

RCA VICTOR LEADS WITH THE GREATEST EVER NATIONAL ADVERTISING AND PROMOTIONAL SUPPORT FOR THE BIG CHRISTMAS SELLING SEASON

JOIN THE RCA VICTOR FUN 'N FROLIC PARTY AT GROSSINGER'S

Name your pleasure - Grossinger has it! The following pages give you a flash pictorial insight to the "G's" varied activities. You can earn this all-expense holiday to fabled Grossinger by selling RCA Victor and RCA Whirlpool merchandise - the more you sell from now to December 31, 1960, the closer you come to winning a trip. Join the RCA Victor party for a truly memorable holiday-on-the-house! The date? February 13-16, 1961 - make it a must on your calendar!

"PICK YOUR TRIP" MOMENTUM QUICKENS AS DEALERS HEAD INTO HOME STRETCH!

Stepping into the big Christmas selling season, RCA VICTOR dealers across Canada are assured of the greatest national advertising and promotional support to capitalize on the ever-increasing public demand for quality RCA VICTOR - RCA WHIRLPOOL merchandise during this peak selling holiday period.

RCA Victor dealers have not been slow to get on the bandwagon and, at the same time, set their sights on a fabulous "Pick Your Trip" holiday. Many have already "made it" to Grossinger's, while others are speeding up to a vacation at the "G" which proved so popular last year that it was again demanded by popular vote!

RCA Victor's national advertising program to consumers embraces both magazines and newspapers, and is supported by a wealth of new promotional aids. New promotional models, new gift-packed radios, new display kits, new national ads and co-op ads - everything RCA Victor dealers need to stimulate more sales at the very height of the best selling season.

DOUBLE CREDIT FOR NEW 1961 STEREO RADIO-VICTROLA COMBINATIONS!

You are credited with twice the value of your October 15 - December 31, 1960, purchases of new 1961 RCA Victor Stereo Radio-'Victrola' combinations!

BIG NEWSPAPER AND FULL COLOUR MAGAZINE ADS TO BRING MORE CHRISTMAS BUYERS TO YOUR STORE!



TO ADD SNAP AND SPARKLE TO YOUR CHRISTMAS WINDOWS!



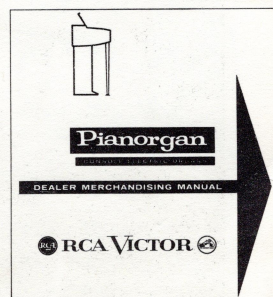
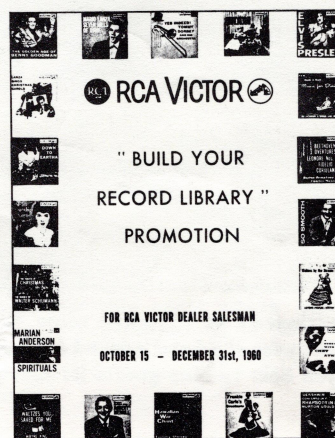
CHRISTMAS STREAMERS AND GIFT-WRAPPING KITS



POWERFUL PROMOTIONAL TOOLS FOR EXTRA SALES PUNCH!



THE "SPECIAL EDITION" RECORD OFFER!



THE EXCITING NEW PIANORGAN SALES AIDS!

