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Forcade

Special thanks for photo contributions to
Charles Jacques, Bob Barrett, Renaissance
Festival, Convention and Visitors Bureau,
Kansas City Parks and Recreation, Truman
Library, Westport Tomorrow

GREAT TIMES celebrates its third year of annual
publication by Worlds of Fun. Serving as a guide to
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Welcome to Our World

Where to go . . . What to do . . . And How to do it!

Admission

A Worlds of Fun passport opens the door to the best entertainment value anywhere. The one-price admission for a day-long excursion includes as many rides, shows, attractions and special events as you can squeeze in. A two-day visit is suggested for a more leisurely pace and to insure an opportunity to experience every attraction. And, you'll find the least crowded conditions if you plan your trip to Worlds of Fun on a weekday.

Girl Scouts, bird watchers, knitting circles, or any kind of group with 25 or more is invited to take advantage of special group rates. For more information call (816) 454-4545, ext. 222; or write to Worlds of Fun, Group Sales Dept., 4545 Worlds of Fun Avenue, Kansas City, MO 64161.



Parking

Please note the lot and row where you park to insure a successful return to your car. We suggest you use your parking lot receipt for that purpose. Guests are not allowed to take packages, bottles, cans or coolers into the park. Please leave these items in your bus or car.

Maps

Colorful, poster-size maps will guide you through each "world" and provide you with a souvenir afterwards. Purchase them at a map cart or souvenir shop.

Camera and Film

Recapture the magic of Worlds of Fun at home by performing some focus pocus during your visit. Just stop by the Snap Shot Shop (Americana section, south of main entrance) and we will lend you a camera, free!

Readmission to Worlds of Fun

If you're planning to leave Worlds of Fun and return the same day, have your hand stamped at the exit. Parking tickets must be stamped at Guest Relations before you leave for free readmission into the parking lot.

First Aid

Our first aid staff is on duty at all times. Located in the Scandinavian section near the Schussboomer, the First Aid station offers ill guests a respite from the heat and other minor medical services. Although the first aid staff cannot dispense medicine, Fjord's Pharmacy nearby sells aspirin and other non-prescription remedies.

Guest Relations

For the most up-to-date information always served with a smile, drop by Guest Relations. There to provide general information and assistance, the Guest Relations ambassadors can cash checks, make hotel reservations, take suggestions and provide many other services. The office is located on the S.S. Henrietta at the main entrance.

Credit Cards

We honor American Express, Visa and Mastercard at ticket booths and larger shops throughout the park. In order to provide prompt service, we cannot accept credit cards at restaurants and food stands.

Lockers

Tired of carrying that huge stuffed animal you won 8½ minutes after arriving at the park? Store your furry friend or other items in lockers near the main entrance.

Rain Checks

Worlds of Fun remains open under nearly all weather conditions. Certain rides, however, must close briefly during more severe weather for the safety of our guests. Because most attractions are not affected by the weather, rain checks or refunds cannot be issued.



Public Telephones

Public telephones are located near most restrooms and at the park's entrance.

Dress

Although the dress at Worlds of Fun is always casual, shirts and shoes are required.

Lost Children

Try the Lost Parents' Caboose near the Union Depot in the Americana section. Ambassadors are on duty to entertain parents (or children) until their family shows up to claim them.

Paging

Before your group separates, make plans to meet at a specified place and time. The park does not provide a personal paging system.





Kennels

Let your pet vacation in style at the air-conditioned Hill's Science Diet Kennel. Located near tram stop #1, the kennel provides free lodging, meals and pet sitter. Sorry, pets are *not* permitted in the park.

Ride Queue Lines

Line jumping is discourteous and strictly prohibited. Violators are subject to dismissal from the park.

Meals

Plan meals a bit earlier or later than usual. You'll find fewer people at restaurants and snack stands.

Restrooms/Drinking Fountains

You'll find restrooms and drinking fountains in each section of the park. Ask any ambassador for directions.

Picnic

Picnic Hollow offers brown baggers an interesting area to indulge in their homemade fare.

Show Times

Arrange your visit to take in as many live shows as possible. Featuring nearly four hours of singing, dancing, chirping, splashing and string pulling, Worlds of Fun shows are professionally produced with the entire family in mind. Show schedules are published daily and distributed at the parking toll plaza (extra copies available at Guest Relations). The map cases also list the daily show times.

Strollers and Wheelchairs

A limited supply of free strollers is available for small children on a first come, first served basis. Most can be found just inside the main entrance. Wheelchairs are located at Guest Relations and are available by reservation only.

