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Nashua Manufacturing Company

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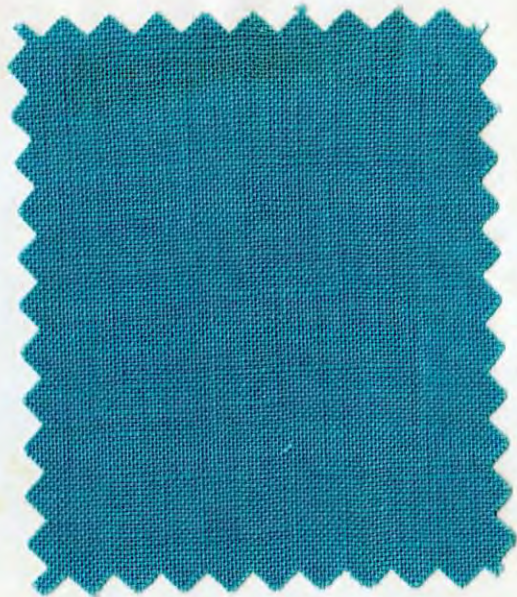
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Your Color and Why

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Nashua Mfg. Co., Nashua, N. H.



INDIAN HEAD

Always on the Selvage

Your Color and Why

GLANCE around the next time you find yourself among a group of women—at church, shopping or at the theatre. Those who stand out as well dressed and good style are the women whose clothes not only are the proper mode but the colors of which harmonize with complexion, coloring, lines of figure, and combine well with hat, hand-bag, hosiery and shoes.

As soon as we found it possible to make Indian Head in absolutely fast colors, we endeavored to secure a range of colors becoming to the different feminine types of all ages and suitable for every room in the average home. How successful we have been you shall judge for yourself from the analysis of each hue in the pages that follow.

Indian Head is a versatile fabric, appropriate for many kinds of garments and embroideries as well as for interior decoration. In this booklet we have confined ourselves to describing the general types of women for whom each hue is adaptable. We believe that it will help you to plan wardrobes for yourself and your family which will make you all better dressed and for less money than ever before.

After analyzing your own and the family's hair, eyes and skin so that you know your complexion colorings, you should consider each garment that you are planning as part

of the whole wardrobe, not as a separate item. You will find that many smart accessories are interchangeable. Hats, gloves, shoes, handbags, jewelry and handkerchiefs, scarfs, sweaters, etc., can be used with different dresses to give greater variety and better style.

Of course the attractiveness and becoming qualities of the 18 fast colors of Indian Head are assisted by its interesting texture. The new permanent finish gives added beauty and style. Its vigorous weave gives the finish of the fabric a charm only equaled in linen and supplies a variety of values in the coloring that are very flattering. A harder or smoother fabric will reflect more high lights and so give an unbecoming, harsh effect to the same hues which charm you so much in Indian Head.

We have endeavored to describe the color qualities of Indian Head as simply as possible, giving each hue its rightful place.

You will note that the value of a color varies according to the amount of black or white which is mixed with the color. The lighter or whiter the color, the higher is its value.

The darker or blacker the color, the lower the value. Compare, for example, the different Indian Head blues. Ciel is higher (or whiter) in value than cadet, which is near a medium value blue. Copen is a bit lower (or grayer) in value than cadet, and navy has almost the lowest value (or nearest to black) a blue could have.



121—CIEL

Ciel

CIEL is purple blue with the delicacy of a summer sky, well suited to a complexion of delicate whiteness or a white skin flushed with rose. Eyes of all shades of blue reflect ciel happily. The hair should be blonde or light

brown; although dark, lustrous hair supports it very well.

A charming and attractive color for children.

Peach

PEACH Indian Head is a rosy orange (or more accurately, yellow red of high value) of sufficient intensity to be exceedingly effective on the right person. She should have golden brown, dark brown or black hair, eyes of any color and a carriage good enough to sustain such a beautiful color to the best advantage. Unless the hair is a very vivid red no hue is more pleasing for the auburn haired. Almost all skins, unless particularly dark and blotchy, are improved when allied with this blending of red and yellow; but it is liable to weaken the beauty of silver blonde hair and so should be chosen discreetly by the blonde. It is very good in combination with darker, lighter or more neutral colors, as it gives contrast or accent in decoration.



