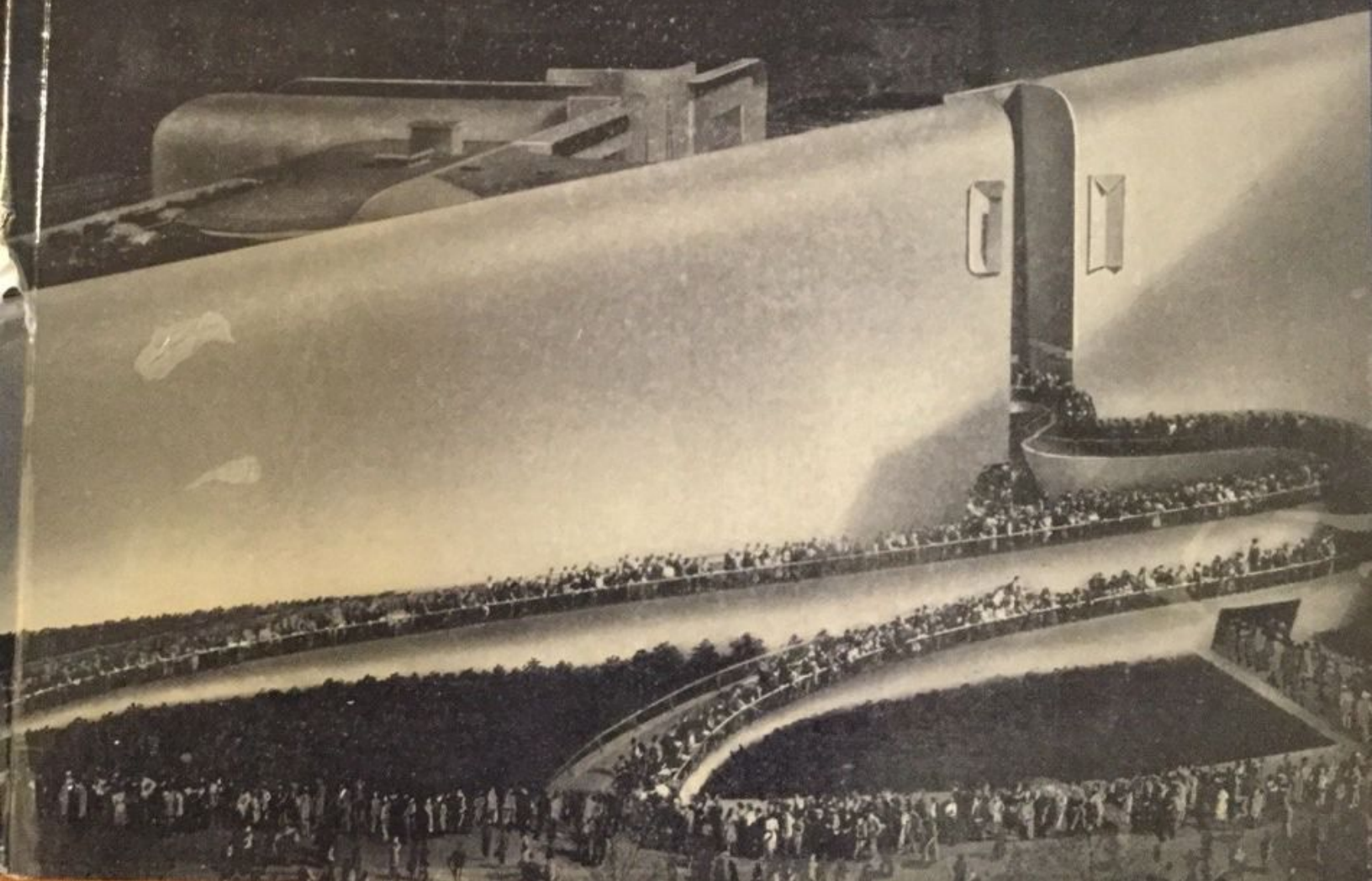
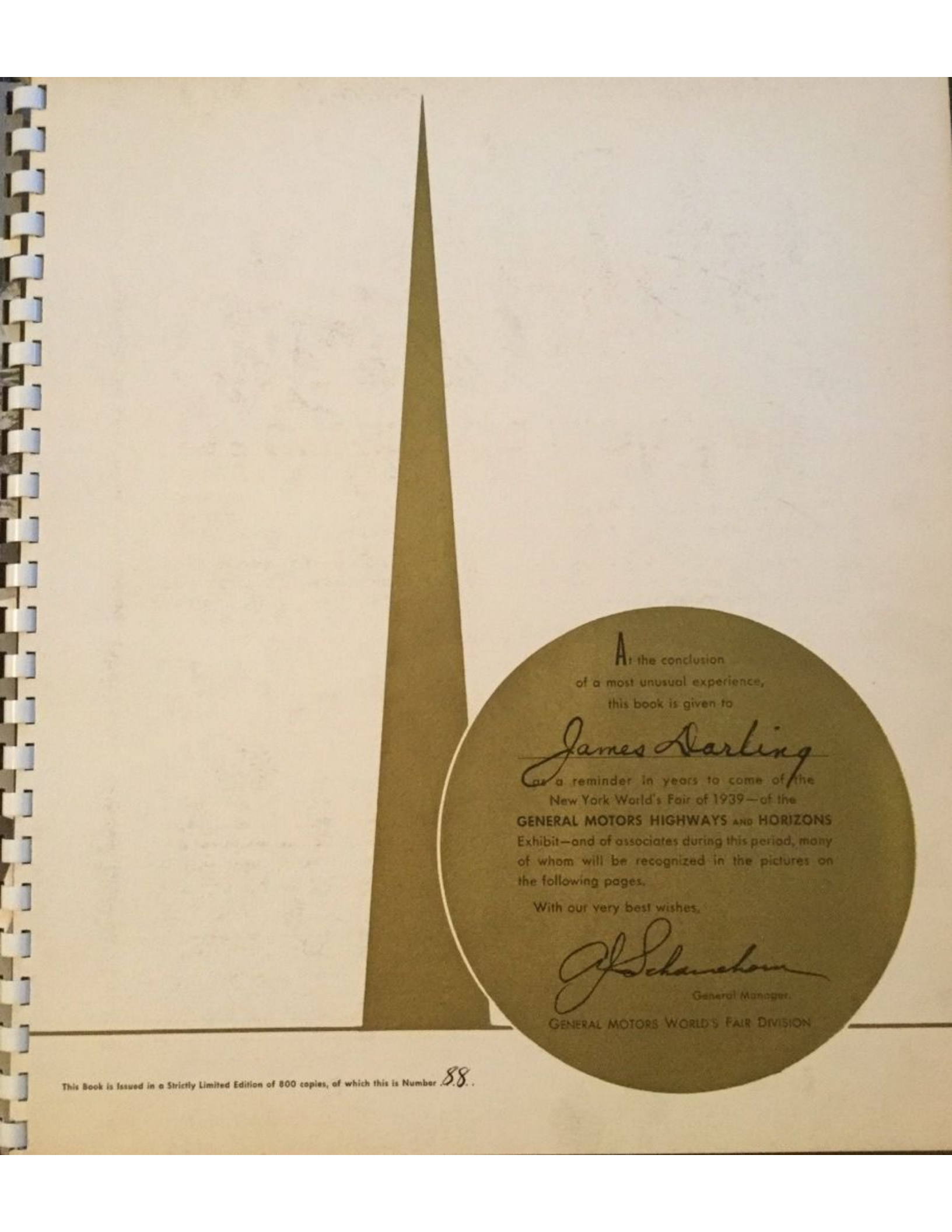


