


attractions and exhibits from Motor Company "Audio-  
work World Fair Entertainment, who the  
Walt Disney World's Fair, who the  
WED Enterprises, Inc. Animation, who the  
d designed projects Electric Company show  
ed by Walt I and Disneylan architecture  
for Walt E Disney Entertainment animation

CONTACT: ROBERT JACKSON  
FRANK ALLNUTT

from 

*imagineering*

WED Enterprises, Inc. • 1401 Flower Street • Glendale, Calif. 91201  
Telephone: Area Code 213 • 245-8951

## P R O F I L E

NEW ORLEANS SQUARE

DISNEYLAND, 1966

-0-

### New Orleans, the 1850's:

She was the nation's most colorful and exciting city  
. . . a proud cosmopolitan center that had already established  
a lasting cultural heritage . . . America's capital of aristocracy  
. . . seat of commerce and industry . . . a bristling port ex-  
porting more commodities than New York. Cotton was king, and  
the Good Life was his decree.

She was a city of contrasts.

Magnificently gowned ladies, genteel and gracious,  
strolled past benign Indian squaws selling sassafras root . . .

Impeccably groomed gentlemen in bright brocade waist-  
coats had their quiet conversations interrupted by the cries  
of hawkers echoing through the narrow streets . . .

Iron-lace balconies seemed even more delicate against  
stretches of ashened walls . . .

Intimate courtyards were lazy counterpoints to crowded street markets . . .

Some of the world's finest restaurants offered gourmet menus while vendors sold jambalaya and shrimp from carts . . .

Theatres provided the most sophisticated entertainment as domestics danced the ritualistic bamboula and colinda at stage doors . . .

The Mississippi, noisy with riverboats, opposed the serenity of colonnaded plantation houses and maisons de ville near the crescent-shaped harbor . . .

*This was New Orleans in the mid-Nineteenth Century.*

*Its unique atmosphere, drama and gaiety lives again in New Orleans Square at Disneyland.*



ADVENTURES IN SHOPPING

Walt Disney, the perennial innovator, has accomplished another "first" with the opening of Disney's New Orleans Square. In this new "Magic Kingdom", world famous for its fairy tales, Walt Disney has created a new land for collectors of the finest craftsmanship by craftsmen and artists from many areas.

NEW ORLEANS SQUARE:

THE "MAGIC KINGDOM'S" NEWEST LAND

New Orleans Square, a whole new "land" in Walt Disney's famous "Magic Kingdom", brings to Disneyland guests an unparalleled adventure -- an experience rich in color, excitement and atmosphere.

Its inviting shops, aromatic restaurants, winding streets, intimate courtyards, romantic balconies, iron-lace embellishments, and picturesque magnolia trees erase decades and distance to take guests back to the New Orleans of the 1850's . . . back to the Queen of the Delta when she was the Paris of the Western Frontier.

Walt Disney and his staff of "Imagineers" at WED Enterprises, Inc., have made New Orleans Square as exciting as a pirate treasure hunt . . . as colorful as a Mardi Gras ball . . . as memorable as a visit to the French Quarter.

To the banks of the Rivers of America, Disney artists and decorators have brought merchandise and furnishings from all over the world to make every shop a show and every restaurant an adventure in dining.



## ADVENTURES IN SHOPPING

Walt Disney, the perennial innovator, has accomplished another "first" with the charming shops in Disneyland's New Orleans Square. He has made the "Magic Kingdom", world famous for its family entertainment attractions, the destination for collectors of the finest creations by craftsmen and artists from many eras and nearly every area of the world.

Merchandise to suit every taste and budget has made New Orleans Square truly an adventure in shopping.

From mosaic thresholds to chandeliered ceilings, from nostalgic stain glass panels to delicate wrought-iron lace, from fine old furniture to delicate bric-a-brac, these shops offer visitors settings of unequalled luxury and atmosphere.

-0-

### THE ONE-OF-A-KIND SHOP

### ROYALE STREET

As its name indicates, this Shop features unique items to delight the most discriminating eye -- decorative and hard-to-find antiques, choice reproductions and other ones-of-a-kind that would have been found on the shelves of shops in New Orleans decades ago . . . and are irresistable to today's collector.

Guests may choose from a ceiling full of magnificent chandeliers of every description or a parade of select desks, cabinets and other products of the wood-craftsman's art.

