

Your Guide to
GENERAL MOTORS
HIGHWAYS and HORIZONS
Exhibit
New York World's Fair 1939



HIGHWAYS and HORIZONS

A FAIR WITHIN A FAIR

The Casino of Science Presenting an Absorbing Scientific Stage Production

60 GM Motorcars, Trucks and Buses Form a Spectacular Traffic Flow in Future City

GM Employee Headquarters

Displays of GM Parts and Accessories Division

Visitors End Tour on Full-Scale Street Intersection in City of Future

A Spectacular Cross Section of America Executed in Dramatic Terms of the Future

Moving Sound-Chairs Travel on "Carry-Go-Round" Extending for a Third of a Mile in and about Building

Chevrolet, Pontiac, Oldsmobile, Buick, La Salle, Cadillac

Traffic and Safety Information Center

A 4000 Horsepower Streamlined Diesel Locomotive

Stairways to Diesel Engine and Fisher Body Displays

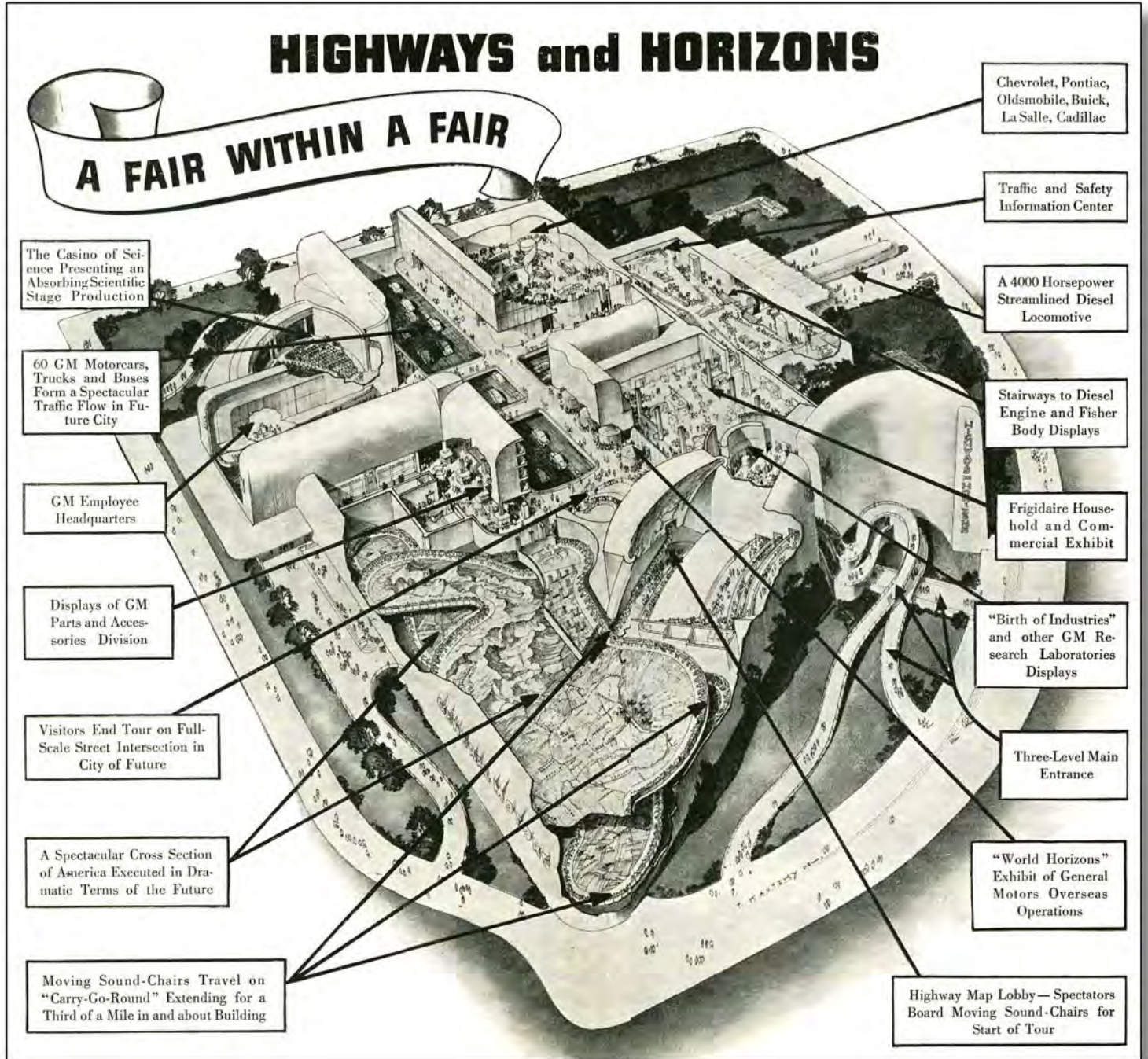
Frigidaire Household and Commercial Exhibit

"Birth of Industries" and other GM Research Laboratories Displays

Three-Level Main Entrance

"World Horizons" Exhibit of General Motors Overseas Operations

Highway Map Lobby—Spectators Board Moving Sound-Chairs for Start of Tour



General Motors Divisions and Subsidiaries Represented in Highways and Horizons

AC Spark Plug Division	General Motors Acceptance Corporation
Allison Engineering Division	General Motors Truck and Coach Division of Yellow Truck & Coach Manufacturing Company
Buick Motor Division	Guide Lamp Division
Cadillac Motor Car Division	Harrison Radiator Division
Chevrolet Motor Division	Hyatt Bearings Division
Delco Appliance Division	Inland Manufacturing Division
Delco Brake Division	Moraine Products Division
Delco-Frigidaire Conditioning Division	New Departure Division
Delco Products Division	Olds Motor Works Division
Delco-Radio Division	Overseas Operations
Delco-Remy Division	Pontiac Motor Division
Diesel Engine Division	Research Laboratories Division
Electro-Motive Corporation	Saginaw Malleable Iron Division
Fisher Body Division	Saginaw Steering Gear Division
Ternstedt Manufacturing Division	United Motors Service
Frigidaire Division	
General Exchange Insurance Corporation	

IN presenting its exhibit, Highways and Horizons, General Motors seeks to give a foretaste of tomorrow rather than a forecast of any particular plan.

We have sought to show you what is possible for the future—what *can* be done—what this country of ours *may well be like* one day — and some of the means through which such things can be brought to pass.

The sound-chair ride shows the part highway development can play in bringing us a finer and richer America—but when you visit the Research exhibit you see actual methods by which

Science is steadily advancing the cause of Progress. A full-size street intersection shows how a city street of tomorrow may appear — but an actual showroom shows you today's actual cars, and a Diesel locomotive provides tangible evidence of a great start that has been made in improving rail transportation.

From all this it is our hope that we make clear the enduring purpose of General Motors, which is not merely to make cars and refrigerators and Diesel engines and the like for today, but constantly to promote the welfare and the progress of the nation.