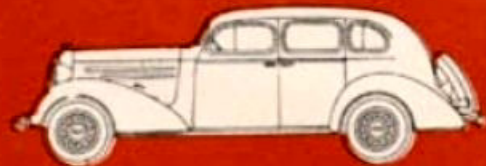
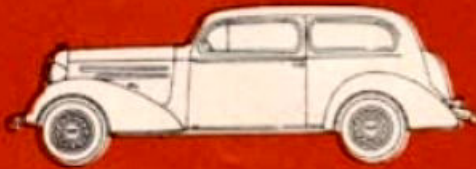




GENERAL MOTORS PARADE of PROGRESS



A NEIGHBORLY VISIT

Bringing Industry to the People

By **ALFRED P. SLOAN, JR.**

President, General Motors Corporation

Progress in living conditions and transportation has been rapid since the turn of the century. And this progress is largely due to industrial ingenuity.

Modern industry is not something apart and remote from the life of the average man. Few people realize the community of interest which exists, and must exist, between great businesses and the millions who constitute their markets. Only those developments which are good for the people as a whole are good for industry, since industry both depends upon and contributes to the prosperity and buying power of the millions who buy its products. Industry therefore has

steadily worked with its eyes on the future, striving through the medium of research to improve its products, to make those products available at lower prices, and thus to provide more employment and a higher standard of living for all. The General Motors Parade of Progress is undertaking to "bring industry to the people," and by showing the individual citizen in his home community what the contributions of industry mean to him and his family, to establish a basis of mutual understanding and friendliness, and at the same time to increase confidence in the future progress of America.





A WORLD'S FAIR ON WHEELS

America and General Motors

General Motors uses vast quantities of materials and manufactured products from every state in the Union. A partial list follows:

Graphite and cotton come from **ALABAMA**, copper and hides from **ARIZONA**, lumber and manganese from **ARKANSAS**, gold, lumber, oil, and pumice from **CALIFORNIA**, gold, silver and tungsten from **COLORADO**, machinery from **CONNECTICUT**, and lacquers and paints from **DELAWARE**.

Sugar cane products from **FLORIDA**, pigskin and textiles from **GEORGIA**, lumber and wool from **IDAHO**, glass from **ILLINOIS**, limestone and steel from **INDIANA**, zinc from **IOWA**, grain and its by-products from **KANSAS**, and coal, oil, and porcelain from **KENTUCKY**.

Lumber, oil, and sulphur from **LOUISIANA**, paper and wood pulp from **MAINE**, textiles from **MARYLAND** and **MASSACHUSETTS**, copper and lumber from **MICHIGAN**, and iron and lumber from **MINNESOTA**.

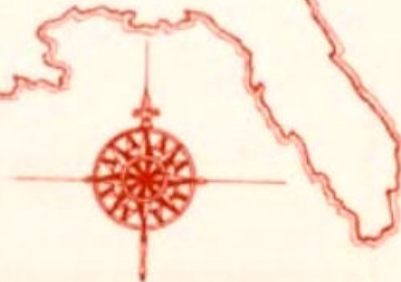
Cotton from **MISSISSIPPI**, aluminum, lead and zinc from **MISSOURI**, copper and oil from **MONTANA**, hides from **NEBRASKA**, borax, copper, and silver from **NEVADA**, textiles and abrasives from **NEW HAMPSHIRE**,

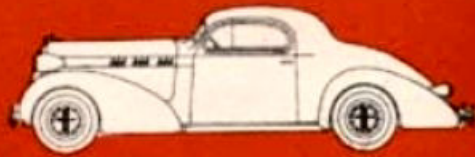
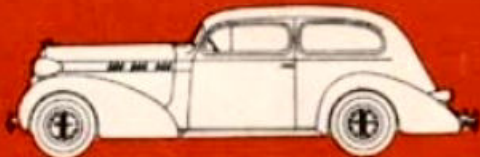
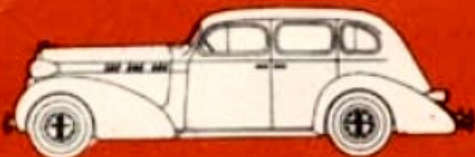
chemicals from **NEW JERSEY**, copper, hides and silver from **NEW MEXICO**, and manufactured appliances from **NEW YORK**.

