

BULK RATE  
U. S. POSTAGE  
**PAID**  
Brooklyn, N. Y.  
Permit No. 1

PEACE  
THROUGH  
UNDERSTANDING



GENERAL FOODS ARCH

AMERICA'S FIRST FAMILY  
OF FINE FOODS CREATES  
UNIQUE NEWS NETWORK FOR  
WORLD'S FAIR VISITORS

THIRD CLASS





# **GENERAL FOODS GIANT ARCHWAYS WILL BRING YOU NEWS AND INFORMATION WHILE YOU VISIT THE NEW YORK WORLD'S FAIR**

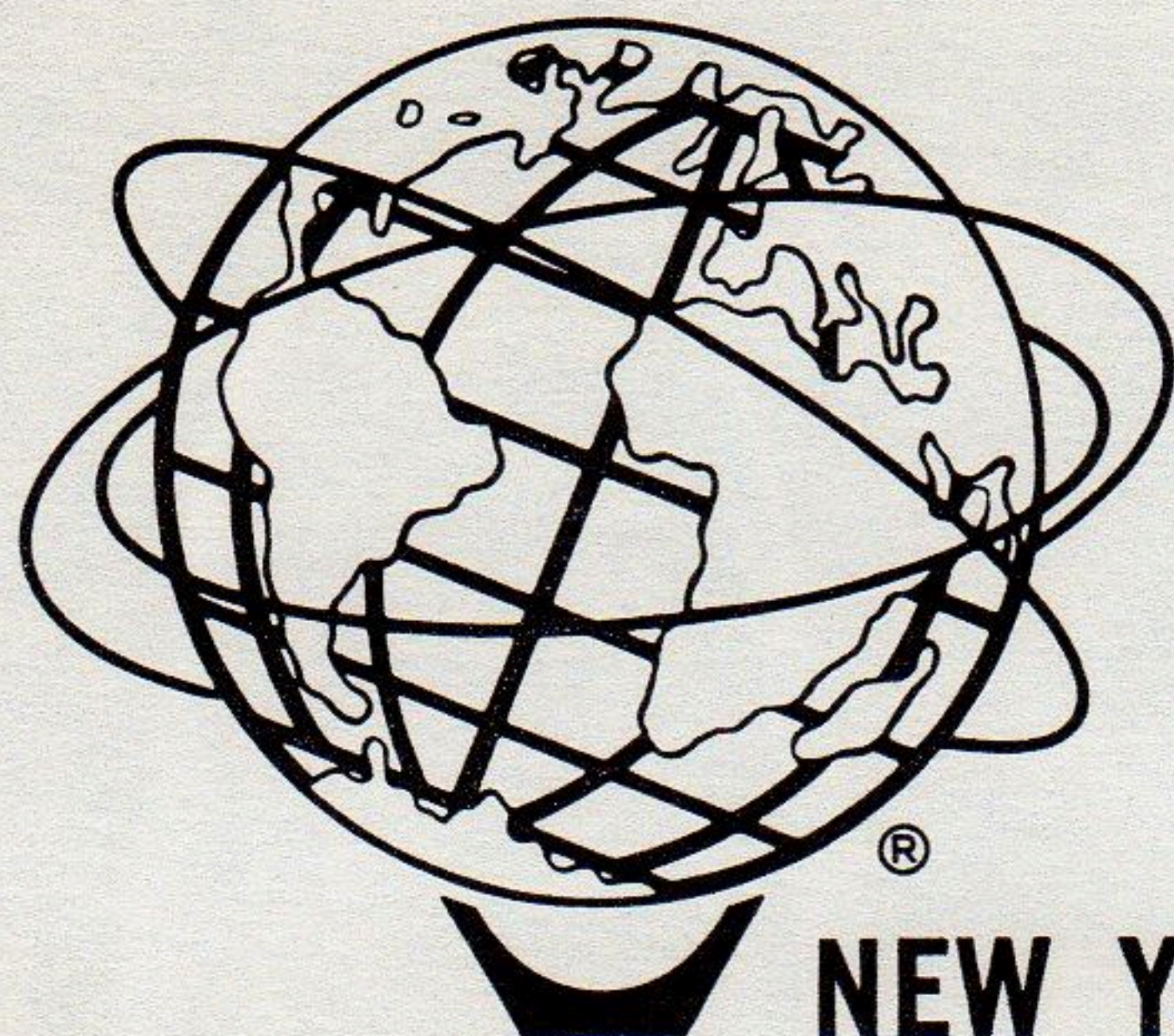
These towering archways are over 60 feet high. Day and night big bright letters will move across a huge electronic board bringing you ☐ News ☐ Weather Forecasts ☐ Special Events of the Day ☐ Sports Results ☐ Fair Grounds Instructions ☐ Correct Time and many other items to help make your visit to the World's Fair more enjoyable.

