

# REBOUNDO BEACH



Before you eat pizza or pasta at the surfer-themed Pizza Om Mow Mow restaurant, you should build up your appetite at the beach—Reboundo Beach, to be precise. It's on the right as you approach the restaurant.



Reboundo Beach

Sorry, surfers. You can't shoot the curl at Reboundo Beach, but you can shoot hoops. Give it a try. This is a game of skill. You do have the skill, don't you?



Step right up!

Give the nice lady two dollars.

You aim. You shoot. Oops.

Now that you've had a chance to get a feel for the game, the second try should be a cinch. Hand over another two dollars.

You aim. You shoot. Oops again.

Third time's the charm, right? Pull two more singles out of your wallet.

You aim. You shoot. Score!

Don't you wish you had taken the three tries for five dollars option?



Oink and Moo

It's time to pick a prize. The pig and the cow are hanging their heads in shame. It seems that nobody wants them.



Bears with chest tattoos

You can't go wrong with a plush bear, especially one with the California Adventure logo emblazoned on his front like a chest tattoo.

Pink or green? Pick carefully. You paid six dollars for this little Fiesta Toy bear.



Nighttime

Night is a magical time at Yester California Adventure. Would you like to play Reboundo Beach again? Maybe you could win a friend for your little bear.



Time for pizza

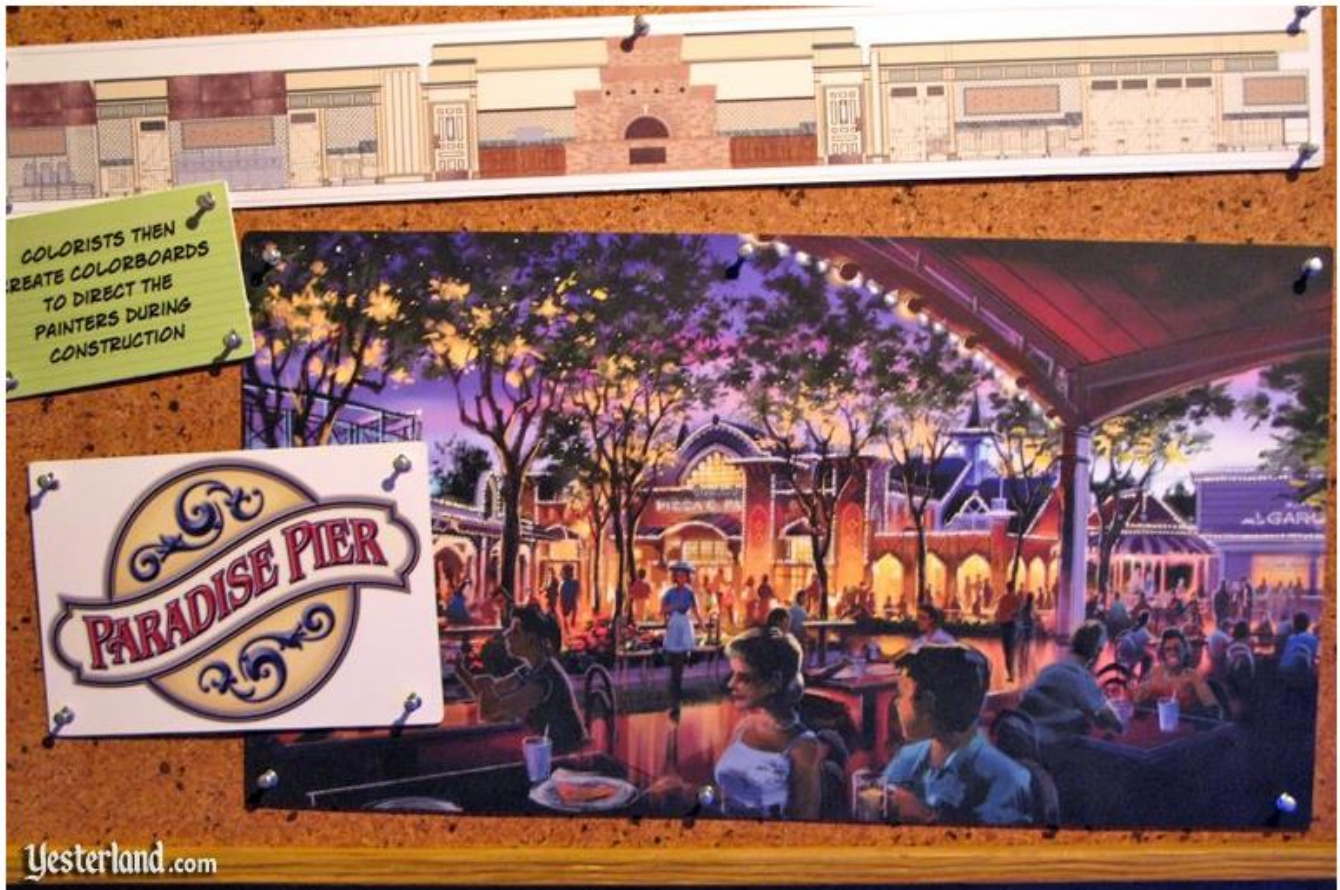
Sorry. Reboundo Beach is closed for the evening. The lights are on, but nobody's running the game. The prizes have been locked away for the night.

Spend your money on pizza instead. It might not be the best pizza in the world, but you won't have to worry about what to do with the prizes when you get home.

Reboundo Beach opened on February 8, 2001, as one of the original features of Disney's California Adventure.

The new park also offered seven other carnival games at Games of the Boardwalk in a different part of Paradise Pier. Those seven games are also gone, replaced by part of Toy Story Midway Mania! (June 2008) and four Disney-themed games at the new Games of the Boardwalk (April 2009).

Traditionally, Disney theme parks did not have "throw something and win a prize" games as permanent attractions. California Adventure was the first, but not the last. Fossil Fun Games (March 2002), five games that one might find at a roadside carnival, are part of Chester & Hester's Dino-Rama! within DinoLand U.S.A. at Disney's Animal Kingdom.



Drawings of new outdoor seating, displayed in Blue Sky Cellar (2010 photo)

Reboundo Beach lasted until September 6, 2010, when it was removed to allow construction of expanded outdoor seating for Boardwalk Pizza & Pasta (former Pizza Oom Mow Mow) and Paradise Garden Grill (former Burger Invasion).

Including Reboundo Beach, Disney's California Adventure originally had a total of eight games of skill. Now there are half that many.

## BURGER INVASION



Photo by Tony "WisebearAZ" Moore, 2001

California Adventure is the theme park about California, located in California. And what could be more Californian than feasting on a genuine McDonald's Big Mac or Double Cheeseburger?

After all, Maurice ("Mac") and Richard ("Dick") McDonald opened the first McDonald's "Speedee Service System" restaurant in 1948 in San Bernardino, California.

The park's website promises "an out-of-this-world selection of burgers, fries and drinks." Out-of-this-world, perhaps—but not out-of-the-ordinary.



Photo by Tony "WisebearAZ" Moore, 2001

Follow Route 66 to Burger Invasion.



Photo by Allen Huffman, 2001

Approaching the unusual building

Burger Invasion isn't like the McDonald's restaurants in the communities surrounding the park. This one has no Quarter Pounders or Filet-O-Fish Sandwiches. Here, a side of McDonald's Fries is \$2.79 (one size only). There's no inside seating. And this McDonald's looks like a cross between a flying saucer and a giant hamburger (with lettuce, onion, cheese, and a beef patty with portholes).



Photo by Allen Huffman, 2001

A burger or a flying saucer? Or both?

Of course, it's not called McDonald's either. It's called Burger Invasion, and you won't find another one like it anywhere else. After all, you paid a lot of money to get into the park, so you wouldn't want to see a typical McDonald's.



Photo by Chris Bales, 2008

McInvasion



Photo by Chris Bales, 2008

Food menu

Order a traditional Big Mac with Fries, a Double Cheeseburger with Fries, a Crispy Chicken sandwich with lettuce and tomato, or a meal-size Chef Salad.

Oddly, you can't get a hamburger similar to what's depicted by the building's architecture—a thick, single-patty burger with cheese, onion slices, and lettuce leaves. Go to Taste Pilots' Grill if you want that.

The Happy Meals here come with Apple Dippers, a toy, and your choice of a small bottled water or apple juice. If your child prefers a less healthy (but possibly more tasty) Happy Meal, you can request McDonald's Fries and a soda in place of the Apple Dippers and healthier beverage.





Photo by Werner Weiss, 2007

“McTreats” menu

There’s a separate window for McTreats. You can order a McFlurry dessert topped with genuine Nestlé toppings (Butterfinger or candy-coated chocolates), a Triple Thick Milkshake (chocolate, vanilla, or strawberry), or a Baked Apple Pie.



Photo by Werner Weiss, 2007

Order at an order stand



Photo by Werner Weiss, 2007

Pick up at a window

It’s usually not crowded at Burger Invasion—but that might just be due to the light attendance here at the original California Adventure.



Photo by Tony "WisebearAZ" Moore, 2001

Condiment barrel



Photo by Allen Huffman, 2001

Themed table

Get some extra ketchup and find a square, blue table decorated with Burger Invasion logos. There's not much shade. And you'd better hope it's not going to rain.



Photo by Werner Weiss, 2007

Paradise Pier billboard

Burger Invasion even has its own billboard over in the opposite corner of Paradise Pier. Actually, if you're over there, why not just eat at Malibu-Ritos or Strips, Dips 'n' Chips instead?

At least you'll get theme park food, not McDonald's food.

Burger Invasion officially opened at Disney's California Adventure on the park's opening day, February 8, 2001.



Photo by Tony "WisebearAZ" Moore, 2000

Paradise Pier construction (2000)

During the construction of California Adventure, photos showed a giant hamburger facing a pink dinosaur, with a Wild Mouse ride between them. The California Adventure Preview Center had nothing about McDonald's being part of the new park, but it seemed likely. After all, since January 1997, McDonald's Corporation and The Walt Disney Company had been looking for opportunities to benefit from a "10-year multi-divisional, multi-national relationship." Walt Disney World already had several locations selling McDonald's food.



Photo by Tony "WisebearAZ" Moore, 2000

The amazing backside of a hamburger (2000)

Less than a month before the opening of Disney's California Adventure, it became official. The hamburger-shaped restaurant would sell McDonald's food. Here's an excerpt from an article in the Los Angeles Times Orange County Edition ("McDonald's to Launch Burger Invasion at Disney Park" by E. Scott Reckard, January 16, 2001):

McDonald's Corp. confirmed Monday that it will open a restaurant at Disney's California Adventure. The fast-food chain said the food served inside the new park, opening Feb. 8, will cost less than Disney hamburgers but more than at McDonald's restaurants outside the park.

McDonald's, a major promotional partner of Walt Disney Co., said the restaurant, Burger Invasion, will be the eighth of its food outlets at Disney amusement parks in Anaheim, Florida and France. This latest one will have the broadest menu.

A Big Mac, French fries and drink at McDonald's across Harbor Boulevard from Disneyland costs \$4.50. At Burger Invasion, a Big Mac and fries without a drink will cost \$4.79. And a soda is \$2.19.

Still, McDonald's food "is a value inside the park," McDonald's spokeswoman Nancy Izquierdo said. For example, a double cheeseburger and fries cost \$4.59 at Burger Invasion, compared with \$5.79 for a cheeseburger and fries at Don the Beachcomber, a Disney restaurant at California Adventure.

The ten-year, global promotional agreement between McDonald's and Disney ended on January 1, 2007. The Golden Arches stayed around Disneyland for another 20 months, but then it was over.



Photo by Allen Huffman, 2008

After McDonald's

Burger Invasion closed on September 2, 2008, along with the two McDonald's food locations at Disneyland Park: Conestoga Fries in Frontierland and Harbour Galley in Critter Country. By the time Burger Invasion closed, the high prices for McDonald's food at Burger Invasion had increased. In 2001, a Big Mac with McDonald's Fries (without a drink) was \$4.79. In 2008, the same thing cost \$5.99. The price of a Coke went from \$2.19 to \$2.69 in the same period. That meant the equivalent of a Big Mac Value Meal was \$8.68—and that was back in 2008.

Burger Invasion never reopened, but the defunct burger restaurant lasted another two years. The Burger Invasion logo, with its Golden Arches and hamburger rocket, was replaced by a red planet. Blue panels behind the glass prevented guests from looking into the empty kitchen.

In mid-September 2010, workers set up construction walls around Burger Invasion, Pizza Oom Mow Mow, and the S.S. Trustworthy so the area could be rebuilt as a new 800-seat dining area—with a consistent, charming style replacing the previous hodgepodge.



Yesterland.com

Photo by Allen Huffman, 2008

Blue panels behind the glass



Yesterland

Photo by Werner Weiss, 2013

Paradise Garden Grill



Paradise Garden Grill menu in 2013

Photo by Werner Weiss, 2013



Lemon-Oregano Chicken Skewer with Tzatziki from Paradise Garden Grill

Photo by Werner Weiss, 2013

The former Burger Invasion became Paradise Garden Grill, originally featuring a Mediterranean menu.

## S.S. TRUSTWORTHY



Yesterland.com

Photo by Chris Bales, 2008

P.P.F.D.

P.P.F.D. is the Paradise Pier Fire Department. The department has a fire boat, the S.S. Trustworthy. Let's hope this boat isn't needed to douse a fire on the amusement pier. The boat is a wreck.



Photo by Tony "WiseBearAZ" Moore, 2001

Attraction entrance



S.S. Trustworthy or S.S. rustworthy?

Photo by Werner Weiss, 2007

S.S. rustworthy... what an odd name for a boat.

“Paradise Pier’s fire boat, the S.S. Trustworthy, ran aground awhile back and has since been rechristened the S.S. rustworthy and transformed into a hands-on playzone. Here firefighters of all ages can do all the bell-ringing, lever-pulling and wheel-turning they want—and even activate the water cannons!”

That’s the official explanation of why the boat is here, how it got its name, and why there are kids playing on its decks.



On the rocks

Photo by Allen Huffman, 2002



Damaged hull

Photo by Tony "WiseBearAZ" Moore, 2003

It appears the S.S. Trustworthy didn't just run aground. The fire boat smashed into a rocky shore. It must have been quite an impact.



Photo by Allen Huffman, 2004

Main portion of ship (upper left) and stern portion (lower right)



Photo by Tony "WiseBearAZ" Moore, 2001

Stern



In fact, the fire boat broke into two parts with a big gap between them. The main Paradise Pier walkway goes across the gap.

Over time, various instances of the initial “T” of Trustworthy broke off, faded away, or were obscured by rust stains. That’s how the S.S. Trustworthy became the S.S. Trustworthy.



Pelican roost

Photo by Werner Weiss, 2010



Seagulls on the dinghy

Photo by Tony "WiseBearAZ" Moore, 2001

The S.S. Trustworthy is even home to a pelican—a pelican with a hat. Its dinghy and buoys are home to seagulls.



Rust stains on the bow

Photo by Werner Weiss, 2010

You can't blame park management for the rust or the missing letter. These aren't maintenance issues. The rust is part of the theme. The name S.S. Trustworthy is one of the many clever names at this park—such as Maliboomer, Malibu-Ritos, and Pizza Oom Mow Mow.



Photo by Allen Huffman, 2002

Hungry?

Speaking of Pizza Oom Mow Mow, the surfers' pizza hangout is nearby. But with Golden Arches logos all over the S.S. Trustworthy, perhaps you have a craving for a Big Mac and fries instead of pizza. The good news is that Burger Invasion, hosted by McDonald's is right next to Pizza Oom Mow Mow.

But first, head up to the wheel house on the second deck. Play with the controls that turn on lights, make sounds, and operate the radar. Ring the loud bell. Telescopes provide views of Paradise Bay.



Photo by Werner Weiss, 2007

Firefighter without a face

Yikes. Why is there an invisible firefighter, wearing a uniform and pointing a fire hose?



Photo by Werner Weiss, 2007

Play firefighter.



Photo by Tony "WiseBearAZ" Moore, 2001

Kids squirting water at each other

Actually, it's one of two rigid firefighter uniforms facing each other. Two kids can squirt water at one another, with one kid behind each firefighter. The uniforms protect the kids—to a degree (they're still likely to get wet).



Photo by Werner Weiss, 2007

Young firefighter



Photo by Tony "WiseBearAZ" Moore, 2001

A chance to get wet from the blowhole of a whale

The S.S. Trustworthy is all about squirting water. After all, this is a water play area.



Photo by Tony "WiseBearAZ" Moore, 2001

### Water squirting surfboards

Pretend to surf on one of the spring-mounted surfboards next to the boat. As you rock back and forth, water squirts out. Stop for a minute and wait for an unsuspecting guest to walk in front of you. Then start "surfing" again to soak that guest's shoes and pant legs. You might not get as wet as on a real surfboard, but you probably won't stay dry.

Did you remember to bring a towel?

The S.S. Trustworthy was one of the original attractions of Disney's California Adventure when the Disneyland Resort's second gate opened February 8, 2001. Considering that The Walt Disney Company and McDonald's Corporation had a major strategic alliance at the time, it was surprising that McDonald's only sponsored such a minor attraction at the Disneyland Resort.

In a park that was criticized for having too few attractions for the young, the S.S. Trustworthy was undeniably meant for children.

In September 2008, when the McDonald's logo came off the Burger Invasion eatery, it also came off the S.S. Trustworthy. The playzone no longer had a sponsor. Otherwise, for a year, the S.S. Trustworthy remained unchanged.

Oddly, the S.S. Trustworthy disappeared in two separate pieces. In September 2009, the stern portion (which was the smaller part) was demolished. Nearby, the Orange Stinger was being transformed into the Silly Symphony Swings.



Photo by Chris Bates, 2008



Photo by Werner Weiss, 2010

With McDonald's logo (top) and without McDonald's logo (bottom)



Photo by Werner Weiss, 2010

The fire boat in its final year

For another year, the fire boat had neither a sponsor nor a stern section. Few guests noticed. The two sections had been so far apart that it was never obvious from the ground level that they were part of the same boat. The main portion of the S.S. Trustworthy disappeared in September 2010.

# MULHOLLAND MADNESS



Los Angeles is known worldwide for the freeways that carry traffic through the endless urban sprawl of the city and its suburbs. But there are also winding two-lane roads in the city's many hills and mountains.

The most famous of these is Mulholland Drive, named in honor of William D. Mulholland, the Irish-born Los Angeles Water Bureau Chief and City Engineer who brought water to the thirsty city—and who envisioned the road. Many roads climb up into the mountains, but Mulholland Drive ties them all together as it follows the ridgeline of the Hollywood Hills and Santa Monica Mountains. Today the Mulholland Scenic Parkway and Corridor stretches for 55 miles.

This ride is a tribute to Mulholland Drive. Well, in truth, the ride really only resembles Mulholland Drive in that both have many diamond-shaped yellow warning signs.



Photo by Allen Huffman, 2002

Mulholland Drive crossing the crowded Hollywood Freeway

The ride is decorated with a cartoony mural that folds in and out like a roadmap. In fact, it is a roadmap. It shows Mulholland Drive and many landmarks along its route.

(Note for younger readers: Before GPS systems and Mapquest, roadmaps were printed on large sheets of paper and then folded up.)



Photo by Allen Huffman, 2001

Coming through the roadmap

Behind the map mural, there's a Wild Mouse roller coaster. The track even tears through a roadmap at the Pacific Coast Highway.

Looks fun, eh? Let's go for a ride.



Warning! Warning!

Photo by Allen Huffman, 2003



This ride has plenty of warning signs that are just for decor. But the sign that resembles an Interstate Highway shield is real. Make sure you're at least 42 inches tall and that you don't have any of the conditions listed.



Photo by Allen Huffman, 2003

Diamond-shaped yellow warning signs

Climb into a four-passenger ride vehicle. Space is a bit tight if you're tall. But you'll be okay. It's a two-minute ride, not a cross-country flight.



