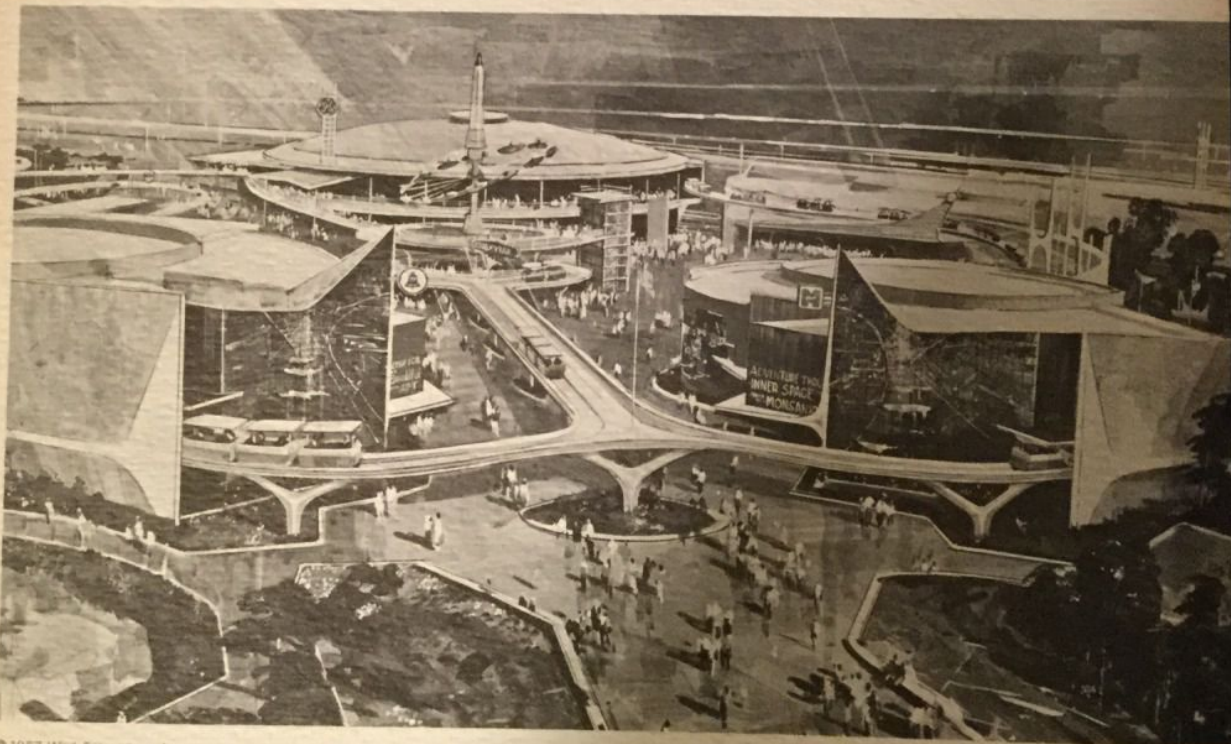


# INFORMATION

ON DISNEYLAND'S NEW

## *TOMORROWLAND*

A WORLD ON THE MOVE



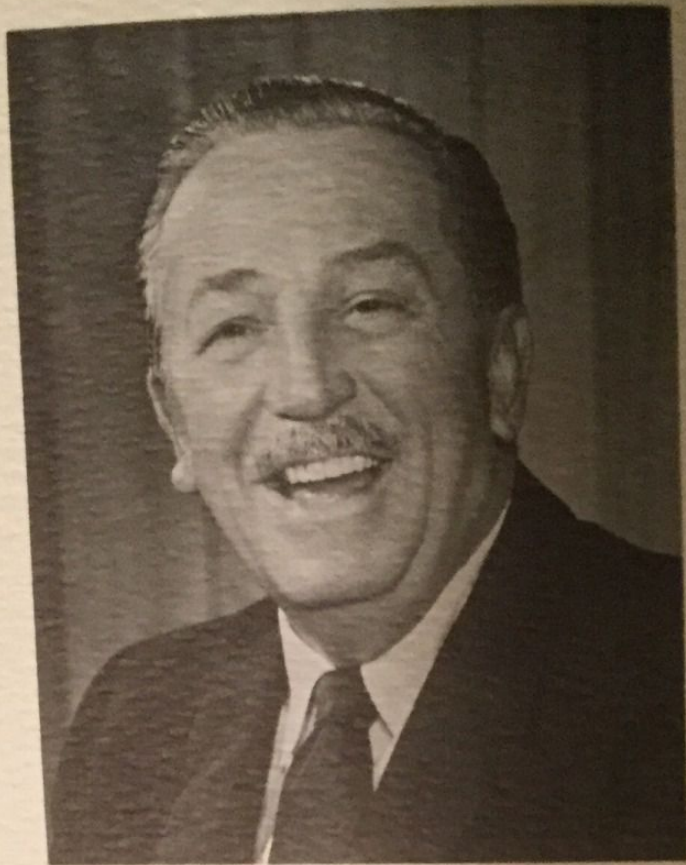
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The following quote from Walt Disney, made by him in 1955, furnishes the text for a plaque in Tomorrowland:

*"Tomorrowland*

*A vista into a world of wondrous ideas, signifying man's achievements... a step into the future, with predictions of constructive things to come. Tomorrow offers new frontiers in science, adventure and ideals: the atomic age... and the hope for a peaceful and unified world."*



# INFORMATION ON DISNEYLAND'S NEW TOMORROWLAND

## ...A WORLD ON THE MOVE

This information on Disneyland's new Tomorrowland has been prepared for your use by the Public Relations Department of WED Enterprises, Inc. It is the purpose of this book to provide you with a quick-reference index to facts and figures on Tomorrowland's attractions, adventures and shows. If you have further need of additional information, please contact the WED Public Relations Department.

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TOMORROWLAND

ADVENTURE THRU  
INNER SPACE

AMERICA THE  
BEAUTIFUL

CAROUSEL OF  
PROGRESS

FLIGHT TO THE MOON



## TOMORROWLAND

A WORLD ON THE MOVE

### CREATORS OF NEW TOMORROWLAND

Disneyland's new Tomorrowland is a product of WED *Imagineering*. WED Enterprises, Inc., is the Disney architectural, engineering, research and development firm that has planned and designed all of the *Magic Kingdom*.

Other current WED projects include *Disney World* in central Florida and elements of the Disney plans for year-round recreational facilities at Mineral King, California. WED also designed the four Disney shows seen by nearly 47 million people at the New York World's Fair 1964-1965.

### MAJOR EXHIBITORS IN TOMORROWLAND

THE BELL SYSTEM, AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES, HOSTED BY PACIFIC TELEPHONE

THE COCA-COLA COMPANY

GENERAL ELECTRIC COMPANY

THE GOODYEAR TIRE & RUBBER COMPANY

MCDONNELL DOUGLAS CORPORATION

THE MONSANTO COMPANY

### TOTAL CIRCUMFERENCE WALKING DISTANCE

A walk around the new Tomorrowland area—from door-to-door of each attraction—measures just one-half mile. This short walking distance is accomplished by careful positioning of the pavilions around a theme center (the *PeopleMover Station*) without creating a "crowded" effect.

### TOTAL AREA OF NEW TOMORROWLAND

Over five acres (227,500 square feet), comparable in size to more than four football fields.

### HIGHEST POINT

The tip of the *Rocket Jets* pinnacle is 85 feet above the ground.

### ARCHITECTURE

Tomorrowland is a study in pleasing textural contrasts. Uninterrupted surfaces complement colorful, highly imaginative murals and sculptured metallic panels.

