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

From every part of the world visitors are coming to Chicago this summer to see A Century of Progress, the international exposition opening May 27th.

In this brief space, it would be impossible to give an adequate idea of the their most stupendous, most modern marvels. And colorful and lively as will be the scenes during the day—at night they indeed defy description. Invention has gone the limit to produce mysterious lighting effects that for novelty and beauty have never been equalled.
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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 their most stupendous, most modern marvels. And colorful and lively as will be the scenes during the day—at night they indeed defy description. Invention has gone the limit to produce mysterious lighting effects that for novelty and beauty have never been equalled.

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 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 please! 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 in vivid display—an unusual symphony of the purpest 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 spectroscopic camera, but just recently has that instrument been turned to the very mang of the furnace from whence comes the steel that goes into automobiles. Now the spectroscopic camera's great sensitivity can be used to make those minute measurements which produce such profound effects on the life and operation of the cars of today. (This is one of many surprising Research exhibits.)

THE ENTRANCE HALL

THE SPECTROSCOPE—A RESEARCH LABORATORIES EXHIBIT
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 AND INLAND,
PRODUCTS • FRIGIDAIRE REFRIGERATORS,
COOLERS AND AIR CONDITIONERS,
DELCO HOUSEHOLD APPLIANCES

Also Exhibits by General Motors Acceptance Corporation (GMAC), General Motors Export Company and General Motors Insurance Corporation.