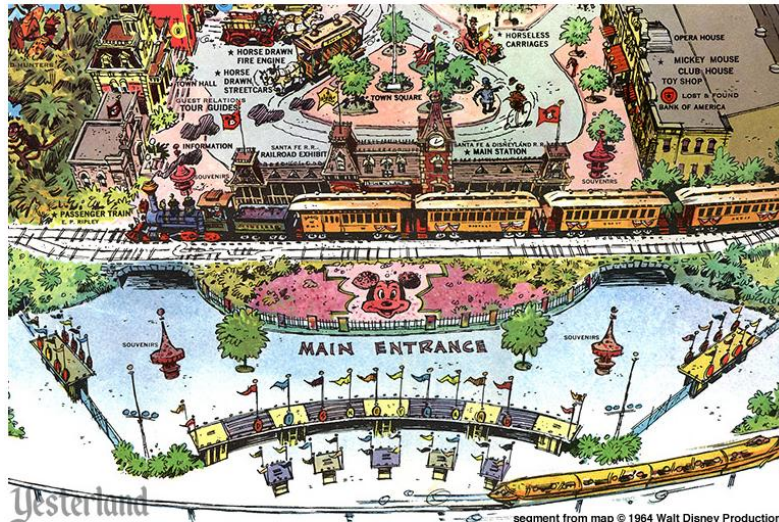


MAIN STREET, U.S.A.

PARK ENTRANCE



segment from map © 1964 Walt Disney Productions
Detail from the 1964 Disneyland Souvenir Map by Sam McKim © 1964 Disney
Park Entrance

This visit to Yesterland takes you back to the 1950s and 1960s. Perhaps you consider the early decades of the park to be its Golden Age, when everything at Walt Disney's Magic Kingdom in Anaheim was perfect. Let's look around the park entrance.



Photo by Roger J. Runck, 1964, courtesy of Robin Runck.

Chain link fence

Even before you enter the park, you can take a snapshot of Main Street Station and one of the trains that stops there. As an added bonus, your photo will include the industrial chain link fence (topped with barbed wire) that separates the paid admission area from where you are now.



photo by Charles R. Lypany, circa 1956, courtesy of Chris Taylor

Asphalt pavement

When your family poses for a photo near the west exit, the Passenger Train in the background looks great. And nobody will notice the stained asphalt and unedged lawn, right?



photo by Charles R. Lypany, circa 1956, courtesy of Chris Taylor

Chain link backdrop

Or pose your family right in front of a chain link fence.



Photo by Roger J. Runck, 1960, courtesy of Robin Runck.

Basic concrete planter wall

Once you pass through the entrance turnstiles, the floral Mickey Mouse head is always a pleasure to see. It makes a great photo background. The flowerbed is retained by a bare concrete wall.



photo by Charles R. Lympany, circa 1956, courtesy of Chris Taylor

Posing in front of the Mickey flowerbed

Here's a photo tip for you: When you're snapping a shot in front of the station, frame your shot so that it cuts off the bare concrete wall and the asphalt pavement.

And try not to let a man with a hat walk into your shot.

When Disneyland opened in 1955, the park entrance already had the iconic features that it still has today—the Mickey Mouse flowerbed, the handsome train depot with a clock tower, and the two tunnels on either side leading to the Town Square at Main Street, U.S.A. On the inside, the sidewalks were painted red concrete. But outside the park, the pavement was simply asphalt.

The photos above show that some things at Disneyland look better today than in the 1950s and 1960s.

Before we look at recent photos, let's look at three photos from 1998.



Photo by Werner Weiss, 1998

Red painted concrete pavement

By 1998, the asphalt entrance was long-gone. In early 1980, Disneyland put in concrete pavement, including a tree-lined "mall" extending into the parking lot. The concrete was painted brownish red.



Photo by Werner Weiss, 1998

Floral Mickey

In 1998, the retaining wall on the flowerbed planter in front of Main Street Station was still gray concrete.



Photo by Werner Weiss, 1998

Ticket booths

The 16 two-window ticket booths in front of Disneyland's entrance gates were getting close to the end of their lives in 1998.



Photo by Werner Weiss, 2013

From the Monorail in 2013

The current appearance of the Disneyland entrance is the result of work done in 1999. Here's how the Los Angeles Times ("Disneyland Overhaul Set for Fall" by E. Scott Reckard, August 11, 1999) reported on the project.

Disneyland officials have their sights set on some major refurbishments immediately after Labor Day. "There will be construction all over the place," says an employee who was briefed on the plans. "Pirates [of the Caribbean] will be down. The Autopia will be down. And they're going to really rip up the main entrance for some major, major work."

The major work on the main entrance included the construction of four entirely new ticket booths to serve the existing park and the second theme park, then under construction. Put into service in 2000, the new booths had a combined total of 32 ticket windows for the two parks—the same as what the old booths had for one park.



Photo by Werner Weiss, 2013

Entrance gates

The major work also included the entrance enhancements—pavers, bricks, new entrance gates with Victorian details, and other embellishments—that we now enjoy (and take for granted) at Disneyland Park.



Photo by Werner Weiss, 2013

Similar, but better than before

The long tradition of the floral Mickey Mouse continues, only now the planter wall is red brick. Red pavers have replaced the red painted concrete which replaced the asphalt. The attraction posters that once blocked the flowerbed along part of the wall are long-gone—but fortunately such posters are still displayed in the entrance tunnels and elsewhere.



Photo by Werner Weiss, 2013

Fancy iron fence

A fence can be beautiful and functional. And that's what the fences at the Disneyland entrance are now.

People miss many things from the Disneyland of long ago—but it's doubtful anyone misses the chain link fencing.

PASSENGER TRAIN



The *Painted Desert* coach is one of six coaches of the Passenger Train.

The Santa Fe & Yesterland Railroad has two stations—the Main Street Station and the Frontierland Station—each offering a nonstop round trip journey on a different train.

The old-fashioned Passenger Train departs only from the Main Street Station. The locomotive E. P. Ripley, named after the president of Santa Fe Railroad from 1896 to 1920, most often pulls the enclosed, yellow coaches. The 1890's style Passenger Train matches perfectly with the era of the Main Street Station. Each coach has a name—the Navajo Chief, the Rocky Mountains, the Land of Pueblos, and the Painted Desert. The fifth coach is an observation car, the Grand Canyon, with a different window pattern than the others and an open platform at the rear. There's also sometimes a combination car, with passenger seating and a baggage compartment.

The Freight Train departs only from the Frontierland Station. It has three cattle cars, two open freight cars, and a caboose. Its locomotive is usually the C. K. Holliday, named after the first president of the Santa Fe Railroad. The Freight Train fits right in with the rustic look of Frontierland.



The locomotive *C. K. Holliday* passes the *Grand Canyon* observation car.

You're at the Main Street Station, so you'll be boarding the Passenger Train. It's a slow process because the passengers enter through a door and make their way down an aisle to seats on either side of the aisle. (If you've flown lately, you know how slow this kind of loading and unloading can be.)

I have a suggestion for you. Try to get a seat on the right side of the aisle, as you face the front of the train. That way, you'll have great views of the park from your window. The windows on the left side have views of the parking lot, backstage areas, and orange groves.

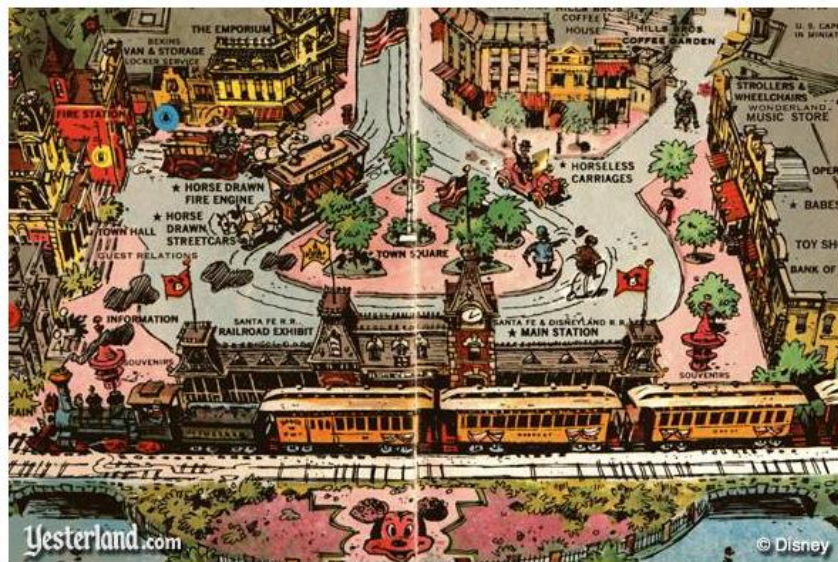
"All aboard!"

Your nonstop ride goes all the way around the park. You could pass the Freight Train, or it could pass your Passenger Train. Even though most of the route is served by a single track, there are track switches and sidings that make it possible for trains to pass each other. It takes skillful brakemen to operate those switches.

Finally, you return to Main Street Station. Now, how about going over to the Frontierland Station for a ride on the Freight Train?

The Santa Fe & Disneyland Railroad opened at Disneyland in 1955 with two trains and two train stations. It was one of the park's top rides. At a time when general admission to Disneyland was one dollar (and before there were tickets and ticket books), the adult train fare was 50 cents.

The two trains might have looked like well-restored antique trains, but they were brand new in 1955. The passenger coaches were built on a soundstage at the Burbank studios of Walt Disney Productions.



Scanned image of a small section of the 1962 Disneyland souvenir map.

A third train joined the Santa Fe & Disneyland Railroad in 1958, which was also the year that the spectacular Grand Canyon Diorama opened. The Fantasyland Depot (1956-1966) and the Tomorrowland Station (1958-present) joined the two original train stations.

Instead of having one train operate nonstop from each station, each train was stopping at each station—which is still how it is today.

The yellow coaches of the Passenger Train operated at Disneyland until 1974. However, after the early years, they only ran on busy days or when another train was out for maintenance. It may have been a great looking train, but the other trains could unload and load passengers more quickly, and they provided better views—especially of the Grand Canyon Diorama.

Now, more than 50 years later, the Disneyland Railroad (as the Santa Fe & Disneyland Railroad was renamed in 1974) is still a popular ride. There have been many changes over the years. The route of the track was changed in the early 1960s for the addition of New Orleans Square and the mid-1960s for it's a small world. Santa Fe ended their sponsorship in 1974. With the opening of the Videopolis Station (1985-1993), which became the Toontown Station (1993-present), the Disneyland Railroad again had four stations. And, of course, the scenery from the train changed as Disneyland changed.

The opening day locomotives E. P. Ripley and C. K. Holliday are still operating.

What about the original Freight Train? It's still operating too. The Freight Train was modified so that passengers are no longer behind cattle car slats. It's one of the current excursion trains with bench seats facing into the park.

And what happened to the yellow Passenger Train coaches after 1974? Please read on...



Passenger coach *Land of Pueblos* (in 2007).

The picture above and the three pictures below are from 2007—a third of a century after the yellow coaches stopped running at Disneyland.



Passenger coach *Navajo Chief* (in 2007).

After 1974, the folks at Disneyland transformed the Grand Canyon observation car into the Lilly Belle parlor car for VIPs. The combination car and the other four coaches were stored backstage for over 20 years.



The former passenger coach *Rocky Mountains*—now *Mary Frances* (in 2007).

Then, in 1995, Disneyland worked out a trade with Bill Norred, a railroad enthusiast. Norred would receive the coaches from Disneyland, and Disneyland would receive a steam locomotive from Norred. Rob Rossi, president of the private Pacific Coast Railroad, bought the *Navajo Chief*, *Rocky Mountains*, *Land of Pueblos*, and *Painted Desert* in 1999 from the family of Bill Norred, who died in 1998. The Norred family kept the combination car.

The Pacific Coast Railroad is restoring the coaches. There are sometimes occasions when the public can ride in them, such as each year in early May at Pacific Coast Railroad Roundup at Santa Margarita Ranch to benefit the San Luis Obispo Railroad Museum.



The former passenger coach *Painted Desert*, partially painted with primer (in 2007).

A year after the restoration-in-progress picture above, the passenger coach *Painted Desert* and the entire train both look great, as the two pictures below show.



The passenger coach *Painted Desert*, restored (in 2008).



The restored Santa Fe & Disneyland R.R. Passenger Train (in 2008).

The only car from the old, yellow Passenger Train that's still at Disneyland is the former Grand Canyon, now the Lilly Belle. The car is no longer yellow. After a thorough (and much needed) restoration completed in February 2006, the Lilly Belle once again looks great, as the next two pictures show.



The Grand Canyon observation car is now the Lilly Belle parlor car.



The Lilly Belle parlor car has an opulent interior for VIP guests.

THE WIZARD OF BRAS

At Hollywood-Maxwell's Intimate Apparel Shop

As you walk up the right side of Main Street, your destination is the store right after Grandma's Baby Shop. Across the entire width of the ornate, pale yellow storefront, a sign reads, "Intimate Apparel, Brassieres, Torsolettes."

Even if you don't feel a need to purchase a corset or bra while visiting the park, walk up the three steps onto the front porch, open the door, and enter the Victorian splendor of the Intimate Apparel Shop, presented by the Hollywood-Maxwell Brassiere Co. of Los Angeles. This is your opportunity to learn the history of underwear.

Your host is the Wonderful Wizard of Bras. From his revolving stage, the Wonderful Wizard speaks to you through the marvel of tape recorder technology.

Don't miss the authentic Singer Sewing Machine from around 1860—it's a "most unusual and unique part of the display," according to advance publicity. And remember to look into all the 3-D boxes to see outer and intimate apparel of the past. As you slowly move your head, you'll see the models' turn-of-the-century attire disappear to reveal their corsets and pantaloons.

Hollywood-Maxwell's Intimate Apparel Shop is not just about the Victorian past. In fact, half the store is devoted to the latest bras and petticoats of 1955.

Yes, when Disneyland opened in 1955, there really was an Intimate Apparel Shop, and it really featured the Wizard of Bras. But the Wizard didn't look like the artwork at the top of this page. That artwork was from a Hollywood-Maxwell ad in a July 15, 1955, newspaper supplement for Disneyland in various Southern California papers, including the Santa Ana Register and the Long Beach Press-Telegram.

In addition to ads, the supplement had articles about Disneyland—but the articles were publicity pieces that were essentially advertising too. One article included a rare photo of the Wonderful Wizard of Bras.



SHOWN WITH 'WIZARD'

C. V. Wood (left), vice president and general manager of Disneyland, and Herndon J. Norris, president of the Hollywood-Maxwell Brassiere Co., plan final details of display which will occupy a Victorian "shoppe" on Disneyland's Main Street, U. S. A. Theme of the exhibit will be the "Wonderful Wizard of Bras" whose tape-recorded "voice" will emcee the continual showing of intimate apparel and outer wear styles from the 19th Century to 1955.

Mechanical Wizard Emcees Continual Show of Fashions

The Wonderful Wizard of Bras, famed symbol of the Hollywood-Maxwell Brassiere Company and major-donor of the recent, eye-opening exhibit prepared by Disneyland by the manufacturer of intimate apparel is one of the major magnets in the nation's greatest marketplace.

The Wonderful Wizard highlights the Hollywood-Maxwell display which is one of fifty "famous scenes in American business" selected by Disneyland officials to populate Main Street, U.S.A., an exact replica of an American town of the 1800-1910 period.

The Hollywood-Maxwell exhibit features the Wonderful Wizard of Bras on a rotating stage, on one side of which is a complete recreation of the fashions and intimate wear of the 1800's and on the other side a showing of the fashions of today—later, later wear.

On stage, acting as master of ceremonies, via a tape recorder is the Wonderful Wizard who, with pre-recorded changes, explains the basic theme of the show—This is how it was... Now... This is how it is.

The exhibit like the others on Main Street, is period in both its interior and exterior design with the only "out-of-the-world" touch being the fabulous Wonderful Wizard who greets visitors with a wave of his magic wand.

The exhibit will feature a typical 19th Century shoppe. The Wonderful Wizard and modern day clothing will occupy one side. The remaining part will be devoted to a Victorian "front-room" complete with period fireplace, drapes, large mirror, safe, and old-fashioned showcases. A most unusual and unique part of the display will be an authentic Singer Sewing Machine circa 1860. In addition, 3-D illusion boxes will be featured displaying both outer and intimate apparel of the bygone era.

The company was founded in Los Angeles 21 years ago with two treadle sewing machines and an idea: a patented design for a revolutionary bra size.

The unique bra—the circular stitched "V-Ette Whirlpool" soon became a much-sought-after fashion item and the original operators found they were part of a thriving, growing business.

Several years after the founding of the firm, Hollywood-Maxwell achieved a national distribution and was well on its way to becoming the largest bra manufacturer west of the Mississippi and one of the important bra-makers, wear style leaders in America.

In order to keep in touch with the latest fashion styles in the world of fashion, Hollywood-Maxwell's chief designer, Theo De Vos, regularly attends the Paris openings, determining basic silhouette changes so that Hollywood-Maxwell bras can be styled according to the latest couture trends.

Each of the historic sites of the company has happened since 1926 when Herndon J. Norris, who previously had been attorney for the company, bought the company and took over as president.

Norris has introduced modern methods of manufacture and marketing, making the company a model of efficient and workmanlike procedures.

Today, Hollywood-Maxwell maintains 10 plants throughout the United States and one in Canada. In addition, the firm has licensed manufacturing and distributing representatives in Europe, England, South America, Australia, New Zealand and the Orient.

Car Is 'Trapped' by Fast Work

Disneyland's photographer had a sharp reminder of the speed of construction at Disneyland recently when he dove into Tomorrowland to take pictures. When he returned to his car a few minutes later a ditch had been dug and pipe was being laid across the road. The photographer had to wait until the pipe was laid and the ditch covered to move his car.

Yesterland.com

courtesy of
Orange County Archives

I don't expect you to read the article to the right of the newspaper picture. I've reproduced the entire article below.

ADVERTISING SUPPLEMENT TO THE SANTA ANA REGISTER — JULY 15, 1955

Mechanical Wizard Emcees Continual Show of Fashions

The Wonderful Wizard of Bras, famed symbol of the Hollywood-Maxwell Brassiere Company and major-domo of the novel, eye-popping exhibit prepared by Disneyland by this manufacturer of intimate apparel is one of the major magicians in the nation's greatest magicland.

The Wonderful Wizard highlights the Hollywood-Maxwell display which is one of fifty "famous names in American business" selected by Disneyland officials to populate Main Street, U.S.A., an exact replica of an American town of the 1890-1910 period.

The Hollywood-Maxwell exhibit features the Wonderful Wizard of Bras on a revolving stage, on one side of which is a complete re-creation of the fashions and intimate wear of the 1890's and on the other side a showing of the fashions of today—inner and outer wear.

On stage, acting as master of ceremonies, via a tape recorder, is the Wonderful Wizard who, with presto-change charm, explains the basic theme of the show—"This is how it was... Now... This is how it is."

The exhibit, like the others on Main Street, is period in both its interior and exterior design, with the only "out-of-this-world" touch being the fabulous Wonderful Wizard who greets visitors with a wave of his magic wand.

The exhibit will portray a typical 19th Century shoppe. The Wonderful Wizard and modern day clothing will occupy one-half. The remaining part will be devoted to a Victorian "front-room" complete with period fireplace, drapes, large mirror, sofa and old-fashioned showcase. A most unusual and unique part of the display will be an authentic Singer Sewing Machine, circa 1860. In addition, 3-D illusion boxes will be featured depicting both outer and intimate apparel of the by-gone era.

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Several years after the founding of the firm, Hollywood-Maxwell achieved national distribution and was well on its way to becoming the large, successful firm it is today—the largest bra manufacturer west of the Mississippi and one of the important foundation wear style leaders in America.

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Much of the meteoric rise of the company has happened since 1946 when Herndon J. Norris, who previously had been attorney for the concern, bought the company and took over as president.

Norris has introduced modern methods of manufacture and marketing, making the company a model of efficient and workmanlike procedures.

Today, Hollywood-Maxwell maintains 10 plants throughout the United States and one in Canada. In addition, the firm has licensed manufacturing and distributing representing in Europe, England, South America, Australia, New Zealand and the Orient.

Back in 1955 and 1956, Disneyland had its own monthly newspaper, The Disneyland News. If Main Street, U.S.A. represented a small American town, it was only fitting to have a small-town newspaper.



The Disneyland News, September 1955.

The September 1955 issue of The Disneyland News included a human interest story about Hollywood-Maxwell's Intimate Apparel Shop on Main Street. Here's the entire short article for your enjoyment:

THE DISNEYLAND NEWS - SEPTEMBER 1955

If Hubby Is Shy, Watch Him At Main Street Corset Shop

Is the modern male embarrassed about walking into a corseteria? No he isn't—or at least, not as "shocked" as his father would have been, according to the Hollywood Maxwell Company, operators of a corset and bra shop on Disneyland's Main Street.

Surprising as it may seem to some, it's the teenagers who are most affected by the exhibit of old and new in corsets, bras, and petticoats. The younger sets' reaction is usually one of giggles as they look at the small models in various stages of dress.

Through a system of looking glasses in the corseteria on Main Street, the visitor can by slowly turning his head see the models change from the full dress of the turn of the century into their underclothes—corsets and pantaloons. In the modern sequence, the model switches from an evening dress into bra and petticoat.

Many men hesitate to enter the shop—especially older gentlemen accompanied by their wives. It's the older women who seem to be most anxious to shade their husbands from any "risque" experience.

But it's the older generation of men who are the most polite—they invariably remove their hats upon entering the store!

The fathers and mothers of recent years seem to take the whole thing in stride—while the older women often are guilty of a bit of giggling, as are the teenagers.

The 10 to 12 year olds, especially the girls, are particularly appreciative and interested in the old time furnishings of the 1900 period in the store.

Hollywood Maxwell's experience seems to lend credence to the belief that Americans are becoming more "liberal" through the years in their thoughts on such formerly "taboo" subjects.

The Intimate Apparel Shop didn't last long. In January 1956, just a half year after it opened, it closed. The Glass and China Shop next door expanded and absorbed the Intimate Apparel Shop space. It's now called the China Closet.

At least the Intimate Apparel Shop outlasted Grandma's Baby Shop. Grandma departed before summer 1955 had ended. The Silhouette Studio moved in, and it's still there today.



The former Intimate Apparel Shop (left) as it looked in 2007.

The Main Street storefront that once housed Disneyland's Intimate Apparel Shop is still there. It's now blue with white trim. There's no longer a sign on the storefront, and although you can step up onto the porch, you can't go through the door.

In 1958, the Hollywood-Maxwell Company of California combined with the Vassar Company of Chicago, a part of Munsingwear. The result was the Hollywood Vassar Intimate Apparel Division. At one time, Munsingwear was America's underwear giant. Today, the Munsingwear brand is marketed by PremiumWear, Inc., and is best known for knit golf shirts with the penguin logo. PremiumWear, Inc. also markets Jockey brand underwear. The Vassar brand is still around. It's now as part of Vanity Fair Brands, LP.

But the Hollywood-Maxwell brand is history.

RED WAGON INN

Visiting Yesterland is an all-day activity, so you'll want to plan on at least one meal at the park. You could just grab a quick hot dog or hamburger, but how about a table-service breakfast, lunch, or dinner in a real restaurant? How about this one, as described in an advertising supplement in the Southern California newspapers on July 15, 1955?

The Red Wagon Inn is one of several charming eating places in Disneyland. It is resplendent in the elegance of a by-gone area reminiscent of the famed eating houses of yesterday. All appointments are authentic mementos of the gay and glamorous 90's—including the stained glass ceiling, entrance hall and foyer taken from the St. James home in Los Angeles, one of the West's most noted old mansions. Atmosphere, however, is not confined to the building alone. The menu itself brings back visions of historic good eating—featuring steaks and chops.

If you're staying in one of the motels popping up amongst the orange groves that surround the park, there's probably an issue of Disneyland Holiday or Vacationland magazine in your room. Take a look at the advertisements. "Gay memories become glamorous realities at the air conditioned Red Wagon Restaurant."



**RED WAGON
RESTAURANT**

*Authentic Gay 90's
Atmosphere*

Gay memories become glamorous realities at the air conditioned Red Wagon Restaurant. Featuring sizzling steaks and juicy chops. Complete dinners from \$1.65; luncheon from \$1.50; children's dinners from \$1. Tempting thought: Swift's fine foods are served exclusively in Disneyland.

ON THE PLAZA

DISNEYLAND HOLIDAY

Yesterland

© 1957 Walt Disney Productions

Advertisement from *Disneyland Holiday* magazine, Summer 1957

How about Swift's Premium Roast Prime Rib of Beef au Jus? Or maybe Swift's Premium New York Cut Sirloin Steak?

