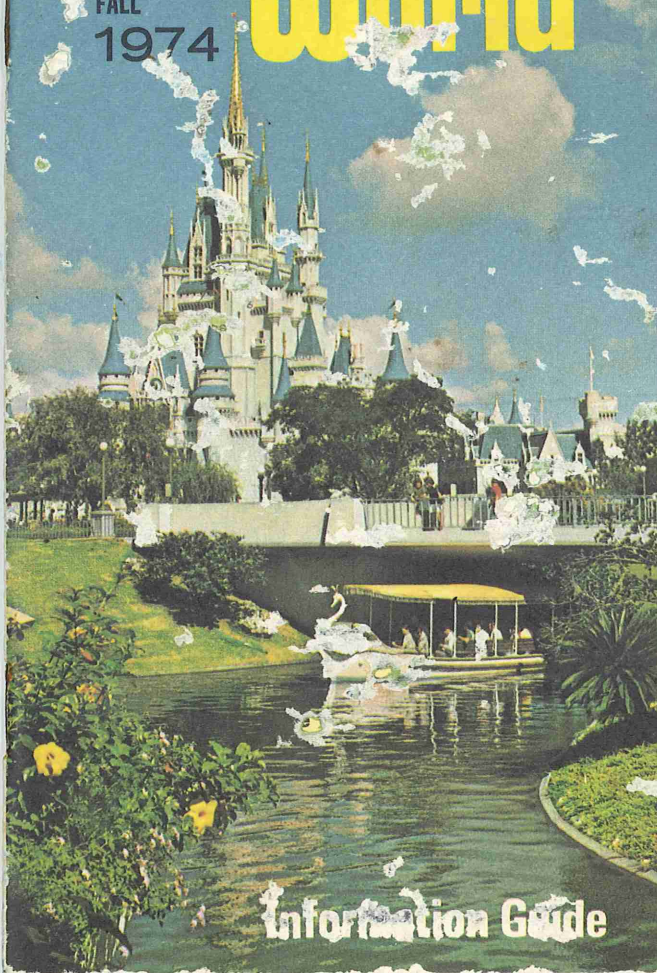




Walt Disney World

SUMMER/
FALL
1974



Information Guide

Compliments of



ADMISSION PLANS

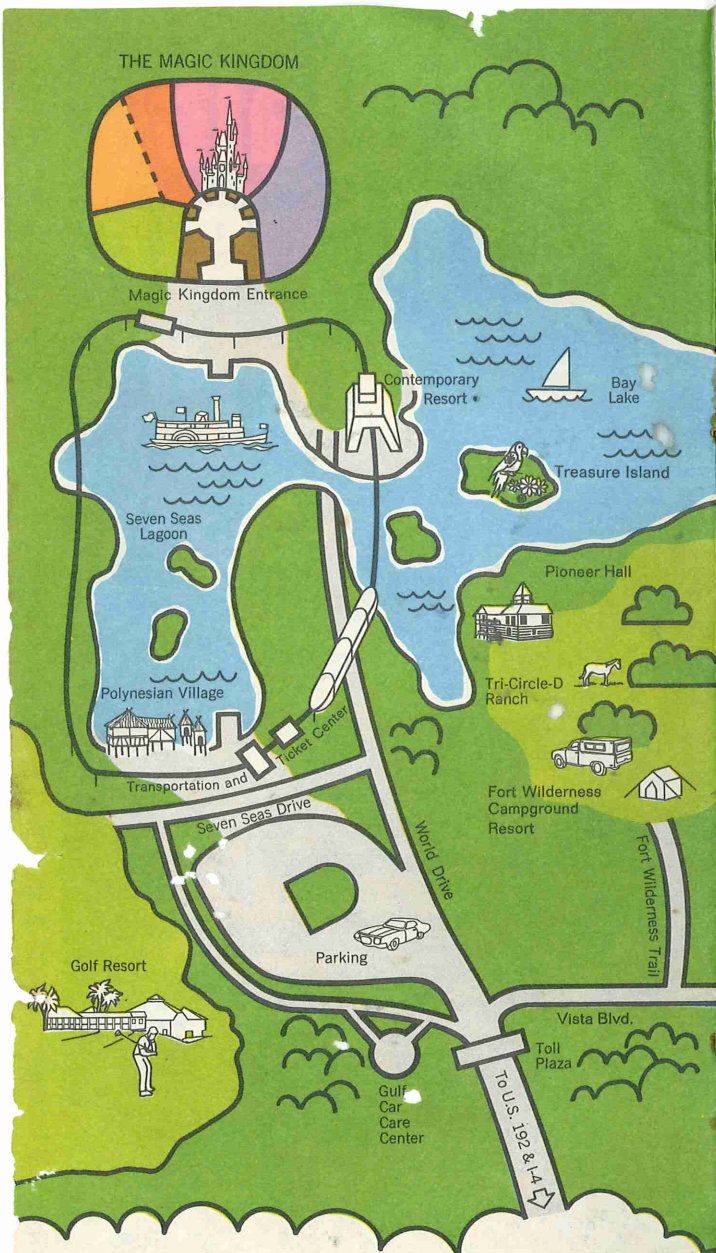
MAGIC KINGDOM

MAP & PHOTO TIPS

DINING & SHOPPING

HOTELS & RECREATION

GENERAL INFO.



Welcome to the Vacation Kingdom of the World

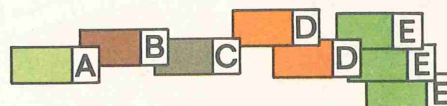
This guidebook is designed to help make your visit more enjoyable. We have included maps and detailed information on all the exciting aspects of Walt Disney World. Please feel free to ask any of us for assistance at any time during your stay. All of us here in the Vacation Kingdom want to insure that your visit will be as happy and enjoyable as possible.

Your Walt Disney World Hosts and Hostesses.

MAGIC KINGDOM TICKET BOOKS

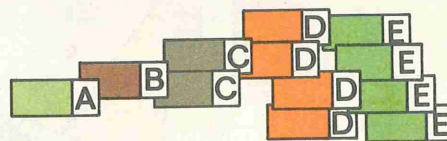
Magic Kingdom Ticket Books are the most economical and convenient way to enjoy the Magic Kingdom.

EIGHT ADVENTURE TICKET BOOK includes Walt Disney World transportation (monorail, ferryboats and motor coaches) . . . admission to the Magic Kingdom . . . and eight attractions of your choice.



Adult - \$6.50 Jr. (12-17) - \$6.00 Child (3-11) - \$5.50

TWELVE ADVENTURE TICKET BOOK includes Walt Disney World transportation (monorail, ferryboats and motor coaches) . . . admission to the Magic Kingdom . . . and twelve attractions of your choice.



Adult - \$7.50 Jr. (12-17) - \$7.00 Child (3-11) - \$6.50

Magic Kingdom Ticket Books may be purchased at the Transportation and Ticket Center, Magic Kingdom, Fort Wilderness, Walt Disney World resort-hotels, and Lake Buena Vista.

If you wish to leave the Magic Kingdom and return later the same day at no charge, please have your hand stamped at the Exit Gate as you leave.

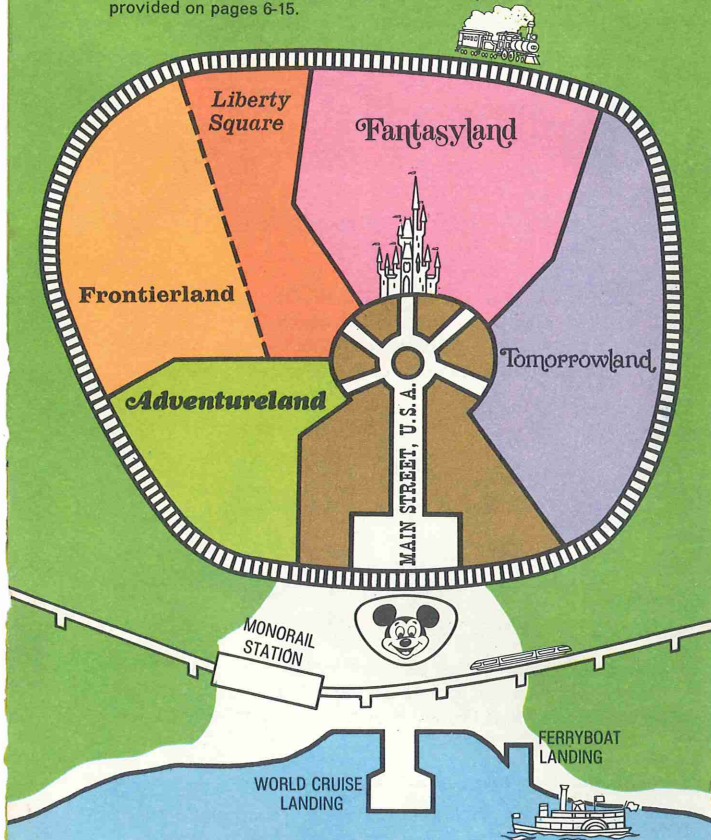
Protect your pet — The Kal Kan Kennel Club, adjacent to the Walt Disney World Transportation and Ticket Center, is provided for your pet's safety and comfort. 50¢ per pet for day guests. Pets may be transported to and from the auto parking area via motor tram.

Sorry, but no food or beverages may be brought into the Magic Kingdom. Picnic tables are provided for your convenience adjacent to the Transportation and Ticket Center. Also, shoes must be worn at all times within the Magic Kingdom.

Prices subject to change without notice.

THE MAGIC KINGDOM

The Magic Kingdom theme park consists of six specially themed lands, each with its own attractions, shops and entertainment. For your convenience, detailed maps of each land are provided on pages 6-15.



