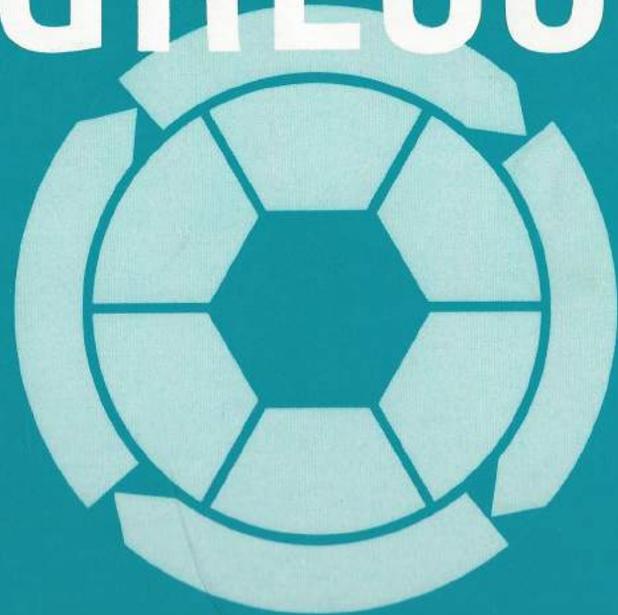
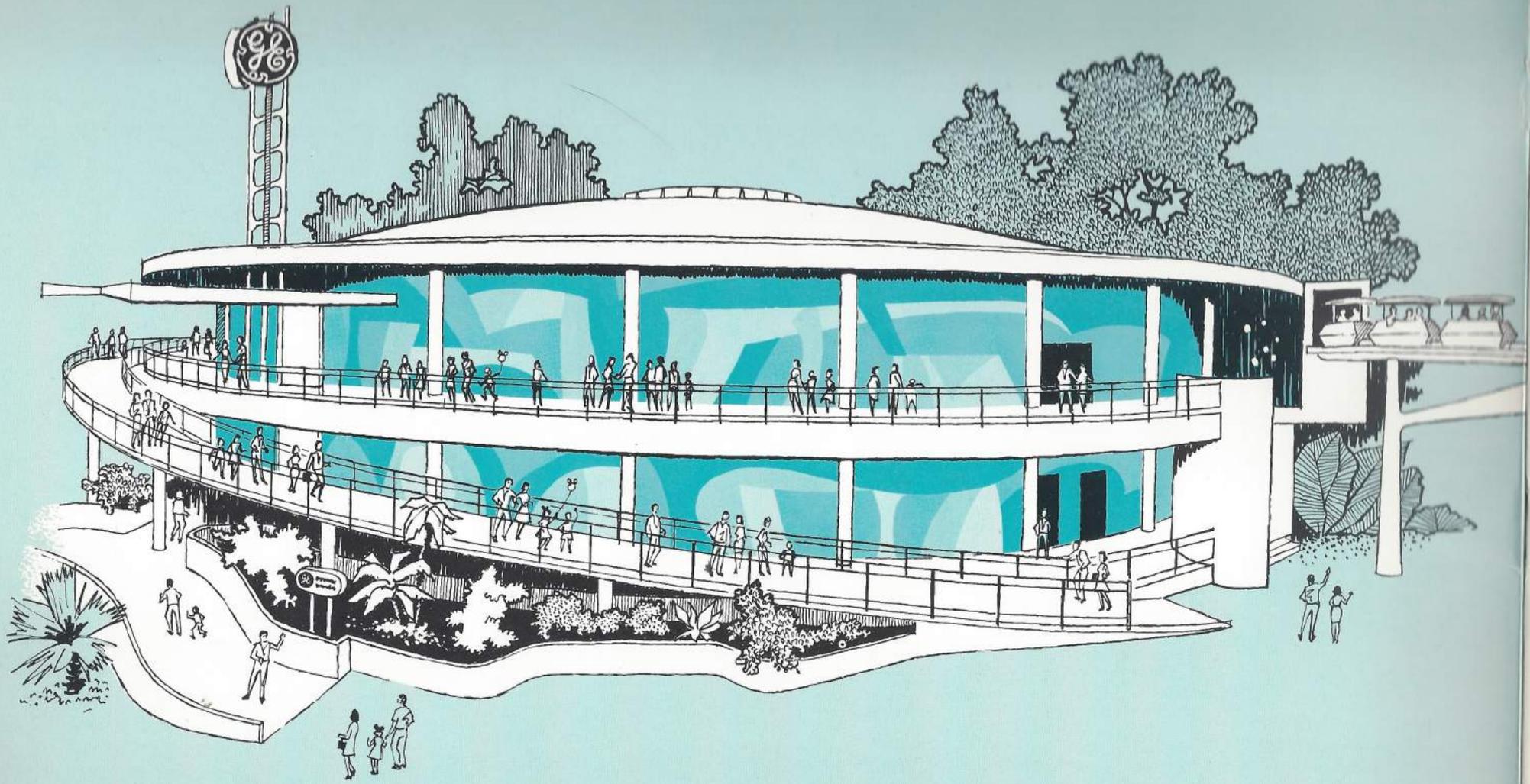




# CAROUSEL OF PROGRESS

*AT  
DISNEYLAND*





## **WELCOME ABOARD THE "CAROUSEL OF PROGRESS"**

In 1959 the General Electric Company teamed up with Walt Disney Productions to dramatize the story of electricity for the coming New York World's Fair. WED, Walt Disney's planning and design group, faced an enormous challenge to create an informative show that would highlight the General Electric story in a friendly, person-to-person way.

The result of the GE-Disney team was "Progressland" . . . one of the most successful and exciting exhibits at the World's Fair of 1964-1965.

The widespread enthusiasm for "Progressland" at New York was astounding. Almost 16 million visitors thrilled to Disney magic breathing life into the story of electricity and GE.

In order to extend and preserve this great show permanently, GE has brought it 3,000 miles to Anaheim, California, to participate in the Magic Kingdom of Disneyland.

You are now a vital part of the GE story . . . a personal representative of General Electric's family of more than a quarter of a million employees who work together to bring progress to the peoples of the world.