Turpentine from **NORTH CAROLINA**, hides from **NORTH DAKOTA**, lamps, machinery, porcelain, rubber, and steel from **OHIO**, oil and lumber from **OKLAHOMA**, lumber and wood products from **OREGON**, steel from **PENNSYLVANIA**, and machinery from **RHODE ISLAND**.

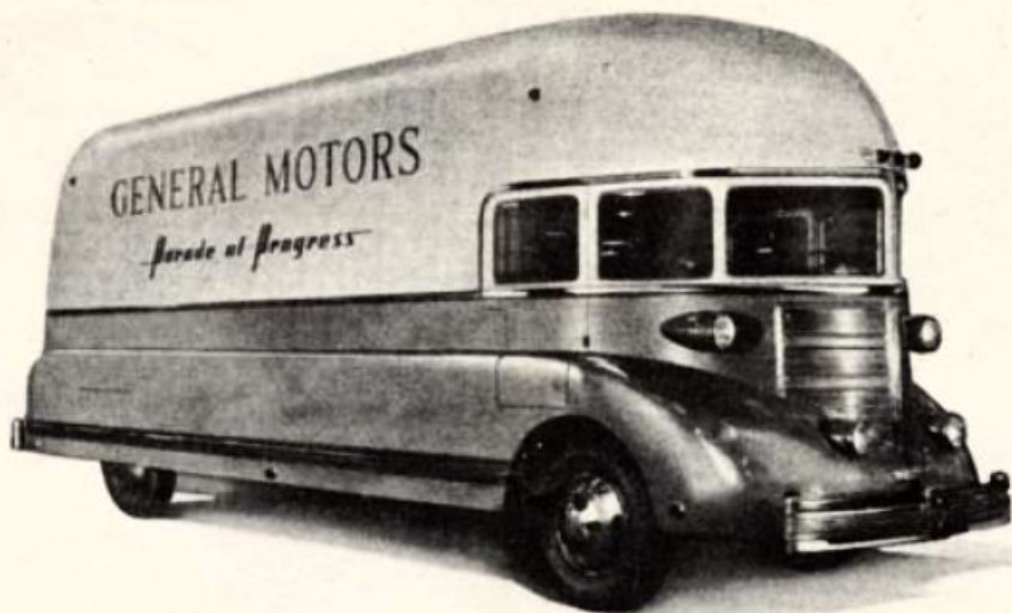
Textiles from **SOUTH CAROLINA**, silver from **SOUTH DAKOTA**, coal and oil from **TENNESSEE**, cotton, hides, mercury, mohair, oil, and wool from **TEXAS**, copper from **UTAH**, paper and machinery from **VERMONT**, coal and lumber from **VIRGINIA**, lumber from **WASHINGTON**, coal from **WEST VIRGINIA**, lead and paper from **WISCONSIN**, and hair, oil, and wool from **WYOMING**.

This exchange of materials from mines, forests, and farms for manufactured products makes more jobs for more people and more widely distributes the better things of life. It has been aptly said—"What happens to General Motors happens to me."





THE SILVER-TOPPED STREAMLINERS



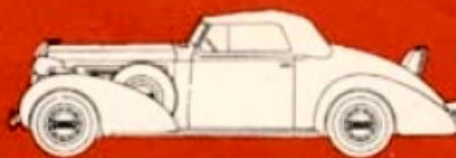
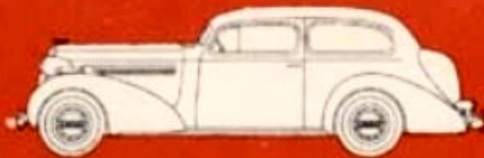
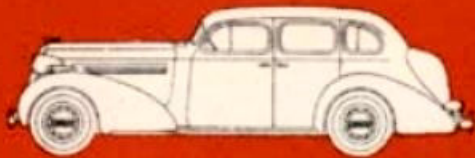
World's Largest Highway Leviathans

A Study in Streamlined Transportation

Eight huge chromium trimmed streamliners, specially built in the Fleetwood plant of Fisher Body, transport this mobile world's fair from town to town. The caravan trucks are piloted by a group of carefully selected and rigidly trained young men. The 233-inch chassis and the engines which are encased in insulated steel are built by General Motors Truck Company.

