

25A
GENERAL
MOTORS



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 1934 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 have gotten off the ship in the storm.
—Kettering

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

Nothing worth while was ever achieved without enthusiasm.
—Emerson

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

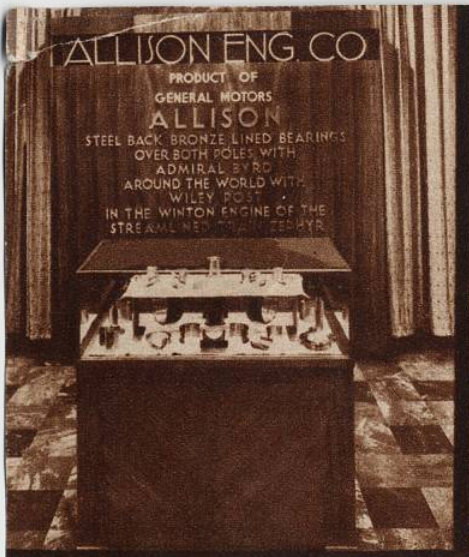
Think—first, last, and all the time—think.
—A. G. Webster

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

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

Labor is the great producer of wealth; it moves all causes.
—Webster

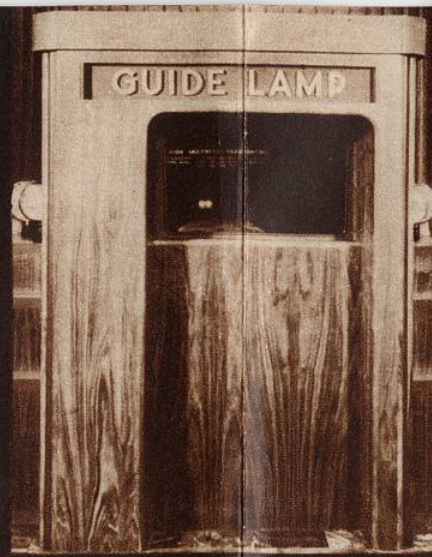
The finest eloquence is that which gets things done; the worst is that which delays them.
—D. Lloyd George



Used by Admiral Byrd in his flights over both poles by Wiley Post in his record flight around the world and in the new streamlined train "Zephyr", Allison Bearings play an important part in the efficient operation of Aeroplane and Winton Diesel engines.



Take home an A.C. Spark Plug as a souvenir of the Fair! The spark plug in the picture is probably the largest one in the world. You shouldn't "drive a worn plug."



The Guide Lamp Division has a marvelous exhibit to explain how well General Motors has provided for safe driving at night.



Hyatt Roller Bearings are more widely used than is ordinarily imagined. Their display tells you very vividly how wide-spread their market is.



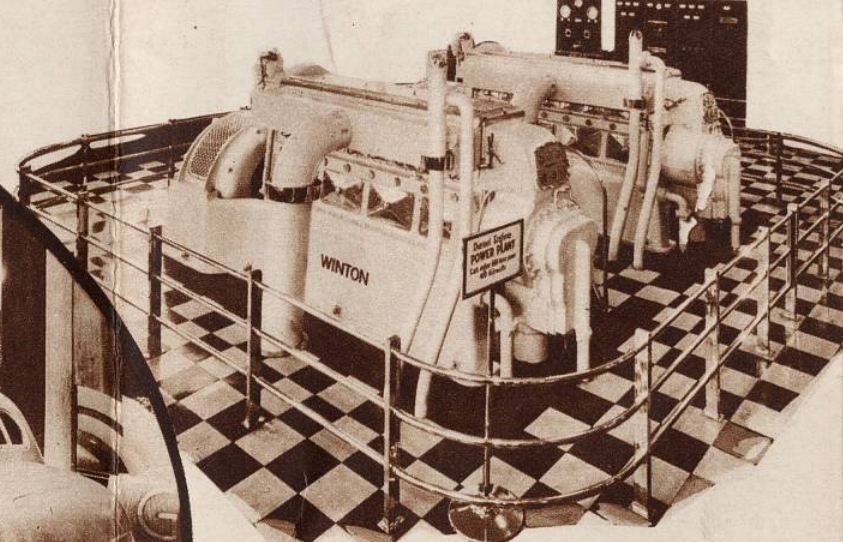
Found in most of the mechanical equipment of your household, such as, electric clocks, washing machines, furniture casters, etc., Moraine Bearings are the invisible servants of American life. Also used extensively in motor cars and farm machinery.

We Were Surprised to Learn that so Many Famous Products are Manufactured by General Motors

