

MAY 27th
to 29 TO

NOVEMBER

1st

1933

CHICAGO

GENERAL MOTORS BUILDING . .

**A CENTURY
OF PROGRESS**

GENERAL MOTORS *at the* WORLD'S FAIR

1833 A CENTURY OF PROGRESS 1933

*A Great International Exposition Which Celebrates Man's
Unparalleled Progress During the Past Hundred Years*

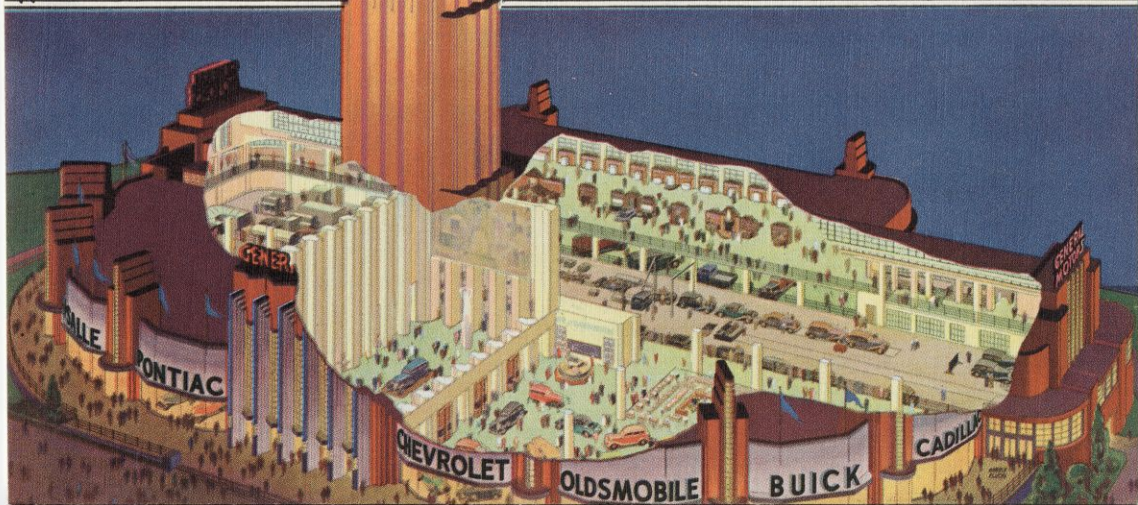
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CUTAWAY SHOWING

LOCATION OF GENERAL MOTORS' EXHIBITS



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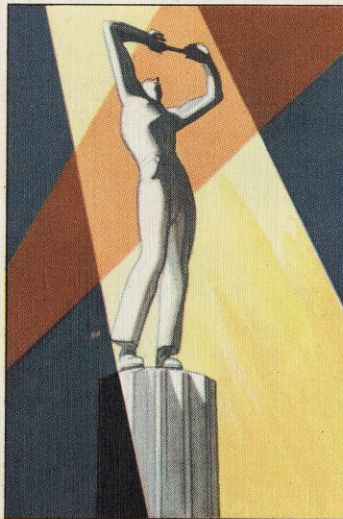
In this brief space, it would be impossible to give an adequate idea of the brilliance and magnitude of A Century of Progress Exposition. But we may safely predict that just as the Chicago World's Fair of 1893 was one of the never-to-be-forgotten memories of the past generation, so will this World's Fair be one of the high spots in the memory of those who are fortunate enough to attend it.

