

Disneyland

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Productions

Dictionary

FROM



imaginering



WED Enterprises, Inc • 1401 Flower St • Glendale, Calif 91201 • 245-8951

... who come to this happy place
Disneyland is your land. Here our
... and here youth may save the
... and promise of the future.

Disneyland is dedicated to the ideas,
the dreams, and the hard facts that
... with the
... and inspiration to all the world.

THIS

DISNEYLAND

DICTIONARY . . .

(Disneyland Dedication Plaque located
at the Flag Standard, Town Square, Un-
veiled by Walt Disney on Disneyland's
Day One.)

. . . of the "Magic Kingdom's" adventures,
exhibits, shows, shops and restaurants --
all designed by WED Enterprises, Inc., --
has been compiled by the WED Public Rela-
tions Department and the Disneyland Publi-
city Office for quick reference purposes.
Items are listed alphabetically under the
headings of major Disneyland divisions.
Years listed indicate when each attraction
opened; those without dates are among the
Park's twenty-two major attractions on
opening day, July 17, 1955.

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DISNEYLAND

To all who come to this happy place
. . . WELCOME.

Disneyland is your land. Here age
relives fond memories of the past
. . . and here youth may savor the
challenge and promise of the future.

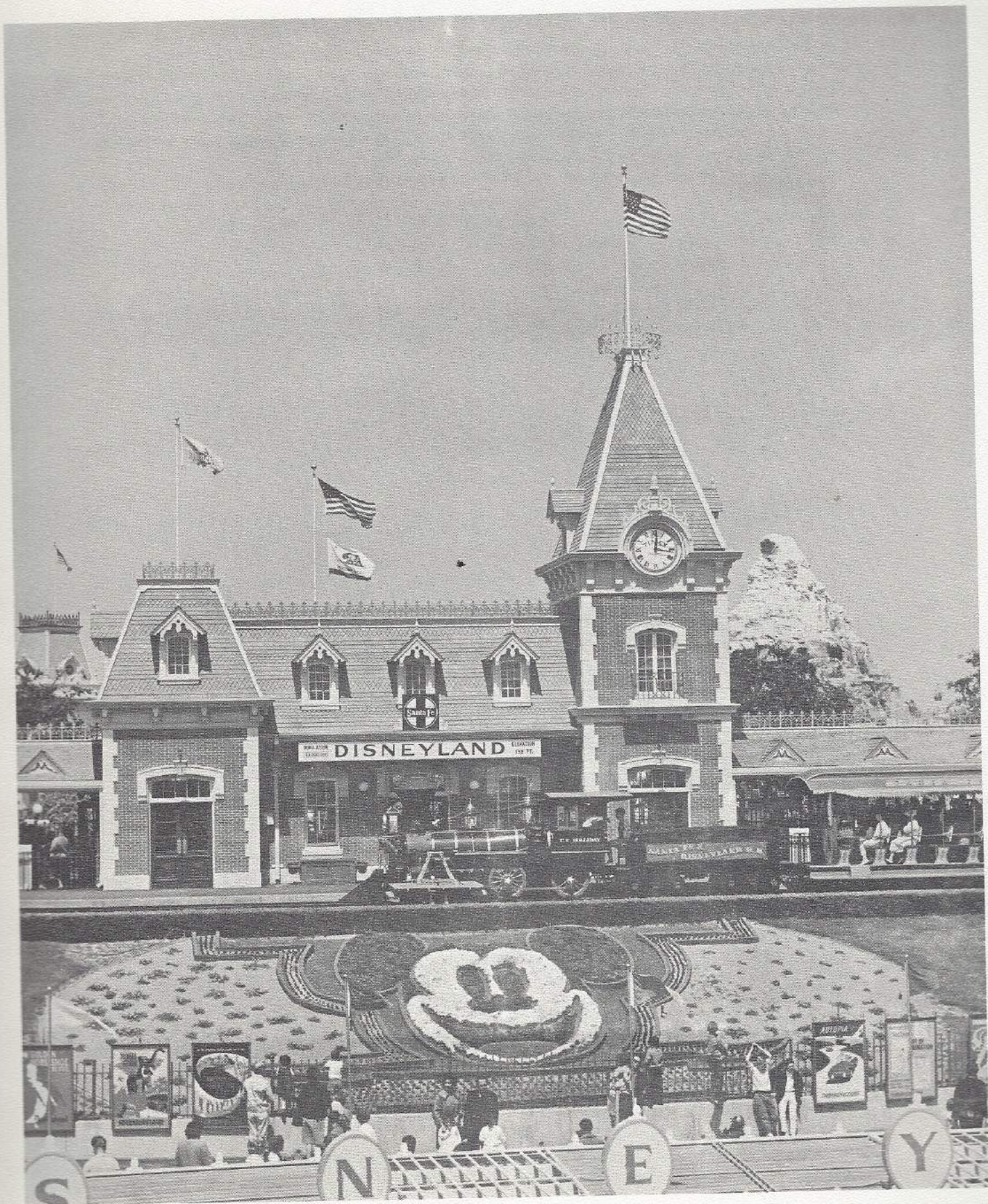
Disneyland is dedicated to the ideals,
the dreams, and the hard facts that
have created America . . . with the
hope that it will be a source of joy
and inspiration to all the world.

July 17, 1955

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MAIN ENTRANCE

Presided over by the smiling countenance of Mickey Mouse, created in flowers, the threshold to the "Magic Kingdom" is where guest enjoyment and comfort begin. Here you leave today . . . and visit yesterday, tomorrow and the timeless world of fantasy -- Disneyland U. S. A.

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DISNEYLAND BUS STATION is conveniently located west of the Main Entrance. Rapid Transit District busses regularly arrive and depart from this point.

DISNEYLAND HOTEL, connected with the "Magic Kingdom" by the Disneyland-Alweg Monorail System and tram service, now has 616 beautifully appointed guest rooms. The hotel also provides large and versatile accommodations for conventions, office and private meeting rooms for a total of 2,000 people. Other facilities include attractive shops, airline reservation offices, auto rentals, a three-par golf course, driving range, putting green, children's playground, Olympic-size swimming pool and miniature golf course.

DISNEYLAND TRAM provides regularly scheduled passenger service between the Disneyland Hotel and the Main Entrance.

DISNEYLAND PARKING AREA TRAMS carry visitors through the various sections of the Disneyland Parking Area (capacity: 11,500 guest vehicles) and the Main Entrance. This service is included in the 50 cents per day parking fee.

PLUTO'S PET LAND (1957) offers dog- and cat-sitting service in modern, well-designed facilities. Owners may leave their pets all day for only 25 cents. This price includes airy, individual enclosures, pet food (as specified by the pet owner) and water. Capacity is 100 animals. A trained attendant is on duty at all times. This facility is located adjacent to the Main Entrance.

