



SUMMER
'67



Disneyland
U.S.A.





**“WELCOME TO
A WHOLE WORLD
OF FUN AND
ENTERTAINMENT...”**

“HI! I AM MARCIA MINER, DISNEYLAND’S AMBASSADOR FOR 1967. I’m sure my friend Mickey here needs no introduction; during the last 12 years he has played host to more than 60 million visitors to Walt Disney’s Magic Kingdom of Disneyland. Now we would like to give YOU a personal glimpse of some of the happiness and excitement of Disneyland.

“On the following pages we will show you many of the exhibits, adventures and attractions which make Disneyland “The Happiest Place on Earth.” We will also tell you about our exciting “Pirates of the Caribbean” attraction, the unveiling of a brand-new Tomorrowland, the Magic Kingdom’s Summer ‘67 entertainment extravaganza and the many things planned for Disneyland’s future – a future which we confidently predict will bring even more fun and happiness to even more millions of people who will make a day at Disneyland a never-to-be-forgotten adventure.”



DISNEYLAND'S NEW TOMORROWLAND

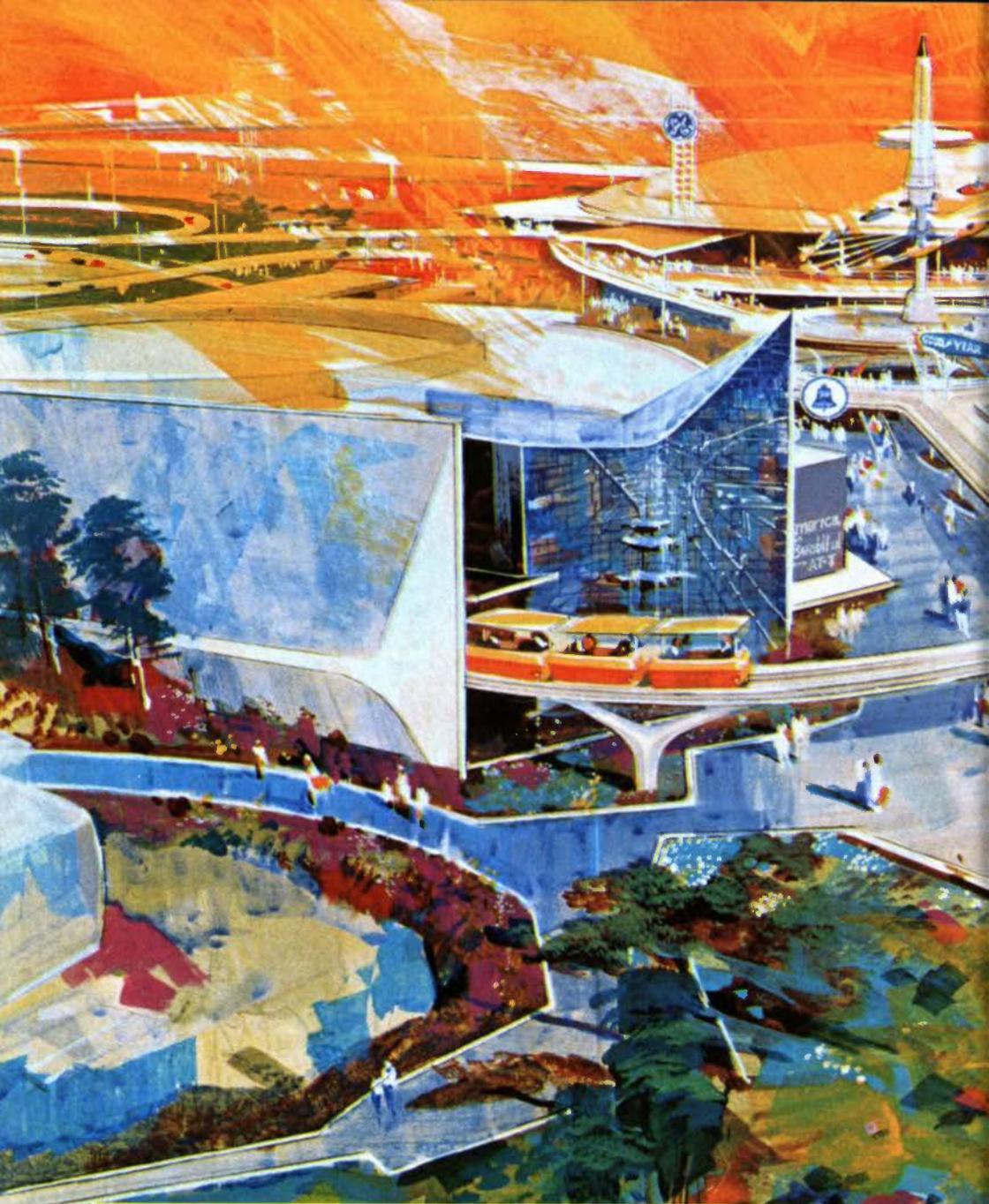
New Tomorrowland follows a philosophy Walt Disney first expressed on Disneyland's Dedication Day when he said that Tomorrowland is "A vista into a world of wondrous ideas, signifying man's achievements . . . a step into the future, with predictions of constructive things to come. Tomorrow offers new frontiers in science, adventure and ideals; the atomic age . . . the challenge of outer space . . . and the hope for a peaceful and unified world."

Many of these "things to come" have arrived. It became evident to the Disney staff that a new Tomorrowland was needed—a Tomorrowland which would show a world just over the horizon. In summer, 1967, the result of nearly three years planning by Walt Disney and his staff of designers, architects and engineers is being unveiled. New Tomorrowland is nearly

twice the size of yesterday's Tomorrowland.

As a showcase for science and industry, using entirely new techniques that provide excitement and direct participation by each guest, the new area includes such major exhibit-adventures as the "Flight to the Moon" pictured above, presented by Douglas Aircraft. Other attractions in this exciting new Disneyland section include: Adventure Thru Inner Space, presented by the Monsanto Co.; Carousel of Progress, presented by General Electric; Refreshment Gardens," presented by The Coca-Cola Co.; "America the Beautiful," presented by The Bell System; and Goodyear's PeopleMover Transportation System.

With the new concept in entertainment that this new Tomorrowland represents, you can experience tomorrow—*today*—at Disneyland.



Tomorrowland at Disneyland—*A Reality Today*



ADVENTURE THROUGH
INNER SPACE
MONSIEUR MONSANTO



General Electric's Carousel of Progress in Disneyland's new Tomorrowland tells of the important place electricity plays in our life today. Four humorous families welcome guests into their homes of the 1890's, 1920's, 1940's and today to hear how progress through electricity has contributed to better living.

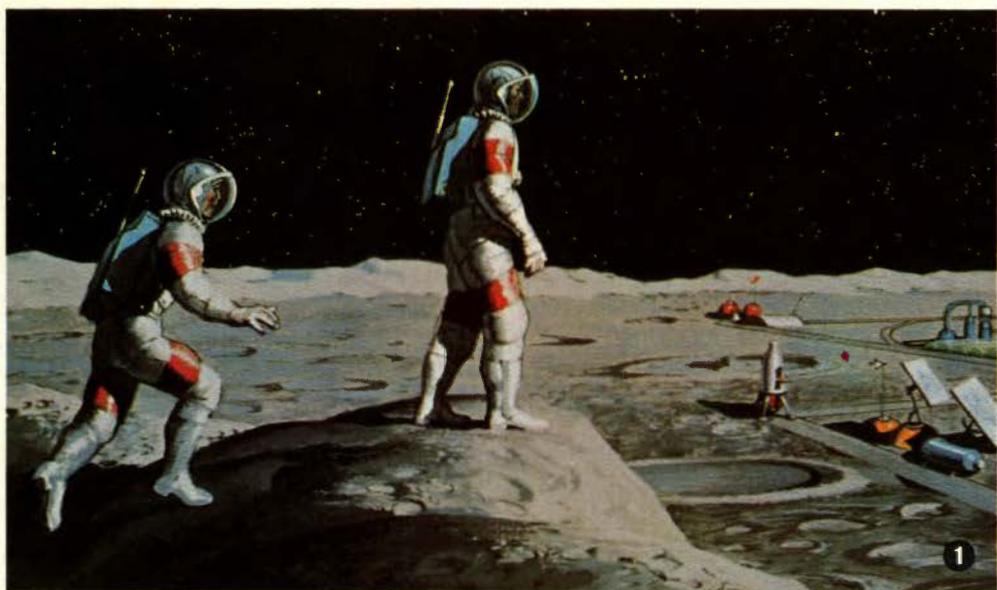
The vital contributions electricity has made in our past is an important part of the GE presentation (1). Contrast with this "Progress City" (2), which shows how the world of tomorrow will be influenced by the research and achievements of today.

General Electric's presentation will be housed in a pavilion similar to the one designed for the New York World's Fair (3). Inside the pavilion, guests are seated in one of a series of six theaters which revolve around a hub of four stages.

