

Ambassador  
of Happiness





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Hi There!

My name is Jiminy Cricket.

In case we haven't met before, I was Pinocchio's "conscience" in Walt Disney's immortal feature movie, "Pinocchio."

I've been working at the Walt Disney Studio ever since...doing various jobs, and periodically going out "on the road" throughout the world with Pinocchio.

And now Walt has sent me back here to New York to be with you...an Ambassador of Happiness for the Pepsi-Cola presentation of Walt Disney's "It's A Small World" attraction...A Salute to UNICEF.

My job is to tell you all about your life as an Ambassador...what you do, how you do it...that sort of thing.

I almost forgot to introduce our boss, Walt Disney. Say, Walt, how about a word of introduction?





Welcome to "It's A Small World"!

We're representing Children of the World — past, present and future.

We represent the entire Disney organization . . . the entire Pepsi-Cola organization, the United States Committee for UNICEF, and the New York World's Fair — 1964-1965.

Most importantly, we represent the United States of America . . . and the freedom for which we stand throughout the world. You are an important diplomat. Our "Small World" is a happy one, and you are an Ambassador of Happiness.

★ You're an Ambassador *with* portfolio. This is your portfolio. It points out how we will meet this diplomatic mission. To make the "Small World" dream a reality took the combined talents of hundreds of people in the organization we represent.

Now it is up to you to open the doors to millions of people from every corner of the earth. It's your show now.

May I extend to you my personal best wishes as you embark on your new assignment . . . Ambassador of Happiness.

WALT DISNEY

## OUR SMALL WORLD WAYS

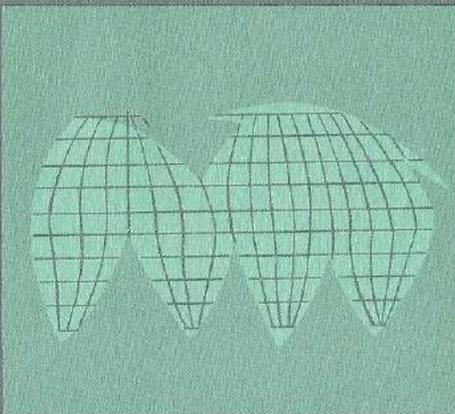
Here in our "Small World" we have a unique way of doing things.

- We have no customers; we have "guests", "visitors" and "voyagers".
- We are not "employees"...each of us is an "Ambassador" or an "Ambassadorette"... official representatives of happiness.

We go about our tasks in a business-like way, but we feel that our tasks are fun. You can only represent happiness by having a "happy crew".

We operate on a first name basis. We feel this casual informality makes it easier to get along.

We feel that one activity is just as important as another, and that each and every person is important.



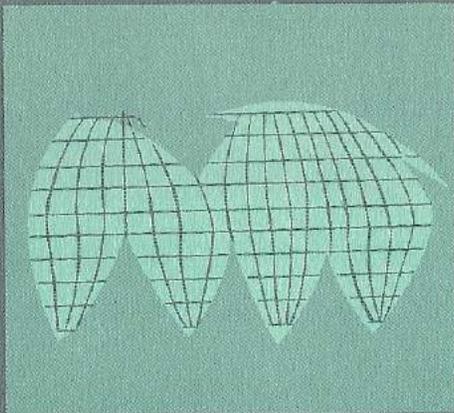
## OUR SMALL WORLD WAYS

We're a group whose actions and personal lives are closely observed.

We are, in short, not just "John Jones" or "Mary Smith"...we're *that person who works at the "Small World"*.

As an "Ambassador of Happiness", you'll have to work and work hard. Your work is producing happiness for others.

But as exacting as your duties may be, you'll find that your "Small World" life will be fun. In fact, to be a Happy Ambassador of Happiness, your work *has* to be fun.