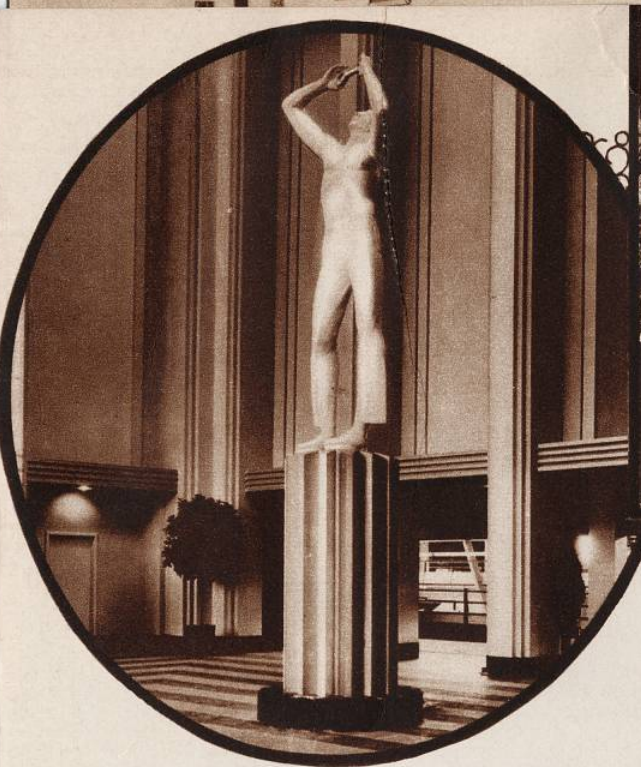


The Inland Manufacturing Company has a display of rubber ice trays (Quickube, Du-Flex Flexotray and Flexogrid). Also running-boards and a steering wheel exhibit which takes you, step by step, through the manufacturing process.

The aristocratic Cadillac and the dashing La Salle are seen to very good advantage in the luxurious North Display room.



At the North end of the Chevrolet Assembly line is the Winton Engine exhibit showing two 600 horsepower Winton Diesel Engines. This same type of engine is used in the new streamlined trains you've heard so much about lately.

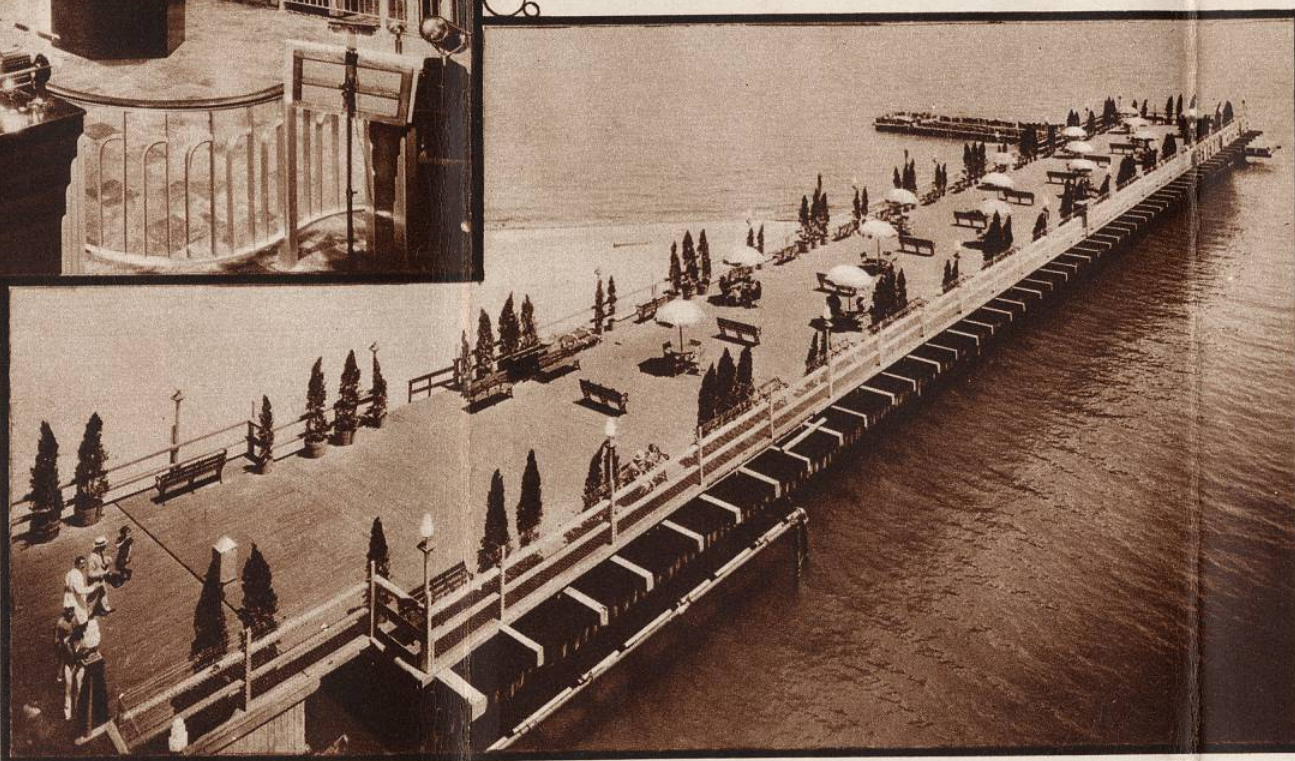


Located at the far end of the General Motors Hall of Progress is the great white statue of the American automobile workman "Inspection". It is the work of Carl Milles, famous Swedish sculptor. The base is nine feet high and the figure sixteen feet high.



In the center of the North Room we were thrilled by the startling scientific exhibits of the General Motors Research Laboratories. These exhibits are housed in an air-conditioned room 47 by 43. Many exhibits are so constructed that they can be demonstrated by any visitor, himself. Imagine playing music on a light beam—or seeing colors in a stone with the help of violet ray! Don't miss any of these things.

Extending out into Lake Michigan at the rear of the main building, we found the new General Motors Pier a cool, restful spot where we could enjoy a sweeping view of the entire exposition. Shaded with numerous gayly colored umbrellas, there are sufficient seats on the long pier to accommodate hundreds of visitors.



Mural Marquetry, used in the interior decorative scheme of the General Motors Exhibit. These beautiful panels are made entirely of hundreds of pieces of vari-colored inlaid wood. They are the work of Miklos Gaspar and Matt Faussner.