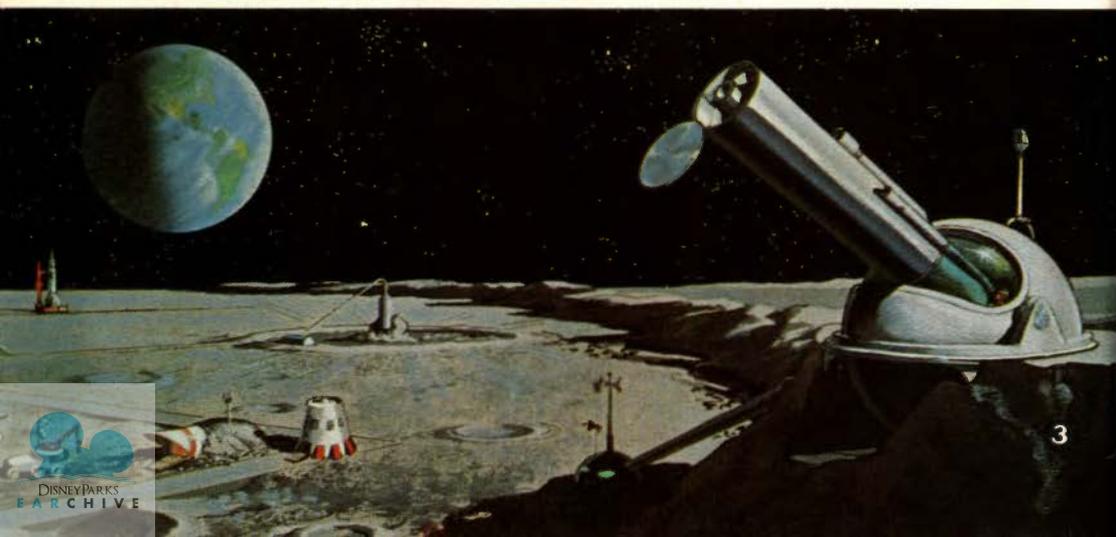
All 32 "stars" of the show are animated by the Disney-developed process of "Audio-Animatronics" (4). This technique of combining sound and movement, first used in Disneyland's Enchanted Tiki Room and "Great Moments with Mr. Lincoln" attractions, produces startlingly realistic entertainment figures, figures that will make the General Electric story "come alive."



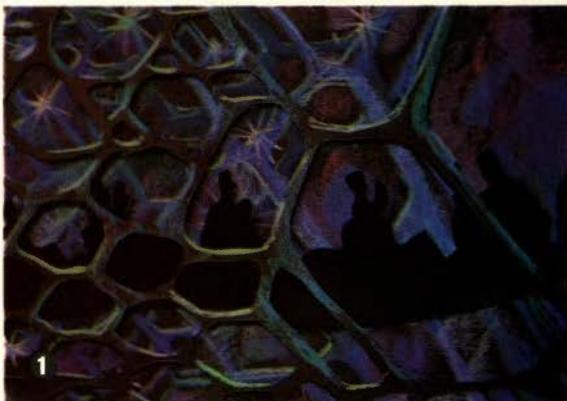




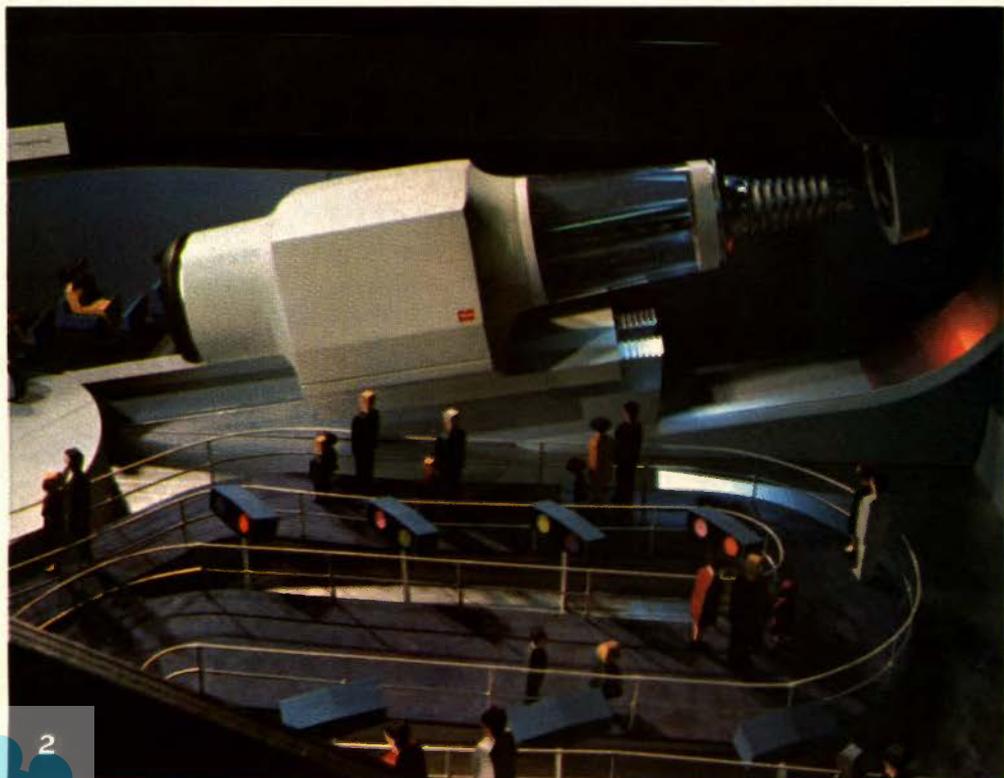
The new "Flight to the Moon" adventure, presented by Douglas Aircraft, is as realistic and authentic as today's technology and predictions for tomorrow's world can make it. Highlight of the space adventure will be scenes from a future moon colony's activity (1 and 3). Before their flight, guests will visit "Mission Control" (2), manned by an "Audio-Animatronic" crew.

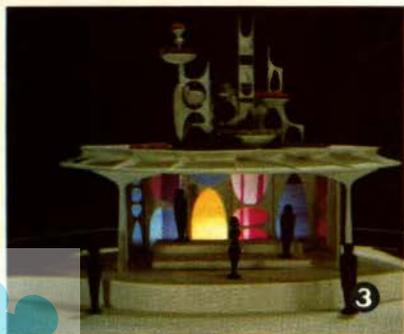
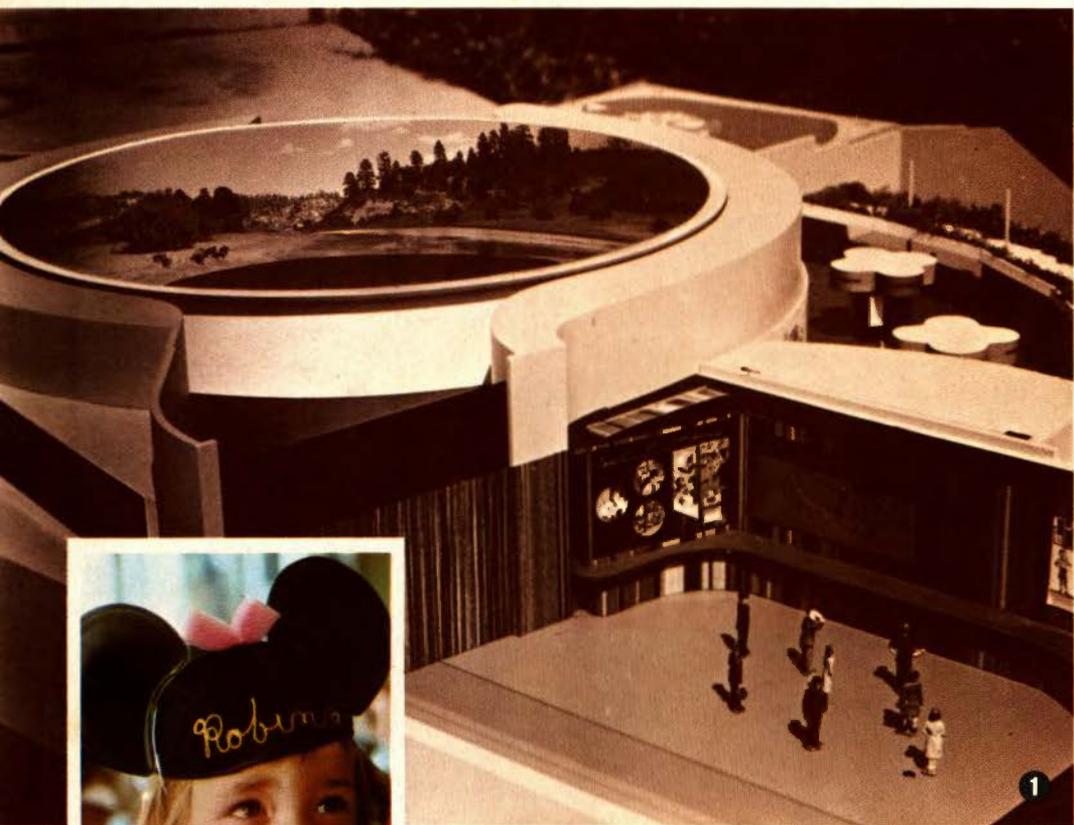


A most unusual experience awaits Disneyland visitors when they take an “Adventure Thru Inner Space,” presented by the Monsanto Co. Guests will feel as if they are shrinking, while snowflakes, molecules and atoms take on gigantic size (1). Entering Monsanto’s “Mighty Microscope” (2), visitors move right into a tiny snowflake, pass walls of crystal-like ice and into the atom where the nucleus resembles a giant sun. A specially developed transportation system, the “Atomobile,” will carry guests through the attraction. These vehicles transport vis-



itors without stopping, even when guests are boarding or leaving. Passengers step from a turntable platform that revolves in synchronization with the slowly moving two-passenger cars.





