

# MAGIC MOUNTAIN

The West's New Family Funland.

Valencia, California



**Pretty lucky.**

**Kids in Valencia  
live right next door  
to Magic Mountain.**

Wondrous new Magic Mountain is the icing on our cake. Now there is so much here for kids that a Valencia childhood is something special indeed. We have lots of parks to play in, and winding paseos for safe walking and biking. Minutes north are national forests and Lake Piru. Coming soon is the water-sports recreation of Castaic Lake.

As a parent, you will be interested to know our reading scores for the first, second and third grades are well above the average of Los Angeles schools. See the dog run. Run, Spot, run. When your youngsters are older and ready for Dostoevski, they may want to enroll at our new College of the Canyons or California Institute of the Arts. Our high school students are bright, too. They perform markedly better in the state college system.

Our other diversions include four neighborhood swim-recreation clubs. Three maddening and beautifully kept golf courses. And a choice of some very good restaurants.

Three minutes from Magic Mountain are the 14 light industries of Valencia and not a whisper of smog do they produce. They may have a good job waiting for you.

But the main advantage of Valencia is that it gets you and your family out of the big city. Into the master-planned community where noise pollution and high-speed traffic and urban sprawl are strict no-noes.

To see it all today, drive seven minutes north of San Fernando Valley on the Golden State Freeway.

Visit our exciting array of homes. 23 furnished models, \$26,950 to \$40,500. Garden-resort apartments from \$150 monthly.

come home



to Valencia.



Behind Magic Mountain and Valencia are the people of the Newhall Land & Farming Company.

**NLFC**

## Magic Mountain brings new dimensions in entertainment and recreation to Southern Californians

Magic Mountain, a \$20 million complex of thrill rides, live entertainment and dancing under the stars, is on its way to becoming one of Southern California's top family fun spots.

Located just off the Golden State Freeway near Valencia, Magic Mountain is designed to appeal to everyone from grandparents and dating singles to teenagers and toddlers.

The beautifully landscaped 200-acre park blends the best features of established parks with a host of innovative ideas for family fun. Designs for all Magic Mountain facilities were created by Randall Duell and Associates, architects of Houston's Astroworld and Busch Gardens, Lion Country Safari in Orange County, and a number of other successful fun spots in the United States and Europe.

Major attractions at the Magic Mountain entertainment complex include 33 major rides, three live-band dance pavilions featuring contemporary and rock music, two major restaurants, a 384-ft high observation Sky Tower, and the 3400-seat 7•Up/Dixi Cola Showcase Theatre. Light displays, a waterfall, lakes, gift shops and landscaped walkways complement the featured attractions.

### One Price Policy

Magic Mountain is a joint venture between subsidiaries of Sea World, Inc., operator of famous marine-life parks in California and Ohio, and The Newhall Land and Farming Company. It is a one-price park. Adult admissions are \$5; children from 3-12, \$3.50; children under 3 are admitted free. Once inside the wrought iron ornamental gates, all rides, attractions and live entertain-

ment are free. The only additional charge is for food, games and gifts.

Magic Mountain operates from 10 a.m. to 12 midnight seven days a week throughout the summer months and on weekends and school vacations the rest of the year.

### Aesthetics and Ecology

Magic Mountain's concern for aesthetics and ecology is evident the moment guests pull into the 5000-car parking lot, which is completely landscaped to blend with the surrounding valley. There is no asphalt buffer between Magic Mountain and the outside world.

A courtesy tram provided by Security Pacific National Bank whisks visitors to the entrance. Just inside the gates, the Grand Parterre puts out a welcome mat of trees, flowers and shrubs.

The parking lot and the Grand Parterre are just small parts of the \$1 million landscaping that covers the 200-acre Magic Mountain site. In all, the park is carpeted with more than two million square feet of lawn and ground cover, including 7000 trees and more than 50,000 flowers, shrubs and bushes.

Many of the trees were brought in from a nearby riverbed above Castaic Dam, now under construction. Transplanting saved hundreds of native sycamores, live oaks and California Toyon from drowning in the artificial lake to be created when the dam is finished in 1972.

### Thrill Rides

Magic Mountain's bevy of thrill rides are called "white knucklers." One of the most unique is the Log Jammer, a bouncing, splashing dash through a log-flume water course in a hollowed-out fiberglass log. The log is propelled by a 28,000



The 384-ft. observation Sky Tower soars above Magic Mountain and beautiful Valencia Falls.

gallon-a-minute surge of water and climaxes with a 90-ft, heart-stopping plunge into log-jammed Whitewater Lake.

Next on the list of white knuckler thrill rides is the Gold Rusher, a thundering trip on a runaway mine car that roller coasters around and through narrow passageways in Magic Mountain.

El Bumpo is ultra-modern water-jet boats which bang and crash into each other in the Lagoon while Magic Mountain musicians provide musical encouragement from their island bandstand a few watery feet away.

The Sand Blaster is a landlubber's version of El Bumpo, while the Grand Prix sports car ride, sponsored by Standard Oil of California, gives racing buffs the imaginary thrill of bringing home the winner at Le Mans.

### Gentle Rides

Gentler fun is found on the Sky Tower, the Galaxy and the Grand Carousel.

Rising majestically above the park, the Sky Tower soars almost

500 ft above the entrance level and gives guests a spectacular panoramic view of the park, the Valley of Valencia and surrounding mountains. Twin high-speed glass-enclosed elevators launch visitors to open and enclosed observation decks.

The unusual Galaxy ferris wheel has two 100-ft arms affixed with hanging baskets to lift passengers high into the sky. The Galaxy, like the Sky Tower, provides a breathtaking panoramic view of the valley and then gently lowers passengers back to earth.

The Grand Carousel is Magic Mountain's pride and joy. Nothing brings adults, teenagers and children together like whirling about on a carousel to the buoyant beat of happy music. And Magic Mountain's carousel is one of the finest ever built.

Tracing its heritage back to the "Belle Epoque" year of 1912, the Grand Carousel is a resplendent combination of Italian and Renaissance carving blended with touches of turn-of-the-century Americana.

(cont'd next page)

CONGRATULATIONS

**MAGIC MOUNTAIN**



**COAST ELEVATOR COMPANY**

13007 S. Main St.  
Los Angeles, Calif. 90061



The Log Jammer, one of many "white knuckle" rides, climaxes with a 90 ft. plunge into White Water Lake.

**Comfort and Convenience at All Times**

Every effort has been made to ensure your comfort and convenience during your daylong outing.

- Courtesy trams whisk you from your car to the entrance.
- Transportation inside the park provided by monorail, funicular and a double aerial tramway.
- Park attractions geographically arranged to avert long waits.
- Covered and air-conditioned queue lines.
- No tickets required on rides or for live entertainment.
- Ample benches, many in lush gardens.
- Strollers available for toddlers.
- Restroom facilities located strategically around the park.
- Registered nurses on duty at First Aid Station.
- Park Guest Relations Officers to provide you with specialized assistance.

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For Information

It features 64 finely-detailed hand carved jumping horses, two full-length chariots and 18 ornate panels with a series of oil paintings depicting favorite pastoral scenes of the early 1900s.

The Grand Carousel had served nobly for 50 years at the famed Savin Rock Amusement Park in West Haven, Conn., when it was purchased by Magic Mountain, shipped to California, and restored to its former grandeur at a cost of \$300,000.

A special kiddie section gives children, from "peanuts" to pre-teens, gentle rides like the Clown Coaster, the Kiddie Dodg'em, and the Airplane ride.

**Live Entertainment  
Nighttime Fun**

Magic Mountain's non-stop cavalcade of live entertainment keeps the 7-Up/Dixi Cola Showcase Theatre in action day and night. During the day, the 40-ft stage is filled with plays, music, dance productions and other attractions from some of the nation's best new and established talent. At night, the Showcase lights up with some of show business's brightest stars. Headliners are changed every week, so something new and exciting is always going on.

Seven nights a week visitors are invited to kick up their heels in three distinctive dance pavilions, where top new and name bands provide rhythms for nonstop frolics 'til midnight. All together the three pavilions offer almost 6000 sq ft of dance floor for more than 600

couples. Music ranges from Top 40 rock to ballroom sophistication.

Throughout the park jugglers, clowns, magicians, costumed cartoon characters and other entertainers perform in the streets and on the pathways.

**Restaurants and Shops**

Twenty-two food outlets serve guests hundreds of specialties from around the world. All food is prepared by Magic Mountain's own chefs in Magic Mountain's own kitchens to ensure consistent high standards at modest prices.

Perched atop Magic Mountain near the base of the Sky Tower, the Four Winds Steak House serves up an inspiring vista and complete steak dinners for just \$2.95. At the base of the Mountain, the Painted Pullet Restaurant offers southern fried chicken dinners in an area overlooking Whitewater Lake and the Log Jammer. The Creel House near the Lagoon features tempting fish sandwiches of the best Icelandic cod.

Youngsters delight in a restaurant designed especially for them. Tables, chairs, silverware — everything in the restaurant is 5/8 scale. And serving stations have been lowered to bring waitresses to an eye-to-eye level with their smaller guests.

The Take Five is a veritable United Nations smorgasbord of restaurants, serving Russian meat pies, Mexican tacos and burritos, English and Norwegian fish and chips, American hamburgers and hot dogs, and Italian pizzas. In all, more than

advertisement

30 different food and beverage specialties are served from the unique five-sided restaurant facility.

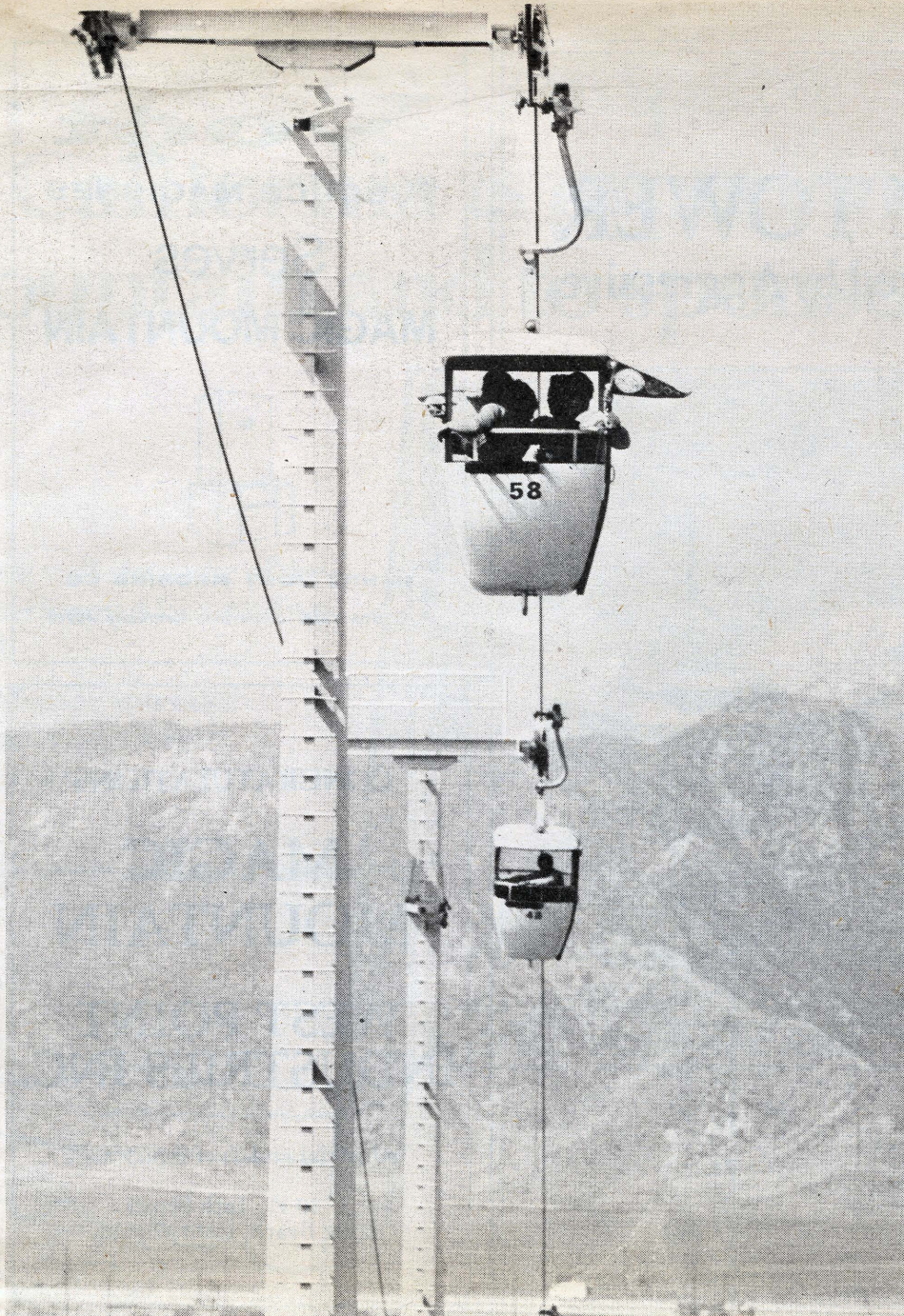
The shops also have an International flavor. One of the favorites is the Casa De Regalos, with an array of gift items and apparel from Spain and Mexico. At the Magic Acorn, magicians demonstrate a wide variety of easy-to-perform tricks, while the Gem and I is the only jewelry shop in California to carry collector item replicas of Spanish doubloons from a highly-regarded specialty manufacturer in Florida.

