



What we saw in the

GENERAL MOTORS EXHIBIT BUILDING

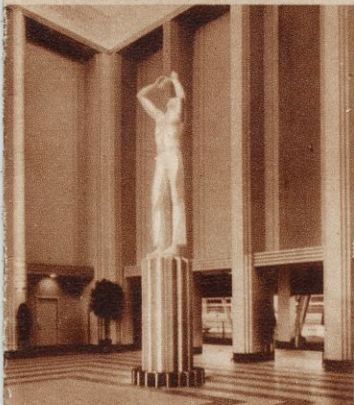
AT A CENTURY OF PROGRESS

INTERNATIONAL EXPOSITION • CHICAGO 1933

(LOCATION: 31ST STREET GATE)



Entrance Hall—118 feet long by 57 feet wide by 50 feet high. Pronounced by critics, "One of the most beautiful rooms of the entire Fair."



Milles Statue—The great white statue of the American automobile workman by the famous Swedish sculptor, Carl Milles. The base is nine feet high, the figure sixteen feet high.



The General Motors Exhibit Building at night demonstrates the last word in striking beauty obtained through indirect lighting on brilliant coloring.

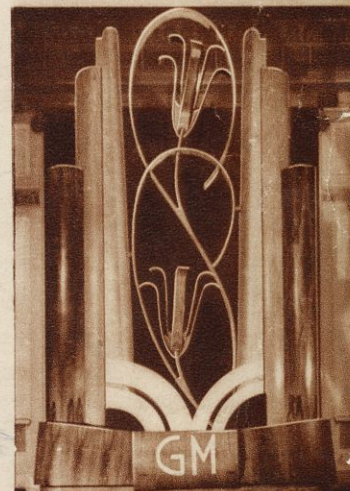
We Found the General Motors Building One of the Most Interesting Places at the Fair

BEFORE we went to the fair we had heard about the General Motors Building being one of the fascinating exhibits at A Century of Progress Exposition. Our friends returning, told us about this huge building whose tower reaches 177 feet into the air and whose spacious halls hold so many instructive and entertaining exhibits. We found it even more interesting than we anticipated. By day, its orange, yellow, blue, red and silver make this building a harmony of modern coloring and by night it is even more beautiful. 2,300,000 watts of electricity are used each night for exterior lighting—enough to light a city of 7,500 people.

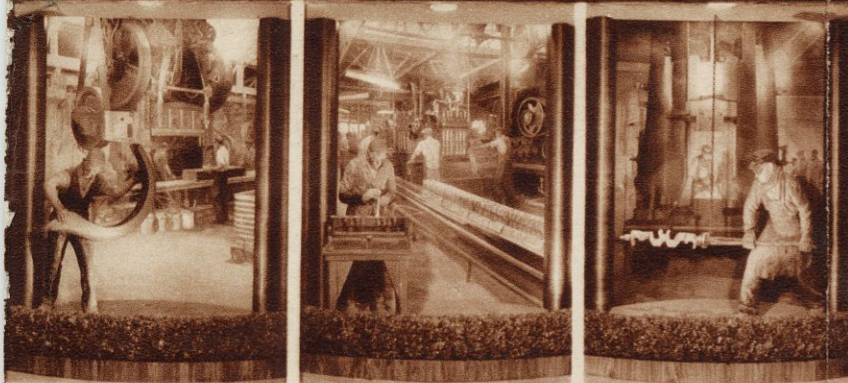
The General Motors Exhibit is the largest structure erected by a private exhibitor, having over 120,000 square feet of floor space. Over 950 tons of steel were used in the framework, making it the most substantially constructed building on the grounds. The building was designed by Albert Kahn, internationally known architect. Decorations are by the Wittbold Studios of Chicago. The Lundoff-Bicknell Co., Cleveland, builders.



Mural Maquettes — Something new in American art. These beautiful panels are made entirely from inlaid woods. They are the work of Miklos Gaspar and Matt Faussner.



One of the beautiful modernistic background panels dotting the display rooms. Constructed entirely of matched and fitted woods.



