Disneyland: Where You Leave Today....and Visit the World of Yesterday and Tomorrow

WED Enterprises

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DISNEYLAND

Where you leave TODAY....
and visit the World of YESTERDAY
and TOMORROW.

Prepared for
DISNEYLAND, INC.
by
WED Enterprises
INSIDE DISNEYLAND

Like Alice stepping Through the Looking Glass, to step through the portals of DISNEYLAND will be like entering another world. Within a few steps the visitor will find himself in a small mid-Western town at the turn of the century.

THE RAILROAD STATION, situated at the main entrance to DISNEYLAND, is recommended as a starting point for the visitor. Here, you may board a 1/3 scale train pulled by a 12 ton steam engine, six feet high.

THE RAILROAD TRAIN, with its beautifully appointed coaches, takes you on a skyline tour around DISNEYLAND, where you will see from your window MAIN STREET, TRUE LIFE ADVENTURELAND, The WORLD OF TOMORROW, LILLIPUTIAN LAND, FANTASY LAND, RECREATION PARK, FRONTIER COUNTRY, TREASURE ISLAND, the home of the MICKEY MOUSE CLUB, and HOLIDAYLAND and back to CIVIC CENTER.

At the start of Main Street is CIVIC CENTER, with its Town Hall, Fire Station, Police Station and the old Opera House, which houses the broadcasting theatre for the WALT DISNEY TELEVISION SHOW. From Civic Center you can take a horse-drawn street car up Main Street or hire a surrey and driver.

MAIN STREET

MAIN STREET has the nostalgic quality that makes it everybody's home-town. It is Main Street, U.S.A. Three blocks long, it is the main shopping district of DISNEYLAND. It has a bank and a newspaper office, and the little ice cream parlor with the marble-topped tables and wire-backed chairs. There is a penny arcade and a Nickelodeon where you can see old time movies.

On the corner is the great DISNEYLAND EMPORIUM where you can buy almost anything and everything unusual. Clothes, cowboy boots, toys, records, books, ceramics, old fashioned candies, jaw-breakers and licorice whips. Toys from all over the world. Gifts for the person who has 'everything'. Or you can get the big mail-order catalogue and purchase by mail.

The MAIL-ORDER CATALOGUE will picture everything for sale in the Emporium or at any place in DISNEYLAND. If you want a real pony and cart or a miniature donkey thirty inches high you'll find it in the catalogue. Or if you want the latest Disney book or toy you can order by mail and the gift will arrive wrapped in a special Disneyland paper, bearing the postmark DISNEYLAND, CALIFORNIA - direct from the Disneyland U.S. Post Office.
You'll find quaint little restaurants on Main Street with family style cooking, and a bakery shop where Johnny can watch the baker write his name in icing on his birthday cake. Down one of the side streets is The Little Church Around the Corner. Nearby you will see the Mayor's House... a boarding house for guests and a Little Old Red School House... Continuing along Main Street past the intriguing shops, you arrive at the Hub.

THE HUB

THE HUB is the cross roads of the world of DISNEYLAND. Straight ahead lies FANTASY LAND, to your left is FRONTIER COUNTRY, The World of Yesterday - and to your right is The WORLD OF TOMORROW. But between these central spokes of the wheel are other exciting avenues of adventure.

TRUE-LIFE ADVENTURELAND

TRUE-LIFE ADVENTURELAND is entered through a beautiful botanical garden of tropical flora and fauna. Here you can see magnificently plumed birds and fantastic fish from all over the world, and which may be purchased and shipped anywhere in the U.S. if you so desire.

If you wish refreshments that are in keeping with your surroundings, there are fresh pineapple sticks, crisp cocoanut meats and exotic fruit punches made from fresh tropical fruits.

A river borders the edge of TRUE-LIFE ADVENTURELAND, where you embark in a colorful Explorer's Boat with a native guide for a cruise down the River of Romance. As you glide through the Everglades, past birds and animals living in their natural habitat...alligators lurk along the banks, and otters and turtles play in the water about you. Monkeys chatter in the orchid-flowered trees.

THE WORLD OF TOMORROW

This is the home of the exciting WORLD OF TOMORROW TELEVISION SHOW.

A MOVING SIDEWALK carries you effortlessly into the World of Tomorrow where the fascinating exhibits of the miracles of science and industry are displayed. The theme for the World of Tomorrow is the factual and scientific exposition of Things to Come.
Participating in this are the Industries such as: Transportation, Rubber, Steel, Chemical, Electrical, Oil, Mining, Agriculture and Foods.

Among the exhibits, that will change from time to time, are The Mechanical Brain... A Diving Bell... Monorail Train... The Little Parkway system where children drive scale model motor cars over a modern freeway... Models of an atomic submarine, a Flying Saucer... The Magic House of Tomorrow, with mechanical features that obey the command of your voice like a Genie. You say 'Please' and the door opens, a polite 'Thank you' will close it.

There are shops for the scientific toys, chemical sets and model kits. Here the imaginative boy will find a space helmet to suit his needs for inter-planetary travel.

And if you are hungry, conveyor-belts will carry your food through the electronic cooking device of Tomorrow where you will see it cooked instantly to your liking.

When you enter the gigantic ROCKET SPACE SHIP to the Moon, and are safety-belted to your seat, the trip through 'space' will be scientifically correct. The roaring ride through the universe will depict the exploding stars, constellations, planets and comets exactly as charted, and be no less thrilling for being authentic.

LILLIPUTIAN LAND

A Land of Little Things.... A miniature Americana village inhabited by mechanical people nine inches high who sing and dence and talk to you as you peek through the windows of their tiny shops and homes.

In LILLIPUTIAN LAND there is an Erie Canal barge that takes you through the famous canals of the world, where you visit the scenic wonders of the world in miniature.

Here, a little diamond-stack locomotive engine 17 inches high steams into the tiny railroad station. You sit on top of the Pullman coaches like Gulliver, and the little 9 inch engineer pulls back the throttle taking you on the biggest little-ride in the land.

And for the little people who have little appetites - you can get miniature ice-cream cones, or the world's smallest hot-dog on a tiny bun in LILLIPUTIAN LAND.
FANTASY LAND

FANTASY LAND is a wonderful land of fairy tales come true within the walls and grounds of a pretentious medieval castle whose towers loom seventy feet in the air. In the middle of the Castle grounds stands a magnificent carousel in the theme of King Arthur and his Knights.

In this land of fantasy we find the settings from the fairy tales.

RIDE-THROUGH SNOW WHITE'S adventures in the Seven Dwarfs mining car... through the diamond mines - the enchanted forest - past the cottage of the Seven Dwarfs reliving Snow White's adventures.

WALK-THROUGH the wonderful experiences of ALICE IN WONDERLAND, as the White Rabbit takes you down the rabbit-hole, through the maze of doors, the Rabbit's house, past The Singing Flowers, Dodo Rock, the Mad Hatter's Tea Party, climaxing in the courtroom of the Queen of Hearts.

FLY-THROUGH the air with PETER PAN, over London... past Pig Ben clock... beyond the second star to the right for Never-Never Land. Fly over Captain Hook's ship... the Indian encampment... the Crocodile... Mermaid Lagoon... Through Skull Rock...

PINOCCHIO SQUARE... with Geppetto's clock shop... Stromboli's Puppet Show, a miniature traveling carnival....

RECREATION LAND

A Leisure Land - a shady park set aside for reservations by clubs, schools or other groups for picnics and special outings. A catering service supplies special foods or lunch-in-a-basket.

There is a little old-fashioned bandstand and a pavilion for dancing and entertainment and an area for games.

FRONTIER COUNTRY

...Where the STAGECOACH meets the TRAIN and the RIVERBOAT for its trip down the river to New Orleans.

Along FRONTIER STREET is a Harness Shop and a Blacksmith Shop, Livery Stable, Assayer's office, Sheriff's Office and the jail. You can get
real western food at the Chuck Wagon, and cowboy clothes, six-shooters or a silver-mounted saddle for your horse or pony at the General Store.

There is a shooting gallery, the Wells Fargo Express office and an old fashioned saloon with the longest little bar in the world serving root-beer Western style.

Rice shotgun on the STAGE COACHES... past GRANNY'S FARM, a practical working farm operated with real live miniature horses, cows, oxen and donkeys... through the pine forest, fording streams into Indian country and through the Painted Desert.

Carry the mail on the PONY EXPRESS RIDE around the little track... and take a MULE PACK RIDE with an old prospector for a guide through the colorful mother-lode country of the pioneer days.

At the end of Frontier Street is the boatlanding for the RIVERBOAT RIDE. The old stern-wheeler takes you downstream on a nostalgic cruise past the romantic river towns, Tom Sawyer's birthplace, and the old Southern plantations.

MICKEY MOUSE CLUB

Mickey Mouse, the best known personality in the world has his MICKEY MOUSE CLUB headquarters in DISNEYLAND. Located on Treasure Island, in the middle of the river, a fantastic hollow tree and treehouse serves as the Club meeting place. The hollow tree is several stories high, with interesting rooms and lookout spots for club members. There is a Pirate cove and buried treasure on the Island... and direct from this location the Club presents THE MICKEY MOUSE CLUB TELEVISION SHOW.

HOLIDAY LAND

HOLIDAYLAND is a showplace of SPECIAL ATTRACTIONS that change with the seasons. Its theme is as current as the calendar. Its decorations, entertainment or exhibits follow the flowers in SPRING with the Flower Festival... the Mardi Gras and special Easter activities. Mother's Day... St. Valentine's Day... Poy Scout week...

SUMMER brings the Fourth of July... and Circus Time... with a Circus Parade down Main Street... and under the big top, a one-ring circus with special acts from all over the world.
FALL usiers in the Harvest Festival... Hallowe'en... Girl Scout week... Thanksgiving...

And WINTER with its ice skating rink, sleigh rides and Bob-Sled Hill with real snow... and Christmas Tree Lane that leads to Santa's home at the North Pole.

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DISNEYLAND will be the essence of America as we know it... the nostalgia of the past, with exciting glimpses into the future.

It will give meaning to the pleasure of the children --- and pleasure to the experience of adults....

It will focus a new interest upon Southern California through the mediums of television and other exploitation...

It will be a place for California to be at home, to bring its guests, to demonstrate its faith in the future...

And, mostly, as stated at the beginning - it will be a place for people to find happiness and knowledge.
Rides and Amusements

Main Street

Santa Fe & Disneyland passenger train, the E. P. Ripley, a capstack locomotive carrying 300 passengers in six cars.

Disneyland Fire Department -- horse-drawn hose and chemical equipment.

Disneyland Street Railway -- four horse-drawn cars.

Horse-drawn station wagons (four).

Disneyland Penny Arcade

Arcade Machines

Shooting Gallery

Main Street Cinema

Six performances of old silent movies with piano accompaniment, running continuously and simultaneously.

Tomorrowland

Autopia Freeway -- 32 cars plus four police cars, one Disneyland Autopia Special and three extra cars.

Speed Boat Rides - 14 boats.

TWA's Rocket Ride to the Moon (Luna and Diana accommodating 104 passengers each).

20,000 Leagues Under the Sea - Exhibit.

Space Station X-1

Fantasyland

King Arthur Carrousel - 72 horses.

Peter Pan ride - seven galleons.

-more-
RIDES AND AMUSEMENTS

FANTASYLAND

Snow White ride - 8 cars.
Mr. Toad's Wild Ride - 8 cars.
Dumbo, aerial ride - 10 Dumbos (flying elephants).
Casey Jr. Train Ride - 2 trains.
Mickey Mouse Theatre - 400 seats.
Canal Boats of the World - 8 boats.
Mad Tea Party - 8 cups.

FRONTIERLAND

Davy Crockett museum-theatre.
"Mark Twain" - river boat carrying 300 passengers.
Santa Fe & Disneyland Railroad - freight. A 5/8 scale diamond stack locomotive pulling six freight cars and 300 passengers.
Pack Mules - two packs - one lead horse and nine mules in each pack.
Disneyland Stage Lines - 3 stages - four horse hitch.
Golden Horseshoe - floor show.
Conestoga Wagons, Surreys, Buggies, Buckboards

ADVENTURELAND

Explorer's Boat Ride - 7 boats.
The Purpose of this book is to ESTABLISH APPROVED TERMINOLOGY, FACTS, AND INFORMATION ABOUT DISNEYLAND, and is primarily designed for TRAINING PURPOSES.

At the opening of the Park, Walt Disney pointed out that Disneyland would never be completed, and the record certainly shows that it is a continually growing adventure, as is this booklet.
WALT DISNEY
ORGANIZATION
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Walt Disney productions has been a multi-headed business since its inception in 1938 when several Disney enterprises, including comic strips, merchandising licensing and movie cartoon production, were consolidated.

Today, it is a myriad of integrated world-wide ventures, of which Disneyland is a small part. The chart and the following excerpts from an article in the January 1, 1958 issue of "The Wall Street Journal" will illustrate this point.

"The Disneys and their 1,500 employees are more than movie monguls, of course. They're television entertainers and educators, comic strip creators, master merchandisers and operators of Disneyland, a unique amusement park that vies with U. S. national parks in popularity. And somewhere along the line they've even gotten into such unlikely activities as orange growing and perfume making."

The article states further, "Integration is the key word around here; we don't do anything in one line without giving a thought to its likely profitability in our other lines, says Roy Disney.

To see what Roy means, consider "Sleeping Beauty", a cartoon epic currently in the WDP works. This 70-or-so-minute film already three years in the making, won't hit theatre screens until Christmas of 1958. But the fairy tale is already paying off for Disney.

For example, at Disneyland, basic artwork from the film has been transformed into colorfully-animated dioramas complete with trick photography to make them come "alive". Children and adults line up for the 10-minute walk through the "Sleeping Beauty" attraction.

Another Disney department, merchandising licensing, also has gone to work on Sleeping Beauty, lining up toy makers, garment producers and others interested in making articles based on Sleeping Beauty characters. Disney actually doesn't make any of this merchandise; but it will collect 5% in royalties from the wholesale price of each item, with a usual guaranteed minimum of $5,000 per year per product, or line, payable in advance."

To further illustrate our point, the article tells about Sleeping Beauty's build-up treatment on the publishing front with various versions pouring into the nation's bookstores, using Disney characters and artwork, and the plans for special adaptations of the story for TV viewing followed by WDP's phonograph record division spewing forth platters based on music from the film, and about six weeks before the movie is released, the Studio's comic strip artists will launch the Sleeping Beauty story in Disney's own syndicated newspaper cartoon strip, the widely circulated Treasury of Classic Tales.
The article continues, "But Sleeping Beauty won't fade away after the movie's showing. The cycle will run through again in much the same fashion in country after country until nearly every moppet in the free world has had the chance of seeing the movie and buying a doll, reading a book, following a comic strip and hearing a tune based on Sleeping Beauty.

Even then there will still be life - and profits - left in Sleeping Beauty. Seven years after her screen debut, Sleeping Beauty, in the form of a re-issued film, again will make the rounds of the world's Theaters.

Master negatives of Sleeping Beauty will be kept along with all other Disney films in a specially built, two story concrete "vault" at the Disney Studios. In this valuable vault inventory are some 17 cartoon features; 11 full-length live-action features; 4 full-length "true-life" pictures; and nearly 500 short subjects, mostly cartoons and travel pictures from Disney's People and Places series.

In addition to its theatrical features, Disney's yearly film output also includes about five cartoons and five shorts for its People and Places series. Then there's the output for television, which currently calls for 26 hour-long shows yearly for the weekly Disneyland program, 130 half-hour sequences for the daily Mickey Mouse Club program and 39 half-hour shows for the weekly Zorro adventure episodes. Disney produces and owns these programs. The shows are sold to ABC television network which in turn sells them to sponsors.

Walt Disney productions' 16mm rental division helped launch Disneyland park in 1955 and also, within the last decade, Disney has organized its own music division to publish sheet music and records, its own teen-age magazine to promote Disney activities and a parts-making department to supply and maintain Disneyland Park.

The use of one Disney product to exploit others reaches a high degree of efficiency in television. Seldom nowadays is a Disney theatrical product released without a substantial buildup on the Disneyland TV program. Television also has given a big boost to Disney's merchandise-licensing activities.

While nowhere near the income-developer of its TV sibling, WDP's music division also demonstrates the "team spirit" of Disney enterprises. Most of its tunes come straight from Disney films. In taking on non-Disney products, WDP's music subsidiary is pursuing the same strategy as another Disney offshoot, the Buena Vista Film Distributing Co., set up in 1954 to take over distribution of Disney movies in the U. S. from RKO Radio Pictures, Inc. Buena Vista will distribute several films made by independent producers, and music rights to most of these films will be reserved for the Disney music enterprises.
Disney activities are as globe-girdling as those of almost any U.S. industrial company. Its cartoon characters, for instance, are licensed in 31 nations. Disney also uses the built-in exploitation features of its products to boost profits of its foreign operations.

Disney characters have been put to work in educational films for a wide variety of companies and organizations, and even the government, in safety films and advertising, from auto painting to matresses."

Our own Disneyland park brings in profits from fun-seekers who spend money on rides and admissions, food, drink and merchandise. Disneyland has even led WDP into growing oranges on property not yet used by the ever-expanding park and into brewing a perfume to be sold at the Art Corners.

"Disneyland collects advertising fees from about 65 companies who use the park to publicize their wares, and collects rent from those who lease space in the Park to sell their wares."
DISNEYLAND, INC.

Disneyland is part of the Disney organization. Our headquarters are in Burbank, California; locally, Disneyland is operated by a committee called the Park Operations Committee which is made up of the Disneyland Division Directors. (See chart on next page.)

ABOUT DISNEYLAND PERSONNEL

1. From 1,500 to 3,500 Disneylanders working on 73 different payrolls, representing 106 crafts, trades and professions are employed in the Park.

   Summer (Peak Season) Approximately 3,500 including lessee personnel.

   Winter (Off Season) Approximately 1,500 including lessee personnel.

2. It takes a crew of over 300 men - carpenters, craftsmen, artists and artisans, painters, electricians, janitors and gardeners, to keep Disneyland spotless and in perfect operating order at all times.

3. 48 Security Officers and 6 Firemen are employed on a full-time basis at Disneyland with others on call to protect the Park, its employees and its guests.

ABOUT STUDIO PERSONNEL

In addition to the Disneyland, Inc. employees, you will probably run into many members of the Disney Team from the Walt Disney Studios. You will meet artists, designers, and other specialists who will be here on particular assignments.

Members of WED Enterprises, Inc. and Walt Disney Productions have done all of the creative and design work in Disneyland.

ABOUT LESSEES

The Disney Team is much larger than just the Disney organizations. In addition, we have over sixty-eight other firms playing a vital part in our team effort to bring happiness to our guests.

Some are small, specialized individual operators; some are huge companies such as Swift & Co. - the Bank of America - United Paramount Theaters (which you hear as UPT) - Carnation - Richfield - General Dynamics - Crane - and many others.
DISNEYLAND INC
DIVISION RESPONSIBILITIES

FINANCE

GENERAL ACCOUNTING
PAYROLL & TIMEKEEPING
ADMISSIONS
CASH CONTROL

OPERATIONS

OPERATORS (Rides & Amusements)
LIVESTOCK
PARKING LOT
TICKET SELLERS

GENERAL ACCOUNTING
PAYROLL & TIMEKEEPING
ADMISSIONS
CASH CONTROL

PUBLIC RELATIONS

ADVERTISING
PUBLICITY
GROUP SERVICES
YOUTH ACTIVITIES
MAGIC KINGDOM CLUB

PERSONNEL
LABOR RELATIONS
INSURANCE
COMMUNICATIONS
PURCHASING
TRAFFIC
SAFETY (Medical & Fire Dept.)
SECURITY
WARDROBE

GUEST RELATIONS
TALENT
SPECIAL EVENTS
SOUND
TOUR GUIDES
ANALYSIS & PUBLIC OPINION
TRAINING
EMPLOYEE PUBLICATIONS

ENGINEERING
NEW CONSTRUCTION
MAINTENANCE
JANITORIAL

LESSEE RELATIONS

CONSTRUCTION
MAINTENANCE

LESSEE RELATIONS

CONSTRUCTION
MAINTENANCE

LESSEE RELATIONS

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LESSEE RELATIONS

CONSTRUCTION
MAINTENANCE
WALT DISNEY BIOGRAPHY

A creative genius who has the capacity to make his dreams come true, Walt Disney has made his biggest one a reality. He envisioned a Magic Kingdom of entertainment for people of all ages that would become a source of joy and inspiration to everyone who came to see it.

The result is Disneyland, a $30,000,000 wonderland in Anaheim, California, dedicated to happiness and knowledge—a land where fantasy and imagination are companions with history, and a concrete visualization of the future is not out of place. This wide range of imaginative reality is in keeping with the Disney scope of activities and is typical of the man himself.

When he came to Hollywood in 1923, Walt Disney's assets consisted of $40,000 in cash and a boundless imagination. He and his brother, Roy, a partner in all Walt's ventures, including Disneyland, managed to borrow enough money from an uncle to set up a cartoon studio back of a real estate office. Later—much later—he was dealing in millions to set up Disneyland, his grandest venture in public entertainment.

The creator of Mickey Mouse and founder of Disneyland was born in Chicago, Dec. 5, 1901. His father was Elias Disney, Irish-Canadian, and his mother, Flora Call Disney, was of German-American descent. He has three brothers and a sister. He went to public school in Chicago and Kansas City and attended art school in Chicago. He is married to the former Lillian Bounds of Idaho. They have two daughters—Diane Marie and Sharon Mae. Diane Marie is married to former S.C. football star, Ron Miller. The Millers are parents of a young son, Christopher Disney Miller, and two daughters, Joanna Sharon Miller, and Tamara Diane Miller. Sharon was married this year (1959) to Robert B. Brown, an interior designer.

Both Walt and his wife enjoy moving pictures and in his Holmby Hills home he has complete projection equipment and runs pictures three and four nights a week.

Walt is also one of the nation's most ardent railroading fans. His interest in this diversion ranges from miniature equipment to scale model operation on track laid around his Holmby Hills estate. Railroading elements often are incorporated in his pictures, and three 5/8 scale locomotives, pulling six cars each, are in daily operation at Disneyland as the Santa Fe & Disneyland Railroad. The third train, an excursion special, has been added to take visitors through Disneyland's 306-feet long diorama of the Grand Canyon.

In business, Walter Elias Disney has been a life-long partner with his elder brother, Roy, President of Walt Disney Productions.
WALT DISNEY BIOGRAPHY (Cond't)

When the Disney brothers first set up shop, Walt's proficiency as an artist and self-taught animator was the basis of the undertaking - the founding of an institution which today is housed in a multi-million dollar studio in Burbank, California.

Plans for Walt's 160 acre "Magic Kingdom" in Anaheim, California, first appeared on paper as far back as 1932.

The opening of this wonderland on July 18, 1955, marked the pinnacle of a life-long dream for its creator. He has described it as "a fabulous playground --- something of a fair, a city from the Arabian Nights, a metropolis of the future, a show place of magic and loving facts, but above all, a place for people to find happiness and knowledge."
PLANNING

In Early planning stages of Disneyland, it was necessary to make a complete study in order that decisions on location could be made.

1. It was decided that it should be near Los Angeles, but just where or how near was decided after extensive study and research.

2. Some of the many things taken into consideration were:
   a. Population trends, freeway patterns, environmental characteristics (such as, summer and Winter temperatures, smog, etc.), zoning, and tax rates.
   b. Land was disqualified in which there was: Intensive improvement and build-up, producing oil wells, and oil leases, poor topographic features, municipal parks, golf courses, airports and land under government control.
   c. Available blocks of land had to meet severe criteria: of size, desirability of neighborhood, price, utilities availability, topography and accessibility.

3. Finally, Disneyland management purchased the tract that ranked first, 160 acres near Anaheim, adjoining the Santa Ana Freeway, about twenty minutes driving time from metropolitan Los Angeles.

NOTE: Additional purchases of land have been made since 1954, and some adjacent land is leased by Disneyland, Inc.

DESIGN AND MOTIF

Disneyland was designed by WED Enterprises, Inc. under the personal supervision of Walt Disney.

Disneyland is so designed that an actual walking distance of one-and-one-quarter (1 1/4) miles takes you through the park.