SOUVENIR GIFT STANDS, located near the Main Entrance, offer character merchandise, and film. General Disneyland information is available.

STROLLER RENTAL facilities are located conveniently near the Main Entrance. Strollers, wheel chairs and other aids are offered at moderate rental fees.



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MAIN STREET U. S. A.

Main Street U. S. A. is America at the turn of the century -- the crossroads of an era . . . the gas lamp and the electric lamp . . . the horse-drawn carriages and the automobile. Main Street is everyone's hometown . . . the heartline of America.

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BANK OF AMERICA at Disneyland offers complete, modern banking service in a turn-of-the-century setting. It is the only bank in America open on Saturdays, Sundays and Holidays. BankAmericards may be used to purchase Disneyland admission and ticket books at any branch of the bank and may also be used to purchase food and merchandise at many shops in Disneyland.

BOOK AND CANDLE SHOP, as charming as it is fragrant, offers a wide assortment of books (including Walt Disney publications) and some of the world's most unique candles, candle holders and gifts.

CANDY PALACE has an unusual assortment of candies from many parts of the world plus many other varieties made in the display window.

CAREFREE CORNER is Disneyland's Official Guest Registration and Information Center. In a setting resembling a hotel lobby, guests from all 50 states and more than 100 foreign lands have registered. Complete tourist information for all of Southern California is another service. Sponsored by The Insurance Companies of North America.

CARNATION ICE CREAM PARLOR offers unique varieties of sodas, sundaes, and other ice cream delicacies. Snacks and sandwiches are also featured at this Gay Nineties setting, sponsored by the Carnation Milk Company, which furnishes all of Disneyland's milk products.

CARNATION PLAZA GARDENS is an attractive outside restaurant and dance area sheltered by a large red and white canopy and umbrellas. Sandwiches, snacks and ice cream treats are available. Located near "Sleeping Beauty Castle," this attraction is the setting for daily band concerts and summer "After Dark" dancing. Sponsored by the Carnation Milk Company.

CHINA CLOSET displays unusual china, glassware and distinctive Disneyland gifts, all available for purchase.

CITY HALL is the headquarters for Guest Relations and Press Information services. General information is available to guests at this turn-of-the-century-styled building. Several of Walt Disney's international awards are on display here.

- CRYSTAL ARCADE features a toy shop, glass-artist at work creating unusual items and gifts of many varieties.
- DISNEYLAND ART FESTIVAL, a colorful sidewalk scene, is the "studio" for Disneyland artists who create pastel portraits of guests.
- DISNEYLAND BABY STATION (1957) has facilities available for Disneyland's youngest guests -- such services as those for changing diapers, preparing formulas and feeding babies. A trained attendant is available. (No baby-sitting service is available.)
- DISNEYLAND EMPORIUM is an old-fashioned dry goods store, offering an outstanding selection of toys, imported china, unique gifts, distinctive Disney merchandise, photo supplies and other items.
- DISNEYLAND FLOWER MARKET has colorful displays of many flowers, all handmade for lifelike appearance. All are available for purchase.
- DISNEYLAND STREET CARS carry passengers aboard horse-drawn trolleys over 3,660 feet of tracks on Main Street from Town Square at Disneyland's entrance to the Plaza, heart of the "Magic Kingdom." Each of the four cars carries 23 persons and is drawn by one horse. A double track midway on the avenue, and circle routes at each end, enable cars to pass. Heavy duty draft horses are primarily Belgian and Percheron varieties.
- FIRE DEPARTMENT is housed in an authentic replica of a circa-1900 fire station located adjacent to City Hall. Features include a horse-drawn fire engine, traditional brass pole and horse stalls.
- FIRE ENGINES (motorized, 1958) answer "alarms" with visitors aboard. The two 1900-era fire engines begin their bell-ringing journey down Main Street from the Disneyland Fire Department in Town Square.
- GLOBAL VAN LINES PARCEL STORAGE CENTER houses the Disneyland Lost and Found Department, information center and lockers for parcels of all sizes. Exhibits feature an antique 1917 Model T Ford moving van. Sponsored by Global Van Lines.
- GRAND CANYON (1958) portrays the famous Grand Canyon of the Colorado River at early morning, as the sun sets and during a thunder and lightning storm. Even the seasons vary from spring in an adobe village of Pueblo Indians to winter snows covering the trees and wild animals. Wildlife includes mountain lion, deer, wild turkey, desert mountain sheep and other birds and animals native to that area of Arizona. It is visited by guests aboard trains of the Santa Fe & Disneyland Railroad.
- GREAT MOMENTS WITH MR. LINCOLN (1965) is one of Disneyland's most dramatic and awe-inspiring presentations. This personal experience with history is Walt Disney's tribute to a man who still lives today in the hearts of all freedom-loving people

everywhere. Featuring the lifelike, life-size "Audio-Animatronics"* figure of the Sixteenth President, *Great Moments with Mr. Lincoln* presents a message as applicable today as it was a hundred years ago. Located in the Opera House on Town Square, this presentation includes the nation's capital in "capsulized realism," Lincoln memorabilia, a narrative of Lincoln's life illustrated with full-color art murals, and a 499-seat theatre where "Mr. Lincoln" delivers his inspiring address. Originally presented at the New York World's Fair 1964-1965, *Great Moments with Mr. Lincoln* is sponsored at Disneyland by Lincoln Savings and Loan Association.

GUIDED TOUR GARDEN is a delightful English garden setting where guests gather for tours conducted by Disneyland's attractive plaid-costumed tour guides. The three-hour tours, including general admission and six of Disneyland's most popular attractions, are available at \$6.50 for adults and \$3.50 for children under 12 years of age.

HALLMARK COMMUNICATION CENTER offers a complete array of Hallmark greeting cards, postcards and party goods, including many exclusively available at Disneyland. Sponsored by Hallmark Inc.

HILLS BROTHERS COFFEE HOUSE AND RESTAURANT features famous Hills Bros. coffee. The restaurant also offers tempting sandwiches and desserts. Interior is in a southern garden motif with an adjacent dining patio. *Sponsored by Hills Bros. Coffee Co.

HORSELESS CARRIAGES -- "put-puts" of 1903 vintage complete with fringed canvas tops, make trips between Town Square and the Plaza.

KODAK CAMERA CENTER has information available from Eastman Kodak experts on film and cameras of all kinds with helpful advice on exposures for Disneyland subjects. Kodak photo vantage point locations are designated by attractive signs at prime picture-taking spots throughout the "Magic Kingdom." Film, cameras and photo supplies are on sale. Sponsored by the Eastman Kodak Company.

MAD HATTER SHOP carries a colorful variety of unique Disneyland hats including Mickey Mouse, Donald Duck and many others.

