



Oli crises, Vietnam War, high unemployment and inflation, in short, shaky economic and political times colored the 1970's with an earthy color palette. Brown was a key color for any combination instead of black. Favorite colors were Golden Harvest and...



# What's new in dishwasher fashion KitchenAid portables in new Golden Harvest.

You always get a lot in a KitchenAid dishwasher.

Like amazing dependability, virtually service-free operation, outstanding performance and long life.

And now, you also get the newest appliance color, golden harvest, in two handy, portable models.

A top-loading portable that's ready to use the minute you wheel it in your kitchen. No installation necessary.

Or a front-loading convertible. You can use it as a portable now. Any time you want, you can

have it built in. Easily. And there's a conversion kit to buy.

So be sure to see the new golden harvest portables at your KitchenAid dealer. (You can find him in the Yellow Pages.) Or write KitchenAid Dishwashers, 9DNG-5, The Hobart Mfg. Company, Troy, Ohio 45373.



**KitchenAid**  
Dishwashers and Disposers

KitchenAid dishwashers—20 years of good old-fashioned



## New Tappan Gallery Range in Harvest Gold.

Color to warm your whole kitchen. A built-in shelf that keeps meals hot for slowpokes. And a self-cleaning oven to get you out of tough scrapes. See your Tappan dealer. He's selling gold for pennies an ounce.



Messy oven?  
No problem.



Your Tappan  
cleans itself.

**TAPPAN**

Convenience by the Kitchenful

150 Wayne Street, Mansfield, Ohio 44902

# Hotpoint Automatic Ice Buckets for the family that drinks.



under 15 cubic feet, while the freezer is over 8.8 cubic feet.

Other features are adjustable cantilever shelves, a convertible meat conditioner that offers different temperatures for produce and meat, adjustable door shelves, and the whole thing sits on wheels so you can move it easily for cleaning behind or waxing under it.

The Hotpoint No-Frost Side-by-Side is indeed a beauty. It is only one of an entire line of refrigerators made by Hotpoint. And like every Hotpoint appliance—washers, and dryers, air conditioners, ranges, dishwashers, disposers and trash compactors—they are built to last for a life of dependable performance.

And Hotpoint doesn't love when you buy an appliance and leave you when it comes to service. Should anything keep a Hotpoint appliance from doing its job, one telephone call will bring a Hotpoint factory-trained serviceman to your doorstep. And that's a promise.

Of course, the Hotpoint Side-by-Side never needs defrosting. And the amazing thing about it is that it packs 23.8 cubic feet into less than 36 inches of width. The fresh-food area is a little

**Hotpoint.**  
Customer care  
Everywhere.

Fast, dependable service



**Hotpoint**



23, it's a lot more car than  
to be.

Model Car is a field by itself. In fact, it's  
proved only slightly better than most models of  
one Chevrolet.  
And since it's all done in its field, Model Car  
could have jumped here and there.



## '71 Nova. A change in attitude

Many people today have changed their attitude about cars. Nova owners say, "It's dependable. Good looking. Low priced. I like the size. It's probably as trouble-free a car as you can buy. It doesn't cost me a lot to run. Don't change it."

So we've changed our attitude and made only a few meaningful improvements for '71.

We put in new Power-Beam headlamps for improved lighting. We also made the standard 6-cylinder engine a bit more responsive.

But we kept Nova's not-too-small ways intact. The coupe still seats five adults and the sedan, six. Nova still has a big trunk with steel cargo guard.

We didn't let Nova get any bigger, either. It's the same easy size to park and handle. To fit a garage with bikes to

spare. To be as secure and dependable as things like Body by Fisher can make it. And it again carries a price tag that's not too big.

Nova. America's not-too-small not-too-big car. We wouldn't change that for the world.

1971. You've changed. We've changed.



The answer to low cost transportation is simplicity itself.



Maverick is simple to buy. You can do most repair jobs yourself. Maverick gives you great gas mileage. And that's with a standard peppy 100-hp engine. Maverick is designed to need one-sixth as many lube jobs and half as many oil changes as the leading import. And an independent survey says that Maverick has the lowest frequency-of-repair record of any American car. 2-door, 4-door, or sporty Grabber. Three economical Sixes or low-cost V-8. See your Ford Dealer soon.

