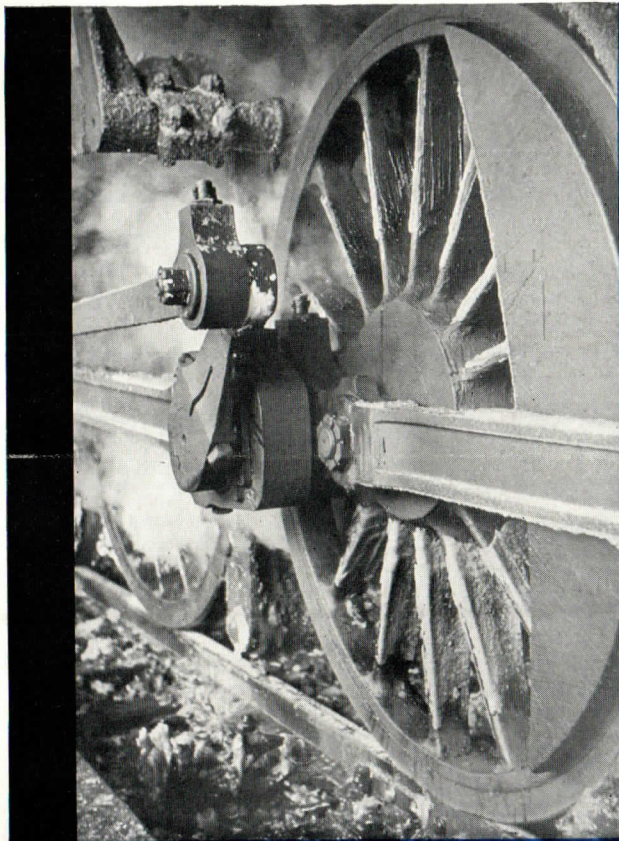

"Too many seem to think that, in some way or other, we can have more by magic. On the contrary, that objective can only be accomplished by the laborious task of obtaining the essential materials from the mines, from the forests, and out of the ground, and carrying them through the various processes of fabrication until they reach some form useful to mankind. As a nation, we still have to learn that neither more leisure nor a fantastic distribution of property, nor higher prices, but on the contrary, more work done more efficiently is the only possible approach to the highly desirable objective that we have in mind."

— By ALFRED P. SLOAN, JR.
Chairman of the Board, General Motors



HUMAN PROGRESS

THE WHEEL — AND

THE time and place and occasion of the world's greatest invention is a mystery.

As to its origin, or who was the benefactor of humanity that first caught the idea, or in what form it came to him, we know nothing. We only know that the WHEEL is the most vital, the most essential and the most basic factor and element in human progress.

It was the wheel that led to man's conquest over natural power. Men and animals were the first motive power, but later the wheel set against the wind or in the flowing stream gave us the windmill and the waterwheel. Then came steam, then electric power, to turn the wheel. Now, in air, on earth and in the sea, with the wheel propelled by the gas engine—ships, planes and automobiles make their power as they go.

Without It—What?

Without the wheel in its numberless uses, life as we know it would be impossible. It cuts the grain, grinds our flour, weaves our cloth and hoists our fuel and minerals from the mines; it prints our books, carries our commerce and lightens our darkness. Edged with teeth, the wheel becomes a circular saw; set with blades, it becomes a propeller pushing ships through the sea and pulling airplanes through the air; flanged with steel it bears our railway traffic; tired with rubber it provides transportation for millions of people.

Five-sixths of all the wheels that turn on this earth are in the United States. Whether we think of wheels in clocks, factories or farm machinery; or wheels on railway tracks or motor highways . . . where the rest of the world has one wheel

of any sort, this country has five. Convincing testimony to American progress, American enterprise and America's industrial leadership!

WHEELS . . . turning, whirring in every shop, mill and factory in every town and city from the Atlantic to Pacific, turning out everything from thread to threshing machines; wheels, clicking off miles under freight cars, trucks, tractors, and trailers—wheels of the nation, speeding the nation's business—moving the products of farm and factory.

Initiative Is The Hub!

Materials are on the move!—on Wheels—on every road of steel and every concrete highway—millions of dollars worth annually—from mines, mills, forests and farms—headed for factories throughout the United States. *Merchandise* is in *Motion!*—rolling to every corner of America and the world—what this region makes, that one needs—what one section grows, another refines—all to satisfy human needs. That is American Industry—the greatest human accomplishment in progress the world has ever seen.

Those who complain of America's industrial advance, those who wish to change it all—have a simple task—they have only to *abolish the wheel!* Then the world will revert to wilderness and the people to barbarism.

The hub of the wheel of industry in America is initiative—freedom of enterprise with the profit system that provides the incentive for every one to work, to choose his work, to produce, to create, to think, and to save, in order to achieve success and happiness.