They will also find exquisite ship models, iron lanterns, old world globes, maps and charts, swords and antique framed



paintings. Other items are candelabra, fireplace fixtures and door knockers, as well as barometers, wood carvings, china, silverware, crystal pieces and other one-of-a-kind items.

A blue and dark rose terrazzo floor complimented by luxurious wood-paneled walls provide the perfect setting for this Shop's collection.

LE GOURMET

ORLEANS STREET

Here is a paradise for culinary artists. Even the most discriminating chefs and connoisseurs find their every wish granted in this colorful New Orleans Square Shop.

Select kitchen accessories, equipment and utensils, along with exotic herbs and unmatched spices from Spice Islands, are displayed on choice old spice chests, breakfronts, cupboards and tables -- also available for purchase.

Among the hundreds of items displayed against a setting of brick walls, beamed ceiling and the handmade terra cotta floor, are duck presses, tea pots, measuring cups, saltcellars and pepper mills, espresso pots, demitasse cups and spoons. There are also chocolate cups, souffles, casseroles, shirring dishes, wine hebers, pastry wheels, samovars, warming stands, tureens and all types of pots, pans and cooking utensils.

LAFFITE'S SILVER SHOP

ORLEANS STREET

Informality teams up with artistry to keynote this Shop where a metal craftsman creates works of art amid a masculine decor of brick and plaster walls, heavy timber ceiling



and brick floor. Surrounded by a workbench, forge, pouring pot, mold, polishing wheels and other tools of his trade, he makes silver charms and other jewelry on order from customers. He also makes minor jewelry repairs.

Showcases display thousands of charms, rings and jewelry settings.

For the Shop decor (and for purchase), the Disney staff has collected unique tools of the metal-working trade and old art objects made of metal.

#### CRISTAL D'ORLEANS

#### ORLEANS AT ROYALE STS.

In contrast to Laffite's Silver Shop, the Glass Shop is the utmost in elegance. Mirrored walls, a parquet floor and silk-covered panels compliment the fine crystal and glassware available to New Orleans Square guests.

Providing a continuous show in this Shop is a glass blower specializing in creating bottles of all sizes and shapes. At the request of guests, he will place items of personal value in bottles, such as wedding rings, class pins and rare coins.

Bottles containing pirate ships, pennies, replicas of Disneyland's sailing ship Columbia and the Mark Twain stern-wheeler also are available, as are miniature wine and cocktail sets, period lamps, glass flowers, apothecary jars, punch bowl sets and other glass objects.

#### Mlle. ANTOINETTE'S PARFUMERIE

#### ORLEANS STREET

Delicate to the last detail, Mlle. Antoinette's



Parfumerie offers the ladies an array of scented items for the boudoir and bath. A perfumer will blend special fragrances to compliment a guest's personality, complexion and type.

Reflected in the mirrored areas are a Louis XV style crystal and gold bronze chandelier, cool green walls overlaid with silverleaf, and rich parquet flooring. Furnishings include shelves and French-style showcases containing an array of items for the boudoir and bath in distinctive decanters, atomizers, crystal bottles, apothecary jars and other items for personal use.

LE FORGERON

ORLEANS STREET

Choice gifts in dramatic stained glass -- some rare antiques, others made to order by the shopkeeper -- are featured in this charming Shop sponsored by Hollander Glass. It also offers other types of gifts suitable for all occasions.

Decorators have combed the world for unusual stained glass objects d'art -- window panels, lamp shades, and bric-a-brac -- to fill the shelves and showcases.

. . . AND FROM NEW ORLEANS

A number of important elements have been borrowed for New Orleans Square from the old New Orleans scene.

Artists in corduroy smocks, sandals and black berets set up their easels in all of the New Orleans Square courtyards, where they paint portraits of guests. Surrounding them are previously painted New Orleans scenes in oil, tempera or casein,

which guests may purchase.

Delicate flower baskets and small floral arrangements can be purchased from gay flower carts. Brightly costumed vendors sell handmade fruits and vegetables.

New Orleans Square would not be complete without candy and nut carts, which are parts of the street scenes. Famous Louisiana pralines, mints, pecans and other delectables are found in these carts.

