



Courtesy of Norma Tunney  
Austin (right): ca. 1950

Alice Blue Gowns  
See following page

# Alice blue

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**Alice blue** is a pale tint of azure that was favored by Alice Roosevelt Longworth, daughter of Theodore Roosevelt and which sparked a fashion sensation in the United States.

The hit song "Alice Blue Gown", inspired by Longworth's signature gown, premiered in the 1919 Broadway musical *Irene*. The musical was made into a film in 1940 starring Anna Neagle and Ray Milland.

The color is specified by the United States Navy for use in insignia and trim on vessels named for Theodore Roosevelt. <sup>[*citation needed*]</sup> "AliceBlue" is also one of the original 1987 X11

color names which became the basis for color description in web authoring. The name "Alice Blue" was trademarked in 2001 by a costume company called "Alice Blue Fancy Dress & Costume" in the U.K. but the livery color chosen by them was not the correct Alice Blue shade, but instead a rich royal blue.

## References

- ↑ W3C TR CSS3 Color Module, SVG color keywords (<http://www.w3.org/TR/css3-color/#svg-color>)

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Categories: Shades of cyan | Shades of blue | Theodore Roosevelt

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Alice Blue	
— Color coordinates —	
<b>Hex triplet</b>	#F0F8FF
<b>sRGB<sup>B</sup></b> (r, g, b)	(240, 248, 255)
<b>CMYK<sup>H</sup></b> (c, m, y, k)	(6, 2, 1, 0)
<b>HSV</b> (h, s, v)	(208°, 6%, 100%)
<b>Source</b>	X11 <sup>[1]</sup>
	<b>B</b> : Normalized to [0–255] (byte)
	<b>H</b> : Normalized to [0–100] (hundred)