

400 PAID TO VISIT PAVILION AT FAIR

Ford Hires Tourists to Test Appeal of Exhibition

By RICHARD J. H. JOHNSTON

The Ford Motor Company hired 400 persons to visit its World's Fair exhibition yesterday to find out whether its pavilion was interesting, appealing and understandable.

The company asked Manpower, Inc., 100 West 42d Street, to hire, at the rate of \$8 each, a cross-section of typical fair visitors to inspect the pavilion between 5 and 9 P.M. yesterday.

The employment organization advertised last week for persons interested in what it called a "sneak preview."

In addition to testing the visitors' reactions to the pavilion, the experiment was also aimed at training 200 guides and other employees at the Ford pavilion in what to expect when the fair opens on April 22.

'Magic Skyway' Toured

By taxi, bus and subway the hired visitors arrived at the fairgrounds in Flushing Meadow and checked in at a reception desk in the Ford pavilion.

After receiving identification tags the visitors formed lines and climbed into automobiles that carried them through the "Magic Skyway" exhibit, a 12-and-a-half-minute trip that depicts the age of the dinosaurs to the space era.

As the paid visitors rolled through the exhibit, making comments on what they saw and felt, Ford employees could be heard to say:

"Think we'd better slow her down a little right there, Charley." Or "By golly, I knew that one would make them sit up and take notice."

Walt Disney helped design the exhibit, which appeared to please the visitors.

As one car moved along, a woman visitor exclaimed: "My goodness, imagine getting paid for this!"

"Oh, won't my kids get a kick out of this," another remarked.

A representative of the employment agency said that response to the call for fair visitors had been so heavy that "we could have had at least 3,000 people here today."

Like mothers at a child's birthday party, the men from Ford beamed at each other as their pencils flew over notebook pages jotting down the visitors' reactions.

The guides also collected helpful information.

"When a lady gets in the car," one guide said to another, "you gotta make sure her skirt isn't caught in the door."

"Will my hat blow off?" a woman asked as she took a seat in a yellow convertible.

She was reassured that she would encounter no winds on the ride.