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LINCOLN SAVINGS AND LOAN ASSOCIATION



Hallmark

SPICE ISLANDS

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TIMEX



You're in good company...

A REPORT TO Disneyland LESSEES SUMMER '68

WESTERN

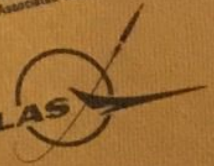


WURLITZER



Sunkist

Upjohn



The Quaker Oats Company

GLOBAL VAN LINES

MCDONNELL DOUGLAS



ELECTRIC



HILLS BROS COFFEE, INC.



Carnation

The stage is set for summer '68

For the past three years, the story of Disneyland has been its physical growth... the additions of major attractions to meet the demands of our ever-increasing audience. Altogether, Walt Disney Productions invested more than \$60 million dollars in the Magic Kingdom during this period, and the results have been startling. *Almost every week and every month during the past year, some attendance record has been broken.* On the following pages, we'll spell out some of the most important of these new attendance marks.

With the vast increase in Disneyland's attendance has come an inherent challenge. As the numbers of visitors continue to rise, so must the efforts increase of our employees, and *your* employees, to maintain the standards of friendliness and hospitality that have established Disneyland 'round the world as the symbol of "The Good Host." Now — as Summer '68 begins with our attendance already exceeding last year's records by more than 20% — the combined skills of our management, supervisory, and show personnel are ready to answer the kind of challenge that any business seeks and welcomes... *the problem of meeting an extraordinary public demand for its product.*

The challenge is exciting... and so is the entertaining solution our Disneyland staff is about to set in motion. Literally, and symbolically—

The Stage is Set for Summer '68.

DISNEYLAND
LESSEE RELATIONS DIVISION



here in an open-air spectacular: gay parades, starlight dancing, major stage shows with top-name stars. *Altogether, more than 800 musicians in 37 different specialized groups will perform throughout the Magic Kingdom, day and night, in Summer '68.*

Beyond the simple fact that it has always been a Disneyland tradition to offer an entertainment value comparable to any other anywhere, the \$1 million-plus investment in live performers is good business. The facts of life, or rather the weight of statistics and pattern of attendance, indicates that Disneyland's summertime guests will be faced with waiting time, whether it be for an attraction or a dinner. (Predictions indicate that the

A Million Dollar Stage Show

Disneyland has often been called a "great outdoor theatre" . . . where the "backgrounds" are as real as the tall forests of Frontierland and the "props" as true-to-life as the Mississippi stern-wheeler *Mark Twain*.

In fact, Disneyland is really a \$100 million dollar stage, with a cast of attractions and adventures that continues to play before a world-wide audience and draw high praise from noted critics.

("Magnificent exhibitions," British author Lawrence Durrell commented on a recent visit. "And the rides! I don't remember when I had such fun. . . ." "Be your child's best friend," wrote travel editor Horace Sutton in the March issue of *Family Circle*. "Go to Disneyland.")

And now, for the summer of 1968, an entirely new cast will join the Disneyland show. More than \$1.5 million in live entertainment talent has been booked to perform behind the footlights from Tomorrowland to New Orleans Square. Both daytime and nighttime, this array of performers will march, sing, dance, and generally transform all of Disneyland into a Kingdom where special entertainment reigns. And . . . it will all be presented over and above the 52 major adventures that already make Disneyland unique in all the world.

From the Calypso beat of a steel drum band to authentic New Orleans Dixieland . . . from the rock favorites of today to the vaudeville varieties of yesterday . . . it's all

here in an open-air spectacular: gay parades, starlight dancing, major stage shows with top-name stars. Altogether, more than 800 musicians in 37 different specialized groups will perform throughout the Magic Kingdom, day and night, in Summer '68.