Car Trouble

If you have automobile difficulties, raise the hood and contact a parking lot attendant. A courtesy vehicle will be by in short order to offer assistance.

Height Restrictions

For your safety, height restrictions are posted on several rides and attractions. If you fit the bill, ride as often as you like. If not, look around, there are plenty of others... just your size. (Children must be accompanied by an adult on certain rides.)

Concerts

Top name performers present live shows throughout the season. Call the Worlds of Fun Phone (454-4444) for current listings.



Lost and Found

Claim or report lost articles at the security booth next to Guest Relations.

Hotel Reservations

Worlds of Fun provides a free hotel reservation service at Guest Relations. Hotels and motels located throughout the Kansas City area are included in this special, hassle-free system. Please make reservations as early in your visit as possible.

Bottle Warming

A continual "fountain of youth" (milk and bottle warming) is available for infants at both the Smor Bord and Café Internationale.

Name Tags

Colored name tags designate Worlds of Fun personnel.

Black or Purple—Ambassadors

Blue—Seasonal managers and assistant managers

Red—Permanent, non-supervisory

Brown—Supervisors

Gray—Management intern or management trainee

Green—Management and permanent supervisor

Goodbye

As the lights dim and the rides come to a halt, the Frontier tram will whisk you away to your parking space. During peak exiting hours, you might save time by walking from the park to the parking lot. A walkway from the Scandinavian exit has been provided for this service.

MAKING OF A MONSTER



Thin, creaking stairs wind their way into the deep, dark cellar. Eerie shadows dance upon cobwebbed walls. A single candle dimly lights the corner where the mad scientist pores over a stack of secret drawings. He affectionately adds finishing touches to his masterpiece. This time he knows he has truly created a monster.

Almost two years ago, Worlds of Fun accepted the role of Dr. Frankenstein. Park management undertook the task of creating a monster to provide patrons with sheer, unadorned, daredevil excitement so people from around the world would come to Kansas City for the ultimate coaster experience.

After erecting 300 tons of steel, Worlds of Fun has brought the monster to life. They've unleashed the Orient Express upon the daredevil public.

And like the Agatha Christie book it was named after, the Orient Express is sure to intrigue and mystify.

Your rendezvous with the monster begins in a dark, 100-foot tunnel. As you emerge, the coaster train climbs 260 feet at a 25-degree angle to the height of a 12-story building. After a short curve, the only way is down. 115 feet down. At 65 MPH.

If your tummy hasn't tossed and turned from the +3.5 G-forces of the 55-degree first drop, just wait until the Orient Express throws you for a loop, or two.

After a sharply-banked curve, you'll plunge into a 50-foot-in-diameter loop, turning the coaster train upside down 80 feet above the ground. The apparent escape route through another sharp-banking curve instead returns you for a second loop, flipping you upside down—60 feet above the ground.

Upon leaving the second loop you'll have but a few seconds to prepare—to prepare for what might be the longest 13 seconds of your life.

Shortly after the second loop you'll be hurried into the never-before-attempted Karnikaze Kurve. It begins with a sharp, downward barrel roll, turning you upside down, before briefly stabilizing and then ascending into another barrel roll, also upside down, all within 13 seconds.

After the Kamikaze Kurve, you'll encounter a sharp, upward spiral slowing the coaster train before it finally enters the station and ends 3,470 feet of twisted terror.

Atop rubbery legs you sway from the station. If there had been any doubt about this coaster's credentials, the Kamikaze Kurve was the "coup de grace." The Orient Express has provided you the ultimate coaster experience.

Dr. Frankenstein would be pleased.



Interlocking loops under construction.

Conjuring up the Orient Express

How do you build the ultimate coaster? Worlds of Fun Chairman Lamar Hunt, President Jack Steadman and Vice President/General Manager Lee Derrough began by assessing the competition. Over the past few years they have ridden the greatest roller coasters in the world.

After choosing the most exciting elements, Worlds of Fun contacted Arrow Development Company of Mountain View, California, the principal builders of steel screamers, to assist in the task of bringing the state-of-the-art coaster to Worlds of Fun. With aerospace technology, Arrow went to work, combining the desired elements with new ideas resulting in the Orient Express.

Arrow uses computers and all the latest scientific data to translate coaster ideas into reality. Technical catchwords like "maximizing rider experience" and "G-forces applied to physical systems" tend to quantify the wrenching fear in the thrill machines they create.