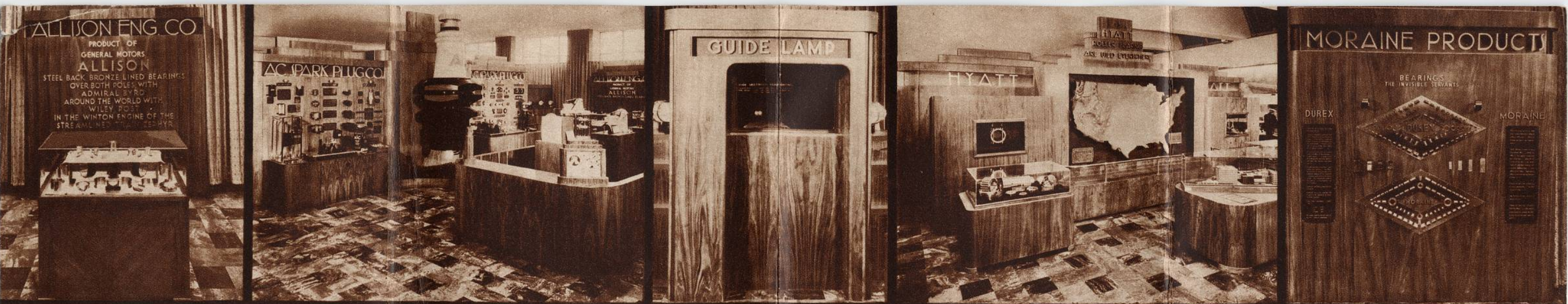
General Motors Hall of Progress, 118 feet long by 57 feet wide by 50 feet high—contains dramatizations of 8 of the contributions by General Motors to the automotive industry, as well as the famous statue "Inspection" by Carl Milles. This entrance hall has been pronounced by critics, "one of the most beautiful rooms in the entire Fair."

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 marquetry (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.



Art leaders who have visited the General Motors Building at the World's Fair, have pronounced William Smart's mural, on the outer walls of the Research display room, a masterpiece.



Used by Admiral Byrd in his flights over both poles—by Wiley Post in his record flight around the world and in the new streamlined train "Zephyr", Allison Bearings play an important part in the efficient operation of Aeroplane and Winton Diesel engines.

Take home an A.C. Spark Plug as a souvenir of the Fair! The spark plug in the picture is probably the largest one in the world. You shouldn't "drive a worn plug."

The Guide Lamp Division has a marvelous exhibit to explain how well General Motors has provided for safe driving at night.

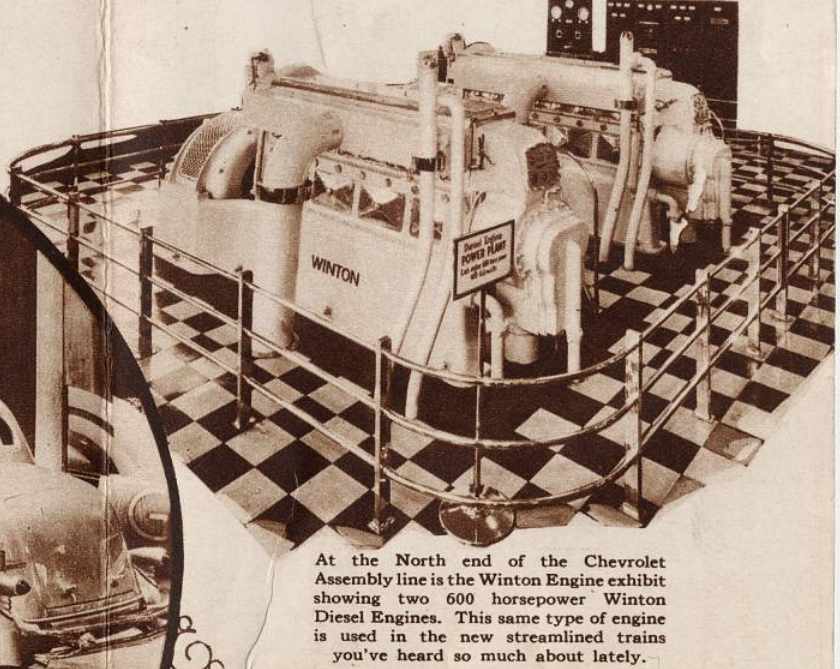
Hyatt Roller Bearings are more widely used than is ordinarily imagined. Their display tells you very vividly how wide-spread their market is.

Found in most of the mechanical equipment of your household, such as, electric clocks, washing machines, furniture casters, etc., Moraine Bearings are the invisible servants of American life. Also used extensively in motor cars and farm machinery.

We Were Surprised to Learn that so Many Famous Products are Manufactured by General Motors



The aristocratic Cadillac and the dashing La Salle are seen to very good advantage in the luxurious North Display room.



At the North end of the Chevrolet Assembly line is the Winton Engine exhibit showing two 600 horsepower Winton Diesel Engines. This same type of engine is used in the new streamlined trains you've heard so much about lately.



