Book #6

CHEVROLET CAMARO

INDIANAPOLIS '500' MILE RACE

PACE CAR ACTIVITY

MAY 1967

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# 51st Annual Indianapolis '500'

# PACE CAR

## and Related Activities

With the selection of the 1967 Camaro as Official Pace Car for the 51st annual running of the Indianapolis 500 Mile Race, Chevrolet has the opportunity and the responsibility to participate in and to sponsor many activities that are a part of the two-month '500' Festival.

Mr. E. E. Buckler, National Merchandising Manager for Chevrolet, has been appointed General Chairman of the Pace Car Activity, with overall responsibility for all of Chevrolet's activities in connection with this event. Other individuals, from Chevrolet Central Office and from the Campbell-Ewald Company, are assigned specific responsibilities which, it is expected, they will carry out efficiently and promptly.

This is the first time since 1955 that Chevrolet has been involved in the Indianapolis '500.' Selection of Camaro as the official pace car is most timely and offers considerable advertising and merchandising potential. The fullest exploitation of this honor and this opportunity is the responsibility of all assigned to this activity.

It is paramount that all personnel fulfill their responsibilities commensurate with Chevrolet's position as the leader in the automobile industry and that the image of General Motors Corporation is complimented and embellished by the quality of our participation.

# I N D E X


| ACTIVITY | CHAIRMAN | PAGE NO. |
|---|---|---|
| Vehicle Delivery, Preparation and Maintenance | C. B. Chauvin | 1 - 6 |
| Chevrolet Breakfast for '500' Festival Committee | C. B. Chauvin | 7 |
| Queen Coronation Banquet | C. B. Chauvin | 8 |
| Opening Day at the Track Ceremonies | R. A. Johnson | 9-10 |
| Racing Awards and Pole Mechanics Banquet | D. G. Rummel | 11 |
| '500' Festival Parade | A. M. Bell | 12 |
| Race Eve Cocktail Party | D. G. Rummel | 13-14 |
| Race Day Breakfast | P. V. Wiese | 15-16 |
| '500' Mile Race - Pre-Race Activities | J. P. Pike | 17 |
| Victory Dinner | M. R. Myhra | 18 |
| Headquarters Room | D. W. Welday<br>W. K. Gerrard | 19 |
| Room Reservations and Invitations | D. W. Welday | 20 |
| Pace Car Track Operational Headquarters | Representative of Chevrolet Public Relations Central Office | 21 |
| Transportation | D. C. Bennett | 22 |
| Zone Brass Hat Cars -- Assignment | D. W. Welday<br>W. K. Gerrard | 23 |
| Merchandising Activities | W. J. Hightower | 24 |
| Advertising | C. O. Uren | 25 |
| Expense Control | T. J. Ryan<br>D. W. Welday | 26 |
| Directory | | 27 |

# VEHICLE DELIVERY, PREPARATION AND MAINTENANCE

CHAIRMAN: C. B. Chauvin

EFFECTIVE DATE: March 24 thru 31 inclusive

ASSISTANTS: J. A. Hamill
D. W. Welday
Zone Service Representative

The following vehicles are necessary to satisfy Chevrolet's commitments to both the '500' Festival Committee and the Indianapolis Speedway in connection with this activity.

## '500' FESTIVAL COMMITTEE CARS

43 Camaro Convertibles (pace car replicas)

5 9-passenger Impala Station Wagons

## SPEEDWAY VEHICLES

3 Camaro Convertibles (Pace Cars)

10 Camaro Convertibles (pace car replicas)

3 9-passenger Impala Station Wagons (Medical Director, Press and Photo)

10 3/4-ton pickups

5 1/2-ton pickups

## BRASS HAT CARS

40 vehicles approximately 25 of which will be pace car replicas and the others, Station Wagons and Impala Sedans or Coupes

All of the vehicles with the exception of the brass hat cars have already been ordered out of Central Office for delivery as follows.

Nankivell Chevrolet, 3800 South U.S. #31, Indianapolis, will receive and make ready 19 Camaros and all five Station Wagons.

