

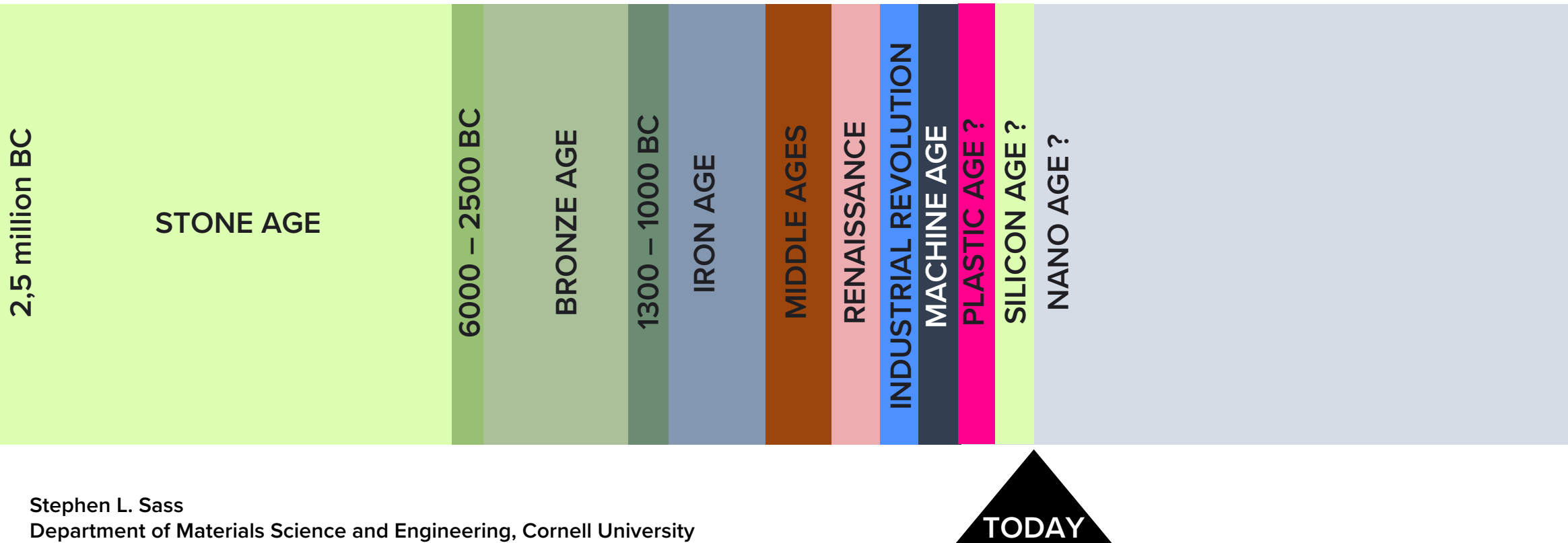
COLOR & MATERIAL reflecting time



Adam Miller

The story of human civilization can be read in the materials we have found, created, used or abused. Materials guide the course of history. They enabled revolutionary advances in how we live, work, fight and travel.

Scarcity, Mother of Invention: Throughout history, shortages have driven innovation. The desperate search for new sources of energy and new materials has frequently produced remarkable advances that no one could have imagined when the shortage first became evident.



COLOR must be understood as a historical phenomenon and technology produced through disparate and intersecting people, places and events.

Color provides us with the opportunity to explore important relationships among science and art, creativity and marketing, entrepreneurship and innovation, commerce and culture, and subjectivity and objectivity.

