



At the New York World's Fair, go directly to the General Motors Futurama exhibit. Board the Futurama Ride



and travel decades ahead. It's a trip into outer space, a trip into the Antarctic, a trip beneath the sea.



A trip through the tropics, through fertile deserts, past mountains man has mastered, and into cities you



have never imagined. Then, off to our Avenue of Progress and into our new Product Plazas. Excited?

Take the trip that's worth the trip to the fair. (It's free!)

GENERAL MOTORS *Futurama*
NEW YORK WORLDS FAIR
Opens April 22.



THE TRIP THAT'S WORTH THE TRIP TO THE FAIR.

You're at the General Motors Futurama exhibit at the New York World's Fair. You've thought about tomorrow's world; now you're here to see it for yourself. • Are you ready? Well, then, let's go! • That chair you're seated in is moving. Moving. Moving into the future. You're on the Futurama Ride . . . and, look! You're down beneath the sea where industry thrives and where people work in comfort and safety. There you go up to the mountains that man has mastered and made functional. And into outer space. Quiet. It's so quiet, just as you knew it would be. And so peaceful. • Now you're back to earth and down in the Antarctic. Remember how, back in 1964, man thought these to be frigid waste-

lands not suitable for habitation? And how they thought the tropics could never be tamed? • How wrong they were! • And would they have guessed we could irrigate the deserts or build great new cities? Would they? • Would you? • See the Futurama first at the New York World's Fair. Ride the Futurama Ride. Visit our Avenue of Progress to see what we're doing to help bring tomorrow about. And visit our Product Plaza to see why today's a pretty exciting time in history, too.

GENERAL MOTORS *Futurama*

 NEW YORK WORLD'S FAIR



COME SEE THE CITY OF TOMORROW TODAY ... OR WAIT AND SEE IT HAPPEN.

Automatic elevators loft several cars at once into 5000-place parking garages. Moving sidewalks or rapid-transit vehicles drop commuters at office doors. And VTO (vertical takeoff) planes hustle them to outlying airports. High-rise buildings straddle one-way, twin and tri-level roadways. Trucks travel exclusive routes, some underground. And the remarkable "Autoline" electronically steers, brakes and regulates the speed of each car in an automatic lane. • Is that really what the City of Tomorrow will be like? Come see for yourself at the General Motors Futurama—the most fascinating and popular exhibit at the New York World's Fair. • Come take the fabulous Futurama Ride and watch the secrets of

the future unfold right before your eyes . . . men living and working at the bottom of the sea, in tropical jungles, in Antarctica, even on the moon! Come see our Avenue of Progress where many of the products we're planning for tomorrow have already taken shape. And come see our Product Plazas to see why today is a pretty exciting time to be around too. See it all and more at the General Motors Futurama. See you there? **Take the trip that's worth the trip to the Fair. (It's Free!)**

GENERAL MOTORS *Futurama*

 NEW YORK WORLD'S FAIR

IF YOU'VE ONLY SEEN IT ONCE, YOU HAVEN'T SEEN IT ALL.



