

Disneyland[®] *and*



ALFRED



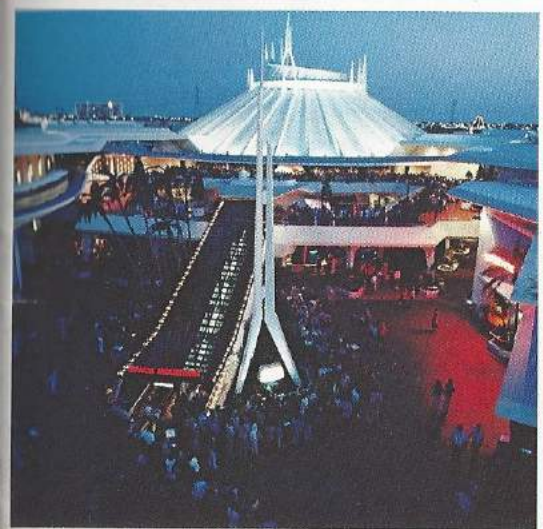
The Past Is Prologue

In this world of constant change, there is a tendency to forget what made Disneyland not just a theme park, but a World Institution.

In 1955, Walt Disney established policies which have since become Disney traditions; traditions which are still alive and preserve Walt's Dream; traditions which have made us one of the great wonders of the world.

In this book, we have reprinted the guidelines from the original 1955 Orientation handbook, "You Will Create Happiness." And with these early policies, we've included some of Walt's personal philosophies and goals for Disneyland.

Both are as alive today as they were over a quarter century ago.



Welcome to Disneyland



ALFRED

May I Personally Welcome You to Walt Disney's Disneyland.

Just as you have, I participated in the Disney University Orientation Program. In fact, it was the very first program given five months before our premiere opening, July 17, 1955.

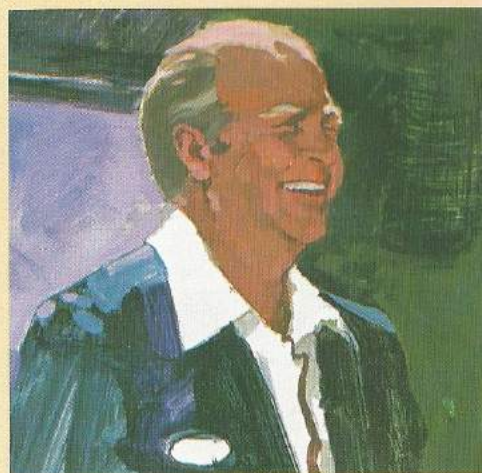
In this guide to your role as a Disneylander, we have re-emphasized the goals, philosophies and policies which were established by Walt Disney as his Disneyland Dream became reality over 25 years ago. You will quickly realize that our past is much like the present...our original goals are with us everyday.

And that is why YOU...in your role in our Cast...are so very important. It will take all of us, during our "Second Quarter Century," to preserve the Disneyland Dream as the world institution and national treasure it has become.

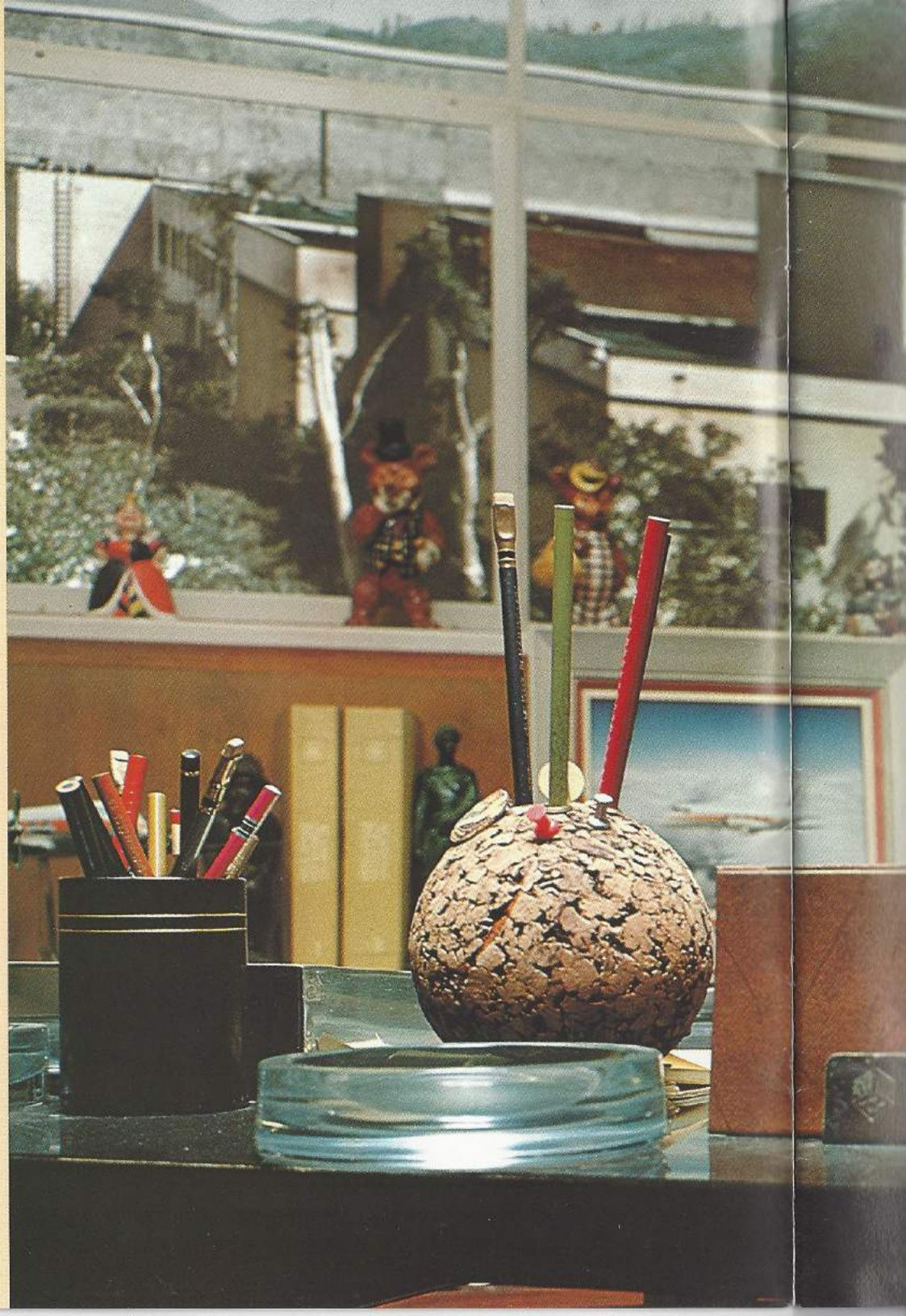
I'm glad that you are a part of our Cast. You might be assigned to an On Stage or Backstage role, you may have both difficult and rewarding experiences, you may be with us a short time or stay on as I did, for a quarter century. In any case, you are part of a team which continues a world-renowned tradition.