RESULTS

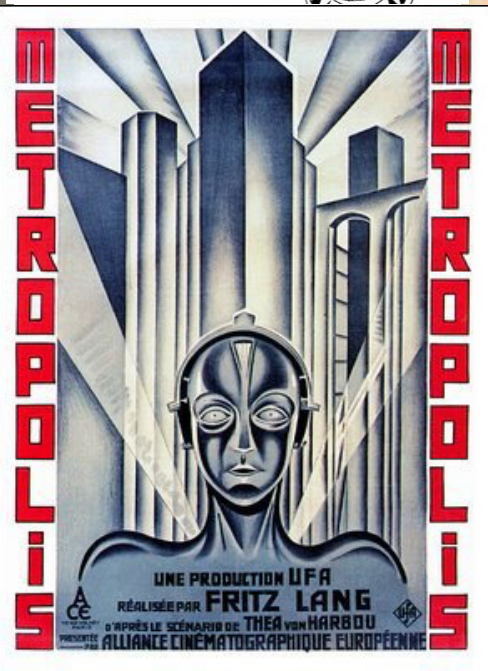


20's

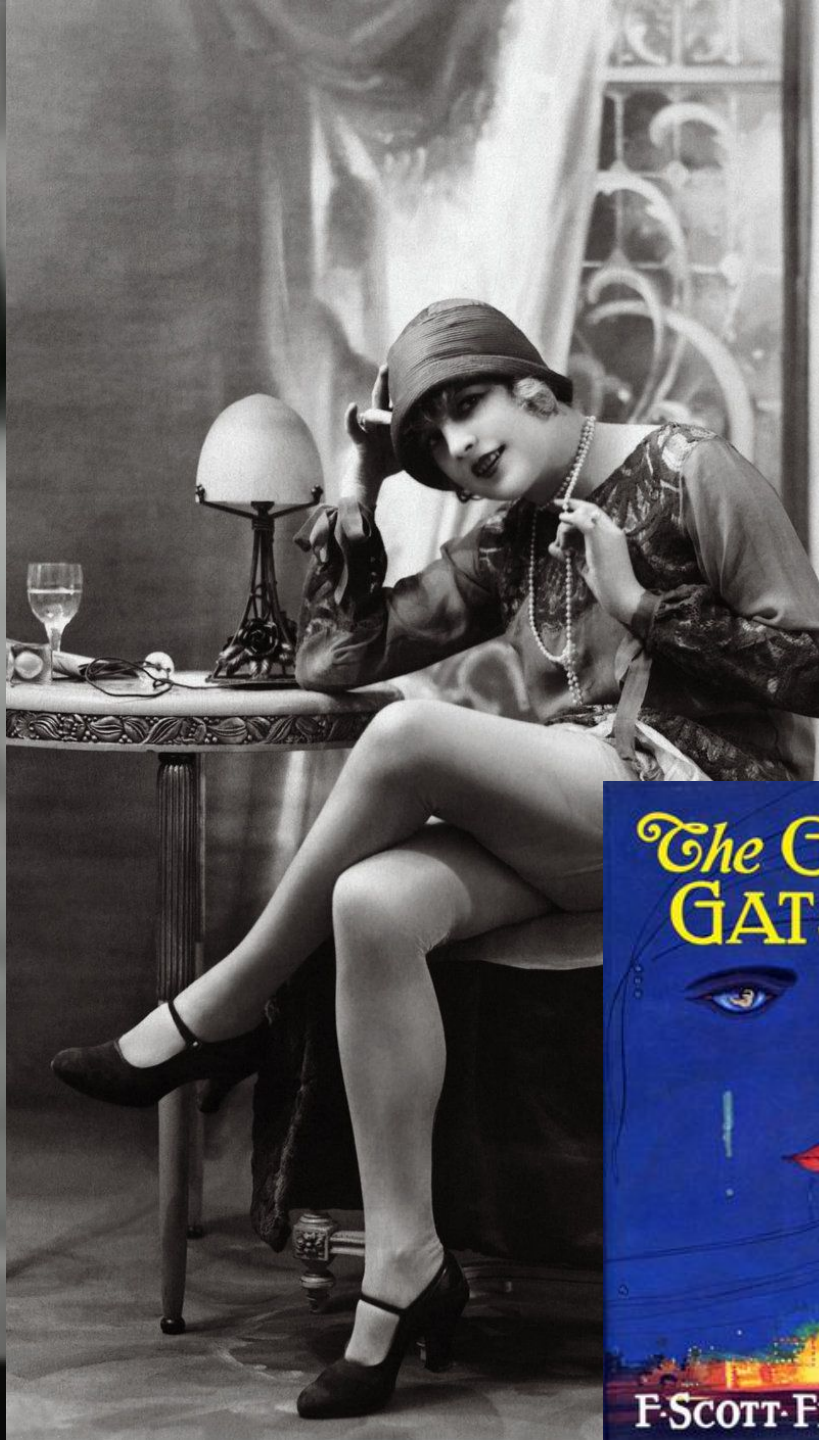


CMD REFLECTING TIME





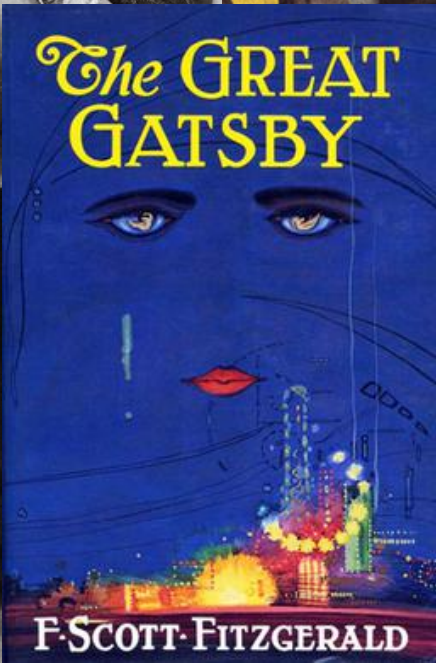




Life



F. X. Leyendecker



The GREAT GATSBY

F. SCOTT FITZGERALD

The Flapper



CMD REFLECTING TIME

WORLD'S HIGHEST STANDARD OF LIVING: PANIC WRECKS STOCK EXCHANGE; NEW YORK FRENZIED



Defends Lobbying

W. & J. SPECIALIZE IN CHARGE

and universities are commercializing on a large scale, according to charges made in a report by the Carnegie Foundation for the Advancement of Learning in Pittsburgh and Western Pennsylvania University, the Foundation's report of the charges are that universities and colleges are passing through their courses in return for their "athletic subsidy" was made by University officials, but Dr. Thomas S. Baker, Carnegie Institute, admits that the sport "has taken on some aspects of big business."

While details were made general, it is stated today by local college and university officials of the charges of commercialization, a bulletin issued by the Carnegie Foundation for the Advancement of Learning, says that the report was a tendency on the part of Dr. Thomas S. Baker of Carnegie Institute of Technology, and Dr. S. S. Baker of Washington and Jefferson University to feel that the report will make it clear to the "big game" of college sports.

Cause of Shooting



She is 36, has a 12-year-old son—but she looks like a girl of 20 and her wavy tressed hair men to be able to see over her. Mrs. Denise Burdick, above, of Los Angeles, refused a reconciliation with her estranged husband, James W. Hensley, 43, and in a fight that followed Hensley shot his wife was the latter's companion and Miss Hensley will be the wounded seriously. She was the widow of a French army officer whose Hensley met overseas and now exercises a beauty shop largely patronized by Hollywood movie queens.

REGARDS WORK AS FULFILLING PARTY PLEDGE

Senators Listen Unwillingly to Tariff View Exposure.

By Leo R. SACK, Pittsburgh Press Staff Writer.

WASHINGTON — Joseph R. Grandy, president of the Pennsylvania Manufacturers' Assn., who has pledged to himself the duty of personally superintending congressional representatives of Republican campaign promises, insofar as they relate to upward revision of the tariff, defended his activities before the Senate Lobby Investigating Committee today.

The senator-made lobbyist apparently had nothing to conceal and to the contrary, regarded his work as a national service.

The committee, instead of piling on the Pennsylvania, instead, actually to an exposition of his tariff views and his independence of the Republican party of industrial protection which he represents the fountain from which the "usual blessings flow."

SUPPORTER STRONG

Grandy defended Charles L. Brandon, youthful assistant to the president of the Commercial Manufacturers' Assn., who has been under fire because of his employment by Roscoe Stogdson, a clerk in the Senate Finance Committee, as "national asset."

WILDEST DAY IN HISTORY OF MARKET RUINS SCORES; LOSSES TO BE IN BILLIONS

Leading Financiers Frantically Call Conference As Sales Break All Known Records; Threaten To Close Exchange; Almost Every Stock on List Hard Hit.

By W. W. Forster, Press Financial Editor.

In the wildest day in stock market history with tickers running over three hours late, sales being chalked up at the astounding rate of 16,000,000 shares per day and with rumors of the closing of the New York stock exchange, billions of dollars were wiped from security values and huge fortunes literally blown away as market panic reigned today.

At 3 p. m. sales for the day had crossed the 12,000,000 mark and at the close were announced as 12,800,000. Indications were that the tickers would not halt finally before 7 p. m.

The market closed the day, a battered hulk. A stock panic surely was in progress and consternation gripped Wall Street, despite a spirited rally in the last hour of trading.

Rumors were flying thick and fast and so furious was the activity on the floor of the New York exchange that officers of the institution considered halting activities.

PANDEMONIUM MARKS SELLING AVALANCHE

There was a literal avalanche of selling. Frenzied traders fought on the floor to sell their holdings at the best available price. They paid little heed to prices. It was pandemonium and no mistake.

Rumors of financial disaster, of stock exchange firms being in a shaky position, of government intervention and similar stories shook the exchange to its very foundation.

A report from the treasury department at Washington that the market's decline was not due to unusual business conditions, had only a momentary effect. The list again plunged down until paper lessees stood at a reported figure of \$10,000,000,000.

The seriousness of the market situation was made more tense when it was announced that a conference was being held in the offices of the J. P. Morgan Co. to take immediate action.

