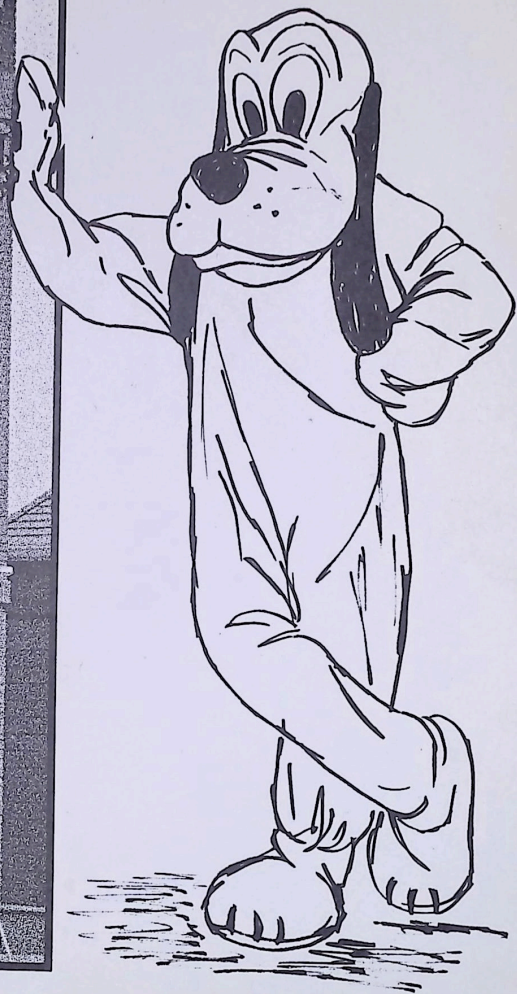
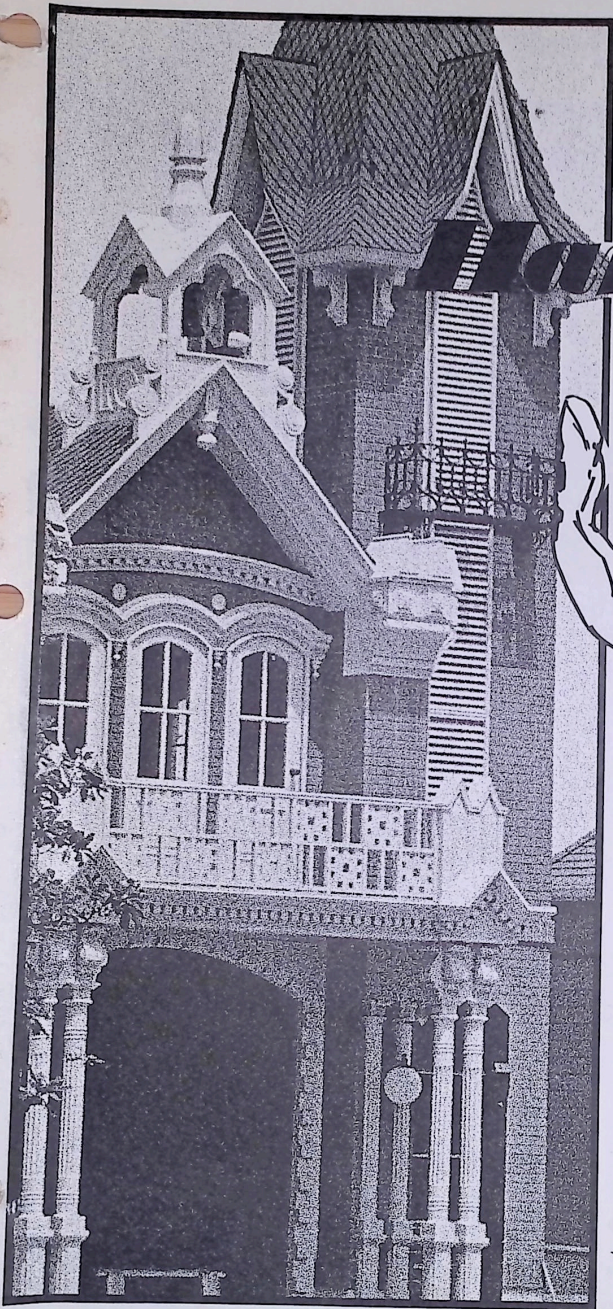


Main Street Handbook



I

THE STORY BEHIND THE SHOW

When you take your role on the stage of Main Street, U.S.A., you'll be stepping back into time to the turn of the century ... between 1890 - 1910.