THE GUIDED TOUR can be a fun and fact-filled way to headline your Magic Kingdom visit. Tours include use of Walt Disney World transportation, admission to the Magic Kingdom and an approximate 3-hour walking tour of the Magic Kingdom with a knowledgeable guide. Featured are visits to five attractions, plus two additional coupons good for attractions of your choice. Adult — \$8.25. Child (3-11) — \$5.25.

TREASURE ISLAND! Sail the Seven Seas for a remote paradise of tropical flowers and friendly island birds . . . where Ben Gunn's treasure lies amidst memories of Long John Silver and the infamous Black Dog! Sail aboard a leisurely World Cruise, or directly to the Island. Departures every afternoon from just outside the Magic Kingdom. Visit the Magic Kingdom's Gulf Hospitality House for information on prices and departure times.

THE MAGIC KINGDOM Adventures and Attractions

A coupon



OMNIBUS (Main Street)
Ride an old-fashioned double-decker bus along Main Street, U.S.A.
("A" coupon or 10¢)



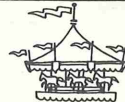
HORSE CARS (Main Street)
Board a horse-drawn trolley for a leisurely journey along the turn-of-the-century avenue.
("A" coupon or 10¢)



HORSELESS CARRIAGE, JITNEY (Main Street)
A trip down Main Street aboard chugging replicas of America's classic autos.
("A" coupon or 10¢)



FIRE ENGINE (Main Street)
"Answer the alarm" in an old-fashioned fire wagon.
("A" coupon or 10¢)



CINDERELLA'S GOLDEN CARROUSEL (Fantasyland)
Ride one of 90 galloping steeds in the "Happiest Land of them all."

B coupon



MAIN STREET CINEMA (Main Street)
Enjoy classic films of the silent screen era.
("B" coupon or 25¢)



FRONTIERLAND SHOOTIN' GALLERY (Frontierland)
Test your sharpshooting skills at "wilderness" targets.
("B" coupon or 25¢)



MIKE FINK KEELBOATS (Frontierland)
A backwoods water journey to adventure on the Rivers of America.



DUMBO, THE FLYING ELEPHANT (Fantasyland)
Fly with Dumbo on an aerial journey high over Fantasyland.



MAD TEA PARTY (Fantasyland)
A whirling, twirling ride aboard the Mad Hatter's giant tea cups.

C coupon



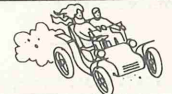
SWISS FAMILY ISLAND TREEHOUSE (Adventureland)
Climb to high adventure and an aerial panorama of Adventureland.



SNOW WHITE'S ADVENTURES (Fantasyland)
Travel through the dark forest to meet the Seven Dwarfs and the Scary Wicked Witch.



PETER PAN'S FLIGHT (Fantasyland)
Fly over moonlit London and Never-Never Land aboard a pirate galleon.



MR. TOAD'S WILD RIDE (Fantasyland)
A hilarious, reckless ride through old London.



FLIGHT TO THE MOON (Tomorrowland)
Visit Mission Control, then "blast-off" on a journey to the Moon.



DAVY CROCKETT'S EXPLORER CANOES (Frontierland)
Paddle up the Rivers of America. (Summer only) (Attraction closes at dusk)

D coupon



WALT DISNEY WORLD RAILROAD (Main Street, Frontierland)
Board an old-fashioned steam train for a grand circle trip around the Magic Kingdom.



TROPICAL SERENADE (Adventureland)
Sing along with birds, flowers and tikis in a musical luau. Presented by Florida Citrus Growers.



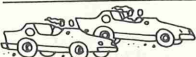
LIBERTY SQUARE RIVERBOATS (Liberty Square)
Cruise down the Rivers of America aboard authentic steam-powered sternwheelers.



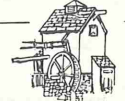
THE MICKEY MOUSE REVUE (Fantasyland)
Walt Disney characters "come to life" in a musical fantasy.



SKYWAY (one way from Tomorrowland or Fantasyland)
A scenic journey high over the Magic Kingdom



GRAND PRIX RACEWAY (Tomorrowland)
Take the wheel of your own race car over winding roadways. Presented by Goodyear.



TOM SAWYER ISLAND (Frontierland)
Board a raft for a journey across the Rivers of America to this fun-filled island. (Attraction closes at dusk)



PLAZA SWAN BOATS (Main Street)
Enjoy a leisurely cruise along the Magic Kingdom waterways. (Summer Only)

E coupon



JUNGLE CRUISE (Adventureland)
Board an explorer's launch for a "danger-filled" cruise down tropical rivers of the world.



COUNTRY BEAR JAMBOREE (Frontierland)
A hilarious cast of wilderness bears perform in a foot-stompin' western hoedown. Presented by Pepsi-Cola & Frito-Lay.



THE HALL OF PRESIDENTS (Liberty Square)
All 36 American presidents "come-to-life" on stage in a dramatic show about our nation's founding and its great leaders.



THE HAUNTED MANSION (Liberty Square)
Come face-to-face with 999 happy ghosts, ghouls and goblins in a "frightfully funny" adventure.



20,000 LEAGUES UNDER THE SEA (Fantasyland)
Sail with Captain Nemo aboard the "Nautilus" to lost undersea worlds.

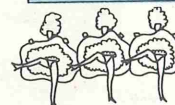


IT'S A SMALL WORLD (Fantasyland)
Join a cast of hundreds of singing, dancing international performers on "the happiest cruise that ever sailed."



PIRATES OF THE CARIBBEAN (Adventureland)
Join the most swashbuckling crew to ever hoist the jolly roger. Sail through pirate strongholds and treasure rooms.

SPECIAL ENTERTAINMENT



DIAMOND HORSESHOE REVUE (Liberty Square)
A rollicking stage show right out of the Old West featuring a cast of dancing girls, comedians and singers including Slue Foot Sue herself.

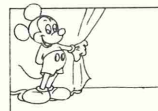
FREE ATTRACTIONS



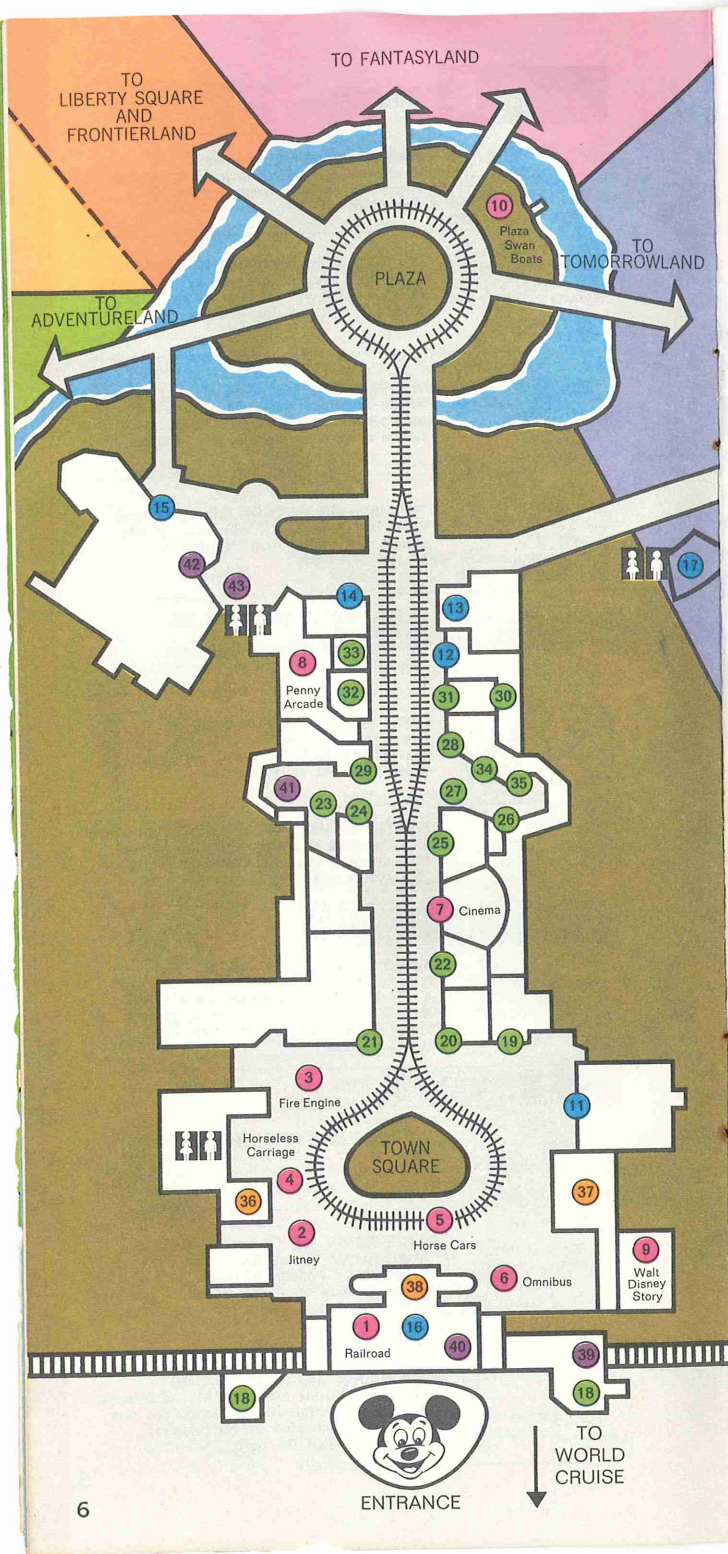
"IF YOU HAD WINGS" (Tomorrowland)
Travel to the Caribbean, old Mexico, New Orleans, and other exciting vacation "Ports of Call." Presented by Eastern Airlines.