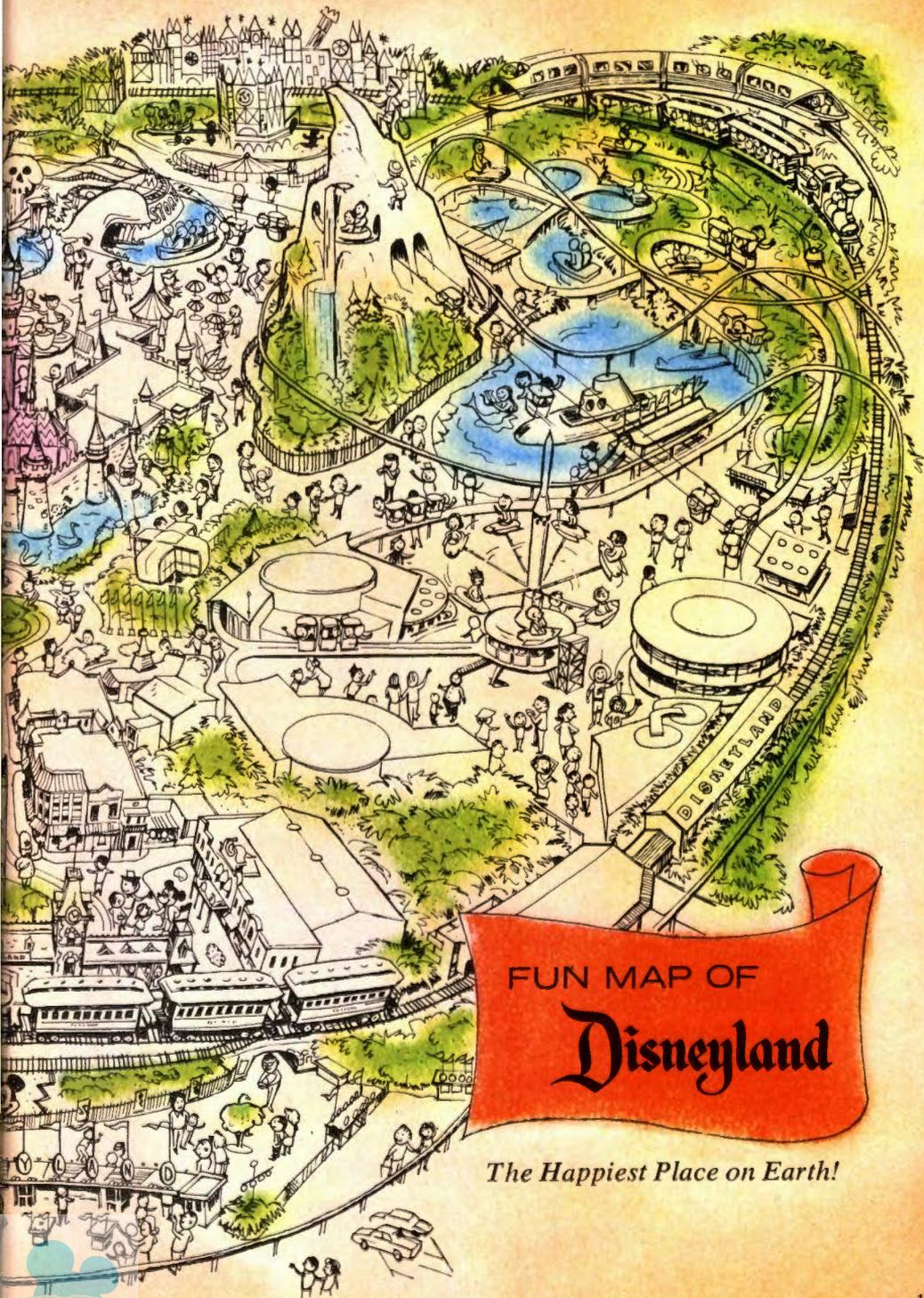
"America the Beautiful," presented by The Bell System, is an all-new version of an attraction that has proven extremely popular with Disneyland guests. Through the versatility of "Circle-Vision 360," an enlarged theater-in-the-round where guests view the motion picture on a screen that completely encircles them, Bell presents a trip of discovery across the 50 states (1). Hawaii, Alaska, national parks and much more are featured in this brand-new film, which reveals the wide range of natural beauty to be found throughout America. "Small Fry" phones at the Bell Exhibit permit youngsters to chat with their favorite Disney Characters (2). Coca-Cola's Refreshment Garden (3) presents top talent of today performing on a unique rising stage.

On Disneyland's Dedication Day, in 1955, Walt Disney elaborated his philosophy: "Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world."

New Tomorrowland is only a partial fulfillment of that credo. Disneyland *will* continue to grow, and, in growing, to bring entertainment to millions of visitors every year.







FUN MAP OF

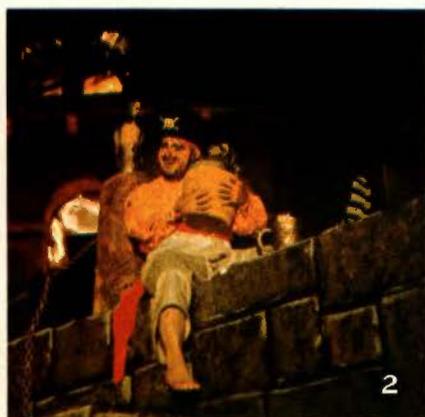
Disneyland

The Happiest Place on Earth!

Pirates of the Caribbean

Newest and most thrilling of all Disneyland's high-adventures is "Pirates of the Caribbean," a journey by boat to the land of the free-booters. "Audio-Animatronic" pirates pillage a port village on the Spanish Main right before your eyes. Carrying their looted treasures down to the water's edge beside your excursion boat, torch-waving buccaneers are "burning" the town (1). Above your head, a rum-fuddled gent with his singing parrot waves a hairy leg in greeting (2), while his partner snores happily to a chorus of snorting pigs (3). The action begins on leaving Lafitte's Landing in the

moonlit "Blue Bayou" and plunging down a waterfall to ghostly pirate caverns (4). Out in the harbor, a pirate galleon's cannon is pounding the town fort while crewmen race through the town searching for gold and other treasures. More musical members of the crew take up the chorus of "It's a Pirate's Life for Me," ignoring the blazing town nearby (5). Another red-nosed gent is after the owner of that pink slipper, but she's having a barrel of laughs (6). And the spotted pup holds the key to the situation, but he'd better avoid those jailbirds trying to whistle to freedom (7).

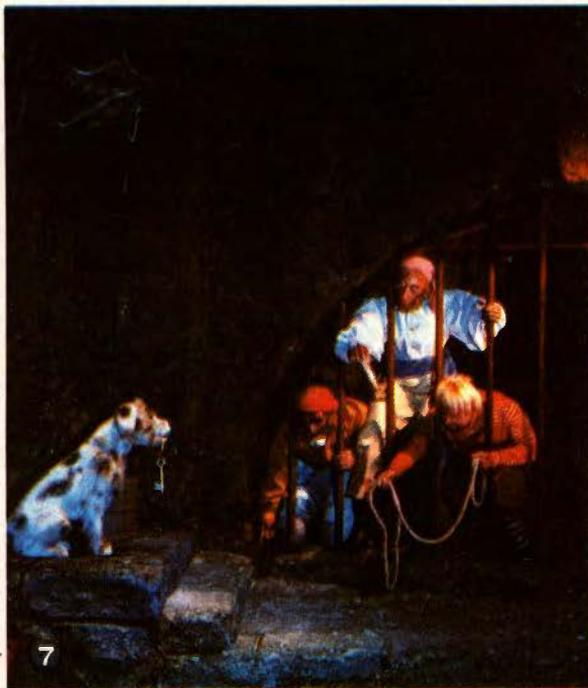




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(1). A balcony view of New Orleans Square's Esplanade Street as guests explore the unique shops, restaurants and stores, each a distinctive complement to the Park's adventures and attractions. The shops range from Mlle. Antoinette's Parfumerie (where ladies may blend their own perfume) to the magnificent "One of a Kind Shop," displaying hundreds of antiques and collectors items priced from a few dollars to several thousands. Three restaurants also enhance the area with a wide variety of gourmet-prepared specialties and strolling Dixieland entertainment. (2). Highlight of the beautiful new area is the New Orleans style of architecture, reflected here in an intimate sunlit courtyard. (3). Early morning at Disneyland reflects the beauty and romance of this new "land."

NEW ORLEANS SQUARE

Nestled on the banks of Disneyland's Rivers of America lies the Park's first new land since opening in 1955, New Orleans Square. Here, iron lace balconies, winding streets and romantic courtyards reflect the Delta City of the 19th century when it was the gay Paris of the American Frontier.

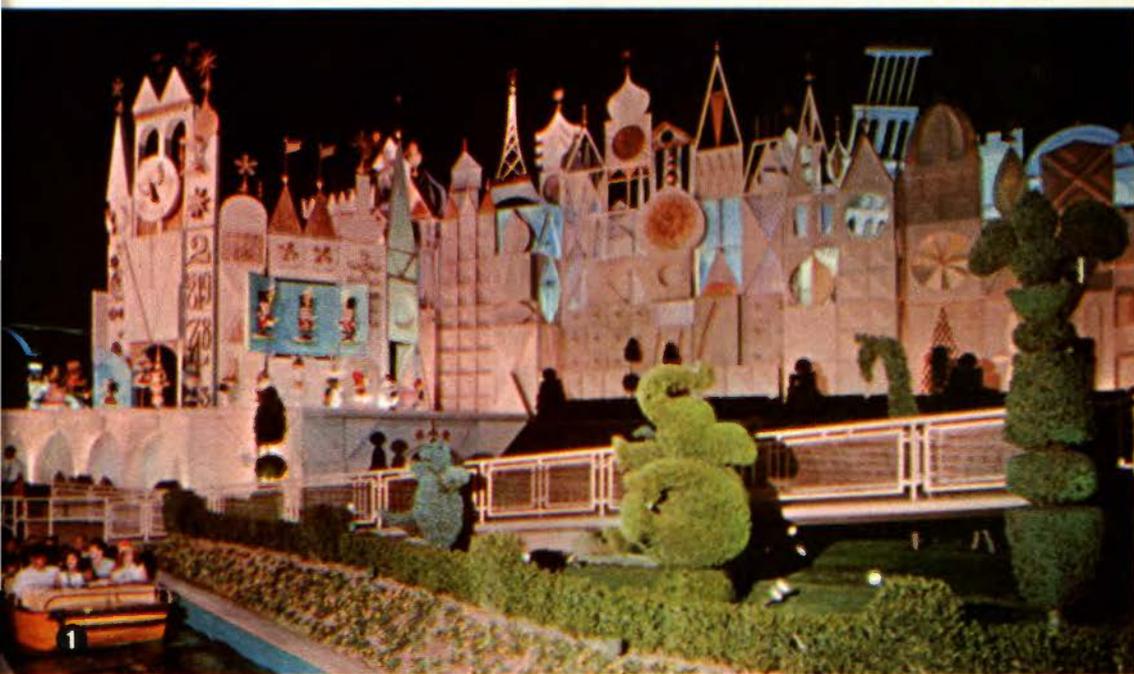
Along the streets of Disneyland's New Orleans are fine shops and restaurants that are shows in themselves — each a perfect re-creation of the unique New Orleans architecture and decor.