# FUTURAMA





At the conclusion  
of a most unusual experience,  
this book is given to

*James Darling*

as a reminder in years to come of the  
New York World's Fair of 1939—of the  
**GENERAL MOTORS HIGHWAYS AND HORIZONS**  
Exhibit—and of associates during this period, many  
of whom will be recognized in the pictures on  
the following pages.

With our very best wishes,

*J. Schachom*  
General Manager

GENERAL MOTORS WORLD'S FAIR DIVISION



# General Motors

## **BIDS YOU WELCOME . . .**

GENERAL MOTORS bids you welcome to its Highways and Horizons exhibit at the New York World's Fair.

The history of American roads is the history of our civilization as it marched westward from the Atlantic to the Pacific—roadways forging ever onward through mountain, desert and forest barriers, leaving in their wake great thriving cities, industrial centers and prosperous farms.

General Motors salutes the men who pioneered these roads. General Motors salutes the United States Bureau of Public Roads—the highway officials of our states, the traffic administrators of our cities and the individuals and organizations everywhere who are contributing so importantly to highway progress for the future.

On the map you see our present national highway system shown in relation to the volume of traffic flow. Where the traffic is heaviest, the highways are shown to be widest.

While much has been accomplished in improving our highways, actually in many sections today's traffic is moving on roadways designed for yesterday. With the continued improvement of the motorcar and its ever-increasing contribution to our daily lives, our highways must be improved and expanded. Let us see

what might occur, if for the next twenty years our highways were not improved.

The lights change and the projection now shows what congestion would result by 1960 if our highways remained at a standstill. The green extended widths show the increased traffic flow estimated by 1960. During the next twenty years motor traffic on some of our main highways is expected to increase by as much as 100 per cent—particularly in and about metropolitan areas. The number of motorcars by 1960 may reach from between 35,000,000 to 38,000,000. Anticipating this, highway officials and engineers are constantly at work on ways and means to improve our future roadways.

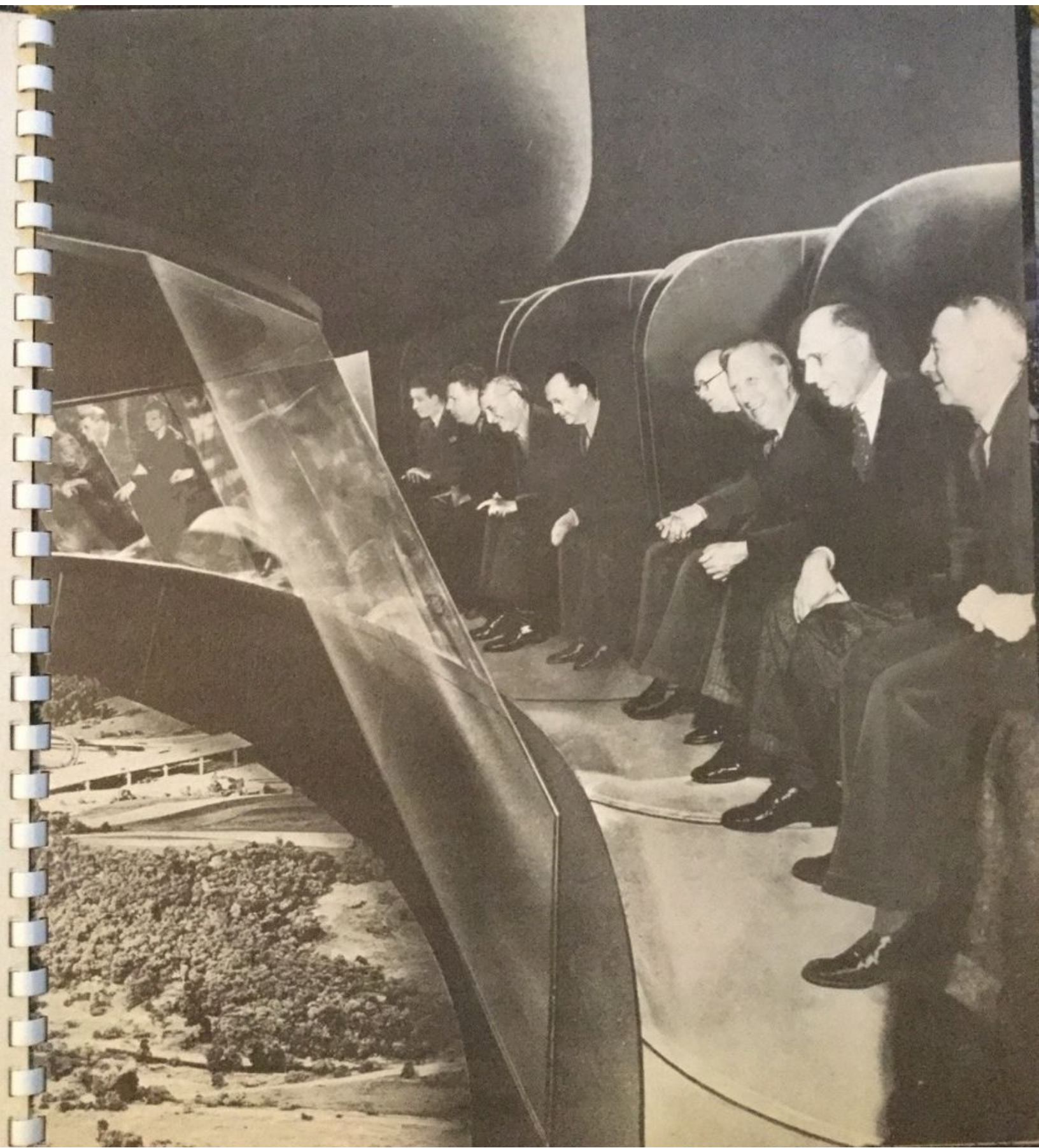
Another change of lights and on the map in red is indicated how the 1960 congestion may conceivably be relieved through the development and use of express Motorways—particularly through and between our larger cities.

