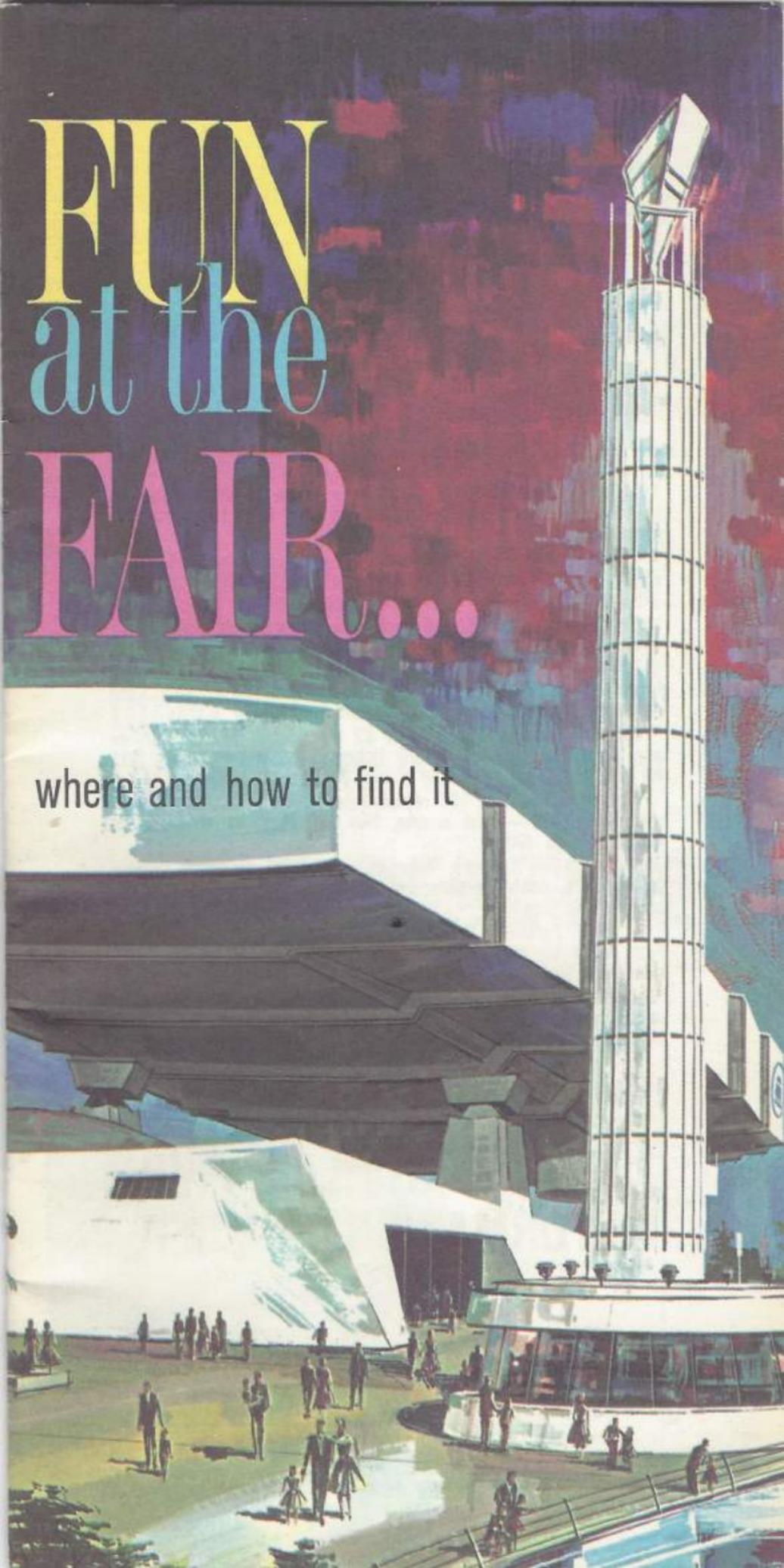


# FUN at the FAIR...

where and how to find it



# 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.

call ahead . . .  
call home

A few days' stay in New York City will almost certainly be part of your World's Fair visit. You'll find the best way to save time and get the most fun out of your visit is to telephone ahead for all your reservations.

And once you're in New York or at the Fair, you'll want to keep in touch by telephone with the folks back home—for their peace of mind, and yours! Let them know the fun you're having.