Eleven of these General Foods Archways will stand tall above the grounds. Look for them.

General Foods Archways are dedicated to the Fair's theme of "Peace Through Understanding".







## NEW YORK WORLD'S FAIR-1964-65

A quarter of a century has passed since the famous 1939 New York World's Fair. In this new 1964 World's Fair, all that has passed and all that is to come in the next 25 years . . . will be reflected. On 646 acres of Fair Grounds, old ideas will give way to future dreams.

More than 70 million visitors are expected to visit the 1964-65 New York World's Fair . . . perhaps the biggest outdoor show since the first Great Exhibition in London, England in 1851.

The 1964-65 New York World's Fair, which opened officially April 22, cost more than one billion dollars to build 250 pavilions and exhibitions representing 50 countries and 24 different U.S. states . . . and nearly 350 American business firms.

This World's Fair has temples of Religion, theatres, amusement rides, Science exhibits and even Olympic games. In order to see everything in every exhibit, it is estimated the average person would have to spend about 12 sightseeing days.

There are many theatres and rides, most are free, and there are plenty of games and amusements for every age.

It can be truly said, the 1964-65 New York World's Fair is the greatest show on Earth.

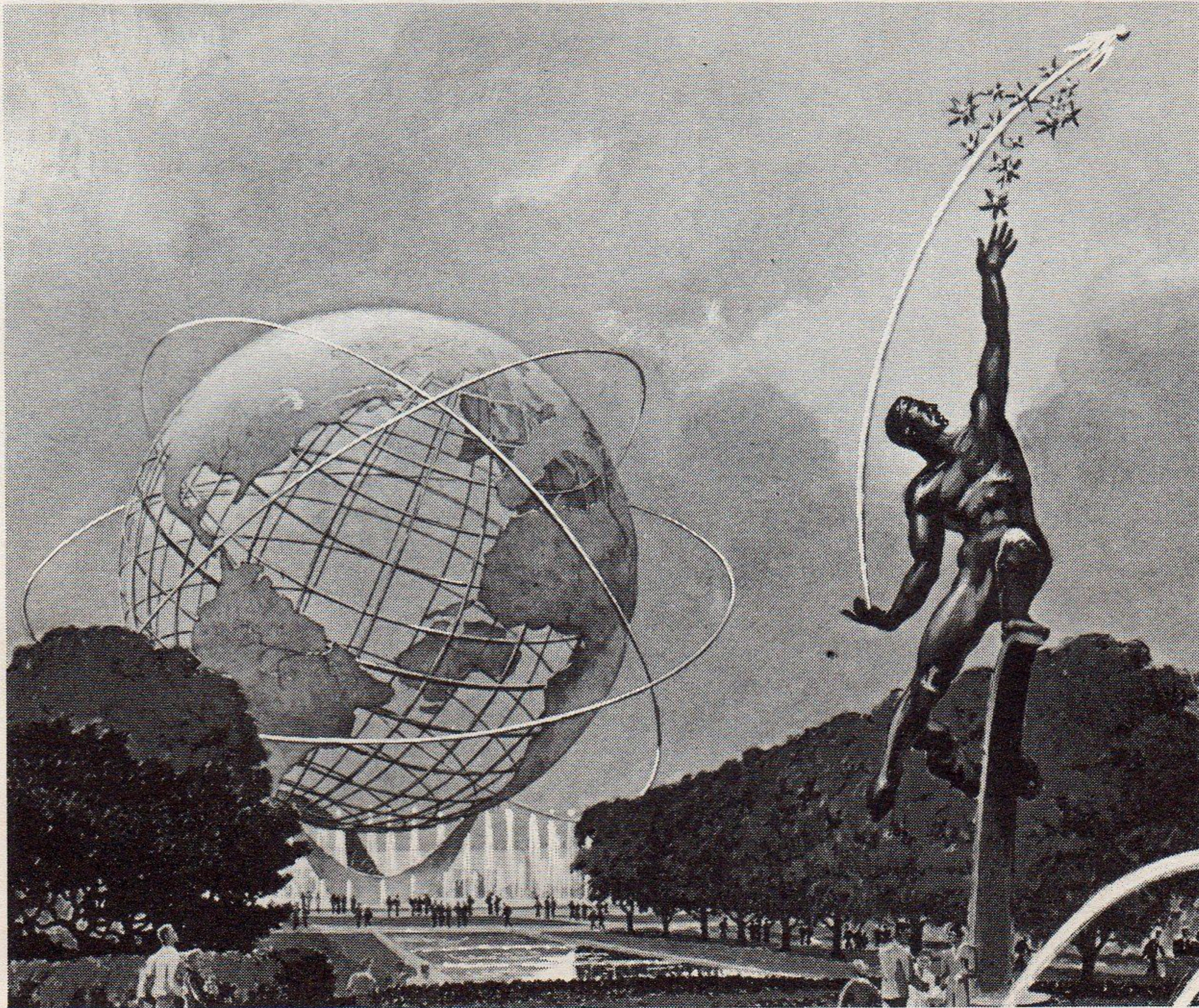
Unisphere® presented by  United States Steel