Structural lines convey an impression of constant movement in keeping with the ceaseless activity. Tomorrowland is designed to facilitate the movement of large numbers of people along exterior corridors and through attractions that have exceptionally high guest capacities.

PEOPLEMOVER

ADVENTURE THRU  
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**"AUDIO-ANIMATRONICS"\***

Two of the new shows—and several others in Disneyland—feature this WED-developed technique, which utilizes space-age know-how to animate three-dimensional figures. Remarkably lifelike movement is created through the blending of electronics, hydraulics and pneumatics.

**ESTIMATED COST**

Tomorrowland has been built at a cost of more than \$23 million.

**ATTRACTIONS IN TOMORROWLAND**

**"ADVENTURE THRU INNER SPACE"**

Riding into the *Mighty Microscope* aboard a continuous line of *Atomobiles*, guests appear to "shrink" beyond the size of a snowflake for an exciting and enlightening journey into the fascinating universe of the atom. The attraction terminates in a handsome room displaying Monsanto products, and some products of its many customers. Presented by Monsanto.

**"AMERICA THE BEAUTIFUL"**

Guests are completely surrounded by the pageantry and panorama of America filmed by Disney crews in *Circle-Vision 360*, the unique Disney motion picture process that incorporates nine cameras to film scenes in a complete circle. *America the Beautiful* is projected onto a continuous, 18-foot vertical, 80-foot diameter screen. Presented by The Bell System, AT&T and Associated Companies, hosted by Pacific Telephone Co.

**"CAROUSEL OF PROGRESS"**

In a warm and humorous theatre show, four generations welcome guests into their homes of the 1890's, 1920's, 1940's and today, to hear how electricity has contributed to better living. Added to the completely re-developed New York World's Fair hit is *Progress City*, an entire community captured in capsulized realism, featuring moving transportation systems and thousands of buildings. Presented by General Electric.

**"FLIGHT TO THE MOON"**

New Tomorrowland guests visit *Mission Control* in Disneyland's *Spaceport*, then board a *Lunar Transport* for an all-new space adventure, next in realism only to an actual flight. They feel the "pull of gravity" at blast-off, experience the sensation of "weightlessness" in outer space and view a lunar colony's activities while orbiting the moon. Presented by McDonnell Douglas.

**"PEOPLEMOVER"**

Passengers on this versatile new WEDway Transportation System experience step-saving comfort in motorless four-car trains of this conveyance. The never-stopping unique *PeopleMover* carries guests on a scenic cruise throughout Tomorrowland and inside the new area's pavilions for special previews of major attractions. Presented by Goodyear.

\*The basic concept for combining lifelike and fanciful objects with sound, preprogrammed and coordinated by tape, is subject to patent protection. All patent rights are owned by WED Enterprises, Inc. Patents have been applied for other features, devices, techniques and processes.

PEOPLEMOVER

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### "ROCKET JETS"

Guests thrill to the breath-taking new version of the popular *Rocket Jets* that soar high above all of new Tomorrowland. The attraction tops the tri-level *PeopleMover Station*, Tomorrowland's theme center and pivotal point.

### "TOMORROWLAND TERRACE"

Dining throughout the day and evening combine with dancing and live entertainment to offer Disneyland guests fun, gaiety and enjoyable meals in this unique restaurant. Engineering for climate-control eliminates the need for exterior walls that would obstruct views of the always-moving panorama of new Tomorrowland. Centerpiece is a planter-crowned stage that rises from ground level as entertainment begins. Presented by Coca-Cola.

### "THE CHARACTER SHOP"

Tomorrowland visitors find Disney character and theme souvenirs and gifts of all descriptions in *The Character Shop*, a deftly styled, 3,500-square-foot merchandise center in the all-new area. Wearing apparel, toys, jewelry, games, books and other Disney theme items created especially for the *Magic Kingdom* are available. There are also photographic supplies in a special area of *The Character Shop*. A huge portrait of Mickey Mouse, as seen in *Steamboat Willie*, his first "talking" animated film for Walt Disney, also is on display.

### "TOMORROWLAND BANDSTAND"

Special events—musical attractions and dances—are presented at the *Tomorrowland Bandstand*, located on the concourse between *Flight to the Moon* and *The Character Shop*.

### LONG-TIME FAVORITES

Tomorrowland's new attractions join a host of long-time favorites from the original area, including, the *Disneyland -Alweg Monorail system*, *Matterhorn Bobsleds*, *Submarine Voyage*, *Skyway*, the *Santa Fe & Disneyland Railroad Station*, *Autopia* and the *Mad Hatter shop*.

## ENTRANCE TO TOMORROWLAND

Tomorrowland is entered from the *Magic Kingdom's* central Plaza through an archway formed by the sweeping, ribbon-like *PeopleMover* guideway that is supported by graceful, symmetrical pylons. At Tomorrowland's entrance is a plaque engraved with the words Walt Disney chose to describe the original Tomorrowland in July, 1955: "*Tomorrowland . . . A vista into a world of wondrous ideas, signifying man's achievements . . . a step into the future, with predictions of constructive things to come. Tomorrow offers new frontiers in science, adventure and ideals: the atomic age . . . and the hope for a peaceful and unified world.*"

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## SCULPTURED MURALS

On either side of the entrance to Tomorrowland are two sculptured reflective surfaces that face guests entering this new land in the *Magic Kingdom*. For two major pavilions, metallic facades, in the form of sculptured murals symbolize the world of tomorrow in an abstract design. Each mural is 40 feet high by 44 feet long.

## SPARKLING WATER FOUNTAINS

Forefront of each reflective mural is a water fountain composed of several seemingly suspended abstract forms that symbolize inner and outer space (15 feet at highest points).

## TOMORROWLAND MALL

Moving through the entrance, Disneyland guests stroll along a mall formed between two pavilions. Overhead, in the center of the mall, is the silently-cruising *PeopleMover*, carrying passengers on a scenic tour throughout Tomorrowland.

## CORRIDOR OF MURALS

Two colorful, jewel-like ceramic tile murals, each measuring 54 feet long by 15 feet high, adorn the curved outer surfaces of the two pavilions flanking the entrance to Tomorrowland. They create a *Corridor of Murals*, symbolizing in a bright and happy way the spirit of children at play in today's world—and tomorrow's. The murals have been executed by Interpace in the ceramic tile medium.

Production of the murals in this manner assures a permanent effect. The colors will not fade.

PEOPLEMOVER

ADVENTURE THRU  
INNER SPACE

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BEAUTIFUL

CAROUSEL OF  
PROGRESS

FLIGHT TO THE



## "ADVENTURE THRU INNER SPACE"

PRESENTED BY MONSANTO

### INTO A SNOWFLAKE

*Adventure Thru Inner Space*, presented by Monsanto Company in Disneyland's new Tomorrowland, is a unique journey into the mysterious realm of the atom. This exciting trip begins when inner space travelers step aboard *Atomobiles* and enter the huge *Mighty Microscope* which is focused on a snowflake. Passengers appear to shrink until the fragile snowflake becomes towering cliffs of ice. The trip continues, and guests become "smaller and smaller" as they are exposed to the scientific phenomena of crystalline structure and molecular composition.

### "MIRACLES FROM MOLECULES"

"Re-entry" brings guests back to normal size, and they emerge into the wonders of today's world. On leaving the *Atomobiles*, guests are introduced to *Miracles from Molecules*, a display area where they see a few of the more than 2,000 products which Monsanto makes. Five animated cartoon posters show situations representing five of the major markets Monsanto serves—agriculture, home furnishings, apparel, transportation, and construction. There is a spectacular *Fountain of Fashion*, and 24 glass-encased displays which rotate continuously to create a *Rainbow of Products*.