“it’s a small world”

This hit show came to Disneyland from the New York World’s Fair in Summer, 1966, with a new sponsor (Bank of America) and quickly became a top favorite among the Park’s 50 attractions.

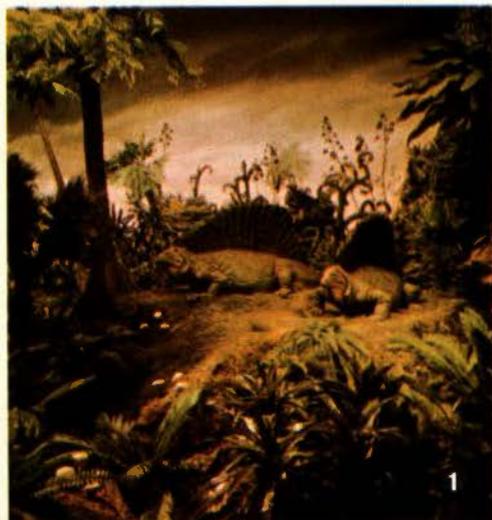
“The happiest cruise that ever sailed ‘round the world” has as its new home a dazzling facade in Fantasyland. Highlight of this new structure is a crazy clock that comes “alive” every fifteen minutes and actually performs the time.



(1) The crazy “Small World” facade dominates the scene as Disneyland guests embark on the happy cruise. The animal figures in the foreground are a brand new Disneyland addition — carefully pruned

bushes called Topiary. □ Disneyland guests sail around the “Small World” and visit many lands where children are singing and dancing the happy theme song. Among these lands are Siam (2) and Holland (3).

PRIMEVAL WORLD



Viewed from trains of the Santa Fe and Disneyland Railroad, the Primeval World re-creates (through the Audio-Anima-tronic process) the age before the dawn of man, where huge dinosaurs roamed the swamps and volcanos violently changed the face of the Earth.

In the wild and mysterious world of Primeval days, two Stegatorus roam the land in search for food (1). □ An active volcano explodes emitting rivers of molten lava as two monsters engage in mortal combat (2). Stegosaurus, the armored dinosaur with two brains, is attacked by the most horrifying of all dinosaurs, Tyrannosaurus Rex, which stands 22 feet high.





"Those who have seen Lincoln 'come to life' and deliver his 'speech' are stricken by something akin to awe," wrote a famous New York newspaper.

GREAT MOMENTS WITH MR. LINCOLN

"Great Moments with Mr. Lincoln" offers Disneyland guests an opportunity to be personal witnesses to an exciting chapter of American history. This stirring dramatization, presented by Lincoln Savings and Loan Association, has as its heart the three-dimensional, life-like figure of Abraham Lincoln... and the prophetic words of

America's sixteenth president, as applicable today as they were a century ago.

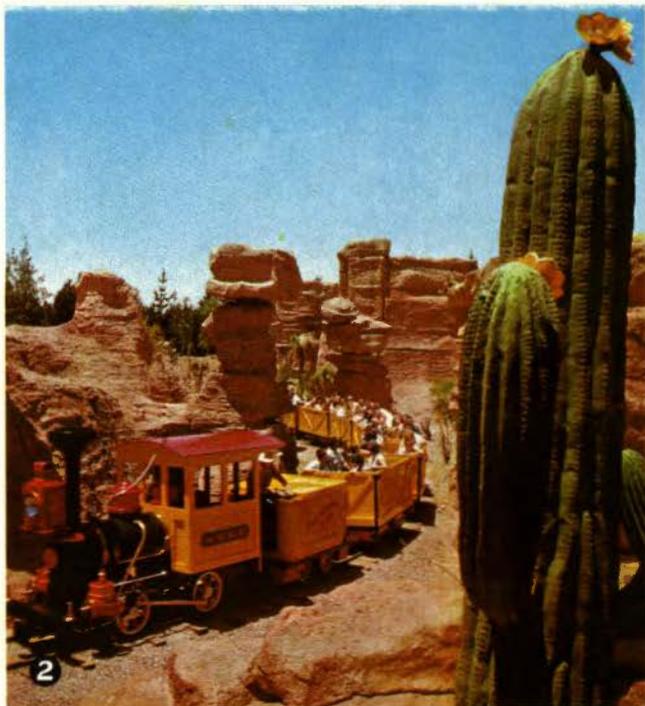
After his "speech," Lincoln sits down, silhouetted against the dome of the Capitol Building, and the crimson and white sky behind him slowly dissolves into a symbolic American flag—clouds billowing into stripes, stars twinkling in a field of blue.



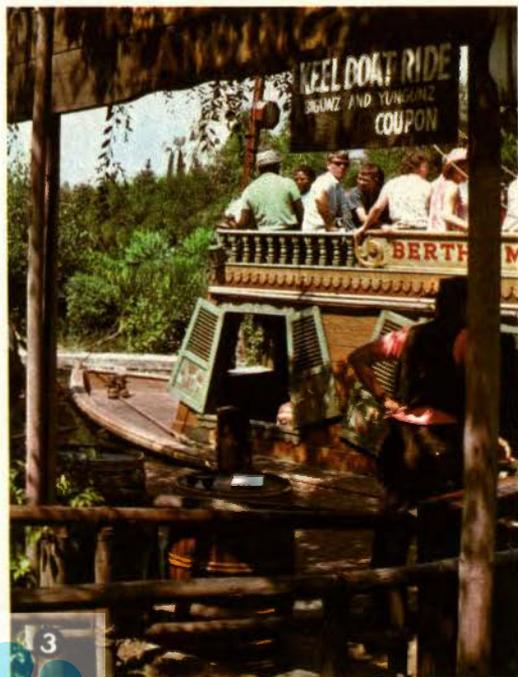
DISNEYLAND'S ADVENTURES AND ATTRACTIONS

A visit to Disneyland is an unforgettable journey into a truly “Magic Kingdom” filled with excitement, adventure, imagination and a spirit of fun and happiness among hosts and guests alike. Disneyland’s

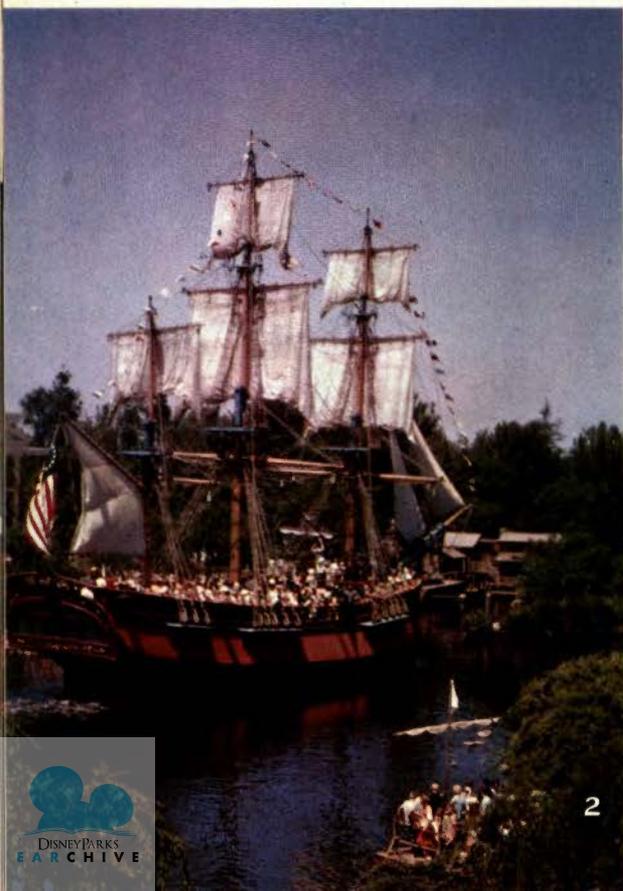
adventures and attractions have been described as nostalgic, delightful, exciting, thrilling, wonderful, unique and much more. Perhaps all these descriptions can be summed up in one three-letter word: fun.



Imagined adventures become happy realities as guests travel aboard trains, boats and cars into a hundred worlds of excitement and fun. From a high-flying Dumbo, visitors thrill to the wonders of Fantasyland (1). □ Aboard a rattling mine train in Nature's Wonderland (2), Walt Disney's True-Life Adventures come alive in Beaver Valley, Bear Country and on the sun-baked Living Desert, where coyotes and cactus abound. Climaxing the trip is a journey through beautiful Rainbow Cavens with their multi-hued waterfalls. □ For Davy Crockett fans, there is a speedy voyage aboard Mike Fink's Keel Boats (3). □ For Snow White and the Seven Dwarfs devotees, there is a journey by mine cart through the Enchanted Forest (4) where the witch's cauldron bubbles.