CIRCLE-VISION 360 (Tomorrowland)
"Magic Carpet 'Round the World"
See the scenic wonders of points both near and far as they completely surround you in a colorful panorama. Presented by Monsanto.



WALT DISNEY STORY (Main Street)
Follow Walt Disney from his boyhood through the creation of Walt Disney World. See rare film footage, narrated by Walt himself. Presented by Gulf Oil Corp.



MAIN STREET, U.S.A.

ADVENTURES AND ATTRACTIONS

- 1 Walt Disney World Railroad "D"
- 2 Jitney "A"
- 3 Fire Engine "A"
- 4 Horseless Carriage "A"
- 5 Horse Cars "A"
- 6 Omnibus "A"
- 7 Cinema "B"
- 8 Penny Arcade
- 9 Walt Disney Story (presented by Gulf Oil Corp.) Free
- 10 Plaza Swan Boats "D" (Summer only)

FOOD AND REFRESHMENTS

- 11 Town Square Cafe (Oscar Mayer)
- 12 Bakery (Sara Lee)
- 13 Plaza Ice Cream Parlor (Borden)
- 14 Refreshment Corner (Coca-Cola)
- 15 The Crystal Palace
- 16 Station Break Refreshments
- 17 Plaza Pavilion

SHOPS AND STORES

- 18 Souvenir Stands
- 19 The Chapeau Hat Shop
- 20 GAF Camera Center
- 21 Emporium
- 22 Confectionery
- 23 Greenhouse Flower Shop
- 24 New Century Clock Shop (Elgin-Helbros)
- 25 Cup'n Saucer China Shop
- 26 Wonderland of Wax Candle Shop
- 27 Art Festival
- 28 Market House (Smuckers, Dixie Crystals)
- 29 Card Shop (Hallmark)

- 30 Crystal Arts — Glass Blower and Cutter
- 31 The Shadow Box Silhouette Studio
- 32 House of Magic
- 33 Tobacconist
- 34 Uptown Jewelers
- 35 Disney & Co., Toys, Novelties

INFORMATION AND ASSISTANCE

- 36 City Hall and Lost & Found
- 37 Hospitality House (Gulf)
- 38 Railroad Station (2nd Floor) Ticket Information

SERVICES

- 39 Strollers and Wheelchairs
- 40 Storage Lockers
- 41 Harmony Barber Shop
- 42 Baby Center
- 43 First Aid and Lost Children

ENTERTAINMENT

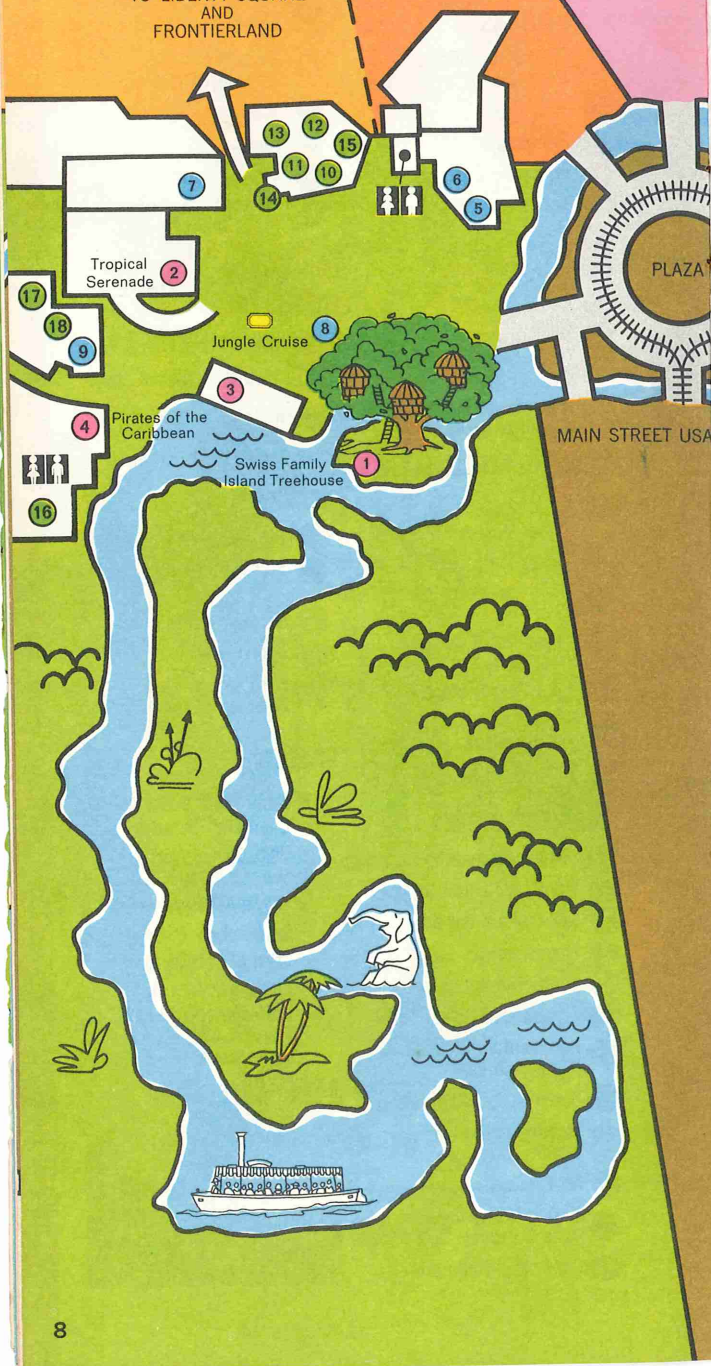
Daily Walt Disney Character Parades
Walt Disney World Marching Band
Keystone Kop Quartet
Barbershop Quartet
Crystal Palace Single
Firehouse Jazz Band
Refreshment Corner
Ragtime Piano
Main Street Banjo Duo

RESTROOMS



FANTASYLAND

TO LIBERTY SQUARE
AND
FRONTIERLAND



Adventureland

ADVENTURES AND ATTRACTIONS

- 1 Swiss Family Island Treehouse "C"
 - 2 Tropical Serenade (presented by Florida Citrus Growers) "D"
 - 3 Jungle Cruise "E"
 - 4 Pirates of the Caribbean "E"
- ### FOOD AND REFRESHMENTS
- 5 Adventureland Veranda
 - 6 Veranda Juice Bar
 - 7 Sunshine Tree Terrace (Florida Citrus Growers)
 - 8 The Oasis
 - 9 El Pirata Y El Perico

SHOPS AND STORES

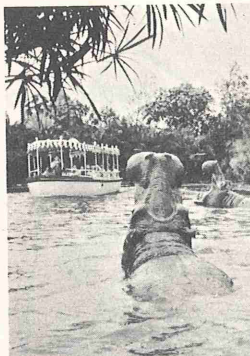
- 10 Tropic Toppers — Hats & Bags
- 11 Oriental Imports, Ltd.
- 12 The Magic Carpet
- 13 Tiki Tropic Shop
- 14 Traders of Timbuktu
- 15 Colonel Hathi's
- 16 House of Treasure
- 17 The Golden Galleon
- 18 La Princesa de Cristal

