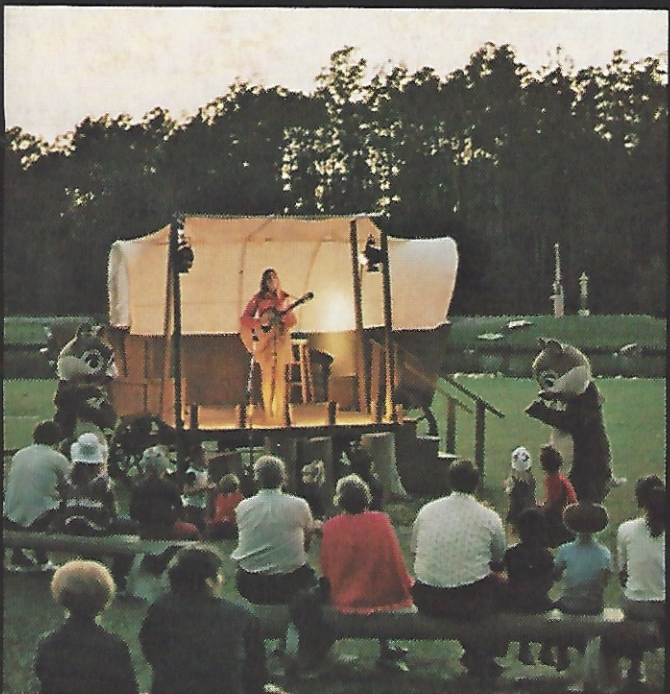


# WORLD

MAGAZINE





## Everyone Loves A Parade

The excitement is contagious; you take your place along the sidewalks and wait with eager anticipation; the aroma of fresh popcorn permeates the air; wide-eyed tikes sit upon Dad's shoulders to get a better view; something in the air tells you it's coming.

Then you hear it! The ratt-a-tatt-tatt of the snare drums, the bass drum's boom, the chug of the tuba and the trill of the flute. The strains of a marching band float over the Magic Kingdom, growing louder and louder as the procession draws closer and closer. And suddenly there it is, right before your eyes!

Everyone loves a parade! Especially at Walt Disney World where dozens of lovable Disney characters merrily march down Main Street, U.S.A.

In the Magic Kingdom, where fantasy is more than a figment of the

imagination, you can see characters straight from the pages of your favorite storybook or from the screen of a Disney animated film. Everyone's favorite, Mickey Mouse, passes right before your eyes — close enough to touch.

Or perhaps you'll see the fairest-of-them-all, Snow White, followed by her troop of Seven Dwarfs. Or Winnie the Pooh, with a grin of contentment spreading across his bear face because his five-foot-tall jar of "Hunny" is following him down Main Street.

Colorful costumes, antique cars, bands, ice cream, balloons, floats, popcorn and marching music are all a part of the color and pageantry of Walt Disney World parades.

And everyone, from the tiniest toddler bouncing with excitement to the senior citizen remembering parades of days gone by, is sure to delight in the pleasure of it all. No wonder everyone loves a parade.



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## Welcome To Our World

Welcome to the Vacation Kingdom of the world. Spreading over the lake and forest country of Central Florida, Walt Disney World is the most complete vacation destination anywhere.

The diversity of Walt Disney World is as infinitely variable as the mind of Walt Disney himself. You'll find our World as old as yesterday, as modern as tomorrow — a world where the young can enjoy the adventures of adulthood and grown-ups can once again join in the pleasures of being a child. Here is a meeting place for people from all nations, where the common language is the wonder and delight of family entertainment at its best.

The enchantment of the Magic Kingdom theme park is sure to please your entire family. But you'll also find a whole universe filled with other attractions. Stay seven hours, seven days, or even seven weeks — you'll never run out of new and interesting things to do at Walt Disney World.

You'll find the finest in accommodations, dining and shopping opportunities, and a host of outdoors activities designed to create a truly different vacation experience.

Whether it's a once-in-a-lifetime visit, or an adventure that becomes an annual tradition with your family, your time at Walt Disney World is certain to be filled with matchless vacation excitement.

Welcome to our World.





## A Kingdom of Magic

*Wish for a castle with spires so high  
that they make silhouettes  
on the moon.*

*Wish for a treasure chest of glittering  
jewels and gold doubloons.*

*Wish for a prancing steed upon which  
to gallop away.*

*Wish for a rocket ride into the Milky Way.*

Your wishes and dreams from childhood fantasies come true at Walt Disney World in an extraordinary place known as the Magic Kingdom. Within its bounds are lands that bring back yesterday, turn make-believe into reality and conjure up tomorrow, today.

In six themed lands, over 40 attractions and more than 70 restaurants and shops can fill at least two days with unending adventures and limitless food.

### Main Street, U.S.A.

A floral portrait of Mickey Mouse smiles a welcome at the Magic Kingdom Main Entrance as you begin a fantastic journey through time and fantasy.

First, you will enter Main Street, U.S.A., a turn-of-the-century town bustling with horse-drawn trolleys, horseless carriages and double-decker omnibusses. But before you catch a ride to the other end of Main Street, be sure to visit the "Walt Disney Story," presented by Gulf Oil Corporation and located in the Gulf Hospitality House. In rare film footage, Walt tells his own story, from childhood to the creation of Walt Disney World, and provides an insight into the philosophies of the Disney organization.

Strolling down the street, you will find shops reminiscent of America's early days: the "Market House"; the "Emporium"; the "Harmony Barber Shop" (yes, you can get a haircut); and many more.

While sidewalk musicians provide the entertainment, you can munch on popcorn, ice cream, pastries, hamburgers and hotdogs, or enjoy a full meal at one of three restaurants.

*continued*

## Adventureland

Be ready for the wildest escapades when you leave Main Street, U.S.A. and begin your safari through Adventureland. Here, you can board a launch and take a "Jungle Cruise" through untamed lands and waterways where elephants, hippos, tigers and snakes threaten at every bend.

The tour safely completed, you can step back onto dry ground and be met with the enchantment of the South Seas. Birds, flowers and tiki gods gather regularly for a "Tropical Serenade" in the Sunshine Pavilion (presented by the Florida Citrus Growers).

Your true test of courage comes later when you unsuspectingly sail amidst swashbuckling pirates rampaging the coastal Caribbean towns. Slipping by them in the night shadows, you see more "Pirates of the Caribbean" raucously rejoicing their plunders.

## Frontierland

A few steps further and you realize that you have crossed the border into the Old West just in time for what must be a celebration. Steamboat whistles, banjo strumming, and the country tunes of the "Sandy Valley Boys" are greeting all Frontierland newcomers. Not to be outdone, the stars of the "Country Bear Jamboree," just down the street a bit, are leading a foot-stomp'n hootenanny.

## Liberty Square

When Abraham Lincoln rises from his stage chair to speak, every president of the United States listens. You also will be spellbound when the realistic "Audio-Animatronics"\* figures of all our nation's 37 leaders appear in the dramatic, patriotic "The Hall of Presidents" show in Liberty Square.

A popular form of entertainment in colonial and pioneer days was the saloon stage show. "The Diamond Horseshoe" is a spirit-lifting musical

revue with comedy, singing and beautiful dancing girls, plus refreshments to wet your whistle (since you will be singing, too).

Other spirits, familiar to New Englander colonists but less sought after, fill the stone-faced "Haunted Mansion." However, you will discover that the apparitions who have taken up housekeeping in the old estate on the hill are 999 of the happiest and most mischievous spirits in the World.

## Fantasyland

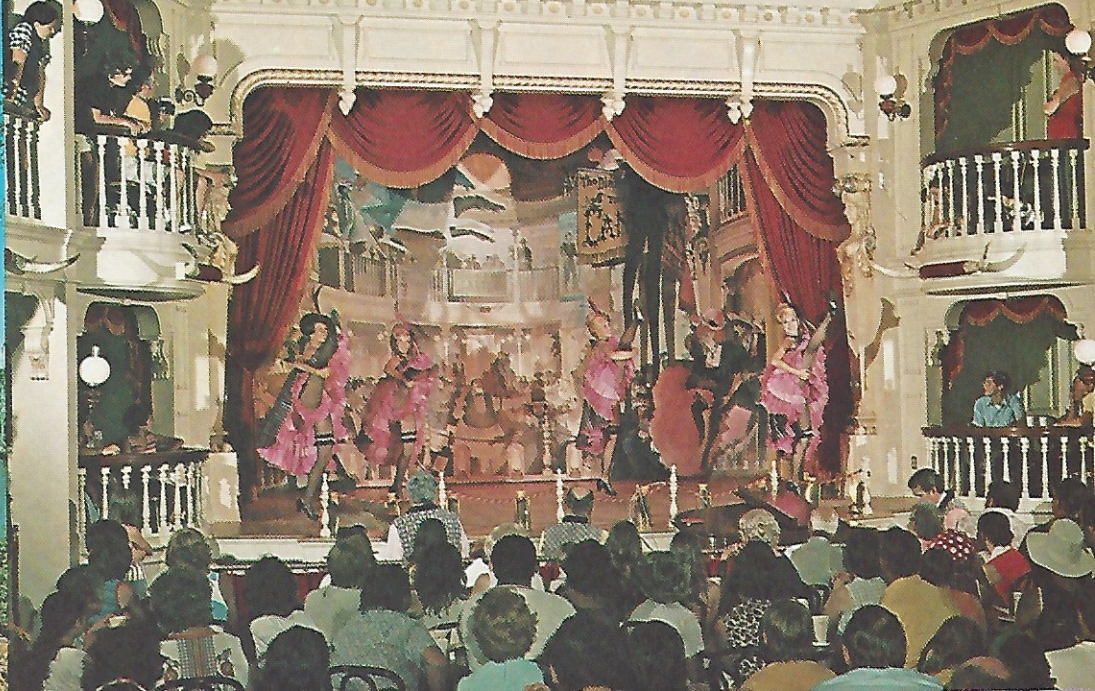
Cinderella Castle stands majestically at the end of Main Street, U.S.A., radiant in the beauty of floral gardens. An architectural masterpiece, the Castle is a lovely centerpiece for the Magic Kingdom.

