

Disneyland



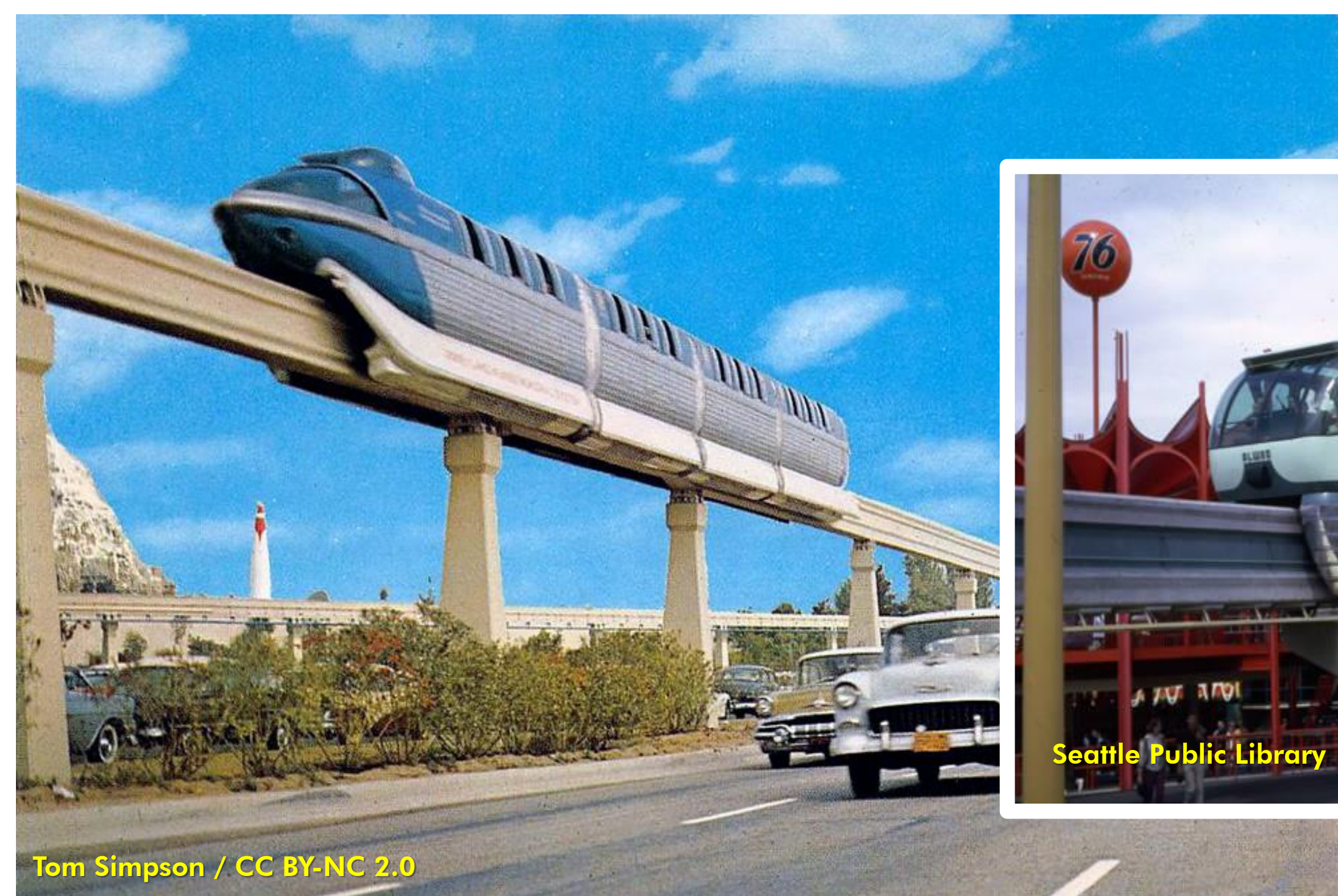
A new kind of amusement park

Disneyland made popular the concept of the “theme park,” immersing visitors into fantasy realms with rides and entertainment. Where traditional amusement parks could be seedy places, rife with alcohol, rigged games, and unsavory employees, Disneyland redefined the category as high-quality, safe, and squeaky-clean fun for everyone.

Opening Day Chaos

Counterfeited invitations resulted in thousands of uninvited people arriving on opening day. Unprepared for the intense crowds, the park quickly reached capacity, with food and drink running out.

Meanwhile, women’s high-heel shoes got stuck in the still-wet asphalt of Main Street USA, and the Mark Twain steamboat nearly capsized from too many passengers.



Travel to Tomorrowland

Disneyland introduced visitors to futuristic inventions like the monorail, once envisioned as a potential mass transit innovation.

The Disneyland-Alweg monorail began operation in 1959, but an earlier Alweg model first appeared at the Seattle 1962 World’s Fair.



Pay to Play

In 1955, Disneyland admission was \$1 for adults and 50¢ for kids, but rides required individual tickets from 10¢ to 50¢ each. Lettered “A” through “E” to indicate their excitement level, ticket books were later replaced by single-price admission in the 1980s.



Walt Disney: Peak TV

Hosted by Walt Disney himself, the ‘Disneyland’ TV series provided weekly peeks into the Anaheim park. Some 12 million viewers tuned in to what became among the most popular TV shows of the era, and a huge draw for the Disneyland park.