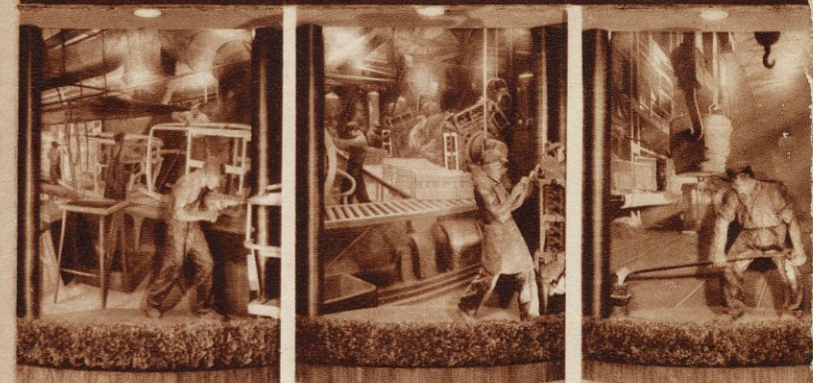
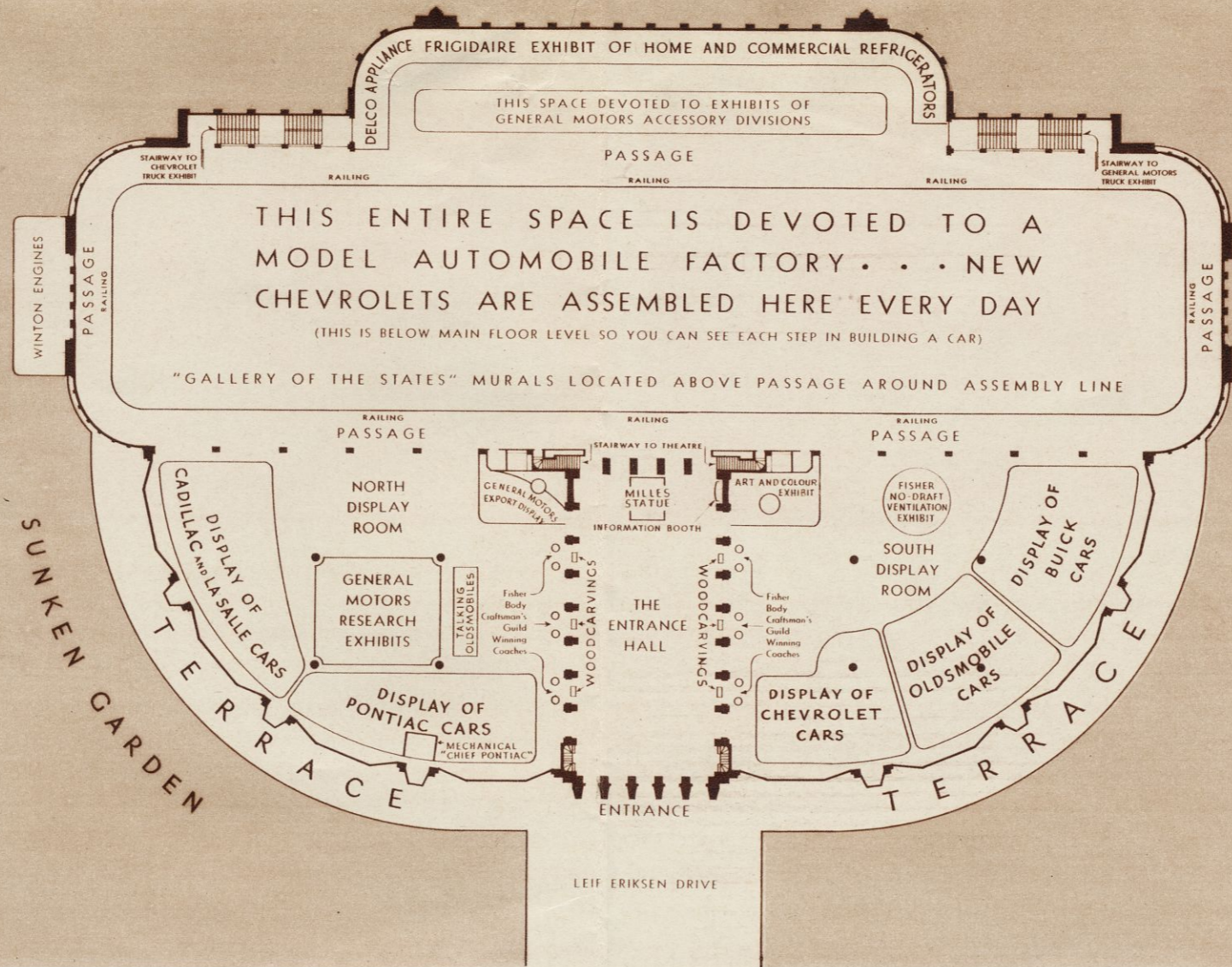
Three of the six splendid wood carvings of typical automobile craftsmen which are found in the Entrance Hall. They are the work of Carl Hallsthammar, Swedish-American sculptor of Chicago.