In presenting Highways and Horizons, General Motors seeks to show that highway progress will be an even more important factor in the world of tomorrow than it has been in the world of yesterday.

And now on its magic "carry-go-round" General Motors invites you on a tour of future America. The moving chairs below the map will transport you into 1960.

**COME** tour the future with General Motors! A trans-continental flight over America in 1960. What will we see? What changes will transpire? This magic Aladdin-like flight through time and space is Norman Bel Geddes' conception of the many wonders that may develop in the not-too-distant future. But we have arrived in this wonder world of 1960! Sunshine, trees, farms, hills and valleys, flowers and flowing streams . . . this world of tomorrow is a world of beauty. These eternal things wrought by God are lovely and unchanging. ● But Man has forged ahead since 1939. New and better things have sprung from his industry and genius. Since the beginning of civilization transportation has been the key to Man's progress—his prosperity—his happiness. Twenty years have passed since 1939. What wondrous changes and improvements have developed in our national highways. Here are the farm roads of the community. Most of these fine farm roads existed in 1939. But since then they have been improved and made to flow into great Motorways. Here we see one of our 1960 express Motorways.









Young, Power and Robinson



Alvin Fiedelik of Detroit



Burns and Allen

**B**Y MEANS of Motorways of this type, conveniences and necessities are brought to the farmer's door and he in turn has access to broad, outlying markets. This superb one-direction highway, with its seven lanes accommodating traffic at designated speeds of 50, 75 and 100 miles an hour, is engineered for easy grades and

for curves that require no reduction in speed. Cars from the farm roads and feeder lanes join the Motorway traffic at the same speed as cars traveling in the lane they enter. To insure safety, the various lanes are safeguarded by border separators and grass stripping. ● The bridge-like structure on the Motorway is a traffic







Edward G. Robinson and son



Jack Haley and son



Raymond Massey and son

control tower, from which efficiently trained experts advise drivers by radio control signals when and how they may safely move from one traffic lane to another. ● Directly ahead is a modern experimental farm and dairy. The design is perhaps startling because of the terraced fields and strip planting. The fruit trees bear abundantly

under individual glass housings. Strange? Fantastic? Unbelievable? Remember this is the world of 1960! ● Here is an aeration plant purifying the lake water and distributing it for hundreds of miles throughout the countryside. Note its beautiful simplicity of architecture and formal geometric planning. Although this section of







Mike Center



Corolla Bennett and Jas. W. Schneck



Herbert Hoover and E. A. T.

country is rugged, see how the express Motorway continues its route without interruption. Feeder roads flow into it carrying with safety and efficiency the motor traffic from nearby towns. And now ahead is a uniquely designed bridge crossing a small stream of water. 1960's motorists speed along in comfort and security. ● Is

this Motorway actually the roadway of 1960? Perhaps. We only know that the world moves on and on and that the highways of a nation are what set the pace for advancing civilization. Engineers and highway officials developed America's roadways from wagon trails in the 19th century to skyways and clover-leaf intersections back in 1939. As a







Buick Group



Mr. and Mrs. Al Smith



Bill Robinson

reminder of 1939, here is a clover-leaf intersection. This vision of 1960 dramatizes possible highway progress — highways to new horizons of a country's welfare and happiness. Looming ahead is a 1960 Motorway intersection. ● Here is the crossing point of two double-directional Motorway routes. Here is highway engineering at its

most spectacular. Traffic may move safely and easily without loss of speed. By means of the ramped loops, cars may make right and left turns at rates of speed up to 50 miles per hour. The turning off lanes are elevated and depressed. There is no interference from the straight ahead traffic in the higher speed lanes. The motorist of







Olson and Johnson



James Stewart and mother



Bea Little

1960 finds this intersection safe and efficient. Actually, in proportion to the Motorway's traffic volume, this intersection occupies no greater area than the clover-leaf of 1939. ● Night falls on the countryside and wives are serving supper to hungry families and farmhands. The two-directional traffic of the Motorway, which merged at

the intersection, separates again. The highway surface is automatically lighted by continuous tubing in the highway safety curbing, which evenly illuminates the road surface. But, what's this just ahead? An amusement park in full swing. A merry-go-round—a ferris wheel—boys and girls shrieking with glee on a pretzel-like







Norma Lee



George Bell, For Petterson, Charles Boyer and Norma Shearer



Dorothy Lamour

sky-ride. Here's fun and merriment in this world of tomorrow. ● Just as improved highways have benefited the farmer, so have they added to the comforts of living and economic welfare of those in industrial communities. Here is a prosperous and thriving steel town, with efficient and safe access to all advantages within driving dis-

tance. Notice the glowing Bessemer furnaces, the river and rolling mills. In the foreground is a model airport. Railway trains run in and out on fast schedules, carrying products of the community to consumers. A spectacular, thrilling composite of motor, air and rail transportation in the world of tomorrow! Here is a mountainside stone