Bill Kuhn Chevrolet, 1045 Broad Ripple Avenue, Indianapolis, will receive and make ready 24 Camaros.

All of the above vehicles are to be available for delivery to the Festival Committee on March 30. (Actual delivery - April 1, a.m., - War Memorial Plaza)

Bill Kuhn Chevrolet, 1045 Broad Ripple Avenue, Indianapolis, will receive and make ready 10 Camaro Convertibles and three Impala Station Wagons. The Camaros are to be available for delivery on March 30, and three Station Wagons on or before April 15.

Johnson Chevrolet, 1035 N. Meridian Street, Indianapolis, will receive and make ready 10 red 3/4-ton Chevrolet pickups and five white 1/2-ton Chevrolet pickups to be available for delivery on or before April 15.

The three actual pace cars have been ordered for delivery to Chevrolet Engineering where they will be conditioned for delivery and prepared for their use as pace cars. These three units will be re-shipped by Traffic to the Speedway, attention Mr. Clarence Cagle, Track Superintendent, to be delivered on or before April 24.

Service

The servicing dealers will be paid the regular dealer delivery and handling charge for conditioning these units for delivery. In addition, each unit will be personally inspected and road-tested by a member of this committee and, if not satisfactory, out-of-line conditions will be corrected and an individual repair order written on each unit. These repair orders will be referred to a blanket purchase order to be issued by the Indianapolis Zone and eventually rebilled to Chevrolet Central Office Merchandising Department. The Zone purchase order will cover any miscellaneous labor other than conditioning for delivery, which requires the use of dealership personnel. This will take care of the affixing of decals, attaching of license plates, vehicle identification numbers and so forth.

These cars will carry individual identification numbers, the position of which will be determined at a later date, as follows.

| | No. |
|---|---|
| '500' Festival Committee Vehicles | |
| 43 Camaros: | 1 - 43 |
| 5 Station Wagons: | 44 - 48 |
| Speedway Vehicles | |
| Camaros: | 49 - 58 |
| Medical Director: | 59 |
| Press Car: | 60 |
| Photo Car: | 61 |
| Service Trucks: | 62 - 67 |
| Fire Trucks: | 68 - 77 |
| Pace Cars: | 78 - 80 |

Additional vehicle identification numbers 81 and above will be reserved for brass hat cars.

Decals

Mr. John Hamill of Campbell-Ewald, Detroit, will work with the decal supplier and be responsible for affixing the proper decals to the various vehicles.

Duplicate Keys

The duplicate keys for all of the '500' Festival cars should be appropriately marked and turned over to Mrs. Howard 'Jo' Dodson, Executive Secretary. Duplicate keys on all of the Speedway vehicles should also be appropriately marked and turned over to Mr. Clarence Cagle, Track Superintendent. Duplicate keys on the brass hat cars with the exception of the six or eight vehicles permanently assigned to the Central Office Headquarters Room at the Speedway Motel will be retained by the Zone Office. In the case of the cars assigned permanently to the Headquarters Room staff, these duplicate keys will be kept in the Headquarters Room.

A record of all of the '500' Festival cars and Speedway vehicles will be kept in the Chevrolet Headquarters Room. This record will show the Chevrolet vehicle serial number, car identification number, license number, key number and the name of the individual responsible for the car.

Arrangements will be made by the servicing Chevrolet dealers for maintenance service on all of the '500' Festival vehicles on a VIP basis, and records will be kept of all charges accumulated by writing individual repair orders. The servicing on all Speedway vehicles with the exception of repairs requiring dealership facilities, will be handled by the full-time mechanic assigned to the Speedway and under the control of the

area service representative. In the event dealership facilities are required, individual repair orders will be written on these vehicles. The Zone will be responsible for the maintenance and service of all of the brass hat cars, including the ones permanently assigned to the Central Office staff.

