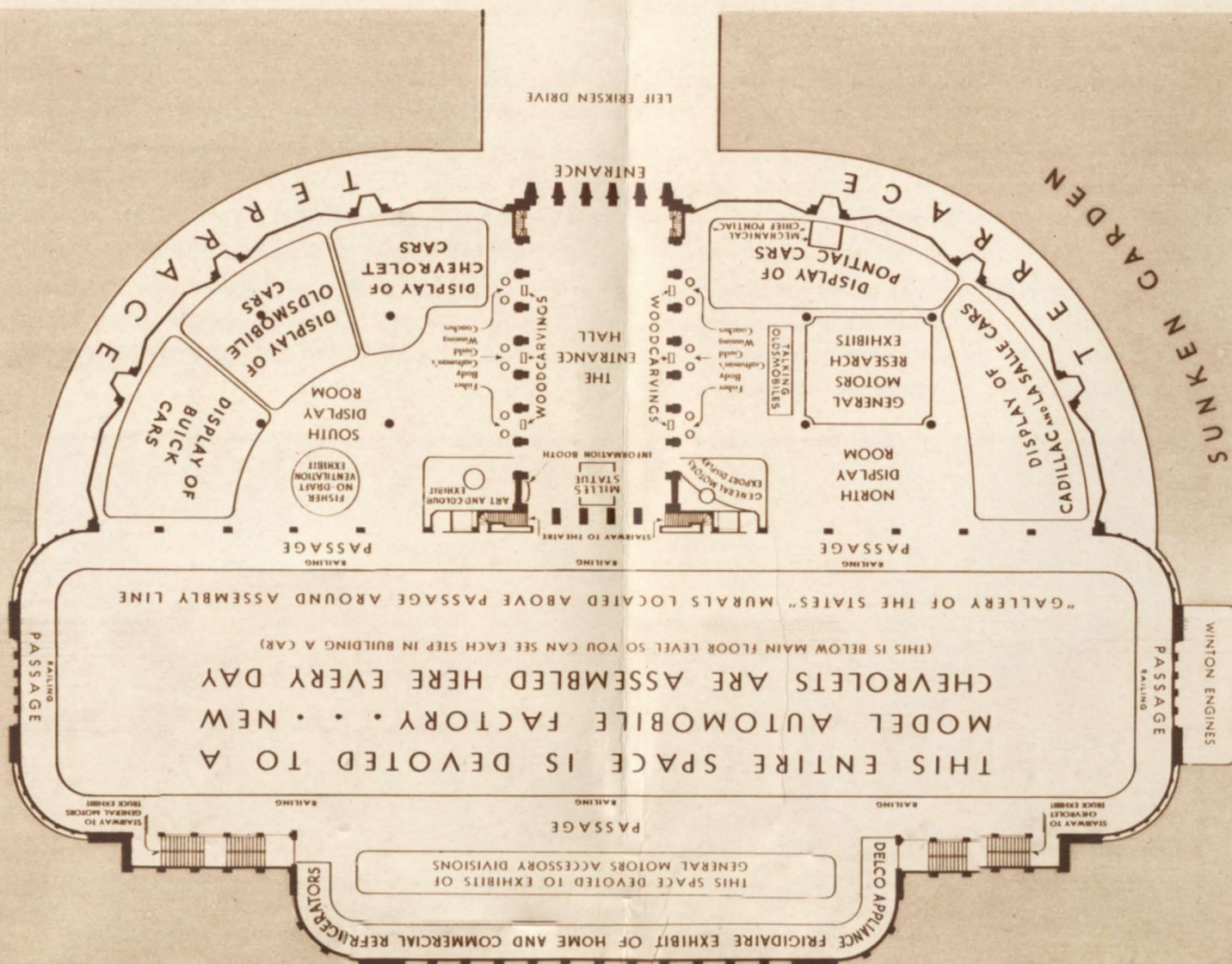


An aerial photograph of the University of Maryland campus, showing the main building complex and surrounding areas. The image is oriented horizontally on the page.

At Every Turn There was



*Something to Attract Us*

- GENERAL MOTORS PRODUCTS  
HAVE OUTSTANDING VALUE

*What we saw in the*  
GENERAL MOTORS  
EXHIBIT BUILDING  
AT A CENTURY OF PROGRESS



**Milles Statue**—The great white statue of the American automobile workman by the famous Swedish sculptor, Carl Milles. The base is nine feet high, the figure sixteen feet high.

We Found  
One *of the*

## The General Motors Building Most Interesting Places *at the Fair*

**B**EFORE 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

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.



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

The Napoleonic Coaches which won the Fisher Body Craftsman's Guild competition during the past two years are on display in the North and South Display Rooms.

**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—its 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.

A teakettle boiling on a cake of ice! We marveled when the attendant withdrew his finger from the induction furnace without harm, when a moment before it had turned the end of a screw driver red hot.

This striking "Tear-drop" design V-16 Cadillac illustrates the degree to which streamline design may be carried in the development of future automobiles.

By means of blowers, the action of air currents on a car being driven along a highway is reproduced to demonstrate the comfort and healthfulness of Fisher Controlled Ventilation.

The "Old Scout"—the Oldsmobile runabout which won the first trans-continental automobile race in 1905.

The first Chevrolet—built in April, 1913. This first of a line of dependable cars has traveled 237,462 miles.

We discovered some remarkable improvements in headlights in the Guide Lamp display.

Delco Appliances include fans, vacuum cleaners, oil burners, lighting and power plants, radios and other household equipment.

Probably the most outstanding example of the development of automobile engines was this one-cylinder (1904) Cadillac engine as compared with the sixteen-cylinder 1933 power plant.

Perfection in New Departure Ball Bearings is demonstrated by a ball that continuously jumps through a hoop.

The famous Hyatt Roller Bearings we found are made by a General Motors Division. See this precision exhibit.

Luxurious Parlor Coaches, Taxicabs, Fire Apparatus and massive Trucks are found in the General Motors Truck Exhibit.

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

Like most visitors we were greatly mystified by this mechanical talking Indian. Seated on a table, Chief Pontiac breathes, moves his head, eyes and mouth, describes your costume and answers your questions about the Pontiac Economy Straight Eight.

As you stand at the South end of the Chevrolet amphitheater you look down on two parallel factory "lines." On the left is the Fisher Body line; on the right, the Chevrolet assembly line.

A chassis and its particular body arrive simultaneously at a designated mounting point. Finished Chevrolees each day are completed ready for the buyer.

Ethyl Gasoline, one of the developments of the General Motors Research Laboratories, is on display here.

The cut-away display of Harrison Radiator shows you how car radiators are built.

This display shows miniature models made in the Art and Colour Section before acceptance of new cars for manufacture.

We saw a complete display of Delco-Remy Starters, Horns, Batteries, Ignition Systems and other electrical equipment.

No doubt this AC spark plug is the largest in the world. Spark plugs are only one of the numerous automobile accessories made by AC Spark Plug Company.

These two 600 horsepower Winton Diesel engines taught us something about the pioneering General Motors is doing in this branch of engineering.

This early Cadillac is in striking contrast to the modern streamlined Cadillacs which surround it on the Display Floor.

Moraine Products have a display of bearings which contribute so much to the long life of General Motors cars.

Inland Manufacturing Company has a display of rubber ice trays, steering wheels, etc. (Quickube, Du-Flex, Flexotray and Flexogrid.)

Many new body styles are exhibited in this Chevrolet Truck display. We were told that Chevrolet makes nearly half of all trucks sold in this country.