

New York...
the
Fair city



New York City is a fabulous "Fair" in itself, with many delightful, fascinating, entertaining things to do and places to visit. You'll probably spend more than a single day at the Fair, but be sure to save some time to see the rest of New York, too.

Nowhere in the world will you find a greater or more dazzling selection of restaurants, theaters, stores, museums, parks, beaches, sightseeing tours and amusements. And whatever it is you want to do and see, let the Yellow Pages and the telephone help you in your planning.

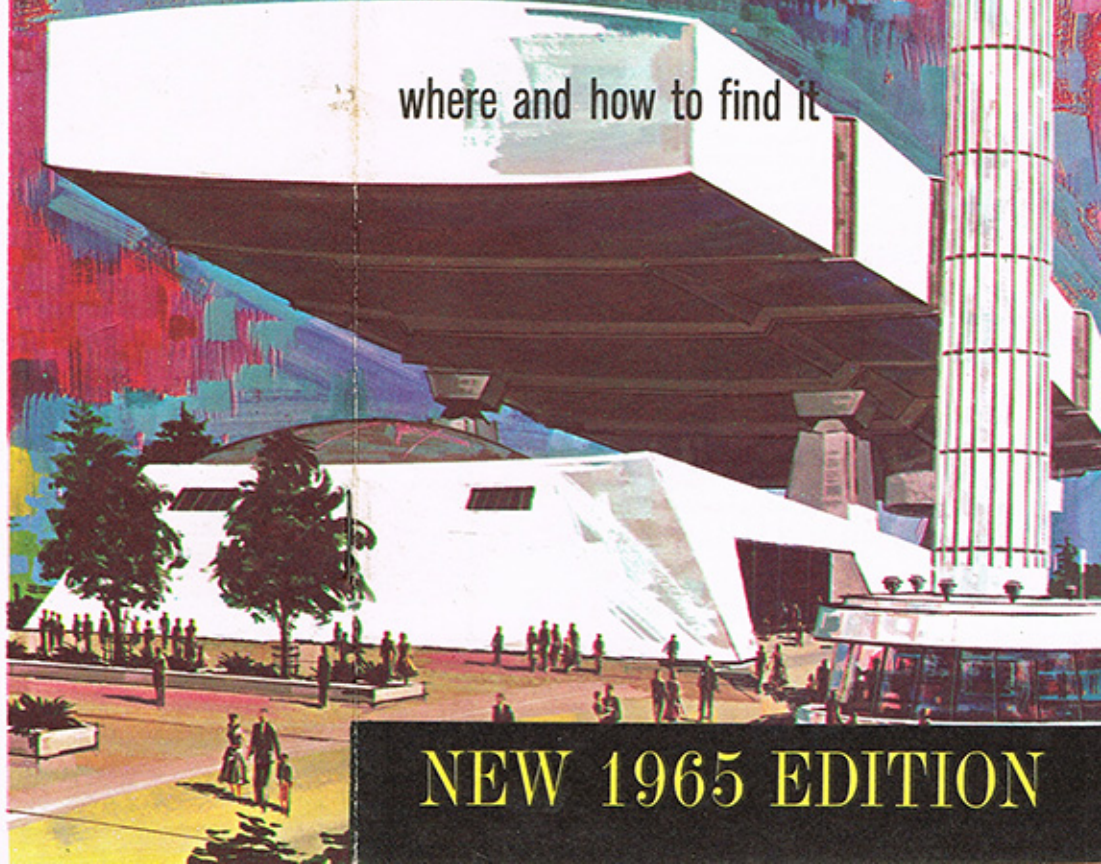
To make every bit of your New York City visit a time of carefree enjoyment and fun, always phone ahead for tickets and reservations.



Bell System

FUN
at the
FAIR...

where and how to find it



NEW 1965 EDITION

making your preparations and getting there...

let the Yellow Pages take the effort out of your World's Fair planning



Plan ahead and phone ahead — it's so easy when you let your fingers do the walking and shop the Yellow Pages way. Look in the Yellow Pages for such things as Luggage, Photographic Equipment, Apparel, Baby Sitting Service and that long, long list of all your other Fair-going needs.