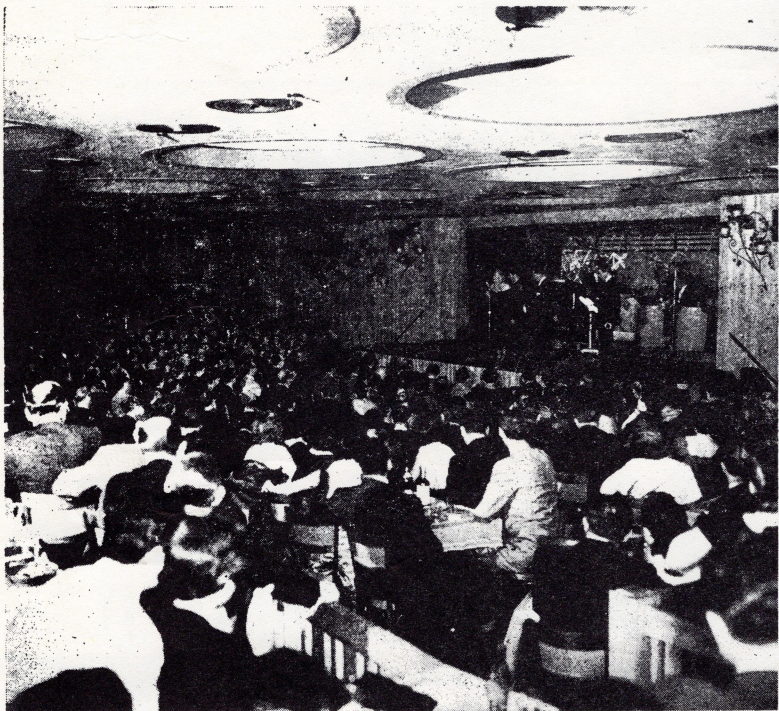
NEW PROMOTION SALES LEADERS

New models in all lines like the gift-packed transistor portable radio model No. GP-351 (shown here), the 19" portable "New Vista" TV model No. 19-PT-912, the new slimline Nipper IX and the 4-track tape recorder with stereophonic playback Model No. 4TTR-101 make excellent promotional leaders to stimulate sales.



DEALER SALESMAN "RECORD LIBRARY" PROMOTION - with draw for 3 Console Grand Stereo Combinations!

TRULY A WINTER WONDERLAND



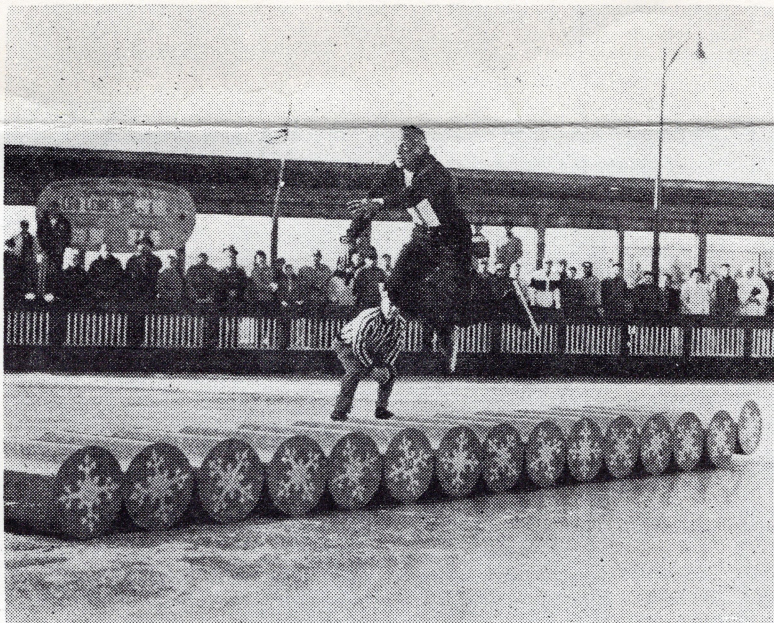
NIGHT LIFE . . . Photo shows a section of the handsome and luxurious Terrace Room, one of the night life hubs of The G. This elegant coral-and-white room and the huge Playhouse-Theatre nearby are the locales of all-star entertainment during the after-dark hours.



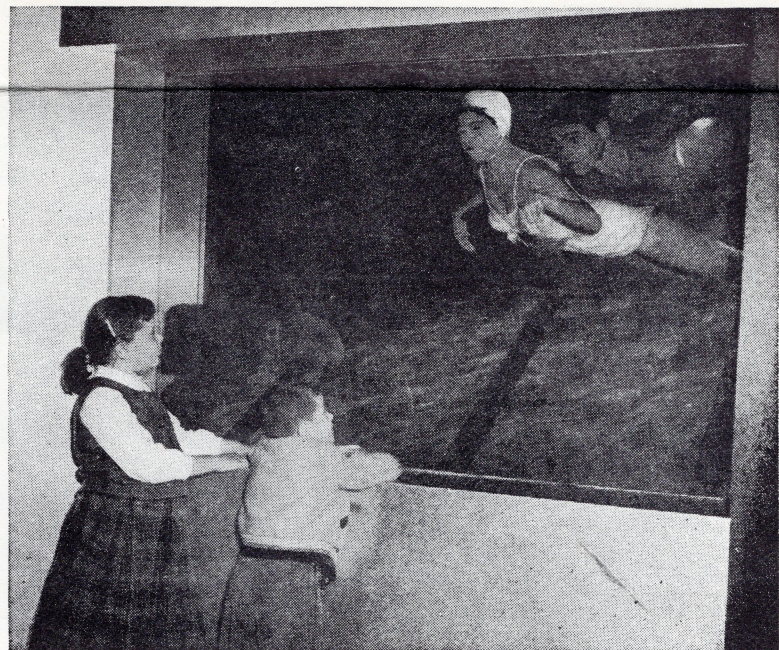
RCA SWIM TIME . . . A gala mid night swim party was enjoyed by all at the Grossinger million dollar indoor pool. The RCA Victor of Canada guests were hosted by famed Channel swimmer Florence Chadwick.



