

We Are Here to Serve You

Following are some of the services available to GF employees and their friends in their V.I.P. lounge:

Free coffee — Maxwell House, the "official coffee of the World's Fair." Or, for youngsters or adults wishing a cold beverage, a refreshing glass of Tang, Kool-Aid or Awake.

Telephone, to keep in touch with home and office. If long distance calls are required please make them collect.

A receptionist to receive incoming messages and to make travel and restaurant reservations for you; see the steward for her location.

A full-time steward to make your visit comfortable and pleasant. In addition to providing beverage service, you'll find him well equipped to answer questions on and about the Fair — its exhibits — the best routes to take in and out of the Fair to get to your destination.

Official World's Fair Guide Books and Souvenir Maps are also available for your study. But please leave them for other visitors to use.



Other Facilities in the Building

Your steward can give you full details on what to do and see in the Better Living Center. A few things of particular interest are:

The Hilton Restaurant on the Roof. Featuring the foods of five nations, it gives you an opportunity to dine around the world only a few steps from where you are sitting. It's also a wonderful spot from which to view the evening fireworks show. To get there, simply turn left as you leave the lounge and go up the private stairway to the roof.

Dorothy Draper's Dream Home, featuring the very latest in home design and furnishings.

The Food from Farm to Table Exhibit will provide interesting insight into the processing of raw foodstuffs into finished food products.

Borden's Theater, featuring a real live Elsie the Cow, will be fun for young and old alike.



So Long—Come Back Soon to the V.I.P. Lounge

Through the years, General Foods' success has come from its people — they are its V.I.P.'s. This lounge is named General Foods V.I.P. Lounge for that reason. We hope your visit has been pleasant and that you'll return again soon to use your very own V.I.P. Lounge.