MAIN STREET CINEMA, Main Street's theatre, features five silent film "classics" that play continuously and simultaneously. Many of the biggest names of the pre-talkie era are featured at the cinema.

MAIN STREET MAGIC SHOP has an unusual selection of tricks, masks, gadgets and souvenirs for purchase by magicians of every age.

OMNIBUSES (1956) -- open-air, double-deck busses of the type used in

major cities at the beginning of this century -- travel the Town Square-Plaza route with the driver providing a colorful live-narration along the way.

PENNY ARCADE includes penny hand-crank moviolas and antique fun machines of every description.

PLAZA INN (1956) is a plush Victorian restaurant for buffet dining in the grand manner at moderate prices. Located near the entrance to Tomorrowland, it includes two palatial dining rooms with crystal chandeliers and velvet appointments, two flower-hung porches, and two solariums for dining. Authentic antiques have been collected from many nations to add interest to the Plaza Inn. French pastries are a specialty from Disneyland's own bakery, housed in the inn's kitchen.

PLAZA PAVILION (1962) serves lunch and dinner at moderate prices. Guests may dine on attractive porches or on the umbrellaed terrace. The decor is in keeping with the turn-of-the-century atmosphere of Main Street.

PRIMEVAL WORLD is visited by passengers aboard trains of the Santa Fe & Disneyland Railroad after passing through the *Grand Canyon*. Guests plunge backward through time for a breathtaking look at prehistoric plants, insects and giant reptiles that inhabited North America more than 300 million years ago. Misty vapors rise from swampy terrain as massive brontosaurus feed on tender water plants, and triceratops parents watch over their hatching young. Rain forests give way to desert sands, and a trio of thirsty ornithomimuses ("ostrich dinosaurs") are seen gathered around a drying water hole. In the final setting a carnivorous tyrannosaurus rex and a stegosaurus engage in symbolic mortal combat amidst exploding volcanos and rivers of molten lava. Many of the *Primeval World's* "Audio-Animatronics"* stars were also seen at the widely acclaimed *Magic Skyway* attraction at the New York World's Fair 1964-1965.

REFRESHMENT CORNER is Disneyland's charming coke and sandwich shop with regular live entertainment. Sponsored by the Coca-Cola Company.

RINGS & THINGS JEWELRY SHOP features a wide selection of bracelets, necklaces and other jewelry especially designed for Disneyland.

SANTA FE & DISNEYLAND RAILROAD includes five trains, all of 1890 vintage or older. They depart regularly from the Main Street station at Disneyland Main Entrance for a trip completely around the "Magic Kingdom" with stops at Frontierland and new Tomorrowland. Each land is viewed on the 1 1/4-mile journey, climaxed by a trip through the *Grand Canyon* and *Primeval World*. Track gauge is 36 inches. Cars are 5/8 scale.

Locomotives: Four steam locomotives are used on the S.F. & D. They all are petroleum fuel burners.

1. *C. K. Holiday* (4-4-0) was patterned after locomotives used in the mid-1800's. Designed specifically for Disneyland by WED Enterprises, this locomotive has a large diamond stack on the boiler which is similar to those used widely on wood-burning engines between 1860-1890.
2. *E. P. Ripley* (4-4-0) was built simultaneously with the *C. K. Holiday* for service beginning on Disneyland's opening day in 1955. This locomotive is characteristic of those used during the mid-1800's. The capstack on the boiler is the type that was used on coal-burning engines of that period.
3. *Fred G. Gurley* (2-4-4T) (1957) was originally built in 1894. This locomotive, characterized by a capstack, was first used at Louisiana sugar plantations before being re-built by WED Enterprises for Disneyland service.
4. *Ernest S. Marsh* (2-4-0) (1959) sports a diamond stack cinder trap. This locomotive was built in 1925 and used in New Jersey lumber mills; re-built completely by WED Enterprises for Disneyland service.

- Trains:*
1. *Passenger Train* is a replica of Santa Fe passenger trains of the 1890 era which were lavishly decorated and furnished for dignitaries and politicians touring the country.
 2. *Holiday Red Train* (re-designed 1958) is a replica of trains which carried the riches of the West to eastern markets. Styled after "River Trains" with open cars, all seats face one side of the train. Each car is decorated with red-and-white-striped canopies.
 3. *Excursion Special Train* (1958) is an open-air touring train typical of those used in the East for excursion trips before the turn of the century. They were known as "Narragansett cars."
 4. & 5. *Holiday Green & Holiday Blue Trains* (1966) are patterned after the "River Trains"-styled *Holiday Red*. These trains are identical except for different colored striped canopies and car numbers.

Stations: The Main Street station is a typical 1900-era brick structure with gabled roof, cupolas and the Town

Clock. Inside, the "Lili Belle" -- the scale model locomotive which once circled Walt Disney's home -- is on display. The Frontierland station is a frame building housing a clattering telegraph office and baggage handling facilities. In new Tomorrowland, guests board trains of the Santa Fe & Disneyland Railroad for a journey through the *Grand Canyon* and *Primeval World*.

SILHOUETTE STUDIO features artists who create and frame silhouettes of guests.

SUNKIST CITRUS HOUSE features fresh-made Sunkist orange juice, lemonade and lemon tarts. Also available in this attractive citrus garden setting are cartons of Sunkist products for shipping back home. Sponsored by Sunkist Growers Association.

SURREYS "with the fringe on top" are drawn by pony teams, mainly those of a cross between Hackney and Shetland breeds. They travel from *City Hall* to *Sleeping Beauty Castle*.

SWIFT MARKET HOUSE is a replica of the old-fashioned grocery and butcher shop. It features a pot-bellied stove and recorded party-line phones that provide many chuckles for guests. "Cider" and dill pickles are also sold. Sponsored by Swift & Co.

C & H Sugar Corner is also located in the *Swift Market House*. Penny candy and colored decorator sugar is displayed and sold in this unique setting sponsored by California and Hawaiian Sugar Refining Corporation.

TIMEX WATCHES present a complete display of watches available for purchase at this attraction. The U. S. Time Corporation also supplies many Timex clocks throughout Disneyland.

TOBACCONIST features rare pipes, cigars, cigarettes and tobacco from all parts of the world available for purchase in this quaint store.

UPJOHN PHARMACY is a detailed re-creation of an 1890 apothecary shop with interesting displays of antique medical and drug equipment. Added in the spring of 1966, is a display that illustrates 20,000 years of medicine history. Sponsored by Upjohn Drug Co.

WONDERLAND MUSIC is an old-fashioned music store with unique music boxes, player piano rolls and Disneyland and Buena Vista records available for purchase.

WURLITZER MUSIC HALL has a display of pianos and famous Wurlitzer organs. Daily organ concerts are broadcast in Town Square from here. Sponsored by the Wurlitzer Co.



