

PROFILES
NEW DISNEYLAND ATTRACTIONS
SUMMER, 1966

Attractions and exhibits from Motor Con "Audio-
Walt Disney World Fair Enchanted Tiki Adventure
Walt Disney World's Fair, who the
WED Enterprises Animatronics, "ly new
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Imagineering

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

PROFILES ON

NEW ATTRACTIONS FOR DISNEYLAND

SUMMER, '66

For purposes of background information, we have compiled the following profiles on the major new attractions opening this summer at Disneyland. New versions will be distributed just prior to openings.

Profiles included provide material on:

1. NEW ORLEANS SQUARE -- the "Paris of the American Frontier" as it was in the fabulous 1850's.
2. THE PIRATES OF THE CARIBBEAN -- Walt Disney's high adventure on the Spanish Main during the 18th Century.
3. "IT'S A SMALL WORLD" -- the happiest cruise that ever sailed, one of Walt's World's Fair hits.
4. THE PRIMEVAL WORLD -- prehistoric monsters live again in lifesize realism.
5. WED ENTERPRISES, INC. -- Disney's "Imagineering" firm that designed these attractions -- and all of Disneyland.
6. "AUDIO-ANIMATRONICS" -- the WED-designed space-age system for animating the three-dimensional stars of these and other shows.

In preparing these profiles, we have attempted to describe these new attractions, to convey some of their "color" and to answer the most often-asked questions about them. If additional information is desired, please contact me.

A handwritten signature in cursive script that reads "Bob Jackson".

Robert Jackson
Public Relations Director

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P R O F I L E

NEW ORLEANS SQUARE

Disneyland, Summer '66

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NEW ORLEANS, 1850:

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

She was a city of contrasts. Magnificently gowned ladies, genteel and gracious, strolled past benign Indian squaws selling sassafras root. Impeccably groomed gentlemen in bright brocade waistcoats had their quiet conversations interrupted by the cries of hawkers echoing through the narrow streets. Iron-lace balconies seemed even more delicate when compared with stretches of ashed walls. Intimate courtyards were lazy counterpoints to crowded street markets. Some of the world's finest restaurants offered gourmet menus while vendors sold jambalaya and shrimp from carts.

Theatres provided the most sophisticated entertainment as domestics danced the ritualistic bamboula and colinda at stage doors. The Mississippi, noisy with riverboats, opposed the serenity of colonnaded plantation houses and maisons de ville near the crescent-shaped harbor.

This was New Orleans in the mid-Nineteenth Century.

Its unique atmosphere, drama and gaiety will live again in NEW ORLEANS SQUARE, DISNEYLAND '66.

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NEW ORLEANS SQUARE:

ADVENTURES IN ENTERTAINMENT, SHOPPING AND DINING

When it opens this summer, New Orleans Square will offer an entirely new experience to Disneyland guests. Its winding streets, broad dining terraces, inviting shops and restaurants, iron-lace balconies, magnolia trees and lamp-lit courtyards will whisk guests back to the New Orleans of more than a century ago. Walt and his staff of "Imagineers" at WED Enterprises, Inc., are making every effort to assure that "the Square" will be as exciting as a pirate treasure hunt . . . as colorful as a Mardi Gras ball . . . as memorable as a visit to the French Quarter.

New Orleans Square will serve as the prelude and gateway to Walt Disney's action-filled Pirates of the Caribbean. Boat borne

guests will take an exciting trip back to the days when blackhearted buccaneers terrified the Spanish Main. Scores of swashbuckling pirates and frightened villagers will come to life in often humorous scenes through the magic of "Audio-Animatronics", Walt's space-age technique which gives lifelike movement to three-dimensional figures.

Shared by New Orleans Square and the Pirates of the Caribbean ride will be the beautiful Blue Bayou Lagoon. Mossed oaks, proud flamingoes, a columned arbor walk leading to the boat landing and the veranda of a dignified plantation house will combine to re-create Louisiana's picturesque bayou country. Throughout the day, the entire setting will be bathed in the tranquility of a Delta evening.

New Orleans Square's adventures in entertainment will be matched by adventures in shopping and dining. Disney artists and decorators are collecting merchandise and furnishings from all over the world to make these shops and restaurants authentic to the finest detail. And each will be a show in itself.

Plans for New Orleans Square call for:

THE ONE-OF-A-KIND SHOP

As its name indicates, this shop will feature unique items--decorative and colorful antiques, choice reproductions and other ones-of-a-kind that would have been found on the shelves of shops in New Orleans a hundred years ago.

This shop will offer ship models, wrought iron lanterns, world globes, old maps and charts, swords, antique framed paintings, chandeliers, candelabra, fireplace fixtures, door knockers, as well

as old telescopes, anchors, barometers, wood carvings, pirate relics, china, silverware, crystal pieces, pewter, and furnishings made of fine marble.

LE GOURMET

This will be a mecca for culinary artists. Even the most discriminating chefs and connoisseurs will find their every wish granted in the Le Gourmet.

Select kitchen accessories, equipment and utensils, along with exotic foods and spices, will be displayed on choice old spice chests, breakfronts, cupboards and tables -- all available for purchase.

