

Disneyland's Golden Horseshoe Revue cast pose with President Richard Nixon following the recent White House Correspondent's Press Association Dinner at the Washington Hilton in the nation's capital. The Golden Horseshoe Revue was the top-lining act for the event. After the show, President Nixon greeted the cast and appraised the show as "...excellent."

## News Briefs

...As an initial phase of our Walt Disney World College Relations Program, we have invited 28 Florida students to work at Disneyland this summer. They will work in various capacities throughout the Park, such as ride operation, sales clerks, parking lot attendants and tour guides.

Although this is only a very small number in comparison to the approximately 6,000 Hosts and Hostesses who will be working in the Park this summer, we have been able to establish a fine working relationship with the Florida universities and colleges which will be beneficial when we open Walt Disney World.

...The Board of Directors at Walt Disney Productions recently declared a quarterly dividend of 7½ cents per share, payable July 1, 1969 to stockholders of record June 16, 1969.

...According to recent surveys conducted throughout the film industry, "Mary Poppins," produced by Walt Disney Productions, is the sixth most popular film ever made. It has grossed nearly \$80 million in the domestic and foreign markets. "The Sound of Music" was number one and "Gone With the Wind" number two.

...The NBC-aired "Walt Disney's Wonderful World of Color" will undergo a title face-lifting during the '69-'70 season. Starting with the fall, the program permanently will be named "The Wonderful World of Disney".

...In keeping with Company policy of promotion from within Company ranks, the following organizational changes in the Operations and Maintenance Divisions were announced recently:

Operations:  
Bill Hoelscher is transferred to Project Development, working on Walt Disney World planning;

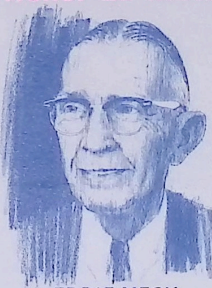
Jim Haught is promoted to Area Manager--Adventureland, Frontierland, and New Orleans Square;

Jim Cora is promoted to Assistant Area Manager in Adventureland, Frontierland, and New Orleans Square.

Florida College  
and University  
students chat prior to  
orientation in University  
Conference Room.



## Orange County Newspapemen Honor Ed Meck



EDDIE MECK

Many of the top news media representatives from Southern California joined officials of Walt Disney Productions and Disneyland in paying a full-afternoon tribute to Edward Meck, Disneyland's Publicity Manager.

The rare occasion of newsmen honoring a publicist was sponsored by a group of Orange County press members who invited fellow publishers, editors, newscasters and reporters to salute "Eddie" at the Villa Marina in Newport Beach.

About 75 were on hand to surprise him. Among those from the Company were Mr. and Mrs. Roy Disney, Mr. and Mrs. Dick Nunis, and Mickey Mouse. A telegram of congratulations from Card Walker was read, along with several messages from other parts of the nation.

During a brief program following luncheon, Ed was presented with a plaque which read:

"Eddie Meck, One of a Kind, This award presented with affection and respect by the news media of Orange County in recognition of friendly and cooperative association with Disneyland's inimitable Publicity Manager, May 1969."

Dick Evans is promoted to Assistant Area Manager--Main Street, Main Gate, Parking Lot, and Guest Relations;

Philip Young is promoted to Supervisor--Tomorrowland;

Tom Garrison is promoted to Supervisor--Fantasyland;

George Knutti is promoted to Supervisor--Security;

Bill Cullity is promoted to Supervisor--Fire Department;

Al Hagan is promoted to Supervisor--Fire Department.

Maintenance:

Hank Dains is reassigned Buildings Manager, responsible for the Mill, Staff, Paint, and Decorating Departments;

Assistant Mill Superintendent, John Dolen, will be responsible for the Disneyland Mill activities;

Mel Cecil will assume the responsibilities of the Planning Department and is promoted to Planning and Industrial Engineering Manager. All work requests should be directed to Mel's attention.

George Mills is promoted to Area Manager, Maintenance, and is responsible for accomplishing all area maintenance work coordinating with the Disneyland shops.





## Streamlined "Highway in the Sky"

### New Monorail Introduced Before Haunted Mansion

The Disneyland-Alweg Monorail System, celebrating its 10th Anniversary this year, introduces an all new, \$2.3 million fleet of monorail trains during summer '69.

Designed to accommodate Disneyland's growing audience, the four new streamlined, five-car monorail trains replace an original complement of three, four-car trains. The early models, veterans of a decade of service, had carried more than 30 million passengers and traveled in excess of 850,000 miles on the 2½-mile-long "highway in the sky" that connects the Disneyland Hotel with the Tomorrowland area inside Disneyland.

Smooth, graceful lines characterize styling of the new trains, which only remotely resemble their forerunners. The new trains were designed and engineered by WED for greater passenger comfort and capacity. Space-age engineering has been applied to enable more efficient operations and lessen maintenance requirements.

Trains are driven by an advanced-engineered system of electric motors which rate double the power of Disneyland's first monorail trains.

Passenger cars are constructed of lightweight honeycomb type

panels. Interiors have oyster-white headliners and eggshell side-paneling with slate-grey trim.

Passengers are comfortably accommodated in contour-molded bucket seats that are constructed of foam-rubber and covered with vinyl.

Each train carries 127 passengers, with all but the first row of seats in the cars facing forward.

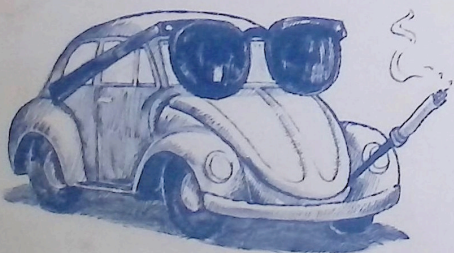
Large windows provide better viewing of the attractions and areas of the "Magic Kingdom".

The greater length and increased passenger capacity of the new trains have necessitated the building of a new, larger Tomorrowland Monorail Station. The Disneyland Hotel Monorail Station has also been enlarged.

WED designers and engineers completed plans for the new trains several months ago, and Mapo's technicians began fabricating a test version of the new model. Operational testing of that prototype train began in early 1968 at Disneyland and continued during non-operating hours. Tests were so successful that determination was made in late summer, 1968, to begin assembling the new trains for delivery to Disneyland in time for the 1969 summer season.

## Blockbuster Ad Campaign

### Our Car, the Star



So proud that one of its own made it as a movie star, The Volkswagen Company of America pulled out all stops in advertising the fact on television and radio and in magazines around the country.

Beneath a shot of a bug decked out in giant sunglasses ran the following sampling of ad copy:

"Incredible as it sounds, you are looking at the romantic lead of a big new Hollywood picture.

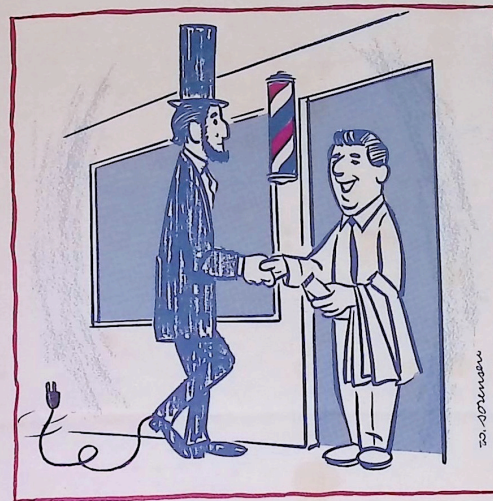
"Please, no autographs.

"The Picture is Walt Disney Studio's 'The Love Bug'. And our VW appears (in all its real life splendor) as Herbie, the main character.

"Why would a big film studio want to make a movie star out of the bug?

"Why not?..."

## Kingdom Cartoon



"I wondered how long you'd get away with those sideburns."

## Editorial

### Achieving the Total Environment

Disneyland dress standards for guests are never arbitrarily applied by Disneyland nor are they an attempt by Disneyland to be judges of contemporary modes, fashions or fads. Rather, these standards are applied only when an individual or group by their behavior or attitude endanger the safety and enjoyment of other guests or, by their dress or appearance, offend other guests by a public display of bad taste. Disneyland merely strives to maintain a total environment that will continue in the future as it has in the past to make a visit to the Park a completely enjoyable experience.

We're proud of the young people who visit us and the way they behave. We treat them as responsible young adults and for the most part they respond and act like responsible young adults. It is our aim and objective to continue to provide a place for young people looking for fun and entertainment. With their cooperation and understanding, we are positive that we will be able to continue to do just that.



## It Just Depends on How Many!

### What's in a Name

Just the thought of curling up with the 128-page roster of the 5,157 Disneyland employees, listed by full name, department, man number and hire date—all presented in crisp, neat columns printed in Contemporary Computer—would be met with understandable lack of enthusiasm.

Before beginning, you would pretty well assume that:

- + the plot will not be particularly well developed; it will rank somewhere between the 1949 Yellow Pages of the Des Moines, Iowa, telephone directory and the unabridged dictionary of a Central African dialect.
- + there will be almost as many characters as in a modern Russian novel—and their development in the story line will be about as thorough.
- + the most exciting climax will be when you run across your own name and find that, after all, it is spelled correctly and the information alongside is accurate.

But you might be surprised.

If you make up your mind beforehand that you are going to find it interesting, you will. Consider what such a recent review revealed about Disneyland and its people.

"Color" and the "Magic Kingdom" are practically synonymous—in more than the obvious way. The employee roster lists a Black, 12 Browns, a quartet of Grays, two Greens (three if you count the one ending in "e") a Vermillion and no less than 11 Whites. And one Applewhite.

Judging by family names, the Park has a respectable showing of peerage: King (four of them), Nobles, Duke, Page, and Squires.

Sportsmen? You will find a pair of Archers, a Bowman, two Fishers (another with a "c") and Four Hunters.

As might be predicted, our military situation is in rather sad shape. We are well endowed with Generals—Grant (2), four Lees, Patton, Sheridan, Sherman, Wainwright, Alexander (the Great) and a Marshall. But we have only one Sargent, and the whole corps is equipped with just two Cannons, one Carbine, a single Pistole and a long Lance.

Our situation in the clerical area is somewhat better with two Popes, a Bishop and a Parsons with a Parrish. Also on the list: an Abbott, Monk, Elder and Mormon.

In the Halo and Horns Department, we have an Angel and a Crook.

If names count, Disneyland has no shortage of professions that will provide its every need. We have 11 Bakers, one Barber, two Barkers, four Butlers, two Deans and a Dyer.

Also listed are a Hanger, Hauler, Marker, no less than 21 Millers, five Parkers, Porter, Potter, Provost, two Sanders, Shearer, Shepherd, Skinner, Taylor (nine of them), seven Turners, a Wagoner (and another one with another "g"), seven Walkers, a Weaver, Weber and Yeoman.

Musically we're represented by two Harpers, a duet of Horns, a quartet of Reeds and one Sharp.

The roster also reveals that the Smiths not only keep up with the Joneses, but go on to pass them in number by 20 (Joneses—13; Smiths—33).

And our single Hott is overcome by three Coles.

Ever wonder where the seasons go when they're over? Why, for two of them, they go to Summerville and Winterberg, of course. No information is divulged in the roster about the other two.

Disneyland will never suffer from famine. Here's our bill of fare taken from the roster—Menu: two Beans, a Beer, Berry (three of them), Brewer, Coffey, Curry, Dill, Franks, two Korns, a Mulberry and Rice. There're three Cooks and two Cookies in our Kitchen of Names.

The Park's international appeal is also evident in the roster. On our payroll are one each English, France, French, German, Norman and Roman. Add five Scotts, a Welsh and two Welshs.

It is only right to find that a Disney organization is well sprinkled with friends from the animal and bird kingdoms. We have a Basset, Beaver and Beavers, Crane & Crane, Finch, Gander, two Lambs with two Lyons, eight Martins, a Palomino duo, Peacock, Robins (2), a couple of Seals, Steer, Swan and Wolf.

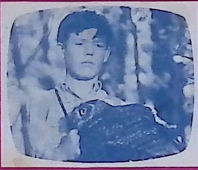
And that seems to be about the Long (4) and Short (2) of it!



# WHAT'S HAPPENING

WALT DISNEY'S WONDERFUL WORLD OF COLOR

KNBC, Channel 4, Sundays 7:30 to 8:30 p.m.