### "MIGHTY MICROSCOPE"

Entrance to Monsanto's Adventure is the *Mighty Microscope* — 37 feet long, 12 feet high — which "miniaturizes" guests. Those waiting to board the line of *Atomobiles* which will carry them into the microscope can see inner space travelers apparently shrinking as they move through a translucent section of the microscope. As guests approach the boarding area, their trip is plotted on a massive, 33-foot long by 16-foot high electronic tracking board in a snowflake pattern, which covers an entire wall in front of the microscope. The snowflake, one of nature's most beautiful and scientifically interesting creations, was chosen as the subject for examination of the world of molecules and atoms.

### "ATOMOBILES"

Carrying guests on their journey is the highly versatile *Omnimover*, a WEDway Transportation System, developed by Disney's WED Enterprises, Inc.

*Omnimover* consists of a series of *Atomobiles*, each comfortably seating two-and-one-half passengers, which travel on a 681-foot long guideway. The individual *Atomobiles* are pre-programmed to rotate up to 360 degrees to point the vehicle in various directions, thereby drawing attention to special points of interest in the show. *Atomobiles* move through the attraction without stopping, at a capacity of up to 3,275 guests per hour. Guests step from a turntable platform which revolves in sync with the smoothly moving cars.

PEOPLEMOVER

ROCKET JETS

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## WORLD CLOCK

Near the exit to the Monsanto pavilion, visitors see a spectacular 12-foot high world-wide clock which shows locations of 90 Monsanto facilities around the globe. The illuminated instrument depicts the world in an extended North Polar view and shows the time of day for any given point on the world map.

## THEME MUSIC

Visitors to the attraction hear a catchy new tune composed especially for the show. It is entitled, *Miracles from Molecules*, and is heard interspersed with the voices of the invisible tracking crew detailing the trip, and again in the post-show area.

## CONCEPT AND DESIGN

The concept of *Adventure Thru Inner Space* was the result of a collaboration between Walt Disney and Dr. Charles Allen Thomas, of Monsanto. It was created and designed by the staff of WED Enterprises, Inc.

## MONSANTO PAVILION

Monsanto's Adventure is housed in a new 21,733-square foot building at the main entrance to the all-new Tomorrowland area.

PEOPLEMOVER

ROCKET JETS

AMERICA THE  
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PROGRESS

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**"AMERICA THE BEAUTIFUL"**  
PRESENTED BY THE BELL SYSTEM,  
AMERICAN TELEPHONE AND TELEGRAPH  
AND ASSOCIATED COMPANIES,  
HOSTED BY  
PACIFIC TELEPHONE COMPANY

**FILMED PRESENTATION**

Disneyland guests enjoy the grandeur and excitement throughout the United States when they visit *America the Beautiful*, presented by The Bell System, American Telephone and Telegraph and Associated Companies, hosted by Pacific Telephone Company.

**"CIRCLE-VISION 360"**

The filmed excursion, just produced by Walt Disney Productions, is brought to a full-circle screen through a unique Disney motion picture technique, *Circle-Vision 360*. Totally surrounded by the mammoth, 80-foot-diameter, 18-foot-vertical screen, guests are seemingly in the middle of action when they experience this amazingly realistic adventure that has been filmed by Disney crews from moving vehicles, a cruising ship and a low-flying plane.

**ACROSS AMERICA**

The audience sees the *Circle-Vision 360* screen in all directions—in front of them, to the side and behind—and view *America the Beautiful* as if they were actually at its scenic locations, which include Hawaii, Alaska, national parks, historic landmarks and cities. They also come face-to-face with the people of our nation.

**FROM MOUNTAINS  
TO SEAS**

*America the Beautiful* opens with a stirring aerial panoramic view of Mount Rushmore's famous sculptures of four former United States Presidents. The wheat fields of the Midwest are also seen as the audience hears the majestic and moving chorale, *America the Beautiful*: "*Oh Beautiful for Spacious Skies, For Amber Waves of Grain...*" Views of scenery from throughout the nation appear as the title and opening credits are projected.

"*For Purple'd Mountain Majesties Above the Fruited Plain...*"—a dramatic contrast to the flat-lands is experienced when cameras take the audience over ruggedly beautiful and pristine American wilderness characterized by the Grand Tetons.

"*America, America, God Shed His Grace on Thee...*"—the Statue of Liberty in New York Harbor—"...*And Crown Thy Good With Brotherhood From Sea to Shining Sea.*"

**PICTURESQUE  
NEW ENGLAND**

The audience journeys immediately to another part of America and into another era as it enters a picturesque fishing port in New England. A rousing sea chanty accompanies sight-seers on a nostalgic return to the days of the great clipper ships. Cameras also take the audience into the countryside, across an old covered bridge and along a village green toward a classic New England church.

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PROGRESS

FLIGHT TO THE MOON



## LAND OF LINCOLN

The tour continues down a country lane to an historic restoration of a pioneer Illinois town, New Salem, where Abraham Lincoln spent his young manhood as storekeeper and postmaster.

## PRESIDENTS' HOMES

Mount Vernon, the stately home of George Washington, overlooking the broad Potomac, is visited next. From the home of the nation's first president, *Circle-Vision 360* then goes to the home of today's President—the White House.

## CIVIL WAR REMEMBRANCES

The Gettysburg battlefield is then visited. *The Battle Hymn of the Republic* underscores scenes of the Lincoln Memorial with surging, dramatic music.

## MILITARY TRIBUTE

From these patriotic landmarks, *Circle-Vision 360* takes up the theme of military tradition through visits to West Point, Annapolis and the Air Force Academy.

## GREAT LAKES TO THE GULF OF MEXICO

Cameras tour the city streets and major industry in Chicago then turn to the southeast—to Florida's Key West, Cape Kennedy and Miami Beach.

## OLD SOUTH

Still another world is visited in this adventure, the old south, its mood established even more vividly with Stephen Foster's *Swanee River*. New Orleans' French Quarter and the city's waterfront are also on the itinerary.

## WESTERN FRONTIER

The American portrait continues in Colorado. This is the American West, land of the legendary frontier, characterized by a tremendous herd of cattle in the rolling hills of the prairie country. The familiar melody of *Git Along Little Dogies* catches the spirit of the cattle drive.

## MAJESTIC MOUNTAINS

"Aboard" a plane, audiences in the Bell pavilion sweep along the deep, narrow chasms of Zion Canyon in Zion National Park, then speed further west for a winter look at California's Yosemite National Park and Sun Valley, Idaho.

## LAND OF THE MIDNIGHT SUN

Alaska is next. Here, in our nation's newest frontier, tourists visit the Yukon River, Anchorage, Nome, and one of America's greatest sights, Mt. McKinley, highest peak in North America.

PEOPLEMOVER

ROCKET JETS

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FLIGHT TO THE MOON



## WEST COAST

For a dramatic contrast, *Circle-Vision 360* takes guests to one of the nation's most dramatic cities—San Francisco—for a ride down Lombard Street and a stop at Fisherman's Wharf.

## CITY OF ANGELS

A different mood is brought to the screen as guests take a wild ride with a hook and ladder fire truck through the streets of Los Angeles. Other Southern California stops include a behind-the-scenes visit to a movie set in Hollywood, Balboa Bay and a vista shot of Los Angeles at night, a sprawling community of cities that is transformed into a storyland of sparkling lights.