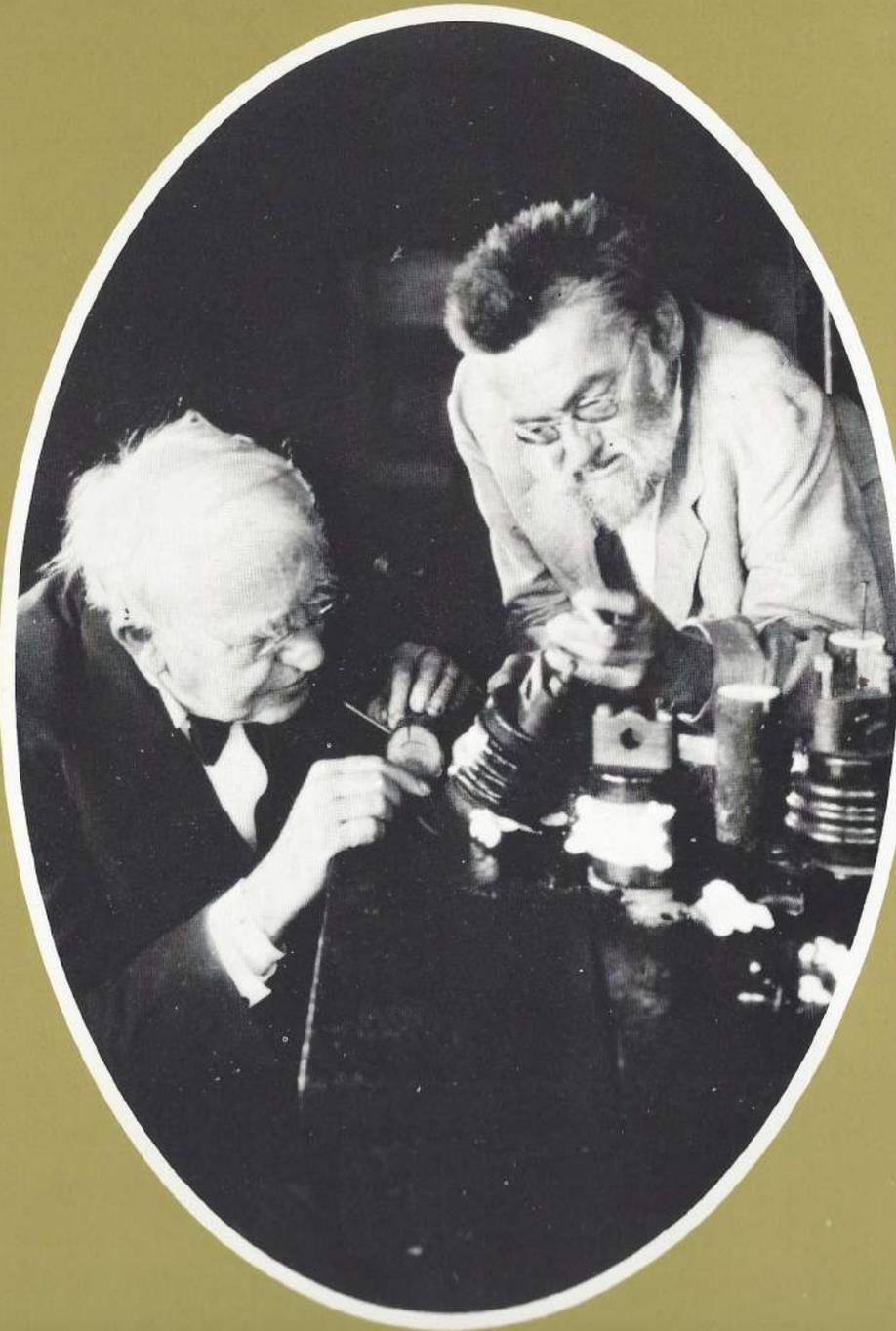
We welcome you as a member of our "Carousel of Progress" cast. We are proud of our show and we know that your role will give you the fun and satisfaction of being an indispensable part of the GE-Disney team.

University of Disneyland  
General Electric Company



GENERAL  ELECTRIC

*Progress Is Our Most Important Product*



**...“FOR THE DESPERATE NEEDS  
OF PEOPLE”**

He had only three months of formal schooling, yet with the brilliant and inquisitive mind of an engineer, proceeded to change the lives of millions of people throughout the world. He was Thomas Alva Edison . . . history's foremost inventor . . . the father of 1,100 inventions patented over a span of 60 years . . . a feat that prompted Henry Ford to suggest that the period be called the “Age of Edison,” as tribute to his great contributions to mankind.

There were contributions that illuminated the world . . . that brought recorded music into homes . . . talking pictures into theatres . . . and a great company, General Electric, into being. For this reason, the story of electricity, Thomas Edison, and General Electric are closely entwined.

Not all inventions are received with enthusiasm as young Edison quickly found with his initial development. It was a vote recording device much like those used in several states to this day. Upon its disclosure in Washington, D.C., a committee chairman rejected it on the grounds that it was **too** efficient and that lobbying would be impossible during roll call.

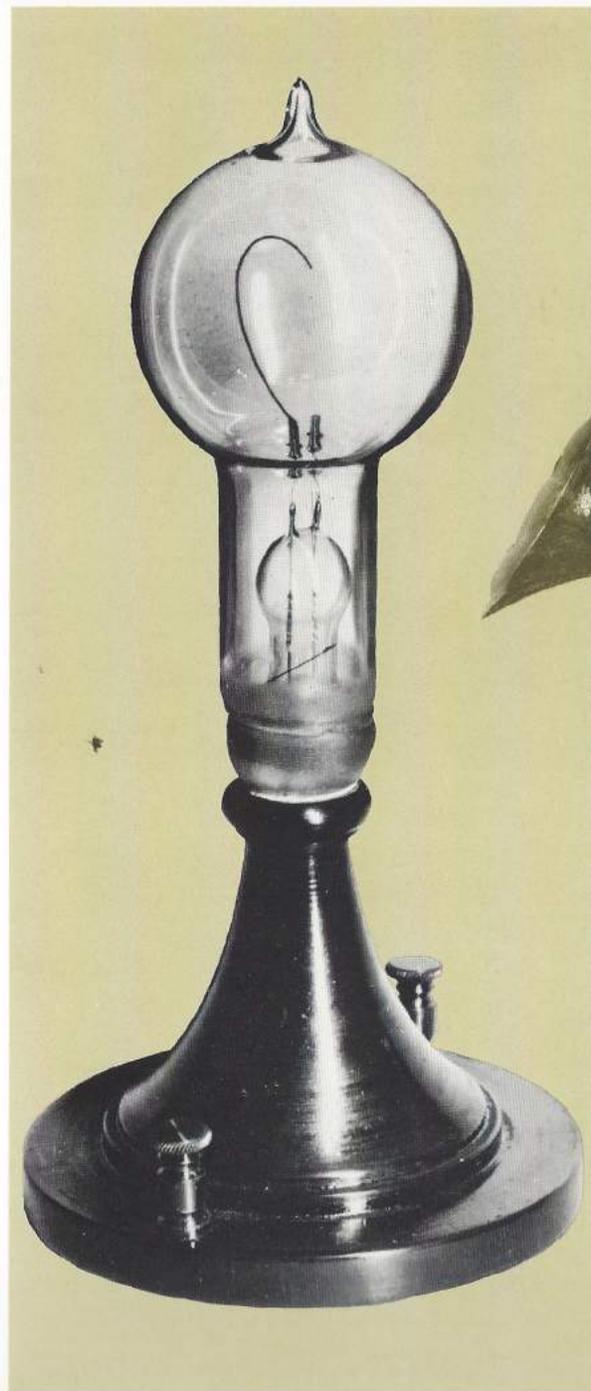
A frustrated and annoyed Edison then vowed that he would never again invent anything “that nobody wanted.” He kept his word and from that time on devoted himself to working “for the desperate needs of people.”

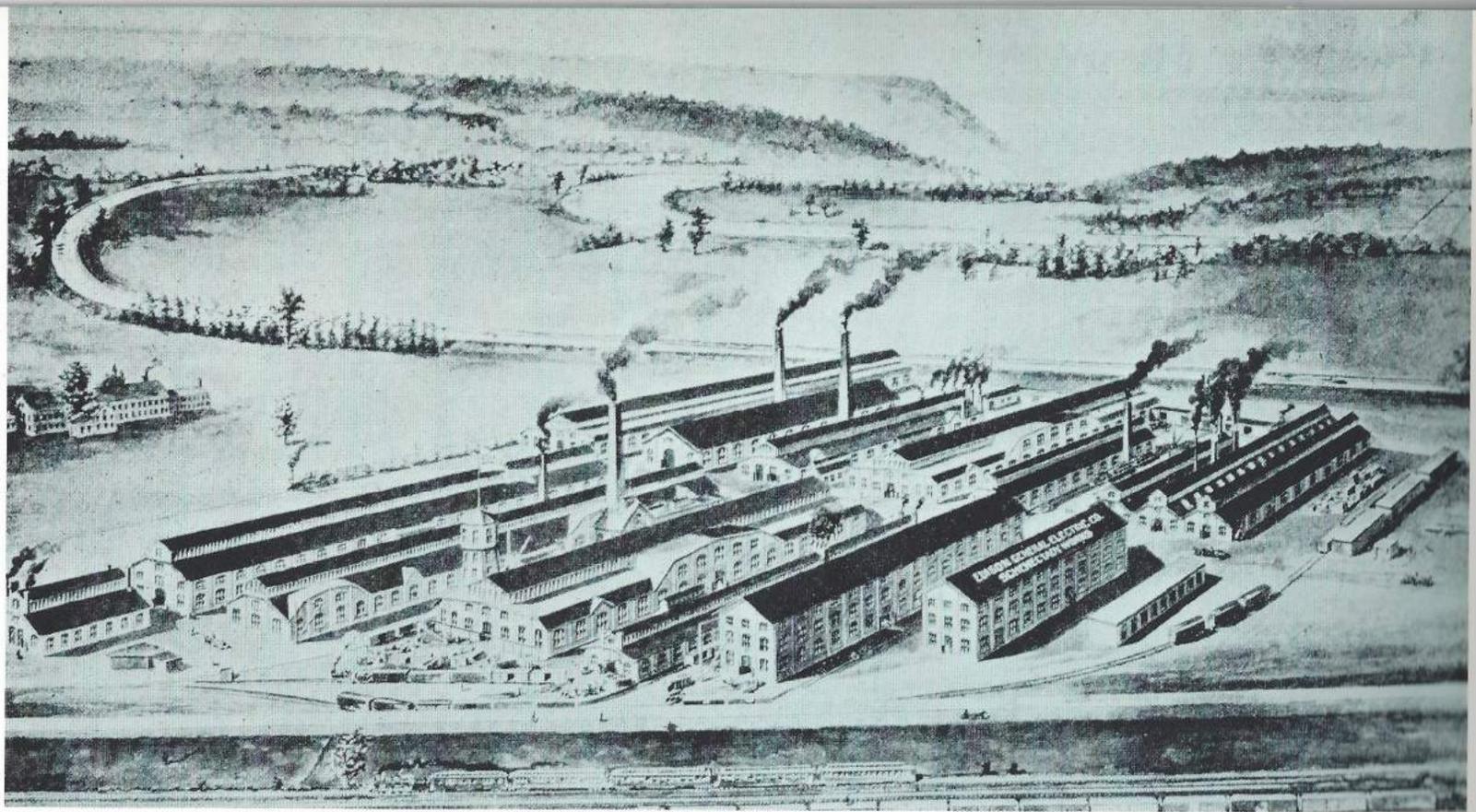
The year 1869 saw Edison working in New York for the Gold Indicator Company, a stock firm. His busy mind kept him experimenting on the stock ticker and soon improvements were made that interested General Marshall Lefferts, president of the Gold and Stock Telegraph Company. When asked how much he wanted for his various patents on the stock ticker, Edison hesitated, thinking he might dare ask for \$5,000. This hesitation was to become a turning point in the life of Thomas A. Edison. General Lefferts broke the silence: "How would \$40,000 strike you?"

## ***GENERAL ELECTRIC IS FOUNDED***

A flabbergasted Edison immediately accepted the offer and with the unexpected money opened his first workshop in Newark, New Jersey. Later he obtained land for a laboratory in Menlo Park and by 1878 had formed the Edison Electric Light Company for the express purpose of developing a new source of light. Within one year he had produced a glowing miracle of light by carbonizing thread from his wife's sewing basket. Here was the first incandescent lamp . . . the granddaddy of lamps used today!

Out of the demand for Edison lights emerged a new industry . . . and the Edison Electric Light Company began to expand. In 1886 one of Edison's growing companies moved to Schenectady, New York, where three years later the Edison General Electric Company was formed . . . and in 1892 a merger with the Thomas Houston Company produced the General Electric Company we know today. That same year a brilliant scientist joined the young company . . . Dr. Charles Steinmetz . . . a man who would play one of the greatest parts in guiding GE's growth and success.





It is not possible to list Edison's 1,100 inventions, but some of the highlights of his career are:

- In 1876 he improved the telephone by adding the carbon transmitter.
- In 1877 he invented the record player, or phonograph, which ranks as one of the world's most original inventions.
- In 1879 Edison worked out a successful principle for the electric light. Others had been working with electricity . . . Paul Jablochkov, an electrical engineer, had lighted up the boulevards of Paris with arc lights, but Edison . . . dedicated to inventing things for "the desperate needs of people" . . . wanted small lights that could be used in homes and offices.
- In the 1880's he developed a camera based on the inventions of George Eastman and others.
- As early as 1914 . . . long before the first talking Mickey

Mouse in 1927 . . . Edison connected the phonograph and camera to make talking pictures.

- His later inventions and improvements included the storage battery, the cement mixer, the dictaphone, and a duplicating machine.  
Edison also came close to the invention of the radio and he predicted the use of atomic energy.

Frequently, and properly, Edison is called one of our greatest geniuses. In his humble way he defined genius as "one percent inspiration and 99 percent perspiration." He demonstrated this belief by working for days at a time, stopping only for short naps.

Edison always tried to develop devices that would work under ordinary conditions, could not often get out of order, and were easy to repair. From this source of dedication and inventive genius was created the General Electric Company, an organization of people—25,000 men and women dedicated to the same principle of working ". . . for the desperate needs of people."

# "PROGRESS IS OUR MOST IMPORTANT PRODUCT"

From lighting a nation's homes to harnessing the power of the sun . . . year after year, product after product . . . General Electric remains a world leader in progress.

Yes . . . "Progress Is Our Most Important Product" is the expression of a theme that has been basic to General Electric since its inception. Today the famous GE monogram is the symbol of quality and progress for more than 350,000 employees in scores of plants throughout the world.

## MILESTONES IN A PLAN FOR PROGRESS...

In order to answer the many questions of our guests, you should become familiar with major achievements in the GE story. These are milestones that have radically changed man's living . . . things taken for granted that were the direct result of the creative genius of General Electric's unique family.

## A BUDDING YOUNG INDUSTRY

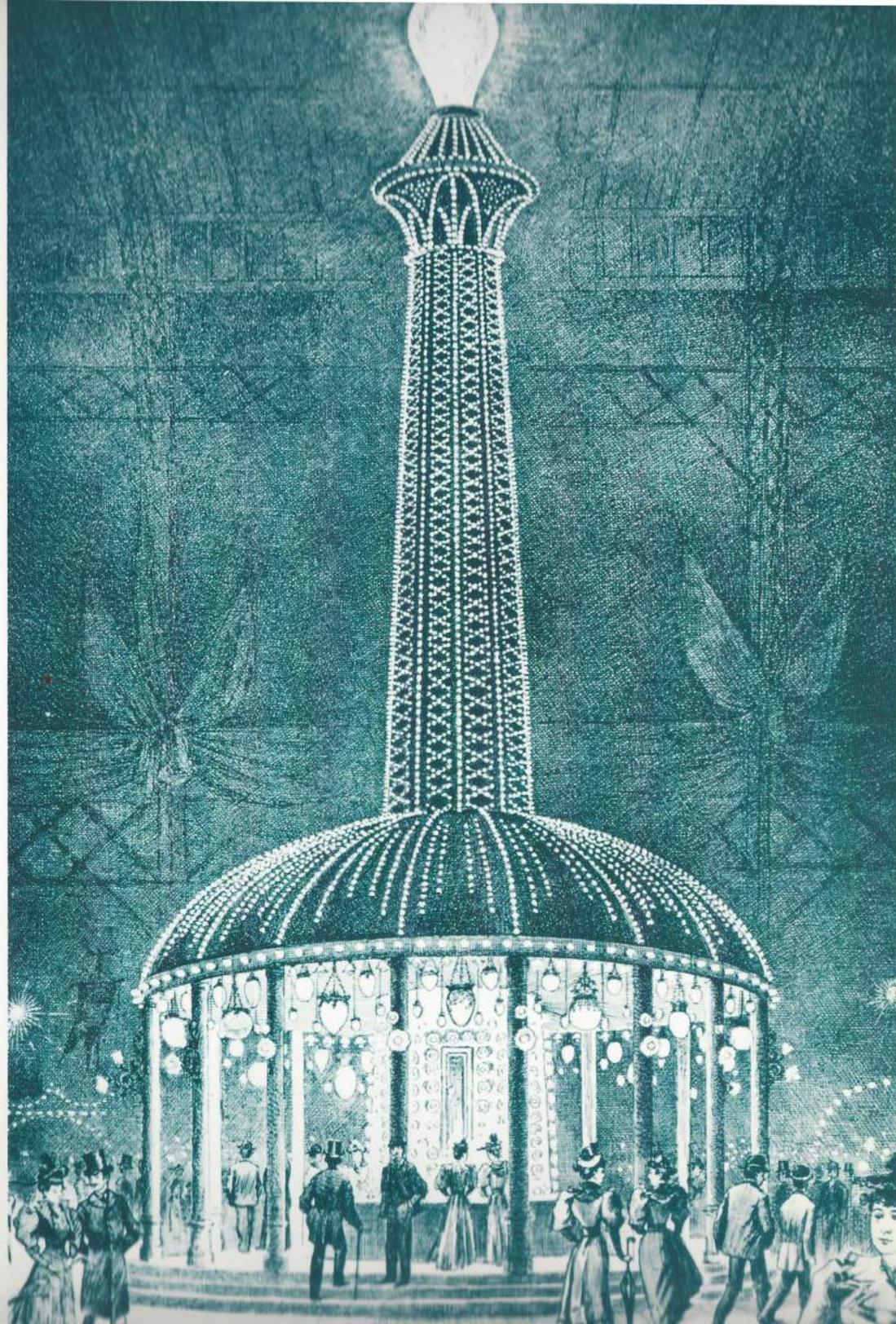
Electricity was an unfamiliar term to most as workers busily prepared for the Chicago Exposition of 1893.

