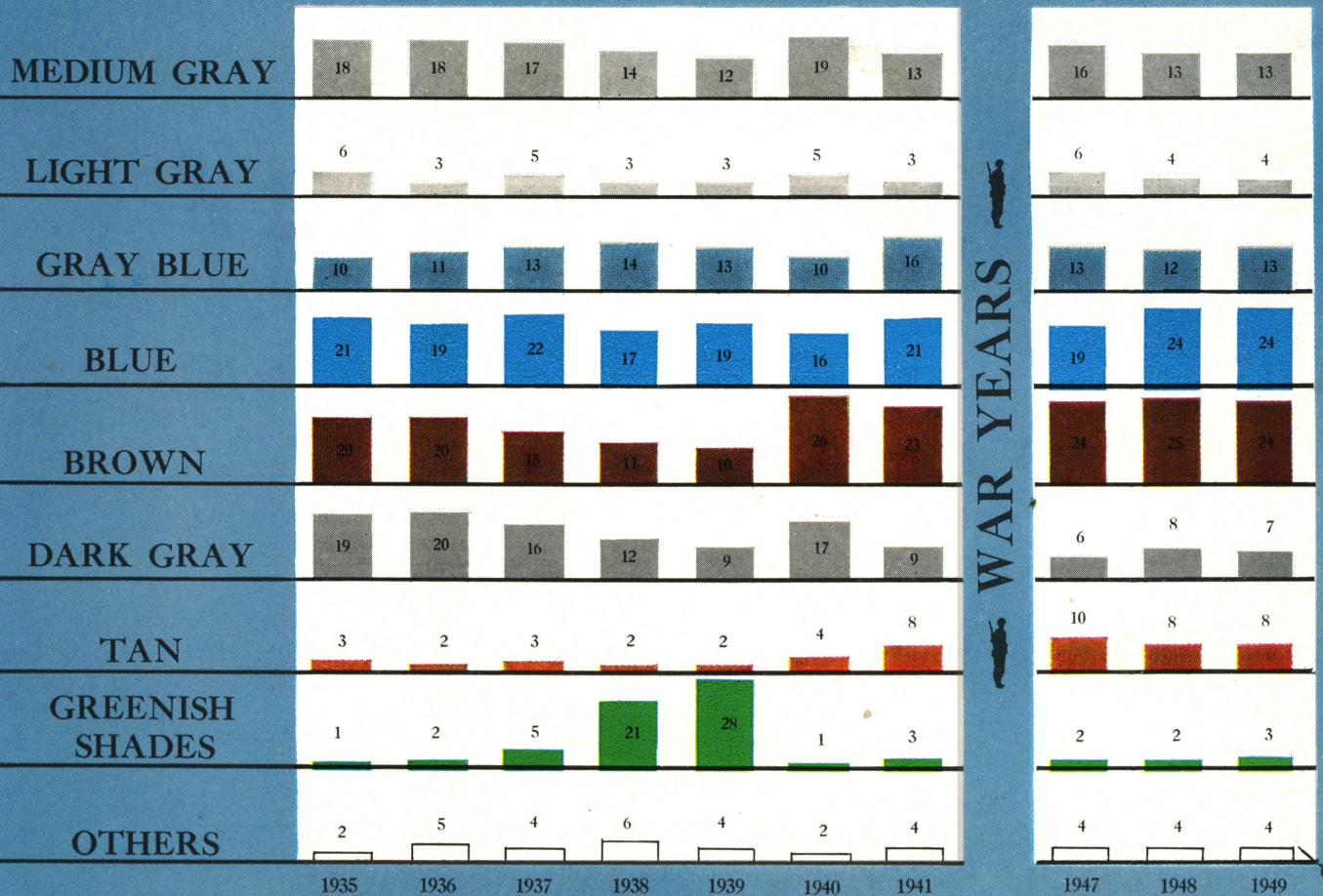
# Men's Wear

## February 10, 1950

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### FALL and WINTER COLOR TRENDS 1935 to 1950

