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THINGS TO SEE

PREVIEWS OF PROGRESS

Auditorium stage show
revealing the wonders
of modern research
and science.

"GLASS" CAR

The first full-sized
transparent car
ever made in
America.

THE FUTURAMA

"No. 1 hit of the Fair."
A magic flight through
time and space into
the world of
1960.

DIESEL LOCOMOTIVE

See the inner workings
of this modern giant
of the rails through
its glass sides.

MYSTERIES OF COLD—Snow

produced in flame,
a "steam" engine run
by cold. Magic of micro-
scopic life revealed
before your eyes.

RESEARCH LABORATORY DEMONSTRATIONS

Fascinating ten-minute
shows on friction fuels,
elasticity. Exhibits
you can operate
yourself.

AUTOMOBILE SALON—General

Motors cars presented
in a setting of unique
design.

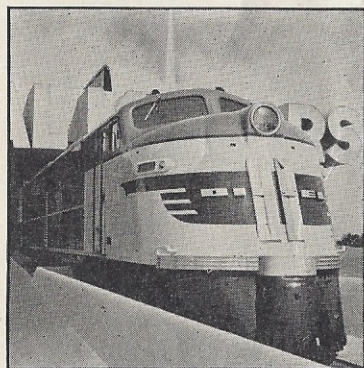
SNOW-ROPE EXHIBITION

SOUVENIR MAP OF WORLD'S FAIR INSIDE

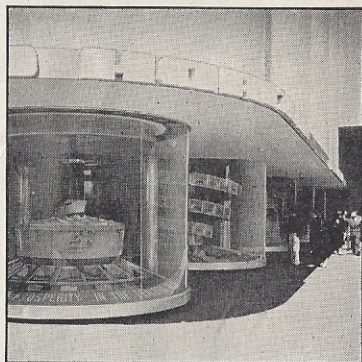
GENERAL MOTORS HIGHWAYS AND HORIZONS ★ THE FAIR WITHIN THE FAIR



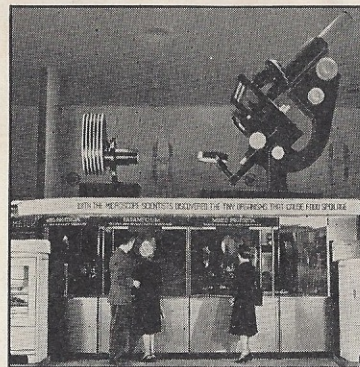
THE FREE STAGE PRESENTATION "PREVIEWS OF PROGRESS" gives a glimpse of what research, working in conjunction with industry, holds for the future of this country, and indicates the importance of the scientific approach in obtaining new and better things for the future welfare of all. Such present-day wonders of modern research as eyeglasses made of coal, air and water; cloth made of glass; the "Frig-O-Therm" that cooks an egg and freezes ice cream at the same time; the cordless radio microphone; and the "Talking Flashlight"—comprise a portion of the program that also includes motion pictures on subjects of general interest in the fields of science, safety, research and industry. The stage show is presented in the Auditorium every hour from 10 A. M. until closing.



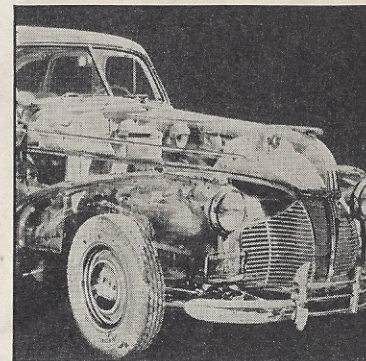
THIS 2,000 HORSEPOWER main line Diesel passenger locomotive, produced by Electro-Motive Corporation, a subsidiary of General Motors, dominates one entrance to **HIGHWAYS AND HORIZONS**. On the lower level inside this entrance, Diesel engines in various sizes are displayed, with animated charts and models explaining their operation.



THE STORY of the influence of international highways on international understanding, and how the automobile industry brings its raw materials from the four corners of the earth, and returns them as finished products of its men and machines, is told in the nine glass columns of the General Motors Overseas Operations exhibit.



ONE OF THE MANY FEATURES of the Frigidaire exhibit is this giant microscope. Around the base, microorganism slides dramatize the need for proper food preservation. Novel demonstrations produce snow in flame, show what happens inside a modern refrigerator and illustrate the properties of Frigidaire's F-114 refrigerant.



FISHER BODY DISPLAYS this full size transparent car, the first ever constructed in the United States. In this novel exhibit, advancements in body engineering are shown with emphasis on the contribution of increased vision to safety. Also clearly revealed are the many hidden details of modern body construction.



