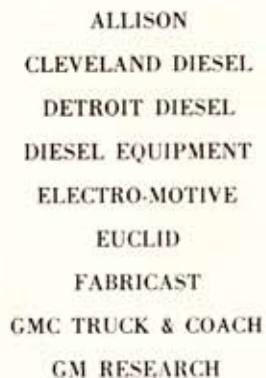


"We saw America's muscles  
at the  
GM POWERAMA"



ALLISON  
CLEVELAND DIESEL  
DETROIT DIESEL  
DIESEL EQUIPMENT  
ELECTRO-MOTIVE  
EUCLID  
FABRICAST  
GMC TRUCK & COACH  
GM RESEARCH



## GENERAL MOTORS POWERAMA

*The World's Fair of Power*



*“Yes, we saw the Powerama, all right—  
and I’m glad we did.”*



“**W**E certainly enjoyed every speck of it—the big show, the demonstrations, the exhibits and all. We had a swell time, and we learned a lot.

“But the main thing *I* got out of it was a brand-new understanding of what an organization like General Motors has to do with the country’s progress.

“In the first place, I always had thought of General Motors just as the world’s largest builder of cars. I imagine that the average man has the same idea.

“Now I know that General Motors also is a mighty important factor in production of power equipment. Man, they’re in it to an extent that made my eyes pop!

“I got my first inkling of that from the fact that the Powerama celebrates the production of General Motors’ 100 Millionth Diesel horsepower. I remember from high-school days that it takes one horsepower to raise 33,000 pounds one foot in one minute.

“At that rate, the General Motors Diesels so far produced could raise one billion six hundred fifty million tons at a clip!

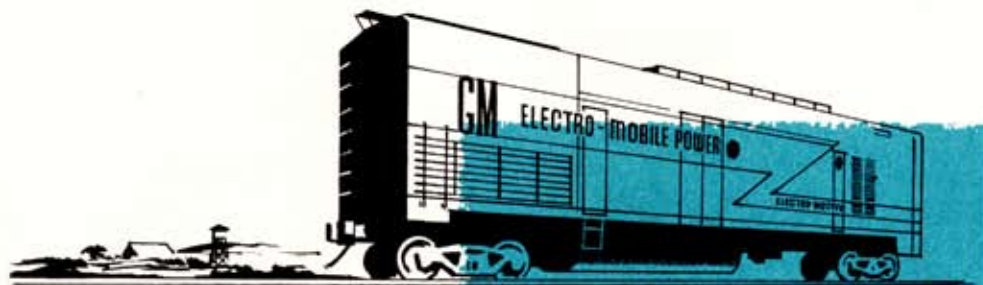
“Even more amazing than that, though, is where and how all this power is being used. Well, you’d have a hard time finding a place on the map where it *isn’t* at work, or any industry that doesn’t depend on it somewhere along the line.

“Even the Powerama’s 20 acres that are filled with examples of GM Diesel power at work can’t begin to paint the full picture.

“We saw, for instance, what it’s doing on America’s railroads . . .

“... where GM's Electro-Motive Division Diesel-Electric locomotives today are hauling 70% of all rail traffic. This, incidentally, is the General Motors Division which has produced the first all-American, dieselized lightweight train—the one they exhibited at the Powerama.

“And they also make Mobile Power units for generating electricity. Imagine real power stations, for many electric utility company uses, that travel by rail or highway to any place they're needed!



“Why, GM Diesel equipment is bringing in  
oil gushers on land, and boring down  
under the ocean to the oil deposits that lie  
offshore. It’s running sawmills, rock-crushers,  
professional fishing boats — even fireboats.