Each of the (5) realms of Disneyland have been designed with a motif of the era which it represents.

1. Town Square & Main Street U.S.A.
   A re-creation of a small American town at the turn of the century, approximately 1910.
   The Plaza - At the end of Main Street is a hub, or plaza, from which all lands evolve.
DISNEYLAND PARTICULARS

DESIGN AND MOTIF (Cont'd)

2. **Adventureland**

   The motif is that of the tropical regions of the world with jungle rivers and bazaars.

3. **Frontierland**

   The period is approximately 1790 to 1876 and represents America's frontiers, from Revolutionary days to the great Southwest settlement. Frontierland includes 8 areas, or eras of American history:

   - **Stockade Area** - Entrance Stockade is composite design of 1790 log stockade.
     
     All logging material was brought from Lake Arrowhead and assembled by Oregon loggers.

   - **Rainbow Caverns Area** - The Town is built in miniature with forced perspective on the side of Rainbow Mountain, and is designed with the flavor of a mining town of the Mother-lode country of the period.

   - **Mexican Area** - Is designed with the motif of the Southwest of over 100 years ago.

   - **New Orleans Area** - The motif is that of New Orleans of the period up to the Civil War.

   - **Tom Sawyer's Island** - A romantic interpretation of the Tom Sawyer story

   - **Magnolia Park** - Consists of a shaded area with a bandstand and seats much like that of towns of that period

   - **Fowler's Harbor** - Represents a shanty town that may have been found on the Rivers of America during this period. It is the site of the building of both the Mark Twain and the Columbia, and is named for Rear Admiral, Joe Fowler, USN, Ret., who was in charge of the construction.

   - **Indian Village** - Is a composite of an American Indian encampment on the Western plains of over 100 years ago.
DISNEYLAND PARTICULARS

DESIGN AND MOTIF (Cont'd)

4. Fantasyland

The time of Fantasyland is Storybook Time - from the days of King Arthur practically up to the present.

5. Tomorrowland

The period is in the year 1986. This is the year when Halley's Comet is due to return.

A giant TIMEX clock gives world time, and is a landmark at the entrance to the land.

CONSTRUCTION

1. Scale

The only thing in Disneyland that is built on the 5/8 scale is the Santa Fe & Disneyland Railroad. It is pretty well assumed, however, that the entire Park is built on a 5/8 scale - but this is NOT TRUE. For instance:

a. The lower buildings are about 9/10ths, second floor is 8/10ths, and third floor is about 7/10ths.

b. The Mark Twain Riverboat is an authentic scale of the old Mark Twain Riverboat.

c. The Autopia cars are 5/8 scale version of the modern sports car.

2. Original Construction

Original construction was begun July 17, 1954 - completed July 17, 1955.

a. Cost - $17,000,000

b. Attractions - 22 major attractions

3. Additional Construction

Walt Disney has said, "Disneyland will never be completed," and each year since 1955, new attractions have been added.

a. Cost to Date - Over $30,000,000

b. Attractions - 47 major attractions in 1959
CONSTRUCTION (Cont'd)

4. The Berm

Disneyland is encircled by an earth wall called, the "Berm."

Walt Disney's purpose is to make Disneyland a place separate from the world of today.

5. What Things Are Made At The Studio?

a. All animals, animated and non-animated
b. Super-Structure of the Mark Twain
c. All vehicles: Stage Coaches, Buckboards, Surreys, Horse-drawn Streetcars, etc.
d. All railroad cars and re-building of engines.
e. All art work, posters, etc.
f. Dark rides are made and tested at the Studio.

6. Lighting Fixtures

a. All fixtures are placed in correct motif.
b. Many are authentic antiques. (Main Street gas lights were taken from actual use from Philadelphia, Baltimore, and Los Angeles.)
ACREAGE

1. Amusement Area
   Covers sixty-five (65) acres

2. Holidayland
   Covers nine (9) acres

3. Parking Lot
   Covers one-hundred-five (105) acres
   Has capacity of 9,000 cars, 50 buses and one helicopter at one time.
   Is the largest in Orange County and one of the largest in the country.

4. Pony Farm
   Covers ten (10) acres

5. Nursery
   Covers a little over two (2) acres

6. Additional Acreage
   a. In Citrus - a total of 65 acres (all but 20 acres are owned by Disneyland)
   b. Unused - 5 acres owned by Disneyland - 20 acres leased by Disneyland

ENTRANCES

1. Main Gate and Ticket Booths
   a. There is only one Guest Entrance - it is located at the South end of the Park, facing the Parking Lot.
   b. Security Gate (Main Entrance)
   c. Pass-out exits (Main Entrance)

ENTRANCES

2. Service Entrances
   a. Situated off West Street; Harbor Blvd. and off Winston Road
DISNEYLAND PARTICULARS

ENTRANCES (Cont'd)

3. Employees Entrances

   a. Situated off Harbor Blvd. and off West Street
PLAQUES

1. Main Street Entrance

Sign over East entrance tunnel

Here you leave today....
and visit the world of
yesterday, tomorrow, and
fantasy.

2. Town Square

Dedication at the Flag Pole

DISNEYLAND

To All Who Come to This Happy Place

WELCOME

DISNEYLAND is your land. Here age relives fond
memories of the past...and here youth may savor
the challenge and promise of the future. Disney-
land is dedicated to the ideals, the dreams, and
the hard facts that have created America....with
the hope that it will be a source of joy and in-
spiration to all the world.

July 17, 1955

2. Frontierland

At Entrance Flag Pole

TO

Walt Disney

In recognition of outstanding Assistance and
cooperation in extending Humane ideals to people
throughout the world.

FROM

The American Humane Society
July 1955
PLAQUES (Cont'd)

3. Frontierland (Cont'd)

In New Orleans Area

PETRIFIED TREE

from the Pike Petrified Forest, Colorado
Diameter 7 ft 6 inches
Weight 5 tons
Estimated height of original tree 200 ft.

55 to 70 million years ago this huge petrified tree was part of a sub-tropical forest in what is now Colorado - said by scientists to have been of the redwood or sequoia species.

During some prehistoric era, a cataclysmic upheaval caused silica-laden water to overspread the living forest - wood cells were changed during the course of time to sandstone - opals were formed within the tree itself.

Presented to Disneyland

by

Mrs. Walt Disney

Dedication plaque on Mark Twain

MARK TWAIN
of DISNEYLAND

Christened this 17th day of July, 1955 by Miss Irene Dunne on the Rivers of America in Disneyland
DISNEYLAND PARTICULARS

FLAGS

There are many flags flown in Disneyland - atop buildings, flag poles and many of Disneyland's boats. There are American flags of today and flags of our nation's historical growth, and flags of other countries. There are also Mickey Mouse flags and the official Disneyland flag.

There are only two (2) 49-star flags in Disneyland:

1. Center of Town Square - Retreat is observed at sun-down every day the park is open. Music is provided by the Disneyland Band.

2. Center of the Court of Honor at the entrance to tomorrowland.

1. Main Street

ALL flags on Main Street have 45 stars in keeping with the turn-of-the-century era. Located atop:

- Main Street Santa Fe & Disneyland Railroad Station
- City Hall
- Emporium
- Swift's Market
- Carefree Corner

2. Adventureland

a. Jungle River Boats carry flags:

<table>
<thead>
<tr>
<th>Boat</th>
<th>Flag</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Congo Queen&quot;</td>
<td>Congo Free State</td>
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<tr>
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<td>Free China</td>
</tr>
<tr>
<td>&quot;Ganges Gal&quot;</td>
<td>India</td>
</tr>
</tbody>
</table>
DISNEYLAND PARTICULARS

FLAGS (Cont’d)

3. Frontierland
   a. Entrance - Flag Pole - Original Betsy Ross (13 Stars-1790)
      Stockade - Original thirteen colonies' flags
   b. Golden Horseshoe - 37 stars - 1867
   c. Fort Wilderness - Original "Star Spangled Banner"
      15 stars, 15 stripes - 1795
   d. Sailing Ship Columbia - 13 stars - 1777
   e. Keel Boats - 24 stars - 1822
   f. Mark Twain Steamboat - 34 stars - 1861
   g. Mark Twain Dock - Eight (8) flags depicting
      1) John Cabot or St. George Cross
      2) Kings Colors (English Flag)
      3) Continental Flag
      4) Pine Tree Flag or Washington's Cruisers
      5) Grand Union Flag or Cambridge Flag
      6) Betsy Ross (original 13 stars & 13 stripes)
      7) Star Spangled Banner (15 stars & 15 stripes)
      8) First "Old Glory" (24 stars & 13 stripes)

4. Fantasyland

   There are no flags in Fantasyland, only pennants and banners

5. Tomorrowland

   Entrance - Court of Honor - 49 star American Flag
   Court of Honor - flags of each of the 49 states

6. Disneyland Flags

   a. The official Disneyland flag is copyright Walt Disney Productions
   b. Located: Main Street Depot
      Above City Hall
7. **Mickey Mouse Flags**

   a. The Mickey Mouse Flags are copyright Walt Disney Productions

   b. Located: Main Street Depot  
      Police Station  
      Fire Station  
      Mickey Mouse Club Theater
DISNEYLAND PARTICULARS

DISNEYLAND FLEET

Heading the Disneyland Fleet of over 50 ships, boats and submarines, is Rear Admiral Joe Fowler, USN (Ret.), Vice President of Disneyland, and Director of Construction and Maintenance Division.

All ships and boats in Disneyland EXCEPT the Motor Boats, which are guided through a controlled channel, and the Keel boats, war Canoes, and Tom Sawyer Rafts are operated on guide rails.

On one day in the month of August, 1958, Disneyland's visitors took a total of 5,600 boat trips on the Park's nine (9) water rides.

1. Columbia

Official dedication - June 14, 1958

Is a 3-masted, full-rigged sailing vessel, and with the exception of a few necessary deviations, the ship has been copied after the original armed merchant vessel, "Columbia" which was the first sailing vessel carrying the United States flag to circumnavigate the globe.

The original "Columbia" was constructed in Plymouth, Massachusetts in 1787, and was owned and operated by New England Merchants.

a. Powered by submarine batteries and operates alternately with the Mark Twain Steam Boat on a guide rail 2,450 ft. long on the Rivers of America.

b. Capacity 275 passengers

c. Design

1) Original blueprints designed by Raymond E. Wallace of Palos Verdes. Research from the book "Voyages of the Columbia" and a 1/2" steel engraving of the ship were the basis of his blueprints.

d. Construction

1) HULL was built by Todd Shipyards; MAINMAST required special lathe and was made by Cliff Wavel; BLOCKS, DEAD-EYES, and OTHER SPECIAL RIGGING was made by Bagby-s Wire Rope & Splicing Service.
DISNEYLAND PARTICULARS

DISNEYLAND FLEET (Cont'd)

1. Columbia (Cont'd)
   
   2) Completion of Ship's carpentry, assembly and painting was done at the park by Disneyland personnel under the direction of Joe Fowler (In Fowler's Harbor - Frontierland)

   3) Dimensions - Overall 92 Ft.; Bowsprit 45 Ft.; Mainmast 84 Ft.; Beam 26 Ft. 6 Inches.

2. Mark Twain Steamboat

   Launched on July 17, 1955

   Is an authentic reproduction (3/4 SCALE) of the old Mark Twain River Boat which operated on the Mississippi River.

   a. Powered by twin steam engines which operate stern wheel (the boiler uses diesel fuel), and operates alternately with the Columbia on a guide rail 2,450 Ft. long on the Rivers of America.

   b. Capacity 300 to 350 passengers

   c. Construction

      1) SUPERSTRUCTURE was built at Walt Disney Studios; Hull was built at Todd Shipyards; Entire boat was assembled and completed at Disneyland under the direction of Joe Fowler (In Fowler's Harbor - Frontierland)

      2) Dimensions - Overall length 105 ft.; Height (Keel to Pilot House) 28 ft.; Draft 2 ft. 3 inches; Beam 26 ft. 6 inches; Displacement 125 tons.

      3) Dedication plaque on the Mark Twain (located behind the engines)

         MARK TWAIN of DISNEYLAND

         Christened this 17th day of July 1955 by Miss Irene Dunne on the Rivers of America in Disneyland.
DISNEYLAND PARTICULARS

DISNEYLAND FLEET

3. **Jungle River Boats**
   Explorer boats operating on the Jungle Rivers in Adventureland.
   a. There are **10** boats:

<table>
<thead>
<tr>
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</tr>
</tbody>
</table>

   b. Powered by Gray marine engines on guide rail 1,640 ft. long.
   c. Capacity 35, including guide (operator)
   d. Construction:
      1) Built by Glasspar Company
      2) Dimensions - Overall length 27 ft.; beam 9 ft.

4. **Motor Boats**
   Operate in Fantasyland over rapids and rough rivers
   a. There are **40** boats.
   b. Powered by one-cylinder water cooled gasoline engines and operate in a controlled channel
   c. Capacity 3 per boat
   d. Construction:
      1) Built by Robert Dorris Boat Works
      2) Dimensions - overall length 12 ft. 6 inches; Beam 5 ft. 2 Inches
      3) Built of plywood and fiberglass

2.15
DISNEYLAND FLEET (Cont'd)

5. Canal Boats
Operate on the canals in Fantasyland's Storybookland area.

a. There are twelve (12) boats.

b. Powered by electric motors and operate on guide rail.

c. Capacity 14, including operator.

d. Construction:
   1) Built by Robert Dorris Boat Works
   2) Dimensions - overall length 15 ft. 9 inches; beam 5 ft. 8 inches

6. Keel Boats
Operate on the Rivers of America in Frontierland, and are like those used in Walt Disney's "Davey Crockett" series.

a. There are two (2) boats:

   "Gullywhumper" - "Bertha Mae"

b. Powered by Gray marine engines and DO NOT operate on guide rail.

c. Capacity 36, including operator.

d. Construction:
   1) Built by Walt Disney Studio
   2) Dimensions - length 36 ft. 6 inches; Height 10 ft. 6 inches above water; Beam 9 ft. 8 inches

7. War Canoes
Operate on the Rivers of America from the Indian Village, and are simulated birch-bark canoes like those used by the Plains Indians over 100 years ago.

a. There are six (6) canoes

b. Powered by manpower (Real Indians share the paddling with guests.)
DISNEYLAND PARTICULARS

DISNEYLAND FLEET (Cont'd)

7. War Canoes (Cont'd)
   c. Capacity 20, including Indian(s)
   d. Construction:
      1) Built by Oldtown-Rebuilt by Disneyland
      2) Dimensions - length 34 ft. 6 inches; beam 4 ft. 7½ inches.

8. Tom Sawyer Rafts
   Are romantic reproductions of rafts from the Tom Sawyer story
   and operate on the Rivers of America as a ride and as transpor­
   tation to and from Tom Sawyer's Island.
   a. There are four (4) rafts
      Tom Sawyer; Huck Finn; Becky Thatcher; Injun Joe.
   b. Powered by Gray marine engines and DO NOT operate on guide rail
   c. Capacity 45, including operator
   d. Construction:
      1) Built at Disneyland
      2) Dimensions - 23 ft. 6 inches x 14 ft.

9. Submarines
   Operate in lagoon and flooded building in Tomorrowland. Circling
   the lagoon and entering the flooded building through a waterfall
   with simulated "dive", trip takes you through an under-water world
   of sunken ships and salvage divers, animated sea life, and the
   ruins of the lost continent of Atlantis.
   a. There are eight (8) submarines
   b. Powered by diesel electric engines and operate on a guide rail
      1,550 ft. long.
   c. Capacity 38 passengers
DISNEYLAND FLEET (Cont'd)

9. Submarines (Cont'd)

d. Construction:

1) HULL built by Todd Shipyards; COMPLETED and assembled at Disneyland, under direction of Joe Fowler.
DISNEYLAND PARTICULARS

DISNEYLAND WATERWAYS

Disneyland has nine (9) water rides operating on six (6) man-made rivers and lagoons (including Glacier Lakes on the Matterhorn). All of the various rivers and waterways except two are joined together forming a continuous flowing gravitational water system. The high point of the system is in Fantasyland and the low point is in the Rivers of America in Frontierland. From Frontierland the water is pumped underground back up to Fantasyland. The two exceptions are the Submarine voyage and Matterhorn Mountain water systems. They are independent circulating filtered water systems with an operation similar to a swimming pool. These waterways represent a total of over 22,000,000 gallons of water.

1. Jungle Rivers (Adventureland)

Operating on this waterway are ten (10) Jungle River explorer's boats

a. The waterway represents the tropical jungle rivers of the world and includes rapids and a huge water fall (Schweitzer Falls).

b. Is landscaped with dense tropical plantings and "populated" with animated jungle animals and natives; crocodiles; Hippos; Water Buffalos; a Python; a Gorilla; and Elephant; A Giraffe; Lion, and Head Hunters.

c. Sound effects - are tape recordings of actual sounds (Twenty-four in all)

d. Dimensions - length 1, 640 ft.; Depth 5 ft.; Width Average 30 ft.

e. Contains 3,000,000 gallons of water, and has gunite bottom.

f. Maintenance - Is periodically drained and cleaned

Defrosters set on rafts in the "Jungle" are necessary during winter nights in order to protect the River's tender tropical plantings.

Maintenance of the under-water animated animals requires regular inspection and repair by Disneylands "frogmen."
DISNEYLAND PARTICULARS

DISNEYLAND WATERWAYS (Cont'd)

2. Rivers of America (Frontierland)

Operating on this waterway are five (5) water rides (The Mark Twain and the Columbia, 2 Keel Boats, 4 Rafts, and 6 War Canoes). It is the busiest waterway in Disneyland.

a. The waterway represents the Mississippi and the Missouri Rivers of the 1840's and circles Tom Sawyer's Island.

b. Is landscaped with trees and shrubs typical of the Mississippi River region and includes a typical old shanty town at Fowler's Harbor which marks the spot where both the Columbia and the Mark Twain were built, and serves as dry dock for the two craft.

c. Dimensions - length is short of one mile; depth is 5 ft.; width 100 ft. average.

d. Is stocked with small fish - Glue Gills, Perch, etc.

e. Contains 9,000,000 gallons of water, and has clay bottom.

f. Maintenance - requires periodic draining to be cleaned.

3. Storybookland Canal (Fantasyland)

Operating on this waterway are twelve (12) storybookland Canal boats.

a. The waterway takes you through a land of make-believe in miniature, representing in detail, stories from Walt's full length cartoon hits, and each setting has appropriate musical background (on tape)

b. Is landscaped in the same scale as the settings (1 inch to the ft.)

c. Dimensions - length 1,000 ft.; Width 25 ft.; Depth 4 ft.

d. Contains 1,000,000 gallons of water, and is gunite bottom.

e. Maintenance - requires periodic cleaning.
4. Motor Boat Waterway (Fantasyland)

Operating on this waterway are forty (40) motor boats.

a. The waterway consists of a series of rapids and rough water containing many huge boulders.

b. Dimensions - Length 1,800 ft.; Width 30 ft.; Depth 4 ft.

c. Contains 1,000,000 gallons of water and is gunite bottom.

d. Maintenance - requires periodic cleaning.

5. Submarine Lagoon (Tomorrowland)

Operating in this waterway are 8 submarines which operate on a guide rail 1,500 ft. long.

a. The waterway consists of a lagoon which connects with an "underground" river and is entered through a huge waterfall.

b. The "Underground" river is actually a steel and concrete building covered with earth and landscaped. The building contains specially built undersea life and ruins such as:

1) Sunken ships and animated salvage divers.

2) Animated moray eel, squid, rare deep water fish, a sea serpent and a mermaid.

3) An underwater earthquake and "firey" lava in the lost Continent of Atlantis.

c. Dimensions - (Lagoon): Length 750 ft.; Width 140 ft.; Depth 10 ft.

d. Dimensions - (Underground River): Length 800 ft.; Depth 10 ft.; Width 70 ft.

e. Contains 9,000,000 gallons of filtered water and is completely gunited.

f. Water in Lagoon and Underground River is completely separate from all other waterways and is filtered so that all underwater scenes are clearly visible.
6. Matterhorn Waterway

There are four (4) water ways made up of Glacier lakes and water falls.

a. Contains 40,000 gallons of filtered water.
DISNEYLAND PARTICULARS

DISNEYLAND RAILWAYS

Enlarging a hobby that began as a tabletop "0" gauge railway, progressing to a larger backyard plaything to four 15-ton operations is not a thing most men would attempt. With Walt Disney, however, it was the natural thing to do.

Walt Disney sometimes sits at the throttle of the E. P. Ripley to take the train on its trip around the Park.

Disneyland has four 5/8 scale steam locomotives operating on the Santa Fe and Disneyland tracks surrounding the Park, two sleek Monorail trains of the future, two Western Mining trains, and two Casey Jr. trains. Total footage of railroad track in Disneyland is 14,189 feet.

1. Santa Fe & Disneyland Railroad (Main Line)

WED Enterprises, Inc., a division of Walt Disney Productions, owns and operates all of the Santa Fe & Disneyland trains, and has about 70 "WED" payrollees working as engine crews and ticket sellers. Additional railroad crews and personnel are made up of Disneyland, Inc. personnel from our Operations Division.

The Santa Fe & Disneyland Main Line comprises a mile-and-one-quarter of 36 inch gauge railroad and 9,000 feet of trackage (including sidings) circling the Park. The Rail Road is operated according to a standard book of rules.

a. Locomotives

There are four (4) 5/8 scale, 15 ton, steam locomotives (1890-1910) in Disneyland's rolling stock.

#1-C.K. Holliday

Named for the founder of the Santa Fe Railroad.

Type  - 4-4-0 (4 front wheels, 4 drivers, no trailing truck)

Construction

SKETCHES, PATTERNS and other DETAIL work was done at the Walt Disney Studios; FABRICATION (wheels, frames, boiler and other like parts) were constructed by outside contractors; Final ASSEMBLY at Disneyland by Round House crew (insulation on boiler, sand domes and steam domes); CAB and STACK were made at the Studio.
a. Locomotives (Cont'd)

#2-E. P. Ripley

Named for one of the early Presidents of the Santa Fe Railroad.

Type - 4-4-0 (4 front wheels, 4 drivers, no trailing truck)

Construction

SKETCHES, PATTERNS and other DETAIL work was done at the Walt Disney studios; FABRICATION (wheels, frames, boiler and other like parts) were constructed by outside contractors; Final ASSEMBLY at Disneyland by Round House crew (insulation on boiler, sand boxes and steam domes); CAB and STACK were made at the Studio.

#3-Fred Gurley

Named for the Chairman of the Board of the Santa Fe Railroad in 1958.

Type - 2-4-4-T (2 front wheels, 4 drivers, 4 wheels on the trailing truck, and tender is part of the engine.

Construction

ENGINE is a rebuilt engine originally manufactured by the Baldwin Co. in 1894 for a New Orleans Plantation owner. Rebuilding was done under the direction of Roger Broggie.

Engine was located for Disneyland by Jerry Best, Vice President of the Railroad and Locomotive Historical Society, and had been hauling sugar cane on the Lafouette Raceland & Longport Railway in Louisiana.

#4-Ernest S. Marsh

Named for the President of Santa Fe Railroad (1859).

Type - 2-4-0 (2 front wheels, 4 drivers and no trailing truck.)
DISNEYLAND PARTICULARS

DISNEYLAND RAILWAYS (Cont'd)

#4-Ernest S. Marsh (Cont'd)

Construction

ENGINE is a rebuilt engine originally manufactured by the Baldwin Co. in 1925.

Engine was located for Disneyland by Jerry Best, Vice President of the Railroad and Locomotive Historical Society.

b. Trains

There are three (3) trains in Disneyland's rolling stock which are pulled by the four (4) engines.