Fantasyland's flying elephants, twirling teacups and a glittering carousel will whirl you off into the land of make-believe. You can submerge with Captain Nemo to "20,000 Leagues Under the Sea," take a cruise around the world in "It's A Small World," or attend the "Mickey Mouse Revue," an "Audio-Animatronics" musical performance starring 86 famous Disney characters.

*continued*



\*"Audio-Animatronics" is a unique application of space-age electronics, combining and synchronizing voices, music and sound effects with the movement of three-dimensional animated objects.



## Tomorrowland

Aboard the Fantasyland "Skyway," you can glide above the Magic Kingdom into Tomorrowland, the final destination on your tour.

You can take a spine-tingling race through space in "Space Mountain" (presented by RCA) or ride at a leisurely pace on the electromagnetically powered "WEDway PeopleMover" (presented by the Edison Electric Institute representing America's investor-owned electric companies). You can fly to Mars, travel around America (by standing in just one place), and have a bird's-eye-view of the world in this land where adventures of the future await you.

Once again back at Main Street, U.S.A., you will want to join the guests lining the sidewalks to watch the afternoon or evening parade. (Evening shows and fireworks displays take place only in the summer and during holidays and special events.) The spectacular musical pageant, with many Disney characters performing, should not be missed by anyone.

Holidays almost always mean the Magic Kingdom will have extended operating hours and extra-special live entertainment on the Castle Forecourt, Fantasyland and Tomorrowland stages.

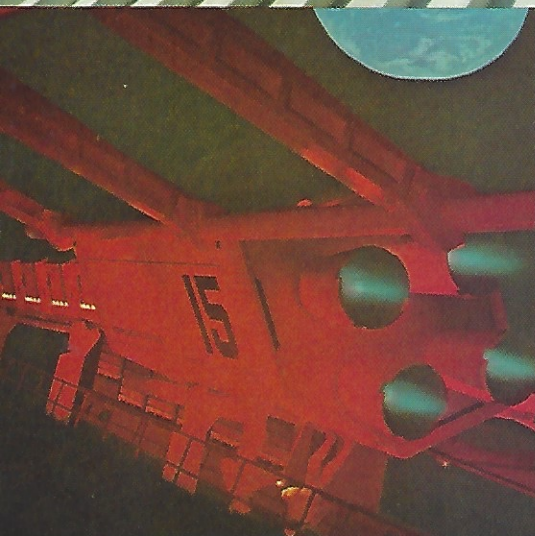
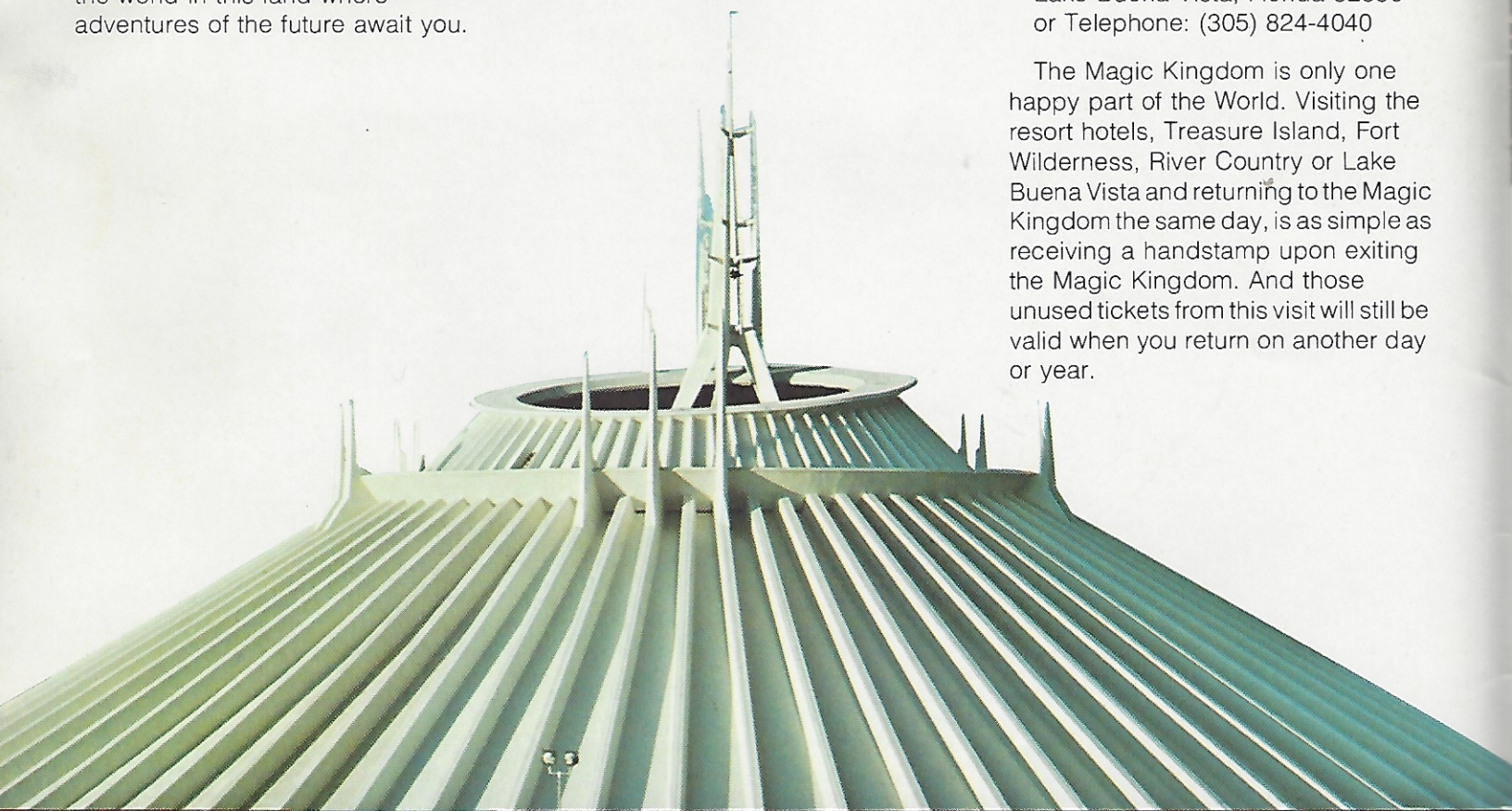
## Group and Company Parties

Your group of 15 or more can purchase special-value tickets throughout the entire year.

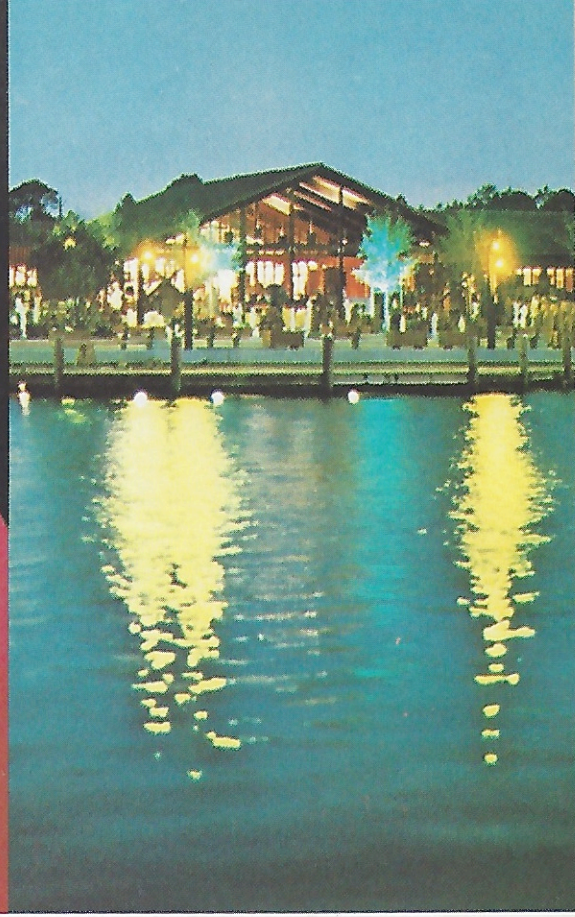
Your company or private industry can have its own party in the Magic Kingdom during the fall and spring months. One special-value ticket for each group member provides unlimited one-day admission, transportation, and use of all the Magic Kingdom attractions (except the Frontierland Shootin' Gallery). For more information for your organization or company, please write:

Regional Marketing  
Walt Disney World  
P.O. Box 40  
Lake Buena Vista, Florida 32830  
or Telephone: (305) 824-4040

The Magic Kingdom is only one happy part of the World. Visiting the resort hotels, Treasure Island, Fort Wilderness, River Country or Lake Buena Vista and returning to the Magic Kingdom the same day, is as simple as receiving a handstamp upon exiting the Magic Kingdom. And those unused tickets from this visit will still be valid when you return on another day or year.







