

NEWS FROM

Disneyland

PUBLIC RELATIONS DEPT.
DISNEYLAND, INC.
ANAHEIM, CALIFORNIA
KEystone 5-1181

BUILDING A DREAM

Exactly one year and one day after breaking ground on a 160 acre orange grove in Anaheim, California, Disneyland, Walt Disney's multimillion dollar magic kingdom, opened to the public.

With this July 18 inaugural in 1955, Walt Disney realized a life-time dream. For over 20 years--almost from the time Mickey Mouse's voice was heard across the world--Walt Disney envisioned a "magic kingdom" that would create a whole lavish new kind of entertainment designed for family participation, based upon his own wonderful characters.

His original plan was to build the park on the studio lot in Burbank. However, as his cartoon family and other activities grew, so did the dream and it soon became apparent that something far larger than the Burbank lot was necessary.

Since location of this unique park was of prime importance, Disney retained the Stanford Research Institute in June, 1953, to make an extensive site and location study.

Selection of the site was made from among many after a year's study in location analysis and a complete search of land records. Among other qualifications, utility conditions, accessibility, topography and environmental characteristics were considered. Even annual rainfall figures helped in making the final decision.

Nothing was left to chance, in designing and building Disneyland.

When Walt began to put his ideas into sketches the amount of research and technical data required was staggering.

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By the time the property had been purchased and ground broken, scouting teams were traveling over the United States and Canada to secure authentic equipment for Walt Disney's grand project.

It took three cities to supply the 100-year-old gas lamps that line Main Street. Some of the cresting and railing that is seen in Frontierland and Main Street came from old plantations in Nashville and Memphis, Tennessee, and some came from San Francisco, Oakland and Sacramento, California, dating back to the '49 days.

Part of the marine equipment--used only for exhibit purposes at Frontierland Park--consists of an old anchor which was found in an antique shop in New Orleans, and thought to be about 200 years old. It is believed to have been a part of a pirate ship--possibly Jean LaFitte's.

Because most of the construction was on 5/8 scale, unusual problems came to light such as securing special narrow-striped awning and umbrella materials.

Tomorrowland presented an unusual situation, since all its equipment had to be designed to fit the future. The chairs, benches, stools and other Tomorrowland accessories could not be modeled after any particular period and each is a product of its inventor's imagination as to what will be used in the future.

Eating facilities had to be worked out to accommodate an expected average of 9,000 persons daily. Twenty restaurants and snack bars, capable of serving 7,000 hourly, are strategically located through the sixty-acre exhibit area.

Restaurants, as well as other buildings, required authentic interior dressings. It was for these that antique shops across the country were searched.

An old mansion in Los Angeles supplied part of the interior for the Delmonico style restaurant at the Disneyland Plaza. The house was purchased and dismantled, with interior wood paneling and stained glass windows, crystal chandeliers and staircases receiving the utmost care, for the most of the mansion's features were incorporated into Disneyland's Main Street.

It is on Main Street that the 1890 Santa Fe and Disneyland Railroad station is located. From here as many as 300 passengers might board a 5/8 scale train pulled by a mighty little locomotive. This little engine (which weighs 15 tons and was built at Disneyland) created quite a stir when Walt Disney took it down the track on its first test run in early June, 1955.

Careful study was made of passenger and freight cars, as well as locomotive construction, to insure safety and authenticity.

But researching and purchasing authentic equipment were not the only problems that had to be worked out. How to fuse pioneering architecture with Southwestern and how to blend New Orleans cafe facades with log stockades were but a few of the posers encountered by Frontierland artists as this realm took form.

The logs for the stockade and log cabins were cut in the Arrowhead mountain region of California and then shipped to Disneyland where many specially picked men hewed the logs by hand. These workmen were chosen from carpenters who had log cabin or ship building experience and were familiar with the use of axe and adze.

As in all the areas, Walt Disney's personal touch is seen. In Frontierland some of the gnarled pine posts were picked up by Disney on a trip to the Jackson Hole country in Wyoming. He and a friend

spotted the logs because of the unusual burls growing on them and had about 60 shipped to Disneyland.