Photo by Allen Huffman, 2003

Heading up the lift hill

You start by going up a lift hill. That's the traditional way that most roller coaster rides begin. When you reach the top of the lift hill, gravity takes over.



Photo by Werner Weiss, 2007

A rather sparse “show”

It doesn't look much like the real Mulholland Drive here. The decor consists primarily of the same kind of road signs that your county road department would use to warn drivers.



Photo by Allen Huffman, 2003

“Coming to the BIG SCREAM!”

In addition to the standard caution signs, there are two billboards as decor. For the first one, I hope you like puns.



Photo by Allen Huffman, 2003

Mmmm... Donuts

The second billboard, which advertises fictional Mulholland Drive-Thru Donuts, is missing a corner. It looks as if a ride vehicle failed to negotiate the sharp right turn. The car apparently left the track and damaged the billboard. The riders must have plunged to their death on the hard asphalt parking lot below.

Ha, ha, ha. It didn't really happen. It's just part of the hip and edgy theming of Yester California Adventure.



Photo by Allen Huffman, 2003

Attractions from a high vantage point



Photo by Werner Weiss, 2010

Pizza Oom Mow Mow

From up here, you get great views of other Paradise Pier landmarks, including Orange Stinger, Maliboomer, and Pizza Oom Mow Mow.



Photo by Werner Weiss, 2010

Watch for the High Patrol!

There are plenty of sharp, unbanked turns. I hope you like the person sitting next to you, because you'll be sliding into each other frequently on this ride.



Photo by Allen Huffman, 2003

Getting to the bottom of things

The views at the bottom of the ride aren't as good as at the top. Enjoy the caution signs.



Photo by Allen Huffman, 2007

All good things must come to an end.

That was fun. Now it's time to return your car.

Did you remember to fill the gas tank?

The official opening date of Mulholland Madness at Disney California Adventure was February 8, 2001. It was an opening day attraction at the new park, which was originally called Disney's California Adventure.



Photo by Tony "WiseBearAZ" Moore, 2000

Mulholland Madness on January 9, 2000

The track for Mulholland Madness was a classic Wild Mouse ride purchased from Heinrich Mack GmbH & Co., the German ride manufacturer that originated this type of ride. The first prototype of a Wild Mouse (or Wilde Maus in German) was built of wood in 1957, two years before the Matterhorn Bobsleds ride debuted at Disneyland with its revolutionary tubular steel track.

With quick, tight, unbanked hairpin turns and quick, short drops, a Wild Mouse is fun and surprisingly thrilling. Compared to larger steel roller coasters with their sweeping banked turns, large drops, and various kinds of inversions, Wild Mouse coasters don't take up much space and are relatively inexpensive.



Photos by Allen Huffman, 2001 (left) and Werner Weiss, 2007 (right)

Before Alamo and after

Can you spot the difference on the mural between the left photo (2001) and the right photo (2007) on the previous page? Hint: Remember the Alamo. While you're at it, look for the hidden Mickey.

In a decade when Disney lost several major sponsors for attractions, Mulholland Madness, which opened without a sponsor, picked one up. In November of 2004, Alamo Rent a Car and Disney renewed their marketing alliance. In addition to being the official rental car company of Walt Disney World Resort and Disneyland Resort, Alamo would also become the sponsor of Mulholland Madness at Disney's California Adventure and Tomorrowland Transit Authority at Magic Kingdom Park in Florida.



Photo by Werner Weiss, 2010

*Mulholland Madness* from the Villas at Disney's Grand Californian Hotel & Spa (2010)

Another change to Mulholland Madness involved adding a partial barrier on the previously open side of the ride that faces Disney's Grand Californian Hotel & Spa, after construction of the new Villas wing. The blue sky and fluffy white clouds painted on this barrier anticipated the attraction's future.



Photo by Werner Weiss, 2010

*Goofy's Sky School* preview in Blue Sky Cellar

Big changes were ahead. Blue Sky Cellar, the preview center for new attractions at Disney California Adventure, had a display showing the changes to the park's Wild Mouse. It would become Goofy's Sky School, with a Goofy theme instead of a roadmap-and-roadsign theme. But it would essentially remain the same ride. The display showed that Goofy's Sky School would even reuse the donut billboard.

The update would add Disney humor and Disney charm:

Goofy's Sky School will join the fun along Paradise Pier at Disney California Adventure. The coaster attraction is inspired by the 1940 cartoon short, Goofy's Glider, and the theme is a flying academy with Goofy as the instructor. Guests will enjoy all the dips, twists and thrills as Goofy tries to teach a group of novice pilots how to soar through the sky.

Mulholland Madness closed permanently on October 11, 2010.

Goofy's Sky School opened July 1, 2011.



Photo by Werner Weiss, 2013

Welcome to Goofy's Sky School



Photo by Werner Weiss, 2013

Goofy's Sky School lift hill





Photo by Werner Weiss, 2013

### Sample lesson

When it comes to the color of track, sky blue is the new orange.

## WALL STREET, U.S.A.



Photo by Werner Weiss, 2009

Disneyland has a street with old-fashioned storefronts on both sides. It's called Main Street, U.S.A.

Yester California Adventure has a street with blue plywood constructions walls on both sides. It doesn't have an official name. So let's call it Wall Street, U.S.A.

This Wall Street has nothing to do with the Lower Manhattan street whose name is shorthand for the financial markets of the United States. The Wall Street at Yester California Adventure is just a street of wooden walls.



Photo by Werner Weiss, 2009

Aerial view of Wall Street, U.S.A.

When politicians and news commentators talked about “Main Street versus Wall Street” during the 2008 election campaigns, it was about money. The street names were symbolic of two different aspects of America’s economy.

Here at the parks, there’s the also money involved. Main Street, U.S.A. is where guests can spend their money, contributing to the \$10.7 billion in revenue that the Disney Parks and Resorts business segment will report for the 2009 fiscal year. Wall Street, U.S.A. is where the company is spending money for the future enjoyment of guests—part of the \$1.1 billion that will turn this park into one of the world’s best theme parks.



“Coming - 2010 - Spring”

Photo by Werner Weiss, 2009

There’s not much behind the walls—except for vacant lots with site preparation equipment and a few remnants from the past. That will change as the terraced viewing area for a water show is built on one side and an attraction building rises on the other.



Paradise Bay

Photo by Werner Weiss, 2009

Don't be concerned that the construction wall is blocking out your view of a beautiful blue lagoon. There's no water in Paradise Bay. It's just another construction site—this time for an elaborate system of fountains and lights.



“Becoming Part of YOUR World in 2011”

Photo by Werner Weiss, 2009

The walls here are much prettier than typical construction walls at urban building sites. Think of these walls as a monumental mural—with a cool, blue underwater motif, accented with bubbles big and small.



The Duke of Soul

Photo by Werner Weiss, 2009



Carp playing a harp

Photo by Werner Weiss, 2009

As you read phrases and admire musical sea creatures from the memorable “Under the Sea” number in *The Little Mermaid* (1989), it might trigger your brain to recall more of Howard Ashman's clever lyrics:

Da newt play da flute;  
Da carp play da harp;  
Da plaice play da bass;  
And day soundin' sharp;  
Da bass play da brass;  
Da chub play da tub;  
Da fluke is de Duke of Soul.  
Yeah!

Under da Sea, Under da Sea;  
Darling it's better down where it's wetter, take it from me;  
Up on da shore dey work all day;  
Out in da sun dey slave away;  
While we devotin' full time to floatin',  
Under da Sea!



Corn Dog Castle behind a construction wall

Photo by Werner Weiss, 2010

A theme park street needs a restaurant. So here at Wall Street, U.S.A., Corn Dog Castle is behind a wall. That makes it impossible to buy food, but it blends in perfectly with the construction wall theme.



Souvenir 66 behind a construction wall

Photo by Werner Weiss, 2009

How about buying a souvenir from Wall Street, U.S.A.? Appropriately, the Souvenir 66 shop is behind a construction wall. Think of all the money you'll save because the wall makes it impossible to shop.

When it's time to leave Wall Street, U.S.A., there's more to see here at the park.



Photo by Werner Weiss, 2009

*Silly Symphony Swings construction wall*

### More construction walls!

It's not unusual to find plywood walls at a Disney theme park—whether for the construction of something new, refurbishment of something old, or installation of something temporary. Most guests expect it, and it seldom detracts from their enjoyment of a day at a Disney park.

No other Disney park has subjected guests to so many construction walls—and for so long—as Disney California Adventure. Some guests must have wondered if they paid to visit a theme park or a construction site. But for guests who were looking forward to a much-improved Disney's California Adventure, any temporary inconvenience was well worth it.



Photo by Werner Weiss, May 4, 2010

After removal of the wall on the Paradise Bay side

From early summer 2009 until April 2010, guests experienced the two-sided corridor of walls referred to in this article as Wall Street, U.S.A. The Paradise Bay side had already been walled to replace the uninspired waterfront (used in 2002 for Rockin' the Bay). Then the wall went up on the other side for the July 2009 demolition of the Golden Dreams theater and nearby structures.

The wall on the Paradise Bay side came down in April 2010, revealing the terraced viewing garden for World of Color. The wall on the other side lasted until the May 2011 completion of The Little Mermaid: Ariel's Undersea Adventure.

Paradise Bay was without water from November 2008 until November 2009.

Although this article focuses on the two-sided corridor, Disney California Adventure guests experienced a significant presence of construction walls from September 2006 (for the demolition of Malibu-Ritos, Pacific Ocean Photos, and Strips, Dips 'n' Chips to make way for Toy Story Midway Mania) until the June 2012 opening of Buena Vista Street and Cars Land (with a temporary respite during the latter half of 2008).

## SUNGLASS SHACK



Photo by Allen Huffman, 2002

Who says that California Adventure only has imitations of things that California is known for?

There's something at California Adventure that's the "real deal." It's 100% genuine, and it's up in the sky, shining brightly onto the park—the California sun.

It's a good idea to protect your eyes from the intense sunshine. So head over to Dinosaur Jack's Sunglass Shack. Look for the smiling, 33-foot-tall, pink Apatosaurus with the yellow spots. If you're a baby boomer, you probably know this type of dinosaur as a Brontosaurus.



Photo by Tony "WisebearAZ" Moore, 2001

Route 66 at Paradise Pier





Hidden Mickey

Photo by Tony "WisebearAZ" Moore, 2001

Although the exterior harkens back to the 1930s or 1940s, the interior is harder to classify. It combines old-fashioned wood paneling with a 21st century approach to the ceiling, lighting, and artwork. Take a look around the inside...



Road signs as decor

Photo by Tony "WisebearAZ" Moore, 2001



Neat merchandise in a messy environment

Photo by Werner Weiss, 2007



Photo by Tony "WisebearAZ" Moore, 2001

Colorful wigs



Photo by Werner Weiss, 2007

Automobile art



Photo by Werner Weiss, 2007

Ceiling



Photo by Werner Weiss, 2007

Fascia

The fascia has vintage-look signs advertising other California attractions. Okay, maybe the interior doesn't make you feel as if you've gone back to Route 66 in the era before Interstate highways. But consider buying some sunglasses anyway.



Photo by Werner Weiss, 2007

Sunglasses by Elizabeth Rose, with generic Land+World branding



Photo by Werner Weiss, 2007

Rear-view mirrors

Try on those cool shades and see how cool you look in the collection of mirrors.

Dinosaur Jack's Sunglass Shack was one of the original shops at Disney's California Adventure when the park opened in February 2001.



Photo by Tony "WisebearAZ" Moore, 2000

Under construction



Photo by Tony "WisebearAZ" Moore, 2000

Painted

The Sunglass Shack, Souvenir 66, Corn Dog Castle, Mulholland Madness, and Burger Invasion were the main features of the Route 66 section of Paradise Pier.



Route 66 concept

Unfortunately, the Sunglass Shack didn't come across as a nostalgic nod to the past. For that matter, the Route 66 corner of Paradise Pier didn't look like a highway either.



Photo by CityMorgue (own work) [CC-BY-SA-4.0](https://creativecommons.org/licenses/by-sa/4.0/), via Wikimedia Commons

One of the dinosaurs at Cabazon, California

The Sunglass Shack didn't look like a real Apatosaurus. That was on purpose. Unlike the dinosaur structures that sculptor Claude Bell created along Interstate-10 in Cabazon after retiring from Knott's Berry Farm, the Sunglass Shack was not supposed to be proportioned and shaped like a real dinosaur.

It was meant to evoke California's "programmatically roadside vernacular architecture," which gave California buildings shaped like a giant dog, frog, owl, doughnut, or other non-traditional building shapes, designed by people who weren't trained architects.

In October 2006, the pink dinosaur became a green dinosaur, thanks to a fresh coat of paint. Along with the new color, the dinosaur's spots changed from something that looked like a skin condition to something that looked like large freckles on his back.



Photo by Werner Weiss, 2007

Illuminated sign on one side



Photo by Allen Huffman, 2009

Painted sign on the other

The side of SunGlass Shack facing Corn Dog Castle had an illuminated sign. The side of SunGlass Shack facing Mulholland Madness had a painted sign.



Photo by Werner Weiss, 2009

All gone

In late May 2009, the bright green dinosaur was penned in behind a construction wall. Dinosaur Jack's Sunglass Shack closed permanently. Although its neighbors would be refreshed and reused, the dinosaur was demolished.

The shores of Paradise Bay were on their way to becoming a charming, Victorian style seaside amusement resort, and a garish roadside dinosaur didn't belong there.



Photo by Werner Weiss, 2007

Dinosaur Gertie's Ice Cream of Extinction

At another Disney theme park, another dinosaur-shaped building has been around since 1989. It's the much more agreeable Dinosaur Gertie's Ice Cream of Extinction at Disney's Hollywood Studios. Gertie is not only a tribute to California's "programmable roadside vernacular architecture," but also to Winsor McCay's 1914 animated Gertie the Dinosaur, a short subject that inspired Walt Disney and other artists of his generation to pursue film animation.

# CORN DOG CASTLE



Photo by Werner Weiss, 2002

Disneyland in California has Sleeping Beauty Castle. The Magic Kingdom in Florida has Cinderella Castle. Yesterland in California Adventure has a castle too—the original Corn Dog Castle.



Photo by Allen Huffman, 2003

Three other locations, all in the great state of California



You can't miss the "castle" when you arrive at the Route 66 portion of the park's Paradise Pier. A huge billboard towers over a little trailer with a red and yellow awning.



Photo by Allen Huffman, 2007

Step up to the window and place your order.

Get ready for a big, all-beef hot dog—a traditional frankfurter or spicy sausage—dipped into a golden cornmeal batter, deep fried to a crunchy brown, and served hot. If you prefer cheese, order a generous bar of cheddar prepared the same way.



Photo by Werner Weiss, 2007

Freshly fried corn dogs are ready at the pickup window.

This is not an ordinary hot dog on a stick. This is the royalty of corn dogs. Sure, it isn't a low-fat meal, but now and then it's worth it to stray a bit. If you want to feel slightly more virtuous, ask for apple slices instead of chips as your side dish.



Photo by Werner Weiss, 2007

Striped awning

Squirt some ketchup and mustard on your corn dog. Or make neat red and yellow stripes on it, just like the awning. Head to a nearby bench or to tables a little further away. Bite through the golden batter into the juicy meat. Yum!

Corn Dog Castle opened along with the rest of Disney's California Adventure in February 2001.

It turned out that Disney's California Adventure had too many eateries when it opened, but Corn Dog Castle was a success anyway. Guests enjoyed the generously-sized, good-quality corn dogs.

Whether Corn Dog castle was also an aesthetic success is open for debate. Officially, Corn Dog Castle was "a tribute to California roadside billboards of the 1950s," but the artwork looked like something from an earlier decade than the 1950s.

The tacky appearance was intentional. The concept was the irony of a simple trailer calling itself a castle and having a billboard larger than its actual front. But did that make it a charming, evocative tribute to the past? Or did that just make it an eyesore that didn't belong in a Disney theme park?



Photo by Allen Huffman, 2004

Corn Dog Castle menu board in 2004



Photo by Werner Weiss, 2007

Corn Dog Castle menu board in 2007



Photo by Werner Weiss, 2013

Corn Dog Castle menu board in 2013

The menu at Corn Dog Castle stayed remarkably consistent over the years. The Royal Cheesecake Brownies disappeared from the menu. Sliced apples joined the “bag o’ chips” as a side dish option.



Photo by Werner Weiss, 2009

Corn Dog Castle behind a construction wall in 2009

Around the beginning of June 2009, Corn Dog Castle closed. A construction wall for The Little Mermaid: Ariel's Undersea Adventure went up in front of it.



Photo by Werner Weiss, 2009

"Where can I get a corn dog now?"

For around 15 months, corn dog fans had a new choice. The park's Bountiful Valley Farmer's Market added corn dogs to its menu. That option ended September 7, 2010, when Bountiful Valley Farm closed for demolition.

Supposedly, Corn Dog Castle would return about two years after closing. It made sense that the Disney Company would want to reuse the structure. Although it looked like a trailer, it was really a permanent restaurant facility with all the necessary infrastructure—food storage, power, water, sewer connections, and so on.

However, it seemed likely that it would look quite different when it reopened. The celebration of tackiness in that corner of Paradise Pier would be replaced by early 20th century charm. According to displays at the Blue Sky Cellar at the time, the former McDonald's Burger Invasion would become the Paradise Garden Grill and the former Pizza Oom Mow Mow would become Boardwalk Pizza & Pasta. There was no artwork showing how Corn Dog Castle would be reborn.



Photo by Werner Weiss, 2013

The new Corn Dog Castle

Corn Dog Castle reopened in May 2011. Surprise! It still resembled a trailer below a billboard, just with new artwork on the billboard. Even the name was unchanged.



Photo by Chris Bales, 2011

The King is now a pilot.

Now the King is flying an airplane, presumably to tie in with Goofy's Sky School next door.

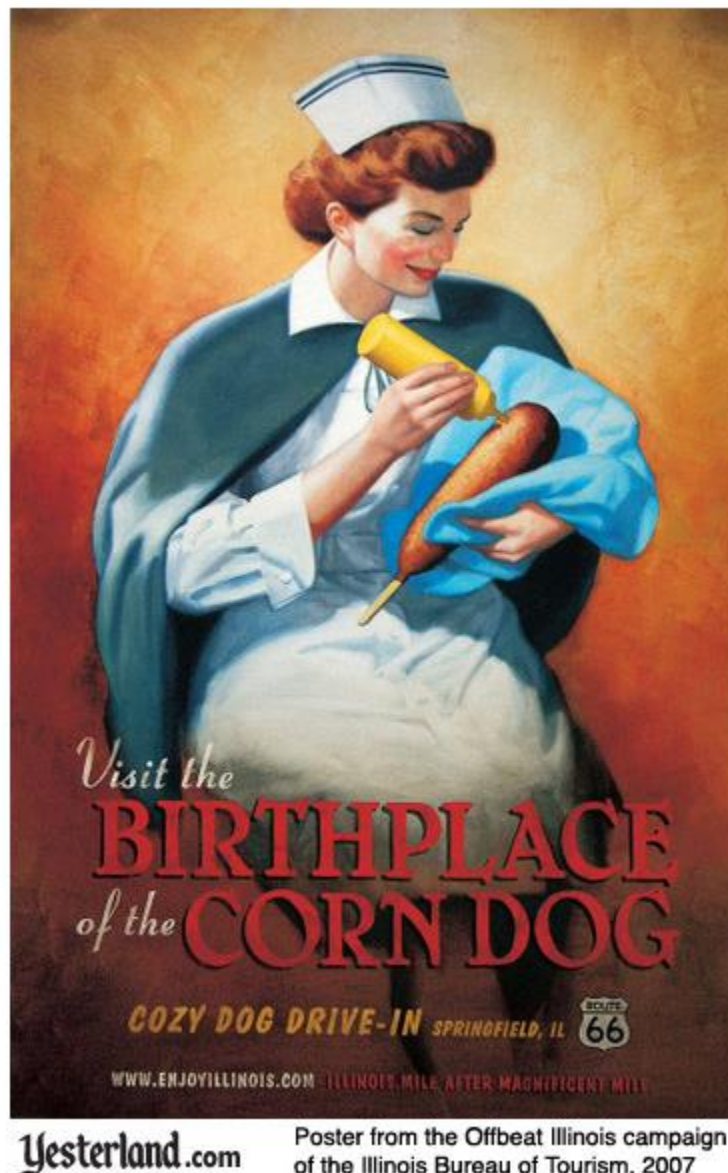


Photo by Werner Weiss, 2013

A genuine Corn Dog Castle corn dog, fried to a crunchy brown

There's no longer any pretense that Corn Dog Castle is on Route 66.