Here you leave today and journey into worlds of yesterday, tomorrow, and fantasy. Beginning in Town Square (1) you journey past the City Hall, Railroad Station and Opera House down Main Street, U. S. A.— America at the turn of the century with its quaint shops, silent cinema and horse-drawn vehicles. In Frontierland you'll find the mighty sailing ship "Columbia" (2), a full-scale replica of the first American merchant ship to sail around the world. You, too, can take the helm for a memorable journey past frontier ports and up the navigable rivers of America's past. Or you may journey back to the days of medieval knights for a gallop aboard your trusty steed on King Arthur's Carrousel (3).

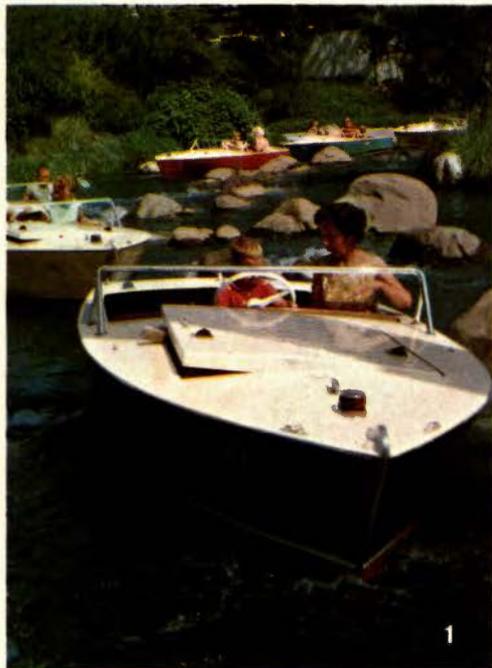




Zippering along the Autopia freeways of the future (4), young motorists discover more smiles in every mile as they avoid stop lights and cross traffic, move speedily beneath the overhead beamways of the Monorail, past the Submarine Lagoon and through wooded glens.

Young and old alike love a flying trip with Dumbo (5) as he whirls above Fantasyland looking down on Casey Jr. Circus Train, whirling teacups and Capt. Hook's Pirate Ship. Dumbo's riders act as their own pilots in this Disneyland favorite.





Sailors and landlubbers alike discover new thrills afloat in such aquatic Disneyland adventures as the Motorboat Cruise and Submarine Voyage. Young pilots may take their inboard cruisers down the river rapids (1). In the Submarine Voyage through liquid space (2), wonders of the deep are seen on the way to the "North Pole." Giant sea turtles peer at you through portholes

of the submarines as you view the ancient lost city of Atlantis, deep sea divers at work, giant squid and other sea creatures. Like all seamen ashore, you'll want to save your fun for a rainy day with Kodak Instamatic color movies at such picturesque sites as the Submarine Dock (3). □ Adventureland's Big Game Gallery is a favorite spot for hunters of all ages (4).





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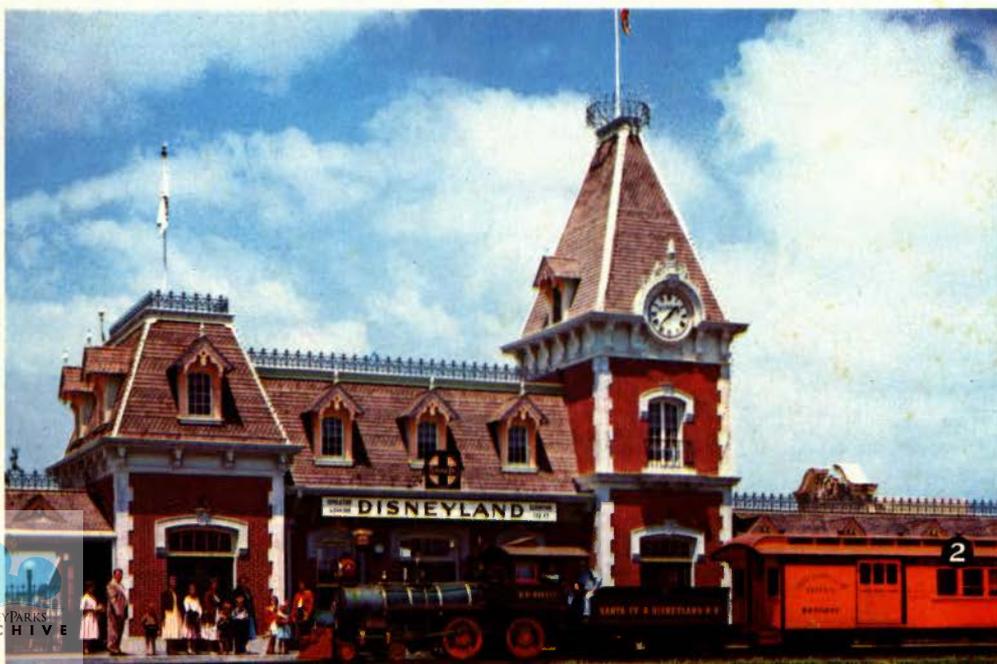
Whether in adventure or fantasy, Disneyland's magic captures the imagination and carries it away into lands of excitement and happiness. In contrasting moods, you may take a twilight cruise aboard the Mark Twain (5) as it paddles down the Rivers of America past plantation docks twinkling with a thousand lanterns, alongside the Indian Village where fire lights the war dance rites of the Red Man or past the Frontier Settlers' Cabin, blazing from the arrow torch of an Indian raiding party. Or you may travel in fantasy aboard a capering caterpillar into the world of Alice in Wonderland to join the Mad Hatter's Tea Party (6). Here also are dancing flowers and talking cats in a topsyturvy world from your favorite storybook.

6



Teacups big enough for three happy whirlers spin a merry tune as they twist and turn through Fantasyland in the Mad Hatter's Tea Party (1). At the Main Street Station (2), the last daily operating steam locomotives

on the Santa Fe Line take passengers on a circle tour of the entire Magic Kingdom, and through the Grand Canyon and "Primeval World" dioramas, with their breath-taking beauty and awe-inspiring wonders.





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Flying galleons on the "Peter Pan" adventure (3) take guests high above London to Never Never Land. The adventures of island castaways are reborn in the towering Swiss Family Treehouse (4). The swinging bridge on Tom Sawyer's Island (5) leads the way to boyhood adventures while across the river a lonely moose lifts his ears at the steam whistle of the Santa Fe and Disneyland trains (6) making their way through the Frontierland forests.



"Audio-Animatronic" magic brings birds, flowers and tiki gods into a musical fantasy in the "Enchanted Tiki Room" (1). Just as its sponsor, United Air Lines, transports passengers to far-away islands of the Pacific, the Tiki Room transports guests into an island paradise where flowers sing and tiki statues drum an ageless rhythm. Four

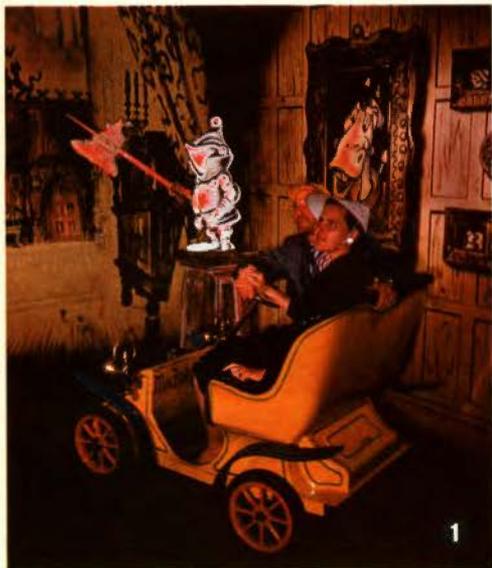
talking MacAudios are the stars of the show while their cousin Juan (2), entertains out front for the benefit of passers-by. In StorybookLand (3), Monstro the Whale provides an exciting beginning for a canal boat journey into the pages of favorite fables and tales. Here in miniature are the homes of Cinderella, Mr. Toad and many more.



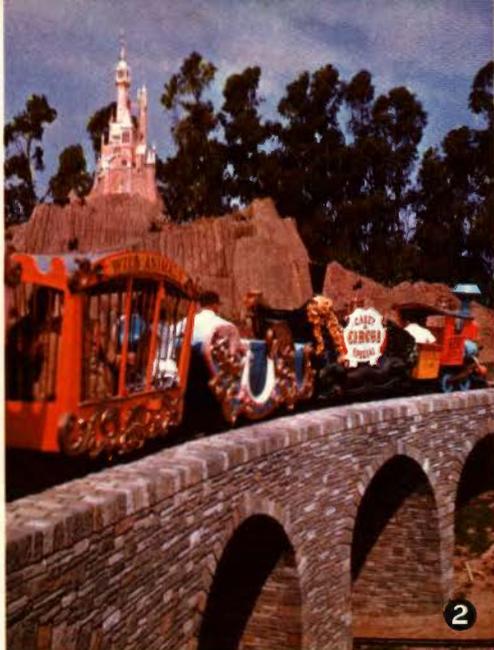


Indian War Canoes (4) make their way around Tom Sawyer's Island through white-water rapids and past towering waterfalls, while in Fantasyland the Skyway (5) soars high into the sky on the way to a charming Alpine chalet nestled among the evergreens. The Skyway journey also passes through icy caverns in the mighty Matterhorn Mountain and out over crystal waters of the Submarine Lagoon. Passengers get a spectacular bird's-eye view of the entire Park from the gently swaying buckets.





