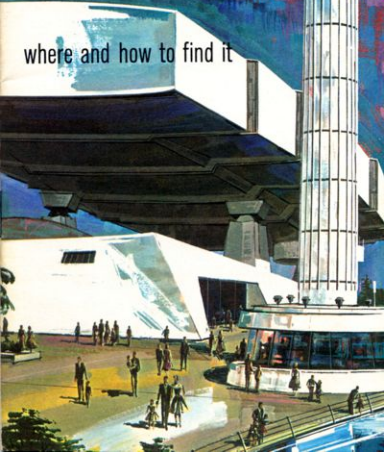


FUN at the FAIR...

where and how to find it



facts about the Fair...

LOCATION—The Fair's 646-acre site is at Flushing Meadow, in New York City's Borough of Queens, less than 10 miles from Manhattan.

DATES—The Fair will be open from April 22 through Oct. 18, 1964 . . . and from April 21 through Oct. 17, 1965.

HOURS—Gates open at 9 A.M., exhibits at 10 A.M. Exhibits close between 10 P.M. and midnight. A number of restaurants, shows and amusement concessions remain open until 2 A.M.

EXHIBITS—The Fair is divided into five areas—Industrial, International, Federal and States, Transportation, and Lake Amusement—with over 150 exhibits.

TICKETS—General admission is \$2 for adults, \$1 for children ages 2 to 12. A book of 20 tickets is \$30 for adults, \$15 for children.

RESTAURANTS—Over 100 restaurants offer Fair visitors a wide variety of food—from snacks, like hot dogs, to all kinds of exotic foreign dishes.

REST AREAS—Theaters, lounges, galleries, stadiums, parks, playgrounds, pools, gardens and rest-rooms are located throughout the fairgrounds.

LOST AND FOUND—People as well as things! Just ask any Fair guard or information booth for details. A closed-circuit television system will help you find lost children.

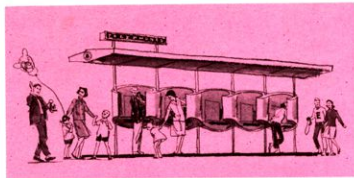
MEDICAL CARE—A 22-bed hospital is situated on Meridian Road in the northeast corner of the Industrial Section. Ambulance service is also available.

SPECIAL WORLD'S FAIR INFORMATION NUMBER

888-1212

(Dial Area Code 212 when calling from points outside New York City.)

Handy information centers are located throughout the fairgrounds and are staffed with specially trained personnel, many of whom speak several languages.



All the 1,400 public telephones are the modern TOUCH-TONE push-button models, which make calling a faster, more convenient experience. Be sure to try this exciting new way of telephoning.

this booklet is designed to help the whole family get more fun from its visit to the New York World's Fair

Here is a handy booklet packed with facts about the 1964-1965 New York World's Fair. It contains useful maps, directions and other information on how to get to the Fair, and how to get around once you're there. It also gives valuable tips on exciting things to see and do.

This free booklet is designed to answer your questions about the Fair and help you get the most fun out of your visit.



TOUCH-TONE PUSH-BUTTON CALLING is standard on all public telephones at the Fair. Touch-Tone lets you make calls easier and faster by pushing buttons. Be sure to try this exciting new way of telephoning!

This booklet is distributed free by your Bell Telephone Company. It is not for sale. Rates, schedules, etc., given here are based on the best available information at the time of printing. Naturally no promise of accuracy can be made, since there may very well be unanticipated changes later on. To prevent inconvenience it is suggested that you phone ahead to verify any information that may be important to your plans.

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 40 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 UL 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 50 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.



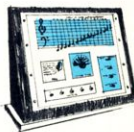
GAMES — You can have your age guessed, translate numbers to Roman numerals or play tic-tac-toe in a series of logic and memory games. These games are challenging and fun, whether you participate or simply pause to watch.



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.



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.

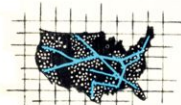


VOCODER — Watch this fascinating experimental machine sample your voice, take it "apart," put it back together again and play tricks with it.



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.

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.**

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, RCA.***
- 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 EXHIBITION.**
- See a Cinema 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 Dixieland 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 the **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 BRIGHTBEST.***
- Watch legends 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.**

KEY:

- Lake Amusement
- Industrial
- International
- Federal & States
- Transportation
- * free admission.

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 sightseeing 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



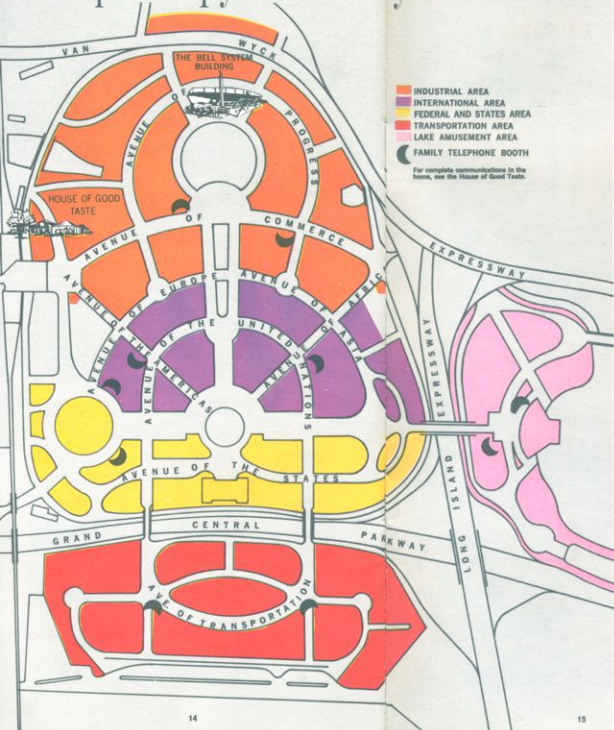
Designated by white marker flags. This tour takes you through the Transportation Area and parts of the Federal-States Area. Tour lasts about 30 minutes. Cost is 75 cents for adults and 40 cents for children under 12.



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.

this map will help you find what you want to see...



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."

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

