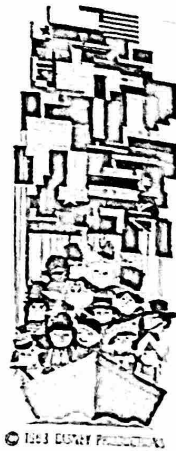


Welcome to New York City
and the
1964-1965 New York World's Fair



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PEPS-COLA PRESENTS WALT DISNEY'S "IT'S A SMALL WORLD" NEW YORK WORLD'S FAIR - FLUSHING - N.Y.

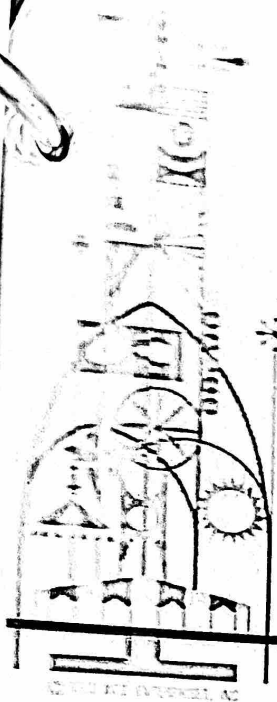
We are delighted to have you aboard and will endeavour to assist in making your visit pleasant and enjoyable.

Your Hostess will meet you at the airport and escort you to the Stadium View Inn. She has a thorough knowledge of the World's Fair and New York City and has set up a tentative itinerary which will allow you to visit the greatest number of pavilions in the shortest possible time.

The information kit contains a selection of pamphlets on the various restaurants and points of interest in and around New York City, and the New York World's Fair. We suggest you familiarize yourself with this material. Upon your arrival, your Hostess will hand you your tentative itinerary, which has been especially tailored to fit your particular group.

This is the largest World's Fair in history - a 646 acre showplace linked together by 14 miles of roadways and containing well over 200 buildings. The Fair is divided into 5 sections: Industrial, Transportation, Federal and State, International, and the Lake Amusement Area-, and we will visit each of them before your visit comes to an end.

We hope that you will also be able to see some of the excitement, wonder and diversity of this great city. If you have been to New York before you are well aware of the adventure that lies ahead of you. If you are a first time visitor you will discover the City to be even more exciting than you imagined. It is made up of five boroughs: Manhattan, the Bronx, Queens, Brooklyn and Staten Island (Richmond). Originally, these were Counties, but in 1898 they were incorporated into New York City. Today New York seems to be mostly, concrete, glass and steel, but when founded it had a population of only 270, all living at the tip of Manhattan Island, named after



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the Manhates Indians. In 1626, Peter Minuit made his historic real estate coup, purchasing the island from the natives for 60 guilders in trading goods, trinkets and knives.

The City has grown faster and higher than any city in history. From 1760 to 1960 the City has grown 550 times in size - from a population of 14,000 to 7,781,984, New York's greatest and most enduring feature is the contrast and variety of its people. Numerous ethnic groups have all thoroughly seasoned the "melting pot" with their customs and modes of life. There are 56 foreign language newspapers printed in 26 different languages. The City has 49 museums, 159 hospitals, 6 Zoos, 62 legitimate theatres, 11 daily newspapers; with a combined circulation of 6,000,000, 3,600 churches and synagogues, and if you are connected with the "Mickey Mouse Club" or "Wonderful World of Color", you will be happy to know that 2,524,200 homes have television sets.

To many people, New York is many things. It may be a city seen at twilight from the Staten Island Ferry (ride 5¢), polished metal spires and glass walls radiant in the setting sun, fog-enshrouded docks of the early morning, baseball, the Metropolitan Opera, or street vendors selling everything from flowers to mechanical men, ice skates in Rockefeller Center, Shakespeare in Central Park, or a World's Fair in Flushing Meadows. In sum, it is all the sights, sounds and scents which make New York the colorful and diverse place it is.

It was here, at the Colony Theatre in 1928, where Walt Disney's "Steamboat Willie" - the first cartoon in the world to use sound - made its debut and an unknown named Mickey Mouse became a star.

