

# '73 Auto Show: A Blend Of Old & New

That first car you ever owned will be there right along with the next one you're planning to buy at this year's 58th Detroit Auto Show.

Spread out across ten acres of exhibit space at Motor City's Cobo Hall from Nov. 17 through 25 will be displayed the newest and the nostalgic in automobile excitement.

With the theme "nostalgia," the Detroit Auto Dealers Association is calling their show "A Ride Down Memory Lane."

"We've set out to give Auto Show goers something more and different this year," says Jerry Bielfield, chairman of the show for the second year running, and a Detroit Ford dealer.

"We're excited about this new kind of show. Everyone is caught up in nostalgia, these days, and cars played a big part in those happy years we remember."

"I know we're going to have as much fun running this show as the people will have seeing it," he said.

Bielfield expects some 30,000 to attend this year's show.

## Hundreds of New Cars and Nostalgia

Imagine eight football fields filled with cars, motor homes, lovely models and exhibits. That's about the size of this year's show.

More than 250 new '74 automobiles, both

domestic and imported, will be displayed in combined exhibit halls A, B, and C.

Sprinkled among them, the spice of bygone eras will be represented by vintage automobiles of the 20's, 30's, 40's and 50's.

Each of those decades will reign during separate days of the show: the 20's on the first Saturday and Sunday, the 30's on Monday and Tuesday, the 40's on Wednesday and Thanksgiving Thursday, and the 50's on the last Friday, Saturday and Sunday.

Dance contests on such back-bogglers as the Charleston, Jitterbug, and Twist and maybe even a waltz will be open to all, with attractive prizes for the winners. Local disc jockeys of present and bygone days will emcee the contest.

## Vintage Auto Auction

That first car you ever owned could be yours again, as one car from each of the four decades is auctioned off at the show.

Auctions are set for: 20's on Sunday evening, 30's on Monday evening, 40's on Wednesday evening, and 50's on Friday evening. Also on Friday evening a 1957 London Taxi and a 1974 Cougar Coupe will be auctioned.

## New Cars Given Away

Five new cars will be given away as attendance prizes, one each weekday, Monday through Friday. Show goers need only fill

out and deposit their ticket stubs to be eligible to win. The new cars are: Monday, Mustang; Tuesday, Vega; Wednesday, Duster; Thursday, Gremlin; and Friday, Datsun 210.

## Contests Spur Action and Involvement

"Community involvement and action are new thrusts for the Detroit Auto Show this year," said Boyce Tope, executive vice president of DADA, and perennial general manager of the show.

"And one way we're developing this is by involving groups and organizations in various contests."

One example, the Miss Detroit Auto Show contest will involve entries from each car division of the Big Four auto makers and each car company involved in the show.

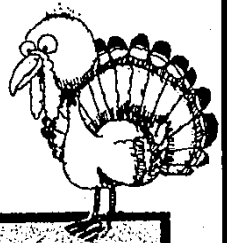
Plans call for each to hold their own internal contest or search for their loveliest lady to represent them. The winner from each will be present at their respective exhibit areas and on stage the first Sunday afternoon, Nov. 18, when a panel of judges will select Miss Detroit Auto Show.

Another beauty contest, this one for the professional models working at the show, will also be held. Called Miss Deluxe Model, the winner will be announced the week of Nov. 12.

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## HERE'S SOME REAL... THANKSGIVING BUYS

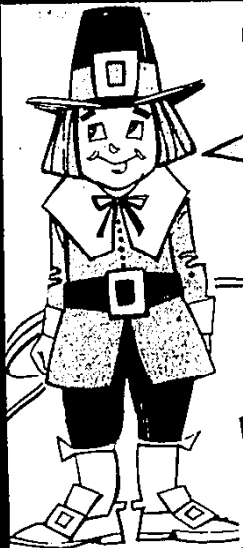
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