

Super Bowl fans, players light Sweet XVI cake



Joe Montana is ready to hand off to running back Bill Ring.



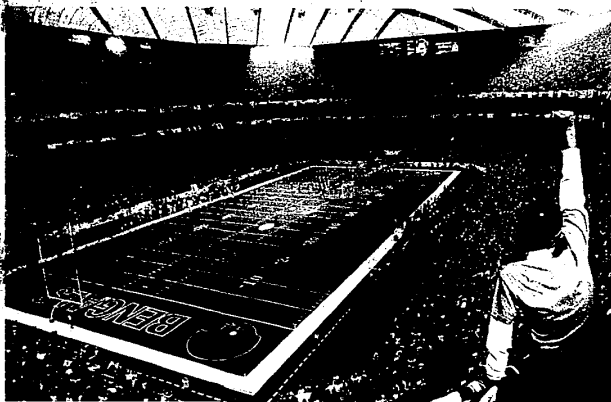
Paul Erickson (left) and Terry Sand let their dismay show through as their mighty Bengals fail to put any points on the board in the first half.

Staff photos by
Mindy Saunders

Steven Rush came all the way from Madison, Wisc., in the hopes of grabbing spare tickets to the game.



Don Brandenburger of San Francisco didn't want to miss a play, so he brought along a color portable TV.



A Cincinnati fan high atop the Silverdome cheers as her favorite quarterback, Kenny Anderson, is introduced to the 80,000-plus fans.



Buses clogged the lot and fans poured in over the overpass to Super Bowl XVI.

Busman's holiday: Drivers celebrate at 'Super' party

By Ellen E. Masco
special writer

It was a bus driver's holiday for the 1,200 plus men and women who drove, fans, VIPs and media people to and from the Super Bowl Sunday. Although he drivers and cabbies couldn't actually go into the Silverdome to watch the San Francisco 49ers bounce the Bengals from Cincinnati, 26-21, they enjoyed the game in private-box-like comfort in a storage shed on the south side of the Silverdome, thanks to the Michigan Host Committee of the Super Bowl and the Cigar Association of America.

The two groups organized the party for the drivers — the first such party in Super Bowl history — to generate goodwill among the drivers and to focus attention on Michigan products.

"The Cigar Association of America donated \$16,000 to the host committee for the party," Marty McGee, assistant to the host committee's director, said. "And there were so many little expenses that you wouldn't think of, that we were running out of budget before we bought the food."

"But we still needed food and refreshments for the drivers," Ms. McGee explained. "So we came up with the idea of asking Michigan food companies to donate their products in connection with the 'Say Yes to Michigan' campaign."



Bus drivers got in a lot of poker and pinocchle while teammates of Joe Montana and Ken Anderson battled nearby.

The party-promotion was such a success that many of the bus drivers and cabbies didn't even mind being tantalizingly close to the biggest game of the season, but not being able to go in.

"There are plenty of cigars and the coffee's great," said bus driver Dave Giles of Taylor. "Besides, it's a lot better than sitting in a bus all day."

Robert Falky, of Detroit, said this was the first time since he has been driving that he has seen anything like the free lounge.

Many drivers complained that they weren't able to get into the game. Normally, the drivers are admitted to Lions games and allowed to stand in the aisles if there aren't any seats.

James M. Morgan, a bus driver from Southfield, said that while he was disappointed at not being able to see the game, he thought that the lounge would generate a lot of goodwill and maybe the NFL would be so impressed with the spirit of the drivers that when the Super Bowl came back to Pontiac they would allow the drivers into the game.

AMONG THE expenses that blew the \$16,000 budget were specially made plastic covers for chairs which are normally kept in the storage shed, but which were moved outside to convert the building into the drivers' lounge.

The remainder of the money was spent on a garbage dumpster, rental of portable toilets, security for the area and construction of a temporary entrance.

"We put up banners and posters of the products to decorate the storage shed and to increase the visibility of the Michigan products. The advertising value was fantastic," she said.

She became such an expert at asking the companies for donations that when one company turned her down, Marty wondered what she had done wrong.

While the drivers watched the Super Bowl on a 15-foot TV screen, they ate pizza and pinocchle on 45 cashed-in 10-cent slot machines. Television reporters hovered around the pictures and describing many of the goodies Michigan corporations had donated for the occasion.

The party fare included 354 tanks of Dr. Pepper, 7,000 Archway cookies, 15 cases of Vaseline pickles, 1,200 box lunches of sandwiches, cole slaw and fruit provided by Elias Bros., enough Superior Potato Chips to feed 1,500 people, Cheeze Kuris for 1,000 people, 500 Michigan apples, Kara Nuts, and 18 cases of Brite Fresh fruit juice.



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