#### THE BLUE BAYON RESTAURANT

#### ROYALE STREET

At The Blue Bayon Restaurant, Walt Disney brings to "Magic Kingdom" guests the romantic enchantment of early evening dining on the moonlit terrace of a Southern colonial mansion overlooking the beautiful Blue Bayon Lagoon.

Here at The Blue Bayon Restaurant, time "stands still" as an ever-present full moon spreads its glow over 200 guests enjoying Dixieland entertainment and elegant dining in the Southern tradition.

The menu offers such Delta delicacies as cold chicken salad, chicken salad, baked ham, Southern fried chicken, green sandwiches, crab meat and shrimp. Desserts include French pastries, coffee, rum baba, pecan layer cake and rum and cream.



## ADVENTURES IN DINING

Delicacies that made the Queen City of the Delta the world capital of fine cuisine make New Orleans Square restaurants irresistible to all diners -- those in search of a complete gourmet meal or quick but unusual snacks between visits to the many offerings of New Orleans Square.

Realizing that half of a good meal is the atmosphere surrounding it, Walt Disney and the WED Enterprises staff have re-created the splendor and drama symbolic of the South's most historic city.

-0-

### THE BLUE BAYOU RESTAURANT

ROYALE STREET

At The Blue Bayou Restaurant, Walt Disney brings to "Magic Kingdom" guests the romantic enchantment of early evening dining on the moonlit terrace of a Southern colonial mansion overlooking the beautiful Blue Bayou Lagoon.

Here at The Blue Bayou Restaurant, time "stands still" as an ever-present full moon spreads its glow over 200 guests enjoying Dixieland entertainment and elegant dining in the Southern tradition.

The menu offers such Delta delicacies as clam chowder, salade chiffonade, baked ham, Southern fried chicken, French sandwiches, crab meat and shrimp. Desserts include French pastries, eclairs, rum baba, pecan layer cake and rum and raisin ice cream.



The famous Dueling Oak, moss-draped trees, a columned arbor walk leading to the boat landing and the veranda of a dignified plantation house are bathed throughout the day in the tranquility of a Delta evening. And along the bayou are also Laffite's Landing, weatherworn swamp shanties perched on stilts, aging fishing boats and decaying brick archways -- all echoing the mysterious sounds of the bayou country.

Beneath the evening sky, where stars have begun to appear and occasional clouds drift by, guests are treated to fast-paced entertainment by a Dixieland band and a bevy of singers and dancers. A pair of singing waiters will also be on hand to serenade diners.

Wrought iron furnishings and candlelight contribute to the Louisiana, 1850, flavor of the Terrace. And in the foyer, paneled walls, a pair of 19th Century Sheffield plate wall sconces and a terrazzo and marble pattern with brass inlay floor enhance the interior of the mansion.

On the silvery waters of The Blue Bayou Lagoon, boat-borne adventurers will glide past the Terrace en-route to a fantastically realistic encounter with the Pirates of the Caribbean later this year.

#### THE FRENCH MARKET RESTAURANT

#### ESPLANADE STREET

All of the nostalgia and excitement of New Orleans' old French Market is combined with dining and dancing beneath the multi-color canopy on the terrace of New Orleans Square's largest restaurant, The French Market Restaurant on Esplanade Street.



Seating 250 guests at one time on the terrace, the restaurant serves guests at twin buffets -- a technique which has proved highly successful in the Plaza Inn Restaurant on Disneyland's Main Street Plaza. A dessert buffet is conveniently available to guests inside the building and on the terrace.

During the evening hours on the dining terrace, a gazebo by day becomes a bandstand where an ensemble plays music for dining and dancing.

Inside The French Market Restaurant, accents of ochre and green, a quarry-tile floor and a unique "pressed-tin" ceiling, typical of that period, combine with arched murals to add a special charm to New Orleans Square. A "domed skylight" illuminates the two ceramic tile murals depicting historic scenes of ceremonies at the Louisiana Purchase in 1803.

Guests enter The French Market across a mosaic threshold.

Punctuating the walls surrounding the murals are memorabilia of French kitchens, including polished pots and pans, cleavers, weights, duck presses, grinders and baskets, which were sought by the Disney staff over a period of years especially for New Orleans Square.

#### THE CREOLE CAFE

#### ESPLANADE STREET

The flavor of an intimate New Orleans coffee house is captured in this restaurant's beamed ceiling, old stained glass, natural brick walls with panels of mahogany and marble-tile floor.

