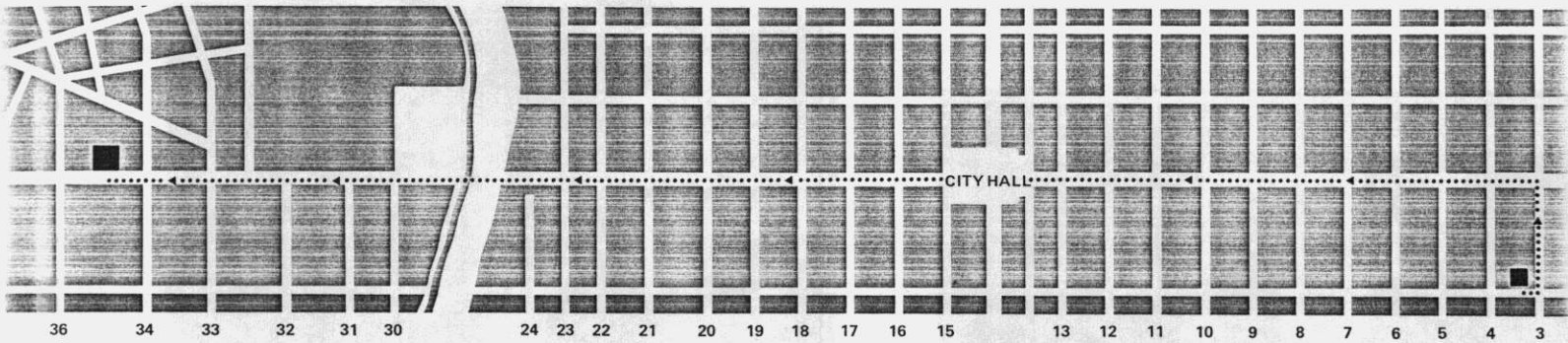


The Cross-Town Express



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Nearly 900 Turn out for Open House at New Headquarters

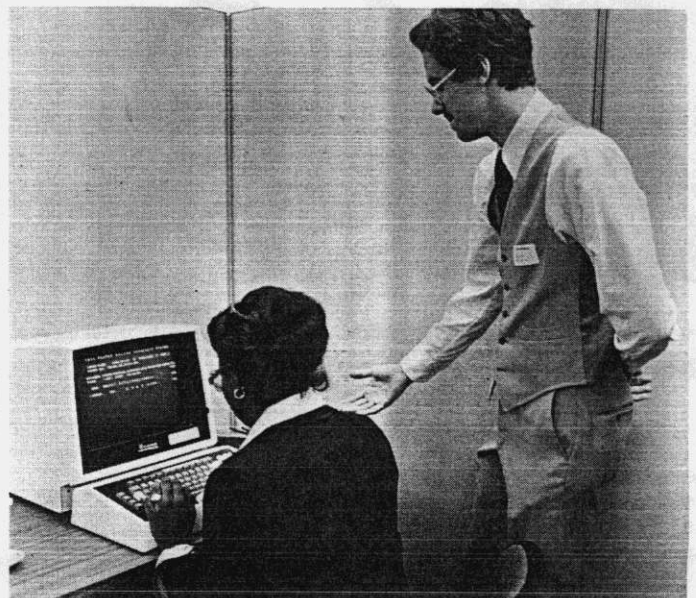
An enthusiastic, appreciative crowd of nearly 900 people showed up at our new corporate headquarters on Saturday, January 19, to participate in ISI's first large-scale open house. And before the day was over they had peeked and probed into every nook and cranny of the new building, absorbed a wide variety of information about ISI and its products and services, eaten about a ton of food, and thoroughly enjoyed themselves in the process.

Even before the doors officially opened at 10 a.m., guests began to arrive. And because there was so much to see and do, many stayed past the three o'clock closing. Many who had intended to stay just a while remained for hours.

