

# You Can Have Anything in

*There's not much demand for such custom accessories as a built-in popular options can mean a lot at trade-in time*

**T**HE NATION'S LARGEST auto maker was curious. How many Chevrolets could it build before one was duplicated?

The problem was fed into a computer, which showed signs of electronic indigestion before it came up with this astonishing answer: duplication could be avoided for the entire 1,900,000-unit production that the company was planning for 1963!

Of course, it won't be. One reason is that 25.6 percent of the Chevrolet buyers are likely to choose white body paint. And there are such matters as the limitations inherent in the design of ignition locks: in a parking lot containing 1,000 new Chevrolets, it theoretically would be possible to drive them all away with only 500 keys.

Nevertheless, the choice is still tremendous. This year, Chevrolet will offer 33 models, just so no one can say that the kind of car he wanted wasn't available with the Chevy name plate on it. When you add to this the wide choice of colors, engines, and accessories available, the possible variations skyrocket.

By buying everything listed in the catalog, ranging from what is called the "A" accessory group to air conditioning for a convertible, it is possible to pay slightly more than \$5,500 for a Chevrolet, Ford, or Plymouth.

An air-conditioned convertible may seem irrational; but Cadillac, for one, installs air conditioners in 35 percent of the convertibles it builds.

Judicious choice of accessories makes excellent economic sense, aside from your own satisfaction in "personalizing" your purchase. An automatic transmission that costs an extra \$250 when new probably will return \$200 of this at trade-in two years later. Dealers report that used cars are practically unsalable today without radios and heaters. Power steering and power brakes also depreciate at a rate substantially less than the car itself.

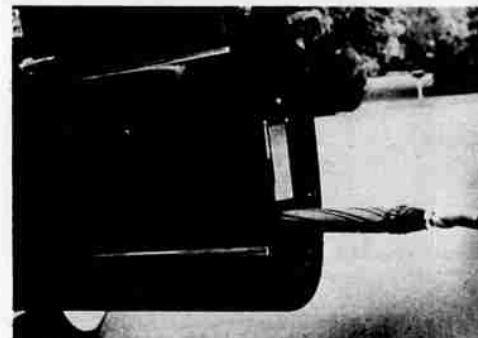
In a sense, purchasing the most de luxe model can be considered buying accessories in bulk and at bulk rates. Even hardheaded corporations that buy fleets of cars by the hundreds are drifting away from their traditional austerity. Reason: no used-car buyer wants a drab two-door that lacks such essentials as armrests, sun visors, and cigarette lighters. The cheaper fabrics do not age gracefully, and the lack of chrome becomes more stark as the paint dulls with time. Auto auction data indicates de luxe models of any make are a sound investment compared with their austere counterparts.

It is usually advisable to order accessories with your new car. The factory can install them for less cost on the production line than the dealer can later. For example, Rambler charges \$64.95 for a radio; but if you decide to wait and buy it later through a dealer, there is an additional \$8 installation charge.

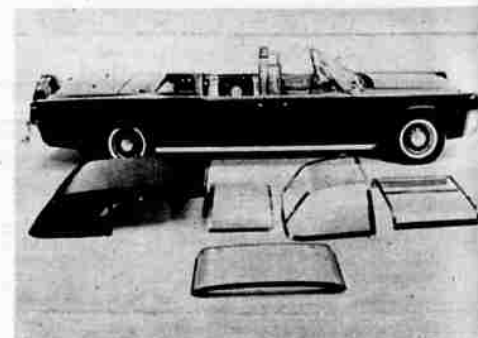
Beyond the norm that makes economic sense, however,



*This Buick built for the King Ranch in Texas has wrangler's seat, gun holders, two-way telescope.*



*Ex-President Eisenhower's Chrysler has handy accessory built into door: unique umbrella holder.*



*President Kennedy's custom Lincoln Continental has interchangeable tops, rear-seat elevation.*

# Your Car

*shower; but several*

By DONALD MacDONALD

car accessories can become as personal as anything in your home or wardrobe. If you are one of those people who derive great pleasure in knowing that they are headed precisely ESE, then the built-in compass offered this year by Chrysler would be nice to have. If you are caught in a squeeze between auto streamlining and your girth, then the tiltable steering wheel offered by General Motors and Ford is worth more than its weight in dollars.

Or do it yourself. Some years ago Lewis Mattar of San Diego converted his Cadillac sedan into such a self-sufficient home on wheels that he was able to drive 8,000 miles without getting out of the car. Its equipment ranged from an electric coffeepot to a shower. It also proved to be hard to sell—no one else wanted to stay in a car for 8,000 miles.

Show people often express (or, more likely, advertise) their personalities by customizing cars. Liberace ordered the upholstery in his Cadillac patterned after piano keys. When Buick was sponsoring the tv oat opera, "Wells Fargo," it provided the star, Dale Robertson, with a convertible decked out in the best traditions of ornate Western saddlery, including holsters for four chrome-plated but harmless guns.

On the other hand, Lily Pons for years maintained an elderly limousine because its roof was high enough to allow an exit worthy of the tiny diva's outsized dignity. And Mrs. Edsel Ford still is driven around the streets of Detroit in a similar car, scorning the sleek products made today by her three sons.

Ostentation in cars reached a fictitious but quite believable height with this current joke: Joe and Sam are mortal competitors in social and business life. Each buys the most expensive Cadillac just as soon as the new model is introduced each year, and each installs every accessory available, including a radiotelephone. One day they pull up to a traffic light together, and Joe notices an extra antenna on Sam's car. He picks up his phone to ask what it's for. There is a long delay, but Sam finally answers: "Sorry, Joe, I was busy on the other phone."

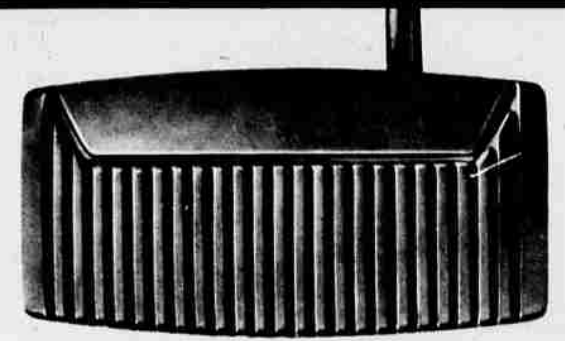
**A**NOTHER PHONE actually exists in the special limousine the Ford Motor Co. built recently for President Kennedy. There is one for the Secret Service guard in front and another for the President's use in the rear. The car is 41 inches longer than a production Lincoln, and has a transparent plastic roof and a rear seat that can be electrically raised nearly a foot to give its distinguished passengers even greater visibility.

Once a man has left the White House, the need for such motorized panoply doesn't end. Former President Eisenhower has had a hole cut in the roof of his new Chrysler limousine so he can stand up to wave at the crowds that still cheer him.

A significant number of lesser VIPs feel that Cadillac's tail fins are undignified and that old-style, landau-like pri-

(Continued on page 9)

## Two simple exercises that can add years to your life



# PUSH

This afternoon, get into your car and push your brake pedal. Have someone in your family make sure both your stop lights are working. If one is out, replace it tomorrow. You'll make it easier for the other driver—safer for yourself.



# PULL

Then pull the light switch. Make sure all your headlamps (don't forget the upper beam) and your rear lights are working. And while you're at it, check your turn signals. These Push-Pull exercises will do you good—especially if you find a burnout. It's very possible you will—because one out of six cars needs a new bulb.

When you find a burnout, replace it with a dependable General Electric lamp. It's the brand most people prefer. Miniature Lamp Department, Nela Park, Cleveland 12, Ohio



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