



FOREWORD

The roads we travel today are the creation of little more than a score of years. In the same period motor vehicles have increased tenfold in numbers and immeasurably in utility. Together, the roads and motor vehicles, affording a new facility of transportation, already have wrought profound changes in our ways of life.

Yet the power of this new facility for social and economic gain is unfulfilled. Twenty years more will see a further vast improvement in the rural highways; and, in the streets of our cities, a beneficial alteration greater still. What, in the same period, will be added to motor vehicles in the quality and economy of their performance, may be surmised from the remarkable advances of recent years.

*With vehicles and roads improved far beyond the common expectation of today, highway transport has yet to make its greatest and most characteristic contribution to the Nation. In *Highways and Horizons*, the General Motors Corporation helps us to foresee somewhat of the character and almost unlimited possibilities of that eventual contribution.*

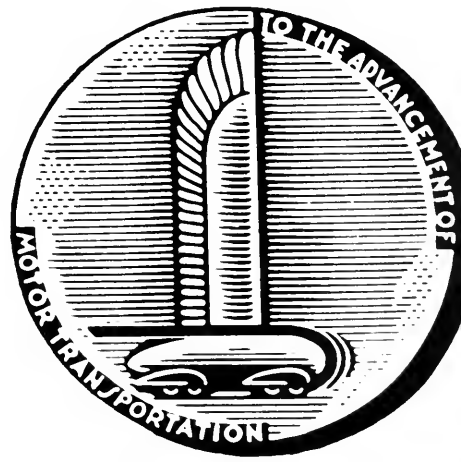


Chief, Bureau of Public Roads,
U. S. Department of Agriculture

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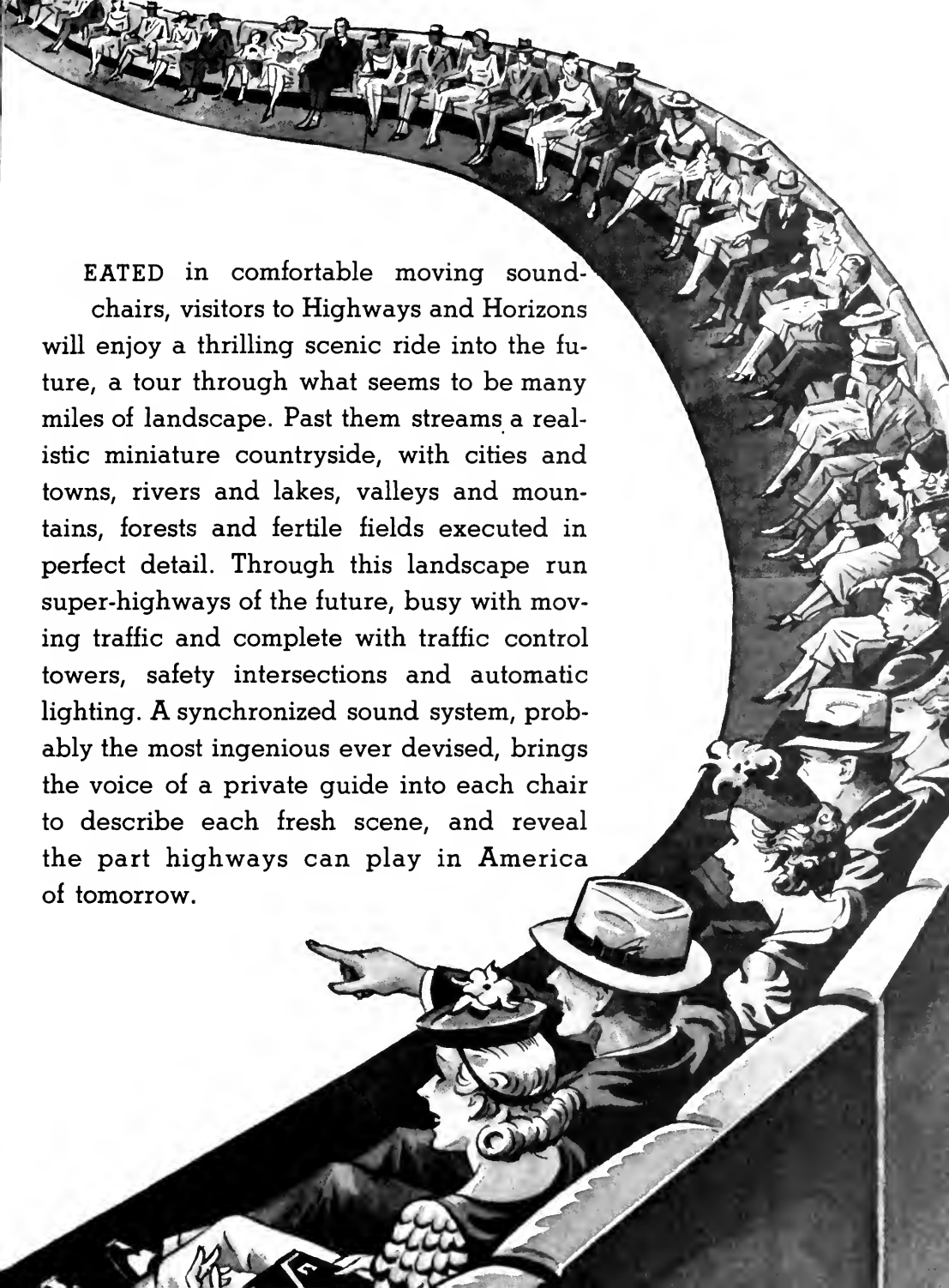
IN presenting Highways and Horizons, a dramatization of future highway progress, General Motors does not seek to predict what the roads of the future will be. Rather it seeks to express the conviction that highway progress, directed by experienced and forward-looking highway officials, will be an even more important influence for national progress in the world of tomorrow than it has been heretofore. The best present knowledge and experience in traffic engineering and highway planning was utilized in the creation of Highways and Horizons. However, it was believed that to adhere too closely to the lines of any of the present highway engineering theories would be to sacrifice the main purpose of the entire project, which is to stimulate public interest and imagination. General Motors dedicates its exhibit to improvement in our streets and highways in the firm belief that to increase the avenues of transportation is not only to increase the broad economic service of the automobile industry itself but, more importantly, to enrich the lives of all the people.