Certainly the open house lived up to its "something for everyone" billing. It offered a variety of fun

features for the young, the old and the in between. In a relaxed and informal atmosphere, Moms and Dads saw where their kids work. Friends of employees became friends of ISI. And everyone seemed to feel at home. More importantly, everyone who attended had a chance to learn more about ISI at both the general and detail level.

This issue of The Cross-Town Express reports some of the highlights of the open house. Those of you who attended may want to save this as a souvenir or share it with those who were your guests. For those of you who couldn't be there, this should give you an idea of what went on. But as the old saying goes ... "you should have been there."



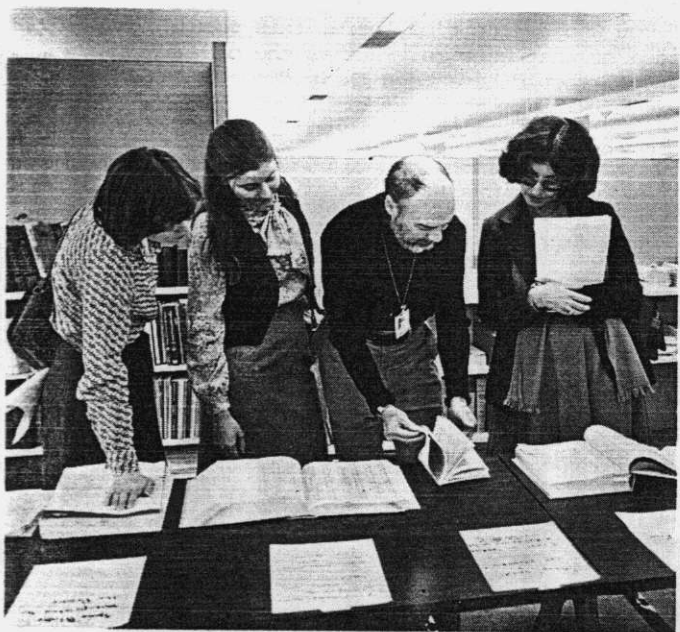
Exhibits and Displays played a major role in informing guests about various aspects of the company, its history, its products and services, the move to the Science Center, the features of its new building, and many other topics. Pictured here is just a sampling.



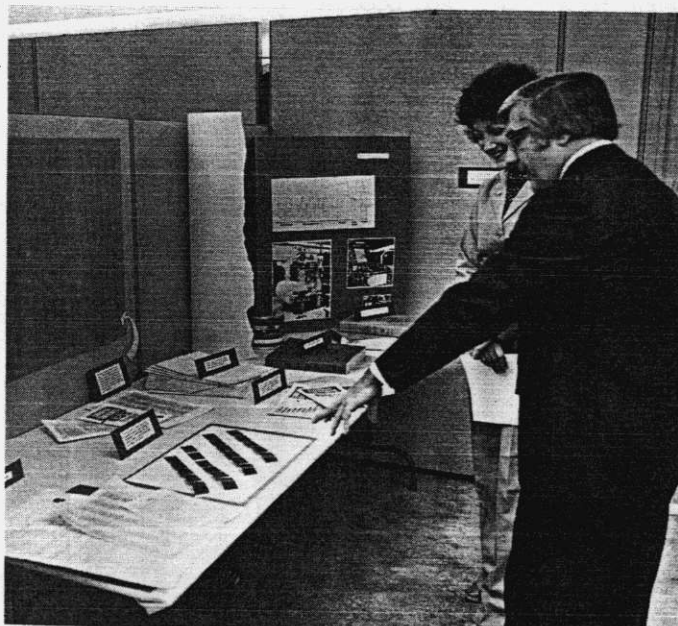
Director of Technical Services Gerry Francis (far right) and Quality Control Analyst Virginia Smith (second from right) give a slide presentation as part of the Pennsauken Data Preparation exhibit. Each step required to edit, key, and verify the journal data used in ISI products and services was explained in terms that the lay person could understand.



