

# 125,000 To Visit Auto Show



Nine visitors to the 1964 Detroit Auto Show will become owners of miniature electric-powered Corvette Sting Rays like this one. One Sting Ray will be awarded each day of the nine days of the show, which opens Saturday at the Detroit Artillery Armory, 15000 W. 8 Mile Road. Here,

Bruce Sorrentino, 12, of Detroit tries out the little car with driving tips from Semon E. Knudsen (center), Chevrolet general manager, and Larry Averill, general sales manager. Knudsen lives at 31500 Bingham Road, and Averill at 1532 Tottenham, Birmingham.

## 48th Annual Event Starts 9-Day Run

The 48th annual auto show—a family-type craftsmanship spectacular—opens Saturday in the Detroit Artillery Armory, 15000 W. 8 Mile, near Greenfield.

The colorful show, covering a gaily decorated seven acres of space, is expected to attract more than 125,000 visitors during the nine days, ending Sunday, Jan. 26. Show hours will be 11 a.m. to 11 p.m. daily.

A gleaming array of over 30 new-model automobiles (over 300 cars) and three lines of trucks will epitomize the theme "progress on wheels" of the Detroit Auto Dealers Association—sponsored extravaganza.

THE OPENING ceremony Saturday will be attended by Mayor Jerome P. Cavanaugh, other officials and civic leaders, plus numerous other sponsoring D.A.D.A. board of directors and show committees.

As with similar auto shows presented here, this one will attract a more critical audience than that found elsewhere, said Harold Johns, Auto Show committee of the D.A.D.A.

"Here in the motor capital of the world, where so many of the cars are produced, the engineers, artisans and assembly line workers are provided by the Auto Show with their best opportunity to compare their end products with the craftsmanship of others," Johns said.

"And, the families of all our automotive workers have a chance to look over the products that dad, brother and uncle had a hand in manufacturing.

"OURS IS more a family-type show than auto shows staged elsewhere and we try to provide an exposition that is interesting as well as colorful, educational as well as entertaining."

On exhibit in the gigantic hall will be 12 makes of American-made passenger cars and 17 makes of foreign cars, plus the three docks. (See EVENT, Page 10)

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## Animated Car Road of Red Carpet Display to Be Eye-Catcher

The biggest crowd pleaser at the 48th annual Detroit Auto Show, Jan. 18-26 at Detroit Artillery Armory, W. Eight Mile Road near Greenfield, will be the first public showing of an animated 1964 convertible which every few minutes explodes awag, all body panels and the hood, trunk lid and front fenders to allow spectators to study its inner workings.

The show is sponsored by the Detroit Auto Dealers Association, which has a membership of new-car dealers in three counties: Oakland, Wayne and Macomb.

The exploding car will be in the red-and-white Buick display area. It is a white LeSabre, mechanized by Buick's engineering staff so that the whole exterior opens and closes in a timed sequence not unlike an enormous blossom opening and closing.

THE CAR simultaneously is raised or lowered about three feet and rotated back and forth for good viewing by all in any ring of spectators.

A second spectacular car in the show will be a one-of-a-kind custom edition of Riviera by Buick, the two-door sports coupe introduced in the 1963 line as an American bid for an international classic car.

This one car has been named the Riviera Silver Arrow. Riviera's inherently fine design has been given a look of even longer lowness, largely by lowering the roof line two inches, lowering further the entire car on its suspension and by extending the nose profile by five inches. The grille is bolder and headlamps have been moved into the fender grilles.

TURN SIGNALS are unique, each a row of three lights which flash in sequence and indicate direction much as animated signs do. Similar signals operate on the inside panels when doors are opened for exit.

Experimental Astro-bucket seats allow the lowered roof. They provide thinner sections with comfortable, increased back inclina- (See DISPLAY, Page 10)

## Road of Red Carpet Chevy's Centerpiece

A "great white way" of highway performers on a plush red carpet road will be spotlighted by Chevrolet as its centerpiece for the Detroit Auto Show which opens Saturday at the Artillery Armory for a nine-day showing.

