



Fan Fair

Vol. 2, No. 16

NEW YORK WORLD'S FAIR

AUGUST 2, 1965

WEEKLY ATTENDANCE TOPS 300,000

For the first time this season, weekly attendance topped the 300,000 mark during the period ending August 1. In all, more than 304,800 Fairgoers visited the pavilion, raising the total count for the year to 3,561,832. Daily results were: July 26--47,625; July 27--45,242; July 28--44,063; July 29--41,644; July 30--41,954; July 31--43,573; and August 1--40,709. Attendance is running about 152,000 higher than it did at the comparable point in 1964, and the Exhibit continues to attract approximately one out of every three visitors. Last year at this time, the percentage of the Fair's attendance stood at 21.7%

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HERE AND THERE AROUND THE EXHIBIT

Exhibit Hostess Beth Erehmer was the cover girl for the July 15 issue of Telephone Engineer and Management. A picture of Beth at the pavilion's telephone museum not only dominated the cover, it also was featured over a lead article inside the magazine...A hearty welcome to Elena Kulber, Margaret Mullane and Mary McDonald--veterans of the 1964 season who have rejoined the staff as Exhibit Hostesses. Elena comes to us from Brooklyn Engineering. Margaret was serving as an Accounting clerk in the Bronx, and Mary was a Brooklyn business office representative. Stephanie Schneider, who was a service order typist in New York Telephone's Sales office at the World's Fair, has been reassigned to the Exhibit as a receptionist...An eight-year-old boy approached Hostess Diana Puehl at the information desk and pointed to the sign welcoming Telephone Pioneers. "Could I talk to Daniel Boone?" he asked. "You know, he was a pioneer." Diana fielded the question by answering, "Yes, but not a Telephone Pioneer."...Overheard on the promenade in front of the Exhibit: A little girl pointed up to the building and told her parents, "This is Bell. I like IBM, but I like Bell better!"...Some of the girls who sit at the information desk have become phantom calendar writers. An appointment calendar on the desk is filled with wildly improbable meetings, reminders and appointments...There is still time to make your reservation for the mid-season party at the Gottscheer Hall in Ridgewood, Queens. It will start at 9 P.M. on Wednesday, August 11. Tickets are \$7.50 per person for the affair, which will feature a buffet and dancing.

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AROUND THE FAIRGROUNDS

A talent show will be held at the New Mexico pavilion starting at 8 P.M. on Wednesday, August 4...Approximately 3,000 students competed today in the World's Fair Metropolitan Area Science Contest. Questions were based on science and engineering exhibits in pavilions around the Fairgrounds...The Tower of London is presenting an exhibition of "Tradition and Pageantry of Britain"...Women trained in ancient craft techniques weave rugs, tablecloths and scarves on an 18th century loom in the New Jersey pavilion...Science demonstrations and award-winning science films are shown continuously at the Sermons from Science pavilion...Live elk are displayed in a "ranch-yard corral" at the Montana Exhibit...The African pavilion features exhibits of 26 independent African nations, showing their art, culture, industry, artifacts and animals. The pavilion also presents four performing troupes of African drummers, dancers and singers...Belgian Cille Dancers, in colorful costume, give continuous performances daily around the Belgian Village.

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THE SPORTS SCENE

The Exhibit's softball team will play General Motors on Thursday, August 5 at the Jewel Avenue Field. On Friday, August 6, a rematch is scheduled with the Ford players who were clobbered, 8 to 4, two weeks ago. Both games will start at 6 P.M. There is plenty of room for spectators, so come on down if you are free.

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"DID YA' KNOW"

An informal information strip is now being posted in the lounge to answer the hostesses' technical questions about our exhibits. Entitled "Did Ya' Know That," the strips use a simple cartoon technique to explain scientific terms and provide background information. Ideas for each poster are supplied by the fellows of the Tape Deck Room, based on the questions fed to them. Repairman Cliff Spring does the artwork. Information sheets, with additional details about each topic covered by the strips, also are available from the Tape Deck Room.

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ROSTER OF SPECIAL GUESTS

Among the special guests at the Bell System Exhibit last week were: Mrs. Frederick R. Kappel, wife of the Board Chairman of A. T. & T.; C. F. Craig, retired President, A. T. & T.; J. W. Cook, VP-Public Relations, A. T. & T.; J. R. Gilliam, Jr., Director, Ches. & Pot. Co. of Va.; L. C. Bailey, VP-Operations, Bell of Pa.; J. C. Tuttle, Treasurer, Southern Bell; K. J. Whalen, VP-Operations, N. Y. Telephone, and E. H. Draper, VP, Sandia Corp. Also, A. Hamamoto, State Representative, Hawaii; Dr. James Fletcher, President, University of Utah; R. A. Warren, President, Simmons, Ltd., Montreal; Louis Okin, Tax Comm., Real Property Assessment Dept., N. Y. C.; Kemp Reece, Vice Chairman, Ebasco Services, Inc.; David L. Lawrence, former Governor of Pennsylvania; Gerald B. Grenstein, Chief Counsel, Senate Commerce Committee; Sam Kumi, Ambassador from Ghana to Canada; Howard Hinson, VP and Director, Continental Oil Co.; John Kley, President, County Trust Co., White Plains; R. A. Lestern, N. Y. State Senator, and N. Y. State Assemblymen T. J. McInerney and L. A. Cabot; Joseph A. Duddy, Senior VP and Director, East River Savings Bank; and H. Simins, Sr., Deputy Comm. of Public Works, Nassau County.

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OUR VISITORS TELL US

Many cameras have been returned to Fairgoers who left them behind at the Bell System Exhibit. And the recipients often express their gratitude in letters. One visitor wrote, "We have just viewed movies taken at the Fair and enjoyed reliving it all over again. This would not have been possible were it not for our unknown benefactor at your exhibit who found our camera and turned it over to lost and found. We cannot begin to express our appreciation for the courtesy and consideration shown us by your lost and found personnel. Our visit to the Fair and your lovely exhibit will long be remembered by our family." A Texas woman said, "While at the Bell Telephone Exhibit, my daughter lost her camera. One of the guards (an Exhibit Assistant) turned it in and she left the Fair happy and with her camera. I want to thank you and the guards for being 'on your toes'." A little boy said he was "heartbroken" when he lost his camera. However, it was returned to him by mail and he added, "When my camera came in, my face lit up with joy".

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A SAFETY REMINDER

Rain can create hazardous conditions on a highway, particularly after a dry spell. When rain first begins to fall on a dry road, the moisture mixes with the accumulated dust and grease to form a slick, slippery surface. This condition will often continue for 30 minutes or more before the rain finally cleans the road.

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