Designed by Norman Bel Geddes, the General Motors exhibit covers an area equal to two and one-half city blocks at the head of the Fair's Central Mall in the Transportation Zone. At its tallest point Highways and Horizons reaches 110 feet into the air, a striking example of futuristic beauty. Broad terraces circle its base and the landscaping is a contrasting pattern of deep green.

EATED in comfortable moving sound-chairs, visitors to Highways and Horizons will enjoy a thrilling scenic ride into the future, a tour through what seems to be many miles of landscape. Past them streams a realistic miniature countryside, with cities and towns, rivers and lakes, valleys and mountains, forests and fertile fields executed in perfect detail. Through this landscape run super-highways of the future, busy with moving traffic and complete with traffic control towers, safety intersections and automatic lighting. A synchronized sound system, probably the most ingenious ever devised, brings the voice of a private guide into each chair to describe each fresh scene, and reveal the part highways can play in America of tomorrow.



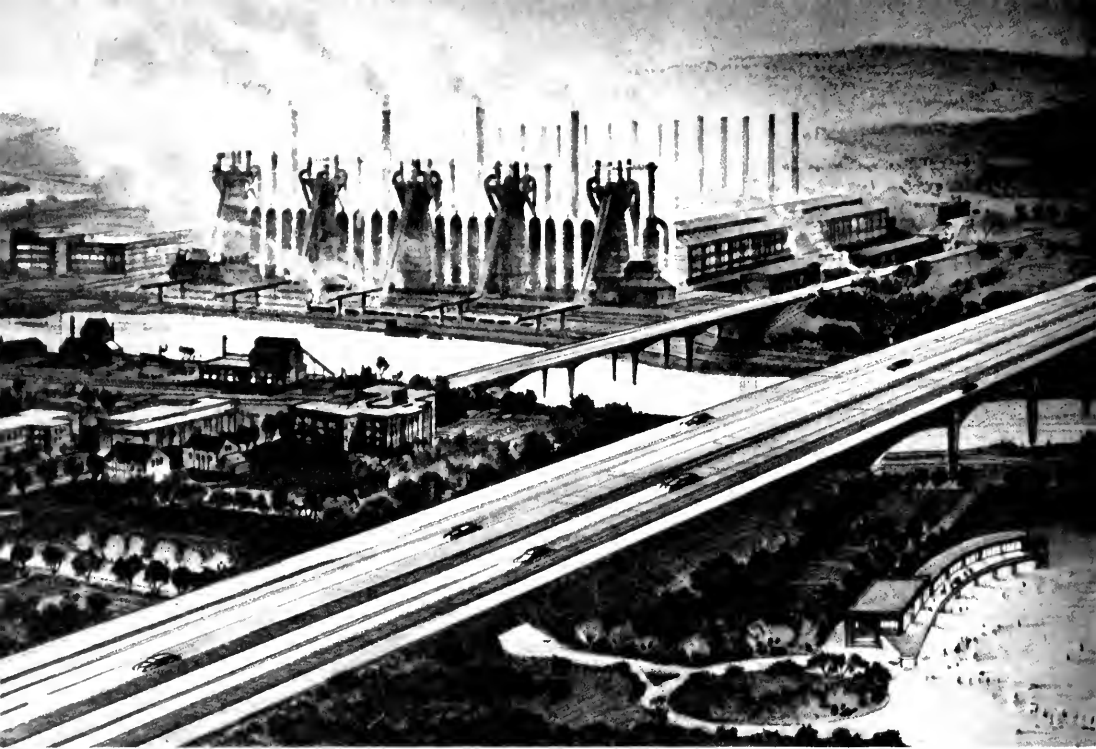
BEFORE the advent of the good roads movement less than a generation ago, the American farmer was an isolated individual, made remote from markets and the comforts of civilization by roads slow, difficult and costly to travel. We have seen in our time how the spread of hard surfaced highways has changed this—how it has brought conveniences to the farmer's door and his produce more readily to market.