Your choices aren't limited to beef. Perhaps you would enjoy Swift's Premium Grilled Pork Chops with Spiced Crab Apple? Swift's Premium Ham Steak with a Pineapple Slice? Swift's Premium Roast Young Tom Turkey with Dressing, Candied Sweet Potatoes, and Cranberry Jelly? Or Swift's Premium Lamb Chops with Mint Jelly?

There's also Grilled Halibut Steak with Lemon Butter—not branded as "Swift's Premium" because, apparently, Swift & Company is not in the fish business. The Red Wagon Inn has halibut on its menu anyway.

That's just part of the extensive menu. Your dinner price includes salad, potatoes, vegetables, rolls, and a beverage. Add a Baked Idaho Russet for 35 cents.



Finster family photo, 1962, from the collection of Dave Finster
Posing in front of the Red Wagon Restaurant

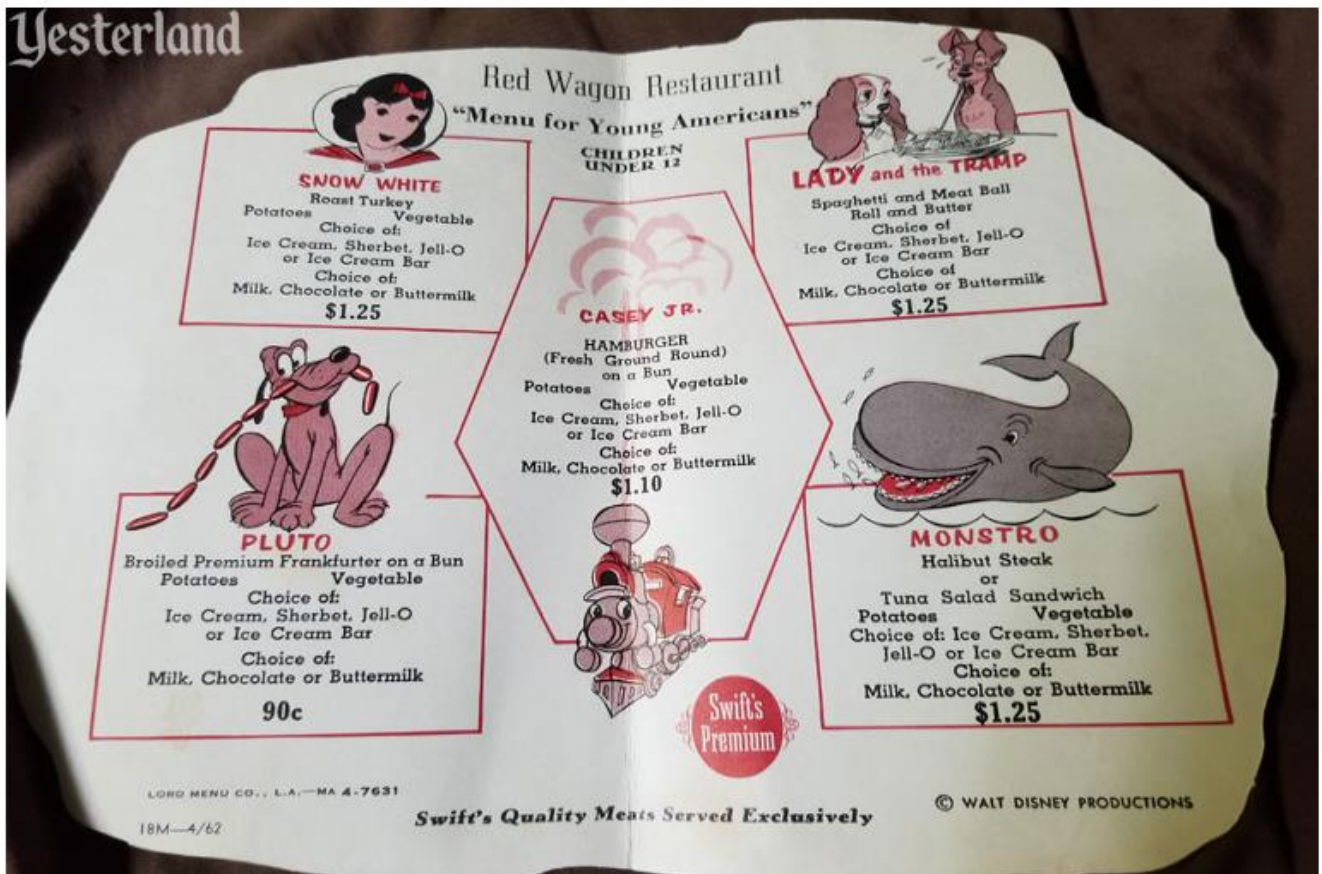


Finster family photo, 1962, from the collection of Dave Finster
Sign reading "Restaurant," not "Inn"



© 1962 Walt Disney Productions, from the collection of Dave Finster

Cover of the "Menu for Young Americans"



© 1962 Walt Disney Productions, from the collection of Dave Finster

"Menu for Young Americans" for children under 12

There's also a menu for guests younger than 12. Meals include dessert—"Choice of Ice Cream, Sherbet, Jell-O or Ice Cream Bar"—and a beverage—"Choice of Milk, Chocolate or Buttermilk." Children love buttermilk, right?

For babies, Red Wagon Restaurant serves genuine Swift's Meats for Babies. For 25 cents per can, choose from Strained Beef, Strained Veal, Chopped Beef, and Chopped Veal. Swift's is the foremost name in meat for babies—"100% Meat!" If you must have something other than meat for your baby, Strained Carrots and Strained Apricots are available for the same price.

You have so many choices!

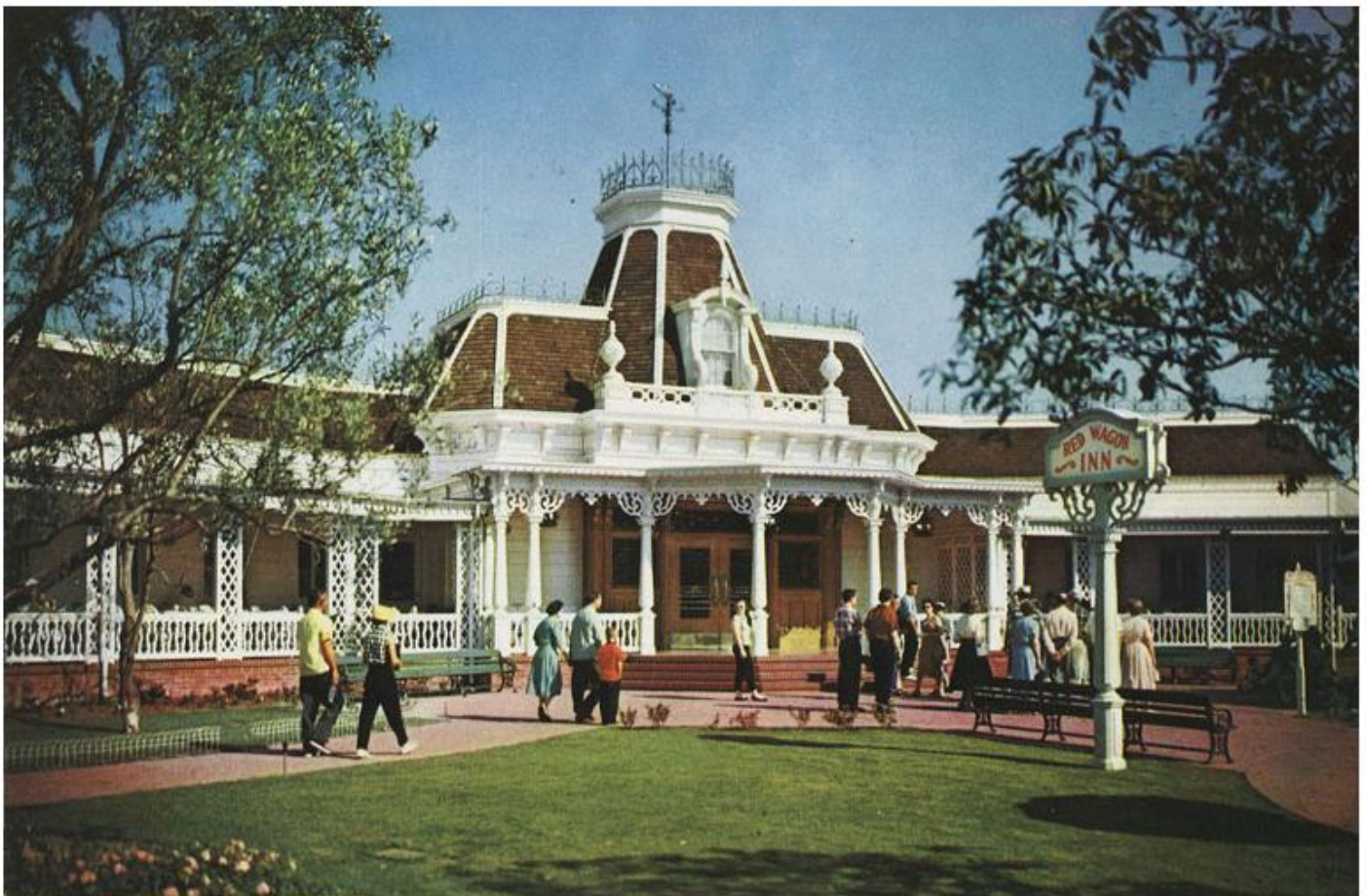
There's one more choice. You can call it Red Wagon Inn or Red Wagon Restaurant. The park uses both names.

Red Wagon Inn was an opening day restaurant at Disneyland.

Swift's involvement was not just a sponsorship deal. Although the Red Wagon Inn was designed by Walt Disney's WED Enterprises, Chicago-based meat packer Swift & Co. developed and operated it as a lessee.

Swift & Co. was also responsible for the Chicken Plantation restaurant in Frontierland, "serving Swift Premium tender-grown Chicken" (1955–1962), Swift's Market House (1955–1968) on Main Street, and as a supplier of meats and poultry to Disneyland food locations operated by other lessees.

During Disneyland's first decade of operation, it was common for outside companies to operate stores and restaurants in leased space on Main Street and elsewhere. Walt Disney would have preferred to control the quality and "show" of everything in the park, but the limited financial resources of Disneyland Inc. did not allow that.



Disneyland guests find tempting meals in the beautiful surroundings of Grandfather's day at this restaurant on Main Street's Plaza.

Yesterland

© 1957 Walt Disney Productions

Scanned image from the 1957 Disneyland Guide Book

On August 22, 1960, newspapers across America carried a wire-service crime story involving the Red Wagon Inn. It was about "the first holdup in Disneyland's five year history." A bandit got away with \$10,000:

Richard Lowry, 25, of Anaheim, said he stepped out of the rear of the park's Red Wagon Restaurant to take the money in a bag to a bank deposit point.

He said a man came up behind him, pressed an object in his back and ordered him through the gate of an employees' area and into a rest room.

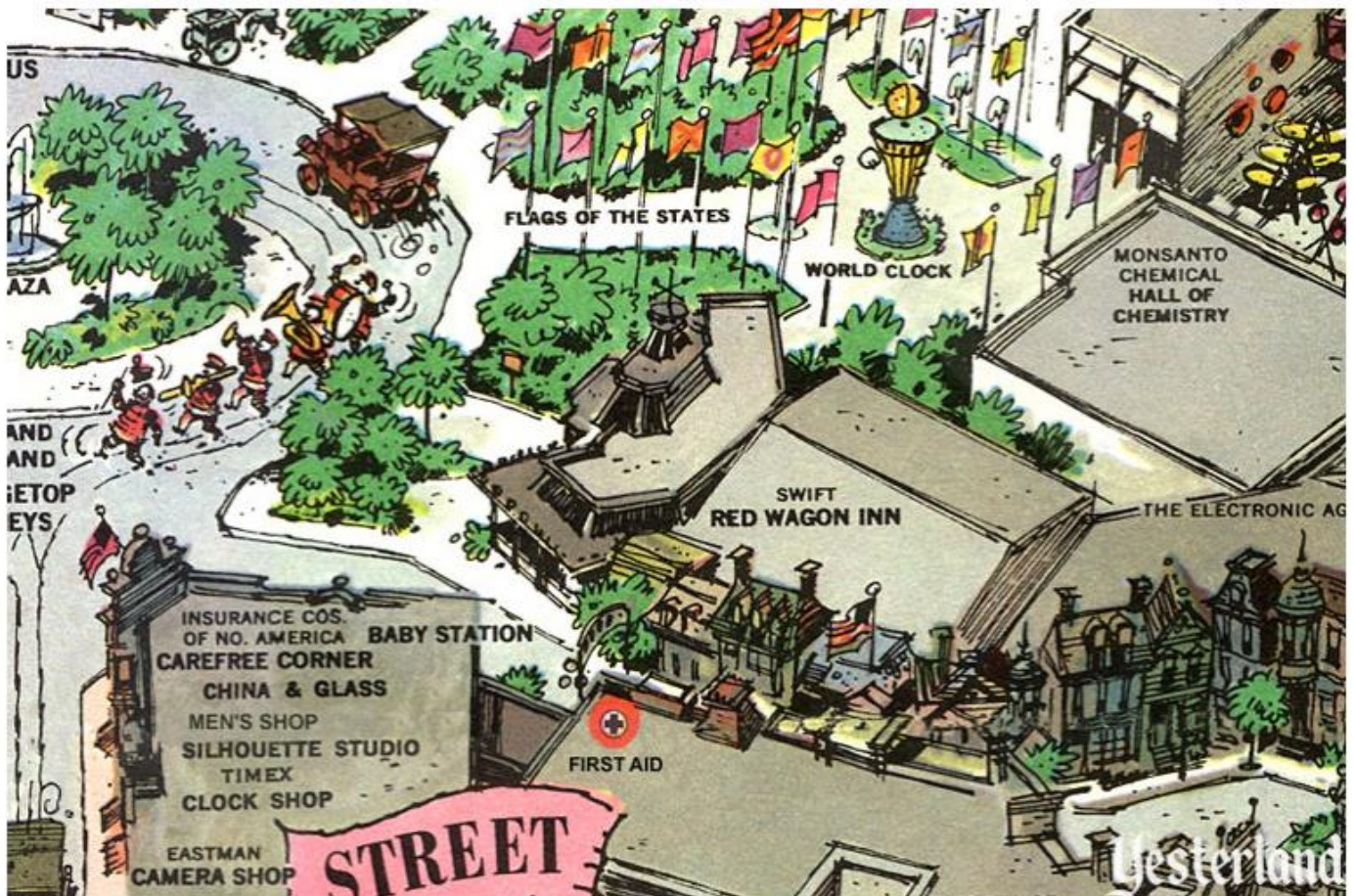
The bandit, never seen by Lowry, took the bag containing the money and commanded the cashier to stay in the rest room for five minutes. Then the holdup man fled.

Two days later, the Red Wagon Inn was in the news again:

Police Investigating the supposed \$10,000 holdup Sunday of the Red Wagon Inn in Disneyland reported Tuesday they found \$9600 in a linen closet of the restaurant. Cashier Richard Michael Lowry, 25, Anaheim, who originally said he was held up, changed his story after lie detector tests. He was booked on suspicion of grand theft.

A different bit of news about the Red Wagon Inn seems to have been lost over time: the date when the Red Wagon Inn served its last meal before its extensive renovation to become the Plaza Inn on July 18, 1965—exactly ten years after the public opening of Disneyland.

In 1960, Walt Disney Productions had taken full control of Disneyland, Inc. by buying out the ownership interests of ABC-Paramount and Western Publishing. The following year, the company paid off Disneyland's loans completely. As leases ran out, Walt Disney was in a position to do things right.



Copyright 1964 Walt Disney Productions

Detail from the 1964 Disneyland souvenir map



Copyright 1968 Walt Disney Productions

Detail from the 1968 Disneyland souvenir map

The Plaza Inn was far more than a name change. It was a case of Walt Disney doing it over to do it right.

On July 21, 1965, Los Angeles Times "Roundabout" columnist Art Ryon had a column which began:

It isn't every restaurant owner who goes around plunking out \$1.7 million just to remodel a restaurant—particularly when it's doing well already. But every restaurant owner isn't Walt Disney, either.

That \$1.7 million is what Walt spent in completely re-doing what used to be known as the Red Wagon Inn, principal restaurant in his Magic Kingdom.

Ryon described how the interior had changed:

Renamed the Plaza Inn—because, I suppose, it fronts on Disneyland's Plaza—the restaurant has been switched from a red leather, English tavern-type dining room into an elegant establishment that is strictly New Orleans in motif.

Chandeliers drip from the ceilings and there is white wrought iron furniture in the patio and in the outside garden.

Surprisingly, the upgrade involved converting the table-service operation into a "buffeteria." Ryon described the change:

Just as drastic as the alteration in decor is the change in food and service.

Now, it is strictly buffet—with costumed Southern belles about to help you with your tray if you so desire. (And who wouldn't?)

I detest the designation, but there are two identical "serving lines."

The major attraction of each is a revolving, three-tiered turntable of salads. “This is California,” explained Walt. “So we’re stressing salads.”

Of course, each buffet line also has numerous meat and seafood entrees such as Tenderloin of Beef or Lobster en Brochette on a bed of rice.

And, as you might expect, inasmuch as the restaurant operates its own bakery on the premises, there is a wide variety of French pastries and pies and cakes.

The renovation’s \$1.7 million price-tag (huge in 1965 dollars!) was not just for decor. According to Ryon:

Included in this \$1.7 million remodeling job was a wholly new kitchen and bakery over which presides Buddy Kababa, executive chef. It is one of the finest I have ever seen. But, I contend that the public is less interested in what a kitchen looks like than what comes out of it. Right?

According to Ryon, something else has changed too:

Prices!

Dinner at the former Red Wagon Inn—which was one of the many concessions at Disneyland—ran as much as \$4.50. Now, with the restaurant owned and operated by Walt Disney Enterprises, Inc., the highest price for dinner is \$3.25. Luncheons are \$2 to \$2.25.

This still begs the question, why a cafeteria, which would seem to be a downgrade? Ryon had the answer:

When there was table service at the Red Wagon Inn, the time for a party to be waited upon and consume a meal was estimated to be about one hour. With diners serving and seating themselves, they figure a meal there will take something like 30 minutes.

The Plaza Inn has been a favorite of Disneyland guests for more than 50 years. There have been several major renovations, but chandeliers still “drip from the ceilings.”



Yesterland
Photo by Werner Weiss, 2013

Plaza Inn



Photo by Werner Weiss, 2015

Architectural detail at the Plaza Inn



Photo by Allen Huffman, 2006

Food stations at the Plaza Inn



Photo by Werner Weiss, 2015

Plaza Inn interior dining



Photo by Werner Weiss, 2015

View of *Astro Orbiter* from the Plaza Inn

There's no longer the Red Wagon Inn, but there's the Little Red Wagon selling corn dogs, not far from where the Red Wagon Inn parked its horse-drawn red delivery wagon.



Photo by Werner Weiss, 2017

Little Red Wagon Corn Dogs

So is that a Swift Premium Skinless Wiener in the hand-dipped, golden-fried corn dog? Probably not. But there are Disneyland guests who consider it to be the best corn dog in the world.

TOBACCO SHOP



Photo by Robert Demoss, 1987

Do you smell the aroma of pipe tobacco? It's coming from the Tobacco Shop here on Main Street, U.S.A. at Yesterland. As your park guidebook says, you can buy "tobacco and smoking accessories from around the world" here. As a souvenir of your day at the park, take home a handcrafted pipe and a tin or pouch of the finest tobacco.

Sorry. None of the products feature Disney characters.

If you're looking for cigarettes, you've also come to the right place—even though you don't see them on display. The tobacconist keeps them under the counter. Just ask for any of the popular brands.

Don't forget to grab some complimentary Disneyland Tobacconist matchbooks.



Souvenir matches

Puff on your cigarette as you walk around the park. Smoking is prohibited in attractions and their queues. You can put out your cigarette in the ashtrays conveniently located at the entrance to every attraction.

The Tobacco Shop is one of the reasons Main Street feels like a real American town around 1900. You'll find many of the shops that you would have found in a real town of that era, such as a pharmacy, candle shop, china shop, and a table-service ice cream parlor.

The Tobacco Shop opened in 1955 as one of the original shops on Disneyland's Main Street. It was located between the Magic Shop and the Main Street Cinema on the east side of Main Street.

In June 1990, the Tobacco Shop closed permanently. In its place, a new shop, Great American Pastimes, sold baseball cards and sports memorabilia until 1999. Then, 20th Century Music Company moved in, selling Disney CDs and videos, including CDs featuring Disneyland entertainment. It's now primarily a Disney pin shop.



Photo by Werner Weiss, 2016

20th Century Music Company

A traditional cigar store Indian stood in front of the Tobacco Shop on Main Street when the shop opened in 1955. When the Tobacco Shop went away, the Indian stayed. And he's still there today—an ornamental resident of Main Street who reminds long-time Disneyland guests that there was once a Tobacco Shop here.

The tradition of cigar store Indians goes back centuries to a time when many trades had visual signs. It was a way to call attention to the goods or services available in the shop, even if the customer was illiterate or a recent immigrant who did not read English. Barbers had barber poles; locksmiths had keys; tailors had scissors; shoemakers had boots.

Tobacco has long been associated with Indians, who introduced Europeans to tobacco. In fact, Christopher Columbus wrote about tobacco in his diary in 1492. But while the symbols of other trades were attached to a shop's exterior wall, a cigar store Indian was a statue that stood on the sidewalk in front of a tobacconist's shop. By the late 19th century, the

heyday of cigar store Indians had ended as municipalities had passed ordinances prohibiting them from blocking public sidewalks.



Photo by Werner Weiss, 2016

Cigar store Indian long after the departure of the Tobacco Shop

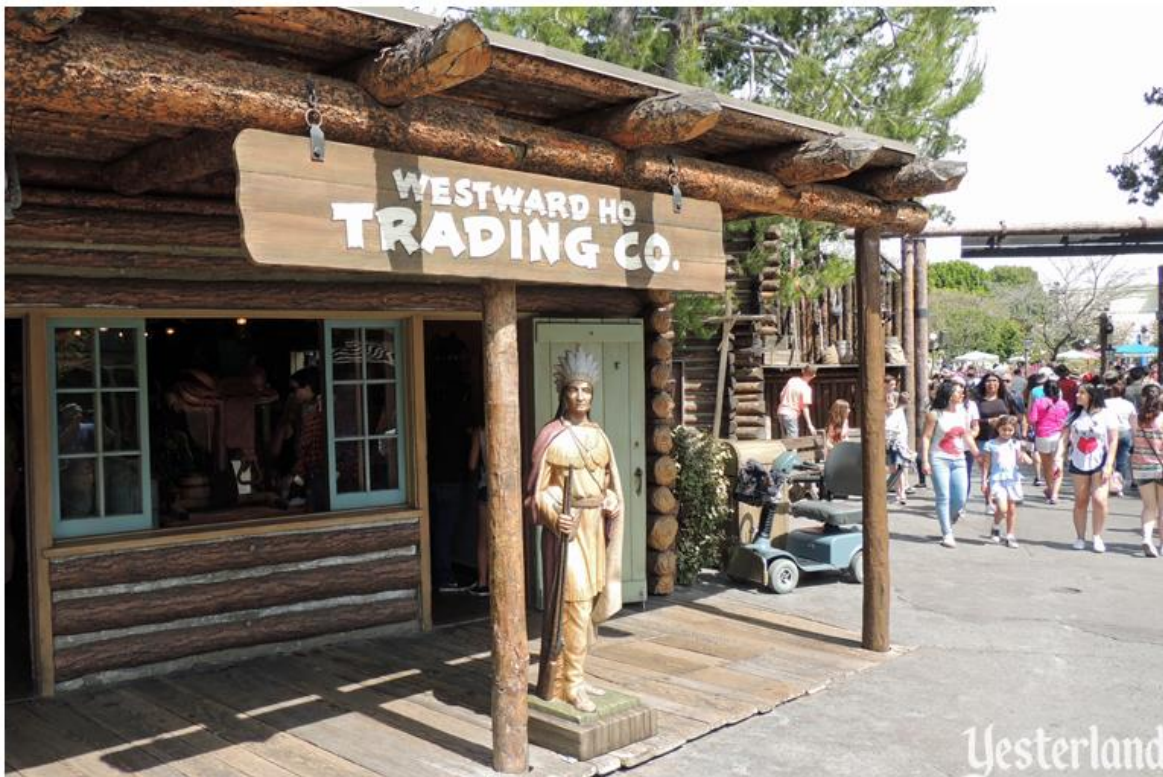


Photo by Werner Weiss, 2016

Cigar store Indian long after the departure of the Tobacco Shop

Disneyland has a second cigar store Indian in Frontierland, where he draws attention to the Westward Ho Trading Company, another store with an emphasis on Disney pins. When did cigar store Indians become a visual symbol for Disney pins?