1



2

Bumping along the cobbled streets of Merry Old England, guests relive the thrills of Mr. Toad's Wild Ride (1), while Casey Jr. Circus Train (2) carries its cargo of "wild animals" on a circuit of favorite fairy tale settings in StorybookLand. "Real" jungle beasts provide

more thrills for adventure lovers as they travel with a "native guide" on the Jungle Cruise (3) down dangerous rivers, where elephants, lions, hippopotamus and other big game come down to drink from the crocodile-infested waters.



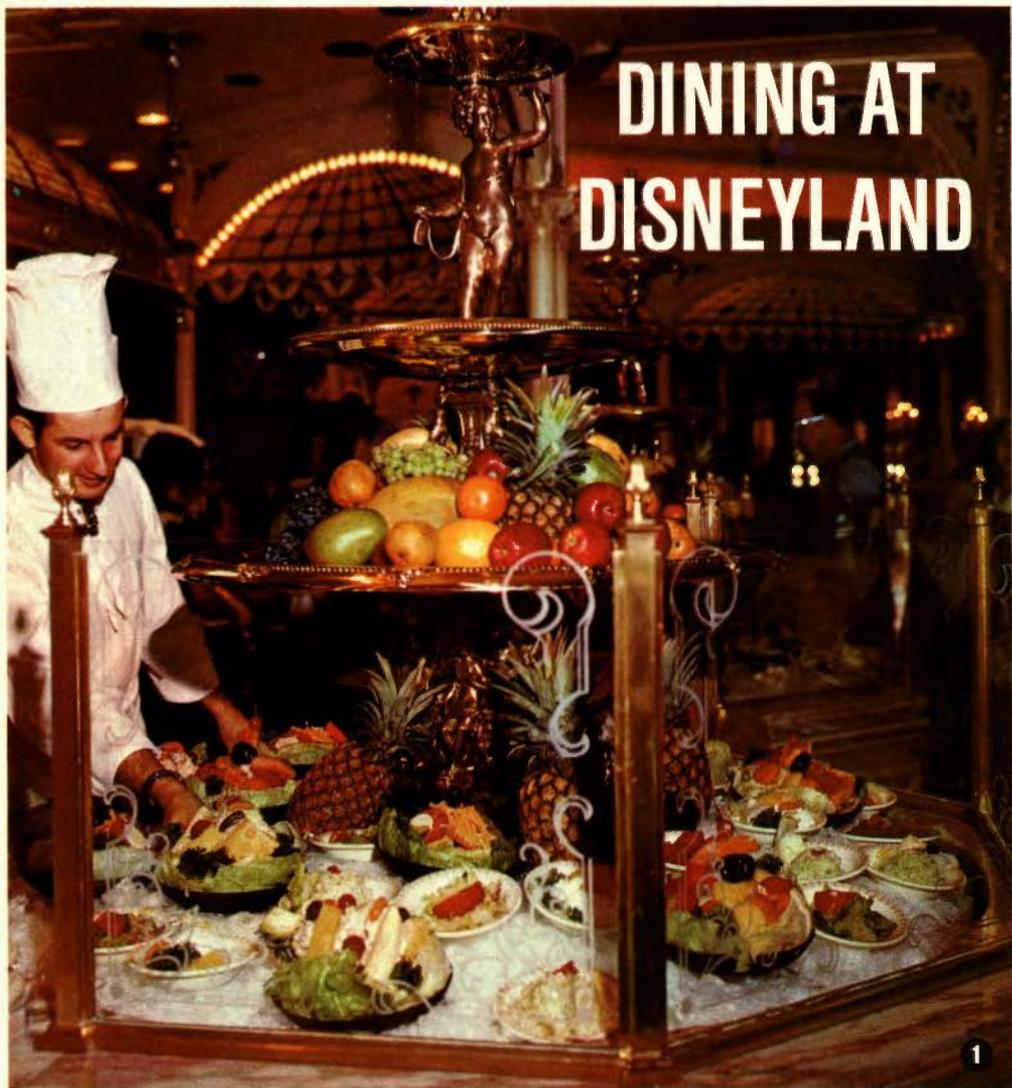
3



Plummeting down the "icy" slopes of Mighty Matterhorn Mountain, racing bobsleds (4) splash through crystal alpine lakes, around hairpin turns and through wind-whipped grottos in a thrill-packed race for the finish line. Nearby the sparkling waters of the Submarine Lagoon (5) reflect images of the mountain peak and the passing pattern of Disneyland-Alweg Monorail trains in this "world on the move." Back on Main Street, the world-wide movers of Global Van Lines provide parcel storage facilities for the convenience of all Disneyland visitors. For telephones, parcel lockers, information and lost and found services, look for the bright blue Global moving van (6) in Town Square next to the Disneyland Emporium.



DINING AT DISNEYLAND



Located throughout Disneyland are more than 25 restaurants and refreshment centers, each designed in the “theme” motif of its location.

The newest restaurant is the beautiful Blue Bayou Terrace, where visitors enjoy Southern-style delicacies as they dine in the evening—all day long!

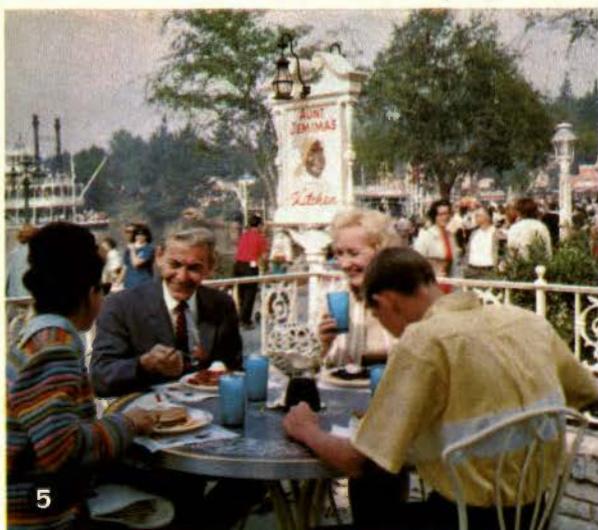
In the Tahitian Terrace, Oriental and

Cantonese foods are served in a South Sea Island setting; and summer evening entertainment features Polynesian music and dancing.

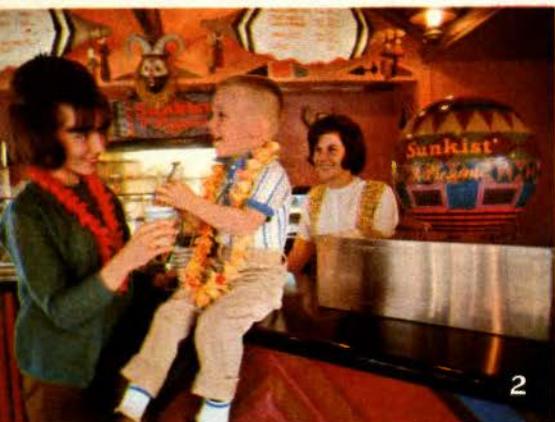
The best thing about the variety of places to dine is the variety of food—everything from hamburgers and tacos to lobster and inch-thick Teriyaki steaks can be found in the Magic Kingdom!



One of the newest and most elegant restaurants in Disneyland is the Plaza Inn. Designed in lavish Victorian splendor, complete with rich brocade and gleaming crystal, the restaurant provides guests with an elegant buffet featuring succulent dishes for the most discriminating diner (1). □ Perhaps the best thing about Disneyland dining is the variety of food. In the American tradition, the most popular snack among kids of all ages is the hamburger (2). Also on the list of great foods is the Cantonese-style Teriyaki steak to be enjoyed at the Tahitian Terrace (3), ever popular Mexican specialties such as tacos and enchiladas served at the Frito-Lay Company's Casa de Fritos (4) and the best in American pancakes served at Aunt Jemima's Kitchen (5).



Dining in Disneyland is not just an experience, it's an adventure. From the turn-of-the-century hospitality of the Hills Bros. Coffee House (1) to the quick lift a smiling youngster gets from a brimming cup of delicious Sunkist orange juice (2), there's variety in decor, menu and price to please all. Whether it be the mid-Victorian lavishness of the Plaza Inn (3), the pirate-themed Chicken of the Sea Tuna Boat Restaurant (4), or the sombrero-and-mariachi atmosphere of Old Mexico at the Casa de Fritos (5), there is a restaurant in the Magic Kingdom to suit your every mood.





Whether you're old enough to remember the original popcorn wagons (6), selecting for your date at the beautiful Blue Bayou Restaurant (7), "orderin' up a drink"—

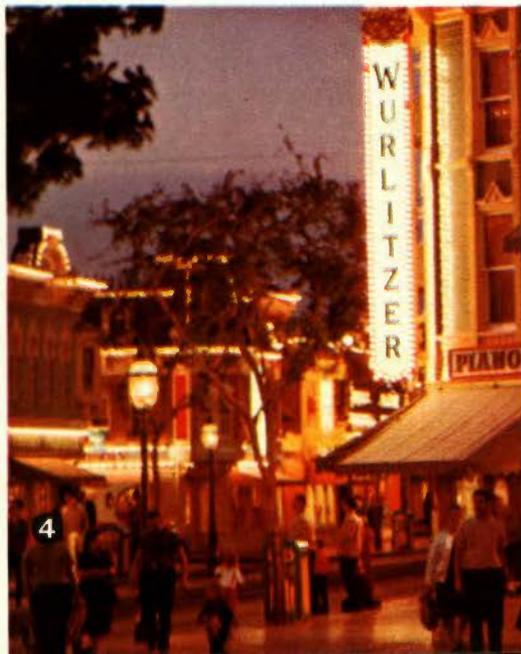
the Golden Horseshoe (8), or being spoon-fed your Carnation Sundae at the Main Street, U.S.A. Ice Cream Parlor (9), there's something "special" about eating at Disneyland.