Arrow takes great precautions to ensure the biomechanics are within the limits of human endurance. Laboratory instruments monitor potential velocity, stress and centrifugal force of the coaster and its passengers.

A wooden scale model is used to test sections of the coaster.

"We are very confident in the safety of the Orient Express," said Ron Toomer, senior engineer for Arrow Development. "Our technology has evolved to the point where we can take something like a vertical loop and feed it through a computer to determine velocity and feasibility."

"The Orient Express was designed to correspond with the existing ground layout, preserving as many trees and natural features as possible," Toomer said. "We were commissioned by Worlds of Fun to design a major coaster which not only provides an exciting ride experience, but a spectacular visual effect."

A great recipe executed by great chefs, coaster fans will find the results delicious.

For the Record

The Orient Express consists of over 300 tons of steel, 2,174.5 square yards of concrete, 1,500 giant bolts, almost 400 gallons of paint and thousands of hours of manpower.

Each of the three Orient Express trains will make more than 38,000 trips around the 3,470-foot track each season. That adds up to 2,468 miles per year per car, or a total of 7,458 miles—the equivalent of three trips across the United States.

Track Length — 3,470 feet
Ride Capacity — 1,800 rides per hour
Top Speed — 65 MPH
Ride Time — 2 1/2 minutes
Highest Point — 12 stories



ROLLER COASTERS

SURVIVE HISTORICAL

UPS & DOWNS



Although Soviet claims of inventing baseball are false, one great American pastime can be attributed to Russian ingenuity. The very first roller coaster was built near St. Petersburg in the 17th century by a Russian showman.

Two-foot wooden sleds were hurtled down a 70-foot-high, 50-degree wooden incline covered with ice. Passengers precariously perched on coaster attendant's laps often toppled off before reaching the first hill.

In the late 1700's, a French traveler decided to prolong the coaster season in the warmer climate of France. By building a ramp comprised of rollers, his sleds slid down slopes in a conveyor belt fashion.

Wheels were adapted in 1804 when a simple track with a couple humps sprung up in the Tenes section of Paris. Named "Russian Mountain," this coaster attracted throngs of people, more gawking than riding.



Across the Atlantic in America, the first gravity ride began when an enterprising Philadelphian charged a nickel for a cruise in the small coal cars of an abandoned mine.

It took the engineering skills of La Marcus Thompson to invent the first commercial roller coaster. As a concerned Sunday school teacher, Thompson installed his "Switchback Pleasure Railway" at Coney Island to divert young people from the popular beer gardens.

His coaster consisted of a 10-seater car that careened down a straight, 450-foot course of dips and gentle hills at six miles per hour. Passengers bailed out at the end so attendants could push the car back up the 30-foot hill for a return ride. Charging five cents to customers waiting in hour-long lines, Thompson grossed \$700 per day.

The Oriental Scenic Railway, Thompson's next device, was the first fully-

developed roller coaster. Built in Atlantic City, this coaster was hauled up the incline automatically before being released under gravity. It incorporated the thrills of a roller coaster with those of a love tunnel as cars plunged through dark tunnels. A switch triggered lights halfway through the tunnel displaying scenes from the Orient.

Some of the early coasters weren't as successful. A 1901 coaster called Loop-the-Loop received national publicity when



test runs proved that a glass of water fared double-upside-down loops without spilling a drop. But because it resembled the Flip-Flop, an earlier rickety nightmare, potential passengers refused to board.

The Roaring 20's issued a new breed of coasters all vying for honors of longest, highest, fastest and scariest. Coney Island boomed and Riverview Park in Chicago opened six roller coasters.

One of the most popular and oldest coasters was built at Coney Island in 1927. Costing \$175,000, barely enough to cover the sales tax of today's coasters, the Cyclone and its superb twists and turns still ranks as one of the country's top coasters.

Charles Lindberg quipped that riding the Cyclone surpassed the thrill of flying and several couples pronounced wedding vows while riding the Cyclone.

But then the Depression struck! Attention was diverted from amusement parks and frivolous activities. World War II's wood and rubber rationing forced builders to conceive only small scale, portable structures. Those next three decades saw over 1,200 roller coasters leveled by bulldozers—not always an easy task. The Cyclone at Crystal Beach barely budged, resisting bulldozers, dynamite, wrecker's ball and weather. It still remains as a shrine for roller coaster buffs.