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. See detailed subway map on pages 8 and 9 of this booklet.



## 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 1,000 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.



## BY HELICOPTER

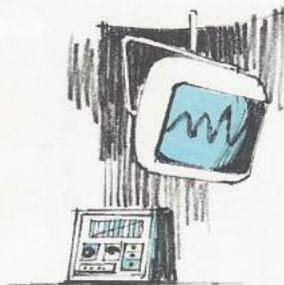
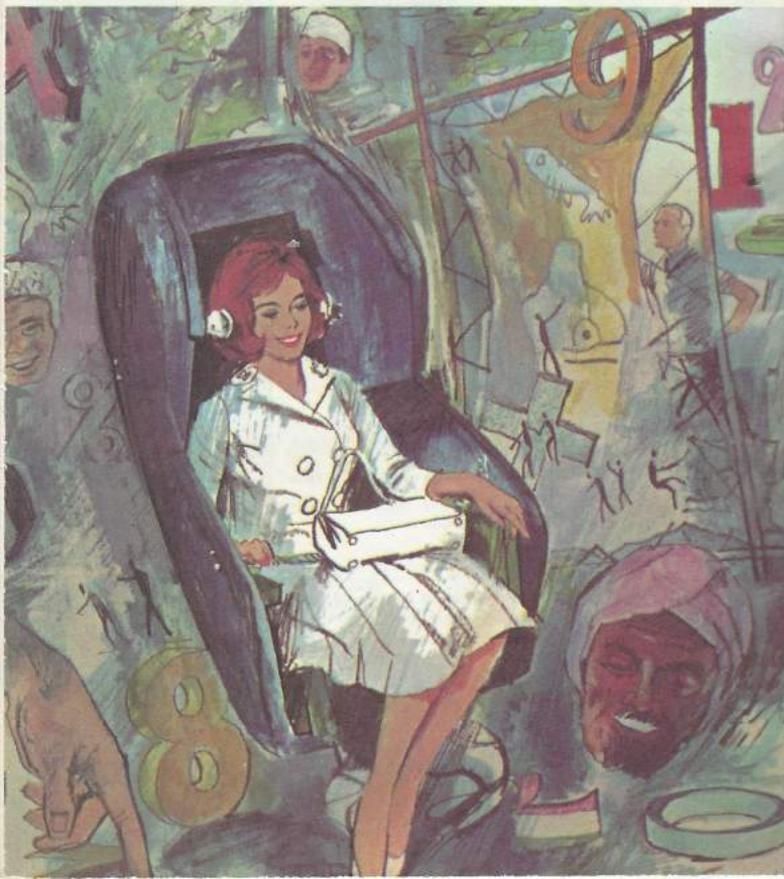
Regular flights leave Kennedy International, Newark and LaGuardia airports and the Wall Street Heliport at Pier 6. Fare is \$6 to \$10, depending upon point of departure, and time of run is 5 to 10 minutes. Call New York Airways, at IL 8-7400, for information. (Outside New York City use Area Code 212.)

# see the Bell System exhibit...

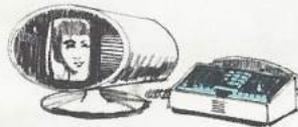
travel through time and  
space as you participate in  
the story of communications

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'll glide past the 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.

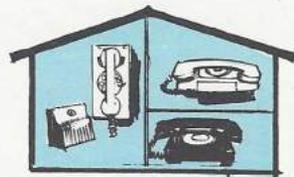
Don't miss the scores of fascinating exhibits on communications all on display in the Exhibit Hall.



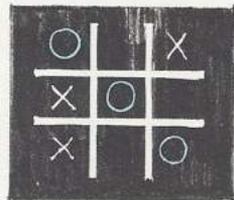
**VISIBLE SPEECH** — This fascinating exhibit projects "pictures" of your voice on a television screen. Among other things it shows that our voices are as distinctive as fingerprints. It can be used to teach the deaf to speak by imitating the patterns they see.



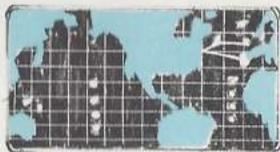
**PICTURE PHONES** — Talk on a Picturephone and participate in an actual research project of the Bell Telephone Laboratories. These are experimental phones that will let you see as well as talk with another person.



