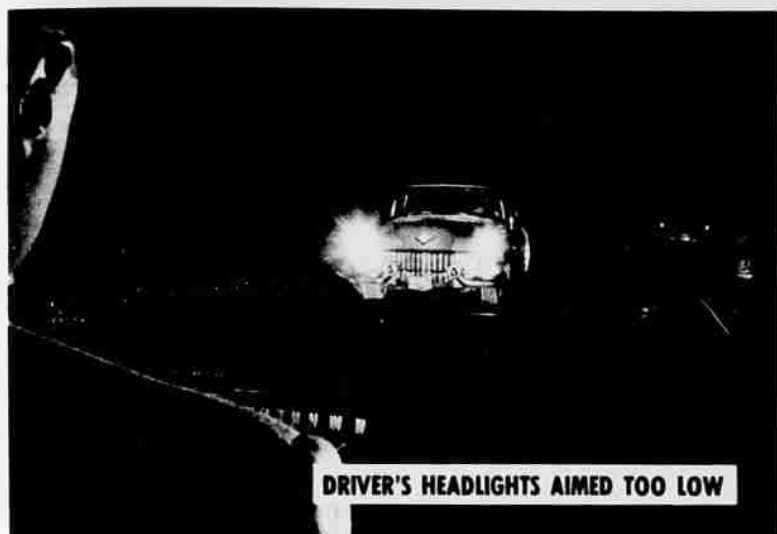
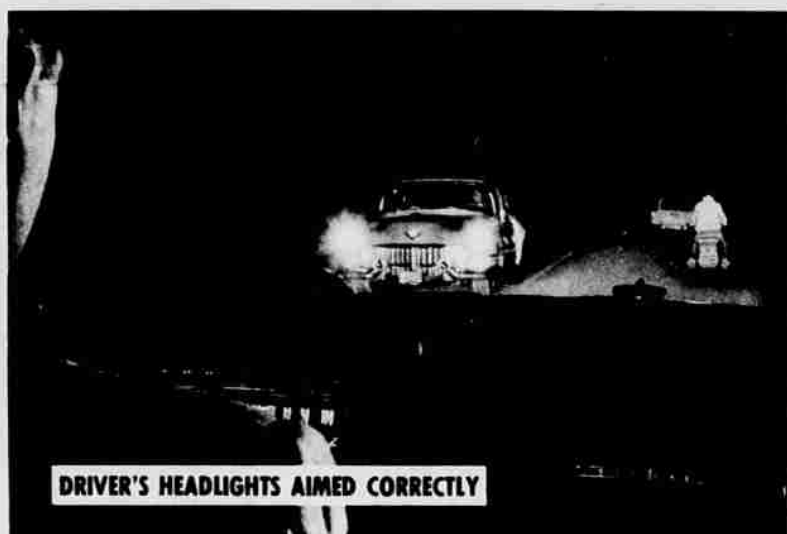


AIM TO LIVE



DRIVER'S HEADLIGHTS AIMED TOO LOW



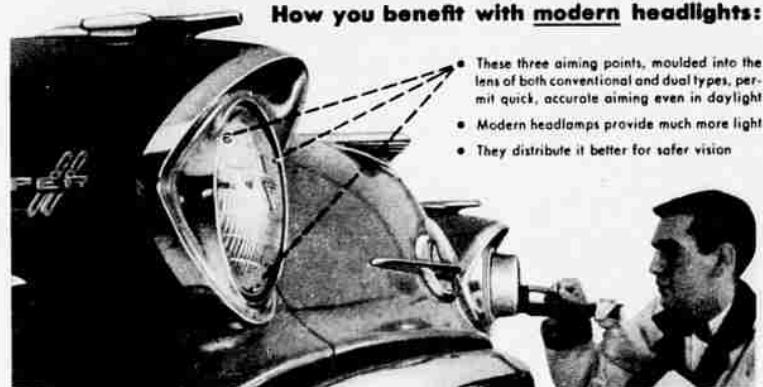
DRIVER'S HEADLIGHTS AIMED CORRECTLY

It's vital to AIM your headlights...and to DIM them whenever you meet another car!

WHAT YOU CAN'T SEE CAN HURT YOU—and the photos above show how much more you can see when your headlights are aimed right. Unfortunately, surveys prove that more than 50% of all cars have improperly aimed headlights and are losing as much as 80% of night vision. Today three times as many fatalities, on a mileage basis, happen after dark.

To provide *more light aimed right*, a revolutionary new headlamp was introduced in the fall of 1955. It is the only kind now made for replacement on all two-headlight cars, and the latest four-headlamp systems use its principles. All these new lamps not only provide much more light in a far better pattern, but the three aiming points moulded into the lens make precision aiming a simple job—even in daylight.

How you benefit with modern headlights:



- These three aiming points, moulded into the lens of both conventional and dual types, permit quick, accurate aiming even in daylight
- Modern headlamps provide much more light
- They distribute it better for safer vision

Accurate aiming is very important because every fraction of an inch of error on your car throws lights many FEET "off the beam" down the road ahead.

CHANCES ARE YOUR HEADLIGHTS NEED AIMING—whatever the age of your car, it's wise to have your headlights checked. They are aimed when a new car is delivered, but bumps, impacts and normal settling of springs often get them out of line. You may *think* your headlights are perfect, but if they're not, you'll be amazed at how much better you can see after you have them re-aimed.

HAVE YOUR HEADLIGHTS CHECKED THIS WEEK—Drive into your General Motors dealer or any garage or service station displaying the AIM TO LIVE sign. If you have modern headlamps (with the three aiming points spaced around the rim of the lens) they can be aimed in minutes, day or night—whatever the make or model of your car. If you still have old-style headlamps, play it safe. Ask the mechanic to install and aim a modern set which will give you far safer night-driving vision.

REMEMBER, DIMMING IS IMPORTANT, TOO!—Having headlights aimed right is only *half* of our responsibility as good drivers, because they can still annoy or "blind" fellow motorists if they are not dimmed whenever we meet another car. Dimming is not only required by law in most states; with today's more powerful headlights it is the only safe way to share the highway!

LET'S ALL COOPERATE FOR SAFETY! Words alone won't help. It is time for *action!* Drive in this week and have your headlights checked, replaced if necessary, and aimed. Then have them rechecked at least twice a year, just as you do your brakes. AIM TO LIVE!



a message in the interest of highway safety from...



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
DIM**

YOUR HEADLIGHTS TWICE A YEAR
THEM WHENEVER YOU MEET A CAR

General Motors

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