Among the hundreds of items available here will be old duck presses, tea pots, measuring cups, saltcellars and pepper mill, espresso pots, demitasse cups and spoons, chocolate cups, souffles, casseroles, shirring dishes, wine hebers, pastry wheels, samovars, warming stands, tureens and all types of pots, pans and cooking utensils from the mid-Nineteenth Century.

LAFITTE'S SILVER SHOP

Informality -- and artistry -- keynote this shop where a metal craftsman will create works of art on the spot. Surrounded by a work bench, forge, pouring pot, molds, polishing wheels and other tools of his trade, he will design silver and gold charms and other jewelry on order from customers. He will also make minor jewelry repairs.

Showcases will display thousands of charms, rings, unset stones and jewelry settings.

For the shop decor (and for purchase), Disneyland's staff is now collecting unique tools of the metal-working trade and old art objects made of metal.

THE GLASS SHOP

In contrast to Lafitte's Silver Shop, the Glass Shop will be the utmost in elegance. Mirrored walls, silk-covered panels and draped windows will complement the fine crystal and glassware available to New Orleans Square guests.

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

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

THE PERFUME SHOP

Feminine to the last detail, the Perfume Shop will offer the ladies an array of scented items for the boudoir and bath. A perfumer will blend special fragrances to compliment guest's personality, complexion and type.

In luxurious show cases will be a complete selection of name perfumes, sachets, soaps, powders, scented garment hangers and other items for personal use. There will also be a sparkling collection of distinctive decanters, atomizers, crystal bottles, apothecary jars, cornucopias and other interesting containers.

STAINED GLASS SHOP

Choice gifts in dramatic stained glass -- some rare antiques, others made to order by the shopkeeper, will be featured in this charming shop. It will also offer other types of gifts suitable for every occasion.

Disney decorators are now combing the world for unusual stained glass objets d'art -- window panels, lamp shades, and bric-a-brac -- to fill shop shelves.

THE FRENCH MARKET RESTAURANT

All of the color, atmosphere and excitement of New Orleans' old French Market and a cosmopolitan European dining establishment will be combined in this, the largest restaurant in New Orleans Square.

A domed skylight will illuminate walls of old brick, accents of ochre and green, black iron furnishings and a quarry-tile floor. Surrounding the skylight will be a unique pressed-tin ceiling, popular in New Orleans during the 1850's.

Punctuating the walls will be memorabilia of French kitchens, including polished pots and pans, cleavers, weights,

duck presses, grinders and baskets, which are now being sought by the Disney staff.

Seating 300 guests at one time, the French Market Restaurant will serve buffet style in two serving lines, a technique which has proved highly successful in the recently opened Plaza Inn Restaurant on Disneyland's Main Street Plaza.

Diners will select from a pageant of salads, sandwiches, a number of main courses and desserts -- all taken from old New Orleans recipes.

THE BLUE BAYOU RESTAURANT

On the bank of the Blue Bayou Lagoon, in the quiet of perpetual evening, guests will dine on a moonlit terrace with a stately Southern colonial mansion as a backdrop. Gliding on the bayou will be shallow-draft "bateaux", small flat-bottom boats, taking guests into high adventure with the Pirates of the Caribbean.

Wrought iron furnishings and candlelight will contribute to the Louisiana, 1850, flavor of The Blue Bayou terrace. Waiters will move from table to table as a Dixieland band and live entertainment are enjoyed by diners.

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

THE CREOLE CAFE

A beamed ceiling, old stained glass, natural brick walls with panels of mahogany and a tile floor will capture the flavor of an intimate New Orleans coffee house in this restaurant, specializing in coffee and ice cream served by waitresses.

To add dramatic and atmospheric touches, there will be antique coffee espresso equipment, coffee urns and other items related to coffee and ice cream.

THE ROGUES' GALERIE

Walt and his WED staff are designing 19 original, unusual and exciting attractions for the Rogues' Galerie.. A few coppers or silver pieces will provide three-dimensional pirates for targets . . . and their ships will be no safer. Other intriguing games will tantalize New Orleans Square guests.

. . . AND FROM OLD NEW ORLEANS

Walt Disney and his WED staff will add a number of other important elements taken from the old New Orleans scene.

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

Delicate flower baskets and small floral arrangements will be purchased from gay flower carts, moving from courtyard to courtyard. Brightly costumed vendors will also sell hand-made fruits and vegetables.

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

These are the components that will make New Orleans Square a memorable adventure in entertainment, dining and shopping. With its authentic atmosphere and charm, its nostalgia and Mardi Gras flavor, New Orleans Square will be as spellbinding . . . as inviting . . . as captivating . . . as its namesake.

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P R O F I L E

THE PIRATES OF THE CARIBBEAN

An "Audio-Animatronic" Adventure

Disneyland, Summer '66

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It's high tide, and time to set sail for an exciting adventure with the meanest crew of blackhearted swashbucklers who ever terrified the Spanish Main. Come aboard for a voyage you'll never forget!

It's the 1700's again, and every port is easy prey for The Pirates of the Caribbean, Walt Disney's thrilling new ride opening this summer in Disneyland.

And, as usual, Walt doesn't waste a moment before bringing on the action. Boat-borne guests begin their memorable voyage by splashing down a waterfall right into an eerie cavern, home-base of the ne'er-do-wells.

