

Lady Stylists Reveal the Inside Story

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Who can predict what women will buy better than another woman?

The man who sell cars know that while Papa is looking under the hood, Mama is checking the interior color scheme, fabrics and appointments. And Mama influences the car choice.

So each of the Big Three employs women interior stylists, takes their advice about what women will like two to three

years from now.

While most of the day stylists are busy working on 1962 and '63 interiors, three of them took time the other day to tell this reporter about themselves and the inside story for 1960.

TALENTED Miss Peggy Sauer is an interior designer in the styling department of General Motors, which claims to be the first car manufacturer to hang out the

"female help wanted" sign in the styling window. That was in 1943. Peggy got her automotive job after several years as a display designer for large department stores. She is classed as an industrial designer, has her own sculpture studio, and holds the degree of bachelor of fine arts from Cranbrook Academy of Art.

About the GM 1960 interiors, Peggy says, "If anything, they are more conservative than in '59 models."

GM IS still using vibrant colors on "appropriate" models. Peggy reports, adding that this year's car interiors are coordinated in some new and more subtle colors.

GM feels that Papa, too, considers car interiors important, according to Peggy.

"We have found great enthusiasm for high-fashion interiors, from men as well as from women."

WHAT PAPA looks for, thinks Miss Lois Zolliker, of Chrysler corporation, is a "neat package that has power under the hood."

The female looks for beauty and smartness in the interior, claims Lois, and for interior fabrics to stand the wear and tear of small fry with dirty boots and ice cream cones.

Lois holds the important job of assistant manager in the color and fabric studio, Chrysler engineering division. She got a bachelor of science degree in related arts from Michigan state university, then worked as interior decorator and fashion coordinator for a large department store.

"**THEN I** walked in one bright day and said I would like to work for Chrysler corporation. They never had had a woman in that capacity before, and I didn't know it, but they were looking for someone."

Lois says the Chrysler cars also are switching from holder to more conservative interior appointments

for 1960. Chrysler is even using the simple, yet plush, all-wool broadcloth in solid colors.

"We've always had it in the Imperials," says Lois, "but it's being used in Chrysler New Yorkers this year because of demand."

FOR '60, Chrysler is using more nylon, more Jacquard weaves, more subtle colors and less texture, says Lois. Stripes and variations on stripes are being featured, and there will be less of the metallic yarns.

One of the fabrics in the new Ford Falcon was designed by Sally Eaton, who got the inspiration for it from a modern painting.

Sally is a fabric specialist in the Ford Motor trim materials department. She majored in textile design at the Rhode Island school of design, where she got her degree as bachelor of fine arts.

AT FORD she often designs fabrics, besides assisting with the selection of interior upholstery and trim.

Auto fabrics are getting much more attractive than they once were, Sally thinks, and have greater cleanliness as well. The Ford line of cars is going conservative for 1960, too.

"The large, bold patterns are giving way to tweedy-type things, stripes and Ivy-leaguish fabrics," says Sally, who adds that Ford often draws on high-fashion decorator and clothing fabrics for adaptation in automobile textiles.

ALL THREE manufacturers are banking on a trend toward conservatism this year, but what will the woman who peeks inside the showroom model be looking for next year and the year after that? Peggy, Lois, Sally and other woman stylists are working on that one.

But they won't say a word. The interiors of future cars won't be revealed until new model announcement times.

For now, it's a trade secret.



Sweeping '60 Cadillac Sedan

The sweeping elegance of the newly created silhouette of the series sixty-two six-window sedan typifies the handsome lines and simplicity of design of the 1960 Cadillac.

The popular six-window sedan features all of the advanced engineering and design characteristics of the new models.

GM Presents Newest Models

General Motors is presenting a "fresh" look in its cars for 1960 along with the new compact Corvair by Chevrolet this month.

The Corvair is expected to retain the top sales spot among the compact cars to keep pace with the standard-size Chevrolet.

Corvair

The Corvair is the product of a nine-year research and development program aimed at designing a compact car which is low in initial cost, economical to operate, roomy, easy to handle and provides American standards of comfort, convenience, safety and performance.

The rear engine provides a forward-aft balance in weight that is not practical in a front-powered car on a short wheelbase. Traction, braking and steering thereby benefit.

Chevrolet

A distinctive new appearance, added comfort and increased economy of the most popular V8 engine are among outstanding features.

All passenger car series have been completely re-styled. There is a fresh new appearance to the exteriors. The interiors are roomier and offer new elegance of upholstery and sidewall treatment.

Pontiac

Pontiac's low, clean styling is complemented by a Vista-Panoramic windshield and a generous wrap-around rear window, with a low-cut roof adding to the rakish beauty of every model. Pontiac's fresh approach to styling is even more pronounced in the sculptured deck lid and the rear fenders topped by twin dual tail lamps housed in individual cones extending toward the back window.

Below each set of tail lamps are long, graceful backup lamp ports framed in chromium. The artistic deck flares downward to blend with a massive wrap-around rear bumper.

Oldsmobile

New crisply-tailored styling and a new balance of design are teamed with further advances in economy of operation in the 17 new Oldsmobile models for 1960. It was announced today by Jack F. Wolfram, general manager of Oldsmobile and a vice president of General Motors.

Wolfram stated that the 1960 Oldsmobile features a redesigned Rocket engine in the Dynamic "88" series for use with lower cost regular grade gasoline.

Buick

The 1960 Buick will be available in three series: LeSabre, lowest priced in the line; Invicta, the most spirited model; and Electra, the luxury series. They will be identified by the ventiports, four on each front fender of the Electra series, and three on the Invicta and LeSabre.

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