RACE RESULTS	FIRST SNOW HERE
LAUREL.	Downfall Accompanies Sus-



22° KODAK
KODACHROME
SAFETY
DAYLIGHT
MAGAZINE 120
10
FOR RETINA, CONTAX
AND LEICA CAMERAS



"It's Ringfree"

38¢

A PAIR

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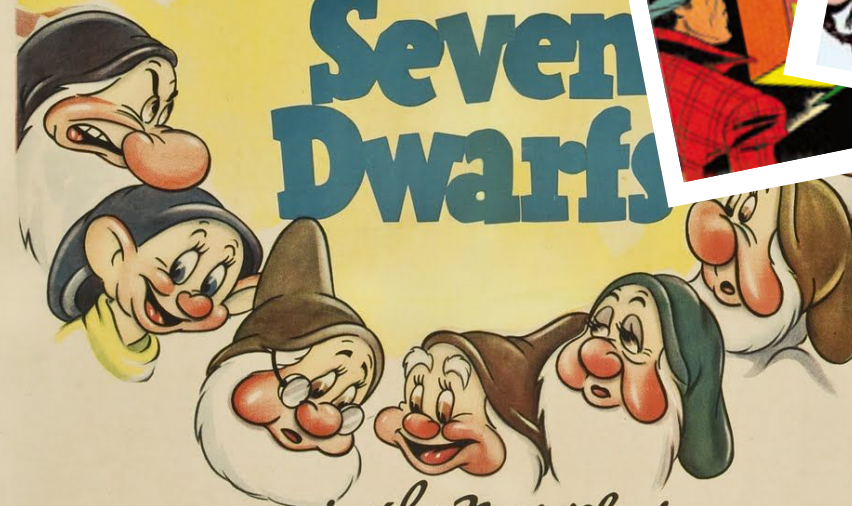
NYLON STOCKINGS



Walt Disney

FIRST FULL
FEATURE PRO

Snow White and the Seven Dwarfs



in the Marvelous
MULTIPLANE TECHNICOLOR

Distributed by R K O Radio Pictures, Inc.



JUNE, 1938

ACTION COMICS



THE WIZARD OF OZ

with
JUDY GARLAND **RAY BOLGER**
FRANK MORGAN **BERT LAHR**
JACK HALEY



SHORPY



er / OWI



CMD REFLECTING TIME



We're in the army now



YOUR AID IS VITAL!
Save METALS RAGS PAPER
 BONES RUBBER GLASS
THEY ARE USED IN WAR SUPPLIES
 ★ GET IN TOUCH WITH YOUR LOCAL COMMITTEE
ISSUED BY PUBLIC INFORMATION, FOR NATIONAL SALVAGE OFFICE, OTTAWA;
 UNDER AUTHORITY OF HON. J. G. GARDINER, MINISTER OF NATIONAL WAR SERVICES.

I	II	III	IV	V	VI	VII
K	K	K	K	K	K	K
X	XI	XII	XIII	XIV	XV	XVI
K	K	K	K	K	K	K

VALTION OSTOKORTTI
STATENS KÖPKORT K
 Miesten vaatetus- ja
 jalkinekortti
 Beklädnads- och skodonskort
 för män



... och förnamn
 ...
 el. yrke eller syssla
Insom...
 syntysijapaikka -
Wamin...

1/5	1/5	1/5	1/5	1/5	1/5	1/5
1	1	1	1	1	1	1
K	K	K	K	K	K	K
1/5	1/5	1/5	1/5	1/5	1/5	1/5
1	1	1	1	1	1	1
K	K	K	K	K	K	K
1/5	1/5	1/5	1/5	1/5	1/5	1/5
1	1	1	1	1	1	1



SYNTHETIC RUBBER



A Gas Mask requires 1.11 pounds of rubber

A Life Raft requires 17 to 100 pounds of rubber

A Scout Car requires 306 pounds of rubber

A Heavy Bomber requires 1,825 pounds of rubber

America needs your **SCRAP RUBBER**

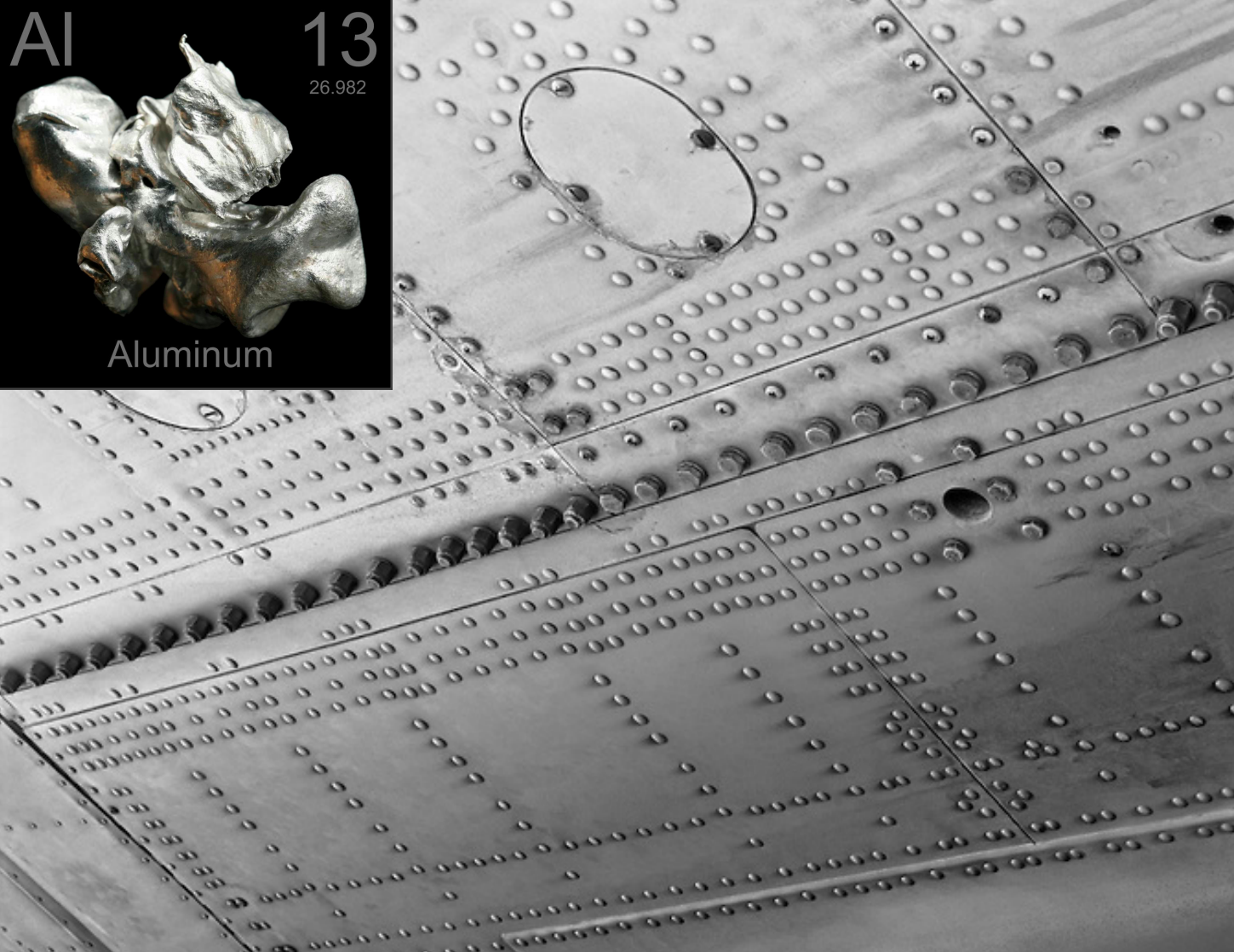
WAR PRODUCTION BOARD
Bureau of Industrial Conservation

They've got more important places to go than you!....

