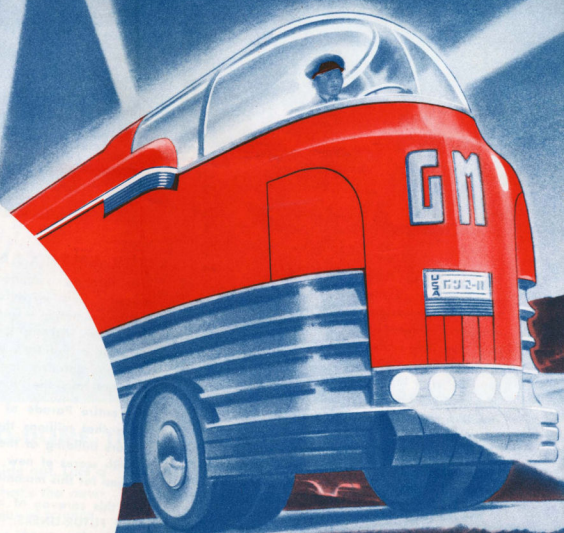


GENERAL MOTORS

New

Parade of Progress

See it
FREE!



SOUVENIR EDITION

A WORLD OF WONDERS



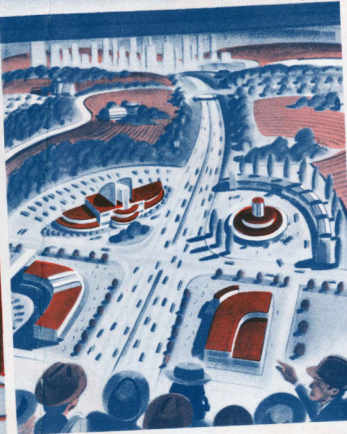
SEE THE AER-O-DOME, THE TENT OF TOMORROW

Like a giant umbrella turned inside out. Like a silver dirigible balloon hangar. That's the new-style patented big top of this "circus of science," seating 1,500 persons. Never was there such a tent before — it may set a vogue in portable housing. The airplane-alloy girders forming the framework are outside; the aluminum impreg-

nated plastic material is suspended inside from the mammoth framework. Inside, the unique tent is lighted by multi-colored fluorescent tubes; colored lights flood the outside. Red marquees shelter the crowds as they enter and leave. It's worth a special trip just to see the Aer-o-Dome go up!



See TOMORROW TODAY ... IT'S FUN



THE MODERN KITCHEN
Here beneath a satin-copper ceiling is the workroom of the housewife of tomorrow — where food is both kept and cooked in a single unit, the combination stove and refrigerator; where foot-treadle controls turn off and on the water in the sink, leaving hands free for other tasks; and where you plan your meals at an efficiently equipped built-in desk. Will your home ever boast seen it in operation at the Parade of Progress Exposition.

THE MODERN LIVING ROOM—with its built-in television receiver, indirect lighting, polaroid lamps and chemical garden, contains a host of future comforts and conveniences you yourself may some day enjoy. So get set to learn a lot at the Parade of Progress Exposition — to discover how furniture and fabrics can now be made of coal, air and water; how a complete newspaper — text and pictures — can be printed by radio in your own home; how it may be possible for you to telecast your image as well as your voice from the hand-set on your desk. See the phenomena of today before they become the commonplaces of tomorrow — in real life action, not pictures! Be among the first to preview America's future industrial development — its new industries, new jobs, better living!

THERE'S AN EDUCATION IN THE FUTURAMA. One of the most popular exhibits is "Futurama Highlights," containing several sections from the famous Futurama—the big hit of the New York World's Fair. Although these sections are only a part of the mammoth original, they give a comprehensive idea of the smash hit of the New York World's Fair. Here is a typical example of the educational value of the entire Parade of Progress Exposition — of the way great industries work through Research to develop new products and processes that will result in a higher standard of living for the whole people.

FREEZING AND FRYING with the same device at the same time! Paradox? It's one of the amazing demonstrations of scientific wonders of the Parade of Progress Exposition. See the Frig-a-therm. See what happens to ordinary materials under "black light"! See a peanut-sized lamp blaze with 1/5 the light of the sun! See hosts of other "unbelievables" that modern research is learning how to put to practical use for your future benefit — all in actual operation, not in movies. Here's where science takes down its hair — lets you in on some of its most dramatic discoveries — and gives you a fun-filled, exciting foretaste of the future. Don't miss it. Be sure to bring your children and your friends. It's all fun, all free — truly the treat of a lifetime.

OUR AMERICAN CROSSROADS is a thrilling animated diorama. You watch America grow up before your very eyes — in lifelike animation — from backwoods crossroads to modern thriving town. You hear the epic story of a country's evolution — in an entertaining dramatization that traces the nation's progress from the "nineties" to modern times. The entire Parade of Progress is the sort of show that millions thrilled to in the General Motors building at the New York World's Fair — with scores of new attractions especially arranged for this mammoth exposition on wheels. See this caravan of modern-powered, streamlined FUTUR-LINERS; the convertible exhibition stages; and the first dirigible-type "Big Top" tent the world has ever seen — the AER-O-DOME.

STREAMLINED, SILVER FUTUR-LINERS carry the show from town to town, and serve as stages for the animated dioramas and scientific demonstrations that fill the lot. In the specially designed Futur-liners, the pilots' compartments resemble those of Flying Fortresses.

All have dual wheels in front as well as in the rear. Their sides automatically open to form stages — while canopies of multi-colored fluorescent light from atop retractable towers flood the set with gay illumination.



IT'S FASCINATING ... IT'S FREE!



NEW METHODS, NEW PROCESSES

STRENGTHEN THE NATION



Our country today is girding itself for defense; it is marshalling all its resources to preserve, protect and perpetuate our democratic way of life.

This is a job that requires wholehearted cooperation and devotion from all of us. It is a job to which everyone, wherever he may be, should contribute to the full extent of his ability and opportunity.

Machines loom large in preparations for modern defense. Our industrial plant is geared primarily for peace. It has been the greatest instrumentality ever devised for producing in quantities and with efficiency the things that make for better living.

To the emergency job confronting us, however, we as a nation do not come empty handed. While machines of peace are not generally adaptable for the production of highly specialized and technical defense material, the skills that lie back of these machines, the resources of experience and techniques that make them effective, are aggressively at work producing the means for an ultimate impregnable defense. The industrial processes of peace have given our economy resilience and flexibility. It is this resilience and flexibility that make for strength — a basic productive strength not to be found in a nation geared exclusively for war.

Our resilience lies in the tough fibres of our democratic processes. Our flexibility derives from the constant evolution of our industrial processes. We have accumulated a backlog of "know how." As a nation we know how to do new jobs because we are always doing new jobs—that has been the history of American industry.

New materials, new methods, new techniques, new ways of doing things are ever in process of development. The General Motors Parade of Progress, now in its fifth year, has been redesigned to illustrate more effectively these processes. It is designed to show how industrial research and constantly advancing industrial techniques contribute to the vigor and to the strength of the nation.

There is cause for confidence in our ability to meet the responsibilities that face us. Through a broad understanding of the means at our command and through the cooperation of all, we can not only raise impregnable ramparts of defense, but we can secure and ultimately advance our way of life for tomorrow. Thus America will gain a strong right arm and a powerful constitution to back it up.

Chairman
GENERAL MOTORS CORPORATION

