

Fan Fair

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--34 DAYS TO CLOSING--

END OF SUMMER VACATIONS AFFECTS ATTENDANCE

The start of the school year and the end of summer vacations have contributed to a decline in weekday attendance at the World's Fair and the Bell System Exhibit. However, large numbers of weekend visitors continue to click through the turnstiles of both the Fair and the pavilion. Last Saturday and on Labor Day, the Exhibit operated above ride capacity as several thousand Fairgoers went directly to the Exhibit Hall.

In all, a total of 259,367 persons toured the Exhibit during the week ending September 12 to bring the count for the year up to 5,418,518. Daily results were: September 6--45,486; September 7--36,698; September 8--32,481; September 9--28,948; September 10--32,289; September 11--47,046; September 12--36,419. The cumulative total for the season is running approximately 210,000 higher than it did at the comparable point last year.

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ON THE LIGHTER SIDE

As far as some children are concerned, Mickey Mouse is nice. But Exhibit Hostess Laura Rittenberg helped a seven-year-old girl into one of the miniature telephone booths in the Phone Fun Fair and showed her the many Disney characters she could call. The girl, however, whipped out an address book and started to run her fingers down the list of her friends' telephone numbers. She was most disappointed when she discovered she could only call the cartoon characters.....Hostess Lynn Fisher assisted a little boy into one of the booths. As she did so, the child's mother called out, "Now remember, grandma's number is 201-863-...." Lynn had to explain to both that the boy would have to settle for Mickey Mouse.....Accidents do happen when you speak to groups of people, and so a few Exhibit Hostesses have committed bloopers. One girl told a group coming down the escalator from the ride, "Please watch your step getting off the microphone." Another got slightly tongue-tied while talking about transistors at the Crystal Display and said, "The transistor has the power to turn the signals from your favorite radio station into words and music you can hear in a pack of cigarettes." Then there was the hostess at Vocoder who substituted a word while discussing human speech and found herself saying, "...and you're moving your lips, your tongue and your TEETH into lots of different positions." She meant to say "jaw."

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HERE AND THERE AROUND THE EXHIBIT

Many visitors are intrigued by the Teletype teletypewriter tapes at the business Data Exhibit which transmit pictures through a combination of characters and spaces. The pictures of President Johnson and the Exhibit reproduced on the 33 ASP Teletype machine are so popular as souvenirs that another tape transmitting the likeness of the late President John F. Kennedy is now being used.....A visitor was so impressed with Hostess Toni Festa's demonstration of shopping by telephone that he sent her huge round sunglasses.....Another Fairgoer who had just flown in from Hawaii presented two flowered leis to Gwenai Davy at the TASI demonstration.....Hostesses Patricia Ruddy, Carol Mahnke and Jessica Rutledge plan to go to Lake George on their forthcoming four-day weekend.....Radioman Herb Gustaffson starred on the Sousaphone when the Kismet Temple Shrine Band played at the Masonic pavilion last Saturday on Masonic Day....

(MORE)

Pictures and background information about Sensicall telephone devices for the deaf are now available at the information desk in response to many queries from visitors. Introduced recently by New York Telephone, the Sensicall equipment makes it possible for totally deaf people to use the telephone. Sensicall can be attached to an ordinary telephone.

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AROUND THE FAIRGROUNDS

Fair President Robert Moses and Philip Jaffe of the Board of Education officially inaugurated the Fair's educational tour program today with a ribbon cutting ceremony at the "Little Red Schoolhouse." Located at the Federal pavilion, the "schoolhouse" will serve as an information and reservation for the program of special tours geared specifically for junior and senior high school students. The Bell System Exhibit joined with 20 other exhibitors in the plan. Nineteen pre-planned tours of approximately eight hours each are available, and the participating exhibitors have guaranteed preferential entry to student groups on a scheduled basis.....The Greek pavilion features a miniature "sound and light" spectacle centering about a 24-foot scale model of the 448 B.C. Acropolis.....A musical comedy starring Elsie the Borden Cow is presented every 20 minutes at the Better Living Center.....The State of Hawaii Exhibit presents the saga of the nation's newest state in a fashion fantasy.....Natives of the Balearic Islands perform a 2,000-year-old fold dance--believed to be Spain's oldest native dance--every afternoon at the Spanish pavilion.

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THE SPORTS SCENE

Reservations are now being taken for the outing to the New York Mets night game at Shea Stadium on Tuesday, September 28. The tickets are \$2.50 each. See Charlie Cybriwsky if you would like to join the many guys and gals who are planning to go.

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ROSTER OF SPECIAL GUESTS

Among the special guests at the Bell System Exhibit last week were W. E. Burke, VP-Manufacturing, Western Electric; W. M. Hogan, VP-Public Relations, New England Tel. & Tel.; K. N. Capron, Assistant Director, Bureau of the Budget, Washington; W. R. Burke, Public Utilities Commissioner, Connecticut; State Senator J. W. Steffey of Maryland, Congressman R. S. Schwelker of Pennsylvania; Congressman R. L. Leggett of California; State Representative T. J. Tiberi of Pennsylvania and Mrs. J. Love, wife of the Governor of Colorado. Also, Actor John Forsythe; Actress Dina Merrill; F. Ford, President, C.A.T.V.; A. Brennan, President, Eagle Stamp Co.; B. Libby, President, Tower Construction Co.; and K. Kobayashi, President, Nippon Electric Co., Tokyo,

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OUR VISITORS TELL US

In a letter to A.T.&T. President H. I. Romnes, a woman who is confined to a wheelchair praised the special arrangements which "made it possible for me to enjoy the Fair." She hailed the Exhibit staff "for having extended such fine courtesy to me and for making my visit to your exhibit such a pleasant one." Another visitor wrote, "We certainly feel that the Bell Exhibit, aside from being one of the most interesting, has the best trained and most personable staff of any at the Fair."

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