Throughout the cavern voyage, which sets the mood and atmosphere for things to come, guests are constantly reminded that "Dead men tell no tales", an ominous warning issued by a ghostly voice from out of nowhere.

After passing the crew's quarters, pirate treasury and the elegant "apartment" for the captain, boats move right into battle between a pirate ship and a fortress. Guests cringe as cannon balls whistle a few inches over their heads, spewing geysers of water as they hit within a foot or two of each boat.

From then on, to port and to starboard, scene after scene takes modern-day voyagers deeper into the often humorous conflict. The entire 15-minute adventure (which will be the longest in Disneyland) takes place in a full-size Caribbean port, authentic to the smallest detail.

In the first village scene, Pirates dunk the local magistrate in the town well to make him talk. ("Speak up, ye bilge rat . . . where be the treasure?"). From an upstairs window, his shrewish wife warns him not to tell, regardless of his fate. Off to the side, a quartet of other civic leaders -- knees knocking, teeth chattering in terror -- await their turn.

Steps leading to a bridge make a perfect auction block for the town's maidens -- the fair ones and the ones not so fair. But the auctioning procedure has floundered; the captain-auctioneer is finding it more than difficult to find buyers for a 300-pound damsel. The surrounding pirates show bug-eyed attention to a lovely redhead coquette, next in line.

Off to port, a courtyard has become the scene for the chase. Some of the womenfolk are happily pursued by pirates . . . and some of the pirates are not so happily pursued by the womenfolk.

Ahead, everything's ablaze. The whole town has been set to the torch by the salty crewmen, who are now headed for

treasure-laden boats

Even though they glide into a tunnel beneath the town, guests can't escape the flames, nor can a group of imprisoned pirates locked in their subterranean cells. A dog has the key, but neither a tasty bone nor the plea of the prisoners will lure it from him.

Guests move on, and the fire creeps closer to their boats. If chaos has been the order of the day before, sheer bedlam lies ahead. The town arsenal, full of powder kegs, is burning furiously. Adding to the danger, several pirates have had a disagreement and are firing their flintlock at each other -- right across the heads of the voyagers.

How do terrified visitors escape? Walt lets them "fall up" a waterfall!

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Designed by WED Enterprises, Inc., Disney's "Imagineering" firm, the show will feature 130 lifesize, three-dimensional figures -- 76 humans and 54 animals. They will be brought to life by "Audio-Animatronics",* WED's remarkable electronic system of animation.

Guests will visit the Pirates of the Caribbean aboard "bateaux", flat-bottom boats used in the Louisiana swamps. Each boat will accommodate 20 guests. During a 10-hour day, as many as 36,000 voyagers will glide through the show.

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*The basic concept for combining lifelike and fanciful objects with sound, preprogrammed and coordinated by tape, is subject to patent protection. All patent rights are owned by WED Enterprises, Inc. Patents have been applied for other features, devices, techniques and processes.

"IT'S A SMALL WORLD"

Attractions and exhibits from the New York World's Fair and Walt Disney World. WED Enterprises, Inc. designed and created for Walt Disney Enterprises, Inc. the Audio-Animatronics, Electric Blue, and the Walt Disney World's Fair, who the new show architectural animation.

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P R O F I L E

WALT DISNEY'S

"IT'S A SMALL WORLD"

An "Audio-Animatronics" Presentation

Disneyland, Summer, 1966

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Disneyland guests this summer will take the happiest cruise that ever sailed when Walt Disney brings his enchanting "It's a Small World" from the New York World's Fair to a new fantasy palace in the Magic Kingdom. More than 10.3 million "children" of all ages enjoyed this delightful musical during its two-season run in New York.

New lands and distant ports are planned for "Small World" by Walt and his "Imagineers" at WED Enterprises, Inc., making it an even longer and more exciting adventure.

Sailing into the show's new 1 $\frac{1}{4}$ -acre home, the young and the young-at-heart will be magically whisked away to the enchanted world of children represented by doll-like youngsters from more than 100 nations and areas of the world. Each locale

will be represented in the inimitable Disney fashion -- fantasy versions of familiar landmarks and stylized natural elements in vivid color.

Show figures will sing the especially composed, "It's a Small World". The rhythm, style and language will change from country to country in keeping with the musical flavor of each national setting.

SCANDANAVIAN OPENING

Sailing on the winding Seven SeaWays aboard boats "rigged" for silent running, voyagers see first an abstract array of "Banners of the World" and are then greeted with a hardy Scandanavian welcome issued by ice-skaters and singers. And to the left, is the North Pole, where smiling Eskimo children are singing the theme while seals, polar bears, a walrus and a pink whale romp through the snow and ice.

Next, a brightly-clad brigade of Danish soldiers take up the melody as "Small World" guests meet them in Denmark's Tivoli Gardens.

"Banners of the World", the North Pole and Denmark are colorful additions to "It's a Small World" since the attraction moved from the World's Fair.

The silent boat sails onto the river Thames, then passes under sturdy London Bridge. Not far away is Parliament Tower where young Englishmen continue the title song. A trio of Dickens-inspired carolers perch on a Cockney moon while a still palace guard enjoys a forbidden smile below.

Gay plaid highlands and a puffing bagpipe bring Scotland into the spotlight which is soon shared by Irish wee folk and a few prankish leprechauns on the Emerald Isle.