I'm certain that you'll find creating happiness for others in one of the world's most famous places is an exciting experience.

Welcome to the Second Quarter Century!



*Dick Nunis
President, Walt Disney Outdoor Recreation*



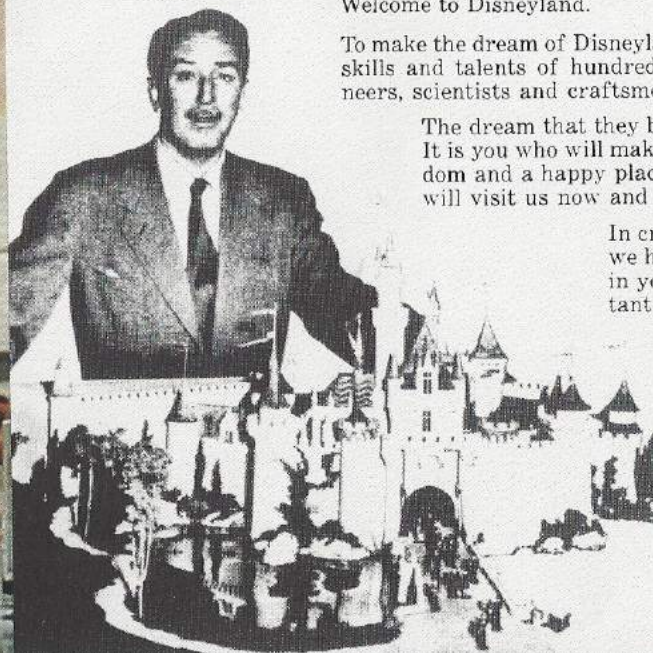
"A word from Walt..."

Welcome to Disneyland.

To make the dream of Disneyland come true took the combined skills and talents of hundreds of artisans, carpenters, engineers, scientists and craftsmen.

The dream that they built now becomes your heritage. It is you who will make Disneyland truly a magic kingdom and a happy place for the millions of guests who will visit us now and in future years.

In creating happiness for our guests, we hope that you will find happiness in your work and in being an important part of Disneyland.



WALT DISNEY

*(A reprint of the original Disneyland
Orientation Handbook of 1955)*

©1955 Walt Disney Productions

The Disneyland World Institution

Today, Disneyland is recognized as an international entertainment institution. In fact, it has been called "The Eighth Wonder of the World" and a "National Treasure."

That was not the case in 1955 when our first handbook was printed. "Almost everyone," Walt Disney remarked, "predicted that Disneyland would be a Hollywood Spectacular, a spectacular failure. But they were thinking about an amusement park, and we believed in our idea...a family park where parents and children could have fun together."

What was the special ingredient that made Walt Disney's dream come true when others thought it would fail?

That one thing was *people*. He pointed out that "you can dream, create, design and build the most wonderful place in the world, but it requires *people* to make that dream a reality."

Disneyland was a revolutionary concept. Previously our Disney entertainment

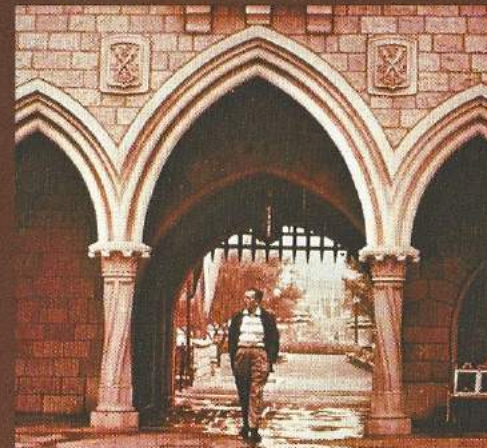
product was presented by independent theatre operators, and we had no control of either cleanliness or the courtesy of the personnel.