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ADVENTURELAND

From far-off jungles come adventure, romance and mystery . . . Tropical Rivers silently flowing into the unknown . . . the unbelievable splendor of exotic flowers . . . the eerie sounds of the jungle, with eyes that are always watching. The South Seas, the Congo and storm-tossed treasure islands supply its inspiration.

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ADVENTURELAND BAZAAR features rare products and gifts from all parts of the world. It includes the Guatemalan Weavers, The Magic Carpet and Tropical Imports -- a jungle outpost atmosphere with thatched roofs and interesting merchandise.

ADVENTURELAND TRADERS offer South Sea Island apparel in a colorful assortment of unusual fabrics, and Kodak film.

BIG GAME SHOOT (1962) provides elephants, lions, apes, sharks and other big game for targets as "jungle-hunter" guests try their skill with elephant guns.

ENCHANTED TIKI ROOM (1963) presents beautiful tropical birds, flowers and tiki gods in a tune-filled comedy with completely lifelike movements and humanized voices through the WED-developed "Audio-Animatronics"* system. The presentation is staged in a colorful thatched hut setting by 225 "performers." In the entrance garden, tiki gods and goddesses tell exciting legends of the South Seas. The attraction is presented by United Airlines, official airline of Disneyland. Note: The *Enchanted Tiki Room* has a unique place in entertainment history; it is the first attraction anywhere to utilize fully the "Audio-Animatronics"* system of three-dimensional animation.

JUNGLE CRUISE (expanded 1962; additions 1964) is enjoyed by guests aboard brightly canopied launches that carry 36 passengers each. Visitors become jungle explorers in a journey down the rivers of the world, where hippopotami and alligators churn the muddy waters, elephants trumpet and cannibals "threaten" each boat with raised spears. Jungle animals, moving and roaring in lifelike realism, include giraffes, lions, zebras, water buffalo and rhinoceri. Rare plants imported from the far corners of the globe fill this jungle world with brilliant flowers and lush foliage.

SUNKIST "I PRESUME," decorated with jungle shields and carvings, is an unusual refreshment center that serves jungle punch and citrus products from the Sunkist Growers Association.

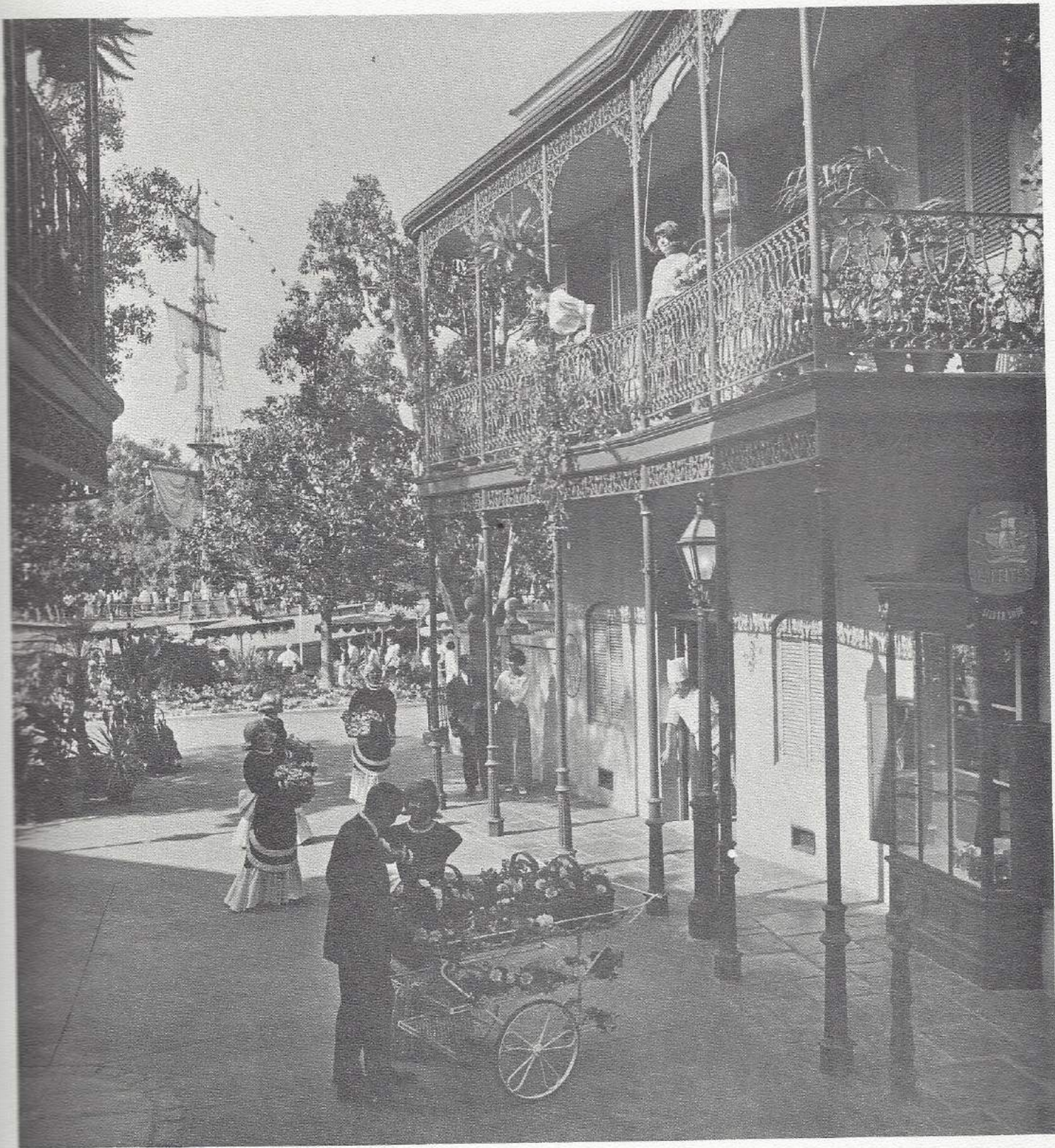
SWISS FAMILY TREEHOUSE (1962) rises 70 feet above the jungle. The tree spreads more than 300,000 brilliant leaves and 50,000 blooms on its 40-foot branches. As guests climb steps rough-hewn by island

castaways, they visit the primitive kitchen, salon and bedrooms to become a part of the fabled adventures of the shipwrecked family. Rare antique furnishings, a jungle water circulation system and a spectacular view of the "Magic Kingdom" are other features of the visit in the ingenious island home, devised and constructed by the world's most famous family of castaways -- the Robinsons.

TAHITIAN TERRACE RESTAURANT captures the excitement of the South Seas in both exotic setting and irresistible delicacies. Unique and colorful elements of this restaurant include a spectacular waterfall that parts to serve as a liquid curtain for this colorful island show, flames that dance on the waters, and a rare species of tree, the *Disneydendron eximus* (an "out-of-the-ordinary Disney Tree").

