



Detroit's 57th Auto Show  
November 18-26

Detroit has another big date in its continuing love affair with the automobile when the 57th Auto Show - "73 Auto Circus" - opens at Cobo Hall November 18.

Beginning with a preview night (November 17) dedicated to raising \$50,000 for Detroit Children's Hospital, the show opens to the public on Saturday, November 18 and continues for nine days through November 26, taking over the entire 400,000 square feet of Cobo Hall exhibit space.

On view will be more than 250 of

the 1973 model cars, representing the newest offerings of the automotive industry in the United States and abroad.

While automobiles hold sway in exhibit halls A, B and C, the entire area of Hall D will be given over to an exhibit of 100 recreation vehicles.

There's nothing staid or demure about this year's date between Detroiters - the makers of autos - and the objects of their love and labor.

The 73 Auto Circus will feature a troupe of 20 performing clowns, nightly auctions of cars, trail bikes, terrain cycles and snowmobiles ...

Before the nine-day courtship is

ended, more than 300,000 persons will have moved through the exhibits, in what is annually the biggest and best attended show on the Cobo Hall convention and exhibition calendar.

"It is," says Auto Show Committee Chairman Jerry Biefield, "chapter 57 in Detroit's greatest love story."

"What makes it so big is what has built Detroit - automobiles - as well as what Detroiters have built. It's our chance to see what we've done. And to take pride in the industry Detroit gave to the world."

Planning for the '73 Auto Circus has been underway for more than eight months.

While the show committee of the Detroit Auto Dealers Association, sponsor of the annual extravaganza, planned the organizational and promotional structure, the manufacturers guardedly designed their individual exhibits.

"As in past years," said Biefield, "we have little advance information on the individual company exhibits. They guard their plans for the Auto Show with the same kind of secrecy they employ regarding design changes."

It is expected that most of the automobile exhibits will be featuring new safety devices in the experimental or production stage. At least two of the manufacturers, Ford and Toyota, will exhibit experimental safety cars and at least one firm - Buick - plans on introducing an entirely new car at the '73 Auto Circus Show.

An over-all circus motif will provide the atmosphere for the show, and a troupe of 20 clowns will provide almost constant entertainment performing impromptu shows throughout the exhibit areas.

There will be clown jugglers and magicians, clowns who can work balloons into fascinating animals, and clowns that are contortionists and others who work with puppets.

At 9 o'clock each day of the show a professional auctioneer will auction off a different 1973 compact model car, a trail bike, all-terrain cycle and a snowmobile, starting November 18.

In the adjoining Cobo Hall arena, show-goers will be able to relax from hiking through the acres of cars and enjoy the full length motion picture, "Grand Prix" which will be shown during the run of the '73 Auto Circus (NOTE TIMES IN ACCOMPANYING STORY).

#### Free Movie Admission For "73 Auto Circus"

Persons buying admission tickets to the '73 Auto Circus will also enjoy free admission to the showing of the motion picture, "Grand Prix" in the Cobo Hall arena on four different days during the run of the Auto Show.

"Grand Prix" will be shown at 7:15 p.m. on the dates of Monday, November 20 and Wednesday, Thursday and Friday, November 22, 23 and 24.

#### New One-Price Family Admission Policy

The Detroit Auto Dealers Association, sponsors of the '73 Auto Circus - 57th presentation of the Detroit Auto Show - have announced a new price admission policy for the annual exhibit which runs at Cobo Hall November 18 through 26.

Daily individual admissions for adults will be \$2.00, and children under 12 will enjoy fifty-cent admissions.

However, one-price family admissions, for adults accompanied by their children, will be in effect Monday, November 20 through Thursday,

November 23. The complete family admission charge will be only \$5.00.

Tickets to the '73 Auto Circus are available at the Cobo Hall box office.

Show hours will be from 12 noon to 11 p.m. each day.

#### Cars, Cycles, Snowmobiles To Go On Auto Show Block

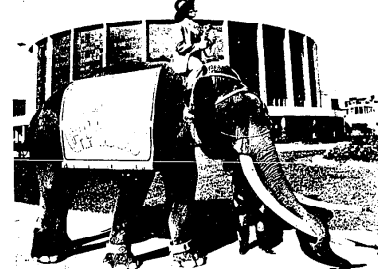
An auction a night - at 9 o'clock every day of the '73 Auto Circus - will see bidding on compact cars, snowmobiles, all terrain vehicles and trail bikes by persons attending the Auto Show at Cobo Hall.

Promptly at 9 p.m. each night of the show, November 18-26, the auctioneer's chant will begin, and bidding will take place on four vehicles each night.

Each day's high bidders will walk off with a car, or one of three kinds of recreational vehicles.

Honda trail bikes and all terrain vehicles and Ski-Doo Snowmobiles represent the recreation vehicle prizes. The compact cars - to be offered for auction in random order, are:

Colt, Comet, Chicker, a Gremlin and Omega, a Pinto, Vega, Venture and one imported car.



#### 100 Recreation Vehicles On Display At Auto Show

Hall D of Cobo Hall this year offers a display of 100 mobile recreational vehicles during '73 Auto Circus.

The display is symbolic of the rapid growth of the recreational vehicle industry, which is expected to turn over nearly 600,000 units before the end of 1972, with an estimated retail selling price totaling a billion dollars!

The motor home is rapidly assuming a major role in the ranks of the recreation vehicles - with some 30,000

produced in 1970 (the latest full year for which complete statistics are available) and an estimated 1972 production figure of some 60,000 vehicles.

The original recreational vehicles - camping and travel trailers - went on a commercial production basis in the early 1930's, but it was not until after World War II that they captured the public's imagination. Just over 15,000 travel trailers were produced, for example in 1956, and eight years later the annual production figure was 64,000 units! While projections for '72 are ten times that number.

# '73 AUTO CIRCUS

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