The GENERAL MOTORS EXHIBIT at a CENTURY of PROGRESS 1934
We Found the General Motors Exhibit one of the most interesting at the World's Fair

The General Motors exhibit building at A Century of Progress, 1934, is one of the largest structures erected by a private exhibitor. It is 490 feet long by 306 feet deep and is said to be one of the most permanently constructed buildings at the fair.

The building has been entirely repainted for the 1934 exhibition in pure white, with sea green and silver trim blending with bright lettering here and there, making a beautiful and colorful spectacle. At night, the hundreds of lights produce an effect that is fairly breath-taking when witnessed for the first time. It is illuminated by 350 flood lights and several enormous neon signs, including the G.M. insignias atop the 177 foot tower that can be seen for 20 miles up and down Lake Michigan. Enough electric current is consumed in the night illumination to pump water for a city of 25,000 inhabitants or supply all the street lighting and household power lighting demands for a town of 7,500.

Everything about the 1934 General Motors exhibit except the popular Chevrolet and Fisher Body assembly lines (where visitors can actually see a complete car made) has been changed; in fact, the 1933 visitor will scarcely recognize the General Motors exhibit when he returns in 1934. General Motors has invested over $3,000,000 in the exhibit. Nearly ten and a half million people visited it in 1933. The building was designed by Albert Kahn, internationally known architect. Decorations are by the Wittbold Studios of Chicago, and Lundoff-Bicknell Company of Cleveland are the builders.
TWO major new features for 1933 are the Frigidaire Air-Conditioned House and the General Motors Pier. The Frigidaire House demonstrates how air conditioning is applicable to the home. It is the first completely air-conditioned house ever built. It also has automatic windows and awnings as well as many other ultra-modern conveniences.

The pier extends out into Lake Michigan at the rear of the main building. Equipped with tables, seats, and colorful umbrellas where visitors can rest amid cooling breezes, it is proving to be one of the most popular spots at the Fair.

INSCRIPTIONS ON THE WALLS OF The Hall of Progress IN THE GENERAL MOTORS BUILDING at A Century of Progress Exposition

No one ever would have crossed the ocean if he could not have gotten off the ship in the storm. —Rabelais

Every production of genius must be the production of enthusiasm. —Diderot

Nothing worth while was ever achieved without enthusiasm. —Emerson

Research is an organized effort to acquire new information. —Clements

Think—first, last, and all the time—think. —A. G. Webster

Genius begins great works; labor alone finishes them. —Joubert

He who invents a machine augments the power of man. —Beaumarchais

Labor is the great producer; wealth it moves; all cause its delay. —Webster

The first eloquence is that which gets things done; the worst is that which delays them. —D. Lloyd George
We Were Surprised to Learn that so Many Famous Products are Manufactured by General Motors

Something new and interesting—met our eyes at every turn . . . .

From the beautiful Hall of Progress on through the enormous rooms of the building to the delightful pier at the rear, there were thrilling new sights to attract and hold our attention at every turn. The animated displays in which carved wooden figures perform little acts that tell of General Motors achievements—the beautiful mural masquerades (pictures that are made by inlaying pieces of colored wood)—spark plugs being made and automobiles being completely built before our eyes were just a few of the many features to enjoy in this interesting and educational exhibit. A complete story of the inner workings of a great industrial organization was revealed to us in such an interesting fashion that we could have spent a whole day in the General Motors Building alone.
We Were Surprised to Learn that so Many Famous Products are Manufactured by General Motors

Again in 1933 this is the only place at the fair where you can see automobiles and automobile bodies actually built. The "plant," in a huge, dry room, with an arched roof—400 feet long by 90 feet wide. A spindled factory a fifth of a mile several minutes from the room. Approximately 5,000 people can watch the operations from this balcony. Looking north in the great Chevrolet amphitheater, you see two parallel factory assembly lines. The one at the left is the Fisher Body "tune," the one at the right is the Chevrolet final assembly line. The chassis and body arrive simultaneously at a designated mounting point where they are bolted together and completed, ready for the buyer. Eighteen Chevrolets are built here every day. We were fascinated by the orderly workmanship of this modern automobile assembly line.
GENERAL MOTORS
at the
WORLD’S FAIR
CHICAGO – 1934

CHEVROLET
PONTIAC
OLDSMOBILE
BUICK
LA SALLE
CADILLAC
BODIES BY FISHER
GMC TRUCKS
YELLOW COACHES
GENERAL CABS
AC SPARK PLUGS
HYATT ROLLER BEARINGS
GUIDE LAMPS
DELCO-REMY
TERNSTEDT MFG. CO.
NEW DEPARTURE
DELCO HEAT
WINTON ENGINE
ETHYL GASOLINE
MORaine PRODUCTS
INLAND MFG. CO.
ALLISON
ENGINEERING
DELCO PRODUCTS
FRIGIDAIRE
REFRIGERATORS
COOLERS AND AIR CONDITIONERS
DELCO HOUSEHOLD APPLIANCES
GENERAL MOTORS ART AND COLOR
FLEETWOOD BODY CORPORATION
GENERAL MOTORS ACCEPTANCE CORPORATION (GMAC)
GENERAL EXCHANGE INSURANCE CORPORATION
GENERAL MOTORS CUSTOMER RESEARCH
GENERAL MOTORS RESEARCH
UNITED MOTORS SERVICE

GENERAL MOTORS PRODUCTS
HAVE OUTSTANDING VALUE