## PACIFIC PARADISE

*Circle-Vision 360* focuses next on Hawaii, our 50th and newest state. The audience sees the bustling city of Honolulu, the sparkle of Waikiki Beach, the dominance of famed Diamond Head and the beauty of the University of Hawaii campus.

## EPILOGUE

Once again, *America the Beautiful* is heard, and the show enters the epilogue. Scenes include the Capitol Building and the Jefferson Memorial in Washington, D.C., Miami Harbor, the City of Tulsa, apple blossoms on a country side, a village green in New England and the Statue of Liberty in New York Harbor at dusk.

## ALL-NEW PRESENTATION

*America the Beautiful* is a completely new production of a long-time Disneyland favorite in Tomorrowland. The enlarged and re-designed pavillion houses the *Circle-Vision 360* theatre and other areas in which presentations and demonstrations of communications techniques and devices of the past, present and future are featured.

## THEME SONG

Inside The Bell System's pavilion, guests are greeted by the light-hearted strains of the show's theme melody, *The Talk Song*.

## THE TELEPHONE STORY

A Bell hostess welcomes visitors to the attraction, then tells them the story of the evolution of Bell's activities, from the days of Alexander Graham Bell to the present.

The *PeopleMover* journeys through this section of the Bell pavilion, giving passengers a view of the attraction's preshow area.

## "CIRCLE-VISION 360" THEATRE

At the story's conclusion, a 32-foot-long wall of doors opens up automatically, revealing the spacious *Circle-Vision 360* theatre. Guests pass through the doors into aisles between conveniently located handrails.

PEOPLEMOVER

ROCKET JETS

TOMORROWLAND  
TERRACE

CAROUSEL OF  
PROGRESS

FLIGHT TO THE MOON



## PROJECTION TECHNIQUES

Nine synchronized, 35mm motion picture projectors are used to bring *America the Beautiful* to the completely circular screen which is formed in nine sections.

## STEREOPHONIC SOUND

Stereophonic sound saturates the theatre from 19 speakers—nine in the walls and ten in the ceiling.

Following the presentation of *America the Beautiful*, automatic doors again open to invite guests to move into the next area of Bell's communications pavilion.

## COMMUNICATIONS OF TOMORROW

Here, visitors find amusing and interesting communications displays, where guests can actually use advanced communications equipment.

## "VOICE MIRRORS"

At two *Voice Mirrors*, visitors may hear and "see" their voices played back after recording them on an easy-to-use, self-operating recording device.

## "PICTUREPHONES"

Though *The Bell System's Picturephone Service*, guests talk to and see the person to whom they are speaking. Every half hour, members of Bell's audiences are invited to demonstrate *Bell's Picturephone Service* by communicating with someone selected from audiences in the Associated Telephone Companies' pavilion at Expo '67, at the Museum of Science and Industry in Chicago, or at Franklin Institute in Philadelphia.

## HOMETOWN WEATHER

At the *Weather Station*, guests phone for the latest weather conditions in major cities throughout the United States.

## FAMILY PHONES

Six *Chatter Boxes* enable the whole family to talk together over one line to any person anywhere.

## "KIDDIE PHONES"

Nearby are ten *Kiddie Phones*, where youngsters telephone Disney characters, such as Mickey Mouse, Donald Duck and Snow White, whose portraits light up on a mural of Disneyland as they deliver pre-recorded messages to callers.

## THE BELL PAVILION

The *America the Beautiful* pavilion appears as a twin to the structure housing *Adventure Thru Inner Space*, combining with it to form a dramatic entrance to new Tomorrowland. Bell's WED-designed pavilion encompasses 33,700 square feet.

## CAPACITY

Up to 3,000 guests per hour.

## DURATION

29½ minutes (film, 17½ minutes; preshow, 12 minutes).



# "CAROUSEL OF PROGRESS"

PRESENTED BY GENERAL ELECTRIC

## NEW DISNEYLAND HOME

General Electric's *Carousel of Progress* makes its Disneyland premier in new Tomorrowland, following a widely acclaimed two-year run at the New York World's Fair 1964-1965, where it was seen by nearly 16 million Fair-goers.

The new Disneyland home of *Carousel of Progress* is a unique, WED-designed circular pavilion, which encompasses 83,000 square feet.

## "CAROUSEL THEATRE"

Inside the 200-foot-wide structure are six satellite auditoriums that revolve around a central core of six stages. Each theatre seats 240 guests. From outside the two-level pavilion, the colorful, abstract mural-decorated *Carousel Theatre* is seen at eye-level, rotating from stage to stage every four minutes.

## CAPACITY

Up to 3,600 people hourly see the attraction.

## "THERE'S A GREAT BIG BEAUTIFUL TOMORROW"

As GE guests are seated by Disneyland hostesses, they "see" and hear a light-hearted rendition of the *Carousel of Progress* theme song, *There's a Great Big Beautiful Tomorrow*, through the medium of *Kaleidophonics*.

## "KALEIDOPHONICS"

A ten-foot-high, transparent *Kaleidophonic* screen, stretching the entire 40-foot length of the first stage, presents constantly changing constellations of shimmering colors. Stereophonic music and the narrator's voice electronically determine the illuminated colors and light intensities.

## MEET FOUR GENERATIONS

As the *Carousel Theatre* rotates, it carries seated guests into the homes of four generations of the same family from the days before electricity to the present.

GE guests are welcomed into living rooms of the families to see how electricity has contributed to better living.

The families represent different periods of time—the late 1800's, 1920's, 1940's and present day.

## THE 1890'S

Guests' first visit is with an average family at the turn of the century, represented by a father, mother, son, two daughters, grandmother and, of course, the family dog.



With the help of his clan, Father proudly discusses the many "modern" conveniences available to Americans in the 19th Century — hand-operated washing machines and vacuum cleaners, talking machines, ice boxes and coal-burning kitchen ranges. Skeptically, he mentions that a fellow named Tom Edison is working on a revolutionary idea: snap-on electric lights.

#### THE 1920'S

As the *Carousel Theatre* rotates to the next stage, the audience is greeted by the same family, this time comfortably at home in the 1920's.

Surrounding them are the latest "electrical servants," including a sewing machine, percolator, toaster, waffle iron, electric clock and refrigerator — all connected to central outlets by dangling cords. Again, Father serves as narrator to relate the noteworthy advances made by electricity since the turn of the century. He concludes with the declaration: "It looks as though we've progressed about as far as we can."

#### THE 1940'S

Moving on to the next stage, guests enter the home of the 1940's, the beginning of the electronic era.

Electrical progress rides into the living room on horseback as a western movie is viewed on a 10-inch, water-filled television screen. Meanwhile, the teenage daughter, who states her distaste for bouncy jalopies, keeps in shape with a bouncy new reducing machine. Mother, imaginative as always, uses a new food mixer to stir paint.

#### TODAY

Bringing things to the present, a beautifully appointed, all-electric home of today is visited next.

Father and Mother — mostly Mother — tell the story of electrical progress of the present with reference to the latest in television receivers, stereo, lighting and a host of other new conveniences. Through a large window at the back of this living room setting is seen the panorama of *Progress City*, where this family lives.

#### "AUDIO-ANIMATRONICS"

All 32 "stars" of the show are *Audio-Animatronic* creations that represent a new high in the state of the art of animating three-dimensional figures.

#### "PROGRESS CITY"

As Act IV comes to an end, GE guests are invited to begin a second journey. Stepping onto a "speedramp" that carries them to the pavilion's second level, guests enter three, wide, terraced rows and move forward along the railing at the front of each row.