It's so effortless to arrange by telephone for your transportation. See Air Lines, Trains, Bus Lines, Automobile Rental, Limousine Service. Or see Travel Bureaus — they'll do it for you. Let the Yellow Pages take the effort out of your World's Fair planning.

And remember, the Yellow Pages are your best guide to Restaurants, Theatre Ticket Services, Motels, Hotels, Sight-seeing Trips — anything you need.

PHONE RATES ARE LOW ALL WEEKEND.

Now, our lowest rates are also in effect all day Sunday. You can call anywhere in the continental United States (except Alaska) for a dollar or less, anywhere in New York for fifty cents or less. (That's for a three minute station-to-station call. Federal tax not included.) And there are new daytime rates on Saturday, too.

Remember, rates are low all weekend. Now, our lowest rates are also in effect all day Sunday.

In the New York area, page 5 of the Yellow Pages gives a great deal of interesting information about the Fair.



BY SUBWAY

For just 15 cents, you can get to the Fair speedily by subway from virtually any place in New York City. From Times Square and Grand Central Station, lower level, it takes about 20 minutes.



BY BUS

New York and Long Island bus companies furnish special Fair service from many points. Buses leave the Port Authority Terminal and the George Washington Bridge Bus Station every hour. The \$1 ride takes 45 minutes. For other service, see the Yellow Pages under Bus Lines.



BY TAXI

New York City taxis carry four (some five) passengers. From the Grand Central area to the Fair generally costs about \$5, takes approximately 30 minutes.



BY CAR

If you choose to drive, a new highway system with World's Fair markings provides fast and easy travel. The Fair is adjacent to the Long Island Expressway, Grand Central Parkway and Van Wyck Expressway. Ample parking space is available for 20,000 cars at \$1.50-a-day.



BY TRAIN

The Long Island Railroad runs special express trains from Pennsylvania Station directly to the main gate of the Fair. The ride takes 12 minutes and costs 50 cents. Round-trip fares, as well as World's Fair admission tickets, may be purchased at most LIRR stations.



BY BOAT

Space for 800 private boats is available. High-speed public hydrofoils leave the Wall Street and East 25th Street piers every 15 minutes. Other public boats leave from Battery Park and Hudson River Pier 80. Fares vary from \$2.50 to \$4.00.

In the New York area, how to get the facts on...



weather

When calling from New York City, dial WE 6-1212... from outside the city, dial 212 WE 6-1212.



time

When calling from New York City, dial ME 7-1212... from outside city limits, dial 212 ME 7-1212.



traffic

When calling from New York City, dial 999-1234... from outside the city, dial 212 999-1234.



fair events

When calling from New York City, dial 888-1212... from outside the city, dial 212 888-1212.

see the Bell System exhibit

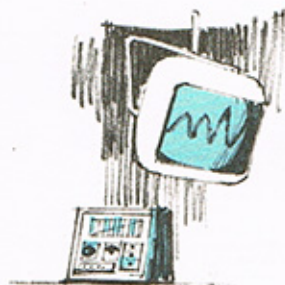
...travel through time and space as you participate in the story of communications

Thrill to the exciting story of communications. See how man has progressed from drums and smoke signals to space communications. Seated in comfortable chairs, you will glide past dramatic exhibits revealing how man's constant search for new ways to communicate has altered the complexion of our lives. See how this yearning to reach out has produced better communications which bind men closer together and hold out opportunities for better world understanding and peace.



...and don't miss the many fascinating displays on communications in the Exhibit Hall

Wonders abound everywhere in the enormous Exhibit Hall. You'll see displays of communications services—present and future—tailored to fill every imaginable need. You'll match wits with electronic "think" machines, participate in quizzes and other games and relax comfortably in charming surroundings. Below and on the following pages is a preview of some of the exhibits you'll enjoy.



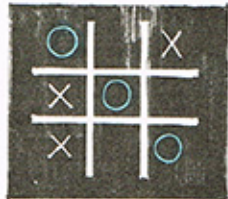
VISIBLE SPEECH—This fascinating exhibit projects "pictures" of your voice on a television screen. Among other things, it shows that our voices are as distinctive as fingerprints. It can be used to teach the deaf to speak by imitating the patterns they see.