## Another Side of the World

Walt Disney World is more than the Magic Kingdom — it is a total vacation destination — with exciting recreational activities, romantic cruises, a charming shopping village offering authentic wares from around the world, and four vacation resorts with uniquely themed settings. As a guest at any of these resorts, you will be surrounded by 43 square miles of Walt Disney World excitement.

Whether you prefer the flavor of the 21st century, the spirit of the western frontier, the romance of the South Seas Islands or the challenge of great golfing, you'll find what you are looking for in the four resorts: the Contemporary Resort Hotel, Fort Wilderness Campground, the Polynesian Village Resort Hotel and the Golf Resort. Each of these vacation retreats features fine entertainment, a variety of restaurants and outdoor recreation.

The 650 acres of crystal-clear waters of the World provide plenty of room for you to enjoy all kinds of water recreation. A host of watercraft, including electrically powered

Bob-A-Rounds, people-powered pedal boats, graceful sailboats, relaxing Flote Botes and speedy Aqua Larks are available for rent at the various resorts.

Authentic 19th-century side-wheelers chug across Bay Lake and the Seven Seas Lagoon each day carrying passengers on a World Cruise journey to Treasure Island, a tropical paradise of colorful exotic birds and sweet flower blossoms. On the island, you can walk through a gigantic aviary called Smuggler's Roost.

In addition, tennis, golf, camping, and bicycling are some of the other recreational activities waiting for you.

While staying at one of the resorts, you will receive many services so that your vacation will be even more carefree and enjoyable. One of these services is complimentary transportation on the Walt Disney World transportation system. When you are ready to visit other parts of the World, a monorail train will take you to the Contemporary Resort Hotel, the Magic Kingdom, the Polynesian Village Resort Hotel and the Transportation and Ticket Center. Motor coaches and boats regularly run

to Fort Wilderness, or you can board a motor coach for a short ride to the Lake Buena Vista Shopping Village.

As a guest at one of the resorts, each person in your party will receive an identification card. With this card you may purchase special-value Magic Kingdom ticket books, charge purchases in Walt Disney World shops, restaurants, lounges, recreational areas and other facilities at any of the resort hotels, the Lake Buena Vista Shopping Village or at Fort Wilderness Campground. (Your identification card is not valid in the Magic Kingdom theme park, however.)

Also, two children's clubhouses with baby-sitters and trained hostesses are available for the children of resort guests. Other services offered to resort guests include a full line of beauty and health services, a same-day valet service and laundry facilities.

So, no matter which resort you stay in, you will find the wide variety of dining, recreation and entertainment experiences that has made Walt Disney World the Vacation Kingdom of the World.

## Contemporary Resort Hotel

For vacationing families who have dared to dream of what the perfect resort of the future might encompass — recreational opportunities to suit every inclination, entertainment guaranteed to please all ages, the luxuries of civilization without the discomforts — the Contemporary Resort Hotel, in design and accommodation, is a vision fully realized today.

Located along the shores of beautiful 450-acre Bay lake, the 1,046-room Contemporary Resort is unique. Reaching 15 stories upward to the Top of the World penthouse-restaurant and lounge, its long A-shaped main Tower building contains an enormous interior through which the all-electric Walt Disney World monorail trains silently glide.

The Grand Canyon Concourse, 150 feet longer than a football field, is dominated by a 90-foot, floor-to-ceiling ceramic mural which gives the concourse its name. Containing 18,000 separate hand-painted, fire-glazed ceramic tiles, the mural is six-sided and fully visible to guests dining in the restaurants of the Grand Canyon Terrace or browsing in the boutiques which line the concourse.

Located along the sloping walls of the Tower and in two garden wings called the Contemporary North and the Contemporary South, the guest rooms of the resort are spacious, ultra-modern in decor, and feature unobstructed views of the Vacation Kingdom.

Only minutes away from each room, a wide variety of recreational facilities is available for sporting enthusiasts. At the Contemporary Resort Marina, you can rent Hobie-Cat catamaran sailboats, Aqua Larks (mini speedboats), Bob-A-Rounds, Pedal Boats, Flote Botes, and various size sailboats. Ten minutes of qualified instruction is given prior to rental. If you wish to water ski, boats, drivers and skis are available.

Even the tiniest swimmer has his own pool at the Contemporary Resort, while adults may choose between an

Olympic-size pool or a teen pool which reaches out into the waters of Bay Lake. Poolside chaise lounges for sunning and a white-sand beach that rims the resort for relaxing are convenient to everyone.

For tennis buffs, the Contemporary Resort Racquet Club offers four superb courts for day and evening use. A resident tennis professional is available for both private and semi-private lessons, and Champagne Round Robin Tournaments are held regularly just for the fun of it with a bottle of champagne as the prize for the lucky winner.

Volleyball, shuffleboard, tetherball and a large indoor recreation arcade area on the first floor of the Tower, called the Fiesta Fun Center, complement other recreational activities.

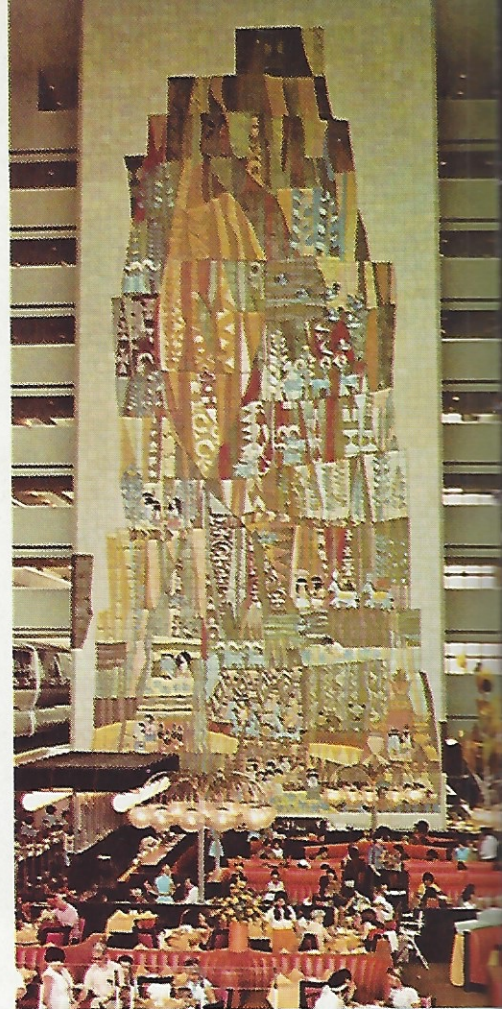
Without leaving the world of the Contemporary Resort, you can choose from a number of exciting possibilities for nighttime entertainment. The glass-enclosed Top of the World restaurant in the Tower building offers excellent dining, a breathtaking view extending 50 miles across Florida, music for dancing by the Top of the World Orchestra, and nightly floor shows highlighting top-name performers, such as Barbara McNair, Mel Torme, and Ben Vereen.

The Gulf Coast Room on the second floor of the Tower has an intimate candlelight atmosphere, complete with strolling musicians, and entrees presented flambe at your table.

Less formal restaurants in the Grand Canyon Terrace offer an assortment of menus guaranteed to please all the members of your family and also offer evening entertainment by lively mariachi musicians.

For the younger set, the Fiesta Fun Center has a movie theater which features two Disney films nightly and a snack bar offering lighter fare.

The Contemporary Resort is the complete retreat for your vacationing family with the rest of the "World" only minutes away by monorail or motor coach.









## Polynesian Village Resort Hotel

Aloha! the South Seas islanders say to express warmth, pleasure and joy in the good things in life. To all who stay at the Polynesian Village Resort Hotel, it means "Welcome."

Located on the southern shores of the Seven Seas Lagoon, the Polynesian Village Resort Hotel is a tropical "world of enchantment," filled with the atmosphere, charm and excitement of the South Pacific.

Hidden among clusters of towering palm trees are seven guest "longhouses" containing 492 rooms. Each of the lodgings is named after a primary culture of Polynesia — Tahiti, Fiji, Samoa, Tonga, Hawaii, Bora Bora and Maui, and is only a few feet away from the white, sandy beaches and crystal - clear water of the Seven Seas Lagoon.

In the center of the Polynesian Village Resort is the Great Ceremonial House, an expansive building which architecturally resembles a Royal Tahitian assembly lodge. In the heart of the structure is a tropical garden, complete with cascading waterfalls and palm trees reaching to the second-floor skylight.

A variety of shops and restaurants in the Great Ceremonial House follow the island theme. In the Papeete Bay Verandah restaurant for instance, you can enjoy live island entertainment, as well as a sparkling nighttime view of the Magic Kingdom, while sampling Polynesian dishes such as *Chicken Pago Pago* and *Toa Nui*. The South Seas Room offers a nightly buffet of Polynesian specialties in a comfortable family dining area.

As no South Seas holiday would be complete without a native luau, the Luau Cove has nightly "island" celebrations filled with good food, good entertainment and much gaiety.

The Polynesian Village Resort is as exciting by day as it is by night. With acres of beaches for sunning, a swimming pool complete with a waterfall and rock slide, and a selection of rental watercraft for sailing, you can spend leisurely days in an endless variety of ways.

When you are ready to visit other parts of the "World," a monorail train will take you to the Contemporary Resort Hotel, the Magic Kingdom and the Transportation and Ticket Center. Motor coaches and boats regularly run to Fort Wilderness, or you can board a motor coach for a short ride to the Lake Buena Vista Shopping Village.

You will find a sunshine style of life, dreamed of by many but experienced by few, at the Polynesian Village Resort Hotel. Aloha!