Progress itself begins and continues with the removal of natural barriers, and the history of any land is the history of its transportation. Less than three generations ago the roads of America were still in the Dark Ages of their development. Most of the country was still new and only trails reached out to the frontiers. There was rapid progress, but with the advent of the





motorcar America was still short on roads for its horse-drawn vehicles. The job was one of building highways for the motorcar before roads had been finished for the horse. The last generation has seen most of this mighty undertaking accomplished.



There are few barriers left, and people, once days apart, are now within easy reach of one another. The future will see a still greater realization of this conquest of mankind over nature's distances.

The necessity for a far-reaching and planned expansion of America's highway system is not due chiefly to the expected thirty per cent increase in the number of motorcars. Rather it is due to the fact that the motor vehicle is already operating well below its capacity to serve.

Getting in and out of, or passing through, a large city have long been a tremendous handicap to the efficiency of the motorcar. A few express, or super-arterial, highways have done something to bring about a better correlation between city and rural systems at their meeting point; and by-passes, or circumferential highways, have eliminated many delays to so-called through traffic.



GENERAL MOTORS HIGHWAYS AND HORIZONS

"A Fair within the Fair"

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- A. Main Entrance.
- B. Map Lobby—Start of Sound-Chair Tour.
- C. Touring Sound-Chairs on "Carry-Go-Round."
 - Animated Scale-Model "Futurama"—A Vast Cross-Section of America in Dramatic Terms of 1960.
- E. Unloading Platform and Elevated Pedestrian Sidewalks on Full-Scale Future Street Intersection.
- F. "World Horizons" Exhibit of General Motors Overseas Operations.
- G. Frigidaire Division Display.
- H. Exhibit of General Motors Research Laboratories.
- I. Display of Inland Manufacturing Division.
- J. A 4000 Horsepower Streamlined Diesel Locomotive Which Forms a Spectacular Entrance to the Building.
- K. Traffic and Safety Information Center.
- L. Stairways to Diesel Engine and Fisher Body Exhibits.
- M. Car Display Salon.
- N. Casino of Science, in Which Is Presented a Stage Show of Science and Research.
- O. General Motors Employe Headquarters.
- P. Exhibits of General Motors Accessory Divisions.
- Q. Street Level of Intersection of the Future.