Licensing

All of the vehicles with the exception of the three official pace cars and the ten fire trucks will be licensed in the name of Chevrolet Motor Division by the Indianapolis Zone, and license plates will be affixed to all vehicles. It is further suggested that appropriate accident report forms, insurance certificates, registration, identification, etc., will be placed in the glove compartment of each vehicle. Also in this kit will be the name, address and telephone number of the servicing dealer to whom the car should be returned for any necessary maintenance, as well as the name of the Zone Service Representative and the Headquarters Room telephone number at the Speedway Motel.

It is strongly recommended that the Zone, in licensing these vehicles, attempt to secure consecutively numbered license plates, the last three numbers of which begin with 101 through 150 to take care of all of the cars including the brass hat vehicles.

Delivery

Formal delivery of the Festival cars will be at the War Memorial Plaza on Saturday, April 1. Presentation of keys by Mr. E. E. Buckler. This formal ceremony will be preceded by a Chevrolet breakfast hosting the individuals who are to receive the units.

Flags, Poles and Brackets

The three official pace cars together with the ten 3/4-ton fire trucks must be equipped with appropriate brackets to retain metal poles on which will be affixed appropriate flags approximately 28" x 32". Details on the poles and flags can be secured from Mr. Clarence Cagle, Speedway Track Superintendent, and it will be the responsibility of this committee to see that these items are fabricated and attached to the vehicles before delivery, in accordance with the track specifications. It is suggested that Mr. Dave Welday, Zone Organization Manager, be given this assignment.

Return of Courtesy Vehicles

After May 31 when this activity ends, it is suggested that any members of the '500' Festival Committee wishing to purchase their cars be given the opportunity to do so on a regular company car discount basis, plus a nominal sum to the delivering dealer. All units will revert to the control of the Indianapolis Zone, and those not being purchased by individuals to whom the units are assigned will be sold as company vehicles as provided for in the Zone Office Manual.

Exception: One of the three pace cars, to be determined at a later date, will be presented to the winner of the race at the Victory Banquet ceremony on May 31. The unit to be presented to the winner will be pre-determined so that the Zone can clear the necessary vehicle registration and titling as expeditiously as possible.

CHEVROLET BREAKFAST FOR '500' FESTIVAL COMMITTEE

CHAIRMAN: C. B. Chauvin

EFFECTIVE DATE: April 1

ASSISTANTS: J. A. Hamill
D. W. Welday
W. K. Gerrard
Zone Service Representative

GUESTS: E. E. Buckler
J. D. Bell
W. C. Heathcote

Chevrolet will host this function for the '500' Festival group at the 3rd Floor Main Dining Room of the Indianapolis Athletic Club at 8:45 a.m. (The Main Dining Room has been reserved for this occasion by Mrs. Jo Dodson of the '500' Festival Committee.)

Following the breakfast, a key ceremony will take place at the War Memorial Plaza and keys to all of the Festival cars will be presented to the members of the Festival Committee.

The Festival Committee vehicles will be lined up around the War Memorial three abreast, and after the completion of the key ceremony the caravan will make two parade laps around the Plaza to complete the ceremony. It is contemplated that a considerable amount of publicity can be gained from this ceremony, which is traditional, and it would be expected that representatives of the local press will be present. Motion picture footage should also be secured of this ceremony.

It is suggested that the chairman of this committee check the details of this ceremony with Mrs. Dodson.

QUEEN CORONATION BANQUET

CHAIRMAN: C. B. Chauvin

EFFECTIVE DATE: April 1

ASSISTANTS: W. K. Gerrard
J. A. Hamill

GUESTS: R. D. Lund
E. E. Buckler
Regional & Zone Personnel

The Queen Coronation Banquet is a formal (black tie) affair except that the Chevrolet official making the presentation to the queen will be dressed in white tie and tails. This banquet will take place at the Indiana Roof Ballroom. Chevrolet will make the official presentation of a set of keys to her personal Camaro Convertible pace car replica (from Festival Fleet), as well as a matched set of luggage. Chevrolet will also present suitable favors to the five princesses attending the queen.

Chevrolet is not responsible for any other arrangements in connection with the queen's coronation banquet except as it involves the Chevrolet officials who will attend.