Now, at Disneyland our invited guests and Disneyland Cast meet together on a giant stage with the sky as a backdrop. Every Cast Member is a direct, personal representative of Walt Disney and the entire Disney organization.

Although he personally checked the design and construction of every foot of Disneyland, Walt gave particular attention to the traditions which we would live and work by. He believed that the use of first names helped establish the friendliness which has become our trademark.

Our traditions of friendliness, quality, and cleanliness are alive today, and yours to preserve and extend. We will tell you about them in this book.

You and the people of Disneyland are the ingredient which keeps the magic in our Magic Kingdom.



Walt Disney, 1955



The Disney Tradition

Aren't we lucky to play organization which is in happy hours for tion of We... a advent

Disne young at ever grow importance you should history, and

We can't story... a life tha Disney tra It all beg was born. W family m d the

Disneyland Now in Congressional Record

Disneyland now appears in the Congressional Record of the 84th Congress. In an extension of remarks dated June 27, James B. Utt, Representative of the 84th District, announced the

DREAM WORLD Governor to Dedicate Disneyland

ANAHEIM, July 1—Gov. Goodwin J. Knight and other dignitaries will forget the cares of officialdom and step back into childhood for a day on July 17 when they dedicate a make-believe community named Disneyland.

Walt Disney

THURSDAY, JULY 21, 1955 Disneyland Report! Park As Man

By GILSON WRIGHT
J-N Oxford Correspondent
Special To Journal-News
OXFORD — Your Oxford respondent had the time of his life early this week in the excitement of the opening of the new Disneyland Park. There were thousands of people here for the opening of the new Disneyland Park. There were thousands of people here for the opening of the new Disneyland Park. There were thousands of people here for the opening of the new Disneyland Park.

MEDDA HOPPER'S LOOKING AT HOLLYWOOD Friends Acclaim Disneyland 'Eighth Wonder of World'

Fighters" which will be shot in Cuba. Dana says he'll sure to the picture if he can be there by Jan. 10 as he is in the

When they come here they're coming because of an integrity that we've established over the years. And they drive hundreds of miles. I feel a responsibility to the public.

Walt Disney

DREAM COMES TRUE IN ORANGE GROVES Disneyland, Multimillion Dollar Magic Kingdom, to Open Tomorrow

It comes true tomorrow. Frontierland, Fantasyland, Tomorrowland and Main Street. They are peopled by Davy Crockett, Peter Pan, Snow White, Captain Jack, and the other characters of course.

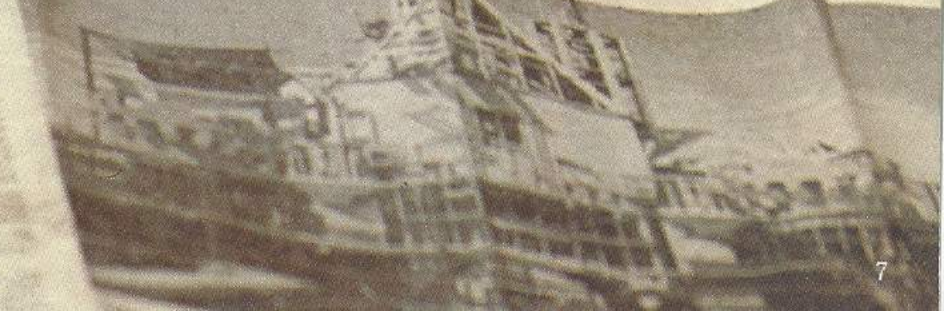
Realized World of Fantasy Land Open

JERRY HULSE... that minds of the children and hope



other characters of ageless fairy tales to life yesterday in Disneyland. Time spun backward in this once-upon-a-time setting to the difficult days of the pioneer past and exploits of the Wild Frontier. Davy Crockett in a place of a dream.

Orange Groves Yield to Disney



Your New Disney Life

At Disneyland, we operate on a first name basis. We go about our work in a business-like way, but we feel that work can be fun, and that we can all be friendly and cheerful while we are doing the things that we are assigned to do. We believe that everyone in our organization is important. We soft-pedal job titles, and we feel that one activity is just as important as another.



©1955 Walt Disney Productions



...We recruit and train every one of our personnel...They are there to help people. The visitors are our guests. It's like running a fine restaurant. Once you get the policy going, it grows.

Walt Disney

...We're a Special Community

When Disneyland opened, our summer Cast was a mere 600 Hosts and Hostesses; now it exceeds 8,500. *Then* we had 24 attractions; *now* there are more than a 100 things to see and do. *Then*, a capacity audience was 10,000; *now* we can entertain 80,000 guests a day.

There have been many changes, and there will be many more. And yet, the realities and basic principles of our Disneyland life have changed very little over the years.

The special language developed in 1955 is still used today:

- We don't have *customers*, we have *guests*.
- We are not just *employees*. We are, all of us, **DISNEYLANDERS**...Hosts and Hostesses who make our living giving happiness to our guests.
- We don't have *rides*, we think of them as *attractions*.
- We don't have *guards*, we have *Security Hosts and Hostesses*.
- We wear *costumes* not uniforms, and draw them from *Wardrobe*.
- We don't have *crowds*, we entertain an *audience*.
- And...we work *On Stage or Backstage*.

We are a unique community of people, and proud of it! We speak many different technical and show business languages. To our friends we are special people...because we work at Disneyland. They expect us to be experts on the past, present and future of Disneyland!

