


Walt Disney World News

Vol. 1/No. 1  April 1970



Landscaping of Walt Disney World is well underway after more than four years of planning, land preparation and on-site research.

More than 55,000 trees, bushes and shrubs—imported from throughout the United States and many foreign countries—already are growing on the property in preparation for the "Vacation Kingdom's" opening in October, 1971.

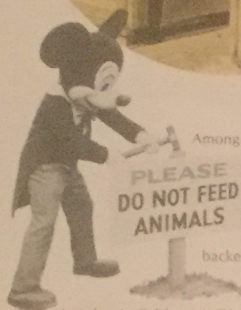
Early in 1967, Disney planners established an on-site Horticultural Research Center to determine which plants, foreign to Florida, would grow well in the new climate.

With few exceptions, the immigrant plants are thriving. Millions of native trees, of course, already existed on the 27,400-acre Disney property.

Planners at WED Enterprises, the Disney "Imagineering" and master planning subsidiary in California, have designed the project to preserve natural growth wherever possible.

Adding interest and beauty will be more than 100 plant and tree varieties imported from such far-away lands as China, Australia, Africa, New Zealand and the South Seas.

LANDSCAPING ADDS NEW BEAUTY TO VACATION KINGDOM SITE



Among the most interesting trees are those being grown in the shapes of animals and birds in a revival of the ancient art of topiary gardening. Dancing elephants, hump-backed camels and prancing hippos are among the topiary "zoo" dwellers.

As it has in California's Disneyland, landscaping will play a unique role in helping to create moods and themes for the "Magic Kingdom." And in Florida, it will provide a garden atmosphere throughout the vast recreation-vacation complex.

One of Walt Disney World's most dramatic presentations is providing a rare opportunity for two veteran Hollywood tailors.

They are tailoring clothes for the President—not only President Nixon, but Presidents Johnson, Kennedy, Eisenhower—in fact all 37 Presidents of the United States.

Tailors Valentine Hauerwaas, 66, and his partner, Abe Shlacow, 71, have been creating costumes during the past 30 or 40 years for such stars as Rudolph Valentino, Gregory Peck, Charlie Chaplin, Richard Burton and many more.

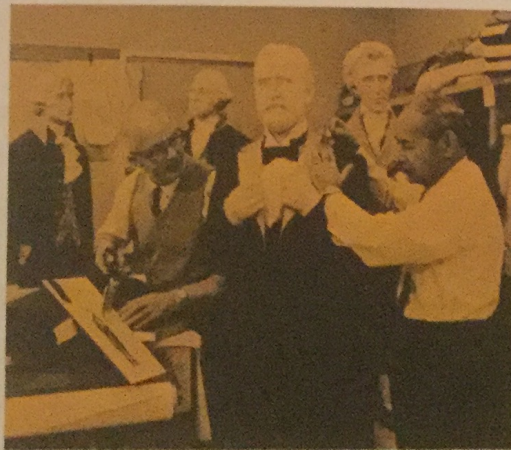
But tailoring costumes for the Presidents is a bigger challenge than any of the others.

In the Hall of Presidents, a major attraction of the new Liberty Square area of the "Magic Kingdom" theme park, figures of all 37 of America's Presidents will be seen on stage dramatizing "One Nation Under God," the story of the American Constitution.

The Disney-developed system of "Audio-Animatronics," already used to produce "Great Moments with Mr. Lincoln" for the New York World's Fair and Disneyland, will allow the Presidential figures to move with life-like realism.

Everything about their appearance must be authentic, including their costumes.

Hollywood Tailors Face New



Challenge in Presidential Show

Using specially made dressmakers' mannikins, built to match each president's figure when he took office, the pair must be sure that each costume fits exactly and will look right as each figure moves on stage.

Dream Castle Rises

Imagine in modern-day America building a royal castle rivaling Europe's finest and all the dream castles of literature. It's more than a dream at Walt Disney World.



WED craftsman Bob Burns completes scale model.

Cinderella's Castle is now under construction—a true fairy tale castle with gold-crested spires soaring nearly 200 feet in the air beside a quiet moat in the heart of the "Magic Kingdom."

Even the men who helped Walt Disney build Sleeping Beauty's Castle at Disneyland are awed by the magnitude of this new masterpiece. It will be more than a hundred feet taller than Disneyland's famous landmark.

Years of research by Disney designers at WED Enterprises, Inc., have gone into final plans for Cinderella's Castle.

Going back to the origin of the famed rags-to-riches story, the designers have created a romanticized composite of the most famous of French pleasure palaces dating back to the 15th century.

But "design" is only the beginning of the task of creating a modern medieval castle. How do you build such a fantastic structure? Original building methods can't be copied without producing cold, airless, windowless, drab chambers that just aren't acceptable for modern living.

Today's building methods must be adapted to produce medieval effects. But where do you buy a 15th century-style hinge, a portcullis, a gargoyle—all authentic looking but not crusted with age?

The answer lies in the Disney organization whose talented artists and technicians have been creating similar settings for Walt Disney motion pictures for the past 40 years.

Adapting their set-making talents to a permanent installation, they are busily directing the building of the dream castle.

Rounded turret supports of concrete and steel are already in place and main walls are under construction. Ten castle towers, up to 90 feet in height, will be fabricated near the site and hoisted into place atop the main structure. Statuary, intricately carved columns and grinning griffins have been sculpted by WED artists and are ready to guard the parapets and the entrance of King Steffan's Banquet Hall where guests will dine in royal splendor.

As it does in Disneyland, the castle will form the entrance to Fantasyland where Walt Disney's most famous film classics will come to life.

Towering 18 stories above the "Magic Kingdom" it is certain to become a major landmark and theme structure for all of Walt Disney World.

Designers John Hench and Sam McKim of WED Enterprises, Inc., (the Disney "Imagineering" firm) have spent many months studying descriptions, sketches and photographs to produce a sketched design for each of the President's suits.

After selecting laces, woolens and other fabrics, the designers turned over the wardrobing job to Hauerwaas and Shlacow.

They are not content just to make the costume look like the original. They are even duplicating the type of cutting, stitching and tailoring used during the time each President was in office.

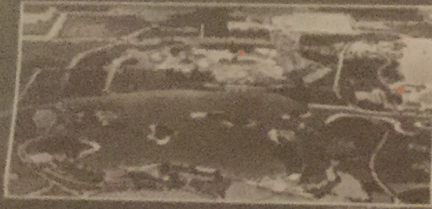
Authenticity is the watchword for each step.

"See," says Hauerwaas pointing a needleworn finger at the half-finished suit of George Washington, "Tailoring in those days was much rougher—seams slanted back across the shoulder and stitching was crude.

"But by the time we get to Teddy Roosevelt over here, the line is smoother and tailoring is much closer to today's styles."

The Hall of Presidents will be one of many attractions in Liberty Square which includes unique shops and restaurants and the atmosphere of Colonial America. It is one of six major lands of adventure in Walt Disney World's "Magic Kingdom."

ASSEMBLING A GIANT WORLD



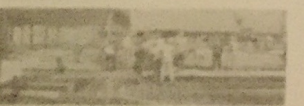
Here's where other major components of the vast project stand today!

Walt Disney World Phase I — soon to be the world's most exciting destination vacation resort — is today like a giant, architectural jigsaw puzzle with pieces spread out across the United States and many foreign lands.

Now, 18 months past the design stage, the assembly process is moving ahead under a precise plan. It is an schedule for an October, 1971 opening according to Dean S. Tatum, president of Walt Disney Productions.

In the nation's largest non-government construction project, the Phase I "puzzle" design supplies factory components of every imaginable size, shape and use.

They are made up of materials from diverse manufacturers in Milwaukee, Skokie, Idaho and Denver coming from Beckwith, Cincinnati and in Atlanta, pre-cast concrete beams from Tacoma, all-wooden oak and mahogany beams in Los Angeles, gas boilers from Chicago, boilers to Syracuse, boilers from Houston, a steel chimney in Mountain View, California, steel pipe from Ontario, storage tanks from Memphis, Tenn., a whole new St. Vincent, industrial waste in an Orlando space plant transported as shown from Kansas City and gas boilers from Columbia, Georgia — and millions more!



1 In the "Magic Kingdom" theme park
Buildings to house Main Street's quaint shops, eateries and cafes in final stages of steel framing.



Cinderella's Castle steel and concrete tower supports in place and rising skyward.

Steel skeletons complete for Haunted Mansion and "It's a Small World" show buildings and construction of walls beginning.

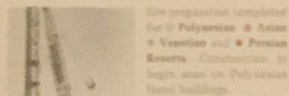
Major school-like service buildings and terraces reaching more than 170,000 square feet nearing finish-work stage.

Rivers of America and Jungle Cruise channels excavated in Frontierland and Adventureland.

Walt Disney World Steam Railroad station — main entrance to "Magic Kingdom" — rising past first-floor level. Construction starts on City Hall, major show buildings in Fantasyland, Liberty Square and Frontierland, Crystal Palace Restaurant, South Bear Ter-

race restaurant, Small World Village and Great Ceremonial House. Foundations under construction for Swiss Family Inn.

2 Theme Resorts
Assembly plant completed for construction of five 1,000 hotel rooms each, for the first time anywhere, light-weight, modular steel construction.

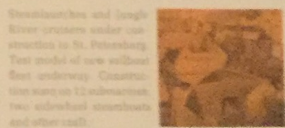


Site preparation completed for Polynesian, Asian and Persian Resorts. Construction in high gear on Polynesian Hotel buildings.

3 Lake and Lagoon Areas
Excavation of 200-acre, man-made lagoon complete. Grading of Bay Lake bottom underway. White-water beaches constructed around the lake.

4 Recreation
Two 18-hole championship golf courses under construction. Fairway, green and tee sites cleared. Grading underway.

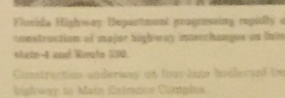
5 Transportation
Narrow-gauge railroad engines from Tucson being completely rebuilt in Tampa shopyard.



Stewart-Hite and Ingle River engines under construction in St. Petersburg. Top model of new wheelless motor cars under construction.

In Orlando, assembly begins shortly on six Walt Disney World-Along Moultrie trains.

6 Highways

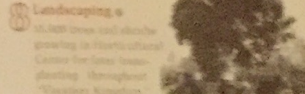


Florida Highway Department progressing rapidly on construction of major highway interchanges on Interstate-4 and Route 500.

Construction underway on first-lane boulevard from highway to Main Entrance Corridor.

7 Utilities
Fully mobile water control vessels built by Ready Creek Improvement District.

Central Energy Plant for electrical power, hot and chilled water, wastewater, and sewage buildings, water and waste treatment under construction.



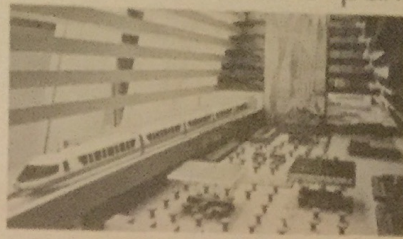
5,500 trees and shrubs growing in Florida Cultural Center for fine landscaping throughout "Walt Disney Kingdom."

Testing completed on heat protection system and suitability of slabs from all parts of world. Taping slabs being started in several stages.

Landscaping of lake-side viewing complex.

8 In California (at WED Subcamp, Disneyland and Walt Disney Studios)
Many "Audio-Animatronic" systems shown in pilot studies including Country Bear Band and Hall of Presidents, "It's a Small World," Western River Expedition and Mickey Mouse Musical Review. Top design and programming of figures for Haunted Mansion and Great Ceremonial House and others. Contracts being designed and won for these shows and for an estimated 1,000 more and more.

CONTEMPORARY RESORT will create vast indoor park



A "Grand Canyon" lobby so vast it is designed by landscape architects rather than interior decorators, will form the heart of Walt Disney World's first resort hotel.

Construction began early this year as huge pilings were driven into place. Unlike any building in the world, the \$30-million contemporary-style hotel resembles a long hollow pyramid. Its sloping walls rise like the lower half of a giant "A" toward a 14th floor penthouse restaurant and lounge.

Within its pyramidal hollow, the huge central concourse—nine stories high and one-third longer than a football field—will become a park-like outdoor landscape brought indoors.

Its mammoth dimensions caused Disney designers at WED Enterprises, Inc., to select the Grand Canyon and Monument Valley as their inspiration for interior design.

Sunlight will stream through bronzed-glass end walls and skylights past a magnificent tile-mural 90 feet down to reflecting pools, fountains, sculptured shapes and walkways winding past simulated open-air shops and restaurants.

Super-silent monorail trains, entering at 50 feet above ground level through curtains of air, will glide through the concourse carrying passengers to and from all other major hotel resorts and the theme park.

Beneath the fourth-floor lobby are major meeting, exhibit, service, convention and entertainment facilities with a main ballroom seating 1,500 guests for dinner.

Housed in the sloping outer walls of the building are nine floors of guest rooms to be built of light-weight steel with modular construction techniques.

Of a total of 1,057 guest rooms, 394 will be contained in the main structure and the other 663 in connecting garden wings which surround an exciting lake-side recreation area.

The hotel's recreation complex alone will cost nearly \$3-million with two, larger than Olympic-size swimming pools, sports facilities, white-sand beaches and picnic areas.

The hotel will have its own marina for small boats plus a major dock for Walt Disney World's sidewheel steamboat and steam-powered water taxis.



Unique steam launch under Construction

There hasn't been a new boat built like this since rum-running days—at least since the African Queen went careening down the river with Humphrey Bogart at the helm. The new craft is a handsome steam-powered launch being built for Walt Disney World.

Six of the unusual boats will be among many kinds of watercraft sailing the crystal waters of Bay Lake and the Lagoon. They will carry passengers between the Walt Disney World theme resort hotels and the "Magic Kingdom" theme park.

The 32-passenger launches with their gaily colored canopies are 38 feet long.

Named the "Voyager" class, the vessels are much like Admirals' barges and Captains' gigs of World War I vintage.

Built mainly in English shipyards, they served as river transports in darkest Africa, inter-island traders in the Philippines and ship-to-shore transport for the U.S. Navy until displaced by internal combustion engines 30 years ago.

Designs by Morgan Yacht Co. for WED Enterprises, Inc., the Disney architectural, engineering and design firm in California, are based on extensive research going back to the turn of the century.

The new pleasure boats will also be used for moonlight cruising and special-party transport to picnic areas around Walt Disney World waterways.

The steam engine will make less noise, however, than almost any of today's marine engines.

Only one pilot will be required because of simplified controls and easy maneuverability.

A test model, now under construction at Morgan Yacht Co. in St. Petersburg, Florida, is scheduled for lake trials during the coming summer.

Steam-powered "Voyagers" will be joined on Walt Disney World waterways by many other unusual vessels including two 200-passenger steamboats using sidewheeling propulsion.

Jet-powered motorboats, sailboats, ski-tow boats and other craft will sail on Bay Lake and the Walt Disney World Lagoon.

Inside the "Magic Kingdom" theme park, watercraft will include jungle launches, a large sternwheel steamboat, 12 submarines, river rafts and others.

Walt Disney World's Preview Center — open only since mid-January — is already a success with thousands of Florida tourists.

More than 100,000 visitors toured the new center during the first five weeks of its operation as the information and reception headquarters for Walt Disney World until the opening of the \$300-million "Vacation Kingdom" in October, 1971.

The \$500,000 facility is open every day from 9 a.m. to 5 p.m. with an entertaining and informative introduction to the future of Walt Disney World. It features construction progress photographs, scale models, artists renderings and a colorful motion picture presentation on the first five years of the project.

As is the case at Disneyland in California, Preview Center visitors give high marks to the friendly personnel, the cleanliness and to the "show." A staff of 15 pretty young Hostesses guide visitors through the colorful presentation.