125—PEACH

Pink

PINK Indian Head is literally a pure red of high value mixed with sufficient white to give it softness. It is a fortunate choice for either blondes or brunettes. If the skin has sallow or olive tones, however, pink should not be worn, as these tendencies are unduly emphasized in contrast with the exquisite delicacy of this hue. Older women with white hair and delicate skin can wear pink well for it brings out the full strength of their good looks. No one should fear it to be too youthful for although no color has greater charm for youth, its very warmth and richness makes it becoming to the right type of face of any age.



122—PINK



143—JADE

and charm for all types—blonde, brunette, auburn haired or white haired people. A poor skin might find jade unflattering, but a skin of average good color and texture can wear it. Jade is particularly lovely with the clear, brilliant skins of childhood and youth.

Jade

JADE Indian Head is one of the most generally becoming hues in the whole color circle, as it is near the complement of red and stresses warmth in complexion. It is of medium high value, a slightly blue green, and has subtlety

Helio

HELIO Indian Head is a rich purple, darkened sufficiently to be more becoming to many complexions than a brighter purple would be. It harmonizes well with hair of all colors from white to auburn, and blue, hazel, gray and brown eyes will find it a flattering color. It should be chosen cautiously if the skin is sallow or olive. Vivid or ruddy coloring is successfully toned down by helio and a clear rosy skin is set off to excellent advantage.



146—HELIO

Mimosa

MIMOSA, a rich yellow, is high enough in value to make it delicate, brilliant enough to be interesting. It is worn well by all brunettes and by blondes who have real yellow lights in the hair. It sets off dark auburn hair.

It suits clear skins and it makes creamy or slightly sallow skins appear white. Unless her hair is paper white, the white haired woman should not wear it nor should people with dark, blotchy or olive skins.

A clear skinned brunette with brown eyes and golden brown hair could choose nothing more becoming than Mimosa.

The lovely, fine textured skins of childhood and youth are especially well suited to this color.



127—MIMOSA



134—LINEN

Linen

LINEN Indian Head is a warm but very light tan, good for all rosy cheeked blondes, brunettes or auburn heads, whatever the color of the eyes. Linen Indian Head is excellent for gowns or decoration as a background for more intense or darker and richer shades. It is a pleasing choice for children's and misses' clothes since their youthful coloring and vivacity add the dash of life needed to make this color most successful. People with pale or sallow skin, or whose hair, eyes and skin are light or neutral, should avoid linen as the effect would be monotonous.



142—CORAL

Coral

CORAL Indian Head is an intense, clear, medium high value red. This hue is well named Coral as its depth and richness repeat the beauty of the antique coral. Coral is particularly stunning worn by a person who shows interesting contrast in coloring—dark hair and eyes against a white, clear or rosy skin. Clear and fine textured skins respond well to this intense hue. A neutral complexion is overpowered and a poor skin will be over-emphasized by its clear, strong qualities. It is a particularly beautiful color for childhood or youth.

Leather



137—LEATHER

LEATHER is a slightly darkened yellow red that is flattering to the average girl or woman. The emphasis placed on the red brings it into the class of the fashionable browns of the season. The woman with drab brown or ash blonde hair should avoid this color but all other hair coloring may be safely combined with it. Dark enough to be kind to the average skin it has warmth and interest sufficient to enliven dark, blue or hazel eyes. For children it makes ideal, becoming, practical and fashionable clothes.

Copen



126—COPEN

COPEN Indian Head is an intense, slightly purplish blue and is very effective. It may be worn equally well by either blonde or brunette unless the skin is olive or sallow. It is particularly becoming to white hair, in fact the depth and richness of its hue make it suitable for all complexions except the auburn haired. It should be used a great deal by women with Irish blue eyes and a rosy skin. It will tone down a ruddy skin. Its receding quality makes it a most promising shade for the woman who wishes to look smaller than she really is and still wear an interesting, colorful gown.



121—CIEL



127—MIMOSA



122—PINK



134—LINEN



142—CORAL



124—CADET



131—PUMPKIN



126—COPEN



146—HELIO



128—SILVER



143—JADE



135—CANNA



145—BLACK



144—EMERALD



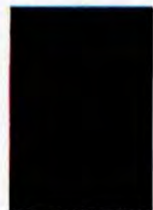
137—LEATHER



129—ROSE



125—PEACH



138—NAVY

Indian Head Has a Color for Every Need

Indian Head is appropriate for garments, embroideries and interior decoration. The 18 fast colors were chosen to include all types of complexions and home color schemes.

