

STYLE 3

Chrome on the range

KENNY SCHARF

TIRED of the same old appliances? Pop a little zip into your life and treat your everyday electrical appliances to Van Chrome's functional home-improvement idea: customizing!

What is Van Chrome's customizing? Well, it's an incredible way to enhance your life and make ordinary objects look meaningful and fulfilling by adding Van's secret physical materials to the surfaces.

Here are just a few examples of what Van can do for you.

Bored with television? Hire Van to make your TV experience incredible. With Van Chrome's expertise, you'll have things to watch even if the set is turned off! Styles include everything from mind-blowing psychedelic patterns to fantasy-fulfilling space cities.

Personally in touch with their appliances, Van's customers grow to name and love their new friends. Take Kelly Garret, for example. Before she met Van she was just a Hoover; now she not only vacuums but goes for walks in the city, too. This pretty girl is a real head-turner, and you'll like the security of having a pet around the house.

Say hi to Cheeky! She's a modern pet and a hair dryer, all in one. Pets can be dirty and a nuisance. A pet like Cheeky is a clean, func-

tional, fun household item. Besides being pretty and good company, she'll dry your hair efficiently. What a friend!

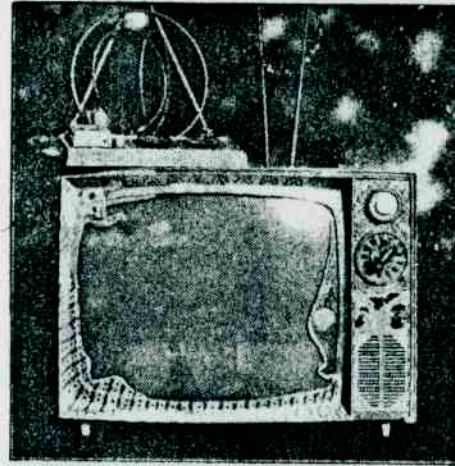
Everyday experiences don't have to be ordinary. Why not convert your routine vacuuming, TV viewing, radio listening, hair drying, air conditioning, telephoning, record playing, blending — every electrical task! — into something magical, spaced out, or just plain fun? Any appliance can be transformed.

Best of all, when your electrical energy runs out, you don't have to throw your appliances away; they become art objects reminiscent of the prosperous electrical age we've come to know and love.

Van Chrome's new process dissolves the sterile boundaries between man and machine created over the years by predictable esthetics geared to the masses. Up with appliance liberation!

Van Chrome will customize anything and everything — appliances, bicycles, eyeglasses, bodies, closets, cars, coffee shops. Just ask him and he'll do it. Call (212) 677-4437.

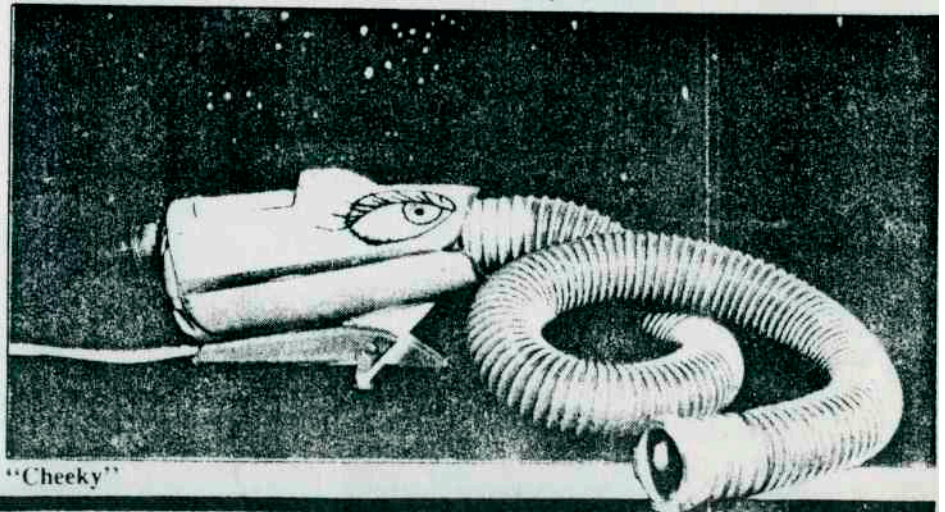
For all you interested readers who reside outside the New York area, don't fret: you can send away for the Van Chrome customizing do-it-yourself kit! Comes complete with the necessary ingredients, plus a marvelous fully illustrated brochure full of Van ideas you can do yourself. Don't wait. Customize now!



Van Chrome TV



"Kelly Garrett"



"Cheeky"

PHOTOS: TSENG KWONG CHI