Cary Grant and Phyllis Branks



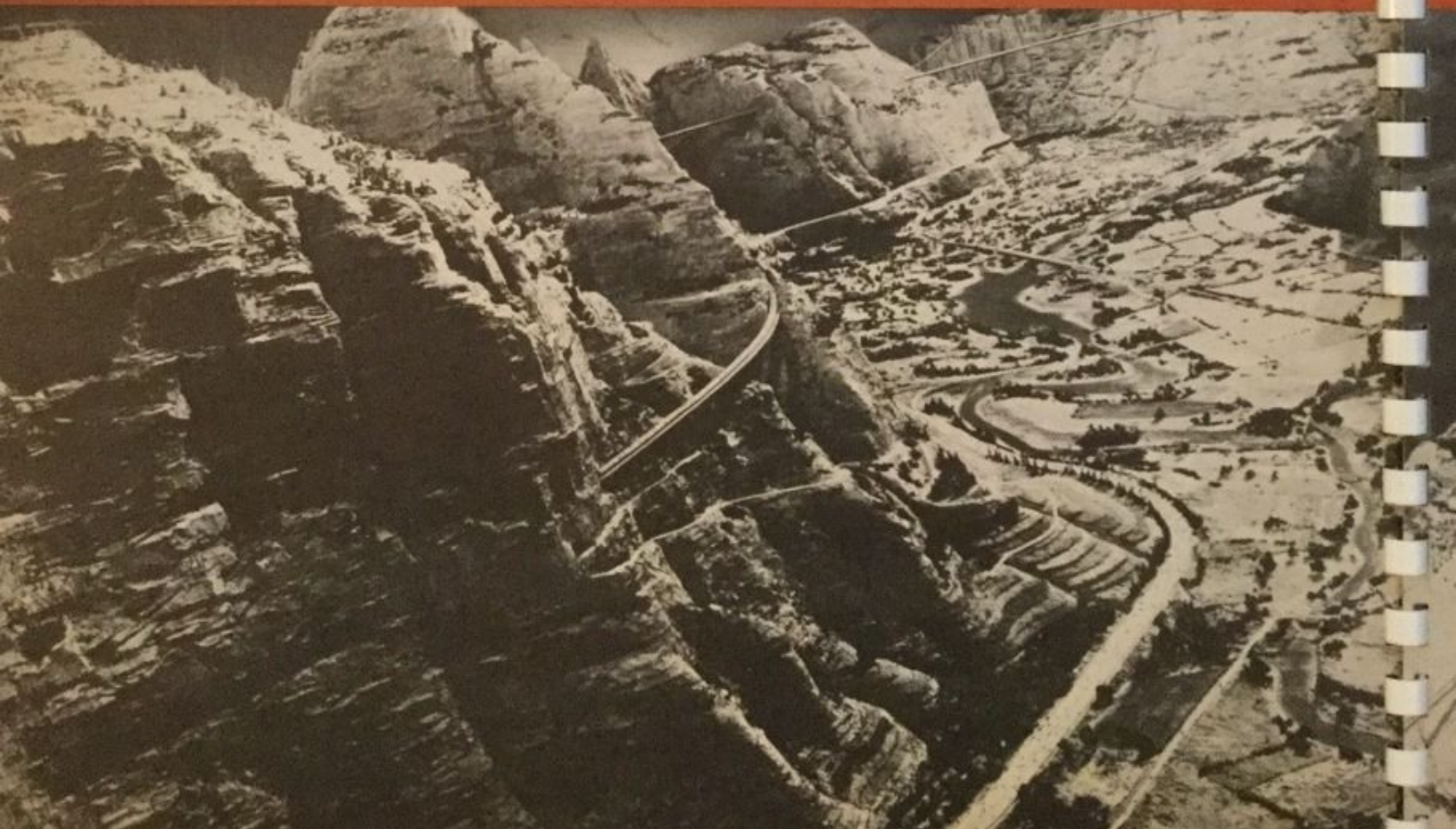
Cadillac Group



Mr. and Mrs. Douglas Fairbanks Jr.

quarry. ● And now for a closeup view of an enlarged section of 1960's express Motorway. Along the ledge of this beautiful precipice traffic moves at unreduced rates of speed. The beautifully designed streamlined trucks still carry the famous General Motors "Parade of Progress," a traveling exposition of science

and research. ● Dawn is breaking. Another day is born. ● This 1960 drama of highway and transportation progress is but a symbol of future progress in every activity made possible by constant striving toward new and better horizons. ● Who can say what new horizons lie before us if we but have the







Portland, Fred Allan and mother



Miriam Hopkins and Anatole Litvak



Yara Jones

initiative and imagination to penetrate them—new economic horizons—new social horizons—new horizons in many fields, leading to new benefits for everyone, everywhere. ● Now we are traveling high above the mountains and valleys below—a bird's-eye view of a paradise for vacationers. With the fast, safely-designed

highways of 1960, the slogan "See America First" has taken on new meaning and importance. The thrilling scenic feasts of a great and beautiful country may now be explored—even on limited vacation schedules. ● The town in the foreground is a small manufacturing community. The Motorway crosses the lake over a