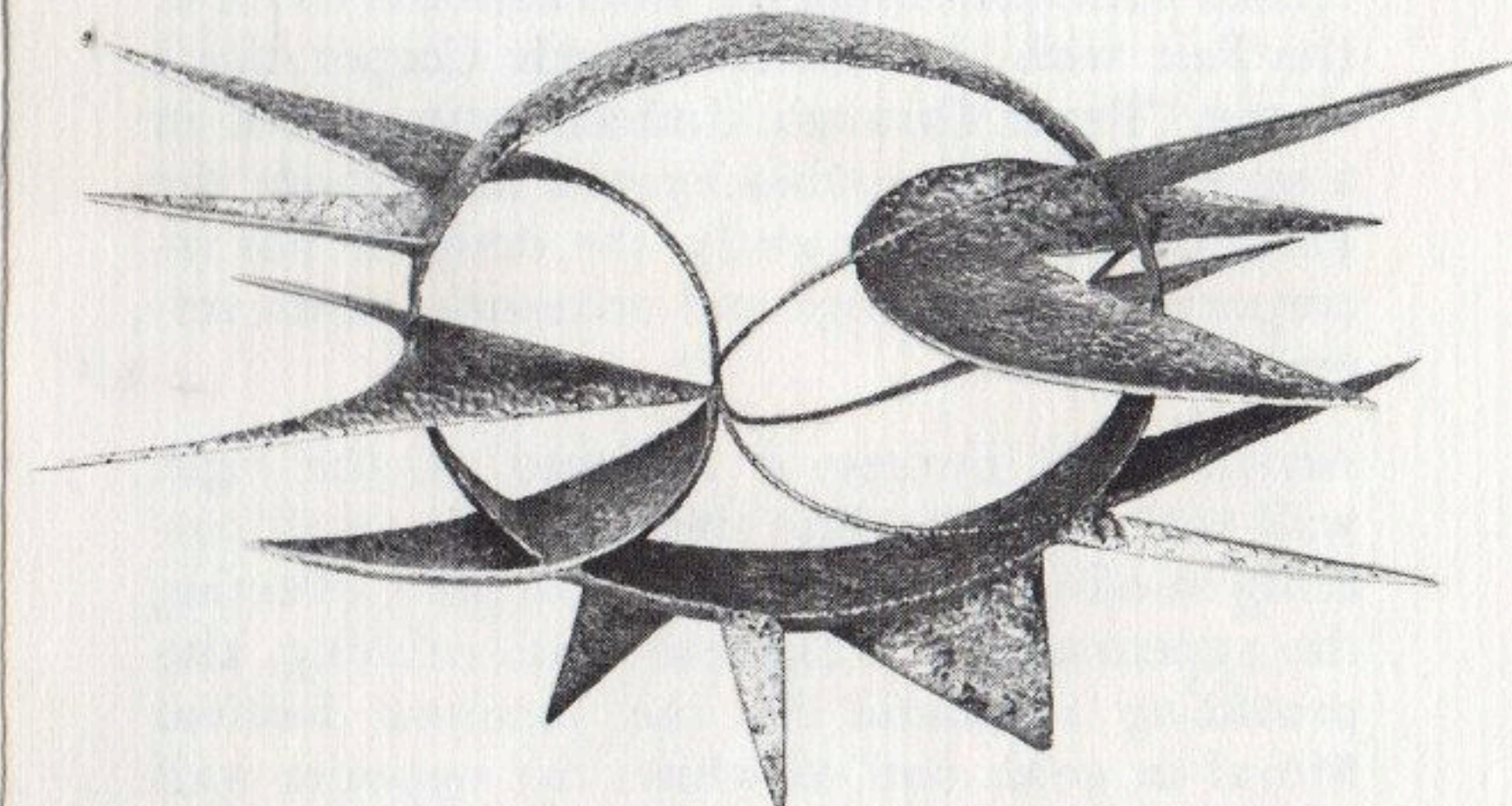
GENERAL FOODS

250 NORTH STREET

WHITE PLAINS • NEW YORK



A Few Words About Your General Foods V.I.P. Lounge



'Western Sun' . . . Sculpture by Miss Jean Woodham

Where you are

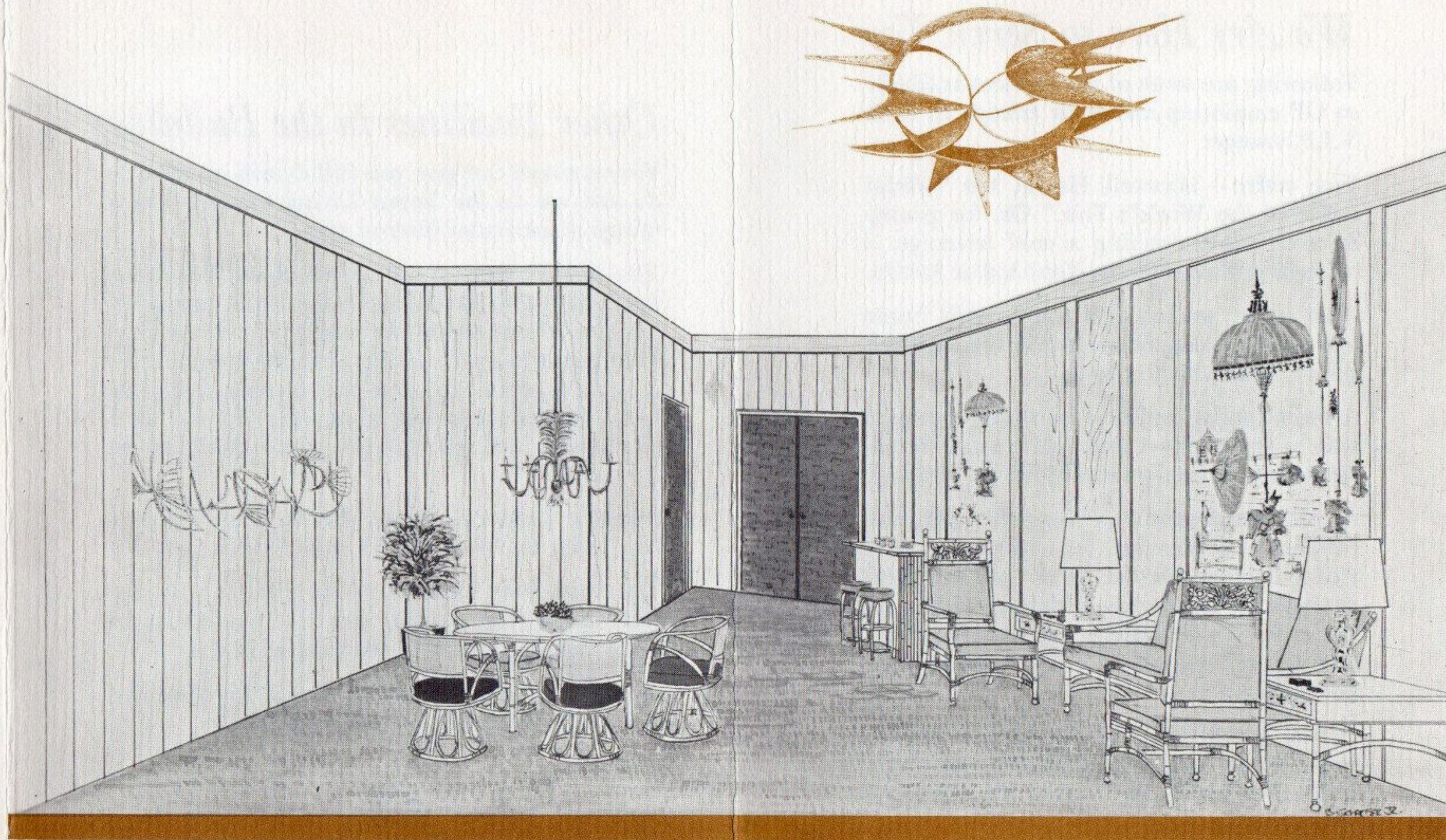
As you read this, you are 70 feet above the 1964-65 World's Fair in the Better Living Center. Through the window your view passes over General Foods' Information Arch #4, on down to the Unisphere at the heart of the Fair. You have one of the most exciting views of the biggest (\$1,000,000,000 and 646 acres) and most interesting Fair in man's history. Experts estimate that it would take you five hours a day for 30 days to visit every exhibit that you can see from your window in the GF lounge. To give you a size comparison, the Seattle World's Fair could have been fitted into this Fair's Transportation Area alone — only one of five such areas.