You'll be reliving a bit of exciting history ... America at the crossroads of change, when gas lamps were giving way to electric lights, and horse-drawn vehicles were making room for the new-fangled "horseless carriage".

The stage on which you'll play your part has been designed on the basis of years of research into life as it was ... way back then.

The old-fashioned shops and restaurants are similar, architecturally, to elegant turn-of-the century eastern resorts, such as New York's popular Saratoga Springs.

Nearby in an old-fashioned hotel atmosphere, the Magic Kingdom Hospitality Center will provide a wide range of information services for our guests.

Our Main Street show has a universal appeal. For the older guest there is a temporary nostalgic return to the "good old days".

Younger people, on the other hand, can get a glimpse of life as it was back at the turn of the century. We forget, for example, that very few of today's young people have ever ridden on a train. Our trains are not "kiddie" trains. They are genuine steam trains, and it is a genuine experience.

II

THE STAGE ... BACKSTAGE ... DOWNSTAGE

As is the case with any Disney movie, Main Street, U.S.A., incorporates Disney creations in planning, stage properties, paint, staff and plaster, landscape design, sound effects, and the various displays which we call "dressings". To help you find your way around, and direct your guests, you should know about ...

THE GROUND LEVEL AREA

This is the most unique concept of design and construction in Florida ... or perhaps the world. WED designers faced up to the unique topography of Walt Disney World's 27,400 acres. Because of the high water table on location, it was decided to raise the stage and use the ground level for essential services. Earth pulled from the lagoon area was set on the Magic Kingdom Theme Park site and allowed to settle. This was then tunneled out to create a most unique service system.

Here you will find accounting, main files, the mail room, lock and key control, the photo laboratory, the print shop, refrigeration, food storage, warehousing areas for merchandise, wardrobe, cafeteria, and cash control. This ground level area will be a busy, people-filled operational facility.

AT THE SECOND LEVEL

To use every bit of space effectively, our Disney designers have converted the turn-of-the-century building facades into workable space.

Behind these facades will be the offices of the Merchandise, Operations, Food Service, and Entertainment Divisions, while over the Bank Building and Town Hall, you will find the offices for Security and Marketing.

Guests will arrive at the Magic Kingdom in one of three ways ... by futuristic monorail, the Osceola steam launch, or covered tram.

After this short journey they will walk through the histories of yesterday. Here, should they decide to ride, they have their choice of transportation for a leisurely trip down the street.

- * THE HORSE-DRAWN STREETCARS are carefully modeled after those used around 1900, and handcrafted at MAPO. The Clydesdale and Belgian horses, by the way, are specially trained to work in crowds and have an established work shift of four hours. At the end of their shift they are trucked back to their home, the Tri-Circle D Ranch, where they are given a shower and are groomed.

The horse-drawn streetcar is a must for atmosphere, as well as transportation on Main Street, to allow our guests to relive (or experience for the first time) the sensations of feeling, seeing, hearing, and yes, even smelling, everything associated with a turn-of-the-century "hay-burning oatmobile".

- * THE HORSELESS CARRIAGES are of a slightly later period when the automobile was gradually replacing the horse as a means of city transportation. These little cars are of WED "composite" design, created from the styles of many gas-driven cars of that early period in automobile history, and are exclusively manufactured for Walt Disney World at MAPO.

* THE OMNIBUS is in a later chapter of our turn-of-the-century story. Ours are very near replicas of the Fifth Avenue busses, which were the main mode of transportation in New York City during this era. Some modifications have been designed into these vehicles to provide greater comfort for our guests.

* THE MOTORIZED FIRE ENGINE is for fun lovers who have always desired to ride a fire engine and to clang its bell. Our engine is of that same WED "Composite" design as the Horseless Carriages. The major modification was in placing seats for the guest where the hoses would be.

