What we saw in the
GENERAL MOTORS
EXHIBIT BUILDING
AT A CENTURY OF PROGRESS
INTERNATIONAL EXPOSITION • CHICAGO 1933
,LOCATION: 31ST STREET GATE)
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.
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 bearing the latest models of all General Motors cars, offer many interesting exhibits 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 1935 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.

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

M OST people go to great expositions like A Century of Progress to bring themselves up-to-date on the advancements which have been made in recent years and to witness the spectacular demonstration of these modern advancements. Because the automobile plays such an important part in our lives we were anxious to acquaint ourselves with the latest developments in this fast-moving industry, and knew we would find them in the General Motors Exhibit. We were hardly prepared to find this information available in such interesting and entertaining form. There are mechanical exhibits that hold you fascinated. There are demonstrations of scientific principles that astound you. There are graphic examples of engineering achievement that make you understand why General Motors is the leader of the automotive industry and why General Motors cars and other products give such outstanding value. To this feeling of General Motors accomplishment there was also added a new understanding of the scope of General Motors activity—in world-wide organization, its great resources and the many products it makes besides automobiles. To visit the General Motors Exhibit at A Century of Progress is to get an up-to-date knowledge of the latest advancements in many lines of industry.

This exhibit "Chrysler" design V-10 Cadillac, the success of which in the 1930's now is the basis of the sales of Smaller General Motors cars.

We admired every exhibit in the exhibitable exhibit, which has captured the imagination of the world.

"The "Old" Snow"—the Oldsmobile registered in 1906, was the first automobile to cross the continent in 1915.

The first Chevrolet built of the 250,000,000 cars that have wandered the roads of the States.

As you stand at the South end of the Chevrolet assembly line, you have seen on two channels better than two. In the left of the Fisher body line on the right, the Chevrolet assembly line.

A chain is in the particular body assembly by a dynamic top-speeder, F. P. Chicherin, such as we don't complete ready for the buyers.

The famous Buick Rear Engine, where the Buick is much better in a General Motors Truck Exhibit.

The famous Parke Corson, Twelve-fire, rear-mounted engine, is in a display here.

The most astonishing example of the development of automobile engines was the self-contained 1935 engine plant.

The famous Packard Rear Engine, where the Packard, rear-mounted engine, is in a display here.

The company display "The Sprout" of a beautiful display, the Sprout with the rear-mounted engine, is on display here.

Perfection in New Departure Ball Bearing, the company demonstration for the rear-mounted engine, is in display here.

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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 PRODUCTS
HAVE OUTSTANDING VALUE