Six of the great carriers form public exhibition space at show locations. Another converts into a stage and still another carries various show properties.

Every precaution is taken for safe driving. Navigation lights, dual rear-vision mirrors, and directional arrows are auxiliary aids to highway safety. In traveling, the units are spaced at 200-foot intervals as a courtesy to other motorists.



33 UNITS IN MOBILE EXPOSITION



ON THE WAY TO YOUR TOWN

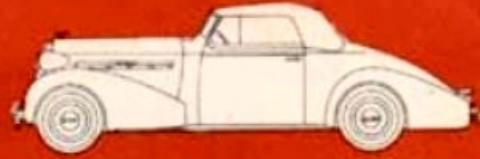
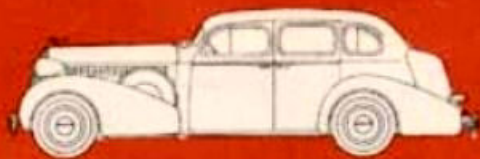
Heading the parade in transit is the specially built and equipped 185-inch chassis Chevrolet sedan, fitted with public address system for safe driving announcements, and for the broadcasting of music.

It is fully equipped as an office on wheels and is air-conditioned by Delco-Frigidaire, one of the first vehicles in the country to be so fitted.

Three Chevrolet tractor-and-trailer units, measuring 28 feet from end to end, have specific use in the caravan.

One houses the 35 KW Winton-Diesel engine that generates electricity to light the exposition and run the research devices. The second is a rest and locker room for the caravan crew and the third is a motion-picture projection room, with space for the development and printing of film.

The complete caravan includes 1936 models of all General Motors cars—Chevrolet, Pontiac, Oldsmobile, Buick, LaSalle and Cadillac.



DRAMATIC, EXCITING EXHIBITS

The moving research exhibits that proved most popular at the Chicago World's Fair have been collected for this "circus of science" and to them new wonders have been added.

Stroboscopes, an oscillograph, a carbon stack indicator, an induction furnace and a knock-testing motor provide unusual and educational entertainment.

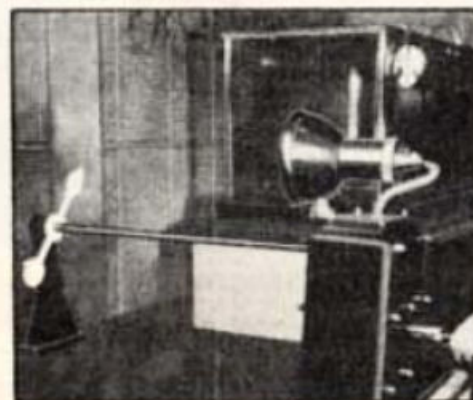
The stroboscopes, with synchronized neon lights, flicker with incredible speed and appear to make fast moving machinery stand still. The stroboscope is a practical instrument used in industry to study ways of perfecting high-speed mechanical devices, such as gears, springs and crankshafts.

An oscillograph is a device that transforms sound into a waving streak of light. In the motor car industry its practical use is for studying body squeaks and exhaust noises so that future automobiles may be still quieter.

