

DISNEYLAND

*Where you leave TODAY....
and visit the World of YESTERDAY
and TOMORROW.*

*Prepared for
DISNEYLAND, INC.
by
WED Enterprises*

THIS BROCHURE IS THE PROPERTY OF
DISNEYLAND, INC. AND NO PART THEREOF
MAY BE COPIED OR REPRODUCED IN ANY
FORM WITHOUT WRITTEN CONSENT OF THE
COPYRIGHT OWNER.

Copyright 1953

DISNEYLAND, INC.

World Rights Reserved

Please return to WED Enterprises
3000 West Alameda Ave., Burbank, Calif.

DISNEYLAND

When you leave TODAY...
and visit the World of YESTERDAY
and TOMORROW.

Prepared for
DISNEYLAND, INC.
by
WED Enterprises

THIS BROCHURE IS THE PROPERTY OF
DISNEYLAND, INC. AND NO PART THEREOF
MAY BE COPIED OR REPRODUCED IN ANY
FORM WITHOUT WRITTEN CONSENT OF THE
COPYRIGHT OWNER.

Copyright 1953 DISNEYLAND, INC. World Rights Reserved

Please return to WED Enterprises
2400 West Alameda Ave., Burbank, Calif.

W A L T D I S N E Y

SOMETIME - IN 1955 - WILL PRESENT FOR THE PEOPLE
OF THE WORLD - AND TO CHILDREN OF ALL AGES - A
NEW EXPERIENCE IN ENTERTAINMENT.

IN THESE PAGES IS PROFFERED A GLIMPSE INTO THIS
GREAT ADVENTURE... A PREVIEW OF WHAT THE VISITOR
WILL FIND IN

D I S N E Y L A N D

INSIDE DISNEYLAND

Like Alice stepping Through the Looking Glass, to step through the portals of **DISNEYLAND** will be like entering another world. Within a few steps the visitor will find himself in a small mid-Western town at the turn of the century.

THE RAILROAD STATION, situated at the main entrance to **DISNEYLAND**, is recommended as a starting point for the visitor. Here, you may board a 1/3 scale train pulled by a 12 ton steam engine, six feet high.

THE RAILROAD TRAIN, with its beautifully appointed coaches, takes you on a skyline tour around **DISNEYLAND**, where you will see from your window **MAIN STREET**, **TRUE LIFE ADVENTURELAND**, **The WORLD OF TOMORROW**, **LILLIPUTIAN LAND**, **FANTASY LAND**, **RECREATION PARK**, **FRONTIER COUNTRY**, **TREASURE ISLAND**, the home of the **MICKEY MOUSE CLUB**, and **HOLIDAYLAND** and back to **CIVIC CENTER**.

At the start of Main Street is **CIVIC CENTER**, with its Town Hall, Fire Station, Police Station and the old Opera House, which houses the broadcasting theatre for the **WALT DISNEY TELEVISION SHOW**. From Civic Center you can take a horse-drawn street car up Main Street or hire a surrey and driver.

MAIN STREET

MAIN STREET has the nostalgic quality that makes it everybody's hometown. It is Main Street, U.S.A. Three blocks long, it is the main shopping district of **DISNEYLAND**. It has a bank and a newspaper office, and the little ice cream parlor with the marble-topped tables and wire-backed chairs. There is a penny arcade and a Nickelodeon where you can see old time movies.

On the corner is the great **DISNEYLAND EMPORIUM** where you can buy almost anything and everything unusual. Clothes, cowboy boots, toys, records, books, ceramics, old fashioned candies, jaw-breakers and licorice whips. Toys from all over the world. Gifts for the person who has 'everything'. Or you can get the big mail-order catalogue and purchase by mail.

The **MAIL-ORDER CATALOGUE** will picture everything for sale in the Emporium or at any place in **DISNEYLAND**. If you want a real pony and cart or a miniature donkey thirty inches high you'll find it in the catalogue. Or if you want the latest Disney book or toy you can order by mail and the gift will arrive wrapped in a special Disneyland paper, bearing the postmark **DISNEYLAND, CALIFORNIA** - direct from the Disneyland U.S. Post Office.

You'll find quaint little restaurants on Main Street with family style cooking, and a bakery shop where Johnny can watch the baker write his name in icing on his birthday cake. Down one of the side streets is The Little Church Around the Corner. Nearby you will see the Mayor's House... a boarding house for guests and a Little Old Red School House... Continuing along Main Street past the intriguing shops, you arrive at the Hub.

THE HUB

THE HUB is the cross roads of the world of DISNEYLAND. Straight ahead lies FANTASY LAND, to your left is FRONTIER COUNTRY, The World of Yesterday - and to your right is The WORLD OF TOMORROW. But between these central spokes of the wheel are other exciting avenues of adventure.

TRUE-LIFE ADVENTURELAND

TRUE-LIFE ADVENTURELAND is entered through a beautiful botanical garden of tropical flora and fauna. Here you can see magnificently plumed birds and fantastic fish from all over the world, and which may be purchased and shipped anywhere in the U.S. if you so desire.

If you wish refreshments that are in keeping with your surroundings, there are fresh pineapple sticks, crisp cocoanut meats and exotic fruit punches made from fresh tropical fruits.

A river borders the edge of TRUE-LIFE ADVENTURELAND, where you embark in a colorful Explorer's Boat with a native guide for a cruise down the River of Romance. As you glide through the Everglades, past birds and animals living in their natural habitat....alligators lurk along the banks, and otters and turtles play in the water about you. Monkeys chatter in the orchid-flowered trees.

THE WORLD OF TOMORROW

This is the home of the exciting WORLD OF TOMORROW TELEVISION SHOW.

A MOVING SIDEWALK carries you effortlessly into the World of Tomorrow where the fascinating exhibits of the miracles of science and industry are displayed. The theme for the World of Tomorrow is the factual and scientific exposition of Things to Come.

Participating in this are the Industries such as: Transportation, Rubber, Steel, Chemical, Electrical, Oil, Mining, Agriculture and Foods.

Among the exhibits, that will change from time to time, are The Mechanical Brain...A Diving Bell...Monorail Train...The Little Parkway system where children drive scale model motor cars over a modern freeway...Models of an atomic submarine, a Flying Saucer...The Magic House of Tomorrow, with mechanical features that obey the command of your voice like a Genie. You say 'Please' and the door opens, a polite 'Thank you' will close it.

There are shops for the scientific toys, chemical sets and model kits. Here the imaginative boy will find a space helmet to suit his needs for inter-planetary travel.

And if you are hungry, conveyor-belts will carry your food through the electronic cooking device of Tomorrow where you will see it cooked instantly to your liking.

When you enter the gigantic ROCKET SPACE SHIP to the Moon, and are safety-belted to your seat, the trip through 'space' will be scientifically correct. The roaring ride through the universe will depict the exploding stars, constellations, planets and comets exactly as charted, and be no less thrilling for being authentic.

LILLIPUTIAN LAND

A Land of Little Things.... A miniature Americana village inhabited by mechanical people nine inches high who sing and dance and talk to you as you peek through the windows of their tiny shops and homes.

In LILLIPUTIAN LAND there is an Erie Canal barge that takes you through the famous canals of the world, where you visit the scenic wonders of the world in miniature.

Here, a little diamond-stack locomotive engine 17 inches high steams into the tiny railroad station. You sit on top of the Pullman coaches like Gulliver, and the little 9 inch engineer pulls back the throttle taking you on the biggest little-ride in the land.

And for the little people who have little appetites - you can get miniature ice-cream cones, or the world's smallest hot-dog on a tiny bun in LILLIPUTIAN LAND.