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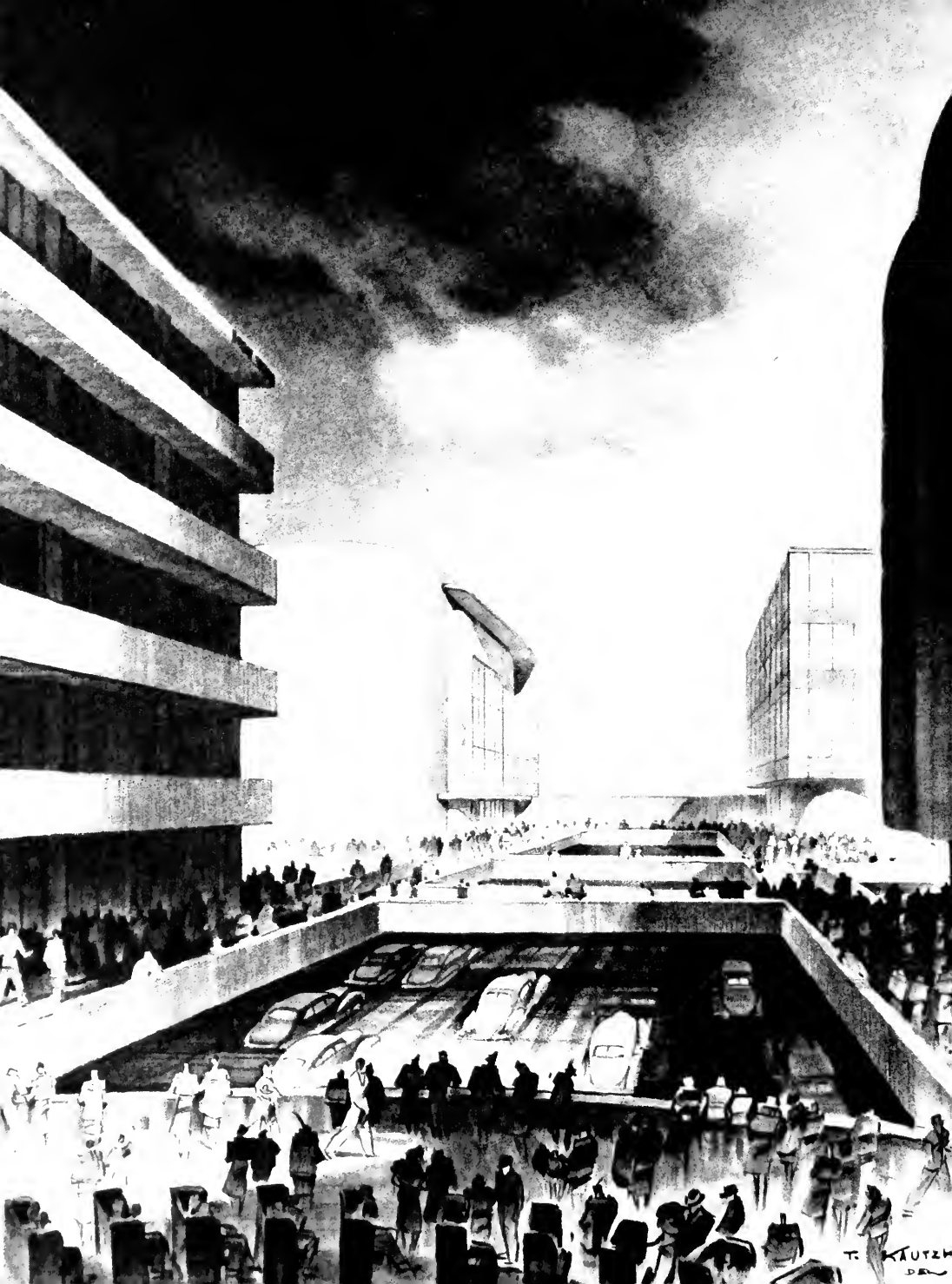
T. KAVTZKY

As every driver knows, there is still little pleasure in being at the wheel when entering or leaving large cities. No one thing will add more to the efficient use and joy of the motorcar than the correction of this condition—perhaps in some such fashion as here pictured.

The highway problem, then, is a street problem too, because streets are definite and important parts of the highway system. But the great cities of today were planned and largely built before the motor car was even a dream. The problem now is to correct existing conditions. Ultimate progress can only be made by creating new facilities which will diminish congestion until traffic, both vehicular and pedestrian, moves about with safety, convenience and comfort for all.