SKIING MAESTRO . . . Famed musical world personality Leonard Bernstein is among the many celebrated personages who like to zip up to G-town during the ski season for a bit of action on the twin hickory boards. All equipment, incidentally, can be rented at Tony Kastner's well-stocked shop in the colorful Ski Lodge.



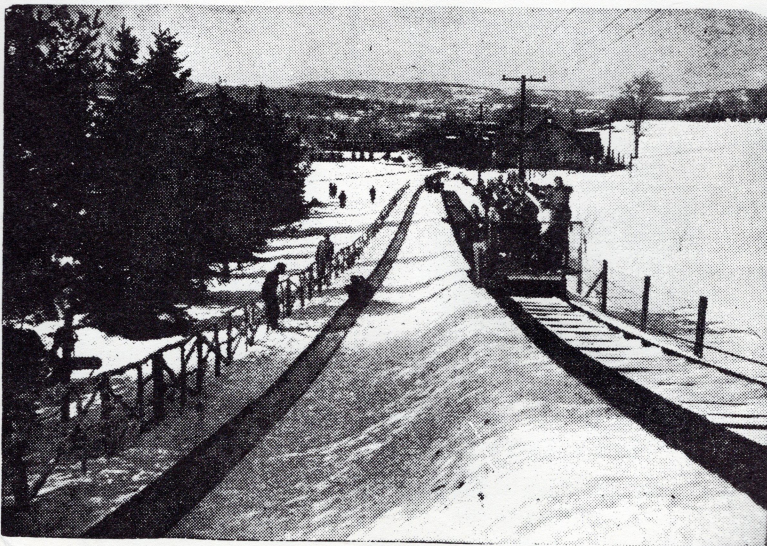
OVER HE GOES . . . Barrel-jumping champion Leo Lebel will defend his world's title again on the Grossinger rink this January. Leo took the 1959 title with a jump of 25 feet, 11 1/4 inches, over 15 barrels in an event that has become a high spot on the nation's Winter sports calendar.



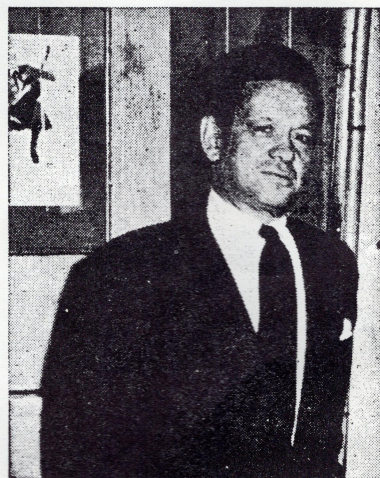
PEEK-A-BOO . . . Youngsters enjoy peering through the underwater window of the indoor pool. The 24-square-foot window is one of the many special features of the luxurious new indoor swim facility.



HOW IT WAS . . . This is Grossinger's as it looked some 45 years ago during the Winter of 1914, the first year the hotel opened for business. The seven-room boarding house played host to nine guests its first season and counted a gross income of \$81.



UPS AND DOWNS . . . While a gleeful quartet of tobogganers go zooming down the speedy eighth-of-a-mile slide here, a cartful is hauled to the top by electrically-operated tow-trolley.



CULTURE CORNER . . . Cultural life at The G. is maintained apace the year-round. Speakers like Max Lerner are heard regularly at forums and discussion sessions.