HERE
AT THE HEART
OF THE
GENERAL MOTORS
FUTURAMA

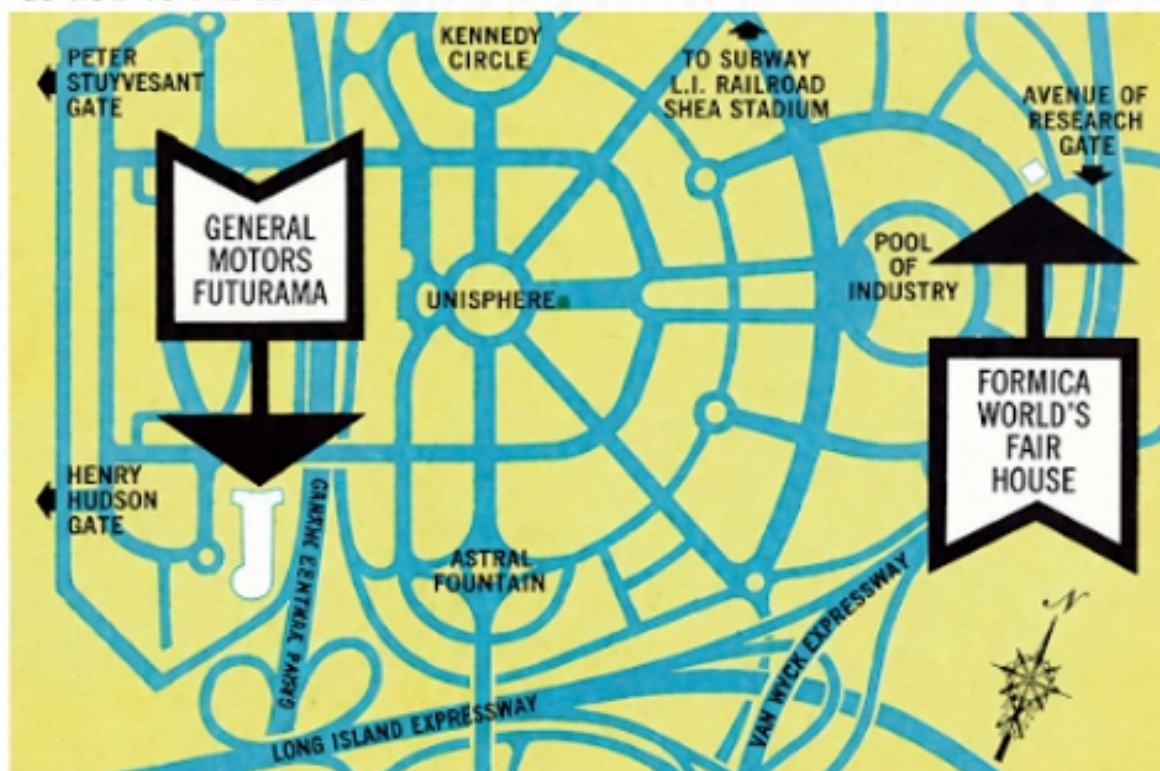
THRILL! DREAM! DISCOVER! IN FRIGIDAIRE'S KITCHEN IDEA CENTER

Sheer magnificence! You'll discover many new ways to brighten up your kitchen because these Frigidaire displays are filled with decorating ideas from all over the world. And they're filled with the newest Frigidaire appliances. All so lovely you'll want to stop touring and start cooking. See these exciting displays at Frigidaire's Kitchen Idea Center. And see the wonderful new Frigidaire appliances in the Formica World's Fair House, too. Visit them now!

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS



GO NOW TO THE GENERAL MOTORS FUTURAMA AND FORMICA WORLD'S FAIR HOUSE





Visit the General Motors Futurama

DISCOVER HUNDREDS OF WAYS TO IMPROVE YOUR KITCHEN IN FRIGIDAIRE'S KITCHEN IDEA CENTER

What will you find at the Frigidaire Kitchen Idea Center? Clever decorating ideas from all over the world! Time-saving, step-saving kitchen arrangements! *And* revolutionary appliances! Frigidaire's

advanced new kitchen appliances. From the magnificent new Frigidaire Imperial refrigerator-freezer to the world's first Jet Action Washer. The Frigidaire displays are too exciting to miss!

FRIGIDAIRE



COME DOWN TO THE LEVEE AND SEE ALL THE CHEVIES



Don't miss Chevrolet's New Orleans Exhibit in the General Motors Exhibit Building

It's a fete day every day at Chevrolet's New Orleans Exhibit—riverboats, southern belles and the nicest cars on either side of the Mississippi.

So come on. Shuffle on down and sit behind the wheel of the Jet-smooth luxury Chevrolet. Check out the thrifty '64 Chevy II. Step into Corvair and Corvette—Chevrolet's answers to Mardi Gras. Then top it off with a good long look at Chevelle, the only car that could come between Chevrolet and Chevy II. You all come visit us now. . . . Chevrolet Division of General Motors, Detroit, Michigan.





VISIT THE AUTO SERVICE CENTER OF TOMORROW

You hand the mechanic a punched card. On the card is the proper performance level of your shocks, brakes, engine, ignition—every vital part of your car. The mechanic places the card into a computer and connects an electronic device to your car. In minutes, he knows exactly how everything is functioning, and what needs to be done. This peek into the future is awaiting you at the United Delco exhibit. Why not plan to drop by.

Place: General Motors Building.

simply say Delco

United Motors Service — Division of General Motors.