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DISNEYLAND WILL BE CENTER FOR SUMMER ENTERTAINMENT

Bands Play at Disneyland

68 MILLION VISITORS SINCE 1955
There's Always Something New at Disneyland; 1968 No Exception



Big Band Festival Adds More Magic to Disneyland Kingdom

Big Bands Back - to Disneyland

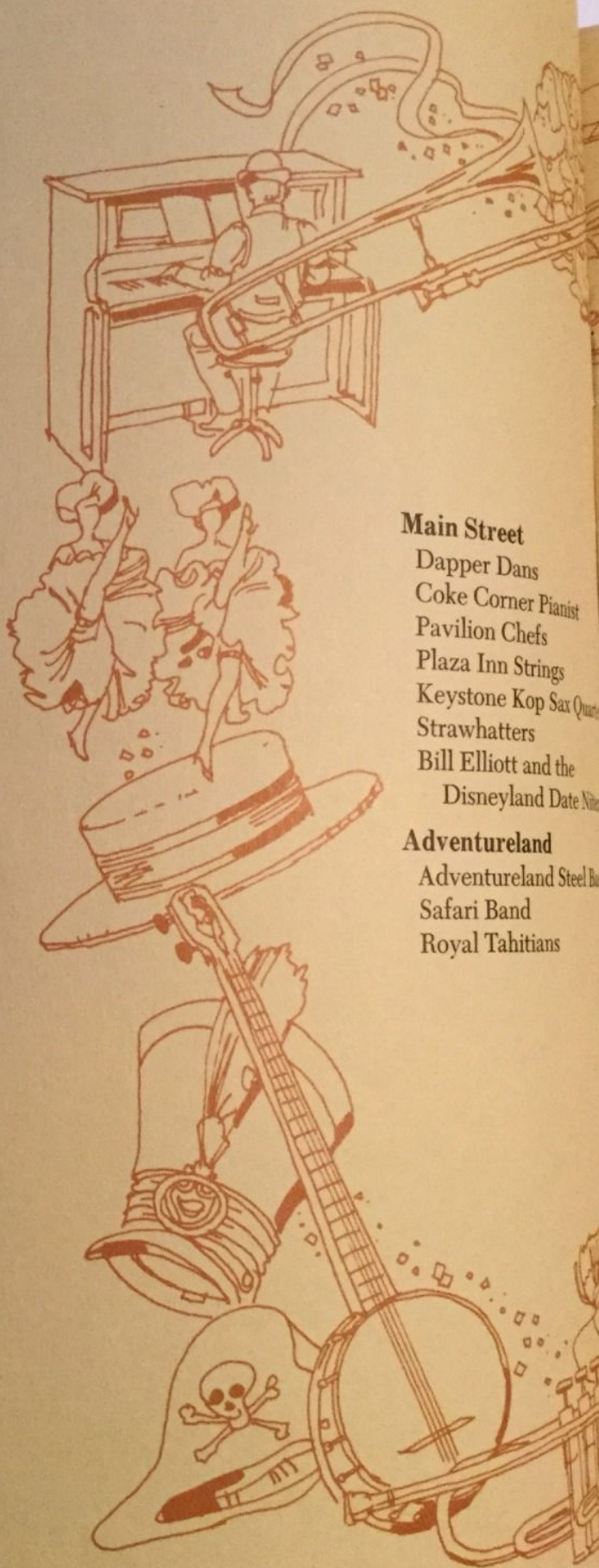
Big Bands Due at Park

average attendance in August will exceed last year's record 52,000 visitors per day. By comparison, average daily attendance in August, 1955 — Disneyland's first year — was 20,000.)

No one, of course, comes to Disneyland to stand in line... they come to participate in as many adventures as possible in their six hours average visit. But many years ago, Disneyland pioneered the concept (followed so successfully at Expo '67) of entertaining its queue lines with live performers... musicians in Tomorrowland, life-size Disney characters in Fantasyland, gunfighters in Frontierland and other talent themed to each area of the park.

Today these little shows have become so much a part of the Magic Kingdom that guests may virtually watch one show, while waiting in line to see another.

And now a \$1.5 million stage show is ready... a whole new concept for summer audiences, both day and evening, that promises to be just that little "extra"... the Walt Disney show tradition... that will help the Park surpass even last year's record-breaking attendance.

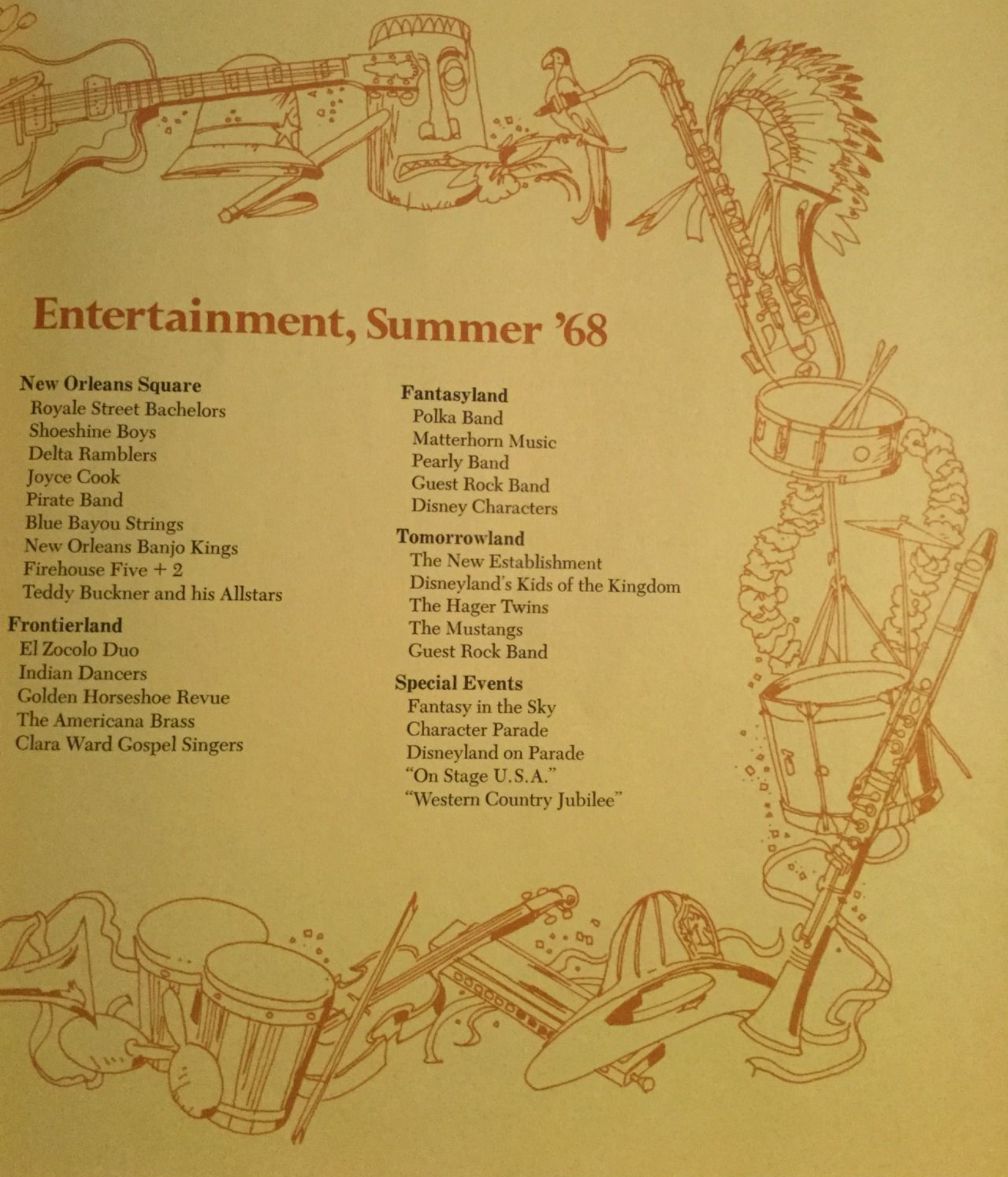


Main Street

- Dapper Dans
- Coke Corner Pianist
- Pavilion Chefs
- Plaza Inn Strings
- Keystone Kop Sax Quartet
- Strawhatters
- Bill Elliott and the Disneyland Date Night