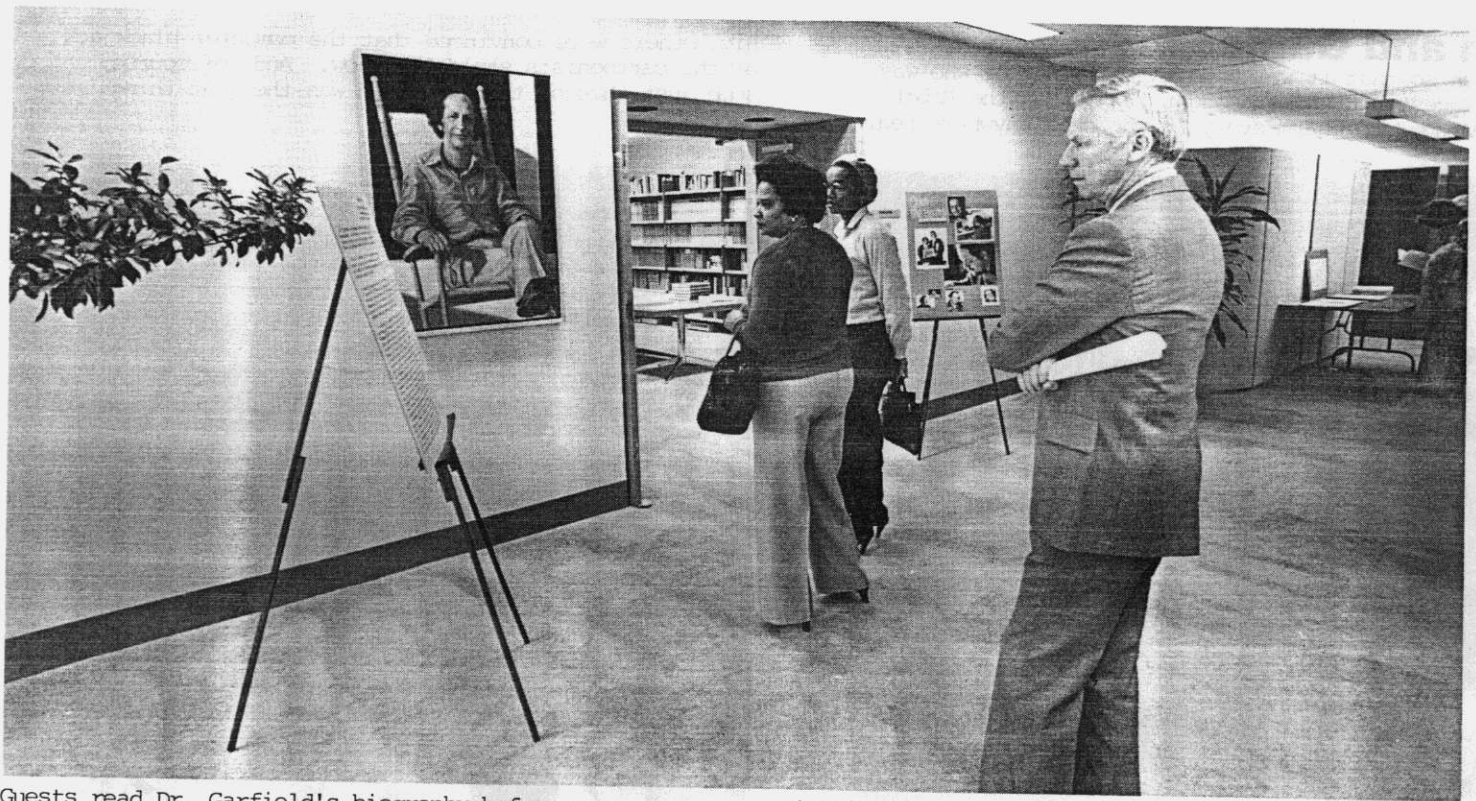
Passers-by examine the exhibit used by ISI's Marketing Department to display our products at conventions and meetings all over the world.



Irv Sher (Director of Quality Control) discusses defects found in printing and binding of citation indexes and what his department is doing to prevent such problems.



