

HAVE THEIR DAY

Women Designers Plot Style Revolution

DETROIT, June 8 (AP)—“His” and “Hers”—that’s what it will say someday in signs over the garage of America’s two-car families.

And there won’t be any mistaking which car belongs to whom.

Not if the “designing damsels” of General Motors are given a free hand.

“Designing damsels” is what General Motors styling vice-president, Harley J. Earl, calls the seven young women employed in his division at GM’s Tech Center.

Free Hand Given

Earl, being an adventurous man at heart and long an advocate of women’s rights in the auto industry, called his seven young ladies together one afternoon and told them to design 10 car interiors and four kitchens to suit themselves—no holds barred and no interference from their male colleagues.

The damsels have produced nine sherbet-colored cars and one flashy black model—with exotic interiors to match.

There are gentle shades of champagne white, chiffon pink, grape ice, tangerine and pale lavender.

Good Response

“Company response to these colors has been great,” said Designer George Pollard. “In fact, some of these shades already have been snapped up for our 1958 models.”

Ah, vanity. Thy name is woman. So a vanity is enclosed in the glove compartments of these specially designed models. They range from a patent-leather, post-card-size carryall to a complete vanity tray. A folding umbrella is tucked under the

seat of a “grape ice” Chevrolet convertible styled by Suzanne Vanderbilt of Larchmont, N.Y.

Pearl cluster buttons set off the pink-white and “alpine beige” interior of “Allegro”—that’s what Sue calls her Cadillac convertible. The pearls pop up again on the doors and seats of a creamy white Chevy sedan. But they won’t pop off.

Jan Krebs’ slinky black Pontiac is a shadowy change

of pace from the delicate pastels.

Inside is black onyx calf, black patent arches outlining the seats and emerald green satin woven into a black background—the only color relief. Oh, yes, there’s an emerald green and black plush lap robe.

Peggy Sauer of Detroit, one-time display artist turned auto stylist, hit a high-fashion mark with her pearlesque tangerine Oldsmobile. It’s called “Mona Lisa.”

“Mona Lisa’s” wheels are white sidewalls with tangerine insets. It has a multi-colored striped cotton interior. It also has a cream leather-covered steering wheel. It might sound like a lot of color inside one car but actually it all matches—tangerine outside and mostly tangerine inside.



DELIGHTFUL SURROUNDINGS—Shown here is graceful living in one of Southern California’s outstanding new trailer parks. Note the park’s excellent landscaping.