Adventureland

- Adventureland Steel Band
- Safari Band
- Royal Tahitians



Entertainment, Summer '68

New Orleans Square

Royale Street Bachelors
Shoeshine Boys
Delta Ramblers
Joyce Cook
Pirate Band
Blue Bayou Strings
New Orleans Banjo Kings
Firehouse Five + 2
Teddy Buckner and his Allstars

Frontierland

El Zocolo Duo
Indian Dancers
Golden Horseshoe Revue
The Americana Brass
Clara Ward Gospel Singers

Fantasyland

Polka Band
Matterhorn Music
Pearly Band
Guest Rock Band
Disney Characters

Tomorrowland

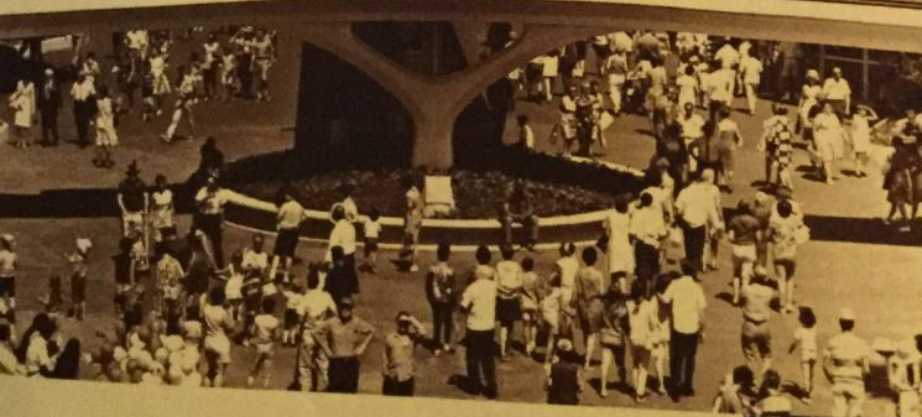
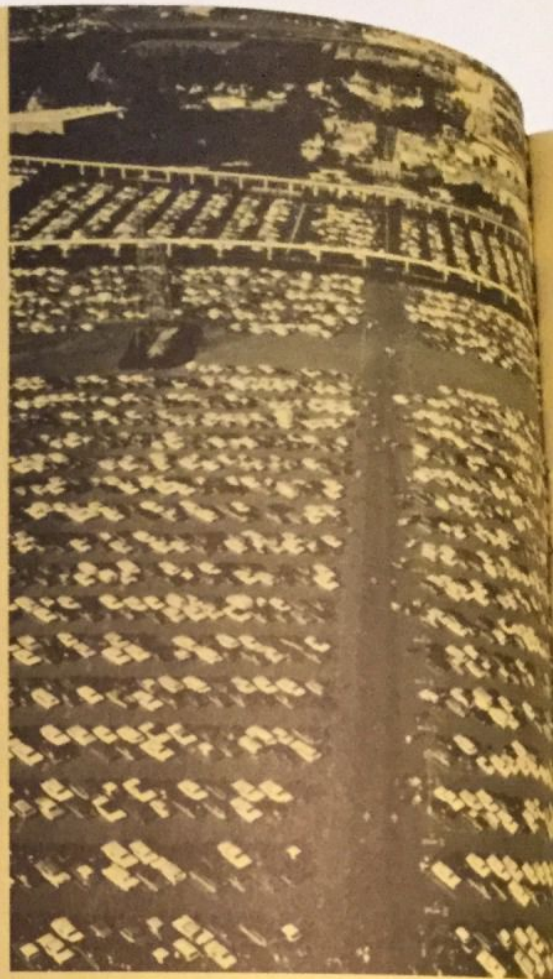
The New Establishment
Disneyland's Kids of the Kingdom
The Hager Twins
The Mustangs
Guest Rock Band

Special Events

Fantasy in the Sky
Character Parade
Disneyland on Parade
"On Stage U.S.A."
"Western Country Jubilee"

1967

...a tough act to follow



1967 was the year of the record in the Magic Kingdom: every attendance mark in Disneyland's history was broken. August, alone, saw 67,228 guests visit the park in one day ... 383,437 in a single week ... and a total for the month of 1,462,202.

When the year was completed 7,937,743 guests had come through the gates ... an increase of 18.4% over the previous year's record ... 56.3% greater than attendance five years ago ... and 108.9% above Disneyland's first year audience in 1955.

Even the normally "slow" periods, those "off season" months when few vacationers are traveling, have been all but eliminated by a rapidly expanding marketing concept ... the *Private Party*. Dozens of corporations and organizations throughout Southern California now "lease" the Magic Kingdom during non-public hours for their own employees' and members' exclusive use. This year, 60 of these private parties scheduled virtually every available Friday and Saturday evening up to the start of the summer season. (For the first time, there were even 14 on Sunday or weekday evenings.) Bank of America, Pacific Telephone, and McDonnell Douglas are typical of the companies that have found this concept a valuable tool in their employee relations programs. Attendance at many of these events exceeds 15,000 people.