## MAVERICK The Simple Machine



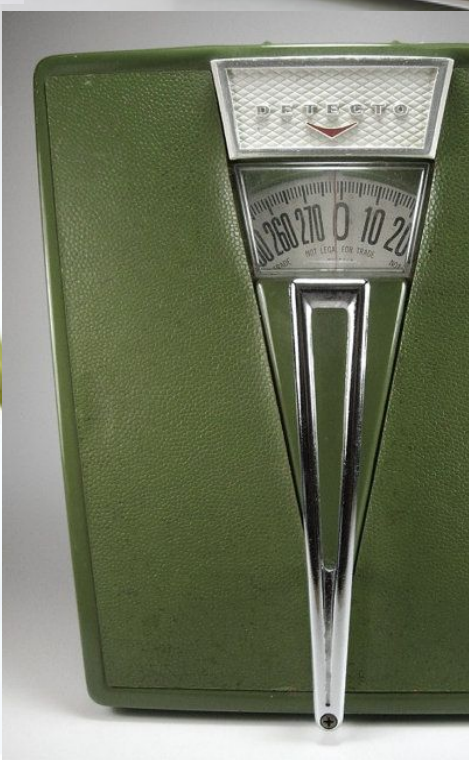


the 70s saw an inevitable backlash against the synthetic swinging sixties, with consumers favoring a return to natural materials like wood, cotton, steel and leather. The plastic products were made "more natural" by use of earthy color palette.



... avocado green! They were offered in every product category as you will see in the following pages.

The energy crisis resulted in shortage of materials and for the first and only time in the history of plastics, there was a slump in the industry.



Our new  
Avocado Green  
Kelvinator  
looks good enough  
to eat.



For  
hearty appetites,  
it comes  
in Foodarama size.



This is the side-by-side refrigerator-freezer originated by Kelvinator. Big 22 cubic foot capacity with 307 lb. freezer. Ideal 65" height. It puts a supermarket selection at your fingertips. Throughout, Kelvinator's more efficient and economical No-Frost system. Exclusive Trimwall design with unique insulation for improved cooling. All of which you'd expect from the people who make those revolutionary "Original" designs. To prove to yourself that Kelvinator knows the ins and outs of styling all appliances, visit your dealer.

Whether you cool it, cook it,  
wash it, or freeze it...  
do it in style with **Kelvinator**  
Division of American Motors






POLYESTER





# 1971 Chevrolet El Camino



Totally Tougher 

The tailored look! It's new for 1976 and completely in character with Fleetwood Brougham. One expression of it is in Minoa, a handsome new ribbed velour with leather bolsters. It is shown below in Light Ivory-Gold and available in Light Gray and Dark Blue. Another is Mansion, a

smooth-finish material of understated elegance. It is available in Black, Dark Blue-Green, Light Gray, Dark Blue and Light Buckskin. Or, if you prefer, you may order soft, supple, Sierra grain leather in any of 11 trim combinations. Standard for 1976 are Cadillac's Dual Comfort 60/40 front seats with

center fold-down armrest. You may specify Cadillac's Electronic-Fuel-Injected Engine, Weather Band Radio, Astrorooft, Opera Lamps, Illuminated Entry System, Lighted Vanity Mirror and many other features to individualize your 1976 Fleetwood Brougham even further.

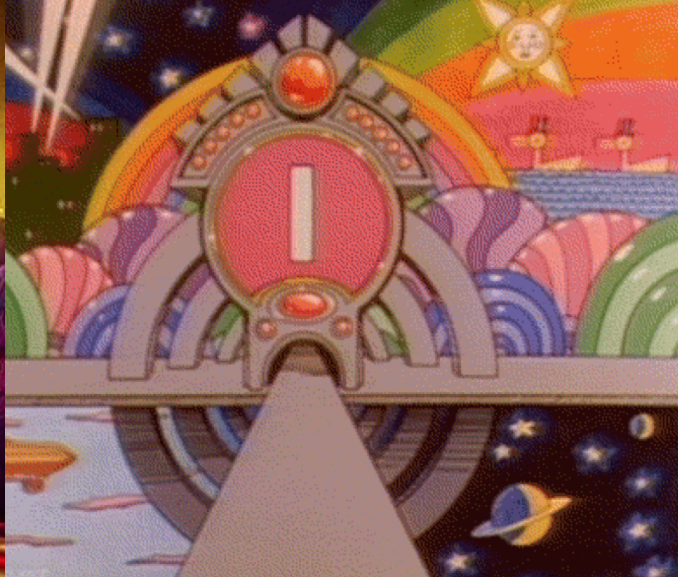


The Fleetwood Brougham in Florentine Gold Firemist with padded White vinyl roof and Turbine Vaned wheel disc

