

archways to understanding

PEACE
THROUGH
UNDERSTANDING

GENERAL FOODS ARCH 1



**GENERAL FOODS
AT THE NEW YORK WORLD'S FAIR**

*Graceful,
soaring
archways
will add
to your enjoyment
of
the
Fair*

You will see them towering 60 feet above the crowds—beautiful General Foods Archways, erected to “Peace Through Understanding.”

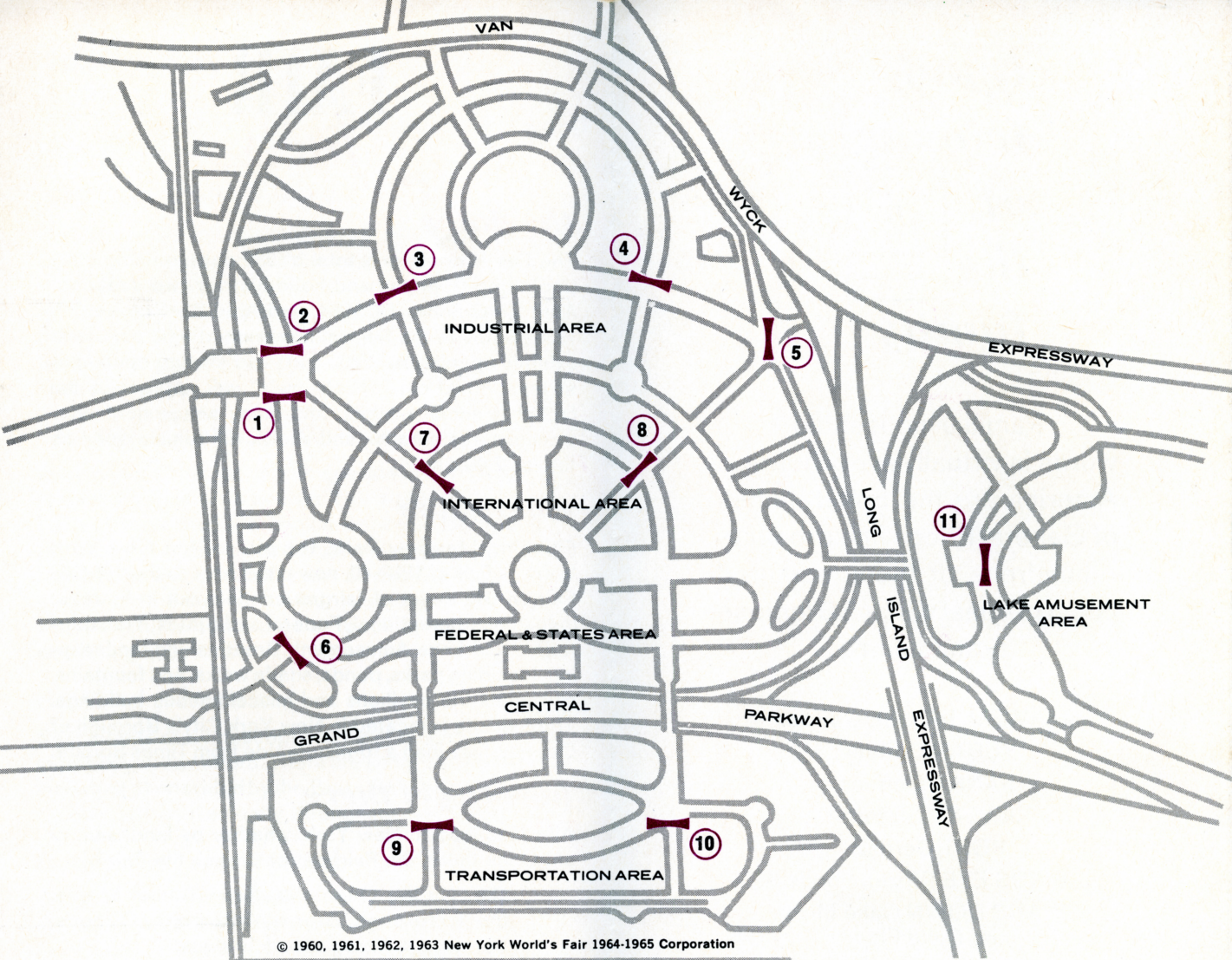
In big, bright letters moving across their message panels, they will tell you about special events at the Fair and give you instructions for reaching them.

They will bring you weather forecasts, reports of traffic conditions, public-service announcements, sports results, the correct time, special bulletins about important events in the news.

There are 11 of these handsome, helpful structures; they comprise the “electronic newspaper” communications system at the Fair.

They provide a service which General Foods brings you with best wishes for a rewarding experience at this great international exhibition dedicated to “Peace Through Understanding.”





 GENERAL FOODS ARCHWAYS

“Meet me at the Archway”

Thousands of Fairgoers will be saying, “Meet me at General Foods Archway Number Four”—or Number Five, or any of the 11 Archways they designate as a convenient place to meet.