However, there's a genuine connection between corn dogs and the real Route 66—but it involves Illinois, not California. A vintage-style poster appeared at bus stops in Chicago in 2007.



Here's how a May 1, 2007, press release from the Illinois Bureau of Tourism describes the poster:

Springfield's Cozy Dog Drive-In, the famous Route 66 landmark and the birthplace of the corn dog on a stick. Inventor Ed Waldmire Jr. created the tasty treat when he coated his hot dog with batter and pierced it with a cocktail fork. He called his new creation a "crusty cur," but fortunately his wife had a more appetizing idea, dubbing them "cozy dogs." The Cozy Dog was "born" during World War II, an era reflected in the poster's art, which featured a nurse feeding an infant corn dog with a bottle of mustard.

Other states also claim to be the birthplace of the batter-dipped, deep-fried hot dog. Brothers Carl and Neil Fletcher began selling "Corny Dogs" in 1942 at the State Fair of Texas. Jack Karnis of Oregon sold "Pronto Pups" at the Minnesota State Fair in the 1940s. There are claims that the corn dog was first served in the 1930s at the Louisiana State Fair. Other claims go back even further.

A real corn dog is on a stick, right? Ed Waldmire Jr. of Illinois gets credit for that innovation. Thus any claims that the corn dog was invented in another state can be dismissed.



Photo by Werner Weiss, 2009

The Cozy Dog Drive-In is still operating on Route 66 in Springfield, Illinois.

The next time you're in Springfield, Illinois, stop at the Cozy Dog Drive-In. It's not the original building (which is now the site of a Walgreens next door), but Cozy Dog Drive-In takes its historic roots seriously. The counter-service restaurant is full of Route 66 memorabilia and displays about its own history. They use small Oscar Mayer franks, so don't expect the same taste (or the same price) as Corn Dog Castle.



Photo by Werner Weiss, 2009

The Cozy Dog logo evokes the 1950s, but it's the original logo from the 1940s.



## PRIVATE ENTRANCE



Photo by Allen Huffman, 2002

If you're staying at the Yester Paradise Pier Hotel, you can enter and exit Yester California Adventure through a private entrance. This hidden gate is exclusively for Paradise Pier Hotel guests.



Photo by Tony "WisebearAZ" Moore, 2001

Private entrance (lower left corner) and Paradise Pier Hotel

The Paradise Pier Hotel is instantly recognizable by the wave cornice which crowns the 502-room hotel. The private entrance has the same wave pattern in the same colors.

But how do you get from the hotel to the private entrance? And where does it put you at California Adventure?



Photo by Tony "WisebearAZ" Moore, 2001

Walkway between a parking lot and a wall

Walk out the front door to the Paradise Pier Hotel to the sidewalk along Disneyland Drive (formerly West Street). Cross Disneyland Drive at the crosswalk, as though you're going to Disney's Grand Californian Hotel. Instead of continuing to the Grand Californian, follow signs to a walkway that passes south of the huge American Arts and Crafts style hotel.



Photo by Tony "WisebearAZ" Moore, 2001

Private entrance (lower left)

It's not a particularly "magical" walkway. There's a tall wall at your right and a parking lot to your left. California Adventure is on the other side of the wall, but you'll have to walk further before you're able to enter the park.



Photo by Tony "WisebearAZ" Moore, 2001

Closer look at private entrance

Eventually, you'll reach a small gate with a few turnstiles. Be sure to have your room key card, or you'll be turned away.



Photo by Tony "WisebearAZ" Moore, 2001

Private entrance (bottom)

When you enter the park, you'll be between Corn Dog Castle and Souvenir 66 in the Route 66 section of Paradise Pier. Make a note of that. Otherwise you may have trouble finding the exit when it's time to leave.

By the way, Dinosaur Jack says "hi" if you view the Sunglass Shack from the correct angle.



Photo by Allen Huffman, 2001

Tree (left) marks the exit

It's time to go back to the Paradise Pier Hotel. You'll exit where you came in. Souvenir 66 is on your right for your last-minute shopping, just as Greetings from California is on the right when guests exit through the main entrance plaza and the Disneyland Emporium is on the right when guests exit from Disneyland Park.



Photo by Tony "WisebearAZ" Moore, 2001

Private gate (February 11, 2001)

It's not a busy gate. Not many people use it. But it's a much shorter walk than exiting through the main entrance plaza, past the 11-foot CALIFORNIA letters, through the entire length of Downtown Disney, and finally south to the Paradise Pier Hotel. It's also shorter than exiting through the private entrance for the Grand Californian.

Enjoy this benefit of staying at the Pacific Pier Hotel—but only at the Yesterland Resort.

The hotel that is now Disney's Paradise Pier Hotel originally opened in 1984 as the Emerald of Anaheim Hotel, a part of the Emerald/Pan Pacific Group owned by the Japanese conglomerate Tokyu Corp. Five years later, the hotel's name changed to the Pan Pacific Hotel.



Disneyland Pacific Hotel before conversion to the Paradise Pier theme  
Photo by Tony "WisebearAZ" Moore, 2000



Disneyland Pacific Hotel sign on the side of the 15-story tower  
Photo by Tony "WisebearAZ" Moore, 2000

In December 1995, the Walt Disney Company purchased the strategically located hotel and took over operations. It became the Disneyland Pacific Hotel.

In January 1998, the Disneyland parking lot, located across the street from the hotel, became the construction site for Disney's California Adventure.

Being directly across the street, the hotel would be visible from the new park. It was so close that a wall or berm would not be able to hide it. The solution was to tie the hotel into the theme of the park's Paradise Pier section.



Photo by Tony "WisebearAZ" Moore, 2001

Very visible from the park



Photo by Tony "WisebearAZ" Moore, 2000

No longer the Disneyland Pacific Hotel

On November 1, 2000, the Disneyland Pacific Hotel became Disney's Paradise Pier Hotel. The exterior had a new color scheme and a playful cornice with waves. The cosmetic change did not evoke "the heyday of the great seaside amusement park piers," but at least it looked less like an airport hotel from the 1980s. And, for the most part, Paradise Pier itself, in its original incarnation, didn't evoke the early 20th century either.

A Disneyland Resort press release in December 2000 announced that the newly-renamed hotel would have a private entrance gate into the new park:

The hotel's premier location overlooking Paradise Pier, one of the most dynamic and colorful sections of the new Disney's California Adventure theme park, makes the hotel's name and theme a natural fit. Additionally, guests of Disney's Paradise Pier Hotel will enjoy the exclusive benefit of a private entrance into Paradise Pier in the all-new Disney's California Adventure.

California Adventure's "third gate" remained in use for only three and a half years. It closed permanently at the end of September 6, 2004. Effective the next day, Paradise Pier Hotel guests going to California Adventure had to use the park's main entrance or the Grand Californian entrance.

The location of the former private entrance is now a passage restricted to "Cast Members Only." The parking lot and large grass area in the photos from 2001 were eliminated with the construction of the Villas at Disney's Grand Californian Hotel & Spa, which opened in September 2009.



Photo by Werner Weiss, 2013

Disney's Paradise Pier Hotel behind the Paradise Garden Grill

Meanwhile, guests of Disney's Paradise Pier Hotel have survived without their own private entrance to Disney California Adventure. In a way, the Paradise Pier Hotel is the "moderate" hotel at the Disneyland Resort. Standard room rates for Disney's Grand Californian Hotel & Spa tend to be around 60% higher.



Photo by Werner Weiss, 2013

Newer paint scheme

The current paint scheme on Disney's Paradise Pier Hotel looks better than the 2001 version. But now the hotel looks even more out-of-place because the park has improved so much.

Disney's Paradise Pier Hotel has outlived Paradise Pier. While the hotel retains the name it's had since late 2000, Paradise Pier itself has been split onto two lands, Pixar Pier and Paradise Gardens Park.

## SOUVENIR 66



Two classic neon signs like this help you find Souvenir 66.

What's Souvenir 66? Here's the official description:

"Designed after the roadside retail shops that sprung up alongside Route 66 to serve travelers, Souvenir 66 offers a variety of travel and tourism-themed gifts, sundries and collectibles. For the 'California Adventurer' in us all!"



Where's the road?



Well, it doesn't really look much like a "roadside retail shop." It looks more like a shop at an amusement pier. That's okay because this shop is part of the Paradise Pier amusement park section of the park.



Sorry. The observation tower isn't really an observation tower.

Souvenir 66 is named after U.S. Route 66, arguably still the most famous highway in the United States—even though Route 66 ceased to be an official part of the U.S. highway system in 1985.



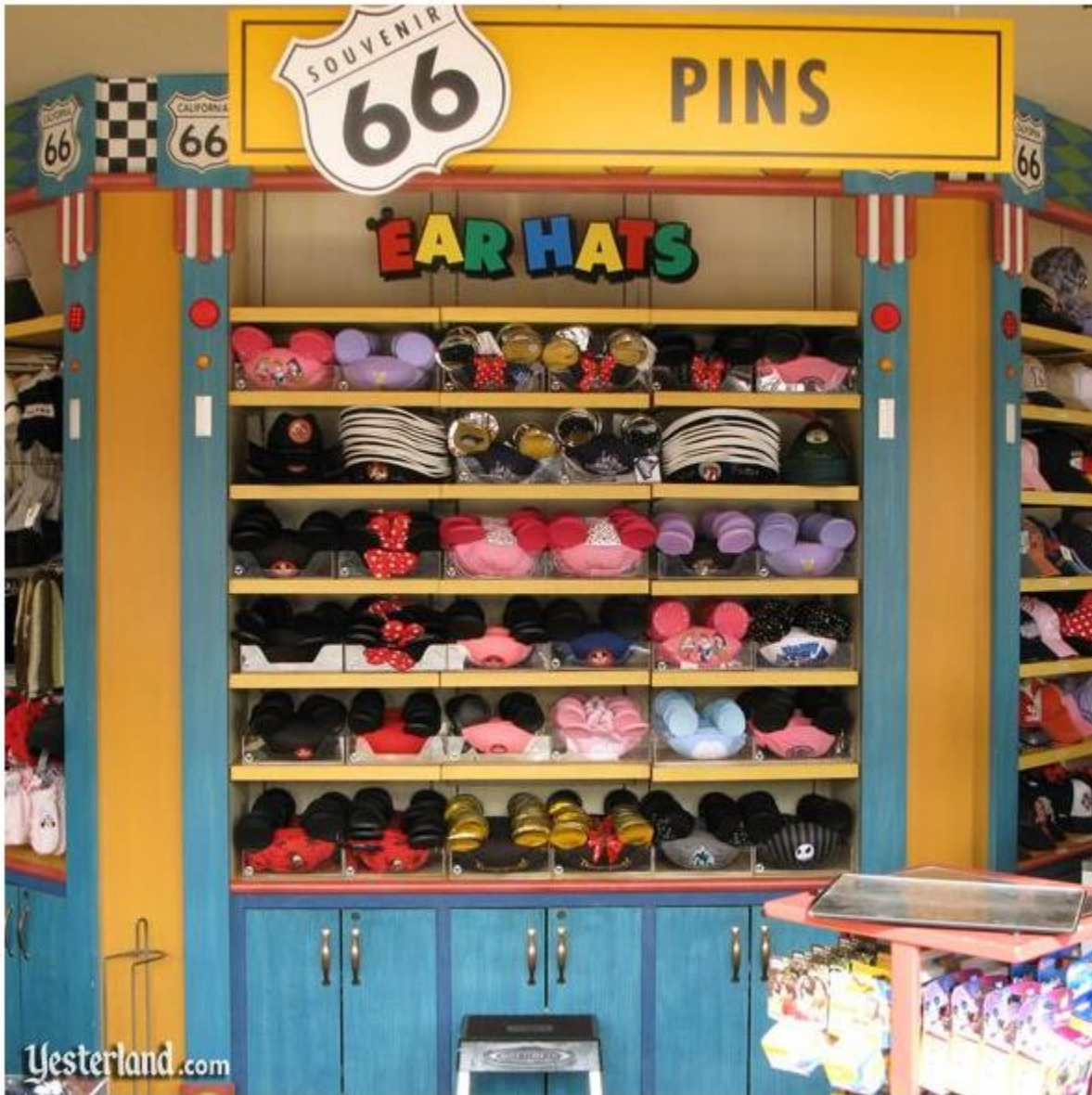
"Next Souvenirs 30 Miles," with "30" looking like a highway route sign

Let's see what kind of "travel and tourism-themed gifts, sundries and collectibles" we can find here.



Buy a hat for yourself or your child.

Some travelers wear hats, right? So let's consider Disney character hats to be part of the "travel and tourism" theme. (Hey, a lot of people travel to Disney theme parks.)



You may prefer your hat to have ears.

Would you like your name embroidered on your Mouse Ear Hat? Just ask, and they'll embroider your actual name for free.



Take home a *High School Musical* and *High School Musical 2* CD.

Go Wildcats! After you catch a live performance of *High School Musical 2: School's Out!* nearby, you might want to buy a CD. You're in luck. Just head back to Souvenir 66.



There's plenty of other *High School Musical 2* merchandise.

If the Dream Squad hasn't made you the recipient of a "Year of a Million Dreams" Mouse Ear Hat, you can buy something similar here—but not the exact hat that you can only win.



It's the "Year of a Million Dreams" here.

Souvenir 66 was one of the original features of Disney's California Adventure when the park opened in February 2001.

Although supposedly themed to look like a "roadside retail shop," it failed to evoke nostalgia for real roadside shops of the 1930s, 1940s, or 1950s. Not only were the building and its signs lacking in historic details or graphics of a particular period, the location failed to look like the side of a road.



A reference to the lyrics of the well-known Bobby Troup song

When summer 2009 began, a construction wall went up in front of Souvenir 66. Two of its neighbors, Dinosaur Jack's Sunglass Shack and the theater for Golden Dreams were demolished. But not Souvenir 66.





Corn Dog Castle and Souvenir 66 behind a construction wall on August 6, 2009

Like its neighbor Corn Dog Castle, Souvenir 66 was eventually reincarnated.



Seaside Souvenirs in June 2011

The former Souvenir 66 reopened in May 2011 as Seaside Souvenirs. The pretense of being on Route 66 is gone. It's still the same structure, complete with the old tower. But Seaside Souvenirs—with its new name, new paint scheme, and new signage—fits in better with the new vision of Paradise Pier.

By the way, free basic embroidery of names on hats is now a thing of the past. On August 2, 2009, the Disneyland Resort changed basic embroidery from a free service to a \$3 add-on.

## GOLDEN DREAMS



Photo by Tony "WiseBearAZ" Moore, 2001

There's a movie theater in the Bay Area district of the Golden State with 335 comfortable seats, 70 mm projection, and state-of-the-art sound. The theater shows *Golden Dreams*, a 22-minute mini-epic about people who came to California—their dreams, their challenges, and their triumphs.



Photo by Werner Weiss, 2007

*Golden Dreams* in the Bay Area district of the Golden State land

Before you head to the theater's queue, take a few minutes to admire the mural that covers the otherwise plain building. The biggest figure on the mural is Queen Calafia. The state of California is said to be named after her. And that's not something the filmmakers made up.



Photo by Tony "WiseBearAZ" Moore, 2003

Theater and rotunda



Photo by Tony "WiseBearAZ" Moore, 2004

Mural on the theater's exterior...



Photo by Tony "WiseBearAZ" Moore, 2004

...providing a preview of some of the people in the movie



Photo by Werner Weiss, 2007

Mythical Queen Califia with the extinct California Grizzly Bear at her side

Way back in the 15th century (the 1400s), a Spanish author named Garci Rodríguez de Montalvo wrote a fantasy romance adventure called *Las sergas de Esplandián* (The Exploits of Esplandian). In this final (and least respected) volume of a five-part series, a queen named Califia rules over an island called California, populated by black Amazons. Queen Califia is large, strong, courageous and beautiful.

In 1536, Spanish explorer Hernán Cortés and his crew landed on what is now called Baja California. Approached from the south, Baja California appeared to be an island. Had they found the mythical island of California? Well, not really. But the name stuck anyway.



Next show

Photo by Allen Huffman, 2007



Waiting at the outdoor queue

Photo by Allen Huffman, 2007

Walk through the majestic rotunda to the not-so-majestic outdoor queue. Are you expecting a pre-show as you wait for the movie? Go back and take another look at the mural. That's as close as you'll get to a pre-show here.

Don't worry about crowds. You're best off getting in line about a minute before the doors open.



Traditional red curtain in front of the movie screen

Photo by Allen Huffman, 2001

As you enter the auditorium, you'll see that it's a simple space—except for huge ornamental statues of Queen Califia on either side of the red curtain that covers the projection screen.



Queen Califia, alive

Photo by Werner Weiss, 2007

The lights dim. The Califia statue at each side of the screen comes to life with the face and voice of Whoopi Goldberg.

The movie starts with the Native American Chumash tribe, who settled in California over 13,000 years ago. The Spanish missionaries arrive—and promptly experience an earthquake. A gold prospector during the California Gold Rush is unsuccessful until he gets a little help. Two of the 15,000 Chinese laborers who risked their lives to build the railroad—a father and his son—appear to be victims of an explosion. Irish immigrant William Mulholland brings water to “the little desert town of Los Angeles.” Thanks to the efforts of Scottish immigrant John Muir, Yosemite becomes a National Park.

A picture bride arrives from Japan to discover that the man who sent for her is considerably older than his picture. As they leave the train station, they are pelted with garbage and taunted with cries of “Go home! We don't want you here.”

Now we're at the MGM movie studio, with movie stars, Munchkins, and animals. Louis B. Mayer brags, “When I was 22 years old, I didn't have the price of a sandwich. Today I oversee the most successful dream factory in Hollywood, with a new picture starting every week.”

During World War II, women are working in factories. In the 1950s, it's television, tract homes, and hula hoops. In the 1960s, it's the Summer of Love. Then Cesar Chavez leads the way toward rights for farm workers from Mexico.



Steve Jobs, who wants to sell a computer to everyone on the planet

Photo by Allen Huffman, 2001

A young Steve Wozniak shows a primitive personal computer prototype to a young Steve Jobs.

“We could sell like a dozen of these!” Wozniak claims.

“Whadaya talkin’ about? We’re gonna sell one to everyone on the planet,” counters Jobs.

Wozniak isn’t so sure. “Dream on, Steve,” he says.



Photo by Allen Huffman, 2001

Apple

Throughout the movie, Whoopi/Califia shows up to offer encouragement, help, and words of wisdom. For example, she helps the gold prospector by pointing and asking, “What’s that shiny thing?” She tells the Japanese couple, “Be strong.”

Reacting to Wozniak and Jobs, Califia/Whoopi advises, “Keep dreamin’. Trust me on this one.” She bites into an apple. Califia knew what would happen with Apple Inc., but even she didn’t know that the late Steve Jobs would one day be the largest shareholder of The Walt Disney Company, thanks to Disney’s acquisition of Pixar.



Photo by Werner Weiss, 2007

Better at night

Accompanied by the song, “Just One Dream,” the movie ends with a montage of film snippets showing famous Californians, often in moments of great achievement.