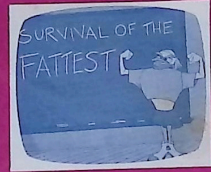
July 6  
**THE OWL THAT DIDN'T  
GIVE A HOOT**



July 13  
**BOOMERANG, DOG OF  
MANY TALENTS**  
Part I



July 20  
**BOOMERANG, DOG OF  
MANY TALENTS**  
Part II



July 27  
**IN SHAPE WITH  
VON DRAKE**

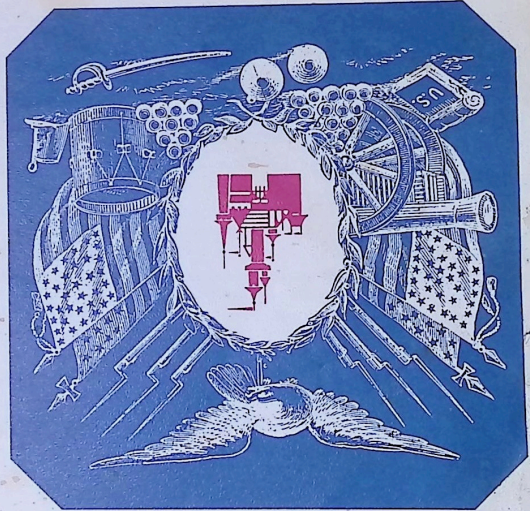
## 10 YEARS OF SERVICE

Congratulations go to the following employees who have each contributed a decade in helping Disneyland grow to become the number one entertainment center in the world. They are: Arnold Gehris, Janitorial; Arnold Elkins, Maintenance; Dorothy Bradley, Merchandise; George Thrill, Air Conditioning; Erwin Letak, Machine Shop; John Cormier, Machine Shop; Horatio DeCastro, Machine Shop and Robert McBroom, Janitorial.

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NEWS AND VIEWS

# DISNEYLAND

**INSIDE**



## Employees Save Thousands

Unquestionably, one of the most valuable of Disneyland's employee benefits is the extensive coverage of our group insurance program.

During the past year approximately \$182,000 was paid out to Disneyland's employees and dependents on some 2000 claims for hospital and medical costs. An additional \$43,500 was paid out in life insurance.

Last year there were many cases in which the medical costs would have been disastrous without this insurance coverage. Among them was the wife of an employee whose medical expense totaled over \$8,000. The insurance paid more than \$6,300 of this amount. Another employee received more than \$1,100 towards a medical bill of \$1,300. Still another employee received reimbursement of \$4,893.00 towards a bill of \$5,634.16.

Naomi George is the Disneyland Group Insurance Administrator. Her office is located in the Personnel Department. Naomi is there to process your claims to your best advantage and to make sure that all employees realize the fullest value of this most vital fringe benefit.

The above figures speak for themselves. It pays to have group insurance at Disneyland.

## Florida's Governor Kirk O.K.'s Disney World

A package of legislative bills enabling Walt Disney Productions to proceed with plans for the Florida Disney World project was signed into law recently by the State's Governor, Claude Kirk.

Following the signing of the legislation, Roy Disney told the state lawmakers and guests that he was extremely pleased with the new laws.

"It will provide a solid legal foundation upon which we will be able to bring to reality the greatest dream in Walt Disney's life," explained Roy.

"We have set a target date of early 1971 for the completion of the initial phase of the project," he continued. "This will include: a new amusement theme park similar to Disneyland, an entrance complex to receive more than 6,000,000 guests we expect during the first year of operation, and approximately 5,000 theme motel rooms. The airport of the future may be constructed at this time and it will also be necessary to construct a certain amount of housing for employees within the first phase of development.

"The second phase, to include the Experimental Prototype Community of Tomorrow and the industrial park, will, of course, take longer."



*Snow White and the dwarfs, prior to boarding the company's Grumman Gulfstream for their 18-city tour.*

## Snow White Tour

Disneyland's Snow White and the Seven Dwarf characters take off this month for a 20-day city-hopping tour to promote the fifth release of the feature-length animated classic in the fashion of last year's extremely successful travels of "Winnie the Pooh." The Snow White tour will stop at 18 cities for personal appearances at theatres, department stores, TV stations, and children's hospitals and in parades.

Marcia Miner, Disneyland's Ambassador for 1967, will accompany the dwarfs as they make several personal appearances each day. Also on the tour will be a tour supervisor from the studio, Tom Garrison, a Disneyland tour manager, Wayne Van DeWalker, a wardrobe supervisor, Don Hufstader, and an accompanying Emcee and musician. The group will leave June 4 aboard the company's Gulfstream Turbojet.

## Compliments To The Chef

Dear Disneyland Chef,

I'm a new bride and I'm writing in regards to the most delicious meal of my life when I was on my honeymoon last month at Disneyland. I am speaking of your fabulous Chicken Dinner at the French Market.

I am trying to be a good cook by getting the best recipes on everything, and I wondered if it was possible at all to get the recipe and cooking instructions for that chicken and the delicious gravy.

I wouldn't ordinarily write to a restaurant for a recipe, but the truth of the matter is, I just can't seem to forget it! And neither can my husband.

Also, is the dish served everyday? We are planning a return trip soon and we want to be sure to come on the day that chicken is served.

Yours very truly  
Patty Monahan  
San Jose, California

The Disneyland Food Division mailed her the recipe as she requested.

## Tomorrowland

As you know, this is the month that much of our \$22 million new Tomorrowland is scheduled to be completed.

Six major American Corporations, General Electric, Goodyear, Douglas Aircraft, Monsanto Company, Bell Telephone System and the Coca-Cola Company, have joined with Disneyland in presenting the new five acre "land."

As Walt Disney said, "Science and Technology have already given us the

tools we need to build the world of the future. If we use them right now, we won't have to wait to know what tomorrow will bring."

Although the official opening day ceremonies are set for July 2, it is expected that several of the new attractions fill start operating during the latter part of June. All employees will be kept informed as to the dates of completion and the time when they may visit the area firsthand.

## Did You Know?

Since 1956 the Disneyland Keel Boats have faithfully carried guests around Frontierland's "Rivers of America"... but, they weren't originally intended for that purpose.

The two boats were built to be part of a movie set for the mid-fifty television series, "Davey Crockett, King of the River." But Walt Disney saw the potential of these keel boats and, thinking ahead as he always did, instructed that they be made durable enough to

last for a tryout at Disneyland as an attraction. That tryout has lasted 11 years.

But this summer, the boats are being replaced with extremely durable fiberglass models. The newer boats will require practically no maintenance, a job that in the past has cost hundreds of dollars a year, and will be nearly impossible to damage.

According to Operations, both new boats will be on the river sometime in the first part of June.



## WHAT'S HAPPENING

### 10 Years of Service

In May, 20 employees completed 10 years of Disneyland service:

Paul Legg, Herbert Ehrsam and Vincent McGuire, Operations; Myles Clower, James Clermont, Claude Nelson and Victor Wolczak, Security; Jack Delagran and Peter Gartner, Accounting; William Schwenn, Group Sales; Catherine Vogt, Merchandising; Del Mar Fletcher and Leo Van Driessche, Machine Shop; Carl Erikson and Rina Desplaines, Janitorial; Louise Parker, Ticket Seller; John Vozar, Arcade Mechanic; Ernest Graton, Sound Department; Joe Puebla, Landscaping; and Katherine Kilpatrick, Food Stands.

### Safety Award

That Disneyland Safety Department announced the Mill and Sheet Metal Shop as the Safety Award Winner for April.

### WALT DISNEY'S WONDERFUL WORLD OF COLOR

KNBC, Channel 4, 7:30 - 8:30 P.M.

Sundays:

June 4 . . . . . The Horsemasters, Part I

June 11 . . . . . The Horsemasters, Part II

June 18 . . . . . Disneyland  
Around the Seasons

June 25 . . . . . Gallegher Goes West, #7

### SPECIAL EVENTS AND PARTIES

June 2 . . . . . General Dynamics  
Hours: 8:00 P.M. to 1:00 A.M.

June 9, 11, 14,  
15, 16, 22 & 23 . . . . . Grad Nite  
Hours: 11:00 P.M. to 5:00 A.M.

### PARK OPERATING HOURS

During the month of June, Disneyland will be open as follows:

June 1 & 2 . . . . . Open 10 a.m. to 7 p.m.

June 3 . . . . . Open 10 a.m. to midnight

June 4 . . . . . Open 10 a.m. to 10 p.m.

June 5-8 . . . . . Open 10 a.m. to 7 p.m.

June 9 . . . . . Open 10 a.m. to 10 p.m.

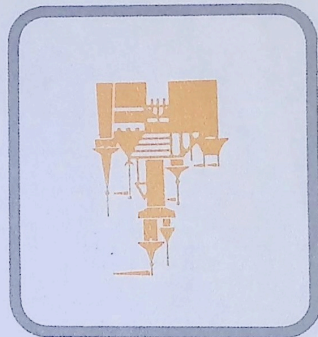
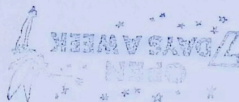
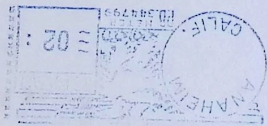
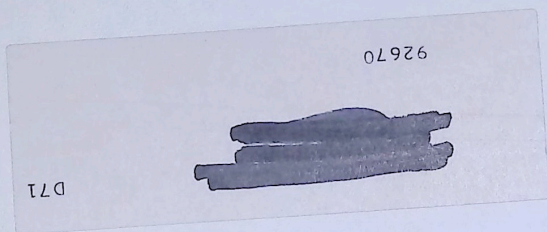
June 10 . . . . . Open 10 a.m. to midnight

June 11-16 . . . . . Open 10 a.m. to 10 p.m.

June 17 . . . . . Open 10 a.m. to midnight

June 18-23 . . . . . Open 10 a.m. to 10 p.m.

June 24 . . . . . Begin regular summer hours of  
9 a.m. to midnight, Sunday  
thru Thursday, and 9 a.m. to  
1 a.m. Friday and Saturday.



## NEWS AND VIEWS

# DISNEYLAND INSIDE



## Pluto Searches For Disneyland's "Hidden Treasure"



And "hidden treasure" there is—all over the "Magic Kingdom." In fact, there's a total of over \$4,390,000 this year "hidden" in varying amounts as extra income for Disneyland employees.

To prove that he isn't barking up the wrong treasure tree, Pluto has agreed to serve as super-sleuth in the next several issues of our Newsletter to help each Disneylander track down the \$1,850 (on the average) that has been stashed away in his "buried" cache this year alone.

The money's there, all right, and every penny of it is yours. Unlike other secret treasures, it isn't very hard to find. Very likely, you've already found some of it—or you know where to put your hands on it, should you need it.

However, you may not know about some of your good fortune. So, with Pluto on the cent (that's a pun!) to help, you'll be able to locate where your \$1,850 bounty for this year is stashed.

Some call this treasure "fringe benefits"; others prefer the "employee benefit" label. But, whatever they are called, these "extras" add up to a "secondary income" for you that spells

added security from financial and health worries now or in the future.

By law, Disneyland was required to invest an average of \$422 per employee last year alone. This figure includes such government-sponsored programs as Social Security, workman's compensation and unemployment insurance.

By desire, Disneyland voluntarily invested an additional \$1,428 per employee (on the average) during the last 12 months. This figure includes one of the best health and life insurance programs offered, vacation and sick leave benefits and a fine pension plan to provide income security for your retirement years.

With Pluto's help, we'll make a close examination each month to expose what your "hidden treasures" are, where to find them, and how to use them to your best advantage.

This "extra treasure" means for you a better way of life—one filled with more immediate pleasure and personal happiness than you would enjoy without it.

We'll start in February with a track-down of the top-rated Walt Disney Productions Medical Plan.

Disneyland  
1313 Harbor Boulevard  
Anaheim, California 92803

Dear Sir:

It was a pleasure to spend a day at Disneyland, and I want to thank you for making it one of the most enjoyable days my family and I have ever spent.

May I express my thanks to you for the reduction in price on the tickets for Viet Nam veterans. I am a career marine, have been to Viet Nam, been wounded and sent home. I just re-enlisted for six years and will gladly serve my country in Viet Nam again. It's good to know someone appreciates what we are trying to do over there.

Again, thanks for thinking of us in the military service and we plan to visit Disneyland again in the near future.

Sincerely,

Sgt. Lawrence J. Izokovic  
4143 C-W, 132nd Street  
Hawthorne, California 90250



## 7,761 Years Of Service To Disneyland

Nearly 80 centuries of service to Disneyland by employees who have earned the one-, five- and ten-year service pins was a milestone reached December 31 when the Personnel Department distributed its 4,457th lapel medal.