WESTERN EUROPE

France at its capricious best captures visitor attention quickly with its stylized red and pink, confetti-draped Eiffel Tower providing a fantastic tour de force. Precocious poodles and a pair of ballet dancers twirl to the continuing tune. More balloon-borne inhabitants sail over a capsulized chorus line doing the cancan.

Spain and Portugal team up to send four charming ambassadors to the "Small World". A diminutive guitarist accompanies a young flamenco dancer while a pair of puppets perform within the frame of a colorful Moorish arch.

With the silence of a windmill, guests' boats glide into the Low Countries for a visit with little Dutch boys and girls. They take up the tune from comfortable tulip seats while a Belgian goose girl joins in with her three feathered charges.

A very Leaning Tower of Pisa, surrounded by fanciful Italian scenery, provides the backdrop for a captivating gondolier. Nearby, young signors and signorinas join him in singing the theme song. Without missing a note, some of their friends are joyfully carried aloft by a run-away balloon.

The tallest element of this miniaturized world is the Swiss Alps, gaily decorated with child-size, Swiss Clock chalets, each with its own bell-ringer and yodeling mountain climber. The tinkle of bells gives way to the "oom-pa-pa" of Disney's German

band in the adjacent setting.

EUROPE EAST

Next on the itinerary are the Balkans and Russia where pointed domes, created in vivid print patterns, look upon high-stepping, brightly costumed dancers. Accompanying them is a bala-laika band and three youthful, fur-capped Cossacks performing the knee-straining "gopak".

A small Greek shepherd, perched atop an Ionic column, joins in the "Small World" chorus while his sheep listen with obvious satisfaction.

ON TO THE MIDDLE EAST

Squadrons of flying magic carpets break formation to glide over the Middle East's collection of spires, minarets and festive market places. Aboard are childhood's copies of Persians bon vivants. Sloe-eyed dancers, some with tamberines, some with pipes, others with simple charm, beguile a young prince.

India's mystery and beauty are captured by a quintet of young bejeweled dancers, backdropped by a Disneyesque Taj Mahal. Across a cool pond, a youthful snake-charmer takes up the song with his pipe.

ASIAN HOLIDAY

A multi-armed goddess, silhouetted in a temple door, reigns over the Bali sequence, offered next to "Small World"

voyagers. Looking a bit like inviting birthday cakes, Balinese umbrellas shelter a variety of dancers and musicians -- and one grinning Bengal tiger.

Unmistakably, beautiful Japan is the next stop as boats glide beneath an orange Torii gate. Overhead, colorful kites in box and dragon shapes surround a samurai mask, Kimono-clad girls and Japanese dolls join in song with kite-flying boys.

AFRICA AT ITS BEST

Africa comes to the "Small World" in legendary adventure. Demure giraffes, smiling hippos, swinging monkeys and other animals abandon a colossal, black-lighted jungle to pick up the tune. Beneath a flower-umbrella, a circle of native princesses join hands to dance while three young tribesmen catch the contagious laugh of a hyena. In queenly seclusion, comely Cleopatra reclines on a couch in an Egyptian palace.

From the burning sands of Egypt, "Small World" visitors are taken by their boats to the white crispness of the Antarctic where a coterie of penguins pick up the melody while they twirl about sparkling ice caps.

SOUTH AMERICAN FIESTA

Haughty llamas crown the peaks of the Andes as guests start up the South American continent. Gauchos and señoritas, balancing jars and fruit on their heads, apply the Latin American touch to the theme.

Copacabana Beach, its wavy black and white striped boardwalk and its modern buildings, symbolizes exciting Rio de Janeiro. A delightful serving of color is offered on a three-tier centerpiece as young Brazilians in bright costumes flavor the scene with traditional dance amid brilliantly plumed birds.

Gay straw horsemen on an arched bridge, earthenware figures, a pinata-like sombrero, fire-peaked volcanos and a blazing Mayan sun look upon Central American youngsters performing the paso doble.

Colorful boats take the voyagers to sunlit Mexico next, where young flower vendors, pottery makers, burro-drawn carts and towering shelves of familiar Mexican momentos await them.

SOUTH PACIFIC ISLANDS

Turquoise waters and pastel shades of coral signal the arrival of visitors to the South Pacific -- an exciting new area added to "It's a Small World's" cruise at Disneyland. Beneath these inviting waters are forests of oscillating sea plants where turtles and tropical fish smile with approval as the lilting theme is sung by beguiling young mermaids.

The full-blown sail of an outrigger canoe tells voyagers that Hawaii is next. An agile young surfer races a wave and on the sandy beach, young Hawaiians dance the Hula to the rhythm of the swaying, fruit-laden palms.

Mysterious Easter Island volcano gods watch as visitors sail "down under" and approach the rocky coast of Australia. Koala bears cling to trees, a humorous platypus clammers among

rocks, bashful baby kangaroos peek from their mothers' pouches and a singing aborigine boy greet guests with the wave of a boomerang.

A "Small World" sun lies on the horizon over the ocean, holding hands, it seems, with Australia and the island to be visited next -- Tahiti. On the shore of the tiny island are "wild" Tahitian Fire Dancers whose voices and festive costumes add enchantment to the tropical Pacific.