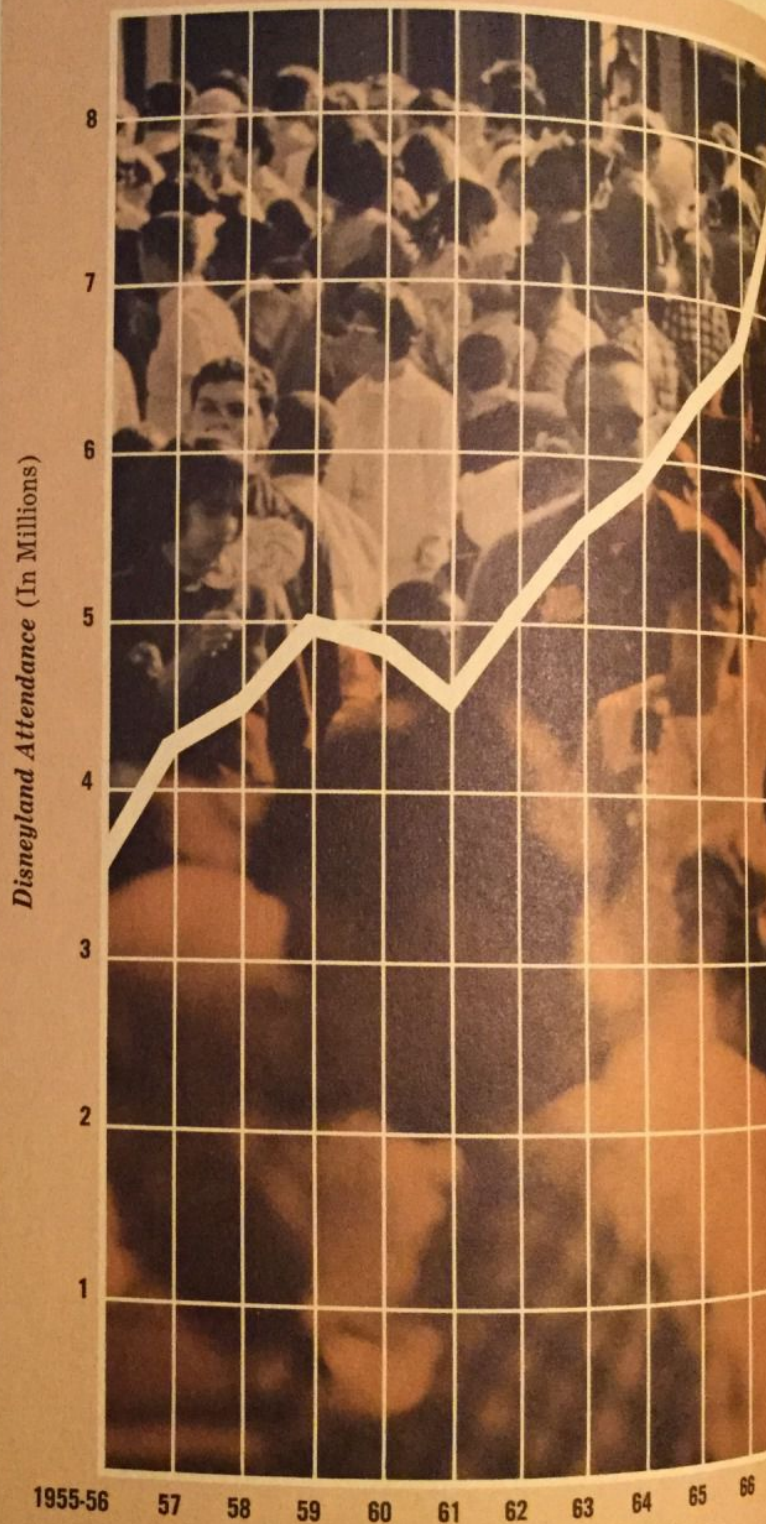
It's difficult to imagine that last year's total success could be surpassed, but every indication points to just that happening. Attendance for the 1967-68 fiscal year is running more than 20% ahead of the 1966-67 record pace. A record one-half million guests visited Disneyland during the Christmas holidays, 61,088 in a single day — producing the highest in-park count in history, 48,640 at one time ... Easter week saw 311,000 visitors, up 31% over last year ... and now the summer is off to the busiest start in history. 1967 was a tough act to follow, but it looks like '68 will be even bigger!



GROWTH... to meet the public demand

Increased public demand has always brought about a commensurate increase in Disneyland's growth, and vice versa. Such has been the case since the Magic Kingdom opened in 1955. The original 22 major attractions have grown to 52... the opening day \$17 million investment to more than \$100 million... and, in response, public acceptance has continued to boost attendance to record-breaking levels.

There have been many "grand openings" since that first day. Almost every year, in fact, some uniquely different addition has come to the Magic Kingdom. In the last three years alone, Walt Disney Productions invested \$60 million in "grand openings" that have not only resulted in major attendance increases — but have literally changed the face of Disneyland.



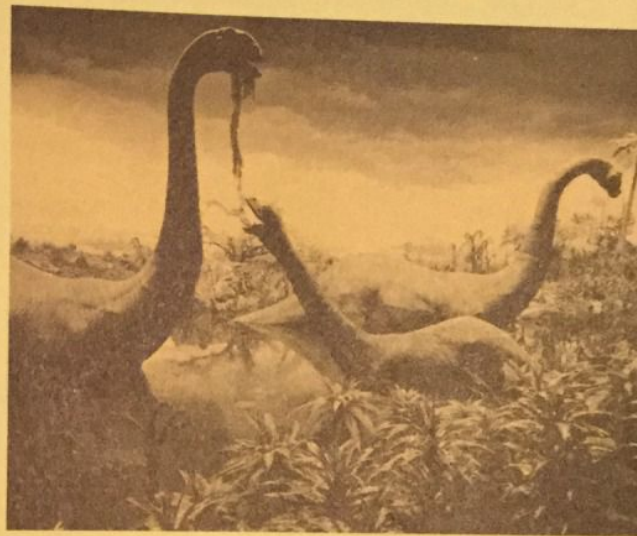


New Orleans Square...

Fine shops and elegant restaurants recreate the charm of old New Orleans, as it was a century ago.

The Primeval World...

Trains of the Santa Fe & Disneyland Railroad "pass through the time barrier" back to prehistoric days when huge dinosaurs roamed the earth.

