

# Fair's Amusement Area Offers Free Shows and Cut Prices in a Bid for Crowds

By McCANDLISH PHILLIPS

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### FLORIDA PRESENTS 2 WATER DISPLAYS

Stress Still on 'Family Fun'  
as Lake Area Exhibitors  
Aim to Reverse Losses

By McCANDLISH PHILLIPS

Prices will be lower and some attractions free in the amusement section of the World's Fair this year. The objective remains the same: In Robert Moses' phrase, "Clean fun for the whole family."

That means no tawdry midway, no tattooed ladies or fire-eating men, no hoochy-kootchy shows.

This formula had no compelling magnetism last year, when prices were high. But now it is being blazoned on the fair's banners with fresh expectation—because this year the family fun is going to cost a lot less.

Last year a family of two adults and three children wishing to see the porpoise show at the Florida Pavilion paid \$7. This year the same family can see the same show free.

Last year 2.4 million persons paid for single rides around the monorail's 4,000-foot overhead loop. This year the admission—60 cents for children, 80 cents for adults—entitles riders to unlimited trips around the loop.

#### Millions Expected

There were times last year when the amusement section was like a deserted village. Exhibitors are hopeful this season of drawing millions of people across the bridge that connects the amusement enclave to the rest of the fair.

There will be less competition for the amusement dollar in the city area this year. Freedomland, the huge amusement center in the Bronx that opened in 1960, is bankrupt—a \$30 million flop.

Steeplechase Park at Coney Island, which opened in 1897, will be closed this season and perhaps forever.

For whatever magic there may be in it, the World's Fair has shortened the name of its most troubled sector. The "Lake Amusement Area" of last year is now the "Lake Area."

Last year exhibitors and concessionaires had an even shorter name for it. They called it "Siberia."

It was a disaster site then, strewn with the wreckage of spectacular exhibits. Shows like "To Broadway With Love" and "Wonder World," which cost millions to produce, were forced to shut. They received good reviews, but with so many free attractions in other sectors of the fair, people would not pay relatively high prices to see the amusements.

#### Florida Attractions Free

This year the Lake Area is answering free with free.

Florida, whose exhibits drew the best crowds in the area last season, has doubled its space and has removed the admission charges from everything.

At the 7,500-seat marine amphitheater, looking out on Meadow Lake, Florida will present a water ski show. The free attraction opens May 8, and the cast of 30 will include clowns, water skiers holding national and world titles, and Judy Scotter, the aqua ballerina of the Cypress Gardens Water Ski Show in Florida.

Last year the amphitheater housed "Wonder World," a water-and-stage extravaganza with 130 performers. It lost heavily before it folded.

Last year Florida's trained porpoise show drew close to 500,000 spectators at \$2 and \$1 admission fees. This year every show in the circular, canvas-covered porpoise stadium, seating 1,300, is expected to play to a full house.

Both free shows are expected to exert a powerful attraction, especially on family groups with children. But neither show will offer performances after 6 P. M.

#### Fireworks Considered

That leaves a disturbing question: What will draw people across the bridge at night? Fireworks detonations on the lake at 10 o'clock nightly are being considered.

The Continental Circus, which sometimes last year played to as few as two dozen spectators, will not be back this season. In its place there will be a zoo of little animals—baby elephants, lion cubs, colts and ponies—for children to feed and photograph.

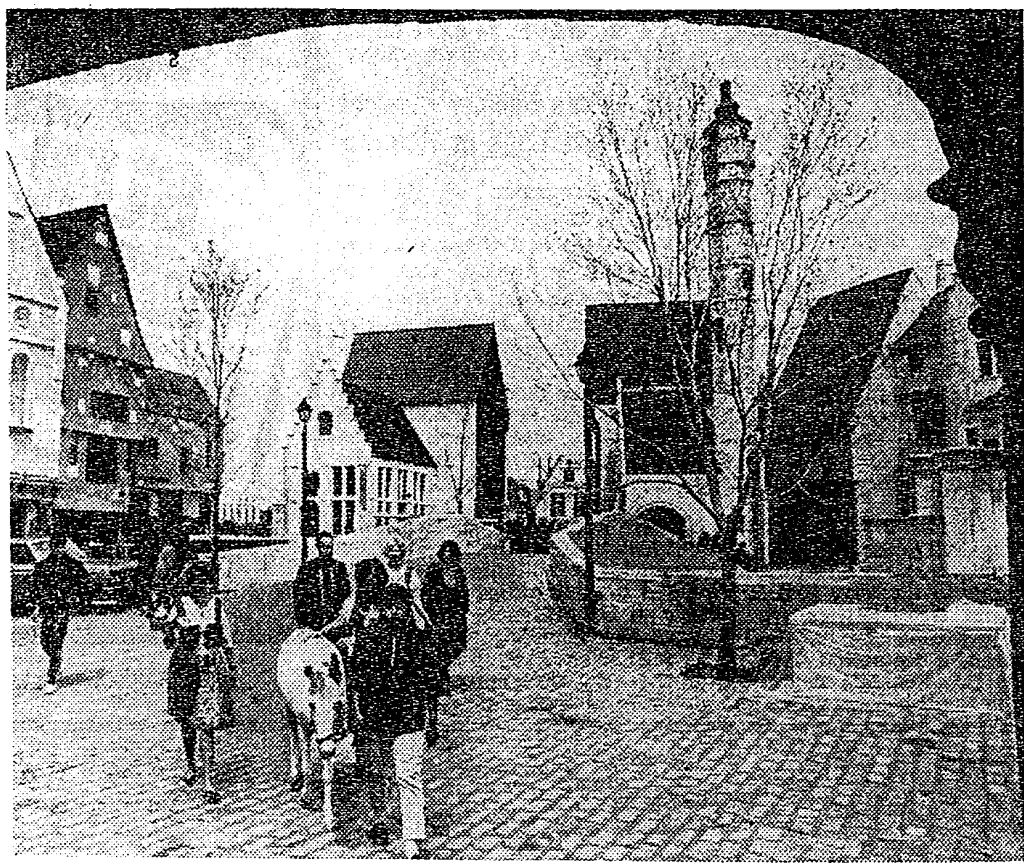
The seats have been ripped out of the former Texas Music Hall and the former Florida State Fair floor now has seven children's rides anchored to it.