Golden Dreams was an opening day attraction at Disney's California Adventure on February 8, 2001.



Photo by Allen Huffman, 2002

The original *Golden Dreams* banner

In some ways, *Golden Dreams* dealt with the California experience in a manner similar to how *The American Adventure* dealt with the American experience at Epcot: a series of historical vignettes, culminating with a montage accompanied by an inspiring song. But while the Epcot attraction was done on a grand scale with lifelike Audio-Animatronic figures in huge theatrical scenes, the California attraction was really just a movie, despite the talking Whoopi Goldberg face on the Queen Califia statues.

Rumors on the Internet suggested that the original plans for a California history attraction had been much more spectacular, but that the budget had been reigned in.

Guests at California Adventure watched *Golden Dreams*—but usually only once. On return visits, they ran to the long lines at *Soarin' Over California*, while *Golden Dreams* played primarily to empty seats.

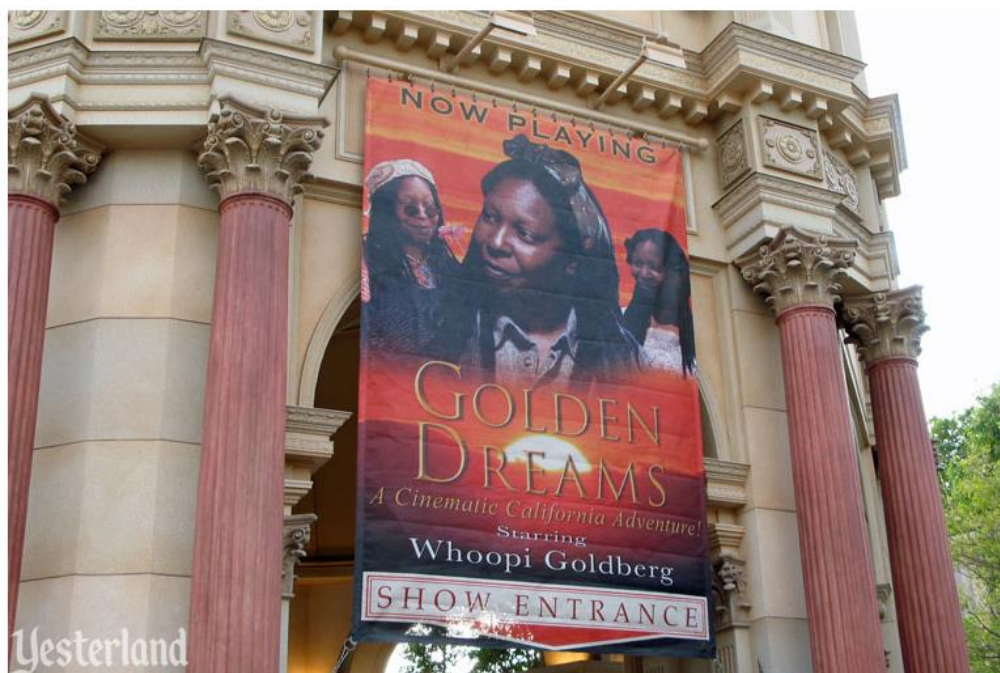


Photo by Werner Weiss, 2007

A newer *Golden Dreams* banner, featuring Whoopi Goldberg

Judged as a short movie, not as a major Disney theme park attraction, Golden Dreams was very good. Instead of presenting a dry history lesson, the storytellers at Disney used drama, emotion, and spectacular visuals to bring the past to life. They worked hard to portray historic periods and ethnic groups accurately. A Disney press release in 2001 quoted Tom Fitzgerald, the Disney Imagineering executive who wrote the movie script:

“We put together a group of California historians, sociologists and culturalists as our advisors on the film. There were nearly twenty people from around the state, including the official state historian appointed by the Governor, that represented every different culture from Native American to all of the variety of ethnic people who have immigrated to this part of the world.”

The gimmick of having Califia interact directly with many of the characters in the movie was a clever touch. Whoopi Goldberg, whose honors include an Oscar, an Emmy, a Grammy, and a Tony, brought warmth and humor to her role as Califia.



Photo by Werner Weiss, 2002

The Disney version of the Palace of Fine Arts rotunda

Do you recognize the rotunda? It's based on a real structure in San Francisco.

The Palace of Fine Arts is a remnant of the Panama Pacific International Exposition, a world's fair held in San Francisco in 1915. The domed landmark was designed by prominent architect Bernard Maybeck (1862-1957) in the Beaux-Arts style.



Photo by Werner Weiss, 2005

The real Palace of Fine Arts in real San Francisco

Although originally built as a temporary structure of “staff” (plaster and cloth fiber) over a wood frame, the Palace of Fine Arts is still there today. The effort to preserve the Palace of Fine Arts began while the Exposition was still open in 1915.

It took a while. The aging monument slowly deteriorated until the 1960s when it was finally rebuilt in concrete. The main rotunda and columns were completed in 1967. The colonnades which had originally flanked the monument were added in 1975.

If you compare the Disney version to the original, you’ll notice that the original has an elaborately decorated frieze, but the smaller Disney version does not.



Photo by Werner Weiss, 2009

Theater site after demolition

The final day for Golden Dreams was Sunday, September 7, 2008. At least that was the final day it was shown to the public. The banners came down, but the movie was still presented on a limited basis to school children as part of the Disney Youth Education Series (Y.E.S.) program.



Photo by Werner Weiss, 2009

Rotunda spared from demolition

The Golden Dreams theater was demolished in July 2009 to make way for The Little Mermaid: Ariel's Undersea Adventure, an elaborate dark ride. The rotunda would become part of the new attraction's exterior.



Photo by Werner Weiss, 2013

Re-purposed rotunda



Photo by Werner Weiss, 2013

No longer like the San Francisco original

Disney spent over a billion dollars to improve Disney's California Adventure. Even with that kind of budget, it was smart to save and reuse infrastructure and many of the better elements of the park.

# MAN HAT N' BEACH



Photo by Werner Weiss, 2006

At Paradise Pier's row of Midway Shops, one store stands out—Man Hat n' Beach. On its exterior, an oversized clown has popped out of a proportionately undersized box. It's a cartoony take on the classic jack-in-the-box toy.

The name "Man Hat n' Beach" is a play on Manhattan Beach, a Los Angeles suburb several miles south of the city's big airport. Manhattan Beach is known for its classic ocean pier, trendy restaurants, and affluent residents.



Photo by Tony "WisebearAZ" Moore, 2001

Man Hat n' Beach

Man Hat n' Beach is known for selling hats and beach items. The connection between a jack-in-the-box and a hat and beach shop is a bit puzzling. Perhaps it's because this jack-in-the-box clown is wearing a small cap. Most other jack-in-the-box clowns also wear some sort of clown hat or jester cap.



Shiny face

Photo by Werner Weiss, 2009

The smooth, shiny jack-in-the box looks as if the whole thing might be made of opaque plexiglass illuminated from behind.



After dark

Photo by Allen Huffman, 2002

But at night, only the letters and the neon tubes light up.



Photo by Allen Huffman, 2003

Near Games of The Boardwalk

Compared to the other facades of the Midway Shops and Games of the Boardwalk—with their signs above striped awnings—the big jack-in-the-box front of Man Hat n' Beach stands out as the odd man out.



Photo by Werner Weiss, 2006

With its next-door neighbors



Warning

Photo by Werner Weiss, 2007

Let's wander around inside the store...



Jumbo hat decor

Photo by Werner Weiss, 2007



Colorful fixtures

Photo by Werner Weiss, 2009





Mouse ears are hats too

Photo by Werner Weiss, 2010



Gotta have plush

Photo by Werner Weiss, 2010



Pink octopus "mirror holder"

Photo by Werner Weiss, 2010

Maybe you now associate a jack-in-the-box with hats.



Photo by Werner Weiss, 1974

Lincoln Avenue in Anaheim, 1974

Or maybe you still just associate a jack-in-the-box with hamburgers.

Man Hat n' Beach was part of Disney's California Adventure when the park opened in February 2001. The official Disneyland Resort website described the store this way in 2001:

Man, Hat n' Beach

Inside this giant, oversized jack-in-the-box you'll find a huge selection of hats, from the absolutely nutty to the positively chic. And for fun, be sure to model your chapeaux in front of one of the shop's wacky, warped mirrors.

In 2006, the official Disneyland Resort website had this:

Man Hat 'n' Beach

Reflect on a carnival sideshow's hypnotic hall of mirrors in this hip and cool headgear and surfwear shop.

- Caps, hats and visors
- Cool surf and swimwear
- Plush, thirsty beach towels
- Surfing fashion and sport accessories

The jumbo jack-in-the-box remained in front of the shop for almost 11 years—until early 2012—when a placemaking project gave the shop a new facade and new name.



Photo by Werner Weiss, 2014

Boardwalk Bazaar at the Midway Shops of Paradise Pier

Its neighbors kept their old signs and names, but also benefitted from siding and other period details. Apparently, the signs for Point Mugu Tattoos and Sideshow Shirts were good enough for DCA 2.0, but the Man Hat n' Beach jack-in-the box violated the theme of an early 20th-century amusement pier too egregiously.



Photo by Werner Weiss, 2014

The newer look

The architectural details of Boardwalk Bazaar echoed the style of Toy Story Midway Mania and the updated Games of the Boardwalk. But sitting between its immediate neighbors, the shop was again the odd man out.

You might have expected a new interior to match the new exterior. But you would have been wrong.



Inside Boardwalk Bazaar

Photo by Werner Weiss, 2014



2001 or 2014?

Photo by Werner Weiss, 2014

Point Mugu Tattoo, Sideshow Shirts, and Man Hat n' Beach all connected inside. The merchandise was updated over the years, but the decor and fixtures were a blast from the past—Disney's California Adventure, as it was in 2001. Placemaking never reached the inside of the retail space.



Neon in the back Boardwalk Bazaar

Photo by Werner Weiss, 2014

Although Man Hat n' Beach became Boardwalk Bazaar, the interior continued to be Man Hat n' Beach—a neon sign in the back of the store left no doubt.

Boardwalk Bazaar and its neighbors closed January 8, 2018, when Paradise Pier began its transformation into Pixar Pier.

## GAMES OF THE BOARDWALK



Here at Yester California Adventure, the theme of Paradise Pier is California amusement piers of the 1920s. Or is it the 1950s? Or is it the 1980s? Or is it 2001? It depends on where you look.

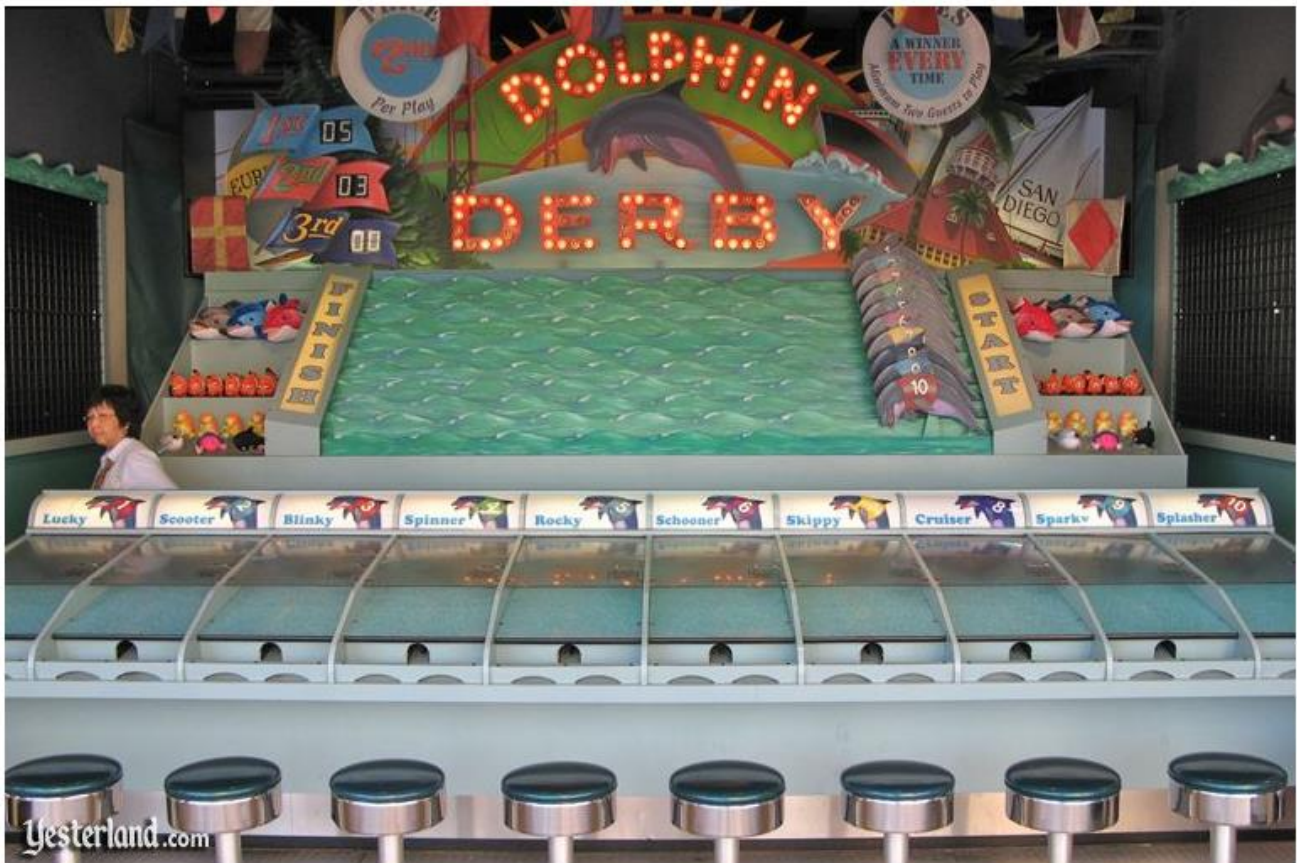
It doesn't matter. Real amusement piers have carnival games. And, by golly, so does this park. Try your skill at each of the seven games. Have fun! Maybe you'll even win a silly-looking, bright-pink stuffed pig.



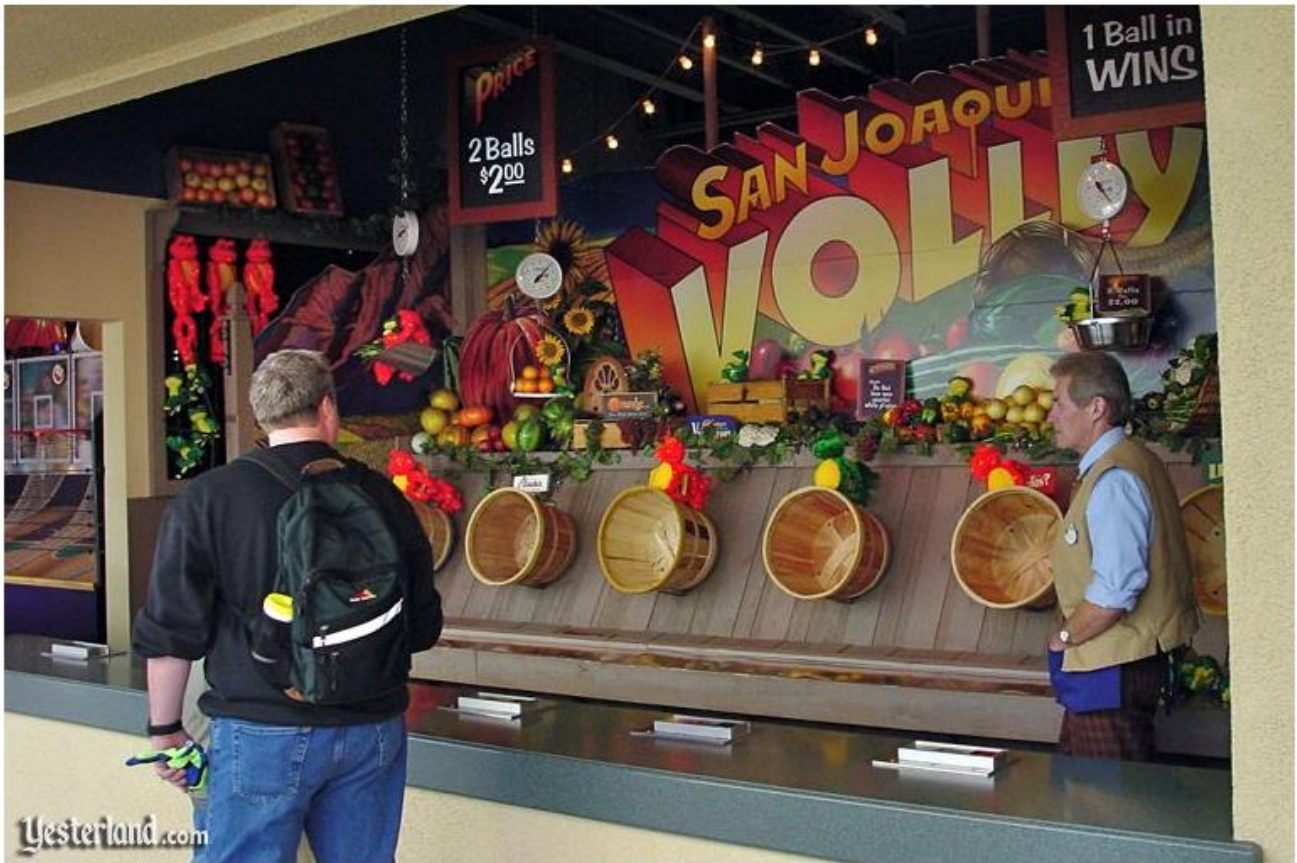
The best-known games of the old-time boardwalks await you at the festive midway booths on Paradise Pier. Test your skill and try your luck. Who knows, you might just walk away with a cool prize!



**Boardwalk Bowl:** This classic skeeball-style game lets you strike it rich by bowling wooden balls into target holes.



**Dolphin Derby:** A dozen diving dolphins are racing from San Diego to Sacramento in this swimmingly swell water-gun game.



**San Joaquin Volley:** Drop by this roadside fruit stand, where you can try your luck at tossing a softball into six bouncy baskets to win a prize.”



**Shore Shot:** The crowd's screaming, the game's on the line, and you've got the last shot! Can you come through in the clutch for your favorite college hoops team?



**Angels in the Outfield:** So you want to be a major league pitcher? Well then, pick up a few baseballs and aim straight for the catcher's glove!"



**New Haul Fishery:** Go fish! Younger Guests can try their hand at fishing in a mountain stream at New Haul Fishery. Magnetic fishing rods lure the fish to bite; when retrieved, each fish reveals a prize, so everyone's a winner!





**Cowhuenga Pass:** In this ranch-themed game of chance, Guests toss softballs into milk cans, named after six hearty heifers: Bell, Billie, Buttercup, Betsy, Elsie and Ed.

The seven games of Games of the Boardwalk opened as part of Disney's California Adventure on February 8, 2001. The captions below the pictures above are all from the park's official website in 2001.

The captions and the names of most of the games were outsourced by Disney to Karma Creative (now World Creative Supply), a company whose business is to "name products, create slogans, write tag lines, and proofread text." Karma Creative was responsible for many the original attraction, restaurant, and shop names at Disney's California Adventure—their specialty was puns.



Games of the Boardwalk below the California Screamin' roller coaster track (2002 photo)

Where did the names come from? San Joaquin Volley was a pun on California's huge San Joaquin Valley. Shore Shot was a pun on "sure shot" for this game on the California shore. Angels in the Outfield was named after a 1994 baseball movie from Walt Disney Pictures. New Haul Fishery was a pun on Newhall, a city that is now part of Santa Clarita. And Cowhuenga Pass was a pun on Cahuenga Pass, the route between Hollywood and the San Fernando Valley across the Santa Monica Mountains. Boardwalk Bowl and Dolphin Derby were just alliterations.