The world of tomorrow awaits you at the GENERAL MOTORS

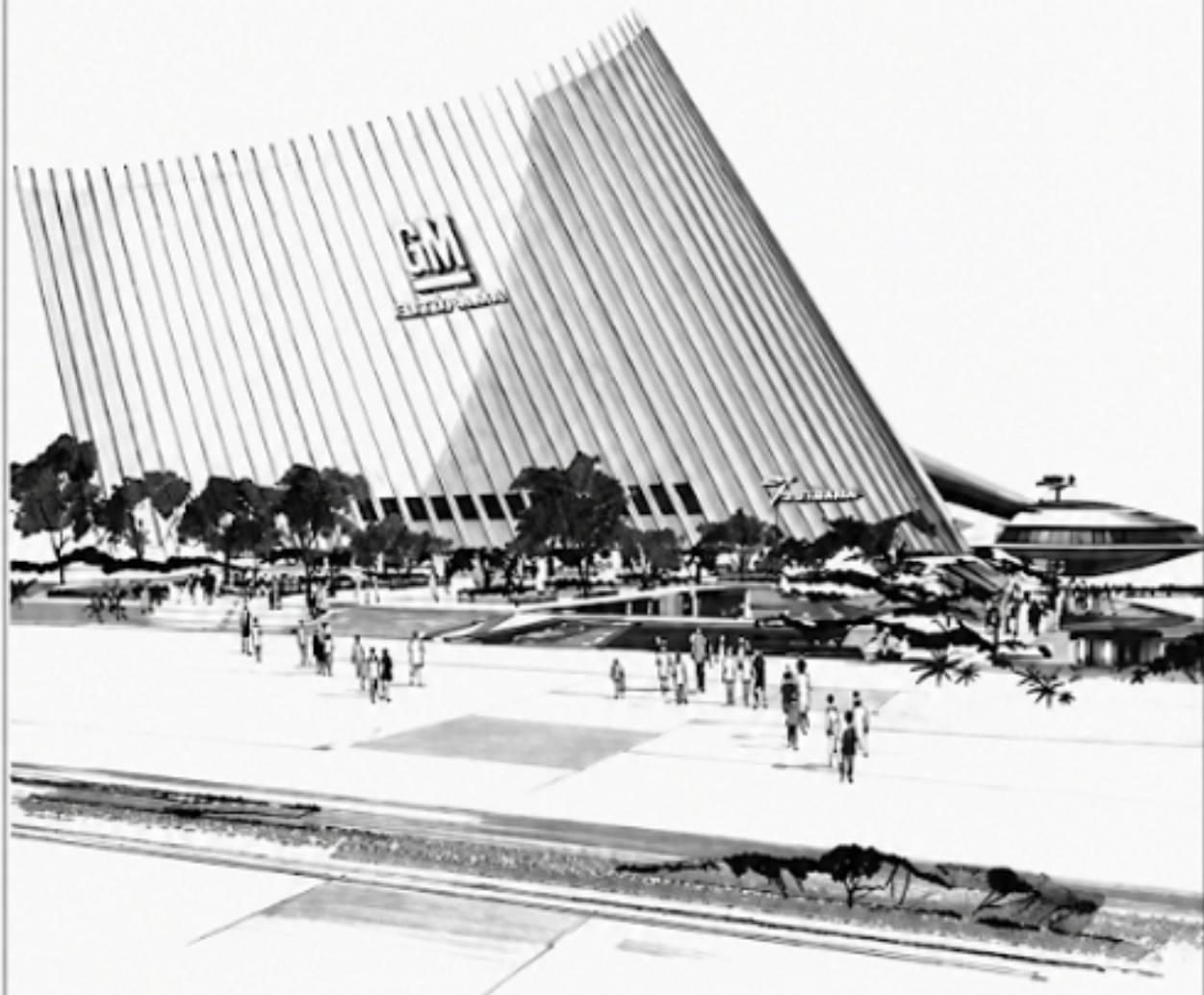
Futurama

Be our guest on a trip into the future! Visit a lunar outpost . . . a metropolis on the ocean floor . . . a host of other wonders! *And be sure to visit the Olds exhibit . . . an exciting display of new '64 Oldsmobiles in a real-life Great Lakes setting!*

**SEE THE '64 OLDSMOBILES AT THE FAIR!
DRIVE ONE...AT YOUR OLDS DEALER'S!**



'64 OLDS  **WHERE THE ACTION IS!**
OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION



TOMORROW-LAND

High spot of the New York World's Fair reopening this Spring – GM Futurama!

You can look over GM's exciting "Idea" cars -- *Firebird* IV with television, stereo, game table, refrigerator, GM-X with jet aircraft cockpit and controls -- fascinating design and engineering innovations right out of tomorrow.

You'll take a ride that is wrapped in wonders . . . through the metropolis of the future, over Antarctic wastes, into tropical jungles, along the ocean floor.

You can count on the people of General Motors again to provide the most popular show at the Fair – the Futurama.

General Motors is People...
making things better for you