Five white hardtop coupes with red interiors, representing "top of the line" sportiness in the five Chevrolet car lines for 1964, will be arrayed on the red carpet highway that will extend 120 feet in length and 12 feet in width.

The "white way" display keynotes "the public's unparalleled demand for the finest in each of Chevrolet's five lines" of cars, which Semon E. Knudsen, general manager, calls "the greatest single trend in today's market."

In addition to the red carpet,

Chevrolet will roll out blue, gold and green carpets on which other special cars and exhibits will be displayed. The entire show will be set up on about a third of an acre of white rubber tile.

THE CHEVROLET passenger car and adjacent truck areas will feature:

Two highly styled nonproduction versions of the Corvette and the El Camino pickup truck. The Corvette will carry special exterior trim devised by Chevrolet stylists while the El Camino will be done up in a western motif.

Entertainers, including a balloon sculptor wearing tilting shoes, pretty photo girls who will take souvenir pictures of showgoers, (See RED CARPET, Page 10)

## 25th Birthday Is Marked by Mercury in '64

The Mercury celebrates its 25th anniversary this year.

The first Mercury, a 1939 model, was introduced to the public on Nov. 4, 1938, and was Ford Motor Co.'s first entry in the low medium priced field.

Since then, more than 4½ million Mercurys have been sold.

The Mercury was named by Edsel Ford—who also had a hand in the car's engineering and styling—after the Roman god of commerce, who symbolized youth, dependability, eloquence, skill and speed.

THE FIRST Mercury was one of three American cars powered by a V-8 engine. Today, nearly every (See MERCURY, Page 4)



## Seating Popularity

Reclining seats and seat belts are becoming more and more popular this year in more and more cars. This particular model offers a five-position right front seat with a 30-degree angular adjustment. Other features are an adjustable head rest and a seven-position vertically adjustable steering wheel. No, fellows, the blonde doesn't come with the car.

## B'ham Dealers Tell Plans for Auto Show

Birmingham's eight dealerships are getting into gear in preparation for the Detroit Auto Show at the Artillery Armory, scheduled from 11 a.m. to 11 p.m. Jan. 18 through 26.

Paul Herpolsheimer, Jr., president of Birmingham Chrysler-Plymouth, 912 S. Woodward, is sending Joe Weirbicki and Chuck Easton as representatives of his organization.

"The show will feature our newly-announced 8-cylinder Valiant, along with a representative collection of the 64 models offered by Chrysler," said Herpolsheimer.

CHUCK PATTERSON, president of Patterson Chevrolet, 1000 S. Woodward, is sending William McHugh to show Auto Show visitors the new features of his models.

"We are very proud of the new Chevy II hardtop, the Chevelle, and the Chevy Van, our front engine light-ton vehicle," said Patterson.

Bob Borst, president of Bob Borst Lincoln-Mercury, 479 S.

Woodward, is sending four of his men to the Auto Show which, he says, usually spurs dealership activity. They are Don Waddell, Art Green, Byron Thompson and Don Merschberger.

The Auto Show will introduce Buick's Opel Kadett, the newest sports car from Germany, according to Carl Fischer, president of Fischer Buick, 515 S. Woodward.

"I'll be sending out Jack Gilbert, Fred Finn, Bob Southard, Dick Saboda, Marty Martins, Mike McKenna, Paul Richards and Herb Higgins to show visitors all six lines of Buick models," said Fischer.

CARL FISCHER'S brother, Dick, president of Suburban Motors, 565 S. Woodward, will be showing all models of the Oldsmobile, named the "Outstanding Car of the Year" recently by pollsters. "My representatives are Bill Stobbe, Bob Henry, Dick Herrick, Norris Keeley and Frank Benish," said Fischer.

Two new colors, cascade green (See DEALERS, Page 10)