

Accessories to Enhance Joy of Motoring Offer More Comfort, Convenience, Safety

A man walks up to his car, inserts a key into a lock on the front fender, turns it, takes another key to unlock the driver's door, climbs in, starts the engine and drives off.

That man isn't taking any chances. He's burglar-proofed his car — something more and more owners are doing these days.

The auto burglar alarm, which is de-activated by turning the lock on the exterior of the car before getting in (and which, incidentally, can set up a howl that can be heard for a block) is one of hundreds of accessories that are available to today's car owner.

If you're worried about car thieves, get an auto burglar alarm. From \$29.95.

Discourage Theft

Or, how about a set of wheel lock nuts? For a couple of dollars per wheel you can discourage even the most hard bitten tire thief from making off with your wheels and tires. The lock looks like a regular wheel lug, but it cannot be removed without first using a key.

"Auto accessories is a brisk business," says Ed Gutowski who runs Hollywood Automotive on Detroit's northwest side. "Sometimes people come in here looking for one thing and leave with three or four items. They look at something and see the value in it and sell themselves. Impulse buying."

Hollywood Automotive does a big business in hot rod and speed equipment. But the family man is important to them, too. What does the man with a sedan or a station wagon want most?

"Luggage racks. We sell a pile of them," says Ed. It's not surprising, since more and more people are vacationing by car, and they're taking with them enough gear to be comfortable for two weeks, a month, or more.

Give Them Music

Another family-type item is a stereo tape player. It can be installed by an amateur



with the most rudimentary tools.

Popular, too, are a variety of gauges to replace "idiot" lights. The gauges are available in sets including an ammeter, oil pressure gauge, and engine temperature gauge — or in individual pieces.

Side marker lights or reflectors for cars not originally equipped with them, are bought and installed by the owner himself. They're inexpensive, dressy looking and contribute to safety.

Vanity mirrors have always been popular, but the current crop of self-illuminating mirrors are more popular than ever, especially with the younger car owners.

These clip on to the sun visor like the original vanity mirrors, and the lights are powered by flashlight batteries.

Many Things New

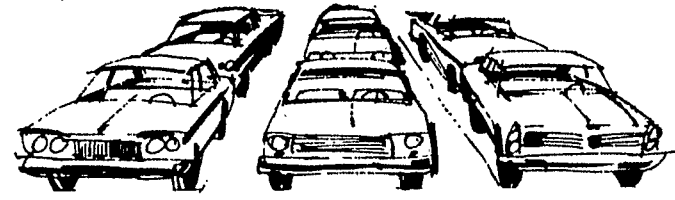
What else is new? Headrests are available in all sizes, shapes and colors. Installation takes seconds — either bolt-on or clamp-on types, depending on what the owner wants. And baby seats, the kind that will keep Junior secure from harm, out-of-the-way, and yet close at hand should he need attention.

Then there are a variety of air deflectors and dust flaps (for wagons), dress-up ornaments, lights, rearview mirrors, tachometers, fuel and oil additives and dozens of other items including baby bottle warmers.

Whether the car owner buys his car "stripped" or "loaded" he can satisfy his every motoring need and want by dropping in to one of the thousands of accessory retailers around the country. He may start out as a browser, but chances are he'll walk out of the store with something that he really needs.

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