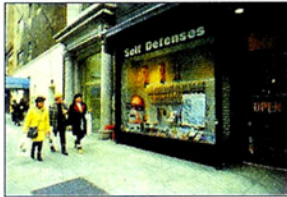


VISITORS GUIDE

Read this & keep handy!

- Security Tips
- Best Midtown Map
- Emergency Phone Numbers
- Security Catalog

The Traveler's First Stop...



Self Defenses is within easy walking distance from most Midtown hotels. See map inside.

Self Defenses is a national distributor of security products with a retail outlet store conveniently located in the Midtown hotel district to accommodate New Yorkers and visitors alike. Our international wholesale office is due to open during the first half of 1994; allowing us to serve security needs worldwide.

AIRLINE CREW SHOP



JCBカードにてお支払いのお客様は 5%割引となります。



Store coupon

VALUABLE OFFER

FREE



LUGGAGE LOCK OR ADAPTOR

Just bring along this coupon and show us your current hotel room key.
LIMIT ONE PER FAMILY PER YEAR



SELF DEFENSES
THE SECURITY STORE

246 West 54th Street
(off Broadway)
Local Tel: 541-5400
Store Hours: 10am-6:30pm Mon.-Sat.

Groups, hotels & airlines interested in obtaining copies, reprinting or translating any or all of this brochure call: (212)-541-5400



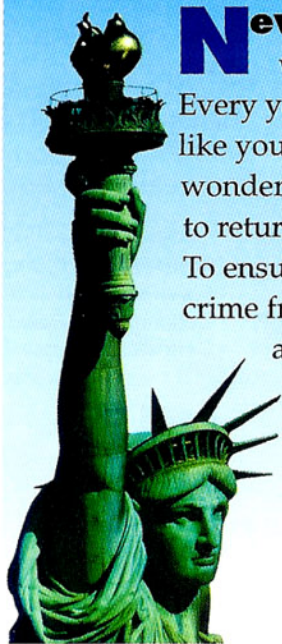
TAKE FREE ONE!

NEW YORK SECURITY TIPS & VISITORS MAP



YOUR GUIDE TO A SAFER NEW YORK

By Samuel Fidler



New York City is a safe, wonderful place to visit. Every year 25 million visitors, just like you come to the city, have a wonderful time and are anxious to return.

To ensure that your stay here is crime free as well as care free, we are pleased to provide you with some safety and security tips.

Welcome to the Big Apple!



HOTEL

New York City hotels are quite safe. Most large hotels have both uniformed and plain clothes security guards for your protection. If you have questions about security ask the concierge or bellman. They are your liaison to a safe visit.

- Arrive at main entrance—a hotel employee is sure to be there to greet you.
- Only leave luggage with uniformed hotel personnel wearing a name tag.
- Use safety deposit box for valuables.
- Double-lock the door of your room.
- Verify identity of any unexpected hotel employee with front desk before opening door.
- Read the fire-safety guide in your hotel room.
- Go to the main lobby if you feel uncomfortable with anyone in a hallway or elevator. Make alot of noise if you feel threatened at any time. Carry a personal alarm.



TRANSPORTATION

New York is a big city and you will need transportation to get around. Buses and taxis are always available and allow you to see the sights as you ride. Don't hesitate to ask New Yorkers for directions. Identify yourself as a visitor and people will be glad to help you.

- Mark your luggage distinctly with tape, tags or straps. All baggage look alike.
- Make sure your luggage has locks AND IS LOCKED.
- Do not carry large amounts of cash in your purse or bag. Use one or more money belts.
- Give luggage to uniformed baggage handlers with name tags on.
- Use only metered yellow taxis or bus transportation from airport. Do not accept solicitation for a cheaper ride—it doesn't exist.



BUSES

- Be aware of pickpockets—especially if you are standing.
- You need exact fare, \$1.25. Have quarters or tokens ready.
- Tour buses are safe and a nice way to see the city.



IMPORTANT TELEPHONE NUMBERS

EMERGENCY
FIRE
POLICE
AMBULANCE

911

POISON (212) 764-7667

DOCTORS WALK-IN
57 East 34th Street
(212) 683-1010

DENTIST
235 West 49th Street
(212) 586-3030

24 HOUR PHARMACY
Kaufmans Drug Store
Lexington & 50th Street
(212) 755-2266

TRAVELERS AID
1481 Broadway 42nd & 43rd
(212) 944-0013

TAXI COMPLAINTS
(212) 221-8294

CRIME VICTIMS HOTLINE
(212) 577-7777

VISITOR INFORMATION CENTER
Columbus Circle Hours: 10-6
(212) 397-8222

CONSUMER AFFAIRS
ELECTRONIC STORE
COMPLAINTS (212) 487-4398

CAR TOWAWAY POUND
(212) 971-0770

CREDIT CARDS LOST OR STOLEN
American Express
1-800-528-4800

Discover 1-800-347-2683
JCB 1-800-221-7282
Visa 1-800-336-8472
Mastercard 1-800-826-2181
Diners Club 1-800-525-9135

TRAVELERS CHEQUES
American Express
1-800-221-7282
Visa 1-800-336-8472
Mastercard/Thomas Cooke
1-800-223-7373

CALLING CARDS
MCI 1-800-444-3333
AT & T 1-800-225-5288
Sprint 1-800-877-4646

CHECKING ACCOUNT
your bank

PASSPORT
your consulate

SELF DEFENSES
246 West 54th Street
(212) 541-5400



SEE
INSIDE
FOR MORE!



TAXI

- Get a receipt.
- Ride in yellow taxis only, pay only the amount shown on the meter, plus tolls if any, plus a tip.*

* There is an extra 50 cent charge per trip between 8 p.m. and 6 a.m. There is no per passenger or baggage charge. Tipping for good service is customary.

Estimated Fare From Midtown Manhattan To:

Theatre District	\$2 - \$5
Downtown Manhattan	\$5 - \$9
Javits Center	\$4 - \$6
LaGuardia Airport	\$18 - \$23
Kennedy International Airport	\$25 - \$30
Newark Airport	\$30 - \$36



SUBWAY

Subways are safer during daylight hours.

- Travel between 7 a.m. and 8 p.m.
- Stay near the conductor.
- Do not travel alone.
- Avoid school let-out time—between 2 and 4 p.m. on weekdays during school year—September through June.
- Make a communication plan with your partners in case you are separated.



SHOPPING

New York is a shopper's paradise. Enjoy the wide variety of goods offered—but be alert to:

PICKPOCKETS

- Especially in a department store.
- Try not to carry a purse—if you do, position it in front—not to your side or back.
- Don't let your wallet, purse, camera bag or purchases out of sight or out of your hands—it will disappear!
- Purchase cameras & electronic equipment by credit card only.

SIDEWALK MERCHANDISE

- Nothing sold in the street is real or worth more than \$25. Watches, sunglasses, handbags and scarves are fun to buy, but be aware that they are not genuine.
- Merchandise presented as stolen or a great deal is worthless—gold chains for example.
- Electronics, VCRs, radios and cameras should never be purchased on the street.



STREET SAFE- STREET SMART

On the sidewalks of New York you need to be aware of people trying to “scam” you—that is, part you from your money and possessions. While you need not be afraid to walk the streets, you do need to be alert & prepared. There are many things to see and experience on the streets of New York—here are a few you want to avoid:

- Being alone or isolated (*there's safety in numbers*)
- Wearing convention I.D. badges in the street
- Overburdening yourself with packages and bags
- Wearing expensive jewelry
- Displaying large amounts of cash
- Crossing the street without looking for turning cars
- Losing sight of your coat, or other possessions in a restaurant/store or putting your belongings down, (*even for a second*)
- Beggars/homeless—Do not give them money, SAY NO and keep walking. If you wish to make a donation contact:



THE PARTNERSHIP FOR THE HOMELESS 800-235-3444
CITY HARVEST 212-463-0456

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TRICKS, SCAMS & RIPOFFS

- Games-of-chance in the street (for example, cards, shell games). The people around the games are part of it—they are not players! They will take your money. This is a scam. If you like to gamble, arrange a trip to Atlantic City.
- All money making propositions are scams.
- Purchasing theatre, concert or sporting event tickets on the street—use the box office, your hotel or the discount ticket booth in Times Square.

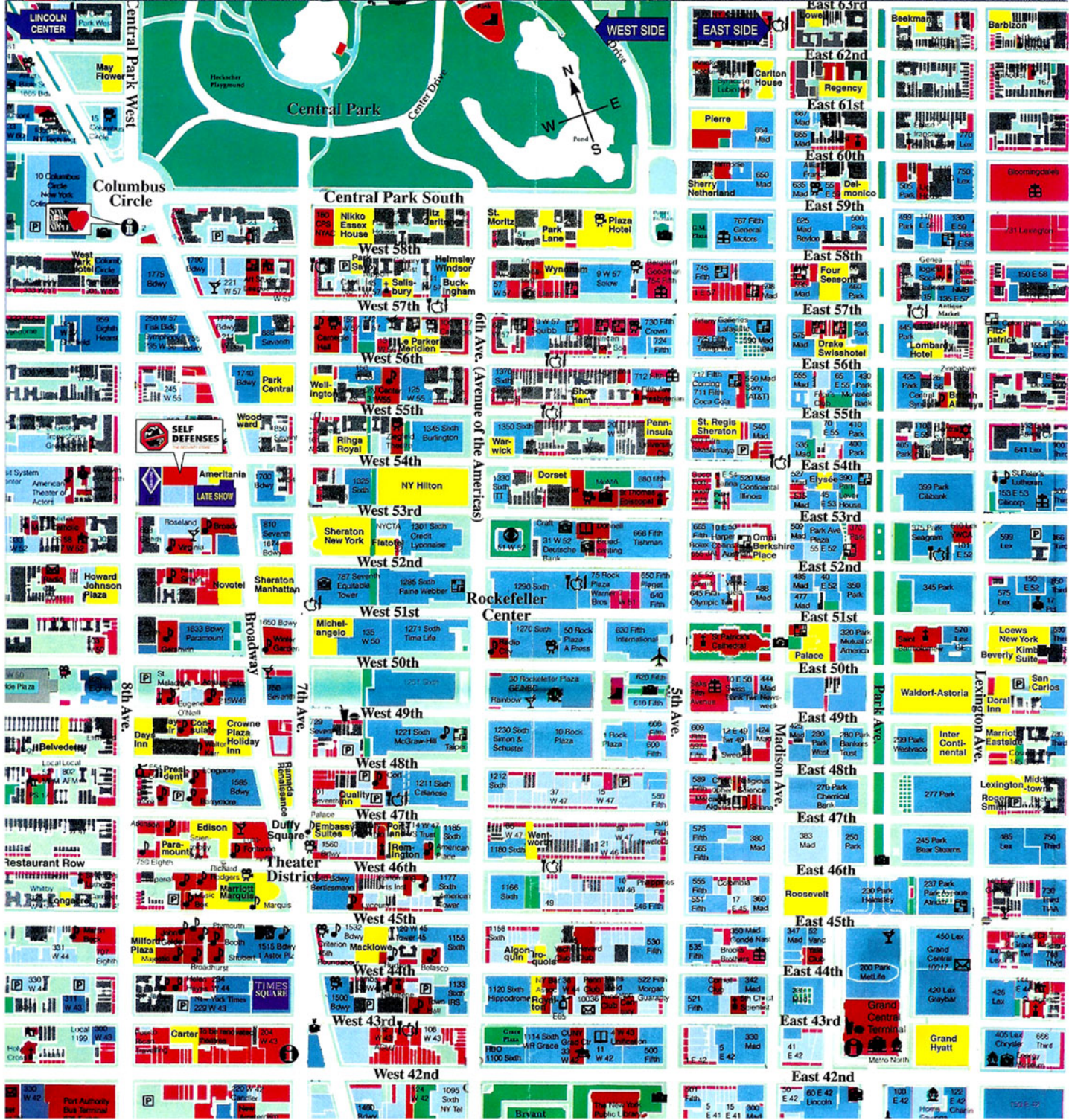


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BE ALERT TO THE FOLLOWING DIVERSIONS:

- Someone bumping into or spilling something on you. An accomplice may be picking your pocket or taking your belongings.
- Something of value, like cash or jewelry, being dropped in the street. If you bend down to pick it up, you could be pickpocketed.
- Revolving doors that stop or someone gets in with you—you could be a target for robbery. Make a lot of noise if the door stops revolving.
- A person approaching you with some story and in need of your help or aid. SAY NO AND WALK AWAY. There are police and Travelers Aid to help them.

SELF DEFENSES • T



Central Park West

WEST SIDE

EAST SIDE

Columbus Circle

Central Park South

8th Ave.

7th Ave.

Rockefeller Center

5th Ave.

Madison Ave.

Park Ave.

9th Ave.

8th Ave.

Rockefeller Plaza

4th Ave.

Madison Ave.

Park Ave.

10th Ave.

9th Ave.

Rockefeller Plaza

3rd Ave.

Madison Ave.

Park Ave.

11th Ave.

10th Ave.

Rockefeller Plaza

2nd Ave.

Madison Ave.

Park Ave.