### Transportation

Transportation around Magic Mountain's sprawling 84-acres of attractions is easy and fun. One popular way to rest tired feet is Eagles Flight, an aerial tramway that carries passengers in gondola-type cable cars that pass over 120-ft high towers. The Swiss-style Funicular that scales the Mountain to the Sky Tower is another enjoyable, foot-resting way to get around.

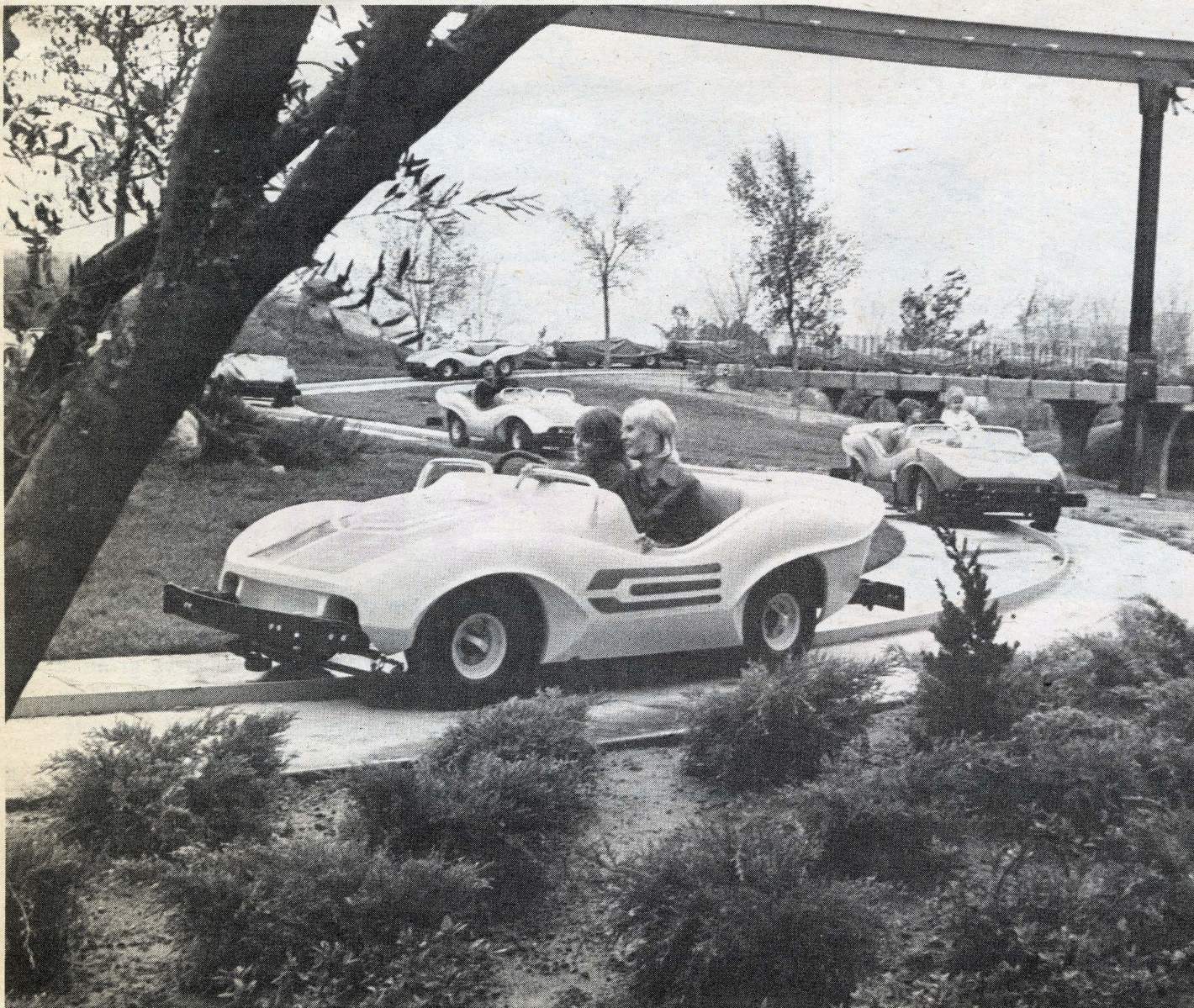
Closer to the ground is the Metro, a completely automated monorail system capable of handling more than 2000 passengers an hour.

Magic Mountain's host of attractions is backstopped by more than 1200 select and carefully trained employees who are on hand to serve guests and maintain all rides and facilities in tip-top condition. A registered nurse is on duty at all times at the first aid station, and a staff of service and guest relations personnel constantly circulates throughout the grounds to ensure visitors a happy, memorable day.



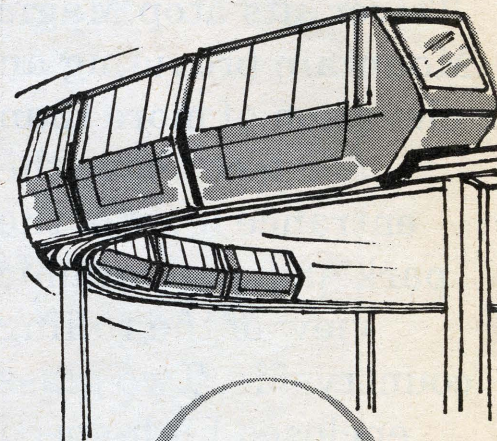
Top: Eagles Flight is not only a "thrill" ride but an easy way to get to the other side of the mountain.

Bottom: Chevron's Grand Prix gives adults, children and sports car buffs the thrill of bringing home the winner.



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THE AMPHITHEATER — just one of the many painting jobs at Magic Mountain handled by Klaas Bros. In this ultra-modern, 3000-seat amphitheater, Magic Mountain will present a variety of original musical shows.



Since 1923  
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# THE SKY TOWER

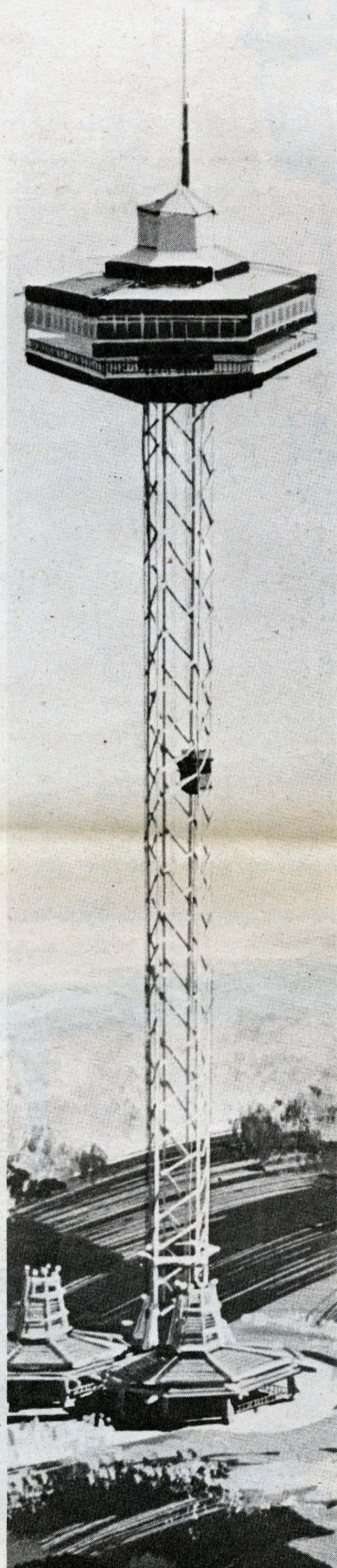
## Erected by Aggressive

384 feet high from base to top of spire. The Sky Tower sits atop Magic Mountain providing an elevation of more than 500 feet above the entrance level of the park and a panoramic view of the rolling countryside. Two glass enclosed high-speed elevators carry guests to two observation decks, each holding up to 200 people.

In all, there are more than 350 tons of steel in the tower. To complete the job, Aggressive Erectors needed a crane with a 330 foot boom — almost as tall as the tower itself.

Other rides with which Aggressive is associated are Billy The Squid, The Circus Wheel, The Crazy Barrel, Bottoms-Up.

Entertainment features include The 7-Up Showcase Theater and *the Dance Pavillion.*



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**Magic Mountain invites  
company or group parties  
at discount prices**

Magic Mountain is especially geared to meet the entertainment needs of groups from 50 to 20,000. Besides admission discounts from five to 25 per cent, Magic Mountain will provide special tickets imprinted with the group's name, supply bulletin board and display posters, help publicize the group party in local media, and perform numerous other services to make the event an outstanding success.

"Groups over 4000 may even reserve the park for their exclusive use," says Lee Neumann, sales manager. "Everything in the park will be fully operational — all the rides, shows, games and restaurants. Bands will play in the three dance pavilions and top entertainers will perform in the 7•Up/Dixi Cola Showcase Theatre."

Neumann says exclusive use of the park is the ideal solution for major corporations wishing to have "company days", for community parties, and for public service organizations holding fund-raising events.

"High Schools can get in on the fun, too, by joining together for joint Grad Nites," Neumann suggests.

For group fun information, contact Lee Neumann at (805) 259-7272.



# IT'S BIG!

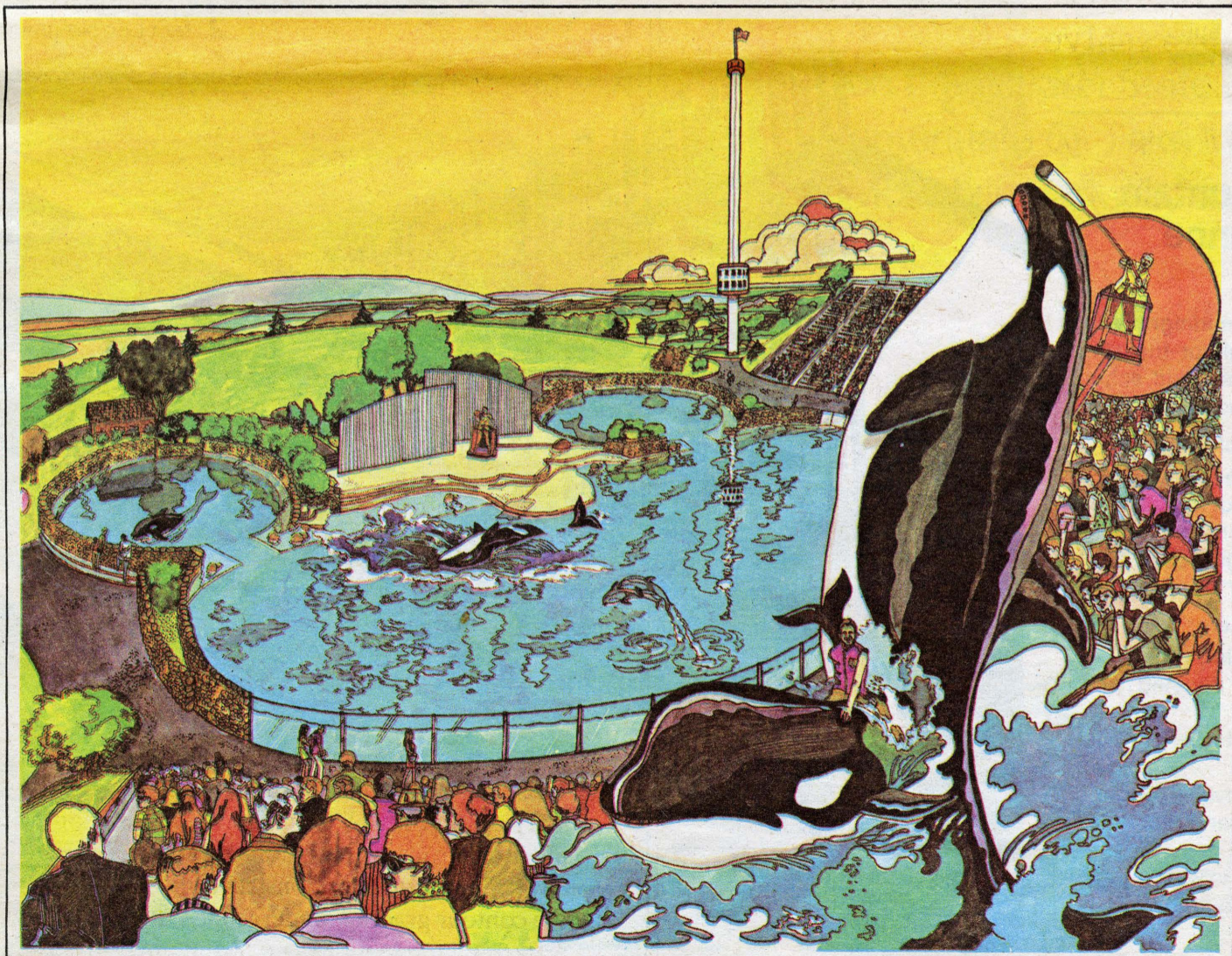
This spectacular panoramic view of Magic Mountain tells the story of the careful design and placement of the attractions — all in more than 2 million square feet of decorative ground cover. The Strecker Construction Company — developers of the contour grading, underground utilities, decorative concrete walks and patios of Magic Mountain — is proud to have been part of this new family fun park.