And it is here, 36 years later, at the New York World's Fair of 1964-1965, where Walt's newest pioneering triumph, Audio-Animatronics, has earned him the title of "Giant of the Fair". Here, amazed and amused audiences thrill to such memorable presentations as "Walt Disney's Magic Skyway" (Ford Motor Company Wonder Rotunda), "Progressland" (General Electric Pavilion), "Great Moments With Mr. Lincoln" (Pavilion of the State of Illinois), and "It's A Small World" (Pepsi-Cola Pavilion).

Enclosed herewith you will find one copy of each of the following:

Official Guide Book of New York World's Fair
The Official World's Fair Souvenir Map
Ford Motor Company Wonder Rotunda Brochure
Pepsi-Cola's "It's A Small World" Fact Sheet
UNICEF "What It Is And What It Does"
Illinois "Land of Lincoln" Pavilion Press Sheet
General Electric Progressland
Disneyland Fun At the Fair
Greyhound World's Fair Transportation and
Tours Brochure
New York World's Fair Subway Map
New York Restaurant Guide
New York In Summer
Visitor's Guide and Map of New York
Shopping Guide to New York City
Gray Line Sightseeing Tour
Circle Line Sightseeing Cruise Around Manhattan
United Air Line World's Fair Exhibit Check List

If you need any additional assistance, or if your Hostess is not available, please contact the Walt Disney Fair Office at IL 9-1300. We will be happy to assist you in any way possible.

WALT DISNEY TOUR OF THE NEW YORK WORLD'S FAIR

ITINERARY

Thursday, June 4th, 1964.

- 8.30 A. M. The Hostess will meet you at your motel after breakfast and will escort you to the New York World's Fair. You will enter the Peter Stuyvesant Gate and walk past the Space Park on your way to the Ford Motor Company Wonder Rotunda.
- 9:00 A. M. Ford Motor Company Wonder Rotunda is your first stop. Here, after viewing products of the Ford Motor Company, you will board a Ford convertible for a ride through time on Walt Disney's "Magic Skyway", from the caveman of yesterday, to the city dweller of tomorrow.
- 10:00 A. M. Your next scheduled appointment is at the Pavilion of the State of Illinois, "The Land of Lincoln". It is here that you will share a few "Great Moments with Mr. Lincoln".
- 11:00 A. M. At the Vatican Pavilion you will see, among other exhibits, Michelangelo's 465 year old masterpiece in carved Carrara marble, the PIETA.
- 12:00 Noon You will now have an opportunity to relax, freshen up, and see the Pepsi Cola presentation of Walt Disney's "It's A Small World" - a salute to UNICEF.
- 1:30 P. M. Luncheon reservations have been made at the Festival of Gas Restaurant.
- 3:00 P. M. After lunch you will visit the Johnson's Wax Pavilion, where you will view a fascinating documentary film, "To be Alive", produced by Francise Thompson, dramatizing the theme of brotherhood.
- 4:00 P. M. The IBM Exhibit, housed in a white egg shaped theater, presents a clever display on the world of the computer and the methods both man and machines use to solve problems. This exhibit is one of the last projects on which the late architect Eero Saarinen worked.

Your Hostess will escort the tour back to the Pepsi Cola TOWER LOUNGE in order to freshen up and plan your evening activity. She will assist you with dinner reservations (if possible) and information on some of the spectacular shows to be found in the Lake Amusement Area, just down the avenue from "It's A Small World".

WALT DISNEY TOUR OF THE NEW YORK WORLD'S FAIR

ITINERARY

Friday, June 5th, 1964

- 8:30 A. M. Your Hostess will meet you at your motel after breakfast, and escort you to the New York World's Fair.
- 9:15 A. M. Your first stop this morning will be at General Motors Futurama, where you will view life in the immediate future.
- 11:00 A. M. Your next stop is a visit to General Electric's Progressland, a Walt Disney Presentation. Here you will view the delightful Carousel Theatre, "The Sky-Dome Spectacular", the first public demonstration of atomic fusion, and an exciting all electrical Medallion City.
- 12:00 Noon At the Bell Telephone Pavilion you will witness the story of communications, from tom tom to Telestar, and see a demonstration of the new picturephone, on which calls are regularly scheduled between the Fair and the Bell System Exhibit at Disneyland.
- Luncheon Lunch will be at HILTON INTERNATIONAL BAZAAR. No reservations have been made.
- 3:00 P. M. At the Dupont "Wonderful World of Chemistry," you will witness a unique musical review, tracing in song and dance, the evolution of chemistry from ancient Greece to today.
- 4:30 P. M. At the Eastman Kodak Pavilion you will see Saul Bass' award winning movie "The Searching Eye," which utilizes the new multi-image 70 mm projection process.

