HARTFORD

Aug. 30 — Sept. 3

(INCLUSIVE)

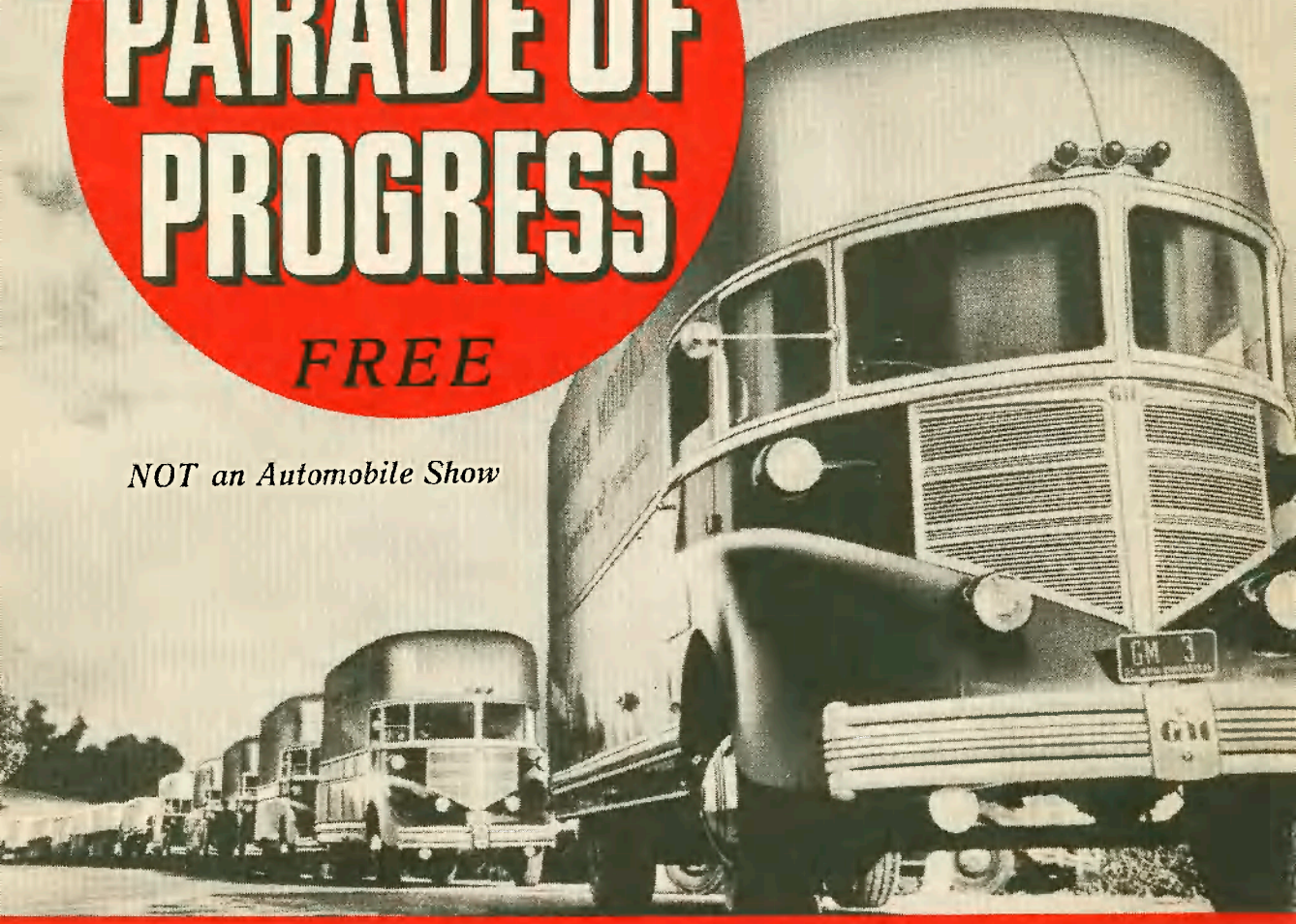
(GRAND OPENING — 7 P. M. TUESDAY)

2 P. M. TO 10 P. M. Thereafter

GENERAL MOTORS PARADE OF PROGRESS

FREE

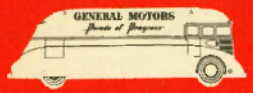
NOT an Automobile Show

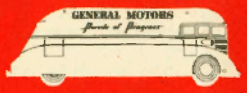


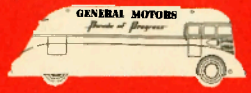
SOUVENIR EDITION

TRINITY COLLEGE ATHLETIC FIELD

BROAD STREET







A NEIGHBORLY VISIT

Bringing Industry to the People

By ALFRED P. SLOAN, JR.

