

From: BELL SYSTEM EXHIBIT  
NEW YORK WORLD'S FAIR  
Tel: 212-370-9320

## FEATURES OF THE BELL SYSTEM EXHIBIT

### IN BRIEF

#### The Ride

A 14-minute ride in chairs through the story of communications, from tom-tom to Telstar. Uses film techniques which create a three-dimensional appearance. Stars actor Hal Holbrook. Music written by Morton Gould. Narration read by David Wayne.

Changes this year: Speed of the ride has been increased by 10 percent, from 70 to 77 feet per minute. This boosts daily ride capacity to 42,000 persons. A new narration has been recorded and several scenes have been improved.

Exhibit officials are continuing their streamlined method of crowd handling which sped visitors onto the ride last season with a wait averaging less than 15 minutes on the busiest days of the Fair.

#### The Exhibit Hall

Features more than 40 displays and exhibits -- many of them with taped or live narrations -- on communications of past, present and future.

#### New Exhibits and Displays This Year:

- Wall display honoring Alexander Graham Bell.
- Display featuring an actual Telstar satellite, a tracking map showing location of Telstar II in orbit, and monitors for video and voice transmissions via Telstar.
- Telephone museum featuring models of the telephone as it appeared at various Fairs through the years, starting with Bell's first phone.
- Demonstration by telephone cable splicer of how a single home telephone is connected into the vast worldwide communications network.
- Demonstration of cutting of crystals for use in electronic devices.
- A Phone Fun Fair featuring participation games and exhibits. Displays, which are under colorful striped canopies, include the solar battery, which is energized by light; the Voice Mirror, which lets you hear how you sound on the telephone; a quiz game to test your knowledge of the telephone and its development; and "Weatherphones" which allow you to dial selected cities around the country and listen to the weather forecasts there. Feature of the fair within a fair is a kiddie telephone center where youngsters may telephone from pint-sized booths to their favorite Walt Disney characters and hear recorded messages.

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At the popular exhibits being shown again this year, visitors may:

- see themselves on Picturephone, the "see as you talk" telephone of tomorrow.
- learn graphically how they see, hear and speak.
- see an actual laser.
- match wits with a tic-tac-toe machine that can't be beaten.
- see a telephone undergo a torture test.
- learn how the pauses in their telephone conversations may be used for other conversations.
- have their voices translated electronically.
- watch machines talk to other machines over telephone lines.
- check the time it takes to dial a call against making the call with a Touch-Tone push-button telephone.
- see quartz crystal sliced into wafers to be used as seeds to grow synthetic crystals.
- delve into the workings of the transistor.
- walk through a nearly soundproof corridor, the quietest place on the Fairgrounds.

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Of interest: 1964 attendance at the Bell System Exhibit was 6,257,400.

All hostesses and guides are Bell System employees from the New York area.

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