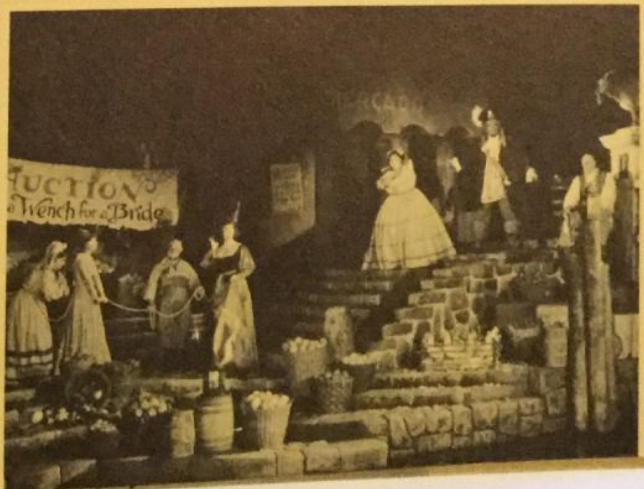


It's a Small World...

In Fantasyland's expanded new area, Bank of America presents a globe circling cruise that visits children from more than 100 countries... all "brought to life" to sing and dance through the Audio-Animatronics system.

Pirates of the Caribbean...

Bold adventure awaits on the Spanish Main where dozens of Audio-Animatronic pirates make this, according to LIFE MAGAZINE, "the costliest and most technologically sophisticated" adventure ever conceived.



PeopleMover

Goodyear presents an entirely unique approach to intermediate speed transportation...the versatile PeopleMover system that may well be a prototype of future city transportation.



1967...a whole new Tomorrowland

American corporations have utilized the talents of Walt Disney Productions for years to help communicate effectively with the consumer market. In Disneyland, where industry meets the public face to face, this communication is on a direct and personal basis. No better example can be found than in the Magic Kingdom's all-new Tomorrowland, where six leading corporations showcase their products, ideas, and services through exciting new attractions.

These "partners in showmanship" have each, in their own special way, helped Tomorrowland dramatize how industry, science, and technology are working together to help fulfill man's dreams for the future.

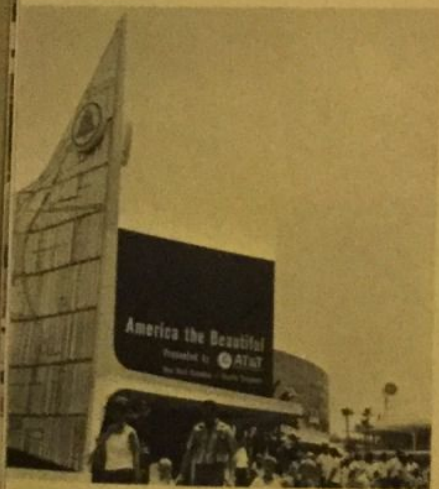
Walt Disney's words on Tomorrowland's dedication plaque describe this concept...*"A vista into a world of wondrous ideas, signifying man's achievements...a step into the future, with predictions of constructive things to come."*

America the Beautiful

In the Circle Vision 360 Theatre, the Bell System's guests are taken on a magic carpet tour of America's historic and scenic landmarks. The post-show area introduces AT&T's newest communications systems, including the "telephone of tomorrow."

Adventure Thru Inner Space

Monsanto presents a journey aboard an "Atomobile," through a giant microscope into the vast reaches of inner space...the world of the molecule and atom.





Carousel of Progress

Families from four generations demonstrate how progress through electricity (with General Electric know-how) has contributed to better living. Progress City, a model community of tomorrow, offers a preview of electricity's role in future cities.

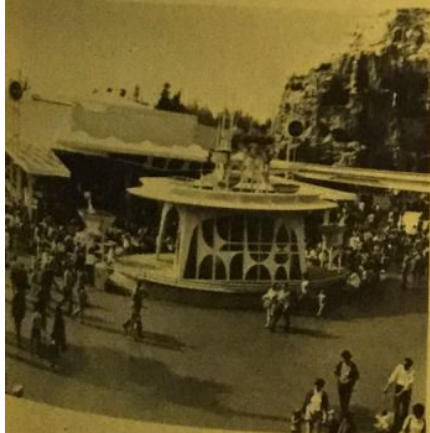
Flight to the Moon

McDonnell Douglas presents this exciting, all new show, with a cast of Audio-Animatronic figures. In the Mission Control Center, guests view activities on the spaceport and out in space, before boarding a lunar transport to "blast-off" on their own voyage.



Tomorrowland Terrace

Presented by Coca-Cola, this futuristic, rapid service restaurant is also a stage for Tomorrowland musical entertainment.



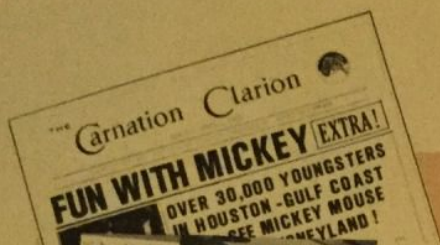
Disneyland and the Disney image

Today, Disneyland — and the whole association with Disney entertainment — plays a vital role in the marketing programs of many companies. In an interview on radio station KFI at the time of the new Tomorrowland's opening, John Gillis, Vice President of Monsanto, said that Disneyland had become an important part of an overall identity program to augment Monsanto's world-wide image.

"Perhaps the entire halo that surrounds the whole world of Walt Disney is what appealed to us," Gillis said. "We like people to think of us as being first rate in every sense, and we think that the association with Disney is a good showplace for us. We attract people here from all over the world. This operation has a practical value to us in being able to entertain our important customers, suppliers, friends and their families when they come here, and all of them seem to come sooner or later."

In a letter following opening of the new "Flight to the Moon", James S. McDonnell, Chairman of the McDonnell Douglas Corporation, remarked about the importance of Disneyland's "personal" approach to entertaining its visitors.

"No one with experience in large organizations and an interest in people can fail to be impressed by the exceptional way Disneyland is organized and the wonderful spirit that permeates all its people. It seems to me that this adds tangibly to the enjoyment we all share in the varied and wonderful attractions of the Magic Kingdom."



Disneyland Ambassador Sally Sherbin makes a guest appearance at a recent Carnation Fun and Flavor Sweepstakes program. Altogether, Mickey Mouse, Sally and other members of Disneyland's staff made more than 100 appearances on television, radio, and in-person at local supermarkets to assist the Carnation campaign.