PICTUREPHONES—One of the biggest hits at the Fair, Picturephone demonstration units let you see as well as talk with another person. Already operating commercially at Centers in New York, Chicago and Washington, D.C., these phones are similar to the ones you may some day have in your home.



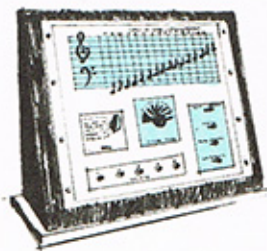
TELSTAR—A full-scale Telstar satellite is displayed along with tracking map, showing typical orbital path of Telstar II. Monitor shows a video tape of the first voice and TV transmission via Telstar.



GAMES—Have your age guessed, translate numbers to Roman numerals or play tic-tac-toe. Using principles of telephone switching, these logic and memory games are challenging and fun for the whole family.



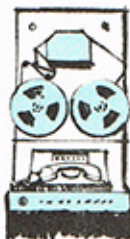
UNDERSEA CABLE ROUTES — Learn how cables under the seas carry man's voice to the farthest reaches of the globe. See how "TASI" puts conversational pauses to work by feeding in other conversations with split-second accuracy without interrupting anyone.



VOCODER — Watch this fascinating experimental machine sample your voice, take it "apart," put it back together again and play tricks with it.



PHONE-FUN FAIR — New, colorfully canopied center where you can relax and have fun. Youngsters may call their favorite Walt Disney characters and hear messages from them. A Voice Mirror lets you hear how you sound on the telephone. Weather-phones allow you to dial Weather Bureau information in selected cities. Quiz games, solar battery display—and much more!



MACHINES TALK TO MACHINES — Marvel at the great speed and distances over which machines can pass tremendous volumes of information to other machines. See how these machines are used in today's business world and the plans for their use in the future.



FUTURE USES of the telephone—A narrated demonstration showing how electronic switching permits your telephone to "remember" everything from telephone numbers to where you'd like your calls routed when you go out. Animated display shows how you'll shop from home using the Touch-Tone telephone.



WAVES CARRY MESSAGES



TORSIONAL WAVE MACHINE dramatically demonstrates the behavior of waves and how they carry information, making the transmission of voice, music and television over great distances a present-day reality.

THE ALL-NEW HOUSE OF GOOD TASTE FOR A WEALTH OF IDEAS ON GRACIOUS LIVING

More than 90 leading organizations are represented in these three homes, all newly redecorated for '65 Fair-goers. In the \$25,000 to \$40,000 price range, they represent American home styles from the traditional to the ultra-modern. You'll find these homes equipped with up-to-the-minute telephone communications services providing conveniences for the family in work, rest and play areas.

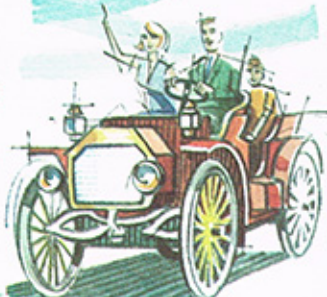
exhibits of special interest...

FOR THE YOUNGSTERS



- Call your favorite Walt Disney character from a child-size telephone booth. **BELL SYSTEM.* Industrial**
- Explore the completely new Hall of Presidents which includes many of America's greatest historic documents—United States Pavilion.* Federal & States
- Wander through the new Atomsville, USA, a pint-sized atomic city where children only are allowed through its five-foot entrance—Hall of Science.* Transportation
- Watch the fascinating, mouth-watering world of candy making—Chunky Candy.* Industrial
- Say "Hello" to Elsie the Cow on the top floor of the Better Living Building.* Industrial
- See nine dinosaurs, up to 70 feet long! Sinclair.* Transportation
- Go for a ferris wheel ride in an automobile tire 80 feet high—U.S. Rubber. Transportation
- See porpoises perform—and other marine stunts. Florida Exhibit.* Lake Area
- See Walt Disney's amazing, animated figure of Abraham Lincoln—Illinois.* Federal & States

