

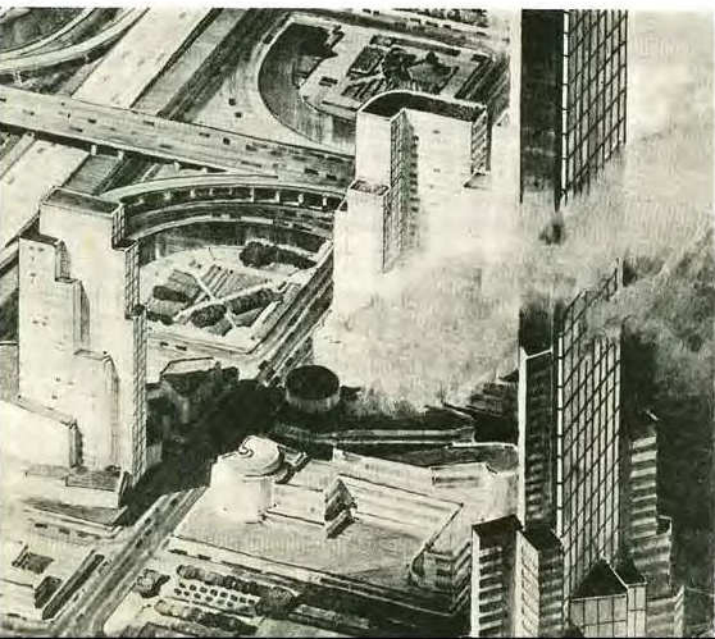
Your Guide to

GENERAL MOTORS

HIGHWAYS and HORIZONS

Exhibit

New York World's Fair 1939



HIGHWAYS and HORIZONS

A FAIR WITHIN A FAIR

The Casino of Science Presenting an Absorbing Scientific Stage Production

60 GM Motorcars, Trucks and Buses Form a Spectacular Traffic Flow in Future City

GM Employee Headquarters

Displays of GM Parts and Accessories Division

Visitors End Tour on Full-Scale Street Intersection in City of Future

A Spectacular Cross Section of America Executed in Dramatic Terms of the Future

Moving Sound-Chairs Travel on "Carry-Go-Round" Extending for a Third of a Mile in and about Building

