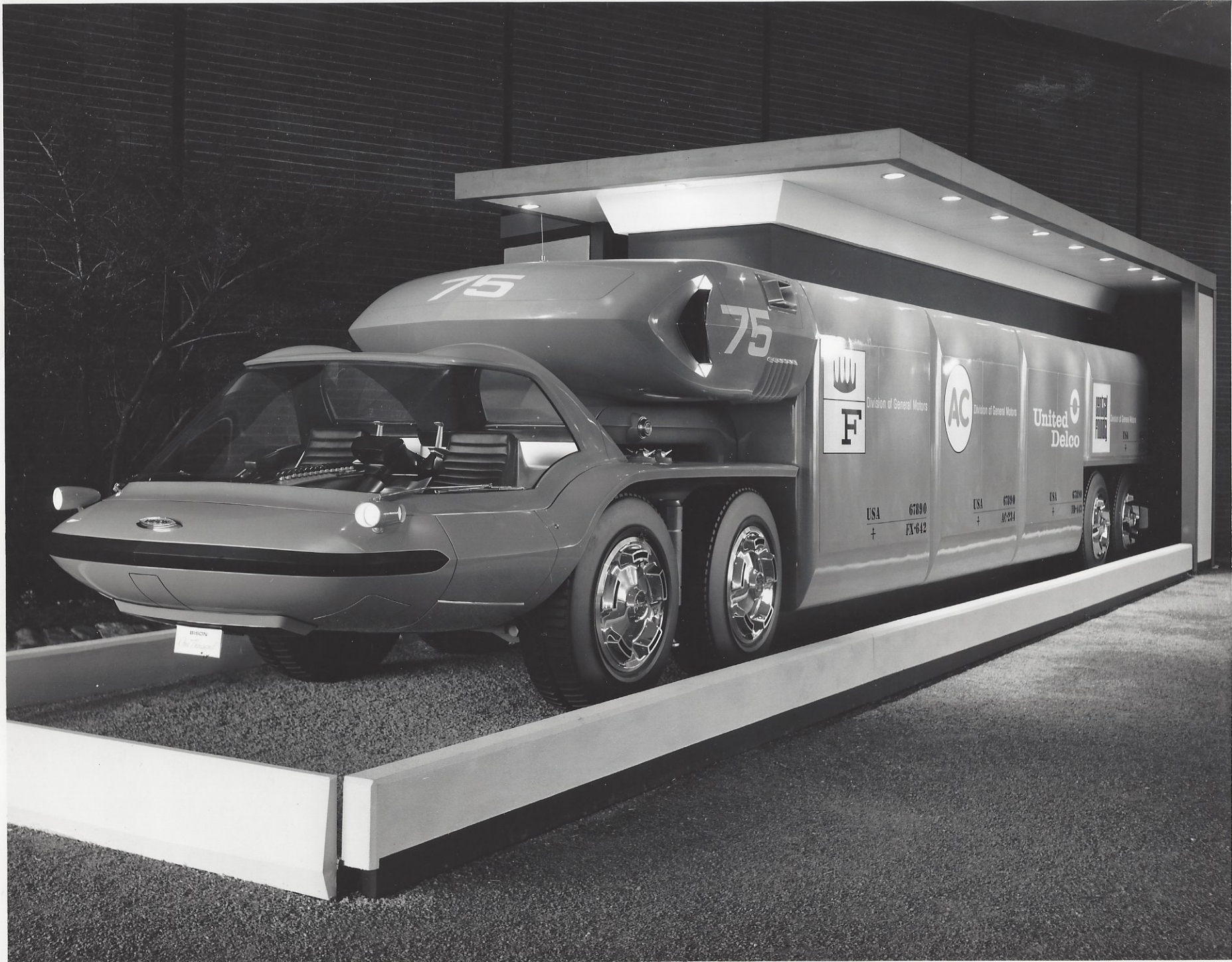





FROM THIS FARMHOUSE in the General Motors Futurama "ride into tomorrow" at the New York World's Fair technicians farm hundreds of acres reclaimed from the once-barren desert and irrigated by desalted sea water brought to the fields by atomic-powered pumps. Via remote control the technicians direct machines which seed, cultivate, harvest, process and package the crops and program their shipment to market.

