

DISNEYLAND

ENTERPRISES, INC.

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THE DISNEYLAND STORY

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As you look at the schematic aerial view map of DISNEYLAND - this portion of the park will encompass 50 acres of ground. We intend to put an 8 ft. embankment all around this 50 acres. On top of the embankment will run a 1/3 scale steam engine carrying approximately 140 passengers in 5 coaches giving you a skyline view of DISNEYLAND. There will be 110 acres of ground outside the park for parking purposes. This should accommodate approximately 10,000 cars.

The THEME OF DISNEYLAND is to leave the present day behind you and live in the World of YESTERDAY, TOMORROW and FANTASY. So -- let us park our car and approach the entrance to DISNEYLAND.

As you come to the entrance you will notice the DISNEYLAND Railroad Station. This is the Marquee to DISNEYLAND. As you walk through a tunnel into DISNEYLAND you find yourself in a Civic Center or Town Square at the Turn of the Century, anytime from 1890 to 1910. Here you will see the Town Hall . . the Fire Engine House with the Old Fashioned Fire Engine .. the Bank . . the Post Office . . the Disneyland Emporium and the Old Opera House. At the Civic Center you can get a horse-drawn streetcar that will take you right up MAIN STREET and as you go up MAIN STREET you will see the Old Photographers Shop . . the Penny Arcade . . the Bakery . . the Drug Store and the Ice Cream Parlor with the marble top tables and wire back chairs. Further up the street you will see the Restaurant . . the Music Shop . . the Old Newspaper Press

and in the third block you will see the homes of the period. One of these homes could be a Rooming House with a sign in the window reading -- ROOM AND BOARD (\$2.50 a Week). This will certainly break the hearts of the people who remember this period but it is a bit of nostalgia that will leave a warm feeling.

We will scale MAIN STREET down to pony size (that means about 80% of full scale) which will add a lot of charm to the buildings. All of the stores will be practical where you can enter and purchase with ease. However, the second stories of the buildings will be false fronts. In order to keep the street alive, we will have tape machines planted in various false fronts. For example: Over the Photographers Shop might be a Dentists Office. Every now and then the tape machine will start and you will hear someone getting his tooth drilled and doing a little screaming. Over the Drug Store we could have a Vocal Teachers Studio and hear a Soprano taking her lesson, hitting a few clinkers, and the Vocal Teacher screaming at her. Over the Ice Cream Parlor you might hear some close harmony by the Barber Shop Quartet. We want everyone to feel that this is MAIN STREET, U.S.A. and that you are actually living this period. This is no Ghost Town.

At the end of MAIN STREET we come to the HUB or the Cross Roads of DISNEYLAND. The first thing to the right of the Hub is a Botanical Garden -- a Crystal Palace idea -- in which there will be tropical flowers, tropical fish and tropical birds on exhibition. Although this is an exhibit - you will be able to purchase anything you see and we will mail same to any part of the country for you. However, we will use the Botanical Garden

as an entrance to a TRUE LIFE ADVENTURE Ride. Here you will find yourself on a pier with an explorer's boat. This will take you for a trip on the tropical waters of the world. For example: When you start out in the boat you may go through Xochimilco, Mexico, then Central America, South America and as you cross the imaginary line of the Equator, an animated Neptune will come up out of the water. At the end of the trip you will get a card stating you have crossed the Equator in DISNEYLAND and have been initiated into the domain of Neptune's Rex.

Further on as you make a bend in the waters an animated alligator will come up and open its jaws as the boat goes by. You may see two or three Hippo's doing the same thing and as you get near darkest Africa a head hunter will stick his head out from behind a clump of trees and perhaps show you a shrunken head. Synced up with the boat will be a tape machine that will tell you just what part of the world you are going through and there on the embankments, in miniature, you will see the little villages and points of interest on the trip as well as the tropical settings and birds.

Next to the Botanical Garden and the True Life Adventure ride is the WORLD OF TOMORROW. This will have a very unusual motif for the entrance. There will be a monorail system that will take you all around the WORLD OF TOMORROW. This will replace the Roller Coaster.