Disneyland Park stopped selling cigarettes anywhere in late 1999. In early 2000, Disneyland Park limited smoking to three outdoor and zero indoor locations. The smoking spots shifted slightly over the years. For example, in 2007, the smoking spots were near the Tomorrowland Railroad Station, on the side of Big Thunder Mountain, and at Fowler's Harbor near the Haunted Mansion.

Disney California Adventure and the Disney parks in Florida had similar smoking spots.



Photo by Werner Weiss, 2009

Fantasia Gardens near Matterhorn Mountain as a smoking area in 2009



Photo by Werner Weiss, 2009

California proposition 65 sign at Fantasia Gardens



Disney California Adventure smoking in 2013

Photo by Werner Weiss, 2013

Elsewhere at the Disneyland Resort, smoking was also restricted. When the Grand Californian Hotel opened in 2001, it was 100% smoke-free, including all guest rooms. The Disneyland Hotel and Disney's Paradise Pier Hotel became smoke-free in 2006.

Although it had become a lot harder to smoke at the Disneyland Resort than when the Tobacco Shop was operating, it became a lot easier to breathe smoke-free air. Most smokers respected the rules. (Thank you!)

As of May 1, 2019, Disneyland Park, Disney California Adventure, and Downtown Disney at the Disneyland Resort have been entirely nonsmoking. Smokers are now relegated to locations outside of the security checkpoints. The same restriction applies at the four theme parks, two water parks, and ESPN Wide World of Sports complex at Walt Disney World in Florida.



Former smoking area along Big Thunder Trail at Disneyland Park, May 2019

Photo by Chris Bales, 2019

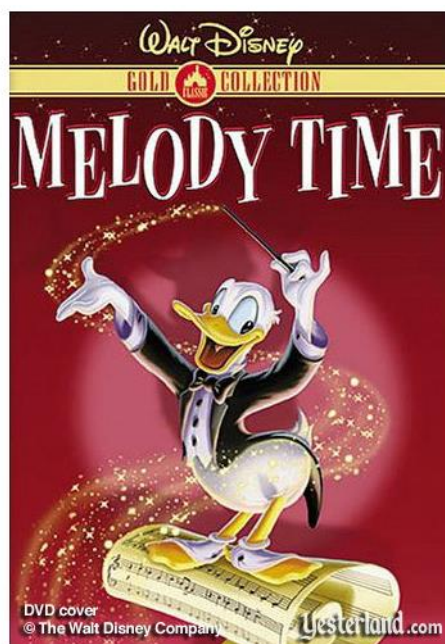


Photo by Chris Bales, 2019
Prominent sign—in case anyone thinks smoking is still allowed in the park

The Walt Disney Company's aversion to smoking isn't limited to its parks and resorts. In July 2007, Disney became the first major movie studio to restrict depictions of smoking on screen. New films that carry the family-oriented Walt Disney label show no smoking at all. Smoking is "discouraged" in films from Disney's more adult-oriented brands.

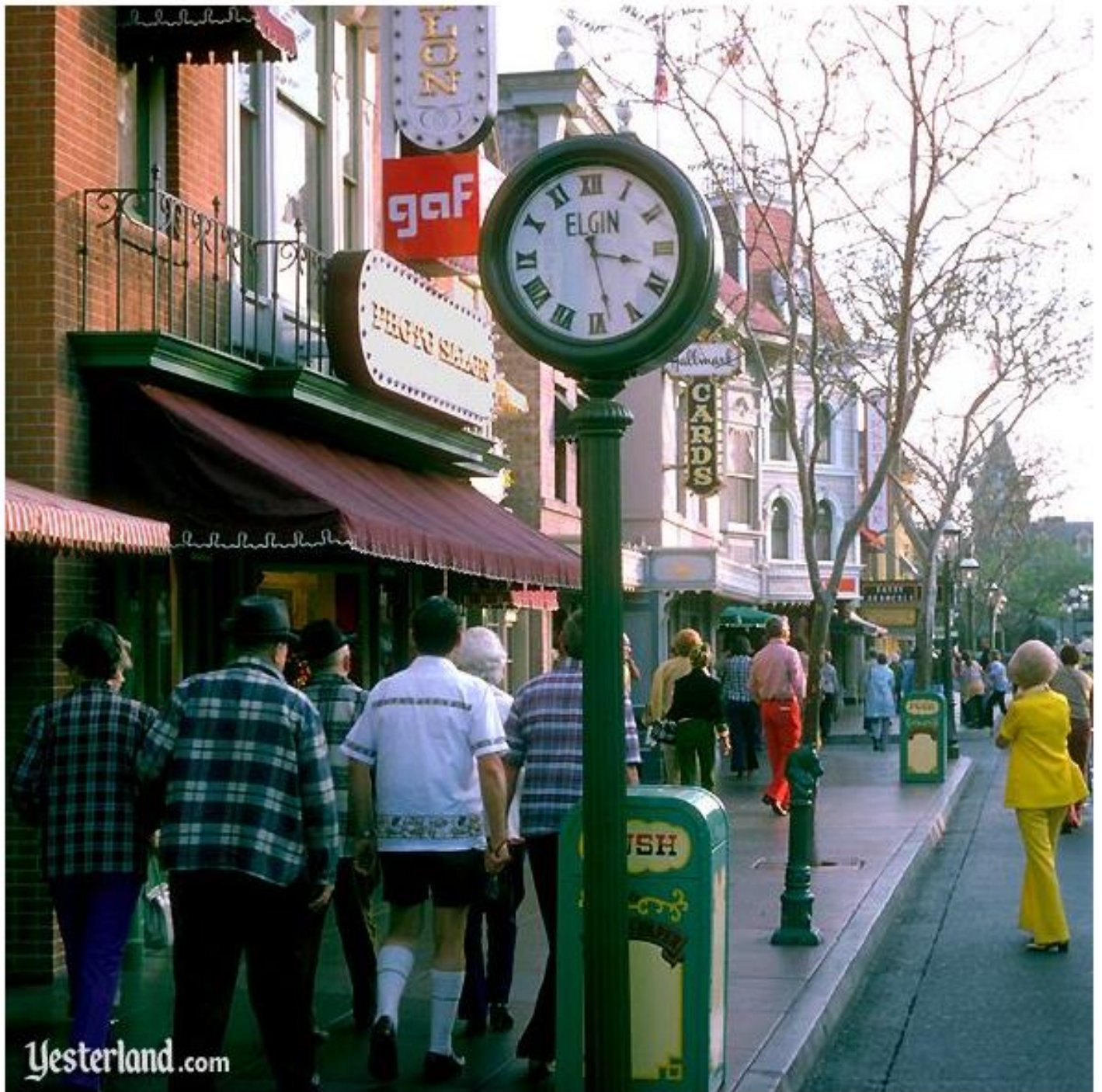
The change in attitude toward smoking is not unique to Disney. Until 1988, when the U.S. Congress banned smoking on flights of less than two hours, most flights had smoking and non-smoking sections, although the smoke tended to spread throughout the cabin. By 2000, most of the world's air routes had become smoke-free. Where Hollywood once portrayed smoking as glamorous (so that the actors would have something to do with their hands), smoking in movies is now largely limited to criminals and nervous types.

However, it can get ridiculous. When Walt Disney's 1948 animated feature *Melody Time* was released on DVD in the United States, the Pecos Bill episode had been edited so that Pecos Bill would no longer be a smoker. One "offending" scene, in which Pecos Bill rolls a smoke and lights it with a lightning bolt, was cut entirely. Throughout the rest of the episode, the cigarette hanging from his lips had been removed digitally.



DVD cover © The Walt Disney Company
Melody Time DVD cover from Amazon © Disney
Melody Time, the movie that includes ~~smoker~~ nonsmoker Pecos Bill

GAF, ELGIN AND HALLMARK



GAF is the official film of Yesterland.

The GAF Photo Salon, the Elgin Clock Shop, and the Hallmark Communication Center are just a few of the shops that are now in Yesterland. You'll also want to visit:

- Upjohn Pharmacy
- Sunkist Citrus House
- Global Van Lines Locker Service
- Bank of America
- Wurlitzer Music Hall
- Yale & Towne Lock Shop

The long relationship between Eastman Kodak and Disneyland was interrupted in the 1970s when GAF was the Official Film of Disneyland and in the early 1980s when it was Polaroid. Then, for almost three decades, Kodak was back. Main Street Photo Supply Company presented by Kodak was in the space that was once the INA Carefree Corner. There is no longer an Official Film, but in 2013 Nikon became the Official Camera of Disneyland.

The timepieces sold on Main Street in Disneyland keep changing. Checking old Disneyland Souvenir Guidebooks from various years reveals: In 1969, it was Timex. In 1974, it was Elgin. In 1990, it was Lorus.

The space previously occupied by the Hallmark Communication Center is now Disney Clothiers, Ltd.

MAIN STREET FLOWER MARKET



Photo by Marion Caswell, 1975, courtesy Dennis Caswell

As you walk up Yesterland's Main Street, U.S.A., spend some time at the Main Street Flower Market. It fills West Center Street, the narrow side street between Main Street's Upjohn Pharmacy and Carnation Company Ice Cream Parlor.

All the flowers are perfect. There's not a wilted petal anywhere. The flowers aren't just for show. They're for sale. Buy a bouquet and carry it around Yesterland Park the rest of the day.

Don't worry about damage. The flowers are made of durable plastic.



Photo by Marion Caswell, 1975, courtesy Dennis Caswell

Flowers and ice cream



Photo by Roger J. Runck, 1960, courtesy of Robin Runck

Asphalt sales floor



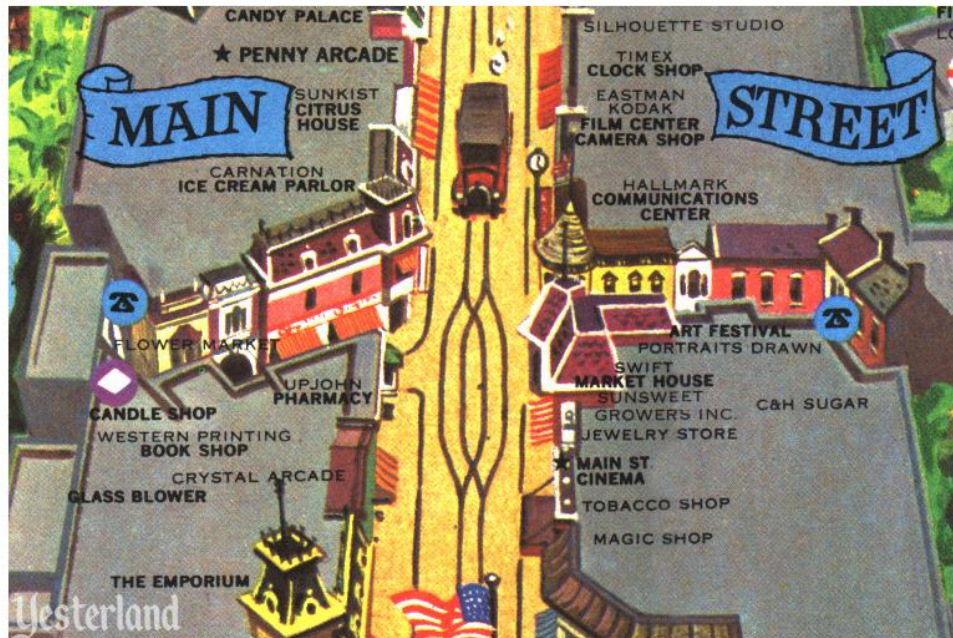
Photo by Roger J. Runck, 1961, courtesy of Robin Runck

Red, white, and blue blooms

The Flower Market is so colorful, it ought to be sponsored by GAF or Kodak.

Ever since Disneyland opened in 1955, Center Street—West and East—has intersected Main Street at the halfway point. The resulting city blocks make Main Street feel more like a real town.

In 1955, the streets were mostly empty asphalt streets with sidewalks. You could imagine a horseless carriage driving around the corner—although both were short dead-end streets. West Center Street had restrooms and pay phones at its end. There were side doors to the Crystal Arcade and the Carnation Ice Cream Parlor. The Carnation Company truck was parked in front of the parlor.



Excerpt from 1968 Disneyland souvenir map © Disney

“FLOWER MARKET” on the 1968 souvenir map

The Main Street Flower Market opened in 1957 on West Center Street—where it remained for 20 years.



Photo by Dennis Caswell, 1977

Flower Market on East Center Street

In 1977, the Carnation Ice Cream Parlor's outdoor dining area expanded to fill all of West Center Street. The Flower Market moved across Main Street to East Center Street, where the 1977 photograph above was taken. Over the years, the Flower Market faded away.



Photo by Werner Weiss, 2017

West Center Street, the original site of the Flower Mart, 40 years after it moved

West Center Street, the original site of the Flower Market, has been the Carnation Café since 1997



Photo by Werner Weiss, 2017

East Center Street at Disneyland



Photo by Werner Weiss, 2016

Seating for the Main Street Fruit Cart and Market House, featuring Starbucks



Photo by Werner Weiss, 2017

Pots with fresh flowers

East Center Street, the second home of the Flower Market, still maintains the story of an outdoor street market. The flowers are now just decor—but the flowers are real. Although not as colorful as the massive display of bogus blooms, the more recent market provides pleasant outdoor seating, while adding charm to Main Street, U.S.A.



Photo by Allen Huffman, 2006

Former West Center Street at Magic Kingdom Park

The Magic Kingdom in Florida also had a Flower Market on West Center Street. Now, for all practical purposes, the park no longer even has a West Center Street. A 2001 expansion of the Emporium left only the slightest remnant of it.

If you want an outdoor flower market with real flowers that you can buy, you'll have to go to a real city.



Photo by Werner Weiss, 2013

An outdoor flower market in Dublin, Ireland

CANDLE SHOP



Photo by Ron Garrison, 1962

Crystal Arcade and Upjohn Pharmacy

There's a modest sign hanging off the right side of the Crystal Arcade's main entrance, adjacent to the brick facade of the Upjohn Pharmacy. The sign reads "Book and Candle Shop."

Enter the Crystal Arcade. Walk to the Western Printing Book Shop in the back. Then look for the candles. Although the space is small, it's jam-packed with candles.



Photo by Dennis Caswell, 1977

"All the colors of the rainbow"

What kind of candle are you looking for? Check the selection!

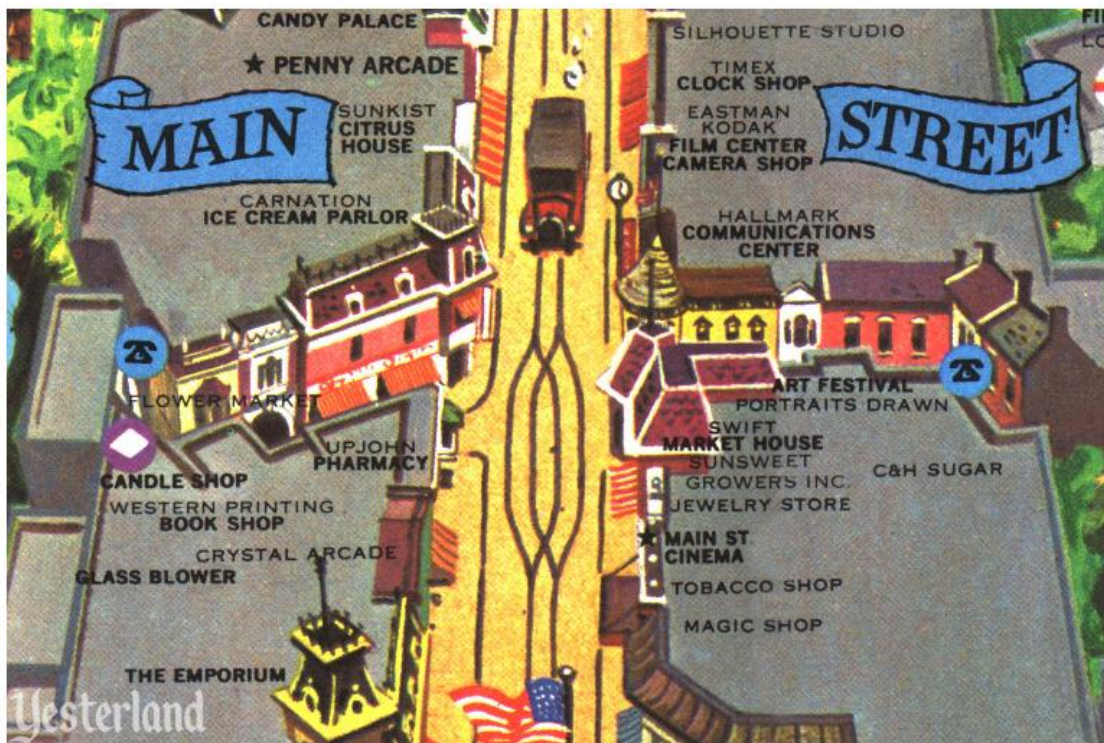
- Scented candles (coconut, gardenia, grape, lemon, jasmine, and many other fragrances)
- Candles that look like food (banana splits, ice cream sundaes, cupcakes—even cheeseburgers with lettuce and tomato)
- Seasonal candles (Easter bunnies, turkeys, Christmas trees, and Halloween pumpkins, depending upon the time of year)
- Decorative candles of every shape and size
- Traditional, elegant taper candles

And if you've always wanted tiki candles, this is where you'll find them.

Unlike the plastic flowers at the Main Street Flower Mart next door, these candles are real. They're made of wax, so they're fully functional.

The Candle Shop is one of the many specialty stores on Main Street, U.S.A. They capture the flavor of a Midwestern downtown street at the beginning of the twentieth century by selling far more than just toys and character clothing.

The Candle Shop at Disneyland occupied a space behind the Upjohn Pharmacy (now the Fortuosity Shop), off West Center Street.



Excerpt from 1968 Disneyland Souvenir Map © Disney

Map excerpt showing the location of the Candle Shop

Normally, a Yesterland article would now tell you the dates when something was operational—but the Candle Shop is one of the most poorly documented parts of Disneyland.

“Candle Shop” and “Book & Candle Shop” are both missing from Disney A to Z by Dave Smith—and seemingly every other book about Disneyland history. Quite a few online sites claim the Candle Shop operated from 1958 to 1977, but that seems to be a case of copying and pasting from each other.

The Candle Shop was already listed in the 1955 guide book, *The Story of Disneyland*. The Candle Shop was still in the 1986 *Disneyland Souvenir Guide*, but was gone in the 1989 *Disneyland Souvenir Guide*. Based on these guide books, the Candle Shop opened in 1955 and closed during the second half of the 1980s.



Photo by Werner Weiss, 2017

Crystal Arcade, no longer with the Candle Shop inside



Photo by Werner Weiss, 2017

Former Upjohn Pharmacy

The Crystal Arcade is now essentially a large toy store.

The Upjohn Pharmacy (1955-1970) became New Century Clock Shop (1972-1986), which became New Century Timepieces (1986-2008), which became the Fortuosity Shop (2008-present).

There was another candle shop at the Disneyland Resort more recently.



Photo by Werner Weiss, 2007

Illuminations store at Downtown Disney, Disneyland Resort



Photo by Werner Weiss, 2007

Inside the Illuminations store

Illuminations was an opening day retailer at the Disneyland Resort's Downtown Disney, which opened January 12, 2001. Like the old Candle Shop in the park it had a colorful array of candles. Otherwise, the stores were completely different.

Yankee Holding Corp., another candle retailer, acquired the Illuminations chain in 2006. It didn't work out well. In early 2009, Yankee announced it would shutter the entire Illuminations chain, which consisted of 28 stores at the time. Illuminations at Downtown Disney closed April 30, 2009.

CARNATION ICE CREAM PARLOR



Photo by Frank Taylor, circa 1959, courtesy of Chris Taylor

Posing in a Carnation Company "antique" delivery truck

Whether you're looking for a meal, dessert, or both, you'll enjoy the atmosphere and nostalgia at the Carnation Ice Cream Parlor and Restaurant.



Photo by Werner Weiss, 1996

At the corner of Main Street and West Center Street

Sit inside near the old-fashioned ice cream counter or outside under red-and-white umbrellas. Best of all, you'll be served by a friendly waiter or waitress. It's great to relax at a real, table-service restaurant during a hectic theme park visit.



Photo by Werner Weiss, 1996

Carnation, a famous brand for ice cream and other dairy products

The Carnation Company began in 1899 as a maker of evaporated milk. Over time, the brand grew to include refrigerated dairy products, ice cream, and other grocery items. The star here at the Ice Cream Parlor is, of course, the ice cream.



Photo by Werner Weiss, 1996

Outdoor seating



Every kid loves ice cream

Photo by Werner Weiss, 1996

Ready for dessert? Try a Victorian Banana Split, Matterhorn Sundae, Star Tours Sundae, Snow White Sundae, Splash Mountain Sundae, or traditional Hot Fudge Sundae, with one scoop or two. Maybe you'd rather have a Big Thunder Sundae, made with large scoops of rocky road, chocolate chip, and coffee ice cream, with hot fudge, hot caramel, whipped cream, toasted almonds, and a cherry.

In Disneyland, the Carnation Ice Cream Parlor was a Main Street institution dating back to opening day in 1955. In 1977, the restaurant expanded to fill West Center Street with an outdoor dining area.



Carnation Company publicity photo, circa 1955, copyright Disney and/or Carnation Company
Walt Disney in the Carnation Company "antique" delivery truck

In January 1997, the Carnation Ice Cream Parlor closed. Guests could no longer enjoy a sundae while sitting on a tall stool at the spectacular ice cream counter.

The outdoor area survived as the Carnation Café after an extensive remodeling, completed March 1997. Guests could order from a traditional breakfast menu or new lunch and dinner menus.

Around the same time, Nestlé, which had acquired the Carnation Company in 1985, phased out the Carnation Ice Cream brand in favor of their other brands (including Edy's, Dreyer's, and Nestlé). Disneyland was allowed to keep the Carnation name.

The space that had been occupied by the Carnation Ice Cream Parlor since 1955 became the counter-service Blue Ribbon Bakery, hosted by Nestlé Toll House.

Next door, guests found a new place to buy ice cream—the Gibson Girl Ice Cream Parlor, hosted by Nestlé Ice Cream—in the space that had been the old Blue Ribbon Bakery (and previously the Sunkist Citrus House).



Photo by Allen Huffman, 2007

Carnation Café when it had only outdoor seating

At the beginning of 2012, the Jolly Holiday Bakery Café opened in the former Plaza Pavilion on the Hub, making the Blue Ribbon Bakery redundant. That allowed the Carnation Café to expand back into the space that had once been the Carnation Ice Cream Parlor and Restaurant, again with indoor as well as outdoor seating.



Photo by Chris Bales, 2012

The new Carnation Café in 2012

The new Carnation Café, which opened in mid-2012, added new menu items, including apple-granola pancakes, huevos rancheros, fresh fish, and Walt Disney's favorite beef-and-pork meatloaf for dinner.



Photo by Chris Bales, 2012

Not the Carnation Company logocript

Only now it no longer had the familiar logoscript of the Carnation Company. Nestlé, the owner of Carnation since 1985, had retired the Carnation name as a brand for ice cream and other fresh dairy products around the time that the second Blue Ribbon Bakery and the outdoor-only Carnation Café opened.

Disneyland still uses the Carnation name, as it has since the 1955 opening of the park. But it now refers to the flower, not to the Carnation brand of ice cream.

Nestlé still uses the Carnation brand for drinkable breakfasts, evaporated and dry milk products, and malted milk powders. But who would want a table-service meal at a restaurant named after an instant breakfast powder?

SUNKIST CITRUS HOUSE

Ready for a refreshment break?

Look for the three storefronts between the Carnation Ice Parlor and the Penny Arcade. They look like three separate stores from the outside, but they're all the Sunkist Citrus House on the inside.



Photo by Ron Fleischer, 1964

Sunkist Citrus House by day

How about a paper cup of delicious, fresh-squeezed orange juice? The machine that juices the locally-grown Sunkist Valencia oranges is behind the counter. The store is filled with a fresh orange aroma. You don't get that from bottled orange juice.

This is real 100% orange juice—much better than the orange soda at Nesbitt's Orange Drink Center at the stockade on Tom Sawyer Island.

Or maybe you're thirsty for a tall lemonade? The lemonade at the Sunkist Citrus House is cold and refreshing, with a perfect balance of lemon juice, sugar, and water—because the lemonade is made from frozen concentrate.