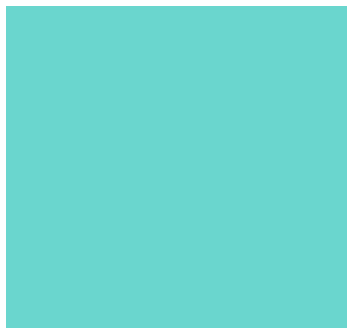
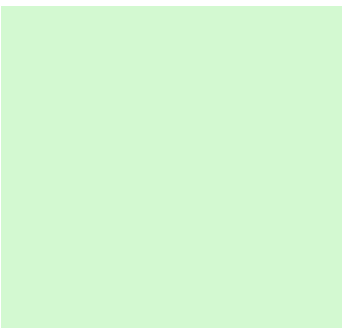
Save Rubber



The production of synthetic rubber in the United States expanded during World War II as rubber was used in almost every war machine.



With the onset of World War II, aluminum became a key strategic metal. Primary uses of aluminum included the construction of aircraft frames, ship infrastructure, radar chaff and millions of mess kits. Critical materials, such as aluminum, magnesium, plastics, plasticizers, chemicals and drugs grew to become giant industries during and after the war.

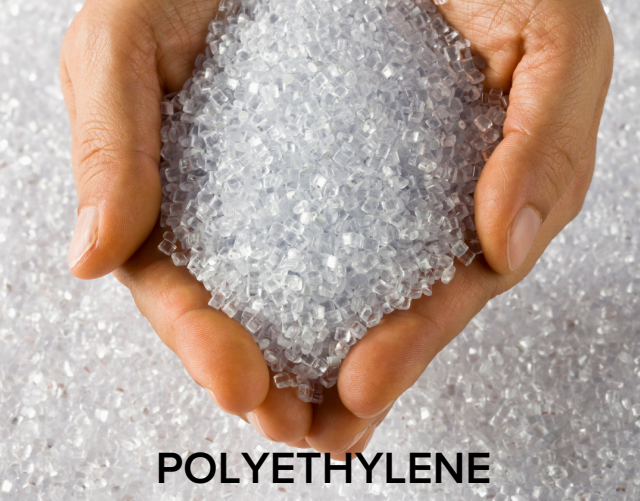


CMD REFLECTING TIME

1950s was a decade of prosperity, optimism and innovation.

A rebirth after the war, it was built on fast growing industrialization and mass-market manufacturing. All reflected in the pastel color palette that dominated most of the 50's.





POLYETHYLENE

Bowls by Tupperware



By Appointment to Her Majesty, Mrs. Homemaker.

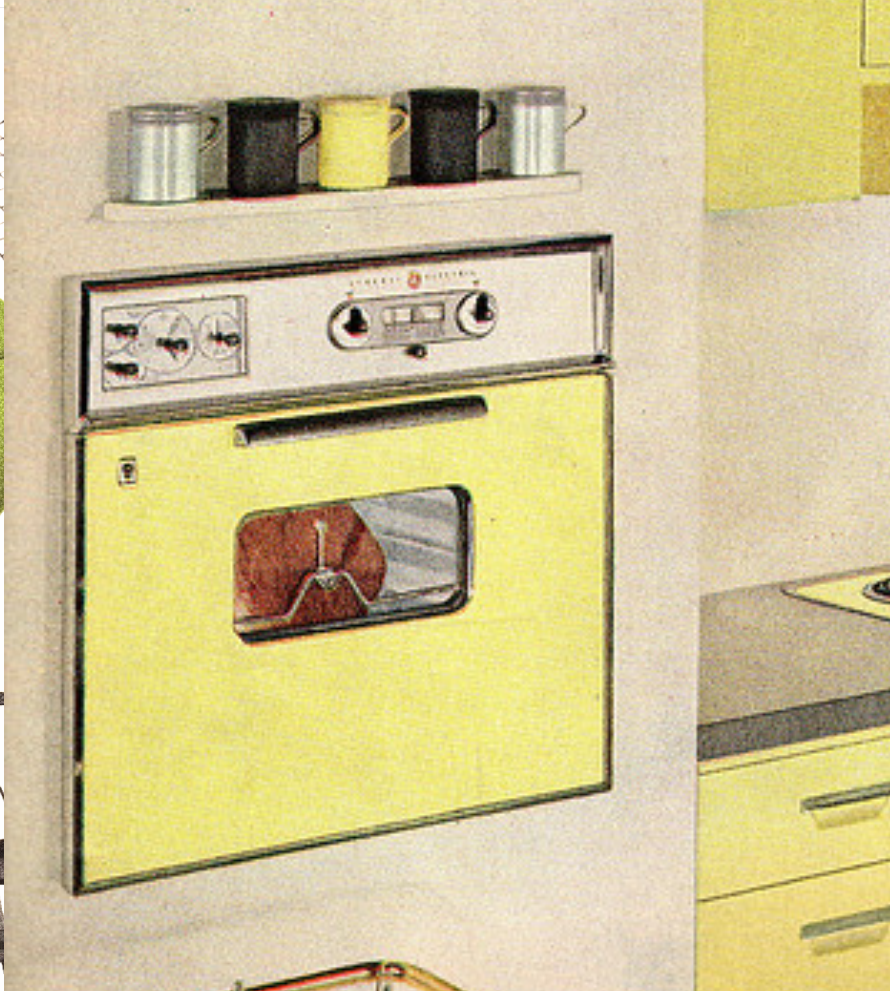




The 1950s were the age of the consumer. The post-war boom brought massive changes in the home. Open-plan living was introduced, and the fitted kitchen with its brand new appliances was the housewife's domain.



KNOLL INTERNATIONAL




The 1950s was a decade of infectious hope. The new style of the time was known as “contemporary.”