Purchasing Agent and Printing Coordinator Andy Procopio explains how microfilm is used in printing Current Contents.



Guests read Dr. Garfield's biography before entering a display of ISI memorabilia. Among the nostalgia-producing items on exhibit were early issues of Current Contents; the first Science

Citation Index and its predecessor, the Genetics Citation Index; legal documents related to the start of the company; some of the company's first advertising materials; and an ISI genealogy chart.



Kathryn Hess (far left) identifies herself as a child in a 74-year old photograph. Mrs. Hess' father owned a shoemaker shop which stood at 3501 Market Street in 1906. Also on display was a needlepoint of the ISI logo which Mrs. Hess made and gave to the company.



Several tours of the Computer Room helped explain how data is coded, entered and recorded. Open house participants saw ISI's computer and learned about the sizes, speeds and capabilities of various input/output devices.

Fun and Games were in abundance. So much so that it was hard to tell what or who was the biggest hit. Some thought it was Max the Robot who managed to charm everyone who came anywhere near

him. Others were convinced that the computer blackjack or the cartoonists stole the show. And, of course, some just thought that the food was the best thing.



Above left, clowns greet some of the first guests to arrive. During the day the duo strolled among the crowds dispensing balloons to youngsters and keeping everyone amused with their antics. At right, they entertain Employee Communications Writer/Editor Jackie Jones and guest.

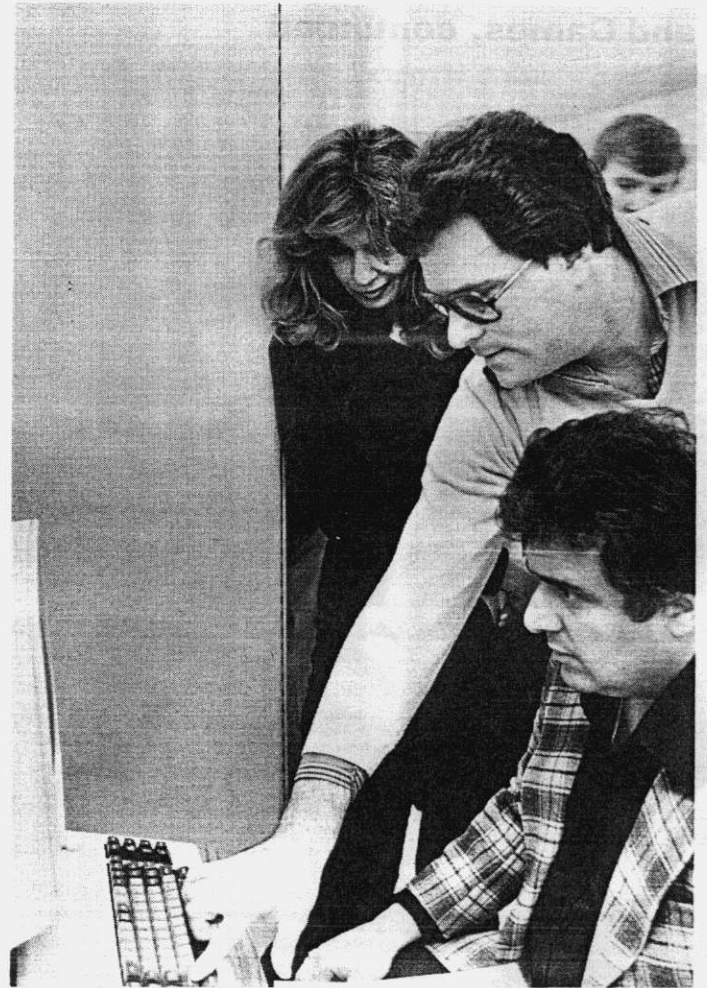


A tiny twosome poses while computer photographer Chad Weller snaps the picture. This was one of

