

It's unfortunate, downright tragic, that so many of us fail to understand and apply these words: "Therefore all things whatsoever ye would that men should do to you, do ye even so to them." This simple statement has resounded down through the centuries since uttered by a Young Man on the shore of Galilee. . . billions of words have been spoken in its behalf, millions of people have given it intellectual homage.

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, May 19, 1960

SECTION
B

MODELS "Small" "Vintage" "Racing" "Sport" "Motor" "Cycles" "Bicycles" "Hobby" "Supplies"

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REPAIRS

Darndest Things Happening This Week



Rival Car Designers Working Together

DETROIT—America's three top auto designers put their heads together today for an unprecedented discussion of cars of the future.

Abandoning competitive rivalries for a few moments were Virgil M. Exner, William L. Mitchell and George W. Walker, vice presidents in charge of styling respectively for Chrysler, General Motors and Ford.

THEIR COMMON meeting ground: a special Michigan Week salute to Michigan as the birthplace and producer of most of the nation's cars of the past as well as the cradle for nearly every American "car of tomorrow." (Michigan Week is being celebrated May 15-21st.)

None of the styling chiefs came to the conference prepared to reveal any of the "down the road" plans being secretly developed at the styling headquarters of Chrysler, General Motors and Ford located in suburban Detroit.

But they quickly agreed upon two points:

1) The automobile promises to remain the chief basic medium of personal transportation for decades to come.

2) AUTOMOBILES of tomorrow will keep pace with and often lead the evolution of tastes and living habits of the American people.

All three men discounted the existence of any "crystal ball"

to forecast the cars of tomorrow. "Anyone who claims to be able to predict with accuracy the appearance of cars of the future is fooling either himself or the public," Walker said.

MITCHELL DECLARED that there has never been a set timetable of automotive development. "If any of us knew without question what the car of 1970 would be like, we'd break our backs to get it into production next year to beat our competition," he explained.

Exner pointed out that just as today's cars, viewed by yesterday's standards, would be unbelievable, "it is equally impossible to envision the cars of the future if one tries to imagine them in terms of today's thinking and products."

The stylistic declared that the pattern of future auto developments will probably be two-fold:

1) AN INCREASING number of specialized vehicles may be built as the tempo and variety of American life increases—three and four car families may someday become common.

2) Significant breakthroughs in new materials and engineering components plus improved manufacturing methods should allow the designer greater flexibility in shaping tomorrow's cars.

Exner voiced the belief that cars in the future may evolve into three specialized types: a highway cruiser, large and luxurious for intercity travel on electronically guided

(See DESIGNERS, Page 5-B)

Abandoning competitive rivalries briefly for the first discussion ever held between them on cars of the future are America's top designers (left to right) Virgil M. Exner, 1036 Westwood, Birmingham, vice president and director of styling of Chrysler Corporation; William L. Mitchell, 644 Hamilton boulevard, Bloomfield Village, vice president in charge of styling staff of

General Motors, and George W. Walker, 267 Woodberry, Bloomfield Hills, vice president and director of styling of Ford Motor company. Their unprecedented meeting was held to celebrate Michigan Week (May 15-21) and to spotlight Michigan's importance as hub of the nation's auto industry and cradle of tomorrow's car designs.

The Looks of a World Premiere



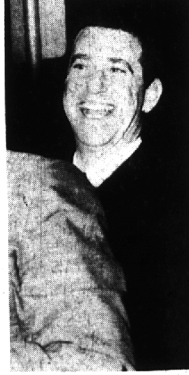
Birmingham's recent world premiere had all the looks of a world premiere—from spotlights to microphones and newswall cameras, to jewelry, eye-shadow and black ties. In equal profusion were the tennis shoes, kakhki pants,

sport shirts and jackets—also standard at any world premiere. They were worn, mainly by teenagers who lined the sidewalks to get a look at the show outside the Birmingham theater.



First they got a look at the furs, dinner jackets, chic coiffures and sleek limousines. Then there was a face usually seen on a blue white screen—Soupy Sales, local television comic (above left). "What's your name?" someone asked. "Sarah Vaughan," he answered. There was a

brief pause and then delighted squeals from some of the girls in the crowd that sounded something like: "Isn't he cute?" The red-headed center of attraction crossed the sidewalk (below)—Eddie Hodges, 13-year-old star of "Music Man," "Hole in the Head," and "Huck Finn."



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