1) Passenger Train

   a) Is authentic reproduction of train of this era with the wooden type cars (steel under-frames for safety)

   b) Capacity - 300

   c) Is made up of the following:

      Wells Fargo Express & Baggage   #101
      Navajo Chief                  #102
      Colorado Rockies              #103
      Land of Pueblos               #104
      Painted Desert                #105
      Grand Canyon (observ. car)    #106

2) Holiday Special

   a) Is authentic reproduction of train of this era with wooden type cars (steel framing for safety)

   b) Capacity - 300

   c) Is made up of the following:

      3 cattle cars     #301, #302, #303
      2 gondolas        #401 and #402
      Caboose           #501

   d) Cars were designed by WED Enterprises, Inc. and constructed at WDP.
DISNEYLAND PARTICULARS

DISNEYLAND RAILWAYS (Cont'd)

3) Excursion Train

a) Designed especially to carry passengers through the Grand Canyon Diorama, and is patterned after the Narragansett Cars which carried passengers on excursions in the Eastern United States around the turn of the Century.

b) Capacity - 300

c) Is made of the following:

5 cars (Open Narragansett)

d) Cars were designed by WED Enterprises and constructed at Walt Disney Studios.

2. Rainbow Mountain Mining & Exploration Co. (Mine Ride-Frontierland)

This railroad with its open ore cars takes passengers on a trip through the Painted Desert and mother-lode country of the old West, through Rainbow Caverns with its multi-colored fountains and falls.

a. Powered by 530 amp electric batteries

b. Capacity - 64

c. Construction

Designed and built at Walt Disney Studios

3. Casey Jr. Railroad (Fantasyland)

A little train that takes you over rivers, trestles and bridges and climbs mountains in Storybook Land.

a. Powered by Gasoline driven engines.

b. There are two (2) trains each consisting of:

Engine; 1 Calliope; 2 animal cars; 2 Chariots; 1 Caboose

c. Designed and built at Walt Disney Studios.
DISNEYLAND RAILWAYS (Cont'd)

4. Disneyland-Alweg Monorail (Tomorrowland)

Sleek Monorail trains of the future patterned after those now in use in Germany. Trip takes you over lagoons, the Autopia Freeways, and circles the 1/100 scale "Matterhorn Mountain."

a. Powered by two (2) 55 HP electric motors and operates on a single rail 3,800 ft. long; Maximum speed 20 mph.

b. Capacity - 86 per train

c. Scale is approximately 3/4 full sized trains

d. There are two trains with 3 cars each

e. Construction

Steel & Aluminum trains - Concrete beamways

DESIGNED by - WED, Inc. - Basic design of train, beamway and Piers by Alweg Co. of Cologne West Germany.

BUILT by - Studio

5. Disneyland Round House

Disneyland’s Round House is probably the only square or oblong "Round House" in the world, and is located in the service area off West Street.

a. Serves as garage for the four (4) steam locomotives of the Santa Fe & Disneyland Main Line Railroad.

b. This is where the boilers are steamed up every morning, and after the day's run, the machine shop crews begin their daily inspection, cleaning, lubrication, and repair if necessary, on all of Disneyland's rolling stock.

c. Not more than 30 minutes in lost operation time on the trains since the Park opened.
DISNEYLAND PARTICULARS

DISNEYLAND LIVESTOCK AND WILD LIFE

1. Livestock
   a. Disneyland operates a 10 acre Pony Farm where 200 head of livestock are quartered (horses, mules and ponies).
   b. The ages of the animals range from 3 yrs to 16 yrs. (average age 10 years).
   c. Disneyland horses punch time cards - no horse, mule or pony is allowed to work over 4 hours a day or more than 6 days a week, and each is signed "in" and "out" by the timekeeper.
   d. Two kinds of horseshoes are used on Disneyland stock:
      1) Iron shoes - for the horses and mules on unpaved areas in Frontierland.
      2) Rubber Shoes - for the horses and ponies on paved areas of Main Street.
   e. All animals and their quarters are inspected regularly by officers of the SPCA.
   f. Livestock handlers - 74 livestock handlers are required to maintain the Disneyland stock during peak season (34 drivers and 40 harness cleaners and stablemen).
   g. Feed Requirements - Over a ton (25 bales) of hay, 1/2 ton of alfalfa and molasses, and 400 lbs. rolled barley are consumed daily during peak seasons.
DISNEYLAND LIVESTOCK & WILD LIFE (Cont'd)

2. **Wildlife**

Most of the wild life at Disneyland is not "wild" nor is it "live", but the results of the combined efforts and talents of studio artists and are "life like" reproductions of real animals. However, some of Disneyland animal life IS real.

a. **Wild Geese and Ducks**

Wild geese, mallards, and other birds around the island and mainland in Frontierland migrated here, and the white ducks on the Rivers of America were raised by Disneyland.

b. **Swans**

The white, and the black swans residing in the moat around the Fantasyland Castle were a gift from the Hollywood Turf Club.

c. **Fish**

Many small fish are planted in the Rivers of America (Blue Gill, Perch, etc.) so that Disneyland's "small fry" anglers may have the chance to really catch fish from the Island's dock.

d. **Other Animals**

Other animals such Moose, Elk, Bear, Coyote and Wild Cat on the banks of the Rivers of America, and the Hippos, Water Buffalo, Python, Elephant, Giraffe and Gorilla in the Jungle Rivers area are all faithful reproductions of wild life and are animated for added realism.

The wild life of the Grand Canyon Diorama are real specimens of Wild Turkey, Mountain Lions, Skunks, Porcupine, Desert Mountain Sheep, and the Golden Eagle.
DISNEYLAND PARTICULARS

DISNEYLAND LANDSCAPING

With rare exception, all of Disneyland's plants were purchased in Los Angeles, Orange, San Bernadino and San Diego Counties. However, nearly every corner of the world is represented, and every type of plant obtainable has been utilized wherever possible within the area they best represent, and in perfect scale with that area.

1. Types of Plants
   a. Plants of the Nile River of Africa, the Amazon of South America are used in Adventureland's Jungle.
   b. Plants native to the Mississippi River region of North America are used in areas in Frontierland.

2. Scale
   a. The Disneyland's plants are chosen to fit the scale of the area in which they are used:
      Example: The scale of the Storybookland area is 1 inch to the foot - and so the plants, as well as their leaves and flowers, even the blades of grasses are as fine as can be obtained.

3. Disneyland Nursery
   a. The nursery contains 2 acres next to the Pony Farm on Winston Road.
   b. Grows a total of over 100,000,000 individual plants.
   c. Approximately 100,000 annuals, 5,000 perennials, 2,000 bulbs and 20 pounds of seed were grown in one year for use in the Park.
   d. In one year, 73,500 pounds of high analysis plant foods are used.
   e. In preparation of soil and nursery work, 15,000 cubic feet of wood shavings are used in one year.
4. Watering Systems
   a. To water all the Park planting areas in any one day requires the operation of approximately 225 automatic and manual valves, plus considerable hand watering.

5. Other landscaping functions
   a. Camouflage of animation, screening of service areas, crowd controls, erosion control and frost control.

   1) Frost Control - during the night hours of the winter months, the Nursery personnel set up rafts on the Jungles Rivers with frost machines to protect the tender tropical plants used in that area.
HOLIDAYLAND

Unique addition to Disneyland presents diversified types of attractions, shows and exhibits and arrangements for group activities - ranging from company picnics and outings, dances, and other special events.

1. Facilities
   a. Nine acres of completely fenced-in, landscaped grounds.
   b. Private entrance to Disneyland.
   c. World's largest candy-striped circus tent.
   d. Reserved parking area at regular Disneyland fee (25¢)
   e. Newest, specially designed and exclusive children's playground equipment
   f. Regulation softball diamond, horseshoe pits, and volleyball court (Equipment supplied by Holidayland)
   g. Complete food and catering services.
   h. Tables and benches for seating 2,400 people at one time, all shaded or under the "Big Top"
   i. Complete first-aid facilities, staffed by Holidayland.
   j. Picnic planning services
   k. Dance floor and stage inside "Big Top"
   l. Complete public address system.
   m. Disneyland entertainment available.
   n. Protection of Disneyland Security Officers

2. Reservations

Reservations and information regarding the use of Holidayland facilities may be obtained from Group Services of the Public Relations Division.
DISNEYLAND HOTEL

The Disneyland Hotel was built in 1956, and is the Official Disneyland Hotel.

The Hotel is owned and operated by Jack Wrather Organization, on land leased from Disneyland, Inc.

1. Facilities
   a. Nine (9) buildings, 2 stories high, made up of 24 and 32 rooms in each--a total of 234 rooms.
   b. Individually air-conditioned.
   c. FREE TV in all rooms.
   d. Rates are available by calling the Disneyland Hotel, or at the City Hall and Carefree Corners information desks in the Park.

2. Dining
   a. Coffee Shop
   b. Gourmet Restaurant and Cocktail Lounge
   c. Banquet Rooms.

3. Transportation Accomodations
   a. Railroad - Santa Fe
   b. Airlines - American Airlines, TWA, United Airlines, Western Airlines (International Airport, L.A.), Bonanza Airlines (Orange County Airport).

      Helicopter service between Los Angeles International Airport and Disneyland.
      $7.00 - one way, 1/2 fare for children under 12.
   c. Bus Lines - Greyhound (Anaheim) and Metropolitan Coach (Los Angeles), Avis Tanner Tours, and U-Drive.

      Bus station at Disneyland's Main Gate.

2.35
3. Transportation Accommodations (Cont'd)
   d. Limousine - Service from airport direct to Hotel ($3.25 one-way)
   e. Tram Service - To and from Disneyland Park FREE (regularly scheduled every day the Park is open)

4. Meeting Rooms
   a. Five (5) conference rooms
      1) P.A. system
      2) Located in Hotel Building
   b. Four (4) Banquet rooms
      1) P.A. system
      2) Located in Gourmet building

5. Recreation
   a. Putting green on Hotel grounds
   b. Shuffleboard
   c. Swimming Pool - olympic size - heated - dressing rooms for guests
   d. Sandplay area, wading pool, and various equipment for small children (such as, swings, climbing bars, teeterboards)
   e. Many other recreational facilities in area for which transportation can be provided through tours. (Tanner Desk in lobby of Hotel)

6. Service
   a. Hotel Doctor - not located in Hotel
   b. Hospitals - nearest: St. Joseph's and County Hospital - both in Orange.
   c. Telegraph - Anaheim, or direct line from Hotel switchboard
   d. Shops - located in Hotel
GUEST ACCOMMODATIONS AND SERVICES
Because questions regarding Services and Accomodations are often of an emergency nature, this section is arranged alphabetically by type of service for quick reference.

BABY SERVICE

Pablum Baby Station

1. FREE facilities for feeding, changing and for warming bottles and food.

2. Pablum cereals, Bib baby juices are available for use at all times.

3. Diapers and milk are available on request for use on the premises ONLY.

4. NO baby sitting services nor nap facilities are available.

5. Station has miniature commodes for baby's convenience, and parking stalls for strollers while baby is in station.

6. Registered nurse on duty at all times.

BANK

Bank of America

1. Is a functional modern-day bank in the decor of the turn of the century.

2. Open every day the Park is open from 10 a.m. to 4 p.m.

3. Sells Disneyland maps for guests.

4. Sells Disneyland Money Orders.
CAMERAS - Rentals & Developing Service

Camera Shop (Royaltone)  Main Street

1. Rents both movie and still cameras to guests while in Disneyland.
2. Sells film for all types of cameras.
3. Developing service - guests may leave both movie and still camera film here to be developed and mailed anywhere in the United States.

CAMERAS - Film

Entrance  Newstand
Main Street  Emporium, Camera Shop, Giftware Stands
Adventureland  Gift Stand, Tiki's
Frontierland  Frontier Trading Post, Casa de Zorro, Gift Stands, Gun Shop
Fantasyland  Merlin's Magic Shop, Toy Fair, Gift Stands
Tomorrowland  Giftware Stand

CAMERAS - Repair

Eastman Kodak Exhibit  Main Street

1. Makes minor repairs on all cameras FREE of charge and assists guests in loading cameras of all types.
FIRE DEPARTMENT

Disneyland Fire Department

Adjacent to Administration Building in Service Area

1. EMERGENCY call ext. 229 or Disneyland operator.

2. Performs as the WORKING fire department for Disneyland, and is staffed by: Chief Ben Meister, Lt. Earl Considine, and six (6) experienced firemen.

FIRST AID

First Aid Building & Ambulance

Behind Red Wagon Inn in Service area

NOTE: Summer and Winter Week ends - additional location just behind service gate between Mickey Mouse Club Theater and Gifts Stand

1. EMERGENCY call ext. 247 or 248

Give name and location of caller and location of emergency.

2. Registered nurse on duty at all times during Park operation.

Doctor - call nurse for doctor's regular attendance hours.
Nurse will make arrangements for doctor for emergency cases.

3. Ambulance and driver available during park operation hours.

4. First Aid Building has modern medical equipment and 15 beds.
Rest beds for extreme heat and exhaustion cases.
INFORMATION

Carefree Corner

Corner of Main Street and East Plaza

1. Operated by Insurance Company of North America Companies.

2. Information for Disneyland, travel reservation information for surrounding area, Bus and Helicopter schedules, and motel and trailer park information.

3. Has Guest Register Books for all the States and many foreign countries.

4. FREE copies of the Declaration of Independence on request.

Gift Stands

In all Lands

1. Information for Disneyland.

City Hall

Town Square

1. Disneyland information, bus and helicopter schedules and motel and trailer park information.

LOCKER SERVICE

Castle Services

Bus Station outside Main Gate and in Bekins Van & Storage Bldg. on Town Square

1. Storage lockers for packages and coats - 20¢ & 25¢

LOST AND FOUND

Disneyland Security Department

East Center Street
GUEST SERVICES AND ACCOMMODATIONS

LOST PARENT DEPARTMENT

Disneyland Safety Department
First Aid Building behind Red Wagon Inn

MOTELS AND TRAILER PARKS

Information Brochures ONLY
Available at City Hall and Carefree Corner

PETS

Ken-L-Land
Outside Main Gate

1. Operated by Disneyland, Inc. and Quaker Oats Company

2. Ken-L-Land is a luxury hotel for cats, dogs, birds and monkeys - 25¢ per cage (including meals) NO overnight facilities.

3. Private "rooms" (cages) - fresh air-conditioning - Ken-L meals served FREE according to guests instructions.

4. Staffed by trained attendants.

POST OFFICE

There is NOT a post office in Disneyland.

However, mail boxes are provided throughout the Park for the convenience of the guest, and the mail is picked up and sorted regularly, then delivered to the Anaheim Post Office for distribution.

RESTROOMS

Main Gate
Outside Main gate in Bus Station

Harbor Gate
Outside Harbor Gate in Heliport Station

Town Square
Adjacent to City Hall

Main Street
West Center Street
RESTROOMS (Cont'd)

Plaza
To the left of the Plaza Gardens dance area

Adventureland
Between entrances of Adventureland and Frontierland.

Frontierland
Between entrances of Adventureland and Frontierland.

Fantasyland
In rear of Plantation House - Second floor

In Building near R.R. Station

At Fishing Dock on Tom Sawyer's Island

At Fort Wilderness on Tom Sawyer's Island

Telephones

Main Gate
West of Main Gate in Bus Station

Harbor Gate
East of Main Gate in rear of Ken-L-Land

Outside Harbor Gate in Helicopter Station

Town Square
In Bekins Van & Storage Building

Main Street
East Center Street

Adventureland
Near entrance

Frontierland
Near entrance in stockade

In rear of Plantation House

Fantasyland
West side of Fantasyland near Mickey Mouse Club Theater.

Tomorrowland
In rear of Crane Co. Exhibit

In rear of Art Corner Building
GUEST SERVICES AND ACCOMMODATIONS

STROLLERS AND WHEELCHAIRS

Castle Services

1. Rents Strollers and Wheelchairs:

   Strollers - regular
   $1.00 per day

   Strollers - reclining and double
   $1.75 per day

   Wheelchairs
   50¢ per hour ($3.00 max. per day)

TRANSPORTATION

Bus Service and Station

1. Regularly scheduled bus service to and from Los Angeles, Long Beach, Anaheim, Santa Ana, and other Orange County Cities.

2. Bus Schedules are available at Main Gate Security Office, City Hall, and at Carefree corner.

Heliport

1. Regularly scheduled flights to and from Los Angeles International Airport and Orange Airport.

2. Schedules are available at Harbor and Main Gate Security Offices, City Hall, and at Carefree Corner.

   Adult - One Way - $7.00, Round Trip - $14.00
   Children (under 12) ½ fare

Tram Service

1. Regularly scheduled FREE tram service to and from Disneyland Hotel. Also throughout Parking Lot during peak seasons.

2. FREE tram service to Parking Lot.
PARKING

Per Car - 25¢

GENERAL ADMISSION PRICES

Adult
Junior (12 thru 17)
Children (under 12) (Children under 3 admitted FREE)

$1.25 1.60
$.95 1.20
$.50 .60

COUPON BOOK PRICES

10-Ride Book
(Includes admission and 10 adventures in Disneyland)

Adult
Junior (12 thru 17)
Children (under 12)

$3.50 3.75
$.95 1.25
$.50 .75

15-Ride Book
(Includes admission and 15 adventures in Disneyland)

Adult
Junior (12 thru 17)
Children (under 12)

$4.50 4.75
$.95 1.25
$.50 .75

INDIVIDUAL ATTRACTIONS

Ride
Cash Price
Coupon

Alice In Wonderland
Astro Jet
Casey Jr. Circus Train
Conestoga-Wagons
Dumbo Flying Elephant
Fantasyland Autopia
Fire Engines
Horseless Carriages
Indian War Canoes
Jungle Cruise

$ .35
$.35 .20
$.20
$.30
$.30
$.35 .30
$.10
$.20 .10
$.30
Adult & Junior
Children

"E" "D"
"B" "B"
"B"
"C"
"C"
"E" "C"
"A" "A"
"E" "E"
## INDIVIDUAL ATTRACTIONS (Cont'd)

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<th>Coupon</th>
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<tr>
<td>Mad Tea Party</td>
<td>.30</td>
<td>&quot;C&quot;</td>
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<tr>
<td>Main Street Cinema</td>
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<tr>
<td>Main Street Horse Cars</td>
<td>.10</td>
<td>&quot;A&quot;</td>
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<tr>
<td>Mark Twain Steamboat</td>
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<td>Adult &amp; Junior 50, Children 35</td>
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<tr>
<td>Midget Autopia</td>
<td>.20</td>
<td>&quot;B&quot;</td>
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<tr>
<td>Mike Fink Keel Boats</td>
<td>.30</td>
<td>&quot;C&quot;</td>
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<td>Mr. Toad's Wild Ride</td>
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<td>&quot;D&quot;</td>
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<td>Monorail</td>
<td>Adult &amp; Junior 50, Children 35</td>
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<td>Rainbow Caverns Mine Train</td>
<td>.35</td>
<td>&quot;E&quot;</td>
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<tr>
<td>Rainbow Mountain Stage Coaches</td>
<td>Adult &amp; Junior 50, Children 35</td>
<td>&quot;E&quot;</td>
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<tr>
<td>Rainbow Ridge Pack Mules</td>
<td>Adult &amp; Junior 50, Children 35</td>
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<td>Sailing Ship Columbia</td>
<td>Adult &amp; Junior 50, Children 35</td>
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<td>Santa Fe &amp; Disneyland Trains</td>
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<td>&quot;E&quot;</td>
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<td>Satellite View of America</td>
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<td>Shooting Gallery - Frontierland</td>
<td>.25</td>
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</tr>
<tr>
<td>Skyway to Fantasyland</td>
<td>.35</td>
<td>&quot;D&quot;</td>
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<tr>
<td>Skyway to Tomorrowland</td>
<td>.35</td>
<td>&quot;D&quot;</td>
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<tr>
<td>Sleeping Beauty Castle</td>
<td>.20</td>
<td>&quot;B&quot;</td>
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<tr>
<td>Snow White's Adventures</td>
<td>.35</td>
<td>&quot;D&quot;</td>
</tr>
<tr>
<td>Storybookland Canal Boats</td>
<td>.35</td>
<td>&quot;D&quot;</td>
</tr>
<tr>
<td>Submarine Voyage</td>
<td>Adults &amp; Junior 50, Children 35</td>
<td>&quot;E&quot;</td>
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<tr>
<td>Surreys</td>
<td>.10</td>
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<td>Ride</td>
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<td>Coupon</td>
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<tr>
<td>-------------------------------------------</td>
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</tr>
<tr>
<td>Tom Sawyer Island Rafts - Adult &amp; Jr.</td>
<td>.50-.75</td>
<td>&quot;Eu.D&quot;</td>
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<tr>
<td>Children</td>
<td>.35</td>
<td>&quot;Eu.D&quot;</td>
</tr>
<tr>
<td>Tomorrowland Autopia</td>
<td>.35-.30</td>
<td>&quot;Eu.C&quot;</td>
</tr>
<tr>
<td>TWA Rocket to the Moon - Adult &amp; Jr.</td>
<td>.50-.30</td>
<td>&quot;Eu.C&quot;</td>
</tr>
<tr>
<td>Children</td>
<td>.35-.30</td>
<td>&quot;Eu.E&quot;</td>
</tr>
<tr>
<td>20,000 Leagues Exhibit</td>
<td>.10</td>
<td>&quot;A&quot;</td>
</tr>
</tbody>
</table>

RIDES AND AMUSEMENTS
1. Santa Fe & Disneyland Railroad

a. The Santa Fe and Disneyland Railroad Mainline Comprises a mile-and-one-quarter of 36" gauge railroad and 9,000 ft. of trackage (including sidings) circling the Park. The Railroad is operated by a standard book of rules.

b. Operated by - WED Enterprises, Inc., a division of Walt Disney Productions.

c. Route - Completely circles the Park with a view of all the Realms and includes the Grand Canyon Diorama.

d. Trains - (3) - Designed by WED Enterprises and built at Walt Disney Studio.

e. All Trains are 5/8 scale reproductions of trains of the era (1890-1910)
   1) Passenger Train
   2) Holiday Special
   3) Excursion Train

f. Locomotives - (4) - All Locomotives are steam powered, 15 ton.
   1) #1-C. K. Holliday
      Named for the founder of the Santa Fe Railroad.
      Type - 4-4-0 (4 front wheels, 4 drivers, no trailing truck)
      Construction
      SKETCHES, PATTERNS and other DETAIL work was done at the Walt Disney Studios; FABRICATION (wheels, frames, boiler, and other like parts) were constructed by outside contractors; Final ASSEMBLY at Disneyland by Round House crew (insulation on boiler, sand domes and steam domes); CAB and STACK were made at the Studio.

   2) #2-E. P. Ripley
      Named for one of the early Presidents of the Santa Fe Railroad.
      Type - 4-4-0 (4 front wheels, 4 drivers, no trailing truck)
RIDES AND AMUSEMENTS

MAIN STREET U. S. A. (Cont'd)

1. Santa Fe & Disneyland Railroad (Cont'd)

2) #2-E. P. Ripley (Cont'd)

Construction

SKETCHES, PATTERNS and other DETAIL work was done at the Walt Disney Studios; FABRICATION (wheels, frames, boiler and other like parts) were constructed by outside contractors; Final ASSEMBLY at Disneyland by Round House Crew (insulation on boiler, sand domes and steam domes); CAB and STACK were made at the Studio.

3) #3-Fred Gurley

Named for the Chairman of the board of the Santa Fe Railroad in 1958.

Type - 2-4-4-T (2 front wheels, 4 drivers, 4 wheels on the trailing truck, and tender is part of the engine.

Construction

ENGINE is a rebuilt engine originally manufactured by the Baldwin Co. in 1894 for a New Orleans Plantation owner. Rebuilding was done under the direction of Roger Brookie.

ENGINE was located for Disneyland by Jerry Best, Vice President of the Railroad and Locomotive Historical Society, and had been hauling sugar cane on the Lafouette Raceland & Longport Railway in Louisiana.

4) #4-Ernest S. Marsh

Named for the President of Santa Fe Railroad (1959).

Type - 2-4-0 (2 front wheels, 4 drivers and no trailing truck)

Construction

ENGINE is a rebuilt engine originally manufactured by the Baldwin Co. in 1925.

ENGINE was located for Disneyland by Jerry Best, Vice President of the Railroad and Locomotive Historical Society.
Rides and Amusements

Main Street U. S. A. (Cont'd)

1. Santa Fe & Disneyland Railroad (Cont'd)

  g. Main Street Depot

      1) Composite design of station of the era-1890-1910.
      2) Has refreshment stand for soft drinks.