IN THIS SPECTACULAR AUTOMOBILE SALON of unique design, General Motors presents a comprehensive selection of the latest models produced by Chevrolet, Pontiac, Oldsmobile, Buick, LaSalle and Cadillac, together with a variety of unusual cut-away mechanical exhibits.

— **FOR YOUR CONVENIENCE** —
A MAP OF THE NEW YORK 1940 WORLD'S FAIR

**TYPICAL EXHIBITS
KEYED ON MAP BELOW**

- | | |
|-------------------------|------------------------|
| 1. Administration | 8. Consolidated Edison |
| 2. American Common | 9. DuPont |
| 3. American Tel. & Tel. | 10. Eastman Kodak |
| 4. Art Masterpieces | 11. Firestone |
| 5. Borden Dairy | 12. Ford |
| 6. Chrysler Motors | 13. France |

- | | |
|----------------------|-------------------|
| 14. General Electric | 21. Maison Coty |
| 15. General Motors | 22. Petroleum |
| 16. Glass, Inc. | 23. R. C. A. |
| 17. Goodrich | 24. Railroads |
| 18. Great Britain | 25. United States |
| 19. Italy | 26. U. S. Steel |
| 20. Johns Manville | 27. Westinghouse |



FOR YOUR CONVENIENCE

Other Displays at GENERAL MOTORS *"Highways and Horizons"*

AC SPARK PLUG DIVISION—"Sparky", AC's famous "plug", performs in a tub overflowing with water as miniature cars parade around the base.

ALLISON DIVISION—See the 24 cylinder liquid cooled airplane engine.

BUICK MOTOR DIVISION—Shining models of the extensive line of passenger cars supplemented with cut-away chassis and other mechanical exhibits.

CADILLAC MOTOR CAR DIVISION—LaSalle and Cadillac cars displayed in numerous body styles, and a novel cut-away engine showing design and operation features.

CHEVROLET MOTOR DIVISION—See the range of passenger cars and trucks produced by the nation's sales leader.

DELCO APPLIANCE DIVISION—Interesting demonstrations and displays of domestic heating and lighting equipment.

DELCO BRAKE DIVISION—Dramatizes the latest developments in hydraulic braking.

DELCO PRODUCTS DIVISION—Interesting display of electric motors for many uses.

DELCO RADIO DIVISION—A huge world hemisphere, around which an illuminated band slowly revolves, symbolizes the "world of radio at your finger tips."

DELCO-REMY DIVISION—An intriguing display of starters, generators and other automotive electrical units against a background of color and light.

DIESEL ENGINE DIVISION—A parade of Diesel engines for various uses in sizes ranging from 15 to 1000 horsepower.

GENERAL EXCHANGE INSURANCE CORPORATION—Interesting facts and figures on automobile insurance.

GENERAL MOTORS ACCEPTANCE CORPORATION—Animated displays stress points of interest and value to installment buyers.

GENERAL MOTORS TRUCK & COACH—Trucks and buses, both gasoline and Diesel powered, in many types and sizes.

GUIDE LAMP DIVISION—Brings you up to date on "Sealed Beam" headlights, newest contribution to safer night driving.

HARRISON RADIATOR DIVISION—Here are displayed dash heaters, windshield defrosters and underseat heaters for the modern motor car.

HYATT BEARINGS DIVISION—Watch the full size animated section of a railway car journal in operation.

INLAND MANUFACTURING DIVISION—Demonstrations of rubber-metal ice trays and a mammoth transparent clutch that reveals how this unit operates.

MORAINÉ PRODUCTS DIVISION—See what Durex Bearings (powder metallurgy) are doing for the home.

NEW DEPARTURE DIVISION—The famous "ball-bouncing" machine and the two-speed drive bicycle go through their paces.

OLDS MOTOR WORKS DIVISION—Demonstrations of the principles and operation of the revolutionary Hydra-Matic Drive feature the showing of Oldsmobile cars.

PONTIAC MOTOR DIVISION—Pontiac cars attractively displayed together with an intricate exhibit engine that opens and closes like a book.

SAGINAW MALLEABLE IRON DIVISION—Striking examples of effect of heat treatment on metal. Learn about the new ArMaSteel.

SAGINAW STEERING GEAR DIVISION—New type of steering mechanism that reduces steering effort.

UNITED MOTORS SERVICE, INC.—Modern motor car inspection and servicing methods and equipment, insuring maximum efficiency.

NOTE: Visitors and officials interested in traffic and highway safety are cordially invited to visit the TRAFFIC AND SAFETY CENTER.