## Golf Resort

Amidst the rolling greens and the sparkling lakes of the championship Palm and Magnolia courses stands Walt Disney World's Golf Resort Hotel, a wood and volcanic-stone structure designed to blend into the lush, tropical environment. The resort offers golfers and their families a complete vacation experience and excellent accommodations any time of the year.

A relaxed atmosphere prevails in each of the 151 spacious rooms of the Golf Resort Hotel, all with balcony views overlooking the courses and a fountain-splashed swimming pool.

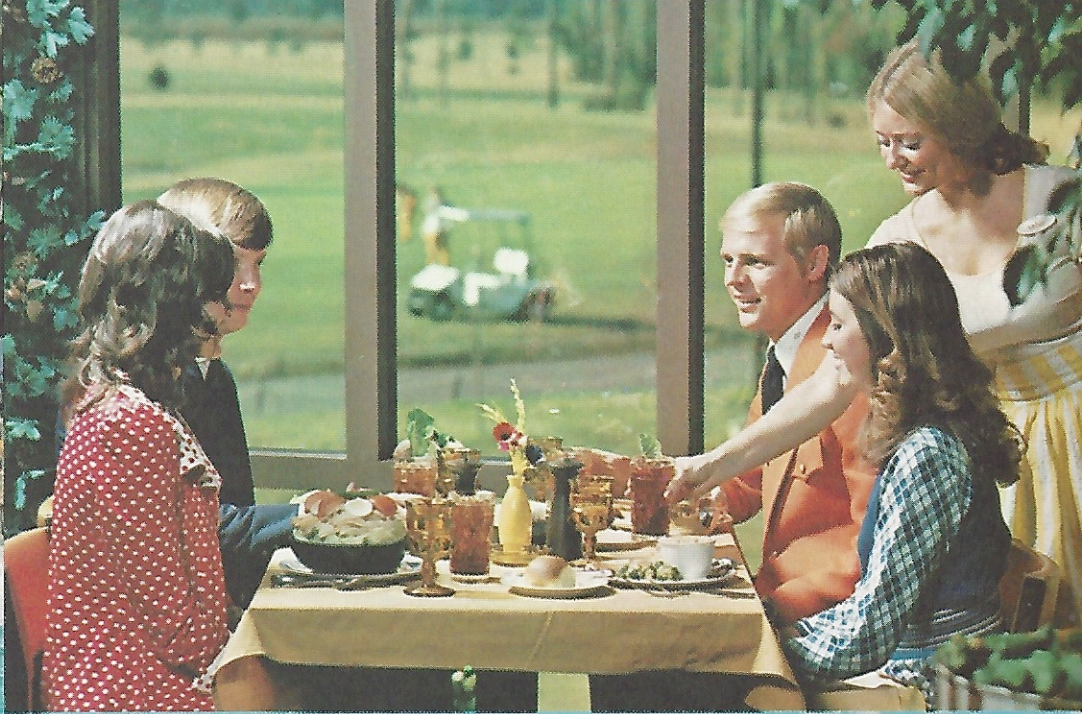
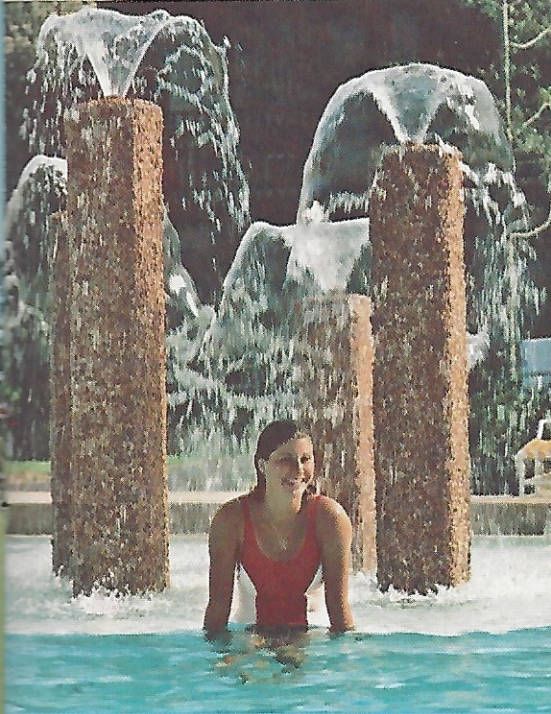
Autumn hues of burnt-orange, gold and brown carry out the "natural" feeling of the decor, and each room is air-conditioned and furnished with two queen-size beds, a leather-like hide-a-bed, a table for cards or dining, an ample bureau and a large bath. Living-and-bedroom suites are also available.

Right outside your room lies the most important element in this recreational paradise. As the site of the annual PGA-sanctioned Walt Disney World Golf Classic, the Palm and Magnolia 18-hole courses offer you the greatest in golfing excitement. Both par-72 courses, designed by

leading golf course architect Joe Lee, feature natural lakes and wooded areas to enhance their beauty and the challenge.

The Palm course, rated by **Golf Digest** as one of "America's 100 Greatest Tests in Golf," is characterized by tight fairways marked with numerous challenging water hazards and sand traps.

Lined by more than 1,000 magnolia trees, the Magnolia course takes full advantage of terrain features including lakes, shrubbery and stands of forest, and its elevated tees give you a commanding view of each hole.



For early-bird golfers who rise with the sun, the hotel's Trophy Room Restaurant offers a splendid breakfast buffet including bacon and sausage, omelets, crepes and a large selection of fresh fruits and juices. The Trophy Room has fast and efficient menu service for lunch and in the evening offers you a wide selection of seafood entrees until 10 p.m. Three fondue selections (cheese, combination dinner, and dessert) for late diners are served from 10 p.m. til midnight.

If you are looking for a place to relax after a strenuous round of golf or to meet friends before heading for other

points in the Vacation Kingdom, the Player's Gallery is a perfect "19th-hole" overlooking the Magnolia course.

The hotel also has a Gifts & Sundries shop, where you can find everything from clocks made from tennis racquets to toothpaste. The hotel's "full-fashion" Pro Shop carries men's and women's top designer sports apparel, golfing equipment, novelty items, and even a full line of Mickey Mouse watches and golf balls. You also may rent golfing equipment or arrange for lessons and clinics conducted by a PGA professional at the Pro Shop.

Created to provide the golfer with an ideal vacation situation, the resort also caters to the non-golfing members of the family. Two lighted tennis courts and a heated swimming pool are only a step away from your room, and motor coaches depart the hotel every few minutes, providing free transportation to the Magic Kingdom theme park, Fort Wilderness, the Polynesian Village Resort Hotel and the Contemporary Resort Hotel.

Your stay at Walt Disney World's Golf Resort will be a delightful experience. The setting is beautiful, the atmosphere is serene and the recreation and fun are unlimited.



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TRANSPORTATION  
AND  
TICKET  
CENTER

ENTRANCE

PARKING

CAR  
WASH



# Walt Disney World®

VACATION KINGDOM 2,500 ACRES

- 1 Entrance From U.S. 192
- 2 Disney Car Care Center
- 3 Walt Disney World Parking Area
- 4 Transportation and Ticket Center
- 5 Polynesian Village Resort Hotel
- 6 The Palm Course
- 7 Golf Resort Hotel and Clubhouse
- 8 The Magnolia Course
- 9 Seven Seas Lagoon
- 10 The Magic Kingdom Theme Park
- 11 The Contemporary Resort Hotel
- 12 Bay Lake
- 13 Treasure Island
- 14 River Country
- 15 Fort Wilderness
- 16 Lake Buena Vista



## Fort Wilderness

There is more than just camping at Walt Disney World's Fort Wilderness. You can spend an unforgettable vacation swimming in clear lakes, sunning on sandy beaches, sailing a fleet of boats, traveling on an authentic steam locomotive, or exploring the Magic Kingdom theme park.

Located on the south shore of sparkling clear Bay Lake, just beyond the Magic Kingdom, Fort Wilderness, a 600-acre natural retreat, presently has over 800 campsites.

Centuries-old cypress trees stand beside tall pines and flowering bay trees, screening the secluded sites, each of which is provided with water, a 110-volt electrical outlet, a sanitary disposal system, a charcoal fireplace, and a picnic table. Air-conditioned comfort stations, conveniently situated near all the campsites, have private showers, ice dispensers, laundry facilities, restrooms and public telephones.

The Settlement Trading Post and the Meadow Trading Post, old-fashioned country stores, carry complete lines of camping supplies along with delicatessen sandwiches, box lunches, beverages, sport clothes and basic grocery items.

To get an overview of Fort Wilderness, you may board a 19th-century steam locomotive at the depot near the Outpost entrance or near the Settlement Trading Post. Chugging along at 6-10 miles per hour, the train carries passengers over more than three miles of narrow-gauge track which winds through primitive woodland, past fishing holes and over wooden bridges.

Recreational activities abound within the realms of the wooded wilderness area where burly loggers once set up their base camp. To allow you to take a better look at Florida's abundant wildlife and natural beauty, bicycles and canoes both may be rented at the campground's Bike Barn.

If hiking is your hobby, a combination boardwalk and footpath can lead you through a subtropical forest of singing birds and fluttering butterflies for hours of enjoyment.

White, sandy beaches near the Settlement Trading Post entice you to join in the water fun, and a variety of watercraft, including sailboats, Aqua Larks (mini-speedboats built for two), Bob-A-Rounds (electrically powered) and Pedal Boats may be rented for exploring Bay Lake and the Seven Seas Lagoon.

You may also rent a boat, driver and equipment for skiing on the 650-acres of crystal clear water, or rent a canoe and silently paddle through a maze of tree-lined canals. Other launches regularly leave the Fort Wilderness dock transporting you to the Magic Kingdom, the Contemporary Resort Hotel and the Polynesian Village Resort Hotel.

