

NEW INVENTION:

Removes lint, dispenses detergent, pumps suds up through clothes



SUDS DISPENSER IS RIGHT IN THE AGITATOR. Pour detergent into agitator. Dispenser sprays fully dissolved detergent into water. No "globs" of half-dissolved detergent on clothes.



AGITATOR PUMPS SUDSY WATER UP THROUGH CLOTHES. A steady stream of suds water loosens, lifts out dirt. Washes clothes gently but thoroughly clean.



NEW KIND OF LINT-FILTER WORKS WHERE THE LINT IS. Filters during wash and rinse cycle. Gets rid of more lint than ever before possible. Lint-filter never interferes with loading or unloading washer.

THE NEW MAYTAG ALL-FABRIC AUTOMATIC also offers a new Pushbutton Water Level Control. Saves as high as 2500 gallons of hot water a year! An Automatic Rinse Conditioner softens rinse water. 2 wash speeds, 2 spin speeds, 3 water temperatures let you wash everything safely, even delicate fabrics. In pink, green, yellow or white. You can own a Maytag Automatic Washer or Dryer for as little as \$1.97 a week. Sold in Canada and throughout the world. The Maytag Company, Newton, Iowa.



MAYTAG

AN AUTOMATIC FOR EVERY BUDGET

American Motors, on the other hand with its compact and almost unchanged Ramblers, isn't trying to displace big Buicks as such. AMC president George Romney believes that Americans should be offered a "wardrobe of automobiles," and the record sales boom his company currently enjoys stems from filling this demand for basic transportation.

He will have competition in 1959. Studebaker-Packard is concentrating its main effort on what it calls the "common-sense" Lark. The car is two whole feet shorter (175 inches overall) than previous Studebakers, yet room inside is greater. And before the new model year is out there will be Ford and Chevrolet entries in this field—products of the much-rumored but still highly secret "small-car programs." Chevy's will be an unorthodox rear-engine car, not quite as small as the average European import. Ford's will be similarly sized, may have front-wheel drive.

Chrysler's version will be on the market in time for the 1961 model season. President L. L. Colbert recently broke secrecy to admit some basic decisions. "Among other things," he said, "we have decided that an American small car would have to be big enough to carry at least five people and their luggage; that it would need adequate power and acceleration to hold its own in safety on a turnpike; and that for safe handling it would have its engine placed forward."

THE SMALL CAR, too, has focused industry attention on another enigma — the annual model change. No less an authority than recently retired GM president Harlow H. Curtice flatly states that annual and complete restyling is "the very lifeblood of the auto industry and, therefore, to a large extent, the country as a whole." Under his philosophy and direction, GM is now in a position to completely change its cars, both inside and out, every year.

Ford and Chrysler, of course, will follow suit. They reason that unless this plan is followed, cars will only be purchased at a rate in tune with scrappage, pegging annual industry volume at about 4.1 million units. Utter collapse of the old shay would be the only incentive to buy, as is generally true with such other "hard goods" as household appliances.

Hard-boiled economists, on the other hand, figure that the so-called "planned" or "forced obsolescence"—namely depreciation—of automobiles costs Americans more than \$9 billion annually. The economists are joined by a few auto men. Stylist Duncan McRae, who designed Studebaker's Lark "to stay in style indefinitely," says: "We feel strongly that most buyers resent their new car being made obsolete by each ensuing year's model." Though not this year, Chrysler Corp. also has followed the line of little change from time to time but with generally poor sales results.

Yet it is universally acknowledged

'59 CARS
(Continued)