FOR THE FAMILY



- See and hear the fascinating story of communications as you glide past dramatic exhibits. **BELL SYSTEM.* Industrial**
- Visit the new "A Tribute to Winston Churchill" exhibit, which includes a 15-minute film and a gallery of his paintings. Winston Churchill Center. Industrial
- Watch the sound and light presentation of "The History of the Acropolis of Athens" in two and three dimensions—Pavilion of Greece.* International
- Thrill to a completely revamped Hall of Magic show by magician Mark Wilson—General Cigar.* Industrial
- Take the family for a spin in an antique auto. And drive it yourself—it seats four or five. Avis Antique Rent-A-Car Ride. Transportation
- Cool off with a cruise on Meadow Lake and 20 minutes of sheer relaxation. Meadow Lake. Lake Area.
- See the whole family on TV! RCA.* Industrial
- See the breath-taking view from the highest point of the Fair, a 226-foot observation tower at the New York State Exhibit. Federal & States
- Visit a Hawaiian village—Hawaii Pavilion. Federal & States

FOR THE LADIES



- Be dazzled by the new and future kinds of decorator-color phones for your home at **THE BELL SYSTEM EXHIBIT.* Industrial**
- Gaze at the Dali jewel collection and see masterpieces by Spanish painters—Pavilion of Spain. International
- Stroll through the garden-like setting of the newly expanded Gas Light Patio with exhibits showing the luxurious fun of modern patio living—Festival of Gas.* Industrial
- View an exotic collection of rare fabrics, greatly enlarged this year in an entirely new setting—Singer Bowl.* Industrial
- Compete to win a four-room Swiss chalet and a mountain top in West Virginia. West Virginia.* Federal & States
- See the House of Good Taste for the latest in tips on gracious living. **HOUSE OF GOOD TASTE. Industrial**
- Get free advice on what to do about your hair from experts. **Clairel.* Industrial**
- Thrill to the eager beat of Dixieland jazz and the festive spirit of Mardi Gras. Bourbon Street. Federal & States

FOR THE MEN



- See how machines talk to machines to revolutionize business and industry at the exciting **BELL SYSTEM EXHIBIT.* Industrial**
- View exhibits on U.S. space program as up-to-the-minute as the latest history-making breakthrough—U. S. Space Park.* Transportation
- "Fly" a Jaycopter, machines that closely simulate the action, controls and flight pattern of a helicopter—Lake Area.
- See artifacts of the American Revolution including long rifles, hardware and powder horns and a pair of pistols identical to those carried by General George Washington—Continental Insurance.* Industrial
- Test your driving skill, via closed-circuit TV, over the famed Mobil Economy Run. Socony Mobil Exhibit.* Transportation
- Watch lovely ladies dive into a lagoon for pearls you can buy. Polynesia. International
- Thrill to daredevil deeds at an Auto Thrill Show. Transportation
- Take spectacular snapshots of your family "on the moon." Kodak Exhibit.* Industrial
- Nap on a luxurious adjustable bed and awake refreshed. Simmons Beautyrest. Industrial
- Watch loggers compete in bucking, chopping, speed-climbing, axe-throwing and logrolling at the Timber Carnival. Oregon Pavilion. Federal & States

Phone rates are low all weekend. Now, our lowest rates are also in effect all day Sunday.

*Free Admission

*Free Admission

transportation around the Fair...



RAPID TRANSIT—New air-conditioned buses enable you to move quickly between widely separated areas at the Fair. Service runs clockwise and counterclockwise around the grounds and is as frequent as traffic demands. Stops are made at 15 locations. Fare is 25 cents.

SIGHTSEEING—This grand lecture tour of the fairgrounds in glass-roofed, air-conditioned buses passes all of the major exhibits and serves as a fine introduction to the full splendor of the Fair. You may board these sightseeing buses at Gate 1 or at intermediate stops around the fairgrounds. Cost is \$3 for adults, \$1.50 for children under 12.