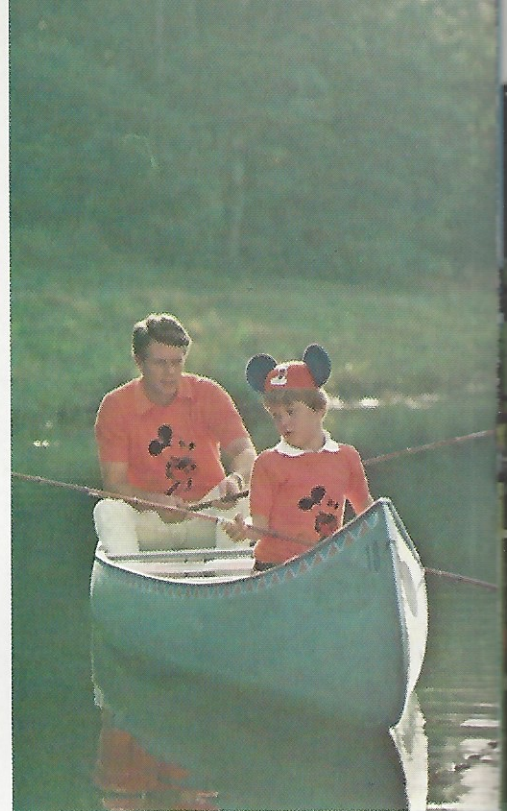
Volleyball, tetherball, horseshoes, badminton, softball and fishing in a stocked stream are some of the other recreational activities you may enjoy at the campground.

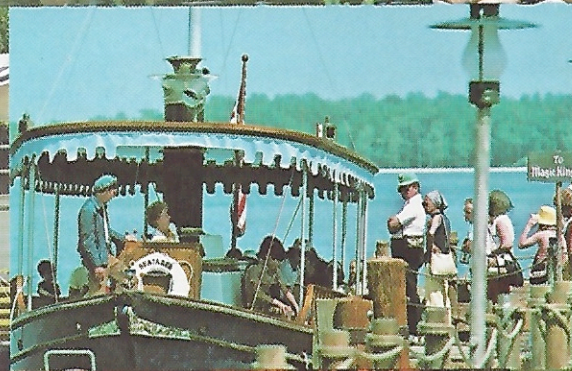
The Fort Apache Playground, with jungle-gyms, slides and look-out posts themed to the days of the pioneers, is a play area that amuses younger children for hours.

As evening falls at Fort Wilderness, you can gather around a blazing campfire at Marshmallow Marsh, and join in a boisterous sing-along while roasting marshmallows to a golden brown.

Other nighttime happenings at Fort Wilderness vary from the Meadow Trading Post campfire programs with movies and surprise visits from Disney characters, to the rip-roaring "Hoop-Dee-Do" dinner show at Pioneer Hall where you can relive the charm and excitement of the Old West. Beneath rough-hewn rafters and hanging lanterns, you can chow down on home-cooked vittles like fried chicken, barbecued ribs, baked beans and, of course, hot apple pie, all served by the singing hosts of the "Hoop-Dee-Do Musical Revue."

Fort Wilderness, with its abundant wildlife and plant life, its many attractions and its numerous recreational activities, is a vacation world in itself.







## Today the World has a New Country

An exciting new country now awaits you inside Walt Disney World's Fort Wilderness. River Country is a re-creation of summertime shenanigans in the water, offering rollicking, old-fashioned, good, clean, American fun the year-round.

The novel, single-admission attraction is a Disney-style "Ol' Swimmin' Hole," complete with the trimmings. Incorporating all the originality of Disney Imagineering, River Country is the kersplashingest, kid-laughingest, raft-ridingest, rope-swingingest spot imaginable for the wet set.

At River Country's combination cove, pool and picnic areas, you can splash, ride, and glide down a twisting, 260-foot, flume-style slide at "Whoop-N-Holler Hollow," pilot a raft down winding rapids and under sparkling waterfalls, swan dive from both high and low diving platforms, and cannonball from a series of swaying rope swings.

Cut from the sandy shores of Bay Lake, the 600-foot-wide swimming cove and its clear waters are necklaced by golden beaches, ideal for toasting to a glowing tan in Florida's almost ever-present sunshine. Spreading, moss-draped cypress trees and picturesque rock formations surround the entire attraction, making it just the place for a lazy day of sunning and swimming.

Older children and adults may enjoy the deeper end of the Ol' Swimmin' Hole, while younger bathers will find a safe, shallow section set off especially for them by an old-fashioned floating bridge.

Adjacent to the cove is a 160-foot-long, heated (in winter) swimming pool, complete with diving platforms, slides, and sculpted rock landscaping, to provide hours of water fun in a pleasant, down-home setting.

And since no day in the country would be complete without Mom's fried chicken and Grandma's homemade baked beans, complete picnic facilities (including charcoal grills) are provided. "Pops Picnic

Willow," which overlooks both swimming areas, also has a stream-fed wading pool that cools tiny tots with periodic squirts from built-in sprinklers.

Nearby, "Pop's Place" offers guests a selection of groceries, snacks, and sundries, and the adjoining bathhouse supplies complimentary-use beach towels as well as complete shower and locker facilities.

This time-of-your-life attraction, located west of Pioneer Hall in Fort Wilderness, is easily accessible by boat or motor coach from the Magic Kingdom and the resort hotels. Guests staying at or driving to the campground can take the Fort Wilderness Line Railroad to within a short walking distance of River Country.

Walt Disney World's newest country is a great place to enjoy the good old summertime, all year long.

Bring a swimsuit and a smile. You're likely to wear out both, at River Country.



## Lake Buena Vista

Situated in a peaceful, pine woods and water-entwined corner of Disney's 43-square-mile Vacation Kingdom in Florida is Lake Buena Vista, the Host Community to Walt Disney World. Just off Interstate 4 and State Road 535, this nature-inspired city provides the ultimate in vacation lifestyles.

Accommodations range from four high-rise hotels to unique Vacation Villas and towering Treehouses. The Lake Buena Vista Club, with its 18-hole, championship golf course, tennis courts, swimming pool, and gourmet dining room, is the center for recreation and relaxation in the Host Community. The new Lake Buena Vista Shopping Village has something for every member of the family among its 29 cedar-shingled shops and four distinctive restaurants clustered around a sparkling lagoon. And, most important of all, there's a Magic Kingdom in Lake Buena Vista's "backyard."

Along the tree- and flower-lined entrance road to the City of Lake Buena Vista are the four hotels of the Hotel Plaza. The Dutch Inn, Howard Johnson's, Royal Plaza and Travelodge reach above the tips of the evergreen trees, stretching towards the warm Florida sun.

Each hotel provides luxurious accommodations and all the "extras," including pools, shops, restaurants, lounges, meeting facilities and recreational activities. In addition, the hotels also offer you a unique selection of "Disney services."

You can enjoy the convenience of shuttle bus transportation to the Magic Kingdom (via a private road) approximately every 20 minutes. Each night, Walt Disney feature films, such as **Mary Poppins** and **Snow White & the Seven Dwarfs** are presented in one hotel at a nominal charge to all Lake Buena Vista guests. And every Sunday, you may attend church services held in one of the hotels.

On the edge of the Hotel Plaza, just a short, peaceful stroll away, lies the Lake Buena Vista Shopping Village. Quite unlike the usual shopping center, the Lake Buena Vista Shopping Village displays its wares in

individual, picturesque shops which encourage photography and leisurely browsing.

Within the weathered-brick and cedar-shingled buildings, you may watch glass cutters etch ships on carafes, potters shape clay into works of art, and candy-makers twist sweet lollipops as youngsters gaze with their noses pressed against the windows.

The latest in New York fashions, fine wines, art displays and one-of-a-kind merchandise from around the world are found throughout The Village's 29 shops. There are also several fine dining establishments. You can feast on everything from palm-stretching roast beef sandwiches at Heidelberger's Deli to frozen Strawberry Margaritas at Cap'n Jack's Oyster Bar. In the Village Restaurant, you can dine in tree-filled rooms overlooking the lagoon.

Just a short boat ride from The Village is the Lake Buena Vista Club. An 18-hole, championship golf course, designed by master architect Joe Lee, challenges any golfer with its elevated greens, tight fairways and many sand traps. There also are practice greens and a driving range to help you sharpen your techniques.

If you enjoy other outdoor activities, three tennis courts and a sparkling blue swimming pool lie just off the beautifully landscaped Club Marina.

Inside the club, a dining room and lounge are frequent destinations for both golfers and non-golfers alike. The dinner menu features French-style entrees, fine wines and exceptional service in a quiet, candlelight atmosphere.