Your hostess will escort the tour back to the Pepsi Cola TOWER LOUNGE in order to freshen up and plan your evening activity. She will assist you with dinner reservations (if possible) and information on some of the spectacular shows to be found in the Lake Amusement Area, just down the avenue from "It's A Small World."

WALT DISNEY TOUR OF THE NEW YORK WORLD'S FAIR

ITINERARY

Saturday, June 6th, 1964

- 9:45 A. M. Your Hostess will meet you after breakfast at the Stadium View Inn and will escort you to the New Amsterdam Gate of the New York World's Fair.
- 10:00 A. M. Today, you will be visiting the International Area, and your first stop will be the Pavilion of Spain. This will be followed, as time permits, with visits to the Pavilions of Indonesia, Hong Kong, Central America, Korea, Ireland, Thailand, Mexico, China, and the United Arab Republic (in that order).
- 1:00 P. M. In keeping with the international flavor, today's buffet luncheon will be served in the Ballantine Rathskeller, located beneath the City Hall in the picturesque Belgian Village.
- 2:00 P. M. Following luncheon, you will visit the Pavilion of Jordan, where you can see the Dead Sea Scrolls. (50¢)
- 2:30 P. M. The Pavilion of Morocco is next, followed with a stop at the Switzerland Pavilion, where you can register for the daily drawing for a new Swiss watch. Here, also, you can sample some of their delicious ice cream.
- 3:00 P. M. "The Wonder That Is Greece" is next on your tour, but don't linger too long or you'll miss the marvelous Watusi Dancers at -
- 3:30 P. M. The African Pavilion (\$1.00).
- 4:15 P. M. The best the French Nation has to offer is on display at your next stop - the Pavilion of France.
- 5:00 P. M. By now, you should be on your way back to the Pepsi Cola Pavilion for relaxing, freshening-up and planning your evening activity. Your hostess will be happy to assist you with dinner reservations (if possible) and information on some of the spectacular shows to be found in the Lake Amusement Area, just down the road.

WALT DISNEY TOUR OF THE NEW YORK WORLD'S FAIR

ITINERARY

Sunday June 7th, 1964.

9:30 A. M.

Your Hostess will meet you after breakfast at the Inn and will escort you to the Henry Hudson Gate of the New York World's Fair.

9:45 A. M.

Your first stop will be the Chrysler Exhibit in the Transportation Area. Inside the theater you'll see a musical comedy starring the Bil Baird Marionettes. Please note that the show begins at 10 a. m.

11:00 A. M.

After looking over the Avis Antique Auto Ride, and the Bavarian Garden, you'll find yourselves coming face-to-face with the prehistoric animals which inhabit Sinclair's Dinoland Exhibit.

11:30 A. M.

Now you'll board the Rapid Transit for a quick trip to the opposite end of the Fairgrounds and a visit to the Travelers Insurance Company Pavilion (modeled after their famous trademark of the "red umbrella of protection"). Here you'll see 13 remarkable life-size dioramas depicting the "Triumph of Man". Before you leave, don't forget to register for a free record album of the show you have just seen. It will arrive by mail at your home in about 3 weeks.

12:30 P. M.

After a brief visit to the Hall of Education and the Equitable Assurance Deniograph, (if time permits) you'll step back into history as you enjoy your luncheon at Rheingold's "Little Old New York".

1:30 P. M.

Because this is your last opportunity to visit the New York World's Fair, we thought you'd like to "play it by ear" for the remainder of the day. There are, no doubt, many more pictures you hope to take; many pavilions you'd like to visit or re-visit; and, of course, lots of souvenirs you must buy for the folks back home in California.