The carbon stack indicator measures pressures and distances as



FINGERTIP BENDS RAILROAD RAIL



MOTION STOPPED BY LIGHT

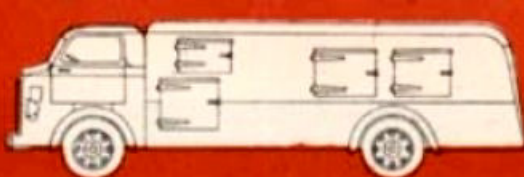


YOUR VOICE IN LIGHT WAVES

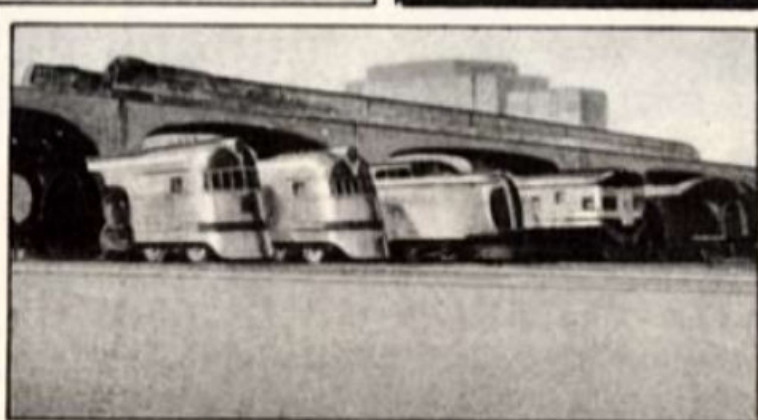
small as a millionth of an inch. In the research exhibit there is one attached to a section of a standard railway rail. You press the rail gently and the indicator registers the pressure. Put your warm hand on the rail and the indicator records the expansion of the steel. This device is used in industries where extremely accurate measurements are necessary.

Another unusual instrument is the induction furnace. Although cold to the touch, it will fry an egg or boil water in a teakettle placed on its surface. It flashes sparks and makes aluminum rings jump into the air. It can be used to temper metals from the inside out, thus insuring uniformity in heat treating.

At the "General Motors Parade of Progress," a view into a running gasoline motor is shown to the public for the first time. You look through a quartz window and see the flashes—first those of ordinary gasoline, then those of ethyl. You can readily detect which has the more "knock."



PROGRESS IN TRANSPORTATION



Until the 20th Century, progress in most forms of transportation was slow, very slow.

First, man walked, then he rode a beast, then he let the beast pull him on skids, then he invented the wheel. In time came the steam engine, later the internal combustion engine which has made possible the automobile, the airplane, and now the new streamlined trains.

Back in 1900, there were a few "horseless car-

riages," but good old Dobbin still pulled the street car and the "bicycle built for two" was really the smart

thing to ride. In the "General Motors Parade of Progress" dioramas show animated street scenes of 1900 and 1936, each with its typical vehicles. A mural painting illustrates the Diesel-powered trains: one of the most recent transportation developments made possible by the research facilities of present day industry.



IN THE BIG SILVER TOP

The "Circus of Science"

Comfortable seats are provided for 500 people at one time. The gleaming metal finish of this great sixty by eighty foot tent shuts out light and enables motion pictures to be shown in the daytime. By all means, see the picture, "Progress on Parade," the story of industrial advancement, told by Edwin C. Hill, Lowell Thomas, John S. Young, and John B. Kennedy.

Here also you will see modern marvels of science liquid light music on a light beam how a voice looks in sound waves water boiling, an egg frying on a cold stove frozen motion the magic eye and other scientific phenomena which modern industry puts to work in the solution of its problems that it may better serve you.

SCIENCE

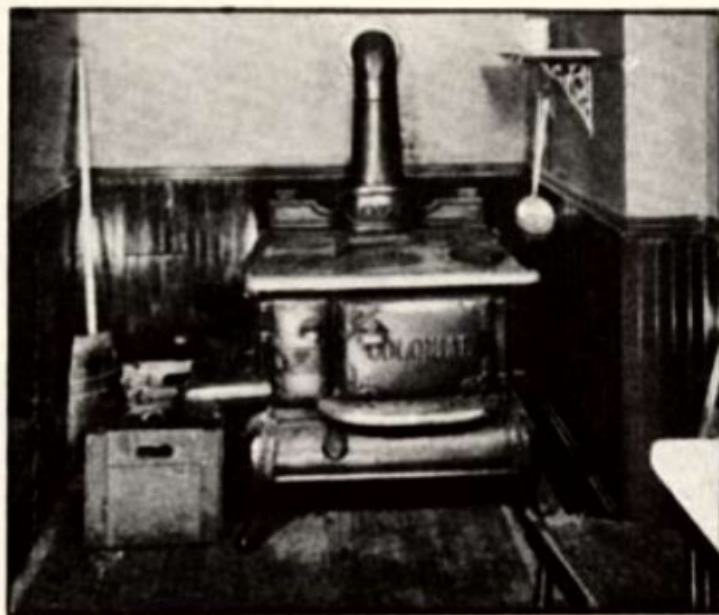
FREES WOMEN FROM DRUDGERY



MODERN KITCHEN

It's really fun to keep your own little house these days, if you have such an inviting little kitchen as that set up in the "Parade of Progress."

