

SEE THE FUTURE FIRST

GENERAL MOTORS *Futurama* NEW YORK WORLD'S FAIR



FUTURAMA RIDE

You will experience a memorable adventure on the Futurama Ride as you see, hear and feel the world as we may know it in the future. Travel in a comfortable chair as you inspect a lunar outpost . . . visit a permanent community in once lifeless Antarctica . . . see how men may work, live and vacation in a setting of breathtaking beauty—the ocean floor. You will see a jungle tamed and a desert made fertile by man's ingenuity. And you will marvel at the beautiful efficiency of tomorrow's suburban home just a few minutes away from Metropolis of Tomorrow, U.S.A. In this large city an extensive freeway network speeds traffic to a park-like industrial sector or to festive recreational and cultural areas. Downtown, moving sidewalks whisk shoppers from store to store. Come, meet the future face to face on the enchanting Futurama Ride . . . the trip that's worth the trip to the Fair!





AVENUE OF PROGRESS

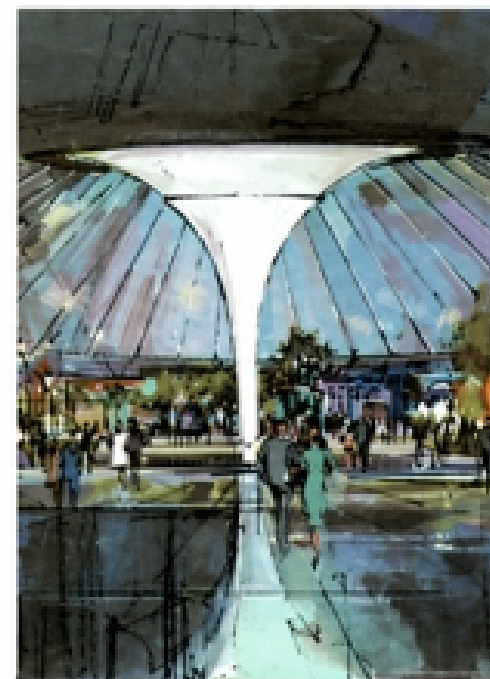
Stroll among a host of exciting research developments graphically exhibited. A cosmic-ray spark chamber permits you to see the path of super-powerful rays that penetrate our atmosphere and strike deep into the earth in an instant. You'll see a solar mirror exactly like the one now orbiting the earth, and an explanation of how it can gather invaluable data about the sun. You won't want to miss the mechanical human heart, the "moon rover" designed to explore terrain more formidable than any on earth, and a model of a "gun" that fires projectiles at a speed of up to 32,800 feet per second to test materials under conditions of space re-entry. And much, much more.



PRODUCT PLAZA

Here you'll see that this year is a pretty exciting time in history, too. Inspect products keyed to today's modern living in dramatic settings, many portraying colorful locales in the United States and around the world. Watch a room-size "spark plug" in operation at the AC exhibit; browse through "Profiles of Frigidaire Kitchens Around the World" with Early American, Oriental, Mediterranean, Latin American and Far Eastern decorator motifs. Other G. M. Divisions represented include:

BUICK • CADILLAC • CHEVROLET
OLDSMOBILE • PONTIAC • DETROIT DIESEL
ELECTRO-MOTIVE • FISHER BODY • GMC TRUCK
GM OVERSEAS OPERATIONS • UNITED DELCO



PRINTED IN U.S.A.