If all of the years represented by the pins could be "stretched out" over the centuries, the "Magic Kingdom" would have had to open its doors in the year 5,793 B.C. — the height of the Neolithic Epoch, commonly referred to as the Stone Age.

At the end of 1968, Disneyland had issued 459 ten-year pins, 645 designating five years of service, and 3,353 one-year pins.



## Ad Building Graphics Wall Relates Disneyland Story

**ASSIGNMENT:** Tell the whole story of Disneyland – from its early concepts of 15 years ago to its unparalleled position today in the world of family entertainment – in photos and mementoes of those years of growth. Space Allotment: 750 square feet.

That challenge was handed to petite Sara Ann Hanlon, then staff artist in the Merchandising Division, in October, 1967. Almost exactly one year later, Sara affixed the final details to the project.

After carefully choosing a few just-right pictures and objects from thousands of freely available items and spending months searching for others believed lost – and finding many of them – she had told the “Magic Kingdom’s” story, one more dramatic, exciting, and colorful, than any in the annals of entertainment.

Result of the Hanlon efforts is the “History of Disneyland,” a graphics wall of photographs, badges, pins, segments of architectural models, newspaper pages and other memorabilia that has survived the years to serve as cherished links with the Park’s past.

Tracing the story from orange grove to the \$100 million-plus kingdom of adventure, the graphics wall lines the subterranean corridor connecting the east and west divisions of the Administration Building.

And the location is ideal. Virtually every Disneylander takes the basement promenade with some frequency. Thus, this panorama, perhaps one of the best statements of Disneyland’s philosophy, constantly re-exposes the Disneyland saga to long-time employees and dramatically introduces it to newcomers.

Acting as curator as much as artist, Sara pursued objects in nearly every department at the Park, several at the Studio, and many at WED Enterprises. She found, to her amazement, that numbers of items were stashed away in nearly-forgotten files. Others were willingly surrendered by their possessors from walls, desk tops, store rooms, and even waste baskets.

To display her treasures in meaningful order, Sara picked a different color for each panel, and each panel represents another year. Actually, the opening panels encompass more than two years, starting with the initial artist’s rendering of Disneyland, prepared from ideas dictated by Walt to Herb Ryman, still a project designer at WED.

Other highlights of the “History of Disneyland” wall:

- + A stylized orange tree, with a photo insert of the land on which the Park was to be built, which represents the era when the “Magic Kingdom” was part of the “Orange Empire”;

- + An original blueprint (1955) of the “Lily Belle,” from which the famous Santa Fe & Disneyland locomotives came;

- + From steel skeleton to snow-capped realism, the evolution of the Matterhorn (1959);

- + Geometric patterns in base relief form a panel of the WED designed model (1965) of “It’s a Small World’s” fantasy palace.

- + A photograph from a far-back issue of LOOK Magazine, showing the Flying Saucers in the original Tomorrowland. (One of the most difficult items to locate, it was finally found in a Santa Ana bookstore.)

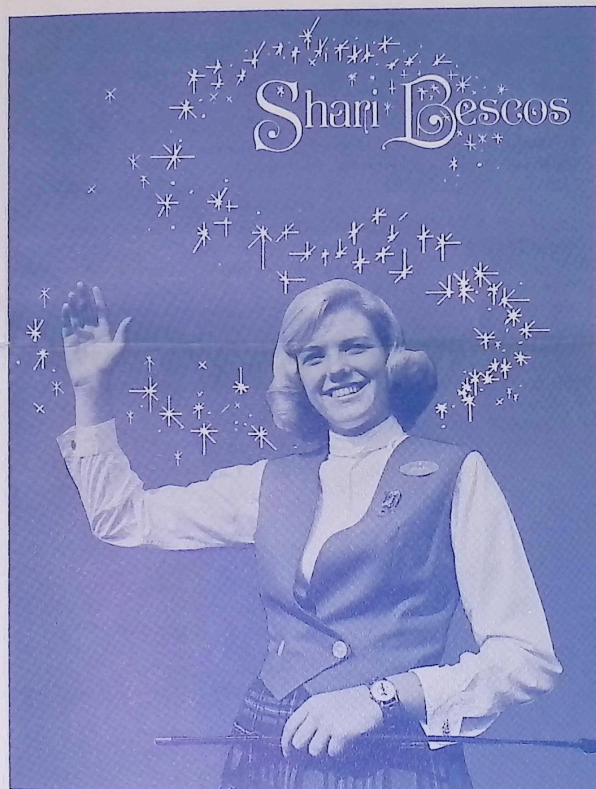
Sara’s attractive shyness and reserve lift just long enough to admit a degree of justifiable pride when she notes that the wall was “brought in” for only \$250, exactly one-half the original budget.

She credits gratis contributions by the number of Disneyites with helping keep costs low. As is so often the case with our company, so many people participated and cooperated that space won’t permit naming them.

However, Sara feels compelled to single out WED Designer Roland Crump, who served as art advisor on the project, for special appreciation. (Upon completion of this assignment, Sara was re-assigned to WED as a designer, and is now working again with Roland, this time on the Walt Disney World project.)

She also frequently expresses thanks to Jack Olsen, Director of Merchandising, who gave her the rare opportunity of chronicling the Story of Disneyland – its history and its philosophy.

## Shari Bescos Selected As 1969 Disneyland Ambassador



A 21-year-old blond and blue-eyed Operations Division ticket seller has been selected as Disneyland’s 1969 Ambassador to the World. Pretty Shari Bescos received her insignia as Ambassador in ceremonies at Sleeping Beauty’s Castle from Sally Sherbin, the 1968 Ambassador.

A Disneyland employee for nearly three years, Shari is a University of Southern California education student who loves dancing, scuba diving and meeting people. She is the daughter of Mr. and Mrs. Scott Bescos of Covina.

At Northview High School in Covina, Shari was named “Most Outstanding Senior Girl” and “Girl Athlete of the Year,” was editor of the school newspaper and director of many high school musical shows.

Shari entered the University of Southern California in 1965 on a journalism scholarship with a public relations career in mind, but switched to education last year “because I think school teaching is a good career for a girl to fall back on, and is good training for other work.” She is a member of Kappa Kappa Gamma sorority, the SC Quarterback Club and other campus organizations at USC.

Shari loves working at Disneyland because “I have a chance to talk to so many wonderful people,” she says.

Her first major assignment as the 1969 Disneyland Ambassador was the “Fantasy on Parade” promotion tour throughout California the first two weeks in December.

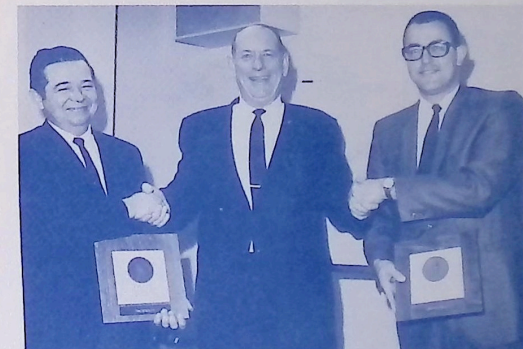


Disneyland began the New Year for Magic Kingdom Club members with the second annual “Operation M.O.U.S.E.” – a Month Of Unusual Savings in Entertainment!

During the month of January only, eligible MKC members will receive two free certificates with every Magic Key ticket book purchased. Each “Mouse Money” is good for 50 cents in food or merchandise or admission to any Disneyland attraction.

Created by the Marketing Division’s Group Sales Department as another attendance stimulus, “Operation M.O.U.S.E.” proved to be quite successful when it premiered in January, 1968. With nearly 1,500,000 members in the Magic Kingdom Club in Southern California, it is hoped that the event will grow in scope each year.

## Disneylanders Receive Awards



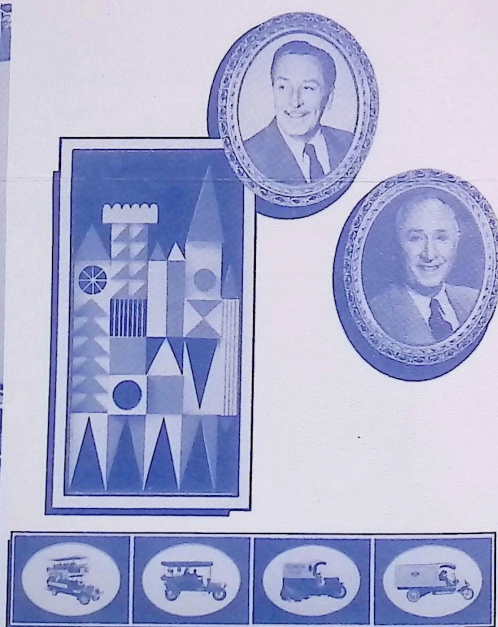
UNITED FUND AWARDS - for outstanding community service were awarded in November to Jim Quigley (left) and Jim Passilla (right) by Anaheim-Western Communities United Fund Executive Director, Rod Durham (center).

Disneyland’s Personnel Director, Jim Passilla, was cited for his work in establishing a year-round solicitation program for all new employees through payroll deduction.

Jim Quigley, Supervisor of the Payroll Department, was recognized for five years’ work in handling campaign solicitations, accounting procedures and liaison with the United Fund. The presentations were made at the Disneyland United Fund kick-off meeting for 75 captains and management personnel.



By the way, starting January 1, 1969, the Social Security contribution for both you and Disneyland will be increased from 4.4% to 4.8% on the first \$7,800 of your annual income. This means the company’s share of Social Security next year will be over \$20.00 more for each employee who earns less than \$7,800. Also, the employee’s Social Security deductions will be increased by a like amount.

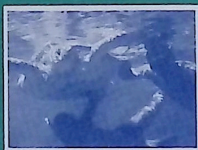




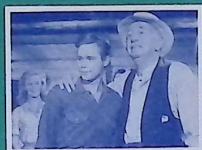
# WHAT'S HAPPENING

## WALT DISNEY'S WONDERFUL WORLD OF COLOR

KNBC, Channel 4, Sundays 7:30 to 8:30 p.m.



January 5  
SOLOMAN;  
THE SEA TURTLE



January 12, 19 and 26  
THOSE CALLOWAYS

### 10 YEARS OF SERVICE

Congratulations go to one more employee who has contributed a decade in helping Disneyland grow to become the number one entertainment center in the world. He is: Milton Kropf, Maintenance.

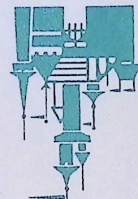
### SPECIAL EVENTS AND PARTIES

Jan. 1 - 31.....	Operation M.O.U.E.
Jan. 11.....	Downey Exchange Club 8 PM - 1 AM
Jan. 18.....	Savings & Loan, Assns. 8 PM - 1 AM
Jan. 25.....	Santa Ana Marine Corps Air Facility Day
Jan. 25.....	Orange Co., Electronics Cos. 8 PM - 1 AM
Jan. 31.....	Foodmaker, 8 PM - 1 AM
Feb. 1.....	Youth Day-Angeles Girl Scouts
Feb. 1.....	Seabees, 8 PM - 1 AM
Feb. 2.....	Youth Day-Angeles Girl Scouts

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## NEWS AND VIEWS

# DISNEYLAND

INSIDE



## Automated Garbage Collector for Walt Disney World

### "Magic Kingdom" To Open October, 1971

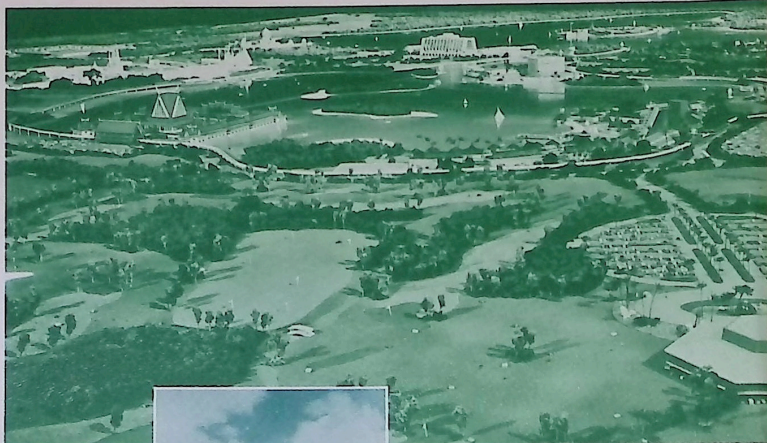
Construction recently began on the new "Magic Kingdom" amusement theme park at Walt Disney World near Orlando, Florida. The first contract for above-ground construction was let after more than 20 months of design and land preparation. Expected to serve 8,000,000 tourists during its first year of operation, Walt Disney World will open in October, 1971.

