

THE
GENERAL MOTORS
EXHIBIT BUILDING



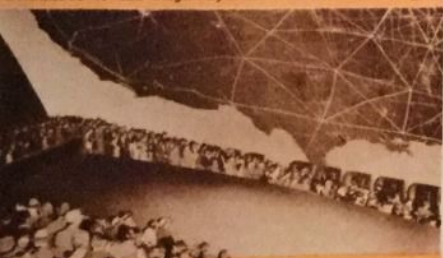
1939

New York World's Fair

HIGHWAYS AND HORIZONS



A 4,000 horsepower, streamlined Diesel passenger locomotive, 140 feet in length, marks one of the entrances to the Highways and Horizons building.



Long ramps lead you into this lobby, where a 10 foot animated map of the United States tells the story of highway progress in years to come.



Line glass pillars contain the exhibit of GM's Overseas Operations in the "Department Store." Inside are Frigidaire, Delco and Research exhibits.

THE CITY OF THE FUTURE

IMAGINE being suddenly transported twenty years into the future! . . . to the heart of a great city! . . . in the year 1960! This seems to happen to you as you stand in the City of the Future, heart of the General Motors exhibit building, Highways and Horizons. It IS 1960—broad elevated sidewalks extend a full block in two directions, while below the city streets are filled with motor vehicles. On all sides buildings of tomorrow tower skyward—here an "Apartment House," there an Automobile Display Salon, across the way an Auditorium, and there a "Department Store"—all designed and executed in the mode of days to come, sheathed in gleaming copper, glass and aluminum. Broad expanses of glistening glass line the walkways of this City of the Future, inviting you to step within and see the many wonders of science and industry there displayed—wonders not of tomorrow, but of the world today.



This copper and glass building houses the Automobile Display Salon where cut-away chassis and engines explain details of automotive construction.



This "Apartment House" occupies one corner of the City of the Future. Here are displays of General Motors parts and accessory divisions.



Climaxing the "Futurama" ride, visitors alight from their moving chairs on this platform overlooking the heart of the City of the Future.

Highlights of the GENERAL MOTORS EXHIBIT BUILDING



OLDSMOBILE dramatically illustrates engineering progress in its Automobile Exhibit exhibit, where a cutaway model of its 1937 Olds engine is shown beside a 1930 eight cylinder model. In another part of the exhibit an Oldsmobile cutaway car reveals itself. On the floor of the Exhibit, and elsewhere in the Exhibit Building are models of the Oldsmobile six cylinder Sedan Sixty, and Sedan Seventy and the eight cylinder Sedan Eighty.

THE PONTIAC EXHIBIT in the Automobile Exhibit and the street intersection exhibit include from the De Luxe 125 the Special features of engineering and construction - such as De Luxe Rear Springing, which contributes immeasurably to riding comfort on all kinds of roads, and the Pontiac-powered Safety Shift - now explained by means of a special cutaway Pontiac chassis and engine.



IN THIS circular Automobile Exhibit, dominated by an unusual spiral column in the center, will be found in glass, copper and chromium, the latest model General Motors cars are displayed, together with cutaway mechanical exhibits that explain important features of General Motors engineering and design. Additional cars and trucks are displayed in the street intersection and of various parts throughout the Highway and Horsepower Building.

CHEVROLET - leading producer of the present era - exhibits models from the Master 85 and Master De Luxe series together with a running chassis and a cutaway model of the latest Chevrolet model of the Chevrolet cutaway suspension and the Chevrolet commercial sport eight Chevrolet commercial models, light and heavy duty trucks and additional passenger car models may be seen in the street intersection.



BUICK cars are displayed in the Automobile Exhibit and on the streets of the City of the Future. Included are models from the Special Series 45, Century Series 45, Roadmaster Series 45 and Limited Series 90 series. Particularly interesting is the cutaway Buick chassis, showing the coil spring suspension on all four wheels and the special built valve-in-head straight-eight engine, and a display of a working model of the Buick Heads Shift and Push-Way direction control.



LASALLE models for 1930, displayed in the Automobile Exhibit and in the street intersection, are noted for their substantial, increased passenger room and improved vision. The Chevrolet-Artion Buick, resulting from the combination of the new Hi-Prime Motorless Drive with LaSalle-Artion, gives added comfort to these cars, powered by a Cadillac precision-built 125-horsepower V-8 engine.



GENERAL MOTORS TRUCKS for all purposes, as well as for business, pleasure and pleasure, are displayed in the street intersection. A De Luxe powered truck may be seen in the street intersection, and a De Luxe powered truck in the street intersection.



CADILLAC, the car builder for forty-seven years, displays its latest Sixty Special in the Automobile Exhibit, with other models from the Sixties, the Fleetmaster and the Sixties series placed in the street intersection and at one entrance to the Automobile. In the Salon a cutaway model of the famous Cadillac sixteen cylinder engine - only one regularly manufactured for passenger car use in America - is displayed.