We work funny shifts and strange hours. Working on holidays is often an obligation for us. And yet, for 50,000 people who may come here on a holiday, it is a fantasy come true: a holiday *and* Disneyland...all on the same day!

Of course, the work we do can be tough, demanding and frustrating at times, but your life as a Disneylander remains unique because it's a great way of *finding* happiness by *creating* happiness for others.





You will create Happiness



It all adds up to this. At Disneyland each of us has the opportunity to find more personal satisfaction for ourselves by providing healthful family entertainment for others.

You will help parents and children to share pleasant times together; teachers and children to discover new vistas of understanding. The young at heart—of all ages—follow their dreams to Disneyland . . . the Magic Kingdom.

You, and all of us who work here, are the people who will make these dreams of happy hours come true.

I think what I want Disneyland to be most of all is a happy place — a place where adults and children can experience together some of the wonders of life, of adventure, and feel better because of it.

Walt Disney

...Has Become our Theme

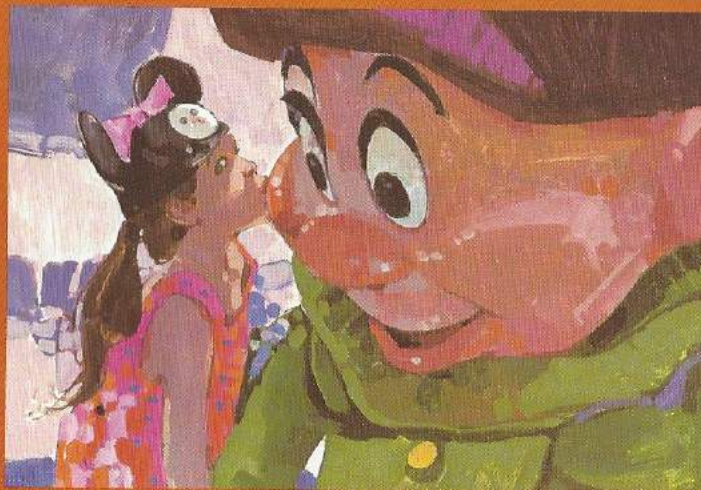
Every individual, every organization, needs a reason for being. At Disneyland, our goal is intangible, but vital: WE CREATE HAPPINESS FOR OTHERS.

Our reason for being was not and is not to park cars, sell tickets, serve food, operate attractions, sweep and clean, maintain facilities, count money...or do any of the over 400 important tasks required to produce the Disneyland Show.

We are here to create happiness.

Happiness means different things to different people. Every day in the media...or through letters...our visiting guests tell us that they found happiness here at Disneyland.

This magical product of ours is now famous around the world. It must not change in our Second Quarter Century. And, by creating happiness for others, we have the opportunity to find a true reason for being in our own lives.



Meet the King of our Magic Kingdom

The most important person in Disneyland is a guest. A guest is a person who enters Disneyland seeking entertainment. A guest may be white, black, brown or yellow...

Christian, Jew, Buddhist or Hindu...

Republican or Democrat...

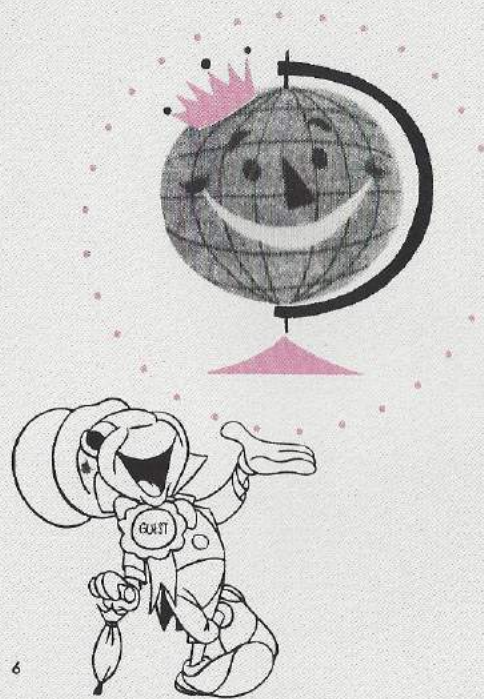
Showoff or wallflower, big shot or small...

Rich or poor, healthy or unhealthy...

But, from the moment his car turns into the Disneyland parking area until he leaves, he is a guest of Disneyland.

How we greet him, how we look, the big and little things, are all vitally important to the enjoyment of his day at Disneyland.

A Disneyland guest is to us, a King in our Magic Kingdom.



Disneyland is not just another amusement park. It's unique, and I want it kept that way.

Walt Disney

©1955 Walt Disney Productions

...Everyone's a V.I.P.

Since our opening, Disneyland has entertained dignitaries from around the world. We are the place that presidents and celebrities insist on visiting.

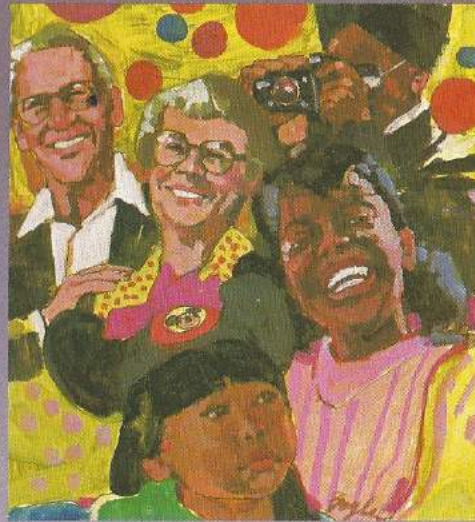
Of course, we are happy to entertain these famous people, but we consider every guest a V.I.P., a Very Important Person. We have invited them to visit us. We entertain them one at a time, with the same consistent courtesy.