You will enter the WORLD OF TOMORROW on a moving sidewalk and in the center you will see the rocket ship which will

be the symbol of the WORLD OF TOMORROW. At this point you can take the escalator up to the monorail station or visit big industries participating exhibits. Also in the WORLD OF TOMORROW we will have 2 space ships that will take you on a rocket ship trip to the Moon. To explain this a little more thoroughly -- the idea is to have you walk up a ramp into a rocket ship which actually is a little amphitheatre that will hold 46 to 50 people. There will be 2 rows of seats and we will have a 5 foot scanning screen in the floor as well as above. There will be a stewardess in attendance. When all seats are filled the stewardess will tell all the passengers to belt themselves into their seats. As she slams the door to the Rocket Ship it starts a projector which, in the lower screen, shows the smoke and sparks of the Rocket Ship leaving the earth. The amphitheatre starts to shake as if in a take-off. Soon you get the feeling that you are flying through space as the world gets smaller and smaller while you are looking at the screen in the floor. Then, at a certain point, we push a lever which makes the seat go up and the floor go down giving you the feeling that you have lost gravity. About that time you have also lost the earth. Now you look at the screen above and see that you are approaching the Moon. At this time you will see the other Rocket Ship returning. All this time there is a lot of chatter going on by the Captain of the Rocket Ship. You will experience a few hazards on the trip. There will be a meteor that will head for your Rocket Ship. There will be some exciting chatter by the Captain as he tells you not to worry when the meteor strikes your Rocket Ship and there is a flash of light

in the interior. However, you come out of it safely and as you circle the moon you take in all points of interest and then start back to the station.

At the end of the World of Tomorrow you will find the FREEWAY OF TOMORROW. Here a child will have the opportunity to drive a gasoline engine automobile over the Freeway. However, he will first have to pass a test to show he can handle the car of the future. When he passes this test, which every child will, he then receives a Disneyland Operators card which will entitle him to drive on the Freeway. We will give him his Operators card and take his 25¢ for the ride.

This particular freeway system will replace the "dodgem" that you find in most amusement parks. Here instead of children running into each other, they actually learn how to handle a car. That is, he can learn to steer and accelerate up to 14 miles an hour. When he goes over this speed the governor on the motor cuts it down. Not only does a child enjoy his ride but it is an education as well.

Just to review the things in the World of Tomorrow - we have the Monorail, Industries Participating Exhibits, the Rocket Ship to the Moon and the Freeways of Tomorrow.

Next is FANTASYLAND. The entrance to this will be through a castle that will stand 75 to 80 ft. high and as you go through it you find yourself in a castle courtyard. In the center of the courtyard we will have a King Arthur motif carousel which children and adults can ride. Around the walls of the courtyard there will

be places of amusement, such as: The Sleeping Beauty Wax Museum, Merlin's Magic Shop where you can buy magic tricks and there will also be an eating place and a place to rest.

After you have taken in everything in the courtyard you can walk through an archway and you will find yourself in another part of FANTASYLAND. Here you will be able to experience the adventures of Peter Pan, Alice In Wonderland, Snow White and the Seven Dwarfs, Pinocchio, Twenty Thousand Leagues Under the Sea and other Disney stories.

Let us explain what we mean by experiencing the adventures of the above named. It is a known fact that every child who has seen Peter Pan feels that he wants to fly just as the children did in the picture. Therefore, in the Peter Pan fly-thru, we will give the child or adult that experience. At the present time, the idea for the Peter Pan fly-thru is to have you walk up a ramp and find yourself on the roof top of a London home. As you look out over the roof top you will see, in miniature and forced perspective, the city of London laid out before you. There will be an overhead monorail system that will have a little ship-like car such as used in the picture. After you have been seated in the car you will literally fly over London and as you pass Big Ben it will chime. Then as you pass Nelson's monument he will tip his hat. Soon you will go through the second star to the right and as you go through the second star to the right you enter Never Never Land. As soon as you arrive the Pirate Ship will shoot a ping-pong ball at you. Then you will pass over the Indian encampment, Hangman's Tree, through the jungle, Mermaid Lagoon, under the

rainbow and into Skull Rock where Captain Hook, behind the stalag-tite, will stab at you as you pass by. The alligator will snap at you and Mr. Smee will shoot at you but Peter Pan will guide you back home and you have experienced the adventure of Peter Pan. Alice in Wonderland will be somewhat the same except you will be put in a rabbit-like car. You will go down the rabbit hole and find yourself in an oversized room or an undersized room. You will pass the Tea Party and you will hear the White Rabbit say, "I'm Late, I'm Late, I'm Late." Then as you go by the Queen's court, she will scream, "Off with your head!" and make a pass at you as you go by. Again you will have the experiences of Alice.