Extensive research was required to authentically outfit the "Mark Twain", Frontierland's 105-foot paddle-wheeling river boat, and considerable time went into the study of river boats--their building and operating requirements. Because the ship is on 5/8 scale, its engines had to be specially built. This contract went to a machine shop in the local area with qualified past experience. Special construction was also called for in fitting the boiler into the hold. The ship draws about two feet of water and travels in the five-foot deep "rivers of America". Clay and a liquid cement mixture were sprayed over the river beds to make them leak-proof. The "Rivers of America" is about 200 feet wide and about one half mile long.

Excavations for the waterways supplied a large part of the 350,000 cubic yards of dirt that were moved in constructing the park and in building the 15 foot high berm surrounding Disneyland.

In importing and transplanting approximately half a million dollars worth of trees and shrubs, vitamins, hormones, peat moss and a solution of nitro-humus had to be supplied to Disneyland's sandy soil to lessen the shock to the plant.

One of the major landscaping problems was presented in Adventureland, where the tropical atmosphere was preserved in every detail. Trees from Australia, New Zealand, South Africa, South America, China and Japan, ranging in age from 30-to-50 years, were imported to make this section truly an Adventureland for tropical explorers.

Adventureland's life-like "animals" also required minute attention before they could be "released" in the jungles.

Since opening in July, 1955, New Orleans street, Magnolia Park, and Fowlers Inn have opened; Keel boats, river rafts and Indian canoes, have added to the traffic on the Frontierland River. Life-like deer and other creatures of the forest are seen through the trees and at the water edges of Frontierland. Tom Sawyer's Island with its Fort Wilderness, Injun Joe's cave, Suspension Bridge and fishing piers, was developed and opened to the public exactly eleven months after Disneyland's premier. Rainbow Ridge and Rainbow Caverns gave a new dark ride to the public and the Painted desert was given a new face and renamed "Rainbow Desert".

In Fantasyland Mickey Mouse Club Theatre opened, showing thirty-minute cartoons. Almost a year after opening date Storybook Land - quaint, unique, and fascinating became a part of Fantasyland. In Tomorrowland, the Astrojet opened and a spectacular Skyway Ride began operation between Fantasyland and Tomorrowland.

While major attention was given to mechanical devices and building facades, each building is complete in every respect and is equipped with sprinkler systems for fire protection. Eight manual fire alarm boxes are on the site with connections in security offices and the Anaheim Fire Department.

Employees serving as permanent Disneyland hosts number over 700 and their occupation range from bus boys to riverboat captains; from wranglers to receptionists.

Every consideration was given to Disneyland and to make it truly the magic kingdom of happiness and knowledge and safety that Walt Disney planned. And this realm, Walt assured, will constantly grow and change so that visitors will periodically find the new and unexpected.

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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 playground 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 \$17,000,000 park in Anaheim, Calif., 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 \$40.00 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 and Sharon. Diane is married to former S. C. foot-

ball star, Ron Miller. The Millers recently made Walt a proud grandfather upon the birth of their son, Christopher Disney Miller. Sharon, the youngest daughter, is a student at the University of Arizona.

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 two 5/8 scale locomotives, pulling six cars each, are in daily operation at Disneyland as the Santa Fe and Disneyland Railroad.

In business, Walter Elias Disney has been a life-long partner with his elder brother, Roy, president of Walt Disney Productions.

When the Disney brothers first set up shop, Walt's proficiency as an artist and a 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, Calif.

Although not his first cartoon character, it was Mickey Mouse, destined to become a continuously famous movie star, who marked Walt Disney has a genius of entertainment. "Silly Symphonies," a series of brilliant short musi-comedies, came next. In 1937 "Snow White" set a new pattern in the feature-length field.

When World War II broke out, scores of highly trained Disney technicians streamed into every branch of the armed service, and the studio turned unreservedly to the service of Uncle Sam.

Ninety-four per cent of the Disney facilities became engaged in special government work, while the remainder was devoted to the production of cartoon subjects, deemed highly essential to civilian and military morale.