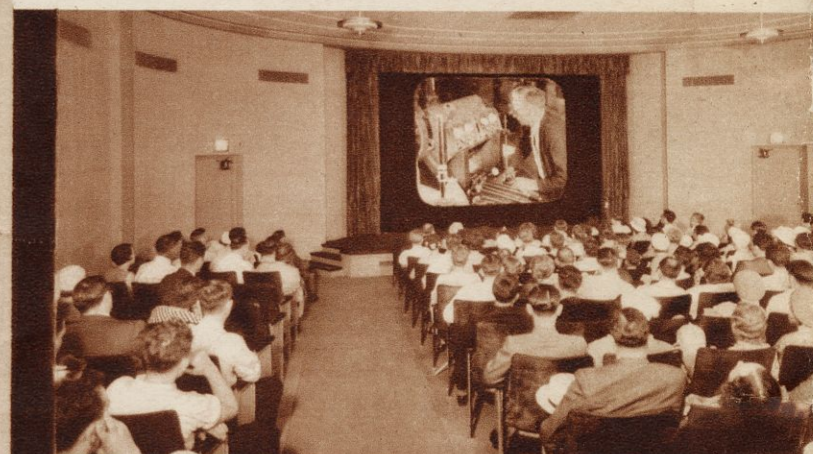
The Sunken Garden is 200 feet square and is a lovely, refreshing spot overlooking Lake Michigan. A unique feature is the outdoor automobile display space, probably the only one of its kind.



In this north room we were thrilled with the startling scientific exhibits of General Motors Research which gave us new insight into the far-reaching studies which underlie the products of General Motors.



Carl Hallsthammar worked with mallet and chisel in carving his figures from huge blocks of wood. The backgrounds which show the relation of the worker to the factory, were painted by Axel Linus of Chicago.



This "Little Theatre" reached by stairs near the Milles Statue, seats 235 persons and is air-conditioned by Frigidaire. It is a welcome retreat to relax and enjoy good talking pictures in perfect temperature.



The South Display room contains historic automobiles, a practical demonstration of the wonderful new Fisher Ventilation System, and the Art and Colour Section's exhibition of automobile body design.

At Every Turn There was Something to Attract Us

There are eight main rooms in this General Motors building and you should not miss one of them. To the right and left of the Entrance Hall are luxurious display rooms, which in addition to having the latest models of all General Motors cars, offer many interesting exhibitions of a scientific nature which gave us a new idea of the precision and care used in making a modern automobile. We had always wanted to see an automobile made and from a balcony around the Assembly Room, 420 feet long by 90 feet wide, we watched craftsmen build bodies and completely assemble 1933 Chevrolet cars.

On the Lake Michigan side of the building is a large room devoted to General Motors household appliances and accessories and on the floor directly below, a complete display of General Motors Trucks, Buses and Cabs and Chevrolet Trucks.

