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A CENTURY of PROGRESS COLORS

ISSUED BY
THE TEXTILE COLOR CARD ASSOCIATION
OF THE UNITED STATES, INC.

WITH PERMISSION OF
A CENTURY OF PROGRESS
INTERNATIONAL EXPOSITION
CHICAGO
1933

THE PLAN OF PRESENTING THESE COLORS TO AMERICAN INDUSTRY AND TO THE PUBLIC IS THAT OF MARGARET HAYDEN RORKE, MANAGING DIRECTOR OF THE TEXTILE COLOR CARD ASSOCIATION.

FOR OVER A YEAR, MRS. RORKE HAS CONTACTED PERSONALLY WITH THE OFFICIALS OF A CENTURY OF PROGRESS EXPOSITION AT CHICAGO AND PROCURED THEIR AUTHORIZATION TO DRAMATIZE, IN BROCHURE FORM, THE COLORS USED IN THE PAINTING OF THE EXTERIORS OF ALL PRINCIPAL BUILDINGS.

IT IS BY THESE HUES THAT THE EXPOSITION HAS EXPRESSED SO VIVIDLY THE SPIRIT OF PROGRESS AND THE PART THAT COLOR HAS PLAYED FOR THE PAST ONE HUNDRED YEARS IN AMERICA'S ADVANCEMENT.

MRS. RORKE DESIRES TO EXPRESS HER APPRECIATION TO ALL OF THOSE WHO HAVE HELPED HER IN THE PREPARATION OF THIS BROCHURE AND SHE WISHES TO GIVE SPECIAL CREDIT TO THE FOLLOWING OFFICIALS FOR THEIR GENEROUS ASSISTANCE AND COOPERATION:

