

# 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

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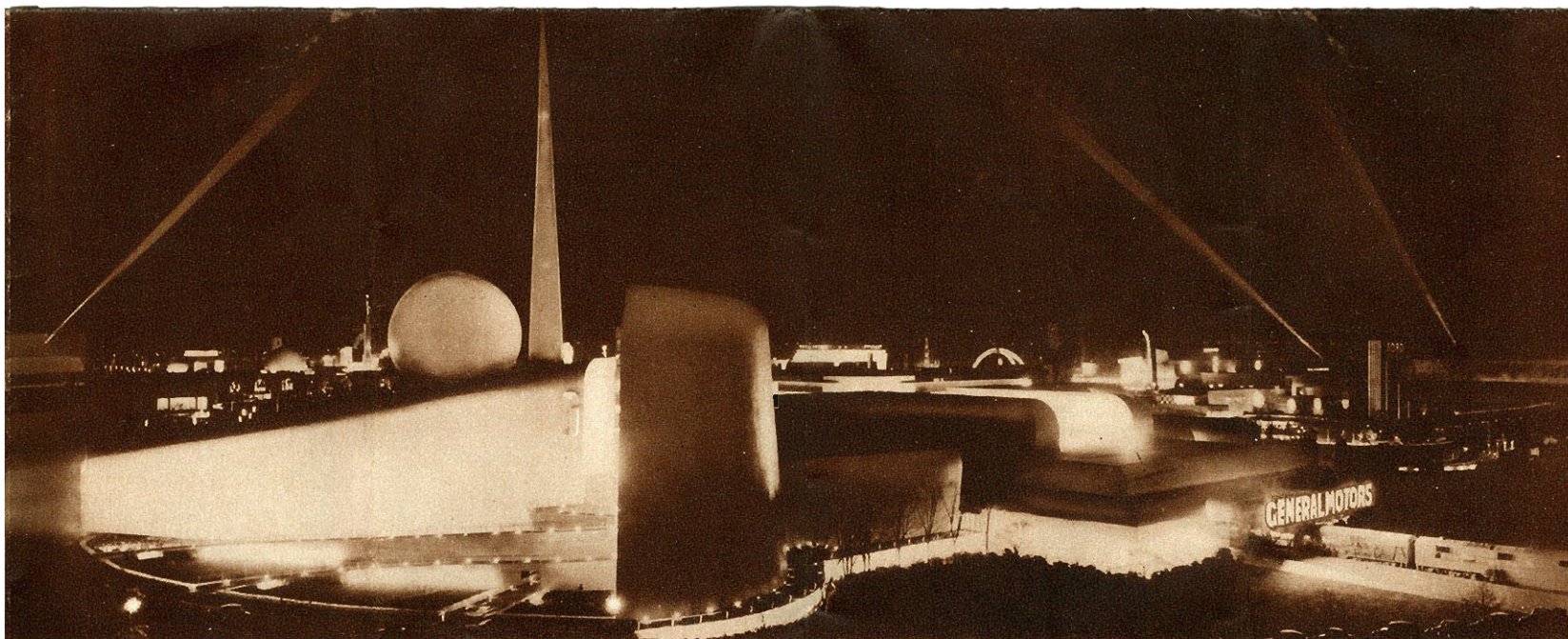


# THE GENERAL MOTORS EXHIBIT BUILDING

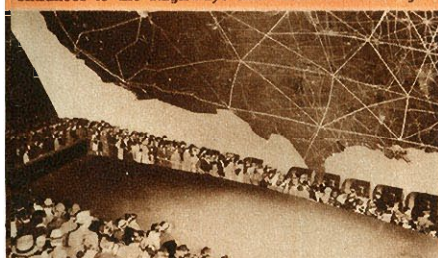
1939

*New York World's Fair*  
HIGHWAYS AND HORIZONS

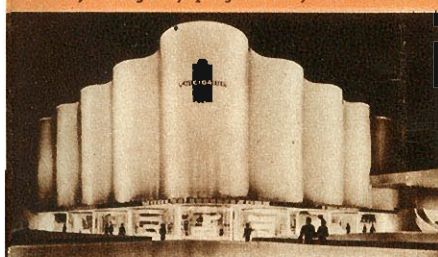




A 4,000 horsepower, streamlined Diesel passenger locomotive, 140 feet in length, marks one of the entrances to the Highways and Horizons building.



Long ramps lead you into this lobby, where a 110 foot animated map of the United States tells the story of highway progress in years to come.



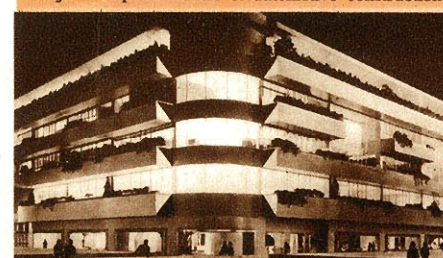
Nine glass pillars contain the exhibit of GM's Overseas Operations in the "Department Store." Inside are Frigidaire, Delco and Research exhibits.

