

(Huebner)

October 20, 1971

*Not used*SUGGESTED REMARKS FOR WALT DISNEY WORLD

The early explorers came to Florida to find "the fountain of youth." They were on the right track, but they were 400 years too early. For Disney World is like no other place for making a person feel young again.

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This State is famous for its launchings -- our trips to the moon and the stars have started here. Now, this month, Florida is the sight of another great launching as Walt Disney World opens its gates. This too is an event which calls on <sup>a</sup> men to reach beyond the confines of ~~their~~ <sup>his</sup> everyday life and to give wings to ~~their~~ <sup>his</sup> imaginations.

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What are some of the secrets ~~of~~ the Disney appeal?

-- When so much popular art focuses on the evil in men, Disney emphasizes the good in men.

-- When so many people are obsessed with life as it is, Disney looks at life as it could be -- and as it should be.

-- Disney productions have helped teach two generations respect for the past, respect for nature, respect for the family, respect for *their* ~~good humor.~~ <sup>country</sup>

-- Disney always took children seriously. He never condescended

in dealing with them; "I don't play down," he said. He respected children and that's why children -- of all ages -- responded to him.

(It is interesting to note that four out of every five persons who have gone to Disneyland were adults.)

-- Walt Disney believed in the power of dreams to change men and to change the world. His theme song says that "When you wish upon a star, / makes no difference who you are, / anything can happen to you."

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This great complex testifies to the power of Walt Disney's dreams. Here was a young man who never finished high school. He began his work in 1923 in his uncle's garage. He invested \$40, his brother put in \$250 and they borrowed \$500. Now -- less than 50 years later -- look at what their dreams have accomplished!

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Children of the 1930's and 40's grew up on Disney movies. For children of the 50's and 60's, there were also Disney TV shows and Disneyland. And for youngsters of the 70's and 80's and all the decades to come, there will now be yet another great Disney attraction to enrich their childhood.

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As you may know, a number of my staff members at the White House [Haldeman, Ziegler, Chapin, Elbourne, Higby] have been associated -- directly or indirectly -- with the Disney organization. In fact, Ron Ziegler used to guide a cruise down Disneyland's treacherous jungle river. When I learned that, I knew he had the perfect training for a press secretary.

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Walt Disney used to tell a great deal about himself when he referred to himself as an "imagineer" -- an engineer with imagination.

We live today amid a technological revolution, the result of our engineering genius. The trouble is that the power of our technology has not been matched by the power of our imagination. We have done too much engineering -- and not enough imagineering, and that is why the confusion we see in so much of the world contrasts so sharply with the ordered and harmonious environment of Disney World.

Now of course, people cannot live <sup>all</sup> their lives out here in the Magic Kingdom. But it is interesting to note that an important part of Walt Disney World in the future will be the Experimental Prototype Community of Tomorrow (EPCOT) in which the power of imagineering will be directly applied to the challenges of modern life.

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Walt Disney was also a communicator who could reach across even the greatest of human barriers: age, race and culture. In my travels around the world, I have found that his appeal was international. Mickey Mouse was as popular in Asia as in America; the lines waiting to see a Disney movie were often as long in Moscow as in Manhattan. Disneyland was a mecca for foreign tourists -- including 11 kings and queens, 24 other heads of state and 27 princes and princesses. Walt Disney won awards from foreign governments -- England, Mexico, Brazil -- and he even won the French legion of honor. He helped America speak to the world, and I know that tradition will be carried on here at Walt Disney World.

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I received a letter the other day from a Mr. G. G. Camper who is one of the 6000 employees here at Walt Disney World. He wrote that "of all the wonderful, glittery things to do and see there, the one attraction that stands out most of all (to me) is the Hall of the Presidents.

"Just to think I was sitting in a room where each President gave a nod when introduced, the Father of our Country stood up -- spoke -- sat down, Abe Lincoln doing the same, gives me a chill every single time."

Well -- if it gives Mr. Camper a chill to see all 36 Presidents --

from Washington to Nixon -- sitting there talking to one another, you can imagine what it will do to me. (It's hard enough for me to watch myself in two dimensions on television. I can't imagine what three dimensions will be like. Maybe I'll just concentrate on the other 35 men.)

I understand that Lincoln is the only President in this lineup who gives a speech. It's hard to imagine all those other Presidents keeping quiet that long -- but maybe for Lincoln they would be willing. Especially if they knew that it cost \$40,000 to get him ready for that one brief ~~talk~~ *address*.

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All of the Presidents depicted in this Hall -- except for George Washington -- lived in the White House, so I thought it would be appropriate to bring some reminder of the House of Presidents to this Hall of Presidents. And what could be more appropriate than presenting this American flag -- which has flown over the White House in Washington -- to fly over this building at Walt Disney World.

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FACT SHEET: WALT DISNEY WORLD

This is the President's \_\_\_\_\_ visit to Florida since the inauguration. Florida's population is up 1/3 in the last decade and has more than doubled since 1950. Among other things, the Orlando area is famous for being the place where the first woman pro football player made her debut last year -- holding the ball for place kicks. The Orlando Chamber of Commerce has started something which they call Project WAVE which means "welcome all visitors enthusiastically."

When the President presented a gold medal to Mrs. Walter E. Disney in honor of her late husband on March 25, 1969, he said that because Disney's creations live on "we are all very lucky that we still have Walt Disney with us."

Walt Disney World is described as the greatest recreation realm free enterprise has ever assembled. It is 43 square miles in size -- twice the size of Manhattan and 11 times larger than California's Disneyland. Only a part of this has already been developed. Included in the first phase is the Magic Kingdom ~~Scene~~ <sup>Theme</sup> Park, along with hotels, restaurants and facilities for swimming, boating, golf, tennis, horseback riding and other recreational ~~facilities~~ <sup>activities</sup>. A new machine will soon begin kicking up waves on the lake for the surfboard set. Later on an industrial park, large and small airfields, a horticultural research center, a nature preserve, and a futuristic community will all be added.

Eight to ten million visitors are expected during Disney World's first year of operation. This is 6 or 7 times the number of visitors who go to the Statue of Liberty, 3 or 4 times as many who visit Grand Canyon and half again as many as go to the most popular of our national parks in the Great Smoky Mountains.

The process by which the replicas of the Presidents and other replicas at Disney World are made to speak is called "Audio-Animatronics."

Roy Disney once said of his brother, Walt, that he "always seemed to be able to reach out and touch the heart of the public."

Other odds and ends about Disney's career: Mickey Mouse was drafted in 1927 and premiered in 1928, which makes him 43 years old. Disney used wide screen and stereophonic sound techniques 15 years before their use was generalized -- this happened in Fantasia which was made in 1940.

Disney won 31 academy awards (oscars) and 5 of television's "emmys." He produced about 600 movies. He never finished high school but he won honorary degrees from Harvard, Yale, USC and UCLA. He was always a pioneer and -- even after his death -- his pioneering spirit is reflected in bold new ventures like Walt Disney World.

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