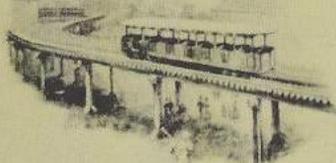
Ironically, kerosene and oil lamps burned into the night, illuminating the construction of an exhibit that was to lead to their very obsolescence! This was the first World's Fair ELECTRIC LIGHT exhibit . . . and the builder was a rapidly growing young company . . . General Electric.

Public fascination with this new source of light led to ever-increasing demands for new and improved versions. Electricity was no longer a laboratory toy . . . it was the key to a budding new industry, and to control its awesome potential, more research had to be undertaken.

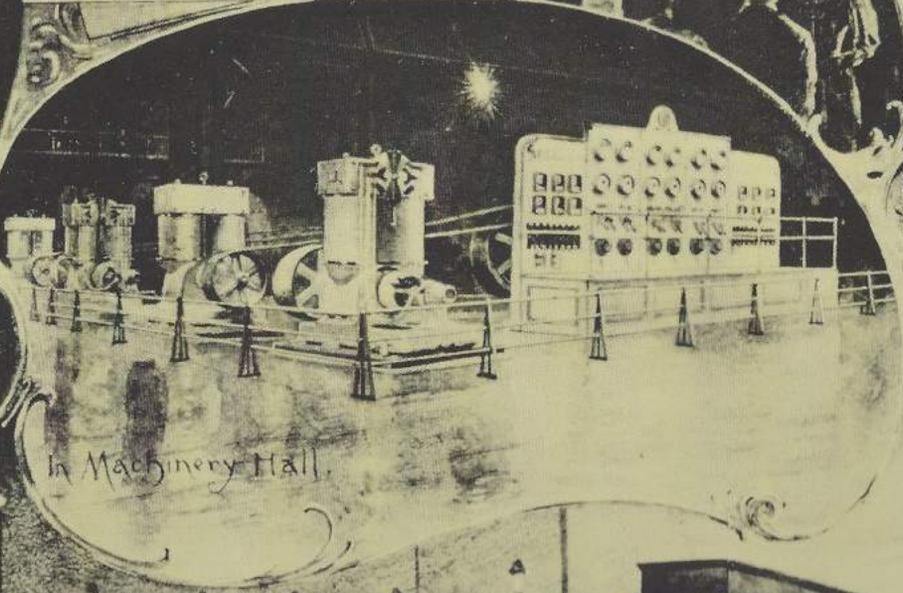
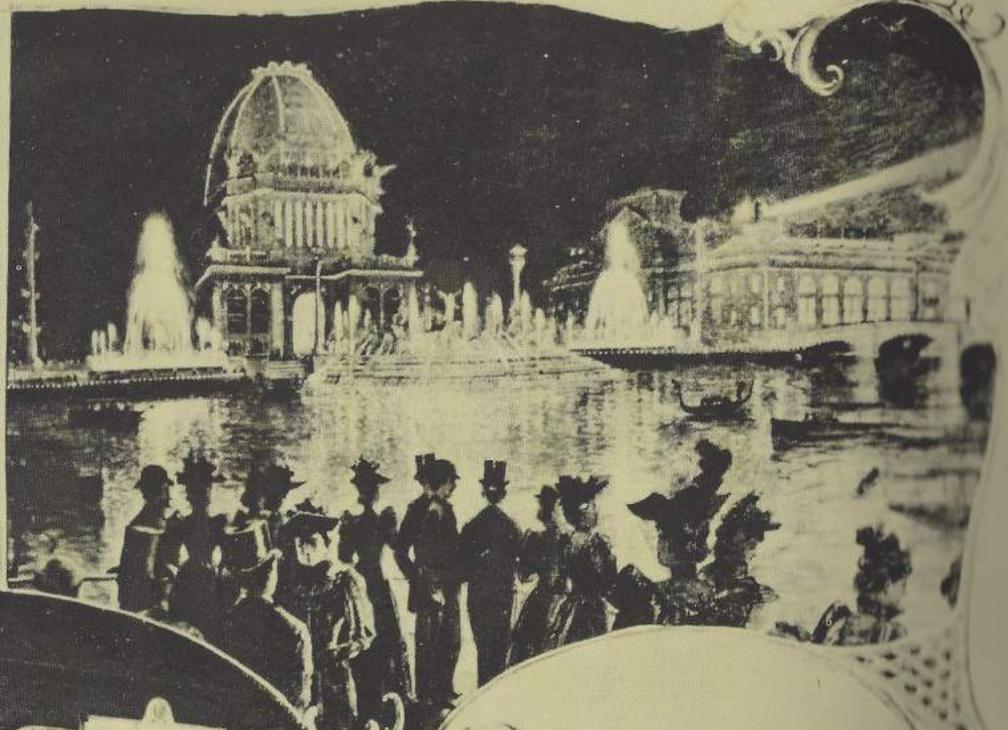
A General Electric research laboratory was established in Schenectady at the century's turn to further investigate electricity's awesome potential.

Since you may be asked, "Schenectady" is pronounced with a "K" . . . Skeh-nek-tah-de . . . an Indian name because the area was originally a meeting point of Indian trails from north, south and east. Today it is known as "The city that lights and hauls the world" . . . or "City of Magic" because of the major worldwide contributions developed here. To this day, Schenectady remains one of the creative nerve centers for GE's continuing progress.





In Liberal Arts Building



In Machinery Hall



## THE HOME REVOLUTION

Early Schenectady research was quickly put to use and by 1909 a new lamp began to appear on the market. GE had found a way to replace short-lived carbon filaments with a far more durable type. Electric light was now more durable . . . lower in cost . . . and more practical.

Other things became practical too—as housewives found that electricity was being harnessed to free them from the drudgery of many daily chores.

The rigors of scrub board clothes washing gave way to unique electric washers. Heavy and cumbersome irons became a thing of the past as new electric versions made ironing a simple chore.



No other area of the house changed so drastically as the kitchen. The messy, inefficient icebox gave way to the refrigerator, opening a whole new dimension in meal planning. Foods could now be stored for great lengths of time, later to be prepared on a new-fangled range.

No longer would father have to spend his day off moving furniture in order to haul the carpeting outside for cleaning. The hated chore of rug beating . . . erased by the vacuum cleaner!

A home appliance revolution was under way that would never end! Phonographs brought entire symphonies into the living room; fans made hot summer months more bearable; ultra-violet lamps brought suntanning indoors.

By 1930, housework was becoming even more simplified . . . garbage could be eliminated by an electric disposal right in the kitchen; "blue Monday's" wash could always be dried . . . indoors . . . electrically!

The American home was getting downright plush as families relaxed in air conditioned or electrically heated comfort.