If it's a hot day, you might prefer a Sunkist frozen juice bar. You can also order coffee, rolls, lemon tarts, or cheesecake.



Photo by Werner Weiss, 1974

Sunkist Citrus House at night

If you're in Adventureland, head to "Sunkist, I Presume," a delightful outdoor facility wedged between the Aunt Jemima Pancake House and the Big Game Safari Shooting Galley. The eatery's odd name is a reference to when explorer Henry Morton Stanley greeted explorer David Livingstone in central Africa with the famous words, "Dr. Livingstone, I presume?" (or so Stanley claimed) on November 10, 1871. In addition to a beverage menu similar to that of Sunkist Citrus House, you can order a Jungle Julep, a blend of juices, but with no bourbon despite the name. Hungry? Have a donut or a hot dog.

The Sunkist Citrus House operated on the west side of Disneyland's Main Street, U.S.A. from July 31, 1960 to January 3, 1989—a run of almost three full decades.

After Yesterland published the first version of this Yesterland entry in 1997, a reader sent an email:

In your description of the Sunkist Citrus House, you left out the juice machine that automatically processes a basket of oranges at a time. The machine automatically cut them in half and squeezed the juice with six reamers on one side and six on the other. As a small child, I watched the reamers slowly rotate around, pick up an orange half, squeeze it, and dump the peel in a circular motion with a continuous stream of juice trickling out. This machine made a more lasting impression on me than a lot of other things in the park!

— Bob Morris, July 31, 1997

Before it was Sunkist, the space behind the right and center storefronts was Sunny-View Farms Jams & Jellies; the space behind the right storefront was the Puffin Bakery.

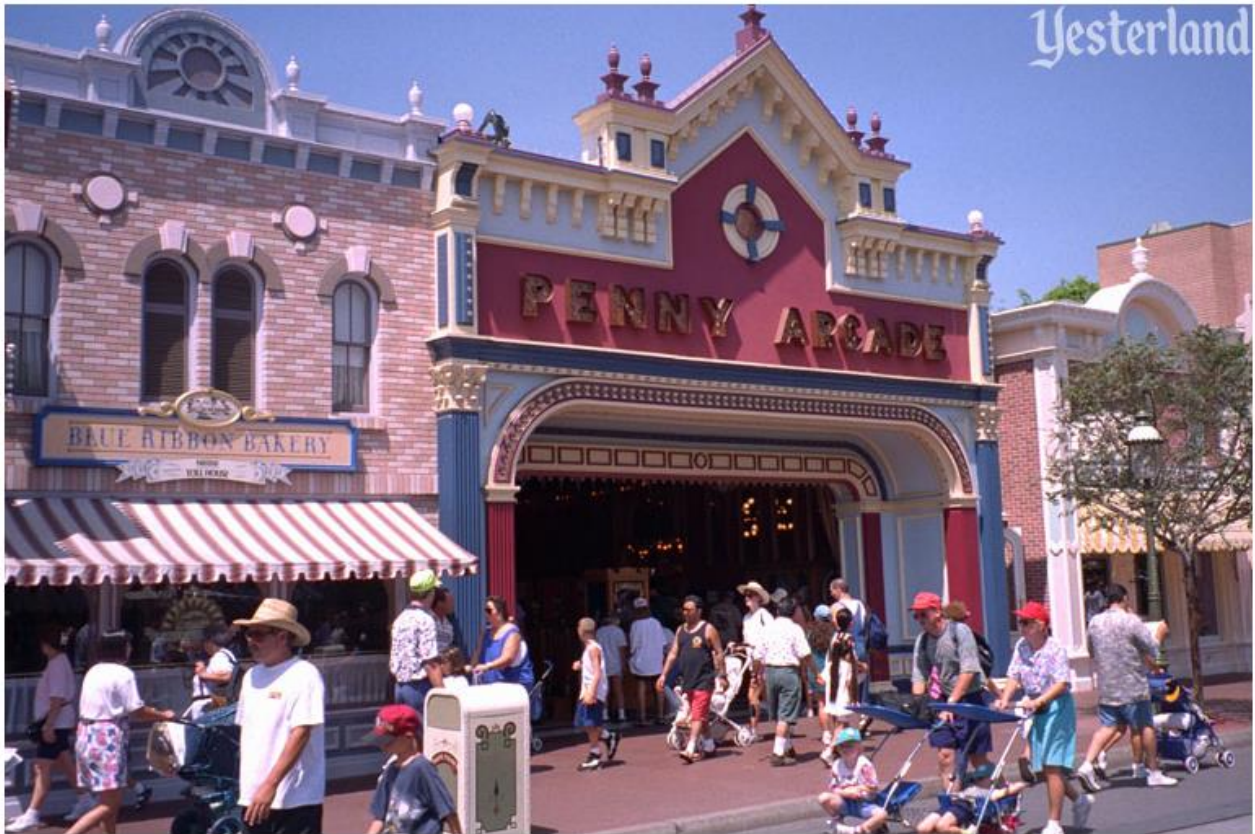


Photo by Werner Weiss, 1996

Blue Ribbon Bakery after Sunkist Citrus House

When Sunkist closed, the entire space became the first location of Blue Ribbon Bakery.



Photo by Werner Weiss, 2017

Gibson Girl Ice Cream behind the same three storefronts as Sunkist Citrus House

After the Blue Ribbon Bakery moved into the Carnation Ice Parlor space next door in 1997, the next “tenant” was Gibson Girl Ice Cream Parlor, a take-out ice cream location serving eight flavors of scooped ice cream and six flavors of soft serve frozen yogurt. And it’s still Gibson Girl today.



Photo by Werner Weiss, 2009

Bengal Barbecue after “Sunkist, I Presume”

“Sunkist, I Presume” also had three-decade run. It had replaced Tropical Cantina. When Sunkist moved out, Bengal Barbecue, serving various skewered meats and vegetables, moved in. It’s still there. In 2017, Bengal Barbecue introduced its own Jungle Julep—still with no bourbon.

PLAZA PAVILION



Photo by Roger J. Runk, 1968, courtesy of Robin Runk

Welcome to the Plaza Pavilion, a buffeteria-style restaurant!



Photo by Werner Weiss, 1996

Presented by Contadina

Befitting the sponsorship by the Carnation Company's Contadina brand, there's an emphasis on Italian food. You might want to start with a Caesar Salad. Then, perhaps you'd like Spaghetti or Penne Pasta, with your choice of sauce—Marinara, Bolognese, Alfredo, Primavera, Sicilian, or Chicken Alfredo. Or how about a Chicken Breast Sandwich or an Italian Rope Sausage Sandwich? If you're still hungry, finish your meal with Tiramisu or a Parfait Dessert

The dinner menu adds a Baked Pasta Dinner and dinner-size portions of the pasta lunches.



Photo by Werner Weiss, 1996

Sidewalk café

Grab a table on the terrace in front of the restaurant. Enjoy your meal!

The Plaza Pavilion was an opening day restaurant at Disneyland. It appeared on guide maps as the Pavillion Restaurant (with two Ls). Its original sign said "The Pavillion" (also with two Ls).

The restaurant's main entrance faced the Plaza, a part of Main Street, U.S.A. Guests would typically enter the "buffeteria" from that side, choose their food, pay for it, and continue out the back of the restaurant to its dining terrace in Adventureland. Tables overlooked the Jungle Cruise waterway, with boats returning to the dock. Maps in early Disneyland guide books showed the "Pavillion Restaurant" twice—as part of Main Street, U.S.A. and of Adventureland.

The restaurant's odd straddling of two lands ended with plans to transform it into three separate restaurants. An article ("On Safari") in the Summer 1962 issue of Vacationland, a promotional magazine published by Disneyland for distribution at Orange County motels and hotels, described changes underway in Adventureland, including these:

Walt Disney's "Enchanted Tiki Room," one of three new restaurants at "Stouffer's in Disneyland" and Disney's first "by reservation only" dining spa, may steal the spotlight from the other new attractions. For Walt Disney is bringing together all the talents of his "imagineers" to create a complete dinner show performed by an exotic collection of birds, flowers and Polynesian Tikis that actually sing, talk and act!

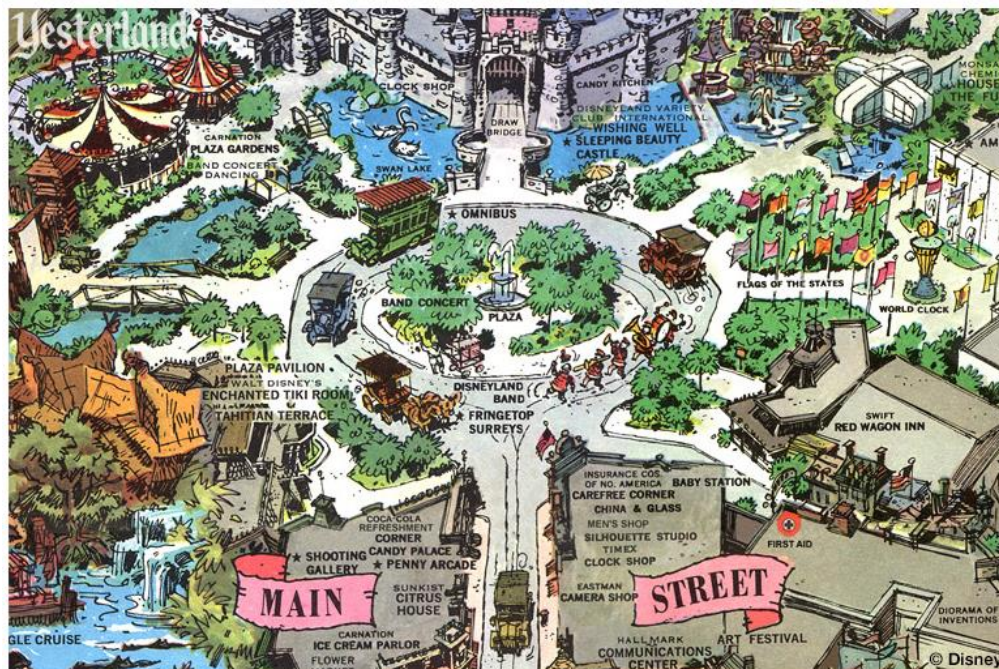
Many new animation techniques, developed exclusively for Disneyland, will “bring to life” the birds, idols and flowers. And, lest you should think it’s not possible for inanimate objects to sing and act, just remember that this dinner-show is based upon legends and myths treasured for centuries by the natives of the South Pacific.

Stouffer’s, one of America’s foremost restaurateurs, will also open European and American Kitchens in its Plaza Pavilion (facing Main Street) and a Tahitian Terrace overlooking Adventureland. The latter will feature nightly dancing and South Seas entertainment.

The Adventureland side of the Plaza Pavilion became the Tahitian Terrace with tiered seating for dinner shows—and without direct access from the other side. The Plaza Pavilion was finally just in a single land.

Did you catch the part about the “Enchanted Tiki Room,” being a dinner-show restaurant too?

By the time Walt Disney’s Enchanted Tiki Room opened June 23, 1963, it had become an attraction with continuous shows, not as a restaurant with a limited capacity. But even today, it still has its own restrooms, a reminder of the original intent.



Detail from the 1964 Disneyland Souvenir Map by Sam McKim © 1964 Walt Disney Productions
Around the Plaza in 1964

The Plaza Pavilion on the southwest side of Disneyland’s central Plaza had a counterpart on the southeast side. Originally it was the Red Wagon Inn. Then it was expanded and enhanced in 1965 to become the Plaza Inn, an ornate Victorian-era “buffeteria” restaurant—the fanciest restaurant at Disneyland at that time and still a popular restaurant today.

Somehow, the Plaza Pavilion became the poor relation to the splendid Plaza Inn. The Plaza Pavilion had an outdoor terrace, while the Plaza Inn had ornate indoor dining rooms in addition to outdoor garden seating. The Plaza Pavilion was only open on weekends and busier days, while the Plaza Inn was open daily.

Not surprisingly for a restaurant that was open for 42 years (although seemingly closed more than it was open in its later years), the menu changed over time. The Italian menu at the top of this article was from the Plaza Pavilion’s final years, when Contadina was the sponsor. In the 1960s, the Plaza Pavilion was the place to go for fried shrimp, fried chicken, biscuits, and honey.

Disneyland management of the late 1990s, under the leadership of controversial Disneyland president Paul Pressler, decided that Disneyland did not need two restaurants on the Plaza.

The Plaza Pavilion closed at the end of the 1997 summer season. The building, its sign, and the terrace seating remained, but the Plaza Pavilion never reopened as a restaurant.

Instead—for fourteen years—the Plaza Pavilion became the most underused prime location in Disneyland.



Photo by Werner Weiss, 2010

Disneyland Annual Passport Processing Center

It's not that the Plaza Pavilion was completely unused. It took turns along with the Bank of Main Street being the Disneyland Annual Passport Processing Center. This seemed like a questionable use for such a central, high-traffic location. And it certainly didn't add any "magic" to the Plaza. But, hey, the old pass system required a place to take photos, and the Plaza Pavilion wasn't being used for anything else.



Photo by Allen Huffman, 2001

Smile for the camera in the Annual Passport Processing Center

Smile for the camera in the Annual Passport Processing Center



Photo by Allen Huffman, 2005

Junior Chef sign on the Plaza Pavilion

Well, it was used for some other things too.

For a few years, the terrace at the Plaza Pavilion hosted “The Nestlé Toll House Junior Chef Baking Experience,” a hands-on cookie-making activity for children aged four to ten. Each participant was rewarded with a warm Nestlé Toll House Cookie at the end of the 25-minute activity.

Many guests walked past this location—a perfect place to generate revenue, right? Guests could buy and trade Disney pins. And they could start the process of buying into the Disney Vacation Club timeshare program. But that was all.



Photo by Allen Huffman, 2005

Pin Kiosk and Disney Vacation Club kiosk



Photo by Allen Huffman, 2007

Christmas decorations



Photo by Allen Huffman, 2008

Seating

The former dining terrace could provide overflow seating for guests who carried over food from elsewhere, such as a hot dog from the Coca-Cola Refreshment Corner or a Dole Whip from the Tiki Juice Bar outside Walt Disney's Enchanted Tiki Room.

To guests, it looked as if the Plaza Pavilion might reopen any day. The light bulbs of its old-fashioned sign usually glowed brightly. The Plaza Pavilion was even dressed up for the holidays.

But, year after year, the Plaza Pavilion only became an ever-more-distant memory.



Photo by Allen Huffman, 2009

Lifeless



Photo by Allen Huffman, 2009

Empty terrace in 2009



Photo by Werner Weiss, 2010

Still wasted space in 2010

Fortunately, this story has a happy ending...



Photo by Werner Weiss, 2013

Jolly Holiday Bakery Café sign



Photo by Werner Weiss, 2013

Jolly Holiday, looking like the Plaza Pavilion

On January 7, 2012, the former Plaza Pavilion became the Jolly Holiday Bakery Café after an extensive interior renovation. The new counter-service restaurant was themed after the animated sequence from Walt Disney's *Mary Poppins*. The 1964 movie was set in Edwardian England, so the time period and style of the café is right for Main Street, U.S.A.—even if the country isn't.



Photo by Werner Weiss, 2013

Jolly Holiday Roast Beef and Cheddar Sandwich

The Jolly Holiday Bakery Café was a welcome addition to Disneyland. After an absence of more than 14 years, there was once again a delightful eatery on the southwest side of the Plaza.

As with the sidewalk cafés of Paris, guests enjoying baked goods, meals, and beverages bring life to the “neighborhood” and make it a better place—not only for themselves, but also for those who are just walking by.



Photo by Werner Weiss, 2015

Jolly Holiday on one side, Aladdin's Oasis on the other

Meanwhile, some things have not changed. The Jolly Holiday Bakery Café (former Plaza Pavilion), Aladdin's Oasis (former Tahitian Terrace), and Walt Disney's Enchanted Tiki Room are still a single building, just as designed in 1962.

FANTASY ON PARADE



Photo by Charles R. Lypany, 1966, courtesy of Chris Taylor

A big drum and drummer Mickey being pulled by little horses

It's 1966 at Yesterland. The parade is starting. Let's watch from a spot across from the INA Carefree Corner, the guest registration lobby sponsored by INA (Insurance Company of North America).

The parade is Fantasy on Parade. It will march down Main Street U.S.A. and Frontierland twice today, with parade units pausing along the route to give performances.



Photo by Charles R. Lypany, 1966, courtesy of Chris Taylor

Big horses



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Golden knights “riding” not-so-real horses



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

A knight battling a mighty dragon

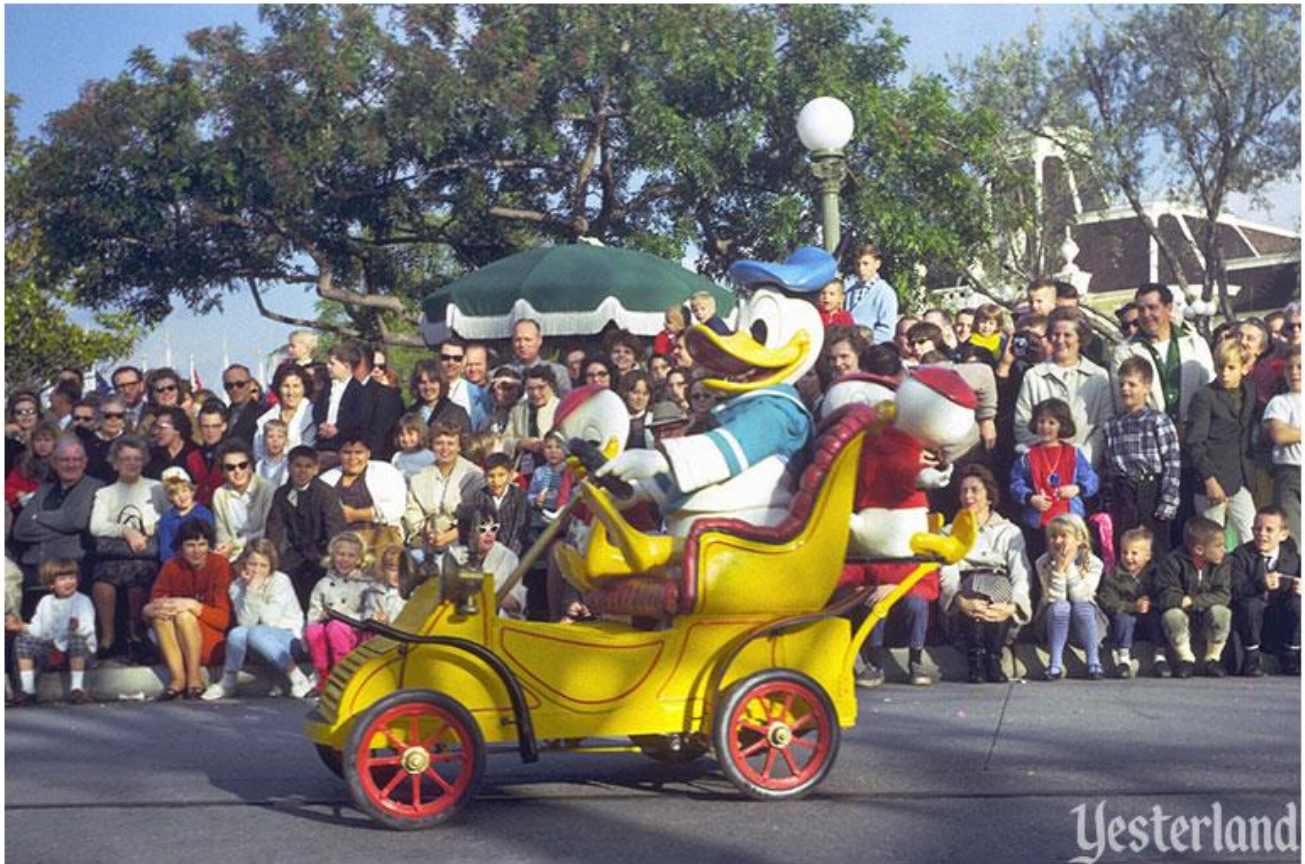


Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Donald Duck taking his nephews for a ride in a [Mr. Toad's Wild Ride](#) car



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

From the classic Arabian Knights stories



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Dance performance



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Musicians playing a soprano saxophone and an oboe, while nobody beats the drums



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Captain Hook's pirate ship



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Pinocchio unit with an actual, live circus bear!



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Pluto's dog show



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

World's biggest caterpillar



Photo by Charles R. Lympamy, 1966, courtesy of Chris Taylor

Butterfly ballet dancers, who emerge from the caterpillar sections



Photo by Charles R. Lympamy, 1966, courtesy of Chris Taylor

Alice in Wonderland unit featuring lots of playing cards



Photo by Charles R. Lympny, 1966, courtesy of Chris Taylor

It's a very large "it's a small world" doll

So far, this parade hasn't been very Christmassy. The photographer didn't take photos of every parade element. (Film is expensive, and he did a great job getting as many photos as he did.) The elements he missed weren't Christmassy either. That makes sense. This is Fantasy on Parade, not Holidays on Parade.

But the rest of the parade will be more Holidayish.



Photo by Charles R. Lympny, 1966, courtesy of Chris Taylor

"The March of the Toy Soldiers" from *Babes in Toyland*



Photo by Charles R. Lympany, 1966, courtesy of Chris Taylor

Marching resumed

The parade continues with Santa's silly, cross-eyed reindeer. Then, Fantasy on Parade concludes with Santa Claus waving from his sleigh atop a custom parade float. Sorry. The photographer missed those. Perhaps he used too much film getting photos of the harem dancers.

During Disneyland's first six Christmas holiday seasons, there had been some parades as special events—but daily scheduled holiday parades became an annual tradition at Disneyland in December 1961 with Parade of Toys. Along with other parade elements, many not themed to the holidays, Parade of Toys used props and characters from Walt Disney's 1961 holiday release, *Babes in Toyland*—notably the wooden toy soldiers which have been a Disney holiday tradition ever since. Each year, the parade evolved.

Fantasy on Parade, the subject of this article, was the name of the holiday parade at Disneyland from 1965 to 1976, and again from 1980 to 1985. Although it was billed as a new parade, it reused many popular elements from Parade of Toys. And it continued to evolve.

The Gala Premiere of Fantasy on Parade was 8:00 p.m. Saturday, December 18, 1965. Twice-daily performances began the next day and continued through January 2, 1966.

That's right. The Christmas season at Disneyland was just two weeks. It was not such a big deal in those days. Park hours on Monday through Friday of the week leading up to Christmas were 10 a.m. to 6:00 p.m., with Fantasy on Parade at 1:00 p.m. and 4:00 p.m.

Los Angeles Times arts editor, film critic and columnist Charles Champlin wrote a glowing review of Fantasy on Parade, published December 21, 1965:

Disneyland Yule Capers Delightful

If you think of Disneyland as a 12-month-long Christmas, as all us middleaged kids do, you wonder how it can top itself during the season itself.

But its twice-daily, hour-long Fantasy on Parade achieves this, to the shrill satisfaction of the genuine chronological kids who attended with me Sunday afternoon.

The ingenuity of the Disneyland designers remains endless and amazing. A long lavender caterpillar deploys winged butterflies who do a dainty little dance before caterpillaring up Main Street again. The wooden soldiers and their band really look like wooden soldiers.

Beyond the Disney standards, there are fine performing dogs and dancing bears. Goofy performs with a delightful trick car and Mickey himself beats the world's largest bass drum.

Santa himself is strictly traditional, jollitywise, but his prancing reindeer, tinkling and silly, are out of the Burbank tradition and very nearly upstage the old gent, the ultimate compliment to the Disney magic.

All in all, it's a whizbang caper and likely to give the Anaheim pleasure dome a very populous holiday season.

—CHARLES CHAMPLIN

Walt Disney died December 15, 1966. Disneyland remained open. The 1966 edition of Fantasy on Parade, featured in this article, premiered two days later.

For the 1977, 1978, and 1979 Christmas seasons, the parade's name changed to Very Merry Christmas Parade. For seven seasons beginning 1980, the name reverted to Fantasy on Parade, but the actual parade did not revert. It continued to evolve. In 1987, the name again became Very Merry Christmas Parade.

For the 1994 season, the parade received its current name, A Christmas Fantasy Parade. By then, the parade had become entirely holiday-themed.

The parade's run of two weeks each year has grown to a run of almost two months for the 2017 edition—November 10, 2017, through January 7, 2018. How much longer until it begins right after the Labor Day weekend?

CARNATION PLAZA GARDENS



Photo by Roger J. Runck, 1961, courtesy of Robin Runck

Nestled between a medieval castle and a frontier stockade, Yesterland has an old-fashioned, open-air dance pavilion with a red-and-white canopy roof. Carnation Plaza Gardens takes you to the beginning of the 20th century, with plenty of white wrought iron and clear glass light bulbs.