1A. Grand Canyon Diorama

   a. Is seen as part of trip on all of the Santa Fe & Disneyland Main Line trains. Gives passengers the sensation of actually looking down into the famed mile-deep, 13 mile long chasm cut by the Colorado River in the Arizona Plateau.

   b. Shows the "Canyon" from dawn to dusk with sunshine, snow and a thunderstorm complete with lightning and sound effects.

   c. Building

       1) Entrance tunnel is completely covered with earth and landscaped.
       2) Is 306 ft. long and 45 ft. wide.
       3) Is soundproofed and air-conditioned with controlled temperature of 74 degrees.
       4) Is ventilated by a special dust percipitator.
       5) Plate glass separates "Canyon" from R.R. tracks.

   d. Background painting

       1) Three-dimensional painting is 306 ft. long.
       2) Was painted at Grosh & Son Scenic Studio in sections and installed at Disneyland.
       3) Designed by WED Enterprises, Inc.

   e. Rocks

       1) Typical of formations found in region of Canyon.
       2) Made of plaster in Disneyland Staff Shop.

   f. Trees

       1) Tree trunks and evergreen shrubs are real specimens.
       2) Leaves of quaking Aspen are plastic made by a company in Chicago.
       3) Specimens represented - Ponderosa, Juniper, Pinon Pine and Quaking Aspen.
RIDES AND AMUSEMENTS

MAIN STREET U. S. A. (Cont'd)

1A. Grand Canyon Diorama (Cont'd)

   g. Snow
      1) Snow is ground styrofoam (plastic and fire-proof)

   h. Wild life
      1) Are real specimens - Wild Turkey, Mountain Lion,
         Skunks, Porcupine, Desert Mountain Sheep, Golden
         Eagle, Deer, Crows, Rattlesnake, Rabbits.

   i. Cliff Dwellers Village
      1) Typical of region and made of plaster at Disneyland.

   j. Exit
      1) Composite design of an Early American covered Bridge.

2. Main Street Horse Cars (Disneyland Street Railway)
   a. Route: Main Street Depot, down Main St. circle Plaza.
      Return trip - Plaza, Main St. to Depot. Serves
      as main St. transportation.

   b. There are four (4) horsedrawn street cars.

   c. Hitch: One (1) horse per car.

   d. Built at Walt Disney Studios.

3. Surrays (Disneyland Livery Stable)
   a. Route: Main Street Depot, down Main Street, circle Plaza.
      Return trip - Plaza, Main Street to Depot. Serves,
      as Main Street transportation.

   b. There are four (4) horsedrawn surreys.

   c. Hitch: two (2) horses per surrey.

   d. Built at Walt Disney Studio
MAIN STREET U. S. A. (Cont'd)

4. **Fire Engines** (Disneyland Fire Dept.)
   a. Route: Town Square, down Main St., Circles Plaza. Return trip - Plaza, Main Street to Depot. Serves as Main Street transportation.
   b. There is one (1) horsedrawn fire engine, typical of the 1900's. (operates in peak seasons.)
   c. There is one (1) gasoline motor driven fire truck, typical of those of the early 1900's.
   d. Built at Walt Disney Studios.

5. **Horseless Carriages** (Disneyland Transportation Co.)
   a. Two (2) authentic reproductions of autos at the turn of the century.
   b. Designed and manufactured at Walt Disney Studios.
   c. Powered by gasoline engines.
   d. Route: Town Square, down Main St., circles Plaza Return trip - Plaza, Main St., to Depot.

6. **Omnibus** (Disneyland Transportation Co.)
   a. Two (2) double decker buses.
   b. Route: Town Square, down Main Street, through Plaza and around Matterhorn. Return trip - Matterhorn, through Plaza, main Street to Town Square.
   c. Built at Walt Disney Studio.

7. **Main Street Cinema**
   a. Inside Cinema are five (5) small Nickelodean Screens showing continuously and simultaneously, old silent movies with piano accompaniment, plus one (1) screen exhibiting old-time tinted slides.
MAIN STREET U. S. A. (Cont'd)

8. Penny Arcade (Main Street shooting gallery)

a. Has many machines and amusements which are antique, including a giant Wurlitzer one-piece orchestra - 57 years old.

b. Ticket books are sold here (with or without rate admission)
ADVENTURELAND

1. Jungle Cruise

a. An explorer's cruise through tropical rivers of the world with an armed guide. Adventures with crocodiles, hippos, head hunters, etc.

b. Motif - The motif is that of the tropical regions of the world with Jungle rivers and bazaars.

c. Boats - ten (10)

1) Operated by Gray Marine engines on guide rail 1,620 ft. long - capacity 35 including guide - overall length 27 ft. - beam 9 ft.

2) Nomenclature:

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<thead>
<tr>
<th>Names</th>
<th>Rivers</th>
<th>Flags</th>
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<tr>
<td>Congo Queen</td>
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<td>First Confederate</td>
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<td>North Rhodesia</td>
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<tr>
<td>Yangtze Lotus</td>
<td>Yangtze</td>
<td>Free China</td>
</tr>
</tbody>
</table>

c. Animals and Natives

1) Faithful animated reproductions of wild life and natives; crocodiles, hippos, python, cobera, elephant, giraffe, gorilla, lion, water buffalo and head hunters.

2) Designed by WED Enterprises, Inc., and made at Walt Disney Studios

3) Are operated by electronic and Hydraulic devices

d. Sound Effects

1) Tape recordings of actual sounds - twenty-four (24) in all.
ADVENTURELAND (Cont'd)

1. **Jungle Cruise** (Cont'd)

   e. **Plant Life**

   1) Most plants are real and typical of those found in the tropical areas of the world. Orchids are both plastic and real.

   2) Defroster fans are set up on rafts each night during winter months.
FRONTIERLAND

The period is approximately 1790-1876 and represents America's frontiers from Revolutionary days to the great southwest settlement. Frontierland includes eight (8) areas or eras of American History.

1. **Shooting Gallery**
   a. Probably largest in world - 16 air rifles
   b. Guns have a recoil of 22 calibre rifle.
   c. The peak day to date is 105,000 rounds, 7,000 clips (15 rounds to one clip)
   d. The scenery and targets are re-painted after each days operation.

2. **Rainbow Caverns Mine Ride**
   a. Trip on mine train through Painted Desert and Rainbow Caverns with multi-colored fountains and falls.
   b. Approximately 43,387 gallons of water per hour are circulated to create the eleven (11) waterfalls. (Bridal Veil, Stairway to Wishing Star, Ribbon Devils, Paint Pot, Geyser Grotto, Angel, Red Devil, Witches Caldron, Seven Sisters, Silver Threads Among the Gold, Rainbow.)
   c. Lighting in Caverns is obtained from black light shining on fluorescent dyes in the water.
   d. The three (3) trains of open ore cars are operated by 530 amp electric batteries.
   e. There are six (6) cars per train

3. **Rainbow Ridge Pack Mules**
   a. Pack mule ride into the mother-lode country of old West on mules such as were used by gold miners and settlers of the era.
   b. Two (2) packs - one (1) lead horse and nine (9) mules in each pack.
Frontierland (Cont'd)

4. Mark Twain Steamboat

a. Travels around Tom Sawyer's Island on the Rivers of America with a capacity of 300 to 350 people.

b. Is an authentic scale reproduction of the old Mark Twain River Boat, designed by WED Enterprises, Inc.

c. Superstructure was built at Walt Disney Studios - Hull was built at Todd Shipyards, Wilmington - Entire boat was assembled and completed at Disneyland under the Supervision of Rear Admiral, Joseph W. Fowler, Vice President of Disneyland, Inc., and Director of Construction and Maintenance Division.

d. 105 ft. overall length - height: keel to pilot house 28 ft. - draft 2 ft. 3 inches - beam 26 ft. 6 inches - displacement 125 tons.

e. Powered by its two (2) huge steam engines which operate the stern wheel, it runs on a guide rail 2,450 ft. long.

f. Dedication plaque on the Mark Twain:
   (Located directly behind the huge engine)

MARK TWAIN

of

DISNEYLAND

Christened this 17th day of July, 1955 by Miss Irene Dunne on the Rivers of America in Disneyland
5. Sailing Ship Columbia
   a. Official Dedication - June 14, 1958
   b. Operates on the Rivers of America, alternately with the Mark Twain, and has a capacity of 275 people.
   c. Is a 3-masted, full-rigged sailing vessel, and with the exception of several necessary deviations, is a copy of the original armed merchant vessel, "Columbia," which was the first sailing ship carrying the United States flag to circumnavigate the globe.
   d. Hull was built at Todd Shipyards, Wilmington, and boat was completed at Disneyland under the supervision of Rear Admiral Joseph W. Fowler, USN (Ret.)
   e. 92 ft. overall - 45 ft. bowsprit - 84 ft. mainmast - 26 ft. 6 inches beam.
   f. Is powered by submarine batteries and runs on guide rail 2,450 ft. long.

6. Tom Sawyer Island Rafts
   a. Are romantic reproductions of the raft in the Tom Sawyer story and serve as transportation to and from the island.
      1) Operate from the dock at the Plantation House and from the Indian Village.
   b. Are powered by Gray marine engines...DO NOT operate on guide rails.
   c. Four (4) rafts: Tom Sawyer, Huck Finn, Becky Thatcher, and Injun Joe.
   d. Tom Sawyer Island
      1) Attractions on the island are FREE
         Fort Wilderness:
         Contains small museum exhibit, cider bar, lookout parapets with rifles that may be operated, and an escape tunnel.
FRONTIERLAND (Cont'd)

6. Tom Sawyer Island Rafts (Cont'd)

d. Tom Sawyer Island (Cont'd)

Injun Joe's Cave:
A romantic interpretation of the cave in the Tom Sawyer story.

Indian Village:
Faithful reproduction of war-like Indian Village

Burning Cabin:
Made of asbestos, concrete and steel. Gas burners set by timeclock to keep burning. Dead settler with arrow in chest lying in wheel barrow in front of cabin.

Fishing Dock:
Guests may fish FREE from the dock. Bait and poles are supplied. (Net in fishing area is stocked with small fish such as Perch, Bluegill and some Trout.)

Suspension Bridge:
Bridge of wood hangs from steel cable and suspends over "Smugglers' Cove."

Pontoon Bridge:
Floating bridge is made of barrels and planks and crosses "Smugglers' Cove" below Suspension Bridge.

Rocks:
A group of rocks (made at Disneyland of plastics) for children to climb on and play in: Ambush Rock, Pirates' Cave, Castle Rock, and Merry-go-round Rock.

The Tree House:
Faithful reproduction of huge tree (made at Disneyland of plastics) with tree house near top, accessible by a staircase.
FRONTIERLAND (Cont'd)

d. Tom Sawyer Island (Cont'd)

2) Refreshments are served at Cider Bar in Fort Wilderness.

7. Santa Fe & Disneyland Railroad Trains

a. Frontierland Station

1) Composite design of station of the era

2) Serves as passenger station for Frontierland

b. All of the Santa Fe & Disneyland trains may be boarded at this station. (For further information on trains, see DISNEYLAND PARTICULARS - Section Two)

8. Mike Fink Keel Boats

a. Actual boats used in the Walt Disney "Davey Crockett" movie and TV series.

b. Ride takes you around Tom Sawyer's Island on the Rivers of America.

c. Are powered by Gray marine engines...DO NOT operate on guide rail.

d. Two (2) boats: "Gullywhumper" and "Bertha Mae"

9. Indian War Canoes

a. Simulated war canoes, piloted by real Indians, and paddled by guests.

b. Trip takes you around Tom Sawyer Island on the Rivers of America.

c. Six (6) canoes (not named)...DO NOT operate on guide rail.
1) Casey Jr. Circus Train (Cont'd)
   b) Two (2) trains - each consist of:
      1 engine, 1 calliope, 2 animal cars, 2 chariots, and 1 caboose
   c) Operated by gasoline engines

2) Canal Boats (Storybook Land)
   a) Scenic ride entering Storybook Land through the mouth of Monstro the Whale (taken from Pinocchio)
   b) Names of Boats: (12) Katrina, Lady Katrina, Wendy, Lady of Shallot, Aurora, Nellie Bly, Gretel, Annie Oakly, Bold Lochinvar, Cinderella, Lady Guenivere, and Lady of the Lake.
   c) Operated by electric motors

3. King Arthur Carrousel
   a. The largest one of its kind in the world.
   b. It contains 72 different hand carved horses representing the horses of the Knights of King Arthur.

4. Mr. Toad's Wild Ride
   a. Dark ride in Mr. Toad's antique car through Toad Hall, City Streets and the countryside of England to a dramatic finish.
   b. Names of cars: (12) Toady, (2) Mr. Toad, Mac Badger, Moley, Ratty, (2) Cyril, (2) Winky, and (2) Weasel.

5. Peter Pan Flight
   a. Dark ride- flight over London in private pirate galleon, past the 2nd star to the right to Neverneverland and Skull Rock. The story of Peter Pan's adventures with Capt. Hook and the Pirates.
   b. There are ten (10) galleons numbered from 1 thru 10
6. Snow White's Adventures
   a. Dark ride through the diamond mine with the seven Dwarfs, and the castle of the Wicked Witch and the Enchanted Forest.
   b. There are thirteen (13) cars named: (2) Dopey, (2) Doc, (2) Grumpy, Sneezy, (2) Bashful, Happy, Sleepy, and (2) Snow White.

7. Dumbo Flying Elephant
   a. Primarily a children's ride which is taken from the story of "Dumbo", the Flying Elephant.
   b. Is a circular swing ride
   c. There are ten (10) flying elephant cars (not named)

8. Mad Tea Party
   a. Based on the theme from "Alice in Wonderland"
   b. There are eighteen (18) large cups and saucers which serve as vehicles.

9. Skyway to Tomorrowland
   a. An aerial trip built on the principle of a ski lift, and takes you to Tomorrowland, and through the Glacier Grotto in the Matterhorn.
   b. Manufactured in Switzerland with the exception of the buckets, which were designed at WED Enterprises, Inc. and was assembled at Disneyland.
   c. Serves as transportation to and from Tomorrowland, as well as a ride.
   d. There are 49 buckets - capacity 2 passengers each.
HIDES

AND

AMUSEMENTS

FANTASYLAND (Cont'd)

10. Motor Boat Cruise
   a. Motor boat ride over the Fantasyland river and climaxed by the Whitewater rapids.
   b. Boats are fiberglass and are operated by 1 cylinder gasoline engines...Operates in a controlled channel.
   c. There are fourteen (14) boats named: Minnie Mouse, Daisy Duck, Cinderella, Snow White, Princess Aurora, Flora Fauna, Queen of Hearts, Merryweather, Lady, Alice, Wendy, Witch Hazel, Tinkerbell, Blue Foot Sue, Faline, Katrina, and Maid Marion.

11. Alice in Wonderland
   a. Is a two-story, partially dark ride and open air ride, based on the story, "Alice In Wonderland."
   b. Trip takes you through the rabbit hole, the upside-down-room, the Mad Tea Party, and other scenes from the story.
   c. There are sixteen (16) cars - numbered
   d. Capacity - 4 or 5 passengers per car.

12. Mickey Mouse Club Theater
   a. Theater shows Walt's new cartoon hits and Mouseketeer films.
   b. Theater capacity - 450
   c. Also used for holding large meetings and convention groups, and employee training programs.

13. Fantasyland Autopia (Richfield)
   a. Freeway of tomorrow in miniature - true in every detail, including cloverleaf.
   b. There are seventy (70) cars operating on two roadways - one for children under 48" in height and one for adults.
   c. Operated by one-cylinder air-cooled engines with adjustable governor giving controlled speeds up to 12 miles per hour. Cars DO NOT operate on guide rails.
   d. Cars: Weight 520 lbs. - length 110" - height 28" - interchangeable with cars on Tomorrowland Autopia.
TOMORROWLAND

The period is the year 1986. This is the year when Halley's Comet is due to return.

1. **20,000 Leagues Exhibit**
   a. Interiors are actual sets from Walt Disney's "20,000 Leagues Under the Sea", featuring Capt. Nemo's Atomic powered submarine, the "Nautilus," with a personal appearance of the giant squid in terrifying action.
   b. A miniature submarine used in the filming can also be seen.
   c. These sets won the Motion Picture Academy Award.

2. **TWA Rocket to the Moon**
   a. A science-factual round trip to the moon which is realistically simulated by seat vibrations and by circular screens or scanners showing take off and approach of both the planet earth and of the earth's moon.
   b. Seat vibrations - operated by air compressor synchronized with viewing screens.
   c. Viewing screens or scanners are located on the floor of the space ship. The 16 mm film is projected on the scanners and synchronized with sound tapes and with the seat vibrations.
   d. New and up-to-date film has been added showing the recent advancements toward outer-space travel which include actual film of the satellites now in orbit.
   e. The departure area is called Space Port.
   f. There are two (2) Rocket Ships - Polaris and Arcturus
   g. Capacity of each rocket 102 passengers every 12 minutes.

3. **Astro-Jet**
   a. A rotary-circular ride with individual up-and-down movements controlled by passenger
   b. Number of jets - Twelve (12)
   c. Capacity - 2 in each jet
TOMORROWLAND (Cont'd)

4. Tomorrowland Autopia (Richfield)
   a. A freeway of tomorrow in miniature - true in every detail, including a cloverleaf.
   b. There are seventy (70) cars, operating on two roadways - Children must be 56" high to operate cars.
   c. Operated by one-cylinder air-cooled engines with adjustable governor giving controlled speeds of up to 12 miles per hr. Cars DO NOT operate on guide rail.

5. Satellite-View of America
   a. Diorama view of the continental United States as it would appear from a satellite.

6. Skyway to Fantasyland
   a. Aerial trip built on the principle of a ski lift and takes you to Fantasyland via a glacier grotto in the Matterhorn Mountain.
   b. Built in Switzerland with the exception of the buckets, and was assembled at Disneyland.
   c. Serves as transportation to and from Fantasyland, as well as a ride.
   d. There are 49 buckets - capacity two passengers each.

7. Santa Fe and Disneyland Railroad Trains
   a. Tomorrowland Station
      1) an Ultra-Modern station of the Future.
      2) Serves as passenger station for Tomorrowland
   b. All of the Santa Fe & Disneyland Trains may be boarded at this station. (For further information on trains, see DISNEYLAND PARTICULARS - Section Two)
TOMORROWLAND (Cont'd)

8. Disneyland-Alweg Monorail System

a. Is an exciting ride of the future patterned after monorail now in use in Germany.

b. Trip takes you over lagoons and lakes, over Autopia freeways, and circles the Matterhorn Mountain.

c. Trains are electrically powered and run on a single beamway approximately 3,000 ft. long.

d. There are two (2) trains with Three (3) cars each, each train has a capacity of eighty-four (84) passengers.

e. Speed is 20 MPH maximum.

f. Operated by WED Enterprises, Inc.

9. Submarine Voyage (General Dynamics)

a. Nine (9) minute trip circles lagoon, enters flooded building (with simulated "dive") through waterfall and takes you through an underwater world of:

Sunken ships and salvage divers; animated sea life, including a moray eel, a squid, rare deep water fish, a sea serpent, and mermaids; and an underwater earthquake with "firey" lava in the Continent of Atlantis.

b. There are eight (8) submarines; named:

Nautius, Sea Wolf, Skate, Skipjack, Triton, George Washington, Patrick Henry Eathan Allan.

c. Each submarine has a capacity of 38 passengers.

d. Building - is steel and concrete and is completely covered with earth and landscaped (Autopia freeways and Monorail Rides operate above)

e. Water - In lagoon and flooded building is completely separate from all other waterways in Disneyland, and is filtered (as are swimming pools) so that all underwater scenes are clearly visible.
TOMORROWLAND (Cont'd)

10. Matterhorn Bobsleds

a. Ride starts from near top of Matterhorn Mountain, circling inside and then outside - through pools of water and beautiful caverns and ice caves - throughout entire descent.

b. There are 32 cars (or Bobsleds) with a capacity of 4 per car.

c. Cars are hauled from ground level up to start of descent by electric motors and coast down.

d. Mountain - is made of steel and concrete and landscaped at base, "snow" is color impregnated cement

Height - 140 ft. from loading area to peak.
Scale - 1/100 actual size of Matterhorn Mountain in Switzerland.
FREE EXHIBITS, ATTRACTIONS AND ENTERTAINMENT
F.P. STREET U.S.A.

1. Behing Van & Storage (Exhibit only)
   a. Has replica of old Behing Van on Display.
   b. Building houses guest lockers which are operated by Castle Services.

2. Wurlitzer
   a. Is an exhibit of pianos and organs, and gives the evolution of the piano. Displays many original pianos of the 1800's including a harp piano which was manufactured in 1850.
   b. Has a Music Hall where organ concerts are given during peak seasons.

3. Disneyland Band (Entertainment)
   a. Typifies the old-fashioned concert and marching band of the turn of the century.
   b. Is directed by Vesey Walker who has won world-wide acclaim as a band leader and consists of 18 top musicians from name bands throughout the country.
   c. Plays over 1,460 concerts annually in Town Square and in other locations in Disneyland, including Opening and Retiree caravans in Town Square.
   d. Twice daily the band divides into three (3) groups:
      1) Dixieland Strawhatters at Frontierland
      2) Keystone Kop Saxophone Quartet on Main Street
      3) Town Band in Tomorrowland, Fantasyland, and Adventureland.

4. Upjohn Pharmacy (Exhibit only)
   a. Is a composite design of the Apothecary (Drugstore) of the turn of the century.
   b. Has genuine leeches on display such as were used in medical practice before modern-times.
   c. With the exception of the woodwork and show cases, the fixtures, equipment and glassware are actual antique originals; some of the glassware is 300-400 years old, and is part of a very rare collection obtained, in part, from remote corners of the world.
FREE EXHIBITS, ATTtractions & ENTERTAINMENT

MAIN STREET U.S.A. (Cont'd)

1. Upjohn Pharmacy (Exhibit only)(Cont'd)
   d. FREE samples of Upjohn's "Unicap" vitamins.
   e. Has FREE Human Cell Display

5. Yale & Towne Lock Company (Merchandising Exhibit)
   a. Primarily an exhibit showing the evolution of the lock and key down through the ages, and displays many rare antique keys and locks.
   b. Sells Disneyland Keys, and tie clasps and key chains with the key motif.

6. Eastman Kodak (Exhibit only)
   a. Displays both early-day Photographic equipment and Kodak's newest developments (new equipment will be demonstrated on request)
   b. Guest Service - Makes minor repairs on cameras and assists guests in loading cameras of all types.
   c. FREE informational and instructional folders on photography guests showing photo vantage points

7. U.S. Time (Merchandising Exhibit)
   a. Primarily merchandising. Also has display of old watches ranging from 1905 to 1910 and a copy of the letter from Mark Twain ordering a watch and a copy of the watch he was sold.

8. Carnation Company (Restaurant)
   a. Has Carnation Delivery Wagon Styled as those of the period of 1890-1910 displayed outside.
   b. Interior decor is that of an early day soda fountain, with back bar fashioned after those of the period.

9. Insurance Company of North America Companies (Exhibit and Information)
   a. Has display of actual antiques; Fire Hats, Water Bucket and axes used at the turn of the Century, as well as model fire fighting apparatus used during this period.
   b. Interior decor is that of a hotel lobby, with writing desks, lounges and a "registration" desk.
10. **Puffin Bakery (Merchandising Exhibit)**
   a. Actual working bakery with the decor of 1890-1910
   b. Guests may watch the baker while he works.

11. **Swift Market House**
   a. Has old fashioned pot bellied stove circled by chairs and has old fashioned wall telephone on which can be heard a typical party line conversation.
The Plaza is a hub from which all major realms evolve.

1. Monsanto Home of the Future (Exhibit only)
   a. World's most remarkable all-plastic house showing the use of plastics in the home of the future.
      1) Construction - Cantilevered plastic beams support home.
      2) Floors and floor covering, furniture, draperies and upholstering materials, dishes and house itself are ALL plastic.
      3) Incorporates all of the equipment designs of the home of the future.
   b. Cooperative Companies whose products and designs are used in the structure and furnishing of the Home of the Future are:
      American Motors Corp. - Kelvinator Division
      Armstrong Cork Company
      Bell Telephone System
      Chemstrand Corp.
      Crane Company
      Libby-Owens-Ford Glass Company
      Mobray Chemical Co.
      National Lead Company
      Owens-Corning Fiberglas Corp. - Textile Products Division
      Sylvania Electric Products, Inc.
      U. S. Time Corp.
      Yale & Towne Manufacturing Co.