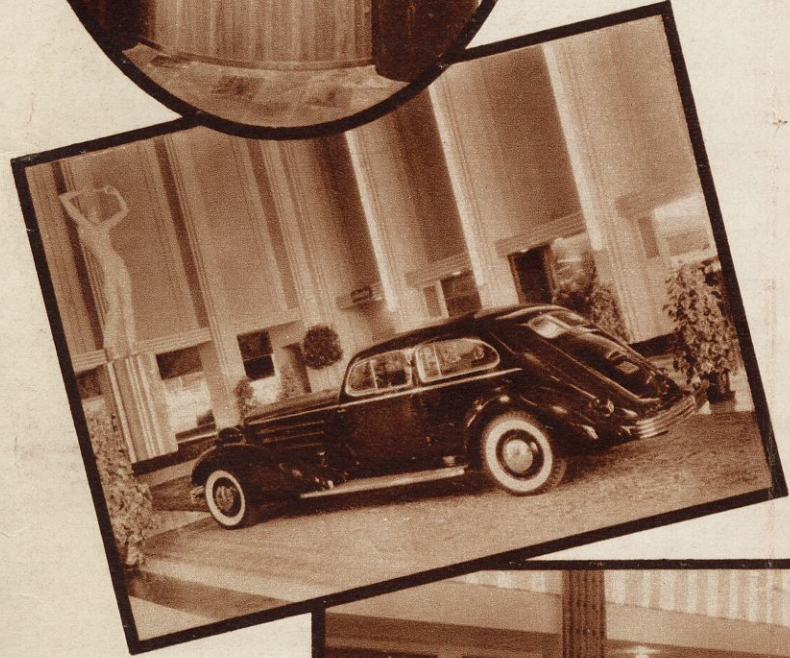
Overlooking the sunken gardens is the Winton Engine Room containing two huge Diesel engines which power the assembly line.

How refreshing and cool is the Little Theater reached by stairways leading down from the Entrance Hall—a place to relax and watch very interesting motion pictures.

Things we saw in the GENERAL MOTORS EXHIBIT BUILDING which we will always remember

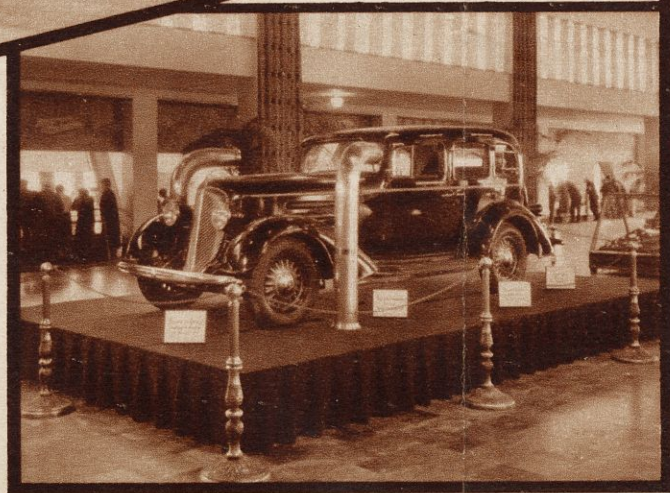


The Napoleonic Coaches which won the Fisher Body Craftsman's Guild competition during the past two years are on display in the North and South Display Rooms.



This striking "Tear-drop" design V-16 Cadillac illustrates the degree to which streamline design may be carried in the development of future automobiles.

By means of blowers, the action of air currents on a car being driven along a highway is reproduced to demonstrate the comfort and healthfulness of Fisher Controlled Ventilation.



Now we know why people talk about genuine Frigidaires. The Frigidaire exhibit is convincing proof of supremacy in the refrigeration field.



Like most visitors we were greatly mystified by this mechanical talking Indian. Seated at a table, Chief Pontiac breathes, moves his head, eyes and mouth, describes your costume and answers your questions about the Pontiac Economy Straight Eight.



This huge revolving world and the views from many lands surrounding it, portray the world-wide scope of General Motors activities.