FIBERGLASS

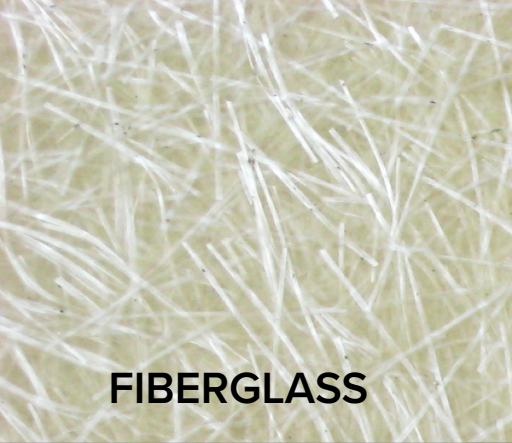


NEW molded plastic side chair



- a sculptured shell with a full rounded edge
- molded in glass fiber reinforced plastic, resistant to weather
- attached by rubber shock mounts
- a bright chrome base
- rubber mounted self leveling chrome glides

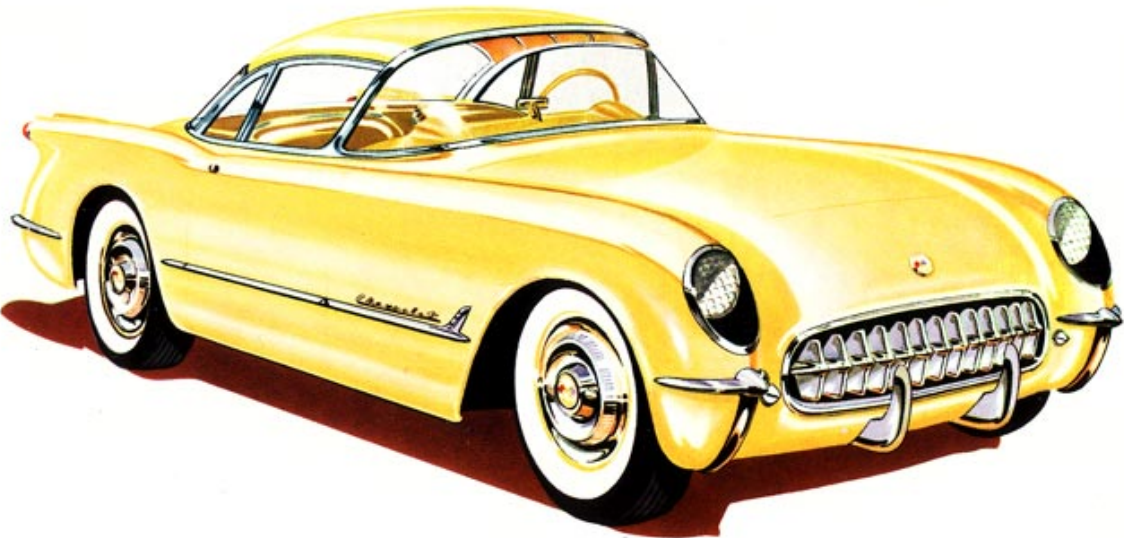
A growing number of American firms such as the Herman Miller Furniture Company and Knoll International began to build a reputation for manufacturing and marketing well-designed, high-quality, inexpensive furniture made from new materials like fibreglass and plastics for the consumer market in the postwar years.



FIBERGLASS



The Chevrolet CORVETTE
CONVERTIBLE COUPE



Materials shortages during the war had inspired new ways to make car bodies. Two different cars were introduced in 1953: one with a magnesium body and the other was plastic-fibreglass.





1958 PONTIAC
(Including 1957 Spring Colors)

RINSHED-MASON AUTOMOTIVE COLORS
DETROIT, MICHIGAN • ANAHEIM, CALIFORNIA • WINDSOR, ONT., CANADA

COMBINATION	COMBINATION	COMBINATION
U BIRCHWOOD COPPER IRIDESCENT A-1015	L TROPICANA TURQUOISE 101	B APRICOT GRAY IRIDESCENT 1007
V PATINA IVORY 1010	M BRAC MIST IRIDESCENT 1009	D SQUADRON BLUE IRIDESCENT 1003
W STANLEY SILVER IRIDESCENT A-1016	N MALLARD TURQUOISE IRIDESCENT A-1017	K VIKING BLUE 1002
Y GRAYSTONE WHITE 1011	P MARLIN TURQUOISE A-1018	F DARTY GREEN IRIDESCENT 1004
V* CASCADE BLUE 101	Q DEARVILLE BLUE IRIDESCENT A-1011	G SEAFORTH GREEN 101
W* MAYFAIR YELLOW 107	R KANSAS BLUE A-1012	H BANGOR RED 1008
X* IRI 103	S SONOMA GREEN IRIDESCENT A-1014	I SUNSET YELLOW 1006
	T CALYPSO GREEN A-1014	K KEEPSWELL PINK 1007

*Check on 1957 Pontiac Spring Color only.
From A-1015-106-1017 Printed in U.S.A.

Materials shortages during the war had inspired new ways to make car bodies. Two different cars were introduced in 1953: one with a magnesium body and the other was plastic-fiberglass.

BUICK 1957

SPECIFY 1 DAL—For DITZLER Automotive Lacquer
2 DQE—For DITZLER Quaker Enamel

PANT CODE	PANT CODE
C DAL-8030 DQE DOVER WHITE	G DAL-1182 DQE DRESDEN BLUE
D DAL-1182 DQE STARLIGHT BLUE	K DAL-42079 DQE MINT GREEN
H DAL-42076 DQE KEARNEY GREEN POLY.	L DAL-42075 DQE JADE GREEN POLY.
I DAL-42077 DQE BELMONT GREEN	R DAL-8094 DQE ANTIQUE IVORY
N DAL-8033 DQE GARNET RED POLY.	T DAL-1183 DQE DAWN GRAY
E DAL-1182 DQE BISCAY BLUE POLY.	*56 U DAL-8079 DQE APRICOT
P DAL-2187 DQE SHELL BEIGE	*56 T DAL-8040 DQE BUTTERSCOTCH

July 1

NOTE: COLORS USED IN TWO-TONES CAN BE IDENTIFIED BY THE PAINT CODE LETTER, SUCH AS:
B=CASTLE GRAY POLY. C=DOVER WHITE, ETC.

1956 SPRING COLOR

A CARLSBAD BLACK DAL-900
SEE 1956 COLOR CARD FOR COLOR CHIPS ON THE FOLLOWING
B CASTLE GRAY POLY. DAL-31375 DQE
H SEMINOLE RED DAL-7988 DQE

DITZLER COLOR DIVISION



FORDITE

also known as Detroit Agate
or Motor City Agate

is old automotive paint which has
hardened sufficiently to be cut and
polished. It was formed from the
buildup of layers of enamel paint
slag on tracks on which cars were
hand spray-painted.



