125,000 To Visit Auto Show

1983 Annual Event Starts 9-Day Run

The 48th annual auto show—a family-type craftsmanship specta-
clar—opens Saturday in the Detroit Auto Show Ar
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Nine visitors to the 1964 Detroit Auto Show will become owners of miniature electric-powered Chevrolet 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, 1500 W. 8 Mile Road. Here, Bruce Sorrentino, 12, of Detroit tries out the little car with driving tips from Semmon E. Kuensdor, center. Chevrolet general manager, and Larry Averill, general sales manager. Kuensdor lives at 31500 Bingham Road, and Averill at 1532 Tottenham, Birmingham.

Animated Car Display to Be Eye-Catcher

The biggest crowd pleaser at the 48th annual Detroit Auto Show, Jan. 18-28 at Detroit Artillery Armory, W. 8 Mile Road, near Greenfield, will be the first public showing of an animated, 1964 convertible which every few minutes explodes itself, 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 30 counties in the four-state area. It is a white Lefebre, mechanized by Michigan engineering staff so that the entire exterior opens and closes in a timed sequence not unlike an enormous blossoming 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 feature of 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 lines, largely by its redoubled line two inches, lowering further the entire car on its suspension and extending the nose profile by five inches. The grille is holder and headlamps have been moved to the fender grilles.

TURN SIGNALS are unique, each a row of three lights which flash in sequence and indicate direction much as an automobile's indicator does. Similar signals operate on the inside panels when doors are opened for exit.

Experimental Astro-bucket seats allow the lowered roof. They provide thinner sides with complete lower back support. (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 at its centerpiece for the Detroit Auto Show which opens Saturday at the Artillery Armory for a nine-day showing.

Five white cadilac 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 100 feet in length and 12 feet in width.

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

In addition to the red carpet,

25th Birthday Is Marked by Mercury in '64

The Mercury car 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 price field.

Since then, more than 46 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 was supposed to have supernatural, deportability, elegance, 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)

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 28.

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

"The show will feature our newly-added-keystone Valiant, along with a representative collection of the 54 models offered by Chrysler," said Horpelshimer.

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

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

Bob Burt, president of Bob Burt Lincoln-Mercury, 479 S. Woodward, is sending four of his men to the Auto Show which he says, usually a big deal, has been a year ago.

"My representatives are Bill Shoba, Bob Henry, Dick Harrison, Joe Keesey and Frank Benich."

"There will be two new colors, cascade green (See DEALERS, Page 10) and

Seating Popularity

Recalling seats and seat belts are becoming more and more popular this year in more and more car. 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 center console. No, folks, the blonde doesn't come with the car.