Centerpiece of the Cafe is a 19th Century espresso

coffee maker, acquired by Walt during a visit to Milan.

Waitresses in The Creole Cafe serve ice cream and coffee to guests seated inside at round, oak-top tables, based on a 19th Century style.

On the terrace, guests at mosaic-topped tables under colorful umbrellas, can enjoy their refreshment while taking in the panorama of Esplanade Street in New Orleans Square and the quiet cruising of the sailing ship Columbia and the Mark Twain stern-wheeler on the calm waters of the Rivers of America.

-0-

-- RESTAURANTS --

THE BLUE BAYOU RESTAURANT -- Disneyland entertainment and elegant terrace dining by moonlight for 200 at The Blue Bayou Lagoon.

THE FRENCH MARKET RESTAURANT -- Buffet style, with dining and dancing by the terrace for 200.

THE CREOLE CAFE -- Ice cream and coffee served by waitresses to 130 guests indoors and on the terrace.

-- STREETS --

Orleans -- Esplanade -- Front Street -- Royals -- Pirate Alley

-- COSTUMES --

HOSTESSES -- each of the 40 shop and 130 restaurant hostesses are provided with three complete costume changes. The most elaborate in the "Magic Kingdom", hostess costumes are of ten authentic designs of brocades and satins with lace-trims. The costumes, designed by WED, are suited to the shop or restaurant atmosphere.



## FACTS & FIGURES

### -- SHOPS --

Mlle. Antoinette's Parfumerie -- perfumes and sachets; a perfume blender to match guests' types and personalities

Laffite's Silver Shop -- custom jewelry; a metal craftsman to create jewelry and perform minor repairs.

One-Of-A-Kind Shop -- decorative antiques and reproductions.

Cristal d'Orleans -- crystal and glassware; a glass blower at work.

Le Forgeron -- stained glass and antiques; sponsored by the Hollander Glass Company.

Le Gourmet -- unique kitchen accessories; herbs and spices from Spice Island.

### -- RESTAURANTS --

THE BLUE BAYOU RESTAURANT -- Dixieland entertainment and elegant terrace dining by moonlight for 200 at The Blue Bayou Lagoon.

THE FRENCH MARKET RESTAURANT -- buffet style, with dining and dancing by the terrace for 250.

THE CREOLE CAFE -- ice cream and coffee served by waitresses to 130 guests indoors and on the terrace

### -- STREETS --

Orleans -- Esplanade -- Front Street -- Royale -- Pirate Alley

### -- COSTUMES --

HOSTESSES -- each of the 40 shop and 150 restaurant hostesses are provided with three complete costume changes. The most elaborate in the "Magic Kingdom", hostess costumes are of ten authentic designs of brocades and satins with lace trims. The costumes, designed by WED, are suited to the shop or restaurant atmosphere.

HOSTS -- each of the ten hosts has three identical sets of homespun shirts with full sleeves, wide-whale corduroy trousers and leather aprons.

-0-

NEW ORLEANS SQUARE  
DISNEYLAND, 1966

New Orleans, the 1850's:

She was the nation's most colorful and exciting city, a proud cosmopolitan center that had already cultivated a lasting cultural heritage . . . America's capital of art, . . . seat of commerce and industry . . . a bristling port exporting more commodities than New York. Cotton was king, and the Good Life was his decree.

She was a city of contrasts.

Magnificently gowned ladies, genteel and gracing strolled past benign Indian squaws selling sassafras root.

Impeccably groomed gentlemen in bright brocade coats had their quiet conversations interrupted by the shouts of hawkers echoing through the narrow streets.

Iron-lace balconies soared even more

stretch of ashened walls.



CONTACT: Robert Jackson

from



*imagineering*

WED Enterprises, Inc. • 1401 Flower Street • Glendale, Calif. 91201  
Telephone: Area Code 213 • 245-8951

(6)

FOR YOUR INFORMATION

## P R O F I L E

### THE OPERA HOUSE

Home of

"GREAT MOMENTS WITH MR. LINCOLN"

Disneyland

-0-

Every effort has been made by Walt Disney and his staff at WED Enterprises, Inc., to provide guests with the utmost in comfort and convenience during their visit in Disneyland's Opera House to spend "Great Moments with Mr. Lincoln."