TIKI JUICE BAR features "Tonga" juice drink, a fresh fruit cooler from the South Seas for guests at and near *Walt Disney's Enchanted Tiki Room*.

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NEW ORLEANS SQUARE

Exciting New Orleans lives again as it was in the 1860's, with winding streets and promenades, iron-laced balconies, romantic courtyards, elegant shops and inviting restaurants. Strolling jazz musicians entertain regularly. This all-new "land" is located on the banks of the *Rivers of America*.

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BLUE BAYOU RESTAURANT (1967) offers fine, sit-down dining by perpetual moonlight on the terrace of a southern mansion overlooking the romantic Blue Bayou. Plantation musicians entertain beneath a dueling oak in a setting punctuated by dancing fire-flies and the sounds of the bayou country.

CREOLE CAFE (1966) features an appetite-tempting selection of ice creams, continental coffees and tasty sandwiches served indoors in a coffee house setting or outside on the terrace overlooking the *Rivers of America*.

CHRISTAL D' ORLEANS (1966) presents a prized collection of fine crystal and decorative glassware and a glass artist at work creating unusual items for unique mementos from New Orleans Square.

FRENCH MARKET RESTAURANT (1966) provides for buffet style dining with a background of Dixieland music on the terrace inspired by New Orleans famous French Market.

LAFFITE'S SILVER SHOP (1966) has fine silver service and a silversmith who provides minor jewelry repair work.

LE FORGERON (1966) offers custom stained glass and wrought iron items, as well as old-world antiques.

LE GOURMET (1966) is where guests may find unique kitchen accessories from past and present, and hard to find culinary items, rare herbs and spices. Items from Spice Islands are available in one section of *Le Gourmet*.

LE GRAND COURT (1966), as picturesque as any found in the bayou country, is colorfully highlighted by beautiful handmade and imported flowers of paper arranged as corsages and bouquets.

Mlle. ANTOINETTE'S PARFUMERIE (1966), the ultimate in femininity graced by the nearly lost art of reverse painted mirrors which portray colorful scenes of flowers, birds and butterflies, and reflect the shop's unique merchandise. Perfumes are personally blended to satisfy any desire.

NEW ORLEANS HAT SHOP (1967) features fancy hats, purses and Kodak film.

ONE-OF-A-KIND (1967) offers decorative antiques, crystal, rare porcelain, inlaid woods and other *objects d'art* from around the world. As its name implies, many items are entirely unique; prices range up to \$8,000.

PIRATES'ARCADE MUSEUM (1967), decorated with pirate regalia, features electronic games of skill set in a buccaneer theme.

PIRATES OF THE CARIBBEAN (1967) is Disneyland's exciting new "Audio-Animatronics"* adventure where guests journey back to the days of pirateering on the Spanish Main. Guests board *bateaux* (small boats) in the enchanting Blue Bayou for a water-borne journey through the swampland beneath moss-hung oaks, past alligators and trappers' musty boathouses. Plunging down a roaring waterfall, visitors pass through pirate caves and into the waterfront of a Caribbean port under attack by a salty crew of buccaneers. As cannon balls fly between the fort and the pirate galleon, narrowly missing the guests' *bateaux*, passengers see "Audio-Animatronics"* pirates looting the port town, chasing villagers, auctioning off their captives, fighting and plundering. As the looters set fire to the port, Disneyland guests escape into the town dungeon only to be trapped in the arsenal where careless pillagers are exchanging gunfire and ignoring the black powder kegs nearby. Guests then "fall up" a waterfall and return to the peaceful Blue Bayou Lagoon.

ROYALE ST. VERANDA (1967), adjacent to the *One of a Kind Shop*, features Creole drinks and desserts.

SHOESHINE STAND (1966), located on Royale Street, is one of the last ten-cent shoeshine stands in the country. Dancing shine boys entertain while they put a mirror finish on footwear.



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FRONTIERLAND

Through a log-walled stockage entrance, visitors find and experience the story of our country's past . . . the colorful drama of frontier America in the exciting days of the covered wagon and the stage coach . . . the advent of the railroad . . . and the romantic riverboat. Frontierland is a tribute to the faith, courage and ingenuity of the pioneers who blazed the trails across America.

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AUNT JEMIMA'S KITCHEN is a beautiful plantation-style restaurant offering unusual pancake and waffle treats on its extensive menu. Guests are seated either in the charming dining room or on the umbrella-covered veranda. Sponsored by the Aunt Jemima Division of the Quaker Oats Company.

CASA DE FRITOS is Disneyland's authentic Mexican cafeteria style restaurant, serving tacos, enchiladas, chili beans and many other favorite Latin American dishes in adobe and thatch-shade setting. Sponsored by Frito Lay.

COLUMBIA (1958; below decks, 1964) is a full-size, authentic replica of the first American ship to sail around the world (from 1787 to 1790). The *Columbia* is a full-rigged sailing ship built by skilled ship craftsmen (in Disneyland's own dry dock) from drawings of the original. Below decks are crews' bunks, open-hearth galley and forge, officers' cabins -- all fully equipped for "round the world" voyaging. It carries 305 passengers on the *Rivers of America*. During in-port days, the *Columbia* ties up in *Fowler's Harbor* where guests may climb aboard to view this replica museum.

DAVY CROCKETT FRONTIER ARCADE includes the Mexican Shop with many authentic gifts and apparel from south of the border, the Casa de Zorro hat shop with western head gear, the "Bar" Country electronic shooting gallery, Frontier Print Shop with custom headlined newspapers and stationery, a unique antique gun collection and a Frontier Rock Shop, featuring unusual jewelry made of rock and bone.

FOWLER'S HARBOR is a picturesque waterfront area along the *Rivers of America* which provides a harbor for the sailing ship, *Columbia*, during its non-sailing days. It is also utilized as a dry dock.

FRONTIERLAND CAMERA SHOP offers Kodak film, photographic equipment and information.

FRONTIERLAND SHOOTING GALLERY (1958) provides modern-day "pioneers" with opportunity to test their sharp-shooting skills in an old western setting with targets of wild geese, fish and buffalo.

FRONTIER TRADING POST has western and Indian apparel and gifts of many kinds, including coon-skin hats.

HAUNTED MANSION is the site of a future attraction for Disneyland. The beautiful mansion stands on a slope overlooking the *Rivers of America*. The staff at WED Enterprises is attempting to attract ghosts and other hard-to-get inhabitants for future residence in the lair of terror.

ICE CREAM PARLOR offers Disneyland guests ice cream cones of many varieties.

INDIAN TRADING POST offers Kodak film and unusual and authentic Indian gifts including rugs, headgear and jewelry. Located in the heart of the *Indian Village*. Constructed of logs, it has a sod roof. Nearby is a lean-to refreshment stand for thirsty "settlers."

