



61st Detroit Auto Show

January 15 thru 23, 1977
Cobo Hall; Detroit, Michigan

Big cars to make big news in 1977?

The popularity of small models of automobiles will continue to wane over the next year, an advertising agency executive recently told a New York City marketing conference.

"Consumers forgetful of the oil crunch are opting for larger cars, and are less concerned with gas consumption, which has major implications," Philip Levine told the three-day meeting of the Conference Board. Levine is senior vice president and top research man at Ogilvy and Mather.

Levine's predictions were based on his agency's poll of shoppers' habits, called the Listening Post, which conducts telephone interviews around the country every three weeks. The researchers report that, in general, consumers are more optimistic than they were six months ago, but that they still are interested in do-it-yourself items which can save money over having repairmen do the work.

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