Outside the Preview Center, guests enjoy strolling along the shores of picturesque Lake Buena Vista and taking an advance look at the animal-shaped shrubs of the "Tapiary Zoo" being prepared for the resort area.

During the first weeks, nearly 50 per cent of the Preview Center guests were from outside Florida with the largest numbers coming from New York, Michigan, Ohio, Illinois, Pennsylvania and New England states. Guest registration books show visitors from every state in the nation and every continent in the world.

On weekends, long lines of cars with a kaleidoscope of license colors make their way from the intersection of Interstate 4 and Highway 535 up the quarter-mile, landscaped boulevard to the

new Center, attesting to its popularity. Because, during those rush hours the Center is operating near capacity, officials advise guests to plan weekday visits when possible.

The new building with its picture-window walls and brightly colored corridors was also an immediate hit with news media.

"For a look-see at what's in store for visitors to Walt Disney World of the future, the recently opened Preview Center is a must," declared a leading Georgia newspaper.

Said the Orlando Sentinel, "Visitors were awed by the informative presentation. One visitor commented 'It's going to be wonderful,'" the paper added.

Among most frequently asked questions are: "When's it going to open? (Oct. 1971) . . . May I reserve a hotel room? (Not yet except for convention and sales meeting groups) . . . Will Mickey Mouse be here? (Of course) . . . What attractions will be in the 'Magic Kingdom' theme park? (Many similar to Disneyland and many more unique new adventures)."

Guest compliments most often heard include: "The Preview Center is so clean and bright . . . Your Hostesses are always smiling! . . . And the flowers bloom all winter! . . . That movie was fascinating — to think it's really happening now."

A motion picture, similar to the one shown in the Preview Center, has been distributed to many agencies and libraries throughout the East and is available, without charge, to civic groups and service organizations for community showings. It presents a 14-minute glimpse into the wonders to be found when Walt Disney World opens to the rest of the world in October, 1971.



PREVIEW CENTER SCORES HIT WITH FLORIDA VACATIONERS!

FIFTEEN PRETTY FLORIDA GIRLS JOIN Preview Center Hostess Corps



Fifteen hostesses for the new Walt Disney World Preview Center, chosen from more than 500 applicants, are the bright and cheerful personification of the Disney philosophy.

They are the vanguard of more than 6,000 employees who will make up the Walt Disney World family when the "Vacation Kingdom" opens next year. Typical of the Disney spirit, they were as eager and excited as were the thousands of visitors who toured the center during the opening days.

Under the direction of two former veteran Disneyland hostesses, the new girls spent many weeks becoming familiar with the entire Disney organization as well as with the fascinating details of Walt Disney World and its destination vacation resorts.

The group includes ten girls currently attending colleges in the Orlando area. All are on hand daily to answer questions and help make each guest's visit a pleasant one.

Walt Disney World

Opening
October
1971

Editorial

This first issue of
**Walt Disney
World News**

introduces a new look in newspapers for an entirely new kind of world—a pleasure-oriented land in Central Florida.

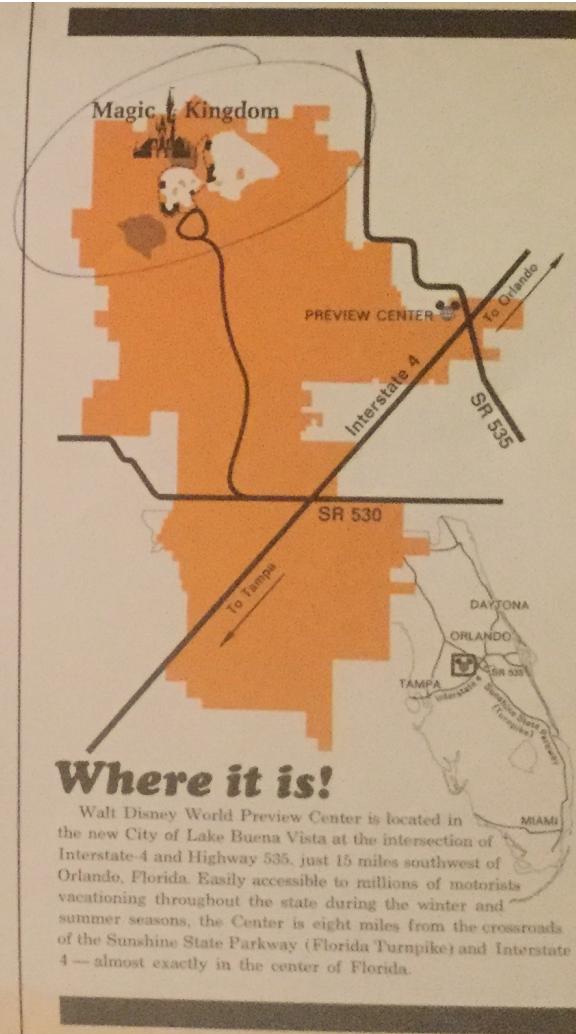
Its purpose is to keep readers up-to-date on the progress and growth of Walt Disney World and to spotlight a few of the fascinatingly different details sometimes overlooked in such a vast undertaking.