Interior Design

The designer and artist of your lounge were concerned with combining the International flavor of the Fair with the General Foods Corporation's theme, "Peace Through Understanding," used in a series of 60-foot arches located throughout the Fairgrounds. Consequently, the designer has incorporated furnishings and accessories from several countries.

Architectural interest is achieved on the right wall with washed white timbers, and a wall covering in off-white, champagne and gold, effecting the appearance of a Siamese stone rubbing, also providing a ground for the Japanese Festival Mural in golds and off-white; the opposite wall of washed white pecky cyprus panelling is highlighted by the bronze and gold sculpture, "Ursa Minor."

Custom carpet carved in a Roman Coin design, colored in shades of Spanish Gold, provides a background for the vibrant jewel-tone silk upholstery fabrics, in red, teal, white, purple and gold,



on the Lotus White bamboo and rattan furniture. Gold leaf chandelier with handwrought pineapple leaf decoration is reproduced from an Italian original. Lamps in the table setting group are textured clay bases with white silk shades, Aztec in flavor.

About the Designer and Artist

Designed by William Gray Schaefer, Member American Institute of Interior Designers; owner of William Gray Schaefer Interiors, 1098 Post Road, Darien, Connecticut. Rendering and design assistance by William Gray Schaefer, Jr.

Sculpture by Miss Jean Woodham, internationally famous sculptor of Wilton, Connecticut.

Mr. Schaefer and Miss Woodham are both members of the Rowayton Art Center, Silvermine Guild of Arts. Mr. Schaefer is a founder and presently vice-president of the Rowayton Art Center, and a member of the Silvermine Guild and Metropolitan Museum of Arts.

Designer and artist have combined talents to create and execute this commission for General Foods.

Miss Woodham's sculpture "Ursa Minor" is on loan from Mrs. Aline Kaiser of Rive Gauche Gallery, 859 Post Road, Darien, Connecticut.