Chairman, General Motors Corporation

Progress in living conditions and transportation has been rapid since the turn of the century. And this progress is largely due to industrial ingenuity.

Modern industry is not something apart and remote from the life of the average man. Few people realize the community of interest which exists, and must exist, between great businesses and the millions who constitute their markets. Only those developments which are good for the people as a whole are good for industry, since industry both depends upon and contributes to the prosperity and buying power of the millions who buy its products. Industry therefore has steadily worked with its eyes on the future, striving through the medium of research to improve its products, to make those products available at lower prices, and thus to provide more employment and a higher standard of living for all. The General Motors Parade of Progress Exposition is undertaking to "bring industry to the people," and by showing the individual citizen in his home community what the contributions of industry mean to him and his family, to establish a basis of mutual understanding and friendliness, and at the same time to increase confidence in the future progress of America.

GM
GENERAL MOTORS

A WORLD'S FAIR ON WHEELS

America and General Motors

General Motors is in a real sense a neighborhood enterprise, an integral part of the life of many communities. As customer and employer General Motors gives work to people in every state in the Union. The materials from which General Motors products are fashioned come from every state:

Coal, cotton, iron and limestone from **ALABAMA**, asbestos, copper, mohair, silver, soda (for glass) and cotton from **ARIZONA**, bauxite, cotton and lumber from **ARKANSAS**, chromium, petroleum, clay, sand (for glass), soda (for glass), tungsten and borax from **CALIFORNIA**, copper, molybdenum, silver, tungsten, hides and wool from **COLORADO**, mica and metal products from **CONNECTICUT**, and paints and lacquers from **DELAWARE**.

Turpentine and cotton from **FLORIDA**, asbestos, clay, cotton, mica, turpentine, lumber and manganese from **GEORGIA**, cadmium, lead, silver, zinc and lumber from **IDAHO**, coal, corn, hogs (upholstery), sand (for glass), wheat straw (strawboards and panels) from **ILLINOIS**, coal, petroleum, corn, hogs (upholstery), wheat straw (strawboards and panels) from **INDIANA**, coal, corn, hogs (upholstery) and wheat straw (strawboards and panels) from **IOWA**, corn, hogs (upholstery), salt, wool, zinc, wheat straw (strawboards and panels) and petroleum from **KANSAS**, asphalt, coal and cotton from **KENTUCKY**.

Carbon, petroleum, cotton, sulphur and sugar cane from **LOUISIANA**, woodpulp and lumber from **MAINE**, coal from **MARYLAND**, textiles from **MASSACHUSETTS**, copper, iron, salt and lumber from **MICHIGAN**, flaxseed (linseed oil), iron, lumber and wheat straw (strawboards and panels) from **MINNESOTA**.

Cotton from **MISSISSIPPI**, cadmium, clay, corn, mohair, hogs (upholstery), lead, limestone and wheat straw (strawboards and panels) from **MISSOURI**, copper, hides, flaxseed (linseed oil), manganese, silver, tungsten, wool, zinc and lumber from **MONTANA**, clay, flaxseed (linseed oil), wool, and wheat straw (strawboards and panels) from **NEBRASKA**, copper, silver, soda (for glass) and tungsten from **NEVADA**, granite and woodpulp from **NEW HAMPSHIRE**, clay and zinc from **NEW JERSEY**, copper, mohair, mica, molybdenum and zinc from **NEW MEXICO**, aluminum, salt and sand (for glass) from **NEW YORK**.

