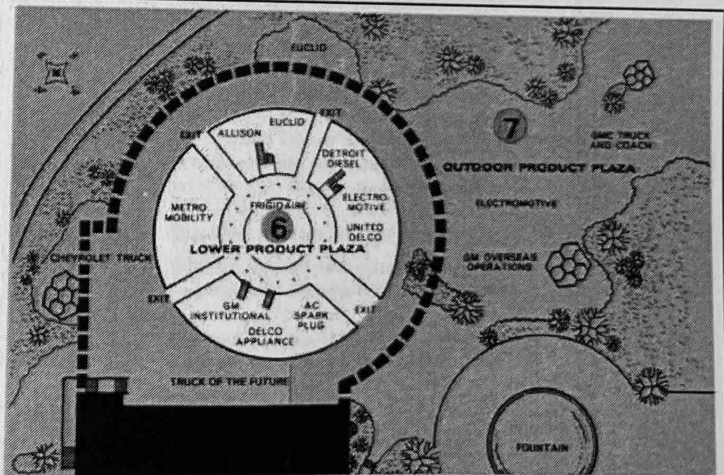
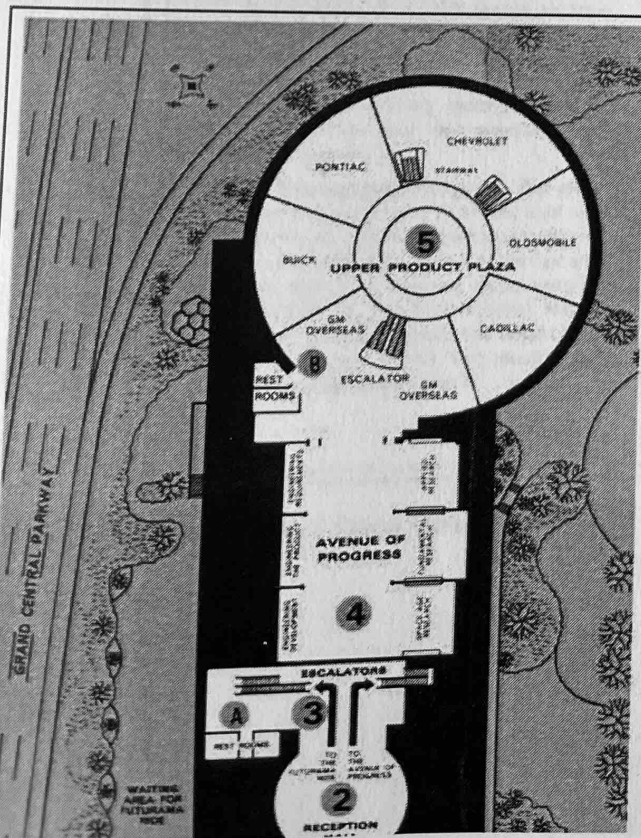
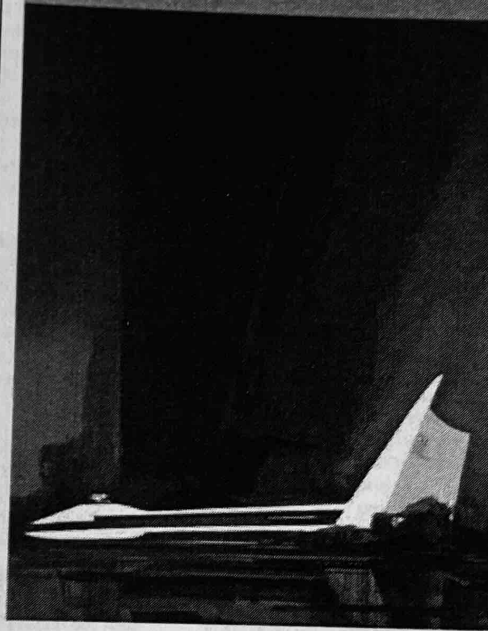


YOUR GUIDE TO THE  
GENERAL MOTORS

*Futurama*

NEW YORK WORLD'S FAIR 1964-65



The best way to see the Futurama

Follow this route: Enter building through

- |  |  |
|--|--|
| 1 MAIN ENTRANCE<br>Proceed through                           | 5 UPPER PRODUCT PLAZA. Use<br>escalator or stairways to      |
| 2 RECEPTION HALL to  | 6 LOWER PRODUCT PLAZA. From<br>there, it's easy to reach the |
| 3 ESCALATOR TO FUTURAMA<br>RIDE*. After the Ride, follow the | 7 OUTDOOR PRODUCT PLAZA.                                     |
| 4 AVENUE OF PROGRESS to the                                  | 8 LOWER PUBLIC REST ROOMS                                    |



**Four years went into the creation** of the General Motors Futurama. Actually, it comprises three spectacular attractions. First, the adventure-laden Futurama Ride. Second, the informative Avenue of Progress with its many demonstrations of science and technology serving mankind. Third, the complete display of General Motors products in the Upper and Lower Product Plazas.

The Upper Product Plaza features General Motors cars in U.S. and international travel settings. In the center of the Lower Product Plaza is the Frigidaire display: "Profiles of Frigidaire Kitchens Around the World." Surrounding it are exhibits by AC Spark Plug, Allison, Euclid, Detroit Diesel, Electro-Motive, Delco Appliance, and United Delco Divisions. Here, too, you will see suggestions for future answers to our ever-growing highway and traffic problems. In an adjacent Outdoor Product Plaza are displays by General Motors Truck and Coach, Chevrolet Truck, and Overseas Truck.