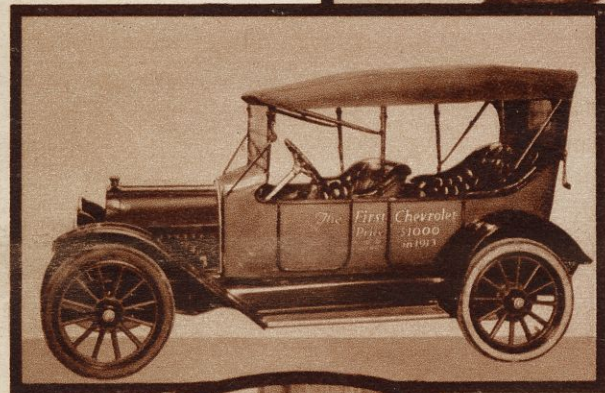


A 1901 Oldsmobile and a 1933 Oldsmobile held a robot-phone conversation right before us and we learned about the tremendous improvement in motor cars made possible by General Motors research and engineering.

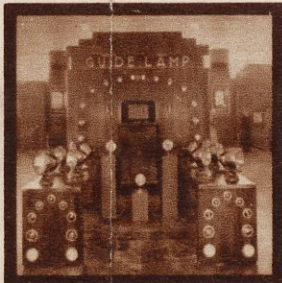
The "Old Scout"—the Oldsmobile runabout which won the first trans-continental automobile race in 1905.



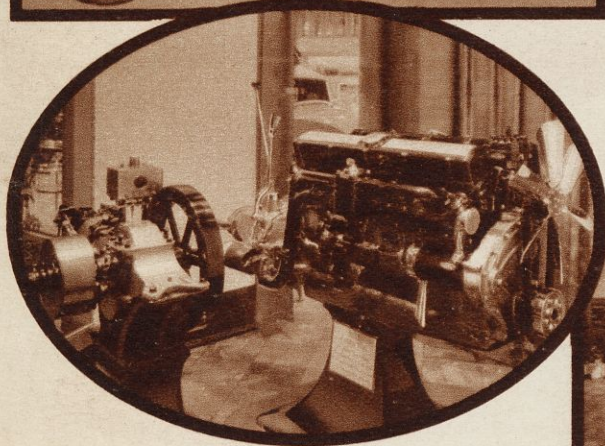
The first Chevrolet—built in April, 1913. This first of a line of dependable cars has traveled 237,462 miles.



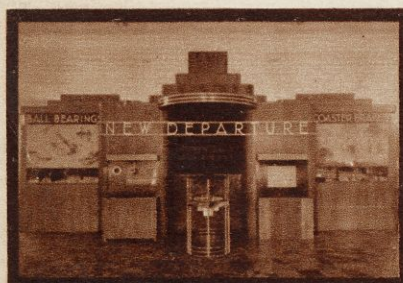
We discovered some remarkable improvements in headlights in the Guide Lamp display.



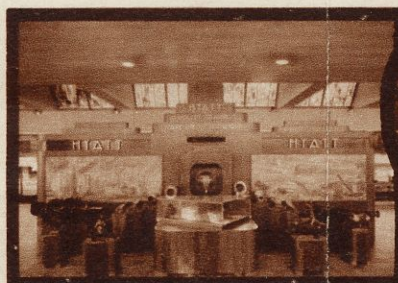
Delco Appliances include fans, vacuum cleaners, oil burners, lighting and power plants, radios and other household equipment.



Probably the most outstanding example of the development of automobile engines was this one-cylinder (1904) Cadillac engine as compared with the sixteen-cylinder 1933 power plant.



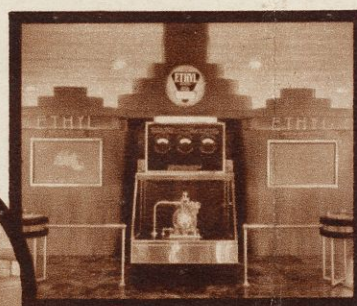
Perfection in New Departure Ball Bearings is demonstrated by a ball that continuously jumps through a hoop.



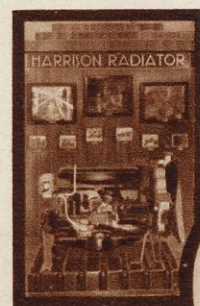
The famous Hyatt Roller Bearings we found are made by a General Motors Division. See this precision exhibit.