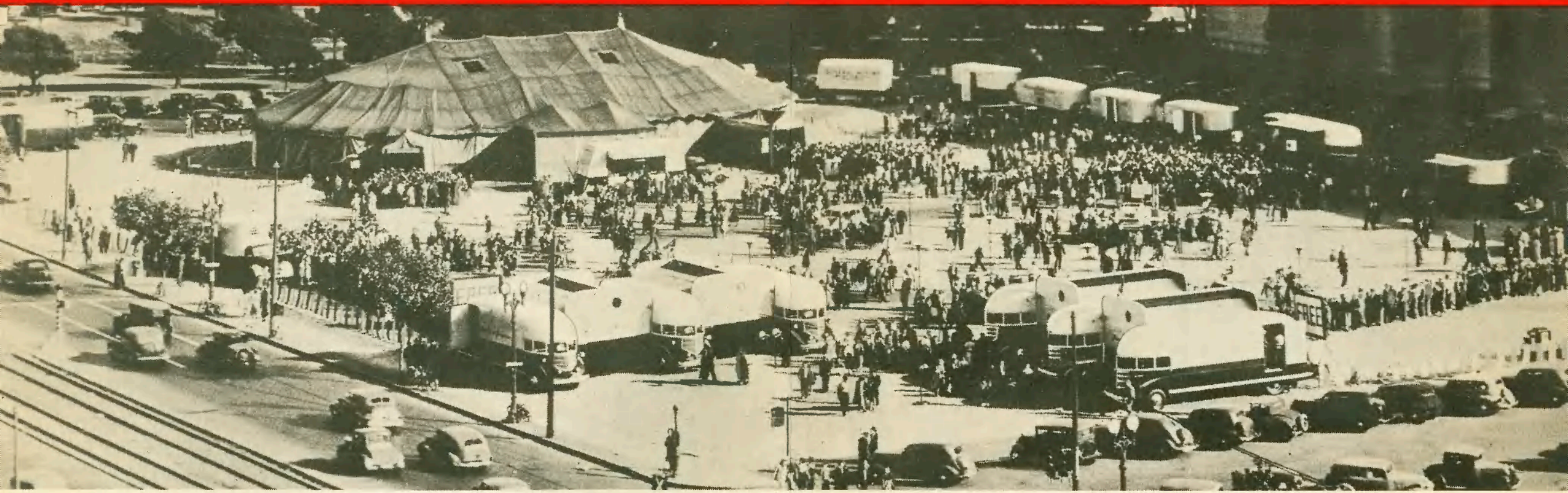
Aluminum, mica, turpentine and cotton from **NORTH CAROLINA**, flaxseed (linseed oil) and wheat straw (strawboards and panels) from **NORTH DAKOTA**, petroleum, clay, coal, corn, hogs (upholstery), limestone, salt, sand (for glass) and wheat straw (strawboards and panels) from **OHIO**, asphalt, petroleum, corn, cotton, hogs (upholstery), lead, wheat straw (strawboards and panels), zinc and hides from **OKLAHOMA**, mohair, wheat straw (strawboards and panels) and lumber from **OREGON**, petroleum, clay, coal, iron and limestone from **PENNSYLVANIA**, and textiles from **RHODE ISLAND**.

Cotton from **SOUTH CAROLINA**, mica and wheat straw (strawboards and panels) from **SOUTH DAKOTA**, aluminum, coal, limestone, nitrates, lumber, zinc and cotton from **TENNESSEE**, asphalt, carbon, petroleum, cotton, hides, mohair, sulphur and wool from **TEXAS**, asphalt, copper, lead, silver and zinc from **UTAH**, asbestos from **VERMONT**, zinc from **VIRGINIA**, wheat straw (strawboards and panels) and lumber from **WASHINGTON**, coal and limestone from **WEST VIRGINIA**, iron, and wheat straw (strawboards and panels) from **WISCONSIN**, and hides and soda (for glass) from **WYOMING**.

This exchange of materials from mines, forests, and farms for manufactured products makes more jobs for more people and more widely distributes the better things of life. It has been aptly said—"What happens to General Motors happens to me."