**Perhaps the most popular** of all three Futurama attractions is the Ride. On an average day, about 70,000 people will take this intriguing quarter-hour trip into tomorrow. The Ride moves continuously and can accommodate 5,500 people an hour. Once aboard, you relax in your individual lounge chair, and, as you are transported on the fifteen-minute tour into the future, you hear a running description of its wonders over your own special stereo sound system.

**An interesting sidelight** is that every bit of the spectacular Ride was built and assembled in Detroit—then disassembled, shipped, and reassembled at the Fair site. More than 1,500 shipping crates were required to hold this Ride material. Had it all been shipped at one time a freight train more than half a mile long would have been needed to transport it.

**Speaking of "spectacular,"** the GM Futurama building certainly merits that adjective. It is longer than two football fields, measuring 680 feet from Main Entrance to Outdoor Product Plaza. Over 200 feet wide, it is broad enough to accommodate a fleet of 26 average-sized cars driven side by side. The foundation system is 670 steel-encased concrete pilings driven an average of 55 feet into the earth. Approximately 4,000 tons of structural steel form the framework of the building, and 10,500 cubic yards of concrete were poured to complete its superstructure. Most dramatic exterior feature is the distinctive canopy soaring ten stories over the Main Entrance and visible for miles.

The entire building—as well as the Futurama Ride and all other Futurama exhibits—was conceived and designed by the General Motors Styling Staff. In creating the Futurama, General Motors people worked closely with consultants from all over the world to make sure that backgrounds and special scenic effects would be authentic, and that scientific predictions would be valid.

**Inside, as outside,** the Futurama is spectacular. The photo murals in the giant Reception Hall, for example, were taken "on location" around the world under special assignment from General Motors. The ocean floor you will see during the Futurama Ride is composed largely of coral removed by divers from deep beneath the Caribbean Sea. And the "Moon Rover" found on the Avenue of Progress is a scale model of the actual apparatus that someday may be exploring the surface of the moon. As a matter of fact, every scientific development on the Avenue of Progress came from a long list of GM Research and Engineering accomplishments.

We hope this behind-the-scenes peek will heighten your enjoyment of the Futurama.

**GENERAL MOTORS**—*Many minds and many hands serving the needs of mankind.*

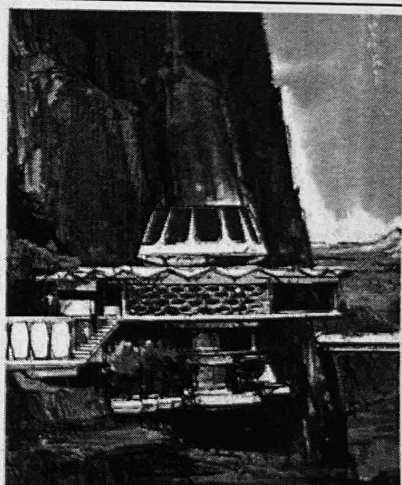
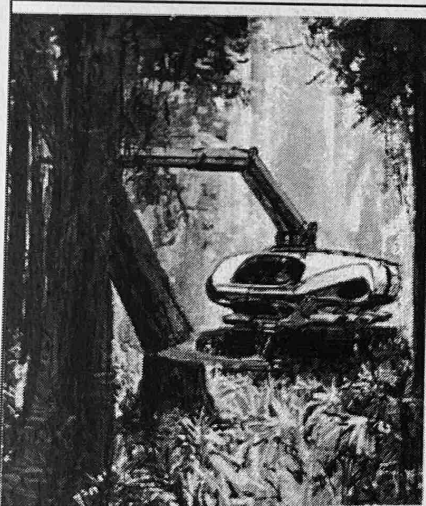
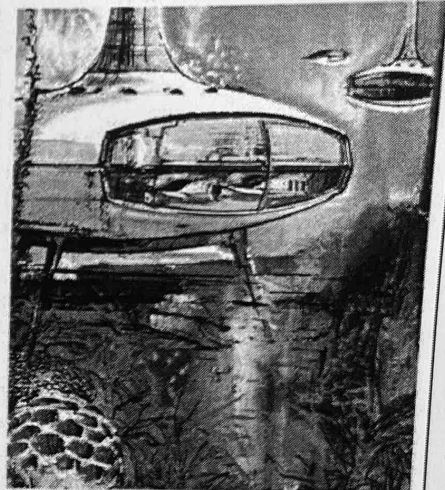
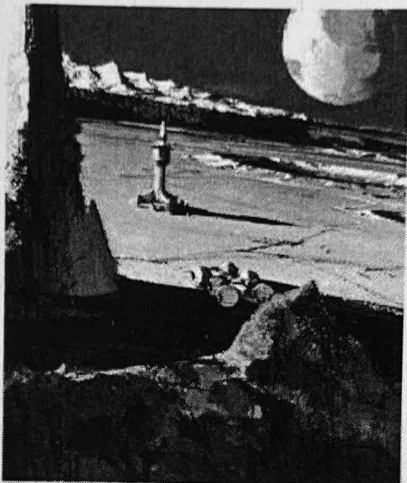
GMHD IN U.S.A.





### 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 "house" that



### 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 Frigid-airé Kitchens Around the World" with Early American, Oriental, Mediterranean, Latin American and Far Eastern decorator motifs. Other G. M. Divisions represented include:

