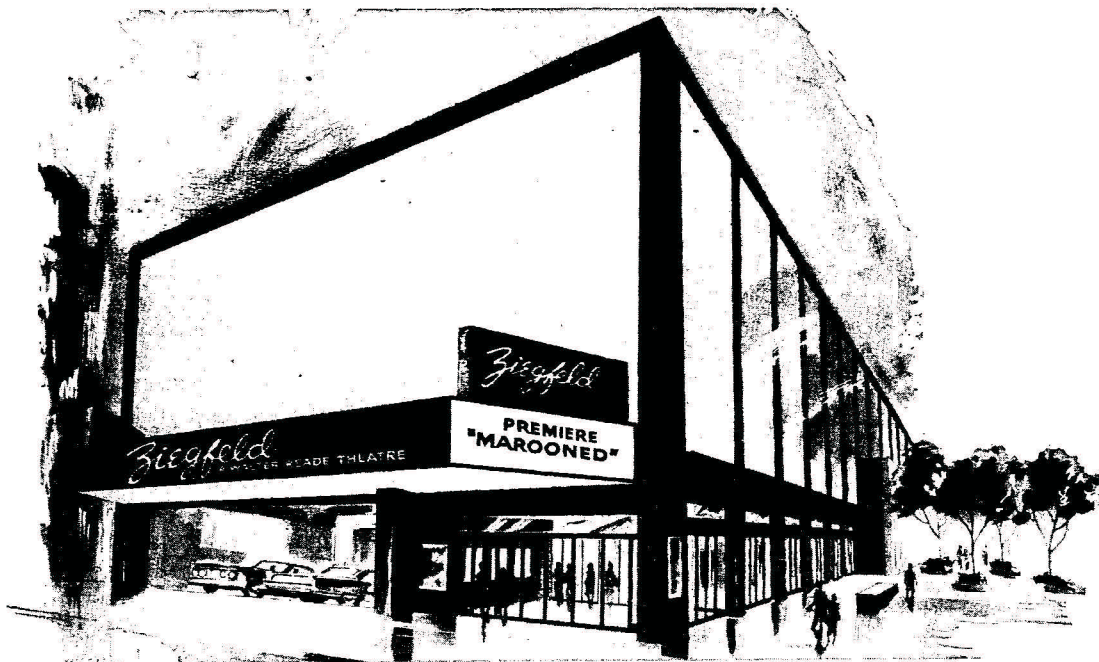




## THE WALTER READE ORGANIZATION

PRESENTS

THE **Ziegfeld**  
Avenue of the Americas & 54th St.  
765-7600



### CONTINUING ONE TRADITION, BEGINNING ANOTHER...

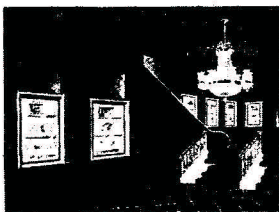
The Ziegfeld. A dynamic new motion picture theatre with half a century of inherited tradition. Constructed on the site of the original Ziegfeld Theatre, the new edifice is an embodiment of a great showman's revolutionary spirit.

**ZIEGFELD INNOVATION:** the first completely new motion picture theatre built in midtown Manhattan since Radio City Music Hall. The first specifically built for total automation, with a computer console that does everything from changing a projector lens to controlling the temperature. A Ticketron box office that prints and counts its own tickets, both at the theatre and at remote national locations. A 500 car parking garage within the building.

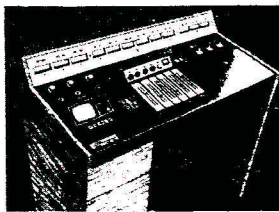
**ZIEGFELD EXTRAVAGANCE:** a grand stairway and escalator sweeping up to the auditorium entrance on the mezzanine. Luxurious wall-to-wall carpeting, and walls panelled in veneers from a carbon-dated 4000-year-old log. Plus custom designed seating in an amphitheatre setting with ideal sightlines from all 1200 seats.

The Ziegfeld. A total movie-going experience.

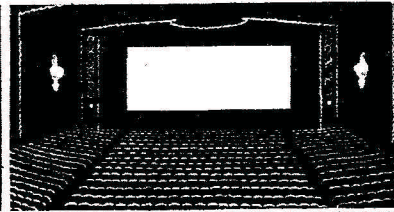
**ZIEGFELD TRADITION:** the name lives on in memorabilia throughout the theatre containing Flo Ziegfeld's gold telephone, Marilyn Miller's dancing slippers, a 1907 see-thru gown, original programs, other material from various collections. Busts of Fanny Brice, Will Rogers, W.C. Fields, and Ziegfeld were specially commissioned. The theatre's maroon and gold colors are Ziegfeld's. The usherettes' French-made costumes could have been Flo's own design.



**THE ZIEGFELD MEMORABILIA**  
Preserving a name and an era.



**THE FIRST COMPUTER CONSOLE**  
Theatres enter the space age.



**AN UNPARALLELED LUXURIOUS AUDITORIUM**  
Customized designed seating, wall-to-wall carpeting.



**ORIGINAL SCULPTURE**  
Commissioned specially for our galleries.

THE WALTER READE ORGANIZATION WISHES TO ACKNOWLEDGE THE COOPERATION AND COURTESIES OF THE FOLLOWING COMPANIES AND INDIVIDUALS: DOOLITTLE, ALLEN and COMPANY—Interior Decorators and Space Planning / EWING CARPET SHOP—Interiors, Fine Carpeting / W. A. DOOLITTLE and SONS—Contractors, Trenton, New Jersey / DALE SYSTEM, INC., New York / CONSOLIDATED ELECTRIC CONSTRUCTION COMPANY, New York / ATLANTIC AUDIO-VISUAL CORPORATION, New York / HELLER HARDWARE COMPANY, INC., Bronx, New York / ARTKRAFT STRAUSS SIGN COMPANY, New York / NEW YORK HILTON HOTEL / TICKETRON: A Service of Ticket Reservation Systems, Inc. / J. WEISS and SONS, New York

**GALA PREMIERE OF COLUMBIA PICTURES' FRANKOVICH-STURGES PRODUCTION "MAROONED" ON WEDNESDAY—8 PM**  
BENEFIT OF THE BOY SCOUTS OF AMERICA

THE **Ziegfeld** A WALTER READE THEATRE  
Avenue of the Americas & 54th St.  
765-7600

REGULAR RESERVED SEAT ENGAGEMENT STARTS THURSDAY