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 “Carru-Go-Round” Extending for a Third of a Mile in and about Building

Chevrolet, Pontiac, Oldsmobile, Buick, LaSalle, Cadillac

Traffic and Safety Information Center

A 5000 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
- General Motors Acceptance Corporation
- General Motors Acceptance Corporation
- 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, Highways and Horizons, General Motors seeks to give a foretaste of tomorrow rather than a forecast 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 lounge-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 appear—but an actual showroom shows you today’s actual cars, and a Diesel locomotive provides 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 purpose of General Motors, which is not merely to make cars and refrigerators and Diesel engines and the like for today, but constantly to promote the welfare and the progress of the nation.

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