



A
Visitors
Guide
to
New York
City

Compliments of
The
SUNDERLAND HOTEL
53rd Street at 5th Avenue

A Personal Message From The Manager

New York is not so much a city as it is a way of life. And like life itself, the best way to experience it is to live it. We at The Sunderland want you to have the best possible time during your visit to New York, and to make sure that you have everything you need to make your stay an experience to remember, we have included a few useful items in your "newcomer's kit".

Firstly, you will find a map of Manhattan, showing all the streets from the downtown Wall Street area all the way to 110th Street. Your map also shows the various subway systems that criss-cross the island, together with a street index so you can easily find your way around.

Secondly, this brochure includes a description of the most interesting and colorful New York neighborhoods ("Getting Around The Big Apple"), so you can "visit" them without leaving your hotel room. Of course, there is no substitute for being there in person, and your brochure will help you get the most out of that, should you desire to step out for an "adventure".

*Finally, to help you find the right cross street as you make your way around Manhattan, we have included our patented little **X-Street Indexer** (U.S. Pat. # NL-4563.18). To use the **X-Street Indexer**, align the avenue name on the inner wheel with the street address on the outer wheel. When you have aligned the two, simply look in the little window in the inner wheel to find the nearest cross street. For example, suppose you need to find 581 7th Avenue. Just align the 7th Ave on the inner wheel with 500-599 on the outer wheel. The little window in the inner wheel will show you the nearest cross street. Now, what could be simpler?*

On behalf of the staff here at the Sunderland Hotel, we would like to wish you a pleasant stay in New York City. Please feel free to approach any of us for anything you may need to make your visit as carefree as possible. New York means different things to different people, and we suggest you venture forth and experience it to the fullest. Who knows — you may even discover your true self.

*Hilton Rosenberg,
Manager*

S U N D E R L A N D

New York's Distinguished

SUNDERLAND HOTEL

53rd Street at 5th Avenue

Impressively different in character, the distinguished Sunderland Hotel has a personality that sets it apart from other hotels on the New York scene. Quietly and modestly set in mid-town Manhattan, its charming friendliness has prompted many a passer-by to pause and admire its inviting atmosphere. Yet The Sunderland is but moments away from New York's bustling shopping and theater districts, providing guests with the best of all possible worlds to make their stay an experience to remember.

Upon entering The Sunderland, one instantly senses the gracious friendliness expressed in the warmth of rich decorator colors, luxurious carpeting, soft lights dancing from crystal chandeliers and lavish displays of freshly cut flowers. Even the mirrors tell a revealing story as they happily reflect the smile of welcome extended to every guest.

The Sunderland is a strikingly handsome building, towering some twenty stories above Manhattan and occupying almost an entire city block. Yet in character it retains a personal note found only in smaller hotels. After the first impression, the next will surely be one of unusual comfort, which is greatly apparent in the air-conditioned guest rooms as well as in the attractive restaurants and cocktail lounges. The Sunderland is indeed a hotel of many faces, all of which spell comfort, convenience and luxury to our pampered guests.

The All-Faith Chapel

Exquisitely decorated with an inspiring mural by Maxfield Parrish, The Sunderland's All-Faith Chapel has been witness to many a famous wedding, including two of Barbara Hutton's. The All-Faith Chapel, which can be found on the hotel's second floor, was purposely created to inspire faith across all denominations. It is available to guests for formal functions (under the guidance of a rabbi, a priest or a Unitarian minister), or whenever the spirit moves one to seek a helping hand amid the turmoil.

The All-Faith Chapel is available during normal business hours, and by appointment at other times. While The Sunderland makes the Chapel available to its guests free of charge for unattended use, it charges a small fee for providing a rabbi, priest or minister to preside over the gathering. The fee, which accumulates in 15-minute increments, can be charged to the guest's room simply by presenting the room key at the end of the function.

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are just a few of our unique gift items.*

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corner of Worth and Lafayette*

The Rathskeller

Dining in The Sunderland's delightful Rathskeller restaurant is a pleasure to the eye and palate. Inspired by an interior designer's love for gold, ivory and blue, this is truly a world of majestic drama. Here the atmosphere is serenely relaxing, and the air perfectly conditioned. Glancing around, the eye quickly perceives a magnificent painting on one wall, purposely created abroad to pay tribute to this exquisite setting.

