

# Detroit Auto Show at Cobo Jan. 13-21

The 63rd Detroit Auto Show, offering viewers a chance to see the complete new model car light truck lineup under one roof, will be held Jan. 13-21 at Cobo Hall.

Leo Calhoun, owner of Calhoun Ford in Plymouth, is chairman of the 1979 show.

The Detroit Auto Dealers Association (DADA), sponsor of the show, has planned a long list of activities for visitors other than looking at the new car displays.

Calhoun said that on Monday and Tuesday, Jan. 15 and 16, many well-known children's personalities will be featured both in the afternoon and evening.

A senior citizens party will be held Wednesday afternoon, Jan. 17. It will be followed at 7 p.m. by Celebrity Night when many Detroit area radio, television, newspaper and sports personalities will be present.

New car auctions will take place the evenings of Thursday and Friday, Jan. 18 and 19. They will take place in the individual exhibit areas where the auction car is displayed.

Calhoun named several prominent Detroit area automobile dealers as members of the 1979 Detroit Auto Show Committee.

Named to the committee were:

- John Cueter of Town and Country Dodge, Inc., Farmington;
- Douglas Dagleish, Sr. of Charles Dagleish Cadillac, Inc. Detroit;
- Joe Dwyer of Joe Dwyer, Inc., Detroit;
- Naiff Kelel of Greenfield AMC/Jeep, Inc., Detroit;
- Willie Patmon of Patmon Oldsmobile, Inc., Grosse Pointe Park.

## Auto show highlights

- Charity night — Jan. 12.
- Grand opening — Jan. 13.
- Kids days and nights — Jan. 15, 16.
- Senior citizens party — Jan. 17.
- Celebrity night — Jan. 17.
- New car auctions — Jan. 18, 19.

The DADA consists of 257 Detroit area new car and truck dealers formed in 1908 for the purpose of sponsoring the Detroit Auto Show.

"As new car dealers, we know that the annual show translates itself into increased automotive interest and purchases," Calhoun said. "Last year's show attendance shows the interest of the consumer in our new cars. One of our attempts for 1979 will be to attract larger crowds throughout the week, by holding special events on certain weekdays and nights, and expanding on our highly successful nightly events of last year."

More than 400,000 people attended last year's show.

The DADA has selected three metropolitan area charities to share the proceeds from the '79 show's Charity Preview Night, Jan. 12.

They include the Boys' Club of Metropolitan Detroit, the Easter Seal Society for Crippled Children of Wayne, Oakland and Macomb Counties, and the Northeast Guidance Center for Emotionally Disturbed Children.

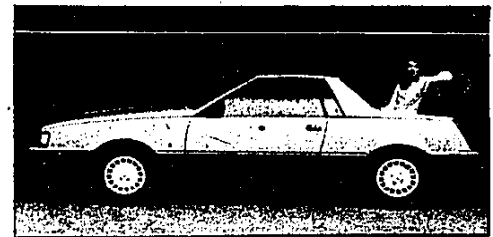
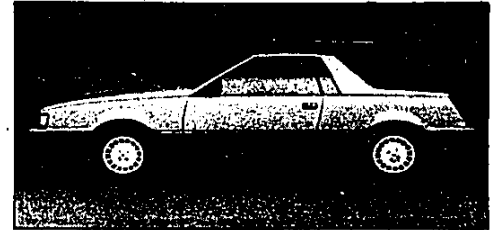
The preview night for charity on the evening before the grand opening is a traditional \$30 a couple, black-tie benefit.

"We truly hope to make the '79 auto show reflect the theme, 'The Best of Everything,'" Calhoun said. "In addition to all of the beautiful new

vehicles, we will have plenty of family fun and entertainment."

Tickets are priced at \$4.50 for adults and \$1.50 for children 12 and under.

## Return of the rumble seat?



By taking a bit of the past and incorporating it into a car of the future, the Mercury XM offers some of the best of both worlds. The one-of-a-kind design concept car, making its debut at the Detroit Auto Show, was developed by Ford Motor Co.'s Ghia studio of Turin, Italy. The car is basically a two-seater (top photo), but by raising the rear hatch window and flipping back the decklid, it can carry four passengers. The orange and black Mercury XM has a wheel base of 94 inches, an overall length of 160 inches and a height of 48 inches.

## At the auto show



AL KALINE



GORDIE HOWE



BYRON NELSON



JESSE OWENS

Sports greats Gordie Howe, Al Kaline, Byron Nelson and Jesse Owens — all members of Lincoln-Mercury Division's Sports Panel — will appear in the Lincoln-Mercury exhibit at the Detroit Auto Show. Kaline, Nelson and Owens will appear Jan. 13, 14, 20 and 21. Howe will appear only on Jan. 21. All appearances will be from 2:00-4:00 p.m. and 7:30-9:30 p.m.

For more on the sports panel, see page 18.