Photo by Charles R. Lypany, courtesy of Chris Taylor

Hamburgers, hot dogs, and Carnation paper cups at Carnation Plaza Gardens



Photo by Charles R. Lympany, courtesy of Chris Taylor

Another family lunch

Stop in for a quick hamburger or hot dog from one of the food windows. Given the name of this place, it's not surprising that you can buy Carnation Ice Cream cones and sundaes here. Try Carnation's Fantasia, with layers of dark cherry, pistachio and banana ice cream.

There are plenty of tables and chairs—some beneath the canopy, some with red-and-white umbrellas, and some with just the sky above them.



Photo by Allen Huffman, 2007

White wrought iron

If you time your visit right, you can eat your lunch while enjoying a concert by the park's own band.

You reached Carnation Plaza Gardens across a footbridge. The sign and the entrance haven't changed much over the years (except for different patterns of burnt-out light bulbs)...



Photo by Werner Weiss, 1974

1974



Photo by Werner Weiss, 1996

1996



Photo by Werner Weiss, 1998

1998



Photo by Werner Weiss, 2009

2009

You hear music...



Photo by Werner Weiss, 1998

Community Arts Showcase

This is a multi-use facility. Sometimes young musicians from a school are performing. Sometimes you can take in a character show such as Fantasy Follies, Goofy Tuneups, Little Mermaid and Her Secret Grotto, Enchanted Book Shoppe, or Donald Duck's Dandy, Dazzlin', Dancin' Revue.



Photo by Allen Huffman, 2005

Swing Kings

But the big tradition here is Big Band music and Swing. When things are hopping, you're transported 40 years forward in time from the Turn-of-the-Century to the Swing Era.



Photo by Allen Huffman, 2005

Dance Floor

Swing, Lindy Hop, or Jitterbug to the sounds of the Count Basie Orchestra, Woody Herman, Duke Ellington, Buddy Rich, or Lionel Hampton—or perhaps a lesser known band.



Doc Anello and the Swing Machine showtimes

Photo by Allen Huffman, 2008



Safety first!

Photo by Allen Huffman, 2008

When the music ends and the people have left, you're back in the early 20th century. There are electric bulbs everywhere but they're not bright. That's also how it was in the heyday of Kansas City's Electric Park—a long-gone amusement park visited by a boy named Walt Disney who lived nearby.



Yesterland

Photo by Allen Huffman, 2009

Good night

Carnation Plaza Gardens opened August 18, 1956—just 13 months after Disneyland opened. The parasol-topped dance pavilion replaced the gazebo bandstand, which was moved to Magnolia Park at the edge of Frontierland and Adventureland.



segment from map © 1968 Walt Disney Productions
Copyright 1968 Walt Disney Productions

A detail from the 1968 Disneyland Souvenir Map

For the 1957 summer season, Disneyland introduced “Date-Nite” Fridays and Saturdays—featuring Plaza Gardens and four other dance floors at Disneyland. The “Date-Nite” program was a huge success according to an article in the Los Angeles Times (“Fountain of Youth Overflows With Disneyland Date Nighters” by Barbara Jo Willcockson, August 18, 1957):

Fantastically, nearly 8000 young people (70% of the attendance) are tallied every Friday and Saturday night as they enthusiastically pour in. They are noisy, they are delightful, they are everywhere. The management’s understandable qualms have melted into applause for “that terrific bunch of kids.”

College age or high school, their whole hearted, trouble-free response has proved that this was just what they were looking for—plenty of room, infinite variety, minimum cost and a complete absence of liquor anywhere on the premises.

(When was the last time anyone suggested that “minimum cost” is an attribute of Disneyland?)

Carnation Plaza Gardens was not just used Fridays and Saturdays. During the 1957 summer season, its dance floor had music and dancing every night except Sunday. For the 1958 summer season, it became seven nights a week.

A four-page Disneyland advertising supplement in 1959 (“We Love to Go There at Night,” Los Angeles Times, June 14, 1959), had this caption next to a drawing of couples dancing to the music of a live band at Carnation Plaza Gardens:

A gay twirl with your best girl to the dance rhythms of Disneyland’s popular Date Niters band is a Summertime favorite every evening at Carnation’s Plaza Gardens. And after a lively Mambo, bouncy rock and roll tune, or dreamy fox trot, there’s no better way to “sit one out” than by treating that best girl to a mouth watering ice cream specialty made by everybody’s favorite, top quality Carnation products.

The Date Niters band was later known as the Elliott Brothers Band. Bill and Lloyd Elliott established Disneyland’s Plaza Gardens as the place for Swing and the Big Band sound.

Big Bands at Disneyland

\$40 Buys You '40's Fun After Five.

Disneyland proudly introduces the Big Band Passport. For just \$40, Disneyland is all yours every summer night after 5 PM. For Big Band dancing and romancing. For Disneyland's one-of-a-kind shows and attractions. For the new Main Street Electrical Parade and "Fantasy in the Sky" fireworks featuring Tinker Bell. For the kind of magic that can only happen on a Disneyland Summer night.

So charge your Disneyland Big Band Passport by phoning 1-800-672-3000. Or get yours at **TICKET MASTER** in May Ca, Music Plus and Sportmart stores. Summer don't mean a thing, if it ain't got that Big Band Swing, at Disneyland.

June 22
The Harry James Orchestra
 DIRECTOR: Joe Graves

June 23-29
Ray McKinley & His Orchestra
 FEATURING "Peanuts" Hucko
 WITH SPECIAL GUEST **Connie Haines**

June 30-July 6
Bob Crosby & His Orchestra
 FEATURING The Bobcats
 WITH SPECIAL GUEST **Kay Starr**

July 7-14 (8 Nights)
Myron Floren & His Orchestra

July 15-20 (6 Nights)
Les Brown & His Band of Renown

August 5-10 (6 Nights)
The Count Basie Orchestra
 DIRECTOR: Thad Jones

August 11-17
Lionel Hampton & His Big Band

August 18-24
Tex Beneke & His Orchestra

August 25-31
Woody Herman & The Young Thundering Herd

September 17
Buddy Rich & His Band (In Concert)

July 21-27
Cab Calloway & Orchestra
 WITH SPECIAL GUEST **Chris Calloway**

July 28-August 4 (8 Nights)
The Artie Shaw Orchestra
 DIRECTOR: Dick Johnson

PARK HOURS: Disneyland is open nightly throughout the summer, till midnight. Sundays till 1 A.M.

Disneyland 30th year

© 1985 Walt Disney Productions

Copyright 1985 Walt Disney Productions

Disneyland advertisement on June 16, 1985

In the following decades—especially in the 1960s, 1970s, and 1980s—the Plaza Gardens dance pavilion would host most of the biggest names in Big Bands—including Ray Anthony, Count Basie, Charlie Barnet, Louie Bellson, Tex Benecke, Les Brown, Cab Calloway, Bob Crosby, Les Elgart, Duke Ellington, Mickey Finn, Myron Floren, Benny Goodman, Lionel Hampton, Woody Herman, Harry James, Stan Kenton, Wayne King, Gene Krupa, Freddy Martin, Ray McKinley, Buddy Rich, Artie Shaw, and Si Zentner. And even after legendary leaders had passed away, their bands kept their arrangements alive with new conductors—such as the Tommy Dorsey Orchestra conducted by Buddy Morrow or the Glenn Miller Orchestra under the direction of Jimmy Henderson.

The height of Big Bands—the Swing Era—was around 1935 to 1945. But it survived at Carnation Plaza Gardens, much to the delight of its fans. The performers were equally delighted to play for enthusiastic Disneyland guests.

For example... by 1990, Les Brown and His Band of Renown primarily performed at charity events, political fund raisers, private parties, corporate meetings, and golf tournaments—when they performed at all. A Los Angeles Times article (“Les Brown’s Band Keeps Swinging, Just Not So Often” by Zan Stewart, June 19, 1990) described 78-year-old Les Brown’s enthusiasm for an upcoming week-long engagement at Carnation Plaza Gardens:

The theme park engagement is special for Brown. He played on the park’s opening day—July 17, 1955—and has performed there every year since as part of Disneyland’s summer big band series. And while other current engagements keep the band active, the Carnation Plaza Gardens affords the band a chance to really come alive.

“I enjoy the Disneyland gig more than any other we play all year because the band can blow,” Brown says with exuberance, sitting on the back porch of his home in the Pacific Palisades, where ocean breezes and tall pines provide an idyllic ambience.

“Actually, the only time we can blow out the way we like to blow out and play the arrangements that we recorded and the way we recorded them, full blast, is at Disneyland, or an occasional concert,” he adds.

Over the decades, the tradition of Swing at Plaza Gardens continued, although the early 1990s saw a transition from name bands to bands such as Swingtown, Red & The Red Hots, and Stanford Freese and the Disneyland Big Band.



Photo by Allen Huffman, 2001

No food service windows

Around 1999, the food service windows at Carnation Plaza Gardens closed permanently. Frontierland's Rancho Del Zocalo Restaurante opened in 2001, with a "shortcut" walkway to the tables of Plaza Gardens—overflow seating for Rancho del Zocalo.

Even though it no longer served Carnation Ice Cream, the name did not change. After Nestlé discontinued the Carnation dairy brand entirely, Disneyland still had Carnation Plaza Gardens. It seemed it would stay there forever.

It would not be forever after all. The final operating day of Carnation Plaza Gardens was April 30, 2012. Work began to transform the area into Fantasy Faire, an extension of Fantasyland with storytelling, refreshments, and princess meet-and-greets.

But it was not the end of the popular Jump, Jive, Boogie Swing Party. It moved to the Westside Stage in the Downtown Disney District—with the promise that it would return to its old location upon the completion of Fantasy Faire.



Photo by Werner Weiss, 2013

Model of Royal Theatre and Fantasy Faire at Blue Sky Cellar



Photo by Chris Bales, 2012

Transformation



Photo by Werner Weiss, 2013

Royal Theatre



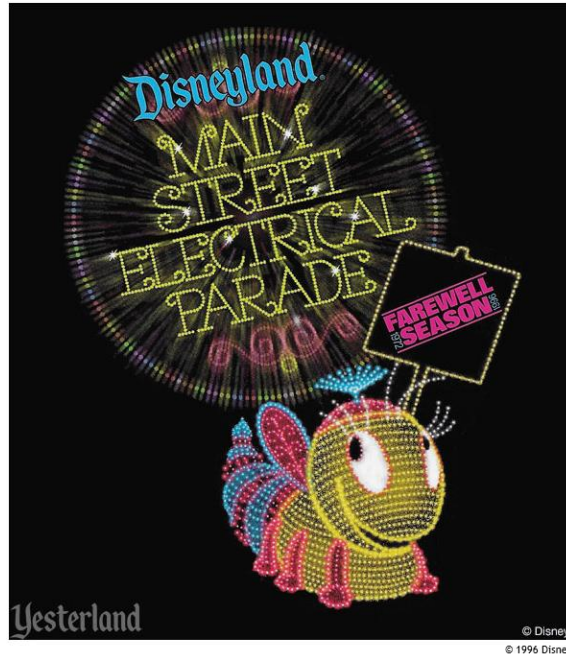
Photo by Allen Huffman 2017

Fantasy Faire

Fantasy Faire opened March 12, 2013. Although the project had been controversial with Disneyland fans, the results were impressive. The new corner of Fantasyland had charm and details that far exceeded what Carnation Plaza Gardens had offered, especially in its final years. The Royal Theatre was the old dance pavilion with a new look.

The tradition of swing dancing to live Big Band music continues with The Royal Swing Big Band Ball on Saturday nights.

MAIN STREET ELECTRICAL PARADE



It's 1996 at Yesterland. This is your last chance to see the beloved Main Street Electrical Parade. After delighting guests since 1972, with just a few years off to give other parades a chance, it's "glowing away"—forever—later this year.

Sure, you'll have your memories. But you can also own a little piece of the parade—forever—while supporting local children's charities. For just \$10, you can order commemorative display box with an actual light bulb from a Main Street Electrical Parade float. You'll have to wait until after the final performance to receive your light bulb. But hurry! The demand is far greater than expected.

Speaking of greater demand, 1996 park attendance is way up too. It seems that everyone wants to see the Main Street Electrical Parade one more time—or three more times... or ten more times.



Photos by Allen Huffman, 1996

Title float: the biggest bass drum, pulled by a locomotive

You've been waiting at the edge of the parade route, possibly for many hours. It's finally time for the dazzling and memorable parade! The lights dim. Electronic theme music begins to bombard your ears. As the excitement mounts, an electronic voice intones:

"Ladies and gentlemen, boys and girls... Yesterland proudly presents our spectacular festival pageant of nighttime magic and imagination in thousands of sparkling lights and electro-syntho-magnetic musical sounds—the Main Street Electrical Parade!"

The main tune you're hearing is "Baroque Hoedown," a 1967 piece by Jean-Jacques Perrey and Gershon Kingsley. To provide appropriate music for various units of the parade, additional tunes have been skillfully woven in.



Photo by Werner Weiss, 1996

Presented by General Electric

You'll enjoy dozens of parade units, primarily based on popular Disney movies such as Alice in Wonderland, Cinderella, Peter Pan, Dumbo, Snow White and the Seven Dwarfs, Pinocchio, and Pete's Dragon.

You may think the parade you're seeing is the same one that your parents enjoyed when they were around your age in 1972. But that's not really the case. Although the concept and the tune are the same, everything else has changed.

In its opening year, many of the floats were flat frames decorated with relatively few light bulbs. The few dimensional floats involved simple frameworks or lights strung on floats borrowed from other parades.

During the American Bicentennial years of 1975 and 1976, America on Parade served as the park's daytime and nighttime parade. It was an opportunity to design and build a new generation of elaborate, fully dimensional Main Street Electrical Parade floats with an abundance of bulbs.

The version of the parade you're seeing in 1996 is based on that generation. Even then, this version is different. For example, the "it's a small world" unit and the "Briny Deep" unit left the parade in 1983. There were also short-lived units that you might remember, such as the "Return To Oz" which was only part of the parade in 1985.



Whirly Bug

Photo by Werner Weiss, 1996



Dancing at Cinderella's royal ball

Photo by Werner Weiss, 1996



Captain Hook and Peter Pan dueling aboard the pirate ship

Photo by Werner Weiss, 1996



Photos by Allen Huffman, 1996

Disney Characters of varying fame, including King Leonidas playing the circus calliope



Yesterland

Photo by Werner Weiss, 1996

The Dwarfs whistling while they work



Yesterland

Photo by Chris Bales, 1994

Dopey catching a ride on the Dwarfs' mine train



Pinocchio at the Pleasure Island cigar store

Photo by Werner Weiss, 1996



More of dystopian Pleasure Island

Photo by Werner Weiss, 1996



Pete catching a ride from Elliott

Photo by Chris Bales, 1992

As the red, white, and blue lights of the grand finale, “To Honor America,” finally disappear in the distance, the music fades away. But the images of the parade and the sound of its music will stay with you for the rest of your life.

Too bad you’ll never see this parade again—well, maybe at another Disney park, but certainly not at Disneyland!

The Main Street Electrical Parade premiered at Disneyland on June 17, 1972. It was like nothing that Disneyland guests had ever seen and heard before—unless they had visited Walt Disney World since soon after it opened the previous year.

The Electrical Water Pageant, with “Baroque Hoedown,” as its original musical theme, delighted Walt Disney World guests as it floated through Seven Seas Lagoon and Bay Lake nightly, beginning October 26, 1971.



Photo by Chris Bales, 2012

Electrical Water Pageant at Walt Disney World

Disneyland didn’t have a body of water for a floating parade, but a land-based one would work too. In fact, it worked spectacularly well. Guests loved the Main Street Electrical Parade.

As already noted, it was “lights out” for the parade in the summers of 1975 and 1976, with America on Parade taking its place. During the summers of 1983 and 1984, the Main Street Electrical Parade went dark again to make way for Flights of Fantasy, but it then returned for another dozen years.

Beginning in 1977, there were two complete sets of the Main Street Electrical Parade, so that the parade could run simultaneously at Disneyland and Magic Kingdom Park.

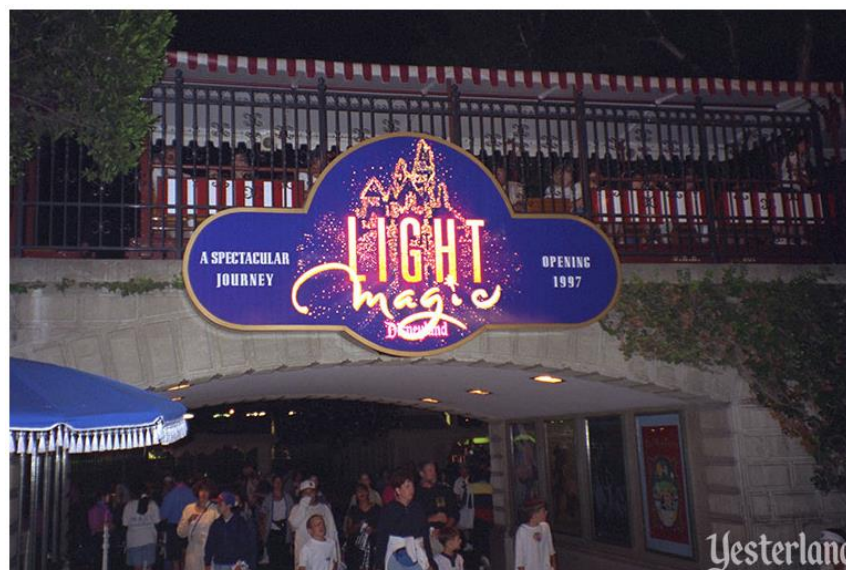


Photo by Werner Weiss, 1996

Light Magic, “Opening 1997”

Most discontinued Disneyland attractions go away quietly. Some have announced closing dates. Others just close at the end of a Summer season, never to reopen. The Main Street Electrical Parade was sent off in 1996 with a big advertising campaign. Disneyland would have something new in 1997, Light Magic.

Guest response was overwhelming. People who first saw the parade as children returned with their own children. Huge crowds lined the parade route. Originally scheduled to have its last public performance on October 15, Disneyland management extended the parade until November 25 to meet the demand—and to sell even more admission tickets.

The parade had its final public performance—ever—on November 25, 1996. Beloved parade, good bye, forever.

Well... maybe not quite.

On June 14, 1997, the parade ran eight blocks in New York City as The Hercules Electrical Parade to promote the premier of the animated feature Hercules at Disney's newly restored New Amsterdam Theater.

That turned out to be just the beginning. There were runs at Disneyland Paris, Disney's California Adventure, Magic Kingdom Park, and—eventually—even Disneyland Park.

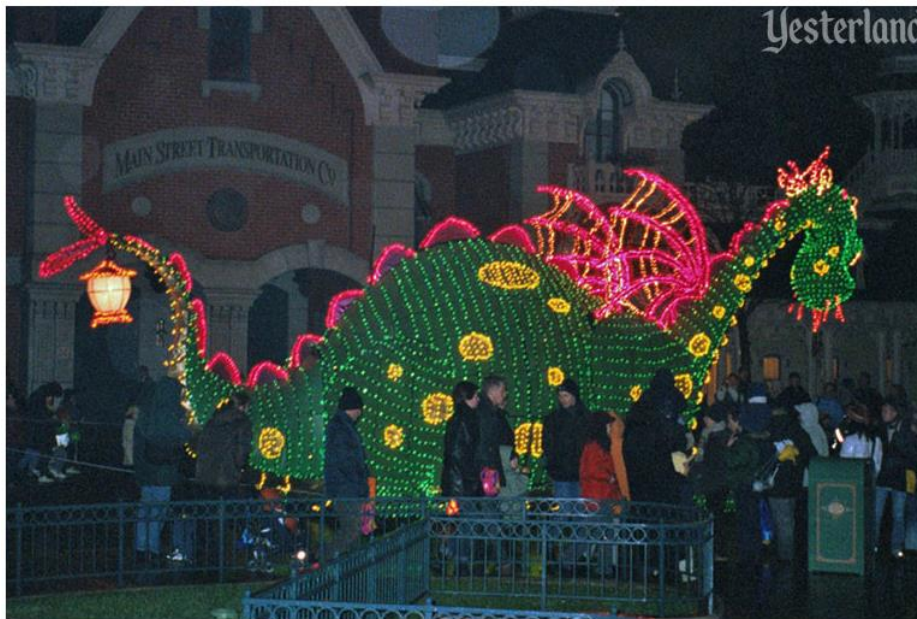


Photo by Werner Weiss, 2001

Main Street Electrical Parade at Disneyland Paris



Photo by Tony "WiseBearAZ" Moore

Disney's Electrical Parade at Disney's California Adventure

The parade was called Disney's Electrical Parade when it ran from July 4, 2001 to April 18, 2010 at Disney's California Adventure. After all, the park does not have a Main Street, U.S.A.



Photo by Werner Weiss, 2011

Main Street Electrical Parade at Magic Kingdom Park



Photo by Werner Weiss, 2017

Main Street Electrical Parade, back at Disneyland in 2017

After an absence of more than 20 years, the Main Street Electrical Parade and its 600,000 sparkling lights returned to Disneyland Park with a \$95 premier viewing event on January 19, 2017. Public performances began the following evening. Although Disneyland guests had been treated to several years of the much more advanced Paint The Night parade, the nostalgic old parade still held its own. Originally scheduled to close June 18, 2017, the run was extended to August 20, 2017.

THE WALT DISNEY STORY



Photo by Werner Weiss, 1974

"Excuse me Donald, but where's Mr. Lincoln?"

Step into the Main Street Opera House for a tribute to a truly great American... Abraham Lincoln? No. Walt Disney!

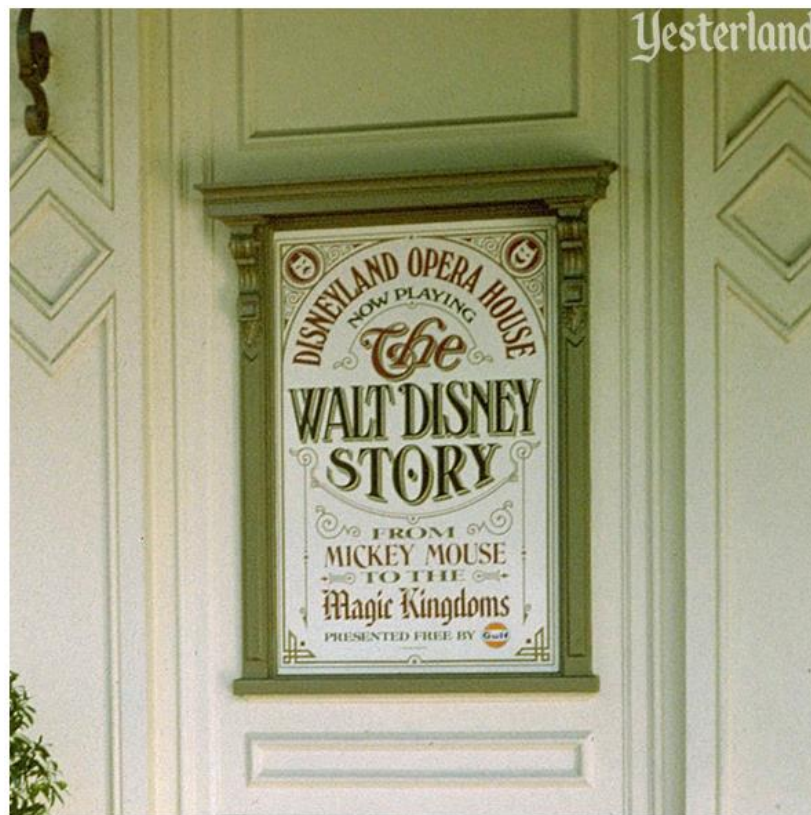
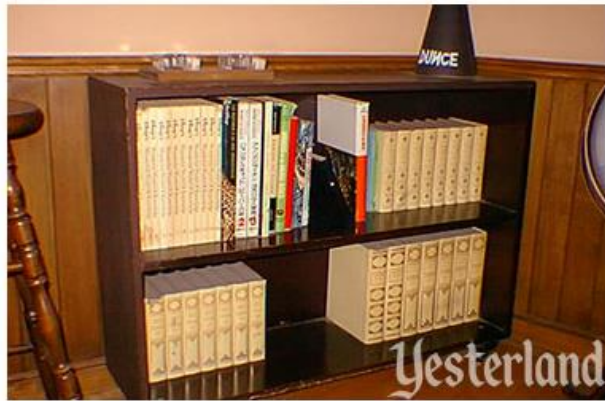
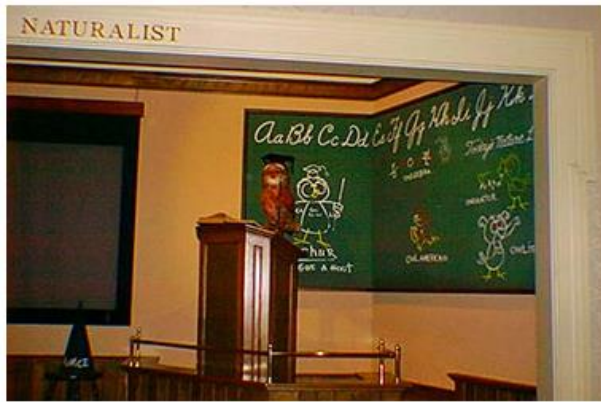


Photo by Werner Weiss, 1974

No mention of Mr. Lincoln on the poster—because he's not part of the show

Before you enter the 500-seat theater, be sure to see the large collection of Walt Disney memorabilia in the lobby.