On the Snow White ride-thru you will be put in a little mining car. Here you will go through the diamond mine and meet the seven dwarfs and they will sing "Heigh-Ho." A little further on you will meet Snow White and behind the dwarfs' cottage you will meet the old witch as she says, "Be my guest - have a bite of apple." All the rides will be scored with the music from the pictures.

In Pinocchio Square there will be the Pinocchio Puppet show . . . Geppetto's Clock Shop and a little Pleasure Island.

Next we come to RECREATION PARK. This will be a place where big industries such as Lockheed, General Motors or industries with 500 or more employees can have their picnics. There will be a baseball diamond, portable dance floor, speakers stand and tables and chairs. Big industries will be able to lock themselves in this area and the public cannot walk into this 5 acres. However,

the people from big industries can come in or out and participate in the park. We will cater their lunches to them.

The next thing to Recreation Park is FRONTIERLAND - a period of about 1840. The entrance to this will be a wooden log fort with block houses. In front of the fort you will see the Indian teepees and Indians selling pottery, jewelry and souvenirs. When you go into the fort - the first thing to the right you will see is the Blacksmith Shop. This is a practical shop and people will have the opportunity of seeing ponies being shod as there will be 200 ponies operating out of Disneyland. You will also be able to purchase the horse shoe nail ring as a lot of us remember as kids.

Next to the Blacksmith Shop you will see the Harness Shop. Here you can purchase saddles or pony equipment as well as see harness being repaired. Across the street will be the General Store. Here you will see merchandise of this period. Up the street you will find the Marshall's Office . . the Jail . . the Assay Office and across from this will be the Old Wells Fargo. At the Wells Fargo Office you will be able to take a stagecoach ride into the Painted Desert. The coach will be drawn by 6 ponies. As you go out into the Painted Desert you will pass the Indian encampment, go through a Pine Forest, ford through a stream and pass Granny's Cabin. At Granny's Cabin you will see all the miniature animals that we are collecting such as: Miniature ponies, cows, bulls, chickens and pigs. Everything that is possible to have in miniature will be at Granny's Farm.

As well as the stagecoach ride at Wells Fargo you will be able to take a mule pack ride into the Painted Desert and through an old gold mine. For the children who like the conventional pony ride you will find it here also.

We know that all frontiers were built on rivers so at the end of Frontier Street you will find the Old Paddle Wheel River Boat. This boat will be 90 ft. long and will carry approximately 125 passengers. Here you can take a trip on the rivers of America and as you start up the river you will find a point of interest on the embankment at each bend. One setting could be Mt. Vernon, another New Orleans or Natches or a cotton plantation with Uncle Remus and some darkies singing. This will be a river boat ride to be remembered as not only will you have an enjoyable trip but it will be historically correct. You will notice an Island in the river. This is the MICKEY MOUSE AND MINNIE MOUSE ISLAND, the headquarters for all members of the Mickey and Minnie Mouse Club, an international organization. When a member arrives in DISNEYLAND he or she must find their way to the tree house that will be established on the Island. The only way to get there is through an old Tom Sawyer tunnel under the river which will bring them into the trunk of the tree. Then they will climb up to the tree house and register. After they have registered they can look through the limbs of the tree. These limbs are telescopes and periscopes, and can see all over DISNEYLAND.

After you have been on Mickey Mouse Island, taken the river boat ride on the rivers of America, enjoyed the Disneyland Stagecoach ride through the Painted Desert, taken the mule-pack

train ride and have seen the places of interest in Frontierland, you will then return to the Hub and the next thing to that is HOLIDAY PARK.

HOLIDAY PARK will change with the seasons. During the summer we will have a one-ring pony circus and here for the first time a lot of children will be able to see a circus parade. The parade will start around 10:00 A.M. at the Civic Center, go up Main Street, around the Hub and back to the circus grounds and on with the show. At Christmas time we will have Santa and his Work Shop, the Ice Capades and other winter amusements. Easter time will bring the Easter Bunny and the Egg Rolling contest and as the seasons change, so will Holiday Park. There will always be a reason for people to come back to DISNEYLAND.

For the exhibitors there will be the DISNEYLAND Post Office with the DISNEYLAND Stamp where exhibitors will be able to use this as a mailing address.