2. Carnation Plaza Gardens (Entertainment)
   a. A covered outdoor dance area where special entertainment is presented during peak seasons. (Disneyland Band Concerts, Date Night Dance Bands, and other Special FREE Entertainment)
   b. Area also serves as an outdoor dining area operated by Carnation Company. Serves snacks, ice cream products and soft drinks.

3. Hawaiian Trio (Entertainment)
   a. Hawaiian Trio provides entertainment and dance music at the Pavillian during the summer season.
FRONTIERLAND

The period is approximately 1790-1876 and represents America's frontiers from the Revolutionary days to the great Southwest settlement. Frontierland includes eight (8) areas or eras of American History.

1. Golden Horsechoe Revue (Entertainment)
   a. Operated by Disneyland, Inc. - sponsored by Pepsi Cola Co.
   b. Interior and fixtures have authentic flavor of the saloon of the 1840 era.
   c. Regularly scheduled FREE performances of gay-ninties show.
   d. Serves Pepsi Cola and sandwiches.

2. Mexican Trio (Entertainment)
   a. Regularly scheduled FREE performances by strolling Mexican Trio in the Mexican Area during peak seasons, and on weekends.

3. Dixieland Band - Strawhatters (Entertainment)
   a. Regularly scheduled performances in the "Gazabo" by the "Strawhatters" (The Dixie group from the Disneyland Band)

4. Magnolia Park Bandstand (Entertainment)
   a. A shaded "amphitheater" where bands and special groups perform FREE during peak seasons. Band Concerts daily.

5. Indian Dancers and Crafts (Entertainment)
   a. Indians from many tribes do authentic Tribal dances - weaving - and sand painting during peak seasons and on week-ends.

6. Mineral Hall (Merchandising Exhibit)
   a. Operated by Ultra-Violet Products, Inc.
   b. FREE exhibit of Black Light showing its everyday uses.
   c. Sells ore samples and fluorescent items.
7. Pendleton Woolen Mills (Merchandising)
   a. Primarily merchandising, however it has exhibit value in that the interior and exterior is in the motif of a Frontier general store of the early days of the West.

8. Davey Crockett Arcade
   a. Exterior is in character with American Frontier days - log buildings and interiors are from "Alamo" sets built around stories of Davey Crockett.
   b. Has display of early day fire arms and houses shops which sell merchandise of Frontier character.

9. El Zocalo (Merchandising)
   a. Is a typical Mexican market place as in the early days of the Aztecs when the focal point of all activity was the market place or El Zocalo - all roads led to El Zocalo, and people from miles around would bring baskets, pottery, glass and other wares to sell. During the days of the great South-west development before the Godsen Purchase, and down through the years the custom has been preserved. Here in Frontierland You'll find quaint and colorful products of Mexico.

10. Frontier Gun Shop
    a. Has on display, firearms, dating back from the Civil War up thru World War II. Also has swords and Sabres of early American Frontier days. Some of the Sabres belonged to the Spanish Lancers of California.
    b. All of these items are for sale as well as the gun reproductions and novelty items.
FANTASYLAND

The time of Fantasyland is Storybook Time, a timeless world of imagination.

1. Chicken of the Sea Pirate Ships
   a. Operated by Van Camp Sea Food Company
   b. Serves Chicken of the Sea Tuna in many delicious forms.
   c. Has "real" pirate and talking parrot.
   d. Ship is excellent vantage point for photographers.

2. Mad Hatter
   a. Sells and sews names on hats
   b. Displays a huge "Hat Tree"
TOMORROWLAND

The period is the year 1986. This is the year when Halley's Comet is due to return.

1. Monsanto Chemical Co. (Exhibit only)
   a. "Hall of Chemistry" display shows how chemistry affects everyday living - in food, clothing, shelter, and health today - and some of the possibilities chemistry has in store for tomorrow.

   1) "Chemitron" - eight huge test tubes topped with colorful statues. Each stands for eight (8) natural materials - salt, air, oil, sulphur, phosphate rock, water, limestone from which all chemicals are made.

   2) Individual wall displays show the use of chemicals in: health, detergents, fabrics, furniture and toys, stock feed and fertilizers, food packaging, food production - "Farm of the Future" - plastic pipelines, and purification of salt water for tomorrow's living.

   b. "Home of the Future" is also sponsored by Monsanto and is located on the Plaza near the Tomorrowland entrance.

2. Kaiser Aluminum & Chemical Corp. (Exhibit only)
   a. An educational and entertaining display giving the complete story of aluminum - from beginning to the present - and projects into the future.

   1) Display includes the methods of mining the ore, processing it, through the finished metal and its uses.

3. Crane Co. (Exhibit only)
   a. A display showing the "Bathroom of Tomorrow" and laundry room of the future.

   b. Has a special plumbing display with water jets and valves that can be operated by the guests (especially popular with the children).

   c. Story of "Flow Control" and industrial plumbing.
TOMORROWLAND (Cont'd)

4. Richfield Oil Corp. (FREE Show)
   a. FREE show called "The World Beneath Us." (every 30 minutes throughout each day the Park is open)
   b. Show includes: a cartoon story (produced by WDP) of the development of the earth; a diorama model of the entire Los Angeles basin; and a working model of an underground oil reservoir.

5. National Lead Co. Color Gallery (Dutch Boy Paints) (Exhibit Only)
   a. An exhibit of colors and how they are used.

6. Thimble Drome Flight Circle (FREE Show)
   a. A small fenced area where Thimble Drome model airplanes, cars and boats are demonstrated in a thrilling show.

7. Art Corner
   a. Artists at work drawing pastel portraits of guests.

8. Mad Hatter
   a. Sells and sews names on hats

9. Mountain Climbers
   a. Two mountain climbers scale the Matterhorn Mountain throughout the day during the summer season and on weekends in the winter.
SHOPS AND GIFTWARE STANDS
There are more than 65 individual retail shops in Disneyland handling gifts and guest services. All shops are leased by individual businessmen or companies, with the exception of the giftware stands and the Art Corner shops, which are operated by Disneyland, Inc.

Following is a list by name of store, operator, and scope of sales or services, as well as particulars about the shops.

**MAIN STREET**

A typical Main Street of a small town of the 1890-1910 era. Most of Main Street's shops are operated by companies that were business pioneers at the turn of the century, and all buildings and interiors are designed to fit the decor of this era.

1. **Art Gallery & Photo Studio**
   
   **Operated By:** Disneyland, Inc.
   
   **Scope of Sales:** Artist's sketches, souvenirs, Disney character items, arts and crafts, comic photo studio.
   
   **Particulars:** Also includes Wonderland Music Store (See Wonderland for details).

2. **Bakery (Puffin's)**
   
   **Operated By:** Refrigerated Foods Division of General Mills, Inc.
   
   **Scope of Sales:** Bakery products and coffee.
   
   **Particulars:** Is an actual "working" bakery that may be viewed by the guests - makes fresh bakery goods daily. Also serves hot coffee and pastries.

3. **Balloons**

   **Operated By:** Nat Lewis Balloons
   
   **Scope of Sales:** Helium filled balloons.
   
   **Particulars:** Costumed Balloon Boy is stationed in Town Square (also in Fantasyland's Castle courtyard.)
SHOPS AND GIFTFWARE STANDS

MAIN STREET U.S.A. (Cont'd)

1. **Bank of America**
   Operated by: Bank of America
   Scope of Sales: Banking
   Particulars: Is a functional modern-day bank with the decor of the past. Open from 10 a.m. to 4 p.m. every day the Park is open. Has FREE Disneyland maps for guests.

5. **Book Store**
   Operated By: Disneyland Inc. and Western Printing & Litho Co.
   Scope of Sales: Children's books and party kits

6. **Camera Shop**
   Operated by: Royaltone Photo Service
   Scope of Sales: Eastman Kodak cameras, film, and camera equipment. Rents both still and movie cameras to guests while in Disneyland. Developing service - guests may leave both movie and still camera film to be developed and mailed anywhere in the United States.

7. **Candle Shop**
   Operated by: Disneyland Inc.
   Scope of Sales: Candles and accessories from all over the world.
   Particulars: Candles are decorated, and some are hand carved.

8. **Candy Palace**
   Operated by: A R B Corporation
   Scope of Sales: Old fashioned and novelty candies

9. **Imported Candy Shop**
   Operated by: A R B Corporation
   Scope of Sales: Candies from around the world
SHOPS AND GIFTWARE STANDS

MAIN STREET U.S.A. (Cont'd)

10. Flower Market
   Operated by: Disneyland, Inc.
   Scope of Sales: Sells imported plastic "life-like" flowers of every description.

11. Crystal Arcade Toys
    Operated by: Toy Fair, Inc. (Division of Emporium of Orange County)
    Scope of Sales: Disney character toys

12. China and Glass
    (See Ruggles China and Glass House)

13. Emporium Department Store
    Operated by: Emporium of Orange County
    Scope of Sales: Disney character merchandise, jewelry, china and brassware, and camera film. Also sells service items - nylon hose, hair nets, etc.
    Particulars: Tin ceiling is original purchase from a Hollywood Studio.

14. Glass Blower
    Operated by: Emporium of Orange County
    Scope of Sales: Blown, network, and solid crystal glass items
    Particulars: Glass blower actually makes items in shop

15. Greeting Cards (Gibson's Card Shop)
    Operated by: John McGinnis for Gibson Art Co.
    Scope of Sales: Greeting Cards, gift wrapping and stationary items.

16. Jewelry Store
    Operated by: Dwight Long
    Scope of Sales: Costume Jewelry and handbags.
SHOPS AND GIFTWARE STANDS

MAIN STREET U.S.A. (Cont'd)

17. Lock and Key Shop
   (See Yale & Towne Lock Shop)

18. Mad Hatter
   Operated by: Benay Albee Novelty Co.
   Scope of Sales: novelty and personalized hats

19. Main Street Magic Shop
   Operated by: Taylor & Hume
   Scope of Sales: Magic tricks, gag gifts, wigs and masks.

20. News Stands (2)
   Operated by: Castle Services
   Scope of Sales: Los Angeles newspapers, magazines, comic books, novelties, and camera film.

21. Pen Shop
   Operated by: Lawson Engineering Co.
   Scope of Sales: Pens, pencils, and stationary items, leather wallets and key holders - all of which can be personalized with name or initials.
   Particulars: Has cherry mahogany writing desk over 200 years old in actual use.

22. Print Shop
   Operated by: Castle Services
   Scope of Sales: Headline Printing
   Particulars: Printing is done on antique lino-scribe presses with Cheltonham Old-English type which were formerly used to print show card window signs at the turn of the century.
SHOPS AND GIFTWARE STANDS

MAIN STREET U.S.A. (Cont'd)

23. **Ruggles China and Glass House**
   Operated by: Ruggles China and Glass
   Scope of Sales: Fine glassware and China gifts

24. **Silhouette Studio**
   Operated by: Alex DeGonslar & Nemo Markey
   Scope of Sales: Cut Silhouettes and frames
   Particulars: Two of the world's finest silhouette artists at work.

25. **Giftware Stands (2)**
   Operated by: Disneyland, Inc.
   Scope of Sales: Disneyland giftware and camera film and information for guests

26. **Stamp & Coin Shop**
   Operated by: Lawson Engineering Co.
   Scope of Sales: Sells and buys rare stamps and coins
   Particulars: Has display of rare stamps and coins

27. **Stroller Rentals**
   Operated by: Castle Services
   Scope of Sales: Rents Wheel Chairs and Baby Strollers

28. **Swift's Market House**
   Operated by: Swift & Company
   Scope of Sales: 1890's market novelties
   Particulars: Has pot bellied stove surrounded by chairs for guests and a typical 1890 telephone conversation may be heard over the old-fashioned party-line telephones FREE

Many of the items and equipment on display are originals collected from all over the world.
SHOPS AND GIFTWARE STANDS

MAIN STREET U.S.A. (Cont'd)

29. **Timex**

   Operated by: U. S. Time Corporation
   
   Scope of Sales: Watches and Clocks (Timex) Makers of Disneyland Character Watches.
   
   Particulars: The giant TIMEX clock at the entrance to Tomorrowland is a landmark, and gives the accurate time all over the world. Also has display of old-time watches and a copy of a letter from Mark Twain ordering a watch and a copy of the watch he bought.

30. **Tobacco Shop**

   Operated By: Random Parts, Inc.
   
   Scope of Sales: Tobacco and accessories, as well as aspirin and other service items

31. **Town Square Realty**

   Operated by: Town Square Realty, Inc.
   
   Scope of Sales: Real estate Office

32. **Watches and Clocks**

   (See Timex)

33. **Wonderland Music**

   Operated by: Disneyland, Inc.
   
   Scope of Sales: Records, sheet music and old fashioned piano rolls

34. **Yale & Towne Lock Shop**

   Operated by: Yale & Towne Company
   
   Scope of Sales: Primarily an exhibit. Sells souvenir keys and locks, and door knockers, and tie clasps and key chains with key motif.
ADVENTURELAND

The wonderland of Nature's own design. Tropical bazaars and the fabulous Jungle River Boat Ride.

1. **Bazaar**
   - Operated by: Lawson Engineering Co.
   - Scope of Sales: Items primarily of a tropical, South Seas or Exotic character.

2. **Curio Hut**
   - Operated By: Bernice DeGonslar
   - Scope of Sales: Curios of a tropical character

3. **Guatemalan Weavers**
   - Operated By: Ed Jeffries & Marta Cordon
   - Scope of Sales: Guatemalan hand woven fabrics, skirts and jackets

4. **Hawaiian Shop**
   - Operated By: Waltah Clark
   - Scope of Sales: Hawaiian jewelry and clothing items

5. **Island Trade Store**
   - Operated By: Eli Hedley
   - Scope of Sales: Jewelry and curio items of tropical nature, and art treasures of the islands.

6. **Here and There Imports**
   - Operated By: Lela Brenner
   - Scope of Sales: Imported items of exotic character

7. **Lee Brothers Enterprises, Inc.**
   - Operated By: Bill Wong
   - Scope of Sales: Imported Chinese novelty items, china and clothing
ADVENTURELAND (Cont'd)

8. Giftware Stand
   Operated By: Disneyland, Inc.
   Scope of Sales: Disneyland giftwares, camera film, and information

9. Tiki's Tropical Traders
   Operated By: Jane & Claire Evans
   Scope of Sales: Tropical hats and novelties
FRONTIERLAND

The time of Frontierland is approximately 1790-1876. The frontiers of America live again.

1. **Davey Crockett Arcade**
   
   **Particulars:** Exterior is in character with American frontier days—log buildings and interiors are from "Alamo" sets built around stories of Davey Crockett.
   
   Houses shops which sell merchandise primarily of frontier character. Also has display of old-time fire arms.

2. **Bone Kraft**
   
   **Operated By:** Bonekraft of California
   
   **Scope of Sales:** Sells carved bone novelties and jewelry

3. **Casa de Zorro**
   
   **Operated By:** Emporium of Orange County
   
   **Scope of Sales:** Frontier toys and character merchandise and camera film.

4. **Jemrocks**
   
   **Operated By:** Jemrocks, Inc.
   
   **Scope of Sales:** Baroque jewelry

5. **Leather Shop**
   
   **Operated By:** Deland Enterprises
   
   **Scope of Sales:** Leather goods - jackets, coats and boots, handbags, and novelties

6. **Mexican Fiesta Village**
   
   **Operated By:** Chris Portillo
   
   **Scope of Sales:** Authentic Mexican merchandise - jewelry, clothing and novelties
SHOPS AND GIFTWARE STANDS

FRONTIERLAND (Cont'd)

7. Giftware Stand
   Operated By: Disneyland, Inc.
   Scope of Sales: Disneyland giftware, camera film and information

8. Squaw Shop
   Operated By: Deland Enterprises
   Scope of Sales: Womens and children's dresses and accessories

9. Birch Bark House (Indian Village)
   Operated By: Bill Wilkerson
   Scope of Sales: Authentic Indian merchandise
   Particulars: House is fashioned after an Indian community house.
               Also houses a soft drink counter (fire water) operated by UPT
               Built by Alex Bobidosh, a Chippewa Indian brought to
               Disneyland for this purpose.

10. El Zocalo
    Operated By: Chris Portillo
    Scope of Sales: Authentic Mexican merchandise
    Particulars: Is a typical open air Mexican market place as in
                 the early days of the Aztecs when the focal point
                 was the market place, or El Zocalo - all roads led
                 to the El Zocalo, and people from miles around brought
                 baskets, pottery, glass and other wares to
                 sell. During the development of the Great South-
                 west before the Godsen Purchase, and down through
                 the years, the custom of El Zocalo has been preserved.

11. Frontier Gun Shop
    Operated By: Bill Wescomb & Clyde Crouse
    Scope of Sales: Authentic gun reproductions, as well as collectors'
                    actual antique fire arms and novelty items.
FRONTIERLAND (Cont'd)

12. Frontier Trading Post
Scope of Sales: Characteristic merchandise of frontier era - both Indian and Western, and camera film.
Particulars: Building is typical of old log cabin trading post of the era.

13. Mineral Hall
Operated By: Ultra Violet Products, Inc.
Scope of Sales: Ore samples and phosphorous, fluorescent, and mineral items.

14. Pendleton Woolen Mills
Operated By: Pendleton Woolen Mills
Scope of Sales: All Pendleton woolen goods, and some leather boots of Western character
Particulars: The store is primarily a sales promotion media, and when a sale is made, the customer chooses his favorite Pendleton dealer in his home town, who then shares in the profit of the sale.
Interior motif is that of a typical general store of the early days of the West.

15. Giftware Stand
Operated By: Disneyland, Inc.
Scope of Sales: Disneyland giftwares, camera film, and information
Particulars: Stand is located in Davey Crockett Arcade.
# Shops and Giftware Stands

**Fantasyland**

A timeless world of imagination, toys, crafts, and arts of the world.

1. **Art Corner Stand**
   - Operated By: Disneyland, Inc.
   - Scope of Sales: Arts and crafts of all kinds

2. **Balloons**
   - Operated By: Nat Lewis Balloons
   - Scope of Sales: Helium filled balloons
   - Particulars: Costumed boy stationed in Castel courtyard (also in Town Square)

3. **Castle Arts and Crafts**
   - Operated By: Disneyland, Inc.
   - Scope of Sales: Arts and crafts of all kinds, and artists will sketch your portrait.

4. **Castle Candy Kitchen**
   - Operated By: ARB Corporation
   - Scope of Sales: Old Fashioned canides

5. **Fantasy Gift Fair**
   - Operated By: Emorco, Inc.
   - Scope of Sales: Disney character merchandise and camera film

6. **Had Hatters**
   - Operated By: Benay-Albee Novelty Co.
   - Scope of Sales: Personalized hats of all descriptions - has hat tree
7. Merlin's Magic Shop
   Operated By: Taylor & Hume, Inc.
   Scope of Sales: Magic Tricks and novelties, and camera film

8. Giftware Stands (3)
   Operated By: Disneyland, Inc.
   Scope of Sales: Disneyland giftwares, camera film, and information

9. Tinkerbell's Toy Shop
   Operated By: Toy Fair, Inc.
   Scope of Sales: Disney character toys - stuffed animals, dolls, musical toys and other fine toys.

Particulars: Includes GEPPETO'S WORK SHOP which sells imported and domestic marionettes and puppets.

FREE puppet shows daily during peak seasons.
TOMORROWLAND

Science and industry combine to offer a preview of Tomorrow's living - a daring world of hopes and dreams.

1. Art Corner
   Operated By: Disneyland, Inc.
   Scope of Sales: All types of art supplies and especially developed Walt Disney and Disneyland character merchandise. Artists' sketches
   Particulars: Interior motif is that of "Streets of Paris"

2. Balloons
   Operated By: Nat Lewis Balloons
   Scope of Sales: Helium filled balloons

3. Hat Bar
   Operated By: Benay Albee Novelty Co.
   Scope of Sales: Novelty and personalized hats of all descriptions

4. Hobbyland
   Operated By: Disneyland, Inc.
   Scope of Sales: Hobby merchandise - models, model kits and all Thimble Drome products
   Particulars: Has display of working models and do-it-yourself kits.

5. Giftware Stand
   Operated By: Disneyland, Inc.
   Scope of Sales: Disneyland giftwares, camera film and information
RESTAURANTS
AND REFRESHMENTS
MAIN STREET U.S.A.

A typical Main Street of a small American town of 1890-1910.

1. **Hills Brothers Coffee Shop and Coffee Garden**
   - Operated By: Food Service, Inc.
   - Serves: Hills Brothers' Coffee and light refreshments

2. **Refreshment Stand**
   - Operated By: UPT Concessions
   - Serves: Soft drinks and popcorn
   - Particulars: Located in Main Street Santa Fe & Disneyland R.R. Depot.

3. **Popcorn Wagons**
   - Operated By: UPT Concessions
   - Serves: Popcorn and Peanuts
   - Particulars: Located in Town Square and on Center Street during peak seasons.

4. **Carnation Ice Cream Parlor**
   - Operated By: Carnation Company
   - Serves: Carnation ice cream in every form, and lunches.
   - Particulars: All equipment and back bar are composite design of an ice cream parlor at the turn of the century.
     
     Old-time Carnation delivery truck - complete with horn - is displayed outside, and is a favorite picture-taking prop.

5. **Puffin’s Bakery**
   - Operated By: Refrigerated Foods Division of General Mills, Inc.
   - Serves: Fresh pastries and hot coffee, and sells fresh bakery goods to take home.
   - Particulars: Is an actual "working" bakery - makes fresh bakery goods right there daily.
6. Refreshment Corner

Operated By: Coca Cola Company & UPT Concessions

Serves: Pre-mixed Coca Cola and king-sized bottled Coke, and sandwiches

Particulars: Is the only building in Disneyland with a basement. Has piano player who entertains with old-time songs.

PLAZA

The "hub" in a Park setting from which all major realms evolve.

1. Red Wagon Inn

Operated By: Red Wagon Company (Swift and Company)

Scope of Sales: Breakfasts, luncheons, and dinners (ONLY restaurant in Disneyland that serves full-course dinners)

Particulars: Most elite restaurant in Park. Has four individual dining rooms:

1- Disney Room - where Park staff meetings are held, and special guests are served
2- Gold Room
3- Green Room
4- Employee Cafeteria

Authentic motif of the 1900's. Many wood carvings, light fixtures and stained glass panels are antiques.

2. Pavilion

Operated By: Grand Central Concessionaires

Scope of Sales: Largest Buffeteria in Park - with wide variety of foods.

Particulars: Is capable of serving 1,000 people per hour.

One of few buildings with two (2) faces - Front is 1900 motif facing the Plaza; and rear is Tahitian motif overlooking Adventureland.

Has Hawaiian entertainment and dance band during peak seasons.
PLAZA (Cont'd)

3. Carnation Plaza Gardens

Operated By: Carnation Company

Scope of Sales: Cafeteria - serves snacks, ice cream products and soft drinks in outdoor setting.

Particulars: Area has permanent, covered dance floor and stage where the Disneyland Band, Date Nite dance bands, and other special groups entertain FREE during peak seasons.

4. Popcorn Wagons & Ice Cream Carts

Operated By: UPT Concessions

Scope of Sales: Popcorn and peanuts - ice cream bars.

Particulars: Located in Plaza during peak seasons.

ADVENTURELAND

The wonderland of nature's own design. Tropical rivers and bazaars.

1. Pavillion

Operated by: Grand Central Concessionaires

Scope of Sales: Cafeteria - wide variety of foods.

Particulars: Largest Buffeteria in Park - capable of serving 1,000 people per hour.

One of few buildings in Disneyland with two (2) faces - Front is 1900 motif facing the Plaza; and rear is Tahitian motif overlooking Adventureland.

Has Hawaiian entertainment and dance band during peak seasons.