INDIAN VILLAGE (1956; Additions, 1962), on the banks of the *Rivers of America*, is an authentic Plains *Indian Village* with birch bark log-house, teepees and lean-to, representing many tribes. Each of the dwellings contains relics and products of Indian living. Giant totem poles from many tribes abound. A large amphitheater shaded by rawhide canopy provides seating for the audience while Indians perform tribal dances every day during the summer and on weekends during the remainder of the year.

INDIAN VILLAGE SNACK STAND offers sandwiches, soft drinks and candies.

INDIAN WAR CANOES are piloted by Indian guides who help "pioneers" paddle the 35-foot-long "birch bark" canoes on the *Rivers of America*. Each carries 18 guests and two guides. The canoes leave the *Indian Village* on the south bank of the river.

MALT SHOP serves malts and sandwiches, located between the *Ice Cream Parlor* and *Oaks Tavern*.

MARK TWAIN is the atmospheric paddlewheel steamboat that is patterned after the "Queens of the River," which once plied the Mississippi. A triple decker, complete with plush captain's quarters, wheel-house and lounges, it is powered by steam. Authentic Dixieland music is played on her decks during moonlight cruises around *Tom Sawyer's Island* on the *Rivers of America*. During the summer months, guests can enjoy sternwheeler Mint Juleps.

MIKE FINK KEELBOATS (1956) are similar to those used in "Walt Disney's Wonderful World of Color" television production of "Mike Fink and the Keelboats." These Mississippi-type "mudwumpers" carry guests around the *Rivers of America* from a dock near *Fowler's Harbor*.

NATURE'S WONDERLAND (1956; Rehab 1960) features some 204 animals, birds and reptiles of the American West. They are brought to life in "Beaver Valley," "Bear Country" and the great "Living

Desert." Among many highlights of this seven acre area are 75-foot-high "Cascade Peak" with its tumbling waterfalls; "Old Unfaithful Geyser," shooting streams of water 70 feet into the air; and the beautiful "Rainbow Caverns," with seven luminescent waterfalls glistening in many colors amid stalagmites and stalactites. *Nature's Wonderland* is based on highlights of Walt Disney's True-Life Adventure motion picture series. Visitors view the animal population from two modes of transportation, each departing from the quaint little town of "Rainbow Ridge" in Frontierland.

1. *Nature's Wonderland Railroad* is a colorful open-air train patterned after the gold and silver ore carriers of a century ago. Each of four trains is pulled by a brass-trimmed locomotive.
2. *Pack Mules* provide a totally different view of *Nature's Wonderland*. Guests aboard the sturdy mules follow winding hill-top paths. The sure-footed mules climb to the top of "Cascade Peak," past the "Living Desert," and down through the town of "Rainbow Ridge."

OAKS TAVERN is a sandwich and pizza parlor providing seating beneath huge oak trees and umbrellas. It overlooks the *Rivers of America*.

PENDLETON WOOLEN MILLS DRY GOODS STORE offers a complete display of famous Pendleton Mills woolen fabrics and fashions for men and women, all available for purchase. Sponsored by the Pendleton Woolen Mills, the store also features an exhibit of wool weaving.

RIVERS OF AMERICA surrounds wilderness country typical of midwest rivers in the 1840's. The *Rivers of America* circles Tom Sawyer's Island for 2300 feet, passing plantation docks, New Orleans Square, Indian Village, "Fort Wilderness," "Castle Rock," the "Burning Settler's Cabin," "Cascade Peak," "Indian Burial Grounds," and forest areas where elk, deer, bear and moose are prey for Indian war parties. Operating on the river are five forms of water transportation -- the *Mark Twain* paddlewheeler; the sailing ship *Columbia*; *War Canoes*; *Mike Fink Keelboats*; and *Tom Sawyer Rafts*.

RIVER RAFTS (1956) ferry passengers from the mainland near Fowler's Harbor to the "Old Mill" on Tom Sawyer's Island on the *Rivers of America*. There are four rafts.

Tom Sawyer's Island (1956) is a young adventure-seeker's paradise. The island is surrounded by the *Rivers of America*. A maze of pathways leads through the forest to "Fort Wilderness" with its log walls and guard posts where marksmen fire through chinks at attacking Indians. They climb through a hollow tree-trunk to "Tom Sawyer's Tree House," wander through the "Old Mill," climb "Castle Rock," explore a cave, or sway on the "Suspension Bridge."

Tom Sawyer's Snack Stands offer soft drinks and snacks for visitors to *Tom Sawyer's Island*. They are located at the raft landing and "Fort Wilderness."

SLUE FOOT SUE'S GOLDEN HORSESHOE features the famous "Golden Horseshoe Revue," an old west stage show with comedy and singing in a 30-minute production, starring comedian Wally Boag, songstress Betty Taylor, tenor Fulton Burley and the Golden Horseshoe girls. Sandwiches are served Christmas, Easter and summer only. Sponsored by the Pepsi-Cola Company, this presentation has been one of Disneyland's most popular attractions since the "Magic Kingdom's" opening day.

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FANTASYLAND

The happiest kingdom of all is found across the draw-bridge of *Sleeping Beauty Castle*, Disneyland's best-known landmark. Here is the world of imagination, hopes and dreams. In this timeless land of enchantment the age of chivalry, magic and make-believe are reborn -- and fairy tales come true. Fantasyland is dedicated to the young and young-in-heart -- to those who believe that when you wish upon a star, your dreams really do come true.

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ALICE IN WONDERLAND (1958) brings to life the adventures of Alice in the Upside Down Room, Garden of Live Flowers, Tulgey Woods and of course, the Mad Tea Party. Through the Rabbit Hole are the Cheshire Cat, the always late White Rabbit, the Mad Hatter himself and other favorite characters from the Lewis Carroll classic.

ARTS & CRAFTS offers clocks, music boxes, ornate carvings from all parts of the world. A glass artist, here, creates unusual items for purchase.

CASEY JR. CIRCUS TRAIN is a colorful, gay circus train that puffs up hill and down for a view of Storybook Land. Casey thinks he can -- and he does -- make a happy journey with guests in colorful circus gondolas.

CASTLE CANDY SHOPPE features a variety of unusual candies just inside the *Sleeping Beauty Castle* entrance to Fantasyland.

CHICKEN OF THE SEA PIRATE SHIP & RESTAURANT, a gay Spanish galleon, from Walt Disney's film, "Peter Pan," provides a poop-deck for a different view of Fantasyland. It includes a cafeteria, featuring famous Chicken of the Sea Tuna dishes. Seating is in a pirates' cove next to Skull Rock.

DUMBO FLYING ELEPHANTS prove that in this fantasy world of "dreams come true," anything is possible. That's why elephants really "fly" in Fantasyland, as Timothy, the mouse, cracks the whip and Dumbos soar high carrying happy passengers.