When completed, the vast vacationland—2,500 acres devoted exclusively to recreation—will surround 650 acres of man-made lagoons and natural lakes. In addition to the new "Magic Kingdom" (theme park similar to our own Disneyland), plans call for the construction of five related resort hotels, an entrance complex, and complete facilities for outdoor recreation and entertainment on both land and water. A transportation network—monorail, water craft and land vehicles—will provide convenient access to all attractions.

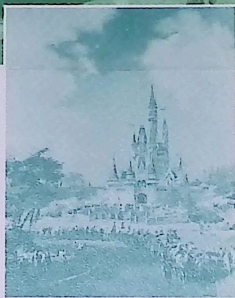
The resort hotels, to be constructed before and during the first five years of operation, will vary in size from 500 to 750 rooms and will be themed with Contemporary, Polynesian, Asian, Venetian and Persian motifs. The first two hotels, to be ready on opening day, will be constructed by United States Steel's new Realty Development Division and will employ the world's first major use of steel-framed unitized, or modular, construction.

This new construction method, as well as many other technological innovations to be employed in the project, will provide valuable experience for the Disney organization as it moves toward the eventual construction of EPCOT, Walt Disney's concept for an Experimental Prototype Community of Tomorrow. This living, working community of 20,000 people, planned for the second phase of Walt Disney World, will be located on a site adjacent to the recreation complex.

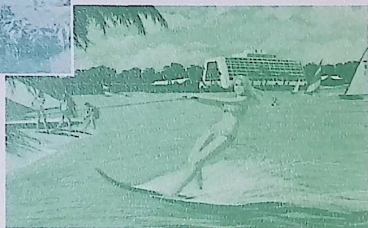
Walt Disney, who supervised the master planning of this new community, once said, "When EPCOT has become a reality and we find the need for technologies that don't even exist today, it's our hope that EPCOT will stimulate American industry to develop new solutions that will meet the needs of people expressed right here in this experimental community."



Focal point for "Vacation Kingdom" is lagoon (center) around which the "Magic Kingdom" theme park (Upper left) will be constructed.



Cinderella's Castle is the focal point for Walt Disney World's "Magic Kingdom."



In addition to water sports, the lake and lagoon will be lined with broad beaches for sunning and bathing.

Typical of the technological advances to be achieved during the development of the resort vacation complex will be the world's first totally integrated, computer-based communication system, designed by RCA to provide operations, communications and management information for all of Walt Disney World.

Further, the Aerojet-General Corporation, a subsidiary of the General Tire & Rubber Co., is designing an automated trash collection and removal system for use throughout Walt Disney World. The first of its kind ever to be installed in the United States, it will utilize underground pneumatic tubes to quickly, economically and hygienically remove trash from all sections of the facility and collect it for centralized disposal.

Walt Disney World, destined to become a complete family "Vacation Kingdom", represents the largest total recreation and entertainment enterprise ever undertaken by a single company.

## "...A Legend In His Own Time"

### Walt Disney Lauded by Baltimore Mayor

In a recent proclamation sent to Roy O. Disney, Mayor Thomas J. D'Alesandro, III, of Baltimore, lauded Walt Disney as "...a folk hero of the 20th Century..." and "...a legend in his own time..."

The citation continued, "In an era when films must be labeled as a guide to their content, it is comforting to know that any film presented by Walt Disney Productions can be attended by the entire family,"

"Disneyland, the west coast family playground, and Walt

Disney World in Florida, are living monuments to the man, Walt Disney, and the timelessness of films such as 'Snow White', 'Fantasia', 'Bambi', 'Peter Pan', '101 Dalmations', and 'Mary Poppins' will bring joy and entertainment for generations to come."

Mayor D'Alesandro, in concluding his tribute to Walt Disney and his production staff, urged "all citizens to remember his tireless efforts and his great achievements and to commend his associates for carrying on the same, fine tradition."



# Disneyland's Protocol Department Meets And Greets The World's Most Important People

In every nation of the world, there is a department devoted entirely to doing the proper thing at the proper time. Knowing who sits where and whether the table water is for washing or drinking is the job of the protocol department. And the smallest kingdom in the world—Disneyland—is no exception.

"Our job," noted Robert Wormhoudt, Disneyland's chief protocol official and manager of Public Relations, "is to receive heads of state and royalty in accordance with their official stature. We always grant protocol admissions to individuals who are guests of the American President."



President Richard M. Nixon and family enjoy "IT'S A SMALL WORLD"

The VIP tally to date shows every President of the United States since Harry Truman (except Lyndon Johnson), 15 princes and princesses, six kings, a number of prime ministers and premiers, several maharajahs, Congo tribal chiefs, ambassadors, three queens, and a number of noted Russians have visited Disneyland—save one.

## KHRUSHCHEV INCIDENT

"Actually Disneyland was not on Chairman Nikita Khrushchev's official itinerary," according to Wormhoudt. "When the Chairman arrived in Los Angeles, he impetuously decided to visit us. Disneyland and the State Department were more than willing to accommodate the Chairman, but Chief William Parker of the Los Angeles Police Department felt it impossible to provide adequate security on such short notice. Finally, Ambassador Henry Cabot Lodge accepted the responsibility for deciding against the Chairman's wish. Of course, the events that followed made international headlines."

Wormhoudt, with a sharp eye for detail, works closely with the United States Department of Protocol. They work out a myriad of minute details such as the proper form of address, what brand of cigarettes will be smoked, and who gets out of a car first.

"A King is always the first out of a car," claims Wormhoudt.

Disneyland is the only commercial attraction in the United States that is on the official Washington "Places-To-See" calendar. And the State Department has a standing invitation from Disney-

land for any and all foreign dignitaries—for which the Park rolls out its own VIP treatment.

"It's surprising, but the larger the country the less protocol-conscious the head-of-state is likely to be," said Wormhoudt. "Our major problems are with the small countries who don't want to be cheated out of anything. But once they get inside Disneyland and caught up in its magic, the protocol vanishes."

Official tours are not without their unusual facets—and sometimes nerve-shattering moments.

When Radhakrishnan—the President of India—was visiting, a number of years ago, we had lunch for his party at the Disneyland Hotel. There had been friction between the American Ambassador's wife and the Indian Presidential party. Consequently, the Ambassador's wife was seated away from the head table by the State Department. Walt Disney, noting the omission, walked over and changed the place cards—seating the American lady at the head table with himself. The switch took the State Department by surprise. Everything went off beautifully," said Wormhoudt.

## OFFICIAL GUEST BOOK

But the famous who sign Disneyland's official guest book are not limited to heads-of-state. One inscription in the registry reads: "We are all breathless at the beauty, taste, invention, and, if you don't think we're being fulsome, glory of this "Magic Kingdom" of yours. Your hospitality and generosity...I'd better stop. Richard Burton, Elizabeth Taylor Burton"

Another scribbling comes from recent oscar nominee Jack Wild and actor Mark Lester from the cast of "Oliver":

"Thanks for a fantastic time. Absolutely brilliant."

Others just signed their name and date. Robert Kennedy's name appears in the registry dated June 2, 1968—three days before his assassination.

Astronaut John Glenn signed in after his globe-girdling flight.

"We also have had a number of cultural leaders like Dr. A. Oparin, the Soviet scientist whose theories on the origin of life are the most widely accepted, Dr. Lewis S. B. Leaky, Andre Segovia, Robert Merrill, Dame Margot Fonteyn, Rudolf Nureyev, and Andre Kostelanetz," said Wormhoudt.

The flow of foreign dignitaries to Disneyland continues to increase. But it remains that Mr. Khrushchev—the man who didn't even see Disneyland—provided the ultimate stamp of approval.

## Smith Directors Outnumber Jones'



**Kelly Smith  
Appointed  
Director of  
Purchasing**

Kelly Smith, a purchasing agent for Disneyland since 1955, has been appointed Director of the newly established corporate-wide Office of Purchasing, according to Donn Tatum, president of Walt Disney Productions.

Smith will formulate and implement policies and procedures for procurement and purchasing.

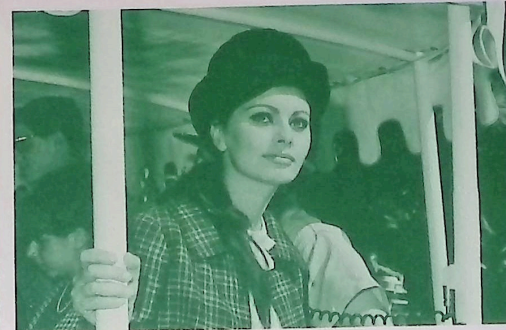
Purchasing operations will continue to be handled individually by divisions, for many operations require dissimilar materials. The move is in keeping with administrative preparations anticipating current corporate expansion.

Smith, whose experience in the entertainment field spans 33 years, joined Disneyland in 1954 during the construction phase of the Park.

"The announcement came somewhat as a surprise to me," stated Smith. "I am very appreciative of the confidence placed in me."



Walt and Thomas Dewey, Former Presidential Nominee



Sophia Loren, Academy Award Winner



Haile Selassie, Emperor of Ethiopia

## Continued Strength of Disneyland Boosts Company Earnings

Consolidated net income of Walt Disney Productions and its wholly-owned domestic subsidiaries for the six months ending March 29, 1969 was \$4,733,000 which is equal to \$1.08 per share on the 4,381,331 common shares outstanding. This compares with the first six months last year of \$4,425,000, or \$1.03 per share on the 4,315,277 common shares outstanding.

The second quarter net income for the current fiscal year amounted to \$2,401,000 or 55 cents per share while the second quarter last year was \$2,244,000 or 52 cents per share.

Cash dividends of 7½ cents a share were paid on January 2, and April 1, 1969 and a 2% stock dividend aggregating 85,433 shares was also paid on January 2, 1969. The total amount charged in this six-month period to retained earnings for cash and stock dividends was \$7,307,606.

On March 1, 1969 the Company issued \$50,000,000 of 5% convertible subordinated debentures, due March 1, 1994. At the option of the holder, the notes are convertible into common

stock of the Company at the rate of one share of common stock for each \$90 of principal.

The proceeds of the sale of the new debentures, together with the balance of the proceeds from the sale of the \$40,000,000 of 4½% convertible subordinated debentures due January 15, 1993 and the five-year credit agreement dated May 1, 1968 with the Bank of America and seven participating Florida banks for a line of credit of up to \$50,000,000, are available for financing of the Florida Project, which will be open to the public in October, 1971.

The Company estimates that its investment in Walt Disney World on opening day, covering the Magic Kingdom Theme Park and related recreational facilities, is \$165,000,000.

Both gross revenues and net income should exceed last year. Every division of the Company's activities is operating profitably. The outstanding level of performance of our current theatrical release schedule and the continued strength of the Disneyland operation are particularly significant.

Here follows an unaudited, comparative statement of income:

## WALT DISNEY PRODUCTIONS AND DOMESTIC SUBSIDIARIES (Unaudited)

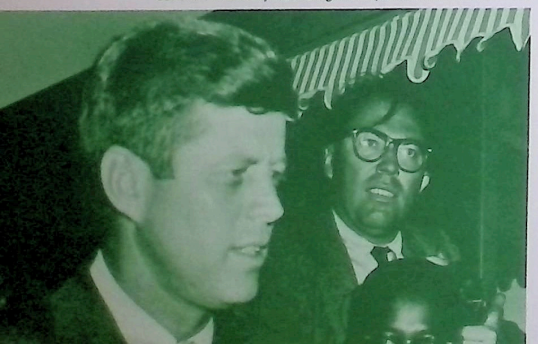
COMPARATIVE STATEMENT OF INCOME	Six Months Ended	
	March 29, 1969	March 30, 1968
Income .....	\$ 55,043,000	\$ 52,069,000
Costs and Expenses .....	46,186,000	44,070,000*
Income before taxes on income .....	8,857,000	7,999,000
Estimated taxes on income .....	4,124,000	3,574,000*
Net income .....	\$ 4,733,000	\$ 4,425,000
Shares outstanding (adjusted for stock split and stock dividend) .....	4,381,331	4,315,277
Net income per share .....	\$1.08	\$1.03
Pro forma net income per share (assuming exercise of stock options and conversion of debentures into common shares) .....	\$ .95	\$ .98

## STATEMENT OF FINANCIAL POSITION

	March 29, 1969	March 30, 1968
Less current liabilities .....	18,718,000	17,678,000
Working capital .....	97,920,000	50,414,000
Other assets .....	99,953,000	81,080,000
	197,873,000	131,494,000
Less other liabilities .....	102,140,000	50,484,000
Stockholders equity .....	95,733,000	81,010,000

\*Restated for comparative purposes

John F. Kennedy boarding Disneyland-Santa Fe Railroad





# WHAT'S HAPPENING

WALT DISNEY'S WONDERFUL WORLD OF COLOR

KNBC, Channel 4, Sundays 7:30 to 8:30 p.m.



