



SOAP BOX DERBY to aid urban youths — New York and several others large cities have enlisted Chevrolet's Soap Box Derby to keep urban boys busy during the summer. Examining an official race hat and discussing New York's plans with E. M. Estes (right), Chevrolet general manager, is Hayes W. Jones, United States 1964 Olympic gold medal winner and New York City Recreation Commissioner.

Expand Soap Box Derby To Ease Urban Problems

One of industry's most successful and best-known youth programs is being enlisted by New York and other large American cities to help solve a crucial summertime urban problem.

Chevrolet's Soap Box Derby, long popular as an amateur coasting car-building and racing competition for boys, has been selected by officials of New York City and other large metropolitan areas as a prime 1968 summer activity in recreation, playground and park programs.

Other cities holding a Soap Box Derby in attempts to keep restless youngsters occupied this summer include Detroit, New Orleans, Newark, Ft. Lauderdale and Honolulu.

NEW YORK CITY'S recreation department, working in conjunction with Chevrolet, the national sponsor, held a Soap Box Derby last summer as a "crash" program compressed within a month's time. Boys built cars at recreation centers under expert instruction.

The project was such a success that Mayor John Lindsay established the Derby as a summer-long project for the city this year. Registration has already begun and a much greater car-building tempo is expected at the recreation centers, climaxing in the 1968 New York Soap Box Derby to be run in Central Park on July 13.

Supervising the Derby activities is New York City Recreation Commissioner Hayes W. Jones, United States gold medal winner in the 110 meter hurdles in the 1964 Olympics at Tokyo. Jones recently finalized Derby plans during a Detroit visit, conferring with Chevrolet officials including E. M. Estes, general manager.

"IT GIVES ME great pleasure for our young men to have the opportunity to participate in the long-established All-American Soap Box Derby," Jones said. "The youngsters who will be participating in this program will have the benefit of good guidance in building their racers."

"Of course, participation in the event itself gives quite a bit of excitement. To all who participate, here's hoping that the 1968 Soap Box Derby is another great success."

Started in 1934, the Soap Box Derby is a Chevrolet-sponsored competition for boys 11 through 15 who build and race gravity-propelled coasting cars of their own design. In 1968, some 50,000 boys will take part in the program.

WINNERS FROM approximately 250 Derby races from the United States, Canada and overseas countries will compete in Akron, O., on August 24 for the All-American title for 1968 and a total of \$30,000 in college scholarships. Each local winner also receives a \$500 U.S. Savings Bond from Chevrolet.

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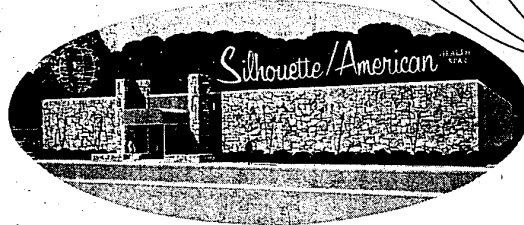
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