* THE JITNEY COACHES are designed for fun and provide a ride in an old-fashioned paddy wagon without being taken off to jail.

All motor-driven vehicles at Walt Disney World are powered by non-smog-producing natural gas.

* THE WALT DISNEY WORLD RAILROAD. An excellent way for guests to orient themselves with the various lands in the Theme Park would be to ride the steam trains, which circle the Magic Kingdom, department from the Main Street Railroad Station.

These four steam engines were brought from the jungles of Mexico to Florida's Gulf Coast for complete rebuilding. The oldest engine was built in 1902, the youngest in 1928. The locomotives were found by a team of Disney World scouts and were refurbished at the "Tampa Ship Repair and Dry Dock Company".

The trains will travel on a one and one-half mile long narrow gauge track, three feet wide. The steam will be generated by high grade diesel fuel instead of crude oil or chunks of wood.

Each engine will pull five open-sided excursion cars with a total capacity of 300 guests per train.

Eventually Frontierland and Tomorrowland will have a railroad station where guests may board for a tour around the Magic Kingdom. But whether walking- or riding, our guests will have a great show on Main Street.

They can enjoy the six screens at the Main Street Cinema, each featuring great silent feature classics, or test their skills at the Penny Arcade.

III

SPECIAL ENTERTAINMENT

Amidst all this activity, Main Street will come alive with special shows.

- * THE WALT DISNEY WORLD BAND, a versatile 20-piece, sousa-type marching band, will parade up Main Street and through the Magic Kingdom, playing appropriate medleys and presenting outdoor "pops" concerts.
- * THE TOWN BAND is a ten-piece group reminiscent of the Sunday afternoon concerts at the town gazebo.
- * THE KEYSTONE KOP QUARTET is a quartet of saxophonists, in the costume of the Keystone Kops, who will be playing and clowning at various times of the day in and around the shops along the street.
- * THE BARBERSHOP QUARTET, a quartet singing traditional "barbershop" songs typical of America, 1900, will perform their routines while strolling Main Street in and out of the various shops. Their routines will consist of singing, a simple tap dance, choreographed movements, and riding either their bicycle built for four or their specially re-created antique bikes.

- * REFRESHMENT CORNER ENTERTAINMENT. The ragtime sounds of the typical "Tin Pan Alley" music of America will be heard coming from a unique piano that is mounted on a special three-wheeled bicycle. This unit, on occasion, will move out on the street and will even join in the Main Street parades.

- * THE CRYSTAL PALACE TRIO, a strolling string trio, will be playing songs of the era, as well as the guests' requests for the pop tunes and Disney classics, as they serenade diners at the Crystal Palace Restaurant.

- * And of course the WALT DISNEY CHARACTERS. Hosts dressed in our world-famous character costumes will perform at various times throughout the day. Some of these costumes have been individually equipped with portable air conditioners that we have developed to help make the host more comfortable.

IV

FOOD AND THE SHOW

In one way the people who lived around Main Street, U.S.A., in 1910, and the people who visit us on Main Street, U.S.A., at Walt Disney World, are the same. We like to eat just as much now as then.

Although our food will be the best, and our kitchens the most modern, service and decor will be reminiscent of an earlier day.

- * THE TOWN SQUARE CAFE, in the setting of a Victorian hotel, will provide coffee shop service ... a combination of the "good old days" and the speedier days of the seventies.

Sponsored by Oscar Mayer Foods, this 200 seat restaurant will offer a complete breakfast, luncheon, and dinner menu.

- * THE MARKET HOUSE, sponsored by Sara Lee Foods, will provide light snacks, featuring Sara Lee cakes, pies, and pastries far better than Great-grandma used to make, plus coffee, tea, and milk. Our guests appetite will be tantalized by a demonstrator decorating cakes and pastries. The Market will also house a display by Savannah Sugar Company and will offer mail order service of Smuckers jams and jellies.