## THE CITY OF THE FUTURE

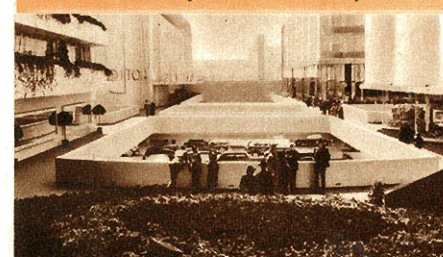
**I**MAGINE being suddenly transported twenty years into the future! . . . to the heart of a great city! . . . in the year 1960! This seems to happen to you as you stand in the City of the Future, heart of the General Motors exhibit building, Highways and Horizons. It IS 1960—broad elevated sidewalks 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



**THE PONTIAC EXHIBIT** in the Automobile Salon and the street intersection includes models from its De Luxe 115 Six, De Luxe 120 Six and De Luxe Eight lines. Special features of engineering and construction—such as Duxley Rear Springing, which contributes immeasurably to riding comfort on all kinds of roads, and the Pontiac-pioneered Safety Shift—are explained by means of a special cut-away Pontiac chassis and engine.

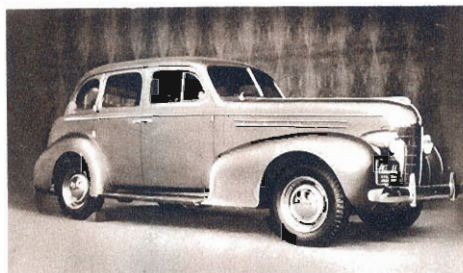


**IN THIS** circular Automobile Salon, dominated by an unusual spiral column in the center and finished in glass, copper and rosewood, the latest model General Motors cars are displayed, together with cutaway mechanical exhibits that explain important features of General Motors engineering and design. Additional cars and trucks are displayed in the street intersection and at various points throughout the Highways and Horizons building.

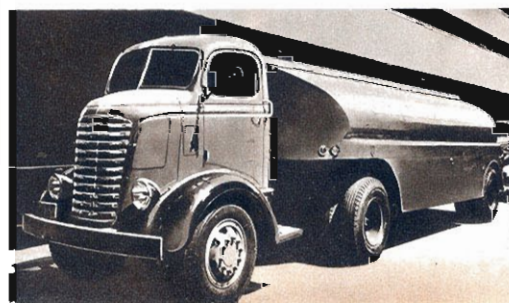
**CHEVROLET**—leading producer of low priced cars—exhibits models from the Master 85 and Master De Luxe series, together with a rotating chassis and a cut-away model of the famous Chevrolet valve-in-head engine. Other exhibits show the operation of Knee-Action suspension and the Chevrolet vacuum gear-shift. Chevrolet commercial models, light and heavy duty trucks and additional passenger car models may be seen in the street intersection.



**OLDSMOBILE** dramatically illustrates engineering progress in its Automobile Salon exhibit, where a cut-away model of an 1897 Olds engine is shown beside a 1939 eight cylinder model. In another part of the room an illuminated cut-away car revolves slowly. On the floor of the Salon and elsewhere in the Exhibit Building are models of the Oldsmobile six cylinder Series Sixty and Series Seventy and the eight cylinder Series Eighty.



**LASALLE** models for 1939, displayed in the Automobile Salon and in the street intersection, are noted for their advanced styling, increased passenger room and improved vision. The Controlled-Action Ride, resulting from the combination of the new Hi-Plane Hotchkiss Drive with Knee-Action, gives added comfort to these cars, powered by a Cadillac precision-built 125-horsepower V-8 engine.



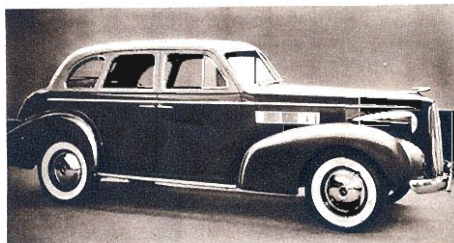
**GENERAL MOTORS TRUCKS** for all purposes, as well as taxicabs, busses, and highway coaches, are displayed in the street intersection. A Diesel powered truck may be seen in the Diesel exhibit section directly behind the Diesel entrance.



**CADILLAC**, fine car builder for thirty-seven years, displays its style-setting Sixty Special in the Automobile Salon, with other models from the Sixty-one, the Fleetwood and the Sixteen series placed in the street intersection and at one entrance to the Auditorium. In the Salon a cut-away model of the famous Cadillac sixteen cylinder engine—only one regularly manufactured for passenger car use in America—is displayed.



**BUICK** cars are displayed in the Automotive Salon and on the streets of the City of the Future. Included are models from the Special Series 40, Century Series 60, Roadmaster Series 80 and Limited Series 90 lines. Particularly interesting is the cut-away Buick chassis, showing the coil spring suspension on all four wheels and the Dynaflex valve-in-head straight-eight engine, and a display of a working model of the Buick Handi-shift and Flash-Way direction signal.



**FISHER BODY** exhibits this full size transparent car, the first ever constructed in the United States. Advancements in body engineering, with emphasis on the contribution of increased vision to safety, are graphically presented against a background of aluminum and gold murals by Dean Cornwell.