Damsels in Design
WOMEN PIONEERS IN THE AUTOMOTIVE INDUSTRY
1939-1959

CONSTANCE A. SMITH

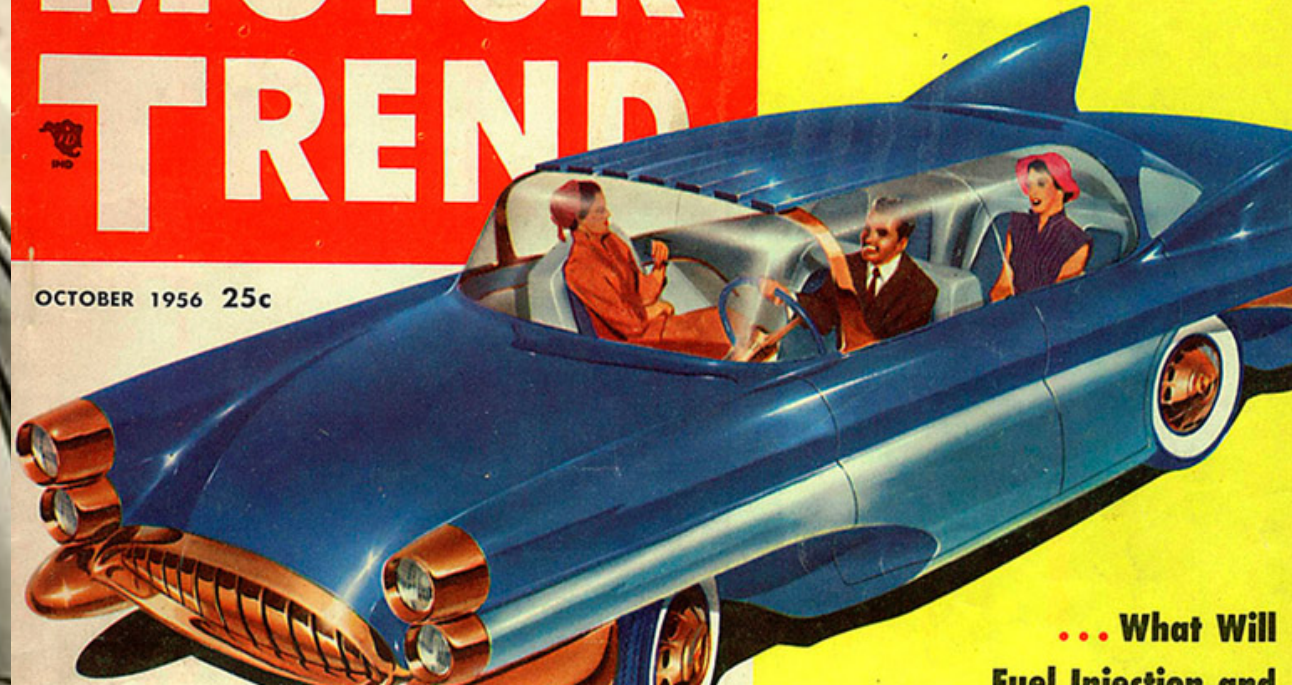




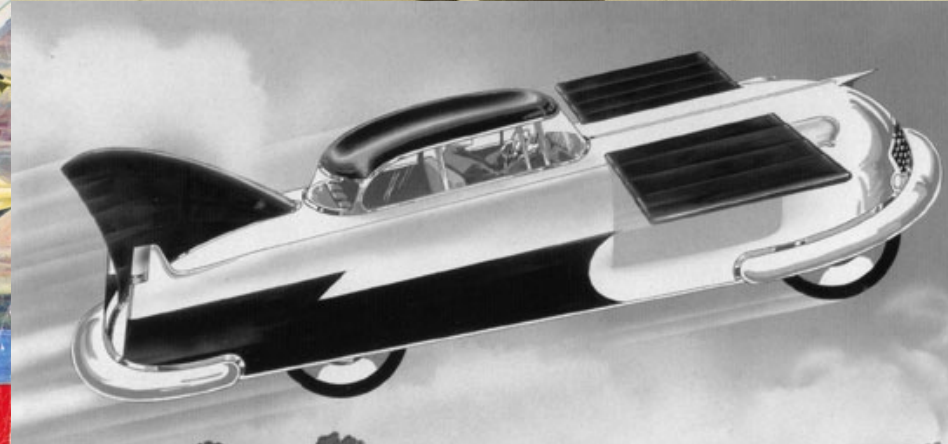
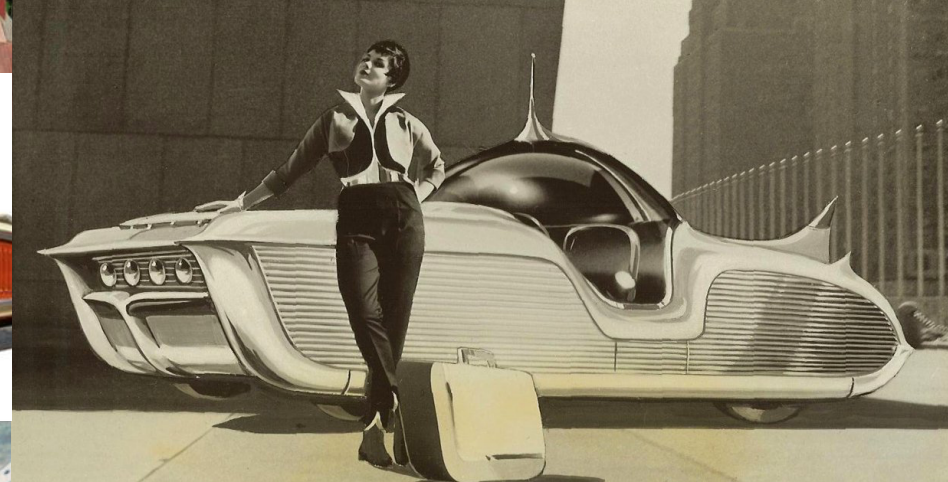
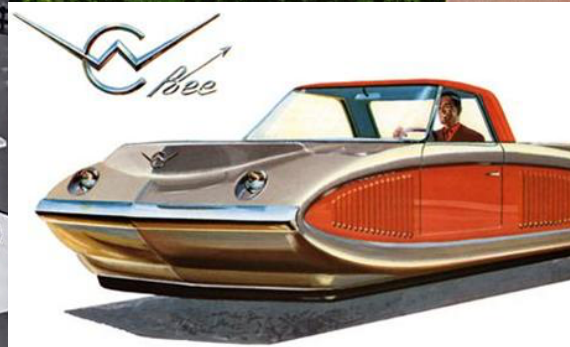
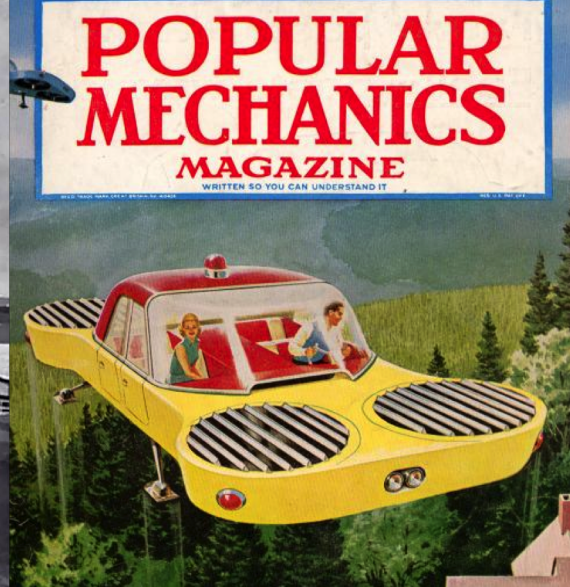
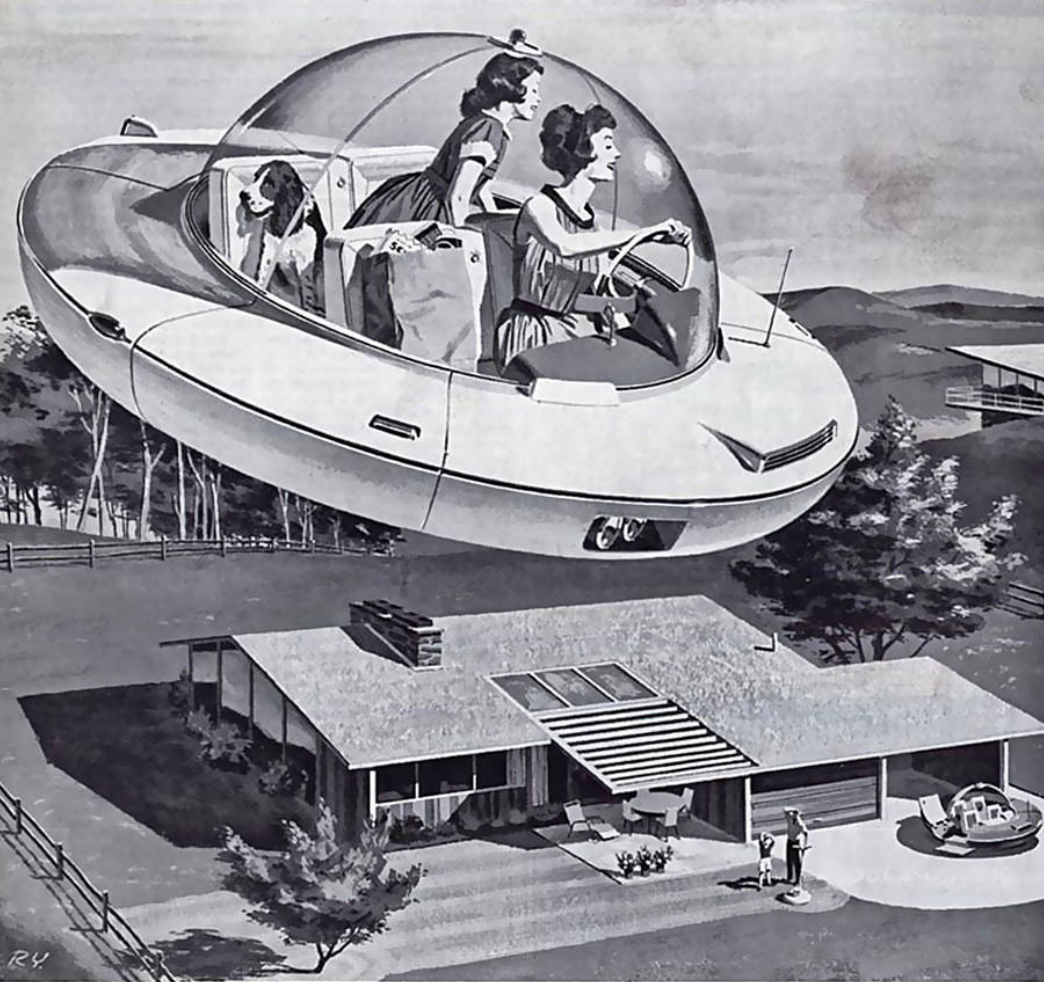
MOTOR TREND