The Hawaii exhibit drew two million paid spectators last year (more than three times the population of the state) in spite of the fact that it was flanked by the empty Music Hall and the empty marine amphitheater.

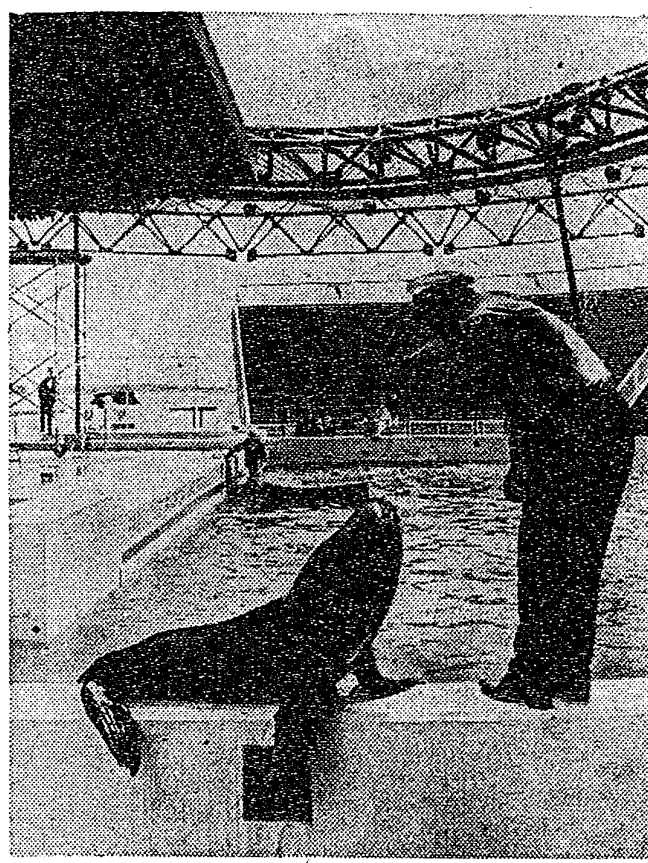
This year Hawaii is putting \$700,000 into additional performers for its "Fashion Fantasy," "Hawaiian Village Show" and an Aloha Theater presentation that traces Polynesian song and dance patterns through the centuries.

Again this season the Chun King Inn will offer its variety dinner—egg roll, chow mein, noodles, fruit roll, egg foo yong and beverage—for 99 cents. But this year, instead of table service, there will be a double buffet line that can serve 600 diners an hour, with no tipping.

Returning this year—at half price—will be "Les Poupees de Paris," the engaging revue in which 200 marionettes, costumed in the style of Ziegfeld Follies girls, kick up their heels in a 45-minute musical romp. The show will run continuously



TRANQUIL SCENE AT BELGIAN VILLAGE: Employees of Chez Bon Bon confectionery store lead a white donkey through the village, one of the fair's big attractions.



REHEARSAL: A seal gets directions from a trainer at the Florida Pavilion pool, where porpoises also perform.

from noon to midnight at \$1 admission.

"Dancing Waters" will be back in its air-supported, bubble building. Against a black velvet background, the rhythmic waters, controlled by an organ-like console that activates 4,000 jets, rise up to 40 feet in rollicking polkas and pulsing tangos. At one point the waters also simulate a classical ballet. Admission to the 25-minute display will be 75 cents for adults, 50 cents for children.

Walter's International Wax Museum will offer 30 scenes behind glass, ranging from a 30-foot-long reproduction of Leonardo da Vinci's "The Last Supper" to a depiction of Superman fighting a one-eyed monster on a Manhattan rooftop. The house is "marvelously air conditioned," a spokesman said, not only to comfort the customers at \$1 for adults, 50 cents for children, but also to keep the wax figures from melting.

Riding anchor on the lake will be the Santa Maria, a faithful reproduction of the ship in which Columbus made his 15th-century voyage of discovery. Adults may inspect it for \$1 and children for half that. The Log Home Ride, a sort of roller coaster in water, will be open again at 75 cents for adults, 50 cents for children.

The Jaycopter, a simulated helicopter flight in an armed helicopter design, will carry adults aloft for \$1 and children for 50 cents.