- * THE PLAZA ICE CREAM PARLOR is a true replica of an old-fashioned Victorian ice cream parlor. Specializing in a variety of themed fountain treats and sponsored by Borden Dairy Products, Inc., our Walt Disney World guests will also find for their luncheon and dinner fancy an exciting array o- crepes and salads.

- * THE REFRESHMENT CORNER, sponsored by the Coca-Cola Bottling Company, will offer our guests Coca-Cola products and hot dogs in the atmosphere of a turn-of-the-century soda fountain. Here the guest may choose to take his refreshment out with him or sit at a table and enjoy the live entertainment.

- * To cap our guest's gourmet tour of Main Street is THE CRYSTAL PALACE RESTAURANT with all indoor seating for 500 guests. Lavish application of gleaming crystal, stained glass, and ornate mirrors will give the guest a true feeling of Victorian elegance.

The guest will choose from a tantalizing selection of large exotic salads, themed entrees, and desserts while being entertained by a roving string trio.

FUN AND SHOPPING

Shopping on Main Street will be an exciting experience. Our shops will not merely be stores, but will be a show in their own right. All of our shops have been themed to the era, with much research having gone into the architecture and costumes.

- * The TOBACCONIST, complete with a wooden Indian on the sidewalk, will feature rare tobaccos from around the world in addition to our own American varieties.

- * Nearby is THE CHAPEAU where themed and character hats are available for children as well as adults.

- * Nearby at the HOUSE OF MAGIC are several varieties of toys, games, and magic tricks, featuring a magician demonstrating their mysteries.

- * Across the street the UPTOWN JEWELERS features a fine selection of costume jewelry for all ages.

- * At the MAIN STREET CONFECTIONERY guests may view candy makers preparing the confections sold there.

- * The CAMERA CENTER, sponsored by G.A.F. Films, not only sells film for most cameras, but their representatives are capable of making minor adjustments on the guest's camera. This is a free service.

- * THE SHADOW BOX is a unique silhouette studio where talented artists can cut portrait silhouettes in a matter of minutes.

- * In the CRYSTAL ARTS shop guests can witness the art of glass blowing and purchase one of these treasures of a dying art. This shop also features fine crystal, which can be personalized by our glass cutters.

- * Around the corner the DISNEY AND COMPANY shop features a large selection of fine Disney character merchandise.

- * On the other side of Center Street is the WICK 'N' WAX shop where our guests can buy decorative candles for their home and watch our demonstrator create some of these fine pieces.

- * On the corner of Main and Center Streets is THE CUP 'N' SAUCER where one may select fine China giftware as well as character China.

- * Across the way is HALLMARK CARDS featuring a line of cards, wrappings, and placemats for all occasions.

- * Next door is the HARMONY BARBER SHOP where our gentlemen can get a shave and a haircut in an ornate, old-fashioned atmosphere.

- * Next to the barber's pole is THE GREENHOUSE packed full of very authentic-looking flowers, fruits, vegetables, and ferns. The guests may buy them in arrangements, individually, or have our demonstrator "Disneylize" an arrangement for them.

- * NEW CENTURY CLOCK SHOP, sponsored by Elgin, makers of our Mickey Mouse watches, will feature windup, automatic, and electric watches.

- * THE EMPORIUM is a mimi department store located on Town Square. It is an exciting experience of ornate craftsmanship combined with a variety of items to buy. Guests will be able to purchase items that our Disney World merchandise designers and buyers have developed; items such as character merchandise based on Disney movies, hats, books, rainwear, cameras, and a large selection of mementos.

VI

GUEST SERVICES

- * CITY HALL, located in the Town Square area, is a reception facility for VIP visitors, an area for guests who wish to lodge a formal compliment or complaint, or make an exchange or an adjustment on coupons. Complimentary tickets for Gold and Silver Pass holders are also issued here.

Also available in the Town Square area for the guests' convenience are rental strollers and wheelchairs. Single strollers are available for \$.75 per day and wheelchairs for \$1 per day.

- * The HOSPITALITY HOUSE can offer guests travel and Walt Disney World information.
- * The MAGIC KINGDOM BABY CENTER offers parents with infants a facility for changing diapers, preparing formulas, and feeding babies. A trained qualified attendant is on duty to offer assistance.