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#### FALL and WINTER COLOR TRENDS 1935 to 1950

Percent of year's sales by colors

	2 Credit of your o sured by Corollo											
MEDIUM GRAY	18	18	17	14	12	19	13		16	13	13.	
LIGHT GRAY	6	3	5	3	3	5	3	¥	6	4	4	
GRAY BLUE	.10	11	13	14	13	10	16	S	13	12	13	
BLUE	21	19	22	17	19	16	21	EAR	19	24	24	
BROWN	20	20	15	191	10.	26	23	7	24	25	24	
DARK GRAY	19	20	16	12	9	17	9	WAR	6	8	7	
TAN	3	2	3	2	2	4	8	>	10	8	8	•
GREENISH SHADES	1	2	5	21	28	1	3	•	2	2	3	
OTHERS	2	5	4	6	4	2	4	4	4	4	4	-
	1935	1936	1937	1938	1939	1940	1941	•	1947	1948	1949	A COLOR

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

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SPRING and SUMMER COLOR TRENDS 1935 to 1950

Percent of year's sales by colors

Terecite of year's sales by colors												
TAN	10	13	12	12	9	17.	34		29	32	29	
BROWN	5	7	6	5	. 4	6	13	*	17	17	15	
GRAY BLUE	7	10	10	12	13	12	11	RS.	14	12	12	
LIGHT BLUE	2	2	4	6	6	9	10	YEARS	7	9	9	
DARK BLUE	5	7	6	6	7	8	8	AR 1	7	10	10	
LIGHT GRAY	13	16	15	18	11	8	7	WA	13	12	14	
DARK GRAY	7	8	10	10	9	6	6	1	7	5	5	
GREENISH SHADES	1	1	1	5	30	25	4		1	1	4	
WHITE AND OFF-WHITE	50	36	36	26	11	9	7		5	2	2	
	1935	1936	1937	1938	1939	1940	1941		1947	1948	1949	

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

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