Photos by Allen Huffman, 2001

Walt Disney, Naturalist

Even without Abraham Lincoln, there's still an Audio-Animatronic performer. An owl talks about Walt's love of animals and his series of True-Life Adventures nature movies.



Photo by Allen Huffman, 2001

Walt Disney, Animation Pioneer

After you see the exhibits, relax in air-conditioned comfort as you watch a 28-minute movie biography of Walt Disney. The filmmakers assembled rare footage, such as scenes from early Alice comedies, tracing the life of the creative genius.

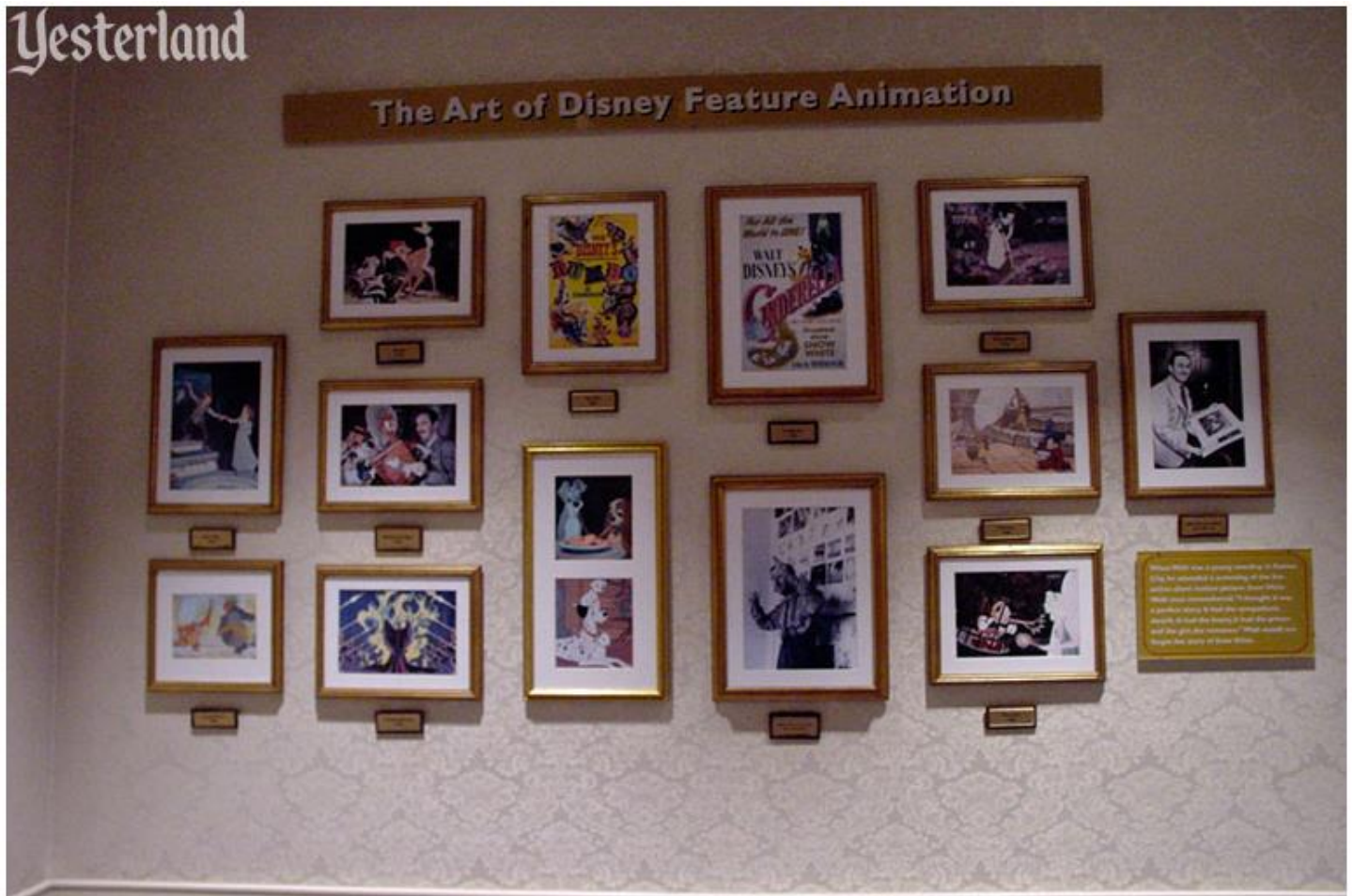


Photo by Allen Huffman, 2001

Walt Disney and the Art of Feature Animation

Not only is Walt Disney the subject of the movie; he's also the narrator. The filmmakers assembled the narration from various interviews made by Walt Disney during his lifetime. Hear Walt speak of EPCOT, his planned Florida city "where people actually live a life they can't find anywhere else in the world."

At Disneyland, The Walt Disney Story survived from 1973 to 2005 in one form or another.

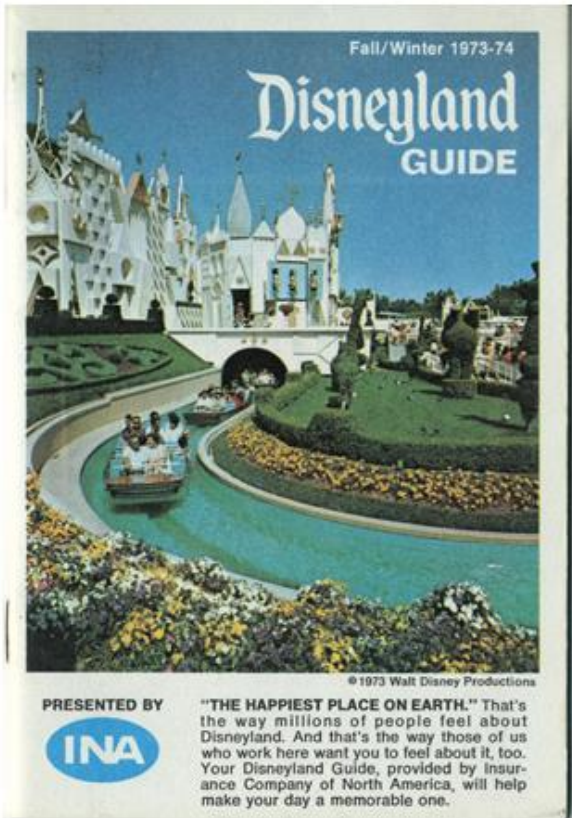
The Walt Disney Story opened at the Main Street Opera House in 1973, replacing Great Moments with Mr. Lincoln. Walt Disney's Audio Animatronic tribute to the Great Emancipator had been at Disneyland since July 18, 1965 (and originally at the State of Illinois Pavilion at the New York World's Fair).

It was time for something new. Right?

Wrong!

Disneyland guests complained that the removal of Mr. Lincoln was an insult to the memory of Walt Disney (1901-1966)—never mind that The Walt Disney Story was supposed to honor Walt.

A look at the "Free Shows and Exhibits" section of the Fall/Winter 1973-73 Disneyland Guide (below) confirms that The Walt Disney Story was about Uncle Walt, not Honest Abe.



Free Shows and Exhibits

You will enjoy visiting these outstanding free shows and exhibits sponsored by many nationally famous companies for your enjoyment.

MAIN STREET, U.S.A.

The Walt Disney Story presented by Gulf — Follow Walt Disney from his boyhood to the creation of Walt Disney World . . . see rare film footage narrated by Walt himself.

GAF Photo Salon — Camera exhibit and multi-screen film show. Free photo information and assistance.


FRONTIERLAND

Frontierland Arcade Gun Collection — On display, over 50 rifles, pistols, and swords used in the early history of our country.

Pepsi-Cola's Golden Horseshoe Revue — An Old West vaudeville show featuring singing, dancing, and plenty of laughs.

TOMORROWLAND

Circle-Vision 360 presented by the Bell System — A motion picture tour of America in an enlarged 360-degree theater. Also features the futuristic Picturephone, where you can see the person you are calling.

Walt Disney Productions  HAPPY YEARS OF FAMILY ENTERTAINMENT

© 1973 Walt Disney Productions

Cover and a look inside, Fall/Winter 1973-74 Disneyland Guide

In 1975, Mr. Lincoln returned.



Photo by Werner Weiss, 1996

Poster for The Walt Disney Story (1996 photo)

Guests seated in the Opera House were treated to a double feature. After the movie about Mr. Disney, good ol' Audio Animatronic Abe gave his speech. This long presentation had an appropriately long name—The Walt Disney Story featuring Great Moments with Mr. Lincoln.

The exhibits in the Opera House lobby still primarily featured Walt Disney.



Photo by Allen Huffman, 2001

Walt Disney photo wall with Abraham Lincoln video

In 1984, the movie about Walt Disney disappeared; a more technologically advanced Mr. Lincoln replaced his predecessor; and the “Golden Dream” music from The American Adventure at Epcot Center replaced the “Battle Hymn of the Republic.” Although some of the Walt Disney memorabilia remained in the pre-show lobby, for all practical purposes The Walt Disney Story attraction of 1973 was history. But the name survived on the marquee.

Great Moments with Mr. Lincoln was considered to be an important attraction—almost a sacred attraction—but that didn't mean that guests regularly filled the theater. They were too busy running off to fun, entertaining attractions.

In 1990, Disney cast members learned that Mr. Lincoln was on his way out once again, this time to be replaced by a 3D film featuring Jim Henson's Muppets. Los Angeles Times writer Bob Pool described the public outcry and its outcome (“Lincoln Liberated Tourist Revolt Keeps “Great Emancipator” on Display at Disneyland” August 24, 1990):

Reports have circulated for the last three months among Disneyland's 8,000 employees that the Main Street opera hall, which also houses exhibits honoring park founder Walt Disney, would be turned over to Kermit, Miss Piggy and Big Bird.

Officials announced a week ago that the Lincoln exhibit would be closed Sunday for the “refurbishing” of the opera house. They said plans for the plush-seated auditorium near the park's entrance gate would be disclosed later.

On Thursday, park operators said Lincoln will live—at least for now.

Disneyland spokesman Paul Goldman said park planners are looking at several other sites for the Muppets, including an area near the “It's a Small World” attraction. “It's a matter of shoehorning things in,” he said.

Goldman said officials were surprised by the outcry over Lincoln.

“If you'd asked a few days ago I'd have said that being a 25-year-old attraction, its popularity has passed. But there seems to be a lot of sentiment for Lincoln.”

The Main Street Opera House needed something to make the turnstiles click, but ousting Mr. Lincoln was not the answer.



Teaser in 2001

Photo by Allen Huffman, 2001

A decade after the Muppet blow-up, there was finally a plan to make The Walt Disney Story featuring Great Moments with Mr. Lincoln more relevant, up-to-date, and entertaining.



Banner announcing the switch to the Gettysburg Address

Photo by Allen Huffman, 2002

On July 17, 2001, the 46th anniversary of the televised opening of Disneyland, the park celebrated the Grand Opening of a new version. This time, Mr. Lincoln's speech was preceded by a binaural sound show in the tradition of Sounds Dangerous with Drew Carey at Disney-MGM Studios (now Disney's Hollywood Studios).



Photo by Werner Weiss, 2004

A poster in front of the Opera House for "The Journey to Gettysburg."

The premise was that you would identify with Private Cunningham, a Civil War soldier about to have his portrait done by famous Civil War photographer Mathew Brady. Wearing headphones, you would even experience Cunningham's haircut, just as guests in Florida would experience Drew Carey's haircut.



Photo by Allen Huffman, 2002

Lincoln with eyeglasses

Here's how Mike Anton described the new version in the Los Angeles Times, Orange County Edition ("Mr. Lincoln, Version 3.0, Debuts" July 18, 2001):

On Tuesday, the theme park introduced a new and improved Abraham Lincoln, giving the 16th president a make-over that today's politicians could only dream of.

"We updated him to today's standards," said Steven Spiegel, a senior show writer at Disneyland who worked for a year on the project. "He has a new skin... More natural looking."

Lincoln also got a change of clothes, a new hairdo and a new story line enhanced by historic photos and 3-D audio technology.

Gone is the tale of Lincoln's rise from a log cabin to the White House. In its place is the story of a fictional Union soldier who jokes with famed photographer Mathew Brady, meets Lincoln and Frederick Douglass, goes to war, is wounded and has a leg amputated.

All in less than 12 minutes.

Mr. Lincoln delivered the Gettysburg Address—not the speech that he had been giving since the 1964 New York World's Fair. Although the Gettysburg Address is one of greatest speeches in the history of the American presidency, the original speech—an edited compilation of various things said by Mr. Lincoln in various speeches—somehow worked better in the context of the Disney presentation.

Critics referred to this version of Disneyland's Lincoln presentation as "Sounds Dangerous with Mr. Lincoln."



Photo by Werner Weiss, 2004

The marquee in 2004

Although the presentation changed to "The Journey to Gettysburg," the marquee and attraction remained the same.



Photo by Allen Huffman, 2005

Marquee for Disneyland, *The First 50 Magical Years*

“The Journey to Gettysburg,” quietly reached its end on February 20, 2005. The marquee letters for The Walt Disney Story featuring Great Moments with Mr. Lincoln came down. Mr. Lincoln went on vacation.

May 5, 2005, Disneyland launched the 18-month “The Happiest Homecoming on Earth” celebration, marking the 50th anniversary of Disneyland.

The new show at the Main Street Opera House was *The First 50 Magical Years*, a film starring Steve Martin and Donald Duck. (Also in 2005, Steve Martin was named a Disney Legend.) All sorts of Disneyland art, models and mementoes filled the Opera House lobby.

The plan was for a well-rested Mr. Lincoln to return right after the end of the celebration. However, guests continued to hear only Mr. Martin, not Mr. Lincoln, through March 15, 2009.



Photo by Werner Weiss, 2010

Disneyland Opera House marquee as it currently appears

On February 25, 2009, Disneyland Resort Public Relations announced that Mr. Lincoln would return. (In scheduling the announcement, they somehow missed Abraham Lincoln's 200th birthday 13 days earlier.)

However, *The Walt Disney Story*—the subject of this Yesterland article—would not be back. When that sign came down in 2005, *The Walt Disney Story* went away forever. The new name would be *The Disneyland Story*, featuring Great Moments with Mr. Lincoln.

Mr. Lincoln returned to the Opera House on December 18, 2009. Guests can still catch the film with Mr. Martin and Mr. Duck, but it's now on a smaller screen in the lobby.



Photo by Werner Weiss, 2010

*“Excuse me Donald, but where’s *The Walt Disney Story*?”*

There were many changes between the first photo and the final photo in this article—but Donald Duck still seems to like this location.

AMERICA ON PARADE



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Happy birthday to the United States of America! It's 1975 or 1976 at Yesterland, so it's been 200 years since the nation's founding in 1776.

Celebrate by watching America on Parade—a spectacular tribute to America's history, people, and traditions. With 50 parade units, 150 character performers, and lasting over a half hour, America on Parade is a grand experience.



Photo by Werner Weiss, 1975

"Spirit of '76"

The parade starts with the “Spirit of ’76,” featuring Mickey, Goofy, and Donald. Then you won’t see any other traditional Disney characters until the end of the parade.



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Columbus sailing to the New World almost 300 years before the USA’s founding

The first half of the parade is a summary of American history—although Christopher Columbus wasn’t American.



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

A turkey as tall as the buildings of Main Street

America on Parade features the “People of America”—eight-foot-tall characters with doll-like heads—including Christopher Columbus, Ben Franklin, Miss Liberty, Uncle Sam, Pilgrims, and giant snack-food vendors.



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Benjamin Franklin flying a kite—without lightning

Watch as these “People of America” perform to some of America’s most popular tunes, recorded from a traditional band organ—including “Yankee Doodle,” “This Land Is Your Land,” “There’s No Business Like Show Business,” and “God Bless America.”



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Betsy Ross sewing the Stars and Stripes

The parade floats are towering. For example, eight-foot-tall Betsy Ross is dwarfed by her two-story-tall rocking chair, as she sews the immense, first American flag.



Photo by Werner Weiss, 1975

To the tune of "You're a Grand Old Flag"

The American frontier and the Westward Expansion play a prominent role in America on Parade.



Photo by Werner Weiss, 1975

Riverboat captain

For a while, the parade seems to be a Salute to Frontierland—with units that suggest the Mark Twain Riverboat, the steam trains that call on Frontierland Station, the old Stagecoach ride, the old Conestoga Wagons, the Golden Horseshoe Revue, and the Tom Sawyer Island rafts. Let's take a look.



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor
Elegant "People of America"



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor
Gun-toting character atop a Western stagecoach



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor
Steam locomotive following an old Western saloon with dancing girls



California, here I come!

Photo by Werner Weiss, 1975



Tom Sawyer and Becky Thatcher "floating" down the parade route

Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor



Two steam locomotives commemorating the "Joining of the Rails" at Promontory Summit

Photo by Werner Weiss, 1975



Photo by Werner Weiss, 1975

America on the move

The “Creations of America” unit celebrates inventions and innovations, from the dawn of air travel to the age of space travel.



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Those magnificent “People of America” and their flying machines!

You’ll see more than just American history. You’ll see contemporary American culture too—consisting primarily of sports, junk food, and Disney characters.



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Giant athletes and giant snack foods



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Nothing more American than the great American sandwich



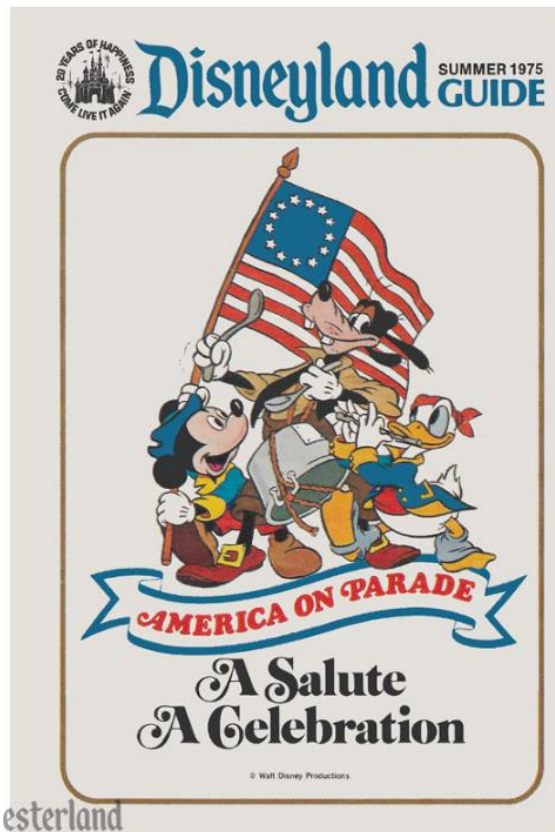
Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

Scat Cat's Jazz Band from *The Aristocats*

The grand finale of America on Parade features a marching band from a high school or college—the only humans in the parade whose faces aren't hidden within character costumes.

After the 9 p.m. parade, enjoy an extravaganza in the sky consisting entirely of red, white, and blue fireworks.

At Disneyland—and at Magic Kingdom Park at Walt Disney World—America on Parade ran from June 14, 1975, through September 6, 1976. Doing double-duty as Disneyland's afternoon and evening parades, America on Parade displaced the Main Street Electrical Parade for two summers.



© Walt Disney Productions

Cover of the Disneyland Summer 1975 Guide

Anyone who is old enough to remember 1976 will remember that the American Bicentennial was celebrated as a really big event—and not just at Disney parks. So America on Parade was a big parade. The floats were impressive and the recorded, amplified band organ tunes provided a fitting accompaniment to the various units of the parade.

The daytime parade, illuminated by California (and Florida) sunshine, was colorful and festive. At night, the parade didn't measure up to the Main Street Electrical Parade.



Photo by Frank Taylor, 1975/1976, courtesy of Chris Taylor

“People of America”—a bit creepy

The “People of America” must have seemed like a good idea to the parade’s designers. The dolls would be so large that even adults would feel like children. However, the actual results were a bit creepy. The characters were not endearing or lovable. They were like adults with the faces of babies—sometimes babies with facial hair—with their huge eyes staring blankly.



Germany at EPCOT Center in 1983

Photo by Werner Weiss, 1983

The folks at Disney don't like to throw things away. The “People of America” characters were reused when EPCOT Center opened in 1982. Instead of having the usual Disney characters wandering through the park, the former “People of America,” dressed in international costumes, inhabited World Showcase.

PARTY GRAS PARADE

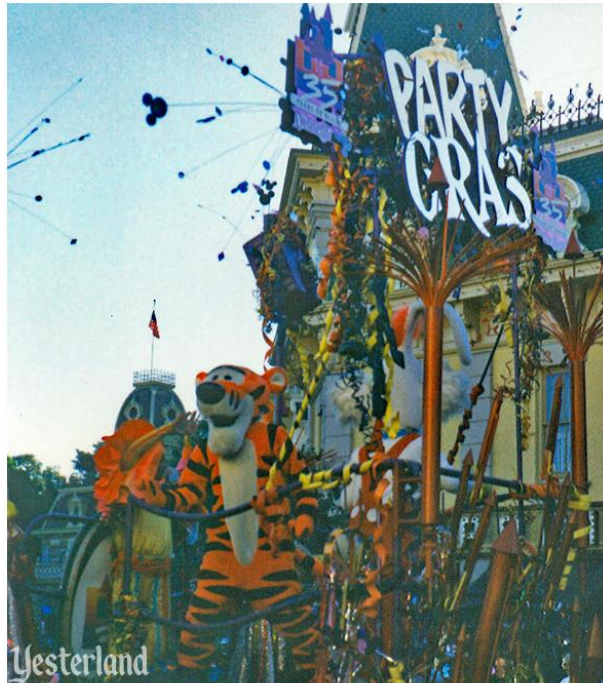


Photo by Don O'Neil, 1990

Get ready to party to the beat of salsa and calypso with over 150 singers, dancers, and stiltwalkers. Be sure to ask where the parade stops along the route, and you'll be treated to a spectacular street show by the talented cast... and a chance to join the show!

Prepare to catch a string of beads or a Party Gras coin, tossed into the crowd by the entertainers. Better yet, accept a rhythmic instrument and become part of the performance. Or just let your feet dance as you watch the parade (but try not to step on anyone who's sitting on the curb).

Crane your neck to see the tops of the six big inflated floats. They feature Minnie Mouse, Roger Rabbit, Pluto, Goofy, Donald Duck, and Mickey Mouse. They're all dressed to party, except for Mickey who's wearing his sorcerer robe and cap from Fantasia. (Maybe Mickey thinks it's a costume party.)

Each balloon is around 45 feet tall, about the height of a four story building. And when passing down Main Street, with its reduced scale upper stories, the balloons look even taller.

There are plenty of smaller floats and characters from Disney movies who liven up the party even more.