Imagine, if you can, a three-mile strip along Chicago's famous Lake Michigan waterfront transformed into a veritable Fairyland. And assembled within this Fairyland more interesting things than probably ever were gathered in one place before in all the history of the world! Man's unparalleled inventive progress during the past hundred years will be the theme of the Exposition. Millions of visitors will be entertained and amused by gorgeous shows and spectacles. There are scores of buildings and exhibits in which art, science and industry display

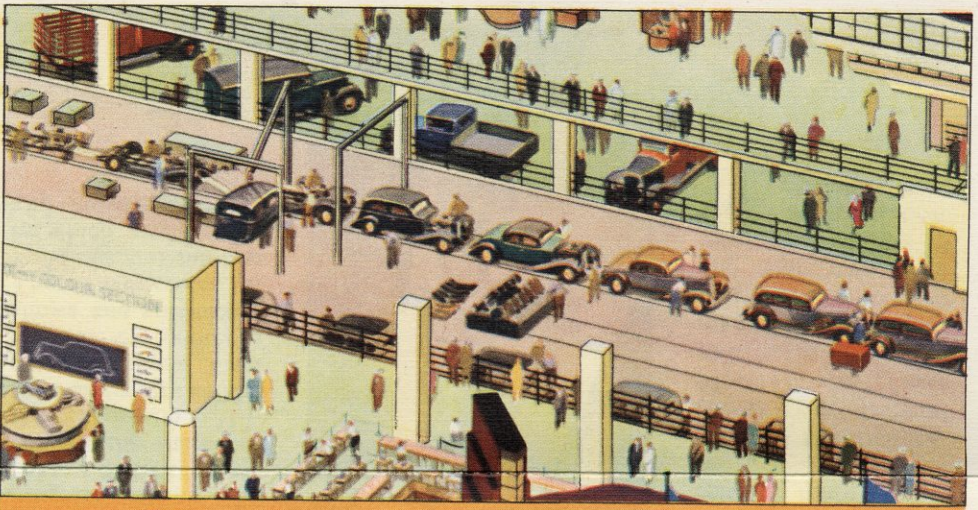
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Naturally, as one of America's leading industries, General Motors will be fittingly represented at this mighty Exposition. The home of General Motors products at the World's Fair, situated on the very shore of Lake Michigan, will be one of the main attractions. The central tower runs up into the sky like a giant lighthouse, reaching the highest point of any building at the Fair—177 feet from the ground. The building itself is an eighth of a mile long, and 306 feet wide. The entrance hall with its imposing dimensions, its columns

and pillars, has the beauty and dignity of a medieval cathedral. Modern sculptures and colorful murals greet the eye. Inside is a series of exhibits featuring every General Motors product. These exhibits comprise many of the most interesting, entertaining and instructive features to be found in the whole Exposition.



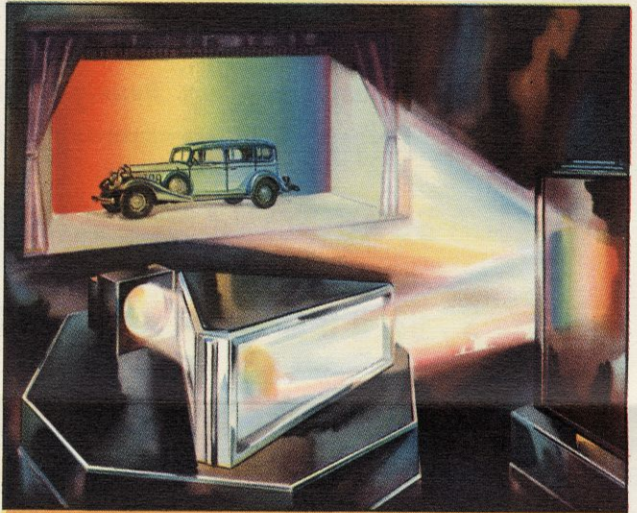
THE MILLES STATUE



THE CHEVROLET ASSEMBLY LINE. SEE CARS ACTUALLY MADE HERE

Here is one of the high spots of the Exposition—the only manufacturing and assembly line on the ground—complete in every detail. Chevrolet cars and Fisher bodies built before your eyes—a dramatic demonstration of Chevrolet's fine workmanship and quality of manufacturing—and Fisher Body craftsmanship and quality. The assembly of Chevrolet cars starts with the bare frame. Then the engine is added . . . the line of drive . . . the transmission . . . the wheels—everything assembled before your eyes just as if you were in the Chevrolet factory. Then the Fisher body which you saw built is mounted on the Chevrolet chassis. And presto! A new Chevrolet—ready to drive—rolls off the assembly line—completed! Don't miss this feature of General Motors' display.