Chevrolet, Pontiac, Oldsmobile, Buick, La Salle, Cadillac

Traffic and Safety Information Center

A 4000 Horsepower Streamlined Diesel Locomotive

Stairways to Diesel Engine and Fisher Body Displays

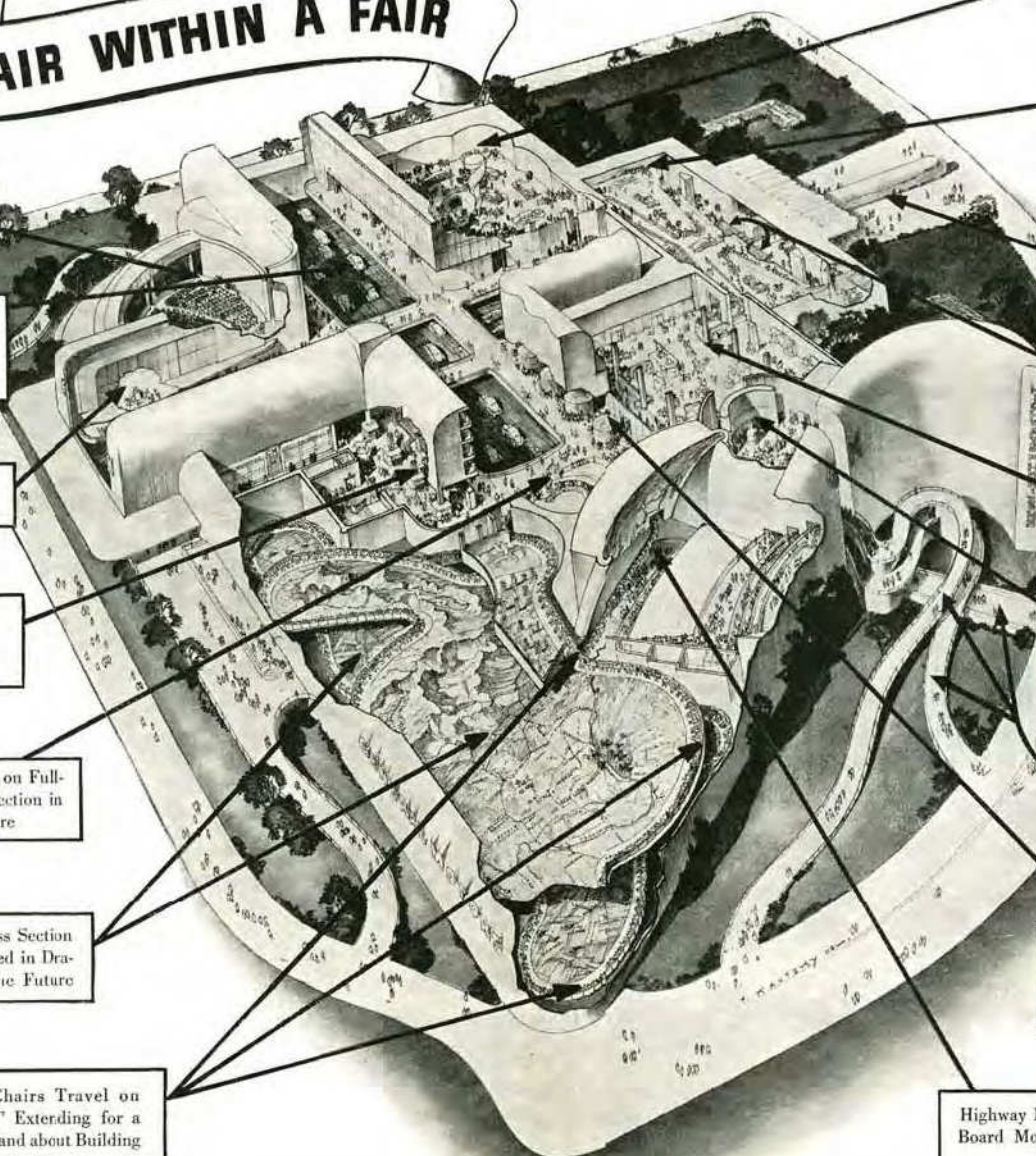
Frigidaire Household and Commercial Exhibit

"Birth of Industries" and other GM Research Laboratories Displays

Three-Level Main Entrance

"World Horizons" Exhibit of General Motors Overseas Operations

Highway Map Lobby — Spectators Board Moving Sound-Chairs for Start of Tour



General Motors Divisions and Subsidiaries Represented in Highways and Horizons

AC Spark Plug Division
Allison Engineering Division
Buick Motor Division
Cadillac Motor Car Division
Chevrolet Motor Division
Delco Appliance Division
Delco Brake Division
Delco-Frigidaire Conditioning
Division
Delco Products Division
Delco-Radio Division
Delco-Remy Division
Diesel Engine Division
Electro-Motive Corporation
Fisher Body Division
Ternstedt Manufacturing Division
Frigidaire Division
General Exchange Insurance
Corporation

General Motors Acceptance Cor-
poration
General Motors Truck and Coach
Division of Yellow Truck & Coach
Manufacturing Company
Guide Lamp Division
Harrison Radiator Division
Hyatt Bearings Division
Inland Manufacturing Division
Moraine Products Division
New Departure Division
Olds Motor Works Division
Overseas Operations
Pontiac Motor Division
Research Laboratories Division
Saginaw Malleable Iron Division
Saginaw Steering Gear Division
United Motors Service

IN presenting its exhibit, High-
ways and Horizons, General
Motors seeks to give a foretaste
of tomorrow rather than a fore-
cast of any particular plan.

We have sought to show you what
is possible for the future—what
can be done—what this country
of ours *may well be like* one
day — and some of the means
through which such things can
be brought to pass.

The sound-chair ride shows the
part highway development can
play in bringing us a finer and
richer America — but when you
visit the Research exhibit you
see actual methods by which

Science is steadily advancing the
cause of Progress. A full-size
street intersection shows how a
city street of tomorrow may ap-
pear — but an actual showroom
shows you today's actual cars,
and a Diesel locomotive pro-
vides tangible evidence of a
great start that has been made
in improving rail transportation.

From all this it is our hope that
we make clear the enduring pur-
pose of General Motors, which
is not merely to make cars and
refrigerators and Diesel engines
and the like for today, but con-
stantly to promote the welfare
and the progress of the nation.