Visitors then discover the rare kiwi of New Zealand. This country's singing delegation is composed of children from the Maori tribe. Perched on pedestals of giant flowers, beautifully-plumed lyre-birds listen contentedly.

A Polynesian outrigger canoe drifts nearby and island children sing "It's a Small World" in their native language while performing their traditional Polynesian fire dance.

Moving along, visitors approach a high-pointed, thatched-roof New Guinea hut, and passing through the entrance come face-to-face with a gathering of New Guinea children who sing the theme from behind decorative ceremonial masks. Behind these youngsters is a magical rain forest inhabited by exotic tropical birds.

AND THEN THE GRAND FINALE

Scores of the world's children assemble for the spectacular grand finale. Still in their national costumes, they join in a universal rendition of the song, sung in English. The setting is the whole world rather than individual countries, "painted" by a colorful, projected light technique. This effect, created by WED especially for the finale, includes an over-lay of constantly changing, multi-colored illumination.

With the finale, all boundaries are removed; the hosts are simply children who share the common bonds of friendship, imagination, purity and understanding.

NEW HOME

Walt and his WED staff are creating a dynamic fantasy palace for "It's a Small World". To be an irresistible marquee as well as a dramatic backdrop to all of Fantasyland, the building will be a geometrical montage of suggestive architecture representing the "Small World" nations.

Forecourt of the pavilion will be flower gardens, winding walkways and a collection of topiary -- fanciful figures shaped from growing trees and shrubs.

Highlighting the entrance will be the 30-foot high "Small World" clock -- the happiest and most imaginative time-piece ever conceived. Disneyland guests will find themselves caught up in the clock's spirit and effervescent motion while music, animated figures of children and the elements of their world actually "perform" the time every 15 minutes.

SEVEN SEAWAY BOATS

Each boat carried by the tide of the Seven SeaWays will comfortably accommodate 15 people. Guests enter the boats from one side as those completing the voyage leave from the other -- an arrangement that reduces loading time to between 10 and 15 seconds per boat. As one boat becomes filled, guests will begin leaving another across the boarding platform. This technique will enable 64,800 people to enjoy the show during a single 12-hour day.

Boats will be propelled at the rate of two feet per second by silent, hidden jetstreams of water just beneath the water line of the channel. This WED-designed system eliminates vibration, noise and engine fumes.

THREE-DIMENSIONAL ANIMATION

"It's a Small World's" 302 lifelike three-dimensional children and animal figures and 209 toys will be animated by WED's remarkable "Audio-Animatronics"* system. From a single, preprogrammed magnetic tape, audible and inaudible impulses will activate pneumatic and hydraulic tubes within each figure. Synchronized with those impulses will be the voices, music and sound effects recorded on the same tape.

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P R O F I L E

WALT DISNEY'S PRIMEVAL WORLD
An "Audio-Animatronic" Adventure
Disneyland, summer '66

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Giant animals that inhabited the earth millions of years before man will live again when Walt Disney opens his dramatic Primeval World at Disneyland this summer.

Startlingly realistic in every movement and detail, the lifelike, three-dimensional "Audio-Animatronic" stars of the show were first presented in the Ford Pavilion at the New York World's Fair. Nearly 15 million people saw the show during the Fair's two-year run.

Created by Walt Disney and designed by his WED Enterprises, Inc., the Primeval World adventure will be experienced by guests aboard the Sante Fe & Disneyland Railroad, which encircles the Magic Kingdom.

Trains will carry guests first through the popular Grand Canyon diorama -- largest of its kind in the world -- then

into a "time tunnel" where they will be whisked back to the days of prehistoric life in settings inspired by Walt Disney's film classic, "Fantasia".

THE FOREST PRIMEVAL

Emerging from the "time tunnel", passengers will arrive in a forest of exotic plants that grew more than 300 million years ago.

Misty vapors will rise from the swampy terrain. This scene will be enveloped in mysterious half-light, which will reveal the stirrings of early life as large snails inch along decaying foliage. Giant insects, resembling dragonflies, will cling to tree trunks and the fin-backed edaphosaurus will breakfast on tropical vegetation.

AGE OF REPTILES

Guests will then come face-to-face with the most famous dinosaur of all -- the brontosaurus, who lived 155 million years ago. These massive creatures, at home in a shallow lake, will be enjoying a meal of tender water plants.

Vulture-like pteranodons (flying lizards with 25-foot wingspreads and tooth-filled three-foot beaks) will circle over a Jurassic lagoon while quieter members of their clan perch atop rugged rock cliffs.

Travelers will move on to a beautifully-landscaped plateau. Colorful species of the first flowering plants will adorn a peaceful setting where two horned dinosaurs, called triceratops, watch with parental pride as their young hatch

from eggs. One egg pulsates, another rolls about and a third is punctured by a tiny triceratop head. Two recently hatched youngsters will play nearby.

Abundant herds of dinosaurs and dense rain forests begin to give way to encroaching desert sands in the next era. A trio of ornithomimuses, "ostrich dinosaurs", will be gathered around a drying water hole, drinking in chicken-like fashion.

PREHISTORIC BATTLE

The action-packed final scene will feature two prehistoric monsters engaging in mortal combat amidst exploding volcanos and rivers of molten lava.