*Toy Story Midway Mania construction wall at the left edge of the Games area (2007 photo)*

The original Games of the Boardwalk were located between Malibu-Ritos and the Midway Shops, near the Sun Wheel. Today, that location would be described as being between Toy Story Midway Mania and the Midway Shops, near Mickey's Fun Wheel. You'll still find Games of the Boardwalk there, but these are new games.



*"Study model" at Blue Sky Cellar (2009 photo)*

As part of Disney California Adventure's \$1.1 billion enhancement and expansion project, the original games closed in 2007 (to become part of Toy Story Midway Mania) and 2008 (to retheme the remaining portion). Four new Disney-themed games with splendid Victorian façades would replace the seven California-themed games with their rather charmless façade of garish signs.



Construction (2009 photo)

The new Games of the Boardwalk opened in April 2009 featuring Disney characters and Disney prizes: Goofy About Fishin', Bullseye Stallion Stampede, Casey at the Bat, and Dumbo Bucket Brigade.



The new look (2009 photo)

When discussing both versions of Games of the Boardwalk online, fans have suggested that Walt Disney would not have approved. They pointed out that there were never such games at Disneyland during Walt's lifetime. Of course, playing "What would Walt do?" is just educated guessing. I asked Disney expert Jim Korkis, author of *The Vault of Walt*, for his thoughts:

Werner Weiss: Based on your extensive research about Walt Disney, do you think Walt would have wanted carnival games?

Jim Korkis: While Walt consulted with many successful amusement park owners and operators, it was clear Walt never followed any of their suggestions, including the installation of carnival games. Walt wanted a different atmosphere at his park. Carnival games provoked a type of behavior Walt didn't want; customers lost; and there was a basic inequity in the prizes. Walt didn't want people to "spiel" loudly out in front of their businesses at Disneyland and had to counsel some of the early participants about not doing so in front of their store or restaurant. Part of the experience of a carnival game is the operator spieling loudly to encourage people to play.

Werner: At least nobody spiels loudly at Games of the Boardwalk. During Walt's lifetime, did Disneyland have anything along the lines of carnival games?

Jim: The shooting galleries were notable exceptions because no one really lost and there was value for the money paid. They also seemed to theme in well with their locations. Walt even played the Frontierland Shooting Gallery himself, and the operator made Walt pay, just like the rest of the guests. Also, the widely held belief that carnival games were "rigged" or "crooked" would have been enough for Walt to avoid them.

Werner: The Frontierland Shooting Gallery wasn't about winning prizes either. It was about having an experience. Now, what about Disneyfying the Games of the Boardwalk in 2009?

Jim: Remember that Walt's philosophy was not to separate families, not to force them to spend money, and to have a clean and friendly place for them to enjoy. Overlaying Disney characters on carnival games doesn't seem to be immediately in that spirit.

Werner: Is there any place for carnival games at Disney parks?

Jim: I think a good example of a carnival game being effectively "Disneyfied" is Toy Story Midway Mania. While it maintains the basics of carnival games, it allows everyone of any age to participate, have fun together and no one really loses. It becomes more challenging to adapt other classic carnival games to a similar format.



*Goofy About Fishin'* (2010 photo)

# MALIBU-RITOS



A giant sign faces Paradise Bay.

Want a burrito? Then walk over to Malibu-Ritos at Paradise Pier. But don't get your hopes up.

Malibu-Ritos has four pick-up windows. None of them are open during the slow seasons. Unfortunately, the slow seasons at this park are winter, spring, summer, and fall.



Closed for the season.

Even if you can't order a burrito, you can read the menu and think about how good these items might taste if Malibu-Ritos were ever open.

Burritos	
<b>Chicken Burrito</b> Tender pieces of chicken simmered in red sauce, refried beans, Monterey Jack and Cheddar cheese, wrapped in a large flour tortilla	<b>\$6.99</b>
<b>Bean and Cheese Burrito</b> Refried beans, red sauce, Monterey Jack and Cheddar cheese, wrapped in a large flour tortilla	<b>\$5.99</b>
<b>Carne Asada Beef Burrito</b> Seasoned beef simmered in red sauce, refried beans, Monterey Jack and Cheddar cheese, wrapped in a large flour tortilla	<b>\$6.99</b>

Sunset Treats	Beverages
<b>Crispitos</b> <b>\$2.99</b> A basket loaded with blueberry, Cinnamon Apple, Banana, Pineapple and Chocolate tortilla Crisps, doused with cinnamon apple sugar and drizzled with caramel sauce.	<b>California Collector Quart</b> <b>\$7.99</b> includes Soft Drink at time of purchase
	Coke, Diet Coke, Sprite, Minute Maid Lemonade, Nestea Ice Tea <b>\$2.49</b>
	Nesquik Chocolate Milk <b>\$2.49</b>
	Horchata <b>\$2.79</b>
	Nestea Hot Tea <b>\$2.29</b>
	Nescafé Coffee Regular <b>\$1.99</b> / Large <b>\$2.19</b>
	Nestlé Hot Cocoa Regular <b>\$2.09</b> / Large <b>\$2.29</b>

On The Side	
<b>Guacamole</b>	<b>\$ .79</b>
<b>California Salsa Fresca</b>	<b>\$ .39</b>
<b>Sour Cream</b>	<b>\$ .59</b>

Sales Tax To Be Added

Maybe Malibu-Ritos will be open next time.



A very unusual photo: Malibu-Ritos is open for business!

Wow! Two windows are open. The napkins and condiments are stocked. And there's no line. Now your decision is chicken, vegetarian, or beef.



Some tables have large umbrellas; some don't.

Take your burrito to a nearby table. Listen to the screams from the roller coaster that surrounds you as you bite into the soft flour tortilla folded around the hot, meaty (or meatless) filling. If you put guacamole, salsa, and sour cream in your burrito, be careful how you hold it avoid staining your shirt with a souvenir of Paradise Pier.



Malibu-Ritos is near the right edge of this photo.

Malibu-Ritos is easy to find. Just look for the giant Mickey Mouse circles on the roller coaster.

Malibu-Ritos opened in February 2001 as one of the many eateries of Disney's California Adventure. As was the case with several of the new park's shops, restaurants, and rides, the name was a play on a California location name—in the case, Malibu, a Southern California city that stretches for 21 miles along the Pacific coast. (Other examples are Man Hat 'n' Beach, the Baker's Field Bakery, Bur-r-r Bank Ice Cream, and Maliboomer, another reference to Malibu).



*Toy Story Midway Mania replaced Malibu-Ritos.*

Technically, Malibu-Ritos lasted until September 2006, when the construction walls went up for Toy Story Midway Mania.

In reality, Malibu-Ritos closed in 2001, as soon as it became apparent to park management that there were too few guests and too many places to eat. In this article, the photo of Malibu-Ritos open for business is from February 18, 2001—just ten days after the public grand opening of Disney's California Adventure.

The menu board was updated over the years, such as when soft drink prices went up throughout the park. But that doesn't mean that guests could order food off that menu. Members of the MiceChat.com discussion board commented that even on days when Disney's California Adventure was packed, Malibu-Ritos was closed. If Malibu-Ritos was ever open after 2001, it eluded the online community.



## PACIFIC OCEAN PHOTOS



Photo by Allen Huffman, 2001

Welcome to Pacific Ocean Photos—the old-fashioned, high-tech novelty photo studio here on Paradise Pier.

Would you like a photo of yourself and a friend climbing Grizzly Peak? How about Minnie Mouse helping you with sunscreen on the beach in front of Paradise Pier? Maybe a group shot with Grizzly Peak looming behind you? Or perhaps riding Grizzly River Run with Donald Duck, while your friend and the rest of the Fab Five watch from the shore?



Photo by Allen Huffman, 2001

Pacific Ocean Photos, behind the big sign for Paradise Pier

This novelty photo studio is located right between Strips, Dips 'n' Chips and Malibu-Ritos, below the giant Mickey head loop of California Screamin'.



Photo by Allen Huffman, 2001

A mural of Paradise Pier... on Paradise Pier

Look for the mural of Paradise Pier between the two entrances to Pacific Ocean Photos. Paradise Pier is supposed to look like a charming early twentieth century amusement pier on the California coast—although the stucco building in front of you doesn't quite exude such charm.



Photo by Allen Huffman, 2001

Old-fashioned camera on the outside only



Fun-house mirrors for free

Photo by Tony "WiseBearAZ" Moore, 2002



It's a film store too!

Photo by Allen Huffman, 2001

Pacific Ocean Photos also sells Kodak film, Kodak disposable cameras, photo frames, photo albums, and camera batteries. Of course, if you have one of those new-fangled digital cameras (like the one Allen Huffman has), then you don't need film.



Sample photos on display

Photo by Allen Huffman, 2001



This could be you!

Photo by Allen Huffman, 2001

If you were expecting the inside of the studio to look like something from the days of George Eastman, you might be surprised by the simple, functional interior.



Photo by Allen Huffman, 2001

Not quite the look of an old-fashioned photo studio



Photo by Allen Huffman, 2001

The magic green screen

Your backdrop is a chromakey green screen. Depending on which setting you chose, the photographer will position you properly against this backdrop before capturing your image. Using digital processing software, any part of the image that was green is transparent, allowing your image to appear in the setting that you chose. Cool, eh?

Just don't wear a bright green shirt. If you do, then your torso will also be replaced by the background and your head will be floating somewhere above your pants.

Don't worry. Pacific Ocean Photos has costumes that you can put over your clothes. Actually, you may want to wear costumes in any case, just to make the photo more fun.

The reason that green is the preferred color for the chromakey process is that it's so different from natural skin tones. No matter how queasy you feel after going on the roller coaster loop above the studio, your skin shouldn't be so green that it causes a problem. But if somebody in your group is wearing bright green eye shadow, that might be another story.



Photo by Allen Huffman, 2001

Sideshow poster to the left of the film rack

One 8"x10" print is \$16.95; a second 8"x10" is \$13.00. If you want something smaller (and a bit cheaper), one 5"x7" is \$12.95; a second 5"x7" is \$8.00. You can also have your photo put on postcards.

Perhaps you'd prefer to take your own pictures rather than spending that kind of money.

If you use your own camera, you don't have to go without a clever California Adventure background. It's a short walk from here to the "Picture Yourself in Paradise!" location.



Photo by Allen Huffman, 2001

The money-saving alternative

You have a choice of two settings for your own California Adventure photo. The one on the right is particularly fun. Have one or two people in your party get behind the nose of the California Screamin' train. Frame your shot carefully. When you get your print, turn it upside down (or rotate it 180 degrees in iPhoto). Voilà! The subjects of your photo are at the top of the loop.

Pacific Ocean Photos was an opening day part of Disney's California Adventure (now Disney California Adventure Park) when the park officially opened February 8, 2001. The photography studio and film store had two unassuming entrances in a simple stucco building that also housed two fast food restaurants.

The name, Pacific Ocean Photos, was undoubtedly a play on Pacific Ocean Park in Santa Monica. Built by a partnership of broadcaster CBS and racetrack operator Santa Anita Park, the ambitious amusement pier—called P.O.P. for short—was supposed to compete with Disneyland. It only lasted from 1958 through 1967.



Photo by Tony "WiseBearAZ" Moore, 2001

Stucco, green neon, and simple signs



Photo by Allen Huffman, 2001

No mural yet in February 2001



Photo by Tony "WiseBearAZ" Moore, 2001

The "DCA 1.0" look

At first, there was not a mural between Pacific Ocean Photos' two entrances. The signs above them lacked the old-fashioned cameras. By the end of 2001, the exterior had been embellished somewhat.

After more than five years of operation, Pacific Ocean Photos closed permanently to make way for the first major enhancement at Paradise Pier—Toy Story Midway Mania. In September 2006, workers erected a construction wall. By Thanksgiving 2006, the old building was gone.



Photo by Allen Huffman, 2007

Wall at the construction site where Pacific Ocean Photos used to be



Photo by Allen Huffman, 2007

*Toy Story Midway Mania*, opening Summer 2008



Photo by Allen Huffman, 2008

*Toy Story Midway Mania*—a big improvement over Pacific Ocean Photos

Toy Story Midway Mania opened June 17, 2008. A charming Victorian building had replaced a mostly flat stucco box building. It seemed the rest of Paradise Pier would get a similar treatment in the coming years. But surprisingly little was done.





Photo by Allen Huffman, 2018

### Transformation of Paradise Pier to Pixar Pier

In December 2017, Disney announced that Paradise Pier at Disney California Adventure Park would be split into two lands—Pixar Pier and Paradise Gardens Park—beginning Summer 2018. Pixar Pier would have four neighborhoods: Incredibles Park, Toy Story Boardwalk, Pixar Promenade, and Inside Out Headquarters.

But what about fantasy photos? Just ask any Disney PhotoPass photographer. You can pose for some clever photos with digitally-added Disney characters.

## STRIPS, DIPS 'N' CHIPS



She sells chicken strips by the seashore.



It may not be charming, but it's easy to find because of the big sign.

Deep fried foods... nutritionists tell us to avoid them, but our appetites tell us to order them for lunch. So head over to Boardwalk Betsy's World Famous Strips, Dips 'n' Chips.



To find Boardwalk Betsy's place, look for the big Mickey head on the roller coaster.

Boardwalk Betsy serves deep-fried fish filets, deep-fried chicken strips, and deep-fried mozzarella strips—all served with deep-fried jumbo french fries. If that's not enough fryer fat for you, you can also get deep-fried funnel cakes.

There's no children's menu, but the entrees at this eatery are perfect for sharing.



Boardwalk Betsy is winking at you. (Or is she a one-eyed sailor like Popeye?)

First, choose from one of six main courses:

- Chicken strips, 4 or 6 pieces
- Mozzarella strips, 4 or 6 pieces
- Battered fish filets, 3 or 4 pieces

They all come with jumbo fries.



It's your turn to order.

Now choose one of the delicious dipping sauces:

- Malibu Ranch
- Midway Honey Mustard
- Santa Barbecue
- Muscle Beach Marinara
- Hula Hoopla Hot Sauce



Boardwalk Betsy's friendly cooks prepare your meal.

The fish includes tartar sauce in addition to a dipping sauce. If all you really want is a serving of jumbo fries with a dipping sauce, that's another option. If you prefer something that's not deep-fried, have some apple wedges with caramel sauce for dessert. Oh, and the Coca Cola and other beverages aren't deep-fried either.

But, frankly, if you don't want deep-fried foods, what are you doing at Strips, Dips 'n' Chips anyway?



Take your food to a table along Paradise Bay.

California Adventure opened in February 2001 with Strips, Dips 'n' Chips as one of many places to eat. Unlike nearby Malibu-Ritos, which closed in the park's first year, Strips, Dips 'n' Chips operated for more than five years (although not every day).



When Strips, Dips 'n' Chips first opened, Boardwalk Betsy's face was not on the marquee.

In September 2006, a construction wall went up in front of Strips, Dips 'n' Chips. Two months later, workers demolished the boxy stucco building that had contained Strips, Dips 'n' Chips and Malibu-Ritos to make way for the Victorian splendor of Toy Story Midway Mania.



The Farmers Market became the new spot for deep-fried chicken, mozzarella, and fish.

Soon after Strips, Dips 'n' Chips closed, its popular deep-fried menu moved to the Bountiful Valley Farmers Market. The original 2001 menu of the Farmers Market had emphasized fresh, healthy foods, but the eatery was seldom open until the fried foods arrived in 2006. The eatery closed permanently September 7, 2010, for the demolition of Bountiful Valley Farm.

## CALIFORNIA SCREAMIN'



Photo by Tony "WiseBearAZ" Moore, 2002

California Screamin' entrance

"Imagine a roller coaster modeled after the traditional wooden coasters of the 1920s. Now add a launch that takes you from 0 to 55 miles per hour in under five seconds, a loop-de-loop around a glimmering silhouette of Mickey Mouse's head, over a mile of track reaching heights of 120 feet, and a 108-foot drop at 50 degrees—and you've got California Screamin', the adrenaline rush of the century!"

— Official website of Disney's California Adventure, 2001

It's a fun thrill ride. It even looks like a wooden roller coaster, at least from a distance.

But the 1920s? Not so much.

If Walt Disney had visited one of Southern California's amusement piers after he arrived from Kansas City in 1923, he would have seen many architectural styles and construction materials, but nothing like California Screamin'. The style of its queue and load area can best be described as "late-20th-century cost-effective." Its neon sign suggests the 1940s or 1950s.

But don't worry about that. Just enjoy the ride!



Photo by Tony "WiseBearAZ" Moore, 2001

California Screamin' entrance



Photo by Tony "WiseBearAZ" Moore, 2001

FASTPASS distribution





Photo by Tony "WiseBearAZ" Moore, 2001

Unthemed queue



Photo by Allen Huffman, 2002

"Smile when you scream!"



Photo by Tony "WiseBearAZ" Moore, 2001

Load building



Photo by Allen Huffman, 2003

Loading on both sides of the platform



Photo by Allen Huffman, 2002

Shoulder harnesses in place, and ready to go!



Photo by Allen Huffman, 2002

A salute to stucco?



Photo by Allen Huffman, 2002

From water level to the highest hills



Photo by Tony "WiseBearAZ" Moore, 2001

Ready to launch, front seat view



Photo by Tony "WiseBearAZ" Moore, 2001

Ocean waves, just as at a real amusement pier



Photo by Tony "WiseBearAZ" Moore, 2001

Heading up the first tube



Photo by Tony "WiseBearAZ" Moore, 2001

A tube with a view of the Timon parking lot

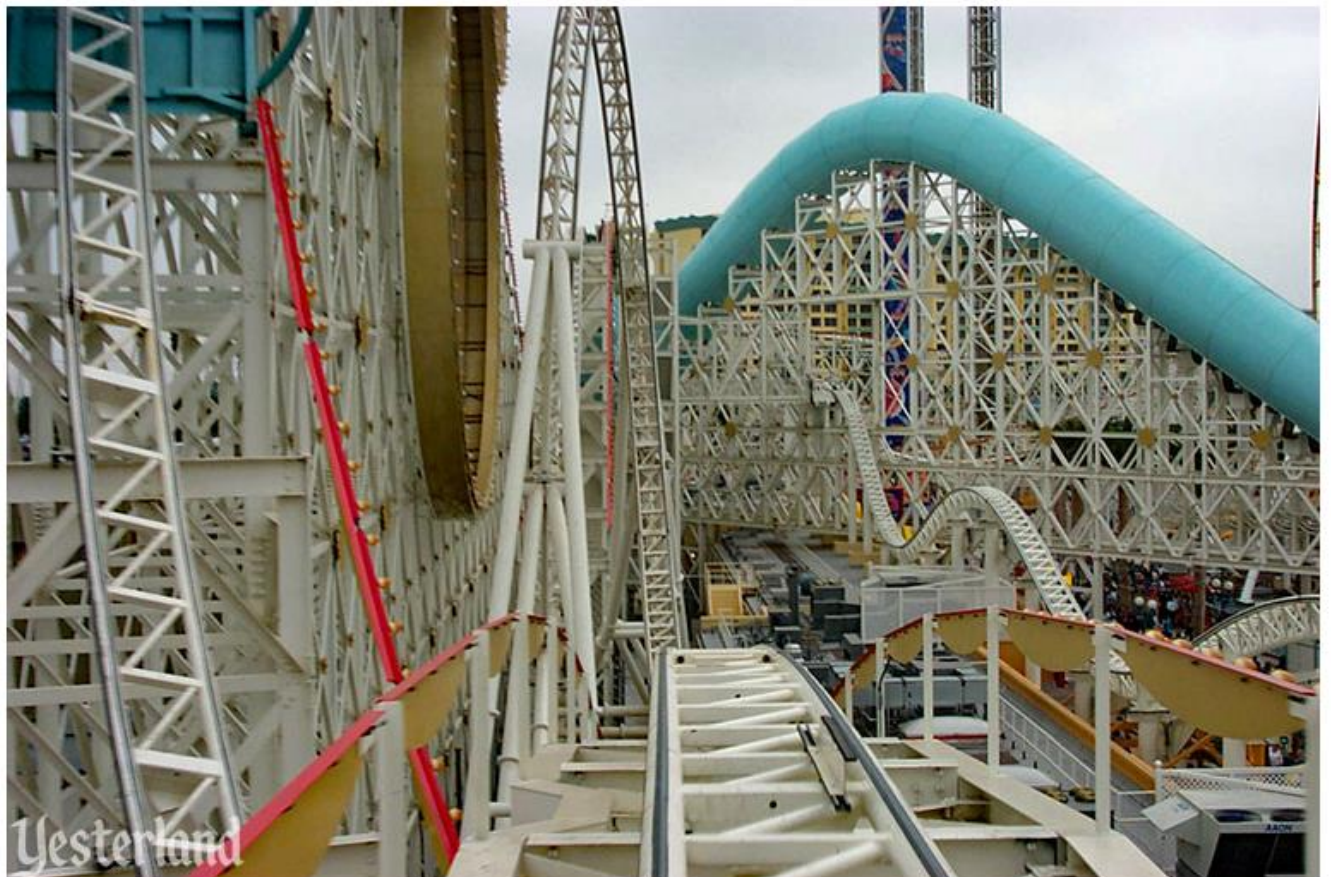


Photo by Tony "WiseBearAZ" Moore, 2001

The looping track in front of the Mickey Mouse head



Photo by Tony "WiseBearAZ" Moore, 2001

The loop!