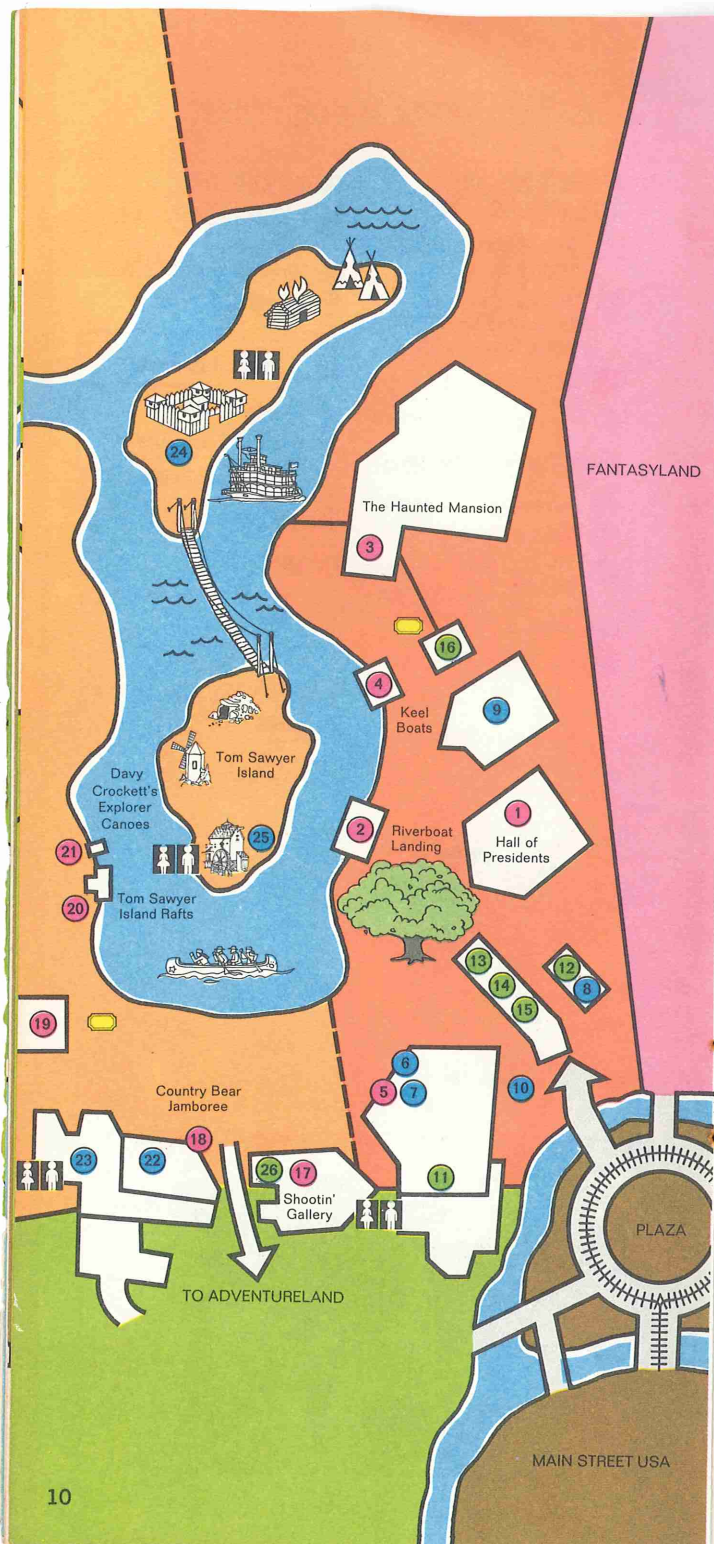
ENTERTAINMENT

Adventureland Steel
Drum Band
Safari Band

 **TICKETS AND
INFORMATION**

 **RESTROOMS**





Liberty Square

ADVENTURES AND ATTRACTIONS

- ① The Hall of Presidents "E"
- ② Liberty Square Riverboats "D"
- ③ The Haunted Mansion "E"
- ④ Mike Fink Keel Boats "B"
- ⑤ Diamond Horseshoe Revue

FOOD AND REFRESHMENTS

- ⑥ Liberty Tree Tavern
- ⑦ The Diamond Horseshoe
- ⑧ Sleepy Hollow Refreshments
- ⑨ Columbia Harbour House
- ⑩ Fife and Drum Refreshments

SHOPS AND STORES

- ⑪ Tricornered Hat Shoppe
- ⑫ Heritage House
- ⑬ Silversmith
- ⑭ Olde World Antiques
- ⑮ Mlle. Lafayette's Parfumerie
- ⑯ The Yankee Trader Gourmet Culinary Aids

ENTERTAINMENT

Liberty Square Fife and Drum Corps

TICKETS AND INFORMATION

Frontierland

ADVENTURES AND ATTRACTIONS

- ⑰ Frontierland Shootin' Gallery "B"
- ⑱ Country Bear Jamboree (presented by Pepsi-Cola, Frito-Lay) "E"
- ⑲ Walt Disney World Railroad "D"
- ⑳ Tom Sawyer Island Rafts (closes at dusk) "D"
- ㉑ Davy Crockett's Explorer Canoes (summer only) (closes at dusk) "C"

FOOD AND REFRESHMENTS

- ㉒ The Mile Long Bar (Pepsi-Cola, Frito-Lay)
- ㉓ Pecos Bill's Cafe (Pepsi-Cola, Frito-Lay)
- ㉔ Fort Sam Clemens
- ㉕ Aunt Polly's

SHOPS AND STORES

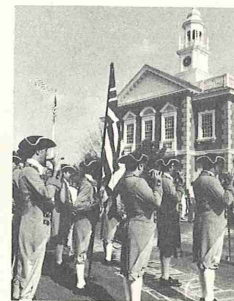
- ㉖ Frontier Trading Post

ENTERTAINMENT

Sandy Valley Boys

TICKETS AND INFORMATION

RESTROOMS



Fantasyland

ADVENTURES AND ATTRACTIONS

- 1 Cinderella's Golden Carousel "A"
- 2 It's A Small World "E"
- 3 Skyway to Tomorrowland "D" (one way)
- 4 Peter Pan's Flight "C"
- 5 The Mickey Mouse Revue "D"
- 6 Dumbo, the Flying Elephant "B"
- 7 Snow White's Adventures "C"
- 8 Mr. Toad's Wild Ride "C"
- 9 20,000 Leagues Under the Sea Submarine Voyage "E"
- 10 Mad Tea Party "B"

FOOD AND REFRESHMENTS

- 11 King Stefan's Banquet Hall
- 12 Troubadour Tavern (Welch's)
- 13 Pinocchio Village Haus
- 14 Tournament Tent
- 15 The Round Table (Borden)
- 16 Lancer's Inn

SHOPS AND STORES

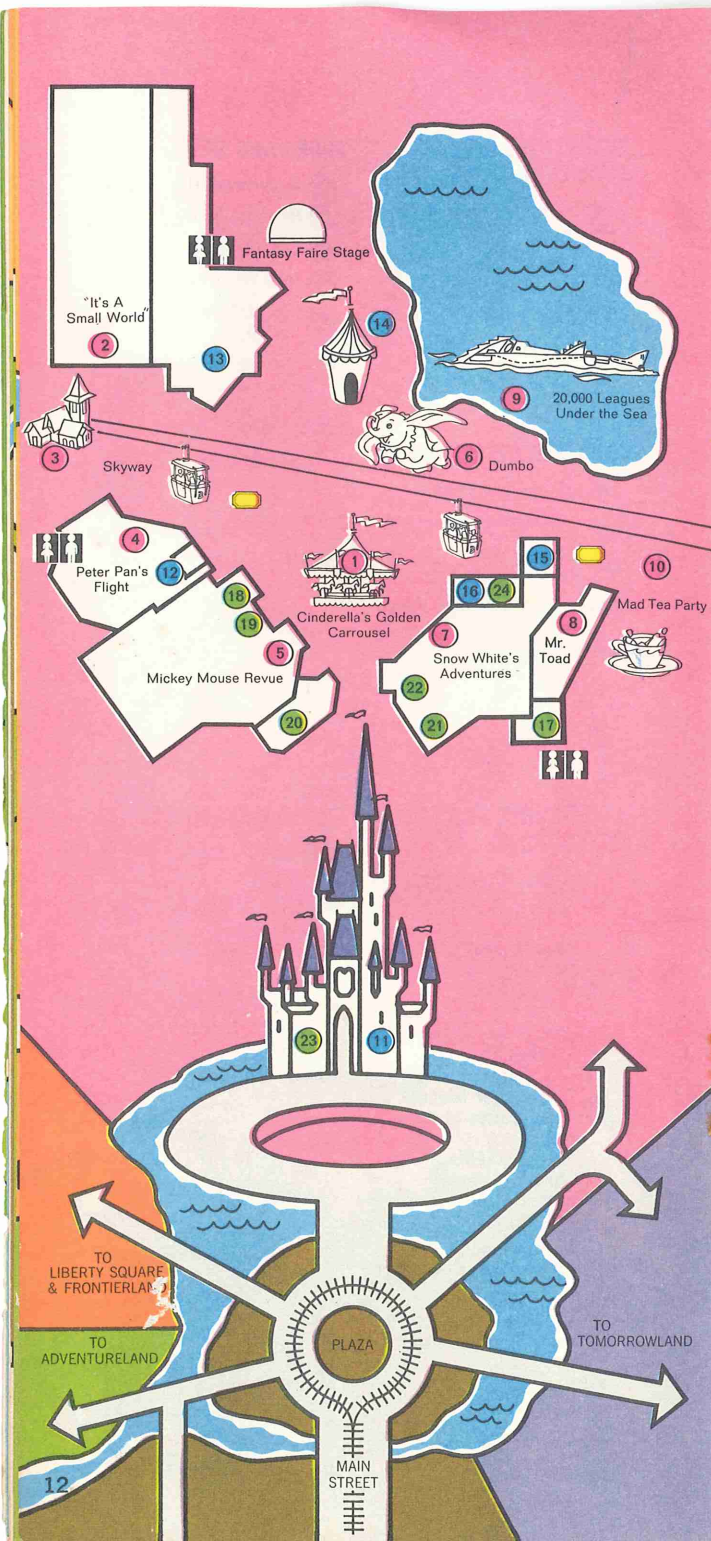
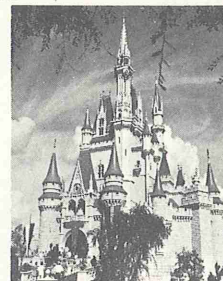
- 17 Fantasyland Art Festival
- 18 Castle Camera Shop
- 19 The Mad Hatter
- 20 Tinkerbell Toy Shop
- 21 Merlin's Magic Shop
- 22 The AristoCats Gift Shop
- 23 The King's Gallery
- 24 The Royal Candy Shoppe

ENTERTAINMENT

- The Pearly Band
Walt Disney Character Shows
The Polka Band
Upson Downs Band

TICKETS AND INFORMATION

RESTROOMS



Tomorrowland

ADVENTURES AND ATTRACTIONS

- ① Grand Prix Raceway
(presented by Goodyear) "D"
- ② Flight to the Moon "C"
- ③ Skyway to Fantasyland
"D" (one way)
- ④ Circle-Vision 360
"Magic Carpet 'Round
the World" (presented
by Monsanto) Free
- ⑤ "If You Had Wings"
(presented by
Eastern Airlines) Free