Phil Baker



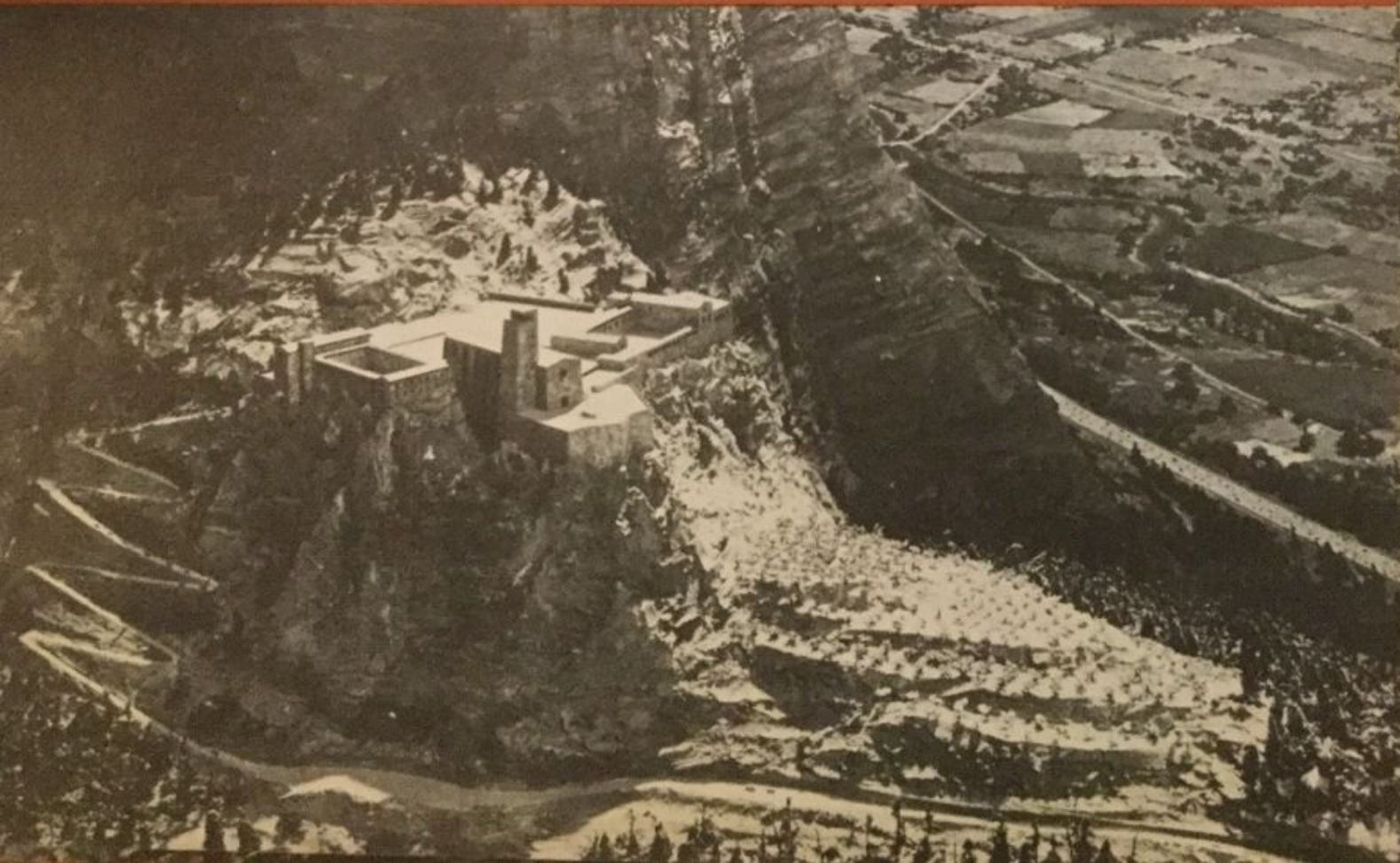
Eleanor Roosevelt



Barbara Hutton

double-decked bridge—high speed traffic on the upper level—slower traffic on the level below. Contrast the straight, unobstructed path of the Motorway with that of the twisting, winding, ordinary road. Now the seven-lane Motorway stretches toward its goal, the steep mountain climb, challenging ahead. The high and low

speed lanes of the Motorway separate for the mountain journey. One marvels at the complete accord of this man-made highway with the breath-taking scenic beauty of its route. ● Look closely and you will see a quiet and peaceful monastery, seemingly growing from the rocks as it looks out over the lake and foot-







Fred Astaire



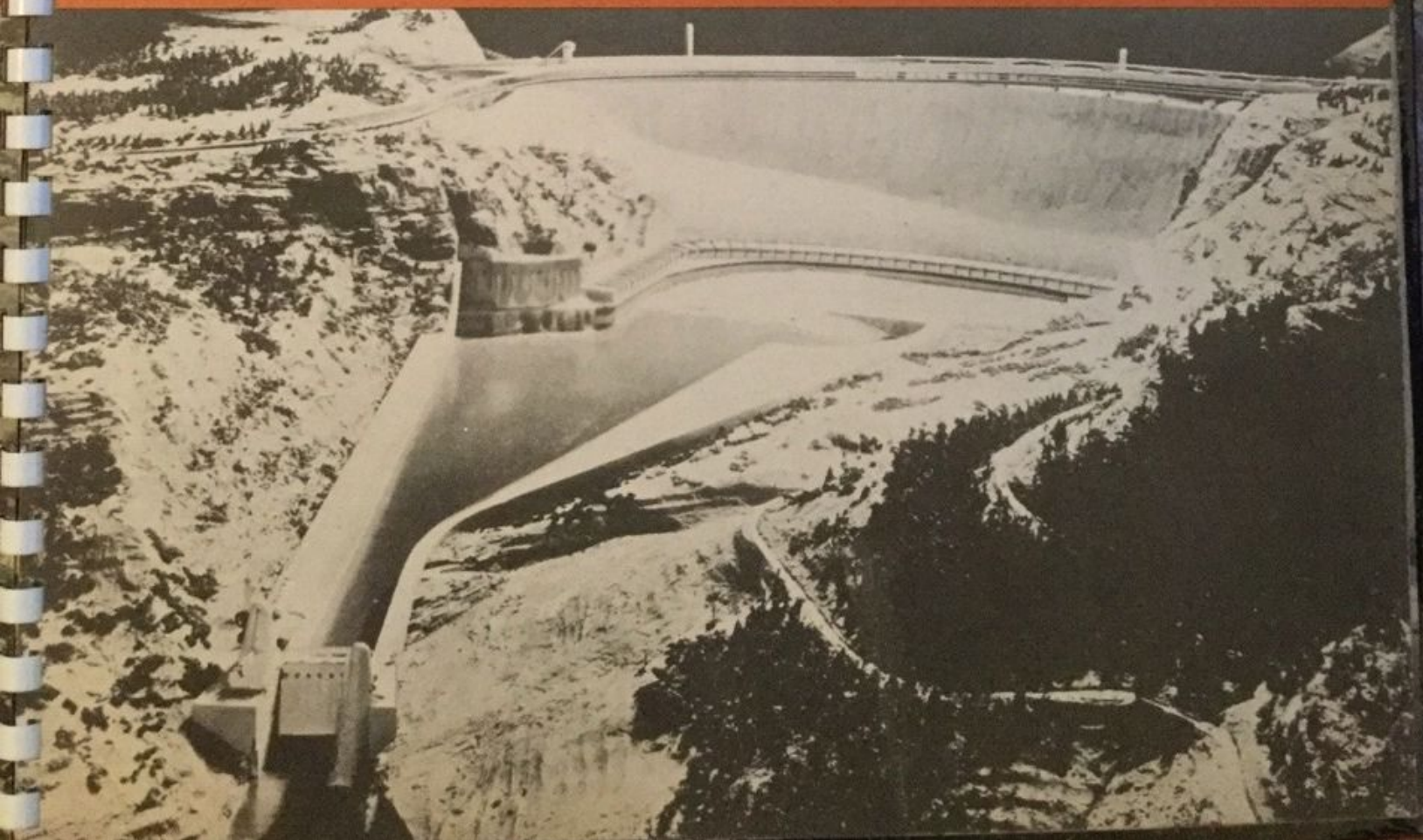
Chesler Group



Irene Castle

hills. ● The slower lanes of the Motorway wind in and about the foothills, but from this point on, the higher speed lanes tunnel, bridge and cling to the precipitous rock-faces. In the valley ahead is a picturesque resort town. Further on, a canal with a series of flood control locks—and just beyond a miracle in engineering,

a giant mountain lake dam with its spillway, companion buildings and hydro-electric power plants, providing service for hundreds of miles around. ● The various speed lanes converge on one end of this dam and continue their route across the top of it. ● But now we are arriving almost on top of the world—the world of







Franklin D. Roosevelt



Mrs. James Roosevelt Sr.



