

# Auto show girls: they draw crowd if not the buyer

By CHRISTINE WALDEN  
 "Hey baby, do ya come with the car? Heh, heh, heh."  
 It's Detroit Auto Show time again. And it's not necessarily the beauty of the chrome and steel that draws a crowd to a particular car.  
 In fact, gawkers are often lured in by any one of the well-rehearsed, perfectly dressed women models who, when the curtains finally close, up-shine as bright as the paint on the new '75.  
 Models and the auto show have become as traditional as mom and apple pie. Women catch a male show-goer's eye, and the eye is supposed to go from the poised, personable female to the newest styling, features, options and warranties.  
 Somehow it works.

ACCORDING TO Al Rice of Gail and Rice, an agency which recruits models for the Big Three and other auto companies, women are used be-

cause of eye appeal, and because they have a lot of influence over men in buying a car.  
 But that eye appeal isn't made without some work. And a model's job isn't simply a matter of looking good or being well-endowed.  
 To get the job at the auto show they have to be articulate—and, hopefully, pretty. On the job they stand for six to nine hours, talk for hours on end and keep their cool, even when asked if they are available as an optional extra.  
 Still, all the work doesn't make them much more than showpieces or box office attractions. And most don't know the difference between a crankshaft and a piston.  
 "They learn a script," said Richard Cook, shows and meeting manager for Chrysler Corp. "And the gals go over the features of the car. They can answer questions to a limited degree but in no way do they attempt to do a sales job."  
 The technical questions are fielded to a salesperson.

FROM THE CAR companies' point of view, the models add to a visually pleasing show. Companies go to great lengths making sure models enhance rather than overpower the product. Clothes, hair and height are coordinated to the car. And you'll never see a six-foot woman demonstrating the assets of a compact.  
 What you will see this year is a medium-sized Auburn hard model in a navy blue ensemble talking about a



Poise, personality and knowing her lines attract a crowd of potential customers at the auto show. (Photographed by Leilani Hu)

white Dodge Colt with red and blue trim.  
 Or perhaps three red and blue-clad dancers on the back of a navy and red General Motors pick-up truck.  
 While there won't be many men in the show, Ford Motor Company exhibits will feature male narrators.

ACCORDING TO Tony Boland of Ford, the male narrators will talk about the car while the model is sitting in the car smiling.  
 He added that some models will work with the narrator, pointing out the features he is describing.  
 Cook said Chrysler has used male models in the past but would not use them this year because "male models are difficult to find."  
 Male or female, the models and narrators do earn extra pocket money, between \$40 and \$60 a day. If they're

good, they might even earn a living doing conventions year round. If they're beginners, they get exposure.  
 "I think it's exciting," said narrator Jackie Banks who did the show last year. "You won't a lot of people and it does bring in a little extra money."  
 She enjoys working the show. For her and others like Amanda Turner and Ruth Landy, the people are fun and interesting.  
 "WE GET talked to a lot," said Ms. Turner. "And there's a lot of actual contact with the public. I have fun here because I like meeting the people and it's a challenge because everyone's different."

She added that by the ninth or 10th day of answering questions and not always about cars, "it gets a little bit tiring."

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## Elks plan competition

FARMINGTON — The Elks Club will sponsor a basketball free throw contest at 4 p.m. Tuesday at Farmington High School.  
 The competition for youths aged eight to 13 is the first leg in the contest which will end up in national finals in Kansas City.  
 Age divisions are eight and nine year olds, 10 and 11 year olds and 12 and 13 year olds. Separate competition will be held for boys and girls.  
 The winner from the local contest will face other local winners at a district match to be held Jan. 25 in Roch-

ester. From there contestants will move to state competition in early February in Grand Rapids regional competition in Toledo and finally to Kansas City.  
 Entry forms are available at the elementary schools in the Farmington School District or at the Elks Club, 23666 Orchard Lake, Farmington Hills.  
 Youths interested in participating may also register on the day of the competition at Farmington High School.

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## Thieves strike Harrison Emporium

FARMINGTON HILLS — A number of record albums and tapes were reported missing from the Harrison High School student-operated Emporium Jan. 21 following the discovery of a break-in at the school.  
 According to Farmington Hills Police, entry to the school was gained through a window on the east side of the school at 29995 Twelve Mile.  
 A fire extinguisher, found at the scene, was said to have been used to break the window in the Emporium, a school supply store.  
 Police are continuing investigation into the break-in.

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