Whenever you need assistance, please feel free to call one of our Tower Lounge Hostesses at the Pepsi-Cola Pavilion (888-7400).

As you have seen in your Guide Book and Map, many of the pavilions (especially in the International Area) have floorshows during mealtime, and it might be a good idea to see one or two of them. The shows in the Amusement Area are scheduled at various times throughout the day, and the Hostess will be happy to call to check on the exact time for any of them (Have you seen Dancing Waters, Les Poupees De Paris, Wonder-world, To Broadway With Love, Walter's Wax Museum, The Continental Circus, The Santa Maria, The Hawaiian Show in the Pavilion of Hawaii, The Porpoise Show at the Florida Pavilion, Dick Button's Ice-travaganza, etc., etc.?) There's lots more to see and lots more to do. Enjoy yourself. The Tower Lounge is the place to visit whenever you want to relax and freshen-up.

WALT DISNEY TOUR OF THE NEW YORK WORLD'S FAIR

ITINERARY

Monday, June 8th, 1964.

Your flight leaves at 2 p.m. this afternoon from La Guardia Airport. We will see that you leave the Inn around 1 p.m., after lunch and that you arrive in plenty of time for take-off.

We enjoyed having you with us. If, from time to time, you think of some way to make this visit to the World's Fair more interesting, we'd appreciate your taking the time to write us and tell us about it. Please send your letters to:

Chuck Burnes,
c/o Walt Disney Productions, Inc.,
97-45 Queens Blvd.,
Forest Hills,
New York.

PEPSI-COLA PRESENTS WALT DISNEY'S "IT'S A SMALL WORLD"

WALT DISNEY'S TOUR OF THE NEW YORK WORLD'S FAIR

CHANGES IN ITINERARY

Sunday, June 7th, 1964

11:30 a.m. Now you'll board the Rapid Transit for a quick trip to the opposite end of the Fairgrounds where we have been able to make a special appointment for you at 11:45 a.m. to visit the Travelers Insurance Company Pavilion (modeled after their famous trademark of the "red umbrella of protection". Here you'll see 13 remarkable life-size dioramas depicting the "Triumph of Man". Before you leave, don't forget to register for a free record album of the presentation you have just seen. It should arrive at your home in about three weeks.

12:30 p.m. After a brief visit to the Hall of Education and the Equitable Assurance Demograph, you'll dine in old-world atmosphere in the Ballantine Rathskeller (buffet costs \$1.95). No appointment is needed here, as the restaurant seats 1400 at once and is the largest eating establishment on the Fairgrounds.

1:30 p.m. (or later, if you haven't rested enough) Your Hostess will be able to get you in to visit the Hollywood Pavilion (per your request).

Following the Hollywood Pavilion, you're on your own. Of course, we want you to use the Tower Lounge as your headquarters whenever you are close by. Your Hostess will be happy to help you in any way possible in order to make your afternoon move easily. If you have not, as yet, seen "To Broadway With Love" (Texas Music Hall) or "WonderWorld" (Amphitheatre), this afternoon is a good time to do so.

Monday, June 8th, 1964

This is your day in New York City. If there is anything about the City that you're not sure about, please ask one of our Hostesses. She can check it for you by phone and save you lost time. A few of the more interesting places to see (which are open on Monday) are: St. Patrick's Cathedral, Rockefeller Centre, United Nations, Fifth Avenue shops, Trinity Church, American Stock Exchange, New York Cotton Market, New York Stock Exchange, American Museum of Natural History, Hayden Planetarium, Chinatown Museum, Federal Hall National Memorial, Grant's Tomb, Metropolitan Museum of Art, Morgan Library, Museum of Modern Art, Whitney Museum of American Art, New York Public Library, NBC Tour, Empire State Bldg., Statue of Liberty, Palisades Amusement Park and Coney Island. (NOTE: Closed on Mondays are the American Academy of Arts and Letters, The Cloisters, Frick Collection, Solomon R. Guggenheim Museum, Museum of the American Indian, Museum of the City of New York, Museum of Primitive Art, and the New York Historical Society.)