It is suggested that Mr. R. D. Lund make the formal presentation of the keys to her car to the queen. Her Camaro No. 33 will actually have been delivered that morning.

Tickets must be purchased for this function for all Chevrolet personnel and Chevrolet-associated personnel attending the banquet. Souvenirs and/or favors will be provided by Chevrolet at this function. (Expected attendance - 600.) Pace Car display available (could be queen's car).

Favors used at this event could be same used at parade (Handicappers approximately 600 and Pole Mechanic's Banquet approximately 1,000).

OPENING DAY AT THE TRACK CEREMONIES

CHAIRMAN: R. A. Johnson

EFFECTIVE DATE: April 29

ASSISTANTS: P. V. Wiese
W. K. Gerrard
R. Lindsay
J. A. Hamill

GUESTS: E. M. Estes
L. N. Mays
N. J. Johnson
E. E. Buckler
C. O. Uren
H. J. Cordes
J. P. Pike
Regional & Zone Personnel
Chevrolet & Allison Plant Managers and
Resident Comptrollers - Indianapolis
Chevrolet Plant Manager & Resident Comptroller - Norwood

This is attended by all '500' Festival and Track Officials, Mayor, Governor and celebrities -- and is covered by newspaper, TV, etc. All Festival Camaros are police-escorted from downtown (from Mayor's Breakfast) to the track ceremony and do a parade lap around the track. Immediately following the track ceremony, Chevrolet will entertain this group at a reception and luncheon at the Speedway Motel. (Some form of Pace Car Promotion is available with this event.)

It is expected that one or more Chevrolet officials will attend the Mayor's Breakfast and will ride out to the track in the police-escorted parade. Chevrolet will host a reception and luncheon at the Speedway Motel for this group. This luncheon should be in keeping with the importance of this ceremony and the honored guests who will be present. There will be approximately 200 people attending this reception and luncheon.

Chevrolet will supply the invitations to Mrs. H. O. Dodson and are due in Indianapolis on April 15.

The invitation list (due April 15) is the responsibility of this committee. Coordination of Chevrolet personnel and guests -- arrival, room confirmation and set-up, local transportation, departure -- is also this committee's responsibility.

RACING AWARDS AND POLE MECHANICS BANQUET

CHAIRMAN: D. G. Rummel

EFFECTIVE DATE: May 23

ASSISTANTS: M. R. Myhra
J. A. Hamill

GUESTS: J. P. Pike
Regional & Zone Personnel

This is a celebration honoring the Pole Mechanic (fastest qualifying car) and others who have made outstanding contributions to racing. Chevrolet will present the Pole Mechanic an award and give a souvenir to all present. This also is a televised event.

This tentatively is participated in by Chevrolet only to the extent that we will reserve one table minimum seating 16 people for our guests.

It is traditional that the pace car manufacturer present the Pole Mechanic with a suitable award, as well as provide table favors for all others present. (Estimated attendance -- 1,000)

An appropriate replica of the official pace car will be displayed on the first floor of the Murat Temple where the banquet is held.

It is suggested that Mr. J. D. Bell make the actual presentation.

Gift award must be available.

Tickets must be purchased, table(s) reserved for Chevrolet and Chevrolet-associated personnel in attendance.

'500' FESTIVAL PARADE

CHAIRMAN: A. M. Bell EFFECTIVE DATE: May 28

ASSISTANTS: R. J. Fons

GUESTS: E. E. Buckler
C. O. Uren
J. P. Pike
J. A. Hamill
Regional and Zone Personnel

Chevrolet will have a float in the parade and celebrities will ride in the Camaros. It is estimated that over 100 Camaros will be in the procession. No competitive products will be permitted. Six hundred Handicappers (Indiana disabled persons) watching the parade will receive favors from Chevrolet. (Could be same as favors provided at Queen's Banquet and Pole Mechanic's Banquet. Suggest selection of favor be coordinated between respective committee chairman.) Local television coverage, plus parade viewers, add up to an estimated combined audience of 750,000.