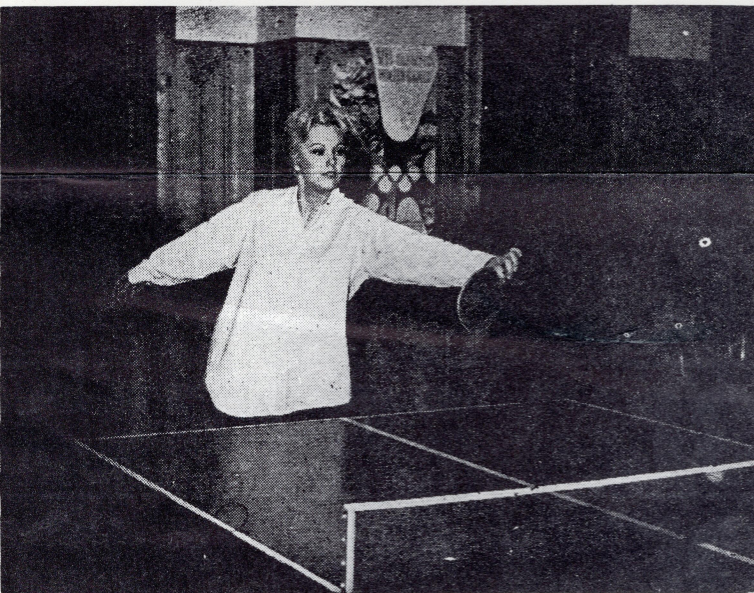
CAMERA CLICKS AT GROSSINGER'S



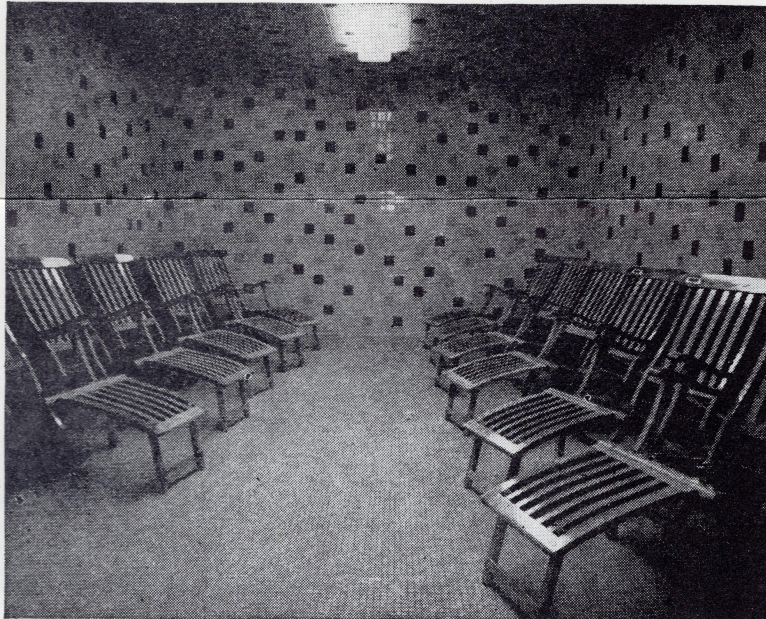
SNOWBIRD SPECIAL . . . As G. skibirds adroitly zoom down a section of main slope at left, other devotees of the schussing sport (right) are swiftly and easily hauled to the summit of the speedy incine by the elaborate \$50,000 Dopplemayr T-Bar lift installed last year. The new tow arrangement and artificial snow-making equipment have made the daring downhill descents more popular than ever on the Winter sports agenda here.



ICE CAPERS . . . Famed British acting couple, Laurence Harvey and wife, Margaret Leighton, enjoy a spin around the frozen floor of the outdoor rink during G. holiday last Winter. The local ice arena is currently in its 11th season.



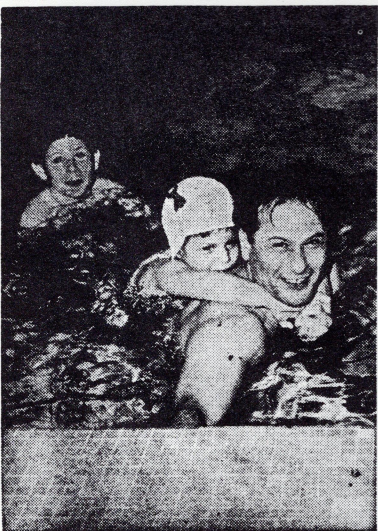
KIM KAPERS . . . When the weather gets a bit too frosty outdoors, the fun and frolic continue indoors at G-town with a gay round of special activities and entertainments. Here, lovely cinema star Kim Novak shows her form at the ping-pong tables.