2. Cantina

Operated By: Lawson Engineering Company

Scope of Sales: Soft drinks and sandwiches.
RESTAURANTS AND REFRESHMENTS

ADVENTURELAND (Con't)

3. **Soft Drink Stand**
   Operated By: Lawson Engineering Company
   Scope of Sales: Orange Juice and soft drinks

4. **Ice Cream Cart**
   Operated By: Lawson Engineering Company
   Scope of Sales: Ice Cream Bars
   Particulars: Located in area during peak seasons

FRONTIERLAND

The period is approximately 1790-1876. The frontiers of America live again.

1. **Aunt Jemima's Kitchen**
   Operated By: Quaker Oats Company
   Scope of Sales: Features pancakes and waffles, as well as ham and eggs.
   Particulars: Aunt Jemima is always there to greet guests

2. **Birch Bark House**
   Operated By: UPT Concessions
   Scope of Sales: Soft drinks - "Fire Water"
   Particulars: Located in Indian Village. (Building also houses Indian store)

3. **Casa de Fritos**
   Operated By: Fritos Company
   Scope of Sales: Cafeteria - Serves authentic Mexican foods.
   Particulars: Building is styled with typical "south-of-the-Border" atmosphere.
FRONTIERLAND (Cont'd)

4. Cider Bar
   Operated By: UPT Concessions
   Scope of Sales: Nesbitt soft drinks
   Particulars: Located in Fort Wilderness on Tom Sawyer's Island

5. Don Defore's Silver Banjo
   Operated By: Don and Verne Defore
   Scope of Sales: Cafeteria - barbecued sandwiches, ribs and chicken
   Particulars: Building is old New Orleans' motif.

6. Blue Foot Sue's Golden Horseshoe
   Operated By: Disneyland, Inc. (Pepsi Cola)
   Scope of Sales: Pepsi-Cola and sandwiches
   Particulars: Interior is styled in motif of a western saloon of the 1840's.
   Has regularly scheduled FREE performances of 1920's.

7. Ice Cream Carts & Popcorn Wagons
   Operated By: UPT Concessions
   Scope of Sales: Ice cream bars - popcorn and peanuts
   Particulars: Located in area during peak seasons.

8. Oak Tavern and Malt Shop
   Operated By: UPT Concessions
   Scope of Sales: Snacks and soft drinks
FANTASYLAND

The time of Fantasyland is Storybook time. A timeless world of imagination.

1. Ice Cream Carts
   Operated By: UPT Concessions
   Scope of Sales: Ice Cream Bars
   Particulars: Located in area during peak seasons

2. Grape Juice Stand
   Operated By: Food Services, Inc.
   Scope of Sales: Welch's grape juice

3. Pirate Ship
   Operated By: Van Camp Chicken of the Sea
   Scope of Sales: Tuna sandwiches, salads, pies and burgers.
   Particulars: Ship is a romantic interpretation of Capt. Hook's Pirate Ship.
   Has "real" pirate and talking parrot for atmosphere.
   Is also FREE exhibit and an excellent lookout point for photographers from top deck.

4. Refreshment Stands (2)
   Operated By: UPT Concessions
   Scope of Sales: Light snacks and soft drinks
TOMORROWLAND

The time is the year 1986. The year when Halley's Comet is due to return.

1. Space Bar
   Operated By: UPT Concessions
   Scope of Sales: Snacks and soft drinks
   Particulars: Area has permanent, covered dance floor for Date Night dance bands during peak seasons.

2. Yacht Bar
   Operated By: UPT Concessions
   Scope of Sales: Snacks and soft drinks
DIRECTOR

FITTINGF, Ed. ............................................................................ Marketing
FOSTER, Robert ........................................................................ Legal
FOWLER, Joe .............................................................................. Vice President
JOHNSON, Dick .......................................................................... Finance
NUNIS, Dick .............................................................................. Operations
SAYFRS, Jack .............................................................................. Lessee Relations
WALKER, Tommy ........................................................................ Customer Relations
WOODWORTH, Truman ................................................................ Maintenance
ADMISSIONS

General Admission (Jr. not available after 6:00 p.m. on Sunday) (Service and Clergy will be admitted at Jr. Prices)

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<th>Coupons</th>
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<td>&quot;E&quot; Coupon</td>
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Ticket Books - General Public

"Big 10" (1 "A" & "B" & 2 "C" - 3 "D" & "F")
"Jumbo 15" (2 "A" & "B" - 3 "C" - 4 "D" & "E")
"STARLIT BOOKS" (2 admission to park 2 "A" "B" "C" "D" and 4 "E")
Guided Tour (6 adventures and Tour Guide Service)

Ticket Books - Magic Kingdom

12 "Special Guest" Books (1 "A" & "B" 3 "C" & "D" 4 "E")
20 "Special Guest" Books (2 "A" & "B" 4 "C" 6 "D" & "E")

Special

Enchanted Tiki Room
Parking Lot

CHILD: JUNIOR: ADULT:

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SECURITY & COMMUNICATIONS

SOUND & PROJECTIONS

SOUVENIR SALES & PERSONNEL

SPECIAL EVENTS

TALENT

TRAFFIC

WARDROBE

WHOLESALE SALES

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PARK OPERATING COMMITTEE

CROFT, Vern. Manager of Sales & Merchandise Administration
ETTINGER, Ed. Director of Marketing Division
POSTER, Bob. Resident Council Attorney
POWELL, Joseph. Vice President in Charge of Park Operations
JOHNSON, Dick. Director of Finance Division
NEWCOMB, Fred. Personnel & Labor Relations Manager
NUNIS, Dick. Director of Operations Division
OLSEN, Jack. Manager of Product Development Manager of Interior Displays Supervision of Retail Lessee Activity
SAYERS, Jack. Director of Lessee Relations Division
WALKER, Tommy. Director of Customer Relations Division
WOODWORTH, Truman. Director of Maintenance Division
RIDES AND ATTRACTIONS PRICE LIST:

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<td>Main St. Street Cars</td>
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<td>Mark Twain</td>
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<td>Matterhorn Bobsled</td>
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<td>Midget Autopia (All children must have tickets)</td>
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<td>Mike Fink Keel Boats</td>
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<td>Mine Train</td>
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<td>Mr. Toad's Wild Ride</td>
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<td>Monorail (From Hotel to Hotel (no stop over)</td>
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<td>Motor Boat Cruise</td>
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<td>Omnibus</td>
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<td>Pack Mules</td>
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<td>Papotin's Revue</td>
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<td>Peter Pan Flight</td>
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<td>Rocket to the Moon</td>
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<td>Santa-Fe &amp; Disneyland R.R.</td>
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<td>Skyway (Tomorrowland or Fantasyland)</td>
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<td>Skyway (Roundtrips two &quot;D&quot; Coupons)</td>
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<tr>
<td>Sleeping Beauty's Castle</td>
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<td>Snow White</td>
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<td>Submarine Voyage</td>
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<td>Surreys</td>
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<td>Swiss Family Treehouse</td>
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<td>Tiki Room</td>
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<td>Tom Sawyer's Island Rafts</td>
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<tr>
<td>20,000 Leagues Under the Sea</td>
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Rides and Attractions Price List

"A" Coupons (Total 8)

- Fire Engines (Main Street)
- King Arthur's Carrousel (Fantasyland)
- Horseless Carriages (Main Street)
- Main St. Street Cars (Street Cars)
- Omnibuses (Main Street)
- Sleeping Beauty's Castle (Fantasyland)
- Surreys (Main Street)
- 20,000 Leagues Under the Sea (Tomorrowland)

"B" Coupons (Total 7)

- Art of Animation (Tomorrowland)
- Astro Jet (Tomorrowland)
- Casey Jr. Circus Train (Fantasyland)
- Main St. Cinema (Main Street)
- Midget Autopia (Fantasyland: All children must have tickets—children only)
- Mike Fink Keel Boats (Frontierland)
- Motor Boat Cruise (Fantasyland)

"C" Coupons (Total 7)

- Autopilas (Fantasyland and Tomorrowland)
- Big Game Safari Shooting Gallery (Adventureland)
- Dumbo Flying Elephants (Fantasyland)
- Indian War Canoes (Frontierland)
- Mad Tea Party (Fantasyland)
- Rocket to the Moon (Tomorrowland)
- Swiss Family Treehouse (Frontierland)

"D" Coupons (Total 8)

- Alice in Wonderland (Fantasyland)
- Canal Boats (Fantasyland)
- Columbia (Frontierland)
- Mark Twain (Frontierland)
- Mr. Toad (Fantasyland)
- Skyway (Tomorrowland and Fantasyland: 2 "D's" required for round trip)
- Snow White (Fantasyland)
- Tom Sawyer's Island Rafts (Frontierland)

"D" Coupons (Total 7)

- Jungle Cruise (Adventureland)
- Matterhorn Bobsleds (Fantasyland)
- Mine Train (Frontierland)
- Monorail (Tomorrowland)
- Pack Mules (Frontierland)
- Papatin's Revue (Fantasyland)
- Santa-Fe & Disneyland Railroad (Main Street, Tomorrowland, Fantasyland, Frontierland)
Special Attractions

Monorail (Round trip from Hotel - no stop over)
Tiki Room

$0.75 adults and juniors
$0.50 children
## SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Ken-L-Land</td>
<td>25¢ (includes Pet Food)</td>
</tr>
<tr>
<td>Lockers</td>
<td>25¢</td>
</tr>
<tr>
<td>Photos (fun Fotos)</td>
<td>75¢</td>
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<tr>
<td>Portraitist</td>
<td>1.50</td>
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<td>Strollers: Regular and Reclining Double</td>
<td>75¢ (I.D. needs to be left as a 1.25 deposit)</td>
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<tr>
<td>Wheelchairs</td>
<td>1.00</td>
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<td>Time Slot</td>
<td>Location</td>
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<tr>
<td>11:30 am-12:00 pm</td>
<td>Coke Corner</td>
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<tr>
<td>12:15 pm-1:15 pm</td>
<td>Coke Corner</td>
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<td>6:00 pm-7:00 pm</td>
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<td>11:00 am-11:40 am</td>
<td>Fantasyland</td>
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<td>Fantasyland</td>
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<td>1:30 pm-2:14 pm</td>
<td>Main Street</td>
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<td>2:30 pm-3:15 pm</td>
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<td>6:45 pm-7:25 pm</td>
<td>Main Street</td>
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<td>7:45 pm-8:30 pm</td>
<td>Main Street</td>
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<td>Fantasyland</td>
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<td>Main Street</td>
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<tr>
<td>12:00 pm-12:45 pm</td>
<td>Main Street</td>
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<tr>
<td>1:30 pm-2:30 pm</td>
<td>Plaza Gardens</td>
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<tr>
<td>6:00 pm-6:30 pm</td>
<td>Main Street</td>
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<tr>
<td>8:00 pm-12:00 pm (Tu W &amp; Th)</td>
<td>Plaza Gardens</td>
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<td>9:00 pm-1:00 am (F &amp; Sa)</td>
<td>Plaza Gardens</td>
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<td>9:00 pm</td>
<td>Throughout Park</td>
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<td>Time</td>
<td>Event</td>
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<tr>
<td>1:00 pm</td>
<td>Golden Horseshow Revue</td>
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<td>Gonzales Trio</td>
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<td>6:00 pm - 12:00 am</td>
<td>Hootenany (Mondays only)</td>
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<td>12:00 am - 8:00 pm</td>
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<td>3:00 pm - 4:00 pm</td>
<td>Keystone Kops Band</td>
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<tr>
<td>10:30 Fuergen Ridge</td>
<td>Mountain Climbers</td>
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<tr>
<td>11:30 South Ridge</td>
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<tr>
<td>1:00 Fuergen Ridge</td>
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<td>1:45 South Ridge</td>
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<td>ENTERTAINMENT</td>
<td>LOCATION</td>
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</table>
| POLKA BAND    | Fantasyland & Tomorrowland | Day | 3:00 pm - 4:00 pm  
4:30 pm - 5:30 pm | Thursday |
| ROYAL TAHITIANS | Pavilion | Night | On the Hour 1st show  
4:00 pm Last Show  
11:00 pm (Monday thru Thursday) 1st show at  
5:00 pm Last Show  
12:00 pm (Friday and Saturday) | Sunday |
| SHOWSHINE BOYS | Main Street | Day | 11:00 am to 7:00 pm | Tuesday |
| SPACE COUPLE | Tomorrowland | Day | 10:30 am - 11:10 am  
11:30 am - 12:10 pm  
1:10 pm - 1:50 pm  
2:10 pm - 2:50 pm  
3:10 pm - 3:50 pm  
4:10 pm - 4:50 pm | Tuesday |
| Spacemen Band | Tomorrowland  
Space Bar | Night | 8:00 pm - 12:00 am  
9:00 pm - 1:00 am | Sunday (Friday & Saturday) |
| SWISS YODPLER | Matterhorn | Day | Sun, Tues, Wed, Thurs  
1:00 pm - 2:00 pm  
2:30 pm - 3:15 pm  
4:15 pm - 5:00 pm  
5:30 pm - 6:00 pm  
6:15 pm - 7:00 pm  
7:30 pm - 8:15 pm  
Friday & Saturday  
2:45 pm - 3:30 pm  
4:00 pm - 5:00 pm  
6:00 pm - 6:45 pm  
7:15 pm - 7:45 pm  
8:00 pm - 8:45 pm  
9:15 pm - 10:00 pm | Monday |
| WARD SINGERS | Golden Horseshoe | Night | On the Hour Mon - Thurs. 1st show 8:00 pm Last Show 11:00 am  
Friday & Saturday  
1st show 9:00 pm  
Last show 12:00 am | Sunday |
<table>
<thead>
<tr>
<th>YACHTSMEN QUARTET</th>
<th>LOCATION</th>
<th>ON NIGHT</th>
<th>SCHEDULE</th>
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<tbody>
<tr>
<td>General Dynamics</td>
<td>Plaza Gardens</td>
<td>Night</td>
<td>Monday only</td>
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<tr>
<td>Pylon - Tomorrowland</td>
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<td>4:45 pm - 5:30 pm</td>
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<tr>
<td>(Hosts of Hootenanny)</td>
<td>Mark Twain</td>
<td>Night</td>
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<td>Frontierland</td>
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<td>Friday and Saturday</td>
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WHY INSTANT FACTS?

Do you know the answer to these questions? ................

The largest attendance we have had in one day?

What time the Fireworks Display occurs?

Where the "People to People Salute to Mexico is located?

Maybe you don’t know the answers, but our guests expect you to answer these and many more questions.

This is the reason for "Instant Facts". Our guests are all inquisitive and they all have different interests.

Mother wants to know the "brand name for a piece of china."

Father wants to know the "number of square feet of asphalt."

The children want to know "where they can get balloons."

So when the guests pop the question, pop the answer right back, or as soon as you can find it in the pages of "Instant Facts".

THE CASTING CENTER STAFF
**ADMISSION TO PARK:**
Disneyland is a show and we have a price for admission, just as there is for any form of entertainment. There are 16 different price plans for visiting here. Basic General Admission; Child 60%; Junior $1.20; Adult $1.60; Guided Tour; Child $3; Junior and Adult $5. There are 3 ticket books for the general public and 2 ticket books for Magic Kingdom Club members. For detailed prices see "Admissions" in the yellow pages section.

**ADMISSION DEPARTMENT:**
Department concerned with the design and control of park Admission plans and media. Located between Wardrobe and Payroll by Harbor Blvd. berm.

**VENTURELAND:**
Theme area of park based on "Walt’s True-Life Adventure Series. Here's life in the tropical areas of the world...safari head hunters...jungle rivers...exotic stores...more than you might see on most world tours.

**ALICE IN WONDERLAND:** ("D" Coupon)
2 story dar/open air ride based on "Alice In Wonderland". Trip through rabbit hole, upside down room, Mad Tea Party, and other scenes from story. 16 numbered cars, capacity 4 or 5 passengers per car. Located just across from Matterhorn and Storybookland in Fantasyland. "D" coupon or Child-35%; Junior-45%; Adults-45%.

**AMERICA THE BEAUTIFUL:** (Free)
Original 360° color motion picture filmed by Walt Disney and projected onto a circular screen (8’ high and 40’ in diameter) by 11 synchronized Eastman-Kodak projectors. You get the sensation of cross-country ride from Boston to Berkeley. A pioneering "first" by Walt Disney.

At Bell System exhibit at left of entrance to Tomorrowland. Shows 20 min’s to and 20 min’s after the hour. FREE EXHIBIT

**AREA:**
Theme "realms" of Disneyland are frequently called areas--"Main Street", "Tomorrowland", "Fantasyland", "Adventureland", and "Frontierland". Also included are the Service Areas--Parking Lot and Main Gate.

**AREA OF DISNEYLAND:**
Approximately 2,400 acres including 110 acres of parking... 20 acres for Pony Farm...10 acres for Nursery, Warehouse and Monorail Shed.

**ART CORNER:**

**ART FESTIVAL:**
Street corner Art Festival on Main Street next to Carefree Corner. Artists dressed in smocks and berets will draw your portrait. Oil paintings are also available.

**ART OF ANIMATION:** ("B" Coupon)
Development of animation art from first crude renderings of Stone Age man to excellent product of today. Each step chronicled by storyboard and sound film. Outstanding history of Walt’s development of movie animation. "B" Coupon or Child-25% Junior-25% Adult-25%
Located just as you come out of Bell System Circarama Theatre.

**ASTRO JET:** ("B" Coupon)
Advanced version of Roto Jet. Carries 12 jet-like gondolas attached to central tower by a 20 ft metal booms. Activated by an 85 lb compressor. Individual cars raise and lower by pilot manipulating lever inside car. Cars can attain a speed of more than 25 miles per hour. Capacity 2 guests per jet.

**ATTENDANCE:**
Largest one day attendance was 59,845 on 7/4/59...total attendance to June 1, 1963 35.2 million...
ATTENDANCE: (Cont.)
Yearly average 5 million.

ATTENDANCE: Total Ride:
Guests have taken a combined total of 290,000,000 rides since park opened.

AUDIO ANIMATRONICS:
Latest creation of Walt Disney and staff. Uses advanced space-age technological developments to produce natural sound effects, including human voice, with fully synchronized movement of any object—trees, birds, flowers and animals, and even human figures. Latest development can be seen at Enchanted Tiki Room.

AUNT JEMIMA'S:
Located in Frontierland/Adventureland. Specializes in pancakes and waffles. Aunt Jemima herself may refill your coffee cup. (Quaker Oats)

AUTOPIA: ("C" Coupon)
There are 2 freeways in miniature, but accurate in every detail including "clover-leaf", located in Tomorrowland and Fantasyland on either side of Sub Ride. 70 cars per freeway give youngsters (and oldsters) actual driving experience. Cars are gasoline powered, weigh 520 lbs, 110" long, and 28" high. Children must be 4'2" for Tomorrowland Jr. Autopia; 4'8" for Sr. Autopias in both Tomorrowland and Fantasyland.

AVERAGE VISIT:
Length of guests' visits vary from 1 hour to 3 weeks. Average visit is 6 hours.

BABIES:
As far as we know, no babies have been born here, but we're always ready and prepared.

BABY STATION: (Free)
Facilities are available for changing baby and for warming baby's bottle or food. Plenty of highchairs on hand for baby's convenience. No baby-sitting facilities. Curb-side parking for strollers. Has facilities for up to 150 babies in one day and has accommodated up to 300. Youngest baby at station was 5 days old. Located next to Carefree Corner on Main St. FREE

BALLOONS:
Found in most of the lands from colorfully dressed balloon men. 35¢

BAND:
Typifies old-fashioned concert/marching band of early century. Plays over 1,450 concerts annually in Plaza Gardens and in other locations in Disneyland, including "opening" and "retreat" ceremonies in Town Square. Twice daily this band of 18 top musicians divides into 3 groups...Dixieland Straw-hatters...Keystone Kops...Saxophone Quartet...and small Town Band. Entire band was assembled and is conducted by Vesey Walker.

BANK OF AMERICA:
Actual working band which features special souvenir Disneyland Money Orders. Open till 4:00 p.m. every day park operates. Only bank in U.S. open on Holidays and Sundays.

BEAR COUNTRY:
Section of Nature's Wonderland recreated from Disney True-Life Adventure Films.

BEAVER VALLEY:
Section of Nature's Wonderland recreated from Disney True-Life Adventure Films.

BELL TELEPHONE SYSTEM: (Free)
Filled with many old, modern and futuristic telephones...in the Satellite Area you'll find a model of Teletaster...phone Chicago, New York, or San Francisco for weather report...see America the Beautiful, 360° Cinerama film. Look for the Satellite circling the building near entrance to Tomorrowland. FREE.

BERM:
The high earth wall which surrounds Disneyland.
BIG BAND NIGHT:
Just one of the special event nights at Disneyland. Famous name bands entertain in various areas throughout park.

BIG GAME SAFARI SHOOTING GALLERY:
Shoot lions, tigers, elephants with 24 caliber air rifles. There are 15 rounds of ammunition in a clip and a total of guns. The guns are made by MacGlahan. Located right across from the Jungle Ride in Adventureland. "C" Coupon or 25¢ cash.

BIRCH BARK HOUSE:
Authentic reproduction of American Indian Birch Bark House. It's a souvenir stand which features Indian and Old West souvenirs. Located to your right as you come out of the Indian Village Tunnel.

BONECRAFT:
Located in Frontierland near the Davy Crockett Arcade. Tie clips, cuff links, and many other things fashioned out of bone.

BOOK STORE:
Located just behind UPJOHN on Main Street. Beside books about Disney and Disneyland, comic books, and Do-It-Yourself coloring books, it has Walt Disney Comic books in many foreign languages.

BULBS, Light:
Over 49,876 light bulbs used at Disneyland every year.

BUS SERVICE:
(See Transportation)

CANDY PALACE:
Old-fashioned novelty candles. Located on Main Street next to Penny Arcade. (ARB Corp.)

CAREFREE CORNER:
Guests may drop in to receive free, authentic copy of Declaration of Independence and writing quill. Also, complete file of tourist information. Has register of States and Nations for guests to sign. Sponsored by Insurance Co. of North America. Located end of Main St. near Hub.

CARNATION ICE CREAM PARLOR:
Serves Carnation Ice Cream and light lunches. Equipment and backbar are composite design of a turn-of-the-century ice cream parlor. Parked outside, the old time Carnation Delivery truck.

to shoot to their hearts content, lost and hostesses may help with family group shots when time permits and if asked. Camera Shop on Main Street rents both movie and still cameras to guests while at Disneyland.

CAMERAS: Lost:
Lost cameras may be picked-up at Lost and Found located next to the Bank of America.

CANAL BOATS:
Scenic ride entering Storybookland, through mouth of Monstro the villainous Whale of Pinocchio. Names of 12 boats: Katrina, Wendy, Lady of Shallot, Aurora, Nellie Bly, Gretel, Annie Oakley, Bold Lockinvar, Cinderella, Lady Guenivere, and Lady of the Lake. Boats operate by electric motors. Contains 1,000,000 gallons of water and has gunite bottom. 1,000 ft long, 4 feet deep, and 25 ft. wide. Located Next to Pirate Ship in Fantasyland. "D" coupon or child 35¢ Junior 45¢ Adult 45¢.

CANDLE SHOP:
Candles and accessories from all over the world, including hand-carved candles, may be purchased here. These unique designs are well worth a browse and a sniff. Located behind Upjohn and next to Flower Mart.

CAMERA REPAIRS AND ASSISTANCE:
At Eastman-Kodak, Jerry Arzrouni and his crew of trained engineer-public relation men are generous with their assistance with minor camera repairs and technical assistance.

CAMERAS:
Disneyland's a paradise for shutterbugs and guests are invited...
CARNATION ICE CREAM PARLOR: (Cont)
Complete with horns, is a favorite picture taking (and horn-tooting) prop. Located on Main Street at Center St. (Carnation Co.)

CARNATION PLAZA GARDENS:
Located at the Hub, this cafeteria serves snacks, ice cream products, and soft drinks in outdoor settings. Area has a permanent covered dance floor and stage where the Disneyland Band, Elliot Brothers, and other special groups entertain FREE during peak seasons. (Carnation Co.)

CAROLLED:
Authentically dressed Caroleers sing Christmas Carols in Frontierland and Main St. during Christmas season.