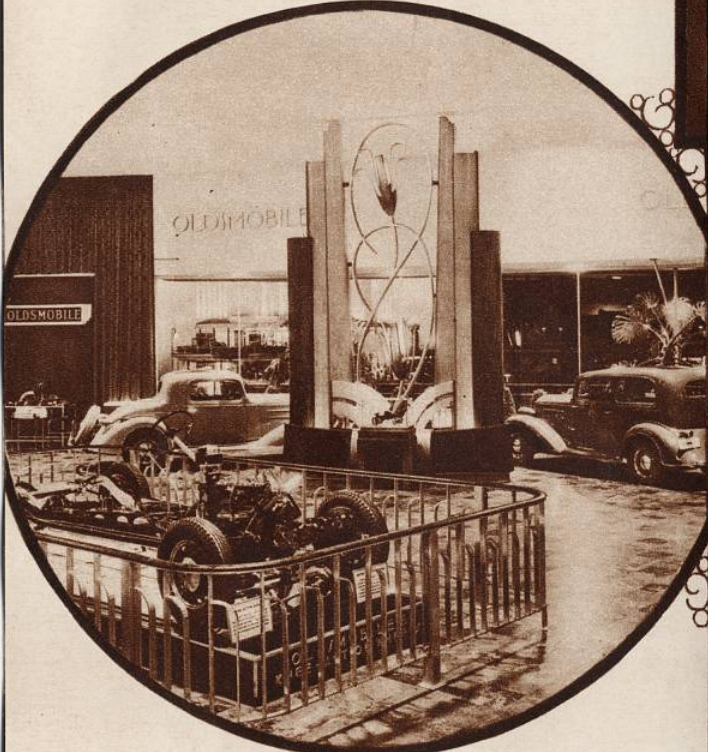
The North Room contains the Chevrolet display with very instructive demonstrations that help you to become more intimate with the car itself.

Luxurious parlor coaches, taxicabs, fire apparatus and large and small trucks were seen in the General Motors Truck and Chevrolet Truck exhibit.

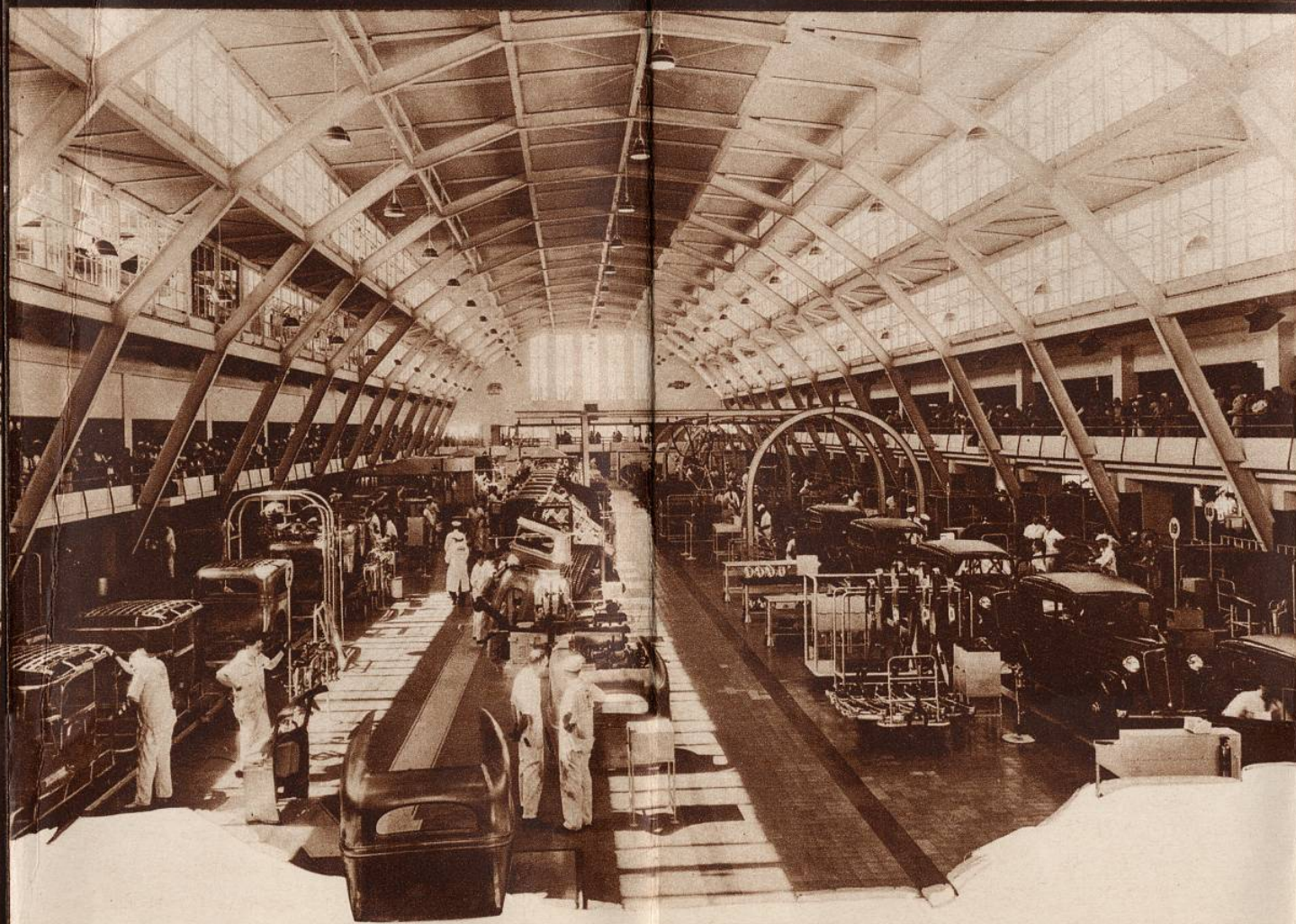


The Fisher Body exhibit which explains the indispensable Fisher No Draft ventilation in General Motors cars in fair weather, rain and snow.