Although it is an original building in the "Magic Kingdom," the interior of the Opera House has been completely renovated for the show by WED, the Disney design, architectural, engineering, research and development firm. It now houses an impressive 500-seat theatre, a beautifully decorated Foyer, and the sedate Blue Room.

Fully carpeted in midnight blue, the theatre has 13 uninterrupted rows of seats, upholstered in deep red. Walls are



lined in bone-white acoustical veneer for excellent sound control.

Special Disney techniques for sound reproduction utilize a system of hidden directional speakers throughout the theatre. Each speaker functions autonomously, enabling the voices of a choir to "move forward" during the show finale and to fill the room with music from indistinguishable sources.

The massive stage measures 50 feet across by 40 feet in depth and is 18 feet high.

A dozen doors, automatically operated by the "Audio-Animatronic" tape on which the show is programmed, admit guests to the theatre from the left side. Opposite are another 12 exit doors, also controlled by the tape.

This arrangement, another WED development, serves as an excellent audience-movement technique. As one group files from the theatre, another is admitted. Meanwhile, still another audience is in the Blue Room being entertained by the prologue presentations while a new group is forming in the Foyer.

Shows are scheduled on a 12-minute cycle -- five complete performances per hour -- permitting the theatre to accommodate 2500 guests each hour.

-0-



attractions and exhibits from Motor Con Audio  
Walt Disney Fair Enchanted Tiki adventure  
WED Enterprises and World's Fair, who the  
d designed projects for Walt Disney Enterprises  
for Walt Disney Enterprises

CONTACT: Robert Jackson

from 

*imaginering*

WED Enterprises, Inc. • 1401 Flower Street • Glendale, Calif. 91201  
Telephone: Area Code 213 • 245-8951

(5)

FOR YOUR INFORMATION

## P R O F I L E

### THE PROLOGUE

to

"GREAT MOMENTS WITH MR. LINCOLN"

The Opera House

Disneyland

-0-

Guests entering the Disneyland Opera House immediately begin their personal experience with history, even before participating in "Great Moments with Mr. Lincoln," by prologue presentations in the Foyer and Blue Room.

### IN THE FOYER

#### "THE CAPITOL VISTA" DIORAMA

Stepping into the Foyer, guests are greeted by sedate blue-green and gold walls contrasting with deep red carpeting.



Interrupting one of the walls is a massive picture window, gracefully framed in red drapes. As guests step up to the window, they look out over a magnificent panorama of the United States Capitol set like a jeweled centerpiece in its surroundings.

Twilight has settled over Washington; countless diamond-like lights shine from the Capitol windows and surrounding city. So real is the setting that guests almost hear the muted sounds from the busy nation's capital.

Featured in this scene is the 12 2/3-foot-long, 4 1/2-foot-high natural stone model of the Capitol, the work of the late architectural sculptor, George Lloyd. This three-dimensional creation was hand-carved in intricate detail from official blueprints. Lloyd chose French Caen Stone for the replica, built to a scale of 3/16 inch to the foot, because of its warm texture and adaptability to detail.

The extraordinarily beautiful and authentic setting for "The Capitol Vista" diorama was created by Walt Disney and designed by his staff at WED Enterprises, Inc.

#### THE LINCOLN FAMILY PORTRAIT

Another highlight in the Foyer is a spellbinding original oil painting of the entire Lincoln family -- Abraham, Mary, and their three sons, Robert Todd, Thomas (Tad), and the beloved William Wallace (Willie), whose early death so grieved his father.

Measuring seven-by-five feet, the painting is based on a smaller, black and white work by F. B. Carpenter, loaned by the New York Historical Society.



## IN THE BLUE ROOM

### "THE LINCOLN STORY"

As red drapes part in a doorway, guests move from the Foyer into the magnificent Blue Room, carpeted and draped in shimmering blue. Here, in his own words, Abraham Lincoln narrates "The Lincoln Story," a six-minute, often humorous autobiographical presentation. His story is illustrated by full-color art murals, especially created by Walt Disney Productions, which are projected onto a 28-foot-long screen.

He begins by describing his early life, talks about his young manhood in and around Springfield and traces the events leading to and during his years in the White House. The show ends with Lincoln quoting his famous Second Inaugural Address, beginning, "With malice toward none; with charity for all."

With this presentation setting the theme and serving as an appetizer for "Great Moments with Mr. Lincoln," guests are now invited to enter the Opera House theatre.