MAN, IT'S HOT! . . . 140 degrees to be exact in the Arizona (dry heat) rooms of health clubs since the mercury is way, way up and the humidity way, way down.



SHOW STARS . . . Grossinger shows traditionally feature the most glittering names in the entertainment firmament. Sammy Davis, Jr. is typical of the headliners who appear here regularly.



POOL CAPERS . . . The new indoor pool is one of the more popular play spots at Grossinger's now that the weather has K.O.'ed outdoor swim fun. In photo, stage, screen, and TV star Eli Wallach cavorts in the azure-blue water of the big indoor tank with his youngsters, Roberta and Peter. The pool is open daily from 9:30 a. m. to 6 p. m.



CELEBRITIES, TOO . . . Notables from every walk of life are as much a part of the Grossinger scene as Jennie's warm, sunny smile. If you were here last June, you might have met film headliner William Holden who made his first visit to Grossinger's then.



GOURMETS GATHER . . . The handsomely-decorated, pine-paneled Dining Room is one of the showplaces of Grossinger's—a warm, luxuriously-comfortable room where supreme cuisine and unequalled service combine to provide dining fit for a king. Here, fiancée Brigit Lundgren tempts world's heavyweight champion Ingemar Johansson with some of Grossinger's famous gefilte fish as Chef Albert Reinauer looks on approvingly.

New Nitery Solid Click

Nite-lifers here have been doing loud "raves" over the hotel's intimate new "hide-away" cocktail lounge, "The Night Watch," overlooking the indoor pool. A sure-fire click is the consensus of the after-dark set about this new evening rendezvous.

Cued to a nautical decor theme created by well-known interior designer Renny Saltzman, the handsome club has been attracting enthusiastic crowds since its opening last October. The room is colorful and atmospheric in the manner of an old-time seamen's bar with huge fish nets, hanging lanterns, anchors, etc., enhancing the nautical mood.

Karson Is Host

"Commodore Julie Karson," host of the lounge, has established a policy of continuous dancing to a top trio alternating with a cocktail pianist. Special later-hour informal entertainments are also regular features.

"The Night Watch" is especially popular with club-goers seeking a more intimate spot than the much larger Terrace Room. Here the talk is subdued and the setting romantic, highlighted by magnificent views of the pool fountains below dazzling the eye with their changing colored lights.

The smart set is making "The Night Watch" the favored nocturnal mecca in G-town.

To Link Key Hotel Bldgs.

A top-priority project is rapidly nearing completion in G-town designed to connect most of the key structures at the hotel. A 500-foot, glass-faced walk should link the Main Building with the Playhouse and the Ritz House by the first of the new year.

What this means, in effect, is that the huge Playhouse, seating over 1,600, will be usable the year-round for nighttime entertainments. Hereafter, the necessity of going out of doors to reach the handsome theatre has precluded its use during the chill weather months.

Connect Ritz, Pool

Additionally, guests occupying the Ritz, one of the larger structures at the hotel, will also be able to reach the Main Building and the indoor pool facility without stepping out doors.

A heated, glass-enclosed structure of steel and cement, 15-foot-wide walk-way will parallel the Roosevelt Building (already connected to the Main Building), and cut across behind the Winter Cottage to the Playhouse and Ritz.

When completed, the walk will be the final tie in the series of pavilions which now connect all major hotel edifices to the Main Building and adjacent indoor pool.

Saturday Afternoon Special: gala ice extravaganzas starring top blade stars every weekend on the Grossinger rink. See the nation's most skillful skating personalities.

Celebs Galore

One eagerly-anticipated dividend of any Grossinger vacation is the opportunity to meet any number of celebrities from every walk of life who frequent these parts almost every week of the year.

Seated at the next table to you may very well be Elizabeth Taylor, Eddie Cantor, Jack Benny, Siobhan McKenna, William Holden, or Dr. Ralph Bunche—all of whom have signed The G. guest register in recent months.