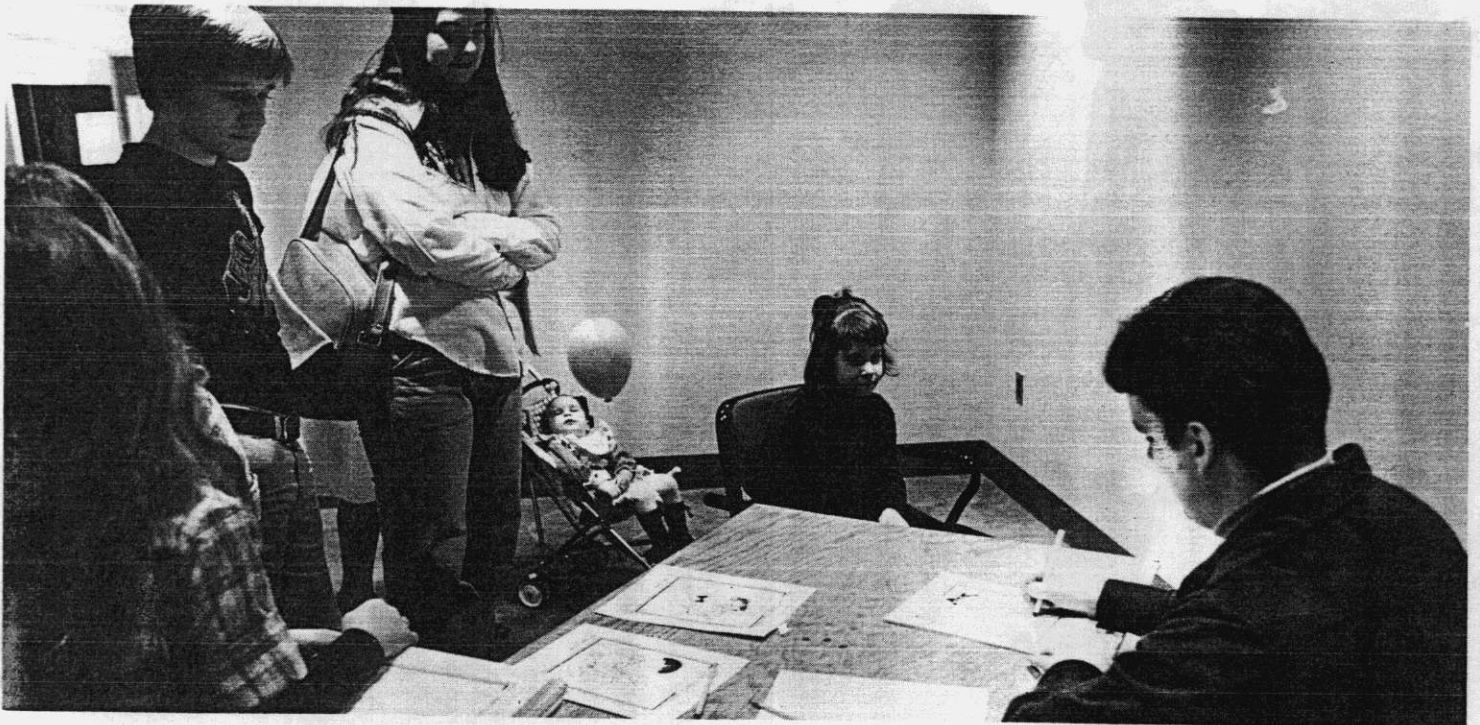
the most popular attractions with nearly 400 photographs taken.



Caricature artist Joe Aronson studies his subject.