Touring for the Carnation promotion, Mickey Mouse and a Disneyland hostess are greeted by Governor of Arizona, Jack Williams, at the Arizona Retail Grocers Convention.



MARKETING... the two-way street that makes Disneyland work for you

Many lessees through the years have promoted their association with Disneyland with outstanding results. One of the most ambitious—and successful—of these tie-ins came this spring...Carnation's *Fun and Flavor Sweepstakes*. Here was a vast and complicated campaign that not only had the full cooperation and assistance of Disneyland's marketing division, but also the cooperation of several other park lessees in a partnership promotion.

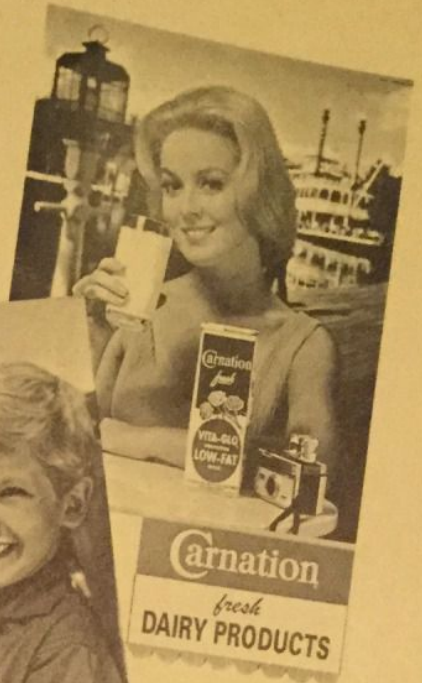
"We won't have the final results for awhile yet," said Charles E. Pritchard, Carnation's marketing manager, "but I can tell you that overall it's been the most successful promotion that we've ever had. Our tie-in with Disneyland has given our sales staff a tremendous morale boost by providing them with a valuable tool to attract a great deal of attention and interest. *Our first quarter sales were the highest in the fresh milk and ice cream division's entire history.*

"What we were looking for," Pritchard continued, "was a connection for our 1968 advertising campaign that would be of interest to our markets on a local level. In our western United States region, we have 23 separate marketing areas, each virtually autonomous, and each requiring intensely localized promotion. Carnation has always been associated with flavor—38 in ice cream alone—and Disneyland has always been synonymous with fun. We wanted to tie the two aspects into one thought... *Carnation-Disneyland, partners in fun and flavor.*



"Focusing on this association, we arranged for several Disneyland characters to make personal appearances at local shopping centers, and perform in spot TV shows and commercials. We then carried the campaign to the printed media... full page hi-fi ads and insertions in 40 different newspapers... colorful point-of-sale material for all retail outlets... and 70 million sidewall impressions on Carnation products for each week of the program.

"Overall," Pritchard said, "the campaign encompassed 7,000 supermarkets, 1,200 restaurant accounts, 3,400 retail outlets through our partners, and the efforts of 16,000 Carnation employees."





The Look Supplement

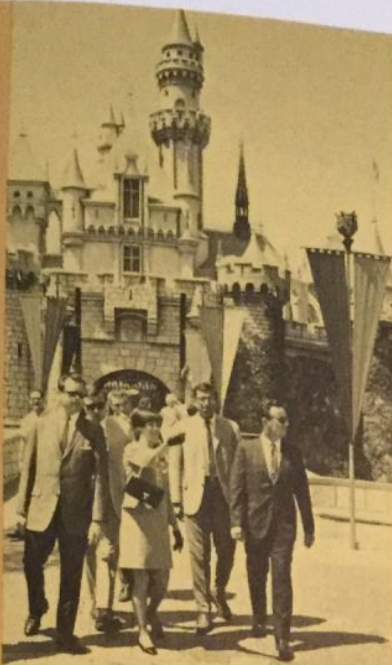
Another outstanding example of "teamwork" promotion was the Disneyland-themed supplement, appearing in the June 13, 1967 issue of Look Magazine. Eight lessees combined with Disneyland to produce a nine page, full-color supplement reaching more than eight million circulation (40 million readers) in the nation's largest magazine of its kind... a spectacular introduction to the "new" Disneyland that has been built in the last three years.



New Promotional Opportunities

Several Disneyland lessees have extended their associations to other parts of the Disney organization in order to take full advantage of marketing opportunities. Merchandising... records... 16mm films... and television shows have all come into recent play during tie-in campaigns that set the creative talents of Walt Disney Productions to work for American industry.





Club 33... The Red Carpet For VIP's

Located high above the courtyards and winding streets of New Orleans Square is another and perhaps the most beautiful of Disneyland's recent additions... Club 33.

This new service offers Disneyland lessees a place for the exclusive entertainment of Very Important People, in a Very Important Fashion. From motif to menu, Club 33 has been designed for royal treatment... where businessmen and their guests may meet and dine in private surroundings away from the busy activities of a normal Disneyland day. There's Lounge Alley with its plush cocktail lounge and unique art gallery... the elegant Banquet Room in Napoleonic decor... and the pub-like British atmosphere of the Trophy Room.

Hundreds of VIP's have been entertained... and impressed... in these surroundings through luncheons, dinners, and private evening gatherings.

A Complete Red Carpet Program — *one call covers everything*

Club 33 is but one aspect of Disneyland's VIP service. Today a staff of hostesses is available, skilled in the Disney way of welcoming and entertaining high level guests. Arrangements can be made for a personally guided tour or complimentary ticket books... luncheon at Club 33 or reservations at the Golden Horseshoe Show... or perhaps even meeting VIP guests at the Disneyland Hotel Heliport and providing a full day's itinerary complete with gift merchandise, all with the compliments of your organization. "One call covers everything" in a Red Carpet Program that can be custom fitted to any business need.

July 31, 1967
PRITO-LAY, INC. 

Mr. Jack C. Sayers, President
Club 33, Royal Street
New Orleans Square, Disneyland
Anaheim, California 92803

Dear Mr. Sayers:
Thank you very much for your letter of July 29 regarding the program for the dates of August 2 through 11th.