RUFUS C. DAWES,
President, A Century of Progress

LENOX R. LOHR,
General Manager

DR. ALLEN D. ALBERT,
Assistant to the President

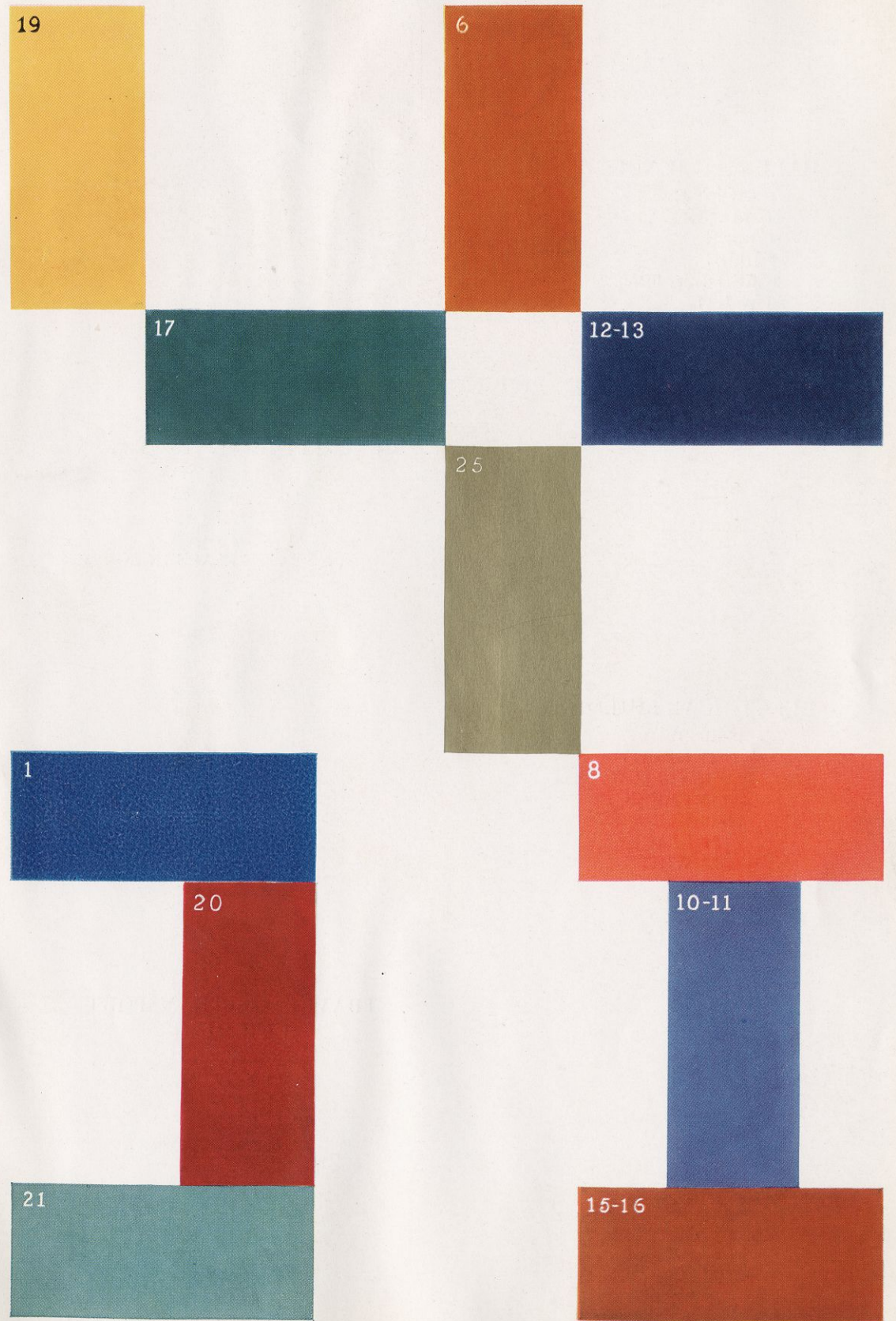
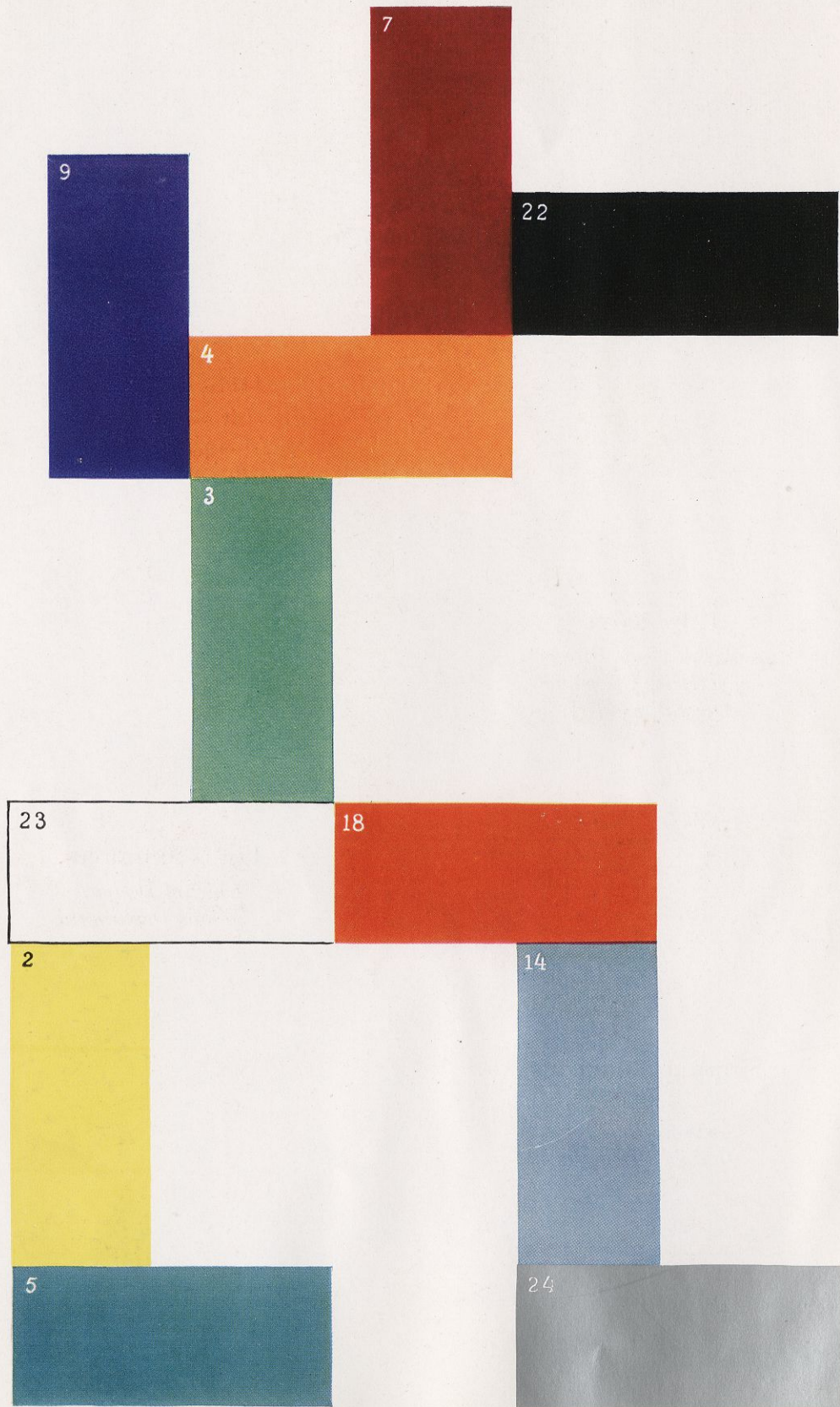
JOSEPH URBAN,
*Director of Exterior Color
and Decorative Effects*

OTTO TEEGEN,
*Assistant to the Director
of Exterior Color and
Decorative Effects*

I. L. SCOTT,
*Associate of the Director
of Exterior Color and
Decorative Effects*

LOUIS SKIDMORE,
*Chief of Design,
Exhibits Department*

SHEPARD VOGELGESANG,
*Supervisor of Color and
Decorative Effects,
Exhibits Department*



COLOR KEY TO BUILDINGS ON FOLLOWING PAGES

HALL OF SCIENCE

6 ORANGE
4 ORANGE
10-11 BLUE
9 BLUE
20 RED (very little)
23 WHITE

FEDERAL AND STATES

23 WHITE
9 BLUE
22 BLACK
25 GOLD
(32 STATES FLAGS IN COLORS)

ELECTRICAL BUILDING

15-16 RED
17 GREEN
2 YELLOW
3 GREEN
12-13 BLUE
22 BLACK
23 WHITE

TRAVEL AND TRANSPORT
BUILDING

3 GREEN
19 YELLOW
1 BLUE
12-13 BLUE

ADMINISTRATION BUILDING

2 YELLOW
12-13 BLUE
23 WHITE
24 ALUMINUM

GENERAL EXHIBITS BUILDING

21 BLUE
19 YELLOW
4 ORANGE
22 BLACK
23 WHITE
1 BLUE

HOME PLANNING HALL

17 GREEN
23 WHITE
4 ORANGE
22 BLACK

AGRICULTURAL BUILDING

2 YELLOW
5 BLUE
15-16 RED
22 BLACK
24 ALUMINUM
23 WHITE

12TH ST. ENTRANCE

9 BLUE
20 RED
22 BLACK
23 WHITE

THE TEXTILE COLOR CARD ASSOCIATION
OF THE UNITED STATES, INC.

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