Stegosaurus, the armored dinosaur which had two brains, will be accosted by the most horrifying of all dinosaurs, tyrannosaurus rex, which stands 22-feet high. These two prehistorical wonders will claw, growl and swipe at each other as eyes flash, tails lash and bodies convulse.

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"AUDIO-ANIMATRONICS"

To animate the 46 figures in Primeval World, Walt Disney will apply the wizardry of "Audio-Animatronics".* This system, developed by WED, is a space-age medium of three-dimensional animation. By an electronic process, this system will produce preprogrammed, synchronized sound and movement for the prehistoric animals.

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from 

Imagineering

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P R O F I L E

WALT DISNEY'S WED ENTERPRISES, INC.: ITS PURPOSES, ACTIVITIES AND PEOPLE

Here is a unique world of creativity where ideas become realities . . . where imagination is the basic raw material . . . where the impossible is accomplished daily.

This is WED Enterprises, Inc., (the initials stand for Walt E. Disney), the master planning, architectural, engineering, research and development subsidiary of Walt Disney Productions.

Shortly after he founded WED in 1952, Walt fashioned it into the versatile "Imagineering" instrument he needed to plan and design Disneyland. With WED, Walt literally added a new dimension to Disney entertainment. He was now able to complement his two-dimensional world of motion pictures with three-dimensional attractions in his Magic Kingdom.

A staff of project designers, sculptors, research and development technicians, model builders and interior decorators were joined by highly flexible architects, engineers and draftsmen who could design yesterday, tomorrow and the timeless world of fantasy.

WED, under Walt's personal direction, designed Disneyland and all of its attractions, as well as the quartet of popular Disney shows at the New York World's Fair.

During the Fair's two seasons, April-October, 1964-1965, some 46.8 million guests paid to see the four Disney presentations - - 91% of those who purchased tickets to the Fair.

These successes for major American industry have given WED a new role -- creating shows and corporate exhibits for companies outside Disneyland.

WED technicians have also developed the remarkable "Audio-Animatronic"* system of three-dimensional animation, an application of space-age electronics for entertainment purposes. The WEDway "People-Mover" transportation system, a potential answer to inter-city transit problems, is another WED accomplishment.

Disneyland's 1965 Tencennial Celebration marked the beginning for WED of a \$45 million program of new and enlarged attractions for the Magic Kingdom. Summer, 1966, will offer Disneyland guests \$23 million in the form of four major new attractions. (Disneyland's original capital investment was \$17.5 million in 1955.)

Here are the new adventures WED is preparing for Disneyland's biggest summer:

*The basic concept for combining lifelike and fanciful objects with sound, preprogrammed and coordinated by tape, is subject to patent protection. All patent rights are owned by WED Enterprises, Inc. Patents have been applied for other features, devices, techniques and processes.

NEW ORLEANS SQUARE

It's the 1850's, and New Orleans is the Paris of the American frontier. Winding streets and intimate courtyards echo the laughter and chatter of Creole merrymakers. Dashing riverboat captains sit beneath magnolia trees with beautifully-gowned ladies. Shops and coffee houses are favorite gathering places for the Southern gentry.

All of the color and gaiety of the Crescent City as it was a hundred years ago will be brought to Disneyland this summer when Walt Disney introduces New Orleans Square, newest addition to Frontierland.

Every day will be Mardi Gras at the bend of Disneyland's Rivers of America. Quaint shops -- each a show in itself -- will offer exotic and unique treasures from the world over. Inviting coffee houses and restaurants will become adventures in dining amid decor rich in French and Creole traditions.

Meandering streets embroidered with delicate iron-lace balconies, slatted doors and shutters, flower-lined courtyards and broad terraces from New Orleans have been recreated by Walt Disney and his staff at WED.

They have also provided dining by the Delta moon any time of day at The Blue Bayou Restaurant, which overlooks the beautiful Blue Bayou Lagoon. Guests will board "bateaux" (small, flat-bottom boats) at the Lagoon for their exciting voyage with the Pirates of the Caribbean.

PIRATES OF THE CARIBBEAN

Walt Disney will hoist the Jolly Roger at Disneyland this summer to usher in a new era for his Magic Kingdom -- the age of the Pirates of the Caribbean.

All of the excitement and adventure of the Spanish Main in the 1700's will be experienced by guests who will sail into the often humorous fracas.

Plunging down a waterfall, voyagers will enter an eerie cavern, home-base of the swashbuckling crew. Then they will glide into the midst of battle as a pirate galleon attacks a coastal fortress.

To port and to starboard, scene after scene takes guests further into the conflict. Pirates dunk the town magistrate in a well to make him talk ("Speak up, ye bilge rat . . . where be the treasure?").

Fair maidens -- and some not so fair -- are auctioned off, rather willingly. Some of the womenfolk are happily pursued by pirates, and some of the pirates are not so happily pursued by the womenfolk.

Climaxing their raid, the salty crew sets the whole city ablaze, even the town arsenal full of powder kegs! And the modern-day voyagers sail right into the holocaust.

The 130 three-dimensional stars of the WED-designed show will be brought to life by "Audio-Animatronics".

IT'S A SMALL WORLD

Walt Disney's "It's a Small World" comes to Disneyland this summer from two hit seasons at the New York World's Fair,

where more than 10.3 million guests enjoyed its charm.

