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Grosse Ile couple select new car with color chart's aid.

Today's Cars Far More Colorful Than In Past

By ALICE E. MORGAN

You are on the news staff of the local paper. The editor looks at you and says:

"Let's have a story this week about what colors Birmingham people are asking for when they buy a new car."

You walk down the street and look around. Convert those cars at the curb into flowers and you'd have a pretty gay garden. Back in the office you start telephoning car dealers.

At Suburban Motors, local Oldsmobile dealer, Dick Fischer promptly replies that they are selling more and more of the bright, gay colors.

"IT SEEMS TO be a case of the lighter and brighter the better," he says. "Practically all of our customers are asking for these bright cars. Right now a big seller here is the yellow and black convertible."

But Warren S. Sumner at Buick reports his customers want darker colors.

"Dark green or blue," Sumner says.

"MOST OF our customers are asking for the darker, more conservative colors. That has always been the trend here, though. We do, of course, have an occasional customer who wants a bright car, but not often."

At North Chevrolet "Stu" Watson tells you their big sellers are green and grey, both dark shades. Blue, of course is up near the top, too.

Another big item in the Chevie color chart is the two-tone car. This, it seems, can be contrasting colors and varying shades of the same color.

They have a few customers who do not find just the color or combination of colors they want, and so special paint jobs are in order. . . . in the field where the bright shades enter the scene, with yellow or red the big favorites.

AT THE CARKNER Studebaker sales room the secretary and a salesman mention colors which are at least light enough to be a little beyond the realm of strict conservatism. The favorites for this make are two real light shades—blue and green.

Clarence Clohset, the Hudson dealer, promptly says "Valley blue," when you question him.

Valley blue is a color which can be considered conservative or bright, whichever you prefer.

"Kelly blue and Sheffield green!" is the reply from Tom McDonnell, Jr., at Lincoln-Mercury.

BOTH OF these colors are light and soft and you have to admit to yourself they do make a mighty nice looking car.

W. A. Caltrider, the DeSoto-Plymouth dealer, reveals a two-tone blue (light and dark) leads the field in both their cars. Other favorites are varying shades of green.

A spokesman for the Harold A. Turner company, Ford dealer, says Alpine blue is their most popular color right now.

"During the hot weather all our customers buy light colors," he said, adding, "that is, nearly all of them do. The really bright colors sell in the spring and fall; lighter shades during the summer months, and the more conservative colors during winter months.

"THIS 'ALPINE blue' is brand new and very popular."

Juniper green, a medium, metallic finish, is the popular color in the Chrysler-Plymouth field, along with various shades of grey, according to Mike Welch.

At the Cadillac-Pontiac salesroom blue and green are tops on the request list. Corrinth blue on the Cadillac is known as "star mist blue" when it appears on the Pontiac. A dark Berkshire green, is popular in both cars. In the Catalina models, Malibu ivory and sapphire blue are the favorites.

Jess McNeal, Nash dealer, said that, for all models, their best seller is a very light green.

There you have it. Be the colors "light" or "bright", people are buying more of them than ever before.

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Cranbrook Boards Discuss Successor To Paul Friedrich

Cranbrook's central committee met July 19 to discuss filling the position left vacant by the resignation of its executive secretary, Paul Friedrich. The question has come up as to whether it is advisable to hire someone for the position or assign its varied duties through other departments.

Members of the Cranbrook Foundation board will be asked to discuss the problem at their August meeting and confer with the central committee.

Friedrich resigned to accept a position as executive secretary with the Lutheran Layman's league in St. Louis, Mo.

He will assume his new duties on Sept. 1 and plans to leave Birmingham late in August.

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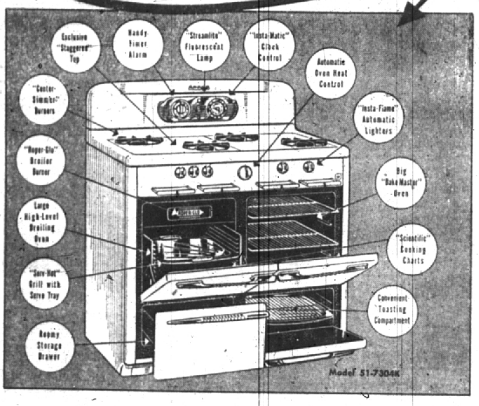

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