

FRONTIERLAND



HANDBOOK

I

THE FRONTIERLAND STORY

A significant chapter in the history of our country was westward expansion throughout the 1800's. This continuing movement by hardy pioneers pushed the American frontier from one end of our nation to the other.

In Frontierland you relive the history of the Old West. From the keel boats of the Ohio River Valley to the explorers' canoes of the Missouri, the Rivers of America show their importance in transporting trappers, traders, and settlers alike.

The Santa Fe Trail, the cattle drives, and the cowboys were another integral part of the frontier experience and are represented in restaurant locations, shops, and attractions in this area.

II

THE FRONTIERLAND STAGE

THE GROUND LEVEL AREA

This is the most unique concept of design and construction in Florida...or perhaps the world. WED designers faced up to the unique topography of Walt Disney World's 27,400 acres. Because of the high water table on location, it was decided to raise the stage and use the ground level for essential services. Earth pulled from the lagoon area was set on the Magic Kingdom Theme Park site and allowed to settle. This was then tunneled out to create a most unique service system.

Here you will find accounting, main files, the mail room, lock and key control, the photo laboratory, the print shop, refrigeration, food storage, warehousing areas for merchandise, wardrobe, the cafeteria, and cash control. This ground level area will be a busy, people-filled operational facility.

III

ATTRACTIONS

* FRONTIERLAND SHOOTIN' GALLERY

The Shootin' Gallery offers our guests a chance to test their skill with the "long gun". These semi-automatic air rifles fire sixteen rounds with the force of a 22-caliber bullet. We will use approximately 70 tons of special soft lead shot imported from an Australian lead mine.

MacGlashan Enterprises, a subsidiary of Walt Disney Productions, has constructed a gallery of small western game which includes fish, owls, ducks, rabbits, etc. When the gallery is in full operation, it will be repainted daily and will require approximately 2,000 gallons of paint per year.

In front of the metal targets we have constructed a special water pond and large fans to control the ricochets.

* COUNTRY BEAR JAMBOREE

The members of the Country Bear Jamboree will perform regularly in a pine-walled north woods theater, Grizzly Hall. Old-time music for the show is provided

by an Audio-Animatronic bear named Gomer and a honky-tonk piano with a quintet called the "Five Bear Rugs". Their instruments include a washboard, a mouth harp, a "white lightnin'" jug, and a one-string "thing".

Twenty-four bears perform in this Country and Western theater. Our guests will marvel at feature stars such as "Liver Lips", "McGrowl", "The Miami Serenader", "Terrence", and "The Vibrating Wreck from Nashville Tech". Of course, we musn't forget "Chercher LaBear", "Teddy Barra", and the last of the big-time swingers, "Trixie, the Tampa Temptation".

* MIKE FINK KEEL BOATS

The two Mike Fink Keel Boats, which will travel on the Frontierland Rivers of America, are patterned after the original boats that operated on the Ohio and Mississippi Rivers during the early 1800's. The "Bertha Mae" and the "Gullywhumper" are replicas of the boats owned by Davy Crockett and Mike Fink, which were made famous in the Walt Disney television series.

Both boats were constructed at Disneyland and shipped to Walt Disney World. This two-deck boat is built of fiberglass over a steel superstructure and is powered by a natural gas engine.

As guests enjoy a leisurely trip around the Rivers of America, they will listen to a seasoned boat handler describe the wild-life and other points of interest along the riverbanks.

* DAVY CROCKETT'S CANOES

The Indian Village is the last outpost of Frontierland's civilization. This birchbark village calls special attention to the American Indian, and guests may board an explorer's canoe for an adventure down the Rivers of America.

The canoes will follow a route which will take them past a settler's log cabin set afire by pirates, shores where wild game is abundant, and then will float past a friendly Indian village where the inhabitants are seen going about their daily tribal chores.

Frontiersmen will steer the canoe both front and aft, and the guests riding between them will assist with the paddling. This will be an exciting experience for both young and old who have always wanted to paddle their own canoe.

IV

FOOD . . . FUN . . . SHOPPING

* THE MILE LONG BAR

The Mile Long Bar is fashioned after an Old West mining era saloon. This is a fast-food operation sponsored by Pepsi-Cola and Frito-Lay and featuring a special hamburger plate and Pepsi-Cola beverages. This food operation is unique in that we have combined live entertainment with performing Audio-Animatronic animals.

* PECOS BILL'S CAFE

This fast-food operation adjoins The Mile Long Bar, and its menu specialities are hamburgers, hot dogs, corn dogs, french fries, and a full line of beverages.

* FRONTIER TRADING POST

The Frontier Trading Post is themed after those trading posts that were located in the West during the days when the white man bartered with the Indian.

Here guests will trade wampum for rabbit pelts, purses, leather-fringed jackets and vests, moccasins, turquoise jewelry, and even cattle horns.

* WESTWARD HO SHOP

This unusual shop is divided into two sections, Mexican and Indian.

The Mexican area will feature handmade pottery, Mexican soft goods, and jewelry.

In the Indian section guests will be able to purchase Indian war bonnets, jewelry, tom-toms, and unusual items of Indian folklore.

Also available is rugged western apparel for children and adults.