**STRECKER CONSTRUCTION COMPANY**  
P.O. Box 2965 / Santa Fe Springs, Ca. / 773-8311

# After you've seen the Mountain, come visit our Sea.

Shamu, the 2-ton killer whale, invites you to come to Mission Bay, San Diego, to see the world's largest salt water arena. Where "Shamu Goes Hollywood," in a totally new show. The biggest sea extravaganza ever staged.

A total of 8 exciting new shows and exhibits. Open every day. Free parking.



# SEA WORLD

# Superstars appear nightly at Showcase Theatre

**Jimmy Durante, Milton Berle, Bobbie Gentry, Mel Torme, The New Christy Minstrels . . .**

"All the world's a stage," observed William Shakespeare. But it is certain he never had anything like Magic Mountain in mind when he penned that immortal line.

From opening time at 10 a.m. straight through to midnight, Magic Mountain is alive with an almost endless variety of things to see and do. Trying to fit stage productions and other forms of live entertainment into this kaleidoscope of activity takes a considerable amount of experience and imagination.

"Nothing like Magic Mountain has ever been tried before," says Larry Sands, president of Larry Sands Productions, Inc.

Sands has complete charge over all Magic Mountain's live entertainment, working with a budget in excess of \$1 million annually. One of the most exciting innovations in Sands' program is "bringing performers to the people".

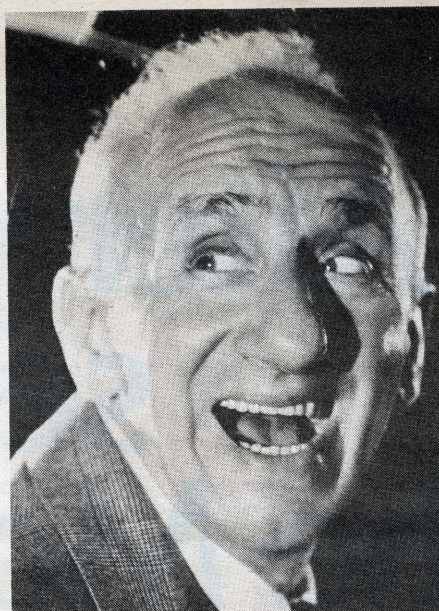
The whole park bubbles with clowns, jugglers, tightrope walkers

and other circus acts at strategic locations. Troups of mobile magicians and other entertainers are constantly on the move around the park, while strolling troubadours fill the streets with song and even serenade diners at the Four Winds and other restaurants.

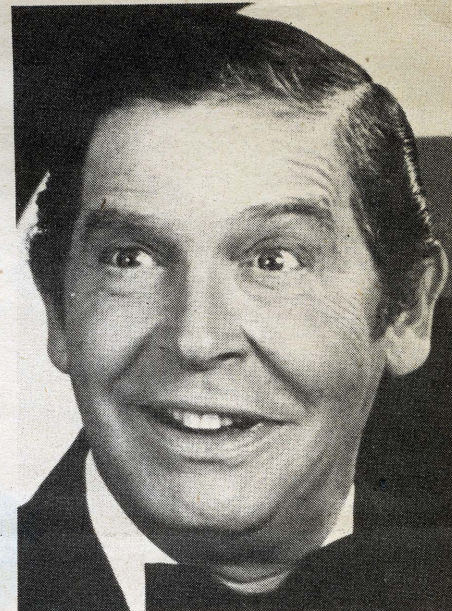
"Wherever you go, the entertainment comes right along with you," Sands says.

Performers who do this kind of on-the-spot work have to be special. They have to like their jobs, like people, and have a deep appreciation of the importance of what they do, Sands says.

The unique character of Magic Mountain live entertainment is also



Jimmy Durante



Milton Berle

noticeable in the 7-Up/Dixi Cola Showcase Theatre. Built to professional standards, this covered amphitheatre turns the spotlight on top headliners and rising new stars. The shows are up tempo and last 30-45 minutes.

"The fast pace and short duration of each show is in keeping with the mood of the park," Sands says. "People want to be active. A first-rate show running about a half-hour is a perfect respite before going on

to more rides and attractions."

Also in keeping with the mood of the park, headliners in the 7-Up/Dixi Cola Showcase Theatre are changed every week, so shows will always be new and fresh.

The 7-Up/Dixi Cola Showcase Theatre was inaugurated with the Jimmy Durante show, featuring the Schnozz himself, his long-time sidekick Eddie Jackson, Sonny King, Jack Roth, George Finley and The Durante Girls.

## Magic Mountain at a Glance

### When:

Open from 10 a.m. to midnight seven days a week throughout the summer, and on weekends and school vacations the remainder of the year.

### How Much:

Adults \$5.00; children 3-12, \$3.50; under three admitted free. Admission price affords unlimited access to all rides, shows and dance pavilions.

### What's There:

- More than 30 thrilling rides.
- Three pavilions for dancing to live band music.
- Entertainment by top show business headliners.
- Roving bands, clowns, jugglers, magicians and other street entertainers.
- Gardens and scenic walkways.
- Twenty-two food outlets serving snacks to steaks.
- Monorail, funicular and aerial tramway transportation systems.
- Gift shops.
- More than 15 games for exciting prizes.
- Boom's WWI shooting gallery.
- Exciting Penny Arcade.



The 3400-seat Showcase Theatre is destined to take its place with other top show places on the West Coast. The huge stage is 40 feet wide, 35 feet deep and 18 feet high and is equipped with the finest professional sound, lighting and staging facilities.





Bobbie Gentry



Mel Torme

## Security Pacific National Bank Opens new "100-year-old" branch at Mountain

Victorian nostalgia combines with modern banking conveniences at the Magic Mountain branch of Security Pacific National Bank.

The branch offers a broad array of consumer-oriented banking services in a picturesque 19th century setting. Ornamental wrought iron, a metal mansard roof, brick veneer and wood detailing reflect the architectural style popular during the reign of Queen Victoria. Inside, the Victorian theme continues with a

display of period photographs from the bank's archives, brass candelabra at teller stations and employees in Victorian costume-uniforms.

The bank is open from 10 a.m. to 4 p.m. any day Magic Mountain is open — seven days a week during the summer and on holidays and school vacations the rest of the year. Visitors to Magic Mountain may cash checks, buy American and foreign money orders, convert foreign currency and money orders, purchase cashiers checks and receive advances on Mastercharge cards.

Security Pacific's branch at Magic Mountain is one of only a handful of bank branches operating at amusement parks in the United States.

Founded in 1871, Security Pacific National Bank maintains 422 domestic banking locations and has offices abroad in the United Kingdom, Europe, Asia and Latin America. With resources exceeding \$8.5 billion, it ranks as one of the ten largest banks in the U.S.

The theatre's first afternoon bill spotlighted the radio-television comedy team of Lohman & Barkley.

Other stars signed for summer appearances at Magic Mountain are Milton Berle, Mel Torme, The New Christy Minstrels, Bobbie Gentry and Roger Miller.

This continuing policy of bringing in top name performers is one more reason why Magic Mountain has already become one of Southern California's truly unique attractions.

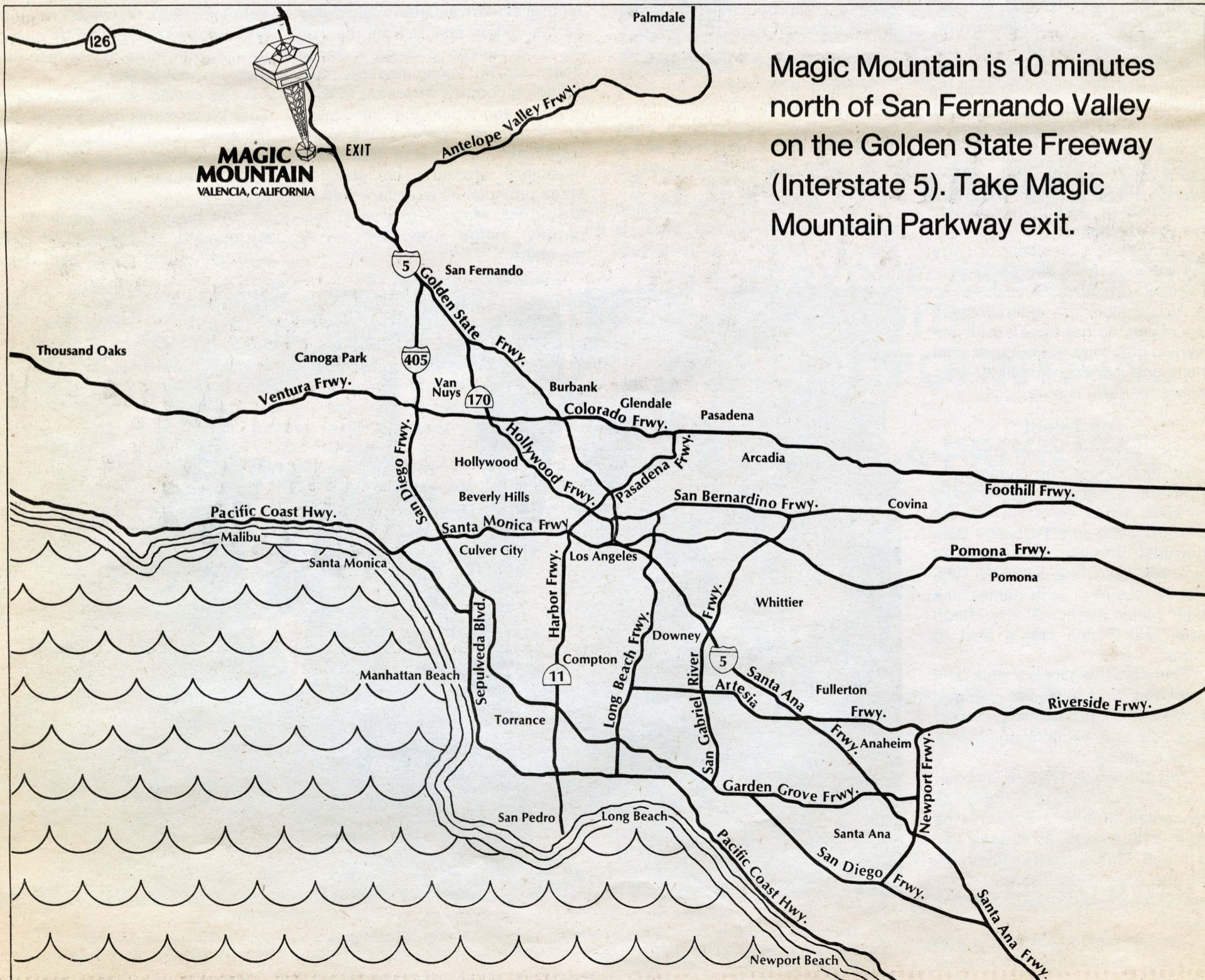
Larry Sands Productions also books bands for the three Magic Mountain dance pavilions. Once again, entertainers range from name performers to the most promising new talent.

"The emphasis is on rock, making Magic Mountain the swangiest place in town for dating teenagers and young adults. But we also have plenty of music lined up for people who remember the waltz and fox trot," Sands says.

The main dance pavilion premiered to the popular beat of Nelson Riddle.

Like headliners in the Showcase Theatre, bands are changed frequently for the sake of freshness and variety.

"Programming entertainment for Magic Mountain is the most exciting thing I have ever done. The challenges are formidable, but the satisfactions of success will be unparalleled," Sands concludes.