WED Enterprises, Inc. • 1401 Flower Street • Glendale, Calif. 91201  
 Telephone: Area Code 213 • 245-8951

CONTACT: Robert Jackson



(3)

FOR YOUR INFORMATION

P R O F I L E

SPEECH PRESENTATION

from

"GREAT MOMENTS WITH MR. LINCOLN"

The Opera House

Disneyland

-0-

Introduction

The soul-stirring, thought-provoking six-minute speech delivered by Walt Disney's "Abraham Lincoln" figure in the "Great Moments with Mr. Lincoln" show at Disneyland is a composite of five excerpts taken from addresses by the Great Emancipator.

These selections are keyed in the speech, presented below, by numbers within parentheses to the list of speeches, from which they were taken, on page four.



ABRAHAM LINCOLN:

(1)           The world has never had a good definition of the word liberty, and the American people, just now, are much in want of one. We all declare for liberty; but in using the same word we do not all mean the same thing.

(2)           What constitutes the bulwark of our . . . . liberty and independence?

          It is not our frowning battlements, our bristling sea coasts . . . . These are not our reliance against . . . tyranny . . . . Our reliance is in the love of liberty which God has planted in our bosoms.

          Our defense is in the preservation of the spirit which prizes liberty as the heritage of all men, in all lands, everywhere. Destroy this spirit, and you have planted the seeds of despotism around your own doors.

(3)           At what point shall we expect the approach of danger? By what means shall we fortify against it? Shall we expect some trans-Atlantic military giant, to step the ocean, and crush us at a blow?

          Never!

          All the armies of Europe, Asia and Africa combined, . . . . could not by force, take a drink from the Ohio, or make a track on the Blue Ridge, in a trial of a thousand years.

          At what point then is the approach of danger to be expected?



I answer, if it ever reach us, it must spring up amongst us. It cannot come from abroad. If destruction be our lot, we ourselves must be its author and finisher. As a nation of free men, we must live through all times, or die by suicide.

- (4) Let reverence for the laws be breathed by every American mother to the lisping babe that prattles on her lap -- let it be taught in schools, in seminaries, and in colleges -- let it be written in primers, spelling books, and in Almanacs -- let it be preached from the pulpit, proclaimed in legislative halls and enforced in courts of justice.

And, in short, let it become the political religion of the nation; and let the old and the young, the rich and the poor, the grave and the gay, of all sexes and tongues, and colors and conditions, sacrifice unceasingly upon its altars.

- (5) Let us strive to deserve, as far as mortals may, the continued care of Divine Providence, trusting that, in future national emergencies, He will not fail to provide us the instruments of safety and security.

- (6) Neither let us be slandered from our duty by false accusations against us, nor frightened from it by the menaces of destruction to the Government nor of dungeons to ourselves.

Let us have faith that right makes might, and in that faith, let us, to the end, dare to do our duty as we understand it.



SOURCES OF THE "GREAT MOMENTS WITH MR. LINCOLN" SPEECH

- (1) Address at Sanitary Fair,  
Baltimore, Md., April 18, 1864
- (2) Speech at Edwardsville, Ill.,  
September 11, 1858
- (3) (4) Address, before the Young Men's Lyceum,  
Springfield, Ill., January 27, 1838
- (5) Eulogy to Henry Clay,  
Springfield, Ill., July 6, 1852
- (6) Address at Cooper Institute,  
New York City, February 27, 1860



attractions and exhibits for Motor Company Audio-Animatronics, a new electric company show designed by Walt Disney Imagineering for Walt Disney Imagineering

CONTACT: Robert Jackson

from WED

*Imagineering*

WED Enterprises, Inc. • 1401 Flower Street • Glendale, Calif. 91201  
Telephone: Area Code 213 • 245-8951

(2)

FOR YOUR INFORMATION

P R O F I L E

WALT DISNEY'S "ABRAHAM LINCOLN" FIGURE

Star of

"GREAT MOMENTS WITH MR. LINCOLN"

The Opera House

Disneyland

-0-

Authenticity and dignity were the immovable guidelines set by Walt Disney for WED Enterprises, Inc., in the creation of his remarkably life-like, "Audio-Animatronic" figure of Abraham Lincoln.