Photo by Allen Huffman, 2002

Above the games



Photo by Allen Huffman, 2001

Above the food counters



Photo by Tony "WiseBearAZ" Moore, 2002

Across the street from the Convention Center





Photo by Tony "WiseBearAZ" Moore, 2001

California ScreamCam photos



Photo by Tony "WiseBearAZ" Moore, 2001

At night

You've finished screamin' on California Screamin'. What are you going to do next?

The old song says, "I scream, you scream, we all scream for ice cream." So go next door to Catch a Flave Ice Cream for some California ice cream.

California Screamin' was an opening day attraction at Disney's California Adventure. (The photos above are all from 2001, 2002, and 2003.) Located in the park's Paradise Pier section, it was one of the bright spots at a park that was short on "hit" attractions.

Monica Zurowski, reviewing the new park for the Calgary Herald and other Canadian newspapers on February 10, 2001, identified the ride as one of the park's three "don't miss" attractions (along with Soarin' Over California and Jim Henson's Muppet Vision 3-D):

"California Screamin' salutes the favourite thrill ride of the amusement park—the roller-coaster. But this is no ordinary roller-coaster. The ride takes off from zero and goes to almost 100 km/h in four seconds flat, before heading through a series of turns, twists, drops and loops that can make even the most brave of heart let loose with a few screams."

When Paradise Pier opened, it was supposed to put guests into the "heyday of the great seaside amusement park piers." With a hodgepodge of styles, it was unclear when that "heyday" was supposed to be. Over the years, Disney added Queen Anne-style (late Victorian) structures around the shore of Paradise Bay, including Toy Story Midway Mania. This established the early 20th century as the time period of the pier.

But California Screamin' did not change much from 2001 to 2018. It never received an early-20th-century makeover. A few things did change.

The biggest change involved the decoration behind the loop. In 2009, a painted sun whose colors echoed Toy Story Midway Mania! replaced the silhouette of Mickey Mouse's head, along with a Paradise Pier sign where Mickey's ears had been.

In 2010, recorded announcements by Neil Patrick Harris replaced the original ones.

The waves that once crashed near the coaster trains seldom worked. The view from the ride changed considerably, including such major changes as the Timon parking lot becoming Cars Land and the Maliboomer disappearing.

As the park's collection of attractions and themed areas improved significantly, California Screamin' continued to be one of its most popular and repeatable attractions—because many people like roller coasters.



© Disney-Pixar - Artist Concept Only

Artist concept for Pixar Pier, bird's-eye view

California Screamin' closed permanently January 8, 2018. That meant the end of the name. And it meant the end of the theme—or, more accurately, the end of the lack of a theme (beyond “steel pretending to be wood” or, perhaps, “Disney pretending to be Six Flags”).

It didn't mean the end of the roller coaster itself. Paradise Pier would become Pixar Pier, featuring four Pixar “neighborhoods.” The roller coaster would continue to be the anchor attraction of the re-imagined “pier”—retaining the thrills, but adding a story. A Disney press release in December 2017 provided details:

The first neighborhood is inspired by Disney·Pixar's *The Incredibles* and will open in summer 2018 with the Incredicoaster. Permanently transformed from the attraction that is now California Screamin', Incredicoaster will invite guests into a mid-century-modern-style loading area inspired by the Parr family home. A super combination of character figures, lighting and special effects will bring the action to life as the Parr family races alongside guests in an attempt to catch baby Jack-Jack. The new character moments, scenes, special effects and exciting musical score will connect the attraction's story to Pixar's *Incredibles 2*, which opens in theaters June 14, 2018.

In other words, the effort to establish a consistent early-20th-century style for the entire shore of Paradise Bay has ended. At the same time, the Incredicoaster with its story, is an improvement over California Screamin'. And the mid-century-modern-style is consistent with the setting of *The Incredibles*.

The only people who have lost out in the process are those who love *The Incredibles*, have longed for a ride based on the movie, but who can't or won't ride roller coasters.



© Disney·Pixar - Artist Concept Only

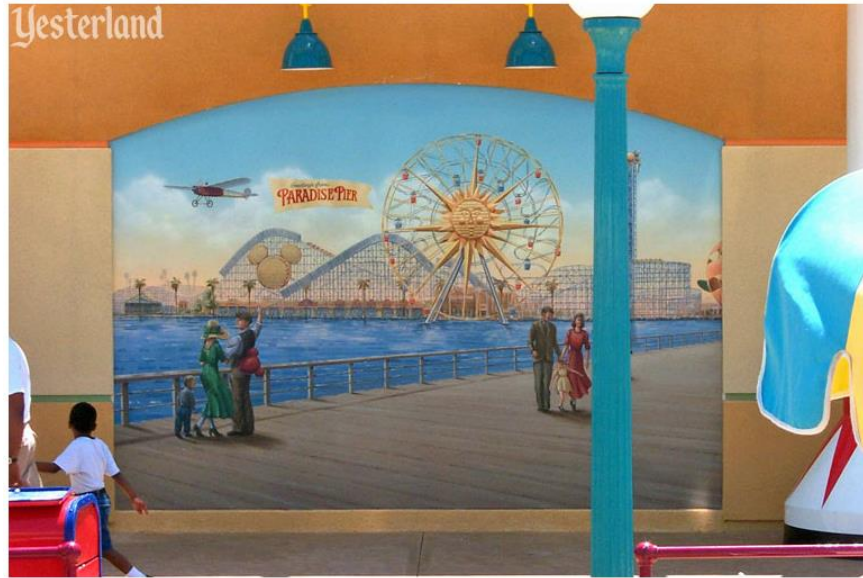
Artist concept for *Incredicoaster*



Entrance to *The Incredibles* "neighborhood" (Detail from bird's-eye view)

That leaves the question, is Pixar even a legitimate theme for a land? After all, Pixar is not a genre, a location, or a particular period of time. It's an animation studio that has made a lot of very good movies, each with its own setting.

## MICKEY HEAD ON SCREAMIN'



Paradise Pier mural

Photo by Tony "WisebearAZ" Moore, 2001

Who says that Mickey Mouse doesn't have a big enough presence at this park? Just look at just how big this Mickey Mouse is.

Along with the giant sun on the nearby Sun Wheel, the giant Mickey head dominates the view across the lagoon. These are the two main icons of Paradise Pier.

Would you like to take a roller coaster ride with a loop around this silhouette of Mickey Mouse's head?

Don't worry. It's a single loop. You don't loop around Mickey's ears too. (Now that would be a jarring ride!)

Befitting the Golden State, the Mickey head silhouette is golden. It's simple, clean, and industrial.

Paradise Pier represents "the heyday of the great seaside amusement park piers." Judging by the contemporary design of the Mickey head silhouette, that heyday must have been quite recent.



Upside down

Photo by Werner Weiss, 2002



Photo by Tony "WisebearAZ" Moore, 2003

The pier in front of the ride



Photo by Tony "WisebearAZ" Moore, 2001

[Strips, Dips, 'n' Chips](#)



Photo by Allen Huffman, 2002

A calm day at Paradise Bay Lagoon



Photo by Allen Huffman, 2003

A windy day at Paradise Bay Lagoon



Photo by Tony "WisebearAZ" Moore, 2001

Sign curves one way; track curves the other way



Photo by Tony "WisebearAZ" Moore, 2001

Track in front of, not within, the silhouette of Mickey's head





Photo by Allen Huffman, 2002

View across the lagoon



Photo by Allen Huffman, 2008

Souvenir t-shirt

You can buy a t-shirt with the Mickey head silhouette on the tallest roller coaster hill. It also has Mickey and his pals. All of them (except Pluto) are terrified by the ride.



Photo by Allen Huffman, 2001

Blue light special



Photo by Tony "WisebearAZ" Moore, 2001

Better at night

At night, the golden Mickey head silhouette fades into the darkness, replaced by lights forming the same shape. Most things here at the original Paradise Pier look better at night.

When Disney's California Adventure opened in February 2001, the new park's big thrill ride was California Screamin'—an "E" ticket attraction (except that California Adventure opened long after the Disneyland ticket system was retired).

From a distance, it appeared to be a wooden roller coaster. The Mickey head silhouette on the coaster's highest hill called attention to a 360-degree loop—but as coaster loops and other inversions became popular in the 1970s, they have been associated with steel coasters, not wooden coasters. (A rare exception at the time California Adventure opened was Son of Beast at Kings Island in Ohio.)

A closer look would reveal that California Screamin' was a steel roller coaster designed to look like a "woodie."



Photo by Tony "WisebearAZ" Moore, 1999

Mickey head silhouette being built (beginning with the ears), September 18, 1999

Here's how the official website described the ride:

Imagine a roller coaster modeled after the traditional wooden coasters of the 1920's. Now add a launch that takes you from 0 to 55 miles per hour in under five seconds, a loop-de-loop around a glimmering silhouette of Mickey Mouse's head, over a mile of track reaching heights of 120 feet, and a 108-foot drop at 50 degrees—and you've got California Screamin', the adrenaline rush of the century!

In a park initially criticized for having too few worthwhile attractions, California Screamin' was one of the high points—at least for guests who enjoy thrill rides.



Photo by Allen Huffman, 2009

Mickey head silhouette being removed (beginning with the ears), March 3, 2009

As a popular, major attraction, California Screamin' survived the \$1.1 billion makeover of Disney's California Adventure, which was announced in October 2007 and completed in June 2012.

But what about the "industrial" Mickey head silhouette?

No. The Imagineers responsible for the massive makeover must have recognized that the vaguely 1990s-style Mickey head silhouette on California Screamin' and the vaguely 1970s-style sun-with-a-face on the Sun Wheel both contradicted the early 20th century amusement pier theme of Paradise Pier—on a grand scale.



Photo by Werner Weiss, 2007



Photo by Werner Weiss, 2009

The California Screamin' loop before (top) and after (bottom)

In 2009, instead of just replacing the Mickey head and the sun face with old-fashioned versions, the Imagineers also swapped the Mouse and sun between the two rides. The circle which had been the Mickey head on California Screamin' now contains a simple, painted sun whose colors echo Toy Story Midway Mania! below. A broadly smiling Mickey Mouse face, reminiscent of the face at the beginning of the original color Mickey Mouse cartoons, is now on the former Sun Wheel, renamed Mickey's Fun Wheel.



Photo by Werner Weiss, 2010

Toy Story Midway Mania! and the loop above it

There was a surprising amount of controversy on MiceChat and other Disney fan forums when the changes were first announced—some liked the Paradise Pier skyline as it was; some objected to the Paradise Pier sign on Screamin’; some thought the changes were a pointless waste of resources; some objected to “slapping a Mickey face” on the Sun Wheel; some surmised that the only reason WDI would do such a thing would be if the updated icons would have a role in the new water show; and some wondered why any amusement pier rides would be kept as part of the \$1.1 billion redo of the park.

Once these and many other changes around the Paradise Pier lagoon were completed, park guests saw the reason. Paradise Pier gained charm that was sadly lacking when it opened. But more changes were needed.

But instead of another phase of Paradise Pier enhancements, the area would become Pixar Pier in 2018, and California Screamin’ would become the Incredicoaster. The Pixar theme meant a third decoration behind the loop.



Detail from the Artist Concept © 2017 Disney-Pixar  
Artist concept for updated roller coaster loop



Pixar Pier transformation underway

The actual art behind the loop doesn't quite match the concept art, but the idea is the same.



Photo by Chris Bales, 2018

*Incredicoaster at Pixar Pier*

So far the loop has had three decorations. Will there be a number four?

## ORIGINAL BILLBOARDS



Photo by Allen Huffman, 2002

Billboard row

It's 2001. You're walking around the lagoon at Paradise Pier to experience "the ultimate beachfront amusement zone, filled with thrilling attractions and vibrant graphics associated with the heyday of the great seaside amusement park piers." (That's how The Walt Disney Company's 2000 annual report described it.)

When was "the heyday of the great seaside amusement park piers" anyway? Perhaps we can figure that out from the "vibrant graphics" on the four custom billboards in this corner of Yester Paradise Pier.





Photo by Allen Huffman, 2001

“Just another (*Refreshing*) day in PARADISE!” – Coca Cola

The first billboard features Coca Cola. A kid is drinking Coke from a glass bottle. In the background, the Mickey head shape on California Screamin' and the stylized California Sun of the Sun Wheel fill much of the bright blue sky.

But what decade is it? Perhaps the 1950s? Coca Cola ads prior to the 1960s used painted illustrations; then Coca Cola switched to photographs. The returnable glass bottles also suggest that it's many decades ago, long before plastic bottles and aluminum cans took over. But the font on the billboard is from the 1970s. And the kids are dressed in beach apparel from the 1990s—just look at the sneakers, swimwear styles, and the fabrics. In other words, it's impossible to pin this billboard to a particular decade.



Photo by Allen Huffman, 2001

### Paradise Pier's Games of the Boardwalk

The second billboard promotes the Games of the Boardwalk, just a short walk away past Boardwalk Betsy's World Famous Strips, Dips 'n' Chips and Malibu-Ritos.

The cartoon people on the billboard are reminiscent of drawings from the 1930s and 1940s, such as the mascot from the game Monopoly (1935). The style of the large "Games" in the center seems to harken back to the 1920s and 1930s. The scrolls represent an even earlier period. The color palette and the use of gradients in the ovals suggests the 1990s. Again, it's a billboard that's all over the 20th century. But at least the drawings are kind of fun.



Photo by Allen Huffman, 2001

### "Picture Yourself in Paradise!"

The third billboard isn't really a billboard. It's a set of two photo opportunities. The left one lets someone pose behind a cutout representation of a Golden Zephyr rocket. Once again the iconic Mickey head shape and Sun Wheel are in the background. The right one simulates the top of the California Screamin' loop. When you get your prints back from the drugstore, put that picture in your photo album upside down so that the Orange Stinger and Mickey head loop are right-side up. Clever, eh?

There's just one problem. The square backgrounds would be perfect if film frames were square. But it's 2001. Most people these days capture rectangular images—whether with a common 35mm film camera or with one of those new-fangled digital cameras that people are now buying. Perhaps you can dust off your old Kodak Instamatic camera from the 1960s; it produces square images using "126" film cartridges.

Once again, it's hard to tie the billboard to a particular decade. More than any other period, the artwork has the look of the 1990s.



Photo by Allen Huffman, 2007

“It’s a ~~Meteor~~ Meatieer Shower!” – Burger Invasion

The final billboard advertises Burger Invasion, the McDonald’s-sponsored quick-service eatery that looks like a cross between a hamburger and an alien spaceship. Don’t miss the pun on the sign. The California Adventure park of 2001 is known for many puns.

Because the billboard uses comic book art, we could associate this billboard with the 1940s, which many consider to be the middle of the Golden Age of Comic Books. Or maybe it’s meant to look like a movie poster illustration. Then again, the art is also somewhat reminiscent of the Star Tours and Buzz Lightyear Astro Blasters murals in Disneyland.

We have failed to identify the heyday of California amusement piers from these billboards. But, in a way, the billboards of 2001 are a perfect metaphor for Paradise Pier in 2001. Just as the billboards lack a cohesive story and sense of time and place, so does Paradise Pier.

When Disney's California Adventure opened in February 2001, the park had four custom billboards in a row.



Photo by Allen Huffman, 2001

Paradise Pier magic of 2001

The row is still there, but the billboards have all changed over the years—each at least twice.



Photo by Allen Huffman, 2009

Billboards in 2009

The first original billboard to go away was the photo opportunity spot. In August 2002, a custom billboard for Coppertone Suncare Products replaced it.



Photo by Allen Huffman, 2008

Tan, Don't Burn. Get a Sun Wheel Tan.

The new billboard was based on the classic Coppertone advertising image of a little girl's embarrassment when her dog exposes her untanned skin by pulling down part of her swimsuit. Only in the Disney version, the dog revealed nothing—not even a distinct tan line. The Disney version of the suit was apparently made from very stretchy material.



The next billboard to disappear was Games of the Boardwalk. In January 2005, Disney and Georgia-Pacific announced a 10-year strategic alliance. Among various promotional tie-ins, Brawny paper towels would sponsor the new Lights, Motors, Action! Extreme Stunt Show at the Studios park in Florida. Quilted Northern toilet paper signs then showed up on walls in U.S. Disney parks.



Photo by Allen Huffman, 2007

Brawny Man, California Adventure Edition

The new billboard showed a brawny man using Brawny paper towels to polish a gleaming convertible from around 1949—garnering admiration from beautiful women and a guy in a white tee-shirt. The same billboard also appeared atop Mickey's of Hollywood at the Studios park. Never mind that the car was too new for the period of either Paradise Pier or Hollywood Blvd. At least this billboard projected a sense of place and time, even if it was the wrong time.



Photo by Werner Weiss, 2013

### “Between Sea and Sky” – Paradise Pier

After a different strategic alliance ended—the one between Disney and McDonald’s—another billboard changed. The former Burger Invasion billboard became a beach scene with Paradise Pier in the background—without the Sun Wheel or the Mickey head on the roller coaster. It was December 2008, and it was the first billboard to roll back time to the early 20th century.

What had been a mishmash of 20th century styles with no clear time period began a transformation. It began with the opening of Toy Story Midway a half year earlier and continued with other enhancements to Paradise Pier over the following years.

When Cars Land opened nearby in 2012, its rockwork became a new backdrop for the billboards. Instead of being a visual intrusion, the rugged rock structures suggested the cliffs along many Southern California beaches. It worked surprisingly well.





Photo by Werner Weiss, 2013

### Billboard row in 2013

In May 2012, the newest billboard on billboard row became the oldest. The original Coca Cola billboard, the Brawny billboard, and the Coppertone billboard were all replaced. Finally, all four billboards had a consistent style and place in time.



Photo by Werner Weiss, 2013

“Delicious and Refreshing” –Coca Cola



Photo by Werner Weiss, 2013

“Live Music, Garden Dining, By the Bay” – Boardwalk Pizza & Pasta and Paradise Garden Grill



Photo by Werner Weiss, 2013

“Soar at the Shore!”

In June 2018, Disney split Paradise Pier into two new lands: Pixar Pier and Paradise Gardens Park.

The billboards, located in Pixar Pier, needed to change. And they did. New billboard art features characters from four Disney-Pixar movies: *Up* (2009), *WALL•E* (2008), *Finding Dory* (2016), and *Coco* (2017)

So experience the adventure of Pixar Pier; find your special moment there; enjoy all its family fun—and please recycle your recyclables and properly dispose of your trash so it doesn't wind up in the ocean.