Katherine Cornell

1960! The altitude is 15,000 feet. In the foreground as we travel along note the winter hotel lodge, the mountain cabins—the ski run. The Motorway continues through the mountains, although it is only visible here and there as it threads its way along. ● Descending the mountains are the various lanes of the Motor-

way, spreading and winding down toward the valley and cities below. Far across in the distance is a vast, towering city—look far, far across the valley. The city is forty miles away. Directly ahead is a nearer city. ● This world of 1960 has been enriched by new concepts in science and research, new techniques in production and







Adolphe Meunier and Verree Teasdale



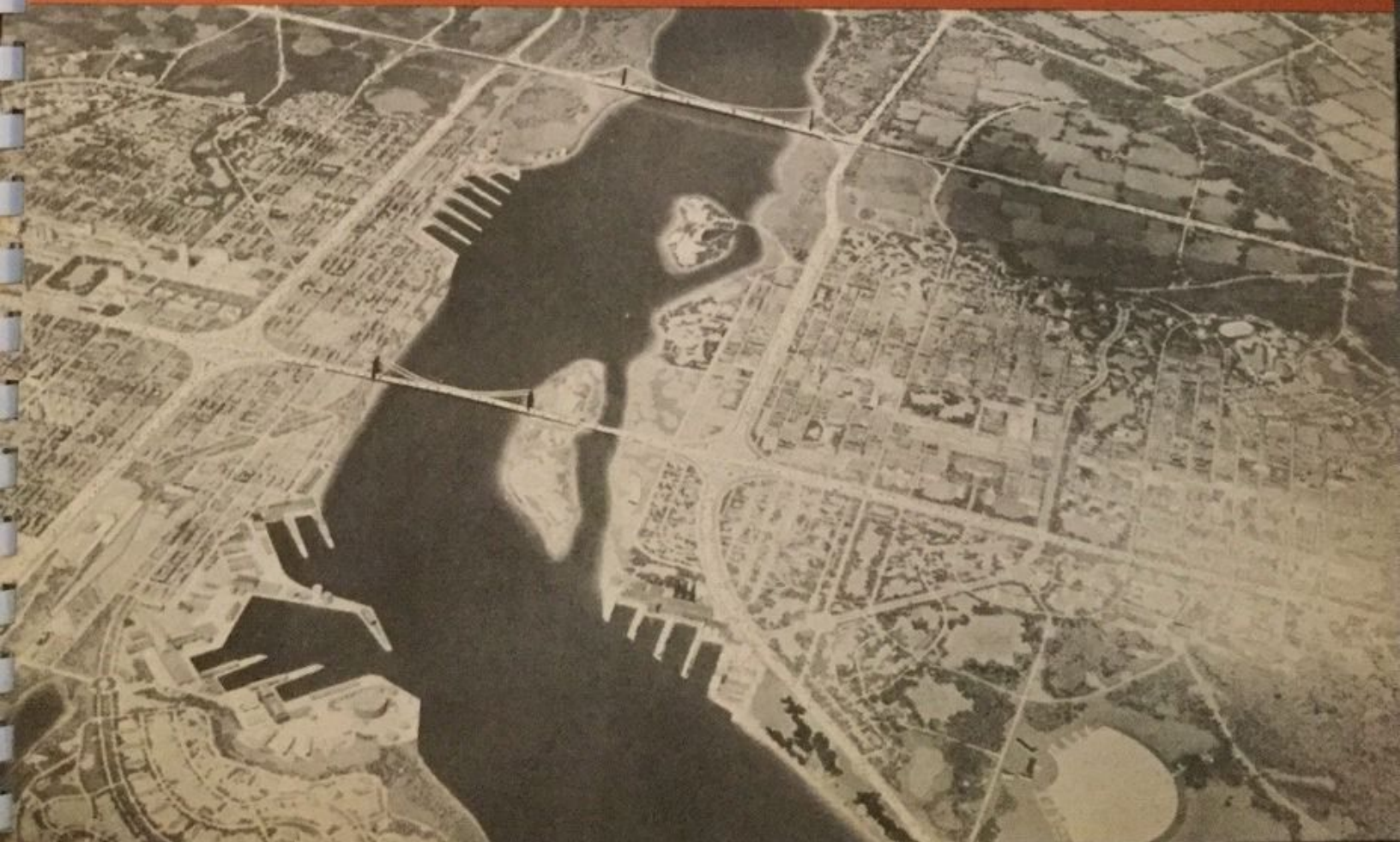
Mr. and Mrs. Douglas Fairbanks Jr.