THE scientists of the General Motors Research Laboratories have brought to A Century of Progress an artificial rainbow, produced by a huge prism instead of by raindrops as in Mother Nature's laboratory. This rainbow, or spectrum, is a vivid display—an unusual symphony of the purest color tones that can be enjoyed by the naked eye. For years astronomers have made chemical analyses of the heavenly bodies by means of the spectroscope, but just recently has that instrument been turned to the fiery maw of the furnace from whence comes the steel that goes into automobiles. Now the spectroscope's great sensitivity can be used to make those minute measurements which produce such profound effects on the life and operation of the car of today. (*This is one of many surprising Research exhibits.*)



THE SPECTROSCOPE—A RESEARCH LABORATORIES EXHIBIT

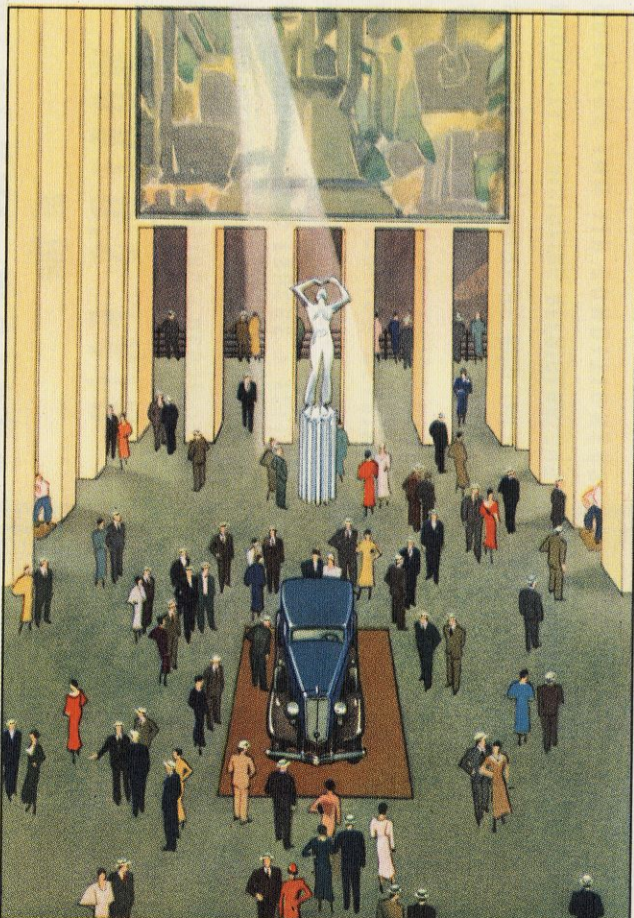
IN THE main entrance hall of the General Motors Building at the Chicago World's Fair stands a heroic figure, emblematic of the skilled worker of the automotive industry. It was done by Carl Milles, said by many authorities to be the foremost sculptor of today. As a boy he had romantic ideas of travel and far places. After several discouraging attempts he got to Paris, where he underwent more than one man's share of sacrifice and privation. His fresh command of sculpturing finally achieved recognition. Pupil of Rodin, he has often been acclaimed second only to the French master. . . . The entrance hall opens into two main display rooms, where General Motors cars are on exhibition. Around the walls of the entrance hall stand a series of dioramas—displays in three dimensions. The foreground is modeled in perspective with height, width and thickness blending

into a harmonized background. Also on display are a number of mural marquetrys made of inlaid wood by Matt Fussner. Over twenty-six varieties of wood have gone into these murals.