The becoming quality of the 18 fast colors of Indian Head is assisted by its interesting texture. Its vigorous weave gives the Permanent Finish a charm equaled only by linen.

Although the eighteen colors are reproduced as accurately as is possible by printing, you should see the cloth itself to appreciate the true beauty of colors and finish

Silver

SILVER has delicacy and lightness and requires a fine texture of skin and purity of coloring to be most flattering. It may be worn to excellent advantage by blonde and auburn haired types with gray or blue eyes.

It may be used by women with clear gray hair if relieved by enough intense or dark color to relieve monotony. Brunettes may wear silver when the skin is white, or white and rose, and the eyes are blue.

Silver is particularly good for uniforms because it is pleasingly formal and yet has enough individuality to appeal to the person wearing it.



128—SILVER



124—CADET

Cadet

CADET Indian Head is a beautiful, slightly darkened blue becoming to almost all combinations of hair and eyes. It is exceedingly good for the ruddy skin as it tones down vivid color. The woman with white hair and clear skin

will look extremely well in Cadet. It is one of the few vivid hues which a large woman can wear for it offers color without increasing size. It must be chosen with caution by those with skin that is not clear or rosy.

Pumpkin



131—PUMPKIN

PUMPKIN Indian Head is a near relation to canna, but a bit lighter and less red. It is becoming to light golden brown hair and slightly less flattering to a dark skin. It has the effect of bleaching a freckled, sallow

or olive skin. Rather trying if used in large areas, it is very successful when toned down by combination with less vivid colors both in dresses and in decoration. People with gray or blue-gray eyes should avoid it, while green, hazel or brown-eyed people with clear skins will find it most becoming. Excellent for striking brunette types.

Black

BLACK the past few years has been continuously used by women and girls of all ages. The French tell us that black is most generally becoming for the average woman and have proved it by repeated use season after season. The jeweler uses black to set off the sheen and brilliancy of his gems. Whenever the eyes, hair and skin are brilliant in coloring and lovely in texture, black adds to their natural charm. The colorless or neutral complexion, however, should avoid the use of black in large areas.



145—BLACK



144—EMERALD

Emerald

EMERALD is an intense green in which there is a bit of blue. Strong in intensity it is dark enough to be practical. It is used to the best advantage by the brunette who has a definite contrast in her head coloring.

The contrast permits the head to dominate the vivid color of the costume. A golden blonde or rich dark auburn haired type with brilliancy of coloring could also select emerald and make a striking picture. This color combined with white collar and cuffs, or white and black belt and tie, is effective dress for a beautiful child or girl.

Canna

CANNA is a bright red yellow, slightly darkened, and is very good for dark, creamy, sallow, freckled or olive skins. It bleaches freckles and makes them less conspicuous because it is a more intense and darker orange than they are. Canna is most successful with dark brown or black hair. On the other hand light brown hair may become insignificant when this hue is worn in large areas. Blonde hair loses its charm because it becomes less yellow in contrast. Gray blue eyes will find the intensity of canna trying, while brown eyes are decidedly at their best.



135—CANNA

Rose

ROSE is really a light red. It has a richness of beauty becoming to the brunette because it combines well with the fine contrasts of lights and darks in her coloring. Its depth makes it suitable for almost any complexion since it tones up or stimulates the natural coloring. The red or florid complexion should avoid choosing rose. It is rich enough in color to be less trying to a slightly imperfect complexion than its delicate sister pink.



129—ROSE

Navy



138—NAVY

NAVY is a friend to all complexions. It is a pure blue of lowest value for it is as dark as possible without seeming black. Women who offer no sharp contrast of hair, skin and eyes would be wise to combine it with some interesting and intense contrast such as Pumpkin or Jade in order to give life and individuality to the costume. The blonde and the brunette with a pale or dark skin should also strike a contrasting note in the decoration of the gown.

This completes the story of the complexions and types to which each of the fast colors of Indian Head is becoming.