# Nighttime on the Mountain

## Magic Mountain brings a whole new world of after-dark fun and entertainment for young adults in a wholesome atmosphere

When the sun goes down, Magic Mountain lights up with a galaxy of prime after-dark activities for families, teenagers and dating singles. Throughout the park, stage productions, dance bands, street performers, cartoon characters, light displays, thrilling rides, good food and countless other attractions keep the place jumping right up to midnight.

"Magic Mountain after dark is the liveliest entertainment center in the territory," says Bob Minick, director of operations. "There is more going on here than anywhere else you can name."

Larry Sands, president of Larry Sands Productions, is in charge of planning, organizing and directing all Magic Mountain entertainment. The events he has lined up for the evening hours are truly special. And that's one more reason why Magic Mountain, itself, is so special.

### Top Talent

For example, seven nights a week throughout the summer, a cavalcade of top name performers will sing, dance, entertain and cut up in the 3400-seat 7•Up/Dixie Cola Showcase Theatre. The roster of stars will read like a Who's Who of show business with names like Roger Miller, Bobbie Gentry, Milton Berle, Mel Torme and a host of others.

"There are two shows a night, and performers and acts are changed every week, so there is always something new and exciting going on," Sands explains.

The Showcase Theatre is something of a star in its own right. The proscenium (production area) of the stage is 40 ft wide, 35 ft deep and 18 ft high. This compares favorably with the Ahmanson Theatre of the Music Center and most other fine theaters.

"The technical equipment is also first rate," Sands says. "The preset

automatic lighting system is among the most modern around. And the sound system features 15-channel mixing and top quality speakers for excellent reproduction no matter where a person sits."

### Three Dance Pavilions

Visitors who wish to do some dancing, singing and cutting up of their own can choose from three distinctive dance pavilions and a wide variety of live band music to please every taste.

The largest pavilion, located adjacent to the arcade area, is especially attractive to teenagers



Gifts from around the world are featured in dozens of charming gift shops on the Mountain.

as a congenial spot for singles to meet other singles, but the welcome sign is also out for couples and youngsters from eight to 80. The motif is modern and the music draws its inspiration mainly from the Top 40. The sunken 3000-sq-ft dance floor easily accommodates 300 swinging couples who want to rock and roll and stomp the night away to the sounds of some of the finest established and rising new band musicians around. The elevated stage provides an excellent view of the artists. Musical groups in this pavilion range from five to 15 members.

A second dance pavilion in the Victorian section of the park is somewhat smaller with 2000 sq ft of sunken dance floor for up to 200 couples. Here the music is softer and smoother, supplied by musical groups with three to five members, also on a raised stage.

The pavilion in the patio of the Four Winds steak house is the most intimate. The 1000-sq-ft dance floor accommodates up to 100 couples, and the music is by sophisticated trios.

"All three dance pavilions are surrounded by observation areas with tables and chairs and nearby



The Grand Carousel is the pride and joy of Magic Mountain. It traces its heritage back to 1912. It's a resplendent combination of Italian and Renaissance carving blended with touches of turn-of-the-century Americana. It was restored for its new adventures at Magic Mountain at a cost of \$300,000.



With twenty-two food outlets located conveniently around the Mountain, patrons are always just a step away from a delicious meal or a fast snack.



Live dance bands of from five to 15 pieces keep Magic Mountain patrons swinging, swaying and rocking at three spacious dance patios.

refreshment facilities, so guests can eat and watch the activity at the same time," Sands notes.

### Lighted Fountains

People who just want to stroll about and enjoy the quaint shops and million-dollar landscaping will find the entertainment coming right along with them. Costumed cartoon characters, magicians, jugglers and clowns will be all over the streets to provide laughs and enjoyment throughout the park. Strollers will also be treated to dazzling displays of rainbow-hued splashing fountains, Valencia Falls and garlands of colored lights festooning all the buildings.

And, of course, besides all the special nighttime treats, the full complement of rides and attractions offered during the day continues full tilt right up to closing.

But somehow they seem to take on a new magic after dark. Imagine yourself on the Grand Carousel in a swirl of colored lights. Or the heart-thumping thrill of hurtling down the

flume or around the track in a runaway mine car after sundown. That kind of excitement has to be experienced to be appreciated.

### Exceptional Value

Another thing that has to be experienced to be appreciated is the view of the park and the surrounding valley high atop the 384-ft Sky Tower, itself opulently ablaze with the hues of thousands of lights from base to peak.

"Dollar for dollar, I really don't know where a family or a fellow and his date can get a better entertainment value," comments Minick. "A performance by any one of the celebrities appearing in the Showcase Theatre would command \$4 or \$5 alone. Here, you get a topnotch show and everything else in the park besides."

And as a final touch, the whole thing comes packaged under a canopy of diamond-bright stars twinkling in the smogless, black-velvet sky of Valencia, only 35 minutes from downtown Los Angeles.

CONGRATULATIONS

## MAGIC MOUNTAIN

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CONGRATULATIONS

*May The Magic Of Your  
Mountain Be Everlasting  
To All Kids From 6 to 60!*

CONTINENTAL  
GRAPHICS



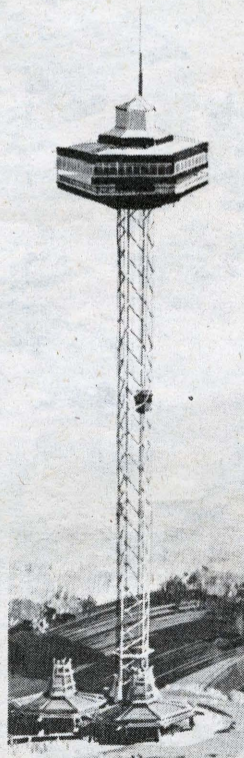
Total Graphics Communications

# FUN'S HERE!

Magic Mountain has been designed to complement the beautiful rugged landscape of the Santa Susana foothills. The use of natural terrain, landscaping, period and modern architecture, majestic water displays and fountains all blend into an exciting environment for family fun.

To make Magic Mountain one of the beauty wonders of Southern California and the West, it is estimated that more than a half-million cubic yards of earth were moved and 35,000 cubic yards of concrete were poured at the park.

Christensen Construction — concrete contractor at Magic Mountain — is proud to be part of the newest family fun spot in Southern California.



### THE SKY TOWER

384 feet high from base to top of spire, The Sky Tower sits atop Magic Mountain providing an elevation of more than 500 feet above the entrance level of the park and a panoramic view of the rolling countryside.

GENERAL CONTRACTOR

**Christensen Construction**

1389 CANVILLA • COLTON 92324  
825-9024

"Magic Mountain," says Eugene R. "Doc" Lemmon, general manager, "is a complete entertainment center, not just another amusement park.

"This distinction is more than just a matter of words. It is the fundamental concept that directed \$20 million into the Valley of Valencia and transformed 200 acres of idle land into the liveliest spot in Southern California."

Lemmon (pronounced La Mon) has been general manager of Magic Mountain since 1968 when it was only a gleam in the imagination of Sea World, Inc., and is the guiding

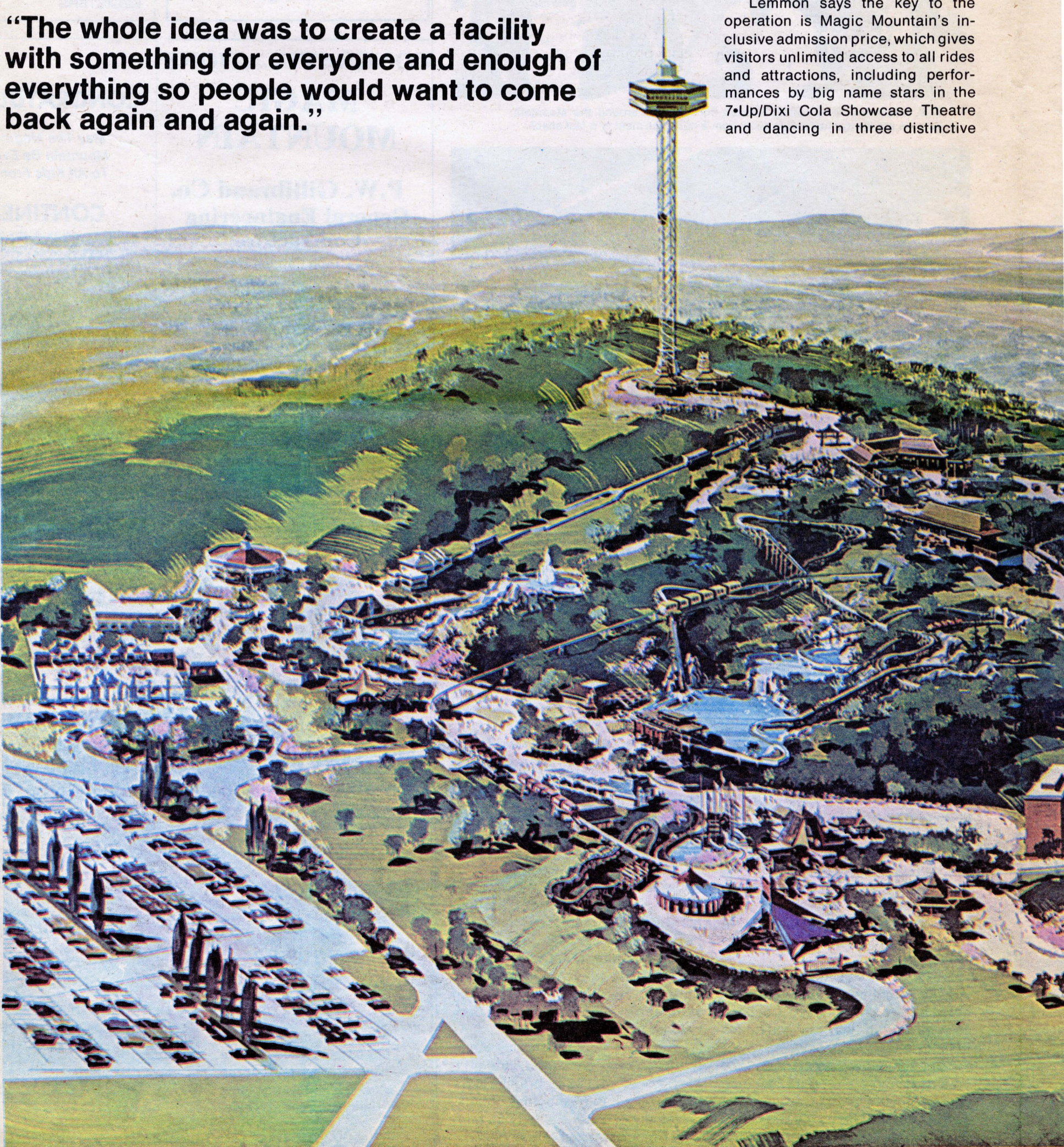
light behind nearly everything Magic Mountain is and will be.

Lemmon says what distinguishes Magic Mountain's entertainment center from a run-of-the-mill amusement park is hard to describe in a few pat phrases, because the differences are so numerous.

"But as nearly as possible, the whole idea was to create a facility with something for everyone and enough of everything so people would want to come back again and again. We also placed an accent on quality, because we were determined to be an integral part of the Valencia community, not just an eyesore with rides."

Lemmon says the key to the operation is Magic Mountain's inclusive admission price, which gives visitors unlimited access to all rides and attractions, including performances by big name stars in the 7-Up/Dixie Cola Showcase Theatre and dancing in three distinctive

**"The whole idea was to create a facility with something for everyone and enough of everything so people would want to come back again and again."**



advertisement

pavilions to live bands.

Lemmon says the all-inclusive price idea was borrowed from the airline travel industry. The airlines have proved that tying everything into a single package benefits everyone, because it permits delivery of a top quality product at a rock bottom price. The same thing seemed feasible for outdoor entertainment as well.

Lemmon says Magic Mountain was designed to impress Southern Californians, accustomed to repeat visits to area attractions, as well as once-in-a-lifetime tourists.

"We've placed heavy emphasis on making the Showcase Theatre one of the finest production facilities in Los Angeles County. Our plan is to keep the theatre filled all season long with top show business stars.

"Live entertainment is crucial," he explains. "If we want people to keep coming back, there has to be

something to keep coming back for. Guest celebrities in the Showcase Theatre and bands in the three dance pavilions are changed every week and new performers brought in. What it amounts to is this. Unless you check the entertainment section of the local newspaper at least once a week, you are likely to miss something here you would really like to see."

Although the rides don't change from week to week, new ones will be added from year to year. And each ride has been carefully crafted to make them fun and exciting no matter how often they are used.

What about attractions not included in the admission price, like restaurants and shops?

