

*Jeff*

THE GREAT RACE FOR BOYS / SOAP BOX DERBY 1968

EVERY BOY, 11-15,  
IS ELIGIBLE FOR THE  
ALL-AMERICAN  
SOAP BOX DERBY

The All-American is an exciting race held each August in Akron, Ohio. By winning your local Derby race *you* could be one of the 250 Champions who race their cars down "the big hill" in front of 70,000 cheering spectators. The entire week in Akron is full of fun and action, with parades, celebrities and parties. All the Champions stay at a special camp where there's swimming, boating, horseback riding and many other great things to do.

\$30,000

IN SCHOLARSHIP AWARDS

The All-American Champion in Akron receives a Chevrolet \$7,500 college scholarship, plus the First Place Trophy and the thrill of winning the "big race." Champions who finish second through ninth also receive college scholarships and trophies. Special trophies are also awarded for best brake, best design, best construction and best upholstery.

RACES IN CITIES ALL  
OVER THE WORLD PICK  
HOMETOWN CHAMPIONS

In order to win the trip to Akron for the All-American you must win your hometown Soap Box Derby race. Local races, too, are full of fun and excitement and are an important event in your town. Each local Champion receives a \$500 Savings Bond from Chevrolet, and locally a number of other awards and prizes. But the greatest award is the thrill of building your own Soap Box Derby car, then racing it yourself against other boys.

YOU'LL BE JOINING  
SOME FAMOUS COMPANY  
IF YOU DECIDE  
TO BUILD  
YOUR OWN RACER.

In 30 years of Soap Box Derbies, over one million boys have built and raced their own cars. You probably know some outstanding men in your city who have competed in the "greatest amateur racing event in the world." You know famous people like . . .

PAUL HORNUNG.

All-American back at Notre Dame. Star halfback for the Green Bay Packers. Paul Hornung lost his local Soap Box Derby race, but it helped him to become a tough competitor.

JOHNNY CARSON.

As a boy in Nebraska this famous television personality entered his local Soap Box Derby race.

PETE DAWKINS.

Major, U. S. Army. Former All-American back for Army, Heisman Trophy winner, Rhodes Scholar and decorated soldier. Also former Soap Box Derby racer from Royal Oak, Michigan.

ALEX MAIR.

Currently Director of Engineering for Chevrolet Motor Division, Mr. Mair calls his Soap Box Derby experience "a big help in leading him to a successful career in engineering."

BE PART OF  
THE ACTION

It's fun to build, fun to race, fun just to be a part of the Soap Box Derby.

*You must be 11-15 years old.*

You must build your own car, following the specifications contained in the 1968 Official Rules Book. And, you race the car you build in your local Soap Box Derby.

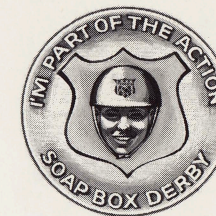
Even if you decide not to build and race your own car, you can still be part of the action. Local Derby committees need help in many of the details of running a Soap Box Derby. You can help make your local race a success, or be a "pit crewman" for one of your buddies. It's rewarding and fun to participate in the Soap Box Derby.

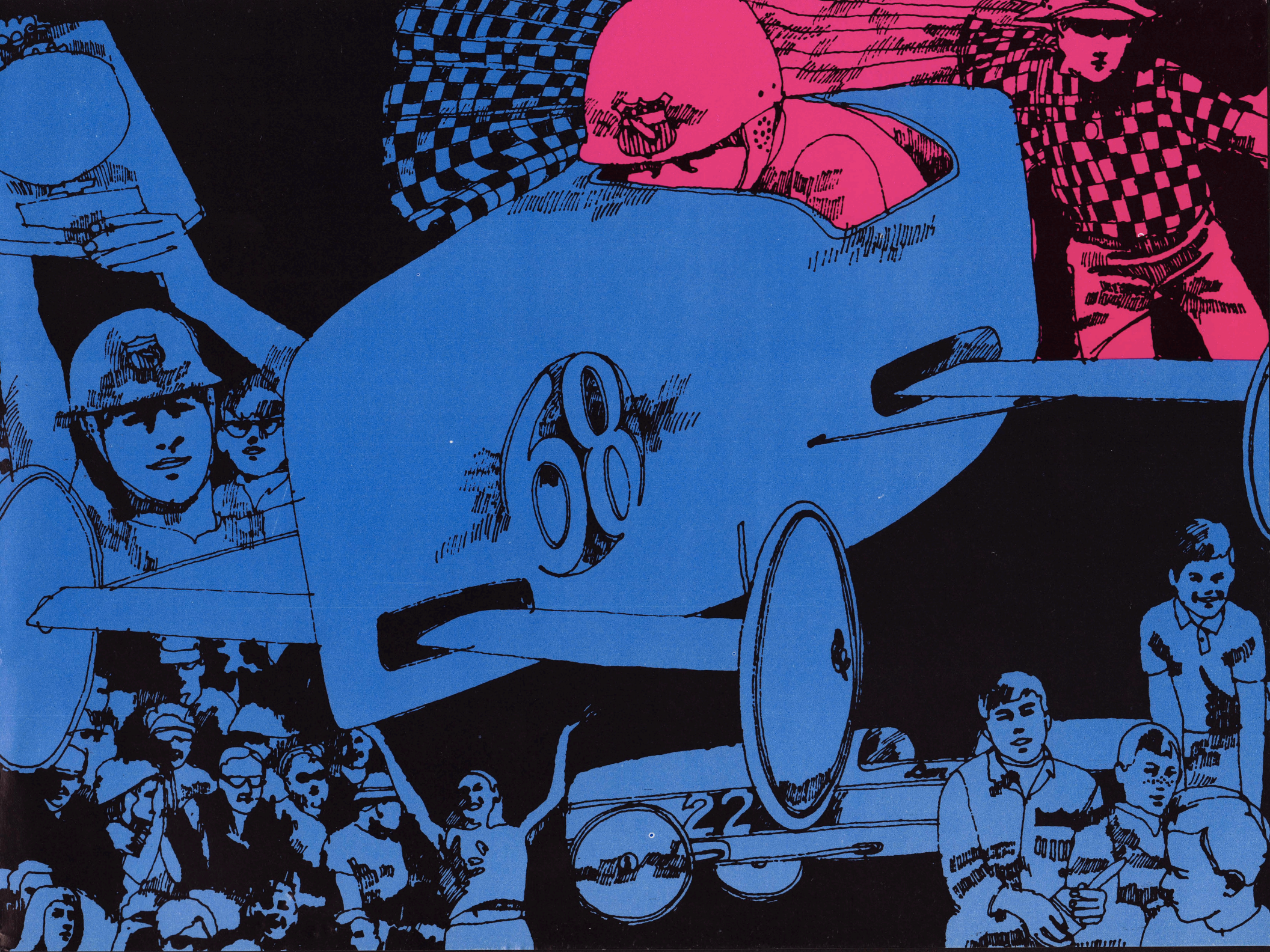
SIGN UP WITH YOUR  
CHEVROLET DEALER

Your local Chevrolet dealer has 1968 Rules Books which contain all the information you need to start building your car. Get started right away. Go with your parents or guardian to see your Chevrolet dealer for all the facts.

EVERY BOY RECEIVES AN  
OFFICIAL MEDAL

You can get a medal like this, just by visiting your Chevrolet dealer! Stop in, ask him about the Soap Box Derby, get a Rules Book if you want to build your own Soap Box Derby racer. Show your friends and family that you support "the great race for boys" when you wear your official Soap Box Derby medal.







All-American Soap Box Derby  
General Motors Building  
Detroit, Michigan 48202