

BY ALL MEANS...FIND THE BARGAINS

Free Fun at the Fair

BY ARTHUR JUNTUNEN
Free Press Travel Editor

NEW YORK — The New York World's Fair may not be the all-time money-maker it was supposed to be, but the best things in the life of it still are free.

After you have passed the turnstiles, where the show folks relieve every adult of \$2.50, you may gaze in awe at the "Berlin Wall," Egypt's Aswan Dam or what gives in outer space without putting a hand in your pocket.

Also for free, among other things, you may brush up on history, make a call on a television-telephone or toast yourself into a chaise longue in the Garden of Meditation.

IN A PARADOXICAL game of "give and take," Fair masterminds and pavilion sponsors are at once attempting to get the show back into the black and convince folks it isn't expensive.

The operators have hiked the admission price from \$2 to \$2.50 to help make up for last year's disaster at the gates.

On the other hand, sponsors have hung "free" signs on as many attractions as possible without breaking the bank.

"Dollar for dollar, it all adds up to the biggest vacation bargain of the year, combining pleasure with education and a dash of culture," one Fair spokesman insisted.

Eighty-five per cent of all the attractions are free, which make quite a puzzle figuring there are more than 400 separate exhibits by 65 nations in 185 pavilions.

Attendance since the opening on April 21 has been down from last year's start by at least a half-million, which makes it relatively easy for those who are here to shuffle the circuit but doesn't make the cashier's office any happier.

While the boost in gate ticket prices is unpopular, officials hope that the free shows inside will help fill the grounds with the carefree and curious.

Most amusement spots charge small fees, but the trend to free fun spread with the introduction of the spectacular all-free Florida water

ski, porpoise show and pavilions.

SPONSORS of scientific and technological exhibits, including Detroit's Ford, General Motors and Chrysler, lead the way with free shows—a goodly portion of them highly-educational entertainment.

Michelangelo's "Pieta," with its spiritual appeal, is visited by an endless line of visitors who pay no fee to ride through blue-lighted halls to view the sculpturing aboard a moving sidewalk.

Concerts, band concerts and parades, which come off every day somewhere or other on the grounds, are free. You pay \$1.00 for parking, but there's free bus service to the gates.

A free shoe shine comes with the award-winning film, "To be Alive," at the Johnson Wax Pavilion, the Flying Eagles of Papanita perform 125 feet in the air at the Mexican Pavilion and professional skiers sail down an open-air, 150-foot man-made slope at the New England States show.

Disney "cave men" perform in the Ford "Magic Skyway" and "space men" man rockets in the United States Space Park while magicians puzzle the visitors at the General Cigar Pavilion—all free.

Prehistoric monsters expect no fee at Sinclair's fantastic Dinoland and drum dancers at the Korean stand also are subsidized by sponsors.

General Electric puts on a free demonstration of nuclear fusion while IBM entrances non-paying guests with computer demonstrations and Bell Telephone takes the bug-eyed on moving chair rides through the "world of communications."

Red carpet treatment is available to stockholders of American Telephones and Telegraph, General Electric, Ford, General Motors and International Business Machines

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(IBM) who show up at 9:30 a.m. for special tour.

ROMANCING family groups, Fair officials offer as an illustration the case of a typical family of four that spent an exciting day for only \$7.46 — including lunch and dinner.

They saw themselves on TV at RCA (free), visited India (free, strolled through Thailand's Temple of Dawn (free), rode GM's "Futurama II" (free) and viewed the Pieta (free).

Then (free) they rode Ford "Magic Skyway," ate four Carousel Park pizzas (25c each); had four cokes (10c each); drove in Avis' antique cars (kids, 35c each, adults, 50c each); rode IBM's "People Wall" (free); rode simulated helicopter (10c each); watched the magicians (free) and "flying birdmen" (free); heard a pop concert (free) and dined on four full-course Chinese dinners (90c each).

They topped it off by watching dancers, listening to a life-like Lincoln talk (Illinois pavilion, (free), watching the Florida show (free), viewing Austria's prize sculpture and attending the Fountain of Planets fireworks show.

The range of free fun includes the thrills of simulated supersonic flight at the Trans World Airlines exhibit, a trip through a West Virginia coal mine and "A Trip Around the World" in 15 minutes.

You can save your arches by riding the Glida-a-Trains

for \$1 per on special grounds tours, which all vide free shows of the masses.

Some other recommended free shows are the To Light, Atomsville, U.S. citals of Irish poetry, c tests, DuPont's chem "miracles," a Cineram ride through America tory, a Hollywood film the Wild West, and inside an Arctic igloo.

A family can pare co going on Mondays and F during school vacation, youngsters get in for 2 stand of the regular 3 Adults pay the \$2.50 any

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