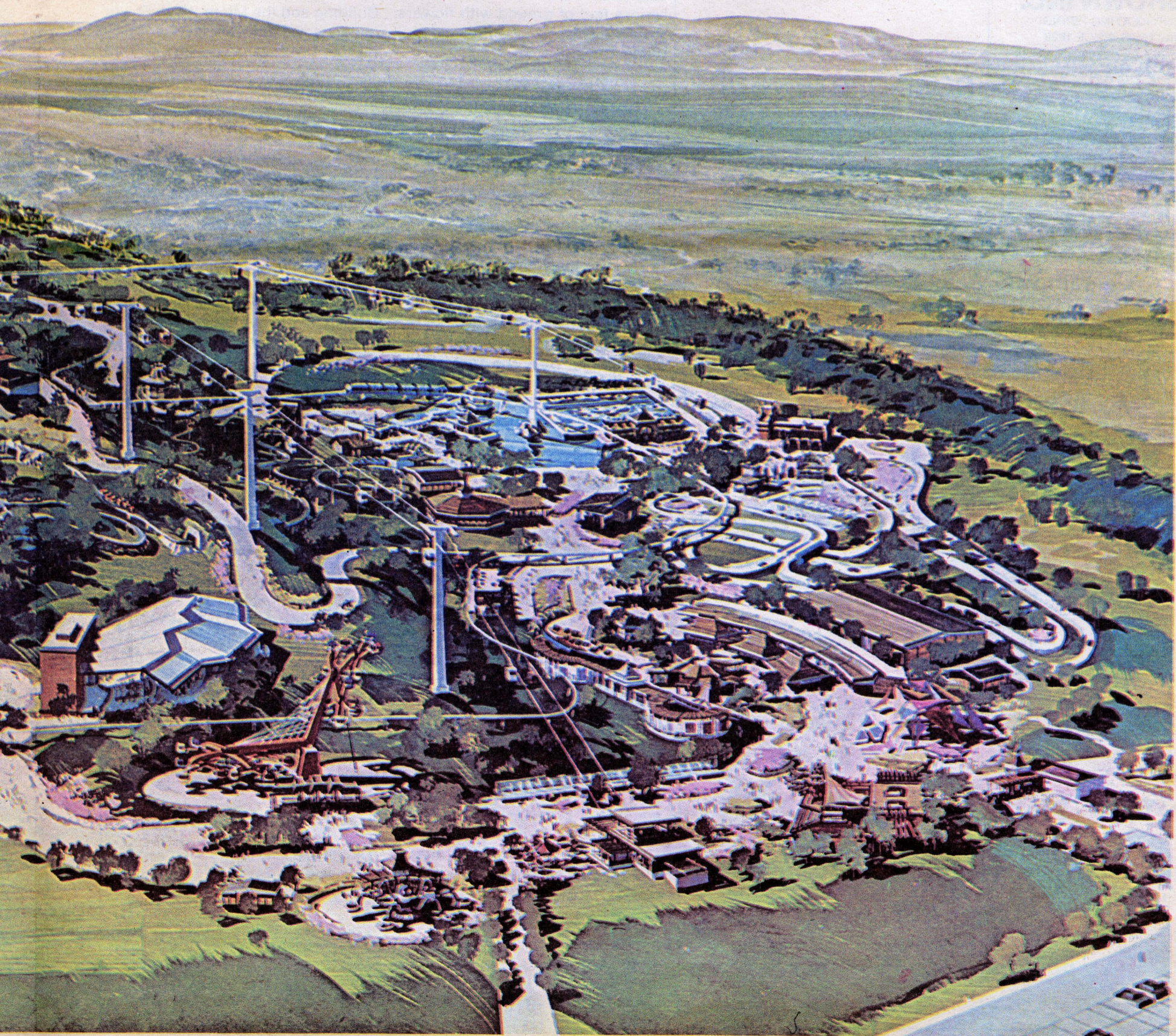
"This is something we are especially proud of," comments Lemmon. "Since we want people to come back again and again, we offer exceptional value. A \$2.95 steak dinner in the Four Winds steak

house is well worth \$2.95. The same is true of food in any of the other restaurants, and the merchandise in the shops."

To ensure high quality at reasonable prices, Magic Mountain maintains full control over shops and restaurants.

"In a phrase, Magic Mountain is human relations on a grand scale. We believe word-of-mouth is the best form of advertising, so we want to do whatever will make our visitors happy. The only thing about Magic Mountain that should be disappointing is the fact we don't operate 24-hours-a-day, all year round."

The park operates seven-days-a-week throughout the summer and converts to a weekend and holiday season when schools are in session. During the balance of the season, Magic Mountain is available for private parties catering to companies and community groups.



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THE FLUME  
THE SKIMMER  
RUN-A-WAY TRAIN

... like building an entire city

**Magic Mountain offered builders  
a unique construction challenge**

"Building a \$20 million amusement and entertainment complex like Magic Mountain is comparable to building an entire city — only more so," says Eugene R. Wade, director of engineering.

"We've built more than 90 structures and no two are alike. They include buildings, an automated monorail, an aerial tramway, a roller coaster, a tunnel, a 384-ft observation tower, and a 3400-seat covered amphitheatre. In addition, we moved more than 400,000 cubic yards of earth, poured more than one million cubic yards of concrete, strung more than 50 miles of electric wire, dug more than 1000 miles of sewers, planted more than 7000 trees, and carpeted more than two million square feet of ground with flowers, shrubs, grass and other cover," Wade notes.

**Unusual Methods**

Construction of authentic looking period buildings posed an interesting challenge, Wade says.

"For much of the finishing work, we had to revert to primitive techniques, which was a totally new experience for our craftsmen. To get the right effect, they had to use tools they had never seen before. Or not use any tools at all. Some of our Spanish-period plastering was done completely by hand."

Spanish roofs presented a similar problem. Here the trick was to make them look aged and authentic by laying the red tile shingles in irregular patterns instead of neat even rows.

At the other extreme, rides such as the Log Jammer and the Gold Rusher demanded uncompromising precision to ensure safe operation.

Precision was also of utmost importance in the contour grading of Magic Mountain's mountain. This delicate job was done by the skilled workmen of Strecker Construction Company, Santa Fe Springs.

One of the biggest construction challenges, however, was protecting the site during the initial earth-moving phase.

"This was extremely difficult on steeper areas of the mountain because of our heavy equipment. At one point, we abandoned modern equipment in favor of a horse and pioneer-type plow to prepare hill-sides for concrete benches needed for drainage purposes," Wade comments.

**Two Largest Projects**

The two largest construction projects at Magic Mountain were the 3400-seat 7•Up/Dixi Cola Showcase Theatre and the 384-ft Sky Tower.

The enclosed amphitheatre, designed for live productions of musicals and plays, features a double-reverse cantilevered steel roof with land-bearing side columns.

The 384-ft open-truss Sky Tower, which affords visitors a panoramic view of the park and the surrounding valley, is anchored by 5½-ft diameter caissons sunk 80 feet below ground. In all, there are more than 350 tons of steel in the tower and more than 1200 cubic yards of concrete in the base.

The task of erecting the Sky Tower went to Aggressive Erectors and Bridgemen, Inc., Los Angeles, which lists among its accomplishments work on the Queen Mary, the Ahmanson Center, the Western Data Building and the Micro Wave Tower in downtown Los Angeles. Concrete for the Sky Tower base was poured by Christensen Construction Company, Colton.

**What You Get  
For One Price**

Magic Mountain's exciting one-price policy means all attractions inside the park are yours to enjoy without limit and without fussing with tickets.

Included are:

- Thrill rides to set your heart thumping and your blood racing.
- Scenic rides to give you a bird's eye view of the park, the valley and the surrounding mountains.
- Special rides just for the children.
- Brilliant live entertainment in the 7•Up/Dixi Cola Showcase Theatre by Magic Mountain's own players and top show business celebrities.
- Roving jugglers, clowns, magicians and other street entertainers.
- Band concerts.
- Dancing to live band music in three dance pavilions.
- Dazzling after dark light displays.
- Transportation around the park on the Swiss-style Funicular, the Metro monorail, and the Eagles Flight aerial tramway.

Admission: Adults \$5.00; children 3-12, \$3.50; children under three admitted free. The only additional charge is for food, gifts, and games played for prizes.

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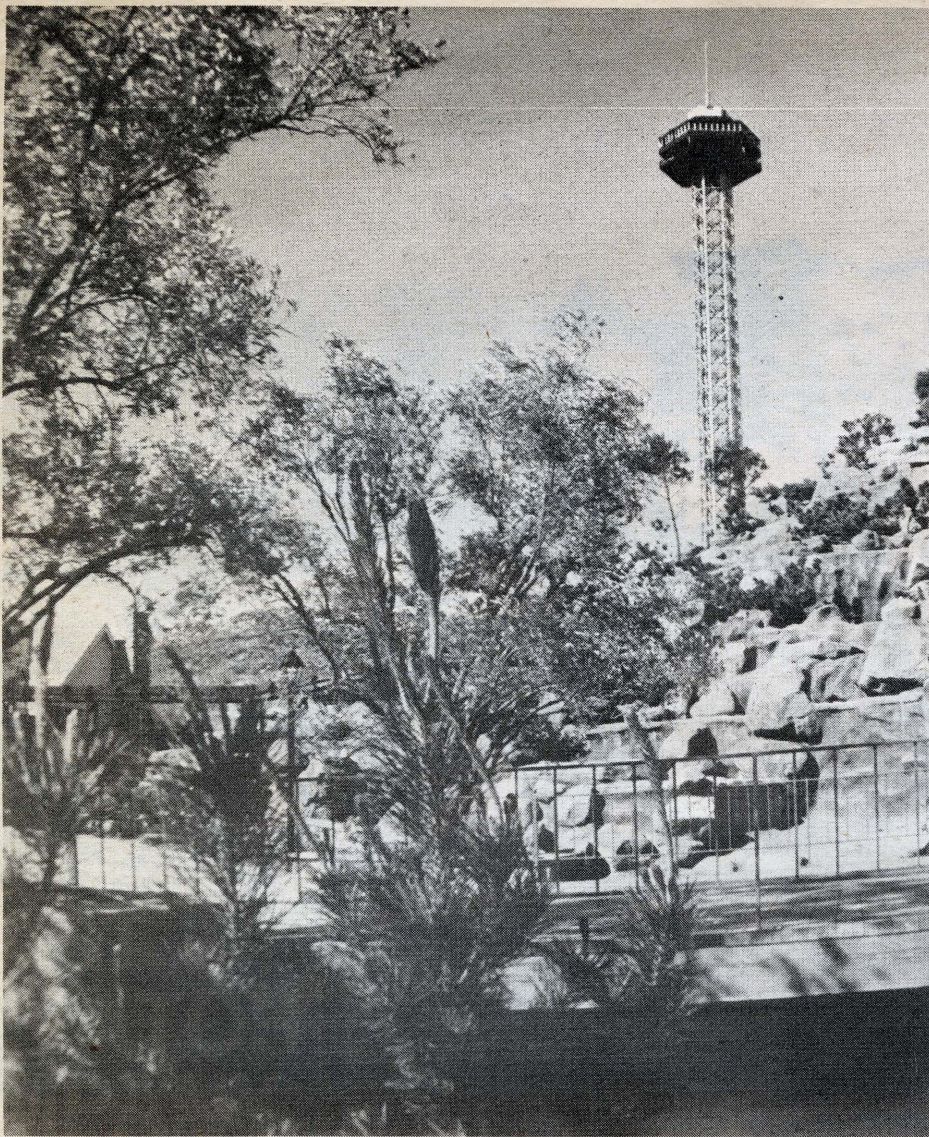
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Mother Nature got a million dollar face lift as Magic Mountain was developed. More than 7,000 trees and 50,000 flowers, shrubs and bushes were moved into the natural terrain.

### Flexible Scheduling

Wade points out that building an amusement center is a job requiring a flexible approach — both to planning and to actual construction.

"We started with a fixed budget and basic ideas of what we wanted in the way of rides, shops, customer conveniences, and so on. Then we established budgets for each building and system," Wade explains.

From then on it was a simultaneous design-and-build operation with as many contractors on the job as necessary. For example, at one time we had 25 separate projects under construction and 15 project plans out for bid. Typically, we began construction within seven days of letting the contract."

Wade says workers on the construction site varied from 150 to 300, depending on what structures were underway. Now that it is open, the park retains a maintenance staff of 150 men, and has its own maintenance shops to handle all electrical, mechanical, fiberglass, paintings and woodwork repairs.

Prime contractor for Magic Mountain was M. J. Brock & Sons, Inc., assisted by 17 subcontractors. Founded 50 years ago in Los Angeles, Brock & Sons has an impressive record of achievements, including the Barrington Plaza Apartments in West Los Angeles, the Wilshire Regent Apartments in West Los Angeles, Beckman Auditorium at Caltech, and plants for Beckman Instruments, Inc., in Newport Beach, Fullerton and Palo Alto.

