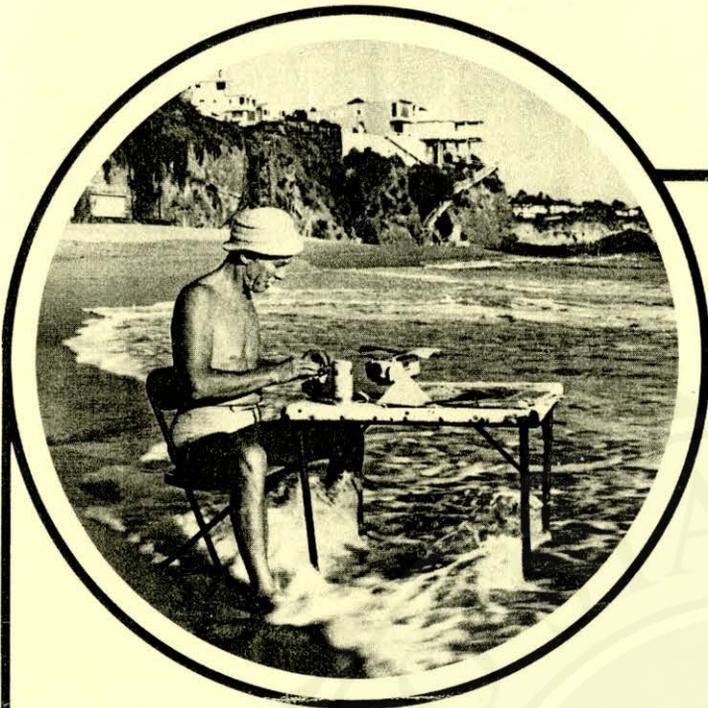


19 34



from the desk of
VAN ARSDALE FRANCE
president, chief executive officer...
and typist

May 12, 1993

VAN A. FRANCE
Graduate, Class of 1934
1691 Mesa Drive, Apt. R-10
Santa Ana Heights, CA 92707
(714) 546-5940

Dear Pat . . .

It was no secret that I just barely had the grades and credits to graduate with my class of '34.

It may come as a surprise to any remaining friends of that era that there is now a window on the Main Street of Disneyland honoring me as "Van Arsdale France . . . Founder and Professor Emeritus . . . the Disney Universities."

This resulted in an autobiographic book titled "Window on Main Street". A reader can join me from the day in 1955 when Walt Disney hired me to create a training program for the people who would operate his Magic Kingdom, through 35 years of excitement.

And now . . . after a third printing, my publishers allow me to personally sell autographed copies to friends, including SDSU Alumni. It helps pay for my vices accumulated over 80 years.

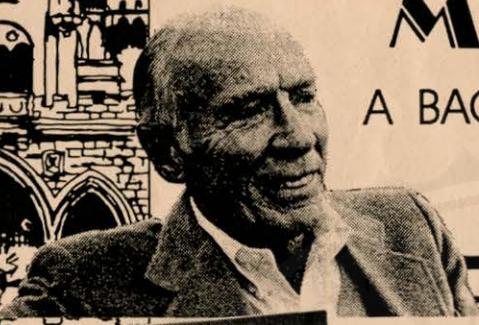
Any alumni friends, fraternity brothers, or people who helped out when I was a yell leader in 1933, receive a special discount of \$15.00. To order, mail to VAN A. FRANCE, 1691 Mesa Drive, Apartment R-10, Santa Ana Heights, California 92707. It's a fun ride.

VAN A. FRANCE

van arsdale france co.inc.

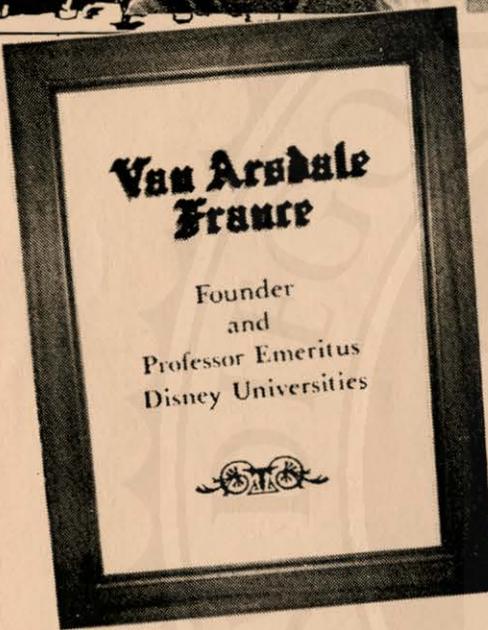
1691 Mesa Drive / Suite R-1 0 / Santa Ana Heights, Calif. 92707

Extra form on back of book



WINDOW ON MAIN STREET

A BACKSTAGE STORY OF DISNEYLAND
with
Van Arsdale France



What was it like to meet Walt Disney in the summer of 1954...then be hired by him to train the people who opened Disneyland on July 17th, 1955...and go on to play a key role in Disneyland's history for 35 years?

In his candid autobiography, *Window On Main Street*, Van Arsdale France shares his "backstage" life at the famed Anaheim theme park--a life that took him from the dusty farmhouse that served as his first Disneyland University...to a window of honor overlooking Main Street (left).

Says Van: *Some people don't know that Walt's dream of a family theme park was considered a risky venture...that it'd be a Hollywood spectacular--a spectacular failure. For myself, I thought creating a training program would only be a temporary job. Instead, the day I met Walt Disney changed my life forever...and an exciting life it was!*

Now you can share that excitement in *Window On Main Street*. Here you will meet not only Walt Disney and his brother Roy, but a host of Disneyland pioneers, including Dick Nunis--the "go-fer" Van hired in 1955...who went on to become his boss!

It's a fun trip through a backstage life in one of the world's most visited places, as seen from Van's *Window On Main Street!* Packed with many never-before-seen photos and anecdotes about the people who helped create Walt's Magic Kingdom, this book is a must for any library...and the perfect gift for any Disneyland fan.

EACH BOOK WILL BE PERSONALLY SIGNED BY VAN FRANCE.

YES! Please send me _____ copies of *Window On Main Street* for only \$18.75 each plus shipping and handling (\$3.00 for the first book; \$0.75 for each additional copy) for a total of: _____

To Order Mail To:
Van Arsdale France
Window On Main Street
1691 Mesa Drive - R10
Santa Ana Heights, CA 92707

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

Please enclose note containing name(s) and any short message(s) for personalizing of books by Van France.