**DETROIT'S
'57 CAR? ...**

OCTOBER 1956 25c



**... What Will
Fuel Injection and**



'Marsautos' über uns!

YOUR PERSONAL "FLYING CARPET" Step into it, press a button, and off you go to market, to a friend's home, or to your job. Take off and land anywhere; no parking problems. Plug in to any electric outlet for recharging. They're working on it!

MORE POWER TO YOU!

America's independent light and power companies build for your new electric living

Tomorrow's higher standard of living will put electricity to work for you in ways still unheard of!

The time isn't too far off, the experts say, when you'll wash your dishes without soap or water—ultrasonic waves will do the job. Your beds will be made at the touch of a button. The kids' homework

will be made interesting and even exciting when they are able to dial a library book, a lecture or a classroom demonstration right into your home—with sound. (Some of this is happening already.)

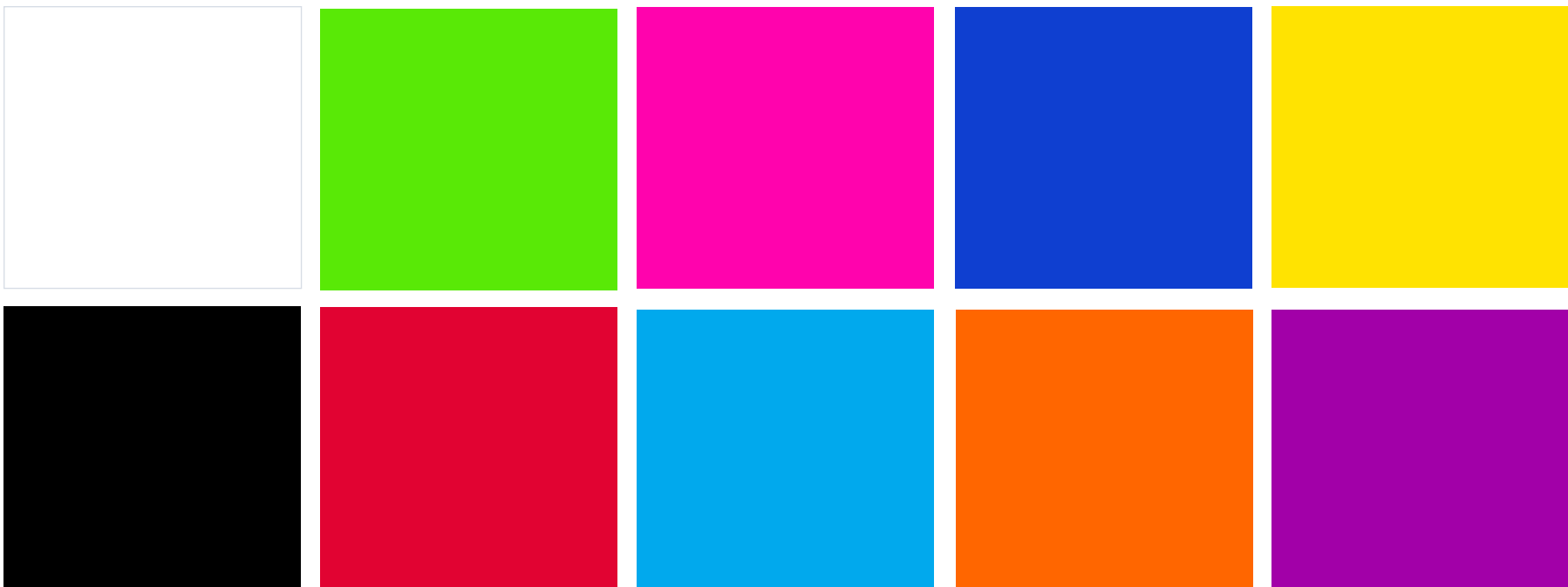
To enjoy all this, you'll want a lot more electric power, and the independent electric companies of America are already building

new plants and facilities to provide it. Right now these companies are building at the rate of \$5,000,000,000 a year, and planning to double the nation's supply of electricity in less than 10 years.