SHOPPING IN THE MAGIC KINGDOM



To an experienced Disneyland visitor, shopping in the Magic Kingdom is not merely a matter of selecting an item or two to “take home for the kids.” Rather it is having available a whole range of products and services that can be enjoyed not just for the instant, but for a lifetime. A day at Disneyland provides many memories of pleasure and excitement, and that memory is often enhanced by a basket of artificial flowers from the Flower Market, a bottle of specially blended perfume from New Orleans Square or — most popular of all — a Mickey Mouse hat.





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To many Disneyland guests, at least an hour or so of every visit must be spent in one of the Park's many unique shops and stores, and many a Disneyland visitor spends a full day browsing and buying. A typical route might include a visit to the well-stocked Main Street, U.S.A. Emporium (1), featuring a wide variety of gifts and souvenirs; a stop for a thirst-quencher at the Sunkist Citrus House (2), and a search for that "special" antique at the fascinating One-of-A-Kind Shop in New Orleans Square (3). The Wurlitzer people (4) are always happy to demonstrate one of their fine pianos, organs or stereo consoles — whether you are just relaxing or furnishing a mansion. □ The Flower Market (5), a bower of beautiful man-made blossoms, attracts more than bees — and is a favorite spot for

that all-important color shot. □ Like anyplace else, shopping at Disneyland can be a little hard on some feet (6). This grand though dejected-looking lion from the One-of-A-Kind Shop seems to be listening to this young shopper's plaintive "But there's so much to see in one day." □ Watching a skilled artist (7) capture a face on paper is always fun, whether it is your face or that of someone you know. □ Kodak's Main Street, U.S.A. location (8) is not only headquarters for camera and photographic assistance, but it is also supplier of everything from a flash cube for your Instamatic to a complete motion picture outfit. □ Perhaps the only thing to match the beauty of the intricate and delicate merchandise in the Disneyland Candle Shop (9) is the fragrant scent that floats out through the open doors.



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ENTERTAINMENT, SHOWS AND EXHIBITS



1

There is never a moment in Disneyland when a guest can't enjoy many kinds of entertainment. Not only are there fabulous rides and attractions but also parading bands, shops to explore, strolling barbershop quartets, dance bands and famous Disney characters like Mickey Mouse and Pluto meeting guests.

There are also exhibits sponsored by major American industrial corporations.

A major highlight of a visit to the Park is a morning parade down Main Street, U.S.A., featuring the Disneyland Marching Band with Mickey Mouse out in front (1). □ Throughout the summer, it's music, dancing and entertainment every night — with Name Bands like the great Duke Ellington (2), today's sound and teen dancing in New Tomorrowland (3), the Big Band Beat in Carnation's Plaza Gardens (4), and Dixieland and New Orleans-style jazz aboard the Mark Twain Riverboat (5).





Disneyland is a year 'round potpourri of music, entertainment and special events. Harry James and the Music Makers swing out at the Magic Kingdom (1), while top Rock Groups perform at a Special New Year's Eve Humdinger (2). Disneyland's Old Fashioned Easter Parade brings out the finery and nostalgia of another era on Main Street, U. S. A. (3).



The Ward Gospel Singers are Disneyland regulars in Pepsi-Cola's Golden Horseshoe (4). Carnation's Plaza Gardens features music for dancing every summer evening (5 and 6). At the stroke of 12, the joyous crowd assembles in front of Sleeping Beauty Castle to welcome in 1967 at the world's biggest, happiest New Year's Eve Party (7).





1



2



3

Perhaps there is nothing surprising about the fact that a large part of a Disneyland experience is connected with music. What is unusual, however, is the great variety of music a visitor to Walt Disney's Magic Kingdom can hear in one day — from classical to can-can and from pops to polka. The excitement of a Holidaytime special like Disneyland's Fantasy on Parade (1, 2 and 3) is contrasted with the banjo-strumming relaxation that a Sunkist orange juice break in New Orleans Square (4) produces. Few indeed are those who can resist toe-tapping to either the band's beat or the Royal Street Bachelors Dixieland favorites. □ For most, laughter and entertainment go hand in hand. Nowhere is this better demonstrated than at the Pepsi-Cola Golden Horseshoe Revue in Frontierland. This attraction has been a favorite with Park visitors for a dozen years, and it boasts the longest continuous run in all of show biz. Guests sip their Pepsi-Colas while comedian Wally Boag performs his balloon antics (5), and then they enjoy the grace and dancing skill of the beautiful Golden Horseshoe girls (6). □ Recapturing the melodies of yesteryear is the pleasant task of Disneyland's Saxophone Quartet (7) as they perform in front of the Global Van along the Magic Kingdom's 1890-era Main Street, U.S.A. Happy sounds, nostalgic melodies, spontaneous laughter — all are part of the Magic of Disneyland.







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10



11

The variety of things to enjoy at Disneyland are practically endless. In addition to the Magic Kingdom's adventures and attractions, there are many shows to see and exhibits to visit, and several services to make the whole experience a more enjoyable one. □ The shoot-out between the Frontierland Marshal and his "law-breaking opponents" usually ends in the lawman's victory (1). Not far away, in the Indian Village (2), guests can see actual tribal dances performed throughout the summer, and on weekends. Snow White always seems to have a crowd following her, and most often it includes more than just the Seven Dwarfs (3). □ The Carnation Milk Truck, on Main Street, U.S.A., is a favorite resting place for this refreshment-seeking trip (4). □ Joining in on a favorite song around the Wurlitzer piano is a pastime many Disneyland visitors, both

young and old, enjoy (5). □ Pluto (6) seems to be more interested in that bag of Fritos than in the young lady, while one of the Three Little Pigs (7) proves his popularity with the younger set. □ Kodak's Picture Spots offer the visitor a guide to the Magic Kingdom's most interesting vantage points. One young visitor seems to have his own idea as to what makes a good photograph (8). □ Monsanto's Home of the Future (9) offers an insight into tomorrow's dwelling, while Global Van Lines (10) provides not only a locker service, but a location where lost parents can meet their children. □ Disneyland's Official Registration and Information Center is INA's Carefree Corner, where guests receive their complimentary copy of the Declaration of Independence, as well as travel and recreational information (11).

ALSO PART OF THE DISNEYLAND STORY

Disneyland serves as a showcase for the following leaders of American Industry who participate as exhibitors and lessees offering a variety of services and entertainment to the guests in the Magic Kingdom.

Kodak® EASTMAN KODAK
Free photo information and assistance and minor camera adjustments are performed free of charge by Kodak experts.



ATLANTIC-RICHFIELD
Youngsters of all ages can navigate Autopia freeways of the future sponsored by Atlantic-Richfield.



FRITO-LAY
Casa de Fritos in Frontierland features taste-tempting Mexican food specialties of all varieties.



BANK OF AMERICA
This branch provides complete banking facilities whenever the Park is open. Also see "It's A Small World" in Fantasyland.



GENERAL ELECTRIC
The "Carousel of Progress" portrays the pre-electric days of the 1880's in Act I through the "Today" stage of Act IV.



BELL TELEPHONE
This display takes guests on a tour through "America the Beautiful" via a 360 degree motion picture.



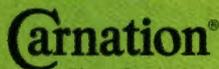
GLOBAL VAN LINES
These locker facilities for storing purchases and personal belongings are located on Town Square, on Main Street, U.S.A.



C & H SUGAR
The C & H Sugar Corner is located in the Market House on Main Street and features a variety of penny candy.



GOODYEAR TIRE & RUBBER CO.
The Goodyear PeopleMover will carry guests on a scenic tour throughout new Tomorrowland's attractions.



CARNATION
Plaza Gardens and the Ice Cream Parlor are located at opposite ends of Main Street and feature Carnation Ice Cream Products.



HALLMARK CARD, INC.
A complete display of Hallmark greeting cards, party packs and other paper goods are featured.



COCA-COLA
Coke Refreshment Corner on Main Street, U.S.A. and Coke Refreshment Garden feature entertainment and light refreshments.



HILLS BROS. COFFEE, INC.
This Main Street Coffee House and Garden Patio features Hills Bros. products and light snacks for Park guests.



DOUGLAS AIRCRAFT
Experience a flight to the moon as it actually will be in a few short years in this brand-new Tomorrowland attraction.



INA
Disneyland's Official Information and Registration Center, where you get your copy of the Declaration of Independence.



LINCOLN SAVINGS & LOAN
Mr. Lincoln "comes to life" in this world-acclaimed attraction.



SUNSWEET GROWERS, INC.
The Market House on Main Street, U.S.A., features a complete array of their delicious dried fruit products.



MONSANTO CO.
The Monsanto Company's Tomorrowland presentation "Adventure Thru Inner Space" will be a new experience for Disneyland visitors.



SWIFT & CO.
The General Store of grandfather's day with a complete array of old-fashioned packaged goods.

Pendleton® PENDLETON WOOLEN MILLS

This selection of woolen fabrics and fashions for men, women and children is located in Frontierland.

TIMEX® U.S. TIME CORP.

This Main Street store features a complete display of Timex timepieces and an interesting watch display.



PEPSI-COLA CO.
A way-out-west variety show with singing, dancing and comedy presented several times daily in the Golden Horseshoe.



UNITED AIR LINES
Presents the Enchanted Tiki Room where 225 birds, flowers and tropical tikis sing, dance and entertain.



KEN-L RATION
Here is a pleasant facility for your pet while you enjoy the Magic Kingdom. He'll be well cared for and well fed—for 25 cents.