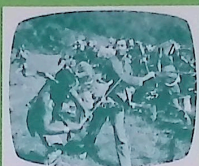
August 3  
THE TREASURE OF  
SAN BOSCO REEF  
Part I



August 10  
THE TREASURE OF  
SAN BOSCO REEF  
Part II



August 17  
LITTLE DOG LOST



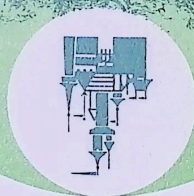
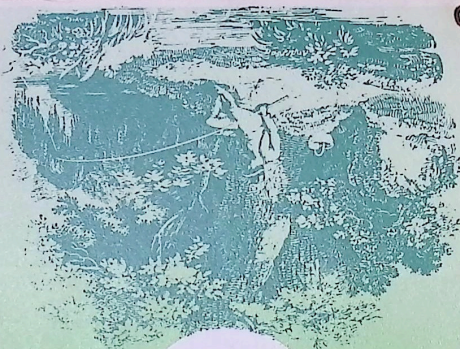
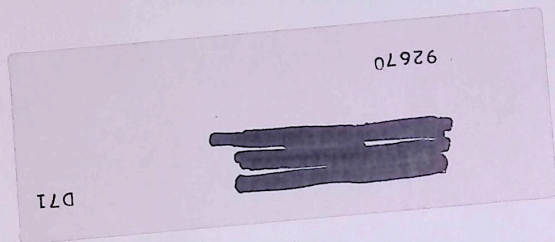
August 24  
DAVY CROCKETT,  
INDIAN FIGHTER



August 31  
DAVY CROCKETT  
GOES TO CONGRESS

## 10 YEARS OF SERVICE

Congratulations go to the following employees who have each contributed a decade in helping Disneyland grow to become the number one entertainment center in the world. They are: Eugene Carr, Retlaw; Martin Strubel, Engineering; Harry Howard, Electrical; Willis Knight, Machine Shop.



NEWS AND VIEWS

# DISNEYLAND

INSIDE





## Mickey Mouse Watches Popular With In-Crowd

On September 27, 1968, Mickey Mouse will celebrate his fortieth birthday. That's a long lifetime for a mouse, especially in Hollywood, where many animals have become famous and then forgotten overnight. But Mickey was an extraordinary mouse . . . he and his creator, Walt Disney, had their fingers on the pulse of the world and knew how to make it laugh.

When Mickey was just beginning his career, not many people had faith in the little mouse . . . but he showed them and even rescued two major corporations from financial problems during the depression in the process.

Toy train manufacturer, Lionel Corporation, is one company that can give thanks to Mickey and Minnie. The Disney pair rescued them from receivership when Lionel was able to sell 230,000 handcars featuring the two animated figures pumping away at the handles.

Ingersoll Watch Company (Timex) had its problems too, but when the company decided to put out Mickey Mouse watches, their sales boomed — thanks to Macy's Department Store in New York City, first extensive promoter of the watches. As many as 11,000 watches were sold in a day, eventually reaching sales of more than 10 million. (The originals are now collector's items for trivia hobbyists that can bring as much as \$200!)

Now, over 30 years later, the Mickey Mouse watch has been re-issued. Two watch corporations, Ingersoll and Hamilton (Vantage), are producing the Mickey Mouse watch and in view of current forecasts, the watch may surpass sales of the original watch.

The 17-jewel Vantage timepiece (\$14.95) is sold only here in the Park, while the Ingersoll watch (\$12.95) is sold throughout the country. In designing the new Mickey

Mouse watches, Vantage used a "modernized" version of the Mickey on the first watches sold. The first Vantage watch order, according to Jack Olsen, merchandising director, sold out within four months. Those people who purchased the first 500 of these watches can consider them unique because Mickey Mouse's hands were painted white, while the most recent order has him with red hands. The newer set of watches also has a clear plastic backing so that the inner workings of the time piece may be seen. The Park has already sold more than 3,000 of these watches not including those sold by Ingersoll.

As unique as the Mickey Mouse watch itself are its owners. At any time during the day, Mickey's smiling face may look up at General Thrash, Commandant of El Toro Air Facility, or at celebrities Soopy Sales and Carol Burnett or even one of Monaco's royal family.

Yes, Mickey has come a long way since he made his screen debut at the Colony Theatre in New York City in 1928. Not only has the little mouse kept time for the world, but he has also filled that time with smiles and laughter.

## Speed Reading Offered At U. of D.

The University of Disneyland is offering a 10-week Craig Speed Reading Course beginning Aug. 12. The comprehensive course is a self-administered program that enables the student to increase his own reading rate in a systematic fashion, lesson by lesson.

The entire course covers 20 lessons, each of which takes approximately 30 minutes. Lessons are taken twice a week at times scheduled by the individual.

Demonstrations in the use of the speed reading machine will be held the week prior to the beginning of the session, from Aug. 6 through Aug. 9. Twenty-minute demonstrations will be held promptly at 9 AM, 10 AM and 5 PM, Tuesday through Friday, and Saturday at 10:30 AM only.

Sign-ups, on a first come-first served basis, will begin July 29. All materials will be furnished by the University of Disneyland at no charge.

## Credit Union Membership At 500

In less than three months, the DRC Federal Credit Union has grown to more than 500 members since its establishment. According to Bob Phelps, DRC President, Disneyland's weekly payroll deduction check is already greater than the Studio Credit Union check after five years of operation. And as of last month, the DRC Credit Union had already granted over 15 loans ranging from \$200 to \$2,000 to its employee members.

Set up in Room 287, the DRC Federal Credit Union is on the second floor of the Administration Building (Harbor Boulevard side). Its office hours are from 9:30 AM to 10:30 AM and from 3:30 PM to 5 PM on Tuesday and Thursday of each week.

In order not to interfere with normal working conditions, all Credit Union business must be transacted during off-duty hours or on days off.



## Promotional Partners in New Children's Magazine

Children across the nation will be treated this summer to an inside look at the magical world of Walt Disney.

Gulf Oil, sponsor of Walt Disney's Wonderful World of Color, now in its fifteenth season, will begin distribution of a children's oriented magazine this month.

"The Wonderful World of Disney" will be distributed through 35,000 Gulf Oil stations. The magazine press run of 5,800,000 copies will exceed the circulation of any other publication in the children's market. Monthly or quarterly distribution will be determined on the sales of the first issue.

The magazine's contents will include many aspects of the Disney world. In the August issue for example, budding artists will have the opportunity to learn the basics of drawing Donald Duck. Jungle Book fans can learn that film's hit tune, "The Bare Necessities." Disneyland is featured with Main Street, U.S.A. illustrations along with puzzles, games, cartoons, nature stories and many other Disney features.

The magazine concept as well as the successful phonograph and place mat promotion with Gulf have been the responsibility of Walt Disney Productions marketing services.

## The Fifth Annual Canoe Races

Canoe racing proved more popular than ever with Disneylanders as 800 employees participated in the Park's annual event. The DRC-sponsored program drew participants from every area of the Magic Kingdom.

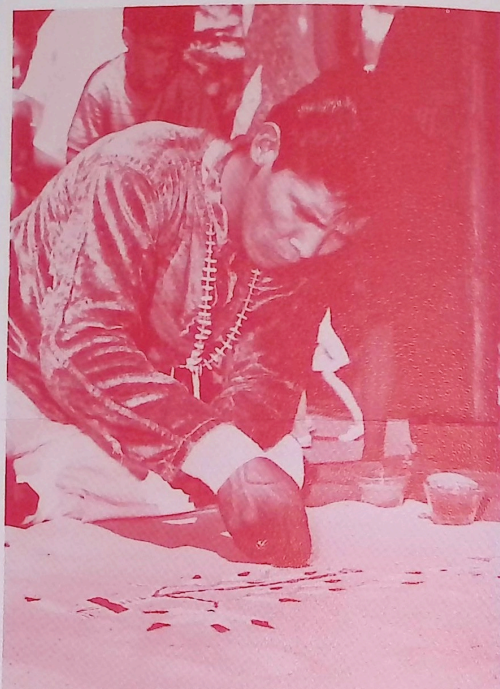
With more than 75 teams, canoe practice trials began on July 10 with starting times beginning at 6:15 AM. Nevertheless, striving for the fastest time, the 10-member teams paddled around Tom Sawyer's Island.

Qualifying and elimination trials began July 22 with the best teams determined on July 29, 30 and 31. With a winning time of three minutes and 51 seconds, the Indians outraced all competitors in last year's event.

The teams, wearing identifiable shirts and T-shirts, were represented by unusual as well as humorous names. The pretty Lincoln girls came as the Merry Toads while Storybook girls checked in as Monstro's Mamas' The Janitorial boys came whirling in as the White Tornadoes. From Tomorrowland Skyway stepped the Fanny Flickers. The girls of the Ad Building came as the Off. Secs.

The mile long course sapped the energy of the best competitors...leaving them with sore arms, pulled muscles and other maladies.

The first and second place winners in both the men's and women's division were treated to a well-earned victory breakfast at the Plaza Inn along with individual trophy presentations. First place winners also received a free luncheon at Casa De Fritos.



## Village Indian Keeps Navajo Handcraft Traditions Alive

"Fighting Bear" Burt Carroll's talents run the gamut from riding Brahma bulls in the rodeo circuit to drawing sand pictures at Disneyland's Indian Village.

Working in a small plot of sand among the teepees, Burt "paints" various Indian scenes and symbols with sand, a skill which took six years to learn. Each picture takes approximately five hours to complete.

Red, yellow, white, black and grey stones are ground to make the sands, he says. Each color has a different coarseness, Burt explains. For instance, the black and white sands are almost like powder while the red sand is a bit finer than the sand on most Southland beaches.

Relating the folklore of his native tribe, the Navajos, Burt employs 38 basic designs. A typical drawing executed by him at the Indian Village shows the four points of the compass, with a medicine man between each. The medicine men are colored according to their "direction" — white for East, black for West, gray for South and yellow for North.

Snakes, lizards and other animals are popular figures in Indian sand painting. "All kinds are used to ward off the evils of sickness and death," explains Burt.

One of the several Indians in Disneyland's Indian Village, Burt attended Riverside Indian School in Oklahoma. The school took an active interest in rodeo activities by forming a Rodeo Club which Burt became a member.

Winning many awards that included saddles and cups, he was Arizona's fourth runner-up in bull riding last year.

At the end of the summer season, Burt plans on returning to the rodeo circuit. But the 21-year-old will also keep alive some of the handcraft traditions of his native Navajo tribe in his sand painting.

Among the other Indian Village favorites are its two colorful narrators, Riley Sunrise and Francis Sweetwater. Riley's native tribe is Hopi while Francis is a member of the Cheyenne tribe. Another narrator and drummer who comes from the Pawnee "Nation" is John Knifechief.

It is as difficult to speak of "the Indian's way of life," as it is to talk about "the white man's way of life." Indians had many different ways of life, but of the 600,000 Indians living in the United States . . . Disneyland's Indian Village does illustrate some of America's Indian heritage through men such as Burt Carroll, Riley Sunrise, Francis Sweetwater and John Knifechief.

## Did You Know?

The Park circulates approximately 10½ million gallons of water yearly with another eight million gallons captive through such attractions as the Rivers of America and the Jungle Cruise. Of this, 100,000 gallons per day are lost through evaporation during the hot summer months.

Three million hamburgers, two million hot dogs, three and a half million orders of french fries, 250,000 orders of fried chicken and enough popcorn to fill three of Disneyland's Matterhorn mountains were consumed by last year's eight million people visiting the Magic Kingdom.

The sixth most popular film ever made, Mary Poppins, grossed over \$31 million domestically and an estimated \$45 million worldwide.

Walt Disney's film Fantasia included excerpts from such noted compositions as "Toccata and Fugue," "The Nutcracker Suite," "The Sorcerer's Apprentice," "The Rite of Spring," "The Pastoral Symphony," "The Dance of the Hours," and a combination of "Ave Maria" and "A Night on Bald Mountain."