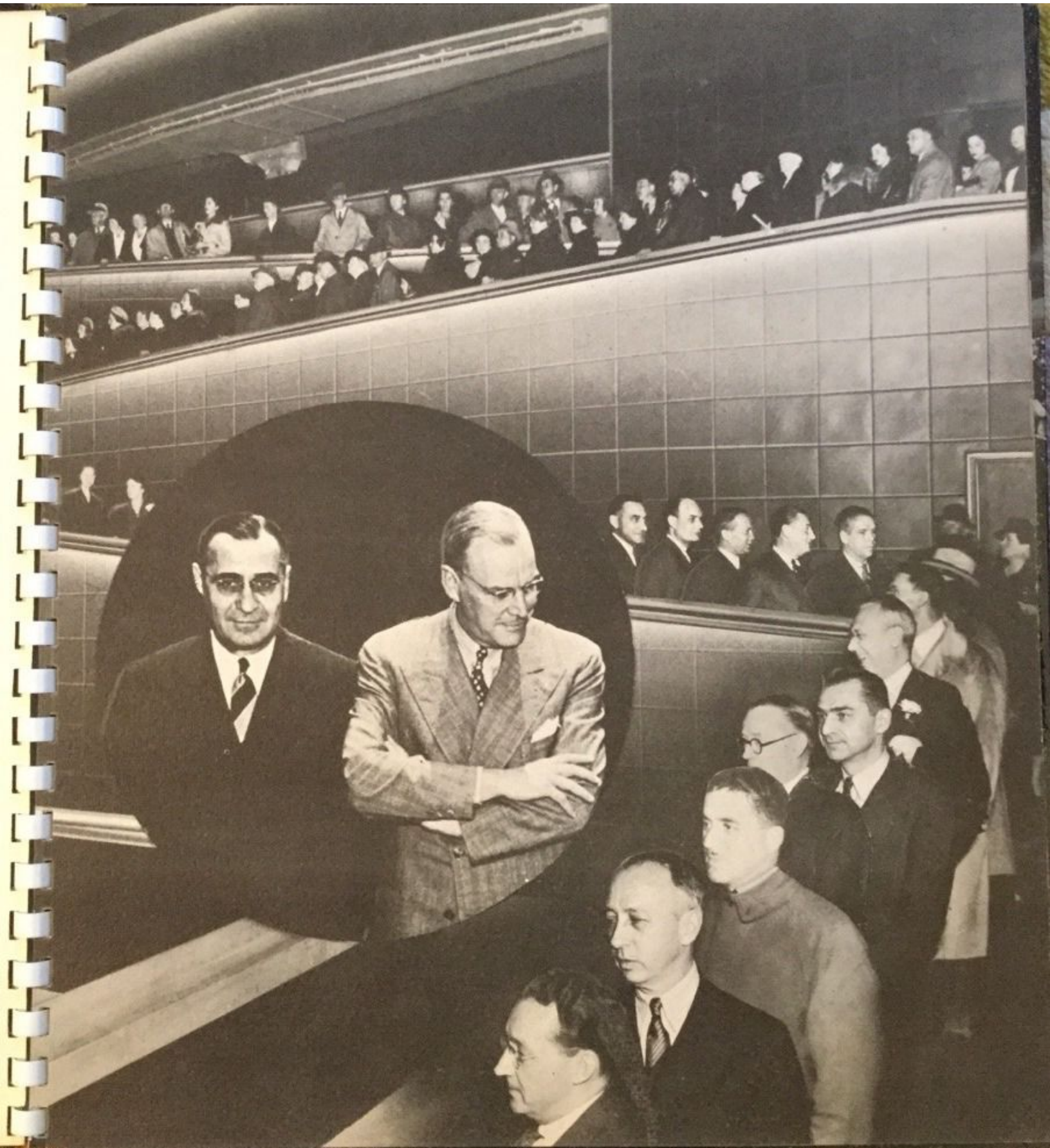
Mr. and Mrs. Andy Devine

distribution — and by a new understanding of the true function of industry as an integral part of a nation's social and economic life. ● Now another large city looms ahead. Outside it is an airport with its hangars and planes. An oil refinery rises in the distance. The Motorway enters this city over a spectacular suspension bridge,

spanning the navigable river on which it is situated. ● This is a close-up view of the great suspension bridge, forming the motor-traffic gateway to the city. The feature of this bridge plan and design is the elimination of congestion and bottle-necking of the various converging Motorways and feeder roads. See how the beautiful











Elly Rubin



Fred Smith Jr.

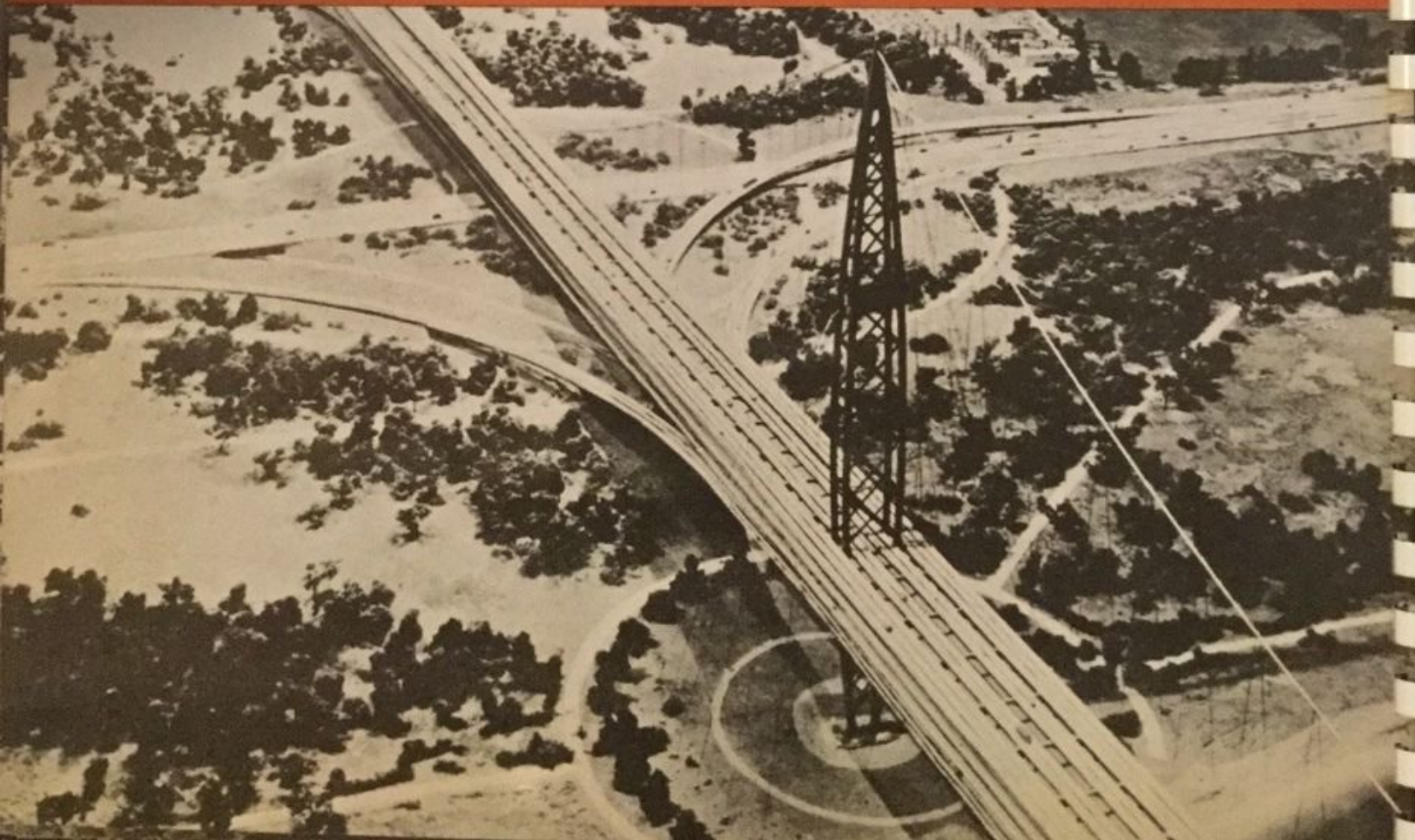


Eleanor Holm

landscaping and the architectural features conform to the modern engineering of the highways.