The South Display room contains practical demonstrations of Body Design, Fisher Ventilation, a comparison between the "old ride" and the new Knee-Action ride. Also the famous and intriguing Chief Pontiac, the mysterious talking Indian.



One can really see how an Oldsmobile is constructed by inspecting this lighted Olds' chassis display.



AGAIN in 1934 this is the only place at the fair where you can see automobiles and automobile bodies actually built. The "plant" is a huge, airy room with an arched roof—420 feet long by 90 feet wide. A spectator's balcony a fifth of a mile around surrounds the room. Approximately 5,000 people can watch the operations from this balcony. Looking north in the great Chevrolet amphitheatre, you see two parallel factory assembly lines. The one at the left is the Fisher Body "line"; 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.



The difference between the old and the new Buick ride is demonstrated by means of miniature cars on a moving roadway.



Delco Products Division has a very comprehensive display of shock absorbers, motors, etc. Also an interesting exhibit showing the two types of Knee-Action springing used by General Motors.



Ternstedt, who designs and manufactures the beautiful appointments for Fisher Bodies, has an attractive display of door handles, mirrors, ash trays and many other parts that are used on the 1934 General Motors cars.

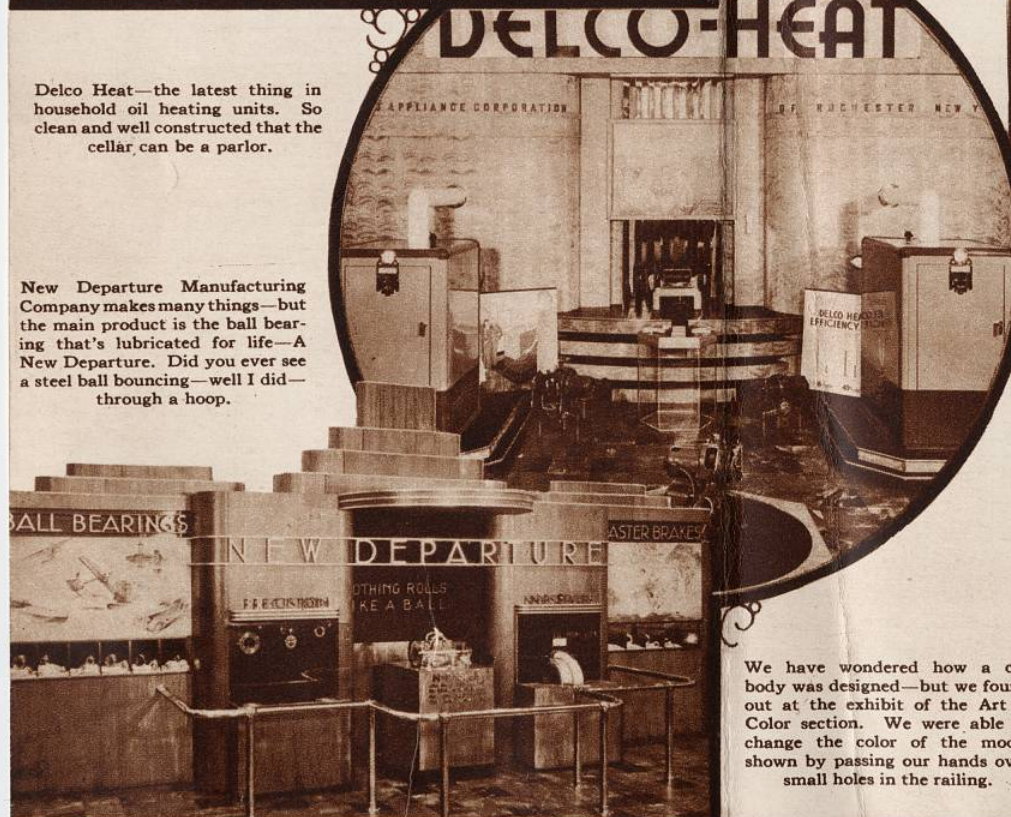


Now we know why people talk about genuine Frigidaires. This exhibit is convincing proof of Frigidaire's supremacy in the electrical refrigeration field.

Ethyl Gasoline—One of the outstanding contributions of General Motors Research Laboratories to the automobile owner—is on display here. You may operate the electric questionnaires and learn much about this product.



Customer Research—This is where the customer gets the big chance to express himself as to what he'd like to have in the future motor cars. Don't fail to avail yourself of the opportunity.



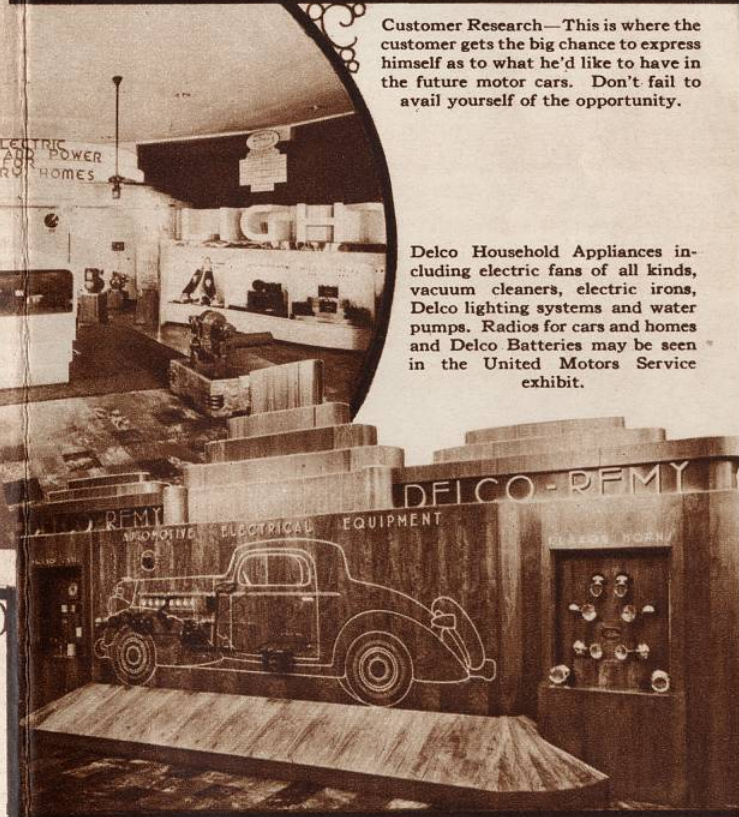
Delco Heat—the latest thing in household oil heating units. So clean and well constructed that the cellar can be a parlor.