CASA DE FRITOS:
Located in Frontierland near the Mine Train Ride, this cafeteria serves authentic Mexican goods. Building is styled with typical "south of the border" atmosphere. (Frito-Lay Co.)

CASEY JR. CIRCUS TRAIN: ("B" Coupon)
Little trains take you over rivers, trestles and bridges, and climb mountains (with aid of chain lift) in Storybookland. Two trains and each consist of 1 engine, 1 calliope, 2 animal cars, 2 chariots, and 1 caboose. Located near Pirate Ship in Fantasyland. "B" Coupon or 25¢

CASH CONTROL:
Department of the park which handles all monies. Located on Main Floor of Wardrobe Building near Harbor Blvd. Bern.

CASTING CENTER:
Hosts and Hostesses who appear before our audience are tested for personality, poise, ability to fit uniforms, math ability and other qualifications for their roles in the show at our Casting Center. Also, Orientation classes are conducted.

CASTLE CANDY KITCHEN:
Located at entrance to Sleeping Beauty's Castle. Features old-fashioned candies of many delicious flavors. (ARB Corp)

CHARACTERS: Disney:
At any time a guest may bump into a favorite Disney character, living and breathing. They'll find Mickey and Minnie Mouse...Snow White and the 7 Dwarfs...Peter Pan, Captain Hook...the 3 Pigs and the Big Bad Wolf...Pinocchio, J. Worthington Foulfellow and Gideon...Alice, the Mad Hatter, and the White Rabbit...Goofy...Pluto...Ludwig Von Drake. And, they're all willing to pose with our guests for pictures.

CHEMISTRAND CORPORATION:
A window, located in the Monsanto Bldg., in Tomorrowland, showing their various products.

CHICKEN OF THE SEA PIRATE SHIP:
Located in Fantasyland. You may eat Tuna Sandwiches, Tuna Salads, Tuna Pies and Tuna Burgers. Ship is romantic interpretation of Captain Hook's Pirate Ship. Has a real pirate, talking parrot and a rock patio. Top deck is excellent lookout point for photographers. (Van Camp Chicken of the Sea)

CHILLED WATER PLANT:
Central Air Conditioning Plant which sends air, cooled by chilled water, through pipes to our various rides, attractions and exhibits. Air is cooled by circulating chilled water and during winter air is heated by circulating hot water. Main part of system is two 350 Carrier Centrifugal Compressors. Final cost estimated at close to $800,000.

CHORAL GROUPS:
Choral groups from various high schools and colleges perform here during many of our special event days.

CIDER BAR:
Located at Fort Wilderness and at the dock on Tom Sawyer's Island. Serves soft drinks. (UPT)
CITY HALL:
Exact duplicate of City Hall during the 1910's. Guest problems will be answered here courteously and politely.

COCA COLA REFRESHMENT CORNER:
Located at end of Main St. near Hub, and is the only building on Main St. with a basement.
Serves Coke and sandwiches. Piano player entertains with old time songs and community during our summer season and at night folk-singer entertains.

COKE CORNER:
(See "Coca Cola Refreshment Corner")

COLUMBIA: ("D" Coupon)
Officially dedicated on 6/14/58. Operates on River of America, alternately with Mark Twain. Capacity 275 passengers. 3 masted, full rigged sailing vessel. Is a copy, with exception of necessary changes, of original armed merchant vessel, "Columbia", the first sailing ship, flying the U.S. flag to circumnavigate the Globe. Boat was completed here at Disneyland. 92 ft. overall, 45 ft. bowsprit, 84 ft. mainmast, 26 ft. beam. Powered by submarine batteries and runs on guide rail 2,450 ft. long. Located at Mark Twain Dock in Frontierland. "D" coupon or child 35 Junior 45 Adult 45.

COMMUNITY SINGING:
For those of our guests who like to sing, suggest visiting either Coke Corner on Main St. or Pepsi-Cola Golden Horseshoe in Frontierland.

CONSTRUCTION:
Department responsible for keeping our park growing. During winter and summer months, this department keeps busy building new rides and improving present ones. Since park opened there's been a time when either new ride, new attraction, or new exhibit has not been in work.

COUPONS
(See yellow pages)

CURT JESTER:
Our Court Jester, as talented as any Court Jester of yesteryear, may be found inside Cassle or near drawbridge of Fantasyland. His tricks of juggling and magic will thrill you, especially those done while he rides his unicycle.

CURIO WOOD SHOP:
Here you'll find many curios from tropical lands. Located in Bazaar in Adventureland.

CUSTOMER RELATIONS:
Department responsible for tours for heads of states, presidents, and special attractions.

D

DAPPER DAN'S:
Talented male barbershop quartet serenades guests up and down Main Street either on foot or on bicycle built for four.

DAVY CROCKETT ARCADE:
Exterior is in character with American Frontier Days. Log buildings and interiors are from Alamo sets built around stories of Davy Crockett. Has displays of early day fire arms and houses shops which sell merchandise of frontier character. Also contains a "bar" "b'ar" shooting gallery.

DESIGN:
Disneyland was designed by WED Enterprises, Inc., under personal supervision of Walt Disney. Each area designed to reproduce an era or create new one.

DIGNITARIES: FOREIGN:
Disneyland's on agenda of most foreign dignitaries who visit Calif. Prime Minister Nehru, Pres. Farik Ibrahim Abboud of Sudan, Prince Akihito and Princess Michiko of Japan, King Frederick IX and Queen Ingrid of Denmark have been our guests. A list would have to include 9 kings and queens; 10 presidents and prime ministers, and 10 princes and princesses.
"Disneyland will never be completed"

GEPPETTO'S CLOCK SHOP
Located just inside Sleeping Beauty's Castle. Features fantastic clocks of all types. Artist available for portraits.

GIFT STANDS
In all lands, in appropriate atmosphere, are stands where gifts and souvenirs of all types may be purchased.

GLASS BLOWERS
Disneyland glass blower actually makes items in the shop. You may purchase blown network, and solid crystal items.

GLOBAL VAN LINF'S
Operates public lockers in Warehouse on Main Street.

GOLDEN HORSESHOE
(See Pepsi-Cola's Golden Horseshoe Revue)

GONZALES TRIO
This Spanish trio sings modern music as well as the typical Spanish songs in our Mexican Village.

GOURMET
This restaurant, at the Disneyland Hotel, serves the finest in dinners as well as snacks.

GRAND CANYON DIORAMA
Seen as part of trip on all of the Santa Fe and Disneyland Main Line trains. Gives passengers the sensation of actually looking down into the famed mile-deep 13 mile long chasm cut by the Colorado River in the Arizona Plateau. Shows the Canyon from dawn to dusk with sunshine, snow and a thunderstorm complete with lighting and sound effects. The entrance tunnel is completely covered with earth and land-
HALLMARK COMMUNICATION CENTER

Greeting cards, gift wrappings and stationery items at this shop on Main Street. Also has a "People-to-People" Patio.

HANDICAPPED PERSONS

Since most of us feel Disneyland belongs to everyone, we do our darndest to make it possible for everye handicapped person to enjoy everything possible here.

HATS

All kinds and types may be purchased at various stands and shops throughout the park.

HAUNTED HOUSE

Located in Frontierland. Open-scheduled summer of '65.

HAWAIIAN SHOP

In the Bazaar in Adventureland, you'll find a Hawaiian Shop with Hawaiian jewelry and clothing items.

HAWAIIAN TRIO

Daily except Monday this Hawaiian group performs at the Pavillion in Adventureland.

HELIPORT

(See Transportation)

HIGH SCHOOL BANDS

An extra added attraction during our special events is the marching on Main Street of Various high school bands from all over the country.

HILLS BROS. COFFEE HOUSE

Our small coffee shop on Main Street features Hills Bros. Coffee and light refreshments.

HOBBYLAND

Across from our Flight Circle in Tomorrowland you may purchase all types of hobby merchandise, models, model kits. Has display of working models and do-it-yourself kits.

HOLIDAYS

All though everyday is a Holiday at Disneyland we treat Holidays extra special with extra-special events.

HORSELESS CARRIAGES

Our two authentic reproductions of autos from the turn of the century were designed and manufactured at Walt Disney Studios and are powered by gasoline engines.

HOSTS AND HOSTESSSES

All employees who are "on stage" and who are hosting our guests.

HOTELS

Beside the Disneyland Hotel the area surrounding Disneyland abounds with good hotel accommodations.

HOURS: Operating

(See Yellow Pages)

ICE CREAM CARTS

Carts operated by UPT Concessions can be found in all areas of the park.

INDIAN STORE

The Indian Store in our Birch Bark House sells souvenirs of a western or Indian nature.

INDIAN VILLAGE

Like a page out of our past, our Indian Village mirrors the culture and history of the Indian. From burial grounds to buffalos, reproductions are authentic, as well as the dancing circle where our Indians perform.

INDIAN WAR CANOES

Simulated war canoes, piloted by real Indians, and paddled by guests. Trip takes you around Tom Sawyers's Island on the Rivers of America. 6 canoes which do not operate on guide rail.
The original investment in Disneyland totaled $17 million. The present investment is $43 million.

Janitorial
Usually one of our least known departments, Janitorial is responsible for cleaning up the park. It takes over 300 people to keep Disneyland spotless and in perfect operating order at all times.

J.B. Allen
The construction company responsible for all the new construction in the park.

Jewelry Shop
Located on Main Street and features all types of jewelry including Disneyland character merchandise.

Jungle Cruise
An explorer’s cruise through tropical rivers of the world with an armed guide. There are 10 boats operated by gasoline engines on a guide rail, 1,640 ft. long. Capacity of boats -- 35, including guide. Overall length of boat is 27 ft., beam is 9 ft. The boats are named Congo Queen, Swannee Lady, Amazon Belle, Gang’s Gal, Nile Princess, Mekong Maiden, Irrawadi Woman, Orinoco Adventure-Fess, Zambezi Miss, Yangtze Lotus, and the boats travel down the rivers named for them. You see faithful animated reproductions of wild life and natives, crocodiles, hippos, pythons, cobras, elephants, giraffes, gorilla, lions, water buffalos, head hunters and even a desert temple. They are designed by WD Enterprises, Inc. and were made at Walt Disney Studio. Operated by electronic and hydraulic systems. The sound effects heard are tape recordings of actual sounds 24 in all. Most of the plants are real and typical of those found in the tropical areas of the world. Orchids are both plastic and real. Because of the tropical nature of some of the plants, defroster fans are set up on rafts each night during winter months. Latest additions were a ruined temple and an elephant pool. This ride contains 3,000,000 gallons of water and has a gunite bottom. It is 1,640 ft. long and the width averages 30 ft. with a depth of 5 ft.
LANDSCAPING
With rare exceptions all of Disneyland's plants were purchased in L.A., San Bernardino and San Diego Counties. However, nearly every corner of the world is represented and every type of plant obtainable has been utilized wherever possible within the area they represent and in perfect scale with that area. Plants are used to camouflage animation, screen service areas, crowd control, erosion control and frost control.

LANGUAGES: Foreign
Many major foreign languages are spoken by our tour guides as well as our Main Gate attendants. Anyone with an unusual language problem should be sent to the City Hall reception desk.

LEFT BROS. ENTERPRISES INC.
Located at Bazaar in Adventureland, sells imported Chinese novelty items, china and clothing.

LESSEE RELATIONS
The department which acts as a liaison between Exhibitors and Lessees to handle their requests and needs.

LIGHTING FIXTURES
All are designed to correct motif. Many are actual authentic antiques. Main Street gas lights were taken from actual us in Philadelphia, Boston, and Los Angeles. Purchasing Department went to great lengths to find suppliers who could deliver glass chimneys for these fixtures.

LIVESTOCK
The park operates a 10 acre Pony Farm where 20 head of livestock are quartered (horses, mules and ponies).

LOCATION
Why was Anaheim chosen--place near Los Angeles--other factors: population trends, freeway patterns, environmental characteristics, size, desirability, neighborhood, availability, topography, and accessibility.

LOCKERS
Public Lockers are located next to the Emporium on Main Street.

LOS ANGELES AIRWAYS
(See Transportation)

LOST AND FOUND
Articles found are turned into this department which is located on Main Street next to the Bank of America.

LOST CHILDREN
We do not have lost children at Disneyland. See Lost Parent Dept.

LOST PARENT DEPARTMENT
Off Main Street near the Red Wagon, lost parents may check in to be reunited with the children they ran away from.

LUNCHES
We ask that our guests do not bring lunches into the park because of the sanitation problem. We do not want half-eaten sandwiches, paper bags, and wrappings to mar the Disneyland scene.

MAD HATTER
Stands located in Fantasyland, Tomorrowland and on Main Street feature hats of all description. Many are based on Disney Characters.

MAD TEA PARTY
Based on the "party" in Alice in Wonderland, this ride has 18 large cups and saucers which serve as vehicles. Besides the cup moving in a circular movement, the table itself also moves in this direction.

MAGIC CARPET BAZAAR
Located in the Bazaar in Adventureland features merchandise from Egypt and India - brassware, jewelry, silks, cottons, etc.
MAGIC KINGDOM CLUB
A club which enables members of business and the Armed Service to purchase tickets at a savings. There are approximately 355,908 members of this club.

MAIL BOXES
Located throughout the park in strategic locations.

MAIN STREET
A typical American small-town street which might have existed in the period of 1900-1910. Main Street is made up of Town Square, the Plaza, the Town Street itself, which is composed of shops and stores run by many of the largest and most familiar businesses establishments in the U.S.

MAIN STREET CINEMA
Inside are 5 small Nickelodean screens showing continuously and simultaneously, plus one screen exhibiting old-time tinted slides.

MAIN STREET DEPOT
Composite design of station of the era 1900-1910. Has refreshment stand for soft drinks.

MAIN STREET MAGIC SHOP
Features magic tricks, gag gifts, wigs and masks, plus souvenirs.

MAINTENANCE
The department of the park responsible to keep the park in working order. Disneyland has its own Carpenter's Mill, sheet metal shop, painters, plasterers, plumbers, carpenters, garage men, machinist, welders, truck drivers, electricians, millwrights, and sound technicians.

MALT SHOP
Located at the start of the New Orleans section of Frontierland. Features malts, sandwiches and light refreshments.

MARK TWAIN
Ravels around Tom Sawyer's Island on the Rivers of America with a capacity of 300 to 350 people. An authentic reproduction of the old Mark Twain riverboat. It was designed by WED Enterprises, Inc. Superstructure was built at Walt Disney studios. Entire boat was assembled and completed at Disneyland. 105 ft. long, height: Keel to pilot house, 28 ft., draft 2 ft 3 inches, beam 25 ft. 6 inches, displacement, 125 tons. Powered by 2 huge engines which operate a stern wheel, it runs on a guide rail 2, 450 ft. long. Dedicated on July 17th, 1955 by Irene Dunne.

MARKETING
The department of the park which handles all public relations.

MATTERHORN
Our mountain is made of concrete, wood, and steel, with a landscaped base. "Snow" is color impregnated cement. It's height is 147 ft., a 1/100 scale size of the Matterhorn in Switzerland. There are 4 waterways made up of Glacier Lakes and waterfalls. It contains 40,000 gallons of filtered water.

MERCHANDISING
The department of the park which handles all the merchandise which is sold throughout the Disneyland stands.

MERLIN'S MAGIC SHOP
Magic tricks and novelties and camera film may be found in this shop in Fantasyland.

MERRY-GO-ROUND
(See King Arthur's Carousel)

MEXICAN FIESTA VILLAGE
Located in our Mexican Village, guests may purchase authentic Mexican merchandise—jewelry, clothing and novelties.

MEXICAN VILLAGE
Part of Frontierland duplication our Southwest of over 100 years ago.
MICKEY MOUSE CLUB
A club for fans of the Mickey Mouse Club on television.

MICKEY MOUSE CLUBHOUSE
Includes filming of the Mickey Mouse Club TV series and the sets for "Babes in Toyland". Location is on Main Street.

MICKEY AUTOPA
A smaller version of our Autopia, for our smaller guests. Cars operate over guide rails up hills, through covered bridges.

MIKIE FINK'S RED BOATS
Actual boats used in the Walt Disney "Davy Crockett" movies and TV series. Ride takes you sound Tom Sawyer's Island on the Rivers of America. Powered by marine engines. Does not operate on guide rail. Two boats, Gullywhumper and Bertha Mae.

MINIE RAIL
Operated by the Rainbow Mountain Mining and Exploration Co. This railroad with its open ore cars, takes passengers on a trip through the Painted Desert and Mother-lode country of the Old West. Through Rainbow Caverns with its multi-colored fountains and falls. Trains are powered by 530 amp electric batteries. These trains, which were designed and built at Walt Disney studios, have a capacity of 64.

MINERIAL HALL
Operated by Ultra-Violet Products, Inc. FREE exhibit of Black Light showing its everyday uses. Sells ore samples and fluorescent items.

MR. TOAD'S WILD RIDE
Dark ride in Mr. Toad's antique car through Toad Hall, City Streets and the countryside of England, to a dramatic finish. Name of cars--Toady, Mr. Toad, MacBadger, Mole, Ratty, Cyril, Winky, and Weasel.

MONORAIL
"Leek Monorail trains of the future patterned after those now in use in Germany. Trip takes you over lagoons, Autopia Freeways, and circles the Matterhorn. Operated by the Disneyland-Alweg Monorail System. Trains are electrically powered and run on a single beamway approximately 3,800 ft. long. Maximum speed is 35 mph. There are 3 trains with three cars each, each train has a capacity of 84 passengers. Designed by WED Inc., and were built at the Studio. Trains are constructed of steel and aluminum and run over a concrete beamway.

MONSANTO HALL OF CHEMISTRY
Display which shows how chemistry affects everyday living—in food, clothing, shelter, and health today. Some of the possibilities chemistry has in store for tomorrow. Features "Chemotron"—eight huge test tubes topped with colorful statues. Each stands for one of eight natural materials, salt, air, oil, sulphur, phosphates, rock, water, limestone—from which all the chemicals were made. Individual wall displays show the use of chemicals in: health, detergents, fabrics, furniture and toys, stock feed and fertilizers, food packaging, food production—"Farm of the Future", plastic pipelines, and purification of salt water for tomorrow's living.

MONSANTO'S HOUSE OF THE FUTURE
World's most remarkable all-plastic house showing the use of plastic in the home of the future. Canti-levered plastic beams support home. Floor and floor covering, furniture, draperies and upholstery materials, dishes and house itself are all plastic. Incorporates all of the equipment designs of the home of the future.

MOTELS
Area surrounding Disneyland abounds with accommodatons at motels.

MOTIF
Each of the 5 realms of Disneyland has been designed with a motif of the era which it represents.

MOTOR BOAT CRUISE
Rides over the Fantasyland river and is climaxed by the white water rapids. Boats are fiberglass and are operated by 1 cylinder gasoline engines. Operates in a controlled channel. There are 14 boats and each has a capacity of 3 people. The names—Minnie Mouse, Daisy Duck, Cinderella, Snow White, Princess Aurora, Flora Fauna, Queen of Hearts, Merryweather, Lady, Alice,
Wendy, Witch Hazel, Tinkerbell, Slue Foot Sue, Faline, Katrina, and Maid Marion. Contains 1,000,000 gallons of water and has gunite bottom. It's length is 1,500 ft., width 30 ft., depth 4 ft.

**MOTION PICTURES**
Many original sets and props are in use at Disneyland from Walt Disney's motion pictures.

**MOUNTAIN CLIMBERS**
Our mountain climbers, Hans and Otto, scale our Matterhorn several times a day.

**MOSQUITO TRAP**
Located on Main Street next to the Mickey Mouse Club, you may find toys which feature members of the Mickey Mouse Club.

**MUSIC BOX**
Located next to the Mickey Mouse Club, this shop features music boxes of all types and description.

**NATIONAL LEAD CO., COLOR GALLERY**
Operated by Dutch Boy Paints, this exhibit shows colors and how they are used.

**NATURE'S WONDERLAND**
Animals, in their natural settings are all recreated in this part of our Rainbow Cavern's Mine Ride and our Mule Pack ride.

**NEW ORLEANS SQUARE**
The New Orleans of the period up to the Civil War is recreated here. In construction is a recreation of the days of the Pirates.

**NEW YEARS**
Disneyland brings in the New Years with a special party with great music and special events.

**NEW YORK WORLD'S FAIR EXHIBIT**
Invitation to visit the New York World's Fair is the purpose of this exhibit located in Tomorrowland.

**NEWSPAPERS**
Your own name can appear on the headlines of the newspapers printed at the Main Street Magic Shop.

**NEWSSTAND**
Our newsstand, located just inside the entrance to Disneyland, features comic books, souvenirs and local Los Angeles papers.

**NICKNAME**
"The happiest place on earth" and "The Magic Kingdom" are just two of the Disneyland nicknames.

**NORTH AMERICAN INSURANCE CO.**
Operates Carefree Corner. Furnishes information about hotels, motels, along with registration books for each state and foreign visitors. Gives away recreations of the Declaration of Independence.

**NURSERY**
Contains 2 acres next to the Pony Farm on Winston Road. Grows a total of over 100,000,000 individual plants. Approximately 100,000 annuals, 5,000 perennials, 20,000 bulbs and 20 lbs. of seed were grown in one year for use in the park. In one year, 73,500 pounds of high analysis plant foods are used. In preparation of soil and nursery work, 15,000 cubic feet of wood shavings are used in one year.

**OAKS TAVERN**
This food stand located next to the Golden Horseshoe in Frontierland serves sandwiches, a few hot foods and drinks.

**OBSESSION RIDES**
The old must give way to the new and the better. People will look for some rides which were in use the first time they were here.

**OMNIBUSES**
Two double-decker buses travel up and down Main Street. Each bus has a capacity of . Built at Walt Disney Studios.
PHANTOM OF THE OPERA
Is he a statue or living? This is what the people on Main Street want to know when they see him outside Main Street Cinema. And even they aren’t sure until he moves, or does he?

PICNIC AREA
Outside in Lemon Park where picnickers may eat their picnic under shade.

PIRATESHIP
(See Chicken of the Sea Pirate Ship)

PLANTS
In Adventureland you’ll find plants of the Nile River of Africa, the Amazon of South America. In Frontierland, you’ll find plants native to the Mississippi River region of North America.

PLAQUES
You’ll find many plaques in many places at Disneyland: MARK TWAIN..."Christened this 17th Day of July, 1955, by Miss Irene Dunne on the Rivers of America in Disneyland..."; ADVENTURELAND..."Here is Adventure. Here is Romance. Here is Mystery. Tropical Rivers - silently flowing into the unknown. The unbelievable splendor of exotic flowers...the eerie sounds of the jungle...with eyes that are always watching. This is Adventureland..."; FRONTIERLAND..."Here we experience the story of our country’s past...The colorful dram of Frontier America in the exciting days of the covered wagon and the stagecoach...the advent of the Railroad...and the romantic riverboat. Frontierland is a tribute to the faith, courage and ingenuity of the pioneers who blazed the trails across America..."; FANTASYLAND..."Here is the world of imagination, hopes and dreams. In this timeless Land of Enchantment the Age of Chivalry, Magic and Make Believe, are reborn - and fairy tales come true. Fantasyland is dedicated to the young who believe that when I wish upon a star your dreams come true."; MAIN ENTRANCE..."Here you leave today and visit the world of yesterday, tomorrow and fantasy."; TOWN SQUARE..."To all who come to this happy place; welcome.

Disneyland is your land. Here are relived fond memories of the past...and here youth may savor the challenge and promises of the future. Disneyland is dedicated to the ideals the dreams, and the hard facts that have created America...with the hope that it will be a source of joy and inspiration to all the world. July, 17, 1955."; MAIN STREET..."Main St., U.S.A. is America at the turn of the century—the crossroads of an era—the Gas Lamp and the Electric Lamp, the Horse-drawn Car and the Auto Car, Main St. is everyone’s home town—The Heartline of America..."; TOMORROWLAND..."A visit into a world of wondrous ideas, signifying man’s achievements...a step into the future, with predictions of constructive things to come. Tomorrow offers new ideals. The Atomic Age. The challenge of outer space...and the hope for a peaceful and unified world..."; Lafitte’s ANCHOR..."Said to be from a pirate ship commanded by Jean Lafitte in the Battle of New Orleans, Jan. 81, 1815. It is also said that Lafitte’s privateering ships left a wake of blood from the mainland to Barataria Bay...but don’t believe everything you read."