Between now and the October, 1971, opening of the "Vacation Kingdom," the *News*, like the "world" for which it speaks, will concentrate on construction—the \$300-million task of building lakes and lagoons, recreation areas, exciting theme resort hotels and the fabulous new "Magic Kingdom" theme park.

Subsequent issues will explore design and architecture, wardrobing, boat-building, train-making, landscaping, novel construction methods, electronic developments, new entertainment features and scores of other subjects unique to this new world.

Each phase represents millions of dollars, years of planning and the creative talents of the entire team of Disney "Imagineers." Material contained in the *News* is available on request to other publications and to interested persons around the world.

**PROGRESS
REPORT**



Where it is!

Walt Disney World Preview Center is located in the new City of Lake Buena Vista at the intersection of Interstate-4 and Highway 535, just 15 miles southwest of Orlando, Florida. Easily accessible to millions of motorists vacationing throughout the state during the winter and summer seasons, the Center is eight miles from the crossroads of the Sunshine State Parkway (Florida Turnpike) and Interstate 4—almost exactly in the center of Florida.

Walt Disney World News

Inside Preview Center, Florida vacationers get first look at Phase I Model.

Walt Disney World's newly opened Preview Center introduces the vacationing public to Phase I—a totally new \$500-million "Vacation Kingdom" in central Florida.

Phase I (covering the first five years of Walt Disney World) is a complete destination vacation resort for the entire family, set for opening in October 1971.

At its heart is a new "Magic Kingdom" theme park similar in size and concept to California's Disneyland but with many new adventures unique to Walt Disney World. Magic lands will include Main Street, Adventureland, Frontierland, and Fantasyland with a spectacular new Cinderella's Castle more than 18 stories tall, an exciting new Tomorrowland, and Liberty Square which will re-create Colonial America. Steam trains will circle the park, Jules Verne type submarines will sail beneath it, and Skyway gondolas will glide overhead.

It will provide memorable experiences for every age. But the "Vacation Kingdom" is more than a theme park. It is a total world of recreation built along the shores of a lake and lagoon 13 miles southwest of Orlando.

It will have five major resort hotels, each with a different exciting theme beginning with the 1057-room Contemporary Hotel Resort—spectacularly styled with elegant air-electric monorail trains running through its gigantic main tower lobby.

Other theme resorts in Phase I will include Polynesian, Varadero, Asian and Persian resorts. Each will be a complete vacation complex with swimming pools, private beaches and docks, convention and sales meeting rooms, show lounges and unique dining facilities. All will be inter-connected by a network of monorail trains, boats and surface transportation.

Bay Lake and the adjoining man-made lagoon cover 650 acres. Along both and a half miles of shore line are white sand beaches for sunbathing and sunbathing. Crystal-clear lake waters will be available for boating, swimming, fishing, water skiing and other sports.

On shore will be trails for horseback riding, three 18-hole championship golf courses, putting greens, tennis courts, fishing trails and many other recreation activities for young and old.

Thus, Walt Disney World will provide a total variety of enjoyable experiences for a single day or an entire vacation.



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