Spreading before them like a glistening jewel is the horizon-filling spectacle of *Progress City*, completing GE's story of electricity and its contributions to more comfortable and enjoyable living.



## ELECTRIC COMMUNITY OF TODAY

Captured in amazing realism, the scale model ( $\frac{1}{8}$  inch = 1 foot), fully-animated city is an all-electric community that can be built today through applications of the most advanced technologies.

Totalling 6,900 square feet (115 feet by 60 feet), *Progress City's* 20,000 trees and shrubs, 4,500 buildings, and 1,400 street lights are authentic to the smallest detail. Many structures feature interior lighting, and furniture inside can be seen in some windows.

## MOVING TRANSIT SYSTEMS

*Progress City* is complete with 7 types of transportation, including rapid transit monorails, electric trains, the WEDway *PeopleMover*, automotive, transporters (electric carts), moving sidewalks, and today's jets. Throughout *Progress City*, 2,450 of the vehicles are actually moving.

There is a climate-controlled "center city" and a wide variety of night-lighted amusement areas, sports stadiums, an airport, atomic power facility and other necessities. Its full-length cyclorama evening sky background measures 160 feet long by 23 feet high.

## BASED ON "EPCOT" CONCEPT

The overall design of General Electric's *Progress City* model in Disneyland is based on a concept developed by Walt Disney for the *Experimental Prototype Community Of Tomorrow (EPCOT)* he had planned for *Disney World* in Florida.

## PREVIEW FROM "PEOPLEMOVER"

Passengers riding aboard the *PeopleMover* visit this area of GE's pavilion for an exciting view of *Progress City* during an adventure throughout Tomorrowland and many of its major pavilions.

PEOPLEMOVER

ROCKET JETS

TOMORROWLAND TERRACE

WED IMAGINEERING

FLIGHT TO THE MOON



**"FLIGHT TO THE MOON"**  
PRESENTED BY McDONNELL DOUGLAS

**ALL-NEW  
SPACE ADVENTURE**

Disneyland guests become "astronauts" when they step into the future for an exciting *Flight to the Moon*, a totally new space adventure presented in new Tomorrowland by McDonnell Douglas.

**DISNEYLAND  
"SPACEPORT"**

A Disneyland *Spaceport*, complete with a *Mission Control* center and *Lunar Transports*, has been created for Tomorrowland by WED.

Space travelers assemble for Space Flight 92 at the sweeping, curved entrance to the 25,300-square-foot, WED-designed pavilion.

**"MISSION CONTROL"**

A Tomorrowland hostess escorts guests to *Mission Control*, nerve-center of Disneyland's *Spaceport*. They move along railings at the front of terraced walkways until all are inside; from this point, they view the center's operations activities.

*Mission Control* is staffed by a director and eight-man crew, all realistic *Audio-Animatronic* figures. Low-level cross-talk among the center's controllers can be heard in the background as they go about their work.

Visitors to *Mission Control* watch space operations on one large viewing screen and 16 smaller ones located throughout the center and listen to a description of operations activities offered by the director.

**EMERGENCY — UFO!**

Just when the audience is about to witness the launching of a space ship via closed-circuit television on the center's viewing screens, their attention is interrupted by the clanging of alarm bells and the wailing of sirens. A UFO has been sighted on radar.

Lights begin to flash — red, yellow, green — on the controls and panels around *Mission Control*. In a short time, the emergency is over and *Mission Control* returns to normal.

**FLIGHT 92  
READY FOR BOARDING**

The center's status board shows that the countdown for the audience's own flight has reached the final minutes and passengers are asked to follow the hostess to the boarding area. As passengers leave *Mission Control*, the director and his crew are busy preparing to launch Flight 92.

As one audience departs *Mission Control* while hearing the final minutes of the countdown for their flight, the next audience arrives to take part in another pre-blast-off briefing.

PEOPLEMOVER

ROCKET JETS

TOMORROWLAND  
TERRACE

WED IMAGINEERING

AUDIO-ANIMATRONICS



## INSIDE THE "LUNAR TRANSPORT"

Passengers enter the cabin of their *Lunar Transport* and seat themselves in terraced rows that encircle the compartment's interior.

During the flight, the ship's captain selects pictures from television cameras mounted outside the space craft and projects them on various screens in the compartment.

## COUNTDOWN

All passengers and the space ship's crew are prepared for blast-off. The countdown enters the final few seconds — "*T minus five seconds — four — three — two — one — ignition!*"

## LIFT-OFF

There is a thunderous roar and vibration as the engine's power increases. The space ship slowly lifts from the launch pad and passengers begin to feel the pull of gravity and literally sink into their foam-rubber-padded seats as the craft gains speed.

Passengers watch the earth fall away on a seven-foot-wide, floor-mounted viewing screen. Another screen of the same size, mounted on the ceiling of the cabin, permits passengers to see what lies ahead.

## OUTER SPACE

The *Lunar Transport* passes through a deep blue sky and fluffy white clouds, then leaves the earth's atmosphere. Passengers see the dark vastness of outer space with its countless millions of stars. A seemingly over-sized, yet unmistakably familiar sight appears on the overhead screen: the brilliant, glowing surface of the moon, soon to be orbited by Disneyland space travelers.

## WEIGHTLESSNESS

Vibration and the whining crescendo of the engines rise to a climax. Suddenly, engines are stopped for a mid-course maneuver and passengers momentarily experience partial weightlessness. They feel the sensation of rising in their seats. Engine noise and vibrations begin once more as power is applied, and passengers sink back into their seats.

## MOON EXPLORERS

Screens open up on the walls of the compartment and passengers begin watching an especially arranged "live" telecast from the moon's surface of a lunar exploration party at work near their moon colony complex.

One of the spacemen explains that the explorers are gathering geological samples. There are views of the moon base and a large astronomical telescope. The spacemen then demonstrate some acrobatics made possible because of the moon's slight gravity. Air supplies begin to diminish, causing the spacemen to return to their moon vehicle for replenishment.

PEOPLEMOVER

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## ORBITING THE MOON

As the space craft continues its lunar orbit, the dark side of the moon comes into view on the lower screen. Flares are dropped from the space ship to light up the surface for easier viewing.

## METEOR BOMBARDMENT

On the wall screens, passengers next view sun spots and solar flares. Suddenly, all viewing screens light up with brilliant flashes. The space ship is passing through a meteor shower, and the crew at once is alerted to take all emergency precautions. Fortunately, no serious damage comes to the space ship and the return trip to earth proceeds safely.

## RETURN TO EARTH

The "normal" size moon is seen on the upper screen, and California's coastline appears on the lower one as the space craft begins to increase engine power for terminal deceleration and a soft landing. Gently, the huge ship sets down on a launch pad at the Disneyland *Spaceport*. Passengers are escorted from the space ship's compartment by the hostess.

## CAPACITY

As many as 1,620 passengers per hour can orbit the moon in twin *Lunar Transports*, each designed for identical journeys into space.

## DURATION

Guests enjoy up to 27 minutes in this attraction. The *Mission Control* presentation runs 4½ minutes and the space adventure unfolds in nine minutes.

PEOPLEMOVER

ROCKET JETS

TOMORROWLAND  
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# "PEOPLEMOVER"

A WEDWAY TRANSPORTATION SYSTEM  
PRESENTED BY GOODYEAR

## REVOLUTIONARY TRANSPORTATION SYSTEM

A unique new concept in intermediate transportation makes its world debut at Disneyland this summer. Called the *PeopleMover*, it is presented by the Goodyear Tire & Rubber Company in the *Magic Kingdom's* all-new Tomorrowland.