All of us awake each day with certain attitudes, prejudices and problems. We are, of course, individuals and our rights to be so are part of our American philosophy. But in order to treat each guest as a V.I.P., we must leave our own prejudices and problems outside the Disneyland berm.

You'll find that 99.9% of our guests are friendly, understanding and wonderful to entertain. It is *easy* to serve the happy guest. But there are always a few problem people and these few are merely a challenge for us.

Being the perfect Host or Hostess to thousands of guests each day is exacting, professional work. Your role may require the use of many skills. But your **SKILL IN DEALING WITH PEOPLE IS THE MOST IMPORTANT ONE.**

We don't distinguish between guests. The rich and the poor, the old and the young, the dignitary and the average guest...receive our V.I.P. treatment.

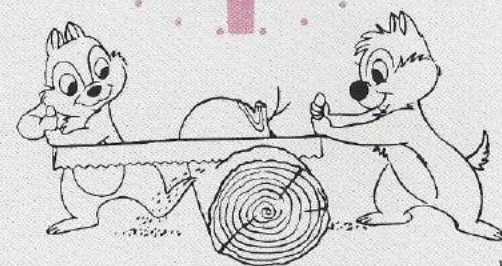
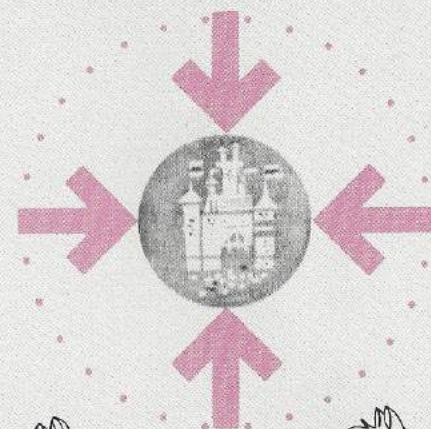




Team-work is Essential

Within the Magic Kingdom of Disneyland, we have representatives from nearly fifty of the finest organizations in the world. It is virtually impossible for our guests to know the difference between a permanent Disneyland host, a permanent part-time Disneyland host, and a representative from one of the many companies who will be located here.

In the eyes of the guest, we are all, regardless of Company affiliation, hosts and hostesses of Disneyland. This means that all of us must work together to create happy hours for our guests.



©1955 Walt Disney Productions

*Everything is a team effort
Walt Disney*

...In Producing the Disneyland Show

As Disneyland has grown in size and complexity, our teamwork has grown from a nicety to a necessity. Teamwork is everything and each of us is an essential part of the team. We speak different languages, and not just foreign tongues. The varied specialties involved in producing our Show require many technical terms and jargon.

We have a Fire Department, Security Department, "Medical Center," "Public Works" Department, Social Activities Department, a bank and City Hall...most of the services you'll find in any town! Teamwork is a fusion of energies. Two people working together can accomplish more than a dozen working independently. Disneyland is a WE organization.

Fitting It All Together

"Keeping the Show on the road" at Disneyland cannot possibly be explained through organization charts or job descriptions. It is more like assembling a complex jigsaw puzzle; if one piece is missing, the total picture is not complete.

We have well over 400 different crafts and skills represented here. We have Disneylanders who belong to over 30 different unions...people of every profession and skill. We have people who work from morning to dusk, from dusk to dawn. And each piece of this vast fantasy puzzle is an essential one.

It takes a heap of understanding and appreciation to fit the many pieces of our puzzle together, but we do it everyday! And, it's worth it! It fulfills our responsibility as the preservers of the Disneyland Dream, the most beautiful dream in the world.



Four Keys to Guest Happiness

For over a quarter century, SAFETY has been the cornerstone of our guest relations policy. Through the years we have expanded this policy to what is now known as the FOUR KEYS TO GUEST HAPPINESS, the four essential ingredients of our Show:

Safety

Our Disneyland guests become so completely involved with our world of fantasy, they often don't read signs or follow our directions. In fact, many of our guests don't understand English. As a result, it is our responsibility to provide every safety measure possible.

Courtesy

Our Disneyland key to courtesy goes much deeper than wearing a smile button. We are outgoing, friendly and sincerely helpful to our guests as well as each other.



Show

Disneyland is a spectacular Show. We practice showmanship in everything we do. Show is reflected in every attraction, on our stages, in our landscaping, even in the way we present our food and merchandise. We're SHOW people, whether we work Backstage or On Stage.

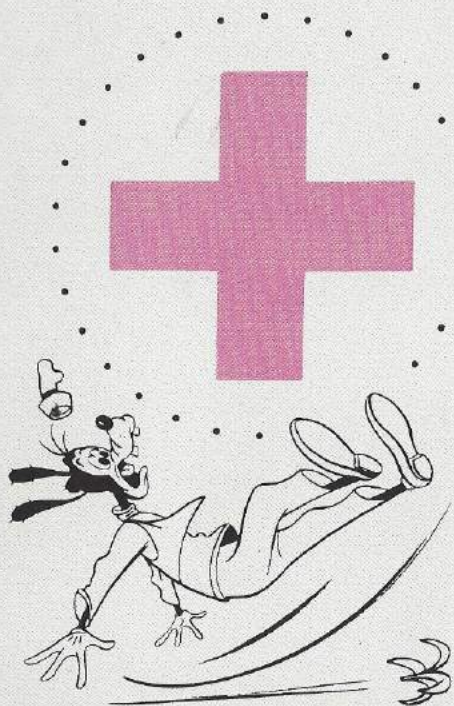
Capacity

Our guests don't come to Disneyland to *save* money. They come to have fun, to buy popcorn and souvenirs, NOT to wait in line. We never rush, push or prod, but we work together to make the most efficient use of every facility.