FOOD AND REFRESHMENTS

- ⑥ Tomorrowland Terrace
(Coca-Cola)
- ⑦ The Lunching Pad

SHOPS AND STORES

- ⑧ Mickey's Mart
- ⑨ The Space Port
- ⑩ Skyway Station Shop

ENTERTAINMENT

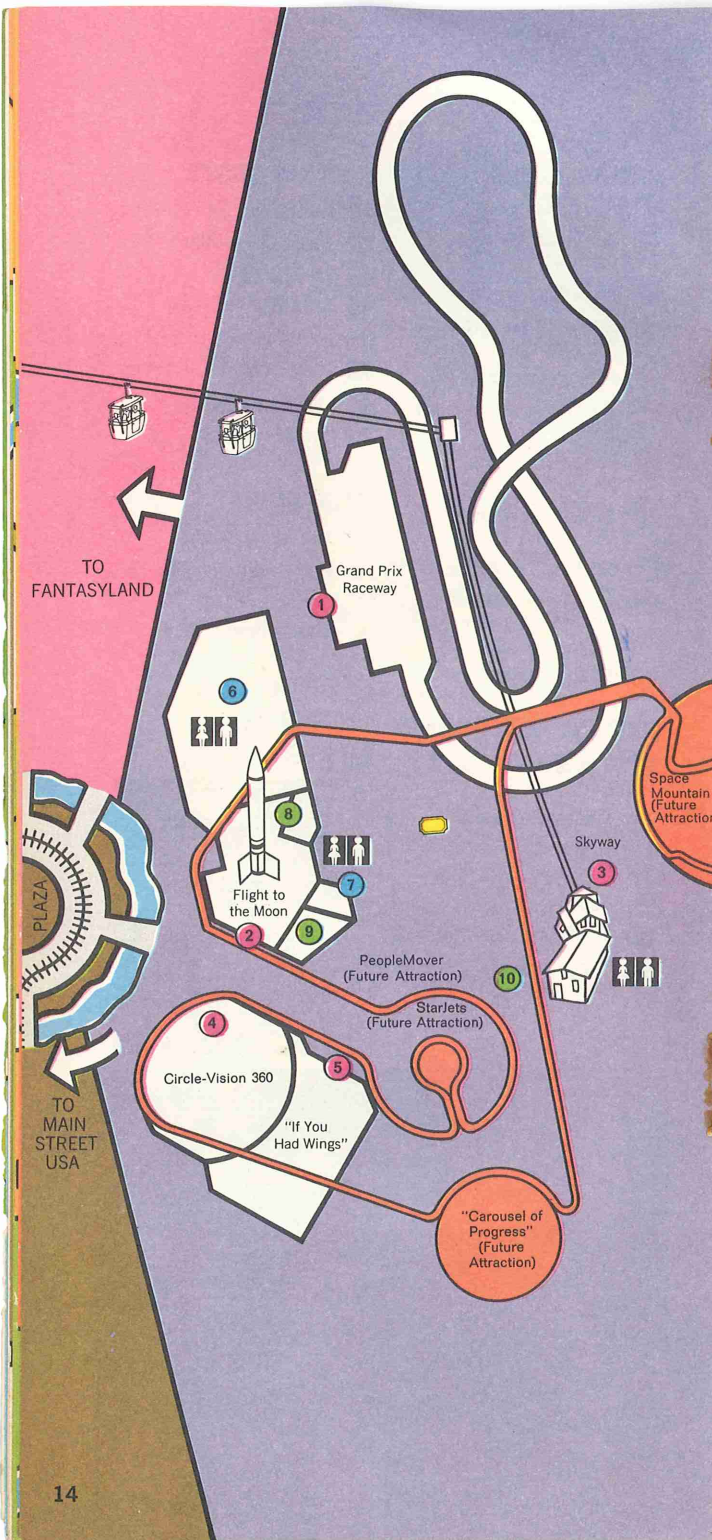
Tomorrowland Terrace
Rock Band

FUTURE ATTRACTIONS


- Carousel of Progress
- PeopleMover
- Space Mountain
- StarJets

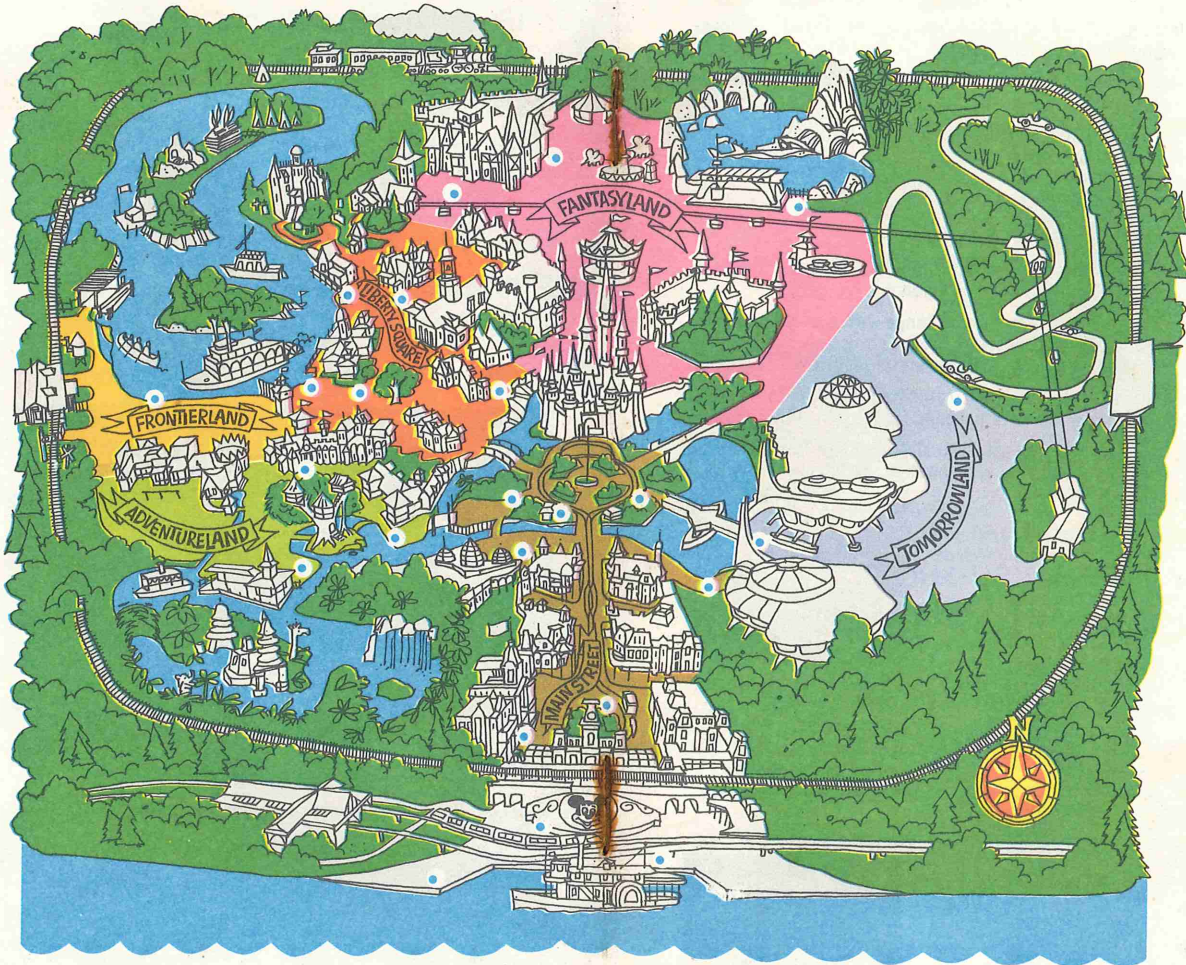
TICKETS AND INFORMATION

RESTROOMS



THE GAF PHOTO TRAIL

Follow the GAF Photo Trail for outstanding scenic pictures in the Magic Kingdom. The picture spots on the map have been carefully researched and selected as the best locations for taking memorable pictures. Each spot  has been marked by a Photo Trail sign providing useful information for colorful and exciting movies and still pictures. Photo Trail spots have also been located at the hotels and other scenic areas around Walt Disney World. Watch for the blue picture spot signs.



TAKING WALT DISNEY WORLD HOME WITH YOU IN PICTURES

You'll quickly see that Walt Disney World is a photographer's paradise... not just for the professional but **anyone** with a camera. The photo tips on the next few pages will assist you in bringing Walt Disney World and the rest of your vacation "back home with you" in pictures. If you need any further advice or assistance, a staff of photo experts is ready to assist you at the GAF Camera Center, Main Street, U.S.A.

Happy picture-taking from GAF — The Great American Film®

GAF Photo Tips

I. BEFORE YOU START SHOOTING CHECK YOUR EQUIPMENT

CAMERA:

Is it clean? Check for dirt & old film particles inside... finger prints, water marks on lens outside.

Functioning properly? Check film advance, shutter, other mechanical features.

Batteries fresh? Keep an extra set handy. Clean contact points with rough cloth or eraser.

FILM:

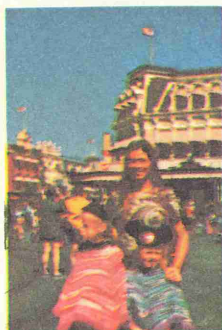
Check the size. Do you want color or black & white? Prints or slides? Indoor film (tungsten) or outdoor?

Is film fresh? Film characteristics change with age and heat. Use before expiration date. **Important:** Never store film in a hot area such as a car trunk, glove compartment, or in direct sunlight.

Do you have enough? Don't get caught short of film when that "once in a lifetime" picture happens.

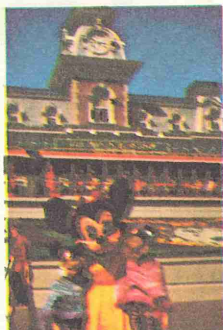
Film in camera? Some people actually forget to load up. When you **do** load your camera, stay away from intense sunlight if possible.

II. WHILE YOU SHOOT...KEEP THESE THINGS IN MIND:



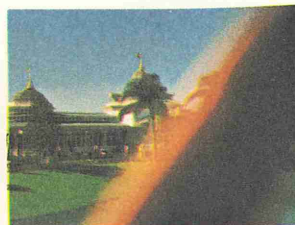
Hold that camera steady!