Photo by Werner Weiss, 2018

New billboard art for Pixar Pier



Photo by Werner Weiss, 2018

Carl Fredrickson and Russell high above Pixar Pier



Photo by Werner Weiss, 2018

EVE and WALL•E



Photo by Werner Weiss, 2018

Dory; sea otters; sea lions Gerald, Rudder, Fluke; common loon Becky



Photo by Werner Weiss, 2018

"Fun for the whole family!"

## CATCH A FLAVE



Catch a...

Photo by Chris Bales, 2006



...Flave

Photo by Allen Huffman, 2008

Take a look at the colorful edges on the neon ice cream cone swirls. The colors tell you that this place sells vanilla soft serve ice cream with your choice of a colorful flavor swirled in—cotton candy, grape, orange, lemon, butter pecan, bubblegum, strawberry, or chocolate.

The official park website invites you to “take the edge off that hot California sun with a soft serve ice cream dish with a colorful flavor twist!”



Photo by Allen Huffman, 2009

With a yellow and white striped awning

Catch a Flave is on Paradise Pier, right before billboard row—or right afterwards depending on which way you're circling the lagoon.

The shop's name and tagline are based on a 1963 Beach Boys surfing song, "Catch a Wave," and a line from its lyrics, "Catch a wave and you're sittin' on top of the world."



Photo by Tony "WisebearAZ" Moore, 2001

Or with a blue and white striped awning



Photo by Tony "WisebearAZ" Moore, 2001

Pastel paint



Photo by Allen Huffman, 2003

Name painted on the right side wall too



The building isn't much to look at. There's the nicely done neon sign extending out above the order windows, but, beyond that, it's just a simple stucco box with a striped awning. The painted graphics, with pastel colors and a broad-stroke script, suggest the 1970s more than any other decade.



Photo by Tony "WisebearAZ" Moore, 2001

Original Catch a Flave menu in 2001



Photo by Allen Huffman, 2009

Catch a Flave menu in 2009

Walk up to the window and place your order. It might be a tough decision. Every flavor goes well with vanilla. With orange, you get a classic "50/50 Bar" taste. Butter pecan, with its caramel-coated nut flavor, comes highly recommended. If you can't make up your mind, ask the cast member to pick a flavor for you.

Or get plain vanilla, without a flavor swirled in. Think of it as the ninth flavor.



Photo by Allen Huffman, 2009

Catch a Flave after dark



Photo by Allen Huffman, 2009

Neon at night

If you think it's too cold for an ice cream cup, cone, or float, have some hot coffee instead. But don't count on Catch a Flave being open. This place tends to shut down when demand for ice cream drops along with the temperature.

Catch a Flave was part of Disney's California Adventure when the park opened in February 2001. Here's how the Orange County Register described Catch a Flave on February, 4, 2001:

Odd twist on soft serve ice cream. Some gee-whiz gadgetry allows decadent 10 percent-butterfat ice cream to be laced with various flavor gels, ranging from obvious (chocolate and strawberry) to odd (cotton candy and bubble gum).

Presumably, Disney was using standard equipment and syrups from the Flavor Burst Company of Danville, Indiana. Although such flavored, color-edged soft serve was not unique to Catch a Flave, it was unusual. Park guests liked it.

In April 2010, conventional soft serve machines replaced Catch a Flave's "gee-whiz gadgetry." The flavor choices became vanilla, chocolate, or vanilla and chocolate swirled together. Period. It was still called Catch a Flave for most of 2010, despite the lack of flavor choices. The prices remained the same. At least the soft serve was still tasty.



Transformation in 2010

Photo by Chris Bales, 2010



Paradise Pier Ice Cream Co.

Photo by Werner Weiss, 2013

In September 2010, after a short closure, Catch a Flave reopened as Paradise Pier Ice Cream Co.—a more generic name that better reflected its more generic menu. The neon sign from Catch a Flave survived, but as a plain vanilla cone.

The former Catch a Flave—and its successor Paradise Pier Ice Cream Co.—became Adorable Snowman Frosted Treats in 2018.

## PARADISE PIER ICE CREAM



Photo by Werner Weiss, 2013

Vanilla sign on a vanilla building

Get in line next to the Coca-Cola billboard. Although the billboard promises a “delicious and refreshing” beverage, the shop just beyond the billboard serves something even more delicious and refreshing—vanilla, chocolate, or swirled soft serve ice cream.



Photo by Allen Huffman, 2017

Coca-Cola billboard



Yesterland

Photo by Werner Weiss, 2013

At the left end of billboard row



Yesterland

PARADISE

Photo by Allen Huffman, 2017

Next to Treasures in Paradise



Yesterland

PARADISE Ice Cream Co. PIER Ice Cream Co.

Photo by Werner Weiss, 2013



Photo by Werner Weiss, 2013



Fancy neon

Photo by Werner Weiss, 2013

**PARADISE PIER Ice Cream Co.**

<p><b>SOFT SERVE ICE CREAM</b> Vanilla, Chocolate or Swirl Served in a Cup or Cone Regular.....3.49 Large.....3.99</p>	<p><b>BEACHFRONT FLOATS</b> Choice of Coca-Cola, Diet Coke, Barq's Root Beer or Sprite with Vanilla Ice Cream! 4.59</p>
<p><b>BEVERAGES</b></p>	
<p>Coffee.....2.79 Regular or Decaffeinated</p>	<p>Regular.....2.99      Large.....3.49</p>
<p><small>Sales Tax To Be Added</small></p>	

Photo by Werner Weiss, 2013

Cups, cones, floats, and beverages

Enjoy two traditional soft serve flavors—vanilla and chocolate (and the ever-popular twist of both).



Place your order

Photo by Werner Weiss, 2013



Tall swirl cones

Photo by Werner Weiss, 2013



Does everyone order the swirl?

Photo by Werner Weiss, 2013

Paradise Pier Ice Cream Co. is an unexciting, “vanilla” name. But the name of the land will probably always be Paradise Pier. So it’s the perfect name for the ice cream shop, right?

Paradise Pier Ice Cream Co. first appeared at Disney California Adventure in September 2010—but its story is as old as the park.



Photo by Allen Huffman, 2003

Before transformation



Photo by Werner Weiss, 2013

After transformation

Catch a Flave—serving vanilla soft serve with colorful flavor gels swirled along the edge (including cotton candy flavor and bubblegum flavor)—had been a Paradise Pier favorite since Disney’s California Adventure opened in February 2001.

In April 2010, Catch a Flave switched to a menu of vanilla and chocolate. The shop’s neon sign, with color-edged ice cream, no longer matched the product. Also, the building’s paint and graphics suggested the 1970s, not the heyday of California amusement piers a half century earlier.

A short closure in September 2010 fixed all that. Paradise Pier Ice Cream Co. was born.

Along with a new name, the shop was given a more appropriate look for the era that Paradise Pier was supposed to represent. It became a vanilla building with painted chocolate lettering and strawberry accents. (Strawberry was not on the menu, but it’s a good color for an ice cream shop.)

Paradise Pier Ice Cream Co. lasted just over seven years.



In November 2017, Disney announced that southern shore of Paradise Bay would become Pixar Pier and the rest of Paradise Pier would become Paradise Park. Disney ditched its slow, ongoing effort to move Paradise Pier toward an authentic early-20th-century California amusement pier theme. The new plan was to represent Pixar movies—and not a particular place or time.

The ice cream shop would need a Pixar theme. Disney picked a minor character from a major film.



Artist Concept Only © Disney•Pixar

ADORABLE SNOWMAN FROSTED TREATS AT PIXAR PIER (ANAHEIM, Calif.) – Pixar Pier, a newly reimagined land opening at Disney California Adventure Park on June 23, 2018, introduces four new neighborhoods representing beloved Pixar stories. This artist concept illustrates the Adorable Snowman Frosted Treats near the entrance of Pixar Pier. (Disney•Pixar) [image and caption from Disney]



Photo by Allen Huffman, 2018

Adorable Snowman Frosted Treats

The Pixar character here is the Abominable Snowman—who would rather be known as the Adorable Snowman or the Agreeable Snowman—from *Monsters, Inc.* (2001) and *Monsters University* (2013).

There's now decorative trim on the corners of the building. The front façade is much more memorable than Catch a Flave or Paradise Pier Ice Cream Co. The whole thing comes across as a lot more fun than its predecessors.



Photo by Chris Bales, 2018

Yellow snow?

The Snowman, voiced by John Ratzenberger in the English language version, greets Mike and Sulley in Monsters, Inc. with the memorable line, "Welcome to the Himalayas!"

When the Snowman offers yellow snow cones to Mike and Sulley in that movie, Mike reacts, "Yechh!"

"Nuh, nuh, no," the Snowman reassures. "Don't worry. It's lemon!"

It's also lemon at Disney California Adventure. In fact, one of the flavors is called "It's Lemon!" There's also "It's Chocolate!" and "It's Vanilla!" and a few specialties and beverages.

But it's soft serve. It's not a snow cone.



Photo by Chris Bales, 2018

Adorable menu

One ice cream shop. Three names. Three looks. Three menus. Which do you like best?

## TREASURES IN PARADISE



Photo by Allen Huffman, 2001

Welcome to Treasures in Paradise! According to the official website, “Your search is over! Find a fun-filled treasured souvenir for the child on your list—children’s apparel; children’s hats; toys and dolls; saltwater taffy and other sweets.”

The exterior is a stucco box perforated by a series of openings and decorated with tile trim. A striped canopy in one corner is topped by an elaborate tower with the main sign at its base.



Photo by Tony “WiseBearAZ” Moore, 2001

Fancy sign



Photo by Tony "WiseBearAZ" Moore, 2001

Main entrance



Photo by Allen Huffman, 2001

Rear entrances—not as fancy



Photos by Chris Bales, 2017

Artifacts and wooden trim

The decor here features artifacts that harken back to the great California amusement piers of the early 20th century. Treasures in Paradise might be the best themed shop at Paradise Pier.



Photo by Werner Weiss, 2017

Poster for "Azalea, the Fabulous Female Illusionist," behind the counter



Yesterland

Photo by Werner Weiss, 2013

Amusement park antique



Photo by Allen Huffman, 2001

Genuine Lusse Auto Skooter bumper car from the 1940s as decor



Photo by Allen Huffman, 2017

Carousel horse as a fixture topper



Photo by Chris Bales, 2017

Carousel animals and defunct amusement pier emblems



Photo by Chris Bales, 2017

More carousel animals and defunct amusement pier emblems



Photo by Werner Weiss, 2013

Pacific Ocean Park, competitor to Disneyland



Okay, real shops at amusement piers of the early twentieth century would not have contained carousel animals and emblems of competitors. But, hey, Treasures in Paradise still comes across as much more authentic than Man Hat n' Beach.

Treasures in Paradise was an opening-day shop at Disney's California Adventure (now Disney California Adventure). Its official opening date was February 8, 2001.

The exterior color palette of Treasures in Paradise changed during an early round of placemaking at the park.

The store operated for almost 17 years without any major changes inside. The merchandise changed, but the decor didn't.



Photo by Allen Huffman, 2008

The corner tower with the updated color palette



Photo by Allen Huffman, 2008

White stucco



Photo by Werner Weiss, 2013

Still selling candy and items for children



Photo by Werner Weiss, 2013

Well-themed detail



Photo by Werner Weiss, 2013

During the Duffy period

Tokyo Disneyland had a big merchandising success with Duffy, the Disney Bear—the teddy bear with a Mickey Mouse silhouette on his face.

Hoping to replicate this success, Disney California Adventure introduced a Duffy meet-and-greet near Treasures in Paradise in 2010—with Duffy bears, outfits for the bear, books, and accessories inside. Who could resist a \$25 teddy bear and a \$15 sailor outfit?

The Duffy meet-and-greet lasted four years in California.



Photo by Werner Weiss, 2017

2017, the final full year of Treasures in Paradise

When Paradise Pier began its transformation into Pixar Pier on January 8, 2018, Treasures in Paradise closed permanently. The building remained, with its tower modified. Its interior would be unrecognizable, even though the trim and lattice from the old store were reused, often just with a coat of new white paint.



*Knick Knack*

Knick Knack was a Pixar short, written and directed by John Lasseter, with original music by Bobby McFerrin. In a series of gags, a snowman seeks to escape from a souvenir snow globe, enticed by the tropical knick knacks nearby.

There were two versions of Knick Knack. The original wowed computer graphics professionals at the SIGGRAPH conference in Boston, July 1989—more than six years before the November 1995 release of Pixar's first feature, Toy Story. It was the fifth short from Pixar if you start with The Adventures of André & Wally B. (1984) from the part of Lucasfilm that would become Pixar in 1986. A 2003 remake of Knick Knack was part of the theatrical release of Finding Nemo.

Nineteen years after its original release, a playful modification of the title Knick Knack provided the name for the store that replaced Treasure in Paradise—Knick's Knacks.



Transformation into Knick's Knacks, 2018

Photo by Chris Bales, 2018



Photo by Chris Bales, 2018

Open for business, but still behind a construction wall



Photo by Chris Bales, 2018

Pixar merchandise



Photo by James Dempsey, 2018

Pixar decor



Pixar logo and display behind the counter

Photo by James Dempsey, 2018



On-location character sketch artist

Photo by Chris Bales, 2018



Corner entrance

Photo by James Dempsey, 2018



Photo by Chris Bales, 2018

Side entrance

Knick's Knacks is a fitting name for a store that celebrates Pixar animation at the entrance to Pixar Pier—and sells knickknacks, among other things.

## AVALON COVE



Photo by Kevin Yee, 2001

Would you like a fancy meal from a world-renowned chef while at Yester California Adventure? Did you bring a credit card?



Photo by Tony "WisebearAZ" Moore, 2001

Paradise Pier portal



The Avalon Cove restaurant is at the entrance to the park's Paradise Pier section. Although Paradise Pier is supposed to conjure up images of long-gone California seaside amusement parks such as Ocean Park Pier in Venice and The Pike in Long Beach, those parks never offered such a fine dining experience.



Photo by Tony "WisebearAZ" Moore, 2001

Entrance under a tower that looks like raspberry swirl ice cream

This is not an ordinary theme park restaurant. Avalon Cove is operated by Wolfgang Puck, chef to Hollywood's rich and famous celebrities—and quite a celebrity himself. Puck—creator of Ma Maison in West Hollywood, Spago in West Hollywood, Spago in Beverly Hills, Chinois on Main in Santa Monica, and Granita in Malibu—is credited with defining and popularizing California cuisine and Asian fusion cuisine, and for inventing gourmet pizza.

Sure, Wolfgang Puck lends his name to airport eateries and frozen pizza. However, Avalon Cove is a real, one-of-a-kind restaurant for those who appreciate creatively prepared, beautifully presented meals made from the finest, freshest California ingredients.

Here's how the official park website describes this place:

Nothing says California cuisine like Avalon Cove by Wolfgang Puck, where you can feast on a magnificent selection of fresh fish, steak and other gourmet specialties, while overlooking Paradise Bay, the pier and the rocky coastline. The Cove Bar, located on the restaurant's upper level, features spirits and ale, and a fresh sushi bar.

At the 350-seat Avalon Cove restaurant, choose between indoor and outdoor seating.



Photo by Tony "WisebearAZ" Moore, 2001

Dining on the lower level; bar on the upper level



Photo by Tony "WisebearAZ" Moore, 2001

Outside dining with a spectacular view of Paradise Pier

The restaurant's private pier extends into Paradise Bay. There's usually a pleasant breeze. A canvas canopy protects you from direct sun.



Photo by Kevin Yee, 2001

Inside dining with a spectacular Italian glass mural

The interior features a fanciful undersea decor, with hand-made lighting fixtures and a costly Italian glass mural.

How about a leisurely four-course meal with fine wine? Perhaps a different wine with each course? This theme park isn't "dry" like that other theme park across the Esplanade. Let's look at the dinner menu...

<i>Appetizers</i>	
<i>Crispy Calamari</i>	with cilantro mint aioli and spicy marinara 10.00
<i>Iced Oysters on the Half Shell</i>	with cocktail sauce and citrus mignonette <i>Market Price</i>
<i>Jumbo Shrimp Cocktail</i>	with avocado, watercress and cocktail sauce 15.00
<i>Wolfgang's Iced Seafood Sampler for Two</i>	oysters, shrimp, crab with half lobster <i>Market Price</i>
<i>Tuna Sashimi Appetizer</i>	with spicy tartare, ginger, chives, avocado, and ponzu 12.00
<i>Grilled Beef Satay</i>	cilantro mint aioli and spicy Thai cold noodles with crushed peanuts 9.00
<i>Sushi</i>	
<i>Spicy Tuna Roll</i>	chopped fresh tuna, chili sauce, green onion, avocado and sesame seeds 8.00
<i>California Roll</i>	crab, avocado, cucumber and sesame seeds 8.00
<i>Soups and Salads</i>	
<i>Garden Tomato Gazpacho</i>	with cucumber raita, basil oil and parmesan crostini 4.00
<i>Avalon White Clam Chowder</i>	applewood smoked bacon and fingerling potatoes 5.00
<i>Caesar Salad</i>	with curly romaine, parmesan crostini and freshly grated Parmesan 7.00
<i>Baby Spinach Salad</i>	bosc pears, blue cheese, spiced candied pecans 8.00
<i>Cobb Salad</i>	with romaine, watercress, tomatoes, eggs, green beans, smoked bacon, blue cheese with chilled shrimp 16.00 with crab meat 18.00
<i>Pasta</i>	
<i>Four Cheese Raviolis</i>	with tomatoes, basil and freshly grated Parmesan 14.00
<i>Spaghettini Shrimp Pomodoro</i>	tomatoes, garlic, basil and extra virgin olive oil 16.00
<i>Linguine with Clams</i>	with butter, oregano, garlic, and white wine 16.00
<i>Penne with Chicken</i>	asparagus, blanched garlic, oven-dried tomatoes and pine nuts 15.00
<i>Main Courses</i>	
<i>Grilled Salmon</i>	with ginger tomato fondue and baby vegetables 18.00
<i>Seared Big Eye Tuna</i>	with "Hong Kong Style" stir-fried vegetables 24.00
<i>Grilled Mahi Mahi Teriyaki Style</i>	on wasabi potato puree 19.00
<i>Maine Lobster</i>	steamed or grilled with bearnaise sauce <i>Market Price</i>
<i>Grilled Beef Tenderloin and Half Steamed Lobster</i>	garlic mashed potatoes and drawn butter <i>Market Price</i>
<i>Veal Picatta</i>	with sizzling lemon caper butter and garlic potato puree 23.00
<i>Grilled New York Steak Bearnaise</i>	potato puree and steamed asparagus 25.00
<i>Grilled Chicken</i>	with double blanched garlic and French fries 16.00
<i>18% service will be added to parties of eight or more</i>	

It's the kind of menu that causes diners to ask "What's cucumber raiita?" and "What's citrus mignonette?" But that's okay. Go ahead and ask. Try the tuna sashimi appetizer and mahi mahi with wasabi potato puree. Or play it safe with a shrimp cocktail and a steak.



Photo by Kevin Yee, 2001  
Avalon White Clam Chowder with applewood smoked bacon and fingerling potatoes, \$5.00.

It's not cheap, but it's not out-of-line for what you get. And, if you think about it, the superb Avalon White Clam Chowder for five dollars may actually be a better value than a five-dollar corn dog elsewhere at Paradise Pier.



Photo by Kevin Yee, 2001

Sun Wheel on Paradise Pier

The view from outdoor tables is spectacular, especially at night.

It's easy to get a table at Avalon Cove. You don't need a reservation, which is unusual for a restaurant of this caliber. Maybe there aren't enough people around here who want to spend \$43 for park admission and then another \$100 or so for dinner, wine, tax, and tip.



Photo by Tony "WisebearAZ" Moore, 2001

The Cove Bar above the dining level

If you're not up for a big dinner, consider having a drink and some of Wolfgang Puck's bar food at The Cove Bar, the full bar upstairs.