FANTASY GIFT FAIR offers stuffed animals, feathered hats and purses and assorted unusual Disney gifts.

FANTASYLAND ART CORNER has a complete selection of Disneyland souvenirs near the *Fantasyland Theater*.

FANTASYLAND AUTOPIA (1959), a super *Autopia* freeway, is equal in length and design to the *Tomorrowland Autopia*. It has both junior and senior *Autopia* cars powered by products of Atlantic Richfield Co., sponsor.

FANTASYLAND THEATER (1956) features Walt Disney classic cartoons in this 450-seat theater in the heart of Fantasyland.

INFORMATION STAND, located near *King Arthur's Carrousel*, also has a colorful selection of Disneyland souvenirs.

IS'S A SMALL WORLD (1966), another hit of the New York World's Fair 1964-1965, this charming visit to the world of children, has been enlarged by one-third for its Disneyland presentation. At the center of the colorful geometric facade is a huge clock which actually performs the time every 15 minutes. Moving along in small boats, visitors are treated to a globe-circling cruise in musical fantasy performed by "Audio-Animatronics"* children of more than 100 areas of the world wearing costumes symbolic of their geographical locales. Settings are straight from childhood dreams -- fantastic and colorful. Toy soldiers and grenadier bands, carolers and dancing mademoiselles, singing senors and Swiss bell-ringers, slave girls and Balinese dancers and even a green hippopotamus are among nearly 600 figures performing along the "Seven Seaways."

KING ARTHUR CARROUSEL is the largest one of its kind in the world. It's 72 hand-carved horses represent the prancing steeds of the knights of King Arthur.

MAD TEA PARTY is inspired by the Mad Hatter's wild celebration as described in the story of *Alice in Wonderland*. This attraction features a merry whirl in spinning cups and twirling saucers.

MERLIN'S MAGIC SHOP offers monster masks, tricks and magician's supplies of many kinds in a medieval setting. King Arthur's rock-locked sword is on display.

MR. TOAD'S WILD RIDE (major additions 1961), is an hilarious race through the streets of Old London Town, inspired by the adventures of Mr. Toad from the story, *Wind in the Willows*.

MOTOR BOAT CRUISE takes guests aboard motor boats that cruise through white-water channels past the submarine lagoon and along side super freeways.

PETER PAN'S FLIGHT (major additions 1961), is experienced by guests in a pirate galleon. The flight, led by Tinker Bell over moonlit London, carries guests above the chiming Big Ben and past Capt. Hook's Hideaway.

SKYWAY TO TOMORROWLAND (1956) departs from a Swiss Chalet in Fantasyland headed for Tomorrowland. (See Tomorrowland section for detailed description.)

SLEEPING BEAUTY CASTLE (interior opened 1957; expanded 1968) features dramatic scenes from Walt Disney's motion picture, *Sleeping Beauty*, which are viewed by guests from behind glass window enclosures. The story of the slumbering princess is told in narration as guests stroll through the castle.

SNACK STANDS are conveniently located beneath colorful castle canopies. Soft drinks and snacks are available for purchase.

SNOW WHITE GROTTO is a beautiful green glade setting, beside a charming wishing well, decorated with Snow White and the Seven Dwarfs carved from white stone. Figures were carved in Italy and presented to Walt Disney.

SNOW WHITE AND HER ADVENTURES (additions 1961-1964) are experienced by guests who enjoy a trip through the Dark Forest to the Diamond Mine of the Seven Dwarfs. Included is an encounter with the Wicked Witch and other familiar characters from the story of Snow White.

STORYBOOK LAND (1956) is a kingdom within a kingdom. Viewed from Dutch canal boats (or Casey Jr. Circus Train), it features miniature (Scale: one inch to one foot) settings from Disney animated motion pictures, accomplished in the most detailed and painstaking manner. Visitors see "Geppetto's Village," nestled below the Swiss Alps, where even a church bell chimes; "Cinderella's Dream Castle"; Mr. Toad's proud "mansion," and many other settings from the pages of favorite story books.

THE MAD HATTER offers gay and unusual hats of every description for purchase.

TINKER BELL TOY SHOP has hundreds of beautiful dolls and Disney character toys plus games, books and puzzles.

WELCH'S GRAPE JUICE BAR features refreshing grape juice, served by Welch's Grape Juice Company.



TOMORROWLAND

The "Magic Kingdom's" all-new Tomorrowland (summer, 1967) is a world on the move . . . a showcase for American industry . . . dramatizing how science and technology are building the world of the future now.

Walt Disney summarized his concepts for new Tomorrowland twelve years before it opened, when he said, "Tomorrowland -- a vista into a world of wondrous ideas, signifying man's achievements . . . a step into the future, with predictions of constructive things to come. Tomorrow offers new frontiers in science, adventure and ideals: the atomic age . . . the challenge of outer space . . . and the hope for a peaceful and unified world."

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ADVENTURE THRU INNER SPACE (1967) is visited by guests aboard futuristic "Atomobiles." Guests appear to "shrink" gradually for a journey into the exciting realm of the atom, followed by an experience with Miracles from Molecules. Entering a Mighty Microscope, visitors move right into a tiny snowflake, through walls of crystal-like ice and into the atom where the nucleus resembles a sun. After this enlightening journey into the atom, guests return to the "bigger world" where they witness modern miracles to make today's world more comfortable and convenient. This trip into inner space is provided by the highly versatile *Omnimover* WEDway Transportation System. It carries "Atomobiles," which move through the adventure without stopping, even when guests are boarding or leaving. Passengers step from a turntable platform that revolves in synchronization with the slowly moving two-passenger cars. Presented by Monsanto Company.

AMERICA THE BEAUTIFUL (1967) is an all-new filmed visit by an all-new Disney motion picture technique to historic landmarks and scenic locations throughout the nation, including journeys to Hawaii, Alaska, national parks and other interesting areas. The audience is completely surrounded by the spectacle of America through "Circle-Vision 360," Walt Disney Productions' technique of projecting a motion picture on a screen that completely encircles the audience. Presented by The Bell System, American Telephone and Telegraph and Associated Companies, hosted by Pacific Telephone.

CAROUSEL OF PROGRESS (1967) features four warm and humorous "Audio-Animatronics"* "families" from different generations who welcome guests into their homes of the 1890's, 1920's, 1940's and today, to hear how progress through electricity has contributed to better living. Added to the completely re-developed New York World's Fair hit is "Progress City," an entire community captured in capsulized realism and featuring moving transportation systems and thousands of buildings.