PARADE OF PROGRESS

HAS ATTRACTED MILLIONS IN NATION-WIDE TOUR



Eight chromium trimmed streamliners, specially built in the Fleetwood plant of Fisher Body, transport this mobile world's fair of 41 units from town to town. The Parade of Progress trucks are piloted by a group of carefully selected and rigidly trained young men. The 233-inch chassis and the engines which are encased in insulated steel are built by General Motors Truck Company.

Six of the streamliners form exhibition space at show locations. Another converts into a stage and still another carries various show properties.

Every precaution is taken for safe driving. Navigation lights, dual rear-vision mirrors, and directional arrows are auxiliary aids to highway safety. In traveling, the units are spaced at 200-foot intervals as a courtesy to other motorists.

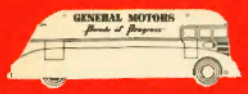
Heading the parade on entering show towns is an early model Oldsmobile, "Old Scout," the first automobile to cross the United States under its own power—one cylinder. Following are examples of latest developments in transportation.

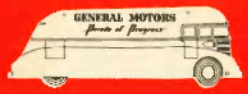
A special Chevrolet sedan on a 185-inch wheelbase is fully equipped as an office on wheels and is air conditioned by Delco-Frigidaire, one of the first vehicles in the country to be so fitted.

Highly modern tractor-trailer units, powered by GMC and Chevrolet, have specific uses and carry power plants, projectors, and special exhibits to enhance the exposition.

One of the power plants is a GM Diesel unit driving a 35 KW generator supplying electricity for lights, electrical exhibits, motion picture projectors and other units.

The complete caravan includes current models of all General Motors cars—Chevrolet, Pontiac, Oldsmobile, Buick, La Salle and Cadillac.





DRAMATIC, EXCITING EXHIBITS



Previews of the research exhibits which will be on display at the New York World's Fair and the San Francisco Exposition are dramatically presented—liquid light, cold stove cooking, the electric eye, ultra violet light and other amazing marvels of science.

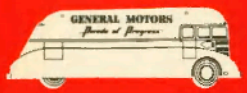
Stroboscopes, with synchronized neon lights, flicker with incredible speed and appear to make fast moving machinery stand still. The stroboscope is a practical instrument used in industry to study ways of perfecting high-speed mechanical devices, such as gears, springs and crankshafts.

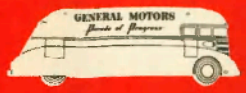
Oscillographs transform sound into a waving streak of light. In the motor car industry the practical use of an oscillograph is for studying body squeaks and exhaust noises so that future automobiles may be still quieter.

A sensitive carbon stack indicator is attached to a section of a standard railway rail. You press the rail gently and the indicator registers the pressure. Put your warm hand on the rail and the indicator records the expansion of the steel. This device is used in industries where extremely accurate measurements are necessary.

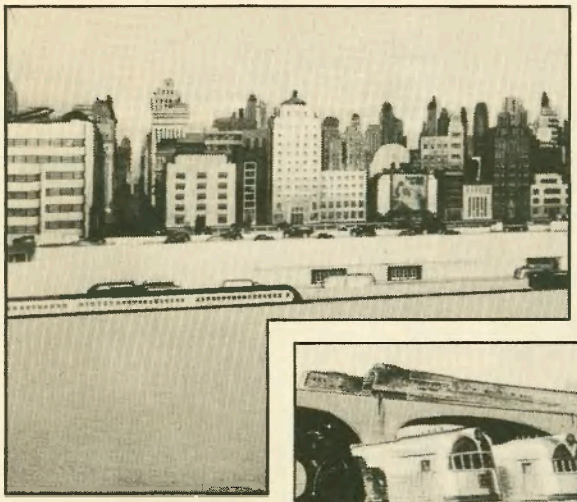
Although cold to the touch, the induction furnace will fry an egg or boil water in a teakettle placed on its surface. It flashes sparks and makes aluminum rings jump into the air. It can be used to temper metals from the inside out, thus insuring uniformity in heat treating.

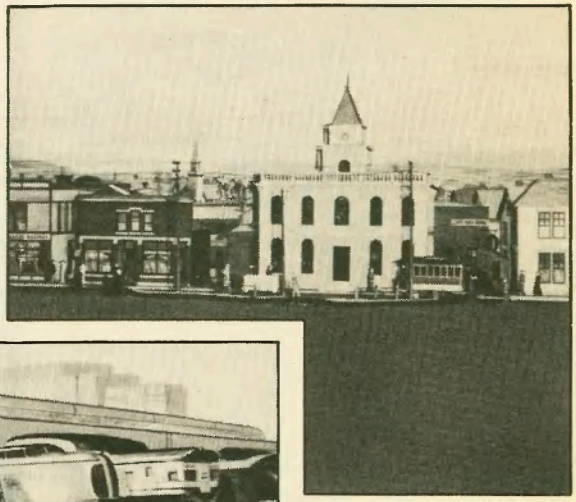
At the "General Motors Parade of Progress Exposition" a view into a running gasoline motor is shown to the public for the first time. You look through a quartz window and see the flashes—first those of ordinary gasoline, then those of ethyl. You can readily detect which has the more "knock."

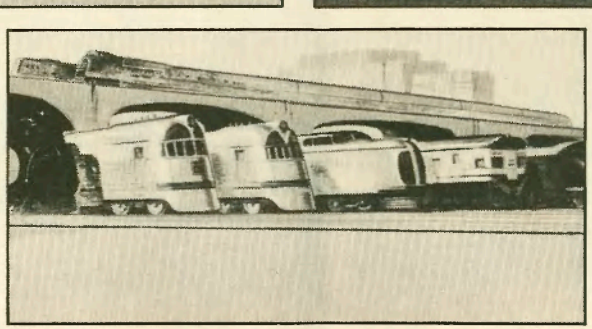





PROGRESS IN TRANSPORTATION







Until the 20th Century, progress in most forms of transportation was slow, very slow.

Man's first riding was done on a beast, then on skids pulled by a beast—even before he invented the wheel. Much later came the steam engine, then the internal combustion engine, which made possible the automobile, the airplane.

And now recent research into the Diesel principle has carried the internal combustion engine into even wider fields of usefulness. Now, the Diesel engine has emerged as a most economical source of power, not only for industry—but for high-speed streamlined trains, trucks, buses, pleasure yachts and the merchant marine, as well.

Back in 1900, there were few "horseless carriages." Airplanes were little more than inventors' dreams. Diesel power was unheard of by all but a handful of hopeful scientists.

In the "General Motors Parade of Progress," dioramas show animated scenes of 1900 and 1938, each with its typical vehicles. A mural painting depicts one of the most modern applications of America's latest prime mover—Diesel Power—to present-day land transportation.

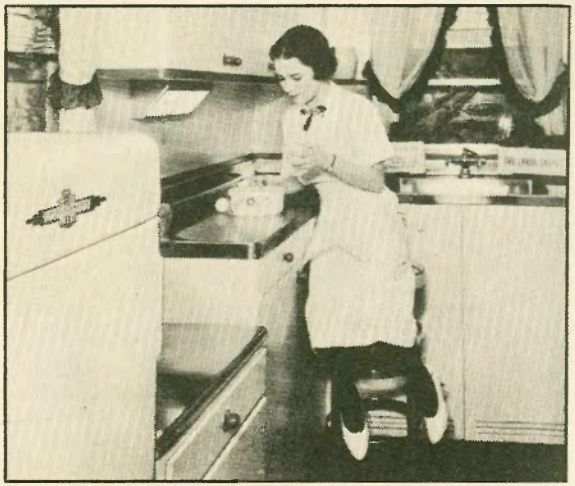
RESEARCH REVUE

UNDER THE CIRCUS "BIG TOP"