America has always had the best electric power service in the world. The electric companies are resolved to keep it that way.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

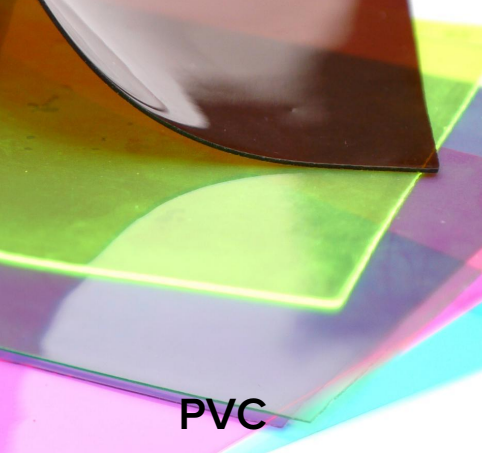


CMD REFLECTING TIME



Economic prosperity continued for most 1960's. Focus was on the individual. Swinging London was the center of youth culture and mod fashion. A decade of counterculture fueled by political awakenings, feminism, civil rights, and movements like free love!

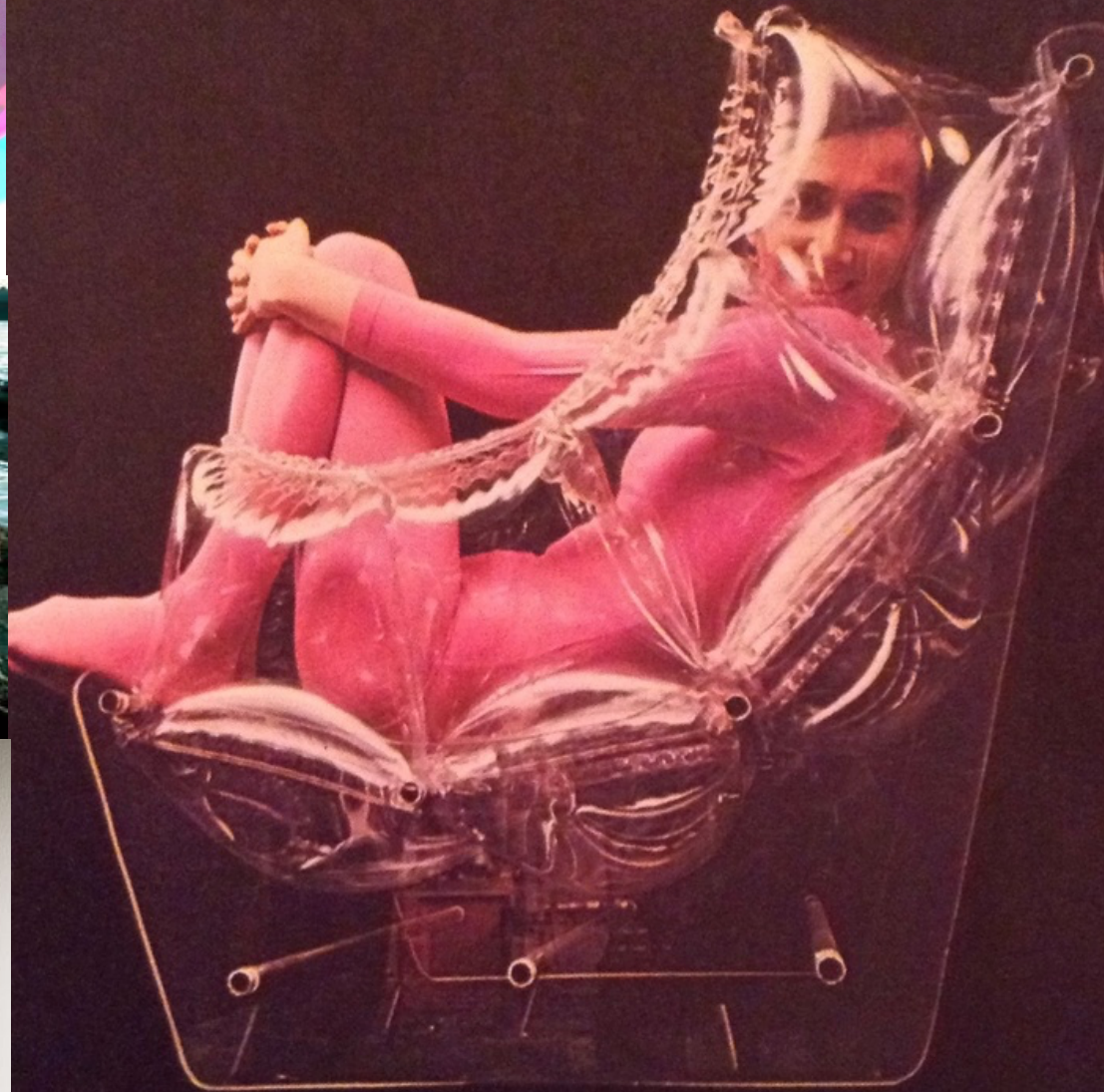
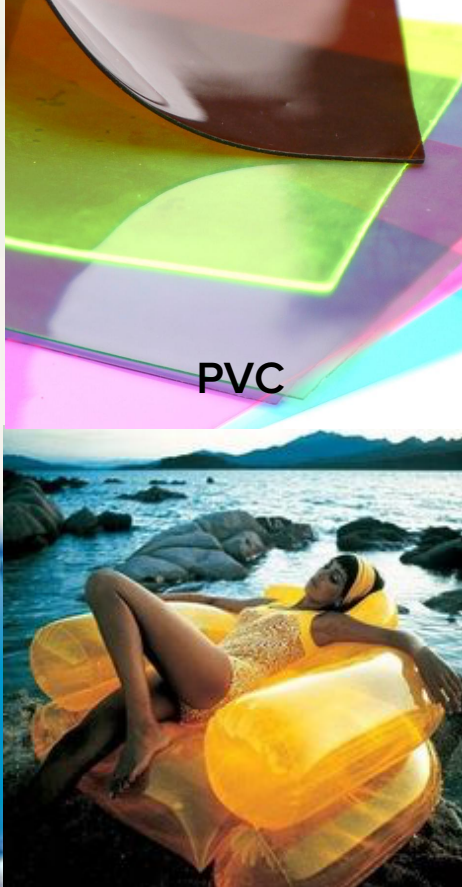




PVC



Women of the future
will make the Moon
a cleaner place to live.





Pantone chair became the first injection-molded plastic chair to be made from a single form and using a single material.





GUN-CONCRETE



GUN-CONCRETE