New Departure Manufacturing Company makes many things—but the main product is the ball bearing that's lubricated for life—A New Departure. Did you ever see a steel ball bouncing—well I did—through a hoop.



We have wondered how a car body was designed—but we found out at the exhibit of the Art & Color section. We were able to change the color of the model shown by passing our hands over small holes in the railing.

Delco-Remy has a large exhibit that is certainly a study in automobile anatomy. It reminds you of your school days, when the teacher asked you to "trace a drop of blood around the body."



Delco Household Appliances including electric fans of all kinds, vacuum cleaners, electric irons, Delco lighting systems and water pumps. Radios for cars and homes and Delco Batteries may be seen in the United Motors Service exhibit.

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

The world will never starve for want of wonders, but only for want of wonder.
—G. K. Chesterton

There is no genius in life like the genius of energy and industry.
—Mitchell

Science surpasses the old miracles of mythology.
—Emerson

Nothing is impossible to the man who can will, and then do.
—Mirabeau

Excellency in any department can be attained only by labor of a lifetime.
—Johnson

The shadows will be behind you if you walk into the light.
—Royce

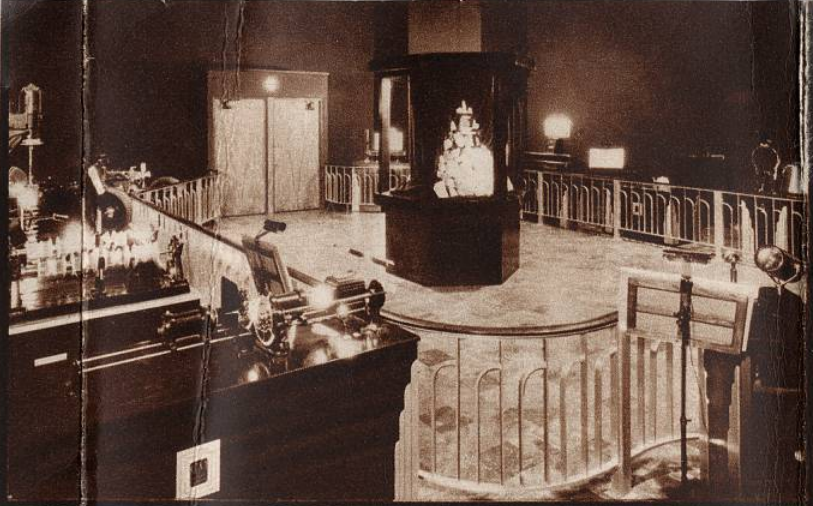
The reward of a thing well done, is to have done it.
—Emerson

Commerce has made all winds her messengers, all climes her tributaries.
—Edwards

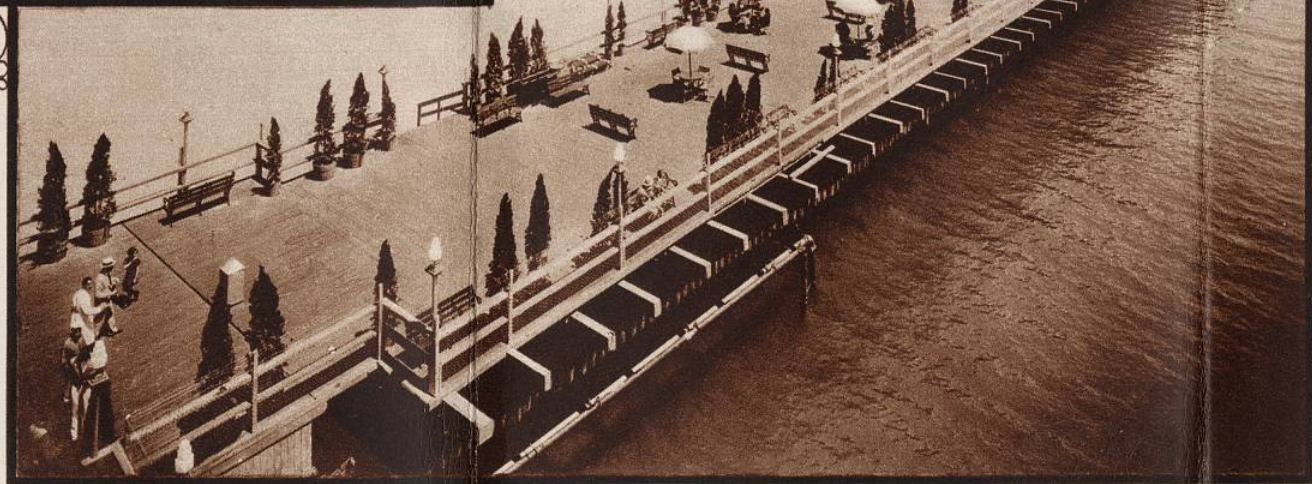
The truest wisdom, in general, is a resolute determination.
—Napoleon