THE UPJOHN CO.
A re-creation of an 1890-era drug store with free Unicap vitamins and a display of remedies from a generation past.

AUNT JEMIMA'S

AUNT JEMIMA'S
Breakfast is featured all day, specializing in pancakes and waffles, made the special "Aunt Jemima" way.



CHICKEN OF THE SEA
The Pirate Ship in Fantasyland features Chicken of the Sea Tuna in a variety of attractively prepared dishes.



ATCHISON, TOPEKA & SANTA FE
Board one of five trains for a tour around the Magic Kingdom including the Grand Canyon and the Primeval World.

Welch's® THE WELCH GRAPE JUICE CO., INC.
Welch's pure grape juice and grape juice bars are available at their refreshment stand in Fantasyland.

SPICE ISLANDS®

SPICE ISLANDS
Le Gourmet in New Orleans Square offers Disneyland guests a complete selection of spices by Spice Islands.

WURLITZER® WURLITZER

See a full display of pianos, organs, and home entertainment consoles, and enjoy organ concerts, performed daily.

Sunkist® SUNKIST GROWERS, INC.

The Main Street Citrus House and "I Presume" refreshment stand in Adventureland present fresh orange juice and fresh lemonade.

WESTERN® WESTERN PRINTING & LITHO. CO.

The Book Store on Main Street carries a wide selection of Walt Disney books for young and old.

...IN THE DISNEYLAND FUTURE

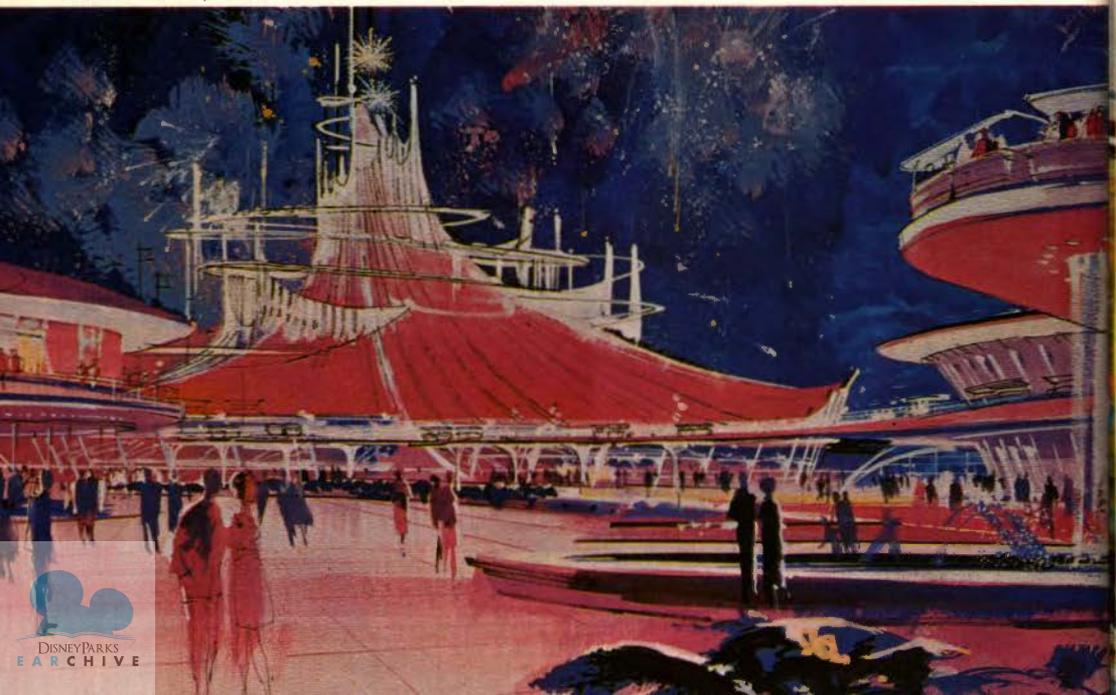
To surpass the achievements and accomplishments of yesterday and today is no easy task. Yet that is the challenge the Disney “imagineers” have set for themselves. An ever-expanding Disneyland, employing new techniques in entertainment and recreation, is not an empty dream; it is a reality. The Walt Disney creative team is conceiving, perfecting and executing many new features to incorporate into the never-completed place called Disneyland.

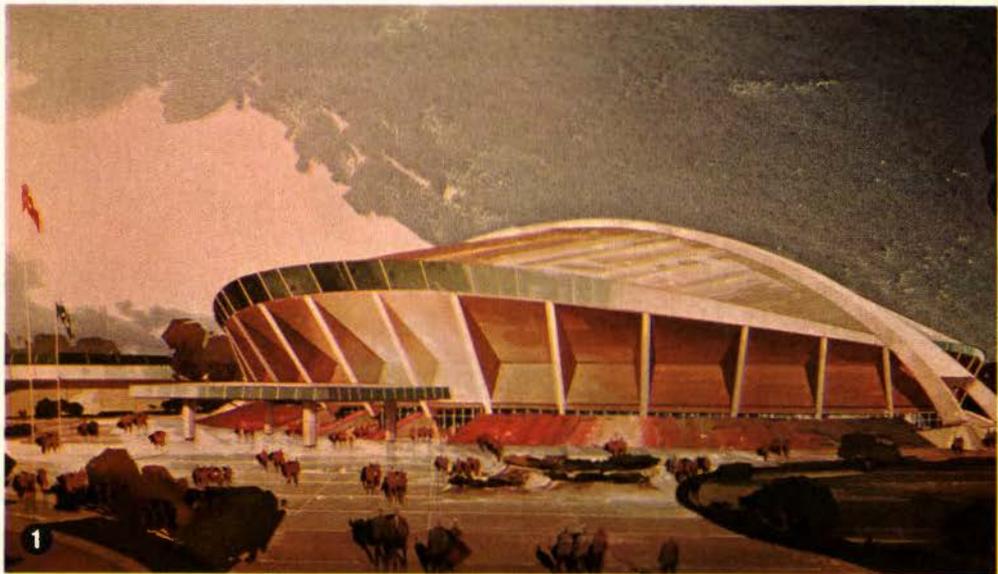
Tomorrowland Space Adventure



The Haunted Mansion

As Walt Disney said: “There’s really no secret about our approach. We keep moving forward, opening up new doors and doing new things because we’re *curious* . . . and curiosity keeps leading us down new paths. We’re always exploring and experimenting . . .”





1

ANAHEIM: *Recreation Center of the West*

Anaheim — once renowned only as one-third of a Jack Benny joke — now plays host to Kings, Queens, dignitaries and visitors from around the world. Highlighting the recreational complex around Disneyland is Anaheim's new multi-million dollar

Convention Center opening in July 1967 (1). The 45,000 seat Anaheim Stadium is the home of the California Angels — American League attendance leaders in 1966 — and will host the 1967 All Star game on July 11 (2).



2



1

In this jet age, Disneyland and Anaheim are only hours from your home when you fly the friendly skies of United (1). In this Recreation Center of the West you'll find the finest in accommodations — there are over 5,000 rooms in the Disneyland Area. The flagship, of

course, is the luxurious 616 room Disneyland Hotel (2). Connected by Monorail with the Magic Kingdom, the Disneyland Hotel offers every convenience and refinement for an unforgettable holiday in the Hub of Happiness.



2

WALT DISNEY'S

The
Happiest Millionaire

Starring FRED

MacMURRAY

TOMMY

STEELE

GREER

GARSON

GERALDINE

PAGE

Co-Starring
GLADYS

COOPER

HERMIONE

BADDELEY

introducing

LESLEY ANN

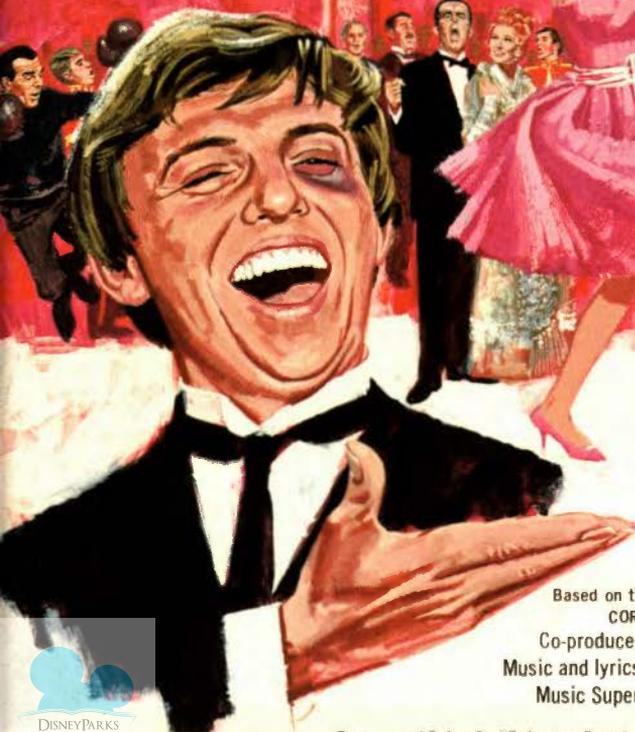
WARREN

and JOHN

DAVIDSON

TECHNICOLOR®

WORLD PREMIERE
JUNE 23
Hollywood, California



Screenplay by A J CAROTHERS

Based on the play by KYLE CRICHTON, suggested by a book by
CORDELIA DREXEL BIDDLE and KYLE CRICHTON.

Co-producer BILL ANDERSON • Directed by NORMAN TOKAR

Music and lyrics by RICHARD M. SHERMAN and ROBERT B. SHERMAN

Music Supervised, Arranged and Conducted by JACK ELLIOTT

Opens this fall in selected cities nationwide



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EA ARCHIVE
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