Walt and his WED staff have added new areas -- the Pacific Islands and the North Pole -- making the show even longer than it was in New York.

Boat-borne guests on the happiest cruise that ever sailed will voyage through the nations of the world where more than 500 doll-like children, animals, toys and other elements of childhood sing, dance, play instruments and have a merry time. They are brought to life through the wizardry of "Audio-Animatronics."

Reflecting the excitement and charm of the show will be its new Disneyland home, a fantasy palace serving as a colorful backdrop to all of Fantasyland, which is being expanded to welcome "Small World". The structure will be a geometrical montage of suggestive architecture from many nations.

At its entrance will be the world's happiest and most unique clock. The 30-foot high time-piece will be a crazy-quilt collection of spinning, gyrating numerals, cogs, wheels and springs, along with characters from the show. Every 15 minutes, the "Small World" clock will "perform" the time to the show's title song.

PRIMEVAL WORLD

Giant animals from as far back as 200 million years ago will live again as Walt Disney opens his dramatic Primeval World at Disneyland this summer.

Against the authentic backgrounds of rain forests, desert regions, swamps, marshes and volcanic eruptions, lifelike leviathans will engage in mortal combat, comb rugged terrain for food and watch

with pride as their young hatch from eggs.

The huge brontosaurus, stegosaurus, pteranodon, edaphosaurus, triceratops, ostrich dinosaurs and tyrannosaurus move to the Magic Kingdom from Walt's highly praised Magic Skyway ride in the Ford pavilion at the New York World's Fair, seen by nearly 15 million people during its two seasons.

Guests will journey through the Primeval World aboard the Santa Fe & Disneyland Railroad, which encircles Disneyland. They will move first through the popular Grand Canyon diorama into a "time tunnel" where they will be whisked back to the days of earliest life.

"Audio-Animatronics" will be the life force for the 46 "stars" in Primeval World, inspired by a segment of Walt's film classic, "Fantasia".

NEW TOMORROWLAND

With four major new attractions nearing completion for summer, 1966, openings at Disneyland, Walt and his staff at WED are looking toward 1967.

When Disneyland's present "realm of the future" was designed in the early 1950's, Early Bird, Gemini and Apollo were space age terms of the distant future. Even the household word "astronaut" was still to be coined.

Times -- and tomorrows -- are changing dramatically. So Walt recently decided to completely redevelop an entire area of Disneyland to provide for a dramatic and exciting new Tomorrowland.

The area is now in design at WED and is scheduled to open in the summer of 1967.

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"GREAT MOMENTS" AT DISNEYLAND

Although Walt and his "Imagineers" at WED are always looking to the future, they take pride in their past accomplishments. Their most recent Disneyland offerings were "Great Moments with Mr. Lincoln" and the Plaza Inn.

One of the major events of Disneyland's year-long Tencennial Anniversary Celebration during 1965 was the July opening of "Great Moments with Mr. Lincoln" in the Opera House on Main Street.

This presentation brings to the Magic Kingdom all of the beauty and authenticity of its World's Fair counterpart. It also employs a more sophisticated version of the "Audio-Animatronic" system than was used for its twin presentation at the New York World's Fair. An actual life-mask of Lincoln was used to capture the famous countenance.

Special Disney approaches to theatrical staging and stereophonic sound have been combined to create this awe-inspiring Lincoln show. Through the use of sound speakers

located throughout the auditorium, the audience itself seems to be a part of the proceedings.

The Lincoln figure rises and speaks, delivering his address with complete coordination of speech and movements, including many mannerisms of the 16th President. The "Audio-Animatronic" show ends with a dramatic finale in which Lincoln is seated against a backdrop of the Capitol dome bathed in dawn light while a large but unseen choir sings the majestic "Battle Hymn of the Republic" as its voices move through the theatre toward the stage.

The show was being presented concurrently in the Illinois Pavilion at the Fair until the second season closed.

PLAZA INN

Another highlight of Disneyland's tenth anniversary celebration was the June opening of the lavish, WED-designed Plaza Inn Restaurant.

Replacing the Red Wagon Inn on Main Street Plaza, the new Restaurant offers a setting of red brocade, sparkling crystal, nostalgic stained glass and authentic antiques -- all taken from the late Victorian era. This same theme is carried to a pair of lamp-lighted dining terraces, set as a prelude in front of the restaurant.

WED MANAGEMENT

In addition to Walt Disney, chairman, the WED board of directors includes Orbin V. Melton, Joseph W. Fowler, Richard F. Irvine and William H. D. Cottrell.

Melton is also president of WED Enterprises, and Irvine is the firm's vice-president in charge of design. Other officers are Carl G. Bongirno, treasurer; and Neal McClure, secretary and legal counsel.

COMPANY FACILITIES

WED's increasing number of projects necessitated a move on June 15, 1965, to a 130,000 square foot building at 1401 Flower Street, Glendale. This facility is more than four times larger than the company's former quarters.

Termed one of the most attractive and versatile professional buildings in the Los Angeles area, WED's new home offers eye-appealing, inspirational surroundings that contribute significantly to creative work and job-flow efficiency.

