



OPENING AT COBO HALL on November 20, the 56th Detroit Auto Show will provide visitors with the added luxury of gold-carpeted aisles to make the walking easy. Shown rolling out the carpet are, left to right, Douglas S. Dalglish, show chairman; Jerry Bielfield, vice chairman; Russ Gilbert of Town & Country Dodge, Farmington, committee member; and Boyce Tope, general manager. Again this year, the Detroit Auto Show will include a special exhibit of motor homes and pickup campers in Hall D.

See What's New For '72 At The 56th Auto Show

Visitors to the 56th Detroit Auto Show will walk on gold-carpeted aisles this year as they inspect the hundreds of new domestic and imported passenger and sports cars, motor homes and pickup campers that go on display Saturday, November 20.

In addition, they will have an opportunity to take part in a nightly auction, win one of ten trips for two and enter a motor home contest.

Billed as "Wheels & Winners '72," the big event will also feature a display of distinguished racing cars, and the personal appearances of many sports stars and TV and radio personalities.

According to Douglas S. Dalglish, chairman for the third year in a row, the Show will have more of the same special attractions that made last year's an all-time record breaker.

"Our innovation of auctioning new cars at an auto show was such a success," Dalglish points out, "that we decided to increase it from five nights to every night this year, and add some popular sports vehicles to the auction."

Starting each night at nine, a Ski-Doo snowmobile, a Honda trail bike and Honda all-terrain cycle will be auctioned, followed by a new car. On the first night, Saturday, November 20, the auction car will be a Comet. On succeeding nights it will be a Cutlass, Colt, Cricket, Vega, Pinto, Gremlin, Volkswagen and Ventura II.

"The free trips and the \$25,000 motor home contest were big drawing cards, too, last year," Dalglish adds, "with more than 142,000 visitors placing ticket stubs in the free trips depository and over 113,000 entering the motor home contest."

Every day, some lucky visitor will win a week-long trip for two to Acapulco, including room accommodations at the beautiful new Condesa del Mar Hotel. The grand prize will be a trip for two to Fiji. The winners will fly to Acapulco and Fiji on American Airlines.

Open from noon to 11 p.m. each day, the Show will run during the Thanksgiving holiday and close on Sunday night, November 28.

DETROIT AUTO SHOW GUIDE