If you attend any shows or appreciate your dates, Club 33 as a new mode of the attractions here.

THE URJOHN COMPANY
Post-Professional Home and
THE URJOHN PHARMACY
11111 Harbor Blvd.
Anaheim, California
June 14, 1967

Mr. Sam Powell
Disneyland
Dear Sam:

Mr. Sayers, Japan...
I have always considered the area of San Francisco...
Paris and New Orleans as tops for food!

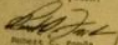
April 26, 1968



Mr. Jack C. Sayers
Club 33
Royal Street, New Orleans Square
Disneyland
1111 Harbor Blvd.
Anaheim, Calif. 92803

Dear Mr. Sayers:
Last Saturday Mr. Fonda and I, with guests, had our first luncheon at Club 33. It was a delightful luncheon. The food left nothing to be desired, and the service was excellent. I have always considered the area of San Francisco, Paris and New Orleans as tops for food! Now I shall add Disneyland to my list.

Cordially yours,


Robert C. Fonda
Vice President

RCF:ich

EASTMAN KODAK COMPANY
DISNEYLAND EXHIBIT
1716 HARBOUR SQUARE
ANAHEIM, CALIFORNIA 92803
October 25, 1967

Dear Sam:
The eye always do...
I'll let you know...
Thank you for your...
Best regards,
Sam Powell

GENERAL ELECTRIC
CORPORATION

February 20, 1968

Mr. Sam Powell
Club 33
Disneyland

Good Sam:

I consider it a real privilege to have you and your entertaining VIP customers. The Main Department Avenue party was a roaring success. We really appreciate your help in putting everyone to work in the details and your 24-hour service.

Please send my thanks to Ellen and to everyone and efficient manner in which Eastern's latest Managerial Products

Best regards,



Disneyland's Audience ... Heart of the Consumer Market

Why are the Magic Kingdom's visitors of such major importance to Industry? To answer this question, Disneyland began many years ago to determine the nature and character of its audience. These surveys, still being conducted today, reveal that visitors are primarily in the middle and upper income brackets...the heart of the consumer market for major corporations:

**75% of the families visiting Disneyland have annual incomes in excess of \$7,000.*

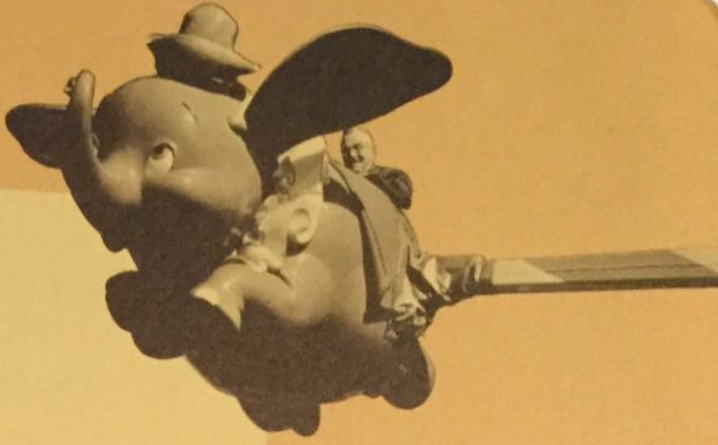
**49% have incomes of more than \$10,000 per year.*

Youth... America's Biggest Market

Disneyland's tremendous appeal to youth has also been pointed out by both survey and on-sight inspection. Goodyear's Chairman of the Board and Chief Executive Officer, Russell De Young, remarked about his company's People-Mover sponsorship. "Well, at Disneyland you meet the youth of the world. They're from seven to 77, and as you look at our population right now, half of the people of the United States are 26 or under and we would like to be associated with that group and more. Disneyland provides that opportunity, for all of these people to become, perhaps, a little bit better acquainted with Goodyear."^{*}



^{*}Radio Station KFI "Executive Wire" Broadcast, July 1967.



Clearly, all of Disneyland's lessees gain in both present and future recognition through exposure to America's biggest market — the youth market:

- Disneyland's summer evenings, "Date Nights" for young people seeking nighttime entertainment, played to 806,356 visitors last year.
- 75,000 predominantly young guests enjoyed special events through the year, such as Spring Fling, the New Year's Eve Party, and Dixieland at Disneyland.
- More than 76,000 high school seniors celebrated their graduation at Disneyland this month at five special all-night "grad parties." *Better than one of every three high school graduates in Southern California were inside Disneyland on these five evenings alone!*



The 67 Edition of
DIXIELAND AT DISNEYLAND
SATURDAY
SEPTEMBER 30th
8 pm - 2 am

Spring Fling
at Disneyland
SATURDAY

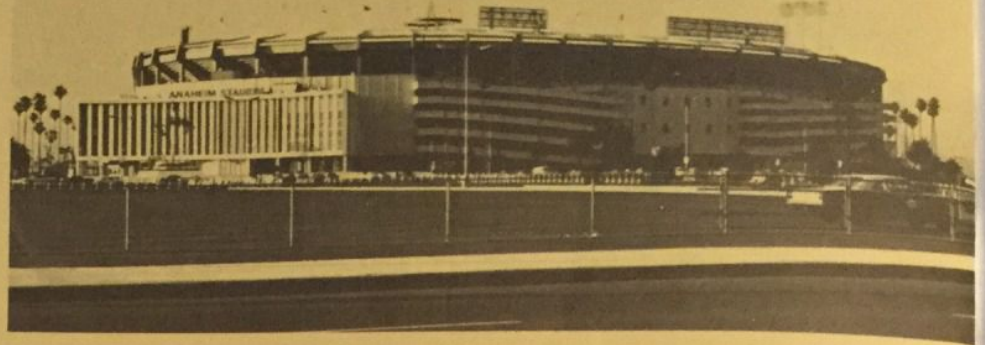
Valentine Party
OVER
BY

SATURDAY
STARRING
GLEN BOYCE
AND ALL THE
DISNEYLAND
* BILL ELLER
* YOUNG M
* THE MUS

GRAD NITE
1-8-63
ALL NITE LONG

SEE THE DISNEYLAND...
THE SPICE THE MOUNTAIN...
THE MERRY GO ROUND...
THE LAZY LONANES
THE DUCKTAKE...
THE FIVE AMERICANS