Stainless steel—clean and bright and decorative. Stove, sink and table—all modern—spotless and sparkling. Built-in cupboards and closets—one for the Delco vacuum cleaner and Delco electric iron and ironing board—all lessening the housekeeper's toil. Concealed forced ventilation. A Frigidaire, of course, within easy reach. Walls of French gray, brown and soft yellow.



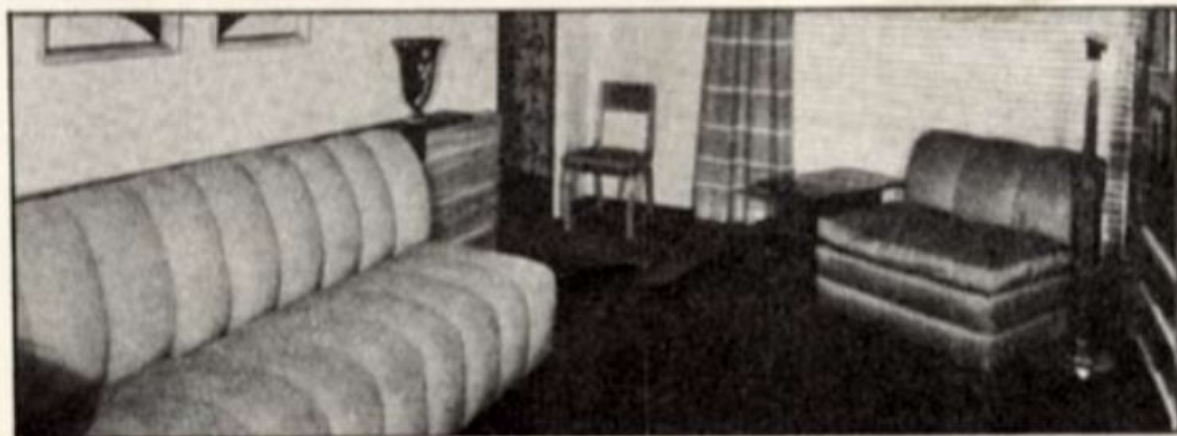
KITCHEN OF YESTERDAY

Brown linoleum, inlaid with yellow, on the floor.

Poor Mother, as you'll see in space adjoining, had nothing like that at the turn of the century. She, dear soul, had to put up with a coal or wood stove, an old wooden ice box, a cast iron sink, and an oil lamp. Housework then was a chore indeed. Research and science had not yet been put to work in industry. They needed the resources of large public minded institutions. So modern industry takes its place in the march of progress among the great benefactors of womankind.



WHERE FATHER WOODED MOTHER IN 1900



THE LIVING ROOM OF TODAY

A NEW DESIGN FOR LIVING

The whole family uses the modern living room. So, besides being gay and charming, its walls and floor, its furniture and appointments must be durable and easily cleaned.

What has transformed the stuffy, ornate and

drab American parlor of a few decades ago into the gracious and simple beauty of today? Industry has joined science with art. Science has found new metals, new fabrics and new colors, and Art has found new ways to use them.