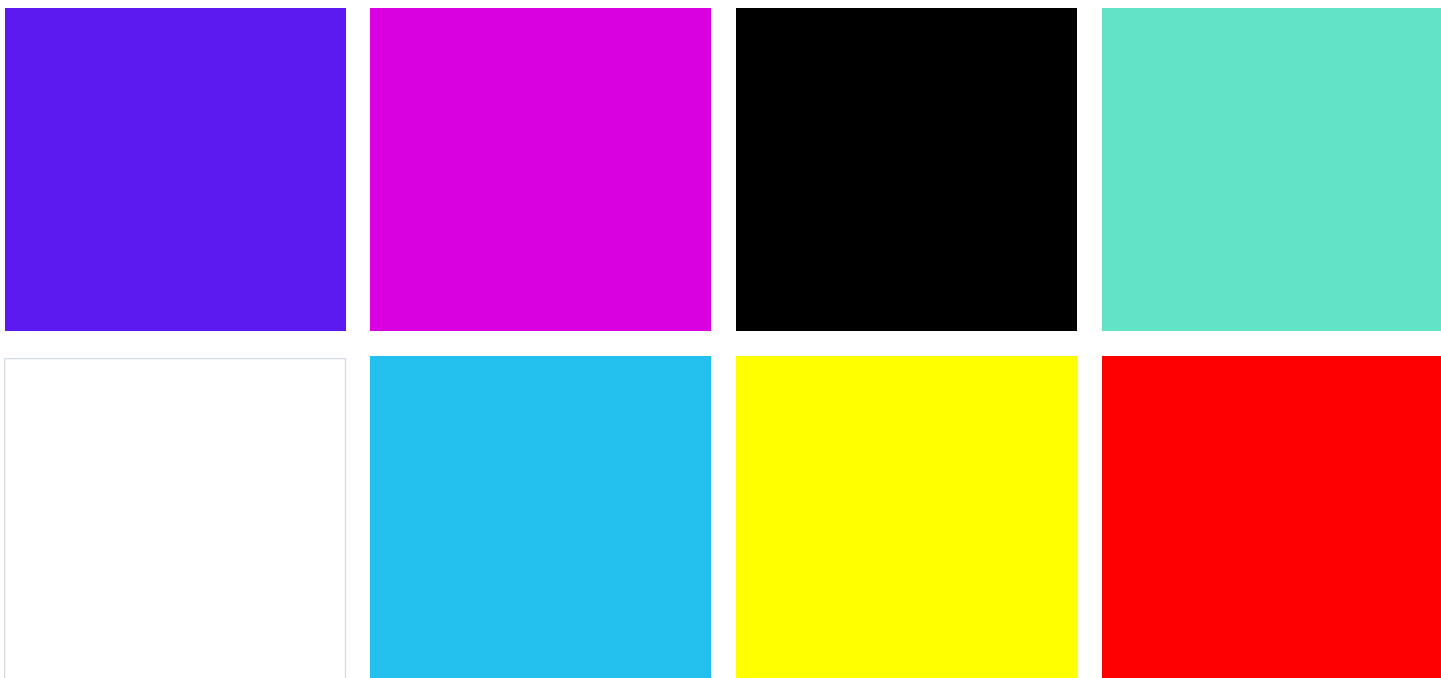


TEAK





**TOTALLY  
AWESOME 80s**



**CMD REFLECTING TIME**

1980's saw the end of cold war and had many fundamental advances in technology (video gaming, personal computers, etc) and explosive growth of economy.

Color palette got bright with neon colors.