Safety First, Last and Always



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At times, we all will be rushed and faced with dozens of problems which are of vital, urgent importance.

But, at all times, all of us must remember that the safety, protection and security of our guests is of vital primary importance. We can never take chances, and we must prevent our guests from taking unnecessary risks which might result in their being hurt.

We also should immediately report any minor hazards which could possibly cause injury to our guests or ourselves.

©1955 Walt Disney Productions

I don't want the public to see the world they live in while they're in the Park. I want them to feel they're in another world.

Walt Disney



Portrait of a Host and Hostess

A Portrait of a host or hostess at Disneyland, is a portrait of a very special person. If you work at Disneyland, you automatically become a host or hostess for our guests from all over the world.

You were selected because we feel that you can *be yourself*, and yet accept and carry out your responsibility for creating happiness for others.

You were selected because we feel that you are the kind of a person who can pack up your troubles and prejudices... and leave them outside of the Disneyland berm when you enter the Magic Kingdom.

You were selected because we feel that you can accept Disneyland as *Your Disneyland*, where you are not just an employee... but rather a courteous, considerate host.



©1955 Walt Disney Productions

Anything that has a Disney name on it is something we feel responsible for.

Walt Disney

...A World Renowned Cast

What kind of people comprise the Disneyland Cast? We have become a happy blend of the young and old, the experienced and the inexperienced. We are totally inter-independent.

During the first quarter century we developed a kind of group personality. Of course, we have our exceptions. But fundamentally we are:

- People who *reach out* to each other in a helpful way.
- People who *respect* each other, regardless of the work we do or our work status.
- People who *find fun* in the work environment, even though we may have some rather routine jobs.
- People who have a *sense of humor*, a Disney tradition for half a century.
- People who *never* say, "It's not my job." Creating happiness is *everyone's job...and responsibility*.

It is all a question of pride, togetherness, and a feeling of belonging. You are that person behind our friendly portrait.

Try a Smile

When we entertain thousands of people every hour, it is impossible to chat with everyone. A smile becomes a form of instant communications.

We can't achieve our goal of creating happiness if we have bored or impatient Disneylanders who put a smog of gloom over an atmosphere of fun.

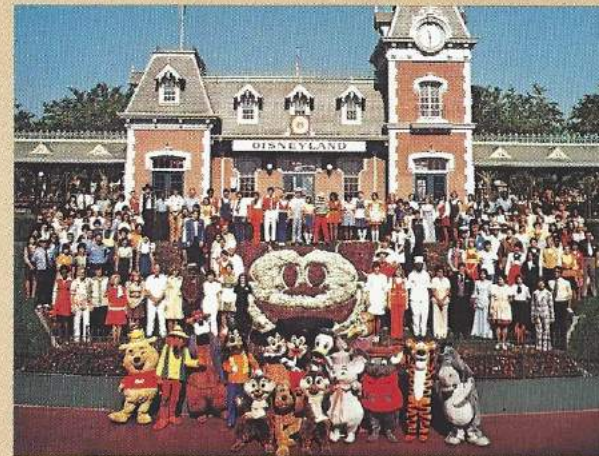
And our Disneyland smile isn't a phony, fixed "grin-and-bear-it" type of thing. It is a sincere expression of thanks to the guest who pays our wages.

A Smiling Phrase

The second technique which has made Disneyland the happiest and friendliest place on earth is the use of courtesy terms, or what we call, "smiling phrases."

Aren't you more easily persuaded to do something if you are asked with a friendly phrase such as, "Please" or "Thank you"? These are phrases which soften all dealings with others, and are basic to the Disney vocabulary.

There is an old phrase in show business. "A happy show requires a happy crew." So join us in using these two techniques: a friendly smile and a smiling phrase.





The Disneyland Look



There is an outside-in approach to the way we feel and act as hosts and hostesses. We *feel* better when we look our *best*. Here are a few simple rules of personal appearance that we all know. As a reminder . . .

Cosmetics should emphasize naturalness. Use only conservative nail polish and avoid heavily scented perfumes.

Hair should be neat and well groomed.

Hands and nails should be clean and well kept.

If you wear a costume furnished by Disneyland, it must be clean and fresh at all times.

Shoes should be shined and heels straight.

The host should have a fresh shave and a neat haircut—both essentials of good grooming.

Our Disneyland look should emphasize our natural good qualities, and our habits of neatness and cleanliness.

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©1955 Walt Disney Productions

To keep an operation like Disneyland going you have to pour it in there. It's what I call "Keeping the Show on the road." Not just new attractions, but keeping it staffed properly...you know, never letting your personnel get sloppy...never let them be unfriendly. That's been our policy all our lives. My brother and I have done that and that is what has built our organization.

Walt Disney

...More than a Costume

When Disneyland first opened, it was our policy not to hire anyone who had worked in an old-time amusement park. Those people had a reputation for being dirty and poorly groomed.