PLAZA
The hub in the park setting from which all major realms evolve. For those of you who have lost your sense of direction, there is a compass created in flowers which show the directions—north, east, south and west.

P.O.C.
The Park Operating Committee is the policy making department of the park. (See Yellow Pages for listing.)

PONY FARM
A 10-acre lot where 200 head of livestock are quartered. (Horses, mules and ponies). Ages of animals range from 3 yrs. to 16 yrs. Average age 10 years. Disneyland horses punch time cards—no horse, mule or pony is allowed to work over 4 hours a day or more than 6 days a week, and each is signed "in" and "out" by the timekeeper. Two kinds of horseshoes are used on Disneyland stock. Iron shoes
for the horses and mules on unpaved areas in Frontierland. Rubber shoes for the horses and ponies on paved areas of Main Street. All animals and livestock handlers are required to maintain the Disneyland stock during peak seasons (34 drivers and 40 harness cleaners and stablemen. Over a ton (25 bales) of hay, 1/2 tons of alfalfa and molasses, and 400 lbs. rolled barley are consumed daily during peak seasons.

POPCORN WAGONS
Reproduction of old-time popcorn wagons are located in Town Square and in Frontierland.

POPULARITY
As far as repeat visitors are concerned, the Santa-Fe and Disneyland is the most popular ride. Based on public opinion poll results, the Submarine Ride is the most popular attraction at Disneyland.

PORTRAITS
Portraits available for portrait painting at the Art Festival on Main Street, the Art Corner in Tommorowland, Gepetto's Clock Shop in Fantasyland and the Wonderland Music Shop on Main Street across from Town Square.

POST OFFICE
There is no post office in Disneyland, but there are mail boxes where letters properly stamped, will be picked up and delivered to the Anaheim Post Office.

PRESIDENTS
Three presidents have visited the Magic Kingdom: Truman, Eisenhower, and President Kennedy.

PRINT SHOP
Located at Main Street Magic, you may have your name put on posters or in the newspaper.

PROBLEMS: Guest
By guest with a problem will have it attended to if they just drop into the City Hall and talk with the receptionist there.

PROP DEPARTMENT
This department is responsible for getting correct props for all the lands in Disneyland.

QUAKER OATS

RAILWAYS
Enlarging a hobby which began as a table top 0" gauge railway, progressing to a larger backyard plaything to four 15 ton operations is not a thing most men would attempt. With Walt Disney, however, it was the natural thing to do. Walt Disney sometimes sits at the throttle of the For Ripley to take the train on its trip around the park. Disneyland has four 5/8 scale steam locomotives operating on the Santa-Fe & Disneyland tracks surrounding the park, three sleek Monorail trains of the future, two Western mining trains and two Casey Jr. Trains. Total footage of railroad track in Disneyland is 14,189 feet.

RAINBOW CAVERNS
Approximately 43,387 gallons of water per hour are circulated to create the 11 waterfalls, Bridal Veil, Stairway to the Wishing Star, Ribbon Devil, Witch Cauldron, Paint Pot, Geyser Grotto, Angel, Seven Sisters, Silver Threads Among the Gold, Rainbow. Lighting in Cavern is obtained from black light shining on fluorescent dyes in the water.

RAINBOW DESERT
Part of our Mine Train Ride, this desert is filled with all the "Natural" wonders including "human cacti", balancing rocks and geysers.
REFRESHMENTS
See Restaurants

REPAIRS
Our exhibits and rides and attractions are given periodic check ups and painting and repairs.

RESTAURANTS
See Individual listings under AUNT MIMA’S...CARNATION ICE CREAM PARLOR...CARNATION PLAZA GARDENS...CASA DE FRITOS...CHEF’S OF THE 3 FA PIZZA...RAT’S SHIP...CIDR’R BAR...COLF CORNER...FANTASYLAND FOOD STANDS...FORT WILD’RNESS...GOURMET...HILLS BRO’S COFFEE SHOP...INDIAN STORR...MAIN STREET DEPOT...MALT SHOP...OAKS TAVERN...PEPSI-COLA’S GOLDEN HORSES...SPACE BAR...SUNKIST CITRUS HOUSE...SUNKIST...I PRF SUM...SWIFT’S RDF WAGON INN...TOM SAWYER’S ISLAND DOCK...WITCH’S GRAPE JUICE ARBOR...YACHT BAR.

RESTROOMS
Located in each and every land.

RETREAT
The day begins to end our band says Retreat at our flagpole located at Main Street Town Square.

RIDES AND ATTRACTIONS
See Individual listings under...ALICE IN WONDERLAND...ART OF ANIMATION...ASTRO JET...ATTOPIA (Fantasyland and Tomorrowland) BIG GAME SAFARI SHOOTING GALLERY...CANAL BOATS...CASTLE TP. CIRCUS TRAINS...COLUMBIA...DMTF...FIRE ENGINES...FLYING SAUCERS...FRONTIER SHOOTING GALLERY...HAUNTED HOUSES...HORSELESS CARRIAGES...INDIAN WAR CANOES...JUNGLE CRUISE...KING ARTHUR'S CARROUSEL...MAD TBA PARTY...MAIN STREET CINEMA...MARK TWAIN...MATT HORN BOBSLEDS...MIDGHT AUTOPIA...MIKE FINK'S KED BOATS...MINUTE TRAIN...MR. TOAD'S WILD RIDE...MCNORAIL...MOTOR BOAT CRUISE...OMNIBUS'S...PACK MULES...PETR PAN...ROCKET TO THE MOON...SANTA-FE & DISNEYLAND RAILWAYS...SKYWAY...SLIGHT BEAUTY'S CASTLE...SNOW WHITE...STREET CARS...SUBMARINE...SURF'S UP...SWISS FAMILY TRAP HOUSE...TIKI ROOM...TOM SAWYER'S RAFT...20,000 LEAGUES UNDER THE SEA.

RIVERS OF AMERICA
Operating on this waterway are 5 water rides...Mark Twain and Columbia, 2 Keel Boats, 4 Rafts, and 6 War Canoes. This is the busiest waterway in Disneyland. Represents the Mississippi and the Missouri Rivers of the 1840’s and circles Tom Sawyer’s Island. Landscaped with trees and shrubs typical of the old shanty town at Fowler’s Harbor which marks the spot where both the Columbia and the Mark Twain were built, and serves as dry dock for the two crafts. Contains 9,000,000 gallons of water and has clay bottom. It’s length is just short of 1 mile. It’s width averages 100 ft. and it is 5 feet deep.

ROCKET TO THE MOON
This Douglas Rocket to the Moon is a science-fictional round trip to the moon which is realistically simulated by seat vibrations and by circular screens or scanners showing take off and approach of both the planet Earth and of the Earth’s Moon. The seat vibrations are operated by air compressors synchronized with viewing screens. Viewing screens or scanners are located on the floor of the space ship. The 16mm film is projected on the screens and synchronized with sound tapes and with the seat vibrations. The departure area is called the space port. There are 2 rocket ships, the Polaris and Arcturus. Capacity of rockets, 102 passengers every 12 minutes.

ROUNDHOUSE
Probably the only square or oblong "roundhouse" in the world. Located in service area off West Street. Serves as garage for the 4 steam locomotives of the Santa-FE & Disneyland Main Line Railroad. This is where the boilers are steamed up every morning, and after the day’s run, the machine shop crew begin their daily inspection, cleaning, lubrication, and repair, if necessary, on all of Disneyland’s rolling stock. Not more than 30 minutes in lost operation time on the train since the park opened.
ROYAL TAHITIANS
This group, appearing at the Tahitian Terrace at the Pavilion, features land dances, including fire walking.

RUGGLES CHINA & GLASS SHOP
Ruggles is located on Main Street and features fine glassware and china gifts.

SANTA-FE & DISNEYLAND RAILWAY
WFD Enterprises, Inc., a division of Walt Disney Productions, owns and operates all of the Santa Fe and Disneyland trains, and has about 83 WFD payrollees working as engine crews and ticket sellers. Additional railroad crews and personnel are made up Disneyland, Inc., personnel from our Operations Division. The Santa Fe & Disneyland Main Line comprises a mile and one quarter of 36 inch gauge railroad and 9,000 ft. of track (including sidings) circling the Park. The Railroad is operated according to a standard book of rules. There are 4 5/8 scale, 15 ton, steam locomotives of the type in use during 1890 to 1910, in Disneyland's Rolling Stock. #1...C.K. Holiday, named for the founder of the Santa Fe Railroad. #2...E. P. Ripley, named for a president of the Railway. #3...Fred Gurley, named for one of the Chairmen of the Board. It was originally manufactured by the Baldwin Co. in 1894 for a New Orleans plantation owner and was rebuilt in 1894 for a New Orleans plantation owner and was rebuilt. Had been hauling sugar cane on the LaFouret-Rayland and Longport Railway in Louisiana. #4...Ernest S. Marsh, named for a president of the Santa Fe Railroad. A rebuilt engine, originally mfg. by a Baldwin Co. in 1924. There are 4 trains in Disneyland's Rolling Stock which are pulled by the 4 engines. Passenger train is authentic reproduction of trains of that era with wooden type cars, steel underframed for safety. Capacity, 300. Made up of Wells Fargo Express & Baggage Car, a Navajo Clift Car, a Colorado Rockies Car, a Land Pueblos Car, a Painted Desert Car, and a Grand Canyon Observation Car. The Holiday Special is authentic reproduction of train of this era. Capacity, 300. Made up of 3 cattle cars, 2 gondolas, and a Caboose Car. The Excursion Train was designed especially to carry passengers through the Grand Canyon Diorama, and is patterned after the Narragansett Cars which carried passengers on excursions to the Eastern United States around the turn of the century. Capacity, 300. Made up of 5 cars of the open Narragansett type.

SALUTE TO MEXICO
Located just off Center St., on Main Street next to Swift's Market, this "Salute to Mexico" is sponsored by the Mexican Travel Bureau. On the street in front of it you may purchase authentic Mexican Curios.

SCALERS
Lower buildings...9/10ths; Second floors...8/10ths; Third floors... 7/10ths; Mark Twain authentic scale; Autopia Cars, 5/8ths of modern sports cars; Santa Fe & Disneyland Railroad...5/8ths.

SECURITY
The department responsible for the safety and well-being of our guests.

SERVICES
There are many and various services such as Portrait Painting, Photos, Strollers, Wheelchairs, Lockers, etc. (See Yellow Pages for detailed listing and prices.)

SHOPSHINE BOYS
Located near the Mickey Mouse Club, our shoeshine boys will entertain you with an old-fashioned "Buck and Wing" while shining your shoes for the price of 10¢.

SHOOTING GALLERIES
(See Big Game Shooting Gallery and Frontier Shooting Gallery)

SHOPS
There are more than individual retail shops in Disneyland, handling gifts and guest services. All shops are leased by individual businesses, or companies, with the exception of those shops which are operated by Disneyland.

SILHOUETTE SHOP
The old-fashioned art of cutting your portrait in silhouette is still in
existence in this shop located on Main Street.

SKYWAY
aerial trip built on the principle of a ski lift and takes you to Fantasy-land or Tomorrowland via a glacier grotto in the Matterhorn Mt. Built in Switzerland, with the exception of the buckets, and was assembled at Disneyland. Serves as transportation to and from Fantasyland as well as a ride. There are 49 buckets...capacity of 2 per bucket. Operated by the Disneyland-Alweg System.

SLEEPING BEAUTY'S CASTLE
A walk-through showing the story of Sleeping Beauty with the beautiful ending of "young love's first kiss." The scenes were designed at Walt Disney studios and are in 3-dimen- sional miniature. The Castle is built in forced perspective and is of the French and Batavian influence. The gates of the Castle's serve as the entrance to Fantasyland. Drawbridge is authentic and actually works (used only opening day when "Fantasyland was opened to all the children of the world!"). The moat around the Castle is typical of Medieval times and is the home of both white and black swans.

SNOW WHITE
This dark ride takes you through the adventures of Snow White and the Seven Dwarfs...cars with a capacity of each.

SPACE BAR
Operated by UP! Concessions and serves snacks and soft drinks. Located in Tomorrowland and has permanent covered dance floor for Date Night dances during peak seasons.

SPACE COUPLE
Our tall couple can be seen in Tomorrowland in what will be worn by the well-dressed spacemen and women.

SPACE MEN BAND
A music up-to-date as possible, his band plays at the Space Bar dance area during peak seasons.

SPECIAL EVENTS
See Individual listings under BIG BAND NIGHT, CHRISTMAS, DIXIELAND AT DISNEYLAND, EASTER, GRAD NIGHTS.

SPECIAL PARTIES
At various times organizations take over the entire park, exclusively for their use, for a night.

STOCKADE
A composite design of 1790 log stockade. All logging material was brought from Lake Arrowhead and was assembled by Oregon Loggers.

STORYBOOKLAND
All settings are in miniature (one inch to the foot) and represent in detail, stories from Walt's full-length cartoon hits, including a giant patchwork quilt design. Each setting has appropriate musical back- ground on tape. Geppeto's Village, Sleeping Beauty's Castle, Three Little Pigs and scenes from Alice in Wonderland and Cinderella. Monstro the Whale is recaptured in full size and serves as entrance to Submarine Boat ride. Landscaping is scaled to the miniature settings. Leaves and flowers, even blades of grasses are as fine as can be obtained.

STREET CARS
Operated by the Disneyland Street Railway. There are 4 horse-drawn Street Cars. One horse per car and they were built at the studio. Capacity per car.

STROLLERS
Rented at entrance to Disneyland. Prices -- Regular stroller, a day. Reclining and double, a day.

SUBMARINE VOYAGE
9 minute trip circles lagoon, enters flooded building (with simulated "dive" through waterfall world of...sunken ships and salvage divers; animated sea life, including amoray eel, a squid, rare deep water fish, a sea serpent, and mermaids; and an underwater earthquake with "fiery" lava in the Continent of Atlantis. There are 8 submarines name Nautilus, Sea Wolf, Skate, Skipjack, Triton, George Washington, Patrick Henry,
Ethan Allen. Each sub has capacity of 38 passengers. Building is steel and concrete and is completely separate from all other waterways in Disneyland, and is filtered (as are swimming pools) so that all underwater scenes are clear. This is the 6th largest submarine fleet in the world and is the only submarine fleet built exclusively for peacetime use. Contains 4,000,000 gallons of filtered water and is completely gunned. Lagoon is 700 ft. long, 140 ft. wide and 10 ft. deep. The underground river is 800 ft. long, 70 ft. wide and 10 ft. deep.

SUNKIST CITRUS HOUSE
Located on Main Street, this Citrus House features Sunkist Orange Juice, Sunkist Frozen Juice Bars and pies made of Sunkist products.

SUNKIST-I-PRESUME
Located in Adventureland, this "watering hole" in the jungle, features fine Sunkist products.

SURREYS
Operated by the Disneyland Livery Stable, our four horsedrawn surreys travel up Main Street. Two horses per surrey with a capacity of...

SWIFT'S MARKET
Has old-fashioned pot bellied stove circled by chairs and an old-fashioned wall telephone on which can be heard a typical party-line conversation.

TAHITIAN TERRACE
One of the dining areas of the Pavillion, the Terrace features authentic native entertainment.

TALENT DEPARTMENT
The department responsible for the creation of our live entertainment. They provide 6,494 minutes of entertainment every day, which is the equivalent of 5½ Broadway shows.

TALENT SCHEDULE
(See Yellow Pages)

TELEPHONE SERVICE
Public Telephones are located throughout the park.

TELEPHONE'S WITCHBOARD
The lifeline of our communications in the park and serves 280 extensions and 30 trunk lines.

TELEVISION SHOWS
SEVERAL television shows have been filmed and broadcast live at the park. Includes WALT DISNEY'S WONDERFUL WORLD OF COLOR, MICKEY MOUSE CLUB, and MEET ME AT DISNEYLAND.

TICKETBOOKS
See Admissions.

TIKI ROOM
Using Audio-Animatronics, this new attraction features more than 200 individually controlled "personalities" in a 17 minute fantasy. Presented 3 times each hour, this show uses a tape recorder of the same type used in the Polaris Submarine.

TIKI SHOP
Located in the Bazaar in Adventureland. Features tropical curios and souvenirs.

TIMEX
See U.S. Time.

TINKERBELL
Her appearance and flight signals the start of our summer "Fantasy in the Sky".

TINKERBELL TOY SHOP
Features Disney character toys... stuffed animals, dolls, musical toys and other fine toys. Includes "Geppeto's Work Shop" which sells imported and domestic marionettes and puppets. Free puppet shows daily during peak seasons.

TOAD RIDF
See Mr. Toad's Wild Ride.

TOBACCO SHOP
Located on Main Street, this shop features all types of tobacco and smoking products. Has one of the largest stocks of imported tobaccos and cigarettes in Orange County.

TOM SAWYER'S ISLAND
Like a world apart, Tom Sawyer's Island sits in the Rivers of America.
Contains Fort Wilderness, small museum exhibit, cider bar, lookout parapet with rifles that may be operated and an escape tunnel, Injun Joe's Cave, a romantic interpretation of the cave in the Tom Sawyer story; Indian Village a faithful reproduction of war-like Indian Village; buring cabin, made of concrete and steel burn continually. Gas burners set by timeclock to keep it buring. Dead settler with arrow in chest lies near wheel barrow in front of cabin. Fishing Dock where guests may fish free. Bait and poles are supplied. Net in fishing area is stocked with small fish such as perch bluegill, and some trout. Suspension Bridge of wood hangs from steel cable over "Smugglers Cove". Pontoon Bridge made of barrels and plants crosses "Smuggler's Cove", beneath Suspension Bridge. Rocks made of plastic at Disneyland for children to climb on and play in: Ambush Rock, Pirate's Cave, Castle Rock, and Merry-go-Round Rock. Treehouse is a faithful reproduction of huge tree (made at Disneyland of plastic) with treehouse near top; accessible by a staircase. Refreshments are served at Cider Bar at Fort Wilderness and shanty on Dock.

TOM SAWYER'S RAFTS
Romantic reproductions of rafts from the Tom Sawyer story and operated on the Rivers of America and a ride and as transportation to and from Tom Sawyer's Island. There are 4 rafts: Tom Sawyer, Huck Finn, Becky Thatcher and Injun Joe. Powered by marine engines and do not operate on guide rails. Capacity 45, including operator. Built at Disneyland. Dimension are 23 ft., 6 inches by 14 feet.

TOMORROWLAND
The time of this area is 1986, when Halley's Comet is due to return.

TOPIARY GARDEN
Seen only from the Santa Fe & Disneyland Railway, our garden features plants grown and trimmed in the shape of animals. Starts with an artist rendering of the desired animal. The Landscaping Staff proceeds to build a metal framework on which to tie the main portion of the young plant. Adding lighter wire to give detail to the figure, the natural chemistry of the plant will make it grow to fullness of and around the wire design.

TOURS
For those who have never been to Disneyland this is the way to see the park. Our expert guides, versed in many languages, point out the most important parts of Disneyland.

TRAILERS
Situated around Disneyland are many trailer parks.

TRAM SERVICE
There is frequent service to the front gate from the Parking Lot, via our Trams. Also approximately 10 minute service from the Hotel via Trams.

TRANSPORTATION
Bus Service—regularly scheduled bus service to and from Los Angeles, Long Beach, Anaheim, Santa Ana, and other Orange County cities. Bus schedules are available at the Main Gate Security Office, City Hall, and at Carefree Corner. Heliport—regularly scheduled flights to and from Los Angeles International Airport and Orange Airport. Schedules are available at Main Gate Security Office, City Hall, and at Carefree Corner. Adults (one way): (round trip) . Children under 12 half-fare.

20,000 LEAGUES UNDER THE SEA
Interiors are the actual Academy Award winning sets from Walt Disney's "20,000 Leagues Under the Sea", featuring Captain Nemo's Atomic powered submarine, the "Nautilus" with a personal appearance of the giant squid in terrifying action. A miniature submarine used in the filming can also be seen.

UNIVERSITY OF DISNEYLAND
The department of the park responsible for the orientation of all hosts and hostesses in the special needs and requirements of Disneyland.

UPJOHN PHARMACY
A composited sign of the Apothecary
(drugstore) of the turn of the century. Has genuine leeches on display such as were used in medical practice before modern times. With the exception of woodwork and showcases, the fixtures, equipment, and glassware are actual antique originals. Some of the glassware is from 300 to 400 years old, and is part of a very rare collection obtained, in part, from remote corners of the world. FREE samples of Upjohn "Unicap" vitamins are handed out. Has Human Cell display.

U.S. TIMEX CORP.
Sells Timex watches and also has a display of old watches from 1905 to 1910, and a copy of the letter from Mark Twain ordering a watch and a copy of the watch he was sold.

V

VACATIONLAND
A tourist magazine published by our Department. Distributed throughout Arizona, Nevada, and California with a circulation of 855,000.

W

WARD SINGERS
This choral group sings during the summer season at night at the Golden Horseshoe.

WARDROBE
Our Wardrobe Department furnishes every costume, authentic as possible, which is worn in the park. There are anywhere from 500 to 600 different costumes in our Wardrobe Department.

WAREHOUSE
Such a large organization as Disneyland must have adequate storage space for all equipment which it uses. Our warehouse covers 140,136 square feet, 50,891 covered and 89,136 open. We have 21 distinct storage areas and we carry about 7,000 different items. We have everything from Alphabetizer to zebras.

WATERWAYS
We have 9 water rides operating on 6 man-made rivers and lagoons (including Glacier Lakes on the Matterhorn.) All of the various rivers and waterways except 2 are joined together forming a continuous flowing gravitational water system. The high point of the system is in Fantasyland and the low point is in the Rivers of America in Frontierland. From Frontierland the water is pumped underground back up to Fantasyland. The two exceptions are the Submarine Voyage and the Matterhorn water system. They are independent circulation filtered water systems with an operation similar to a swimming pool. These waterways represent a total of over 22,000,000 gallons of water.

WELCH'S GRAPE JUICY ARBOR
Located in Fantasyland next to the Fantasyland Theatre. This stand serves Welch's products.

WHEELCHAIRS
May be rented at the Stroller shop near the entrance. Rental is for a day.

WILDLIFE
Most of the wildlife at Disneyland is not wild nor is it live; but the results of the combined efforts and talents of studio artists are "life-like" reproductions of real animals. However, some of the Disneyland animal life is real. Wild geese mallards and other birds around the island and the mainland in Frontierland migrated here; and the white ducks on the Rivers of America were raised by Disneyland. The white and black swans residing in the moat around the Fantasyland castle were a gift from the Hollywood Turf Club. Many small fish are planted in the Rivers of America, so that Disneyland's small fry anglers may have the chance to really catch fish from the Island's dock.

WISHING WELL
All proceeds from this wishing well go to the variety club. The figures of Snow White and the Seven Dwarfs are made of Italian Marble. Snow White can be heard singing with an echo coming from the well.
WONDERLAND MUSIC
Old piano rolls and records may be purchased at this tore located on Main Street next to the Mickey Mouse Club headquarters. Artists available to sketch portraits.

WURLITZER MUSIC HALL
Has a music hall where FREE organ concerts are given during the peak seasons, plus information on Wurlitzer pianos, organz, and Juke boxes.

X

In Algebra, "X" equals the unknown quantity. At Disneyland, all our components -- talent, administration, knowhow, imagination, employees all equal "X", the unknown quantity, or until 1955 it was unknown.

Y

YACHT BAR
Located in Tomorrowland across from the Submarine Ride. This stand features light snacks, sandwiches, and hamburgers.

YACHTSMEN QUARTET
Playing from the Plyon in Tomorrowland, this singing group entertains both with folk music and modern music.

YALF AND TOWN LOCK COMPANY
Sells Disneyland keys, tie clips, and key chains with the key motif. Primarily an exhibit showing the evolution of the lock and key down through the ages. Displays many rare antique keys and locks.

YOUNG MEN FROM NEW ORLEANS
Our dancing and singing waiters on the Mark Twain serve our version of the Mint Julep.

Z

ZOCALO, FL
A typical open air Mexican Market Place