## COMPLETELY AUTOMATIC

A new WEDway Transportation System developed by WED Enterprises, the *PeopleMover* is a silent, all-electric, completely automatic conveyance that is designed for variable speed, point-to-point service.

*PeopleMover's* many automatic features and hosting procedures enable complete operation by a comparatively small staff. And its amazing degree of automation is achieved without extensive electronic equipment.

## MOTORLESS VEHICLES

*PeopleMover* vehicles are motorless, eliminating the chance of one vehicle stalling the others. Independent drive units are embedded in the system's elevated guideway, automatically controlling speed and maintaining proper intervals between vehicles. No cogs, conveyor belt or similar types of devices are used.

If a drive unit becomes inoperative, the system continues to transport passengers at maximum capacity, safety and comfort.

## NEVER STOPS RUNNING

The 62 four-car *PeopleMover* trains never stop running, even while passengers board or leave cars at its station's revolving turntable platform.

## ALWAYS CARS AVAILABLE

An endless parade of cars, ready to leave passengers and take on new ones, arrive constantly at the *PeopleMover Station*, circling it in the same direction and rate of speed as the turning platform. Each car comfortably seats up to four adults or six children in two opposing seats.

Because the trains and the turntable move synchronously, the effect when boarding is similar to stepping from a stationary platform into a motionless car.

## SELF-OPENING DOORS

Doors of compartments open and close, and car tops raise and lower automatically to facilitate passengers boarding and disembarking.

## GLIDE NOISELESSLY

Trains of the *PeopleMover* glide noiselessly along a ribbon-like guideway, supported by graceful, symmetrical pylons, which form a pair of sweeping arches over the entrance to Tomorrowland.

ROCKET  
JETS

TOMORROWLAND  
TERRACE

WED  
IMAGINEERING

AUDIO-ANIMATRONICS



**HIGH CAPACITY**

As many as 4,880 passengers per hour cruise aboard the smooth running trains, out of the way and above the heads of strolling Disneyland visitors.

**NO WAITING**

*PeopleMover* passengers never have to wait for the fun to begin; their adventure actually starts at the very moment they step aboard the cars.

**ADVENTURE THRU TOMORROWLAND**

Upon leaving the *PeopleMover Station*, trains pick up somewhat in speed as Disneyland guests begin their 15-minute sight-seeing excursion throughout new Tomorrowland in an adventure more than three-quarters of a mile (4,000 feet) in length.

**TOTAL EXPOSURE**

Passengers are introduced to all of Tomorrowland's corporate-sponsored attractions and exhibit areas. A narrator's voice, commenting on points of interest along the way, is broadcast to each compartment against a musical background.

**PREVIEW OF SHOWS**

*PeopleMover* trains transport guests inside many of Tomorrowland's major new pavilions for special previews of attractions, including *Adventure Thru Inner Space*, *Progress City*, *America the Beautiful* and *The Character Shop*.

**"PEOPLEMOVER STATION"**

Theme center and pivotal point of new Tomorrowland is the *PeopleMover Station*. It is a circular, tri-level structure surrounded by spacious concourse area and new pavilions and attractions.

**"ROCKET JETS" AND OBSERVATION DECK**

The *PeopleMover Station* is topped by a new version of the popular *Rocket Jets* attraction and an observation deck that offers total viewing of new Tomorrowland. Guests are carried to the uppermost level of the station by gantry-like elevators.

**GOODYEAR PRODUCTS**

Guests glide to the station's *PeopleMover* boarding area on the second level while standing on a Goodyear rubber-surfaced "speed-ramp." As they ascend, the story of Goodyear's diversified areas of activity and interests are presented through ten humorous vignettes—animated exhibits—along the way.

**STATION AREA**

Total area of the *PeopleMover Station* is 16,600 square feet.

ROCKET JETS

TOMORROWLAND TERRACE

WED IMAGINEERING

AUDIO-ANIMATRONICS



## "ROCKET JETS"

### WHIRLING NEW ATTRACTION

An all-new version of Disneyland's *Rocket Jets* attraction has been located atop the *PeopleMover Station*, combining with it to serve as the focal point of the *Magic Kingdom's* all-new Tomorrowland.

### 60-FOOT CLIMB

*Rocket Jets* soar silently, climbing up to the 60-foot level, high over the heads of strolling Disneyland visitors.

### GUESTS BECOME PILOTS

Visitors aboard the *Rocket Jets* actually "pilot" the ships when they take over the control sticks. They may perform sweeping dives and high climbs, or direct a steady course.

### TOMORROWLAND'S HIGHEST POINT

The jets "fly" around a towering 85-foot-high rocket, tallest point in new Tomorrowland. Each of the twelve *Rocket Jets* is connected to this vertical space craft by an 18-foot-long control arm.

### SPACE PLATFORM

Passengers board at a Space Platform, a seemingly suspended-in-air third level of the *PeopleMover Station*. Take-off and landing instructions are heard over the craft's speakers.

### OBSERVATION DECK

Surrounding the circular take-off and landing platform is an observation deck, almost 25 feet high. Visitors reach the observation deck and the *Rocket Jets* attraction by elevator from the ground level of the *PeopleMover Station*.

### NEW DESIGN

The WED staff has completely re-designed the *Rocket Jets* for Tomorrowland. Each ship is eight feet long, accommodating two passengers in tandem fashion. They are authentic white with orange nose-cones and gold and black-striped trimmings and have glowing jet "exhausts."

### CAPACITY

Nearly 600 passengers per hour experience this adventure in 12 *Rocket Jets*.

TOMORROWLAND  
TERRACE

WED IMAGINEERING

AUDIO-ANIMATRONICS



## "TOMORROWLAND TERRACE"

PRESENTED BY COCA-COLA

### DINING, DANCING, ENTERTAINMENT

Dining, dancing and live entertainment in the comfort and exciting atmosphere of the future are the offerings of the totally-new and unique *Tomorrowland Terrace*, presented by The Coca-Cola Company in new Tomorrowland.

### GARDEN-LIKE SETTING

Centerpiece of *Tomorrowland Terrace* is a colorful, modern-design planter which combines with other garden areas to provide a pleasant setting.

### ELEVATOR STAGE

Music fills the air when the theme planter rises to form a colorful canopy for an ascending stage filled with performing musicians. Following each performance, the stage lowers and the canopy once again becomes a decorative theme piece in the restaurant. The oval planter measures 16 feet wide by 24 feet long. It features permanent built-in lighting and sound facilities.

### PATIO DINING

The restaurant has three dining terraces, all conveniently located near the buffet-style serving areas. The slightly-raised north and south terraces are characterized by gold anodized aluminum canopies that provide a bright and eye-appealing setting for Tomorrowland diners. On the restaurant's concourse level, adjacent to the theme planter, is the east terrace—largest of the three dining patios.

### WALL-LESS COMFORT

Climate control engineering has eliminated the need for exterior walls that would obstruct views of the always-moving panorama of Tomorrowland.

### TWILIGHT ENCHANTMENT

When the sun goes down, *Tomorrowland Terrace* is transformed into a totally-new atmosphere. Its white ceiling, which covers much of the east terrace, becomes a sparkling galaxy of 450 tiny blinking lights, and the canopies of the north and south terraces retain their warm golden glow throughout the evening through special lighting techniques.

### POPULAR DANCE BANDS

During the summer at *Tomorrowland Terrace*, there is entertainment for listening and dancing provided by Tomorrowland's own "rock" band in the afternoons and by guest bands at night.