eighty three 

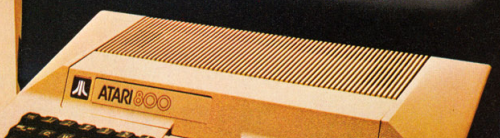


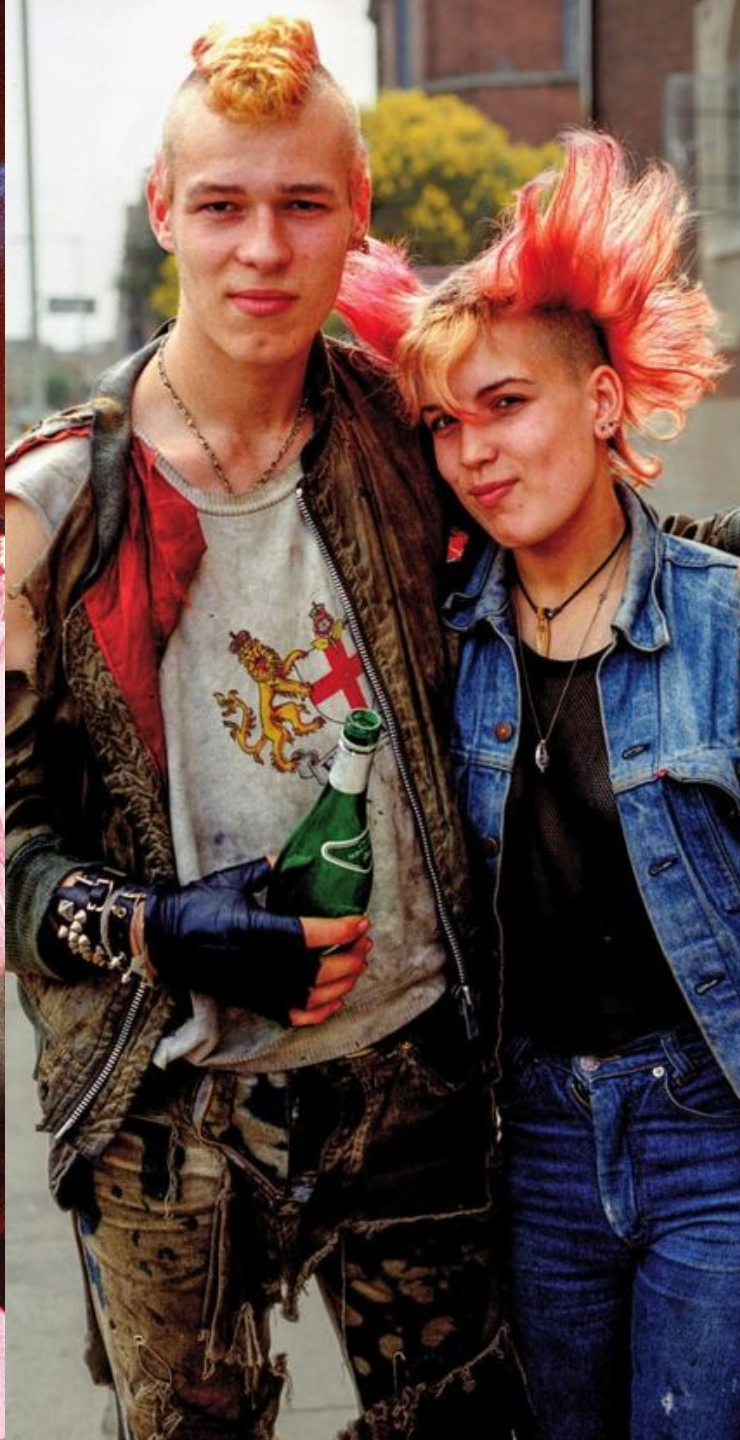


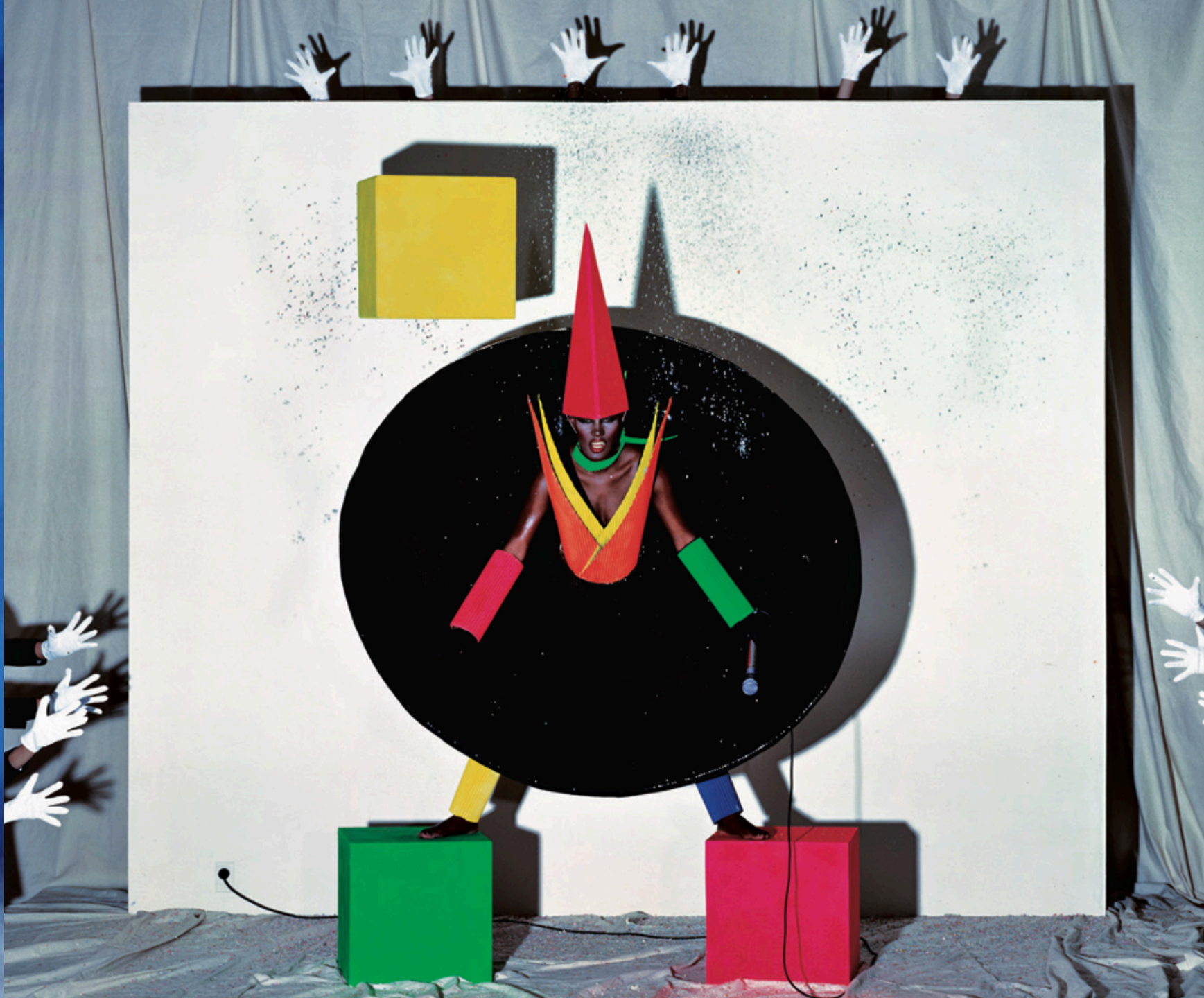
READY?



