

Dippy Draws 'Dudes' by Thousands, Boosts Tourist Travel to Museum

By G. E. Untermann

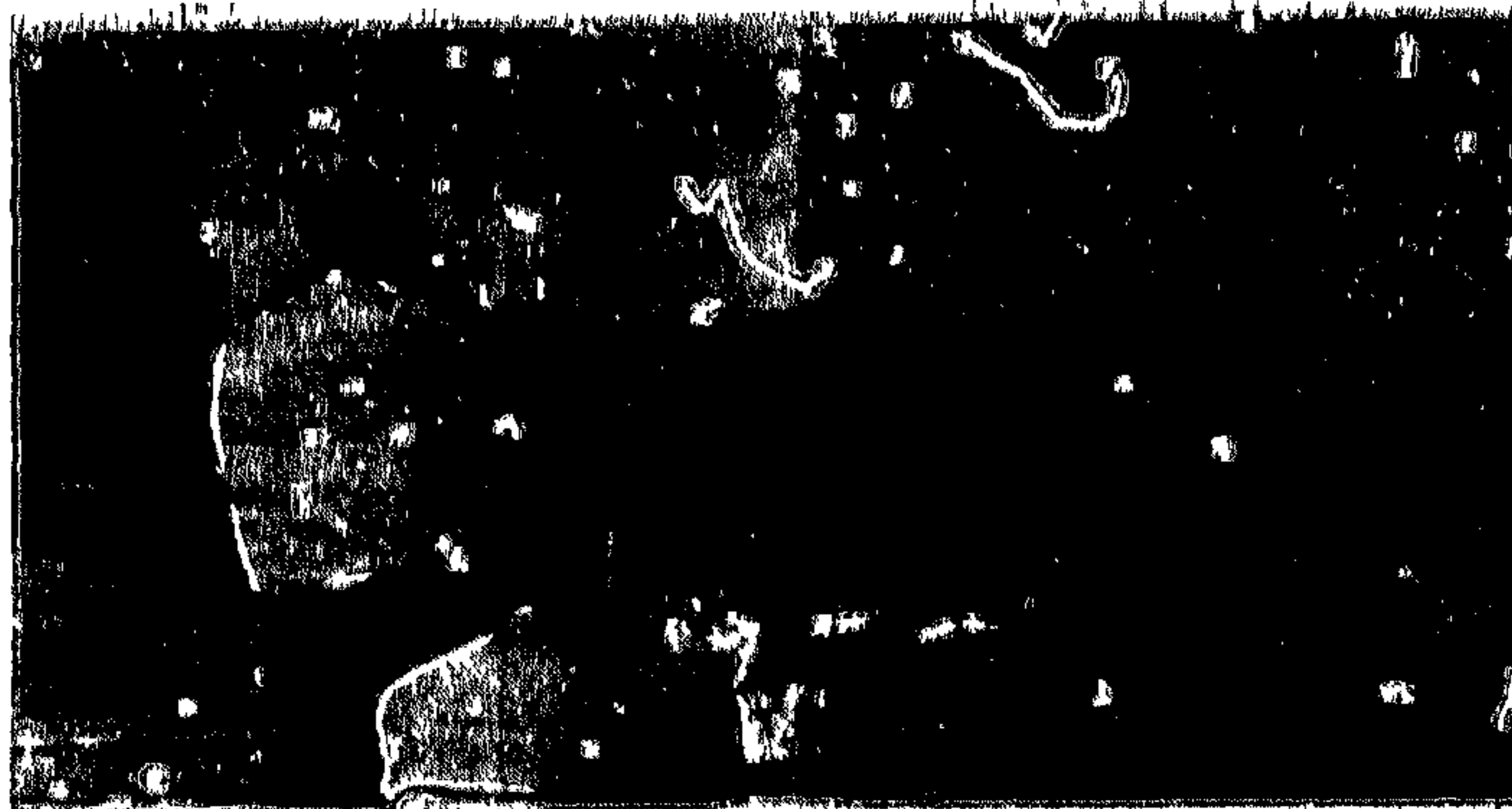
Without benefit of seductive curves or a "come hither" look, "Dippy" the 70 foot long skeleton of the dinosaur Diplodocus, standing out on the lawn of the Utah Field House of Natural History, dazzles and delights the tourists, known to the trade as "dudes."

As a motorist pulls up to the curb, father hardly has time to set the brake, before the entire family erupts from the car and dashes across the lawn to charge Dippy amid gleeful squeals.

Dippy is the most photographed object, on U.S. Highway No. 40, between Salt Lake City and Denver. Although he was "born" only six months ago he has already been photographed thousands of times and has been the subject of as many as seven different camera fans at one time. With all this attention it is not surprising that he has assumed a rather smug look, especially since his story and pictures have appeared in papers and magazines from coast to coast, including Life.

A real traffic stopper is Dippy. With the year still not ended, (December 1st) travel to the museum in the first 11 months of 1957, exceeds by 10,000 visitors the number who came during all of 1956. The figure for 1956 was 56,755. For 1957, to December 1st., 60,493 persons registered at the museum.

Dippy has been ruggedly constructed along sound engineering principles which figured in



BIG ATTRACTION — G. E. Untermann, foreground, gazes fondly at "Dippy," short for Diplodocus, as tourists flock around and take pictures. "Dippy" has proved himself as Vernal's biggest "traffic stopper."

the stresses and strains this 8-ton, authentic replica would have to meet in its outdoor location. It has already withstood gusts of wind which have blown down trees and been estimated up to 70 miles per hour. Like Elvis Presley, old Dippy could be excused if he felt "all shook up," but he merely tossed his head and defied the gales to do their worst. We have reason to believe that he will stand for many a year and we certainly hope that he does!

London, Ohio, Madison Press: "We've noticed a trend in the thinking of the American people since the war. 'Let George do it' is becoming a more and more popular attitude. Perhaps we should return to the old-time policy of hell-raising every time we see a crooked politician or a bad deal. Maybe hell-raising isn't polite but it is effective — and it's American! At least that's what the men at Bunker Hill thought and they seem to have accomplished quite a lot."

Newport Beach, Calif., Newport Harbor News Press: "... there is nothing sinister or cynical in a newspaper being successful on a business basis, any more than there is in a market or a hardware store. The business success of a newspaper does not change its duty to print the news, to let the people know what is going on in their community, to give voice to the minority side of public issues as well as the majority side. . .