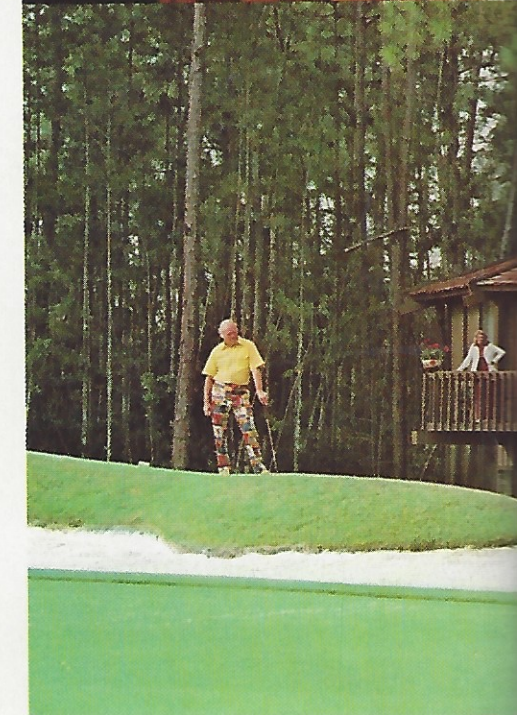
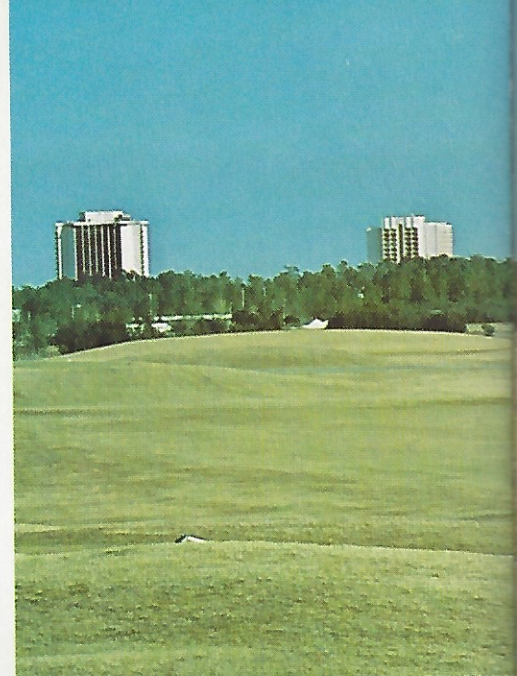
The club is connected by winding electric-cart paths to the Lake Buena Vista Vacation Villas and Treehouse Village. Both types of accommodations are available for overnight rentals, complete vacation packages, and corporate incentive vacation and leasing plans.

Hidden in the woods bordering the Lake Buena Vista golf course, the two-bedroom Treehouses are unusual treetop retreats. Each comes with modern appliances, peaceful solitude, and a spectacular view of rolling green fairways or sparkling

waterways. In fact, a few regal peacocks are likely to be your only close neighbors.

For larger families and groups, the spacious one-, and two-bedroom Villas provide plenty of room. Each is elegantly furnished and includes all the conveniences — kitchenware, color television, linens and daily housekeeping service. In addition, both Villa and Treehouse guests receive complimentary motor coach transportation to the Magic Kingdom and Walt Disney World resorts.

You may make reservations for all the Lake Buena Vista accommodations through Walt Disney World Central Reservations at (305) 824-8000, P.O. Box 78, Lake Buena Vista, Florida 32830.





## Special Vacations for Special Guests

A visit to the Magic Kingdom is only the beginning of a total Walt Disney World vacation. Since there is so much to explore in the Vacation Kingdom, three Family Vacation Plans have been created to help you make the most of your stay. Together, the **World, Camping and Golfing Adventures** comprise a complete selection of things to do and places to see for every type of vacationing family. So before you pack your bags, simply choose your Family Vacation Plan, then come and enjoy all of Walt Disney World.

### World Adventure

Each World Adventure Package Includes Per Person:

- Five nights' accommodations at the Contemporary Resort Hotel or Polynesian Village Resort Hotel.
- Six days' use of the Walt Disney World transportation system (monorails, ferries, motor coaches).
- Six days' unlimited admission to the Magic Kingdom.
- One Magic Kingdom Ticket book good for 16 attractions.
- One Walt Disney World Cruise to Treasure Island.

Each person receives a coupon good for **TWO** of the following:

- Dinner in the distinctive country club atmosphere of the Golf Resort Hotel.

- The "Hoop-Dee-Do Musical Revue," featuring home-style fixin's and western entertainment at Pioneer Hall inside Fort Wilderness.
- Polynesian Luau, featuring island cuisine and cocktails with traditional (and some non-traditional) South Seas entertainment.
- Papeete Bay Verandah Dining. Elegant Polynesian dishes with island entertainment.
- Mini-speedboat ride for one hour on Walt Disney World lakes.
- 18 holes of golf on either the Palm or Magnolia course at the Golf Resort (electric golf cart included).

Each person receives a coupon good for **FOUR** of the following:

- Watercraft - one hour's use of sailboat, Bob-A-Round or Pedal Boat.
- Moonlight Cruise on the waters of the World.
- One Magic Kingdom Ticket Book good for 5 attractions.
- A tennis lesson for 1/2 hour at the Contemporary Resort Hotel.
- Lunch in a uniquely themed restaurant. Your choice of:

Pioneer Hall  
Trophy Room  
Liberty Tree Tavern

Papeete Bay Verandah  
Village Restaurant  
Top of the World  
(except Sunday Brunch)

### PLAN A

Contemporary Resort North & South/  
Polynesian Village Resort Hotel

Family accommodations in the North & South garden wings of the futuristic Contemporary Resort Hotel,

or among the tropical longhouses of the exotic Polynesian Village Resort Hotel.

### PLAN B

Contemporary Resort Tower

Exclusive accommodations in the Contemporary Resort Tower where monorails glide through a fourth-floor concourse and family dining, recreation, shopping and entertainment are literally at your fingertips.

### Camping Adventure

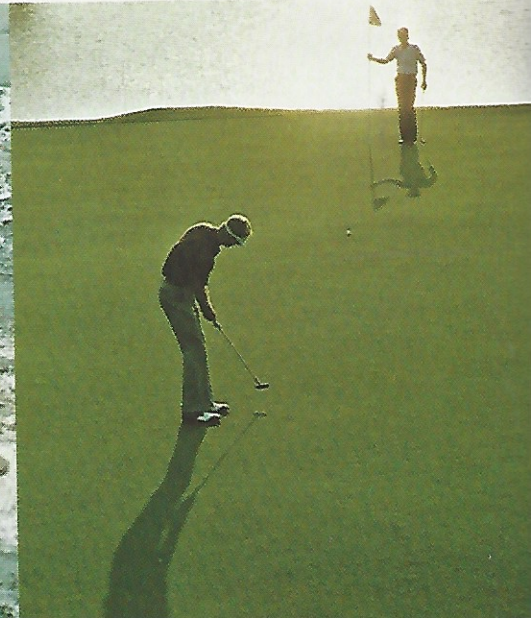
Dates Available: September 7 - November 14; December 1-13.

Your Camping Adventure Includes Per Person:

- Six nights accommodations at the Fort Wilderness Campground.
- Seven days use of the Walt Disney transportation system (monorail, ferries, motor coaches).
- Seven days unlimited admission to the Magic Kingdom.
- One Magic Kingdom Ticket Book good for 16 attractions.
- One Walt Disney World Treasure Island Excursion.
- Seven days use of bicycle, canoe and pedal boat (issued on a one per day basis).

Each person receives a coupon good for **ONE** of the following:

- Dinner in the distinctive country club atmosphere of the Golf Resort Hotel.





- The "Hoop-Dee-Doo Musical Revue," featuring home-style fixin's and western entertainment at Pioneer Hall inside Fort Wilderness.
- Polynesian Luau, featuring island cuisine and cocktails with traditional (and some non-traditional) South Seas entertainment.
- Papeete Bay Verandah Dining. Elegant Polynesian dishes with island entertainment.
- Mini-speedboat ride for one hour on Walt Disney World lakes.
- 18 holes of golf on either the Palm or Magnolia course at the Golf Resort, (electric golf cart included).

Each person receives a coupon good for **THREE** of the following:

- Watercraft - one hour's use of sail-boat, Bob-A-Round or Pedal Boat.
- Moonlight Cruise on the waters of the World.
- One Magic Kingdom Ticket book good for 5 attractions.
- A tennis lesson for ½ hour at the Contemporary Resort Hotel.
- Lunch in a uniquely themed restaurant. Your choice of:

Pioneer Hall	Papeete Bay Verandah
Trophy Room	Village Restaurant
Liberty Tree Tavern	Top of the World (except Sunday Brunch)

## Golfing Adventure

Your Golfing Adventure Includes Per Person:

- Four nights accommodations at the Golf Resort Hotel.

- Five days use of the Walt Disney World transportation system (monorails, ferries, motor coaches).
- 36 holes of golf on either Palm or Magnolia course, (electric golf cart included.)
- Walt Disney World golf hat.
- Five days unlimited admission to the Magic Kingdom.
- One Magic Kingdom Ticket Book good for 16 attractions.
- One Walt Disney World Cruise to Treasure Island.

Each person receives a coupon good for **ONE** of the following:

- Dinner in the distinctive country club atmosphere of the Golf Resort Hotel.
- The "Hoop-Dee-Doo Musical Revue," featuring home-style fixin's and western entertainment at Pioneer Hall inside Fort Wilderness.
- Polynesian Luau, featuring island cuisine and cocktails with traditional (and some non-traditional) South Seas entertainment.
- Papeete Bay Verandah Dining. Elegant Polynesian dishes with island entertainment.
- Mini-speedboat ride for one hour on Walt Disney World lakes.
- 18 holes of golf on either the Palm or Magnolia course at the Golf Resort, (electric golf cart included).

Each person receives a coupon good for **ONE** of the following:

- Watercraft - one hour's use of sail-boat, Bob-A-Round or Pedal Boat.

- Moonlight Cruise on the waters of the World.
- One Magic Kingdom Ticket Book good for 5 attractions.
- A tennis lesson for ½ hour at the Contemporary Resort Hotel.
- Lunch in a uniquely themed restaurant. Your choice of:

Pioneer Hall	Papeete Bay Verandah
Trophy Room	Village Restaurant
Liberty Tree Tavern	Top of the World (except Sunday Brunch)

Effective January 1, 1976 through December 31, 1976 (except as indicated). To make reservations, please write or phone:  
Walt Disney World  
Central Reservations  
P.O. Box 78  
Lake Buena Vista, Florida 32830  
(305) 824-8000  
Early reservations recommended.