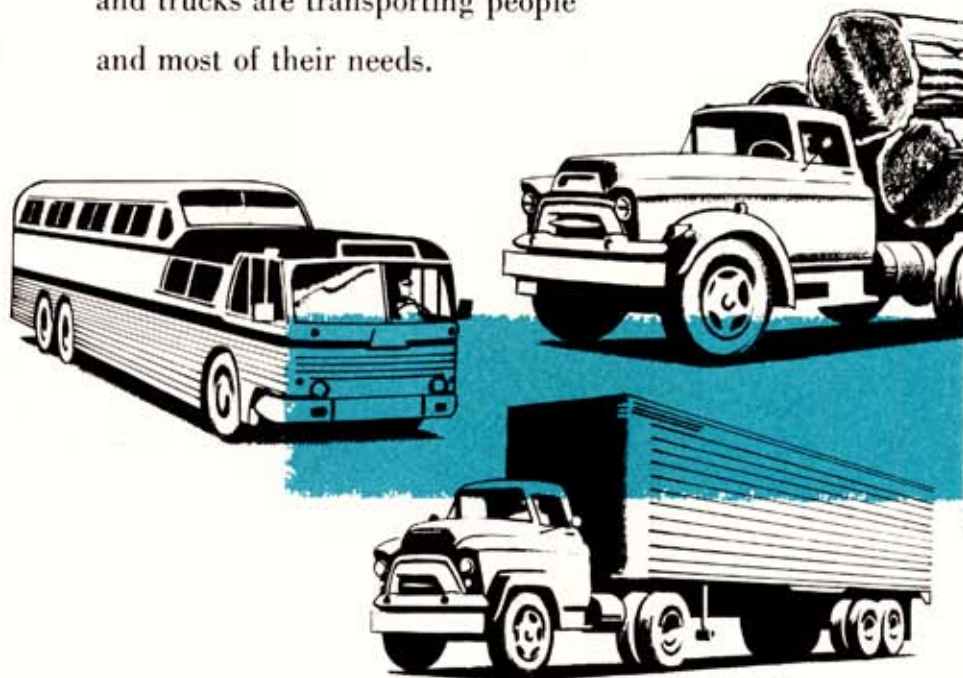


“On farms, GM’s Detroit Diesel Engine  
Division supplies power for tractors,  
irrigating pumps and cotton gins — among  
a lot of other things.

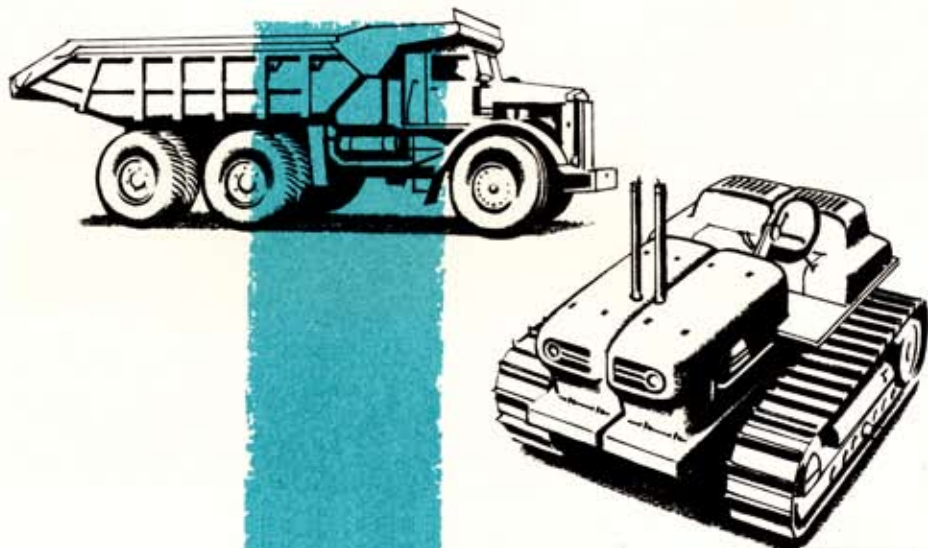
“. . . and most of the Navy's submarines —  
including the fastest one ever built  
— depend on the Cleveland Diesel Engine  
Division's power plants to take  
them all over the world.



“Deep in the forests you'll find GMC Diesel  
trucks bringing out giant logs — to  
sawmills where GM Diesel power slices  
them into lumber. And on the highways,  
endless streams of Diesel-powered GMC buses  
and trucks are transporting people  
and most of their needs.



“Wherever roads are being built, GM Diesel equipment is pushing their construction with Euclid Twin Power scrapers, huge earth-movers and crawler tractors. And you’ll see 50-ton dump trucks that are used in mining and quarrying operations.



“Why, even the better *transmission* of Diesel power is part of General Motors’ activity. Their Allison Division makes a strain-saving automatic shift called TORQMATIC DRIVE. It’s used on the heaviest tanks—even on the new self-propelled atomic cannon.



“Allison, you know, makes the engines for that famous Vertical-Take-Off plane—and for the new Turbo-Prop airliners that we’ll all be riding in very soon.



“It was fascinating to see a model of the crude, bulky engine from which all these GM Diesels were developed. That engine actually weighed about 250 pounds per horsepower. But after GM engineers, 25 years ago, took on the job of making the Diesel practical, they brought the weight down to as little as 3 pounds per horsepower.



“Yes, General Motors made the Diesel  
*everybody's* work horse — more than 750  
industries use it now. They're the country's  
muscles, all right, and from now on,  
when I see the name 'General Motors,'  
I won't just think of cars. I'll also think of  
all the *other* power they're producing  
for America's progress!”