T. KAUFMAN

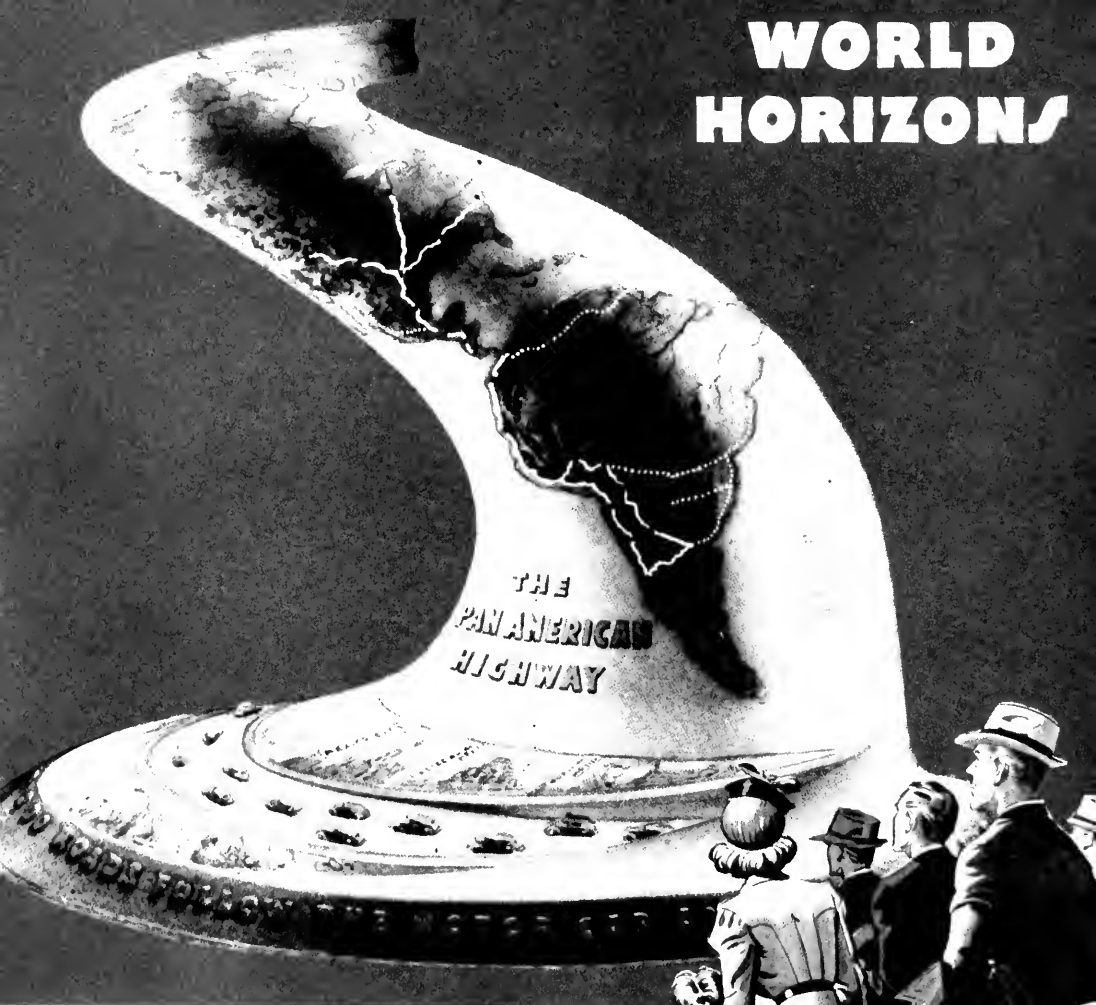


T. KAUTZ
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● The visitor to Highways and Horizons will see how these facilities may well take form. Ending his scenic ride he seems to descend into a City of the Future. By a series of unique close-ups one intersection looms larger and larger until its four corner buildings rise several feet into the air. The scene is alive with people and motor cars, flashing signs and bright show windows. But before the spectator can take in all the details his chair turns and he is looking out on a full-size street intersection, the same scene he just viewed in miniature.