Photo by Don O'Neil, 1990

Balloons as tall as the tallest buildings



Sorcerer Mickey

Photo by Don O'Neil, 1990



Jumbo-sized Donald

Photo by Don O'Neil, 1990



Backsides on parade

Photo by Chris Bales, 1990



Goofy above crowd

Photo by Chris Bales, 1990

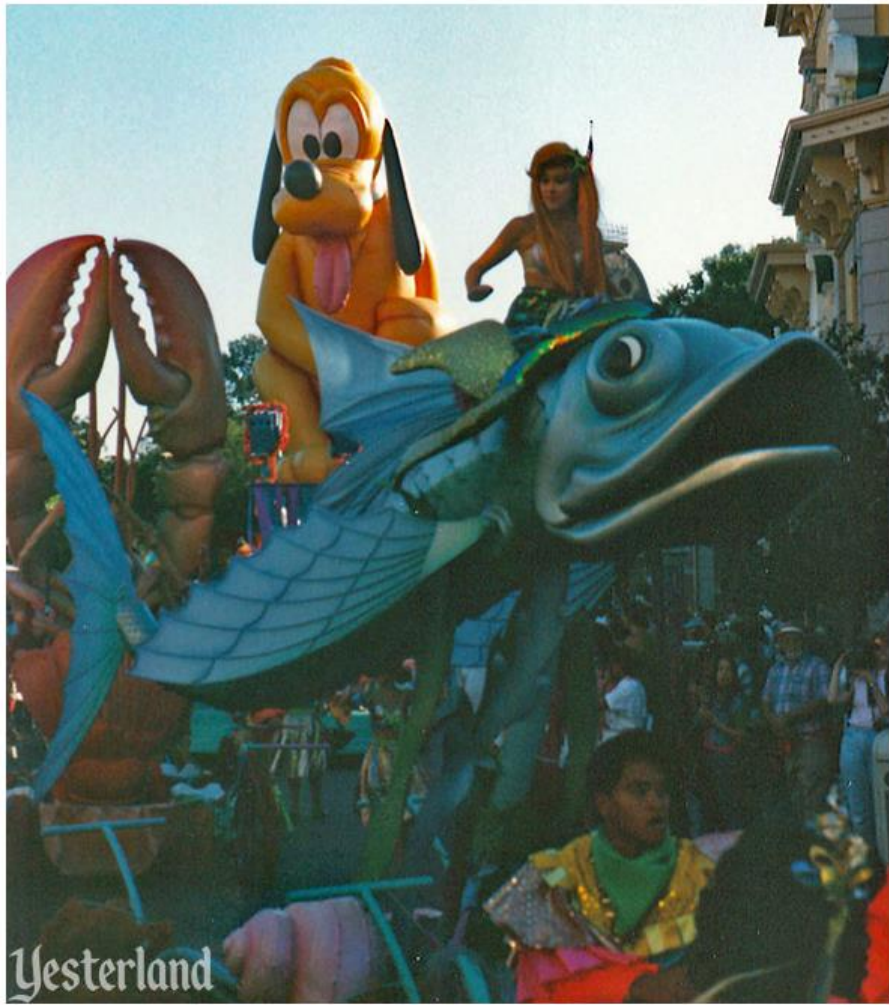


Photo by Don O'Neil, 1990

Ariel, one of Disney's newest stars in 1990, with the aquatic unit



Photo by Chris Bates, 1990

Pluto, a very big pup



Photo by Don O'Neil, 1990

The base of each balloon float serving as a rolling stage



Photo by Chris Bales, 1990

Minnie Mouse taking a fashion cue from Carmen Miranda



Photo by Chris Bales, 1990

Roger Rabbit sneaking up on Minnie



Photo by Chris Bales, 1990

Roger Rabbit, looking dapper but not tropical



Photo by Don O'Neil, 1990

Join the party!

Join the Conga line! It's "Hot, Hot, Hot!"

At Disneyland, Party Gras Parade ran from January 11, 1990, to November 18, 1990. It was the centerpiece of Disneyland's "35 Years of Magic" celebration.

The Los Angeles Times described the parade's opening and its creative inspiration ("New Party Gras biggest parade in Disneyland History," Jan. 19, 1990):

Giant, inflatable Disney Character balloons and Caribbean rhythms are featured in Disneyland's new Party Gras Parade created in celebration of the Magic Kingdom's 35th Anniversary.

Party Gras stepped on Main Street on Jan. 11 before an audience filled with celebrities and dignitaries including former President Ronald Reagan and thousands of other Disneyland guests.

Not only was Reagan there, but so were Art Linkletter and Bob Cummings—reuniting the three hosts of ABC’s live broadcast from Disneyland’s International Press Preview on July 17, 1955, one day prior to the public opening of Disneyland. Now, almost 35 years later, they participated in a rededication of Disneyland with Disney CEO Michael Eisner for the assembled media. The article continued:

But to pull off the entertainment event in time for Disneyland’s 35th year required months of hard work by hundreds of Disney Cast Members.

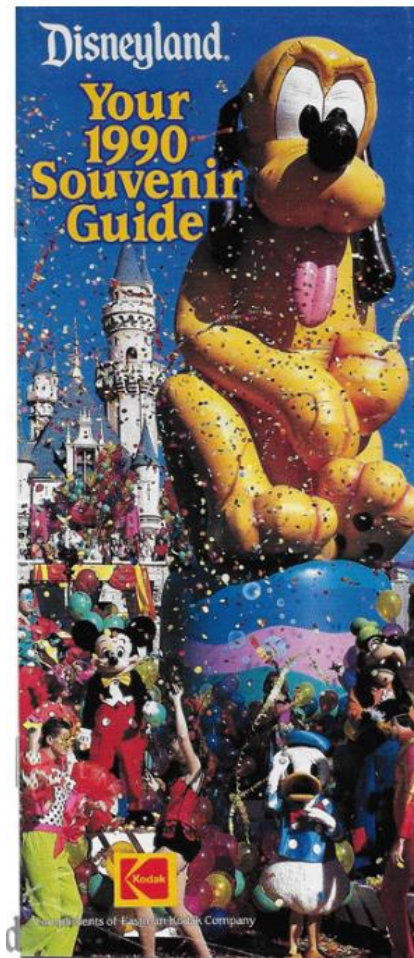
In coming up with a new parade theme, Michael Maines, Disneyland’s senior show director, was inspired by his visit to the Mardi Gras in New Orleans. The excitement generated by performers and pulsating music left him and the rest of the audience wanting more.

When Maines returned to Southern California, he and fellow Disney entertainment staff members conceived a parade event featuring the best of all parties from Carnival to Mardi Gras.

Like last year’s Main Street Hop, Party Gras is accessible to guests, who are urged to clap, chant and dance by costumed revelers who warm up the audience for the party.

“I want guests to walk away with wonderful memories of the parade. Maybe they’ll even say, ‘Hey, I danced in a Disneyland show!’” said Maines.

Michael Maines was completely successful. It was arguably one of the best Disneyland daytime parades ever.



1990 Disneyland Souvenir Guide

If Party Gras was such a good parade, why did it last only until the beginning of that year’s Christmas season? Why was it replaced in 1991 by a completely different parade, Celebration USA? It’s because back in the 1980s and 1990s, Disneyland had a new daytime parade almost every year. Some were tied in to the animated movie release that year, while others were built around a Disney character or a nostalgic theme.

WORLD ACCORDING TO GOOFY



Find a spot along the parade route for a highly entertaining parade. You'll see the history of civilization with a goofy twist—make that a Goofy twist.

The character that we now call Goofy made his screen debut in “Mickey's Revue” (1932) as an audience member with a most distinctive laugh. But, according to this parade, Goofy's ancestors go all the way back to Goofasaurus in 1,000,000 B.G. (before Goofy), who ran a spa with hot tar baths for dinosaurs. Maybe that wasn't such a good idea.

Did you know that Goofy's ancient Egyptian ancestor, King Putt, invented golf? Or that the great Italian artist and inventor Goofredo built the Leaning Tower of Pizza?

With such an illustrious family tree, it's no wonder that Goofy is running for President.



The World According to Goofy Parade opened at Disneyland in June 1992 and closed about five months later.

Many Disney parade fans consider The World According to Goofy Parade to be one of the best daytime parades in the history of Disneyland, along with the Lion King Celebration (1994-97) and the Party Gras Parade (1990). Surprisingly, The World According to Goofy Parade wasn't moved to another Disney theme park after its run in Disneyland.

The World According to Goofy Parade celebrated Goofy's 60th birthday, or more precisely, the 60th anniversary of the 1932 release of "Mickey's Revue." His appearance and personality evolved, and even his name changed from Dippy Dawg to Goofy. First as a supporting player and then as a co-star, Goofy appeared in many cartoon shorts, usually with Mickey Mouse and Donald Duck. In 1939, Goofy became a star with the release of "Goofy and Wilbur," the first of 48 Goofy cartoons. After the release of "Goofy's Freeway Trouble" in 1965, Goofy took a 30-year vacation, emerging only for a few guest appearances such as in "The Prince and the Pauper" (1990). Then, in 1995, Goofy and his son Max became the stars of their own delightful animated feature, "A Goofy Movie."

ALADDIN'S ROYAL CARAVAN



Photos by Mike McKiernan, 1993

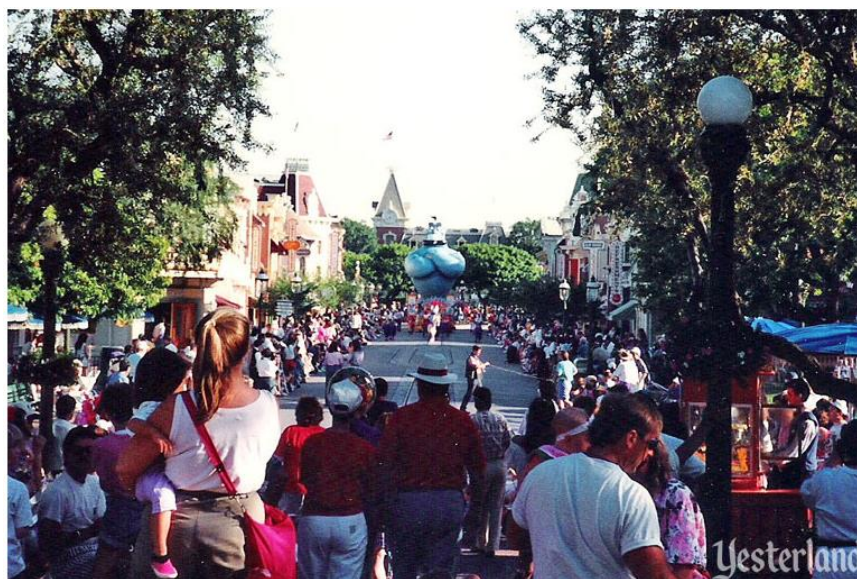
Do you remember the part of the movie *Aladdin* when the title character uses his first wish? “Genie, I wish for you to make me a prince!”

Thanks to the Genie’s power, Aladdin becomes Prince Ali Ababwa. Abu, the diminutive monkey sidekick, becomes a mighty elephant, still recognizable because of the unruly auburn hair on the top of his head.

But that’s not all. The Genie creates an extravagant royal procession. Prince Ali’s entrance is meant to impress Princess Jasmine. Perhaps you remember some of the lyrics from the song.

He’s got seventy-five golden camels,
Purple peacocks, he’s got fifty-three!
When it comes to exotic-type mammals...
Has he got a zoo? I’m telling you,
It’s a world-class menagerie!

Ah, to see such a grand parade!



Main Street, U.S.A.

Photo by Chris Bates, 1993

Think of Main Street, U.S.A. as the main street of Agrabah. The cymbals crash! Aladdin's Royal Caravan approaches. To the tune of "Prince Ali," you're treated to a very clever spectacle as the disguised "streetrat" Aladdin and his royal entourage make their grand entrance.

It's not a literal duplication of the movie sequence. The folks who designed this parade have their own magic, different from the Genie's. There's the blurring of real parade performers with puppets and Disney's first use of lightweight, inflatable costumes.



Photo by Chris Bales, 1993

32-foot Genie

Maybe this should be called the Genie Parade. He's everywhere. There's bathtub Genie, split-in-two Genie, and 32-foot tall Genie, to name a few.

There's a whole cast of colorful characters including harem dancers, a snake charmer, and used lamp salesmen.



Macy's-style balloon ape

Photo by Chris Bales, 1993



Bed of Nails

Photo by Chris Bales, 1993



Bathtub Genie

Photo by Chris Bales, 1993



Spitting camels

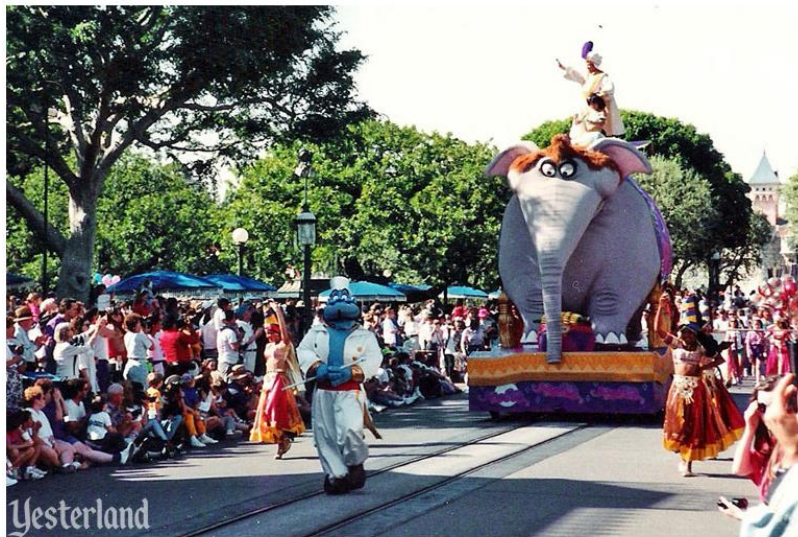
Photo by Chris Bales, 1993

Watch out! That camel is turning toward you and spitting! Your face is now all wet. Don't worry, it's just water... not real camel spit.



Dancing camels

Photo by Chris Bales, 1993



Elephant Abu

Photo by Chris Bales, 1993

For some reason, Jasmine is riding on Elephant Abu with Aladdin. That's not how it was in the movie, but it makes for a better Disney theme park parade.

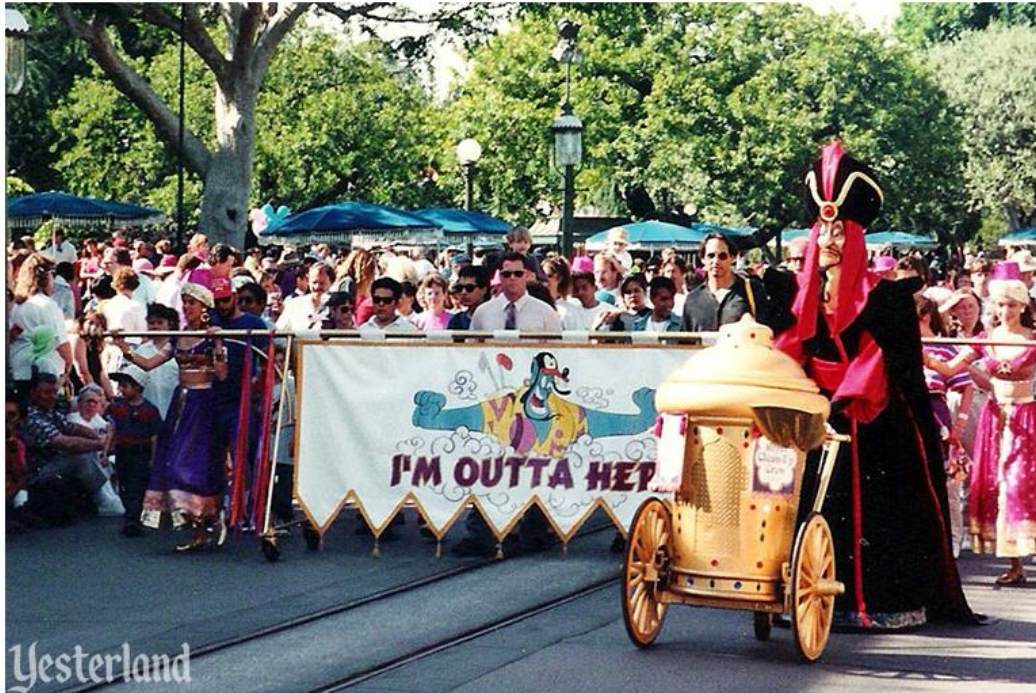


Photo by Chris Bales, 1993

Jafar

Jafar is relegated to being a street sweeper at the end of the parade. Iago's grating voice emerges from inside the wheeled refuse bucket. Iago is not happy.

But the audience is very happy.

Aladdin's Royal Caravan premiered at Disneyland April 2, 1993, almost a half year after the U.S. release of Disney's animated feature, Aladdin on November 25, 1992.

It was the first parade at any Disney park based on a single movie.

In June 1994, Disneyland guests saw the royal procession for the last time as Prince Ali and Princess Jasmine made way for different royalty—the July 1994 debut of The Lion King Celebration.



Photo by Peter Dutton, 1995, under Creative Commons Attribution 2.0

Aladdin's Royal Caravan at Disney-MGM Studios

The parade delighted guests not only at Disneyland, but also at Walt Disney World, where the parade made its way down Hollywood Boulevard at Disney-MGM Studios Theme Park. Compared to its California run of just over a year, the parade's Florida run was much longer—from December 21, 1992 (about a month after the movie opened) to August 27, 1995.

THE LION KING CELEBRATION



Pride Rock float

Whatever you do, don't miss The Lion King Celebration.

Moving to the music of "I Just Can't Wait to Be King," the parade's six floats are masterpieces of parade design, skillfully incorporating African patterns, colors, and tribal art. The dramatic story of Simba and Nala unfolds as you watch the Rafiki float, the gazelle tree float, the bull elephant float, the rain forest float, the drum dancer float, and the Pride Rock float. There are inventive touches everywhere.

The floats are great, but it's the talented performers—more than 75 of them, including dancers, acrobatic pole climbers, puppeteers, musicians, and remote-control operators—who make The Lion King Celebration unforgettable.

The dancers' costumes are remarkable. Some dancers are in ceremonial tribal costumes; others appear as gazelles, wildebeests, monkeys, leopards, zebras, and cheetahs. Stilt walkers represent elephants and giraffes, while the pole climbers suggest birds.

The parade makes four stops along its route, so pick your viewing spot carefully. You'll be treated to a five minute "street show." To the music of "The Circle of Life," the performers put on an elaborate production number, strongly influenced by African dance.

The Lion King Celebration premiered in Disneyland on July 1, 1994, just days after the premier of Disney's phenomenally successful animated feature, The Lion King.

The last performance was June 1, 1997. A new daytime parade, the Hercules Victory Tour, debuted June 27, 1997. Disneyland guests enthusiastically received the Hercules Victory Tour as a worthy successor to the fantastic Lion King Celebration.

If you miss the floats from Disneyland's Lion King Celebration, you might want to head over to Disney's Animal Kingdom at Walt Disney World. In Camp Minnie-Mickey, look for a huge octagonal roof under which you can see the floats reused as part of the Festival of the Lion King.

The Festival of the Lion is the hit of Disney's Animal Kingdom. Four modified floats and a rolling stage transform the empty theater into a vibrant setting for a spectacular live show. The costumes, music, and choreography are very different

than what you saw at Disneyland. It's not a parade—it's a cross between theater-in-the-round and circus. And it's a great show.



The same bull elephant at Disneyland (left) and Disney's Animal Kingdom (right)

LIGHT MAGIC



A sign for *Light Magic* features Pixies and flowers.

Are you ready to see the follow-up to the beloved Main Street Electrical Parade? Then find a spot along the traditional parade route for Light Magic. But don't expect a parade. If you've picked your spot properly, one of four huge rolling stages will stop in front of you.



Bashful the Dwarf is in striped pajamas because it's all a dream; get it?

Now it's time to watch the 14-minute show featuring step-dancing Pixies, Disney characters, video projection, and high-tech lighting effects.



Chip and some *Light Magic Pixies*.

The score features a new original tune, "Dream our Dreams," with plenty of old Disney favorites blended in—even a bit of music from the Main Street Electrical Parade.



Daisy Duck atop giant flowers.

Those step-dancing Pixies are sure working hard to put on a good show. The folks in Entertainment really hope you'll enjoy Light Magic.



A Light Magic Pixie and Goofy greet you.

Perhaps you should consider that Light Magic uses 4,500 miles of fiber optic strands, 1,520 strobe lights, and 23 computers. Or realize that each stage is 80 feet long and weighs 55,000 pounds. Or count the 24 performers on the rolling stage, multiply by four to calculate that 32 Disney characters and 64 Pixies are performing simultaneously.



Confetti rains from the rooftops of Main Street.

And now comes the Mylar confetti, shot from 185 air cannons. Watch out. The Mylar squares can be slippery.



The colorful Mylar squares float through the air.

Aren't you glad you're not responsible for cleaning up the mess?



Light Magic ends with a vacuum parade.

Although the crew works hard to get rid of the mess, those Mylar squares don't want to cooperate. They get caught in landscaping and all sorts of other places.

Did you enjoy Light Magic? Did you find it to be a worthy successor to the Main Street Electrical Parade? Did you notice how many people around you left before the Light Magic presentation was done?

When guests visited Disneyland in 1996 for the final summer of the Main Street Electrical Parade, they were greeted by illuminated signs at the park entrances and at the Disneyland Hotel. Light Magic would be opening in 1997!



"Light Magic, a Spectacular Journey, Opening 1997."

Light Magic, Disneyland's big-budget "streetacular," ran from May 1997 through Labor Day 1997.

Disneyland Annual Passholders who paid \$25 for the Light Magic "premiere" event saw the first public presentation on May 13, 1997. Once there, the Passholders were told they would be seeing a dress rehearsal. It turned out that the Light Magic was not quite ready. It was a bad start.

Ten days later, Light Magic opened for the general public at Disneyland.



The fake nose, cheeks, and ears make the Pixies look a bit scary.

To put it nicely, the guest reaction to Light Magic was mixed.

- The Long Beach Press Telegram (May 24, 1997) reported, “Disneyland’s Light Magic street show was unveiled Friday night to overflow crowds and a lukewarm reception.”
- The Los Angeles Times (Oct. 15, 1997) called it “the \$20-million dud.”
- The Orange County Register (Oct. 16, 1997) wrote, “It failed to attract much of a following.”

Disneyland tried to make improvements over the course of summer 1997. The pixies lost the masks that scared children. But Light Magic could not be saved.

After Labor Day 1997. Disneyland officials announced that Light Magic would be “on hiatus” until the year 2000.

The year 2000 came and went without the reappearance of Light Magic. It’s highly unlikely that anything resembling the 1997 edition will ever be back. And it’s doubtful that even the name “Light Magic” will ever be reused by The Walt Disney Company—for anything.



Light and projection towers lined the *Light Magic* route in 1997.

For Summer 1998, Disneyland used the lights that had been installed for Light Magic. By illuminating the park’s new daytime parade, it did double duty as the nighttime parade. The Mulan Parade was based on Disney’s 1998 animated feature, *Mulan*, about a courageous young woman in ancient China who distinguishes herself in the army, disguised as a man, in place of her ailing father.

If Light Magic left a lasting legacy, it was the collection of parade infrastructure improvements that Disneyland continues to use.



The *Parade of Dreams* passes some towers from *Light Magic* in 2007.

HUNCHBACK PROCESSION



Emerging from backstage

Photo by Chris Bales, 1997

Guests have lined the parade route. Floats with characters from The Hunchback of Notre Dame emerge from backstage. And parade music fills the air.

Topsy turvy!
Everything is upsy daysy
Topsy turvy!
Everyone is acting crazy
Dross is gold and weeds are a bouquet
That's the way on topsy turvy day
Topsy turvy!
Beat the drums and blow the trumpets
Topsy turvy!
Join the bums and thieves and strumpets
Streaming in from Chartres to Calais
Scurvy knaves are extra scurvy
On the sixth of January
All because it's topsy turvy day

Only this isn't really a parade, in the traditional sense.



Phoebus on horseback

Photo by Chris Bales, 1997

The Hunchback of Notre Dame Procession is a procession. Procession means people or vehicles moving forward in an orderly fashion, often as part of ceremony.

In a slightly earlier incarnation, it was The Hunchback of Notre Dame Topsy-Turvy Cavalcade. Cavalcade means a formal procession.

You could just call it a micro-parade, because it's so short. Or a traveling street show, because it periodically stops for a dance performance.

By the way, do you know what strumpets (in the song) are? They're not something you expect in an animated Disney feature. But the word rhymes nicely with trumpets.



Photo by Chris Bales, 1997

Clopin and Esmeralda on the first float

This procession has exactly two floats and three horses. Phoebus is riding one horse. The other two horses are pulling one of the floats.

In addition to Phoebus, the procession includes Clopin, Quasimodo, Esmeralda, Claude Frollo, along with at least two of Quasimodo's three gargoyles—Victor, Hugo, and Laverne.



Photo by Chris Bales, 1997

Quasimodo's bell tower float

It's all over. Nobody promised you a long parade.

Do you want to see it again? It starts again just 75 minutes after its previous start, but from "it's a small world" instead of Town Square.



Photo by Werner Weiss, 1998

Phoebus riding south on Yester Main Street, U.S.A.