Today the list is infinite as new products and ideas are constantly moving into the home . . . products like freezers, automatic washers, toasters, automatic ranges, and hundreds of others . . . all part of General Electric's never-ending revolution in the home. Yet consumer products are only one phase of the GE world of pioneering . . .

## *NEW POWER FOR TRANSPORTATION*

Even before the century's turn, transportation began to look for new sources of power and what better field to investigate than the new miracle that was lighting the nation . . . electricity?

Streetcars were the first to utilize this new power, soon to be followed by locomotives. In 1914 the Panama Canal was completed, using locks and locomotives to open this shipping lane shortcut to the world.

As early as 1908 GE had demonstrated that turbines such as those used to generate electricity also offer a new propulsion for ships. Since then, GE turbines have powered hundreds of Navy ships and more than half the U. S. Merchant Marine.





## COMMUNICATIONS AND NEW ENTERTAINMENT

In 1919 a General Electric employee developed the sound on film process that would help bring talkies to the screen . . . and startling changes to the motion picture industry that are still used today.

A few years later still another concept was being developed that would revolutionize communication, and, at the same time, bring a new form of entertainment into the American home. This was the radio.

Through GE's station WGY in Schenectady, concerts, newscasts, and dramas were broadcast with complete musical backgrounds and sound effects . . . all brought into the home through the magic of a little black box!

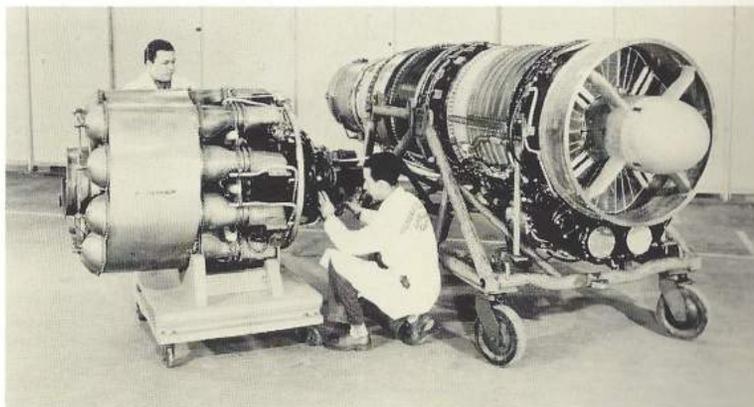
In 1928 WGY added still another first by broadcasting a play, "The Queen's Messenger," to be received on a new type of set . . . television . . . a non-electronic form of telecasting, serving as an important forerunner for today's sets.



## **X-RAY... THE INVISIBLE MIRACLE**

Another field opened up through the Roaring Twenties that was to make use of invisible waves through the atmosphere at astonishing speeds.

It was the X-ray... able to penetrate opaque substances to register images on photographic plates... an immediate boon to medicine and industry. Today, GE is the world's largest producer of X-ray equipment.



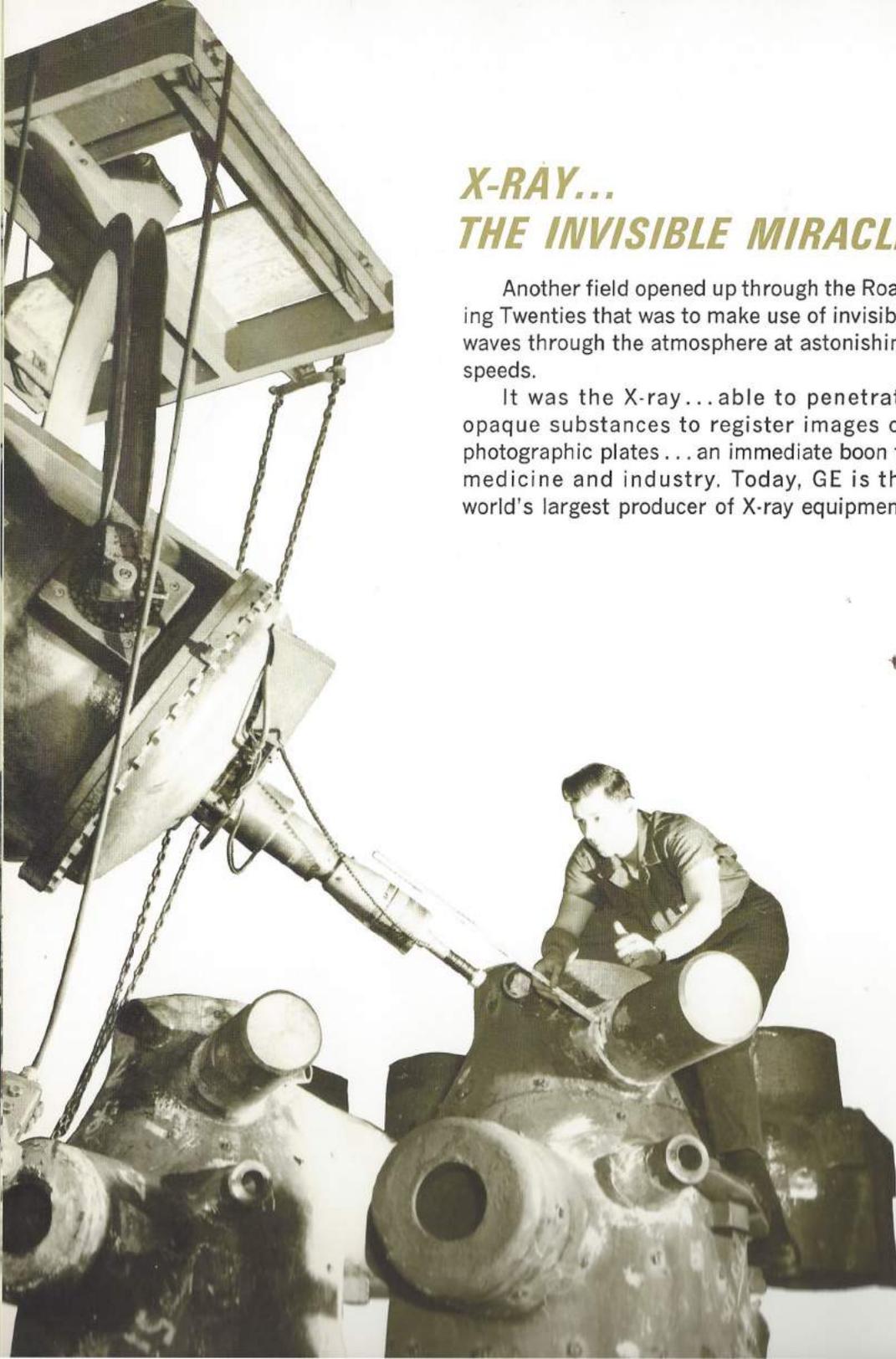
## **THE WAR YEARS**

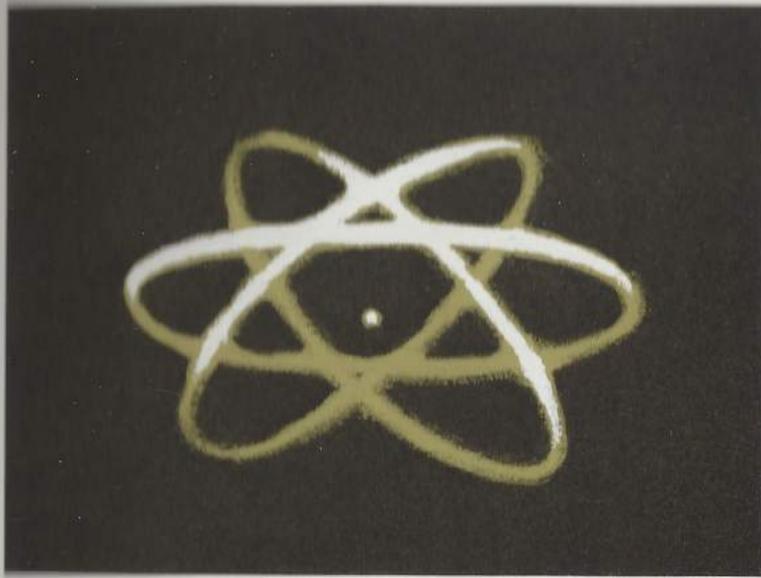
By 1941 America was locked in a second world conflict, and General Electric prepared to throw its full weight into helping turn back the Axis tide.

