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

By CHRISTINE WALDEN
"Hey baby, do ya come with the
car? Heh, beh, heh"
It's Detroit Auto Show time again
And it's not necessarily the beauty of
the chrome and steel that draws a

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, per-fectly dressed women models who, when the curtain finally goes up, shine as bright as the paint on the new 75s.

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Models and the auto show have become a traditional as moin and apple, pile. Women catch a male show-goer's eye and the eye is supposed to go from the poised personable formale 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 Tiree 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 inst 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.

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Still all the work doesn't make them much more than slowspieces or box office attractions. And most don't know the difference between a crank-shaft and a piston. "They learn a script," said Richard Cook, shows and meeting manager for Chrylser Corp. "And the girds go over the features of the car threy can an swer questions to a limited degree last in no way do they attempt to an swer technical questions."

The technical questions are fielded to a salesperson.

FROM THE CAR companies, point of year, the models add to a visually leasing show Companies up 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 michinesized authority but the product of the compact what you will see this year is a michinesized authority blue ensemble talking about a

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

white Dodge Colt with red and blue trim

Or perhipas 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 exhits will feature male narrators set will feature male narrators will talk about the car while the model is sittleabut the car while the model is sittle while the model while the model while while the model while the model while the model while while the model while wh

ACCORDING TO Tons Boland of Ford, the male narrators will talk about the car while the model is sitting in the car smiling. The didded that some models will talk and the car smiling. The didded that some models will be features because in the features the cause male models in the past but would not use them this sear because male models are thought to find. Male or firmlet the midels and narrators decramentary peaks thomes between \$40 and \$60 a day. If they te tween \$40 and \$60 a day. If they te tween \$40 and \$60 a day. If they te tween \$40 and \$60 a day. If they te tween \$40 and \$60 a day. If they te tween \$40 and \$60 a day. If they te tween \$40 and \$60 a day. If they te

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#### Elks plan competition

FARMINGTON — The Eliks Club will sponsor a baskethall free throw centest at 4 pm. The day at Farm ugon High Nebod.

The competition for youths aged.

The competition for youths aged to 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 bays 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 Todds and finally its Kaneer Crew are available at the clementary schools in the Farmington School District or at the Eliks Club 2006. 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

FARMINGTON BILLS — A number of record albums and tapes were reported missing from the Harrison light School student-operated Emperium. I have a following the discovery. According to Farmington Hills Police, entry to the school was gained through a window on the rast side of the school at 29995 Twelve Mile. A fire estinguisher, 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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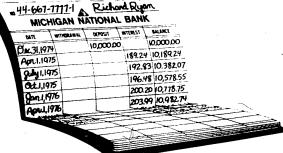
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