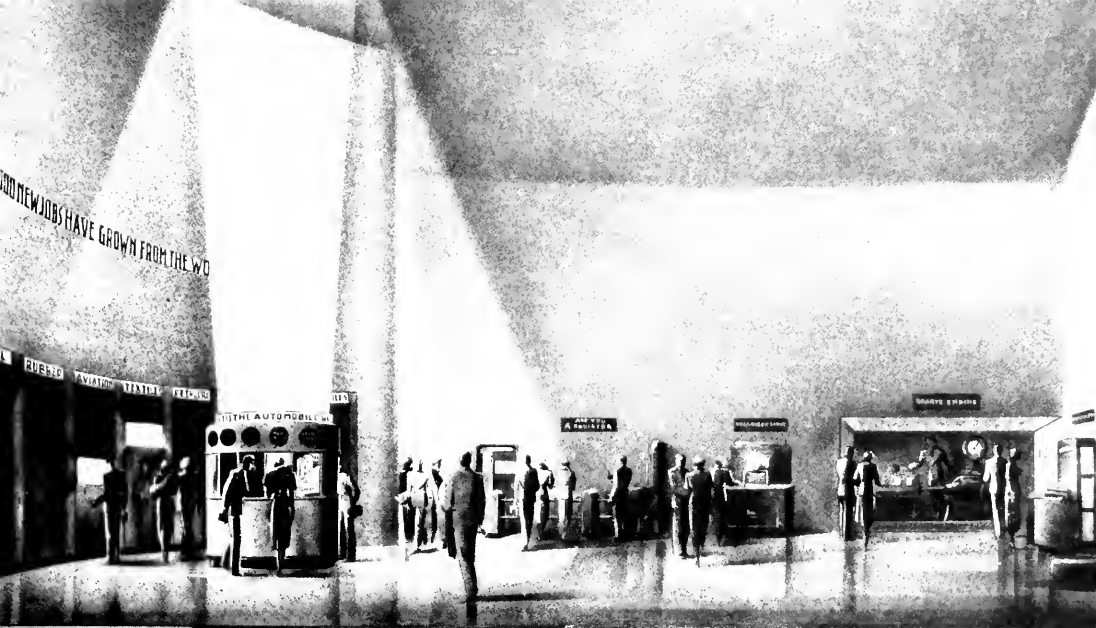
● He alights from his chair to find himself standing on an elevated sidewalk, a pedestrian in the City of the Future. And, as he walks about, he witnesses an endless number of thrilling displays and demonstrations.

WORLD HORIZONS



THE General Motors Overseas exhibit, one of the most interesting sights at the GM Building, will carry out the theme of Highways and Horizons. It demonstrates how communities, countries and even continents are benefited by the interchange of products and culture made possible by better highways. In a series of unique displays the exhibit makes a dramatic plea for greater friendliness and interdependence among nations. At the base of the central display is inscribed its theme—"In the peaceful and unhindered pursuit of world trade rests the hope of mankind for progress and prosperity."





THE large room of the exhibit building houses displays and equipment of General Motors Research Laboratories. For those with a technical turn of mind there is enough of mechanical interest to occupy a week's time. But there is plenty to absorb the average person whose technical knowledge is limited. Also under the sponsorship of Research Laboratories is the "Casino of Science," an auditorium seating six hundred people and featuring a continuous scientific stage show. Visitors to these two exhibits are given a thrilling demonstration of the fact that progress of tomorrow is based on research of today. Whether that progress be in industry, in the building of automobiles or the building of highways, it begins with research—"the organized effort to acquire new information." The highways of the future, to be adequate, must be the result of a carefully planned building program. In that all highway authorities agree. And the first step in intelligent highway planning has been, is and must continue to be, intelligent research.



OTOR transportation, now more than ever before, is related inseparably to the daily lives and progress of those it serves. To provoke intelligent public thought as to the practical problems of highway travel is the first purpose of Highways and Horizons. No effort has been spared in the creation of a magnificent exhibit, fascinating to see, but it is hoped that its real and lasting splendor will be found in the accomplishment of that first purpose.

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Located prominently in the General Motors exhibit building will be the Traffic and Safety Information Center, participated in by national safety organizations. Available to all persons and groups will be facilities for obtaining data on safety techniques, films, publications and other aids for safety promotional programs.

General Motors Divisions and Subsidiaries Represented in Highways and Horizons

AC Spark Plug Division	General Motors Acceptance Corporation
Allison Division	Research Laboratories Division
Buick Motor Division	General Motors Truck and Coach Division of Yellow Truck and Coach Manufacturing Company
Cadillac Motor Car Division	Guide Lamp Division
Chevrolet Motor Division	Harrison Radiator Division
Delco Appliance Division	Hyatt Bearings Division
Delco Brake Division	Inland Manufacturing Division
Delco-Frigidaire Conditioning Division	Moraine Products Division
Delco Products Division	New Departure Division
Delco-Remy Division	Olds Motor Works Division
Diesel Engine Division	Overseas Operations
Electro-Motive Corporation	Pontiac Motor Division
Fisher Body Division	Saginaw Malleable Iron Division
Frigidaire Division	Saginaw Steering Gear Division
General Exchange Insurance Corporation	

GENERAL MOTORS