## The Unconventional Convention

Whoever said that work and play don't mix, obviously had never attended a Walt Disney World convention. You can conduct successful business meetings and still experience all the excitement, adventure and magic that make Walt Disney World the Vacation Kingdom of the world. As you would expect, a Walt Disney World convention makes a marvelous family vacation, too!

In addition to three unique hotels, Walt Disney World offers a European-style shopping village, a naturally wooded campground, unparalleled recreation including three championship golf courses, and, of course, the famous Magic Kingdom theme park.

And because everything you will need or want for your convention is all in one place, you'll spend less time traveling from hotels to restaurants to meeting halls to golf courses — and more time taking it all in.

At the Contemporary Resort Hotel, the headquarters for all major conventions, you will find 30,000 square feet of meeting and banquet space and 1,046 spacious rooms. And if you need additional accommodations, you can choose from 643 more rooms in the Polynesian Village Resort Hotel and the Golf Resort, only minutes away aboard Walt Disney World's transportation system.

### Unconventional Banquets

When the time comes to plan and coordinate your convention or banquet, a team of the world's most experienced chefs, florists, entertainers, technicians and audio-visual specialists will help you with the traditional Disney flair and hospitality.

Banquets can be held in any of the three resorts hotels, and for a unique banquet, your group might enjoy a Fort Wilderness cookout or poolside cocktails at the Golf Resort.

When it comes to entertainment, at Walt Disney World your convention and banquet entertainment is limited only by your group's imagination. You can choose from a Caribbean

carnival, a Bourbon Street fling or a country-western hoe-down. Or, if you wish, the talented staff will prepare a custom-designed party especially for your group — right down to the sets, costumes, entertainment and food.

Fine dining experiences surround you at Walt Disney World, so when you begin to look for a good place to eat or drink, just turn around. You will find Polynesian luaus, rip-roaring musical dinner shows, and celebrity entertainment in a 15th-story, glass-enclosed dinner theater. Within the resort hotels, there are a total of 25 restaurants and lounges.

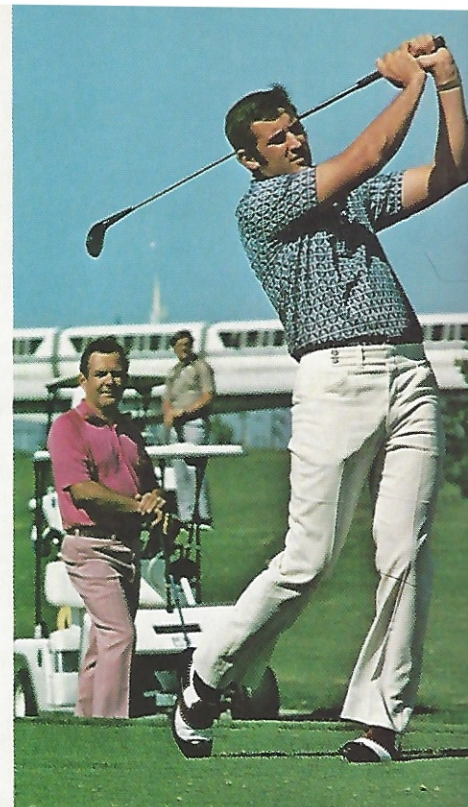
Walt Disney World offers all kinds of exciting recreation to break up a long day of meetings and conferences. You can sail, water ski, canoe, golf, play tennis, swim, hike, bicycle or just spend a lazy afternoon soaking up Florida's sunshine on four and a half miles of sandy white beaches.

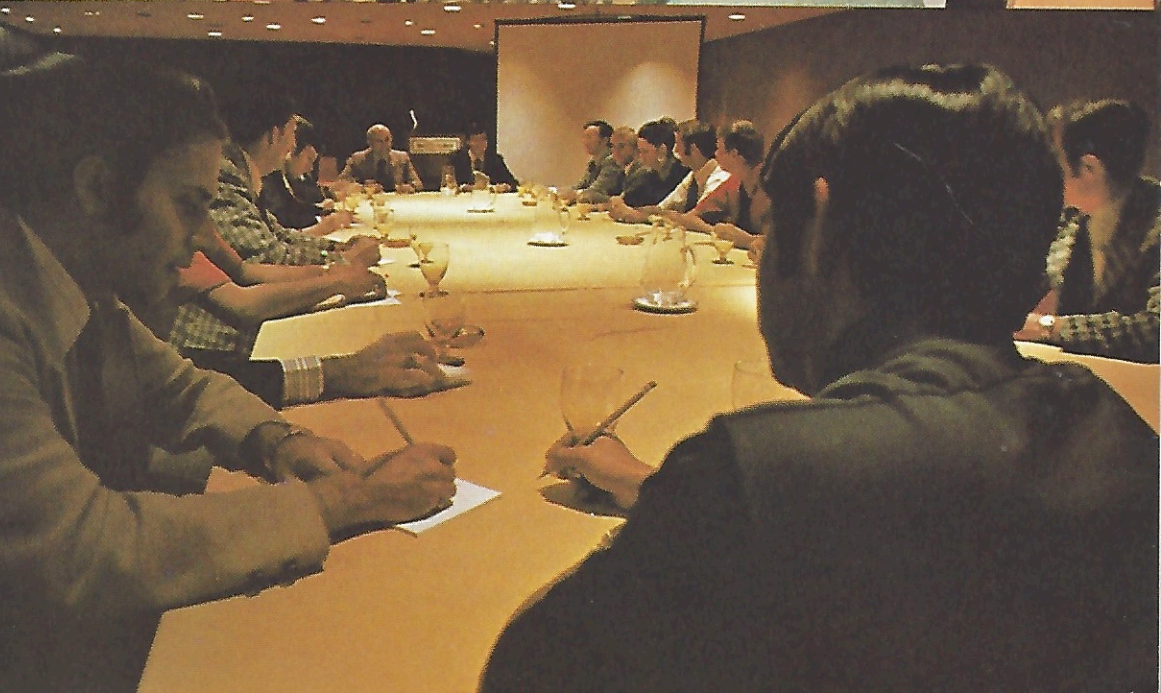
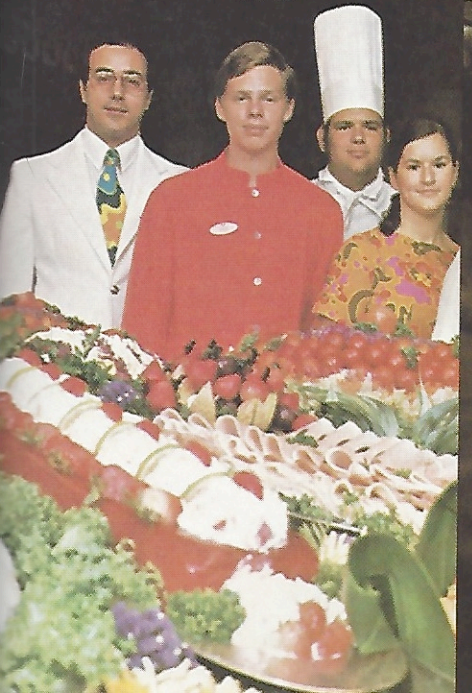
You will find additional convention space in the City of Lake Buena Vista, the Host Community to Walt Disney World. Only 45 minutes from the Magic Kingdom via regular bus shuttle, this new community with its four high-rise resort hotels provides 1,600 rooms, plus 106 one- and two-bedroom Vacation Villas and 32 unique Treehouse vacation homes.

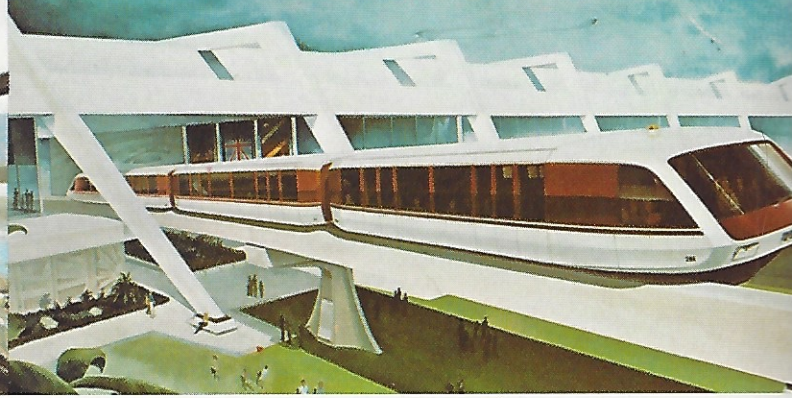
From slide presentations to sky spectaculars, meetings to the Magic Kingdom and banquets to bicycling . . . Walt Disney World conventions combine the best of both worlds.

Wherever you choose to hold your convention within Walt Disney World, the Group/Convention Activities staff can provide you with detailed information and helpful service.

Group/Convention Activities  
Walt Disney World  
P.O. Box 40  
Lake Buena Vista, Florida 32830  
(305) 824-1000







## EPCOT: A Future World Planned for Today

Walt Disney World is dedicated not only to how people play, but also to how they live and work. As a part of its development, Walt Disney envisioned a city . . . a world of the future planned as an example for today's world.

Central to these plans is the community Walt Disney called EPCOT-Experimental Prototype Community of Tomorrow — "where people actually live a life they can't find anywhere else in the world today."

