

44th Auto Show Opens Saturday

New Models Star in Multi-Million Dollar Extravaganza

By IRMA N. DAVIS
Staff Writer

Back in 1899, when most men were more interested in mustache wax than in car polish, the Automobile Club of America conceived the idea for a national automobile show.

Some 48,000 people attended the first exhibit, held the following year at Madison Square Garden, and goggled their eyes at 300 vehicles, ranging in price from \$280 to \$4,000.

Production for the year was 4,192 cars.

That was a lot of money in those days and most people were willing to settle for a horse. For one thing, the hay-burners were more plentiful—and a lot quieter.

THIS WEEK, Americans will have yet another chance to see how far the nation has come. In the hundreds of thousands, they will visit the 44th National Automobile Show at Cobo Hall and Convention Arena to see some 320, new 1963 model cars and trucks,

including at least three completely new lines of American passenger cars.

Vice President Lyndon B. Johnson will visit the show Monday afternoon and is scheduled to speak at the huge Industry Banquet the same evening.

Some of the visitors will pause

to ponder the biggest wonder of all—a total accumulated production, over the years, that is fast approaching the 200-million mark.

FOR NINE DAYS, Oct. 20-28, the automobile will truly be king and homage will be paid it even by other modes of transportation.

Airlines are cooperating to inform their passengers of the marvels to be seen at the big show. The famous Goodyear blimp will hover overhead.

Goodwill emissaries will include the Coast Guard Cutter Bramble and the USS Amherst which will hold open house for show visitors.

Boat marinas and helicopter services will cooperate to get the guests to the big event.

"AMERICA DRIVES AHEAD" is the theme of this year's show, dominated by a 30-foot high, hour-glass shaped "spectro-form." The seven-acre exposition, will be based on a cartwheel design. The theme center will serve as hub and aisles radiating out will not only represent the spokes of a wheel but will facilitate movement to the many exhibits.

Overhead, colorful aluminum valances will flash their glitter in exotic colors reflected from aluminum arcs, rising as high as 25 feet from the floor.

Three cylindrical stages will be placed around the base of the spectro-form and the theme center will be accented by a gray garden and 70-foot long planters.

BUT AS SPECTACULAR as the decor will be, it will be overshadowed, no doubt, by the glamor of the new cars and trucks on (See AUTO SHOW, Page 12)



COBO HALL and Convention Arena, locale of the 44th National Automobile Show, dominate the Detroit riverfront in this aerial view of the automotive capital. The exhibit will be sponsored by the automobile Manufacturers Association, whose membership is

composed of passenger car and truck manufacturers in the United States. A spectacular array of vehicles filling an area as large as several football fields, will attract visitors from every state in the union, as well as from many foreign countries.

Auto Show Calendar of Events

THURSDAY, OCT. 18

Detroit Symphony Orchestra invitational concert, with guest cellist Italo Babin and performances of compositions by Mozart, Haydn, Enesco and Beethoven. Ford Auditorium, 8:30 p.m.

FRIDAY, OCT. 19

NBC "Today" Show telecast, 7-9 a.m. National Press luncheon, Noon, Banquet Hall, Cobo Hall. Press Preview of Auto Show, 3-5 p.m. Invitational Preview and Opening ceremonies, 7-11 p.m. Automotive Old Timers Dinner. Speaker: K. T. Keller. Cobo Hall, 6 p.m.

SATURDAY, OCT. 20

Auto Show officially opens to public at noon. (Show hours 11 a.m.-11 p.m. daily, thereafter) "America Drives Ahead" Stage Shows. Convention Arena, 2, 4, 7:30, 9:30 p.m., daily.

SUNDAY, OCT. 21

Stage Shows. Antique Car Rally, Civic Center, 11 a.m.-5 p.m. (Proceeded by parade of rally cars from Rackham Building to Cobo Hall, 10:30 a.m.) NBC-TV color telecast of Show, 6-7 p.m.

MONDAY, OCT. 22

NBC "Today" Show telecast, 7-9 a.m. Stage Shows. Fashion Show (daily at 2 p.m. through Saturday, Oct. 27). Cobo Hall. Guest designer: Bill Bloss. Economic Club of Detroit luncheon. Speaker: Dr. Heinz Nordhoff, director general, Volkswagen, West (See CALENDAR, Page 13)

Patrol Cars Designed for Heavy Duty

Built specifically for heavy duty patrol and pursuit use, Studebaker Lark Police Marshals offer many engineering and design improvements for 1963.

Two of the major engineering highlights are the high performance Avanti Jet-Thrust engine and front caliper disc brakes, both optional equipment.

The Avanti Jet-Thrust engine, with a 289 cubic inch block and high lift camshaft, is available with or without supercharger.

The caliper disc brakes, proven so effective with Studebaker's new Avanti, add greatly to the safety, dependability and high speed performance of the Marshal model.

'America Drives Ahead,' Says Auto Manufacturers' Chief

A Message from HENRY FORD II, President Automobile Manufacturers Association

Since the great success of Detroit's first National Automobile Show two years ago, we in the automobile industry have looked forward enthusiastically to this repeat performance.