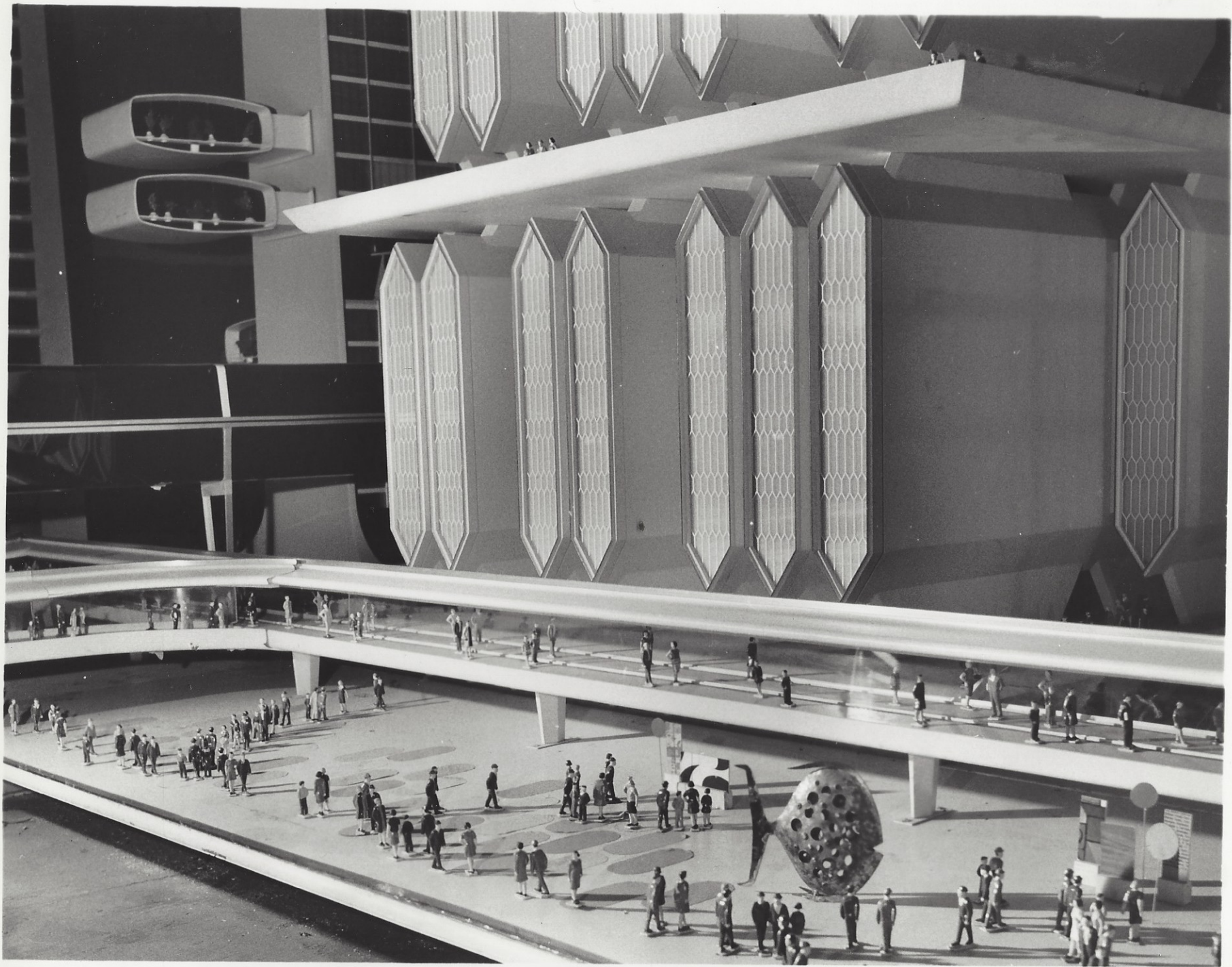


3

THE BISON -- A turbine-powered freight hauler with a sleek new design which could carry containerized cargoes at new peaks of efficiency on tomorrow's express highways is being shown by General Motors at the New York World's Fair.

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11





COVERED MOVING WALKWAYS transport pedestrians past buildings of strikingly new design within the "city of tomorrow," the climax of the General Motors Futurama ride at the New York World's Fair. Other highlights of the reborn city are high-speed, automatic vehicular parking; underground freight transportation; air shuttle service to satellite communities; rejuvenated urban living areas.



1964

IN A HIGH MOUNTAIN VALLEY, ringed by towering peaks, a family relaxes in tomorrow's vacation cottage within the General Motors Futurama ride at the New York World's Fair. Electronic highways surmount the heights and pierce the bluffs opening the area to resort, commercial and industrial development. The highway also serves the desert which stretches away from the leeward side of the mountains where GM designers who created the Futurama show a highly-sophisticated farm irrigated with desalted sea water.