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**THE MAIN MALL . . .** In this area people of all Nations will come to pass in the shadows of the Unisphere — the symbol of the New York World's Fair.

The Unisphere is 140 ft. high and is made entirely of steel and was donated to the New York World's Fair by United States Steel as the official symbol of the Fair. The Unisphere carries the theme of the Fair, "Peace Through Understanding", to remind people to be kind to other people.

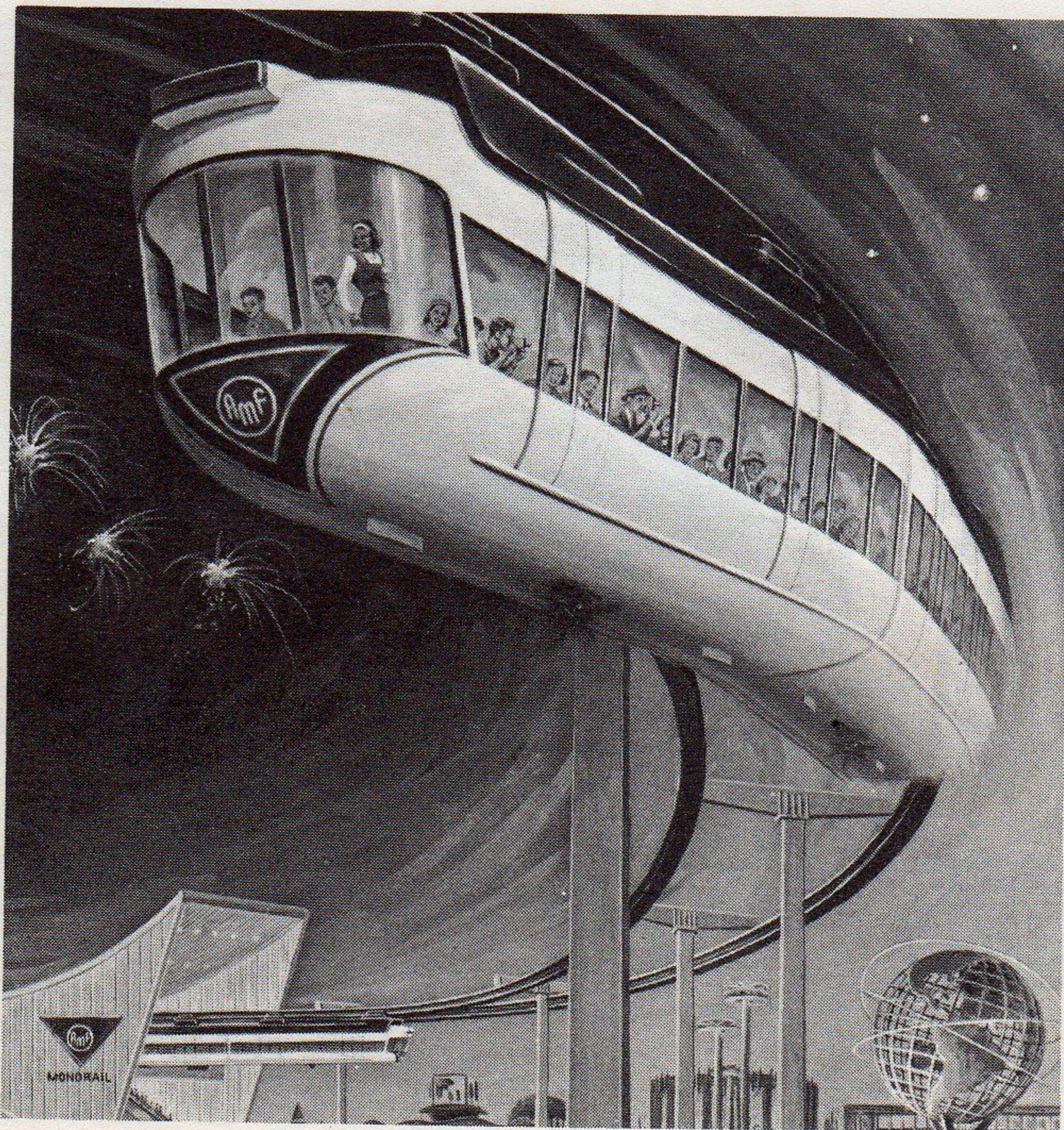




# THE AMF MONORAIL... *A New Way to Travel*

The first Monorail of the American Machine and Foundry Company will be seen and enjoyed by millions of people at the New York World's Fair.