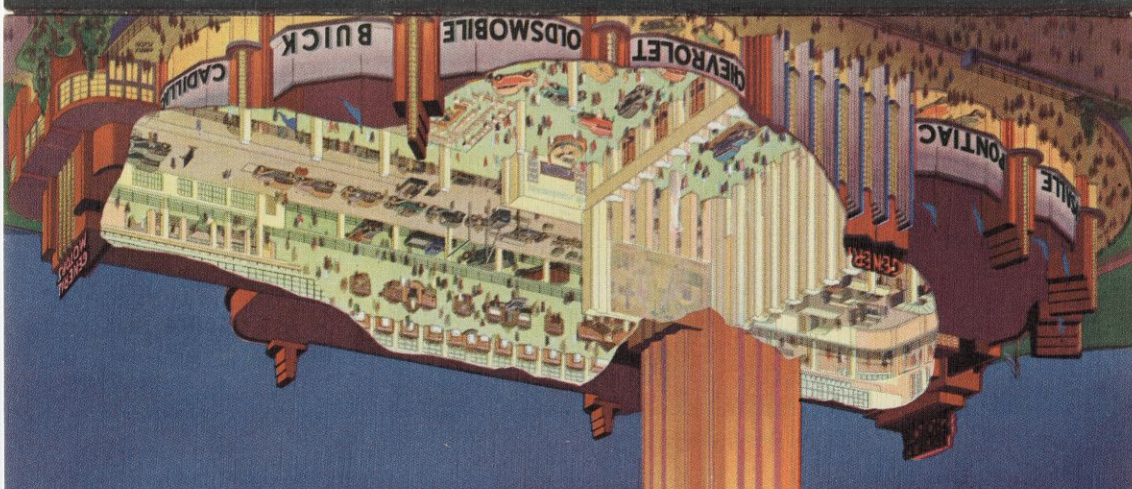
FORTY murals along the walls of the assembly room tell the story of the contributions made by the respective states to the automotive industry.

These murals, as well as the murals and their accompanying wood carvings in the entrance hall, and all other decorations throughout the entire building, were designed, executed and installed by the Wittbold Studios of Chicago. The building itself was designed by Albert Kahn, internationally known architect.

There is a small air-conditioned theater in the General Motors Building for the presentation of lectures and sound films.



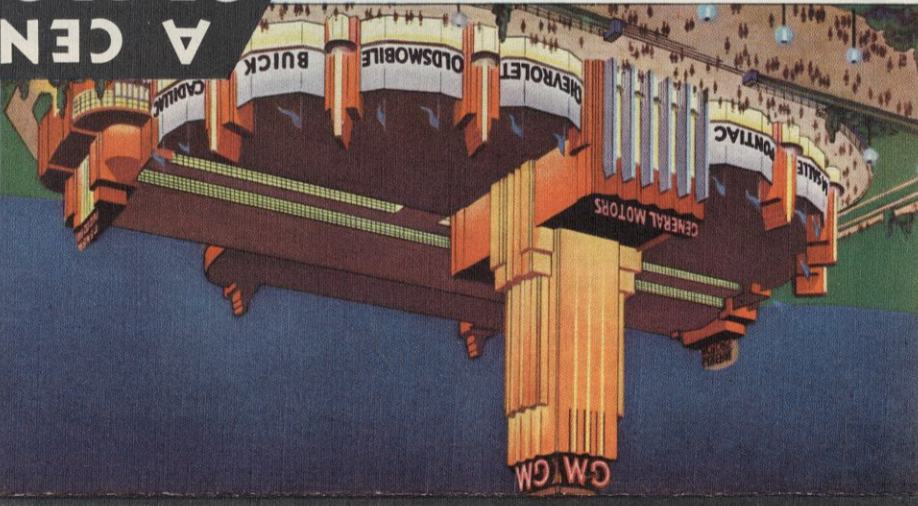
THE ENTRANCE HALL



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, MORAINÉ AND INLAND
 PRODUCTS • FRIGIDAIRE REFRIGERATORS,
 COOLERS AND AIR CONDITIONERS
 DELCO HOUSEHOLD APPLIANCES
 Also Exhibits by GENERAL MOTORS ACCEPT-
 ANGE CORPORATION (GMAC), GENERAL
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GENERAL MOTORS PRODUCTS HAVE
 OUTSTANDING VALUE



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