The first post-war feature was a musical, "Make Mine Music", which highlighted a new Disney idea--the voices and talents of screen luminaries, used in combination with the cartoon medium.

Then came "Song of the South," "Fun and Fancy Free," "So Dear to My Heart", "Ichabod and Mr. Toad," "Treasure Island", "Cinderella," "Alice in Wonderland," "The Story of Robin Hood," "Peter Pan," "The Sword and the Rose", "Rob Roy, the Highland Rogue," and "20,000 Leagues Under the Sea."

"Lady and the Tramp," the first feature-length animated cartoon in CinemaScope, went into release in 1955 after three years of intensive production. Two of his latest live-action features are "Davy Crockett, King of the Wild Frontier," and "The Littlest Outlaw". "The Great Locomotive Chase" is scheduled for release during the summer of 1956.

"Sleeping Beauty" is currently in production and is scheduled for release sometime in 1957.

One of Walt Disney's sensational new contributions to popular screen entertainment is the True-Life Adventure series of factual films in nature's own colors and authentic settings. Seven, topped by "The Living Desert" and "The Vanishing Prairie" have won annual Academy Awards in their category. This year "The African Lion" is candidate for another Oscar.

In addition to his motion picture activities, Disney has entered the television field on a grand scale. In October, 1954, "Disneyland", a weekly hour-long show was launched over ABC-TV. Within a few weeks it jumped to one of the top ten shows in the nation. Divided into four alternation segments--"Fantasyland", "Adventureland," Frontierland," and "Tomorrowland,"--shows emanate from one of these four realms on succeeding weeks.

With the success of the weekly show, ABC contracted with Walt for a new hour-long daily television show, Monday through Friday, designed for the youngsters. In the fall of 1955 "The Mickey Mouse Club", was launched along with a continuation of the weekly show, "Disneyland", which received its title and format from the 60 acre "magic kingdom" in Anaheim, California.

Plans for this wonderland first began to go on paper as far back as 1932 when Walt's magnificent dream began to take form. In cleaning out files at the Burbank studio recently, original Disneyland sketches, bearing the 1932 date, were found.

The opening of this magic kingdom on July 18, 1955, marked the pinnacle of a life-long dream for its creator, Walt Disney, who 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 living facts, but above all, a place for people to find happiness and knowledge.

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A VISIT TO DISNEYLAND

Dismiss the cares of today and prepare for a flight into time when you visit Disneyland. As you enter this magic kingdom, you'll turn back the clock 50 years to look down the "heartline of America" as it appeared at the turn of the century.

Main Street itself is a replica of a typical street of a small town in the United States about 1900. Its leisurely pace is set by the horse-drawn street cars stopping to pick up and discharge passengers in the friendly unhurried fashion of yesterday. The Motor Car (1905 style) offers a preview of the horseless carriage age as it pops and sputters down Main Street.

A floral portrait of Mickey Mouse smiles a welcome as you stroll through the railroad station tunnels to Town Square, and the Santa Fe and Disneyland passenger train whistles into "town" from its trip around the magic kingdom.

On the right of the Square is the Opera House, and on the left is City Hall and the fire station, complete with horse-drawn hose and chemical wagon.


On Main Street you are captured by the serenity of the 1890-1910 era as typified by the gas lamps and friendly elm trees. Youngsters stop for popcorn, dispensed from gay, red wagons by white-coated vendors of a by-gone era.

You'll visit the Disneyland Emporium for souvenirs, find crystal candy and old fashioned bon-bons at the Candy Palace, and see rare medical and surgical antiques in the Apothecary shop.

Cameras and film are available at Main Street's Kodax store. In other shops you will see time pieces, musical instruments, locks and wearing apparel ranging from antique to modern. You'll visit the market house of 1900 and listen to the "party-line" conversations of half century ago. Next door to the tobacco shop is cinema showing silent movies and starring yesteryear's favorites.

Guests stop in at the old-fashioned ice cream parlor where marble top tables and wire back chairs preserve the atmosphere of the period. Others stop at the coffee shop on Town Square to enjoy refreshments in luxurious surroundings.