The Chevrolet float in this parade is the exclusive responsibility of the Indianapolis Zone. It will not involve any Central Office committee members except that Mr. Mason Bell will arrange for America's Junior Miss to ride on this float, if at all possible.

Chevrolet has reserved 12 reviewing stand tickets at $10 each.

The parade is scheduled to start at _____ p.m. _____ _____ and proceed along the parade route to terminate at the reviewing stand which is located at _____ _____. (Chevrolet TV celebrities may be named Parade Marshal(s).)

RACE EVE COCKTAIL PARTY

CHAIRMAN: D. G. Rummel

EFFECTIVE DATE: May 29

ASSISTANTS:
P. V. Wiese
T. J. Ryan
C. B. Chauvin
R. J. Fons
A. M. Bell
R. A. Johnson
M. R. Myhra
W. J. Hightower
D. W. Welday
W. K. Gerrard

GUESTS:
Chevrolet TV celebrities and any other celebrities by invitation
E. M. Estes
L. M. Mays
Assistant General Sales Managers
Central Office Department Managers
Regional and Zone Management Personnel
Invited Chevrolet dealers
Chevrolet and Allison Plant Managers and
Resident Comptrollers - Indianapolis
Chevrolet Plant Manager & Resident Comptroller - Norwood

On Monday, May 29, the President's Reception honoring the governor of Indiana and other state and local officials will be held. Chevrolet will also host a reception which will start approximately one hour after the President's Reception. Many of the Chevrolet guests may also attend the President's Reception.

The Chevrolet function will be held at the ~~Speedway Motel~~ I.A.C in a room sufficiently large to comfortably handle 50 to 75 guests. It will be properly lounged and at least two bars will be provided.

A string trio should be engaged for the duration of the reception, which will probably last approximately an hour and a half. Hot and cold hors d'oeuvres will also be available.

It is intended that attendance at this function will be by invitation, and it will be the responsibility of the chairman of the committee to determine to whom invitations will be extended.

It is also presumed that the chairman will make arrangements for the reservation of the room, as well as all other arrangements in connection with this activity.

# RACE DAY BREAKFAST

CHAIRMAN: P. V. WIESE

EFFECTIVE DATE: May 30

ASSISTANTS: T. J. Ryan
D. G. Rummel
C. B. Chauvin
A. M. Bell
R. J. Fons
M. R. Myhra
W. J. Hightower
R. A. Johnson

GUESTS: Same as for Cocktail Party and in explanation below

A Continental Breakfast will be held at the Manger Motor Inn, North Meridian at 16th Street, at 7:15 A.M. the morning of May 30th, after which there will be a police-escorted caravan directly to the Speedway.

Inasmuch as there will be a considerable number of Chevrolet Central Office personnel, together with representatives from both the Zone and the Region in Indianapolis in connection with the Pace Car activity, this breakfast is planned to facilitate their getting to the track in a group with the least possible confusion and difficulty. A guest list will be prepared and the individuals included will be the same as those invited to the race eve cocktail party the evening before.

Because individuals will be staying at various locations in Indianapolis, it has been deemed advisable to congregate at one point for movement to the Speedway. The chairman of this event will work with the local authorities and the Indianapolis Zone in making the arrangements, to insure that everything progresses smoothly and that everyone reaches the Speedway in plenty of time prior to the first activities at that location, which will begin immediately after 8:30 A.M.

Inasmuch as there will undoubtedly be invited guests who may or may not have their own transportation, it will be the responsibility of the chairman and his committee to arrange for suitable transportation in the caravan for these individuals.

'500' MILE RACE - PRE-RACE ACTIVITIES

CHAIRMAN: J. P. Pike

EFFECTIVE DATE: May 30, 1967

ASSISTANT: J. A. Hamill

All cars will start from downtown with celebrities aboard. All 43 Camaros will parade around the track with celebrities and dignitaries aboard after which celebrities take their places in special reviewing sections. The Camaro Pace Car will then lead the '500' race contestants around the track twice and the race is on. (Mr. Tony Hulman extends his personal invitation to Mr. E. M. Estes, or whomever he designates, to ride with him in the Pace Car.) These proceedings, and of course the race, will be on national closed circuit television and national radio network . . . some 900 stations. An estimated 350,000 will view the spectacle in person.