**MORE COLOR. MORE SOUND.  
MORE GRAPHICS CAPABILITIES.**









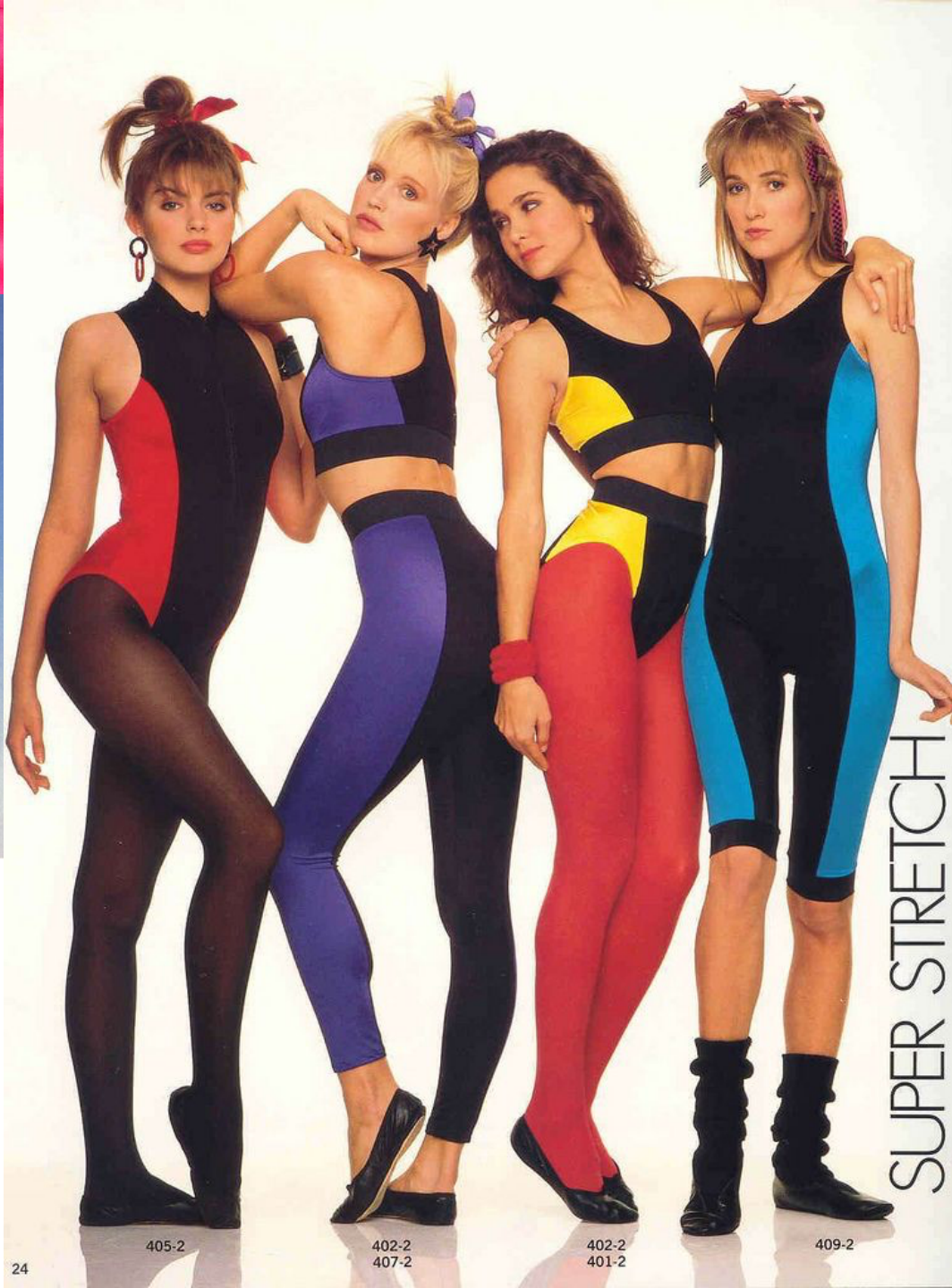




SPANDEX



LYCRA



SUPER STRETCH

405-2

402-2  
407-2

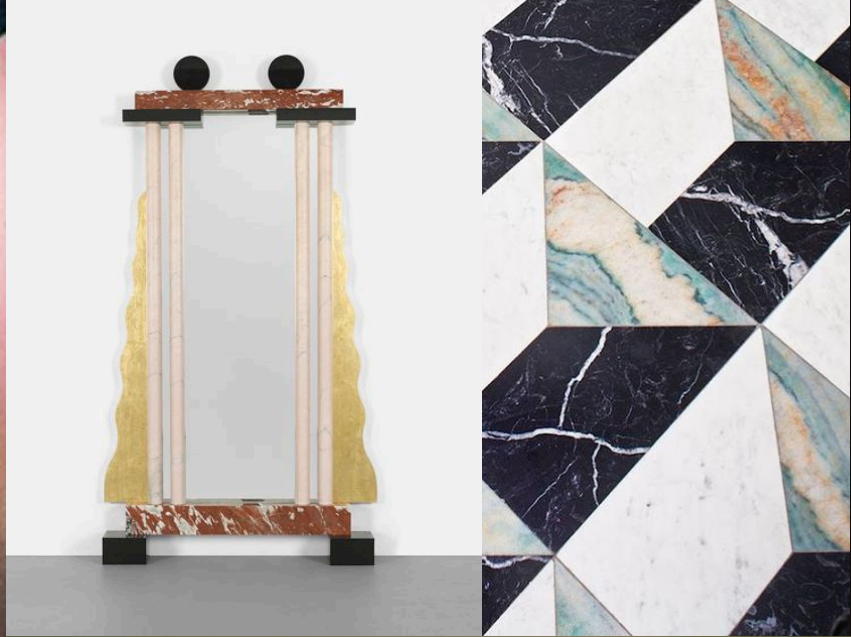
402-2  
401-2

409-2

24







90's





# Google!

BETA

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[Google! Logos](#)  
[Making Google! the Default](#)

