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DETROIT'S IN THE NEWS as the new models finish up their '74 debuts.

BUMPER TO BUMPER: Keep Your Car Physically Fit

With new car sales hovering around all-time record volumes this year, the pundits and prophets have offered a wide variety of reasons for the boom.

Among the reasons most often cited was this: Cars in the near future may be higher in price due to emissions and safety systems mandated by the government.

Still it seems that many 1973 and 1974-model car buyers want to take advantage of lowest possible prices now and presumably want to keep these cars as long as they can. Certainly, new cars will continue to be attractive buys for millions of motorists annually. The thrill of new car ownership is a never-ending one.

WHILE THE THEORY IS SOUND the motoring public will have to do a lot better job than they have been doing if they want their new cars to last. For the lamentable history of car neglect that has been so evident in this country has always meant that vehicles are ready for the scrap heap well before their time.

There are more motor vehicles junked in this nation every year than there are vehicles registered in all of South America. Only five nations in the world have more cars than the number of cars relegated to scrap heaps here each year.

And a large proportion of our derelict vehicle population got that way because of neglect.

If you want to get your car that extra couple of years, you must pay more attention to car care.

The benefits of car care outweigh the costs considerably.

For example, the nationally syndicated columnist Sylvia Porter recently noted, "Tune-ups pay for themselves in savings on fuel con-

sumption and engine wear. And as gas prices climb, a tune-up will more than pay for itself."

Other instances of how caring for a car lengthens its lifespan and saves money in the meantime are many.

• Changing oil and oil filters and lubrication at recommended intervals helps prevent premature engine and chassis wear.

• Balancing and rotating tires and aligning wheels add 25 per cent or more to the life of a set of tires.

This does not even take into consideration the servicing of safety components that help prevent accidents. Certainly keeping brakes, lights, tires, windshield wipers in good operating condition are keys to safe driving. Maintaining the cooling system is another must for trouble-free driving.

ALSO, MANY CARS are premature junkyard candidates because of body neglect. So, keeping a car clean, free of rust spots and dents can add years and value to your car.

In this approaching fall and winter season, the elements are particularly hard on a car. In colder climates, the ignition and cooling systems especially take a severe beating.

So, to make sure your car gets through the season in good shape and to add those extra years of life to your vehicle, bring it in to your favorite service outlet for a thorough check-up and for necessary services.