Because of its massive size, the Mark Twain (108 feet long, 150 tons, designed to carry 350 passengers) was much too large to move through the doors of the giant sound stage of the Disney Studio. It was built only to be dismantled so that it could be trucked to Disneyland.

## Park Pension Plan Builds Security For Retirement Age

Disneyland's Pension Plan has been designed to assist the permanent employee in certain occupations in building financial security for the retirement years. The employee who works at least four 350 quarter hours is eligible to participate in the plan. The employee must join the plan at the time he is eligible or he will lose past service credit as well as forfeit the right to future participation in the plan.

Membership in the plan authorizes Payroll to deduct seven cents an hour from the employee's pay for each straight time hour worked after his enrollment in the Pension Plan. At the same time, the Company makes contributions that are determined on the same basis as an insurance company.

In order to qualify for full retirement benefits, the employee must have earned at least 36,000 credited hours (20 years), attained the age of 65, and worked as much as eighty qualified quarters with one or more of the Disney-associated companies (Disneyland, Retlaw, WED, etc.).

Once the employee has satisfied these requirements for full pension benefits, he may select one of the companies' pension benefits:

- (1) a. A \$200 monthly payment as long as the pensioner lives and remains in retirement from any of the Companies.  
b. A paid-up health and welfare plan.
- (2) Joint and Survivor Benefit: A reduced amount of the normal benefit that is paid to the pensioner as long as he lives and on his death, continues to be paid to his designated spouse, if living, as long as such surviving spouse lives.
- (3) The 10 year certain life benefit is a reduced amount from the normal benefit paid to the pensioner for his lifetime. In the event such Pensioner dies and does not receive pension benefits for a ten-year period from the date of his original retirement under the Plan, then the balance benefit for that period will go to his beneficiary.
- (4) a. An employee who has attained the age of 55 and has satisfied at least 36,000 credited hours and eighty qualified quarters, can retire early with a reduced monthly benefit with the approval of the Administrative Committee.  
b. An employee who has a minimum of 40 qualified quarters and 18,000 hours is entitled at the age of 65 to retire with a reduced benefit amount based on the number of quarters at the time of retirement.

Health, welfare, partial benefits and other pertinent information of the Plan are available at the Personnel Division. The company expects to continue the plan permanently and every effort has been made to arrange the plan so that it will meet future conditions.



# WHAT'S HAPPENING

## WALT DISNEY'S WONDERFUL WORLD OF COLOR

KNBC, Channel 4, 7:30 to 8:30 p.m.

Sundays:



August 4  
TEN WHO DARED



August 11 & 18  
SANCHO, THE HOMING STEER  
PART I & II



August 25  
The LEGEND of TWO GYPSY DOGS

### 10 YEARS OF SERVICE

Congratulations go to three more employees who have contributed a decade in helping Disneyland grow to become the number one entertainment center in the world. They are: John Power, Maintenance; John Page, Maintenance; and Otis Goddard, Security.

## AUGUST SPECIAL EVENTS

### "ON STAGE U.S.A."

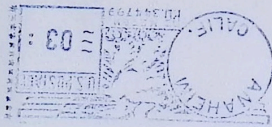
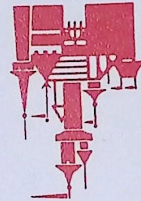
Jack Carter & Jaye P. Morgan ..... July 29-August 2  
Phyllis Diller ..... August 12-16  
Bill Dana & Teresa Brewer ..... August 19-23

### COUNTRY MUSIC JUBILEE

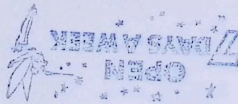
Minnie Pearl ..... August 4  
Roy Clark ..... August 11  
Judy Lynn Show ..... August 18  
Homer & Jethro ..... August 25

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FILE RT.  
AUG 12 1968



## NEWS AND VIEWS

# DISNEYLAND

**INSIDE**



## ATTENTION: DISNEYLAND MORTALS

# HAUNTED MANSION

Delightfully Dreary....  
....Frightfully Entertaining

A ghoulish collection of 999 ghosts opened their most private haunt of all—Disneyland's Haunted Mansion—to humans. Employees were given a creep preview August 7 and 8, between the bewitching hours of 7 p.m. and Midnight, before the attraction opened to the public. Official opening of Disneyland's 53rd major attraction was Tuesday, August 12.

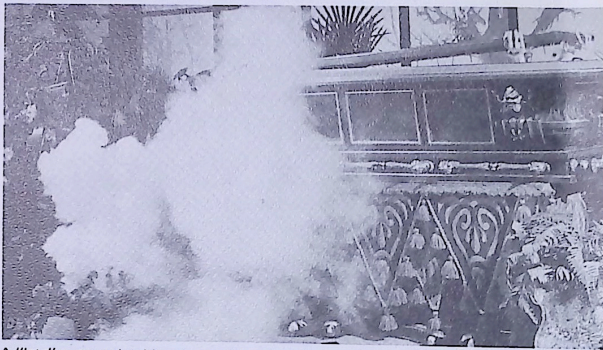
Standing six long years in a dark, mysterious corner of New Orleans Square, the Haunted Mansion is destined to be one of the "Magic Kingdom's" most popular (and yes, most spirited) attractions.

On the drawing board at WED for the past 15 years, the \$7 million Haunted Mansion received its final touches early last month. Construction began on the attraction last November.

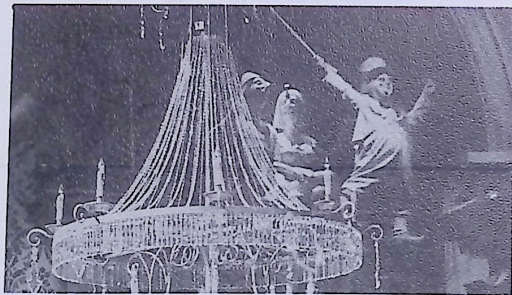
Under Frontierland Area Manager Jim Haight, the Haunted Mansion will be staffed by 43 employees. Foremen for the attraction include Ron Doyle (days), Keith Kamback (nights), and Al Daum (relief).



Seven of the 43 mortals who operate the Haunted Mansion pose on the front steps prior to the employee opening.



A "late" guest makes his entrance (above) as three ghostly couples dance in the Mansion's Grand Ballroom (below).



Notorious revelers swing from the chandeliers (above) as ghoulish sounds emit from the Mansion's centuries-old organ (below).





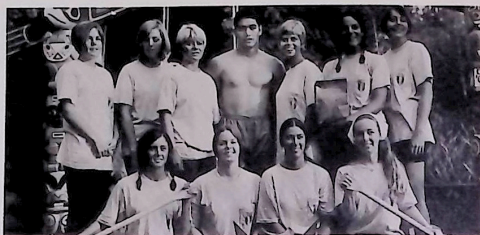
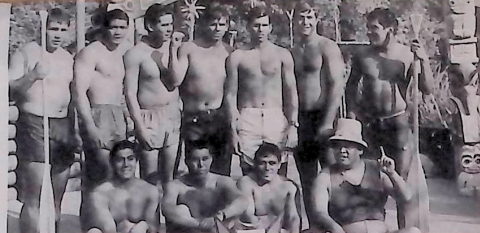
## Bill Hoelscher Transfers to Florida



Bill Hoelscher, a 14-year Disneyland veteran, transferred to Walt Disney World last month where he will head the new Preview Center operations. The Preview Center is under construction and is expected to open in December 1969. He reports to Bob Matheison, director of Operations at Disneyland.

A native of Missouri, Hoelscher began his career at the "Magic Kingdom" as a busboy in 1955. Since joining the Park, he has served as a ride operator and foreman. In 1965 he was elevated to supervisor of Adventureland/New Orleans Square and in 1966, he was named manager for the area.

Hoelscher is married and has two children.



WINNING SMILES grace the faces of first place mens and womens canoeing teams after finals held Friday, August 8. Taking top honors out of 83 teams entered were the Indian Village (top), top mens team, and the French Market (bottom), number one womens team. Finishing second were the Frontierland - River I (mens) and Off. Secs. (womens).

## Coca-Cola Kicks Off "Discover Disneyland" Promotion

Disneyland and Coca-Cola bottlers in California and Nevada have joined together in a major lessee promotion. This month, shoppers will find special "Discover Disneyland" displays in stores where Coca-Cola is sold. Rules and maps of Disneyland will be found in cartons of Coke.

By placing bottle cap liners with scenes of Disneyland onto the map, buyers have the opportunity to receive their choice of Disneyland merchandise.

In addition, a Disneyland family sweepstakes will have winners receiving a VIP tour of the Park via United Air Lines, with accommodations at the Disneyland Hotel.

This year's "Discover Disneyland" promotion is a test campaign for a national promotion which will begin next year.

## Walt Disney Commemorative Medal Made Public by Order of Congress

By authority of the 90th Congress of the United States, a medallion to commemorate the late Walt Disney is now available to the public through the California Institute of the Arts. The medallion is a bronze replica of the gold medal presented by President Nixon to Mrs. Walt Disney at a special White House ceremony on March 25, 1969.

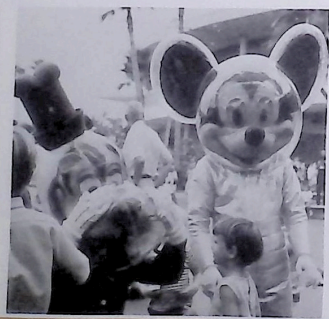
Donors of \$100 or more to the Institute will receive the bronze replica of the three-inch, eight-ounce medallion. Inquiries should be directed to the Disney Commemorative Medal Chairman, California Institute of the Arts, 2404 West Seventh Street, Los Angeles, California 90057.

## 100 Million Tune in Disneyland as Astronauts Walk on The Moon



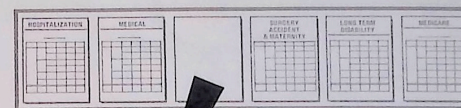
Disneyland played an important part in TV's coverage of the Apollo 11 moon landing. On seven different occasions over a two-day period, more than 100 million viewers of CBS-TV saw reporter Heywood Hale Broun check the astronauts' landing time by the hands of his Mickey Mouse watch and interview Park guests as well as Russian athletes who had just visited Disneyland's Flight to the Moon attraction.

More than 4,000 guests watched a 9 x 12 foot television screen on the Tomorrowland Stage in anticipation of Neil Armstrong's historic walk on the moon. Parkwide announcements of the lunar module landing, moon walk, and blast-off were greeted with spontaneous applause and cheers from Park guests.



## Pluto sniffs out another Benefit in Disneyland's "Hidden Treasure"

Acc detective Pluto has come up with another big "hidden treasure" find with the top-rated Life Insurance Plan for Disneylanders. Again, Pluto found his best treasure map to be a chart that not only located the cache, but also spelled out its high value as an important Disneyland employee benefit.