Arrangements are to be made with the Speedway officials for Mr. Zora Arkus-Duntov, Chevrolet Engineering, to make two exhibition laps sometime prior to the cars being lined up on the grid. These exhibition laps will be made with the Corvette SS, which is being donated to the Speedway Museum. Mr. Pike will make these arrangements.

VICTORY DINNER

CHAIRMAN: M. R. Myhra

EFFECTIVE DATE: May 31

ASSISTANTS: D. W. Welday

GUESTS: R. D. Lund
E. E. Buckler
J. P. Pike
J. A. Hamill
Regional and Zone Personnel

The chairman will be responsible for displaying the Pace Car at this function. He will also arrange for a Chevrolet table or tables.

It is suggested that Mr. R. D. Lund make the presentation of the Pace Car keys to the race winner.

## HEADQUARTERS ROOM

CO-CHAIRMEN: D. W. Welday
W. K. Gerrard

ASSISTANTS: Steno from Zone Office

Four rooms have been reserved from April 24 through May 31 at the Speedway Motel. One of these rooms, a studio type, will be designated as the Chevrolet Headquarters Room. The Headquarters Room will function as a clearing station for all committee members (Chevrolet). This room will be staffed on April 28, 29 and 30; May 12, 13 and 14; May 19 through 31. The Headquarters Room will be open from 6 a.m. until 9 p.m. daily during the dates shown above.

Arrangements should be made to install an outside phone in the room from April 28 through May 31 that is not connected with the motel switchboard.

This room should be on the ground floor, preferably pool-side, and provisions should be made for parking at least 10 vehicles immediately adjacent to this room.

As this room will serve as control headquarters during the dates that it will be completely staffed, appropriate office supplies will be available. This is a business room, therefore all bedroom furniture should be removed and the room appropriately lounged.

At least one member of the Headquarters group will be in this room at all times from 6 a.m. until 9 p.m. on the days that the room is open.

Requests for track credentials and any remaining unassigned tickets will be handled through the Headquarters Room.

ROOM RESERVATIONS
AND INVITATIONS

CHAIRMAN: D. W. Welday

ASSISTANTS: Zone Stenographer

The following confirmed reservations have been made:

4 rooms including Headquarters Suite, Speedway Motel
(Continuously April 24 through May 31)

10 rooms - Ramada Inn, 3525 N. Shadeland Avenue
(Both qualifying weekends and race weekend)

6 doubles and 1 suite - Manger Motel, N. Meridian
at 16th Street (last weekend only, May 28, 29, 30)

We have requested that the '500' Festival Committee provide additional rooms at the Sheraton-Lincoln Hotel, Marott Hotel, Essex Hotel and the new Stouffer Hotel.

Inasmuch as Chevrolet will be responsible for the payment of any rooms reserved, the allocation of these rooms must be placed under the direct control of one individual. For purposes of uniformity and because he is a manager of the Zone organization, we believe the chairman of this committee, Mr. Dave Welday, should control all room reservations.

It is the intention that these rooms will be used first for Chevrolet Central Office personnel and members of Campbell-Ewald who have assignments in connection with the Pace Car activities and, secondly, for the convenience of any VIP guest and/or dealers. It is further suggested that any rooms for which Chevrolet is committed which will apparently not be used be released back to the respective hotels to be rented for that particular period so that Chevrolet will not incur any unnecessary expenses.

PACE CAR TRACK OPERATIONAL HEADQUARTERS

CHAIRMAN: (Representative of Chevrolet Public Relations Central Office)

EFFECTIVE DATE: April 29

ASSISTANTS: Central Office Public Relations Personnel
Zone Service Representative
Dealership Mechanic
Contract Steno

The purpose of this room, which is located off the foyer, underneath the grandstand, next to the tower, is to provide a readily accessible communication center for on-track activities and also as a convenience to the press. This room will be the headquarters for the contract secretary, and the mechanic responsible for the maintenance of the three pace cars as well as the other Chevrolet units assigned specifically to the Speedway. It will also be the track headquarters for the Chevrolet coordinator of track activities, who should be a member of the public relations department.