General contractor Martin J.

Jaska, Inc., Pomona, was responsible for work on the Sky Tower, the Funicular, the Grand Carousel and the 7-Up/Dixie Cola Showcase Theatre. Other Jaska projects include Fernrock Estates for the California Teachers Association and buildings for Shell Oil Company, Emery Air Freight and Westinghouse.

### \$1 Million Landscape

Landscaping Magic Mountain was another major undertaking, requiring \$1 million and thousands of trees, shrubs, bushes and flowers to carpet the 200-acre site. At the entrance, visitors are welcomed by a bed of the new multicolored Magic Mountain roses, developed by Armstrong Nurseries of Ontario. The exciting Magic Mountain rose produces beautifully-formed flowers dominated by oranges and yellow during the early stages and red at maturity.

George DeVault, Magic Mountain's landscape architect, was steward over the total project. Working hand-in-glove with DeVault to capture the flavor of the natural mountainscape surrounding the park was Robert E. Sapien, Inc., Culver City. Robert Sapien is one of the most honored landscape developers in the business. Former president of the California Landscape Contractors Association and the association's 1967 "Man of the Year", he is noted for landscaping at the Del Amo Financial Center and Fashion Square in Torrance, Queen Mary Park and the offshore oil drilling islands in Long Beach, and numerous prestige homes in Beverly Hills.



If you haven't ridden a jet-powered bumper boat, you've got a Magic Mountain thrill coming your way on El Bumpo.

# CONGRATULATIONS

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Builders of the  
Gold Rusher, Log Jammer  
Grand Prix, and El Bumpo

## Management brings rich background to all facets of operation

Building and operating a successful amusement park is no job for amateurs. It calls for professionals who have been through the mill and know the problems and how to solve them.

The best time to begin building such a team of first-class pro's is long before the park opens. And that's what happened at Magic Mountain, a joint venture between subsidiaries of Sea World, Inc., and The Newhall Land and Farming Company.

Sea World and Newhall Land started their search for top management talent three years before the first bulldozer moved onto Magic Mountain's 200-acre Valencia site. They picked an established winner in Eugene R. "Doc" Lemmon, general manager. Lemmon was in full accord with Sea World and Newhall Land on the need for topflight personnel. His first order of business was attracting outstanding people to assist him.

"Experienced and innovative directors and managers are the links that hold any successful operation together," Lemmon (pronounced La Mon) says. "Murphy's Law warns that without alert management, everything that can go wrong, will. Our team is here to ensure it won't."

### Two Decades of Experience

Lemmon brings more to Magic Mountain than textbook knowledge of his business. He has nearly two decades of experience in key management positions with major amusement parks and entertainment centers throughout America.

In the early 1950's, while serving as a consultant to the world-famous Stanford Research Institute, he participated in feasibility and location studies for Disneyland. He then became director of operations there for six years. He left Disneyland in 1961 to accept the post of vice president and general manager of Cedar Point, Inc., in Sandusky, Ohio. During the four years he headed this operation, he guided the park to new records in attendance and established Cedar Point as one of the most successful developments of its kind in the nation.

Lemmon came to Magic Mountain in 1968 from his post as general manager of the California Exposition in Sacramento. When Lemmon joined Magic Mountain, the project was little more than a bright idea in the minds of Sea World and Newhall Land executives. He was called in to give that idea form and to act as a focus for attracting the personnel to make it work.

"The components of Magic Mountain's success lie in six different areas: operations, marketing, engineering, finance, food and beverages, and merchandise. Each area



The Gold Rusher is a new kind of roller coaster that brings back all excitement of the old West as it races and plunges over, around and through Magic Mountain.

is crucial, and I believe I have the best possible person in charge of each one," Lemmon says.

### Keeping the Wheels Turning

Director of operations is Robert Minick, Jr. One of the most experienced amusement and entertainment park executives in America, Minick has direct responsibility for all Magic Mountain operations. And, as might be imagined, these responsibilities cover a wide variety of projects.

Personable and apparently easy-going, he is almost a martinet about

supervision. People are constantly checking to see the grounds are spotless, rides are in tip-top condition, the food is tasty, the entertainment first-rate, and the employees courteous.

"We have one supervisor for every eight employees compared with one supervisor for every 24 most other places. Naturally, this is expensive. But in the long run, it is far more expensive to have visitors go away disappointed than to employ supervisors to make certain everything is up to snuff," he explains.

Minick joined Magic Mountain in 1969 from his post as vice president and director of design for Leisure Systems, Inc., of Washington, D.C. Previously, he was associated with Disneyland, Six Flags over Texas, Legend City in Phoenix, and Pirates World in Fort Lauderdale. He was also an associate of Randall Duell and Associates, the noted architectural firm that designed Magic Mountain.

### Quality and Cash Flow

Magic Mountain's attractions and admission price are designed to make visitors want to come back again and again.

The man charged with keeping operating costs down and quality up is Ross D. Stevens, director of finance.

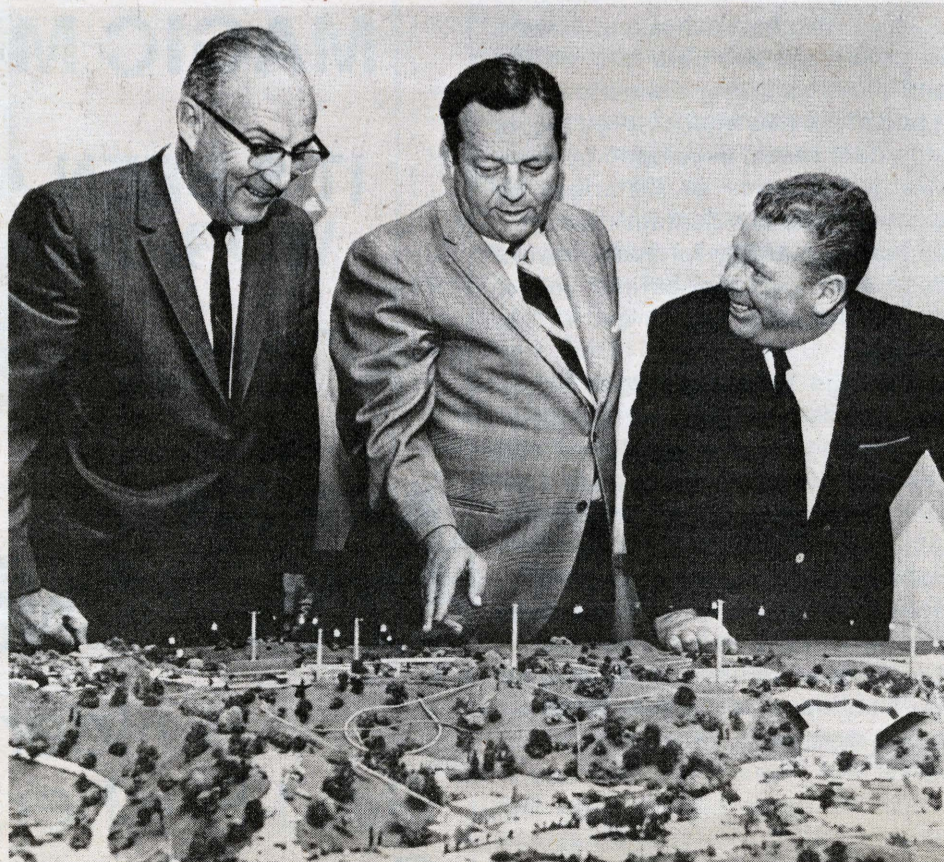
"It takes a lot of careful financial planning to give Magic Mountain its magic," Ross says. "But when I think of everything we offer at such a modest price, I know the effort is well worthwhile."

Stevens brings big league financial experience to Magic Mountain. Previously, he was vice president/finance and administration with Typograph Corporation, San Diego, and vice president/controller and assistant treasurer of Fedmart Corporation, San Diego. Other associations include Electro Instruments, Inc., San Diego, and International Harvester, San Diego.

### Shopping in Style

Magic Mountain's unique gift and souvenir shops are operated by David S. Moyers, merchandising director.

Moyers describes the shops as



Using a scale model, Eugene R. Lemmon (center), general manager of Magic Mountain, points out major park attractions to Thomas L. Lowe, president of The Newhall Land and Farming Company (left), and George D. Millay, president of Sea World, Inc.



a cross between an old-time country store and an interior decorator's paradise, and says the emphasis is on quality.

"We have several stores offering typical souvenir gifts in the typical price ranges. But we are also trying a new philosophy. We are offering many custom-made gifts and home furnishings that cannot be found elsewhere — at prices as high as \$200," Moyers says.

Forexample, the Gem and I offers collector item replicas of Spanish doubloons and a line of hand-cast busts of historical figures.

Moyers' experience in retailing spans more than two decades with some of the most famous names in the industry, including a period as an art buyer for Gimbles, the major East Coast department store chain. He joined Magic Mountain in 1970 from his post as merchandising director with Rainbow Springs, Florida.

### A City in Itself

Eugene Wade is a super Mr. Buildit and Mr. Fixit. In his post of director of engineering, Wade tackles the tough task of keeping every ride, building, sound system and lightbulb in the park functioning smoothly. He also oversees alterations of existing facilities and plans new rides and attractions to be added in the years to come.

"Building and maintaining a complex like Magic Mountain is comparable to building and maintaining a small city," Wade says. "Magic Mountain has an independent water supply, sewer outfalls, gas and power loops, its own circulation system and more than 90 structures, no two of which are alike."

Wade came to Magic Mountain in 1969 from Anheuser Busch. In his capacity there as engineering manager in charge of corporate affairs, he planned and supervised the network of Busch Gardens, the successful entertainment centers adjoining a number of the large brewery's plants throughout the country.

Build a better mousetrap and people won't budge — unless they know about it. The same is true of a better family entertainment center.

The man who makes sure the public always knows what is going on is Jan E. Schultz, director of marketing. Schultz is responsible for management of all marketing, advertising, promotion, sales and public relations.

"The product is the key," Schultz says. "The best marketing and advertising possible can only persuade the consumer to try the product once. After that, the product must deliver before the consumer will buy it again. In the case of Magic Mountain, we know the product can deliver. So now it's up to advertising to persuade people to try it."

Schultz was named director of marketing in 1970. Previously he was director of advertising with the Alberto-Culver Company. He also has been an account executive with Leo Burnett Advertising Company and manager of the sales service department of the National Broadcasting Company.

### Food

Magic Mountain takes special pride in its food service, which is designed to give highest quality at the lowest possible price.

"Good food in inviting surroundings is a prime element in the Magic Mountain concept. The park operates 14 hours a day and with all the exciting activity, people get very hungry. Our aim is to make dining, whether on hotdogs or steaks, as much a part of the Magic Mountain experience as the rides, dancing, shows and entertainment," explains Max L. Sloan, director of food and beverages.

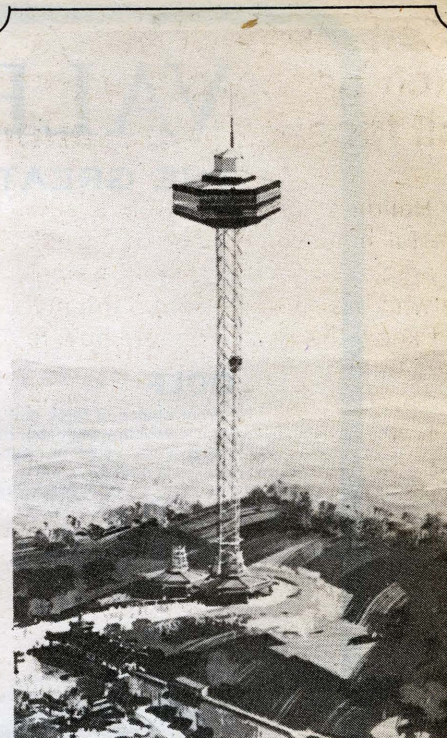
Sloan joined Magic Mountain in 1969 from Disneyland, where he held the post of area manager and assistant to the director of purchasing. Previously, he was associated with the Trans-Western Hotel Corporation in Oakland as executive chef.

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From left: Eugene R. Lemmon, General Manager, Magic Mountain; Jan Schultz, Director of Marketing; Eugene Wade, Director of Engineering; Max L. Sloan, Director of Food and Beverages; Hoss D. Stevens, Director of Finance.