The prototype Lincoln figure was first developed about six-and-a-half years ago and has been used since for experimentation, refinement and improvement. Recent developments resulted in additional sophistication of techniques and devices used in the new figure, featured in the "Great Moments with Mr. Lincoln" show in the Opera House at Disneyland.



"Imagineers" -- artists, model-makers, sculptors, engineers and researchers -- at WED spent a total of more than five months in research alone to assure exact likeness and measurements.

Dimensions of the face were taken from an actual life-mask of Lincoln. The eyes were created from an intensive study of many photographs, paintings and written descriptions, including one in Mrs. Lincoln's diary. Other dimensions came from biographical works, although not all historians agree on Lincoln's height and weight.

Work on the new figure began with the creation of the head. A detailed model was first sculptured in plastiline (plastic clay) using Lincoln's life-mask. From this, a flexible skin was then fabricated over a rigid plastic structure. The features from the original model were maintained to the most minute detail.

The hair and beard were created by a professional wig maker. Hands were cast from the hands of a man of comparable size. Eyes were created by WED artists, using techniques similar to those employed by prosthetic eye manufacturers, and dental techniques were used to design the gums and teeth.

The figure stands approximately six feet, four inches and weighs about 140 pounds. (Lincoln is believed to have weighed about 180 pounds, but this figure is lighter because of a specially designed metal framework to facilitate movement.)

The new figure is capable of 48 separate body actions, as well as 17 head motions and facial expressions, all performed in life-like movement and mannerisms. This flexibility permits a total of nearly 275,000 possible combinations of action.



Costuming includes a black suit; white, high-collar shirt; black string bow tie; vest; watch chain; and black high-top shoes.

-0-

NOTE: The basic concept for combining life-like and fanciful objects with sound, preprogrammed and coordinated by tape, is subject to patent protection. All patent rights are owned by WED Enterprises, Inc. Application for patents have been made for other features, devices, techniques and processes.

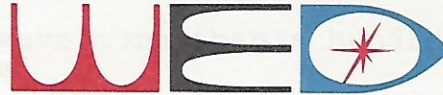
Number 50615-P-D(L): 2



atrac ons nd exhibi For Moti Con Audio-  
ork World Fair En anted Fiki adv ture  
Walt Disr and Wo ld's Fair, who the  
WED En prises a Aninatronics, ly new  
d designec proje tric Company show  
a ed by Walt I ed Diseylan arch ectu  
for Walt E Disney nter ning animatio

CONTACT: Robert Jackson

from



*imagineering*

WED Enterprises, Inc. • 1401 Flower Street • Glendale, Calif. 91201  
Telephone: Area Code 213 • 245-8951

(1)

FOR YOUR INFORMATION

P R O F I L E

"GREAT MOMENTS WITH MR. LINCOLN"

An "Audio-Animatronic" Presentation

The Opera House

Disneyland

-0-

AN INTRODUCTION BY WALT DISNEY

"Great Moments with Mr. Lincoln" offers our many friends visiting Disneyland an opportunity to be personal witnesses to an exciting chapter of history. But even more important, it enables them to live it and to apply its lessons to their own lives.

Here, a century has been erased. Once again, Americans call on the wisdom, dedication and experience of the man Lincoln. In his own words he provides us with guidance and courage in a message as timely and meaningful today as it was in the mid-1800's.

No better advice can be given to America of the 1960's



than the simple challenge Lincoln gave more than a hundred years ago when he said, "Let us have faith that right makes might, and in that faith, let us, to the end, dare to do our duty as we understand it."

For many years we searched for a unique way to present Lincoln and his concepts -- an approach with real impact that would firmly implant his beliefs in the hearts and minds of all people who value freedom.

Such a medium had to offer the three-dimensional realism of fine sculpture and the vitality of a great painting. The drama and personal rapport of the theatre would have to be present, along with the artistic versatility and consistency of the motion picture. From the best literary sources would come the proper atmosphere, which this approach would have to create. And finally, we knew that Lincoln's own pen would supply the most important element of all -- the message.

When our staff developed the system of three-dimensional animation we call "Audio-Animatronics," we had found the means of combining the best qualities found in these more familiar art forms.

Recent improvements in "Audio-Animatronics" let us capture the real spirit, physical likeness and warm personality of Lincoln ...and with this authenticity, we hope to emphasize more strongly than ever the immortal principles, ideals and wisdom of our Sixteenth President.

/s/ Walt Disney