### LIFE INSURANCE PLAN

WHAT INSURANCE PLAN APPLIES	WHO IS COVERED	BASIC LIFE INSURANCE PLAN*	ADDITIONAL LIFE INSURANCE (Optional Coverage)	ACCIDENTAL DEATH & DISMEMBERMENT INSURANCE																																																
DISNEYLAND FULL PRUDENTIAL PLAN	ELIGIBLE EMPLOYEES (Hired prior to age 60)	<p>—Provides Life Insurance in an amount approximately equal to your annual salary, up to a maximum of \$50,000.</p> <p>If your salary changes enough to place you in another weekly earnings bracket, the amount of your Life Insurance and your weekly contribution will be changed automatically, provided you are actively at work on that day, otherwise on the date you return to your active full time work.</p> <table><thead><tr><th colspan="2">EXAMPLES OF AMOUNTS</th></tr><tr><th>WEEKLY EARNINGS</th><th>BASIC LIFE</th></tr></thead><tbody><tr><td>\$ 45 - 54</td><td>\$ 4,000</td></tr><tr><td>55 - 74</td><td>5,000</td></tr><tr><td>85 - 94</td><td>6,000</td></tr><tr><td>105 - 114</td><td>7,000</td></tr><tr><td>125 - 134</td><td>8,000</td></tr><tr><td>145 - 154</td><td>9,000</td></tr><tr><td>165 - 174</td><td>10,000</td></tr><tr><td>185 - 194</td><td>11,000</td></tr><tr><td>205 - 214</td><td>11,000</td></tr><tr><td>225 - 234</td><td>12,000</td></tr></tbody></table> <p>If you become disabled, and the disability occurred prior to age 60, your Basic Life Insurance amount will be continued in force at no cost to you, as long as you are totally disabled.</p>	EXAMPLES OF AMOUNTS		WEEKLY EARNINGS	BASIC LIFE	\$ 45 - 54	\$ 4,000	55 - 74	5,000	85 - 94	6,000	105 - 114	7,000	125 - 134	8,000	145 - 154	9,000	165 - 174	10,000	185 - 194	11,000	205 - 214	11,000	225 - 234	12,000	<p>—Provides you with the opportunity to purchase Additional Life Insurance in an amount related to your earnings, at low cost group rates.</p> <p>The combination of Basic and Additional Life Insurance will always provide an amount equal to at least twice your annual salary, up to a maximum of \$100,000 of coverage.</p> <table><thead><tr><th colspan="2">EXAMPLES OF AMOUNTS</th></tr><tr><th>WEEKLY EARNINGS</th><th>ADDITIONAL LIFE</th></tr></thead><tbody><tr><td>\$ 45 - 54</td><td>\$ 4,000</td></tr><tr><td>55 - 74</td><td>5,000</td></tr><tr><td>85 - 94</td><td>6,000</td></tr><tr><td>105 - 114</td><td>7,000</td></tr><tr><td>125 - 134</td><td>8,000</td></tr><tr><td>145 - 154</td><td>9,000</td></tr><tr><td>165 - 174</td><td>10,000</td></tr><tr><td>185 - 194</td><td>11,000</td></tr><tr><td>205 - 214</td><td>12,000</td></tr><tr><td>225 - 234</td><td>13,000</td></tr></tbody></table> <p>If you become disabled, and the disability occurred prior to age 60, your Additional Life Insurance (if you have enrolled) will be continued in force at no cost to you, as long as you are totally disabled.</p>	EXAMPLES OF AMOUNTS		WEEKLY EARNINGS	ADDITIONAL LIFE	\$ 45 - 54	\$ 4,000	55 - 74	5,000	85 - 94	6,000	105 - 114	7,000	125 - 134	8,000	145 - 154	9,000	165 - 174	10,000	185 - 194	11,000	205 - 214	12,000	225 - 234	13,000	<p>This insurance (equal to your Basic Life amount) will be paid for any of the following losses through accidental means on or off the job, in addition to any other benefits.</p> <p>Loss of Life ..... Full Amount of Insurance</p> <p>Full Amount of Insurance for Loss of:</p> <p>Both hands</p> <p>Both feet</p> <p>Sight of both eyes</p> <p>One hand and one foot</p> <p>One hand and sight of one eye, or</p> <p>One foot and sight of one eye</p> <p>One-half the Amount of Insurance for Loss of:</p> <p>One hand</p> <p>One foot, or</p> <p>Sight of one eye</p> <p>The total payment for any one accident may not be more than the full amount of insurance. The loss must take place within 90 days after the accident and not be caused by war, riot or certain other conditions explained in your certificate.</p> <p>Your Accidental Death and Dismemberment Insurance does not continue in force during a "total" disability.</p>
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NOTE: It is important to keep your beneficiary designation up-to-date. Be sure to notify your Group Insurance Office if you wish to change your beneficiary designation. The Group Insurance Office can also assist you if you wish to set up special designations such as trusts, multiple beneficiaries, etc. \*The Basic Life Insurance Plan is combined with the Medical Group Insurance Plan and one premium covers both. The benefits are described more fully in your individual group insurance certificates. The extent of your coverage is governed at all times by the complete terms of the Master Group Insurance Policy issued by The Prudential.



# WHAT'S HAPPENING

## THE WONDERFUL WORLD OF DISNEY

KNBC, Channel 4, Sundays, 7:30—8:30 PM

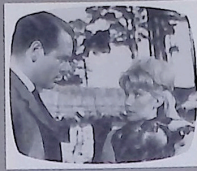
(This fall, the "Wonderful World of Color" is being re-titled "The Wonderful World of Disney".)



September 5  
**MY DOG, THE THIEF**  
Part I



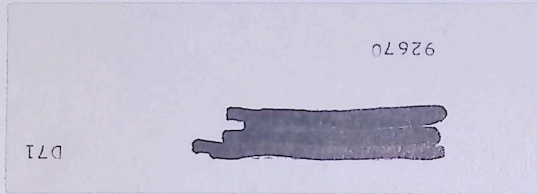
September 12  
**MY DOG, THE THIEF**  
Part II



September 19  
**THE THREE LIVES OF THOMASINA**  
Part I



September 26  
**THE THREE LIVES OF THOMASINA**  
Part II



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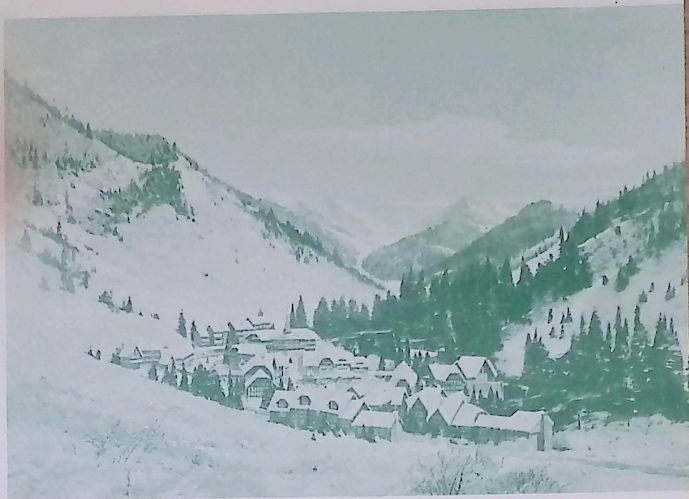
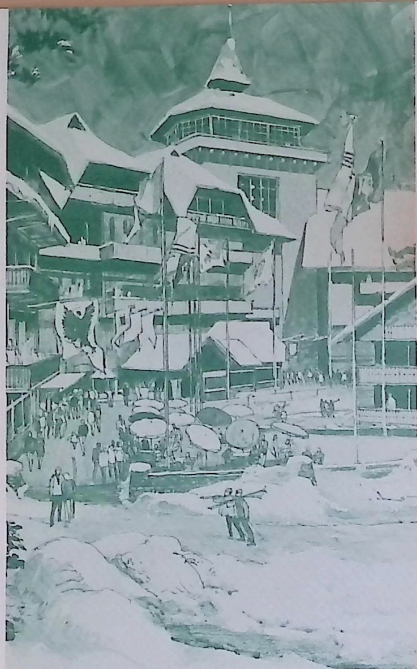


A GHOSTLY RECAP OF NEWS AND VIEWS

# DISNEYLAND INSIDE LAND







## Disneylanders Among First To See Mineral King Project Art

Artists' renderings depicting future scenes in Mineral King, to become a year-round recreational wonderland in accordance with the recently approved Disney Master Plan, were displayed for Disneylanders in mid-February.

Those visiting the exhibit were among the first in Southern California to see the WED-created artwork and to have first-hand questions about the project answered by Disney representatives.

Plans for the project were unveiled January 27 at a press conference hosted at the Studio by the United States Forest Service to announce its approval of the Disney Master Plan for the High Sierra site. Mineral King is located 55 miles east of Visalia in Tulare County.

Donn Tatum, president of the company, noted that the accepted outline "follows closely and fully supports the feasibility" of the initial proposal presented to the Forest Service by Walt in August, 1965.

Donn also termed the project an outstanding example of co-operation between private enterprise and government to meet an extraordinary public need.

Bob Hicks, Disney's Mineral King Project Manager, introduced elements of the plan by stating that the "complete elimination of the visitor automobile from the valley floor is the most significant, far-reaching aspect of our Master Plan."

He pointed out that this approach "permits the planning of a unique village, the inclusion of a picturesque valley transportation system to replace automobiles and, most importantly, the development of all-year recreational facilities compatible with Mineral King's natural beauty."

Located at the eastern terminus of the newly authorized State Route 276, the auto parking facility—a multi-purpose reception center—will conform to the natural contours of the terrain on a site outside the valley.

This multi-level center, which puts visitor vehicles under cover, has been described as a structural extension of the canyon which will form three of its sides. It will require only a five-acre site, selected so that the facility will be hidden from the view of valley visitors.

Buildings in the village will be situated in a pattern dictated by natural land contours. Streets will be designed as "park-walks" and tree-lined concourses, suited for skiers, pedestrians or horse-drawn sleighs.

In the village will be hotels, apartments, "family" or group rooms, restaurants, small specialty shops, a conference center and indoor/outdoor recreation units.

In the first year of operation, 465 guest lodging units accommodating 1,505 persons are planned. Five years later, in fulfillment of the corporation's commitment under the development proposal, 1,030 units will be available for a total of 3,310 guests. About 90 per cent of these units will be in the moderate to medium-price brackets.

According to Hicks, "an electrically-powered cog-assist rail system is now planned for year-round operation to carry guests between the sub-level automobile reception center and the main village, a mile and a quarter up the valley."

Mineral King Valley, approximately two miles long, is surrounded by bold and rugged peaks reaching as high as 12,405 feet in altitude.

"Eight major basins in these mountains offer snow conditions among the most dependable in North America, and provide ski terrain equivalent to six Squaw Valleys," said Hicks in describing the Disney winter recreation plan.

"Mineral King is one of the few areas in the United States which offers uninterrupted ski runs as long as four miles, with a vertical drop of over 3,700 feet," Hicks noted. "Its slopes will accommodate skiers of all levels of competence, from beginner to expert."

Initial development is planned so that in Year 1 (winter 1973), ten lifts will provide access to three bowls.

By Year 5 (1978), five bowls will be accessible to all skiers. A total of 22 lifts, a combination of chair lifts and gondolas, are planned by that fifth year of operation.

"Although skiing will dominate the winter recreation program at Mineral King, a variety of activities has been planned in response to the considerable demand for snow play," continued Bob Hicks.

Summer recreational facilities—fishing, picnicking, hiking, camping and equestrian center—will be planned and located so that they may be reached by transportation or walking from either the automobile reception center, the main village or the midway terminal of the gondola system.

In summarizing the facilities which will support the recreational Master Plan, Donn stated: "In the implementation of this Master Plan, the Disney organization will dedicate every effort to preserving and enhancing the aesthetic and natural beauty of this magnificent area."



## Disneyland Chooses The Best Of 400,000 Students As Park Employees

Smiling young hosts and hostesses with the ability to make people happy, have been among major Disneyland assets since the Park opened in 1955.

The well-scrubbed "Disney" look of the Park and its employees is first among guest comments.

"Where do you find so many attractive and personable people to work here?" is the most-asked question.

From the beginning, Disneyland sought friendly, intelligent and outgoing people to carry out the tradition of the "best in family" entertainment established by Walt Disney. A major share of these was found among the great pool of college students in Southern California—young people literally working their way through college at Disneyland.

An estimated 20,000 have added to their college funds during the past 13 years with Disneyland jobs.

"Working" at Disneyland is not only rewarding, but great fun for most of these student-workers who find themselves caught up in the happy spirit which they are helping to create.

At least 75 per cent of the Park's employees (totaling about 6,000 during the summertime peak) are Southern California college students.

In its early days, Disneyland employed students from all parts of the country, about a thousand of them during the first year. But, as the Park's demands changed, as more and more employees were required during off-season weekends, holidays and special periods, the hiring radius was reduced first to 100 miles, then to



within 50 miles of Disneyland to insure employee availability.

During that same period, the number of college students within the 50-mile radius showed a fantastic increase. From a total of 80,000 students in 42 colleges in 1955, the number has grown to more than 400,000 students in 80 colleges at present.

That's five times as many college students today as in 1955!

About one out of every hundred of them now works at Disneyland at least sometime during the year. Some are employed just for the summer. Others work Christmas and Easter vacation periods, and still more work weekends or evenings throughout the year.

Adhering to a policy of promoting from within the ranks, Disneyland obtains most of its permanent, full-time employees from among the part-time student workers. Many of the Park's Supervisors, Managers and Foremen began as summertime employees while in college.

In selecting only the "cream of the crop," Disneyland depends on college placement directors throughout the area for about 40 per cent of its new applicants.

Of the 25,000 applications for jobs each year, the Park conducts more than 8,000 interviews and actually employs only about 2,200 new workers each year.

Despite the great number of new applicants, Disneyland still conducts an active recruitment program for workers in technical areas, including accounting, secretarial and food services.