Photo by Kevin Yee, 2001

The Cove Bar



Photo by Allen Huffman, 2001

The Cove Bar at night

At night, The Cove Bar is spectacular. There are plenty of seats, and most of them are empty.

So where are all the people?

Avalon Cove by Wolfgang Puck opened along with the rest of Disney's California Adventure in February 2001. But it didn't last long. At the beginning of October of the same year, Wolfgang Puck gave up on his ambitious, upscale seafood eatery.

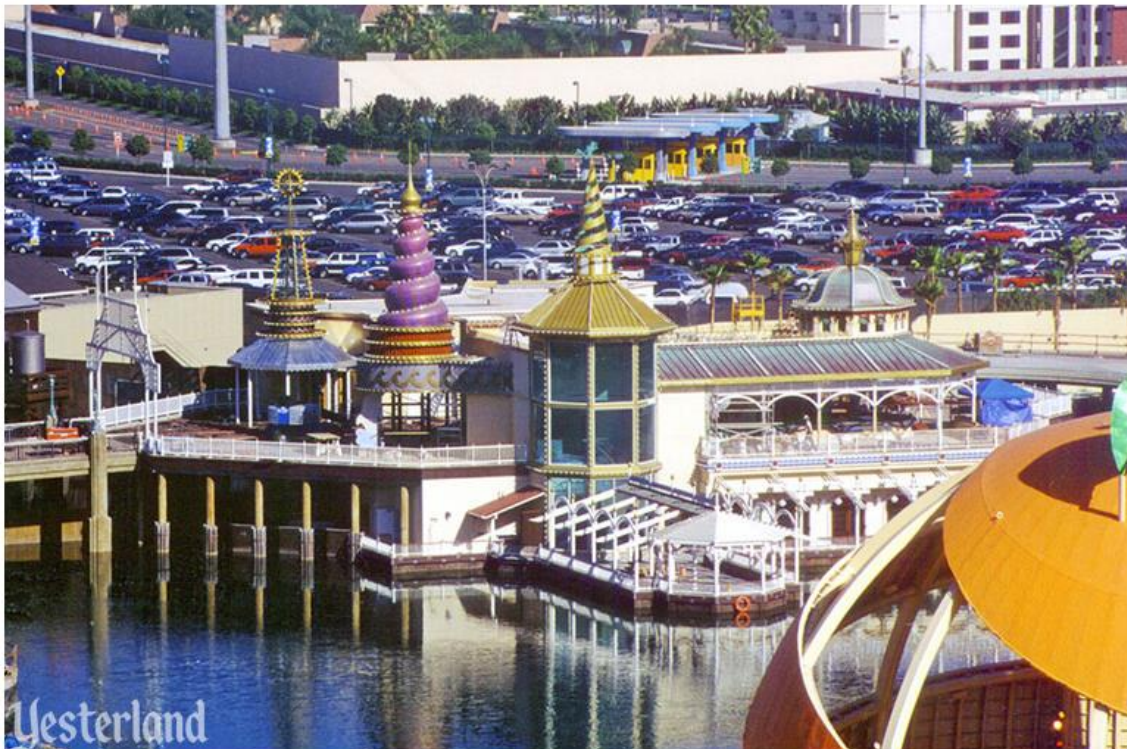


Photo by Tony "WisebearAZ" Moore, 2000

Under construction in 2000, with the Timon parking lot nearby

Avalon Cove must have seemed like a good idea before it opened. How could Avalon Cove miss? The big crowds who would fill Disney's California Adventure would jump at the chance to dine at an excellent restaurant from the legendary Wolfgang Puck.

The business model of fine dining within a theme park worked well in Florida. Most table-service restaurants at Epcot were full every night. In fact, the restaurants were among the biggest attractions at Epcot. Guests bought admission tickets for Epcot just so that they could dine there, and they ran up big lunch and dinner checks enjoying multi-course meals and fine wines. Some Epcot restaurants were Disney operations, while others were run by outside restaurateurs.



Photo by Tony "WisebearAZ" Moore, 2001

A jewel at night

The problem was not Avalon Cove itself. It was in the wrong place. The big crowds never materialized at Disney's California Adventure.

The restaurants at EPCOT Center (now Epcot) were instantly successful with Orlando locals and out-of-town guests when the park opened in 1982. For one thing, there weren't too many other choices in the area at the time. But Southern Californians and out-of-town Disneyland guests in 2001 had no shortage of other choices. And while EPCOT Center opened with a full roster of compelling attractions, the decision makers for Disney's California Adventure were unsuccessful in producing a park that would pull in crowds.

According to an article in the Los Angeles Times on October 2, 2001, "California Adventure was expected to attract about 7 million visitors annually, or 19,000 a day. But in the week before the terrorist attack, the park had been drawing an average of about 4,500 per day, according to a Disney official who asked not to be identified."

After September 11, the already abysmal numbers dropped even further.

Wolfgang Puck and Disney agreed to part company. Per the same Los Angeles Times article, "Disney spokesman Ray Gomez said Wolfgang Puck Food Co.'s upscale seafood eatery, Avalon Cove, was shutting down Monday because it had

not met the expectations of either Disney or Puck. It is the first defection of a tenant since the park opened in February.” Further in the article, “A Wolfgang Puck spokesman declined to comment about Avalon Cove’s closure, except to say that it was a mutual decision.”



Photo by Allen Huffman, 2001

Disney’s modified sign

Avalon Cove reopened a few months later as a Disney-operated character-dining restaurant for families.



Photo by Tony "WisebearAZ" Moore, 2001

Ariel out of the water

Avalon Cove wasn’t the only failed high-end restaurant at Disney’s California Adventure. At the same time that Wolfgang Puck closed his Avalon Cove, Robert Mondavi Corp. ended its operation of the Golden Vine Winery restaurant. The change wasn’t as visible because Mondavi stayed on as a sponsor after Disney took over.





Photo by Werner Weiss, 2006

Strollers parked for princess dining at Ariel's Grotto



Photo by Tony "WisebearAZ" Moore, 2003

Ariel's Grotto sign

A year later, the Avalon Cove name disappeared from the main sign.

At "Ariel's Grotto - Disney Princess Celebration," mermaid Ariel was joined by other Disney princesses, including Belle, Snow White, Cinderella, and Aurora. The menu offered comfort food dishes such as Chicken & Biscuit Pot Pie and Maliboomer Meatloaf. There was still some seafood—Paradise Bay Fish & Chips, Surf'n'Salmon B.L.T. and Bayside Shrimp Cobb Salad—but nobody mistook Ariel's Grotto for a fine seafood restaurant. The draw became character interaction, not cuisine for foodies.



Photo by Werner Weiss, 2002

Avalon Cove in its original colors (2002)



Photo by Werner Weiss, 2006

Ariel's Grotto with with red roof (2006)

Wolfgang Puck's failed restaurant is only a memory, but the building itself hasn't changed much. As the two pictures above show, the building is now white with a red roof. Ariel's Grotto still takes advantage of the expensively outfitted interior of Avalon Cove.

When World of Color opened in 2010, Ariel's Grotto switched to character meals at breakfast and lunch only. At dinner, Ariel's Grotto offered a prix fixe package which included access to a preferred viewing area for World of Color. And that's still how it is today.

Fine dining returned to Disney California Adventure in June 2012 with the opening of the Carthay Circle Restaurant.

The Cove Bar is still called The Cove Bar. It makes sense that it wasn't renamed "Teenage Princess Ariel's Full-Service Bar." The Cove Bar still offers spectacular views, but, alas, the bar food is no longer from the kitchen of Wolfgang Puck.

# SOAP OPERA BISTRO



Photo by Tony "WiseBearAZ" Moore, 2001

Get ready to dine dramatically! Step into ABC's hot daytime dramas—Port Charles, All My Children, One Life to Live, and General Hospital. This table-service restaurant is just past the Hollywood Pictures Backlot Elephants.

Only, it's not called the ABC Daytime Drama Bistro. It's called the ABC Soap Opera Bistro. The term "soap opera" comes from the detergent manufacturers who sponsored daily serials about interconnected lives and loves, first on radio and then on television.



Photo by Allen Huffman, 2001

Sleek Streamline Moderne exterior



Photo by Tony "WiseBearAZ" Moore, 2001

Front door

Before you go inside, take a look at a menu to the left of the front door.



Photos by Tony "WiseBearAZ" Moore, 2001 (left), 2002 (right)

Dinner menu (left); lunch menu (right)

First, let's look at dinner:

<i>Appetizers</i>	
Tuna in Tomorrow	12.99
Conniving Calamari	\$10.99
Erica's Artichoke Platter	\$8.99
Cheating Chicken Satay	\$7.99
What a Ham Pizza	\$6.99
Roasted Garlic Chicken Pizza	\$6.99
Tad's Lobster Gazpacho	\$8.99
Today's Featured Soup	\$5.99
<i>Green with Envy</i>	
Asa's Salmon Salad	\$13.99
Nora's Endive Salad	\$6.99
Scheming Spinach Salad	\$5.99
One Leaf to Live	\$4.99
<i>Main Affairs</i>	
Sea Bass and Noodles	\$23.99
Viki's Cedar Plank Salmon	\$19.99
Bo's Pork Loin Chops	\$18.99
Jubilant Jambalaya	\$21.99
Hunky Rib-Eye Steak	\$19.99
Plot-Twist Pasta	\$15.99
Poached Chicken and Dumplings	\$14.99
Saucy Beef Short Ribs	\$18.99
Prime Thyme Roasted Chicken	\$15.99
<i>Disney's California Adventure Meals</i> (For actors and actresses 9 and younger)	
Tangled Spaghetti with Meatballs	\$6.99
Tangy Popcorn Chicken	\$6.99
Cheese-alicious Pepperoni or Cheese Pizza	\$6.99
A Selection of Desserts and Beverages Are Available Sales Tax To Be Added	

Now, here's lunch:

<i>Lunch on the Set</i>	
<i>Perfect Couples</i> Cast Your Favorite Entrée to Appear with a Bistro Salad	
Hot & Steamy Roasted Garlic Chicken Pizza	\$9.99
What a Ham Pizza	\$9.99
Today's Featured Soup	\$8.99
<i>Greens with Envy</i> Entrée Salads	
One Leaf to Live	\$10.99
• With Grilled Chicken	\$12.99
Asa's Salmon Salad	\$13.99
Scheming Spinach Salad	\$10.99
<i>Main Affairs</i>	
Plot-Twist Pizza	\$13.99
Prime Thyme Roasted Chicken	\$13.99
Hunky Rib-Eye Steak Sandwich	\$14.99
Saucy Beef Short Ribs	\$18.99
Vicki's Salmon	\$18.99
<i>Disney's California Adventure Meals</i> (For Guest 9 and Younger)	
Tangled Spaghetti with Meatballs	\$6.99
Tangy Popcorn Chicken	\$6.99
Cheese-alicious Pizza	\$6.99
A Selection of Desserts and Beverages Are Available Sales Tax To Be Added	

Did you enjoy the puns? California Adventure might be the “Punniest” Place on Earth. “Prime Thyme Roasted Chicken,” haha.

Give yourself extra points if you know who Erica, Tad, Asa, Nora, Vicki, and Bo are, and why particular menu items are named after them.

There’s also breakfast at the ABC Soap Opera Bistro. Here’s what the official park website says about it:

“Get your day off to a dramatic start at the ABC Soap Opera Bistro, which features a fabulous breakfast that includes a Main Affair entrée like Scammin’ Salmon, Bad Boy Banana Waffles and the I’ve Got the Blueberry Pancakes, and an all-you-can-eat selection of practically every other breakfast delicacy ever invented served right at your table.”

Regardless of when you eat, your table and dining room will be as dramatic as the food. If you think the menu is clever, wait until you see the dining rooms.



Photo by Allen Huffman, 2002

### Host station

Step into the reception area. Here’s where people would wait for a table—except that there’s never a wait.

An ABC page will show you to your table.



Photo by Allen Huffman, 2002

General Hospital nurse station

Medical decor surrounds you as you dine at the General Hospital nurses' station. The details are authentic and witty. Even the dining chairs are different throughout the various dining rooms. The chairs in the nurses' station look like office chairs that you might find in a real hospital.



Photo by Allen Huffman, 2002

Dining accessories?

"Please pass the salt and a tongue depressor." Sorry; the tongue depressors are just props, and you can't remove the lids from the containers.



Photo by Allen Huffman, 2002

Clever X-rays above the *General Hospital* nurse station

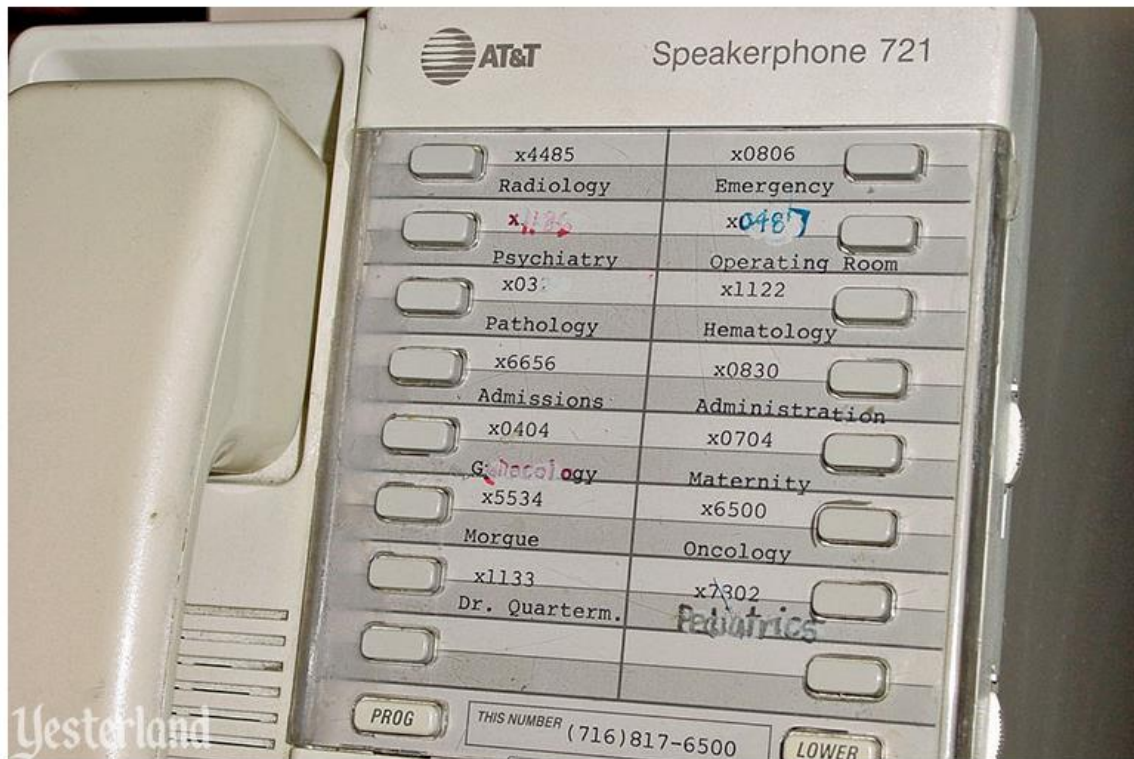


Photo by Allen Huffman, 2002

Authentic *General Hospital* telephone at the nurse station

The servers are not just there to take your orders and serve your meals. They're dressed as soap opera characters—such as a butler, candy-striper, orderly, doctor, or policeman—and they treat you as a character too.





Photos by Allen Huffman, 2001

Putting you in the middle of the action



Photo by Allen Huffman, 2002

Confrontation at the Llanview Country Club from *One Life to Live*

You're part of the intrigue and scandal that form the plots of daytime dramas. You might be accused of embezzling money or being someone's mistress—or both. Maybe you'll be addressed as the Chief of Surgery, and be called upon to make important decisions.



Photo by Allen Huffman, 2001

Luke's Night Club

Have a drink at Luke's Night Club, just like characters in *General Hospital*. Ex-mobster Luke—that's Lucas Lorenzo Spencer—of *General Hospital* is the co-owner of Luke's Night Club. It's not just one of the hot spots in the fictional town of Port Charles, it's also a real bar in the ABC Soap Opera Bistro.



Photo by Allen Huffman, 2002

Kelly's Diner



Photo by Tony "WiseBearAZ" Moore, 2001

Inside Kelly's

Eat in a restaurant themed to look like a restaurant.

Kelly's Diner is from General Hospital too. Luke Spencer is also a co-owner of Kelly's Diner, another dining room in the ABC Soap Opera Bistro.



Photo by Tony "WiseBearAZ" Moore, 2001

Chandler Mansion Christmas decor



Photo by Allen Huffman, 2002

Chandler Mansion with guests

There's more to the ABC Soap Opera Bistro than just General Hospital. A portrait of Adam Chandler watches over the dining room based on the Chandler Mansion from All My Children. It's always Christmas at the Chandler Mansion. Another dining room re-creates the Llanview Country Club from One Life to Live, complete with a wedding gazebo.



Photo by Tony "WiseBearAZ" Moore, 2001

Docks of Port Charles

After you finish dining, it's time for shopping.



Photo by Allen Huffman, 2002

SoapLink, the gift shop at the ABC Soap Opera Bistro



Photo by Allen Huffman, 2001

Souvenir tee shirts

Buy a tee shirt or General Hospital scrubs at SoapLink, the Bistro's store. It isn't just a place to shop for logo merchandise. You can also buy one-of-a-kind items from actual soap operas, such as real costumes that were worn by soap opera stars.

If you enjoyed your breakfast and lunch, end your ABC Soap Opera Bistro day with a big dinner and full bar service.

There are plenty of tables, and most of them are empty most of the time.



Photo by Tony "WiseBearAZ" Moore, 2001

ABC Soap Opera Bistro at night for dinner

ABC Soap Opera Bistro opened to the public on February 8, 2001, the official opening day of Disney's California Adventure. One day earlier, stars from the ABC series *Port Charles*, *All My Children*, *One Life to Live*, and *General Hospital* participated in a grand opening ceremony for the press.

*General Hospital* premiered on the ABC network on April 1, 1963, and celebrated its golden anniversary on April 1, 2013. The show continues to offer new episodes, even though soaps seem to have run their course. The restaurant that allowed guests to dine in re-created sets from *General Hospital* didn't last nearly as long.

ABC Soap Opera Bistro closed permanently on November 3, 2002, after struggling for 21 months.

The ABC Soap Opera Bistro had a reputation for good, if pricey, food. If you look at menus in this article, the prices don't seem that bad—but remember that these menus are from 2001 and 2002. The atmosphere and improvisational actors/servers were fun, even for guests who never watched ABC daytime dramas—but it was best for those who did.



Historical postcard, from the photographic collection of the California State Library

ABC Radio studios on Vine Street in Hollywood

The façade of Soap Opera Bistro was based on the historical ABC Radio studios on Vine Street in Hollywood. (For more about it, see Real Buildings that Inspired Disney's California Adventure, Part 1.)

The restaurant was an attempt at synergy between The Walt Disney Company's ABC television network and Disney's newest theme park. But Disney's California Adventure opened with too much dining capacity and too few attractions for children.



Photo by Werner Weiss, 2006

*Playhouse Disney - Live on Stage!*

On April 11, 2003, the former ABC Soap Opera Bistro reopened as Playhouse Disney - Live on Stage! The musical revue and interactive show was primarily for young children (and their parents) who were familiar with Bear, JoJo, and Stanley. Unfortunately, whoever designed the sign made no effort to fit in with the theme and era of the street.



Photo by Werner Weiss, 2006

Out-of-place sign on a street from the Golden Age of Hollywood



Photo by Werner Weiss, 2013

*Disney Junior - Live on Stage!*

Over the years, the show has been updated and renamed. Fortunately, the signage was also updated to match the style of the building and the era of the Red Car Trolley.