Of contemporary design, the building features a single, undivided room larger than two football fields where WED's "Imagineering" Model Department and the Research and Development Laboratory are housed. Along with executive and administrative offices, other areas accommodate, in work-flow order, project designers, artists, sculptors, architects, engineers, draftsmen, and researchers. There are now 194 "Imagineers" at WED.

Attractions and exhibits from Motor Cor "Audio-
New York World Fair Enchanted Tiki Adventure
Walt Disney World's Fair, who the
WED Enterprises, Inc. presents a new
designed project Electric Company show
by Walt Disney and Disneyland architect
for Walt Disney Enterprises animation

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P R O F I L E

THE "AUDIO-ANIMATRONICS" SYSTEM

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Black-hearted pirates and terrified villagers from the Spanish Main of the 1700's will resume their frightening but often humorous conflict this summer.

Not far from this incredible scene of plunder and revelry, innocence and charm will radiate from more than 500 children, animals, toys, and flowers from 100 nations who will sing and dance to a heart warming tune.

Train-borne passengers will journey easily from the present-day grandeur of the Grand Canyon to the monster-populated earth of 200 million years ago.

Impossible? Not when the limitless imagination of Walt Disney teams up with his magical method of giving life-like movement to three-dimensional figures. Called "Audio-Animatronics," this already famous system will "bring to life" the exciting Pirates of the Caribbean ride, Walt's "It's a Small World," hit of the recent New York World's Fair, and the dramatic Primeval World, featuring prehistoric creatures from Walt's "Magic Skyway" ride at the World's Fair.

These attractions, joined by the magnificent New Orleans Square, will open this summer at Disneyland as high points in the "Magic Kingdom's" biggest year. More than \$20 million will be expended for this quartet of new adventures, created by Walt Disney and designed by WED Enterprises, Inc., the Disney architectural, engineering, planning and design firm.

Developed by WED, "Audio-Animatronics" is a unique concept in theatrical entertainment, which electronically combines and synchronizes voices, music and sound effects with the movements of animated objects, ranging from remarkably lifelike human, animal, bird and flower figures to their imaginative, highly stylized counterparts from the realm of fantasy.

Various degrees of sophistication -- from one or two simple movements to many complex body actions and facial expressions -- can be preprogrammed for each figure. In fact, an entire show -- theater lighting, sound effects, stage-curtain operation and background music -- can be controlled by "Audio-Animatronics."

To accomplish these amazing feats, WED "Imagineers" record audible and inaudible sound impulses, music and dialogue on separate magnetic tapes. Then, with precision usually characteristic only of space-age industries, they transfer these taped "messages" to a single, one-inch magnetic tape, which has up to 32 channels (tracks) controlling as many as 438 separate actions.

Play-back simultaneously relays music and voices to speakers, while sound impulses activate pneumatic and hydraulic valves within the performing figure. Air and fluid tubes and devices expand and contract accordingly to bring about animation. Sound impulses also control stage and theater lighting, permitting an entire show to be controlled from one tape.

The evolution of "Audio-Animatronics" began more than 11 years ago with work on mechanical (cam and lever) 1½-inch scale model human figures. Seeking more polished and versatile movement, WED launched the electronic-hydraulic-pneumatic approach in combination with the cam-lever principle for several Disneyland attractions, including inhabitants of Nature's Wonderland and the Adventureland Jungle Cruise.

Abandoning cams and levers entirely, WED introduced the first pure form of "Audio-Animatronics" with the summer, 1963, opening of Walt Disney's Enchanted Tiki Room at Disneyland. To the astonishment and pleasure of audiences, 225 "Audio-Animatronic" figures from the South Seas -- birds, tiki gods and flowers -- gather 'round a magic fountain to talk, sing, chant and beat drums. The entire show lasts for 17 memorable minutes.

At the New York World's Fair 1964-1965, Walt Disney and WED Enterprises captivated more than 48 million visitors who enjoyed the 600-plus "Audio-Animatronic" figures in four unforgettable shows.

For the Ford Motor Co., Disney conjured up the exciting "Magic Skyway" ride, which took guests from prehistoric time to the distant future. The story of man's advancement through electrical energy was the theme of General Electric "Progressland", an attraction planned for the Magic Kingdom's new Tomorrowland in 1967.

Walt saluted the children of the world with his musical fantasy, "It's a Small World," sponsored by Pepsi-Cola at the Fair. His stirring "Great Moments with Mr. Lincoln" was presented at the Illinois pavilion.

Disneyland's biggest event in its Tencennial Year (1965) was the opening of "Great Moments with Mr. Lincoln" in the Opera

House. This dramatic presentation brought "Audio-Animatronics" in its highest form of development to Disneyland. Walt's Lincoln figure, sole performer in the show, is capable of 47 body movements and 17 separate facial expressions. Some 275,000 combinations of actions can be programmed for the Lincoln figure.

But the development of "Audio-Animatronics" never rests, even when such successes as the Tiki Room, the World's Fair shows or the forthcoming attractions at Disneyland are achieved. WED's research and development "Imagineering" staff works constantly to refine and improve this already versatile system.

On several occasions, Walt has described "Audio-Animatronics" as the grand combination of all the arts. This technique includes the three-dimensional realism of fine sculpture, the vitality of a great painting, the drama and personal rapport of the theater, and the artistic versatility and consistency of the motion picture.

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