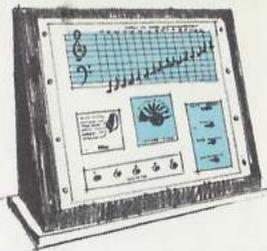
**PHONES AT HOME**, in business and in the community — see the complete line of modern Bell System communications equipment and services available to you.



**GAMES** — You can have your age guessed, translate numbers to Roman numerals or play tic tac toe in a series of logic and memory games. These games are challenging and fun, whether you participate or simply pause to watch.



**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.



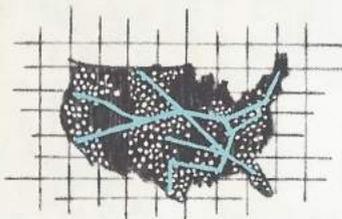
**CRYSTAL RESEARCH** — See the dramatic research developments on the structure of crystals that made possible the transistor and other inventions that have brought so many significant changes to our lives in recent years.



**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 TELEPHONE NETWORK STORY**

— The dramatic story of the vastness of world-wide and space communications is told in a fascinating display of moving, multi-colored lights and pictures, which wrap almost halfway around a circular theater.



**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.

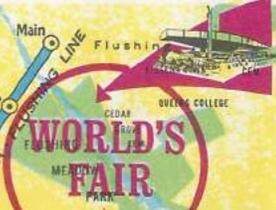
**VISIT THE HOUSE OF GOOD TASTE AND TAKE HOME A WEALTH OF IDEAS ON GRACIOUS LIVING**

More than 90 leading organizations are represented in these three handsomely decorated and landscaped homes. 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.



### INTERESTING PLACES TO VISIT

	SYSTEM	STATIONS
AQUARIUM	IND - BMT	W. 8th St., Coney Is., Bklyn
BRONX ZOO	IRT - White Plains - E. 177 E. 180 St., Bx	
BKLYN BOTANICAL GARDEN	IRT & BMT	E. Pkwy & Botanical Gdn., Bklyn
BROOKLYN MUSEUM	IRT	E. Pkwy, Bklyn
CENTRAL PARK	BMT & IRT	59 St - 110 St., Man
THE CLOISTERS (Medieval Art)	IND	W. 190 St., Man
COLISEUM	IND - IRT	W. 59 St., Man
CONEY ISLAND	IND - BMT	Coney Is., Bklyn
EMPIRE STATE BLDG.	IND - BMT	5th Ave. & 34 St., Man
GRANT'S TOMB	IRT	125 St., Man
HAYDEN PLANETARIUM	IRT & IND	W. 79 St. & W. 81 St., Man
J. F. KENNEDY INTL. AIRPORT	IND	Union Tpke & Leffert Blvd., Queens
LAGUARDIA AIRPORT (N.Y. Munic. Airprt.)	IND & IRT	Roosevelt Ave. & 74 St., Queens
METROPOLITAN MUSEUM OF ART	IRT	82 St. & 5th Ave., Man
MUSEUM OF MODERN ART	IND	E. 53 St. & 5th Ave., Man
MUSEUM CITY OF N. Y.	IRT	5th Ave. & 104 St., Man
MUSEUM OF NATURAL HISTORY	IND & IRT	W. 79 St. & W. 81 St., Man
N. Y. BOTANICAL GARDEN	IRT	E. 200 St. (3rd Ave. Line), Bx
N. Y. HISTORICAL SOCIETY	IND & IRT	W. 81 St. & W. 79 St., Man
PUBLIC LIBRARY (Central Public)	IND & IRT	42 St. & 5th Ave., Man
PROSPECT PARK	BMT	Prospect Pk., Bklyn
ROCKEFELLER CENTER	IND	47 St., 50 St., Man
SHEA STADIUM (METS)	IRT	Willets Pt., Queens
STATUE OF LIBERTY	IRT & BMT	Ferry fr. So. Ferry & Whitelock, Man
UNITED NATIONS	IRT	First Ave. & E. 42 St., Man
WORLD'S FAIR - 1964-65	IRT	Willets Pt., Queens
YANKEE STADIUM	IND - IRT	E. 161 St., Bx