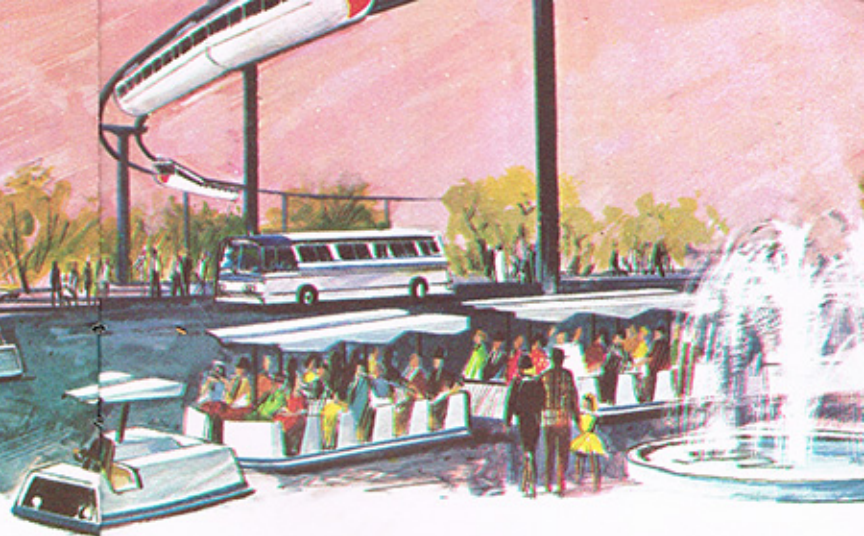
GLIDE-A-RIDE—This unique open-air tractor-train seats 54 passengers in contour seats, consists of three coaches and runs on rubber wheels. Non-lectured Glide-a-ride transit service, marked by green, red and blue flags, covers main routes—between the Industrial and Transportation Areas and between Gate 1 and the Lake Area. Cost is 25 cents.

MONORAIL—Located in the Lake Area, the famed Monorail consists of two parallel loops which travel the area's 4,000-foot perimeter. The air-conditioned passenger cars hang beneath elevated tracks and are boarded from a 40-foot-high loading station. Lectures en route point out the sights. Fare is 80 cents adults, 60 cents children.

Information on transit and sightseeing routes is available on request at World's Fair Information Booths.

UNIFORMED WALKING GUIDE SERVICE

You may engage the services of multi-lingual walking guides at any of the official World's Fair Information Booths. Cost for guide service varies according to the length of the guided tour.



GLIDE-A-RIDE LECTURE TOURS

TOUR A



Designated by yellow marker flags. This tour passes through the Industrial Area, the Lake Area and the Federal and States Area. Passengers may board at any of the marked stops. Fare is \$1.00 for adults, 50 cents for children under 12. Tour takes about 45 minutes.