Percent of year's sales by colors



WAR YEARS



SOURCE: MEN'S WEAR's Annual Fall and Winter Clothing Surveys



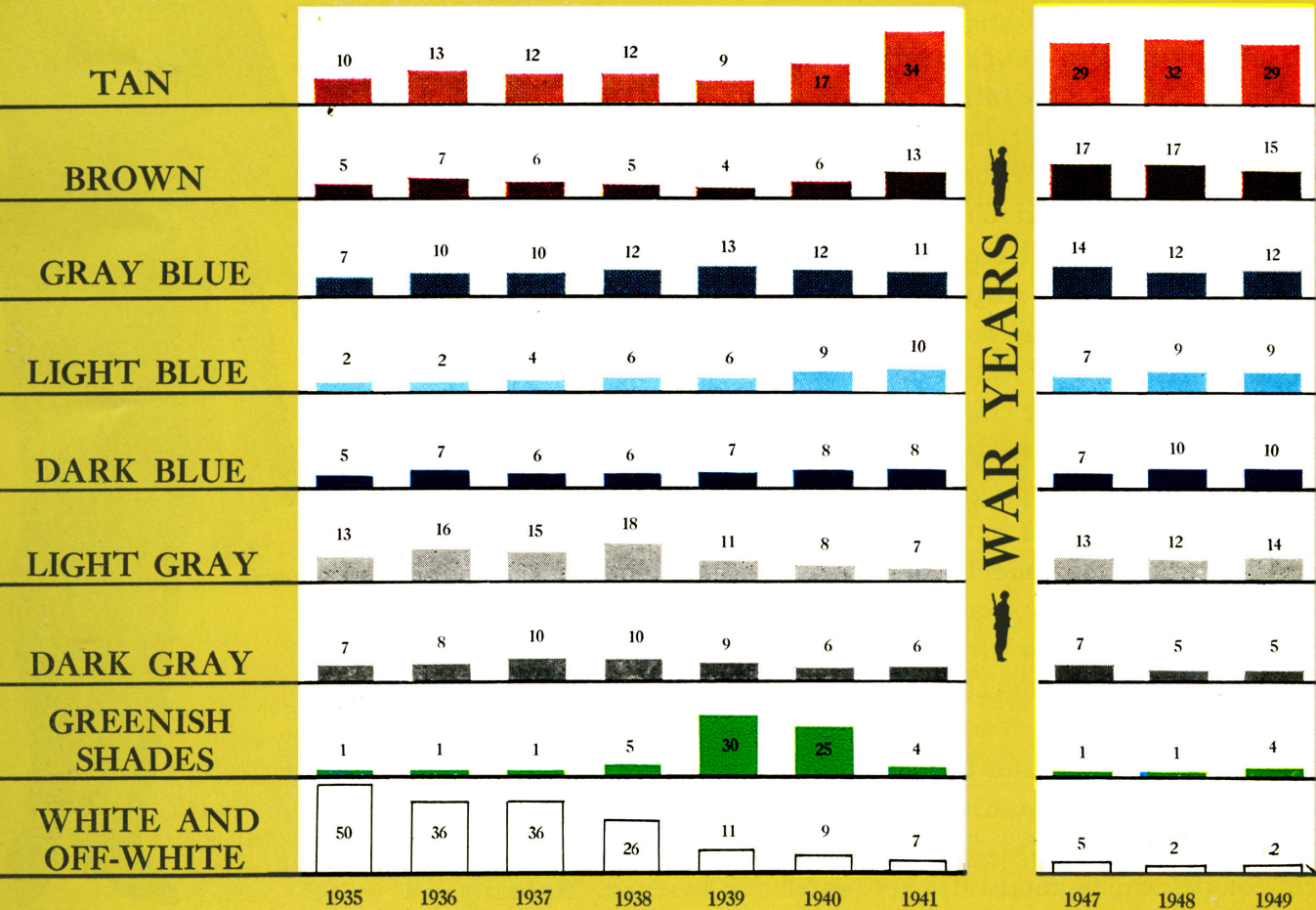
# Men's Wear

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## SPRING and SUMMER COLOR TRENDS 1935 to 1950

Percent of year's sales by colors



WAR YEARS



SOURCE: MEN'S WEAR's Annual Spring and Summer Clothing Surveys