FISHER BODY exhibits the full new trim program for the first ever constructed in the United States. Advancements in body engineering with emphasis on the construction of increased vision to safety, are graphically presented against a background of city scenes and quiet streets by De Luxe Chevrolet.



NEW DEPARTURE, here in the famous "ball bearing" section, will be identical with those used in the well-known New Departure bearings - feature with shillable regularly and precision through an inverted pattern, demonstrating the high efficiency of their construction. And don't miss the automatic bearing assembly, showing the operation of the new two speed drive introduced by New Departure, world's largest maker of bearing steels.



THIS MAP of the General Motors Exhibit Building shows the location of the principal exhibits. Individuals and groups interested in traffic and highway safety are invited to visit the Traffic and Safety Information Center, established in collaboration with numerous national organizations concerned with safety activity. The Center is located near the Diesel entrance.



HYATT BEARINGS, a full line standard series of a railway car wheel, with steel grinding, and the journal box set ways to show clearly the operation of the railway car type Hyatt bearing within, may be seen at the exhibit of the Hyatt Bearings division. Above continuously changing pictures of high-speed operating series look on a screen. Also on display are the many other types of Hyatt Roller Bearings for a wide variety of uses.

FRIGIDAIRE'S exhibit features a special refrigeration system, which, when used in a home, will demonstrate the need for proper food preservation. Frigidaire shows the new "Refrigerator" "Cold War" - independent equipment with every other product for home and commercial use and also displayed.



GUIDE LAMP'S exhibit in the west corridor of the "Apartment House" utilizes a dramatic highway scene filled with artificial fog to demonstrate the high penetrating power of the fog lamps manufactured by the General Motors division. In addition to being the world's largest producer of automobile headlights, Guide Lamp also makes numerous other products including bumper guards, hub caps, and radio exhibits and head lamp testing equipment.



DELCO RADIO division, a leading producer of automobile radios, uses a large model lamping system, which is a large illuminated lamp system, to simulate the "word of radio" in a new finger type in its exhibit. Arranged around this central scene are displays of various types of Delco radio equipment, while above an automatic magnifying device shows a typical auto radio installation.



DUREZ BEARINGS, made from finely powdered metal that have been compressed under tremendous pressure, and impregnated with oil to eliminate the need for frequent lubrication, are displayed in the cutaway exhibit of the Durez Products division. In adjacent displays are examples of the variety and applications of these bearings, widely used in household appliances.



IN THE Delco Appliance exhibit at one end of the "Hall of Mirrors" are models of several Delco Water Systems - for supplying running water beyond city mains - and electric generator sets for use in farms, boats and other places where a self-contained source of electrical energy is required.

"SPARKY" - famous play of the AC Spark Plug division - keeps clean for best performance in a tub overflowing with water, on the central point of the AC Spark Plug display. Model cars rotate around the base of the fountain. Other AC products may be seen in the nearby "Hall of Mirrors".



INLAND MANUFACTURING'S exhibit in the "Apartment House" lobby demonstrates the operation of the new Inland "Bulwark" type clutch, by means of a large mechanical model. On the upper level, near the Diesel entrance, Inland demonstrates the rubber and metal car tires and grille mechanism in the Diesel and used and replaced in many electric refrigerators.

THE STORY of foreign trade in terms of the motor car is told in the size glass columns of the General Motors Overseas Operations exhibit. Here it shows the influence of international highways on international understanding and how automobiles took the best course of the earth, with the products of its make and machine to every corner of the world.



YOU PROBABLY have received some of the numerous questionnaires and handbills in motor cars and dealers distributed throughout the year for the Customer Research Study of General Motors. In two books in the left of the "Hall of Mirrors," are two dozen fine copies of the handbills and questionnaires.

THE ALLISON division of General Motors exhibits the world's most powerful twenty-four cylinder liquid cooled airplane engine. This display is located in the upper level immediately to back of the Diesel entrance.

AGAINST a background formed by a large map of the United States, GMAC and GAC will show the story of their contributions to making automobile financing available to every people. Plans of particular interest to automobile purchasers are explained in connected displays.



BY THE entrance to the right of the "Apartment House" lobby, there are two large displays of various automobile accessories and equipment. The motor car, the "General Motors" division, also displays a special car which was developed by the General Motors Division.



HALL OF MIRRORS



IN the "Apartment House" section of Highways and Horizons is the "Hall of Mirrors," devoted to displays of products manufactured by twelve General Motors parts and accessory divisions. Each individual display consists of an upper and lower panel, illuminated periodically from the rear. The upper panels are constructed in such a manner as to appear to be faced with ordinary mirrors when not lighted. Each upper panel shows the outline of an automobile, with the location of the division's products indicated in contrasting lights. The lower section of each exhibit contains a display of the actual products manufactured by the sponsoring division.

Entering from the street intersection end, the visitor views the Delco Brake and Saginaw Malleable Iron displays, followed by Guide Lamp, Harrison Radiator, Delco-Remy and New Departure. The second half of the "Hall" contains exhibits of AC Spark Plug, Delco Products, Hyatt Bearings, Inland Manufacturing, Saginaw Steering Gear and Moraine Products divisions.