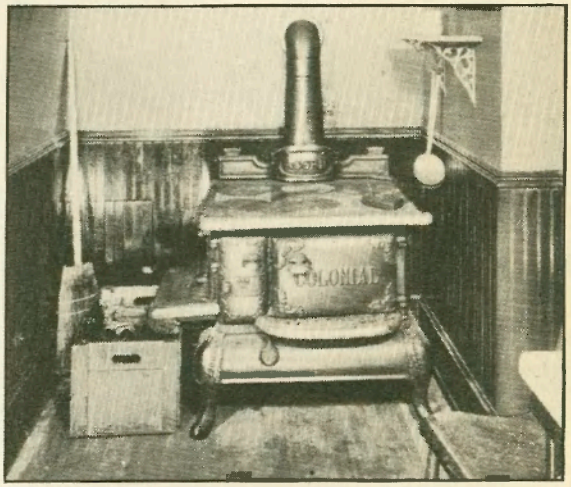
In the giant circus "big top" is presented a dramatic show, a Research Revue, combining entertaining and instructive lectures with thrilling motion pictures. By all means, see the picture, "Progress on Parade," the story of industrial advancement, told by Edwin C. Hill, Lowell Thomas, John S. Young, and John B. Kennedy. On the stage General Motors Research engineers demonstrate the marvels of modern science. How present inventions were made possible, glimpses of the future, with a foretaste of possible new industrial discoveries. Many of the amusing phenomena shown on the stage may at some future time provide employment, happiness, prosperity to thousands of people.

SCIENCE

FREES WOMEN FROM DRUDGERY



MODERN KITCHEN

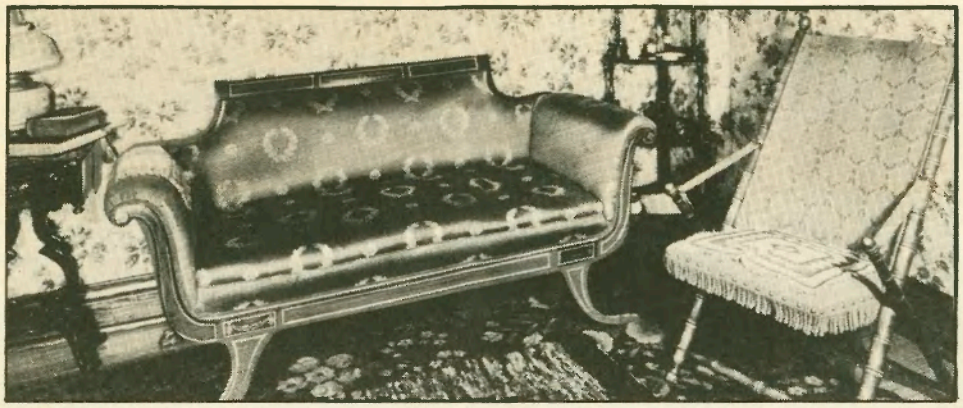


KITCHEN OF YESTERDAY

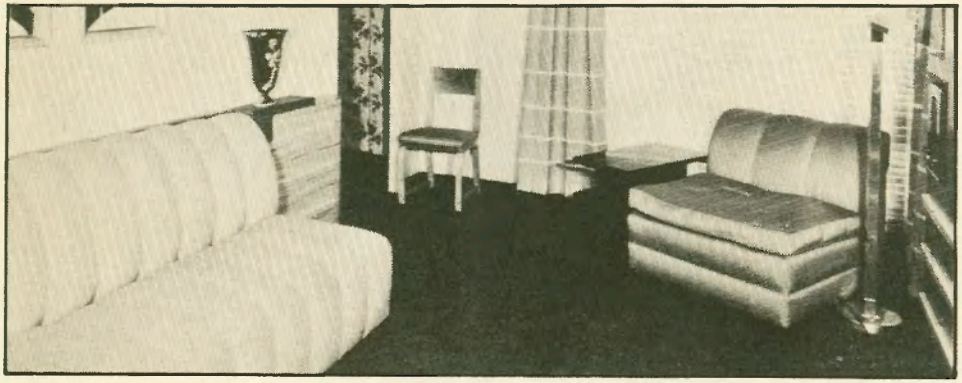
It's really fun to keep your own little house these days, if you have such an inviting little kitchen as that set up in the "Parade of Progress."

Stainless steel—clean and bright and decorative. Stove, sink and table—all modern—spotless and sparkling. Built-in cupboards and closets—one for the Delco vacuum cleaner and Delco electric iron and ironing board—all lessening the housekeeper's toil. Concealed forced ventilation. A Frigidaire, of course, within easy reach. Walls of French gray, brown and soft yellow. Brown linoleum, inlaid with yellow, on the floor.