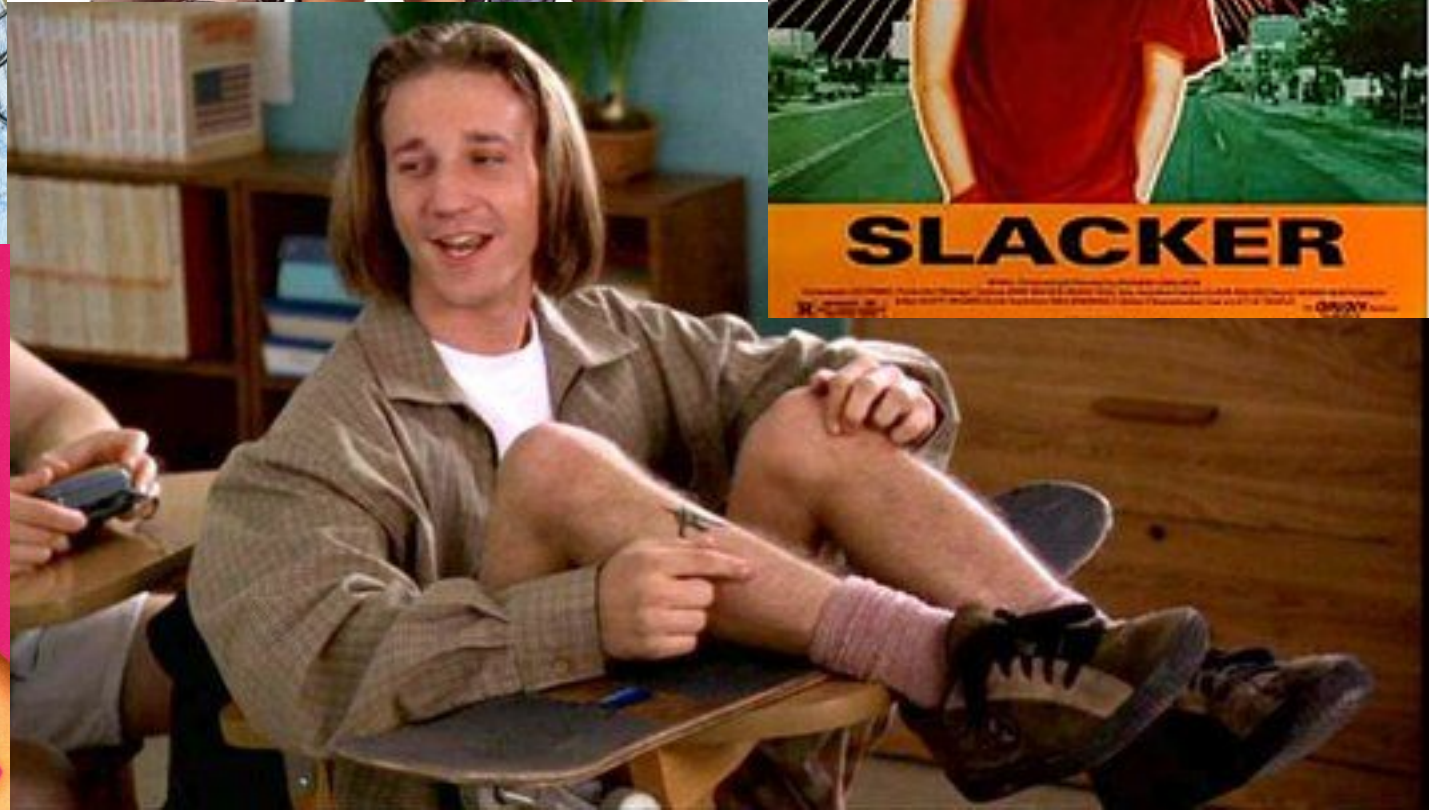
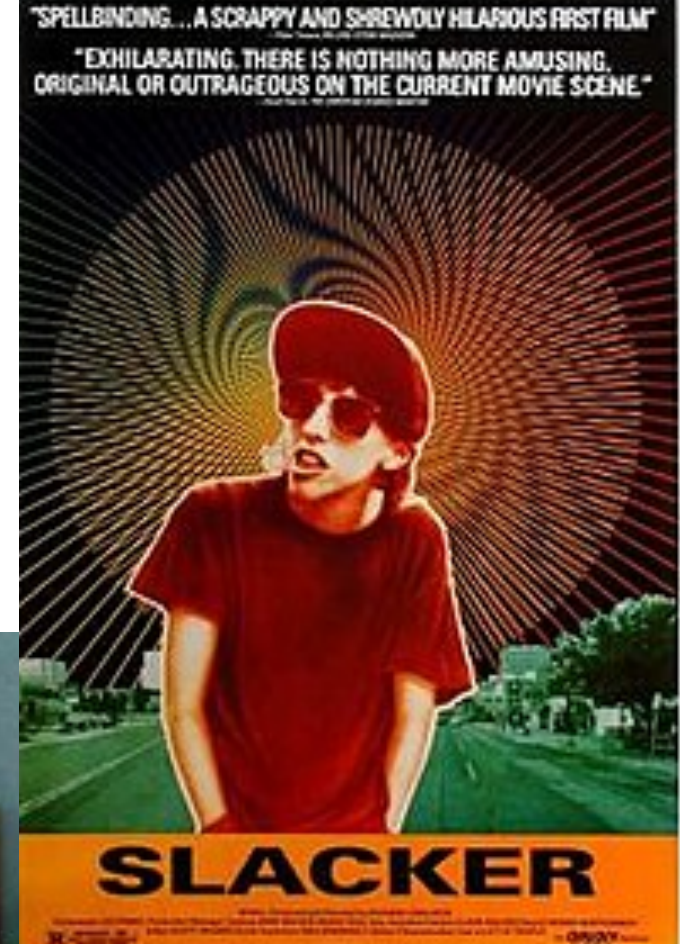
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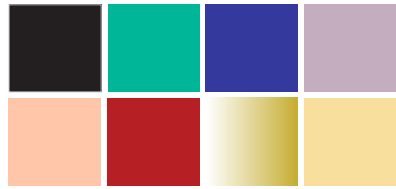