Each year, for instance, Jim Passilla, Director of the Employee Relations Division, and his aids travel to six of the nation's leading colleges which offer specialized courses in restaurant management seeking summertime trainee supervisors for the Park's many restaurants and other food facilities.

In order that the college placement officers in the local area can help in pre-screening for the kinds of employees the Park seeks, Passilla and directors of the University of Disneyland hold a workshop for placement directors each fall, giving a full orientation on opportunities and requirements for Disneyland jobs. Re-



quirements include a pleasant, outgoing personality, attractive appearance, a ready smile, and an enthusiastic desire to work in the "Magic Kingdom."

Because of Park attendance patterns, prospective employees must be available on call to work weekends, holidays and weekday nights throughout the year, and to work full-time during the summer season from May to October. Availability is a number-one requirement.

All employees must be at least 18 years of age and must fit the

Continued

## Major Management Promotions Announced

Nine important management promotions and the formation of a "Florida Operations Committee" were announced last month by Card Walker, Walt Disney Productions' Executive Vice President and Chief Operating Officer.

In announcing the advancements, he noted that the changes are "in line with our established policy of making promotions within our organization where possible."

Those who moved into new positions February 10:

+ Mike Bagnall assumed duties as Director of Business Affairs, headquartered at the Studio;

+ Carl Bongirno, formerly of WED, came to Disneyland as Director of Disneyland Finance Division and a member of the Park Operations Committee;

+ Truman Woodworth moved to MacGlashan Guns, Inc., a wholly-owned subsidiary of Buena Vista Distribution Co., Inc., as General Manager;

+ Bob Reilly was appointed Director of Disneyland General Services Division and a member of the Park Operations Committee;

+ Bob Matheison was transferred to Disneyland where he is now serving as Director of Disneyland Operations Division and is also a member of the Park Operations Committee;

+ Ron Dominguez has been appointed Assistant Director of Disneyland Operations Division;

+ Jim Passilla moved up to Director of the new Disneyland Employee Relations Division and has become a member of the Park Operations Committee;

+ Bob Allen returned to Disneyland in a new capacity as Staff Assistant to the Vice President-Disneyland Operations; and

+ John Curry, now serving as Director of the Hotel Division.

Card's announcement also noted that, with the rapid approach of the opening of Walt Disney World, the company has formed the Florida Operations Committee. It consists of:

Dick Nunis, Chmn.; Bob Allen, Vice Chmn.; Jim Armstrong; Mike Bagnall; Carl Bongirno; Ted Crowell; John Curry; Bob Jani; Jack Lindquist; Bob Matheison; Jack Olsen; Jim Passilla; Bob Reilly; and Jack Sayers.

In a separate announcement, Card also noted that Vince Jefferds has assumed his new position as Vice President-Sales Promotion for Walt Disney Productions.

## "+" Replaces "X" On Pluto's Treasure Map

Location of another hidden treasure on Pluto's map is appropriately marked with a "+" rather than the usual "X". Reason: This treasure is Disneyland's hospital benefits.


A substantial amount—in fact, about 50 per cent—of the \$287,000 paid to Disneylanders last year in medical and long-term disability claims went into hospital bills.

Many of the 1,350 Disneylanders, who are protected by group insurance, called on their coverage during the past 12 months to

pay hospital costs, that would have resulted in severe, even paralyzing, financial damage to them individually without such aid. They can find it easy to believe statistics pointing to the extraordinary costs of a hospital stay. (Average daily costs per patient in Southern California: from \$80 to \$150.)

For purposes of quick reference, Pluto favors the chart approach to summarize the hospital benefits covered in Disneyland's group insurance program. We have borrowed his chart, presented below, to help inform you of those benefits.

## PLUTO'S BENEFIT BULLETIN BOARD OF YOUR DISNEYLAND GROUP INSURANCE COVERAGE



WHAT INSURANCE PLAN APPLIES	WHO IS COVERED (Those under 65 years old)	WHAT HOSPITAL CHARGES ARE COVERED, (Excludes Maternity) (See notes)*	WHAT IS PAID FIRST AND HOW MUCH (First dollar benefit) (No deductible) (See notes)*	HOW MUCH IS PAID UNDER MAJOR MEDICAL (See notes)*	HOW LONG DOES BENEFIT COVERAGE LAST
<b>DISNEYLAND FULL PRUDENTIAL PLAN</b>	<b>EMPLOYEE</b>	<b>HOSPITAL IN-PATIENT</b> Room & Board Misc. Charges including: Laboratory X-Ray Operating Room Supplies Medications Therapy <b>HOSPITAL OUT-PATIENT</b> Emergency care (within 48 hours) Surgical Procedures <b>ANESTHESIA</b> Administration Supplies <b>AMBULANCE</b>	100% of the first \$1000 of charges, up to and including the semi-private room rate. Intensive Care, Private Room charges will be considered if medically necessary. Full Benefits will be available for each confinement due to a different cause. Related confinements shall be considered one period of confinement. Benefits will be reduced by entitlement to state disability insurance (UCD) for all California Employees, including employed dependents. (UCD hospital benefits are \$12 per day for a maximum of 20 days. \$240 maximum per disability period.)	Reasonable and necessary charges (up to semi-private room rate) in excess of the first \$1,000, will be paid at 80%.  THERE IS NO DEDUCTIBLE  Up to \$20,000 lifetime maximum per individual is available for all medical expenses combined.	As long as you remain an eligible employee, coverage will continue until all maximum benefits have been paid. Even if you use all of your \$20,000 because of one or more costly illnesses or injuries, up to \$1,000 of Major Medical benefit is restored each year so you are not without protection.
<b>DISNEYLAND HEALTH AND WELFARE PLAN</b>	<b>EMPLOYEE AND DEPENDENT (Those under 65 years old)</b>	<b>HOSPITAL IN-PATIENT</b> <b>HOSPITAL OUT-PATIENT</b> Emergency & Surgery <b>ANESTHESIA</b> <b>AMBULANCE</b>	Any first dollar benefits are paid through the employee's Union insurance coverage.	After Union Health and Welfare plan benefits are paid, the balance of charges qualify for Disneyland Major Medical paid at 80% after a \$100 deductible per individual per calendar year.	SAME AS ABOVE

\*NOTES: All benefits will be coordinated with other group insurance plans where applicable.

In the event of an accident, there is a supplemental payment of up to \$300 towards all eligible expense incurred within 90 days after the accident.

The term "Hospital" does not include a convalescent facility, rest facility, nursing facility or any facility for the aged or for the care of drug addicts or alcoholics. Any charges for telephone, television, record fees or personal items are also excluded.

Private duty nursing is payable under Major Medical subject to the \$100 calendar year deductible and is paid at 80%.

THE BENEFITS ARE DESCRIBED MORE FULLY IN YOUR INDIVIDUAL GROUP INSURANCE CERTIFICATES. THE EXTENT OF YOUR COVERAGE IS GOVERNED AT ALL TIMES BY THE COMPLETE TERMS OF THE MASTER GROUP INSURANCE POLICY ISSUED BY THE PRUDENTIAL.

## "...Employees" Cont.

Park's costume size requirements. Girls must be between 5 feet 2 inches and 5 feet 10 inches tall and wear from size 8 to 14. Men must wear size 36 to 44 with a 28 to 40 inch waist and 28 to 35 inch trouser length. And each applicant must have his own means of transportation.

There are relatively few year-round full-time jobs available since most of these are filled from among the part-time workers.

Each new employee enters the University of Disneyland for a thorough orientation on the Park and the "Disney way" and undergoes intensive on-the-job training in order to develop his natural abilities to further the happiness, comfort and safety of each guest. The University continues training to develop manage-

ment capabilities throughout the employee's service.

Although hiring is now on a year-round basis, the largest number of new employees is added in November for the Christmas Season and from February to April for the summer. Late spring weekends are used to train new employees in small groups so that when the summer rush arrives, each worker has learned the "Disney way" thoroughly.

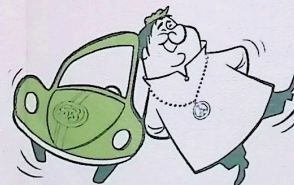
Among colleges supplying the largest number of employees for Disneyland are Chapman, Cal State Fullerton, Orange Coast and Fullerton Junior Colleges, USC, UCLA, UCI, and Cal State Long Beach, but nearly all of the other 72 colleges are represented among young Disneylanders.

## "Love Bug" Day At Disneyland

One of Disneyland's most unusual events of all time -- "Love Bug" Day -- will be staged on Sunday, March 23. More than 1,000 Volkswagen owners will decorate their cars in a competition to select the "most lovable bug." Way-out paint jobs and fancy decorations will be the order of the day, and the winner of the contest will receive a new Volkswagen "bug."

About 100 of the "most lovable" cars will parade down Main Street accompanied by Disney Characters and guest marching bands.

The event is being presented in connection with the forthcoming Walt Disney film, "The Love Bug," which is all about the antics of Herbie, aristocrat of the mini-car set whose pistons throb with human emotion. The premiere of "The Love Bug" is set for Wednesday, March 26, at Grauman's Chinese Theater in Hollywood.

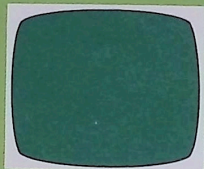




# WHAT'S HAPPENING

## WALT DISNEY'S WONDERFUL WORLD OF COLOR

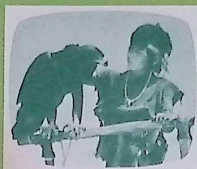
KNBC, Channel 4, Sundays 7:30 to 8:30 p.m.



March 9  
Pre-emption



March 16 and 23  
**RIDE A  
NORTHBOUND HORSE**



March 30  
**THE LEGEND OF THE  
BOY AND THE EAGLE**

### 10 YEARS OF SERVICE

Congratulations go to four more employees who have each contributed a decade in helping Disneyland grow to become the number one entertainment center in the world. They are: Irene Fleetwood, Administration; Anthony Kanauff, Maintenance; Charles Nichols, Marketing; and Lee Taylor, Operations.

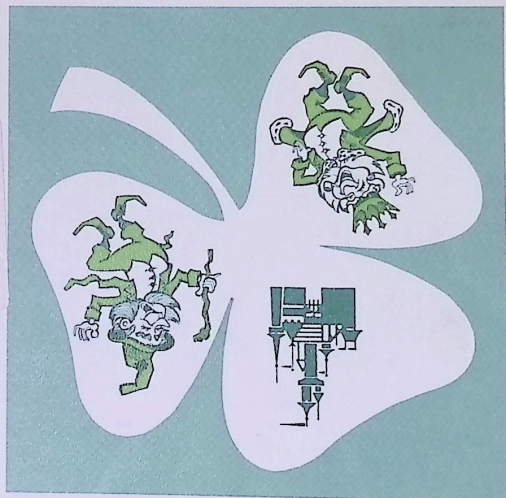
### SPECIAL EVENTS AND PARTIES

Mar. 7.....Shriners, 8 PM - 1 AM  
Mar. 8.....Youth Day - So. Calif. Boy Scouts  
Missile Space Rec. Assoc., 8 PM - 1 AM  
Mar. 9.....Youth Day - So. Calif. Boy Scouts  
Mar. 14.....Mormons, 8 PM - 1 AM  
Mar. 15.....Youth Day - Boys Clubs  
Rohr Corp., 8 PM - 1 AM  
Mar. 16.....Youth Day - Boys Clubs  
N.U.R.A., 4 PM - 12 Midnight  
Mar. 17.....St. Patrick's Day - Parade, 3 PM  
Catholic Schools Day  
Mar. 21...San Bernardino Co. Empls. 8 PM-1AM  
Mar. 22.....Youth Day - So. Calif. Girl Scouts  
Burbank Exchange Club, 8 PM - 1 AM  
Mar. 23.....Youth Day - So. Calif. Girl Scouts  
"Love Bug" Day at Disneyland, Parade at 2 PM  
Mar. 27.....Calif. Trucking Assoc., 8 PM - 1 AM  
Mar. 28.....L.A. Co. Empls. Assoc., 8 PM - 1 AM  
Mar. 29 - April 6.....EASTER HOLIDAYS  
Mar. 29.....Spring Fling, 8:30 PM - 1:30 AM  
Mar. 30.....Country Music Jubilee  
Shows at 5, 7 & 9 PM  
Mar. 31 - April 4.....On Stage U.S.A.  
Shows at 9 & 11 PM  
April 6.....Easter Parade, 3 PM

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## NEWS AND VIEWS

# DISNEYLAND INSIDE