

In the interest of safer night-driving General Motors announces this

\$100,000



CONTEST

READ these facts about your headlights . . . they are vital to your safety after dark . . . and this information may help you win!

If you drive at night, you should know these facts: 1. Three times as many fatal accidents occur after dark, in proportion to mileage driven. 2. More than half of all cars on the road today have headlights that are not aimed properly. 3. Up to 80% of the light needed for safe driving is lost when headlight aim is too low, high or off side.

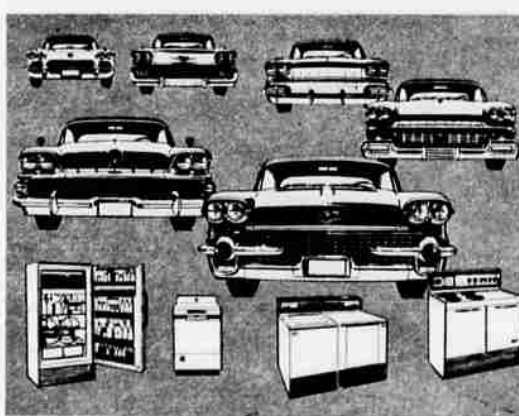


These are the major problems of night driving. And here's what you and every responsible motorist can do to help correct them:

1. Reduce speed after dark. Never outdrive your headlights. 2. Exercise greater caution and courtesy—especially by dimming your lights whenever you meet a car. 3. Have your headlights aimed regularly, at least twice a year. Although headlights are aimed when a new car is delivered, impacts, bumps and normal settling of springs can cause misalignment. And a fraction of an inch of error at the lens throws your headlights many, many FEET "off the beam" down the road ahead. 4. Be sure you have the most and best light available for your car. The revolutionary new kind of headlamps used on all 1957 cars, all 1958 four-headlight cars and for all replacements today, provides much more light in a far better pattern. Moreover, the three aiming points on the lenses permit quick, accurate adjustment with mechanical aimers.

Use this information to help you write a winning slogan. And help to increase night-driving safety by having your headlights checked and aimed when you pick up your entry blank at your General Motors Dealer or service station or garage displaying the AIM TO LIVE sign.

WRITE a night-driving safety slogan . . . win one of 16 new General Motors Cars or one of 100 valuable Frigidaire appliances!



**ENTER NOW
—IT'S EASY!**

1. Carefully read the facts at left about your night-driving safety.
2. Pick up an official entry blank and contest rules at your General Motors dealer, or any garage or service station displaying the AIM TO LIVE sign you see in this ad.
3. Write your night-driving safety slogan in ten words or less on the official entry blank.
4. Mail your entry to the address shown on the blank, before April 30.

Slogans like . . . "Don't outdrive your lights—reduce speed at night" or "Aim your headlights right—don't be short-sighted after dark" . . . may make you the winner of a beautiful 1958 General Motors car or one of 100 valuable Frigidaire appliances. Enter today—contest closes April 30, 1958 and winners will be announced on or before June 15, 1958.

Contest subject to all federal, state and local laws and 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
DIM** YOUR HEADLIGHTS TWICE A YEAR THEM WHENEVER YOU MEET A CAR

sponsored by
General Motors

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