

Success of Exhibitions at Fair Hinges on the Air-Conditioning

By ROBERT ALDEN

The temperature readings are high, the lines short and the air-conditioning systems of key importance at the World's Fair these hot and humid days.

"An exhibit is only as good as its air-conditioning system," a pavilion manager said, mopping his brow beaded with perspiration. "When they break down or are not effective, you might as well close up shop. You can have the best show at the fair, but no one wants to see it unless they can get relief from the heat."

Many of the air-conditioning systems are working well but not all of them are perfect. Some installations were hasty and in other cases engineers underestimated the intensity of the heat at Flushing Meadow.

Total breakdowns are not uncommon. When they do occur, pavilion managers often prefer to close their buildings until repairs are made.

"You just make enemies if you keep open," one of the managers said. "We're not out here to make enemies."

The one place—perhaps the only place—where the air-conditioning is deliberately turned off is during that stretch of the General Motors Futurama ride where the visitor is briefly carried past the desert scenes. To compensate, the air-conditioning system is turned to its highest level as the ride passes through the antarctic.

The heat is also beginning to affect some of the more delicate equipment. The General Electric Carousel ride was down briefly yesterday because the high temperatures caused difficulties with the sound system. A new cooling system was tried, and the ride was quickly back in business.

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Film Comes Alive

There were also mechanical difficulties with the projection machinery at the Johnson's Wax Pavilion. Its film, "To Be Alive"

was not shown on Wednesday, but showings were resumed in the late morning yesterday.

The film is now one of the most popular exhibits at the fair, and many people try to avoid standing in line.

One common ploy is the stockholder approach, in which the visitor claims preferential treatment because he says he holds shares in the company. The effort is unavailing — Johnson's Wax has no stock on the open market.

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Enough Controversy

A bit of confusion was cleared up yesterday at the Jordanian Pavilion, which has a mural that has been attacked as anti-Israeli.

One of the hostesses there, Diala Husseini of Jerusalem, learned of the film "Parable," which is shown at the Protestant and Orthodox Center. Some viewers of the film feel that the clown in it is a depiction of Jesus.

"I never could understand why people were always coming into our pavilion and asking to see our controversial mural depicting Jesus as a clown," Miss Husseini said. "Now at least I know what they're talking about. I'm also relieved to know there is more than one controversial exhibit at the fair."

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Penny Problem

Joseph Puglisi, manager of the Chun King Inn, is a man with a penny problem. Chun King sells a dinner for 99 cents, and most people—10,000 a day — pay with a dollar bill.

The National City Bank tries to supply the 10,000 pennies to Mr. Puglisi on a daily basis, but often there are shortages. When things get really tight the waitresses offer second helpings in lieu of the scarce 1-cent pieces.