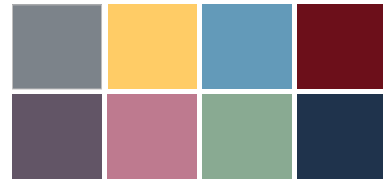




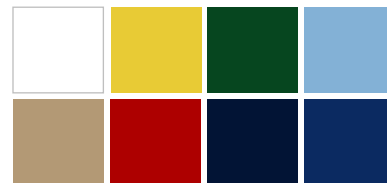
# COLOR REFLECTING TIMES



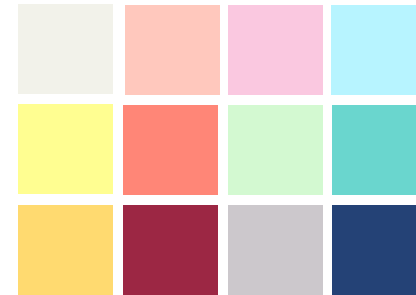
1920's



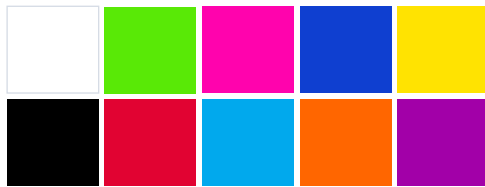
1930's



1940's



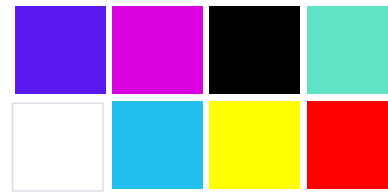
1950's



1960's



1970's



1980's

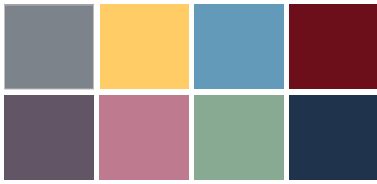


1990's

# COLOR REFLECTING TIMES



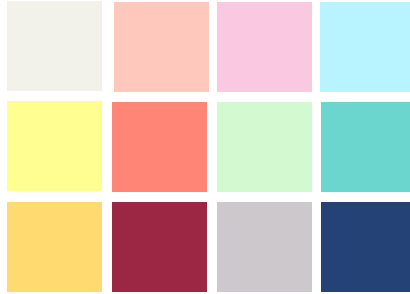
**1920's**  
METALS / GOLD  
GEM STONES



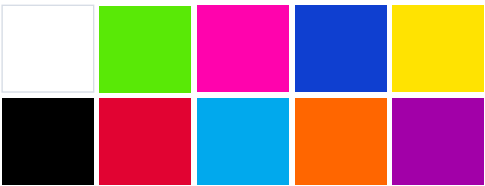
**1930's**  
NYLON  
COLOR FILM



**1940's**  
ALUMINIUM  
SYNTHETIC RUBBER



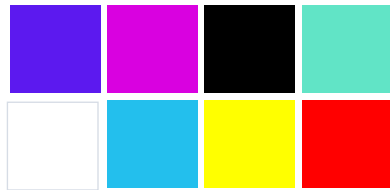
**1950's**  
POLYETHYLENE  
FIBERGLASS



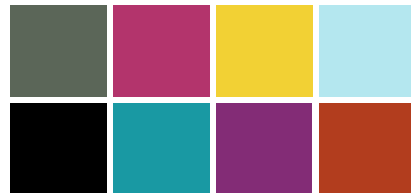
**1960's**  
PVC FABRIC  
GUN CONCRETE



**1970's**  
POLYESTER  
TEAK



**1980's**  
STEEL - CHROME  
MARBLE  
SPANDEX

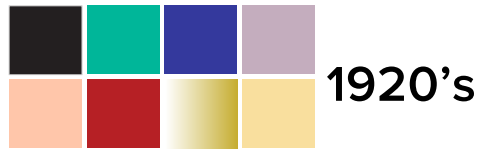


**1990's**  
DIGITAL

CMD REFLECTING TIME

# COLOR IS BAROMETER OF ECONOMIC TRENDS

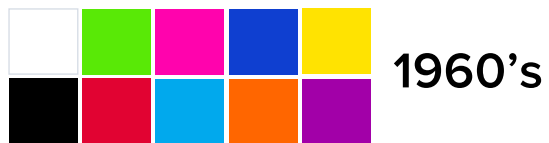
## Economy Thriving



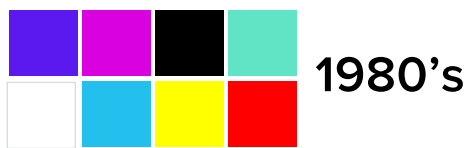
1920's



1950's



1960's

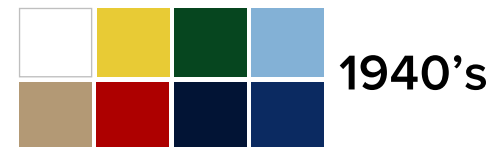


1980's

## Economy Hardships



1930's



1940's



1970's



1990's

**PASTELS & BOLD & VIBRANT BRIGHTS.  
COOL NEUTRALS, B&W , METALLICS.**

**MUTED & DEEP PRIMARY COLORS.  
WARM COMFORTING NEUTRALS.**