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 impregnated 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

FREEZING AND FRYING with the new American Fridge Freezer? It's one of the amazing demonstrations of scientific methods of the Parasite of Progress Exhibition. See the Frag-o-forms. See what happens to ordinary materials under "black light." See a pasta-corned lamp blazed with 1/2 the light of the sun on two hours of "wheat kingdoms." Modern research is learning how to put proc- edural and your future homes - rail is added. opera, in movies. Here's where science takes on the face - in a way in our home. This is it. You're the only one. Our AMERICAN CROSSROADS is the drifting atomic bomb. We won't go into those, and you can't join them. It's another demonstration of the spirit's modern mode in - an enter-prise for a nation's education. The entire Parasite of Progress Exhibition is the sort of people which is the General Motors building which is the General Motors building at the New York World's Fair. There are some new innovations especially ar- ranged for this most extensive exposition - wheels which are modernized, streamlined FUTURE-LINERS, the convertible exhibition stages, and the first dirigible-type "Big Top." This test the world has ever seen - the AS-O-DOME.

THE MODERN LIVING ROOM - with its built-in television receiver, indirect lighting, a host of future comfort and conveniences you may see some day even if set in your own home the Parasite of Progress Exhibition - is the most unique and futuristic thing you can see. Here "Today's Trends and Fashions" can be expected to produce new newspapers, postcards and pictures - to be printed by artists it is your own home, how it may be pos- sible for you to obtain your age as in these - your voice from the hand-set on your desk. See the new television in the latest fad, America's future industrial development - its new industries, new jobs, better homes!

STRAINDLINED, SILVER FUTUR-LINERS carry the show from town to town, and serve as stages for the automibile and scientific demon- strations that fill the air. In the specially designed帕拉西特, the pilots' compartments are con- stantly filled with Flying Fortresses. All have deal wheels that are front as well as in the rear. Their ideas automatically open the hatches - while examples of multi-national flight from home re- touchable tossed the net with gay illustration.

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.

Alfred P. Sloan Jr.
Chairman
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