PEPSI-COLA PRESENTS WALT DISNEY'S "IT'S A SMALL WORLD"

WALT DISNEY TOUR OF THE NEW YORK WORLD'S FAIR

CHANGES IN SCHEDULE

Tuesday, June 9th, 1964

10:00 a.m.

Those wishing to visit the New York World's Fair for the last time today will be met at the Stadium View Inn by our Drivers and driven to the Rodman St. Gate (behind the Pepsi-Cola Pavilion). A Hostess will meet you there with your admission tickets and will be happy to give you any assistance you might need.

Wednesday, June 10th, 1964

1:15 p.m.

Your flight is scheduled to leave LaGuardia Field at 2:00 p.m. this afternoon, and by leaving the Inn at this time, you'll find you'll arrive at the Airport in plenty of time.

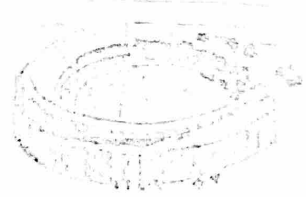
We enjoyed having you with us. If, from time to time, you think of some way to make this visit to the New York World's Fair more interesting, we'd sincerely appreciate your letting us know about it.

Please address your letters to:

Chuck Burnes,
Walt Disney Productions, Inc.,
97-45 Queens Blvd.,
Forest Hills, New York



Stadium VIEW ROOM



across from Shea Stadium — New Home of the New York Mets & Jets
37th AVE. & 114 ST., FLUSHING, N.Y. — (212) TWining 8-1400

WALT DISNEY GROUP

- Room 608 Mr. Washo and Mr. Carr
- Room 624 Mr. Fergus
- Room 601 Mr. Blaine and Mr. Gibson
- Room 605 Mr. Anderson
- Room 607 Mr. Clark
- Room 629 Mr. Hatzuse
- Room 623 Mr. O'Brian
- Room 630 Mr. Davis
- Room 615 Mr. Tyle
- Room 706 Mr. Wipe

FULLY AIR CONDITIONED • FINE RESTAURANT & COCKTAIL LOUNGE • COFFEE SHOP
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PRESENT APARTMENT ASSIGNMENTS

June 1, 1964

LEFRAK CITY

Canada House 97-20 57th Avenue, Corona 68, New York

3 L	AR 1-5754	Dave Schweningen & Family
9 F	AR 1-5753	Charles Staufer
10 A	AR 1-7123	Maid
10 D	AR 1-3271	Chuck Romero & Family (Leaving June 4, 1964)
10 E	AR 1-8790	Ray McClean
10 F	AR 1-5782	Dale Peck
10 G	AR 1-8092	Jim Verity & Wife
10 H	AR 1-6233	John Romnes
10 J	AR 1-6682	Carl Carlson
10 K	AR 1-6491	Neal Gallagher
11 G	AR 1-5746	Dick Weaver
12 F	AR 1-6655	Jason Semple & Wife
12 G	AR 1-5767	Charles Satchel & Wife

Mexico House 97-22 57th Avenue, Corona 68, New York

3 L	AR 1-6654	Millard Black
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SILVER TOWER 125-10 Queens Boulevard, Kew Gardens, New York

109	BO 3-1820	Reservation Only
110	BO 1-5238	Reservation Only
510	BO 1-9793	Frank Pettita & Family
1415	BO 3-7695	John T. Allen
1610	BO 3-6318	Bob Penfield
1611	LI 4-1199	Lee Biggins
1803	BO 1-6838	Dick Van Every & Wife
1805	BO 3-7142	Don McDonald & Family
1810	BO 3-6929	Bill Hoelscher
1811	LI 4-9198	Frank Stanek
1905	BO 3-7062	Lou Roth
1910	BO 3-6427	Jim Haught/ Bill Sullivan (Jim Haught Leaving 6-4-64)
2205	BO 3-7975	Pete Crimmings
2105	LI 4-3704	Herb Taylor
2205	LI 4-9053	George Mills
2210	BO 3-7940	Tony Virginia & Bettina Virginia

ALSO ABCARD

FI 1-2812	Chuck Burnes
CH 2-6508	Drayton Glasgow