WE CAN ENGINEER EVERY SAFETY FACTOR INTO OUR CARS EXCEPT TWO—ROAD AND DRIVER



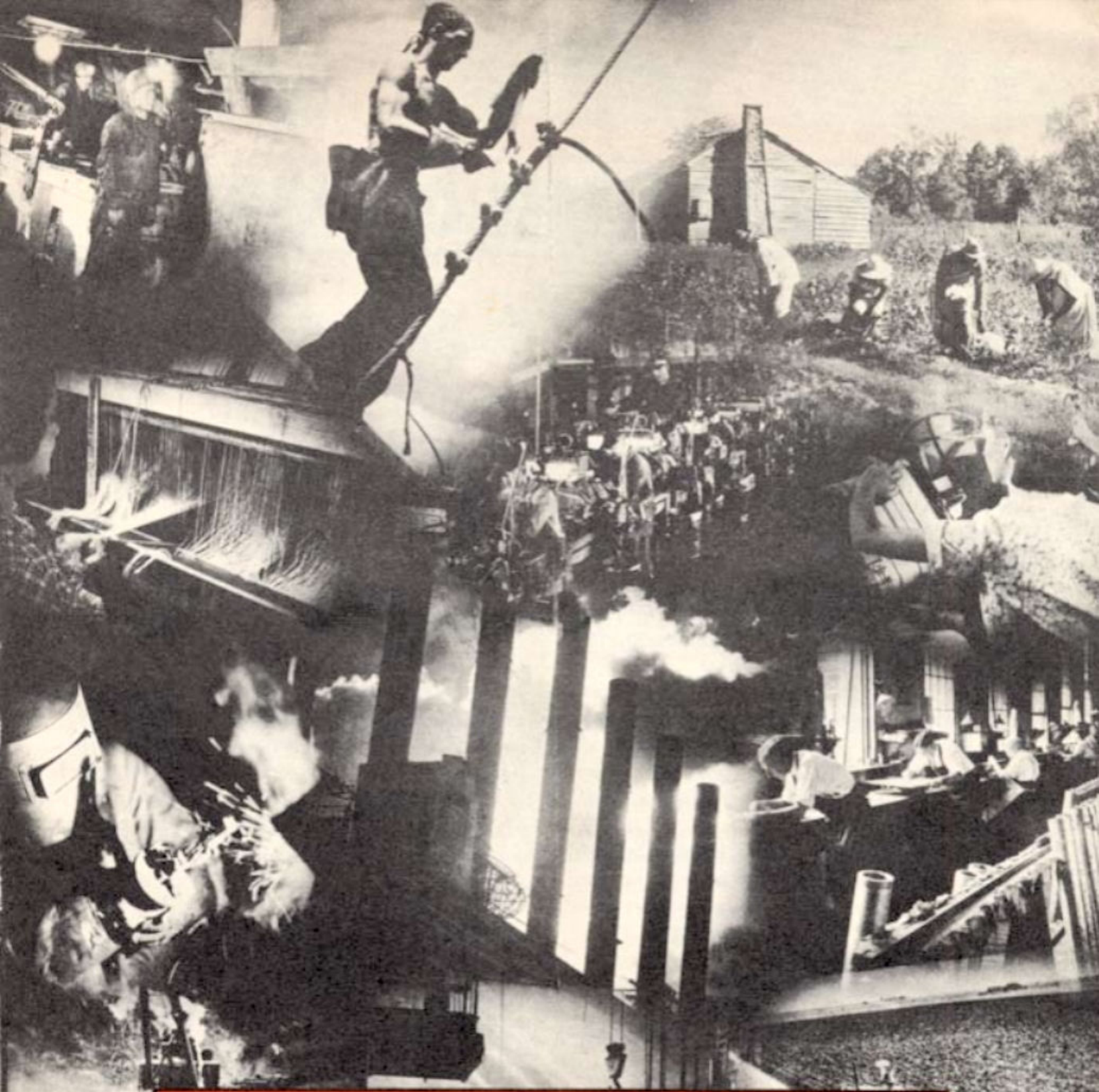
EXHIBITION MODEL SHOWING SAFETY FEATURES

In the "Parade of Progress" is a quarter-size model of a 1936 automobile showing 23 of the safety features built into all General Motors cars. This model displays in an automatic cycle a series of signs over the safety features of the body. The body then lifts clear to show how safety is built into the chassis.

Automobile manufacturers not only build new safeguards into their cars every year but also provide the means for maintaining safety. The "Parade of Progress" displays a modern service

station fully equipped with test and repair machinery.

General Motors not only does its part in engineering safety features into its cars but also has been sponsoring a series of radio safety talks over a coast-to-coast network. A copy of "We Drivers," which contains simple suggestions for careful driving, is free to "Parade of Progress" visitors. Over 4,000,000 of these booklets have already been distributed and it has been translated into French and Spanish.



From Pacific to Atlantic, from Gulf to Great Lakes, hundreds of thousands of hands are busy on work created by the automobile and other products in the General Motors family. Life is made more enjoyable and work is made easier for America's millions because of the progress which these products represent.