At the end of Main Street is the Plaza, Disneyland's hub, from which any of the lands may be entered. Here, also are two large restaurants. One is the Plaza Pavillion for outside dining and self-service. The other is a Delmonico-style restaurant, the Red Wagon Inn of the gay nineties period.



To the right of the Plaza is Tomorrowland, where the calendar rolls ahead to 1986 A. D. State flags line the entrance to this world of the future, and a huge clock that gives the time any place on earth, acting as Tomorrowland's first landmark.

Travel of the future is experienced in Tomorrowland. You will take the TWA Rocket to the Moon for a simulated journey through space, and you will board space station x-1 to look down on America while traveling in an orbit many miles above the earth's surface.

You can pilot an Astro-jet handling the controls of your own plane, soaring through the air in custom-made thrills.

For a smoother ride and an unobstructed view of Disneyland, the spectacular Skyway Ride, will transport you between Fantasyland and Tomorrowland. You'll board these sky-cars from a sky-station in Tomorrowland or from a swiss chalet in Fantasyland for one-way round-trips between the lands.

The earthbound of future generations will drive the Autopia, a fun-filled ride for all ages, over Tomorrowland's Freeway. The Autopias are minature, gas-driven cars with driving speeds kept down to 11 miles per hour by mechanical govenors.

Exciting exhibits of scientific conquest and achievements to come are presented in this new world. Industry and science offer previews of life in the next generation.

Entertainment ideas of Tomorrow are found in "Circarama" an innovation in filming, showing movies on a 360 degree screen. "The brightest star in the world of metals" is in Tomorrowland, and a fascinating chemical display is another attraction. You'll see the story of oil on film, and home appliances of today and the future.

You'll discover an adventure in the color gallery and see famous reproductions of the old masters; stroll the "Streets of Paris" where famous Disney artists are at work.

Inside the "Nautilus", Captain Nemo's submarine in "20,000 Leagues Under the Sea", you'll watch through an over-size port hole as a giant squid attacks the ship.

Leaving Tomorrowland, you again approach the Plaza and to the right Sleeping Beauty's castle forms a majestic entrance to Fantasyland. A world of sheer enchantment greets you.

The skill and artistry of Walt Disney and his craftsmen is unsurpassed in this legendaryland. You share Snow White's adventures as the mining carts of Sleepy, Doc, Dopey, Happy and all the other dwarfs take you into their diamond mines, through the enchanted forest and past the witch's house.

The Peter Pan "dark ride" transports you into a world of breath-taking beauty as you soar over London, Never Never Land, Skull Rock and Captain Hook's Hideaway. In "Mr. Toad's Wild Ride", you relive the hilarious misadventures of this extraordinary character.

Dumbo, the Flying Elephant, the Mad Hatter's Tea Party, King Arthur's Carrousel and Mickey Mouse Club Theatre are among the Fantasyland delights.

Storybook Land, the newest of Fantasyland attractions, is a world in minature, making real the beloved stories of childhood. Its quaint charm is seen from aboard the Canal Boats and from the Casey Junior Circus train winding its merry way over trestles and through tunnels.

As you approach Storybook Land, a lighthouse flashes a welcome beacon. Monstro the Whale winks in secret amusement as surprised voyagers find themselves in his gaping mouth. You'll see minatures of Toad Hall, Geppetto's Village, the Seven Dwarfs' cottage deep in the Black Forest; Three Little Pigs' Island with their houses of straw, wood and stone; and the largest concentration of dwarf tree plantings in the world. Atop this land's highest mountain Cinderella's castle rises in regal splendor.

And if you're hungry or thirsty after these unbelievable sights, light food and refreshments are offered in the unusual Pirate Ship restaurant.

Frontierland is next, symbolizing America's westward march from revolutionary days through the settling of the Southwest. Entering through a log stockade, you'll see the wooden buildings and boardwalks of a frontier town.