TOUR B



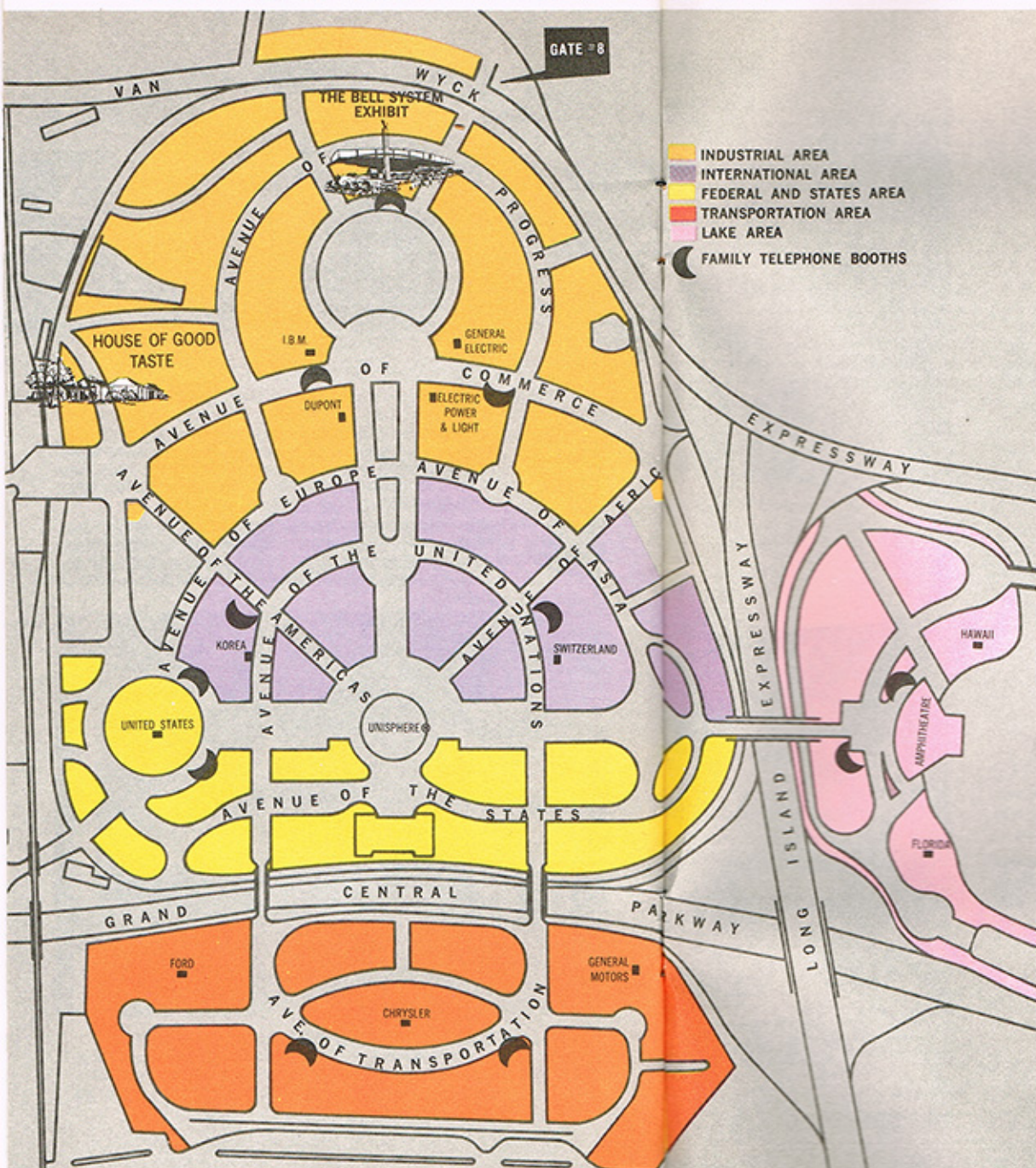
Designated by black marker flags. This lecture tour runs through the Federal and States Area, the Transportation Area, the International Area and the Industrial Area. Approximately 45 minutes long, it costs adults \$1.00 and 50 cents for children under 12.



NEW FAMILY BOOTH LETS YOU CALL BACK HOME TOGETHER

You and your whole family can sit in a spacious, streamlined booth, air-conditioned for your comfort, and talk "hands-free" to the folks back home.

HOW TO FIND THE BELL SYSTEM EXHIBIT AND FAMILY TELEPHONE BOOTHS.



how to use public telephones at the Fair

All public telephones are Touch-Tone push-button models, which utilize buttons instead of the familiar dial and make calling faster and more convenient.

LOCAL CALLS

For points in New York City (Manhattan, Bronx, Brooklyn, Queens, Staten Island) just dial the local number.

LONG DISTANCE

ON STATION-TO-STATION CALLS to points outside New York City, use Area Code plus local number.

ON PERSON-TO-PERSON AND COLLECT CALLS, dial "0" (Operator) followed immediately by the Area Code and local number. An Operator will help complete your call.

SPECIAL CALLS

OVERSEAS: Call practically any telephone in the world from any phone at the Fair. Dial 211 and tell the Operator the name of the place you wish to call.

MOBILE AND MARINE: Reach cars, trucks and boats equipped for mobile telephone service by dialing 211 and asking for either the mobile service operator or the marine operator.

CONFERENCE: Talk with several relatives in different places at the same time. Just dial 211 and tell the Operator you wish to place a conference call. And the perfect place to make it is from any of the Family Booths sprinkled throughout the Fair.

INFORMATION

For information on numbers in Queens (when calling from Queens) dial 411. For information on other New York City numbers, dial 555-1212. For calls to information outside New York City, dial the Area Code plus 555-1212.

FOR CALLING ASSISTANCE

If you have difficulty in obtaining your connection or reach a wrong number, please call Operator. For Area Codes and other how-to-call information, see the front pages of the Telephone Directory.

TO SEND A TELEGRAM

Dial Operator and ask for "Western Union."