

## WORLD'S FAIR REPORT

### Finally: Fair Gets 3 More Fun Rides

Fun rides were installed at the World's Fair last week for the second time, and it seemed that in this instance the Fair meant business. The contract for a Continental Circus site (AB, Aug. 22) was signed Tuesday night (18), and the following day at 9 a.m. Fred Cerbini had his Meteor and Scrambler in the air. By the end of the week an Octopus was to join them.

Cerbini posted the required \$25,000 bond. There was some blacktopping to be done to the lot directly across from the Ampitheatre. Mindful of the way rides had been permitted to go up at the Auto Hell Drivers Stadium, only to be literally chased from the grounds, Cerbini insisted on a contract "with plenty of built-in protection." He is well known at Coney Island and in Eastern carnival circles.

The rides were not yet operating as AB's account was being written, pending arrival of the Octopus. Tickets were projected at 35 cents apiece, three for \$1.

**After 119 days** the event reached an attendance total of 23,537,342 on Tuesday, when 247,990 turned out. The daily average checked out to be 197,793. It has been edging upward

slowly, having been 182,547 per day 46 days ago, as of June 23.

**Olympics trials** were offered free in the Singer Bowl on Friday, with berths on the weight-lifting squad being contested. Some 60 competitors had qualified for the two-day finals. All this week there will be wrestling tryouts, the last of five Olympics trials held at the fair.

**Kids' policy** on admission was revised by Robert Moses, fair president, for the three Fridays before the fall resumption of school terms—Aug. 21 and 28 and Sept. 4. Children under age 12 will be admitted for a quarter if accompanied by an adult. Regular gate price has been \$2 for adults, \$1 for kids.

**Survey on spending** produced an indication of how much the visitors part with. About 65 per cent of them spend from nothing to \$19 on the grounds, and another 15 per cent spend \$20-\$29.

**Business stimulant** by "Les Poupees de Paris" is the free bus ride offered with every ticket. Anyone buying a show ticket at Sid and Marty Krofft's new box office at Gate No. 1 will get a Greyhound bus ride to the amusement area.