Phase I of EPCOT, the Vacation Kingdom and the Magic Kingdom theme park, is already a reality.

Now, Walt Disney Productions has announced plans for Phase II of EPCOT, which will include the "World Showcase," an international exposition, "International Village," where representatives from the various countries which participate in the World Showcase will reside, and the EPCOT "Future World Theme Center," a central core or plaza where guests will be introduced to the multiple ideas and concepts of EPCOT.

World Showcase, a permanent international exposition in which many nations will participate by showing

their national cultures and products, will be the first development in this second phase of Walt Disney World's continuing growth.

From 10 to 30 nations may occupy the pavilions in the World Showcase's two facing semi-circular buildings. Visits to the pavilions will be like brief trips to the different countries; the people, the cultures, and the national wares all will be authentic. Against scenic landscaping, Disney-designed rides and attractions, cafes, shops and displays will portray the nations they represent.

Construction is scheduled to begin by late 1977 on a tract of Walt Disney World property between the present Transportation and Ticket Center and U.S. 192, so that the World Showcase will be complete by the 1980 target opening date.

The 200 or so people staffing each pavilion, many of them young men and women from the country represented, will be a key aspect of the World Showcase. They will live with representatives from other nations in the International Village which will be built near the World Showcase. A part of this "world community" also could be themed for public visits.

The EPCOT Future World Theme Center will be built in the middle of

the entire 43-square-mile EPCOT development. Surrounding the center will be a series of major satellites, each specializing in a different field. Potential satellites could relate to energy, agriculture, education, health and medicine, and communications. At each satellite, men and women of science and industry will work on new technology related to the "theme" of that area.

The heart of EPCOT will be this Future World Theme Center where a 360-degree movie screen and displays in its three major pavilions, Science and Technology, Community and Communications and the Arts, will offer guests an overview of the satellites' current projects. Then guests could visit the satellites they are interested in and see in-depth demonstrations.

"EPCOT will take its cue from the new ideas and new technologies that are now emerging from the creative centers of American industry," said Disney. "It will be a community of tomorrow that will never be completed but always be introducing, testing and demonstrating new materials and new systems."



## Walt Disney Productions Presents: Another Year of Family Entertainment

Where did it all begin — the theme park, the resorts, the futuristic city? At the movie studio, of course. Walt Disney was making motion pictures long before notions of a Disneyland (Walt Disney World's California predecessor) entered his mind. In fact, Walt Disney was only a teen-ager when he produced his first commercially successful animated film venture, the "Laugh-o-Grams," in 1919.

Every Walt Disney film since then has been classified as "family entertainment." Especially for you and your family, Walt Disney Productions is releasing several new motion pictures and returning a couple of old favorites to the screen this year.

**June** — "Peter Pan," the delightful cartoon adventure about a boy who refuses to grow up and his exciting escapades in Never Never Land, returns to theater screens this summer.

**July** — A mule who kicks 100-yard field goals and his young Yugoslavian owner help a losing football team win over impossible odds in the rollicking comedy, "Gus."

**July** — "Treasure of Matecumbe" is a swashbuckling adventure about a pair of rugged boys, a soldier of fortune and a spirited southern belle on a treasure hunt through the post-Civil War South and the Florida Keys. Filmed on locations in Kentucky and Florida.

**October** — One of Walt Disney's most inspiring motion pictures, "Follow Me Boys," is the story of a childless couple who devote their lives to helping youngsters in the community through scouting. It will be shown for the first time since its initial release in 1966.

**December** — "The Shaggy D.A." is the hilarious sequel to Walt Disney's great comedy hit, "The Shaggy Dog." The boy of the original movie is now grown up and is faced with a dilemma — the re-occurrence of the old curse of changing into a shaggy dog — on the eve of his election to public office.



## From Mickey to Many Walt Disney Companies

Who would have thought that an organization which began with a little mouse would one day be so diverse that it would include a complete merchandising company, an educational materials company and a music company? Walt Disney Productions is the parent organization for these and several other successful companies.

### Character Merchandising Division

Mickey Mouse, since his creation in 1927, has become a universally recognized character, transcending cultural and language barriers. Today you can find Disney merchandise and publications, including Mickey Mouse hats, Snow White figurines and original cels from animated movies, in virtually every country in the world.

Disney comics are printed in 19 different languages in 25 different countries and now have a circulation of more than 22 million copies a month.

The division of Walt Disney Productions responsible for this international popularity is Character Merchandising, which places items in worldwide retail markets.

### WDEMCO

Educationally stimulating filmstrip programs, multimedia prints with mini-lessons on the back, and film excerpts from world-famous Disney motion pictures are only a few of the dynamic resources the Walt Disney Educational Media Company (WDEMCO) offers to the world of education.

Today, WDEMCO, which started 23 years ago as "16mm Films," has grown into a worldwide business. Two other divisions of WDEMCO, "Film Rental" and "Home Entertainment," have delighted millions with award-winning 16mm and super 8mm cartoons, features and animal adventures. For your home-viewing pleasure, you may purchase super-8mm movies at various shops in the Magic Kingdom and resort hotels, or you may write:

WDEMCO  
Walt Disney 8mm Home Movies  
800 Sonora Avenue  
Glendale, California 91201

### Walt Disney Music Company

The music from the Disney film, "Snow White and the Seven Dwarfs," was released by Walt Disney Productions in 1938, marking the beginning of Disney motion picture sound track albums.

In addition to sound track albums and story tape cassettes, Disneyland Records, a division of the Walt Disney Music Company, also produces storyteller albums — a combination of a book and a record. Story narration, musical background and songs are featured on the 12-inch, long-playing albums. Twelve pages of full-color illustrations are bound into the album jacket to give children a visual look at what is being told.

Today, Disneyland Records is one of the largest and most successful manufacturers of children's records in the world.

American International Rent-A-Car, Arribas Bros.,  
 Benay-Albee Novelty Co., Borden, Inc., Coppertone,  
 Eastern Airlines, Inc., Edison Electric Institute,  
 Elgin National Industries, Inc., Florida Citrus Commission, Frito-Lay, Inc.,  
 GAF Corporation, General Electric Company, Greyhound Lines, Inc.,  
 Gulf Oil Corporation, Hallmark Cards, Inc., J. M. Smucker Company,  
 Kal Kan Foods, Inc., Kitchens of Sara Lee, Inc., Monsanto Company,  
 Nat Lewis Balloons, Oscar Mayer & Company, Inc.,  
 Pepsi-Cola Company, RCA Corporation,  
 Rubio Artists, Savannah Sugar Refinery, The Coca-Cola Company,  
 The Goodyear Tire & Rubber Company, Welch Foods, Inc.



## Participating in the Disney Show

While strolling through the Magic Kingdom theme park, you may see some familiar American company names and trademarks, such as The Coca-Cola Company, Hallmark Cards, Inc. and Gulf Oil Corporation. Don't be surprised, because these companies are only a few of the nearly 30 outstanding businesses and companies that Walt Disney World is proud to claim as major sponsors and participants in the Vacation Kingdom of the world.

Some of these participants present major attractions, such as the thrilling Space Mountain in Tomorrowland, presented by RCA, while others sponsor exhibits and restaurants, such as the Pecos Bill's Cafe in Frontierland, presented by Frito-Lay, Inc. and Pepsi-Cola Company. Many special services and quality products are provided by other participants and sponsors. Attractions and adventures sponsored by individual companies are designed especially for them by

Walt Disney Productions. These participants and sponsors and the services and products which they provide play a big role in the Vacation Kingdom show.

Members of the Walt Disney World participant "family" include:

**American International Rent-A-Car** — official car rental agency; **Arribas Bros.** — Main Street Crystal Arts Shop; **Benay-Albee Novelty Co.** — Magic Kingdom hat shops exhibitor; **Borden, Inc.** — Plaza Ice Cream Parlor; The Round Table; Plaza Restaurant; **Coppertone** — Coppertone Sun Care Center; **Eastern Airlines, Inc.** — "If You Had Wings"; **Edison Electric Institute**, representing America's Investor-owned Electric Companies — "WEDway PeopleMover"; **Elgin National Industries, Inc.** — New Century Clock Shop; **Florida Citrus Commission** — Sunshine Pavilion; "Tropical Serenade"; Sunshine Tree Terrace; **Frito-Lay, Inc.** — "Country Bear Jamboree"; The Mile-Long Bar; Pecos Bill's Cafe; **GAF Corporation** — Main Street Camera Center; **General Electric Company** — "Carousel of

Progress"; **Greyhound Lines, Inc.** — official bus transportation; **Gulf Oil Corporation** — "Walt Disney Story"; Hospitality House; **Hallmark Cards, Inc.** — Card Shop; **J.M. Smucker Company** — Main Street Market House; **Kal Kan Foods, Inc.** — Kal Kan Kennel Club; **Kitchens of Sara Lee, Inc.** — Main Street Bake Shop; **Monsanto Company** — "Circle-Vision 360"; **Nat Lewis Balloons** — balloons; **Oscar Mayer & Company, Inc.** — Town Square Cafe; **Pepsi-Cola Company** — "Country Bear Jamboree"; The Mile-Long Bar; Pecos Bill's Cafe; **RCA Corporation** — "Space Mountain"; **Rubio Artists** — portrait artists; **Savannah Sugar Refinery** — (Dixie Crystals) — Main Street Market House; **The Coca-Cola Company** — Main Street Refreshment Corner; Tomorrowland Terrace; **The Goodyear Tire & Rubber Company** — "Grand Prix Raceway"; **Welch Foods, Inc.** — Troubadour Tavern.