SKATING TODAY! . . . Yes, siree! That's the ticket in G-town come what may, weatherwise! Because of the huge artificial skating rink, the blade sport hereabouts is no longer subject to the whims and caprices of the tricky elements. It's a Fall, Winter, and Spring sport.

Expressways Ease G. Trip

This Winter, Grossinger-bound motorists from the Metropolitan area and the entire Northeast quarter of the United States as far west as Chicago and south to the Mason-Dixon line will reap the benefits of a vast network of new express highways recently opened or nearing completion. Motor travel to G-town has never been so swift, easy, comfortable, and safe.

This linking network of through-state arteries, the New York State Thruway, the Massachusetts, New Jersey, Pennsylvania, Ohio, and Indiana Turnpikes, and the Garden State Parkway, means that travel time here has been slashed radically via the best and newest roads in the country.

Express Roadways

Today, the trip from New York city to Grossinger's is almost entirely on modern, six-lane expressways via the New York State Thruway, the Quickway, Middletown By-Pass, Bloomingburg By-Pass, and Monticello By-Pass. These multi-laned, non-stop highways reach past Monticello, less than 9 miles from Grossinger's. Driving time elapsed: a little over two hours.

Meanwhile, work is continuing at a stepped-up pace on a new stretch of Route 17 that will link the Monticello By-Pass directly to the hotel. Within a year, G-bound guests will be able to reach the hotel entirely over express super-highways.



BRR, IT'S COLD . . . We don't recommend this as a Winter sport, but "Polar Bear" Al Wexler didn't seem to mind the frigid water in Grossinger Lake last Winter when he cut a hole in the ice and waded in. Distaff member of the Grossinger speed skating squad observes the doughty Mr. Wexler with interest.

Indoors or Out, Activity Goes 'Round-the-Clock

Every different season at Grossinger's offers the magic and glories of Mother Nature unique to that time of the year. Whether you're enjoying a balmy Summer day or a tangy Autumn afternoon, you'll agree it's a grand time to be alive—to be frolicking in the great outdoors, savoring its delights to the fullest.

But Old Dame Nature has her capricious moments, too. When the weather gets on the dewy side in these parts, you can bet it doesn't put a damper on the prevailing fun and frolic. There's a lot to do "under cover" in such cozy and popular retreats as the Indoor Pool, Holiday Inn, the Music Room, and the TV Room.

With Lou Goldstein directing, you can "get with" such laffable romps as "Simon Sez," charades, storytelling sessions, bingo, "Can You Top This?," "Stop the Music," and a host of other party games and audience participation revels.

Many Play Spots

A quick tour of the sundry daytime play spots might bring you upon a quartet of canasta addicts in the large and comfortably-appointed Card Room; a couple of ping-pong players giving it a whirl on the many tables in the roomy Play Room; or a group of dancing enthusiasts learning a bit of fancy footwork from Tony and Lucille.

One activity that's always a favorite with everyone is the before-lunch and after-dinner community songfests held around the lobby piano.

Cocktail dancing, television, classes in art, public speaking, and make-up; film showings, lectures by prominent public figures, sports forums, or the solitary pleasure derived from reading a book borrowed

from the "Book Nook" in the Canteen further fill out a crowded indoor activity roster.

Personnel Key Growth Factor

"One swallow," goes the old proverb, "does not a Summer make." Nor do facilities and services alone make an outstanding resort hotel.

Over and above all else, there remains the personal, human factor involved in that multitudinous army of men and women—all specialists in their fields—here to serve you.

When Mrs. Jennie Grossinger refers to her staff of some 900 as "my family," the epithet represents considerably more than a hackneyed phrase. In that "family" are scores of devoted employees who've worked here for more than three decades and who regard Grossinger's as their true home.

Typical is Abe Friedman, beloved maitre'd of the Dining Room, who came to Grossinger's 35 years ago.

Many who joined Grossinger's as staff members stayed long enough to serve their apprenticeships, leaving to achieve fame and fortune in the outside world—luminous names like Dore Schary, Eddie Fisher, Phil Foster, Buddy Hackett, Shelley Winters, to list only a few.

Hotel Winter Sports Staff Lists Top Names in Ski, Skate Worlds

Front-rank Winter sports centers require front-rank personnel. This season, The G.'s Winter sports staff ranks with the best in the nation, sparked by a slew of Olympic aces.