You can’t miss these dominating landmarks; they stand prominently in the open, where you can easily spot the persons you’re looking for.

When you’re seeing the Fair in a group, a good idea is for all to agree on a specified General Foods Archway as an assembly point in case you become separated.

The map above shows you where they are; and all 11 are numbered.

FAIR Facts

the dates

The Fair is open for a total of 360 days, running daily (including Sundays and holidays) for two seasons: April 22–October 18, 1964, and April 21–October 17, 1965. Gates to the fairgrounds open at 9:00 a.m., with exhibits opening by 10:00 a.m., and staying open until at least 10:00 p.m. “Night owls” will appreciate the fact that some exhibits, and many amusement concessions, restaurants, and shows will remain open as late as 2:00 a.m.

where it is

Flushing Meadow Park, the site of the New York World’s Fair of 1939–40, now plays host to the 1964–65 Fair on 646 acres of fairgrounds laid out in 5 areas: Industrial, International, Federal and States, Transportation, and Lake Amusement. Breathtaking landscaping, including parks, ponds, shade walks, and fountains, surrounds the pavilions and miscellaneous buildings. The Fair site is located in New York City’s Borough of Queens, less than a 10-minute ride from Times Square.

how to get there

All roads lead to New York, whether by land, sea, or air. Once there, the Fairgoer can reach the Fair by:

- **Car**, via the Queens-Midtown Tunnel or over the Triborough, Bronx-Whitestone, Queensborough, or Throg’s Neck bridges.
- **Subway or Train**, use any one of the city’s three subway lines—IRT, BMT, or IND. For just 15 cents, you can reach the Fair from any point on New York’s 236 miles of subway. Or take Long Island Rail Road from Pennsylvania Station in Manhattan. Fare 50¢.
- **Helicopter**, from the Port of New York Authority’s heliport in Manhattan; or from Newark, La Guardia, or Kennedy International Airports.
- **Boat**. Over a half-million visitors are expected to travel either by private or public boats to the new Flushing Bay Marina.
- **Bus or Taxicab**. Bus fare within New York City is 15 cents; cabs charge 25¢ for the first 1/5 of a mile and 5 cents for each additional fifth. You will find the cab drivers a ready source of information for helping you plan your visit.

admission fees

An admission ticket is required for each visit to the Fair. At the gate, tickets will cost \$2 per adult and \$1 per child (ages 2–12).

parking facilities

Parking is plentiful. Four mammoth parking areas border the fairgrounds, with parking spaces for 20,000 cars. Shea Stadium’s 9,000-car parking lot will also be available when the Stadium is not in use. Flushing Airport, a short bus ride away, provides parking space, too. The charge for parking is \$1.50 a day in any of these locations.

travel around the fairgrounds

Greyhound Corporation will operate 300 vehicles for visitors who prefer to see the Fair sights while riding. Fairgoers can make a choice between full-size, air-conditioned, glass-topped sightseeing buses, glide-a-ride tractor trains that will carry 60 people on an open-air ride around the Fair; or four-passenger “escorters” with benchlike seats plus a “back-seat driver” for answering questions.

eating places

Restaurants of all descriptions cater to every appetite at prices you can afford. There are some 75 restaurants, including 31 operated by the Brass Rail Corporation. All are located conveniently throughout the fairgrounds.

a visit to new york

A visit to the Fair puts you close to the entertainment capital of the world: New York City. You’ll want to see the latest and best in Broadway theater—the many museums and art galleries—major league baseball with the Yankees and Mets—the great new Lincoln Center for the Performing Arts, with special World’s Fair programs—the United Nations—Times Square—Rockefeller Center—famous Fifth Avenue—all this, and much more, just minutes away from the Fair!

places to stay

New York City features an abundance of excellent lodging facilities. You can get information or make reservations by writing to:

New York World’s Fair Housing Bureau
30 Rockefeller Plaza
New York, New York 10020

No need to worry, either, about higher rates during the Fair seasons. Over 350 leading New York hotels and motels have signed agreements not to raise their rates.

*Good
friends
of
the
family*



Familiar household words in virtually every home in America are the brand names of General Foods fine products—hundreds of them marketed coast to coast under 30 famous brand names.

MAXWELL HOUSE Coffees
YUBAN Coffees
SANKA Coffees
JELL-O Desserts
POST Cereals
BIRDS EYE Frozen Foods
SWANS DOWN Cake Mixes
and Cake Flour
BAKER'S Cocoa and
Chocolate Products
BAKER'S Coconut
GOOD SEASONS
Salad Dressing Mixes
LOG CABIN Syrup
KOOL-AID Soft Drink Mix
TANG Instant Breakfast Drink
MINUTE TAPIOCA
MINUTE RICE
GAINES Dog Foods
S.O.S. Soap Pads

... and many other fine products.

GENERAL FOODS CORPORATION, WHITE PLAINS, N.Y.