**E RUSH HOURS**



★ **ROCKAWAY LINE**  
 IND. EXPRESS TRAINS E - Rush Hours.  
 Non-Rush Hours - Saf., Sun. & Holidays  
 Shuttle Service From Euclid Ave. to Rockaway

# CITY OF NEW YORK SUBWAYS

## —STATION GUIDE—

- SERVICE DIVISIONS**
- BMT
  - IND
  - IRT
  - EL
- TRAIN INDICATIONS**
- A A A B B C C C D E F G G
  - FREE TRANSFER
  - EXPRESS
  - LOCAL



# exhibits of special interest...

## FOR THE YOUNGSTERS



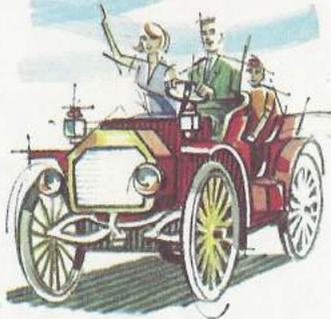
- Talk on an experimental Picture — phone! BELL SYSTEM EXHIBIT.\*
- See model trains — also watch baby ducks hatch. LONG ISLAND EXHIBIT.\*
- Say "Hello" to Elsie the Cow on the top floor of the BETTER LIVING BUILDING.\*
- See nine dinosaurs, up to 70 feet long! SINCLAIR.\*
- See the Circus! CONTINENTAL CIRCUS.
- Go for a ferris wheel ride in an automobile tire 80 feet high. U.S. RUBBER.
- See porpoises perform — and other marine stunts. FLORIDA EXHIBIT.
- See spaceships rendezvous in space. HALL OF SCIENCE.\*
- Shake hands with Walt Disney's amazing, animated figure of Abraham Lincoln. ILLINOIS.\*
- Take a boat ride "around the world." (proceeds to UNICEF.) PEPSI COLA.

### KEY:

- Lake Amusement
- Industrial
- International
- Federal & States
- Transportation

\* free admission.

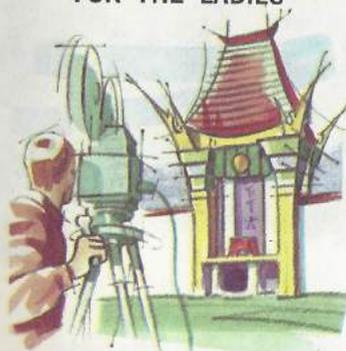
## FOR THE FAMILY



- See and hear the fascinating story of communications as you glide past dramatic exhibits. BELL SYSTEM.\*
- Take the family for a spin in an antique auto. And drive it yourself — it seats four or five. ANTIQUE AUTO RIDE.
- Enjoy the colorful splendor of Olympic figure-skating champion Dick Button's Ice Review. CITY OF NEW YORK PAVILION.
- Cool off with a cruise on Meadow Lake and 20 minutes of sheer relaxation. MEADOW LAKE.
- See the whole family on TV! RCA.\*
- See the breath-taking view from the highest point of the Fair, a 226-foot observation tower at the NEW YORK STATE EXHIBIT.\*
- Visit a Hawaiian village. HAWAII PAVILION.
- See a Cinerama movie about our glorious American heritage. UNITED STATES EXHIBIT.\*

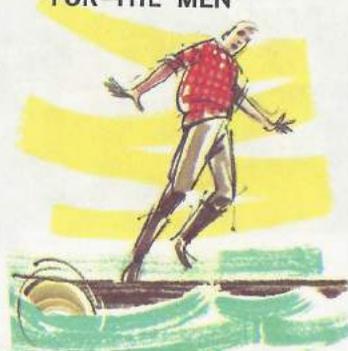


## FOR THE LADIES



- Be dazzled by the new and future kinds of decorator-color phones for your home at THE BELL SYSTEM EXHIBIT.\*
- Compete to win a Swiss chalet and a mountain in West Virginia valued at \$15,000. WEST VIRGINIA.\*
- See the House of Good Taste for the latest in tips on gracious living. HOUSE OF GOOD TASTE.
- Get free advice on what to do about your hair from experts. CLAIROL.\*
- Become a prize pizza maker in a matter of minutes at BELGIUM VILLAGE.
- See a real movie in production — and perhaps your favorite star. HOLLYWOOD USA PAVILION.
- Marvel at the push-button kitchen of the future and watch famous chefs at work. (Free recipes.) FESTIVAL OF GAS.\*
- Thrill to the eager beat of Dixie-land jazz and the festive spirit of Mardi Gras at the LOUISIANA PAVILION.\*