As one would expect, each culinary achievement is directed by a dedicated master chef to guarantee that every dish is authentically continental. Here one can sample such famous German fare as sausage, sauerkraut and schnitzel, knowing that no better can be found outside of the Continent. Truly, this is New York dining at its best.

Our pampered guests can enjoy the best the Rathskeller has to offer in the comfort and convenience of their own room. In addition to our gourmet selection, the following *Autobahn Express* specials are available from Room Service 24 hours a day. We invite you to choose from the following collection of mouth-watering delights:

<i>Das Hamburger Hamburger</i>	\$7.50
<i>Der Frankfurter Frankfurter mit Kartoffelsalat</i>	\$6.00
<i>Das Spiegelei: One egg</i>	\$4.00
<i>Die Apfeltorte mit Schlagobers</i>	\$5.50
<i>Ein Tasse Kafe</i>	\$3.50

The Health Club

Perched atop The Sunderland's twentieth floor, the Health Club provides guests with the amenities for keeping physically fit and healthy. Staffed with friendly masseurs and attendants, the Club boasts the most up to date equipment, from saunas to barbells. In addition, the club features a compact swimming pool for use by guests during business hours. The Health Club was renovated as recently as 1968 with the addition of a new weightlifting room.

Guests are invited to sample the Health Club's amenities during regular business hours and on weekends. Guests may choose from a wide range of activities, including sauna, massage, weightlifting, swimming, or just plain sunbathing by the pool. The Health Club truly makes the Sunderland Hotel a home away from home for active guests, who can charge massage and locker fees to their rooms.



ROLO'S PIZZERIA



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—Rolo Kippi

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Open till Midnight

Getting Around the Big Apple

New York is more than just a city. It is a vast panorama of humanity: pulsating, dynamic and everchanging. It is also a visitor's paradise, with more theaters, restaurants, museums, shops and sightseeing attractions than one can possibly experience in a lifetime. To make sure that you experience the best that New York has to offer, The Sunderland provides the following Guide to New York City, a brief tour of the City's highlights for your convenience and enjoyment.

There are other great cities, to be sure: London, Paris, Tokyo. But each of them is the nexus of a culture, while New York is a synthesis of many cultures, making it not so much a 'melting pot' as a collage of diverse elements juxtaposed into a cacophonous but vital whole.

LOWER MANHATTAN Now the site of government buildings and financial institutions, this is where it all began. The Dutch settled here in the early 1600's and the zig-zag streets of today are the remnants of the paths they created. The Dutch also erected a wooden wall for fortification, and although that wall is no longer standing, its legacy can be found in Wall Street, now the site of the New York Stock Exchange. Few people live in the canyons of stone, glass, and steel which form the financial nerve center of the world.

CHINATOWN Originally settled by the Cantonese, Chinatown is a bustling community of restaurants, oriental shops, and overcrowded streets. A visit to Chinatown is like a trip to the mysterious Orient, with its ethnic sights, sounds and smells giving the visitor a glimpse of oriental life. Chinatown is alive with a vitality that can make a visit there an experience to remember.

THE LOWER EAST SIDE Once the world's largest Jewish settlement, the Lower East Side is now home to New York's Puerto Rican community. Even so, you can still find evidence of its origins: Katz's Delicatessen ("send a salami to your boy in the army"), Yonah Schimmel's knishes, and Orchard street — discounted garments sold off the racks, everything from shmattas (rags) to designer dresses.

SoHo South of HOuston is SoHo. SoHo, which used to be a cheap warehouse district, is now an exclusive artists' colony, with most of its old commercial buildings taken over by artists as residences and studios. SoHo is packed with art galleries displaying the most contemporary art, clothes boutiques selling the most contemporary clothes, and restaurants serving the most contemporary food. It's a great place to walk around, stare and eat.

THE BOWERY Once a center of entertainment, the Bowery (which consists of Bowery Street between Canal and Houston) now consists of restaurant supply stores, lamp stores, and the less fortunate victims of circumstance. No matter how badly you might feel about your present circumstances, a visit to the Bowery is guaranteed to make you feel better.