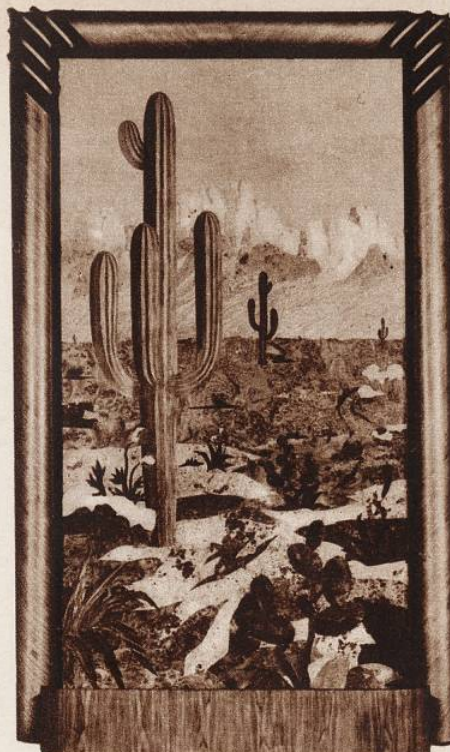
Located at the far end of the General Motors Hall of Progress is the great white statue of the American automobile workman "Inspection". It is the work of Carl Milles, famous Swedish sculptor. The base is nine feet high and the figure sixteen feet high.



In the center of the North Room we were thrilled by the startling scientific exhibits of the General Motors Research Laboratories. These exhibits are housed in an air-conditioned room 47 by 43. Many exhibits are so constructed that they can be demonstrated by any visitor, himself. Imagine playing music on a light beam—or seeing colors in a tone with the help of violet ray! Don't miss any of these things.



Extending out into Lake Michigan at the rear of the main building, we found the new General Motors Pier a cool, restful spot where we could enjoy a sweeping view of the entire exposition. Shaded with numerous gayly colored umbrellas, there are sufficient seats on the long pier to accommodate hundreds of visitors.



Mural Marquetries, used in the interior decorative scheme of the General Motors Exhibit. These beautiful panels are made entirely of hundreds of pieces of vari-colored inlaid wood. They are the work of Miklos Gasper and Matt Fausner.



General Motors Hall of Progress, 118 feet long by 57 feet wide by 50 feet high—contains dramatizations of 8 of the contributions by General Motors to the automotive industry, as well as the famous statue "Inspection" by Carl Milles. This entrance hall has been pronounced by critics, "one of the most beautiful rooms in the entire Fair."

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 marquetries (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.