Seven trains, over two-car-lengths long, will travel on parallel loops 40 feet in the air circling the lake amusement area. All trains — each holding 80 passengers — are automatically controlled and air-conditioned. An attendant will be on hand and a recording will describe the points of interest on the ground.

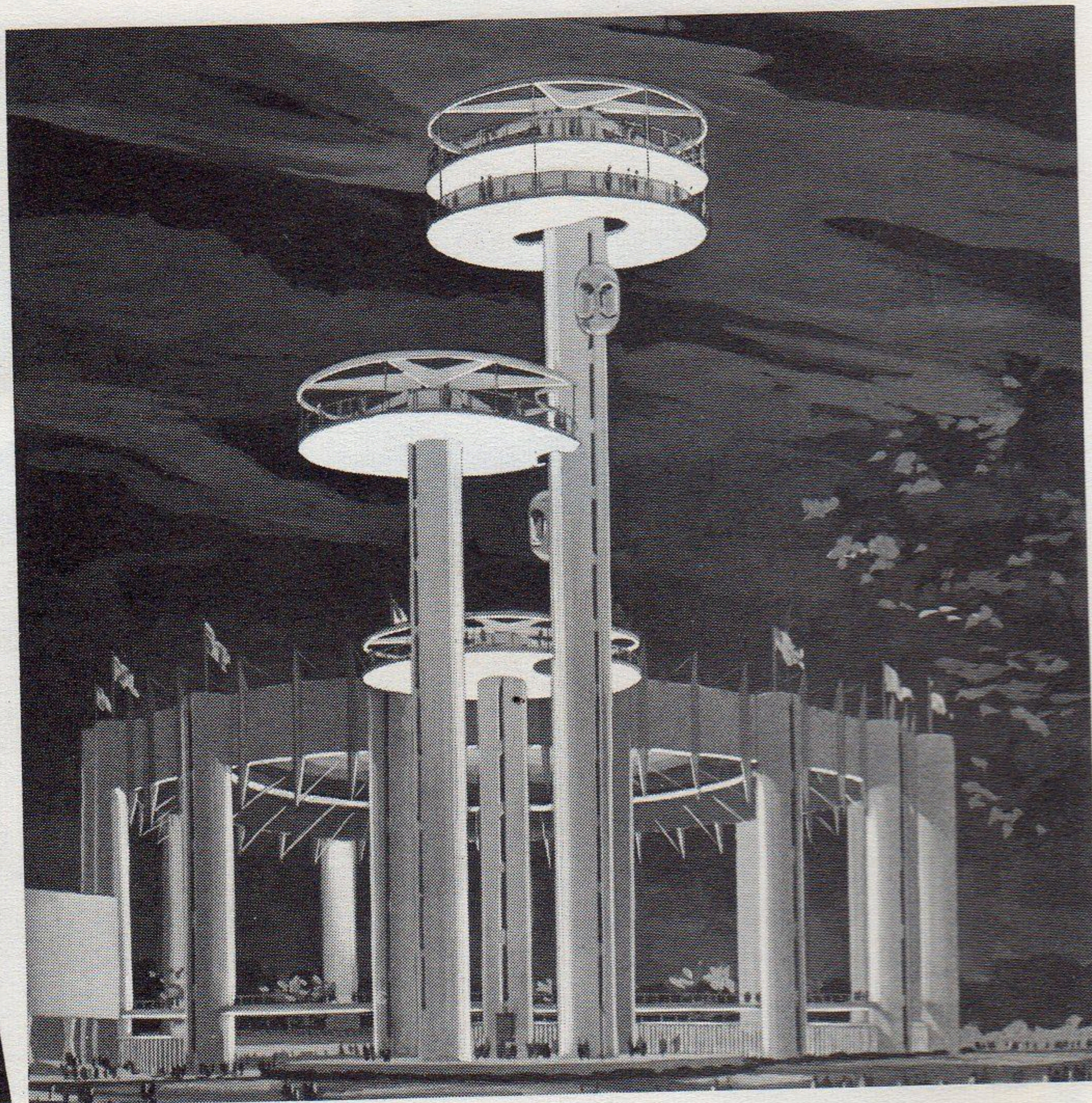
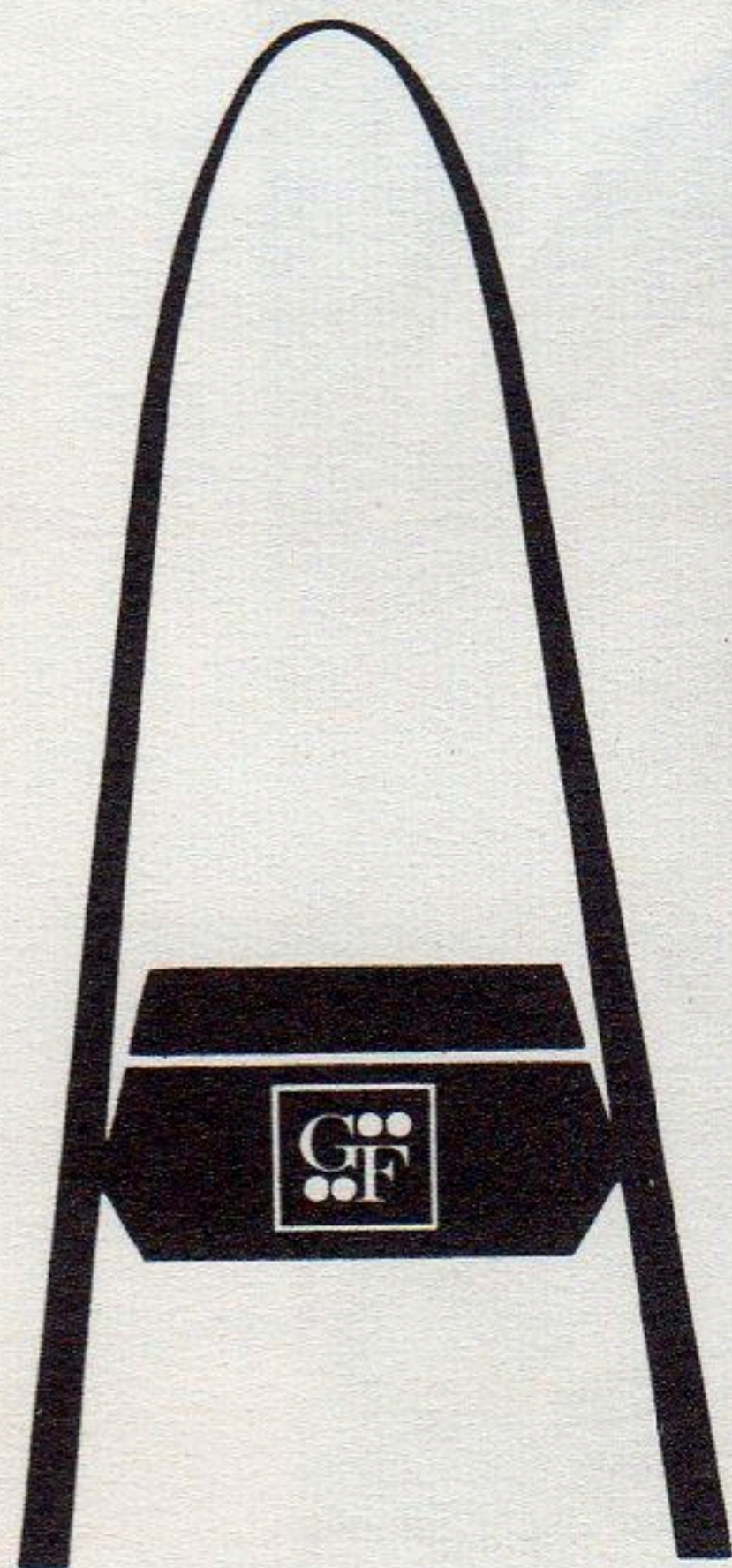


SEE THE FAIR  
FROM THE AIR  
RIDE THE  
AMF MONORAIL



**THE NEW YORK STATE EXHIBIT . . .** This will consist of three main structures, including a theatre, a "Tent of Tomorrow", and three observation towers.

The New York State theatre is designed in a circular shape, and can hold several hundred people. Inside visitors will view motion pictures on a panoramic wide screen showing New York as a place to live, work and play.





**SOLAR FOUNTAIN . . .** Several of these towering fountains, shooting water high in the air, will be part of the excitement of the World's Fair you won't want to miss.





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Promenade through the Famous Mall at the New York World's Fair