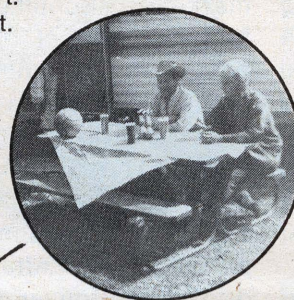
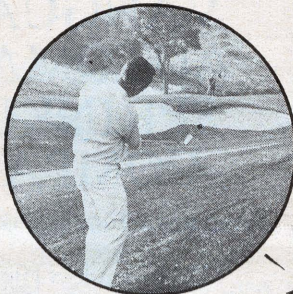
# VALENCIA

## THE GREAT NEW RECREATIONAL EXPERIENCE

Magic Mountain is the center of a wide variety of recreational activities available in Valencia. Within sight of the soaring 384 Ft. Sky Tower are many other outdoor activities for your enjoyment.

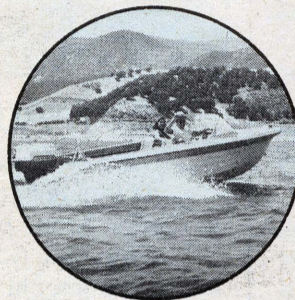
### GOLF

Your choice of three golf courses: the championship Valencia—designed by Robert Trent Jones; sporty Vista Valencia—with famous island green; and Vista Chica—a par 3.  
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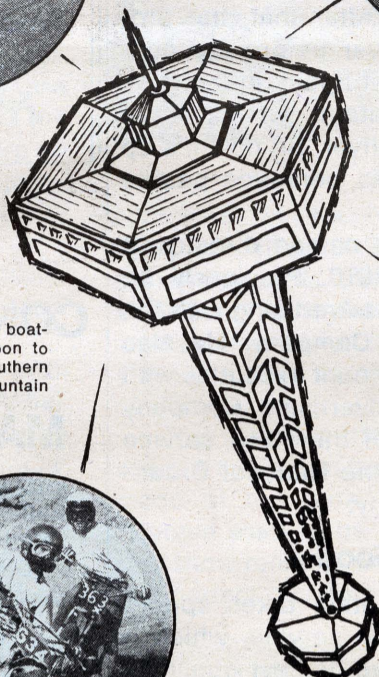
### CAMPING

Three miles from Magic Mountain is Travel Village, a new recreation vehicle park and campground offering complete facilities and on-site recreational activities. Located one mile west of Interstate 5 on Highway 126.  
(805) 257-2700



### LAKES

Water skiing, swimming, fishing and boating at Lake Piru and Castaic Lake, soon to be the largest freshwater lake in Southern California, just minutes from Magic Mountain and Travel Village.

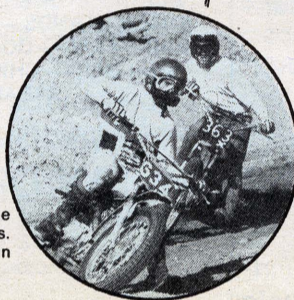


### RIDING

Western saddle horses, lighted arena, boarding facilities, riding classes and hay rides at Circle K Stables just north of Magic Mountain. Cottonwood trails.  
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Indian Dunes features "good dirty fun" for motorcycles, dune buggies and ATV's. Acres of trees, streams and mountain trails. Races every Sunday. Two miles west of Magic Mountain on Highway 126.



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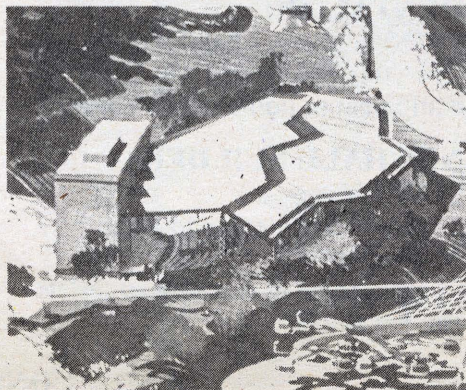
## Armco Buildings meet a challenge

When Magic Mountain faced building problems, they needed help

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They can give you a complete building package — from site selection to final landscaping. And they're working with the Armco Building System — the standard of excellence in pre-engineered steel buildings.



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## The Beauty of Magic Mountain



Beauty and enjoyment is everywhere at Magic Mountain. Lush landscaping assures cool, pleasant surroundings throughout the park. Robert E. Sapien, Inc., landscape contractors, is proud — as with all of his clients — to be part of this new 200-acre family fun park for the enjoyment of our fine city and state.

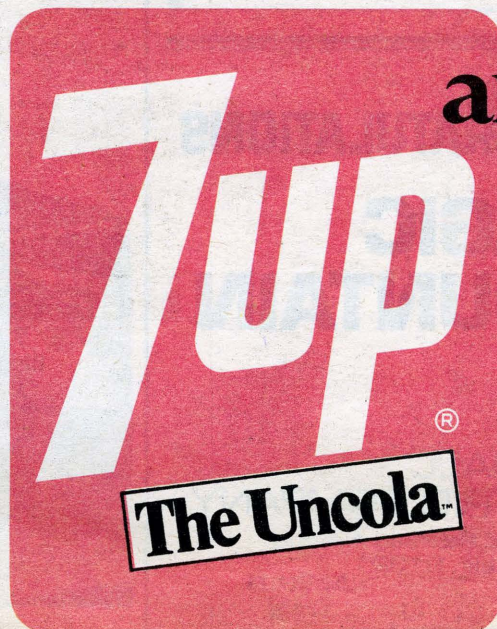
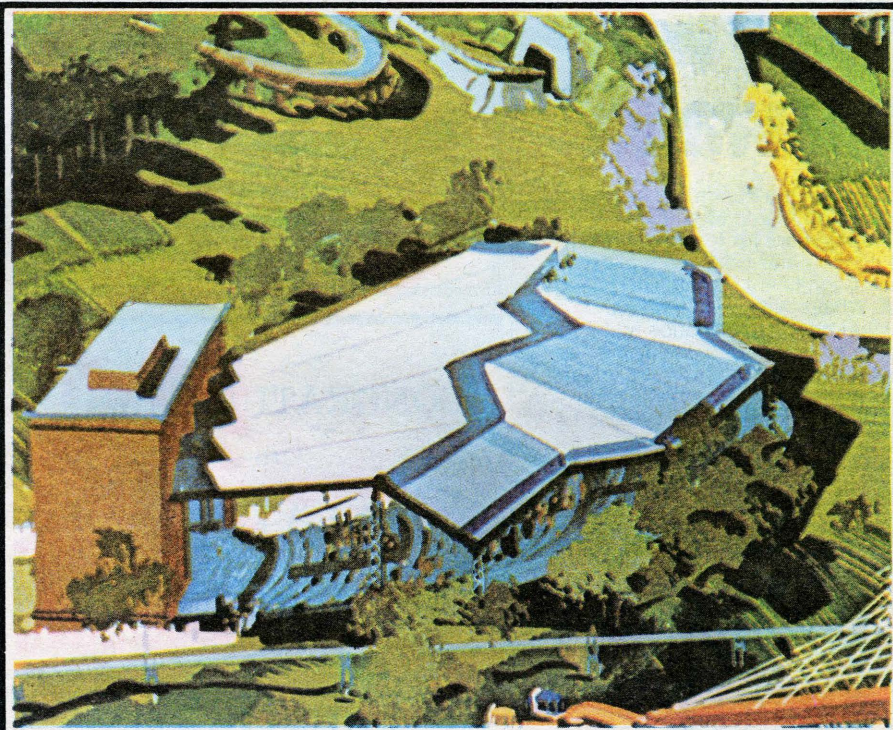
**ROBERT E. SAPIEN, INC.**

4243 Overland Avenue, Culver City, California 90230

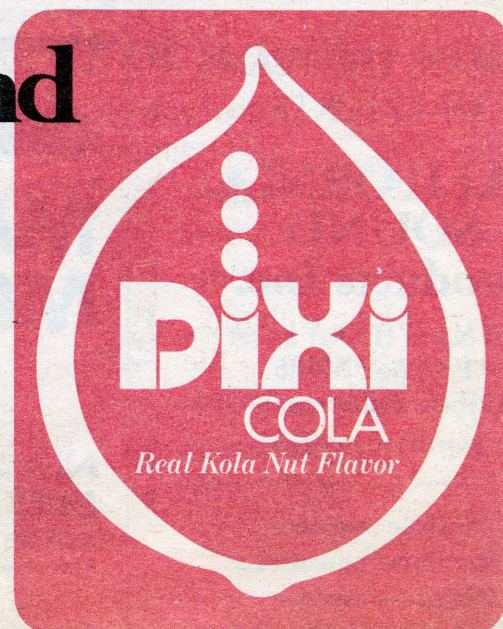
# The Seven Up Bottling Company of Southern California is proud to be part of Magic Mountain and to sponsor **the Showcase Theatre**

On stage in the 3400 seat theatre, you will see some of the finest entertainment in America performed in a setting unequalled anywhere in the world.

For an encore after the show, or wherever you take an "intermission" in Magic Mountain, you'll find 7-UP and Dixi Cola close at hand, ready to add to your pleasure.



and

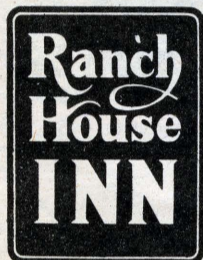


Seven Up and Dixi Cola products were selected to be the only soft drink beverages served at Magic Mountain.

# We're right across the street from the fun. Either way you walk.

On one side of the Ranch House Inn, you'll find Magic Mountain. Grand entertainment for the whole family. And on the other side, you'll find 18 holes of magnificent Robert Trent Jones golf. What's more, you'll find a swimming pool, sunny patios and a children's play area right here at the Inn. As well as a restaurant and cocktail lounge. And after a day of fun, you really enjoy a night of rest in one of our 122 handsome air-conditioned guest rooms. When you think about it, we're not only across the street from the fun... we're part of it.

For reservations at the Ranch House Inn, call (805) 255-0555.



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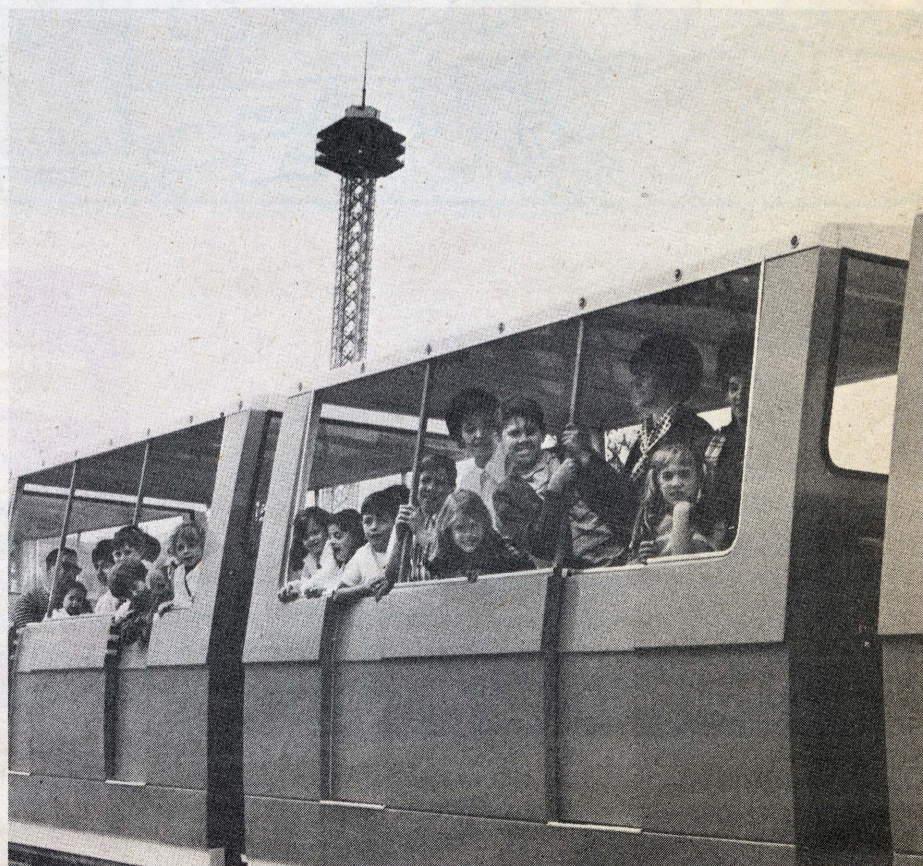
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Magic Mountain's Metro is completely automated and you don't have to wait because this monorail system can handle 2,000 passengers an hour.

# Magic Mountain borrows success formula from booming Sea World

How do you put the "magic" in Magic Mountain? How do you capture an audience or a family and make them guffaw, giggle or turn goggle-eyed with amazement?

You start with entertainment pizzazz, fun for the young and groovy showmanship. That's the approach that put Sea World of San Diego and Sea World of Ohio on the entertainment map. And it's the same approach that will make a success of Magic Mountain, a joint venture between subsidiaries of Sea World and The Newhall Land and Farming Company.