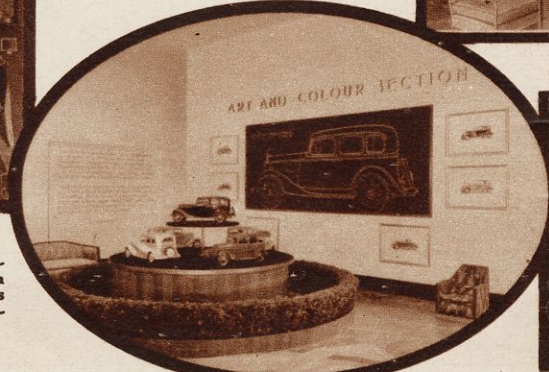
Luxurious Parlor Coaches, Taxicabs, Fire Apparatus and massive Trucks are found in the General Motors Truck Exhibit.



Ethyl Gasoline, one of the developments of the General Motors Research Laboratories, is on display here.



The cut-away display of Harrison Radiator shows you how car radiators are built.



This display shows miniature models made in the Art and Colour Section before acceptance of new cars for manufacture.



Moraine Products have a display of bearings which contribute so much to the long life of General Motors cars.

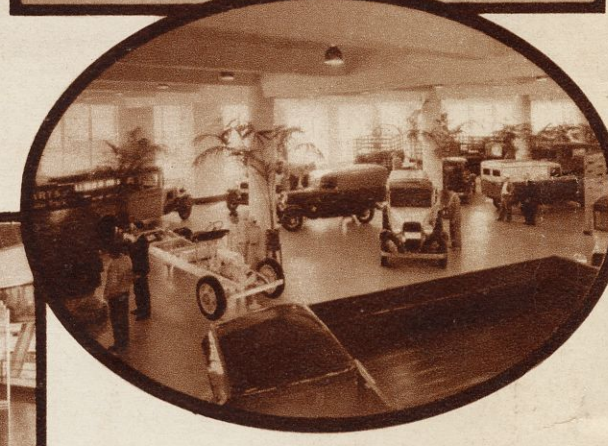


Inland Manufacturing Company has a display of rubber ice trays, steering wheels, etc. (Quickube, Du-Flex, Flexotray and Flexogrid.)



These two 600 horsepower Winton Diesel engines taught us something about the pioneering General Motors is doing in this branch of engineering.

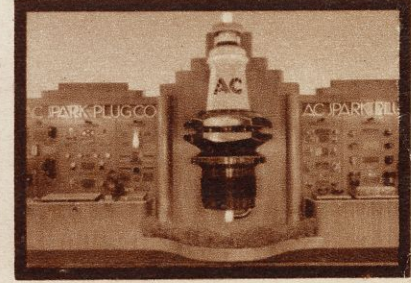
This early Cadillac is in striking contrast to the modern streamlined Cadillac which surround it on the Display Floor.



Many new body styles are exhibited in this Chevrolet Truck display. We were told that Chevrolet makes nearly half of all trucks sold in this country.



We saw a complete display of Delco-Remy Starters, Horns, Batteries, Ignition Systems and other electrical equipment.



No doubt this AC spark plug is the largest in the world. Spark plugs are only one of the numerous automobile accessories made by AC Spark Plug Company.

GENERAL MOTORS

at the

WORLD'S FAIR

CHEVROLET

PONTIAC

OLDSMOBILE

BUICK

LA SALLE

CADILLAC

BODIES BY FISHER

GMC TRUCKS

YELLOW COACHES

GENERAL CABS

AC SPARK PLUGS

HYATT ROLLER
BEARINGS

HARRISON
RADIATORS

GUIDE LAMPS

DELCO, DELCO-REMY

NEW DEPARTURE

WINTON ENGINE

MORAINE PRODUCTS

INLAND PRODUCTS

FRIGIDAIRE
REFRIGERATORS
COOLERS AND AIR
CONDITIONERS

DELCO HOUSEHOLD
APPLIANCES

GENERAL MOTORS
ACCEPTANCE
CORPORATION
(GMAC)

GENERAL
EXCHANGE
INSURANCE
CORPORATION

GENERAL MOTORS
EXPORT COMPANY

GENERAL MOTORS RESEARCH

**GENERAL MOTORS PRODUCTS
HAVE OUTSTANDING VALUE**