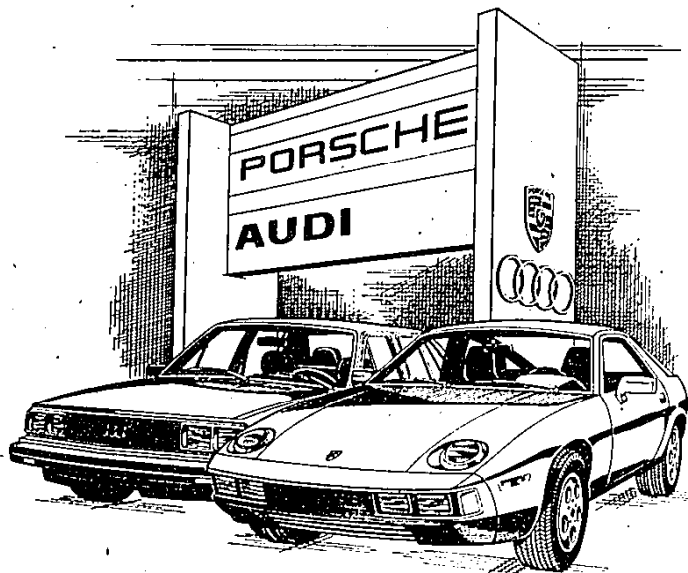


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THE DETROIT AUTO SHOW

COBO HALL JANUARY 10-18

EXCITEMENT '81

(Continued from Page 3)

monies, at Cobo Hall. The events, hosted by auto show committee and other local dignitaries, will be at noon Saturday, Jan. 10.

Children's television personalities and characters will be joined by clowns and "CarKids" 6-10 p.m. Monday and Tuesday evenings, Jan. 12-13. Among those visiting will be Hot Fudge characters, Sir Graves Ghostly, Mr. Whoodini, Oopsy the Clown and Willie T. Clown.

Detroit-area personalities and professional athletes will greet auto show visitors 7-10 p.m. Wednesday evening. They will sign autographs and meet visitors to the show. The celebrities will include "on air" personalities from radio and television stations, newspaper columnists and representatives of major professional sports teams.

A professional auctioneer will travel from exhibit to exhibit beginning at 8 p.m. Jan. 15 and 16. He will auction off selected new cars to those in attendance. The names of cars to be auctioned will be posted at the auto show.

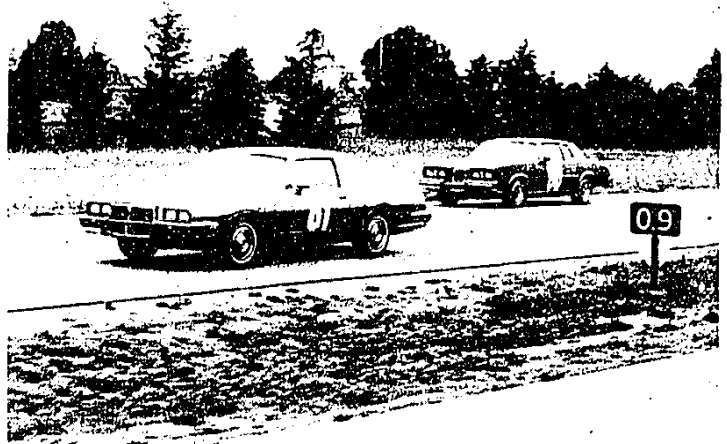
The 1981 Miss Detroit Auto Show will be selected from among 10 finalists on television Tuesday, Jan. 6. The

finalists will appear on "Morning Magazine" from 8-9 p.m. on Channel 2.

Finalists are selected on the basis of appearance, personality and communication skills. The winner will receive a \$500 U.S. Savings Bond.

Entertainment for the auto show will feature:

- Mark Sweet and other performers at Chevrolet Truck exhibit.
- Pat Derby's cougars (including a new lynx cub) at the Lincoln-Mercury exhibit.
- Hourly drawings for Escort watches at the Ford car exhibit.
- Entertainers representing the professional trucker and buyers of pickups and vans at the GMC Coach and Truck exhibition.
- The SX/4 and Kamback, the four-wheel-drive "Eaglets" at the AMC exhibit.
- Chrysler's front-wheel-drive K-cars, the Dodge Aries and Plymouth Reliant.
- Buick's 1981 Reagal, the official pace car for the 1981 Indianapolis 500 race.
- Dancer Tom Cashin, who will appear at the Chevrolet car exhibit to lend an urban-suburban cowboy theme to the show.



Shifting

The demand for small cars has grown substantially over the last decade, while the demand for full-size cars has fallen.