(Drape the room, rug, window draperies, two desks, five or six phones, locking file cabinet, supplies (stationery), typewriter, lounge furniture, coat racks, smokers, refrigerator, waste baskets, coffee urn, soft drinks (no liquor), paper servers.)

Public Relations will be responsible for furnishing the usual courtesy box lunches to the press, etc., on qualifying weekends and race weekend.

5-9-67

## TRANSPORTATION

CHAIRMAN: Del Bennett, Central Office Traffic

Although Mr. Del Bennett, Central Office Traffic, has agreed to lend his assistance to any Central Office personnel requiring transportation reservations between Detroit and Indianapolis, it will be the responsibility of each individual involved in the pace car activity to make his transportation requests through Mr. Bennett in sufficient time to enable him to secure the necessary airline reservations. This will be particularly true of the qualifying and race weekends when airline space will be at a premium.

It is strongly suggested that each individual make his arrangements as far in advance as possible and advise Mr. Dave Welday of the Indianapolis Zone of his arrival and departure so that room assignments may be made.

## ZONE BRASS HAT CARS -- ASSIGNMENT

CO-CHAIRMEN: D. W. Welday
W. K. Gerrard

ASSISTANTS: Steno from Zone Office

It is contemplated that of the recommended 40 Zone brass hat cars, approximately 25 be pace car replicas. Eight of these replicas should be assigned to the Chevrolet Headquarters Room at the Speedway Motel beginning May 12 through the end of the month. These cars are to be used by Chevrolet Central Office personnel. The assignment of the remaining brass hat cars will be a Zone prerogative and all requests for vehicles of this type will be referred to the Zone Office.

## MERCHANDISING ACTIVITIES

CHAIRMAN: W. J. Hightower

ASSISTANTS: To be selected

The Chairman charged with the overall responsibility for merchandising activities will report directly to Mr. E. E. Buckler, the General Chairman, and will work in cooperation with all other committee members.

He will be assigned appropriate assistants who will be given the responsibility for

A. Motion Picture Coverage

B. Indianapolis-oriented activities

C. Dealer Merchandising Programs

## ADVERTISING

CHAIRMAN: C. O. Uren

ASSISTANTS: C. F. McLaughlin

Responsibility for the '500' program and '500' Festival advertising, as well as any other media material, will be under the direction of Mr. Carl Uren representing Chevrolet Advertising.

Any Chevrolet TV celebrities will be the sole responsibility of the Advertising Department.

# EXPENSE CONTROL

CO-CHAIRMEN: T. J. Ryan
D. W. Welday

EFFECTIVE DATE: March 1

ASSISTANTS: J. P. Pike

Budgets for individual activities have been established and a total budget approved. However, it is the responsibility of everyone connected with this activity to control all expenses within the budget limitations.

As far as possible, expenditures will be handled by Zone purchase orders, and authorization for checks. Certain expenses, particularly for materials, will be handled by Central Office. In the case of race tickets, these are for resale, except in rare instances, when given to top G.M. Corporation officials. Tickets to the '500' Festival Parade, Queen Coronation Banquet, Pole Mechanics Banquet and Victory Dinner are to be purchased for working members of these committees and selected guests.

All expenses incurred by the Zone are to be rebilled, promptly, to Central Office Merchandising Department. The Zone should pre-arrange with dealers the resale of all vehicles used in this activity, so that this can be accomplished immediately after May 31 and a final accounting made.

There should be a minimum of expense incurred by committee members other than for travel and hotel.

Requests for overtime of Zone personnel should be submitted to Mr. J. H. McGaw, Central Office, for approval.

## DIRECTORY

Indianapolis Zone Office (P.O. Box 1219) Telephone: 359-9511

### Festival Committee

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Executive Secretary
'500' Festival Committee
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### Speedway

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### Indianapolis Zone

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