We did not, of course, wait idly for the moment to arrive. Each manufacturer individually has been engaged in the complex process of developing the advanced new cars and trucks for 1963 you see on the exhibit floor. And we have been working cooperatively to make the 44th National Automobile Show the finest exposition of its kind ever held.

The results speak for themselves, and it is our hope that your visit to the show will be both enjoyable and rewarding.

PROBABLY NO National Auto Show in the 62-year history of the event has opened in more challenging times. The awesome prospects of the dawning space age lie ahead. Deep problems and conflict overshadow much of the world. But, we can find reassurance in the

More Deliveries Made by Chrysler

Chrysler-Plymouth Division reports rising sales figures for the 10-day selling period ending Sept. 30, which included the first four days following new car introduction of the 1963 Chrysler and Imperial models.

According to C. E. Bridges, vice president, Chrysler Motors Corp. and general manager of the Chrysler - Plymouth Division, dealers delivered 40 per cent more new Chrysler models in this same announcement period than last year.

fact that the frontiers of knowledge and human experience are expanding as never before. It is a time to have faith in the boundless potentialities of man now only beginning to be discovered.

In such times, I feel the National Automobile Show takes on even more than its usual significance. It is a declaration of faith in the future of America and the lasting contributions of highway transportation.

This spectacular array of new vehicles—filling an area as large as several football fields—is the culmination of a vast, coordinated effort by thousands of companies and hundreds of thousands of individuals.

The models on display are only

Buick Lists Statistics

With the introduction of its 1963 models, Buick Motor Division is observing its 60th year of building automobiles.

During the 1963 production year, Buick will reach an important milestone—it's 11-millionth automobile. At the end of the 1962 model run, Buick had built 10,851,088. The 11-millionth car should come off the assembly line early in 1963.

In 1903, Buick's first year of production, a total of 18 cars were built. The following year saw 21 Buicks assembled. Production then made a spectacular jump to 750 units in 1905. By 1910, Buick was building 30,000 cars and by 1920,

During the 1962 model run, Buick produced 400,150 automobiles—the biggest year since 1956. Buick expects to increase this to 423,000 during the current model year.

samples of the millions of cars and trucks that will be produced and put to work in the coming year—dramatic symbols of the amazing richness of America's human and material resources.

WITH GREAT economy of words we have tried to condense the Show's symbolic significance into the brief theme, America Drives Ahead!

America is a nation of more than 76 million motor vehicles and 87 million drivers. In no other part of the world is efficient personal transportation so readily available to so many. Nowhere else is there such freedom to own the motor vehicle of your choice and to go with it where you will. Nowhere are there so many miles of beautiful open roads to explore.

Such things, I believe, will be important sources of the nation's strength and spirit as America Drives Ahead!

Ford's Fairlane Sales Run High

Fairlane—the newest member of the Ford line—has enjoyed a highly successful introductory year as the industry's third-best-selling sedan. In its first year, the Fairlane sedan outsold 20 other makes of full-line domestic cars, all of which offer hardtops, convertibles or station wagons as well as sedans.

Fairlane has also done especially well in sales within Ford Division by accounting for 23 per cent of all division car sales.

Preliminary indications show that the industry will produce 54 per cent of its products in two- and four-door sedans with Fairlane being third best selling in this category.

AMA Names Planners of Auto Show

The Automobile Manufacturers Association has announced the names of the National Automobile Show Committee delegates and alternates from the metropolitan area.

Many of them are Birmingham-Bloomfield residents. Harry A. Williams, managing director of the AMA, is show manager of the National Automobile Show.

Chairman of the show committee is Charles F. Moore, Jr., vice president for public relations, Ford Motor Co.

MEMBERS AND alternates are: Robert J. Fisher, director, advertising and sales promotion, Ford; William H. McGaughey, vice president, communications, American Motors Corp.

E. C. Quinn, group vice president, automotive sales, Chrysler Corp.; R. E. Forbes, director corporate advertising, Chrysler; James M. Roche, vice president in charge of distribution staff, General Motors Corp.; T. H. Roberts, sales section, General Motors.

CHAIRMAN OF the exhibit committee reporting to the National Auto Show Committee is LeRoy E. Kiefer, executive-in-charge, industrial design studios, General Motors. His committee members are:

Guy Gadsall, Jr., show and exhibits manager, American Motors; Howard E. Hallas, director of public relations, American Motors; Vincent T. Hepp, manager, promotional services, Chrysler.

John Mullaly, manager, World's Fair program, Ford; Robert M. Millar, World's Fair program, Ford.

CHAIRMAN OF the promotion committee is W. E. Hamilton, staff coordinator, public relations, General Motors.

Committee members are: Fred W. Adams, director of marketing, automotive division, American Motors; Hallas; Gene Swain, manager, automotive public relations, American Motors; Michael Duody, manager, New York World's Fair project, Chrysler; Hepp; and Mott B. Heath, divisional relations manager, Ford.

COVER PAGE

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