



Anything in Your Car

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Buick Riviera's new steering wheel can be set in any of seven positions, tilts upward for easy entrance and exit.

vacy is more important than visibility. They keep the Derham Custom Body Co. in Rosemont, Pa., busy—even though the conversion sometimes costs as much as the car.

Something similar can happen if you own a station wagon and the camping bug bites. It may start out with an air mattress that fits the back of the wagon. Then you buy a portable light that plugs into the cigarette-lighter outlet. With the light come mosquitos, so you need a set of custom-fitted screens.

Perhaps the ultimate in station-wagon living was displayed by Ford at recent auto shows. When a series of buttons are pushed, a conventional-appearing station wagon is transformed into a complete camp site with dining tent, covered roof-top sleeping facilities, and a tailgate kitchen with gas stove and running water. The price of this would stake you and your family to de luxe motels for several vacations.

Whatever your choice, the 400 or so different brands and models that have just appeared in dealer showrooms (more variety than at any time in the industry's history) mean that you can tailor your new car to suit your exact fancy. And when you get it, the odds of another one being just like it are about one in two million.

Trade-In Tips

How valuable are accessories to you when you trade in your car? Here is a check list for a car that is bought new and is traded in after two years:

- Radio and heater absolute musts
- Automatic transmission hardly any depreciation
- V-8 engine returns full cost
- Power steering and brakes return 50 percent of cost
- Power windows and seats marginal but handy
- Air conditioning 70 percent return in South
50 percent elsewhere
- White-wall tires expected
- Full de luxe trim looked for, especially vinyl
and de luxe chrome
- Full-traction differential rural popularity
- Exterior ornamentation "add ons" detract
- "Hot rod" equipment may imply hard usage



What makes General Electric's new Sprinkle Iron so unusual?

See the "Water Window" on this beautiful new General Electric iron? This is one iron you don't have to shake to see if there's water inside for steam or spray ironing!

You sprinkle *as you iron!* Just depress the button up front with your thumb, and a continuous, fine spray of warm water dampens the fabric ahead. No tiresome "pumping" as with many other spray irons.

There's a handy fabric guide right on the iron. Three wash-and-wear settings. Low-temperature steam settings for delicate fabrics. And, of course, it's a fine dry iron, too!

Visit your General Electric dealer's soon for the biggest "Accent on Value." General Electric Company, Housewares & Commercial Equipment Division, Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL ELECTRIC



Mixer sharpens knives, too! It's portable—beats, whips, has a free drink mixer. Knife-sharpening accessory optional. Mixer hangs on wall.



New Stylette Hair Dryer! Dial the warmth you prefer, for fast, overall drying. Bonnet fits over largest rollers. Compact carrying case.



Now Upright is as voracious as a canister! Power-driven brush gets out deep-down rug dirt; optional attachments plug in easily; two speeds.