Camera movement ruins more pictures than any other single factor. The slower your shutter speed, the steadier the camera must be.



Watch the focus.

If your camera has a non-adjustable lens, stay at least four feet from your subject or it will appear fuzzy... "out of focus."



Don't block the lens.

Lens caps, thumbs, camera cases, and other objects spoil a surprising number of pictures.

III. COMPOSE THOSE PICTURES!

Outstanding pictures don't just happen... they are planned. Good composition is neither difficult nor time-consuming. It is fun, though, and it will improve your pictures dramatically.

Let the surroundings tell a story



The first picture could have been shot anywhere including the backyard at home. The second picture, taken in the same area, captures the old-fashioned atmosphere of Main Street, U.S.A.

Watch for unwanted objects

Avoid distracting objects such as trash cans and keep background objects such as trees



from "growing" out of people's heads. Also avoid "cutting the subject in two" with your picture frame.



Distance
to subject

Bringing the family closer to the camera makes them recognizable yet retains the entire castle in the background.



Action shots
better
than posed



The thrill of the "Mad Tea Party" and the couple's reaction is a far more exciting picture than a stiff, posed scene.

Some pictures
don't need
the family



Family pictures are important but a few go a long way. The same picture without the family clearly shows the submarine they just cruised on... better for storytelling back home.

Extra pointers for movie fans

Pan Slowly. Panning... moving your camera across a large area to show its entirety... is the biggest problem in home movies. Avoid a continuous blur by panning slowly... or avoid panning unless it's necessary.

Zoom Sparingly. Using a zoom lens on every shot will give you a "seasick" audience. A few zooms per roll are plenty. **NEVER ZOOM AND PAN AT THE SAME TIME!**

Wind motor after each scene. This way you'll never "run out of gas" in the middle of exciting action. If your camera has an electric drive, use fresh batteries.

Vary scene length. It will give your show a change of pace.

Important!... Don't try to film the entire Jungle Cruise, for example, on a few seconds of film. Remember that a minimum of **five full seconds** is normally required for any movie scene to be enjoyed and understood.

An Important Word About Flashbulbs

Flashbulbs are **prohibited** in most indoor attractions in the Magic Kingdom. The Haunted Mansion, Hall of Presidents, Mickey Mouse Revue, Country Bear Jamboree, and other dimly lit shows are virtually impossible to shoot with flash equipment.

Don't try to illuminate large subjects or anything further than 12 feet away. Large or distant objects at night must be shot with time exposure. A flash picture of the Cinderella Castle would require more than **100,000 flashbulbs!**

Do follow the instructions of your flash equipment to the letter. It will save you time, money, and countless bad pictures.

IV. WHEN YOU GET BACK HOME:

Develop your film immediately. Remember that film characteristics change with age. The sooner you process the pictures, the sooner you will enjoy them, and the better they will be.

Organize your "show." Both slides and movies should be arranged according to subject... Adventureland, Fantasyland, Polynesian Village Hotel, etc. For example, even if you visited Adventureland several different times during a week's vacation, keep the pictures together. Your "show" will be much more understandable.

Avoid repetition. Fifteen different shots of the Cinderella Castle are fine for a "castle picture collection," but pick out only the cream of the crop for your show. The same goes for family pictures. Include several to show that you were "really there," but save the majority for the family album.

The Magic Kingdom

Dining

MAIN STREET

Town Square Cafe — Breakfast, luncheon, dinner in a Victorian setting. Waitress service. (Oscar Mayer)
Main Street Bakery — Coffee shop, Sara Lee pastries, cake decorating.
Plaza Ice Cream Parlor — Sandwiches, entrees, sodas, fancy sundaes, and Borden ice cream cones. Waitress service.
Refreshment Corner — Hot dogs, Coca-Cola and sugar-free soft drinks.
Crystal Palace Restaurant — Breakfast, luncheon, dinner, exotic salads, buffet a la carte.
The Station Break — Snacks and soft drinks.
Plaza Pavilion — Hamburgers, hot dogs, soft drinks.

ADVENTURELAND

Adventureland Veranda — Fried chicken, hot sandwiches and soft drinks in a Polynesian setting.
Veranda Juice Bar — Tropical punch and snacks.
Sunshine Tree Terrace — Florida citrus specialties and juices. (Florida Citrus Growers).
The Oasis — Snacks and soft drinks.
El Pirata Y El Perico — Snacks and juices.

FRONTIERLAND

Mill Long Bar — Pepsi-Cola and Frito-Lay snack items.
Pecos Bill's Cafe — Hamburgers, hot dogs, french fries, Pepsi-Cola and Frito-Lay snacks.
Aunt Polly's (Tom Sawyer Island) — Snacks and soft drinks.
Fort Sam Clemens (Tom Sawyer Island) — Soft drinks.

LIBERTY SQUARE

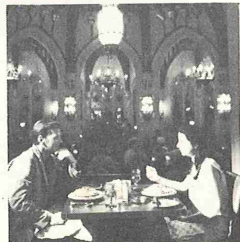
Liberty Tree Tavern — Waitress service, chopped steak, chicken, seafood, salads.
Sleepy Hollow Refreshments — Snacks and specialty punch.
The Diamond Horseshoe — Sandwiches, soft drinks.
Columbia Harbour House — Fried chicken, fish and shrimp specialties.
The Fife and Drum — Snacks and soft drinks.

FANTASYLAND

King Stefan's Banquet Hall — Waitress service, beef entrees, fried chicken, fish and salads.
Troubadour Tavern — Welch's grape juice and juice bars.
The Round Table — Borden ice cream, beverages.
Tournament Tent — Snacks, beverages.
Pinocchio Village Haus — Hamburgers, hot dogs, beverages.
Lancer's Inn — Hot dogs and soft drinks.

TOMORROWLAND

Tomorrowland Terrace — Hamburgers, hot dogs, sandwiches, Coca-Cola and sugar-free soft drinks.
The Lunching Pad — Snacks, ice cream, assorted beverages.
 For additional dining in Walt Disney World, consult listings for the Contemporary Resort, Polynesian Village, Golf Resort, and Fort Wilderness Campground Resort.



Shops and Stores

MAIN STREET

The Chapeau — Gentlemen's and ladies' hats, monogramming.
GAF Camera Center — Film, cameras, photo supplies, slides and information. Camera rental.
Main Street Confectionery — Chocolates, nuts, candymaking (peanut brittle).
Uptown Jewelers — Fine costume jewelry.
Crystal Arts — Glass cutting and blowing, engraving.
Main Street Market House — Smucker's jams, jellies, Dixie Crystals products.
The Shadow Box — Silhouettes created and framed while you wait.
Tobacconist — Fine cigars, cigarettes, pipes, accessories.
House of Magic — Magic tricks, monster masks, puzzles, magic shows.
Card Shop — Hallmark cards, stationery, party items.
Emporium — Souvenirs, toys, personal/decorative gifts, books and records.
The Greenhouse — Flowers, bouquets, corsages, gift wrapping.
New Century Clock Shop — Elgin watches, clocks.
Disney & Co. — Favorite Disney souvenirs.
Wonderland of Wax — Candlemaking, wax creations, candles and holders.
The Cup'n Saucer — Fine china, decorative gifts.
Art Festival — Color portraits while you wait.
Strollers/Wheelchairs — Rental of strollers and wheelchairs. Disney souvenirs.
Newsstand — Souvenirs, character merchandise.

ADVENTURELAND

Colonel Hathi's — Polynesian decorative gifts.
Tiki Tropic Shop — Hawaiian apparel.
The Magic Carpet — Mid-East imports, jewelry, brassware.
Oriental Imports, Ltd. — Far East imports, jewelry.
Traders of Timbuktu — African imports, apparel.
Tropic Toppers — Custom-decorated hats.
The Golden Galleon — Elegant nautical and Spanish gifts.
House of Treasure — Pirate souvenirs and novelties.
La Princesa de Cristal — Glass cutting, blowing, engraving.

FRONTIERLAND

Frontier Trading Post — Western, Indian and Mexican gifts, leather goods.

LIBERTY SQUARE

Silversmith — Jewelry and decorative gifts created in silver.
Olde World Antiques — One-of-a-kind antiques, authentic reproductions.
Mill, LaFayette's Parfumerie — Custom-blended and famous brand perfumes.
Heritage House — Early American gifts, historical mementos.
Tricorned Hat Shoppe — Theme and character hats.
Yankee Trader Gourmet Culinary Aids — Unusual cooking and serving accessories.

FANTASYLAND

The Mad Hatter — Theme and character hats, monogramming.
Tinkerbell Toy Shop — Children's toys and games.
Merlin's Magic Shop — Magic tricks, monster masks, puzzles, books, magic shows.
The AristoCats — Gifts, toys and souvenirs.
Fantasyland Art Festival — Caricatures, color portraits while you wait.
Castle Camera Shop — GAF film, slides, information.
The King's Gallery — European imported clocks, chess sets, decorative gifts.
The Royal Candy Shoppe — "Snacking" good hard candies.

TOMORROWLAND

Mickey's Mart — Disney souvenirs. Coppertone Sun-Care products.
The Space Port — Contemporary decorative gifts.
Skyway Station Shop — Disney favorites, souvenirs.
 For additional shops and stores in Walt Disney World, consult listings for the Contemporary Resort, the Polynesian Village, Fort Wilderness Campground Resort and the Walt Disney World Golf Resort.

Staying in the Vacation Kingdom

Overnight guests in Walt Disney World have many exciting and distinctly different accommodation locations to choose from. Along the Seven Seas Lagoon, the leisure-life of the Pacific Islands is captured at the **Polynesian Village**. Golfing families are accorded fine tee-side accommodations with fairway views at the neighboring **Golf Resort Hotel**.