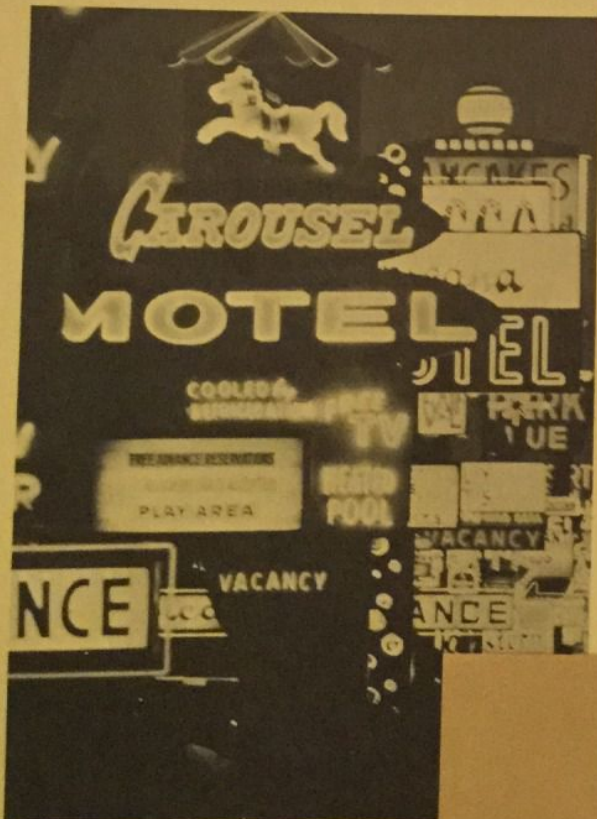
AVAILABLE EXCLUSIVELY TO
RENTALS AND TOURS
Disneyland
\$9.00



Disneyland the Vacation Center

In the short span of time since Disneyland opened, Orange County has become the vacation and recreation center of Southern California. Once predominately orange groves, the Magic Kingdom's peripheral community now offers a vast array of major facilities. Within a short distance are 105 hotels & motels with more than 5,000 rooms in all... the recently completed Anaheim Convention Center with facilities for national conventions and exhibits including arena seating for 9,000 people... Anaheim Stadium, home of major league baseball's California Angels... and Melodyland theatre featuring, "in the round," top-name talent in Broadway musicals and other productions.

In its first 10 years alone, the overall impact of Disneyland's audience on the economy of Anaheim and Orange County was more than \$1 billion. *Today this economic impact surpasses \$250 million yearly...* the result of the need and demand for services by tourists drawn to the area by the Magic Kingdom.



Around the Disney world



ORLANDO, FLORIDA

At the 27,400 acre site for our Walt Disney World project near Orlando, Florida, the Reedy Creek Improvement District is moving forward with a water control plan that will ultimately make developable about 20,000 acres of land. By the end of this calendar year, the Improvement District will have completed or begun construction on more than \$3 million in canals, levees, and other water control structures. Meanwhile, in California, WED Enterprises is moving ahead with the design of the attractions and facilities that will be completed during Phase One of the project. Architectural consultants Welton Becket and Associates have been retained to work with WED in planning the theme resort hotels that will offer complete vacation accommodations for visitors.

Lessee Participation ...

As a showcase for American free enterprise, Walt Disney World has elicited keen interest from major industry in both Phase One and Phase Two of the master plan ... the vacation complex (Phase One) and the Experimental Prototype Community of Tomorrow (EPCOT—Phase Two). Task force research groups have been assigned to the project by a number of leading corporations.

In the near future, Disneyland's Lessee Relations Division will be contacting interested companies regarding participation in the Florida project's first phase—the theme park, and other aspects of the vacation and recreation area.





BURBANK, CALIFORNIA

The Studio begins its 15th season of television production this fall when Walt Disney's *Wonderful World of Color* will again be seen each Sunday night on the NBC-TV network. We are pleased to report that NBC has already extended its contract to broadcast the series through the 1969-70 season, and an option has been extended to the network for the 1970-71 season.



HOLLYWOOD, CALIFORNIA

Based upon its premiere engagements, Walt Disney's animated musical, *The Jungle Book*, is now certain to become the most successful cartoon feature in the Studio's history . . . surpassing by 60% the previous initial release record established by *101 Dalmatians*.

MINERAL KING, CALIFORNIA

The go-ahead has been given by the United States Department of the Interior for the construction of State Road 276 from Three Rivers to Mineral King in California's High Sierra. This road is a basic requirement in the planning permit granted to Walt Disney Productions by the United States Forest Service, which will administer the development of Mineral King as a year-round outdoor recreational area. Construction will be under a program that calls for completion of the road and the opening of Mineral King to the public by October, 1973. Walt Disney Productions continues to work with the U. S. Forest Service to develop a master plan which will meet the recreational needs of the general public, and, at the same time, insure maximum protection and enhancement of the area's natural beauty.

WASHINGTON, D. C.

Legislation was recently approved by the House Banking and Currency Committee for a gold medal in honor of Walt Disney. The original medal will go to Mrs. Walt Disney. One hundred thousand bronze copies will be struck and provided at cost to the California Institute of the Arts, a college level school founded by Walt Disney, where they will be used for fund-raising purposes to help create his dream of a "Community of the Arts." Ground-breaking is scheduled later this year at the school site in Valencia, California.

MARCELINE, MISSOURI

The United States Post Office Department has announced that it will issue a Walt Disney six cent stamp as part of its 1968 commemorative series. The first date of issue will be on September 11 in Marceline, Missouri, where Walt Disney spent much of his early childhood.