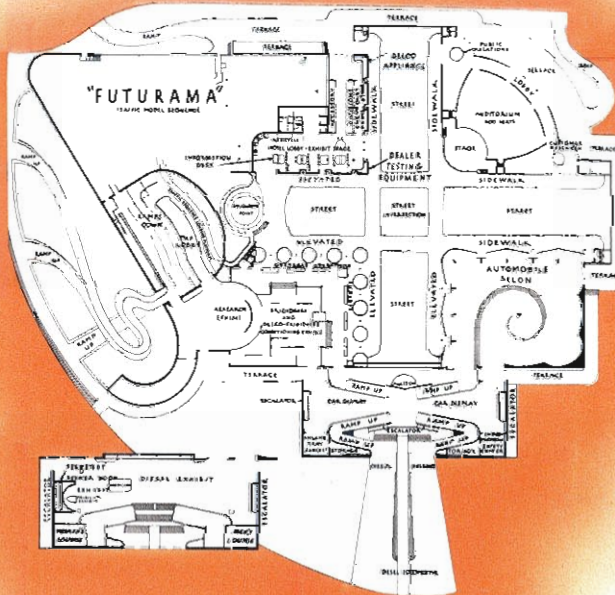
**NEW DEPARTURE.** Here in the famous "ball bouncing" machine, steel balls—identical with those used in the well-known New Departure bearings—bounce with clocklike regularity and precision through an involved pattern, demonstrating the high uniformity of their manufacture. And don't miss the animated bicycle nearby, showing the operation of the new two speed drive introduced by New Departure, world's largest maker of bicycle coaster brakes.

**GUIDE LAMP'S** exhibit in the west corridor of the "Apartment House" utilizes a diorama 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 headlamps, Guide Lamp also makes numerous other products, including bumper guards, hub caps, radiator emblems and head lamp testing equipment.

**DELCO RADIO** division, a leading producer of automobile radios, uses a huge world hemisphere, around which an illuminated band revolves slowly, to symbolize the "world of radio at your finger tips" in its exhibit. Arranged around this central theme are displays of various types of Delco radio equipment, while above an animated transparency shows a typical auto radio installation.

**DUREX BEARINGS**, made from finely powdered metals that have been compressed under tremendous pressure, and impregnated with oil to eliminate the need for frequent lubrication, are displayed in the mechanized exhibit of the Moraine Products division. In adjacent displays are examples of the numerous applications of these bearings, widely used in household appliances.

**YOU PROBABLY** have received some of the numerous questionnaires and handbooks on motorists' likes and dislikes distributed throughout the year by the Customer Research Staff of General Motors. At their booth, to the left of the Auditorium, you may obtain free copies of their literature and questionnaires.



**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.

**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 on farms, boats and other places where a self-contained source of electrical energy is required.

**"SPARKY"**—famous plug of the AC Spark Plug division—keeps clean for best performance in a tub overflowing with water, as 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".

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

**AGAINST** a background formed by a large map of the United States, GMAC and GEIC tell the story of their contributions to making automobile ownership available to more people. Points of particular interest to installment purchasers are emphasized in animated displays.

**TWO-CYCLE DIESEL** engines, pioneered by General Motors, are now widely used for locomotive, marine, truck, bus and stationary installations. Keep up to date on this rapidly growing industry by visiting the Diesel exhibit, just behind the Diesel entrance, where models ranging from a 12 cylinder 1000 horsepower locomotive engine to a small one cylinder 15 horsepower unit are displayed, and animated charts explain the Diesel principle.

**HYATT BEARINGS.** A full size animated section of a railway car journal, with wheel revolving, and the journal box cut away 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, continually changing pictures of high-speed streamline trains flash on a screen. Also on display are the many other types of Hyatt Roller Bearings, for a wide variety of uses.

**INLAND MANUFACTURING'S** exhibit in the "Apartment House" lobby demonstrates the operation of the new Inland "Belleville" type clutch by means of a large mechanized model. On the upper level, near the Diesel entrance, Inland demonstrates the rubber and metal ice trays and grids manufactured by this division and used extensively in many electric refrigerators.

**THE STORY** of foreign trade in terms of the motor car is told in the nine glass columns of the General Motors Overseas Operations exhibit. Here is shown the influence of international highways on international understanding, and how the automobile industry brings its raw materials from the four corners of the earth, sends the products of its men and machines to every country in the world.

**AT THE** entrance on the right to the Auditorium is the "GM Folks" booth. Here you may arrange to receive free copies of several interesting illustrated booklets about chemistry, electricity, metallurgy, safety, research and the motor car. All General Motors employees are cordially invited to register here when visiting the General Motors Exhibit Building.

**FRIGIDAIRE'S** exhibit features a giant microscope, around whose base micro-organisms slides dramatize the need for proper food preservation. Nearby stands the new revolutionary "Cold Wall" refrigerator. Electric ranges, coal stoves, oil conditioning equipment and many other products for home and commercial use are also displayed.