GREENWICH VILLAGE As everyone knows, Greenwich Village is a bohemian haven, even though only the more wealthy bohemians can afford to live there now. Greenwich Village is also the home of two schools: New York University and The New School. There is also Washington Square park, which is a large public square full of folk singers, chessplayers, students, and other colorful denizens of The Village. The Village also boasts restaurants of all types, as well as jazz and folk clubs, bookstores, and clothing and jewelry stores.

THE EAST VILLAGE The East Village is the most colorful area of New York. Here you will find people parading in some of the most unusual costumes the garment industry has to offer. During the 60's the East Village was the home of the Fillmore East and hosted the likes of Janis Joplin and Jimi Hendrix. Today it is a *pot-pourri* of cultures and lifestyles, a microcosm a little like Manhattan itself.

CHELSEA Chelsea is a residential district between the Village and Mid-town. It has a checkered history and is a mixed bag -- part ghetto, a touch of village, partly elegant. The more perceptive traveller should be able to find a few good restaurants and antique stores.

MURRAY HILL On the east side above The Village are the residential areas of Murray Hill and Gramercy Park. Here one can find a few good restaurants and boutiques as well as a number of hotels. Gramercy park is the only private park in NYC — you need a key to get in, and only residents of the immediate neighborhood can get a key. A number of large apartment complexes can be found here, including Kips Bay and Stuyvesant Town.

MID-TOWN At the lower end (34th street) are Macy's and Gimbels department stores. To the west, Penn Station, Madison Square Garden, and the Central Post Office (two blocks of columns supporting the inscription "neither rain nor snow nor hail nor the gloom of night shall stay these couriers from their appointed rounds.")

THE THEATER DISTRICT Moving northward on the west side is the theater district, 42nd Street and Times Square. Broadway around Times Square is the heart of the theatre district, and the place where 42 theatres present the musicals, the comedy and the drama which is the soul of American theatre. Times square is still a very exciting area, although the prudent traveller should be aware that 42nd street is the seat of Manhattan's red light district, and the home of many characters of easy if not questionable virtue.

FIFTH AVENUE This is the dividing line between the West Side and the East Side. On the east side of 42nd Street is Grand Central Station, one of the busiest railway stations in the country. East of Grand Central is the Turtle Bay neighborhood, the home of the United Nations. As you walk up Fifth Avenue from 42nd Street to Central Park South you will find some of the most expensive and wonderful shops in the world, places like Saks, Tiffanys, Van Cleef and Arpels, and Harry Winston.

UPPER EAST SIDE The east side of Manhattan above 57th street is known as the Upper East Side. Here you will find townhouses, old mansions, luxurious apartment houses, churches, museums (including the Guggenheim, the Metropolitan Museum of Art), many art galleries (especially on Madison Avenue) and boutiques. The Upper East Side is the most conservative section of Manhattan. It is calm, elegant and expensive. It does not have the wide variety of ethnic influences found in other parts of the city, but is consistent in its style.

UPPER WEST SIDE The Upper West Side is also largely residential, but unlike its east side counterpart, it is neither conservative nor homogeneous. Lining Central Park West are some extraordinary apartment buildings, including the well-known Dakota. Wine bars, gift shops, fancy ice cream stores and amusing boutiques can be found here. A diverse and vital area, the Upper West Side is exciting and everchanging.

CENTRAL PARK Marking the upper boundry of Mid-Town and separating the upper east side from the upper west side is Central Park. Contrary to appearances, the park is not a natural woodland, but is planned and crafted like a well-tended backyard. Here you can attend concerts, watch Shakespeare, ride horses, visit the zoo, view statuary, jog around a reservoir, ride a carousel, ice and roller skate, row a boat, or take a carriage ride, all in the heart of Manhattan. The park is open until midnight but the careful traveller should avoid visiting the park late at night.

SUNDERLAND HOTEL
Phone Directory

Front Desk	3
Room Service	4
Valet	5
Bellman	6
Security	7
Other Rooms	8 + #
Outside Calls	9 + #



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