DISNEYLAND-ALWEG MONORAIL SYSTEM (1959; lengthened 1961; new trains 1968) is America's first daily operating monorail. It provides an exciting 2 1/2-mile-long trip on an elevated concrete beamway linking Disneyland with the Disneyland Hotel. The sleek trains travel noiselessly from Tomorrowland station along Harbor Boulevard, above the Disneyland parking area, across West Street to the Disneyland Hotel station where passengers may stop over. The return trip passes Disneyland's Main Entrance and re-enters new Tomorrowland where it circles the submarine lagoon, *Autopia* freeways and *Matterhorn Mountain*. Operators, riding in an elevated control compartment at the head of the train, are in constant radio communication with both stations in the system.

FLIGHT TO THE MOON (1967) is experienced by new Tomorrowland guests who first visit *Mission Control's* "Audio-Animatronics"* crew in Disneyland's "Spaceport," then board a "Lunar Transport" for an all-new space adventure, next in realism only to an actual flight. They feel the "pull of gravity" at blast-off, experience the sensation of "weightlessness" in outer space and view a lunar colony's activity while orbiting the moon. Presented by McDonnell Douglas.

MATTERHORN MOUNTAIN (1967) is a 146-foot-high replica of the famous Swiss Mountain. The *Matterhorn* is Disneyland's tallest landmark. Mountain climbers scale its steep slopes regularly for the entertainment of guests. Its racing bobsleds are among Disneyland's most popular attractions. The *Skyway* passes through the "Glacier Grotto" and "Ice Caverns" half way to the top. Tinker Bell begins her flight from its peak every night during the summer season.

Bobsleds provide one of the most thrilling adventures in Disneyland with two separate "runs." Four-passenger bobsleds climb to an eight-story height inside the mountain, then race downward on tracks, which wind inside and out, skim past waterfalls and through "Glacier Grotto" providing many flash-by views of Disneyland. Climax of the journey comes as sleds splash into glacier lakes at the bottom of the mountain.

MOD HATTER (1967) offers comfortable, decorative, "way-out" hats of every description. It is located beneath the *Skyway*.

PEOPLEMOVER (1967), a versatile new WEDway Transportation System, offers step-saving comfort to passengers in motorless four-car trains. The never-stopping *PeopleMover* carries guests on a scenic cruise throughout Tomorrowland and inside many of the new area's pavilions for special previews of major attractions. This system is a whole new approach to intermediate transportation techniques -- one that can be applied to any area where people must be transported, such as airports, parking areas, shopping centers, stadiums, etc. Presented by Goodyear.

ROCKET JETS (1967) provide breath-taking new thrills high above all of new Tomorrowland. A new version of the popular *Rocket Jets* attraction tops the tri-level *PeopleMover* station, theme center and pivotal point of new Tomorrowland.

SKYWAY (1956; expansion 1959, 1965) is the first of its kind installed in the United States. It carries streamlined gondolas aloft on a moving cable for an unobstructed view of the "Magic Kingdom" 60 feet above ground level. From a modern station in Tomorrowland, the four-passenger view-cars rise above the monorail station and submarine lagoon, drift through *Matterhorn Mountain* caverns with views of racing *Bobsleds* and emerge high above *Alice in Wonderland's Adventure*, the *Pirate Ship* and other features of Fantasyland. The 1,200-foot journey ends in a quaint Swiss Chalet. There are 44 streamlined gondolas.

SPACE BAR (1967), located beneath the *PeopleMover* station, provides soft drinks, ice cream, popcorn and other refreshments.

SUBMARINE VOYAGE (1959; added animation 1961) takes guests into the mysterious world of "liquid space" aboard Disneyland's eight "atomic" submarines. Through his own individual porthole in the 38-passenger air-conditioned vessel, the guest "crewman" views a South Seas coral lagoon with sea life ranging from giant sea bass and manta rays to king crabs and eels. Through a stormy sea, subs pass the "Graveyard of Sunken Ships" and under the "Polar Ice Cap" to an exotic world where light has never penetrated, the "Mermaid Lagoon" and "Lost Continent of Atlantis." Guests then pass tottering rocks as a fiery volcano erupts below the sea and the world's longest and whackiest sea serpent threatens the undersea travelers. Each of the submarines in Disneyland's Navy, world's eighth largest undersea fleet, is 56 feet long.

THE CHARACTER SHOP (1967) is where Tomorrowland visitors find Disney character and theme souvenirs and gifts of all descriptions. *The Character Shop* is a deftly styled, 3,500-square-foot merchandise center in the all-new area. Wearing apparel, toys, jewelry, games, books and other Disney theme items created especially for the "Magic Kingdom" are available. There are also photographic supplies in a special area of the shop. A huge portrait of Mickey Mouse, as seen in *Steamboat Willie*, his first "talking" animated film, and other Disney characters are on display here.

TOMORROWLAND AUTOPIA (re-designed 1959; new streamlined cars added 1964) is one of Disneyland's most popular features since opening day. The *Autopia* was designed primarily to give youngsters an opportunity to drive gasoline-powered autos on super *Autopia* freeways. It has proven equally appealing to moms and dads. The two-passenger cars allow drivers to control speed and steer over bridges, winding roads and through underpasses. Senior and junior *Autopia* cars provide for various ages and are powered by products of Atlantic Richfield Co., sponsor.

TOMORROWLAND BANDSTAND (1967) features special events -- live musical attractions and dances. Located on the concourse between *Flight to the Moon* and *The Character Shop*, the stage show can be viewed by as many as 1,500 seated guests.

TOMORROWLAND TERRACE (1967) offers dining throughout the day and evening, combining with dancing and live entertainment. Disneyland guests enjoy fun, gaiety and appetite-tempting meals in this unique restaurant. Engineering for climate-control eliminates the need for exterior walls that would obstruct views of the always-moving panorama of new Tomorrowland. Centerpiece is a planter-crowned stage that rises from below ground level as entertainment begins. Presented by Coca-Cola.

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DISNEYLAND FACTS & FIGURES

NUMBER OF ATTRACTIONS

Disneyland opened July 17, 1955 with 22 attractions, built at a cost of \$17 million. There are 52 attractions today representing a capital investment of nearly \$100 million.

ACREAGE OF DISNEYLAND

Disneyland (inside the "berm"):	70.5 acres
Parking Areas:	105 acres
Disneyland Hotel Area:	40 acres
Total Area:	215.5 acres

DISNEYLAND'S ORGANIZATION

The "Magic Kingdom" is operated by eleven divisions:

Administrative	General Services
Construction	Lessee Relations
Entertainment	Maintenance
Finance	Marketing
Food Operations	Merchandise Operations

PARKING CAPACITY

Disneyland's parking area accommodates 11,500 vehicles.

NUMBER OF EMPLOYEES

Winter Season:	Approx. 2,400 employees
Summer Season:	Approx. 4,900 employees

INFORMATION DEPARTMENT

Disneyland's Information Department has been created to respond to requests from the public for additional information regarding Disneyland and its activities.