Turbines for ships, searchlights, turbosuperchargers and electrical systems for aircraft, radio, radar, and antitank bazookas all poured forth from the GE team.

In 1942, General Electric added another pioneering first... the gas turbine engine that would power the first U. S. jet plane.

But perhaps the greatest technological development of these war years was produced on a cooperative basis by American industry, including GE. The time was 1945... the unleashing of a fantastic new force... atomic power!





## THE ATOMIC AGE

The greatest source of power in history now stood on the threshold of discovery. Further research and development was now vital to the GE watchword of progress.

A program was launched in 1946 to investigate the potential of nuclear power for peaceful use. Within four years the Knolls Atomic Power Laboratory was completed and became the key to an unlimited source of energy.

Controlled nuclear fission would someday propel ships around the world on a handful of fuel while atomic generating stations would offer inexhaustible power to light the nation's cities.

Since World War II, more than \$200 million has been put into new GE research facilities, while plants and equipment have been expanded at a cost of **1.5 billion dollars**.

The returns from this great investment have brought forth a continuous flow of new and fascinating industries. Today more than one third of General Electric's employees are working on the "future businesses" of ten years ago... from man-made diamonds for cutting, boring and grinding... to the astounding new challenge of desalination where salt water will be converted to fresh water in limitless supply for desert or forest, mountain or valley... anywhere in the world!

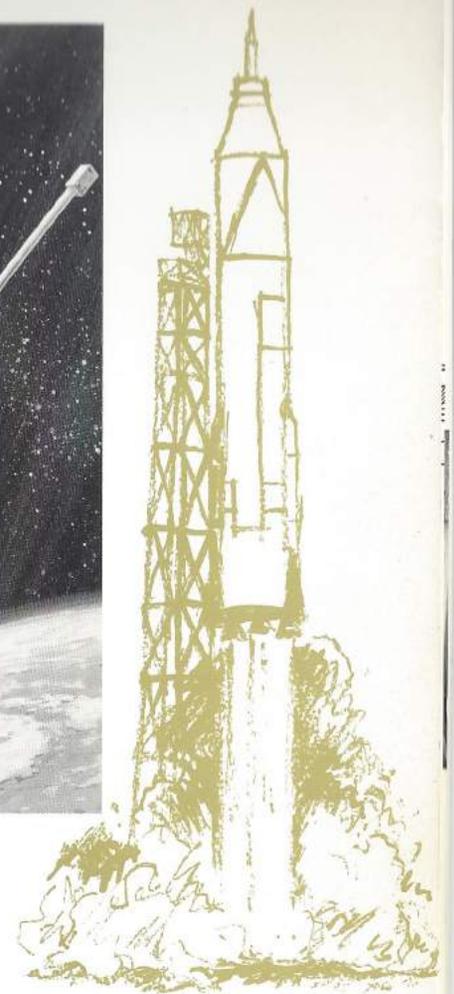


## DIVERSIFICATION... KEY TO SUCCESS

What has been responsible for continued growth over the years? Probably the most important factor has been "product diversification."

General Electric produces over 200,000 separate products in 350 different product lines... it is simultaneously in more product businesses than any other company in the world. Throughout its own growth, the General Electric Company has made history and continues to do so every day.

From the time Thomas A. Edison developed his initial invention until today... and with a never-ending look into tomorrow... the story of General Electric is a story of progress... **indeed** their most important product!





## GENERAL ELECTRIC TODAY

The General Electric Company today is known to most people as the builder of refrigerators, irons, light bulbs and dishwashers . . . all products of better living, electrically. But these products form only about one quarter of total GE sales.

Another quarter is comprised of the heavy equipment used to produce electric energy and use it in giant motors and locomotives. Still another quarter comes from products for industry—small motors, instruments, timers, electronic components and the like. And nearly a quarter reflects the company's contributions to U. S. defense and space exploration.

General Electric is a big business, but it speaks of itself as "a company of people who care," who never allow themselves to become so big that they fail to think in terms of the individual customer, his wants and needs.

## GENERAL ELECTRIC FACT SHEET

**FOUNDED:** 1878 by Thomas Alva Edison

**THEME:** "Progress Is Our Most Important Product"

**TRADEMARK:** Monogram with encircled initials "GE"

**EMPLOYEES:** U.S. and Canada: 290,000; world-wide: 350,000

**SHAREHOLDERS:** 530,000

**BOARD OF DIRECTORS:** 18

**PLANTS:** 173 in 138 cities in U.S. and Canada

**LABORATORIES:** More than 100

**SALES:** 1966: Total more than \$7 billion (of which approximately 75% comes from non-consumer products)

**CONCEPT OF MANAGEMENT:** Decentralization: delegating responsibility and authority away from a single centralized position.

**STRUCTURE:** Six major groups: (1) Industrial and Information (2) International (3) Aerospace and Defense (4) Electric Utility (5) Consumer Products (6) Components and Construction Materials

**PRODUCT DIVISIONS:** 23

**PRODUCT DEPARTMENTS:** More than 100. Company produces approximately 200,000 separate products in nearly 350 different product lines. It is in more product businesses than any other company in the world.

- General Electric is the fourth largest industrial company in the United States and the fifth largest in the world.

- There are nearly 500 cities in the United States with at least one GE place of business.

- General Electric has a majority interest in or manages affiliates in 30 countries outside the United States.

In 1959 GE offered the following challenge to Walt Disney: To conceive and build a New York World's Fair show that would interpret, in an educational and entertaining way, the role electricity has played in bettering man's living conditions, and dramatize where man's work with electrical power may go from here.

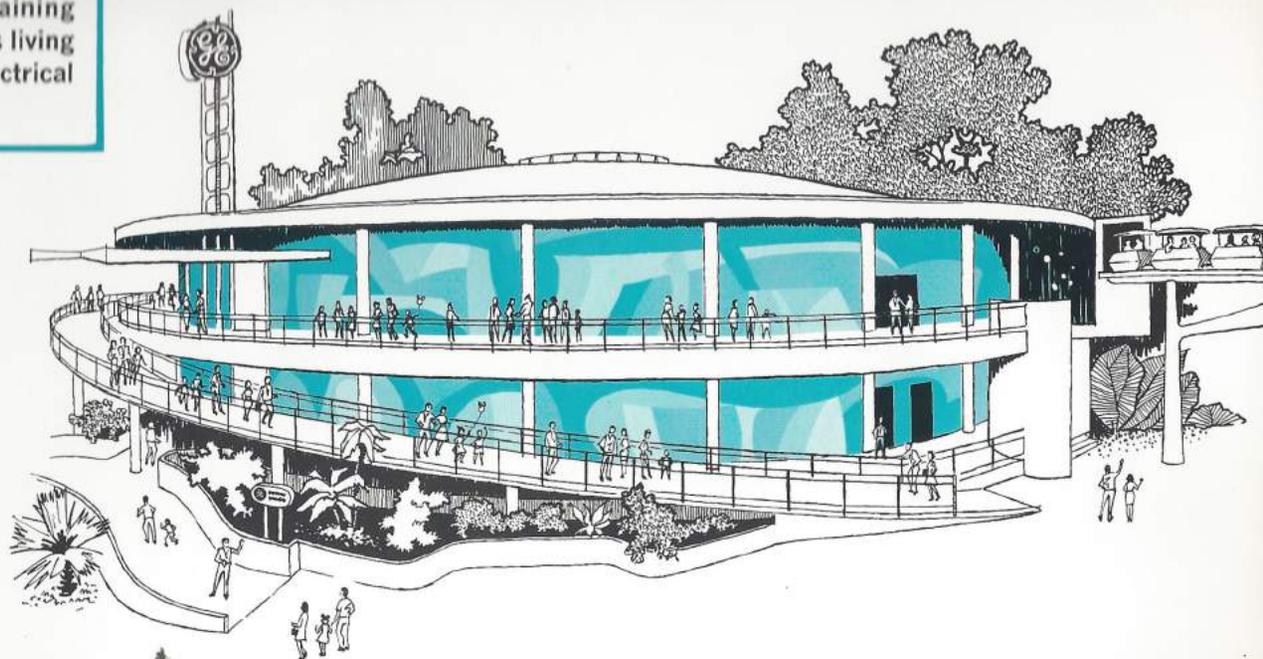
## GENERAL ELECTRIC AT DISNEYLAND

Walt Disney accepted the challenge. WED Enterprises, Inc., the Disney organization's planning and design firm, set about to create a buoyant and informative show that was to be one of the most successful at the Fair. The public enthusiasm for this exhibit was so great that the Walt Disney-General Electric team decided to bring it to Disneyland.