To the right is Rainbow Ridge, gateway to Rainbow Desert and Rainbow Caverns. The Desert is crossed by stage, mule pack, conestoga wagons and a mine train. On the desert you'll pass close to Coyote Rock, Elephant Rock, Natural Window Rock and Inscription Rock. You'll discover the trail to Horse Thief Canyon and Dead Man's Spring; see the "Balancing Rocks" teetering precariously on wind and sand worn points.

You'll board the mine train at Rainbow Ridge (an old mining town in miniature) for a trip into Rainbow Caverns. Once inside the caverns you'll see multi-colored water-falls reflecting the eerie light of the tunnel. You'll pass bones and skeletons glowing in the unnatural light of the abandoned old mine, and cross a yawning chasm that once barred further exploration.

After the mine train and desert rides, you'll find the Golden Horseshoe's stage show a fast-paced variation of Frontier entertainment.

It is in Frontierland that the Mark Twain docks, bringing with it the romance of early riverboats. Typical of boats that plied the Mississippi in the 1870's, the Disneyland stern wheeler accommodates 350 passengers on its voyage around Tom Sawyer's Island.

You'll pass Oaks Tavern, Aunt Jemina's and the Plantation restaurants, Magnolia Park and Shanty Town on the way to Fowler's Harbor. At Fowler's Harbor you may board a keel boat, the Gully Whumper or the Bertha Mae, to sail the Frontierland River.

From the Main Street Station you'll look out over the 100-acre parking lot and the heliport to see guests arriving at Disneyland from all over the world.

By the end of its first year, more than 3½ million persons had visited this magic kingdom, to discover in the words of Walt Disney -- " A place for people to find happiness and knowledge".

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VACATION AT DISNEYLAND

With Disneyland now rated as the largest single tourist attraction in the west, many will be planning their spring and summer vacations in Southern California.

Located 25 miles Southeast of Los Angeles on the Santa Ana Freeway, the magic kingdom created by Walt Disney is easily accessible from any direction and offers entertainment guaranteed to please the entire family.

In fact, adults visiting the Anaheim wonderland outnumber children by a ratio of four to one, a six months report on park activities disclosed.

The report also disclosed that 35% of the 2,006,362 visitors to the park since opening date have come from out of California, with visitors coming from all 48 states, U.S. Territories and 63 foreign countries.

On entrance to Disneyland the Walt Disney magic is apparent everywhere. Main Street itself is a replica of a typical street of a small town in the United States at the turn of the century, and leads you directly to the Plaza from which the four lands radiate.

Looking to the right at the Plaza is Tomorrowland where a swift time transition takes place and the calendar rolls ahead to 1986. Exciting exhibits of scientific conquest and achievements to come are presented. Transportation and communication of the future is represented in the TWA rocket to the moon, the super roto-jet -- scheduled to open about April 1 -- and the Autopia cars.

Fantasyland comes next, where time is swept away and you're in a land limited only by your own imagination. This realm is entered through Sleeping Beauty's Castle whose towers and parapet rise above moat and drawbridge to overlook the "dark rides" of Snow White, Peter Pan, and Mr. Toad; and many other members of Story Book Land, made real by Disney artisans.

Historical excitement unfolds in Frontierland where Indians, stage coaches and wagons, western sheriffs, keel boats and show boats all work together to bring you a glimpse of pioneer America. Here new rides and new entertainment centers are under construction and are scheduled for completion beginning in May.

Last of the "Lands" is Adventureland, where you'll take a river boat to the tropics for adventure, romance and excitement. You'll see lifelike jungle creatures, travel through a hippopotamus infested area, narrowly miss waterfalls and navigate rapids before returning safely to dock and shopping in a tropical bazaar.

New attractions, scheduled to open beginning May 15, are being constructed in Fantasyland, Tomorrowland, and Frontierland, and will add 40% more ride capacity to the park.

Principal among the new attractions will be a "Super Roto-Jet Ride" to be located in the Tomorrowland section of the park, a "Sky Ride" which will be operating between Fantasyland and Tomorrowland, a "Mine Ride" which will be constructed in Frontierland and a "River Raft" Ride to the Tom Sawyer Island. The Island is also being developed and will be open for the summer season.