Irving Jaffee, America's great Olympic speed skater of the Early Thirties and probably

one of the most famous names the sport has ever produced, directs the proceedings on the rink. Heading the crew of instructors is Preston Lee, former coach of the Dartmouth skating squad, later featured in the "Holiday on Ice" revue. He's flanked by Kurt Pulver, erstwhile Swiss national solo figure skating champion and performer in "Ice Capades," and lovely Austrian-born Helga Haid, a brilliant blade ballerina recently of the international edition of "Holiday on Ice."

The trio stars in the gala ice extravaganzas presented on the rink each Saturday afternoon by Irving Jaffee. World's barrel-jumping champion Leo Lebel is another blade notable who appears regularly in these entertaining ice spectacles. On the schussing scene, Skimeis-

ter Tony Kastner, internationally-celebrated in skidom, heads a staff of eight including, in addition to himself, two other Olympic skiers. Dynamic Wendy Cram, former captain of the American Olympic ski team and for seven years chief ski instructor at Sun Valley, presides over the Tony Kastner Ski School. Nikki Yorky, a German ski ace, continues as chief ski instructor with assistants Stein Jacobson, member of Iceland's 1959 Olympic ski team; Bob Foran of Lake Placid, former intercollegiate ski titlist; Eddy Yorky, and Dave Kaplan. The new addition to the ski staff this season is Wally Woldrich, beautiful 22-year-old blond schusser from Innsbruck, Austria, who was literally born on parallel barrel staves.

All appear each Sunday morning at 12:30 in a gala ski show.

All Services Are at Hand

More so than any other factor, a hotel's services are often the indispensable condition for rounding out a complete, "just-right" vacation package.

Laundry, tailoring, cleaning and pressing, lost and found, transportation, radio and TV rentals, car parking, newspapers, and scores of other personal services are the principal province of our well-staffed and efficient Service Department. Supervised by Service Manager Jack Greenberg, its nerve center is the Service Desk located opposite the Registration Desk.

All manner of drugs, toiletries, sundries, and reading matter (including the latest periodicals) can be purchased in the Canteen. Here, too, you'll discover the attractive and popular "Snack Bar" where snacks, sandwiches, and sodas are on tap under the guiding hand of Lew Frank.

Plush Beauty Salon

One of the hotel's prime service centers is at the bottom level of the luxurious indoor pool building where you'll find the dazzling new, ultra-modern House of Albert beauty salon, a superbly-modernistic barber shop, and two of the most up-to-date and fully-equipped health clubs in America.

For you terpsichorean fans, don't forget a visit to the famous Tony and Lucille Dance Studios in the Main House opposite the Canteen. Nearby, too, sits well-known portrait artist Ivan Perry in his colorful studio, and Grossinger's own federal post office.

One of the newest services for the ladies is the Diedre Make-Up Bar managed by well-known cosmetologists, Miss Diedre and Mr. Bruce.

Forget something? Shops galore are scattered about the hotel. In the TV Room you'll find a fine jewelry counter (Phil Diener & Co.) and gift shop. At the Skate House, you'll discover the attractive Stephen's Sportswear Shop for men and women.

Health Clubs Are Large, Elaborate

Beneath the deck on the lower level of the indoor pool edifice sit two elaborate health clubs—identical plants for men and women featuring the very latest in equipment and facilities.

The colorfully-tiled locker rooms, easily accessible to the main deck, offer over 500 spacious lockers, rows of modernistic shower stalls, and commodious dressing cubicles.

Live Steam

Nearby are the Russian room (live steam generated through a large rockpile) and the Arizona room (dry heat, no steam). The exercise rooms, at the far end of the clubs, contain a variety of gym equipment.

If it's all-year-round sun-bathing you want, just stretch out on a comfortable lounge and soak up lots of those rays from a battery of sun lamps. Throughout the day, masseurs and masseuses mete out invigorating massages. Elsewhere, one finds needle shower rooms, hydrotherapy rooms, washrooms, and a quiet room with cots for easy relaxation after going through the "works."

Winter Sports

(Continued from page 1)

as much fun—especially if you're traipsing along on cross-country hikes with Director of Activities Lou Goldstein.

Plenty to see, lots of laughs, and a full measure of snow shenanigans—from lively carousing in the fluffy white to good-natured, spited snowball fights. They combine to make this form of foot-slogging a very popular Winter activity in these environs.