Today the Carousel of Progress is an important part of the Magic Kingdom... a living story of man's progress through electricity.

"Progress" would be an empty philosophy if it weren't for the combined talents of the thousands of people who make up General Electric. By the same token, Disneyland is a "Magic Kingdom" because of the people who help make it so. Cooperation on the part of all concerned, whether part-time or permanent, hourly or salaried, is the key.

Disneyland was created for the enjoyment of people everywhere. This tradition was established by Walt Disney to be fur-

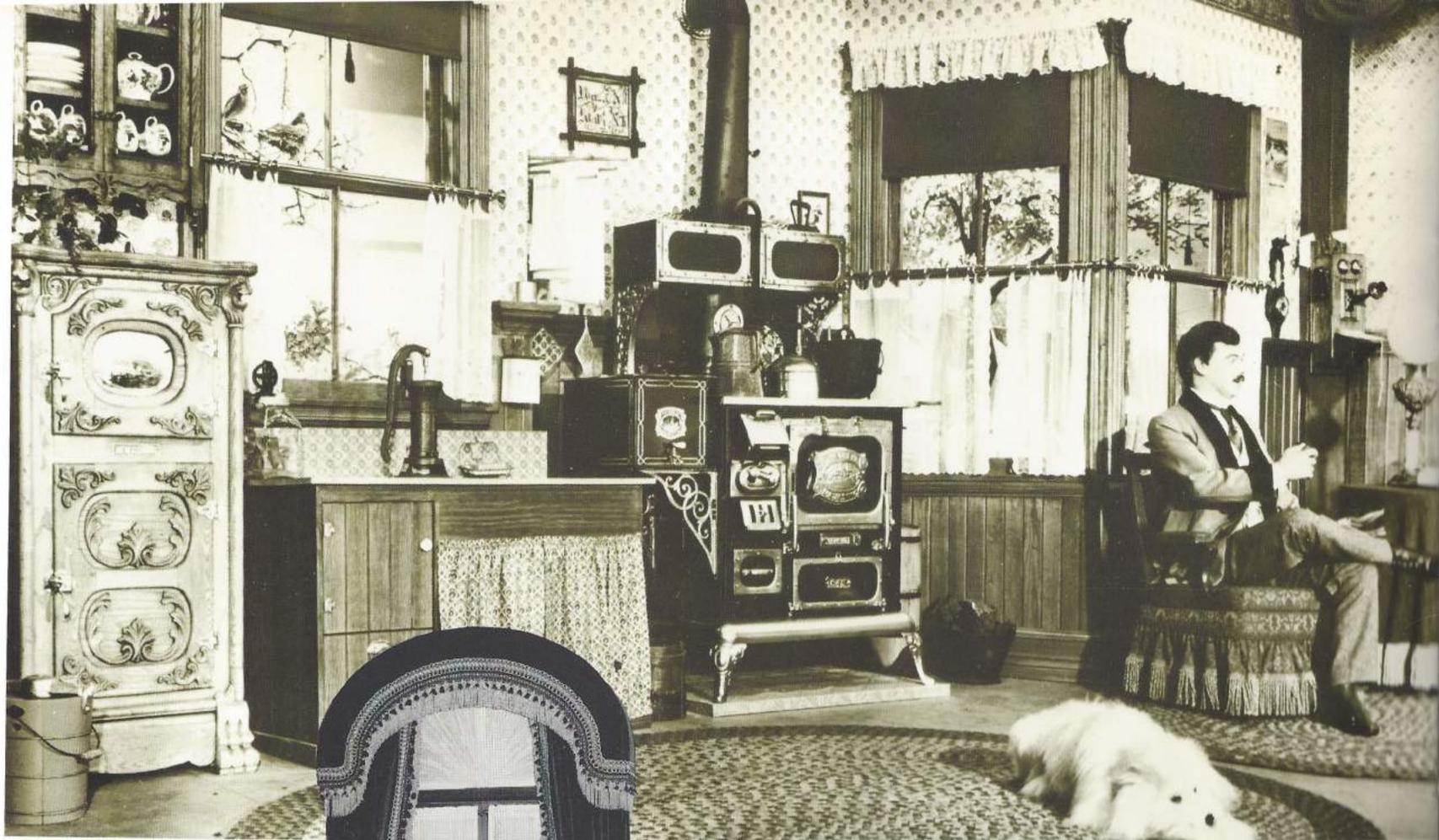


thered by the more than 6,500 hosts and hostesses participating in the Disneyland show.

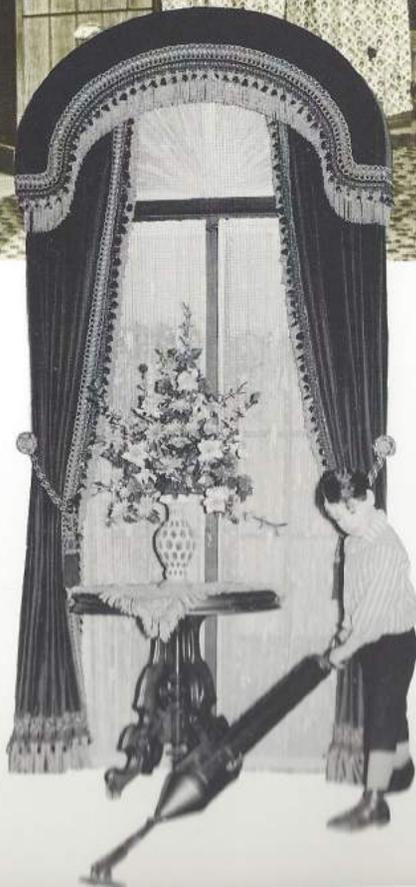
It is necessary for each and every one of these representatives to preserve and extend Disneyland's worldwide reputation for courtesy, friendliness, and efficiency. As a representative of General Electric, you become part of a cast responsible for maintaining standards which properly represent both Disneyland and General Electric. We want to help you in any way to become an expert people specialist ready to meet General Electric's friends from around the world.

And now we would like to give you a brief look at the show you will be presenting to our worldwide audience... a show that begins with the shimmering constellation of a giant "kaleidophonic" screen... oscillating in ever-changing color and intensity to the sounds of progress in action.

Ahead lies the fascinating story of General Electric's constant dedication to finding a better way of life. This truly is a story of progress... yesterday, today and tomorrow!



