

WORLD'S FAIR REPORT

Open Gates, Exhibits Earlier

With less than a month left before the New York World's Fair ends its first season (Oct. 18), fair authorities are permitting exhibitors and concessionaires to open before the normal 10 a.m., in line with a new opening time at the admission gates of 8:30 a.m. The new times went into effect Labor Day (7). The gates had previously opened at 9 a.m.

The Fountain of Planets was also involved in a time change on the holiday, with its show at the Pool of Industry being switched from 9 to 9:45 p.m.

A new Sunday attendance mark was set over the holiday weekend when 271,425 crowded onto the grounds (6). The mark was 4,000 more than set on Aug. 8. Attendance through Labor Day weekend was averaging below 200,000 with 150,345 on Friday (4) and 164,144 on Saturday (5). After 140 days (8) total attendance was 2,524,954, including about 40,000 free admissions a day.

Attendance marks were also set at two exhibits. On Friday (11) the GM Futurama exhibit went over the 13,-180,000 mark, reportedly the greatest number of persons ever attracted to a single industrial exhibit within one year, anywhere in the world. Also setting an attendance mark was "Les Poupees de Paris" at the Walter-Kroffit Theatre during the first week of September.

A new pavilion at the fair will be that of evangelist Billy Graham's. Designed by Edward Durell Stone, the octagonal theater will seat about 500 and have a chapel for 150, plus offices

and counseling rooms. The structure will be built near the main entrance of the fair.