On the western shore of nearby Bay Lake, an ultra-modern vacation resort atmosphere prevails at the **Contemporary Resort**. And across scenic Bay Lake, the **Fort Wilderness Campground Resort** lies amidst tall forests of pine and cypress.

Lake Buena Vista, the First Community in Walt Disney World, also offers a variety of family accommodations from the luxurious townhouse living of **Vacation Villas** to the family fun atmosphere of the four **Motor Inn Plaza hotels**.

Reservations for accommodations at any of the above locations are necessary. Phone (305) 824-8000 or write: Walt Disney World Central Reservations, P. O. Box 78, Lake Buena Vista, Florida 32830.

Polynesian Village

The Polynesian Village is Walt Disney World's "tropic island resort," located along the palm-lined shore of the Seven Seas Lagoon. 500 guest rooms, including suites, are set in eight native "Longhouses" connected by winding pathways through tropical gardens. On adjacent Papeete Bay, a wide variety of water recreation is available, including scenic cruises on authentic native outrigger canoes.

Dining

Papeete Bay Verandah — Breakfast, luncheon buffets. Dinner entertainment. Reservations suggested.

Coral Isle Coffee Shop — Breakfast, luncheon, dinner.

South Seas Dining Room — Evening roast beef buffet, Polynesian specialties.

Polynesian Luau — Nightly Luau in the exotic Luau Cove. Fun, feast and a show. Reservations necessary. Casual dress.

Barefoot Snack Bar — Hamburgers, hot dogs, soft drinks.

Relaxing

Tambu Lounge — Exotic Polynesian drinks overlooking Papeete Bay.

Captain Cook's Hideaway — Intimate island atmosphere, live entertainment.

Barefoot Bar — Cocktails served poolside.

Shops and Stores

News from Civilization — Magazines, newspapers, souvenirs, tobacco.

Village Gifts & Sundries — Sundries, souvenirs, decorative gifts, FTD florist.

TraderJack's Grog Hut — Liquor and gourmet items.

Robinson Crusoe, Esq. — Quality men's apparel and accessories.

Polynesian Princess — Quality women's apparel and colorful tropical accessories.

Alii Nui — Men's hairstyling, haircuts, shaves.

Pretty Wahine Beauty Salon — Ladies' hairstyling, wig setting, manicures.

Entertainment

Papeete Bay Verandah — Colorful Polynesian atmosphere entertainment.

Captain Cook's Hideaway — Intimate lounge with live musical entertainment.

Tambu Lounge — Piano favorites in a Polynesian setting.

Polynesian Luau — Nightly. Reservations necessary. Phone 824-2000.

Moonlight Cruises aboard colorful sidewheel steamers depart the Polynesian Village Marina for a full evening of fun afloat. Cocktails and soft drinks are sold on board.

Recreation

Swimming, water skiing, recreational watercraft, volleyball, children's playground.

Special Services

Mouseketeer's Village Clubhouse — Child care center.

Travel/Tour Desk — Complete 'round the world airline and travel service. Eastern, Greyhound and Hertz are featured.

Guest Services Desk — Tickets and reservations for numerous Vacation Kingdom activities.



Contemporary Resort

The exciting Contemporary Resort is located along the shores of beautiful Bay Lake. 1,047 guest rooms are set in three separate buildings: The Towers, Contemporary North and Contemporary South. Sleek monorail trains run right through the Grand Canyon Concourse connecting the Contemporary Resort with the Magic Kingdom and other major areas in Walt Disney World. Complete facilities for conventions, exhibits, meetings and banquets are available.

Dining

Top of the World — Breakfast and luncheon buffets. Evening dinner-dancing with live entertainment. Reservations suggested. Coats for gentlemen, please.

Pueblo Room — Breakfast, luncheon and steak dinner specialties. Waitress service.

Terrace Buffet — Breakfast, luncheon and dinner buffets.

Terrace Cafe — Dinner buffets.

The Outer Rim — Prime rib dinner. Waitress service.

Gulf Coast Room — Evening dining in gracious surroundings. Reservations suggested. Coats for gentlemen, please.

The Dock Inn — Light snacks, sandwiches and soft drinks.

Fiesta Fun Center Snack Bar — Breakfast, lunch and dinner snacks.

Relaxing

Top of the World — Panorama of the entire Vacation Kingdom.

Monorail Club Car — Intimate atmosphere overlooking Bay Lake.

The Sand Bar — Poolside refreshments on the Marina Pavilion.

Shops and Stores

The Contemporary Man — Quality men's apparel, formal rentals.

The Contemporary Woman — Quality women's apparel and accessories.

Plaza Gifts & Sundries — Sundries, souvenirs, gifts, FTD florist.

Kingdom Jewels, Ltd. — Fine jewelry for men and women, decorative gifts.

The Fantasia Shop — Toys, games, children's apparel, records.

The Spirit World — Liquor, gourmet items, periodicals, newspapers.

The Captain's Chair — Men's hairstyling, haircuts, shaves.

The American Beauty Shoppe — Ladies' hairstyling, wig setting, manicures.

Bay 'n Beach — Sundries, beach accessories, souvenirs.

Entertainment

Top of the World — Dinner shows, featuring top-name talent.

Grand Canyon Terrace — Strolling musicians.

Moonlight Cruises aboard colorful sidewheel steamers depart the Contemporary Resort Marina for a full evening of fun afloat. Cocktails and soft drinks are sold on board.

Walt Disney Feature Films — Popular feature films shown nightly in the Fiesta Fun Center.

Recreation

Racquet Club — Four lighted tennis courts. Adult and children's tournaments, lessons, clinics. Pro Shop has tennis equipment, apparel, rental rackets.

The Olympiad — Men's and women's health spa, gym, sauna.

Fiesta Fun Center — Family game and activity room.

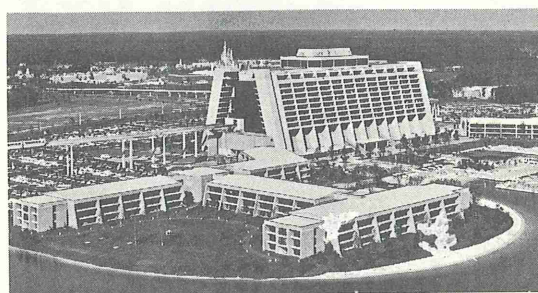
Marina Activities — Swimming, water skiing, recreational watercraft, volleyball, shuffleboard, badminton, children's playground.

Special Services

Mouseketeer's Clubhouse — Child care center.

Travel/Tour Desk — Complete 'round the world airline and travel service. Eastern, Greyhound and Hertz are featured.

Guest Services Desk — Tickets and reservations for numerous Vacation Kingdom activities.



Fort Wilderness

The unique camping experience of natural wilderness, complete facilities and exciting Walt Disney entertainment and recreation is provided at the Fort Wilderness Campground Resort.

Each of over 700 trailer, camper, motor home and tent campsites is equipped with 110/220 volt electrical outlets, charcoal grill, water, picnic table and sanitary disposal system.

Comfort Stations provide private showers, telephones, laundry facilities, ice dispensers and restrooms. Two Trading Posts stock camping supplies, groceries and film. Completely furnished Airstream travel trailers are also available by reservation for overnight accommodations. Even travel around Fort Wilderness is exciting on the Wilderness Line, a narrow-gauge steam railway.

Dining/Entertainment

Pioneer Hall — Evening dinner shows. Breakfast and dinner buffets at the Trail's End. Sandwiches, beer and soft drinks at the Campfire Snack Bar.

Campfire Programs — Evening sing-a-longs featuring Walt Disney characters and movies.

Moonlight Cruises aboard colorful sidewheel steamers depart the Fort Wilderness Marina for a full evening of fun afloat. Cocktails and soft drinks sold on board.

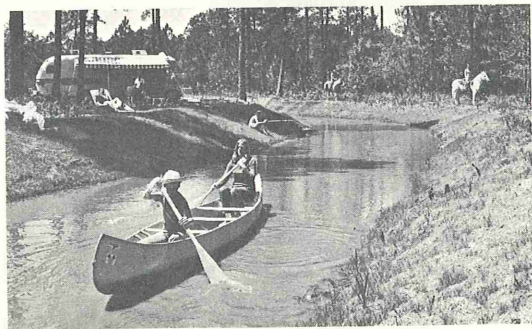
Recreation

Tri-Circle-D Ranch — Guided horseback trail rides for guests ages 9 and up (reservations required). Daytime Petting Farm and pony ride.

Canoe Excursions — Nightly outings along moonlit creeks.

Davy Crockett's Wilderness Arcade — Pioneer Hall's indoor recreation center for the whole family.

Also — Swimming, water skiing, canoeing, sailing, recreational watercraft, nature walks, fishing, bicycling, volleyball, horseshoes, children's playground.



Golf Resort

The scenic Walt Disney World Golf Resort, home of two of the finest 18-hole championship courses, is also the golfing family's total vacation destination, complete with luxury resort-hotel accommodations.

The Golf Resort is the site of this fall's PGA-sponsored **Walt Disney World Golf Classic: National Team Championship, Oct. 28 - Nov. 3**. To get in on this year's \$250,000 event, contact: Walt Disney World Golf Classic, Tournament Headquarters, P. O. Box 40, Lake Buena Vista, Florida 32830. (305) 824-2222.