## ***THE PRE-ELECTRIC YEARS***



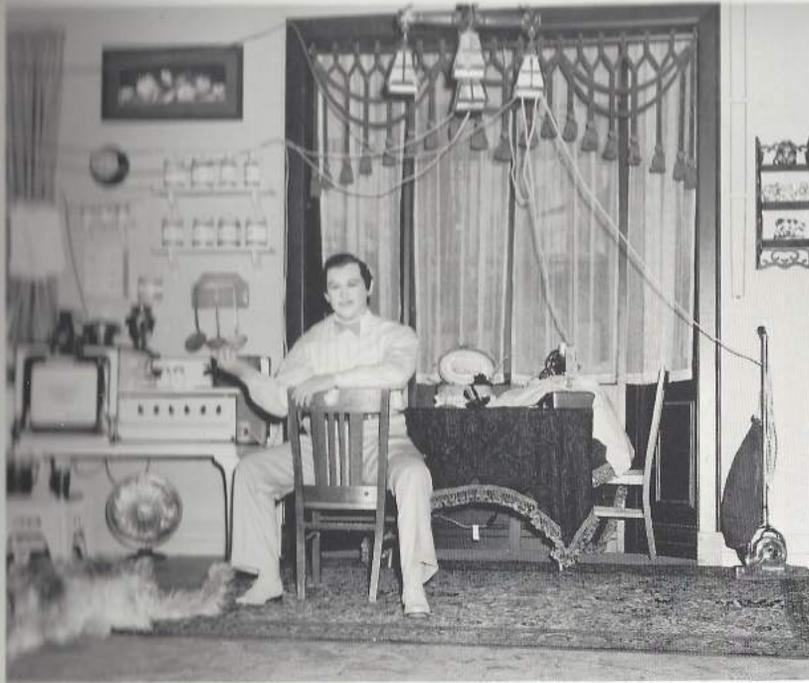
How could things possibly be better than they were in the Gay Nineties? This is the question posed by a proud family as they point out all the latest conveniences for making household chores easier.

Here is the last word in luxury... hand operated washing machines have reduced clothes washing to a mere five hours; ice boxes hold 50 pounds of ice to further preserve and store foods; water pumps bring water right into the kitchen.

These modern appliances plus vacuum cleaners, talking machines, coal burning kitchen ranges, and many others have convinced this turn-of-the-century family that progress can't really go any further. What else can there possibly be?

But there is a new company, General Electric, that will soon show that progress hasn't ended, but instead is just beginning.

## EARLY DAYS OF ELECTRICITY



The miracle of electricity has been harnessed to bring new power into all phases of living here in the Roaring Twenties. The nation has lighted its streets, revitalized its factories, and . . . brought a revolution into its homes.

Tangles of wire cords are in every room ready to send electricity to fascinating new "household servants."

A refrigerator has replaced the messy, dripping ice box, an electric fan constantly circulates fresh air throughout the household, the electric sewing machine, coffee percolator, toaster, waffle iron, and vacuum all go to work at the flick of a switch.

There's a new kind of music called "jazz" coming right into the home on phonographs and crystal sets (some call them radios).

Here is a turning point in American home life as new doors open to better living . . . truly the "Age of Electricity."



## A COMING ELECTRONIC ERA

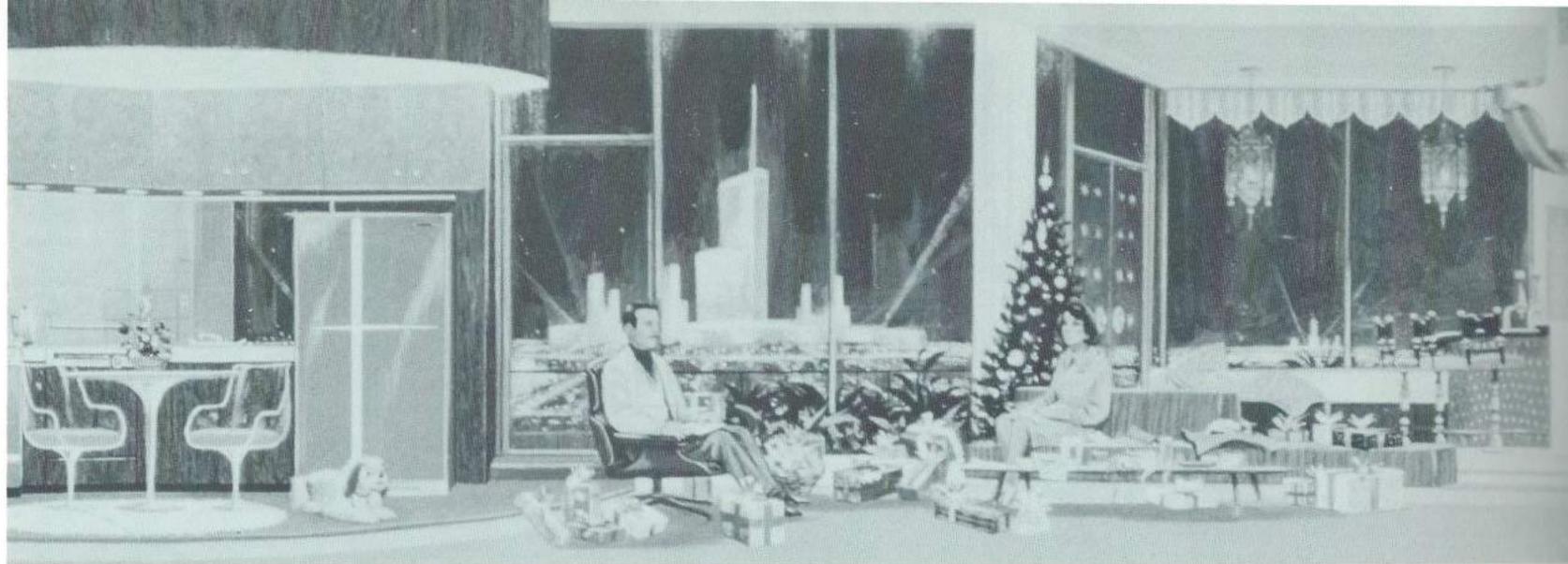
It's amazing how new household appliances are helping to take over the hard work here in the "Frantic Forties."

Refrigerators are bigger and better than ever with meat compartments, large ice trays, and improved freezers. Electric washing machines do just about everything but hang up the clothes. A food mixer has eliminated tiresome beating and mixing . . . making lumpy cake batter a thing of the past. But the latest kitchen addition is even more exciting . . . a dishwasher . . . and that's *real* progress for father!

Perhaps the number one addition to the American household sits in the living room, closely observed by the whole family, particularly the youngsters . . . a new electronic "family sitter" . . . television.

The family of the Frantic Forties is certainly living better, thanks to electricity. It seems that these are the best years of their lives . . . or does that sound like an echo from the past?

## THE ALL ELECTRIC HOME OF TODAY



Can the ultimate in home living finally be here? A family could easily reach this conclusion as they look around their new all-electric home that has given them so much more leisure time.

Cooking dinner? Just set the time and temperature controls and relax... an electric range does the rest... even to the point of cleaning itself.

A big family wash is a breeze now in automatic laundry units that handle all types and sizes of clothes. Just press a button and

a short while later, clean, dried and ready-to-wear attire. Wash day is now any day... in any kind of weather.

Oh yes... if the kids can't watch the late show, they'll videotape record it for a more convenient hour... and in color!

The list of products in today's home is almost endless, bringing people relaxation and enjoyment never known before.

Even with all of this, today's family realizes that progress won't end here... there's a great big beautiful tomorrow and it's just a dream away!



## PROGRESS CITY

Here is a future that is possible today... in any city. The latest all-electric ideas will help make all communities better places in which to work and live.

Citizens find convenient transportation in silent high-speed monorails and transporters. Whole downtown shopping areas are completely enclosed... a climate controlled environment offering dry and comfortable weather year around.

Families find electrical costs are even lower with the GE nuclear power plants in operation. Companies have turned to attractive landscaping to make industrial areas more like city parks.

Yes... the future and progress of tomorrow's communities are based on the concepts right here in General Electric's Progress City, where the wonders of electricity bring new dimensions into every phase of life.

## *A FINAL THOUGHT*

The word "progress" is dynamic, requiring an ongoing look to the future by enthusiastic and curious people.

As part of the GE-Disney team, you must always be both . . . enthusiastic to meet the challenge of day-to-day work hosting a worldwide audience . . . and curious to learn more about General Electric and its never-ending goal of progress.

We feel that you will have a rich and rewarding experience here in the Carousel of Progress . . . General Electric's unique contribution to the Magic Kingdom of Disneyland.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**