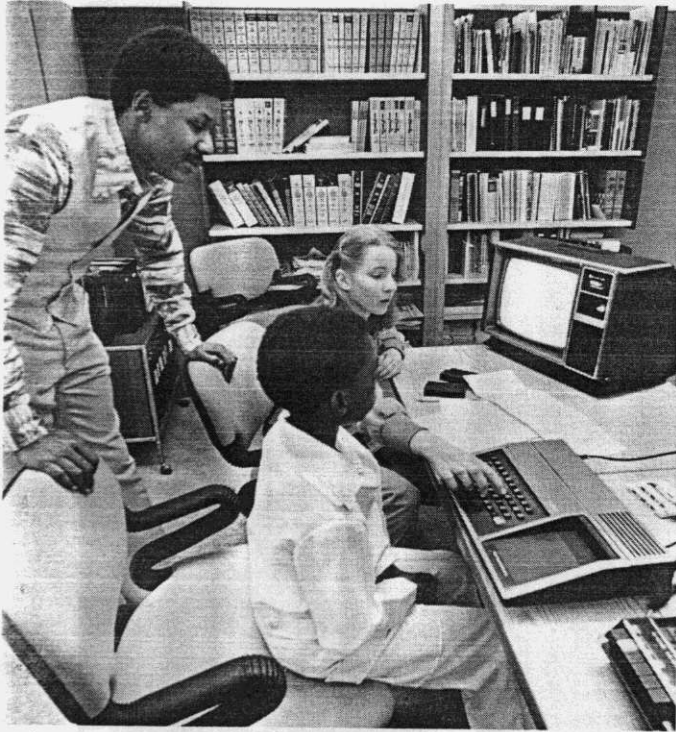


Dave Rovinsky (Director of Data Processing) shows a "gambler" how to play computer blackjack.



John Ewaniuk sketches a little girl as her friends look on.

Fun and Games, continued



Children enjoy computer games demonstrated by Fred Kitchen, President's Office.



"Hello. What's your name?"



"May I please have a kiss?"



"I'm having such a good time. Are you?"



Door prize drawings were held on the hour. Here, hopefuls check their tickets against winning numbers.



A double buffet setup helped keep the food lines moving quickly.



Dr. Garfield Receives Key to New Headquarters

In a special ceremony during the open house, Dr. Eugene Garfield, ISI's founder and president, was presented with a symbolic key to the new headquarters.

In presenting the award, Peter Aborn (Vice President, Administration) first acknowledged the contribution of individual employees to ISI's success. He then paid tribute to Dr. Garfield's "...vision and dogged determination..." and the role he plays as the "...generative and sustaining force behind all of ISI's endeavors."

In accepting the key Dr. Garfield thanked not only the ISI employees, but their families and friends

as well for the support that they have provided over the years.

"ISI products and services," Dr. Garfield stressed, "are only as good as the best efforts of the employees. Each and every person at ISI plays an important role."

Dr. Garfield also took time to present an engraved plaque to Peter, who chaired the new building committee, and to "all the members of the team who worked so hard and so well to provide ISI with its new corporate headquarters."

As a surprise ending to the ceremony, Dr. Garfield delighted the audience by revealing a new addition to his wardrobe. It was a bright orange tee-shirt complete with a sequined "ISI" that had been hand-sewn by his daughter Laura.



Peter Aborn (left) presents the key to the new headquarters to Dr. Garfield on open house day.



Dr. Garfield speaks to guests after accepting key.



Dr. Garfield models the sequined look.

New Employee Newspaper to Replace The Cross-Town Express

This report on the open house will be the last issue of *The Cross-Town Express*. Designed to serve as a vehicle for communicating information related to the move to our new headquarters, *CTE* has now completed its job. During its short life span (August 13, 1979 to March 14, 1980) 16 issues have been produced which contained 64 pages and more than 100 photographs. The writers and editors of *CTE* sincerely hope that you have found it to be worth reading.

The Communications Department is now planning an employee newspaper that will keep you informed on the

full spectrum of ISI activities important to you. Topics to be covered include employee benefits, company policies, organizational changes, marketing plans and programs, new products, personality profiles, VIP visitors, and just about anything else that makes news within the world of ISI.

Initially, the newspaper will appear every two months, but this schedule may vary as workload and resources dictate. The name for the newspaper is likely to be the old familiar "ISIGHT." If you have an idea for a better name, however, send it to Thomas G. DiRenzo, Vice President, Direct Marketing & Communications, 3rd floor, 3501 Market. If your suggestion is used, you'll be acknowledged in the first issue and receive an appropriate prize.