● Through an ingenious system of traffic flow and direction from the various converging roadways, and by means of the ascending and descending ramps, a four-tier approach to the great bridge is formed. There is no interference or cut-

ting in of traffic lanes. Cars may be driven on and off the bridge without risk of collision and with speeds maintained. ● And directly ahead we again see the river city with its four-tier bridge approach. But now we approach the great metropolis of 1960. We will bank high over the city for a spectacular view of its many wonders.







Johnny and Lucile DeLucky



Thomas Hernandez and William Holden



Robert Epley and Jim Shoemaker

● In 1939 this American city actually existed. Its population then was approximately a million persons. Today — in 1960 — it is much larger, divided into three units, residential, commercial and industrial. Nine miles out from the city is a vast airport. ● Here is an American city replanned around a highly developed modern

traffic system and even though this is 1960, the system as yet is not complete. Whenever possible the rights of way of these express city thoroughfares have been so routed as to displace outmoded business sections and undesirable slum areas. ● The city of 1960 has abundant sunshine, fresh air, fine green park-







Paul and Joan Kowalski



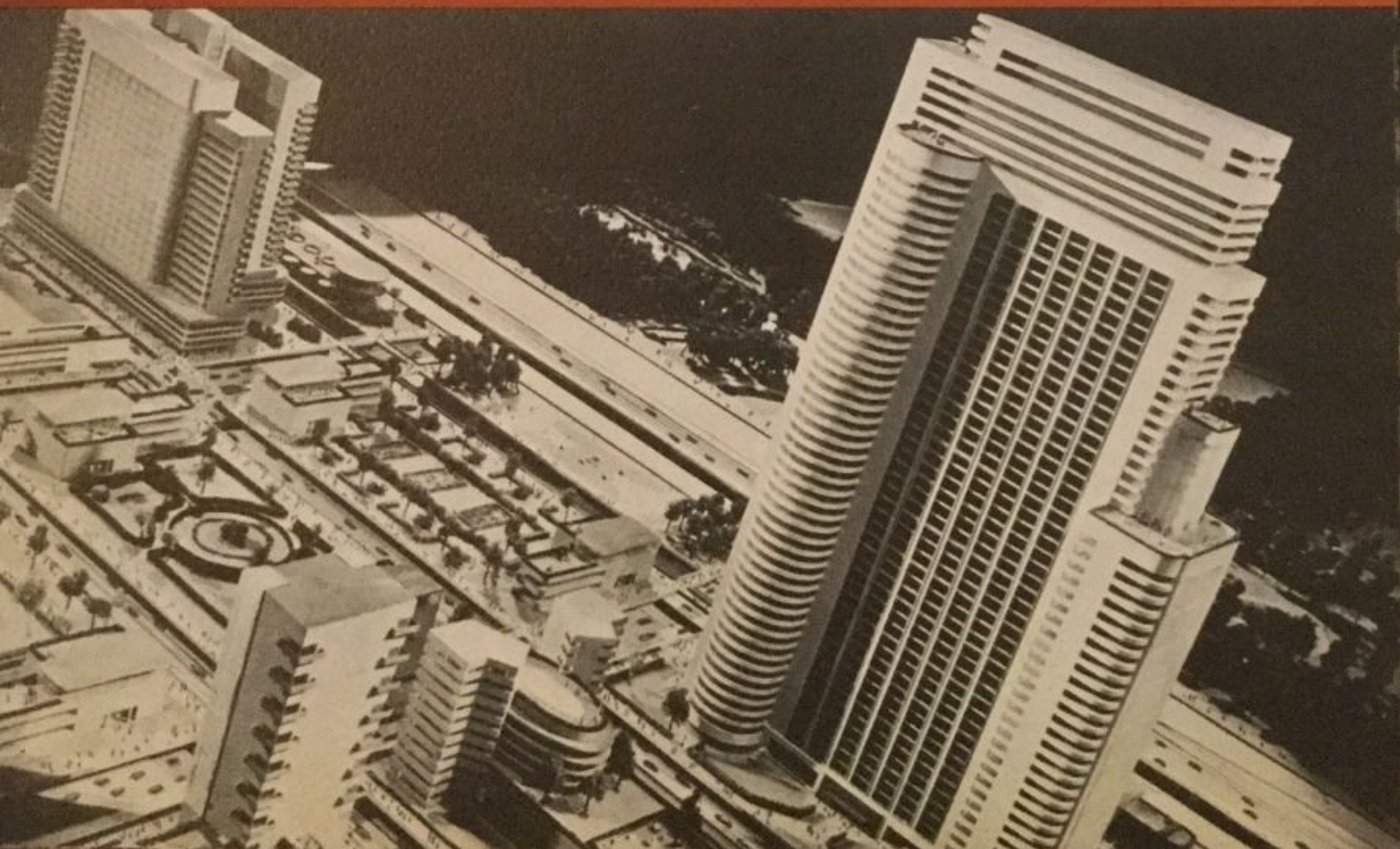
Oldsmobile Group



Groche Mack

ways, recreational and civic centers—all the result of thoughtful planning and design. ● There are approximately 38,000,000 motorcars in this America of 1960—almost a third more than in 1939—motorcars which have created more and more jobs for more and more men. ● Here you see a close-up view of one section of the

great metropolis of 1960. ● The traffic system is the result of exhaustive surveys of the highway and street problems of the past. ● Modern and efficient city planning—breath-taking architecture—each city block a complete unit in itself. Broad, one-way thoroughfares—space, sunshine, light and air. ● But here is an important







Mr. Sloan, Mr. Knudsen, Mr. Graf and Mr. Barthing



Miss General Motors

intersection in the great metropolis of 1939! On the four corners are an auditorium, a department store, an apartment house and an automobile display salon. ● In a moment we will arrive on this very street intersection—to become a part of this self-same scene in the World of Tomorrow—in the wonder world of

1960—1939 is twenty years ago! ALL EYES TO THE FUTURE. ● And now in each of the four buildings on this street intersection of the future General Motors invites you to visit its many interesting and exciting displays and exhibits.