Photo by Werner Weiss, 1998

A performance stop, with dancing villagers and Quasimodo on the first float

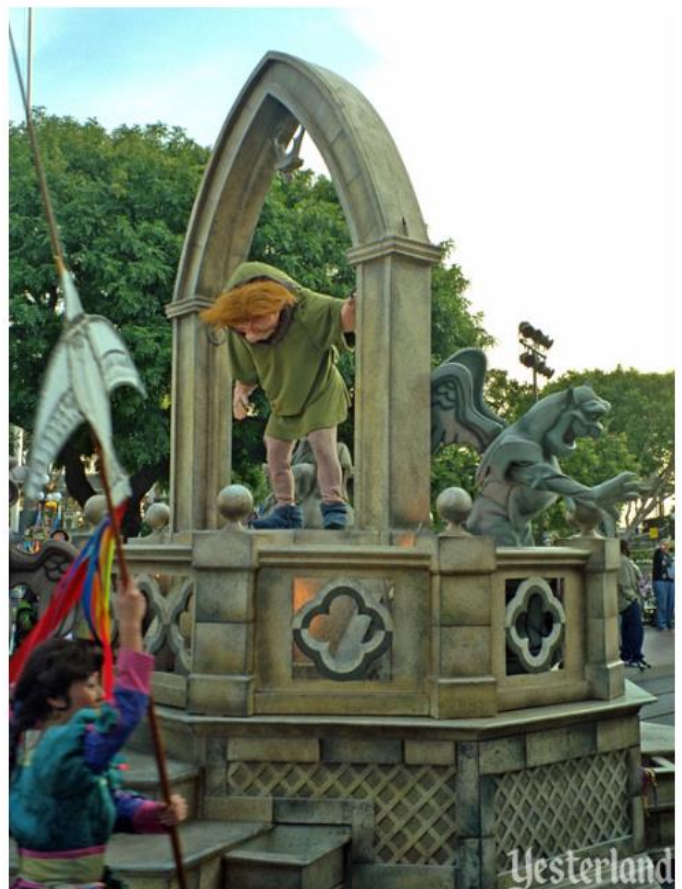


Photo by Werner Weiss, 1998

Quasimodo back on his bell tower float

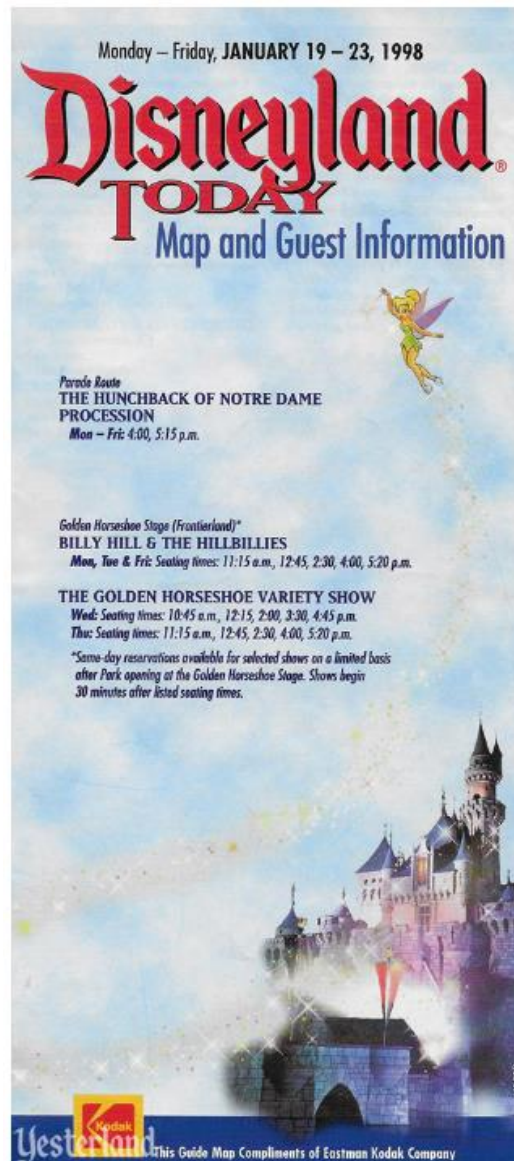
That was it. You've now seen the procession twice—once in each direction.

The Hunchback of Notre Dame Procession was one of several parades, processions, and street shows along the Disney parade route during 1997:

- Character Cavalcade
- Cruisin' the Kingdom Cavalcade
- Lion King Celebration
- Light Magic
- Hunchback of Notre Dame Topsy Turvy Cavalcade
- "Once Upon a Dream" Disney Princesses Cavalcade
- Hunchback of Notre Dame Procession
- Hercules Victory Parade
- A Christmas Fantasy Parade

The procession returned in 1998, along with longer parades:

- Hunchback of Notre Dame Procession
- Hercules Victory Parade
- Mulan Parade
- A Christmas Fantasy Parade



Disneyland Today brochure cover

Limited live entertainment, January 19-23, 1998

Compared to traditional Disneyland parades, The Hunchback of Notre Dame Procession required few Cast Members. It would run on particularly slow days—such as Monday through Friday in late January 1998. On weekends and other busier days, Hercules Victory Parade would be on the parade route, and Hunchback of Notre Dame Festival of Fools would perform in a medieval setting in Frontierland. This allowed Disneyland management to control costs, while still giving guests something to watch on the parade route.

So, if you visited Disneyland on a slow day, you could “join the bums and thieves and strumpets.”

BLUE RIBBON BAKERY

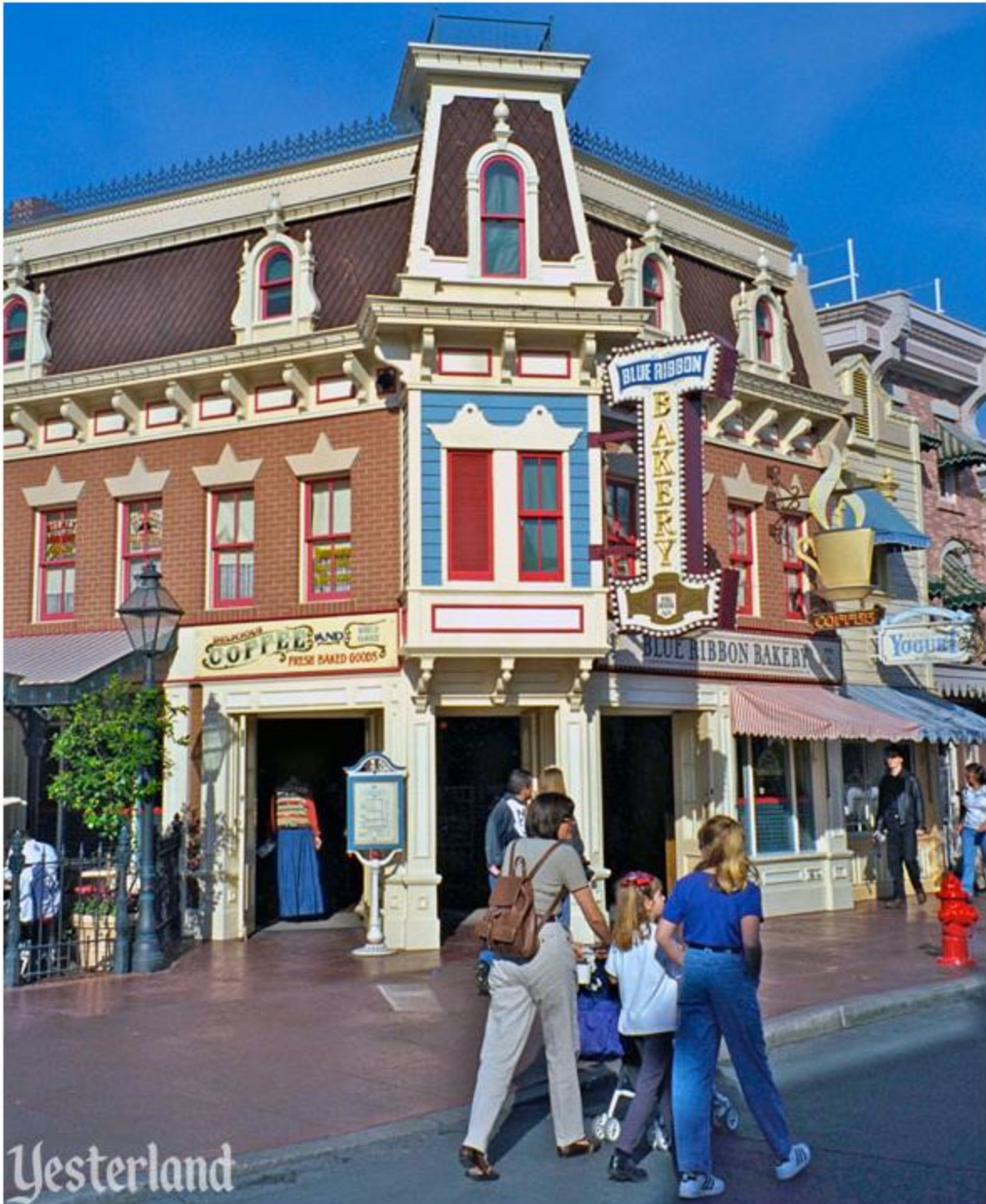


Photo by Werner Weiss, 1998

Blue Ribbon Bakery for “delicious coffee and world famous fresh baked goods”

“Whether you’re stopping by early for muffins and fruit, at lunchtime for a delicious deli sandwich, or later in the day for a gourmet coffee drink, the Blue Ribbon Bakery is a guaranteed palate pleaser.”

When it’s morning at Yesterland and you want coffee and a buttery pastry or melt-in-your-mouth muffin, just head halfway up Yester Main Street, U.S.A. to the Blue Ribbon Bakery.

Later, come back for lunch and try a Smoked Ham Sandwich, Turkey Sandwich, or Three Cheese Vegetable Medley Sandwich. Then, any time is good for a Matterhorn Macaroon and your favorite hot or cold beverage.



Photo by Werner Weiss, 2007

Signs on the Blue Ribbon Bakery

Here's the story of how the Blue Ribbon Bakery got its name:

In the late 1800s, a talented baker and his wife left their small European town to pursue a new life in America. In no time, his tasty treats became well-known throughout the town, and his friends convinced him to enter the 1901 State Fair. He was awarded first prize—a blue ribbon—in three of the four categories (the judge's mother-in-law won first place in the fourth category). He also won enough prize money to realize his lifelong dream—his own bakery: The Blue Ribbon Bakery.

Remember, here on Yester Main Street, it's just past the turn of the 20th century, so these events happened in the recent past. Well, to tell the truth, it's a fictitious story—but now the bakery's name makes sense.



Photo by Werner Weiss, 2010

Carnation Café to the left of the Blue Ribbon Bakery

Maybe you think the outdoor Carnation Café next door is named after the Carnation Company, a major dairy company for much of the 20th century. Nope. The Carnation Café is named after the flower, and it's not a coincidence that it's adjacent to the Blue Ribbon Bakery:

As the Blue Ribbon grew in popularity, the enterprising baker added another European tradition to his shop—a small European-style café, with comfortable tables and chairs. The name for the café was provided by his wife whose love for the sweet fragrant carnations was legendary: To help create a pleasant European atmosphere, she planted carnations in the window boxes surrounding the outdoor dining area.

If you want a restaurant named after the Carnation Company dairy, you'll have to go to Yesterland's original Carnation Ice Cream Parlor and Restaurant.

Let's go inside the Blue Ribbon Bakery.



Photo by Allen Huffman, 2004

Inside the Blue Ribbon Bakery

It's the beginning of the 20th century here on Yester Main Street, but the Blue Ribbon Bakery caters to the end-of-the-20th-century Starbucks generation.



Photo by Werner Weiss, 2010

Order queue

It's one of those places where you don't just ask for a cup of coffee. You have choices: Espresso, Cappuccino, Cafe Latte, Cafe Mocha, Blended Mocha, Caramel Machiatto, White Chocolate Mocha, Orange Frappe... and traditional Fresh Brewed Coffee.

Then, there are more decisions to make. Do you want a single or double shot of espresso? Regular or decaf? Hot or cold? Tall or grande? Added flavor, such as almond, caramel, cinnamon, hazelnut, Irish cream, raspberry, or vanilla?

It's almost like one of those Starbucks that you find in the real world, but never at a Disney park.



Photo by Allen Huffman, 2004

Ornate woodwork

The interior is dark wood and polished brass. It's quite different from some of the Victorian interiors nearby, but it's also appropriate for the era.



Photo by Allen Huffman, 2004

Baked treats

Large bakers' display cases tempt you with cookies, sticky buns, pecan rolls, and other calorie-laden indulgences. Hey, it's okay. You're on vacation.



Photo by Allen Huffman, 2004

Exhibition area where you might see treats being made



Photo by Allen Huffman, 2004

Self-service milk and cream for your coffee, with a view of the Carnation Café



Photo by Allen Huffman, 2007

Christmas decorations

If you're at the Blue Ribbon Bakery during the Christmas season, go in for a seasonal treat. How about a Pumpkin Muffin or a Gingerbread Cookie? Want something with red and green sprinkles? Then have a Holiday Biscotti, Holiday Shortbread Cookie, Holiday Cupcake, or Holiday Brownie. If you want to take home a souvenir, splurge on a Holiday Demitasse Dessert Cup—a ceramic Mickey Mouse cup with chocolate mint mousse, whipped cream, and a shortbread cookie.



Yesterland.com

Photo by Allen Huffman, 2008

From the other side of Main Street, U.S.A.

During the Holidays, there are even more beverage choices. Choose from Pumpkin Spice Latte, Peppermint Mocha, Hot Spiced Apple Cider, Eggnog Latte, and Eggnog.



Yesterland.com

Photo by Allen Huffman, 2005

Lights at dusk

Now aren't you glad that the talented baker and his wife immigrated to the United States and opened the Blue Ribbon Bakery?

The first Blue Ribbon Bakery at Disneyland opened in 1990, replacing the Sunkist Citrus House. This location became Gibson Girl Ice Cream in 1997.



Photo by Werner Weiss, 1996

Original Blue Ribbon Bakery

The second Blue Ribbon Bakery—the one featured in this Yesterland article—opened in mid-1997 next door to the earlier Blue Ribbon Bakery. It took over the space that had been the Carnation Ice Cream Parlor and Restaurant at the corner of Disneyland's Main Street and West Center Street. Carnation survived as the Carnation Café, with outdoor seating only.

The bakery moved again in early 2012—or, more accurately, a new bakery replaced it. The Jolly Holiday Bakery Café opened in the location that had been the Plaza Pavilion annual passport processing center.

In mid-2012, the second Blue Ribbon Bakery space became the new Carnation Café, adding indoor seating back to the café and returning the Carnation name to the outside of the building.

Guests who liked the Blue Ribbon Bakery's fancy coffee drinks had a new place for such beverages when the renovated Main Street Market House became an in-park Starbucks in 2013.



Photo by Werner Weiss, 2014

Jolly Holiday Bakery



Photo by Chris Bales, 2012

Former Blue Ribbon Bakery as the new Carnation Cafe



Photo by Werner Weiss, 2018

Decorated for Halloween, 2018

Author Sam Gennaway found the backstories (earlier in this article) about the award-winning baker and his carnation-loving wife in an issue of the cast member periodical Disneyland Line, published March 14, 1997, before the opening of the new Blue Ribbon Bakery and Carnation Café.

Disneyland has kept using the Carnation name, a tradition that went back to the 1955 opening of the park. But it now just refers to the flower, not the defunct Carnation ice cream brand.

45 YEARS OF MAGIC PARADE



Photo by Chris Bales, 2000

45 Years of Magic at Disneyland

The year is 2000. There's "Magic in the Stars" at Disneyland this year.

Some of the magic began last year when Tarzan moved into the former Swiss Family Treehouse in Adventureland and Sheriff Woody took over the Golden Horseshoe Saloon in Frontierland as the TV studio for The All New Woody's Roundup. In summer 2000, the completely overhauled Autopia opens, combining the tracks of the former Fantasyland Autopia and Tomorrowland Autopia. And an amazing new fireworks show, Believe...There's Magic in the Stars, celebrates the park's 45th anniversary in the nighttime sky.

Disneyland needs to do spectacular things to draw guests this year. In early 2001, Disney's California Adventure will open where the parking lot used to be. Management has a fear that out-of-town guests will postpone their trips until after the new park opens unless there are enough reasons to visit this year.



Photo by Chris Bales, 2000

Tarzan and Tantor

Celebrate Disneyland's 45th anniversary with Disneyland 45 Years of Magic...Parade of the Stars.

This parade is a cross between a Fantasia 2000 movie tie-in, a Disney character cavalcade, and a "see other park guests look silly" parade. Eight floats showcasing Disney characters form a regal procession along the parade route.

The parade begins with a float featuring the Blue Fairy from Pinocchio. It's a nod to the opening float of the Main Street Electrical Parade, which had to "glow away forever" less than four years ago, at the end of the 1996 parade season.



Photo by Benjamin Englesmith, 2000

Tarzan giving his determined look, just as in the movie

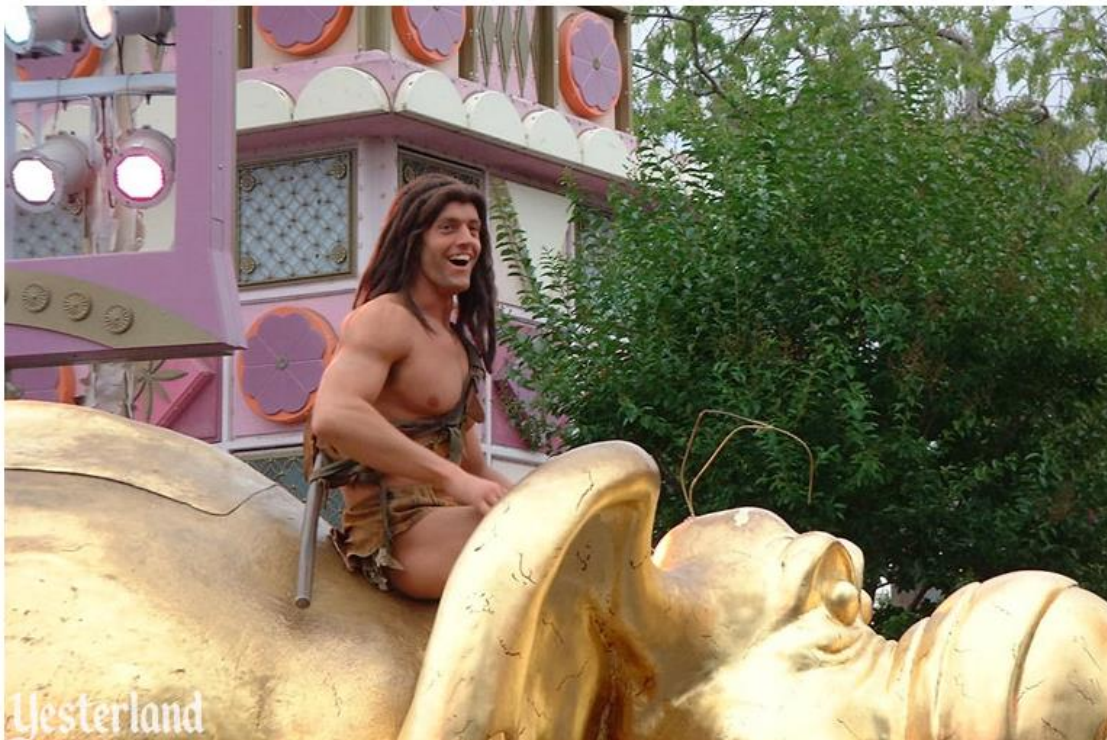


Photo by Benjamin Englesmith, 2000

Tarzan dressed primarily in a wig

Another float features the title character from last year's animated Disney feature Tarzan (1999) sitting on his elephant companion Tantor. Poor Tantor has been painted gold—and he's kneeling on a cloud.

You'll see that clouds are a recurring theme in this parade.



Photo by Chris Bales, 2000

Flying whales

Did you see the whales soaring through the sky in the new movie Fantasia 2000?

One of the chapters in the long-time-coming sequel to Fantasia (1940)—60 years later—is Respighi's The Pines of Rome. Whales fly effortlessly through clouds in the sky, as though swimming in water. Ah ha! Now we know where the clouds are from.

The whales have golden stars on them, but at least they aren't completely golden.



Photo by Chris Bales, 2000

Mickey and his pals

There's already been a lot of gold in this parade. Now even the cloud is golden.

This parade doubles as the park's daytime parade and nighttime parade. Fortunately, the park has an extensive parade lighting system left over from Light Magic.



Photo by Werner Weiss, 2000

Ariel inside a "huge water drop," which resembles a snow globe



Photo by Werner Weiss, 2000

Golden giraffes pulling young Simba from *The Lion King*



Photo by Werner Weiss, 2000

Cinderella, Aurora, and Snow White, riding on a mighty swan



Photo by Werner Weiss, 2000

Flying whales at night



Photo by Werner Weiss, 2000

Mickey and his pals at night

At each performance, about 50 lucky park guests are chosen to join more than 70 paid performers and costumed characters. Donning tutus and animal hats, these “guest stars” provide a bit of comic relief down the entire parade route.



Photo by Werner Weiss, 2000

Park guest with an elephant who isn't golden



Photo by Werner Weiss, 2000

Park guests as rhinoceroses



Photo by Werner Weiss, 2000

Hippos following the rhinos



Tutu much!

Photo by Werner Weiss, 2000

Maybe the “lucky guests” aren’t so lucky after all. But at least they get to keep their animal hats to remember this part of their park visit.

There you have it—Disneyland 45 Years of Magic...Parade of the Stars.

But if you think about it, this parade really has nothing to do with the first 45 years of the park.

Disneyland 45 Years of Magic...Parade of the Stars premiered at Disneyland on Wednesday, February 16, 2000.

Initially the music for the parade was “Pomp and Circumstance” by Sir Edward Elgar, just like in the Noah’s Ark chapter of Fantasia 2000. Not everyone knows the name of the piece and composer, but everyone instantly recognizes it as the traditional music at school graduations.

So why in the world would this slow, somber, “important” music be used for a Disney park parade?

The boss liked it.

In his 1998 book *Work in Progress*, former Disney CEO Michael Eisner wrote about his son Eric’s college graduation from Dartmouth:

The moment that the senior procession began and I heard the band play the first chords of “Pomp and Circumstance” I felt just as choked up as I had at my own graduation from Denison, my sister’s from Smith, Breck’s from Georgetown, and Anders’s from junior high school. It was after hearing “Pomp and Circumstance” at Eric’s graduation from high school four years earlier that I went to Roy Disney and set out to convince him that few musical pieces are more powerful reminders of emotional moments in people’s lives. I suggested we use it in our new Fantasia. Eventually “Pomp and Circumstance” would become the music that accompanied a wonderful Noah’s Ark segment during which Donald Duck helps to bring all of the world’s animals onto the Ark and then rushes off to find Daisy at the last moment.

Disneyland Entertainment apparently knew that “Pomp and Circumstance” might not go over with guests. According to an article by E. Scott Recard in the Los Angeles Times on February 16, 2000, Disneyland was working through the night to improve the parade, just days before its public premiere:

Sources earlier said the park has a more up-tempo backup music in reserve should “Pomp” prove too pompous for a theme park. There was no immediate move to switch, however: The reworking was described more as an attempt to refocus the timing with the existing music.

Using "Pomp and Circumstance" as the soundtrack for the parade might have scored points with Eisner, but not with most Disneyland guests. After just two months, "Pomp" was out, replaced by a medley of Disney music.

The creative director for the 45 Years of Magic Parade was Jean-Luc Choplin, who had been Managing Director of the Paris Opera Ballet and then Vice President of Entertainment for Disneyland Paris before coming to California in 1995 as Disney's Vice President, Creative Development. A Disneyland press release from February 2, 2000, quoted Choplin:

"To find inspiration for this special parade, we literally searched the stars," noted Creative Director Jean Luc Choplin. "We looked to the stars of our most loved films." In the 1500s, Choplin explains, artistic and scientific visionaries saw the stars as constellations that appeared in the shape of "magical animals." "We've taken that classical image of magic in the stars, and combined it with our own magical characters for a parade of unique contrast and beauty," he added. Every day, dozens of lucky Disneyland guests will join this special procession, donning hats, masks and other props as they fill guest starring roles in the "45 Years of Magic Parade."

In 2001, Choplin left Disney. The following year, Choplin returned to Europe as Chief Executive of Britain's prestigious Sadler's Wells Theatre.

When Disneyland's 45th anniversary celebration ended in 2001, the name of Disneyland 45 Years of Magic...Parade of the Stars was shortened to just Parade of the Stars. It continued to be Disneyland's main parade until another major Disneyland anniversary. On May 5, 2005, the new Walt Disney's Parade of Dreams premiered as part of Happiest Homecoming on Earth, the 18-month celebration of the 50th anniversary of Disneyland.