Before leaving this section of Highways and Horizons, it is convenient to visit the typical Chevrolet dealer's parts and accessories store set up next to the "Hall of Mirrors." Here a wide variety of genuine replacement parts and accessory equipment may be seen.



HIGHWAYS AND HORIZONS . . . A VISIT TO TOMORROW

AN ENDLESS LINE of moving chairs glides silently through the Map Lobby of the General Motors Exhibit Building, Highways and Horizons. You descend a winding ramp, step on a moving platform and, sinking into the upholstered depths of your individual chair, move outward into sunlight—and a world of tomorrow!

It is morning. Sunshine showers over the trees, farms, hills and valleys, flowers and flowing streams of a fertile rolling countryside. Winding byways carry cars and trucks, loaded with products of the land, to broad express Motorways and on to the cities of this world to come.

One great arterial Motorway runs before you, divided into lanes for vehicles traveling at different speeds. Factories, schools, lakes, railroads, immense power stations flash by in endless variety, while a quiet voice at your shoulder explains details of the constantly changing scene. Here is a modern experimental farm and dairy, with trees that bear abundantly under individual glass housings—there a giant aeration plant purifies lake water and sends it for hundreds of miles over the countryside.

Slowly morning becomes afternoon, and afternoon gives way to night. The lights of cities and farms twinkle about you. Close at hand is an amusement park in full swing—next a prosperous steel town, with furnaces glowing. The country grows mountainous as the express Motorway winds nearer, with its novel surface lighting operated by the passing cars themselves. High over mountains and valleys you ride, past isolated monasteries and a gigantic hydro-electric plant—a bird's eye view of

a vacation paradise, brought nearer to all through these highways of 1960, built for speed with safety.

As dawn breaks you cross a towering range of snow-capped peaks. In the morning light the spires of a great metropolis glisten across a broad valley. A net work of feeder highways carry traffic to the smaller towns, while express Motorways drive straight on to the City of the Future. Onward you rush—past a huge suspension bridge with its multilane roadways—and soar high over a great metropolis of 1960, divided into residential, commercial and industrial sections, and planned around a highly developed traffic system. The city grows before your eyes until you see close at hand one of its main intersections—then a moment of darkness and you rise from your chair in the heart of the City of the Future whose buildings tower, full sized, on every side.

Such is your trip to the year 1960 in the free exhibit, Highways and Horizons—the immense "Futurama," designed by Norman Bel Geddes, that covers more than 35,000 square feet and contains 500,000 individually designed houses and buildings, over 1,000,000 trees and shrubs of eighteen species and 50,000 scale model vehicles. The "Futurama" is presented, not as a detailed forecast of what the highways of the future may be, but rather as a dramatic illustration of how, through continued progress in highway design and construction, the usefulness of the motor car may be still further expanded and the industry's contributions to prosperity and better living be increased.

RESEARCH . . . and the FUTURE



THE General Motors Research Laboratories exhibit, located adjacent to the Frigidaires section, highlights a few of the many contributions of research in American industry, with particular emphasis on the part new inventions and developments have played in widening employment opportunities. Animated dioramas portray the life story of some of our greatest industries, while other exhibits depict various precision instruments and methods used in the GM Research Laboratories. Among these is an automobile engine, four of whose cylinders are provided with thick quartz glass windows, permitting you to watch the actual combustion of fuel within the cylinders.



In the air-conditioned Auditorium, seating 600 persons, the free stage presentation "Previews of Progress" gives a glimpse of what research, working in conjunction with industry, holds for the future of this country, and indicates the importance of the scientific approach in obtaining new and better things for the future welfare of all. Such present-day wonders of modern research as eyeglasses made of wood, cloth made of glass and the Talking Flashlight that transmits sound on a beam of light—comprise a portion of the program. Also included are sound motion pictures on timely subjects of general interest in the fields of science, safety, research and industry.



**THESE GENERAL MOTORS
UNITS WELCOME YOU
TO
HIGHWAYS *and* HORIZONS**

AC Spark Plug Division

Allison Division

Buick Motor Division

Cadillac Motor Car Division

Chevrolet Motor Division

Delco Appliance Division

Delco Brake Division

Delco Products Division

Delco Radio Division

Delco-Remy Division

Diesel Engine Division

Electro-Motive Corporation

Fisher Body Division
Ternstedt Mfg. Division

Frigidaire Division

General Exchange Insurance
Corporation

General Motors Acceptance
Corporation

General Motors Truck & Coach
Division of Yellow Truck and Coach
Manufacturing Company

GM Overseas Operations

Guide Lamp Division

Harrison Radiator Division

Hyatt Bearings Division

Inland Manufacturing Division

Moraine Products Division

New Departure Division

Olds Motor Works Division

Pontiac Motor Division

Research Laboratories Division

Saginaw Malleable Iron
Division

Saginaw Steering Gear
Division

United Motors Service