The innovative management team of Sea World has been involved with Magic Mountain from the very beginning. Their expertise in entertaining people is behind every thrill ride, children's attraction and fun facility in the park.

### Proven Success

The Sea World approach is unquestionably successful. Last year Sea World of San Diego entertained a record 1,555,663 visitors.

Like Magic Mountain, Sea World of San Diego continually changes its attractions so visitors can enjoy its unusual entertainments again and again. This year "Shamu Goes Hollywood," a new show starring Sea World's 4800-pound killer whale, opened in a new \$1.5 million whale stadium. Seating 3000 people around a million-gallon tank, the stadium provides unobstructed views of Shamu's amazing antics.

Also new this year are the Sparkletts Water Fantasy Show, with musical arrangements by Nelson Riddle, and the Star-Kist Underwater Show, which also features arrangements by Nelson Riddle. The underwater show stars Sea Maids, dolphins and Max, a super-star sea lion.

Besides its aquatic park, Sea World operates two restaurants in San Diego. The Atlantis opened in 1967 on Mission Bay and is connected to Sea World a quarter mile away by a gondola/chair skyride. Large banquet rooms and view dining areas are located on the 2½-acre site, as well as patio dining and lounge entertainment features. Boom Trenchard's Flare Path, with an aviation/aeronautical theme, overlooks the runway at San Diego's International Airport. Opened in 1969, the restaurant's six levels offer a visual history of flying from the 1890s to the present.

### Off to Ohio

Sea World made its first trek inland in 1970 all the way to the Cleveland area, where it opened Sea World of Ohio. More than 944,000 people visited the new park its first year, 51 per cent over projections.

Opening Sea World of Ohio was a spectacular event. To overcome a scarcity of dolphins and killer whales in Ohio, nearly 75 animal stars were flown from San Diego to Cleveland on a special American Airlines 707 jet liner dubbed the Astro Ark. The passenger list included eight bottlenose dolphin, one elephant seal, 12 sea lions, four harbor seals, 10 flamingos, six king penguins and one killer whale. The 4000-pound killer whale, naturally, occupied the first class section.

The splashing success of Sea World of San Diego and Sea World of Ohio has spurred plans for yet another Sea World in Florida near the site of Disney World. The new park is slated to open in 1973 and will be designed by Randall Duell and Associates, the firm which designed Magic Mountain.



Daredevil ride on a killer whale is a daily attraction at Sea World, the 70-acre marine park on Mission Bay in San Diego.

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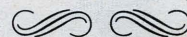
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# Valley of Valencia lends unique setting to Magic Mountain

Magic Mountain and the Valley of Valencia form a perfect aesthetic, economic and recreational partnership.

Located approximately 35 minutes north of the Los Angeles Civic Center, Valencia is a picture of sylvan serenity, separated from the bustling San Fernando Valley by high mountains covered with national forests. Until recently, the major activity in Valencia was farming and grazing cattle on the valley's plains and gently rolling hills.

## Mexican Land Grant

Valencia is contained within the borders of the Newhall Ranch — 41,000 acres of history dating back to 1769 when Gaspar de Portolá passed through the area on his first colonizing expedition. The Newhall Ranch was originally called Rancho San Francisco when it was given as a land grant to Antonio del Valle in 1839 by the Government of Mexico. The property was purchased from an oil syndicate in 1875 by Henry Mayo Newhall, a colorful California pioneer who added orchards and grazing cattle to the landscape.

When the spreading urbanization of Los Angeles became irresistible a few years ago, The Newhall Land and Farming Company decided the time was right for development of some of its holdings. Determined to prevent urban blight, the company turned over 3500 acres to the California Land Company and the famed architectural firm of Victor Gruen & Associates to develop a master planned community which would forever preserve the valley's rustic heritage.

The success of the master plan has been phenomenal. The first homes in Valencia were sold to the public as recently as late 1967, and already the new community has attracted world-wide attention and interest. A constant stream of urban planners and developers visit Valencia to look, learn and acquire ideas for their own projects.

## Urban Villages

Perhaps the most impressive aspect of Valencia is its rare combination of village charm with the amenities of urban life.

Valencia's current population of 6000 is projected for 25,000 by 1975 and 190,000 by 1990. The heart of the community will be a compact high-rise city center consolidating all the city's major retail, business, civic and cultural activities. Surrounding this center will be a series of villages, each with its own smaller shopping and recreational centers, schools, library, churches and local commercial enterprises.

The master plan calls for each of these facilities to be no more than an easy half-mile stroll over a pedestrian pathway system of "paseos." These paseos are strictly for people.

Lighted underpasses and overpasses ensure residents can walk almost everywhere without crossing a street. Adults never have to fight traffic when they stroll out for shopping, and parents have no fears when they send their children to school or out to play in the parks and recreation centers.

Each village is separated from the others by open spaces. Internally, each village is made up of four or five neighborhoods containing about 700 families each. The homes are being constructed by five well-known Southern California builders and come in a wide range of prices, sizes and options. Innovative "expandable" homes leave the upper story internally unfinished for completion by the owner as extra bedrooms or living space to accommodate growing families.

## Economic Vigor

The economic life of Valencia has been carefully planned to complement its residential life, and Magic Mountain plays an important part.

Valencia's 1000-acre Industrial Center is located behind a natural buffer of hills to screen it from the

residential neighborhoods. Yet it's just minutes from everyone's driveway. In addition, all industries are strictly regulated to eliminate dust, smoke and noise.

The Industrial Center already employs about 2500 and is developed only to less than 25% of its potential. Lockheed California Company's 500-acre Rye Canyon Research Laboratory has invested \$35 million in its Valencia facility. Other major companies in Valencia include Hydraulic Research and Manufacturing Company, Fairchild-Hiller Corporation, Bucheimer-Clark, Pope Manufacturing Company and M. W. Saussé & Company.

According to economists, Magic Mountain will be a focal point of prosperity in Valencia and the surrounding communities. Besides providing more than 1200 jobs itself, Magic Mountain will be a boon to motels, hotels, restaurants, gas stations and just about every other commercial enterprise.

The economists say that for every dollar spent at Magic Mountain, eight to ten dollars will be spent in the community. This means that Magic Mountain the first year will generate \$80 million to \$100 million

in additional income for local businesses.

It is important to note that commerce around Magic Mountain won't be permitted to grow like Topsy. Since the land around the park is owned by The Newhall Land and Farming Company, commercial growth will be carefully controlled to protect and preserve Valencia's rustic beauty.

## Recreational Array

Valencia is a recreational paradise.

Magic Mountain, of course, presents almost unlimited possibilities for families, teenagers and children from late spring to early fall, and on selected holidays during the school year.

Nearby Magic Mountain is Travel Village, a recreational vehicle park and campground that offers complete facilities and on-site recreational activities for families traveling in campers.

Besides Magic Mountain, Valencia offers parks, clubs, swimming pools, Circle K riding stables, and three golf courses. The large 18-hole Valencia Golf Course, designed by famed golf-course architect Robert Trent Jones, is 7105 yards long, meets championship standards, and has been rated as the toughest course in Southern California. A shorter 18-hole executive course called Vista Valencia and a 9-hole par three course were designed by Terry Van Gorder.

Motorcycle enthusiasts, dune buggy fans and owners of All-Terrain-Vehicles will find Indian Dunes an ideal area that provides challenging trails and beautiful scenery. Indian Dunes, Los Angeles County's first off-road motor recreation park, is well separated from the community and Magic Mountain by natural terrain.

Culture flourishes at the new California Institute of the Arts, a four year art and music school for 1200 students. The \$36 million campus is devoted to all the visual and performing arts, ranging from painting, design, music, ballet, drama and film.

For anyone who wants to get away from it all, an unlikely proposition, nearby Placerita Canyon offers an ideal streamside picnic site. Or nearby Lake Piru will summon the avid water-skier and fisherman.

And just ten minutes to the north of Valencia will be Castaic Lake. Formed by the Castaic Dam, to be completed in 1972, the lake will be Southern California's largest fresh water facility for swimming, fishing and water skiing. Castaic Lake's 34 miles of shoreline will be irresistible to hikers, campers and equestrians.

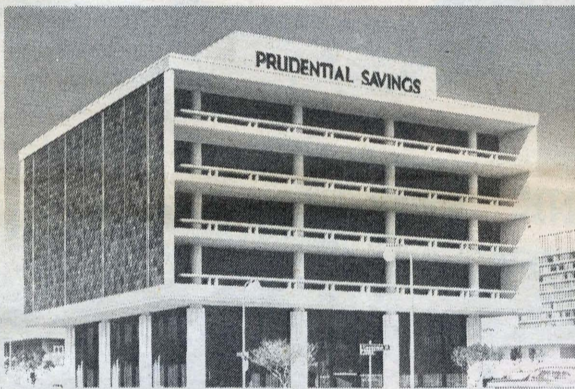
Surrounding the lake — and indeed most of the Valley of Valencia — is the Angeles National Forest, one of the greatest natural parks in the world.



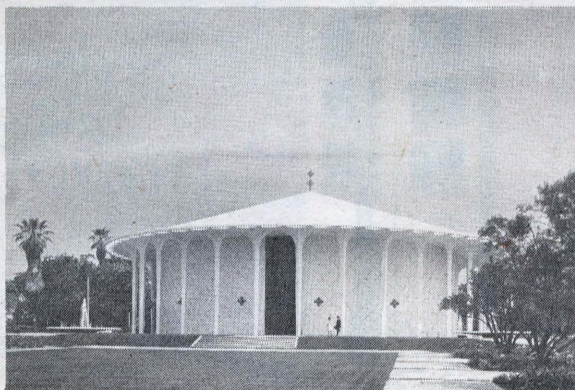
# From The Mountain to the sea.

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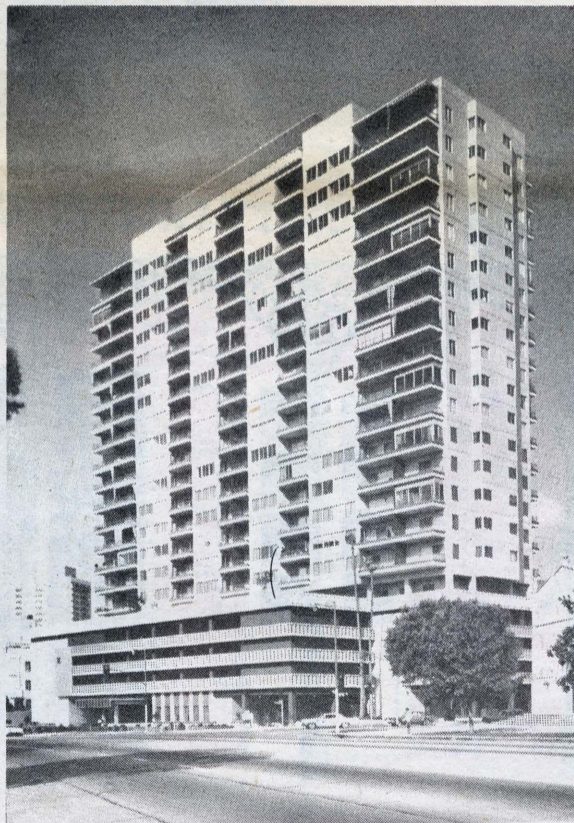
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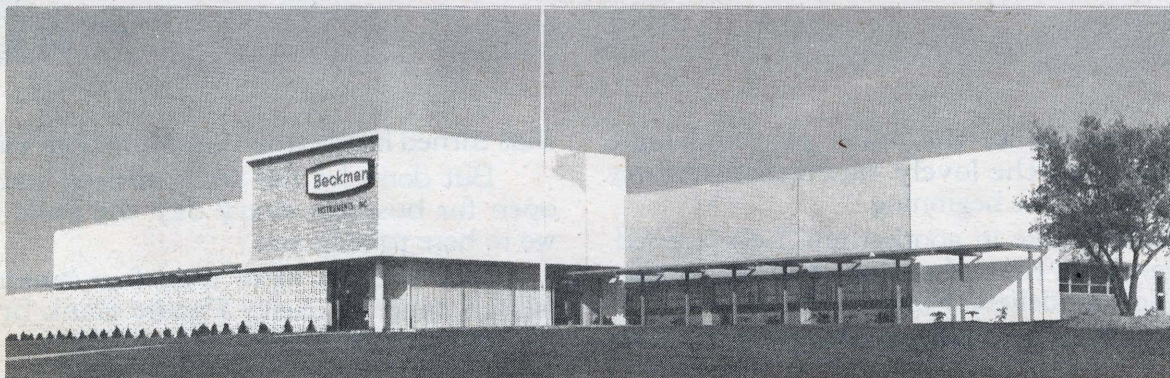
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