Our Disney Studio Wardrobe Specialists had created costumes which were themed for each land or attraction. And so it was, and is, essential that the Host or Hostess who wore the costume presented a neat and well-groomed appearance.

As a result, the Disneyland Look became world famous and established a trend for many other enterprises.

Preserving this image has not been easy. Hair and clothing styles have changed radically from year to year. Right now, as you read this, there is probably some new grooming trend emerging. And we all feel pressure to conform to contemporary standards.

But Disneyland is NOT contemporary. It is yesterday, tomorrow and fantasy. And our costumes and appearance must fit those themes.

Walt Disney was well aware that the overall appearance of our Hosts and Hostesses would be an essential part of the guest experience. He didn't want the ever-changing fashion and grooming trends of the outside world to affect the special atmosphere of Disneyland. And so, he established the standards for the Disneyland Look which still apply today...and have become known and respected around the world.





Disneyland Taboos

Just as every land has certain taboos, we have ours at Disneyland. A taboo is something that is never done under any circumstances. Our taboos are few, but we must all abide by them at all times.

One taboo prohibits drinking by hosts and hostesses within Disneyland, or having the odor of liquor on your breath while at work.

Smoking, drinking of coffee or other beverages, or eating while at our work station is also taboo at any time.

Loud or profane language within the hearing of guests is prohibited.

Gambling, fighting, or arguing in loud tones also ruin the magic of a Magic Kingdom and are taboo at all times.

Remember . . . these taboos apply to all of us, at all times. A taboo means there is no second chance.

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©1955 Walt Disney Productions

When I started on Disneyland, my wife used to say, "But why do you want to build an amusement park? They're so dirty." I told her that was just the point - mine wouldn't be.

Walt Disney

...Are Still Important

Through our experience with thousands of Disneylanders, we have adopted the following approach: We treat you as responsible, mature adults.

We take it for granted that you aren't going to come to work after downing a six pack of beer, or some equivalent.

We try to explain that Disneyland, as is the case with all branches of show business, is a demanding way of earning a living.

We anticipate you'll practice *self-*imposed responsibility, rather than having it imposed by *others*.

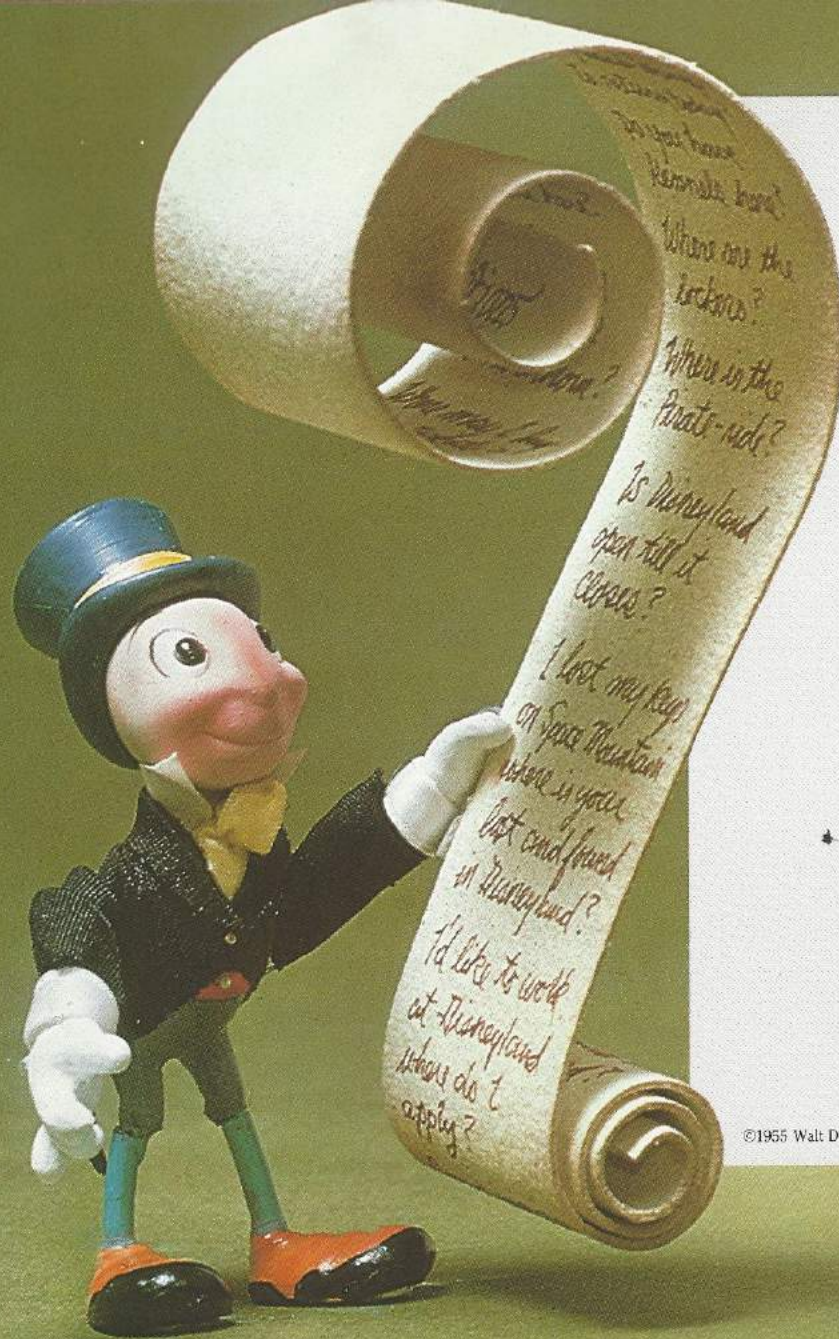
Presenteeism and punctuality are totally different from absenteeism and tardiness. Regardless of the reason, if you aren't with your working team as scheduled, you are loading down others with your responsibility.