New Permanent Finish

Through a new secret process an added smartness has been given to Indian Head. It has a new Permanent Finish which gives it a crispness hitherto seen only in the finest imported dress linen. All the old beauty of Indian Head has been enhanced by this finish which is permanent. It will not fuzz up; neither wear nor washing affect it. It is easy to iron and a delight to your needle. The characteristic weave of Indian Head appears more distinctive than ever before.

Suggestions for Shrinking

Every cotton fabric should be shrunk before cutting. This insures the perfection of fit and draping that distinguishes the well-made dress. The simplest and easiest method of shrinking is to lay the cloth flat in the bath tub. Leave it in the original fold, cover with cold water and let it soak for several hours. Do not wring or twist it when taking it from the tub. Lay on a flat surface and press out as much water as you can with your hands. Be sure there are no wrinkles. Cover the clothes line with a cloth. Hang the fabric over it, still folded. Put a piece of cloth under each clothespin before pinning. Let it hang (in the shade) until perfectly dry. In this way the cloth will dry smoothly and ironing is unnecessary. Do not try to hurry the drying. Shrinkage occurs, not while soaking but in the drying.

Embroidery

White Indian Head has had a successful career in the fashionable world lasting for over ninety years. Now woven in 7 widths—18", 27", 32", 36", 44", 54", and 63"—it is enjoying an ever-increasing vogue for embroidery. From this selection of widths you can buy the one suited to your purpose, whether it be the 18" width for napkins or runners, the 36" width for centerpieces or luncheon squares, the 63" width for bedspreads or table cloths.

It hemstitches quickly and satisfactorily. It is worthy of all kinds of embroidery and shows off a satin stitch, Italian cut work or the simpler, quicker stitches equally well.

Interior Decorating

The message of this booklet has been on color for personal wear. But Indian Head is equally successful for interior decorating. It is the right weight for slip covers, hangings, pillow covers and bedspreads. Its 18 fast colors offer you opportunity to develop a color scheme for every type of room and all kinds of lighting. Your color scheme will last, because Indian Head wears and wears, and its colors last. We guarantee:

If any article made of Indian Head fails to give proper service because of the fading or running of Indian Head colors, we will make good the total cost of the article.

Tailoring Hints

When making a dress of Indian Head, a well tailored finish adds much to the appearance of the completed gown. Plain seams stitched and pressed open give the flattest and most desirable result.

When setting in a sleeve, a plain seam, either overcasted neatly or bound with thin cotton bias binding, gives the fine finish desirable. When turning hem, do not make wider than necessary and at top of hem turn over only one-quarter inch.

Smart Styles in Indian Head

With the coming of fast color Indian Head, leading manufacturers of women's and children's wash dresses and makers of nurses' uniforms realized more fully than ever the value of Indian Head to them. They had used it in white for years.

The variety of 18 fast colors made it possible to use in most of their smart models. Since the season's styles are particularly charming in Indian Head, they will be shown extensively by the specialty and department stores.

That you may be sure of getting genuine Indian Head look for this label in every garment:

Made of

INDIAN HEAD

Reg. U. S. Pat. Off.

This label is your protection and our guarantee that the article will prove satisfactory in every way.

We guarantee every garment or other article bearing the Indian Head label to give perfect satisfaction as to fast colors, workmanship and finish. If not, we will refund total cost of the garment.

Indian Head made 36" wide in the following colors:

	Page		Page
Cadet.....	10	Linen.....	6
Canna.....	12	Mimosa.....	5
Ciel.....	3	Navy.....	13
Copen.....	7	Peach.....	3
Coral.....	6	Pink.....	4
Emerald.....	12	Pumpkin.....	11
Helio.....	5	Rose.....	13
Jade.....	4	Silver.....	10
Leather.....	7	Black.....	11

Although the eighteen colors are reproduced as accurately as is possible by printing, you should see the cloth itself to appreciate the true beauty of the actual colors.

"The Typical American Girl"

(Description of picture on next page)

Marguerite Churchill, New York, chosen by the Camp Fire Girls as their most representative member, is shown wearing that typically American fabric, Indian Head.

(Dress by Mary Brooks Picken, Woman's Institute)

Your dry goods merchant should have Fast Color Indian Head. If he is out of the color you want write us for free sample and name of store where you can get it.

Amory, Browne & Co.

Box 1206

Boston, Mass.



"The Typical American Girl"
(See description on preceding page)

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