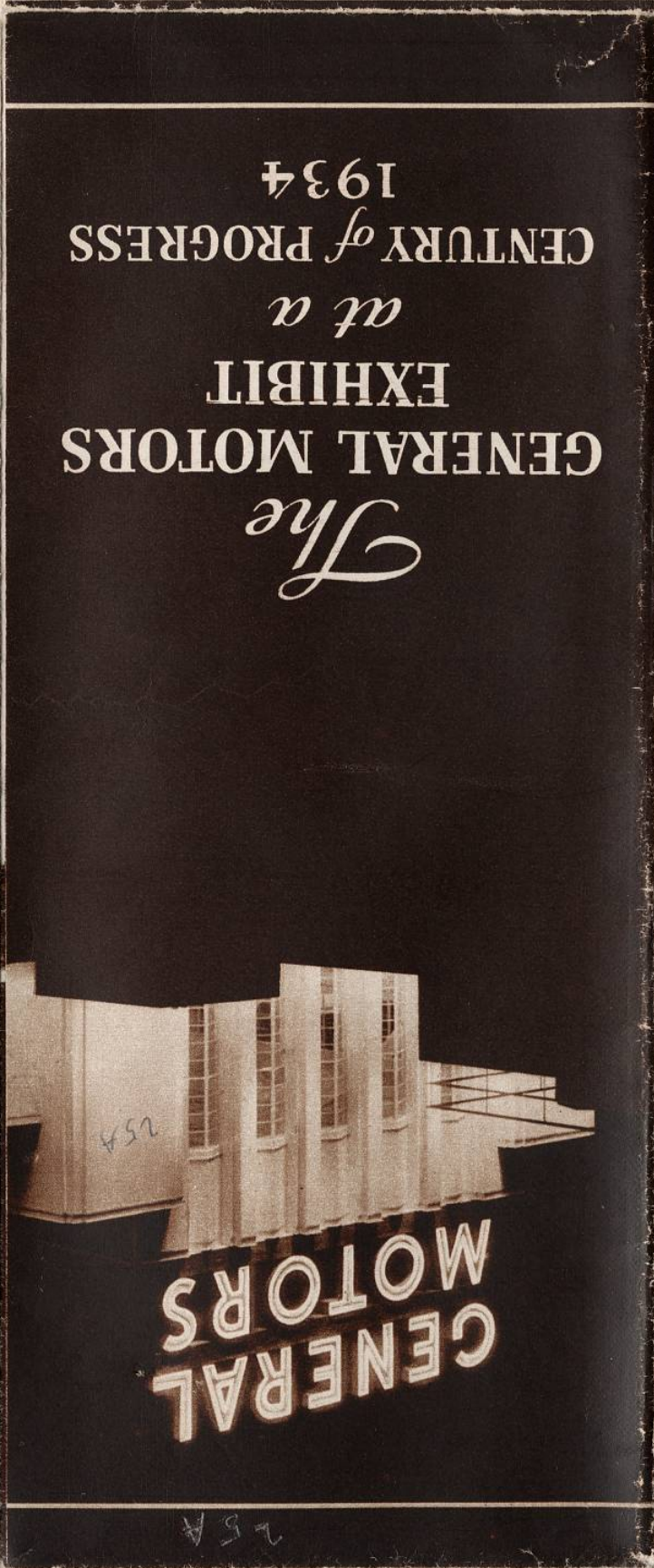
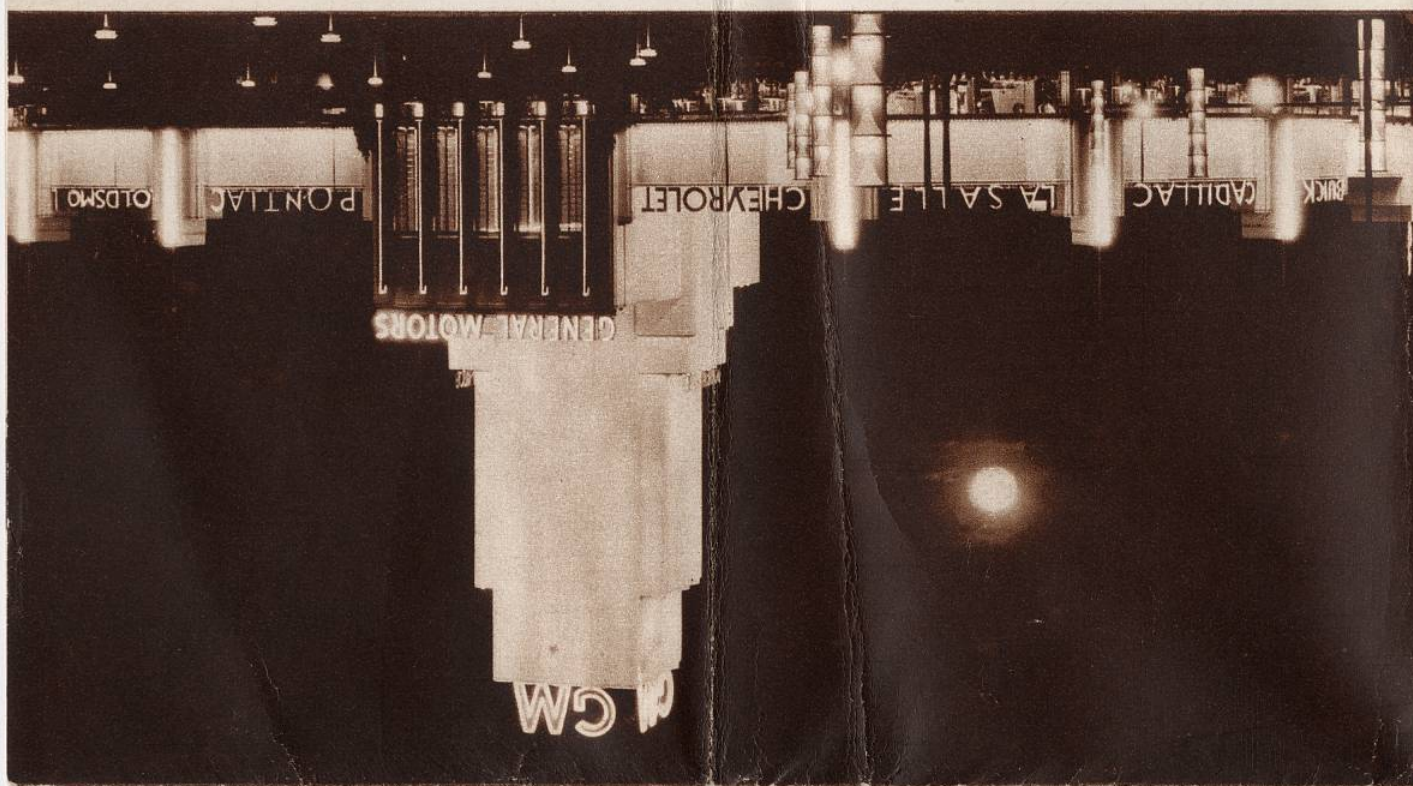


Art leaders who have visited the General Motors Building at the World's Fair, have pronounced William Smart's mural, on the outer walls of the Research display room, a masterpiece.

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, interior architect. Decorations are by the Witbold Studios of Chicago, and Lundoff-Bicknell Company of Cleveland are the builders.

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 exhibit 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

We Found the GENERAL MOTORS EXHIBIT one of the most interesting at the World's Fair



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

GENERAL MOTORS at the WORLD'S FAIR CHICAGO - 1934

TWO major new features for 1934 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 have gotten off the ship in the storm.
—Kettering

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

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. C. Webster

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

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

Labor is the great producer of wealth; it moves all causes.
—Webster

The finest eloquence is that which gets things done; the worst is that which delays them.
—D. Lloyd George

GENERAL MOTORS

at the

WORLD'S FAIR

CHICAGO — 1934

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

GENERAL MOTORS RESEARCH

UNITED MOTORS SERVICE

GENERAL MOTORS PRODUCTS
HAVE OUTSTANDING VALUE