WED IMAGINEERING

AUDIO-ANIMATRONICS



## DANCE TERRACE

The east terrace is converted at night into a spacious (3,000 square feet) dance floor of a free-form pattern terrazzo. Its design is a swirling, beige-to-burnt-umber blend of colors, highlighted by groupings of red, yellow, brown and turquoise polka dots centered around larger pink circles.

## CHARACTER FOOD SPECIALTIES

Char-broiled hamburgers, steak sandwiches and hot dogs are featured on the restaurant's menu as *Moonburgers*, *Tomorrowland Steak Sandwiches* and *Jupiter Dogs*. Diners may also choose from assorted salads, sandwiches to order, fresh fruit tarts and jello molds.

## UNIQUE FOOD PREPARATION

New food preparation techniques at *Tomorrowland Terrace* include an infrared gas-fired conveyor-broiler on which as many as 1,500 hamburgers and steaks can be broiled in one hour. The automatic system also incorporates a conveyor belt on which hamburger buns are toasted.

## FURNISHINGS

The restaurant's tables and chairs are finished in a wide variety of pleasing color combinations that range from pumpkin to raspberry. The chairs are especially designed for the restaurant by the WED interior design staff.

## DINING CAPACITY

As many as 1,500 guests per hour are accommodated for dining in the restaurant during the daytime.

## SEATING CAPACITY

North and south terraces: as many as 250 guests in each.  
East terrace (daytime only): more than 200 diners at one time.

## TOTAL AREA

*Tomorrowland Terrace* occupies an area of 17,300 square feet adjacent to the pavilion housing *America the Beautiful* on the concourse between the *Submarine Voyage* and *Disneyland-Alweg Monorail Station* complex. The *PeopleMover Station* is also nearby.



DISNEY'S WED ENTERPRISES, INC.:  
THE WORLD OF "IMAGINEERING"

"Disneyland will never be completed. It will continue to grow...to add new things...as long as there is imagination left in the world."

WALT DISNEY

July 17, 1955

This promise by Walt Disney has become his most often repeated quote, perhaps because Walt more dramatically and consistently than ever, proved through action that his words had meaning.

Every year since he made this promise the celebrated *Magic Kingdom* in Anaheim has added at least one major attraction, adventure or restaurant to its original collection. There were 22 attractions, built at a cost of \$17 million, on Disneyland's opening day, July 17, 1955. New attractions opened in the summer of 1967 bring the total number to 52, representing a capital investment of \$95 million.

The time has now come to prove that Walt's promise was not limited to his own years or to Disneyland... that the creativity, which was given new meanings and new applications by Walt, will continue and will be used on new and exciting projects. The Disney touch, influence, technique, philosophy, enthusiasm, way of doing things and special brand of imagination cannot be enclosed in a span of years.

Walt believed in growth. Everything he did was characterized by steady, controlled development. Even his promises grew. Today, Walt's "Disneyland declaration" has been expanded beyond the boundaries of the *Magic Kingdom* to encompass whole new worlds of family entertainment, recreation and living.

To assure continuation of the "Disney way of doing things," Walt surrounded himself with a carefully selected staff who worked by his side many years, some for more than three decades. They became thoroughly schooled, completely involved in the Disney approach, so much so that it is now a part of their nature.

### THE BIRTH OF IMAGINEERING

Many of these long-time Disney artists and craftsmen are found in a relatively new and truly unique kind of world... a world where ideas and dreams are transformed into three-dimensional realities... where imagination is the basic raw material. This is WED Enterprises, Inc. (the initials are those of its founder, Walt E. Disney), the master-planning, architectural, engineering, research and development subsidiary of Walt Disney Productions.

Shortly after WED was formed in 1952, Walt fashioned it into the versatile team he needed to plan and design Disneyland. With WED, he literally added a new dimension to Disney entertainment. Walt was now able to complement his two-dimensional world of motion pictures with equally exciting three-dimensional attractions in his *Magic Kingdom*.

A staff of project designers, sculptors, research and development technicians, model builders and interior decorators were joined by highly creative architects, engineers and draftsmen who could design yesterday, today, tomorrow and the timeless worlds of fantasy and fiction.

Uniquely combined and strongly interrelated, these arts and crafts at WED blend creative imagination with technical know-how. This is *imagineering*.

### WED ACCOMPLISHMENTS

#### DISNEYLAND...

has become a way of life to the WED staff since the Company began planning and designing the famous *Magic Kingdom* in the early '50's. It is for them a never-ending exercise in combining imagination with the practical demands of reality.

AUDIO ANIMATRONICS



The WED team has planned, designed, engineered and fabricated every attraction at Disneyland since its inception . . . and each new project has required totally new applications of talents and crafts. Nothing WED does has been done before quite the way WED does it — not even by WED! WED's newest contribution is a whole new Tomorrowland, a world on the move that will serve as a showcase for American industry.

#### THE NEW YORK WORLD'S FAIR 1964-1965

. . . gave WED a new role: creating shows and corporate exhibits for companies outside Disneyland. They carried forward the WED approach, developed at Disneyland, of involving guests in exhibits — letting people experience them.

During the Fair's two six-month seasons, a total of 46,871,236 people — 91 percent of those who paid Fair admission — visited the quartet of Disney shows, designed for General Electric, Ford, the State of Illinois and Pepsi-Cola. All four presentations were redeveloped by WED for permanent location in Disneyland.

#### TRANSPORTATION SYSTEMS . . .

developed for virtually every type of application are other products of *Imagineering*. WED has designed systems for entertainment applications only and for mass-movement of people, along with those that fulfill both purposes.

WED-designed transportation systems range from those of the early 1900's on Main Street U.S.A. to the super-sleek *Disneyland-Alweg Monorail System*, America's first daily operating monorail, which connects the *Magic Kingdom* with the Disneyland Hotel by a 2½-mile beamway.

WED's newest and most versatile contribution in the field of public conveyances is the *PeopleMover*, a WEDway Transportation System. The original version of this continuous-flow approach proved itself by carrying more than 15 million guests safely and dependably through the *Magic Skyway* ride at the Ford World's Fair pavilion.

The improved, modified design of the *PeopleMover* transports guests through new Tomorrowland.

*Omnimover*, another WEDway Transportation System in new Tomorrowland, features vehicles of a different design, but which functions on the same principle as the *PeopleMover* for passenger loading and unloading. *Omnimover* transports *Atomobiles* in the *Adventure Thru Inner Space*.

#### AUDIO-ANIMATRONICS . . .

is perhaps the most important technical contribution of WED *Imagineering* to the field of entertainment. The phenomenal *Audio-Animatronic* system gives lifelike actions to three-dimensional figures through the space-age magic of electronics. Simply stated, *Audio-Animatronics* is a unique concept which electronically combines and synchronizes voices, music and sound effects with the movements of animated objects.

WED first applied *Audio-Animatronics* in total usage to the widely-acclaimed *Enchanted Tiki Room* at Disneyland in July, 1963. Since that time, this technique has brought to life such favorites as *Great Moments with Mr. Lincoln*, *It's a Small World*, *Primeval World*, and the spring '67 offering, the exciting *Pirates of the Caribbean*, starring 119 *Audio-Animatronic* figures.

This system, always being improved by the WED research and development staff, has been applied again to the already-famous *Carousel of Progress*, hit of the New York World's Fair, which is now presented in Disneyland's new Tomorrowland. It is also the life force for *Mission Control* in the exciting *Flight to the Moon*.