We understand if you are truly sick...But if you have *too many* colds, or *too many* flat tires, or *too many* weddings to attend, particularly when the surf is up or the snow is down, that's NOT responsible.

Personal problems seem to confront us all. We're the kind of people who reach out and help each other. But we never take out our problems and frustrations on the Disneyland guests, or fellow Disneylanders.

Most of our Disneyland taboos have become an essential part of our Disneyland traditions.





Questions you will be Asked

A guest in Disneyland for the first time is a stranger in a new world. Things that seem obvious or unimportant to us, may be of primary importance to a stranger. Here are some questions that the new guest may have on his mind . . .

Where is the restroom?

Where is a telephone?

Where can I sit down?

What if my children get lost?

What if I lost my Mother and Daddy?

Where may I heat the Baby's bottle?

Where may I nurse the Baby?

What if I should get sick?

Always remember to treat any question as if it were the most important thing in the world . . . which it is to the person asking it.



©1955 Walt Disney Productions

*Disneyland is a show.
Walt Disney*

...Know the Answers

In 1955, we could only guess at the kind and number of questions our guests might ask. We've since discovered that the list is endless. Although, on one hand we have more repeat guests than in the past, we are much larger, and the percentage of guests who speak languages foreign to us is greater.

Knowing the right answers is not all there is to it either. A thoughtful understanding of our guests is necessary, and there are some tricks to providing answers:

- **Answering the Same Question 5,000 Times**

This may be the toughest test of self-discipline in the world. And remember that for the person with a bursting bladder, a quick answer to "Where is the restroom?" is *vital*.

You may be asked the same question countless times, but to guests it is the *first time* they have asked it. If you don't know the answer, find the person who does.

- **Why People Don't Read Signs**

One reason is that they cannot read our language. Another reason is that they are here to have fun, and aren't going to sit down and read literature. And, most of our guests enjoy the personal contact with Cast Members. Often they will ask a question just to talk to you.

- **The Use of Gentle Gestures**

We must communicate with body language and this is most important in answering questions or giving instructions.

DON'T...make aggressive gestures with your arms and hands.

DO...point, and use landmarks people can see.

Answering questions in a friendly, helpful and gracious manner is an essential part of guest courtesy and plays a key role in the total guest experience.





Disneyland • Walt Disney World • Epcot Center • Tokyo Disneyland • WED • MAPO • Vista Advertising • Walt D

*I feel there is no door which, with
the kind of talent we have in our
organization, could not be opened,
and we hope we can continue to
unlock these barriers as long as we
are leaders in pioneering new
dimensions in family entertainment.*

Walt Disney

The World-Wide Disney Team

With Disneyland's opening, we started a revolution in outdoor entertainment such as the world had never seen. And this new concept enabled our world public to meet, personally, our Disneyland people for the first time.

Through this new multi-dimensional theatre of Disneyland, our audience evolved from observers to participants. This new entertainment form began a movement toward expansion which still continues today.

Walt and Roy Disney, in their infinite imagination and foresight, looked ahead...beyond Disneyland...beyond Walt Disney World...even beyond their lifetimes. They anticipated the limitless possibilities of the Disney Organization.

Today our organization is *synergetic*. Every branch of the world-wide team draws strength from the other parts. We are an integral part of a company which is moving ahead into pioneering ventures in community development, transportation, entertainment, communications, human resources and international understanding.

On this page we show the major area of diversification in our organization. And of these, Mickey Mouse and Disneyland have become the most recognized symbols in the world.

This world-wide team continues to experiment, to learn and to grow. Our future is boundless; what we contribute today will live for generations to come.

Disney Productions • WED Transportation • Film Distribution • Merchandise • Telecommunications Non-Theatrical

And on the
Drawing Board...



*Disneyland will never be completed as long as there is
imagination left in the world.*

Walt Disney



And in 1983 - a premiere opening of a new Fantasyland.



On July 17, 1955, Walt Disney promised that Disneyland would never be completed. His promise was exemplified during our first quarter century of physical growth, and in our Disneyland techniques of creating happiness.

And now, one of the questions you will be asked by guests and friends is, "Do you have room for expansion?"

Yes, we have both the land and the creative spirit. Many projects are already on the drawing boards and in the minds of our Disney "Imagineers."

You will fast become a part of an exciting new era as we open the doors to the future.

Those of us now at Disneyland rededicate ourselves to an ever-changing future, a vital ingredient of Walt Disney's Dream.

Now that we have been recognized as a world institution, we must find new ways of developing our guest relations. It is both a challenge and an increased responsibility for all of us.

We will continue to make a job at Disneyland a professional and respected career.

If the world becomes more troubled, or merely remains as troubled as it now is, we must be *dedicated* to keeping our national treasure - our Disneyland - the friendly and happy place it is.



About the Author:



J. Cricket: Singer, actor, educator, official "conscience." Introduced the Oscar-winning song, "When You Wish Upon A Star."

Having made numerous television and motion picture appearances during his career, Jiminy currently devotes himself to research projects and serving as consultant to the Disney University.