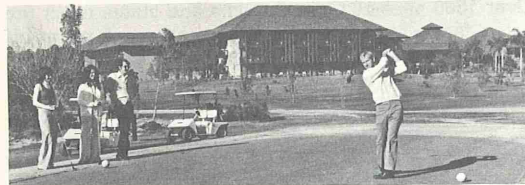
Golf Resort Hotel

This golfing family retreat features 151 rooms directly overlooking the verdant Palm and Magnolia courses. A selection of suites, plus a meeting and banquet room are available. The Golf Resort Hotel also offers shops plus a dining area and lounge.

Dining and Relaxing

The Trophy Room — Club breakfast, buffet lunch, waitress service dinner with entertainment.

The Players' Gallery — Cocktail lounge overlooking the beautiful Magnolia course and resort-hotel pool.



Shops and Stores

Gifts and Sundries — Souvenirs, newspapers, magazines, sundries, tobacco, liquor.

Pro Shop — Top-line club rental, golf/tennis equipment and apparel, swimwear, rental rackets.

Recreation

Magnolia Course — Tree-dotted landscape, playing from 6,205 to 7,222 yards with a par 72.

Palm Course — Heavily-wooded fairways highlighted by numerous lakes and ponds. Plays from 6,095 to 6,951 yards with a par 72.

Also — Putting greens, driving ranges, two lighted tennis courts, swimming pool, rental clubs and tennis rackets.

Special Services

Golf Instruction — Lessons by a PGA professional.

Guest Services Desk — Tickets and reservations for numerous Vacation Kingdom activities.

Laundry — Coin-operated laundry facilities.

Tournament Headquarters — Arrangements for private group tournaments.

Lake Buena Vista

The First Community in Walt Disney World

A community within a park . . . amid winding waterways and tall stands of forest. Such is the environment of Lake Buena Vista, a 4,000 acre recreation-oriented community for residents and vacation guests alike.

The near future holds an environment-conscious single-family home community, overlooking the existing 18-hole golf course, and a Shopping Village offering a host of unique shops, dining facilities and services for all Lake Buena Vista residents and guests.

Village Townhouses

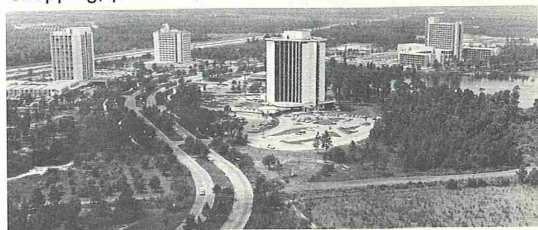
Leased or purchased, these vacation havens are ideal for family vacations as well as small business conferences. Residential Hospitality services and decorating assistance are special features.

Vacation Villas

Walt Disney World overnight guests can enjoy the luxury of townhouse living by reserving a completely furnished one or two bedroom Vacation Villa.

Motor Inn Plaza

Dutch Inn—Howard Johnson's—Royal Inn—Travelodge
Over 1500 spacious guest rooms and suites await the active family at this popular four hotel complex, just off Interstate 4 and SR 535. All four hotels feature dining, shopping, pools and other recreational activities.



Recreation/Entertainment

Buena Vista Club — 18-hole golf course. Electric golf cars, lessons. Complete Pro Shop.

Lake Buena Vista Marina — Leisurely boating and fishing set against a backdrop of tall pines.

Walt Disney Film Festival — Feature films and short subjects shown throughout the Motor Inn Plaza.

Special Services

Walt Disney Travel Co. — World-wide travel arrangements including exciting Caribbean Cruises. Call (305) 828-3232.

Buena Vista Interiors — Walt Disney design studio serving Lake Buena Vista and all of Florida.

U. S. Post Office — Complete postal service.

Shuttle Transportation — Regularly-scheduled service connects Lake Buena Vista with the entire Vacation Kingdom. (Nominal charge.)

General Information

General information about the Magic Kingdom may be obtained at City Hall, on the left side of Town Square. Reservations for Walt Disney World accommodations (when available), dining, entertainment, horseback trail rides, and golf tee-off times, may be made at the Gulf Hospitality House across Town Square from City Hall. For guests outside the Magic Kingdom, information may be obtained by calling (305) 824-4321.

BABY STATION

The Baby Station is located in the First Aid Station next to the Crystal Palace on Main Street. Facilities are provided for changing infants, preparing formulas and warming bottles. Sorry, babysitting is not available inside the Magic Kingdom.

CAMERA AND FILM SERVICE

Camera rental, service and film processing are available in the GAF Camera Center on Main Street. Film may be purchased at key locations throughout the Magic Kingdom.

CAR CARE CENTER

The Gulf Car Care Center is located at the entrance to Walt Disney World. Complete car service is available including maintenance and repair facilities and a completely automatic car wash. Guests may have their cars serviced while they visit the Magic Kingdom. Gasoline and road service are available 24 hours a day. AAA cards are accepted. Call 824-2222.

FIRST AID

Registered nurses are on duty at all times in the First Aid Station, located next to the Crystal Palace on Main Street. There is also a First Aid Station located in Fantasyland next to the "It's A Small World" attraction.

LOCKER SERVICE

Facilities for checking purchases and garments are located directly under the Main Street Railroad station.

LOST CHILDREN

Facilities for the care of lost children are maintained in the First Aid Station next to the Crystal Palace on Main Street. The hostess in charge will assist you.

LOST AND FOUND

Lost and found facilities are maintained at City Hall in Town Square. Articles may be claimed at this location any time during Magic Kingdom operating hours.

OVERNIGHT ACCOMMODATIONS

Information and reservations regarding overnight accommodations is available at the Gulf Hospitality House, Main Street. This information relates to the Walt Disney World resorts and the Lake Buena Vista Motor Inn Plaza. Reservations — phone (305) 824-8000.

PET CARE

The Kal Kan Kennel Club is located at the Transportation and Ticket Center. Walt Disney World guests may leave their pets in airy, individual enclosures for 50¢ per day. Walt Disney World resort-hotel and Fort Wilderness guests may leave their pets overnight for \$1.00. All charges include a choice of Kal Kan pet food. Sorry, but pets are not allowed in the resort-hotels, Fort Wilderness or the Magic Kingdom.

POSTAGE STAMPS AND MAIL SERVICE

Stamps are available in vending machines located throughout the Magic Kingdom near shops and stores. Mail boxes for your letters and cards are also located throughout the Magic Kingdom, with regular pick up for mailing at the Lake Buena Vista Post Office.

RESTROOMS

Restrooms are located throughout the Magic Kingdom. Consult the maps in this booklet for restroom locations. Or ask any Host or Hostess for directions.

SECURITY

In most areas of the Magic Kingdom, Walt Disney World Security can be recognized by attire "themed" to each land. For assistance, ask any host or hostess.

STROLLERS AND WHEELCHAIRS

Strollers and wheelchairs are available for your use within the Magic Kingdom. They may be obtained, on receipt of identification, for a nominal rental in the shop adjacent to the Magic Kingdom Main Entrance.

TRANSPORTATION

A variety of transportation connects the Magic Kingdom with all other points throughout Walt Disney World, including the resort-hotels and Fort Wilderness. Shuttle bus service connects Lake Buena Vista with the Transportation and Ticket Center and the resort-hotels (nominal fee charged). Commercial motor coach transportation to Orlando is also available. Inquire at the Bus Information booth located in the bus parking area, Transportation and Ticket Center, or at the Travel/Tour Desk in any Walt Disney World resort-hotel.

If you wish to leave the Magic Kingdom and return later the same day at no charge, please have your hand stamped at the Exit Gate as you leave.

TRAVEL INFORMATION

Complete travel and tour service is available at the Contemporary Resort, Polynesian Village and at the Walt Disney Travel Co. in Lake Buena Vista. Guests may make reservations aboard Eastern Airlines, the official airline of Walt Disney World, or any other airline . . . rent a Hertz car or arrange for a Greyhound bus tour to other Florida attractions. Map routing service and information is provided at the Gulf Hospitality House in the Magic Kingdom.

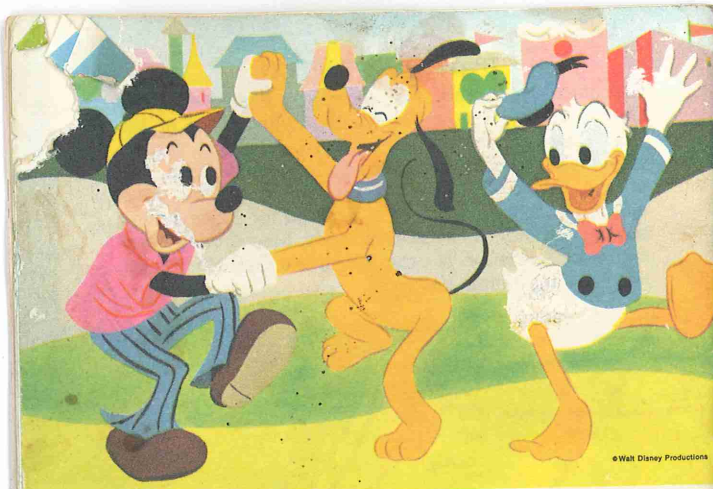


Walt Disney World ACCOMMODATIONS

- ★ Lake Buena Vista Motor Inn Plaza
- ★ Walt Disney World resort-hotels
- ★ Fort Wilderness Campground Resort

For Reservations:

Visit the Magic Kingdom's Gulf Hospitality House, Main Street. Or call (305) 824-8000.



**Bring your new
Disney friends home to meet
your old friends.**

GAF MOVIE CAMERAS



GAF COLOR FILM



GAF PANA-VUE SLIDES



GAF VIEW-MASTER



GAF SLIDE PROJECTORS



GAF POCKET CAMERAS

Keep your Walt Disney World memories fresh as today with GAF film, photo products, GAF View-Master stereoviewers and packets, and Pana-Vue slides.

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