## FOR THE MEN



- See how machines talk to machines to revolutionize business and industry at the exciting BELL SYSTEM EXHIBIT.\*
- Test your driving skill, via closed-circuit TV, over the famed Mobil Economy Run. SOCONY MOBIL EXHIBIT.\*
- Watch lovely ladies dive into a lagoon for pearls you can buy. POLYNESIA.
- Thrill to daredevil deeds at an AUTO THRILL SHOW.
- Stop for a free automatic shoe shine. JOHNSON'S WAX PAVILION.\*
- Take spectacular snapshots of your family "on the moon." KODAK EXHIBIT.\*
- See Russian being instantly and electronically translated into English. IBM.\*
- Nap on a luxurious adjustable bed and awake refreshed. SIMMONS BEAUTYREST.
- Watch loggers compete in bucking, chopping, speed-climbing, axe-throwing and logrolling at the Timber Carnival. OREGON PAVILION.
- Get a bird's-eye view of the Fair from a helicopter. HELIPORT.

Be sure to share the fun of the Fair with all the folks at home — by phone!

Even though you're visiting the Fair, home and all the dear things that it means are never really far away when there's a phone close by. Telephoning is the quickest, most personal way to keep in touch with far-away friends and family.

# 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 35 stations. 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 sight-seeing buses at stations adjacent to any one of the eight entrance gates. Cost is \$3 for adults, \$1.50 for children under 12.

**ESCORTER SERVICE** — The Escorter has been specially designed for privacy, personalized service and freedom of movement. It seats four up front and is driven by an expertly trained and informed driver-guide. Choose your own route or let your driver suggest one. On a meter basis, costs average about \$10 per hour.

**GLIDE-A-RIDE** — This unique open-air tractor-train seats 60 passengers in contour seats, consists of three coaches and runs on rubber wheels. Non-lectured Glide-a-ride service, marked by red and blue flags, covers two main routes — between the east and west ends and the north and south ends of the Fair. Cost is 25 cents.

**MONORAIL** — Located in the Lake Amusement 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 75 cents.

## UNIFORMED WALKING GUIDE SERVICE

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



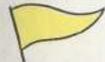
## GLIDE-A-RIDE LECTURE TOURS

### TOUR A



Designated by green marker flags. This tour concentrates on the Industrial Area, but also passes through part of the International Area. Passengers may board at any of the marked stops. Fare is 75 cents for adults, 40 cents for children under 12. Tour takes about 30 minutes.

### TOUR B



Designated by yellow marker flags. This lecture tour runs through the International Area, circles the Lake Amusement Area and goes through part of the Industrial Area. Approximately 45 minutes long, it costs adults \$1 and 50 cents for children under 12.

### TOUR C



Designated by white marker flags. This tour takes you through the Transportation Area and parts of the Federal-States Area. Tour lasts about 30 minutes. Cost is 75 cents for adults and 40 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.

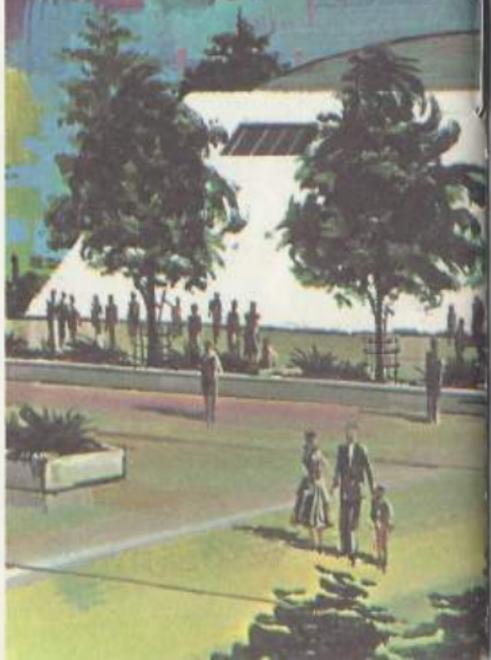
# New York... the Fair city



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 TELEPHONE SYSTEM