#### KALEIDOPHONICS . . .

enabled nearly 16 million guests who enjoyed the *Carousel of Progress* at the Fair to "see" as well as hear, the overture to the four-act play. WED *Imagineering* provided this unique experience through *Kaleidophonics*.

This technique electronically ties in stereophonic music with vivid, colored illumination that forms jewel-like patterns on a massive opaque screen. Frequencies and intensity of the music select the colored patterns.

*Kaleidophonics* introduces the *Carousel of Progress* at Disneyland.

#### NEW WED PROJECTS:

##### DISNEY WORLD AND MINERAL KING . . .

two of the most ambitious and unique projects in the history of entertainment and recreation, are now in early planning stages at WED's Glendale, California, headquarters.

By far the largest project ever assigned to WED is the mind-staggering *Disney World*, proposed for 27,443 acres acquired by Walt Disney Productions in 1964-65.



Planned for this site — twice the size of Manhattan Island — is an entire city of the future. Called *Experimental Prototype Community of Tomorrow (EPCOT)*, this city will, in Walt's own words, "always be in a state of becoming." Further, he stated, "It will never cease to be a blueprint of the future, where people actually live a life they can't find anywhere else today."

WED's designs for *EPCOT* will show how many of today's city problems can be solved through proper master planning. Therefore, no present community will serve as the guide for *EPCOT*. While always looking to the future, this community of tomorrow will be dedicated to the present — to the well-being and pleasure of *EPCOT* residents and to those who will travel hundreds or thousands of miles to visit there.

*Disney World* will also feature a family-oriented theme park similar to but not a duplicate of Disneyland in Anaheim. Nearby will be hotel-motel vacation centers, golf courses, industrial parks, a special entrance complex and a jet-age airport. WED also plans to use WEDway Transportation Systems and monorails extensively throughout the project.

Walt Disney Productions plans to build a truly unique outdoor recreational center at Mineral King, a majestic alpine site in California's High Sierra.

WED is now at work on intermediate studies and master-planning for the area, always being guided by the need to preserve and protect Mineral King's

unparalleled natural beauty.

Eventually, the development would include a self-contained village, 20 ski lifts, major hotels and lodges, ten restaurants, a generous snow play area and all necessary auxiliary services. It is estimated that Mineral King will attract 1.7 million visitors annually when it is fully developed.

### WED's FACILITIES

WED's increasing number of projects necessitated a move on June 15, 1965, to a 130,000-square-foot building at 1401 Flower Street, Glendale. This facility is more than four times larger than the company's former quarters.

Termed one of the most attractive and versatile professional buildings in the Los Angeles area, WED's new home offers eye-appealing, inspirational surroundings that contribute significantly to creative work and job-flow efficiency. WED has converted the building into a multiple-use structure through interior renovations.

Of contemporary design, the building features a single, undivided room larger than two football fields where WED's *Imagineering* model department and the research and development laboratory are housed. Along with executive and administrative offices, other areas accommodate, in work-flow order, project designers, artists, sculptors, architects, engineers, draftsmen, and researchers. At present, there are approximately 250 members on the WED team.



## THE "AUDIO-ANIMATRONIC" SYSTEM: A NEW CONCEPT IN ENTERTAINMENT

*Audio-Animatronics*, developed by WED Enterprises, Inc., is a unique concept in entertainment which electronically combines and synchronizes voices, music and sound effects with the movement of animated objects, ranging from remarkably lifelike human, animal, bird and flower figures to their imaginative, high stylized counterparts from the realm of fantasy.

Various degrees of sophistication — from one or two single movements to many complex body actions and facial expressions — can be preprogrammed for each figure. In fact, an entire show can be controlled by *Audio-Animatronics*.

To accomplish these amazing feats, WED technicians record audible and inaudible sound impulses, music and dialogue on magnetic tapes. Then, with precision usually characteristic only of space age industries, they transfer these taped messages to a single, one-inch magnetic tape, which has up to 32 channels (tracks) controlling as many as 438 separate actions.

Play-back simultaneously relays music and voices to speakers, while sound impulses activate pneumatic and hydraulic valves within the performing figures. Air and fluid tubes and devices expand and contract accordingly to bring about animation. Sound impulses also control lighting and sound effects, permitting an entire show to be controlled from one tape.

New techniques have been developed expressly for the *Pirates of the Caribbean* because of the show's length and great number of *Audio-Animatronic* figures.

Each scene in the adventure is an individual, complete and continuous performance, viewed by passengers riding aboard slow-moving boats. The separate sound, lighting and figure controls of each scene are isolated from preceding and following scenes through use of independent program elements.

The evolution of *Audio-Animatronics* began in the early 1950's with work on mechanical (cam and lever) miniature scale model human figures. Seeking more polished and versatile movement, WED launched the electronic-hydraulic-pneumatic approach in combination with the cam-lever principle for several Disneyland attractions, including inhabitants of *Nature's Wonderland* and the Adventureland *Jungle Cruise*.

Abandoning cams and levers entirely, WED introduced the first pure form of *Audio-Animatronics* with the summer, 1963, opening of Walt Disney's *Enchanted Tiki Room* at Disneyland. To the as-

tonishment and pleasure of audiences, 225 *Audio-Animatronic* figures from the South Seas — birds, tiki gods and flowers — gather 'round a magic fountain to talk, sing, chant and beat drums. The entire show lasts for 17 memorable minutes.

At the New York World's Fair 1964-1965, Walt Disney and WED Enterprises captivated nearly 47 million visitors who enjoyed the 600-plus *Audio-Animatronic* figures in four unforgettable shows.

For the Ford Motor Co., Walt Disney conjured up the exciting *Magic Skyway* ride which took guests from prehistoric time to the distant future. *Audio-Animatronic* figures of dinosaurs from that attraction are now featured in the *Primeval World* at Disneyland, which opened in the summer of 1966. Train-borne passengers journey easily from the present-day grandeur of the Grand Canyon to the monster-populated earth of millions of years ago.

The story of man's advancement through electrical energy was the theme of General Electric's *Carousel of Progress*, now in its new home in the *Magic Kingdom's* all-new Tomorrowland. This show represents a new high in the state of *Audio-Animatronic* art — a result of recent improvements made in the system by the WED R&D staff.

Walt saluted the children of the world with his musical fantasy, *It's a Small World*, sponsored by Pepsi-Cola at the Fair and the Bank of America at Disneyland. Innocence and charm radiate from the show's nearly 600 children, animals, toys and flowers from 100 areas 'round the world who sing and dance to a heartwarming tune.

Walt Disney's stirring *Great Moments with Mr. Lincoln*, originally presented at the Illinois Pavilion at the Fair, now thrills *Magic Kingdom* guests. Disneyland's biggest event in its Tencennial Year (1965) was the opening of *Great Moments with Mr. Lincoln*, sponsored by Lincoln Savings and Loan Association in the Opera House. The Lincoln figure, sole performer in the show, is capable of 47 body movements and 17 separate facial expressions. Some 275,000 combinations of actions can be programmed for the Lincoln figure.

But the development of *Audio-Animatronics* never rests. WED's R&D staff works constantly to refine and improve this already versatile system.

Walt Disney often described *Audio-Animatronics* as the grand combination of all the arts. This technique includes the three-dimensional realism of fine sculpture, the vitality of a great painting, the drama and personal rapport of the theater, and the artistic versatility and consistency of the motion picture.



*"Science and technology have already given us the tools we need to build the world of the future. If we use them right now, we won't have to wait to know what tomorrow will bring. I believe we will prove with new Tomorrowland that today is the future."*

WALT DISNEY