Poor Mother, as you'll see in space adjoining, had nothing like that at the turn of the century. She, dear soul, had to put up with a coal or wood stove, an old wooden ice box, a cast iron sink, and an oil lamp. Housework then was a chore indeed. Research and science had not yet been put to work in industry. They needed the resources of large public minded institutions. So modern industry takes its place in the march of progress among the great benefactors of womankind.



WHERE FATHER WOOED MOTHER IN 1900



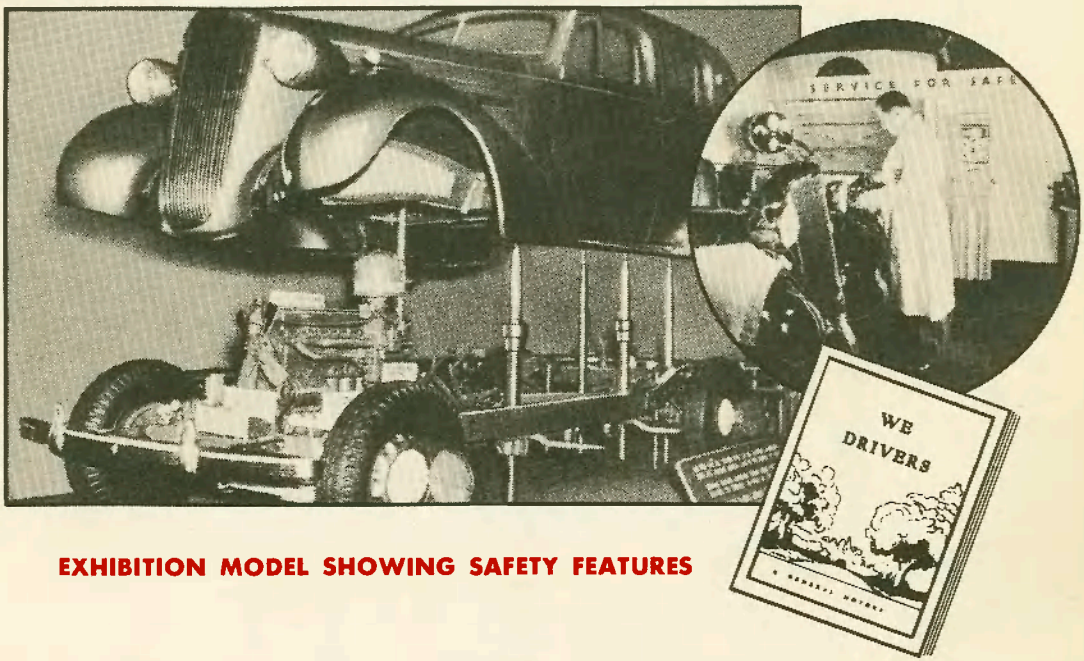
THE LIVING ROOM OF TODAY

A NEW DESIGN FOR LIVING

The whole family uses the modern living room. So, besides being gay and charming, its walls and floor, its furniture and appointments must be durable and easily cleaned.

What has transformed the stuffy, ornate and drab American parlor of a few decades ago into the gracious and simple beauty of today? Industry has joined science with art. Science has found new metals, new fabrics and new colors, and art has found new ways to use them.

