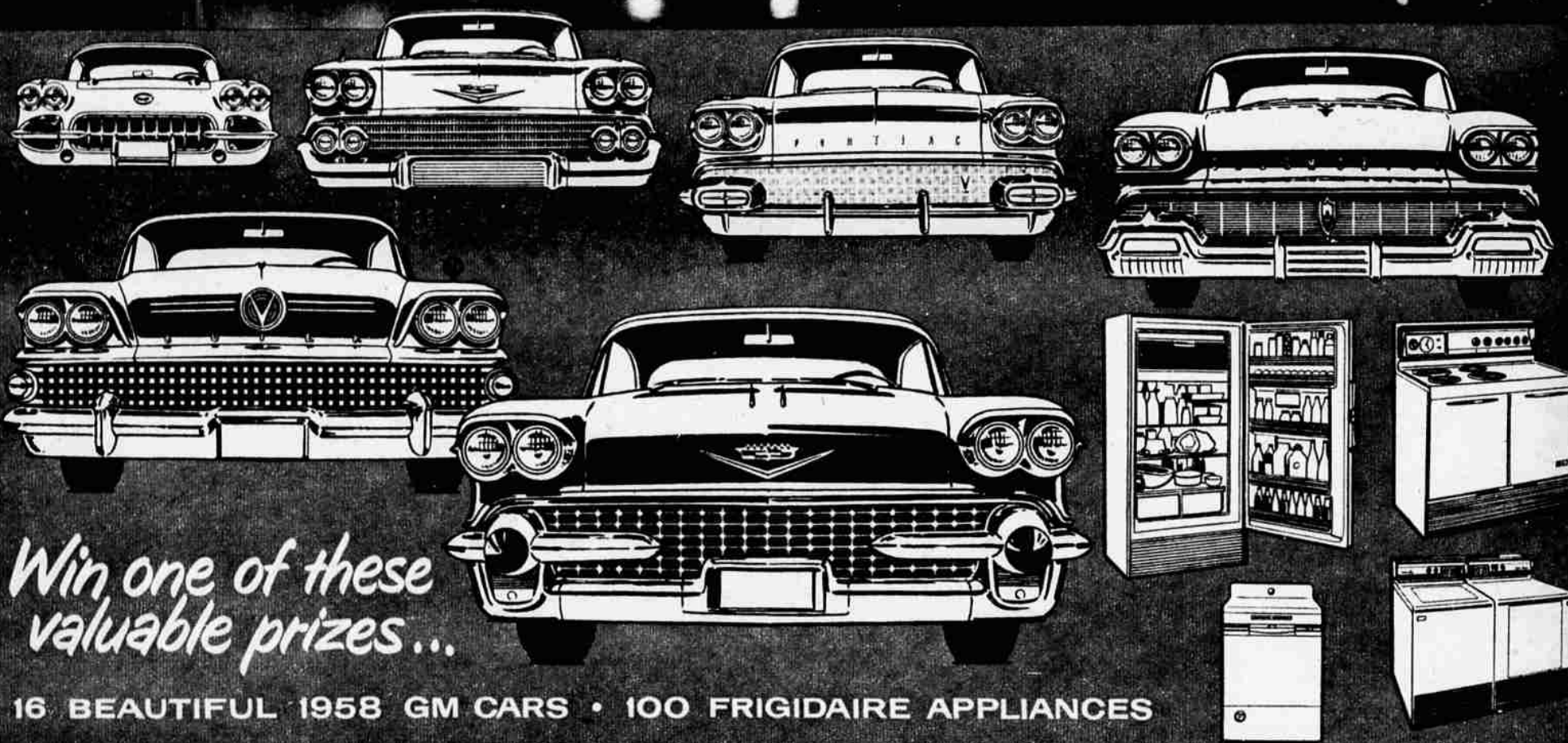


ENTER NOW! CONTEST CLOSES APRIL 30th!

GENERAL MOTORS

\$100,000

"AIM TO LIVE" CONTEST!



Win one of these valuable prizes...

16 BEAUTIFUL 1958 GM CARS • 100 FRIGIDAIRE APPLIANCES

1 READ THESE FACTS ABOUT YOUR HEADLIGHTS . . . THEY ARE VITAL TO YOUR SAFETY AFTER DARK . . . AND THIS INFORMATION MAY HELP YOU WIN!

1. *Three times* as many fatalities occur after dark, in proportion to mileage driven. 2. *Up to 80%* of the light needed for safe driving is lost when headlight aim is too low, high or off-side. 3. *More than half* of all cars on the road today have headlights that are NOT aimed properly.

Here's what you can do to help correct these problems: 1. Reduce speed after dark. *Never overdrive* your headlights. 2. Be more cautious and courteous—*always dim your headlights* whenever you meet an oncoming car or when approaching another car from the rear. 3. Have your headlights *aimed regularly*, at least twice a year. They were aimed before your new car was delivered, but bumps and normal settling of springs can cause misalignment. And a fraction of an INCH of error at the lens throws headlights many FEET "off the beam" ahead of you. 4. Be sure you have the *most* and *best* light available. If your headlamps don't have three small glass "aiming

points" on the lens, get the *modern* kind used on all new cars today. Their "aiming points" permit quicker, more accurate adjustment for safety maintenance and they'll give you *much more light where you need it for safety.*

2 PICK UP AN OFFICIAL ENTRY BLANK!

There's absolutely nothing to buy! Just drive in to your nearest GM car dealer or any service station or garage displaying the AIM TO LIVE sign, and pick up an official AIM TO LIVE entry blank. And for safety's sake—*have your headlights checked while you're there.*

3 WRITE A NIGHT-DRIVING SAFETY SLOGAN!

The AIM TO LIVE contest is open to any licensed driver in the United States. Just write a night-driving safety slogan in ten words or less on the official entry blank. A slogan like "Courteous drivers take a dim view of glaring lights" may make you a winner. Enter today, contest closes April 30.

Limited to continental U.S.A.
Contest subject to federal, state and local regulations.



Modern Headlights can be Aimed Right—Day or Night—in Minutes at your General Motors Dealer or Wherever You See this "Aim to Live" Sign

AIM YOUR HEADLIGHTS TWICE A YEAR
DIM THEM WHENEVER YOU MEET A CAR

sponsored by
General Motors

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC TRUCK • GUIDE • AC