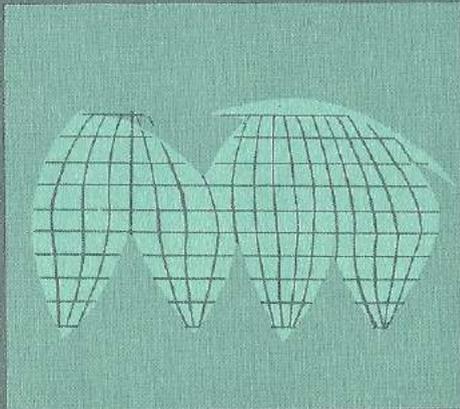
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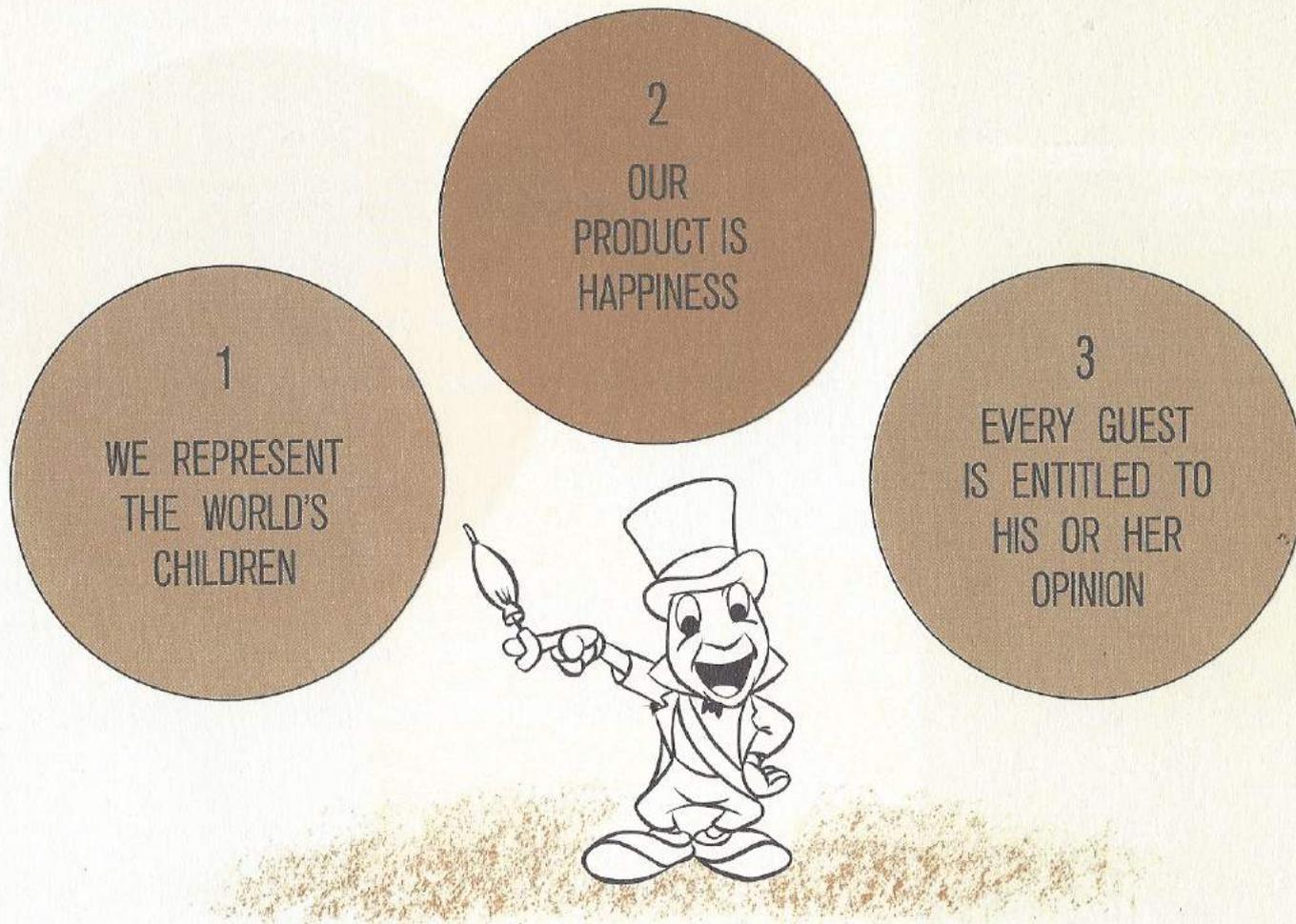


Our "Small World" audience will come from that *BIG WORLD* . . . all 169,950,000 square miles of it, with its more than three billion people.

Our audience will be from A to Z in countries and languages as well. Our guests will come from Aden or Zanzibar, and they may speak either Afrikaans or Zulu.

Now, unless the adults in the *BIG WORLD* change suddenly, they'll be fightin', fussin' and feudin' over the things that people fight and fuss about. So it is with any audience.





But here on the two happy acres of our "Small World" we have a happy crew with a happy show. Our sole purpose is ENTERTAINMENT. The creation of HAPPINESS FOR OTHERS. Day in and day out, rain or shine, hot or cold, humid or dry...remember these basic points:

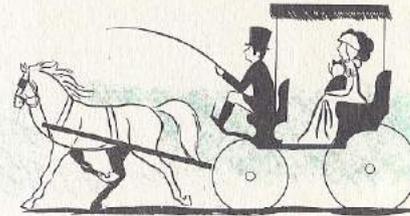
Now, let's do some real "thinking" about your role in our happy show. As long as you're "thinking," you might as well "Have a Pepsi and think *young*".

## A BRIEF PEPSI HISTORY

The Pepsi-Cola Company history is a red, white and blue story of free American enterprise . . . with a heart.



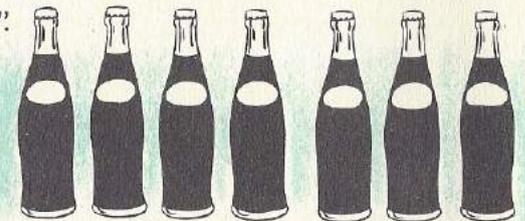
Today, the Pepsi-Cola World Headquarters are in a glittering building at 500 Park Avenue, right here in New York. But that's not the way it started.



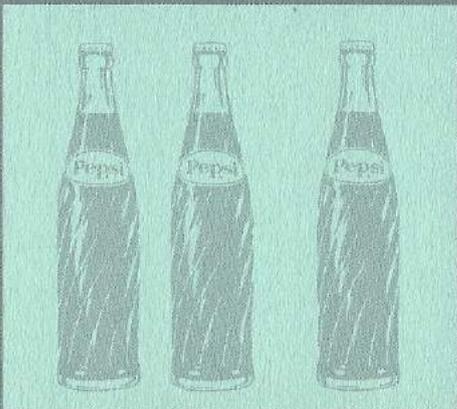
The Pepsi-Cola story started . . . not on Park Avenue . . . but on a dirt street in the little town of New Bern, North Carolina, about 1894.



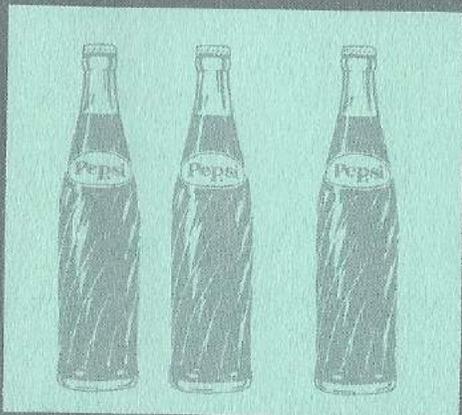
Caleb Bradham, the town druggist, was a friendly sort and devised a special drink for his friends. His delicious concoction began to draw people from miles around and was named, unofficially, "Brad's Drink".



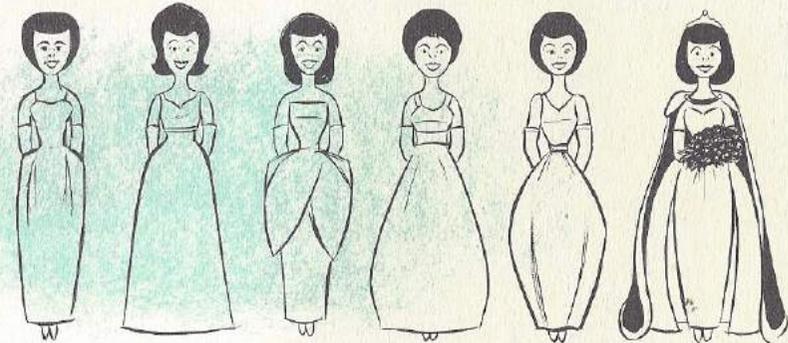
Upon the urging of his friends, Caleb decided to invest his earnings in a wide scale bottling operation of this new and exciting drink which is now happily consumed throughout the world as Pepsi-Cola.



## A BRIEF PEPSI HISTORY



Pepsi-Cola is famed for its progressive approach to merchandising. But its interests go far beyond those of pure merchandising. Pepsi-Cola's annual "Miss America" Contest, not only has put the spotlight on young American beauty, but also has provided scholarships for 125 young women during the last 10 years.



To lead the way in its field, Pepsi has pioneered new products, such as TEEM and PATIO DIET COLA. It is now developing other new lines in the food and beverage field.

The Pepsi-Cola Company is unique in many ways. Not the least, is the presence on its Board of Directors of Miss Joan Crawford, one of Hollywood's most famous actresses.

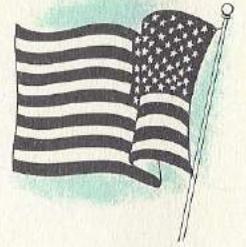
In many countries in which Pepsi is distributed, the company's representatives are ambassadors... not just for Pepsi... but the United States as well.

The Pepsi people have a sincere interest in the welfare of the people who compose these foreign markets.

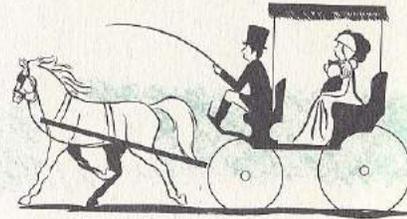
It was only natural that Pepsi would develop an interest in the children of the world, the work of UNICEF, and the theme of the New York World's Fair... "Peace Through Understanding". As an Ambassador of Happiness, you'll represent Pepsi-Cola... maybe you'll even be serving it. So, "think young... have a Pepsi".

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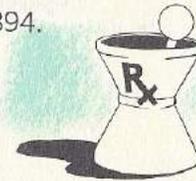
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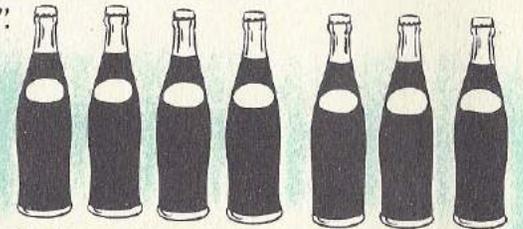
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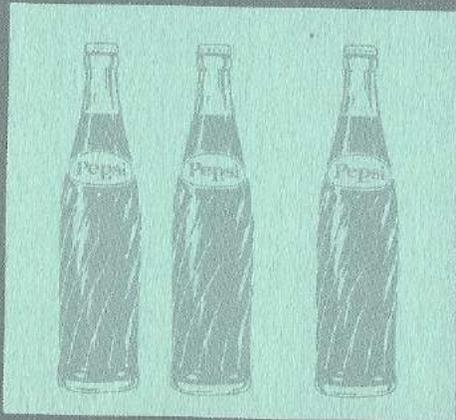
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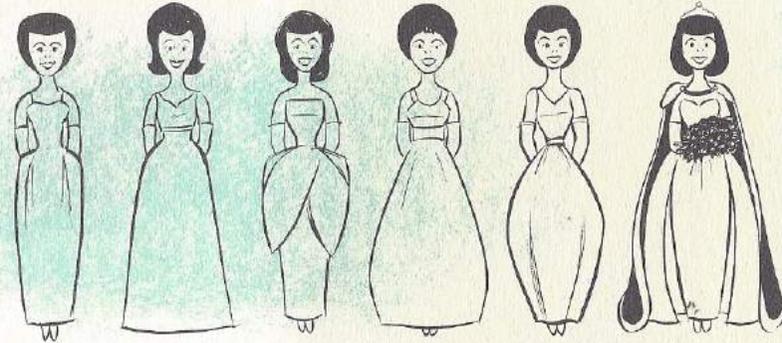


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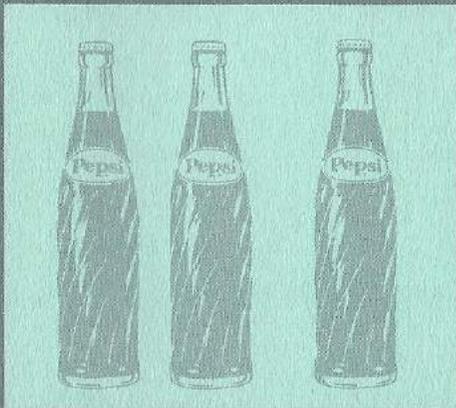
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## THE DISNEY TRADITION

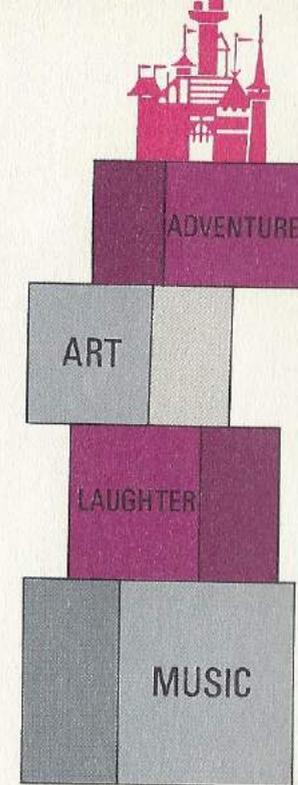


While Caleb Bradham and his friends were enjoying "Brad's Drink" in New Bern, another famous story of American enterprise was beginning up north in Chicago, Illinois.

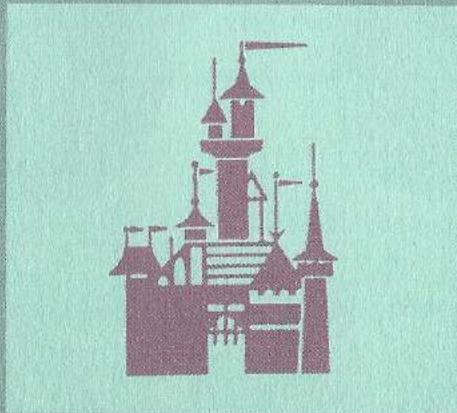
Elias Disney and his wife, Flora Call, had three boys and one girl, and one of the boys was Walter Elias Disney . . . we call him Walt. Walt and his brother Roy are the principals in our story. Walt was born December 5, 1901.

The clan picked up and moved from Chicago to Marceline, Ohio, when Walt was four. When one of the local gentry paid Walt \$1.00 to draw a horse, he decided to become an artist.

Sometime later . . . 1923 . . . Walt and Roy "went West" to Hollywood with total cash assets of \$40.00 . . . plus boundless imagination and confidence.

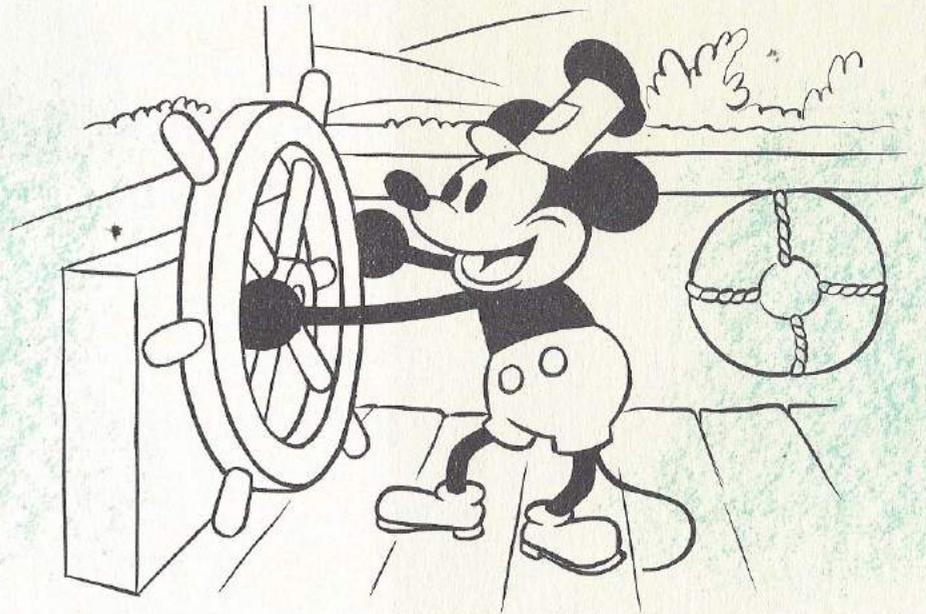


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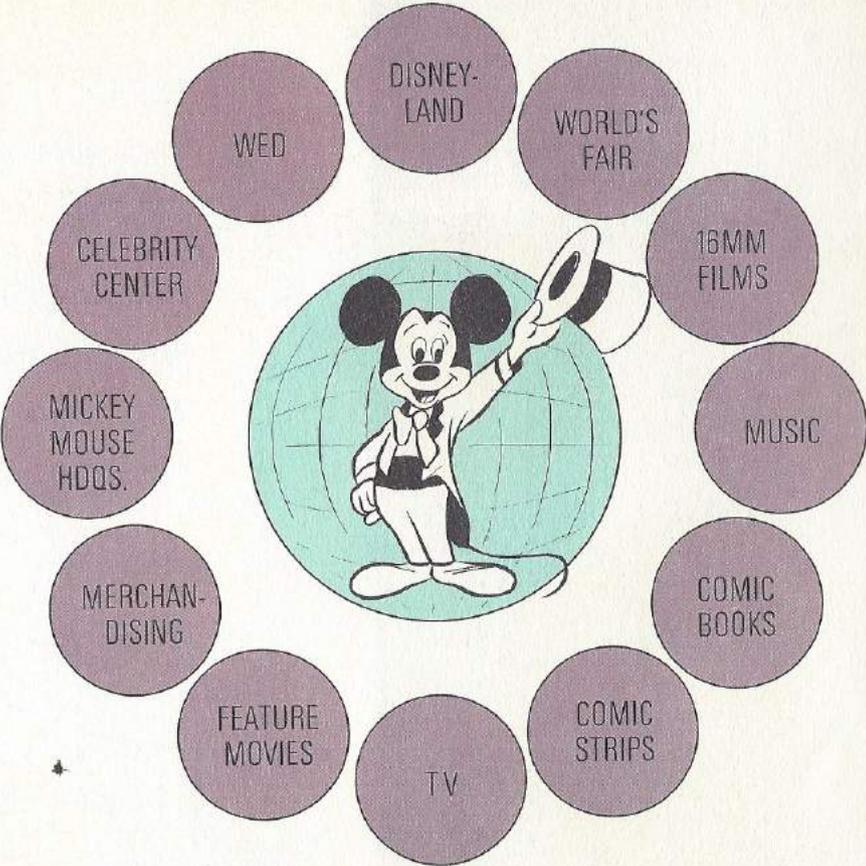
A helpful uncle loaned them a garage and small amount of capital to set up a cartoon studio, and the present world-wide organization of "Walt Disney Productions" started right there.

There were tough days and rough days. The "silent movies" died when sound was introduced, and one of Walt's many pioneering ventures paid off when "Steamboat Willie" opened in New York in 1927. It was a smash hit, and a movie star was born right there . . . Mickey Mouse, that is.



Using film as his magic carpet, Mickey traveled the world as an ambassador of happiness and fun. He also served as an ambassador for our own United States. Thanks to Mickey and the many other stars in the Disney organization, Walt has received more than 700 citations from governments and peoples throughout the world.

# THE DISNEY TRADITION



It's "guesstimated" that more than 3 billion people . . . more than the total population of the world, have enjoyed Disney films during the forty years that Walt and Roy have been in the entertainment business. The happy Disney tradition goes far beyond films.

COMIC STRIPS are created for regular distribution in 50 countries.

A 16 MM DIVISION leases Disney films to schools, civic groups and other organizations throughout the world.



CHARACTER MERCHANDISE designers develop stories, books, souvenirs and a wide variety of phonograph records, based on Disney movies.

TELEVISION PROGRAMS which include the Wonderful World of Color, and the Mickey Mouse Club, are regularly shown throughout the world.

At DISNEYLAND more than 38,000,000 people have been entertained on this 65 acre outdoor stage. A mile high in the Rockies at Denver, Colorado, CELEBRITY SPORTS CENTER operates as a new concept of healthful family recreation.

People from all over the world look to the name Walt Disney for the finest in family entertainment.

It's a world-wide organization entertaining people in every corner of the world. And now, you are part of this organization right here in our "Small World" at the New York World's Fair where Disney designed exhibits will also be seen under the sponsorship of Ford, General Electric and the State of Illinois.

You will find it's exciting to be a part of such a wonderful entertainment tradition!

A happy tradition of family entertainment!

## THE CHILDREN YOU REPRESENT

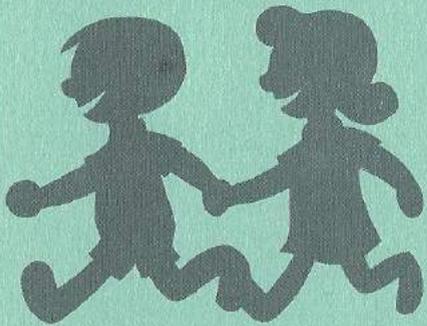


The world's children provide the theme for our happy "Small World" attraction, and the Pepsi-Cola Company has provided UNICEF with a way to tell their story to the guests visiting the Fair from all over the world.

There are estimated to be a billion or more children in the world. It is also estimated that nearly two-thirds of them are underfed, homeless, sick—without medicine—or generally in need of care.

The whole problem is a very old one...as old as mankind. In fact, only during the last 17 years has something of importance been done about it, and what has been done is largely the work of UNICEF.

UNICEF is for children...for healthy babies with full "tummies". Although a part of the United Nations, UNICEF is financed, not through the regular United Nations' budget, but by voluntary contributions from Governments and individuals.



THE UNITED STATES  
COMMITTEE FOR  
UNICEF



The official sponsoring organization in our country is the United States Committee for UNICEF. The money they collect... some of it may have been yours... assists children in 117 different countries and is used in many ways.

In 17 years, for example, 148 million children were vaccinated against tuberculosis, and 17 million mothers and children were cured of Yaws. More millions were saved from blindness and malaria and malnutrition. UNICEF money and talents are used to aid in education and training... family and child care.

Some say that the real "father of UNICEF" is ex-president Herbert Hoover, resulting from his radio speech to the people of North America on June 28, 1946.

"It's A Small World" will help UNICEF tell its story to our many guests. Our attraction then serves a worthwhile purpose... in addition to producing a happy show.

There's a quotation that "No man stands so tall as when he stoops to help a child".

I feel taller already... don't you?

## OUR SMALL WORLD WAYS

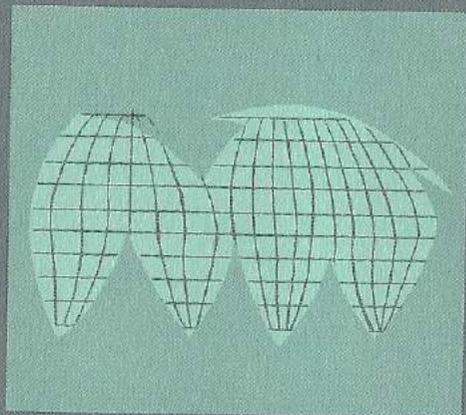
Well, we've told you about Walt and Roy and Mickey and Caleb Bradham and Brad's Drink and Pepsi-Cola and UNICEF and Herbert Hoover and children... that is only a small fraction of what you will have to know in your "basic briefing."

Guests will ask you a thousand questions, like "How large is the New York World's Fair?" (646 acres), or "How much did it cost?" (over 500 million dollars). And, you'll need to know that over 70 million visitors are expected in its two year run... that more than 25,000 people will be employed, and many other things.

So you should have ears like Mickey Mouse and a retentive memory like Ludwig Von Drake.

Most important, you'll always want to give a cheerful answer. You're a walking, talking encyclopedia.

But what you *KNOW* is only part of your work as an Ambassador of Happiness. You'll also need perfect skill in the etiquette of our "Small World".



## THE RECEPTION LINE



## THE RECEPTION LINE

Think of yourself as an Ambassador standing at the head of the reception line of a party which you are hosting. What do you do? How do you act?

Our "Small World" Reception Line Protocol is easy . . .

- Greet every guest . . . one at a time, with a gracious, welcoming smile.
- Speed is important. You will learn to "keep the line moving" without any apparent attempt to "rush".
- Never slight any person. Use your eyes and smile for "instant communication"; meaning, "I'm glad to greet you".
- Be alert to the problems of those standing in line, and see to their comfort while they are waiting.

We're told by ambassadors in the outside world that a big problem in an official reception is the wear and tear on hands, caused by frequent shakes. You won't have this problem, but you'll have others . . . like aching feet. But at all times, the competent "Small World" Ambassador remembers that it is the guest's entertainment which is at all times paramount in his mind.

You are "on stage"! Creating happiness is your work.

## OUR FRIENDLY PHRASES

As the reception line proceeds . . . at as many as 4,500 guests per hour . . . you'll find that friendly courtesy phrases help create a happy atmosphere.

"Ambassador of Happiness" is not just a trick phrase . . . it really describes your role in the "Small World "!

With this in mind, it's easy to understand that all of our visitors or "voyagers" are, in truth, *guests* in our "Small World ", automatically making you a HOST or HOSTESS.

And, you will find that all situations will be eased with the frequent and habitual use of gentle "courtesy phrases ".



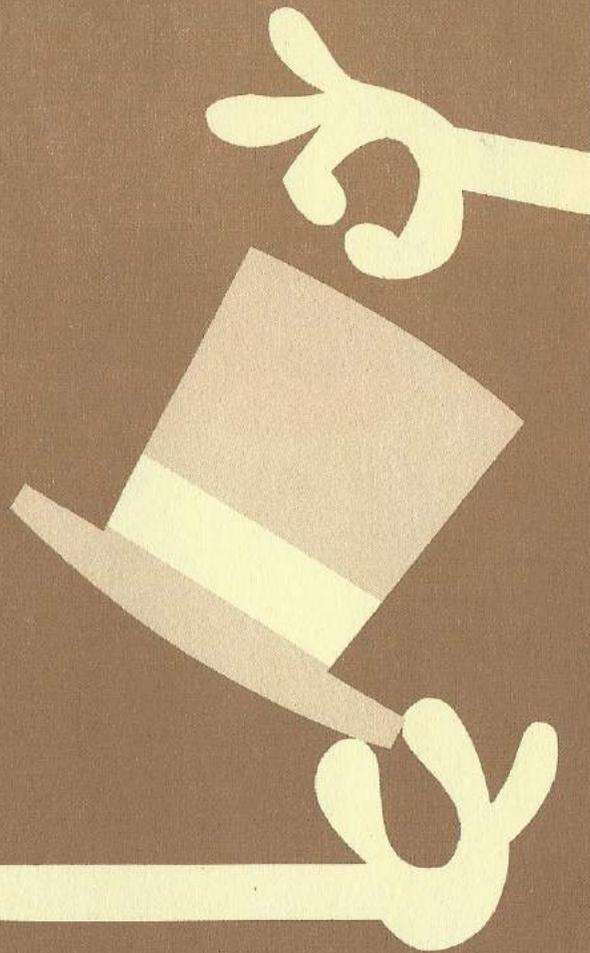
And other courtesy phrases are important to the pleasant relationships we enjoy with our guests.

Internally . . . among residents of the "Small World" . . . we use friendly phrases when talking to each other.

And too . . . we work together on a first name basis. It is *not* Mr. Disney . . . it's "Walt "!

Friendly phrases are important in our "Small World" protocol.

## AMBASSADORIAL ATTIRE



“Wardrobe”—its design and fabrication is vitally important to your appearance on our “Small World” reception line.

Long before you received your first wardrobe “fitting,” a designer was working with infinite care to design the apparel that you will now wear.

When you go “on stage,” it is now your responsibility to wear and maintain your costume exactly as it was planned.

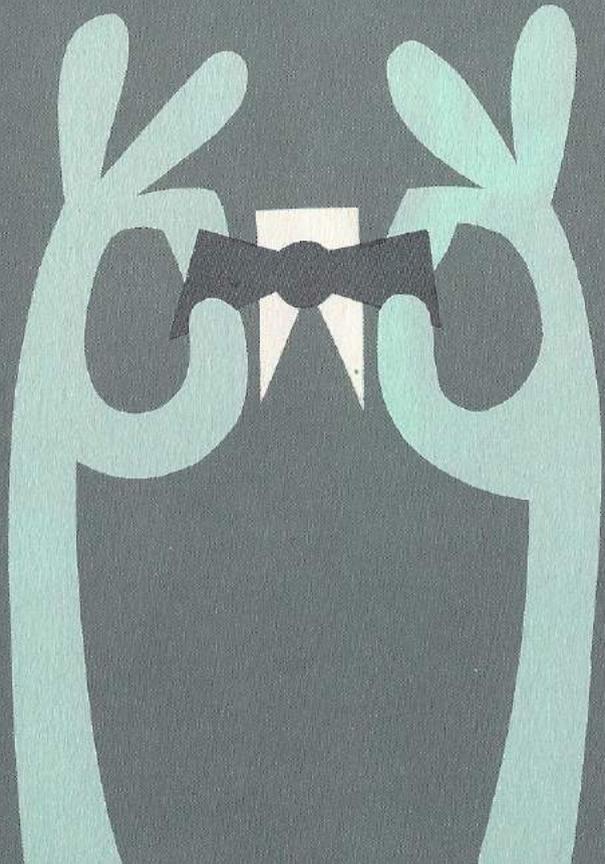
We ask you to do your best to keep your costume fresh and neat.

But should it happen . . . and it can happen . . . that you spill that cup of coffee on your clean outfit, seek your supervisor’s permission to arrange to change it.

You may be required to furnish your own shoes. Here it is your duty to make certain they are shined or cleaned . . . and not “run down at the heel.”

In wearing your wardrobe, remember at all times that small details . . . seams, creases and tucks . . . all are important.

## THE "NATURAL LOOK"



Be natural . . . be yourself.

Our "Small World" is a show . . . and you were selected, to some extent, because of your pleasant, natural look.

Regardless of fads or ads, we insist that you present yourself "on stage" with a pleasant, natural appearance. Specifically, here are the "ins" and "outs" of the natural "Small World" look:

### IN

A modest ring and watch.

A "natural" hair style.

Modest make-up and clear nail polish.

Very modest perfume and deodorant.

For Hosts . . . a neat haircut.

For Hosts . . . a neat shave.

### OUT

Baubles, Bangles, Beads,  
Costume Jewelry.

Exaggerated styles, any extremes.

Eye shadow, any extremes in cosmetics or nail polish.

Any heavy perfumes.

Any exaggerated haircuts.

Any stubble-rubble.

Be natural . . . be yourself . . . that's the essence of the "Small World" look.

## DIPLOMATIC DISCIPLINE

An Ambassador's life can be a wonderful one, but there are certain diplomatic disciplines which you must continually, regularly, unfailingly, assiduously . . . and in fact, always respect.

They can't be "sugar coated"; they are:

- You cannot smoke, eat or drink (even Pepsi-Cola) while "on stage".
- You cannot drink (like alcoholic beverages) while on the land of the "Small World"; nor report to our reception line with any trace of alcohol on your breath.
- Things like fighting, gambling, "horseplay", or profane language, are strictly taboo.
- Finding things before they're lost, or "theft" of "Small World" or other property is, of course, not permitted.
- Conversing with other hosts and hostesses while guests are present is frowned upon. Never discuss your personal problems within hearing distance of our guests, nor at any time turn your back to a guest.

Perhaps the most important discipline is this . . . the guest is *always* right. Our mission is to entertain . . . not to change opinions.



## MAGIC MIRROR OF YOUR SMILE



It's not a theory, it's a fact... that *feelings* are more communicable than the common cold.

A smile... which comes from the heart by way of the eyes and the muscles of the mouth... can work miracles. We're not referring to the "rubber-band"; snap-up, pop-down smile you get from the banker who refused to cash your check. The magic results only from a happy smile that comes from a happy heart. But... you say... how can I smile when I don't feel like it? It's easy... here's a formula.....

First, remember you are an Ambassador of Happiness on a reception line for your guests. You are *paid* to smile.

To quote Robert Louis Stevenson, "there is no duty we so much underrate as the duty of being happy."

\* Second, develop your sense of humor... then you'll find something funny in just about any situation.

Third, remember that a frown is just as contagious as a smile. It will only make any situation worse, and it uses more muscles than a smile.

We know that "man is distinguished from all other creatures by the faculty of laughter"... so why not use this advantage. And... when it's a long, trying day and everyone else is in bad spirits, take a tip from Mary Pettibone Poole... "He who laughs, lasts!" Use the Magic Mirror of your smile... it will work wonders for you and your "Small World!"

## THE "LITTLE THINGS"



A competent Ambassador knows that frequently it is the "little things" which can make a big impression.

People today...all of us...are pushed and pulled, jostled and jolted...and we appreciate that extra personal touch which is part of our "Small World" Plan.

- We go out of our way to help that person in the wheel chair ...to find that "lost parent" and his child.
- When guests are standing in line, we don't just leave them. We keep them entertained, use the time for answering questions.
- Mrs. McSweet tears her dress, and we send her to wardrobe for a courtesy repair job.
- We help the maintenance men to keep our "Small World" clean, actually taking the time to lean over and pick up that piece of paper.
- We give directions all the time and are paragons of patience.
- We think of the "little things" which make it easier to work together...and respect the work of everyone..."on stage" and "back stage"...in our "Small World".

In our "Small World", we remember that many "little things" add up to a big, happy day for our guests.

**MISSION  
ACCOMPLISHED!**

It's the end of a long, hard day at your "Small World".

Perhaps you've helped 25,000 guests on and off our little boats... or maybe you've sold 7,000 tickets. You've answered 1,100 questions and explained to 400 people exactly what the words are which make up UNICEF.

It's been a tough grind as an Ambassador of Happiness in a reception line which seemed at times to have no end.

But you know what?

In this process, you actually have helped to bring some memorable moments of happiness to some tired and frustrated delegates from a rather confused REAL WORLD.

The odds are that you've done a big part towards better people-to-people understanding throughout the world.

So... we hope with a feeling of fulfillment... you can head home and soak those hot feet in some cool water.

And remember... all people are different... but everyone has a heart!