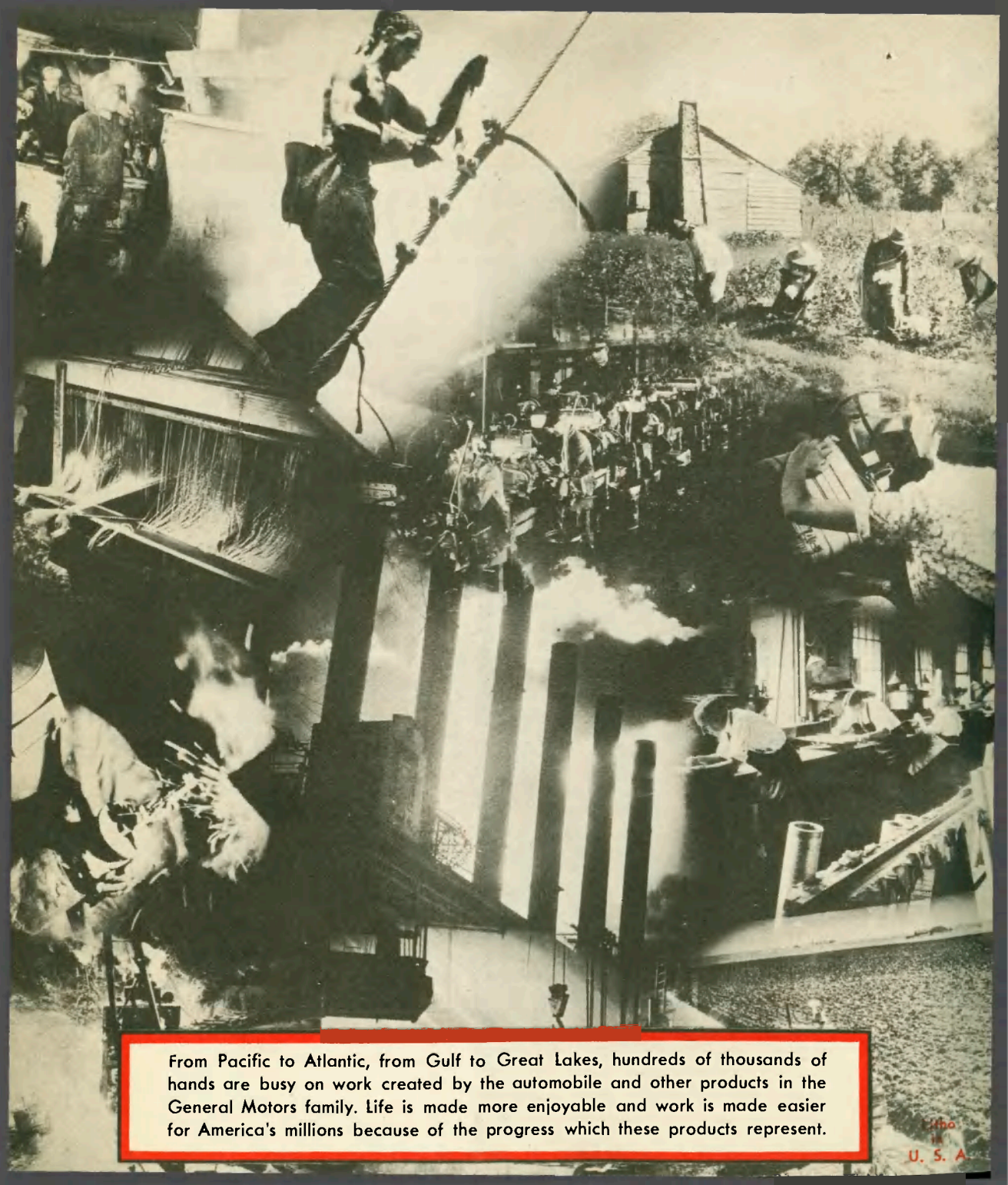
WE CAN ENGINEER EVERY SAFETY FACTOR INTO OUR CARS EXCEPT TWO—ROAD AND DRIVER



EXHIBITION MODEL SHOWING SAFETY FEATURES

In the "Parade of Progress" is a quarter-size model of an automobile showing 23 of the safety features built into all General Motors cars. This model displays in an automatic cycle a series of signs over the safety features of the body. The body then lifts clear to show how safety is built into the chassis. Automobile manufacturers not only build new safeguards into their cars every year but also provide the means for maintaining safety. The "Parade of Progress" displays a modern service station fully equipped with test and repair machinery.

General Motors not only does its part in engineering safety features into its cars but also is associated with the Automotive Safety Foundation. A copy of "We Drivers," which contains simple suggestions for careful driving, is free to "Parade of Progress" visitors. Over 6,000,000 of these booklets have already been distributed and it has been translated into French and Spanish.



From Pacific to Atlantic, from Gulf to Great Lakes, hundreds of thousands of hands are busy on work created by the automobile and other products in the General Motors family. Life is made more enjoyable and work is made easier for America's millions because of the progress which these products represent.

Litho
in
U. S. A.