How do today's coasters match up with the legendary thrill rides of the 20's? A few buffs will tell you it's impossible to equal the thrills, ingenuity and craftsmanship of the early rides. Others insist the scream machines of the 60's and 70's make the older versions look like child's play.

Today's steel coasters are more acrobatic, diving down 12-story heights, spiraling, twisting and shooting through loops. Aerospace technology provides computers that tick out custom-made programs for the most effective thrills and spills.

One apt comparison goes like this: Riding in the older, wooden roller coasters is like crossing the continent in a covered wagon, while a trip in a state-of-the-art coaster is like flying the same continent in a sleek jetliner. Both get the job done—with a bit of fear and fun—it's just a question of how you want to get there.

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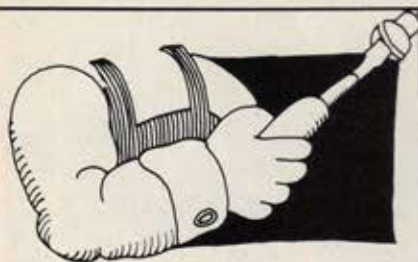
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TRACK FACTS

It's no secret that roller coasters provide the steepest, fastest and scariest means of entertainment beyond the loading station. But what about this side of the station? To psych yourself for these incredible journeys, brief yourself on roller coaster trivia. Here in 100 words or more is everything you wanted to know about roller coasters, but were too petrified to ask. These Fun Facts are one more way that Worlds of Fun can throw you for a loop.

Perhaps the ultimate coaster thrill occurred in a southern theme park a few years ago. After engineers made the final adjustment on their latest invention, they climbed aboard to test their product. But as the coaster took off, they forgot one thing — to leave someone behind who knew how to stop it.



Roller coasters are safety checked every day. Mechanics inspect each train and will "walk road" frequently just like railroad track-walkers. A good mechanic, like a good race car driver, can tell from the sound of the ride whether it is working properly.

Ranking above football, disco dancing or even knitting, roller coaster riding is one of the safest forms of entertainment in America. Thanks to wheel grippers surrounding three sides of the track, it is virtually impossible for a car to jump the track. And although gravity holds passengers safely intact, an added safety harness, controlled only by coaster personnel, adds extra protection.

Old Riverview Park in Chicago served as a "training ground" for roller coaster rides. Coaster designers loved to test public reactions to their creations by constructing them along Riverview's two-mile midway. As many as 11 coasters were in operation at one time during the park's heyday.



Roller coasters were hailed as a panacea for several minor afflictions in the 1900's. A Virginia miner was cured of "aphonia," a disease that made him unable to speak. After riding the Cyclone, he jumped off and announced, "I feel sick." On other occasions, roller coasters were prescribed as a cure for smoking, stuttering, hiccups, impaired vision and twitches.



The first "real" American roller coaster was built by a Philadelphia Sunday school teacher to divert young people from "drinking too much beer."

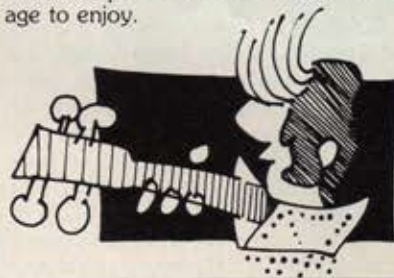
Experts insist that the front seat on a roller coaster provides the smoothest ride. Being in the first car heightens the floating sensation. The rear seat is the roughest place to be—it's the tail end of a giant whip and when the coaster starts down a hill the back car feels as if it lifts off the track.

One side effect of coastermania is the formation of coaster enthusiast clubs. Members get together to trade coaster memorabilia. The largest, American Coaster Enthusiasts, with roots in Chicago, holds annual conventions and publishes a newsletter. For more information write: American Coaster Enthusiasts, P.O. Box 8226, Chicago, IL 60680.



Two years after Charles Lindberg crossed the Atlantic, he took a spin on the Coney Island Cyclone in New York and later testified that, "A ride on the Cyclone is a greater thrill than flying an airplane at top speed."

The king of rock and roll was a fan of roller coasters. Elvis Presley so admired a revamped 1923 wooden roller coaster in Memphis, that he sometimes rented the entire park for himself and his entourage to enjoy.



A Soviet track team visiting a park in Virginia, kept demanding to ride the "Russian Mountain." After much dismay, the guide discovered they were referring to a roller coaster. Ice slides in St. Petersburg were such a popular "distraction" there that the term "Russian Mountain" is synonymous with roller coaster to many Eurasians.



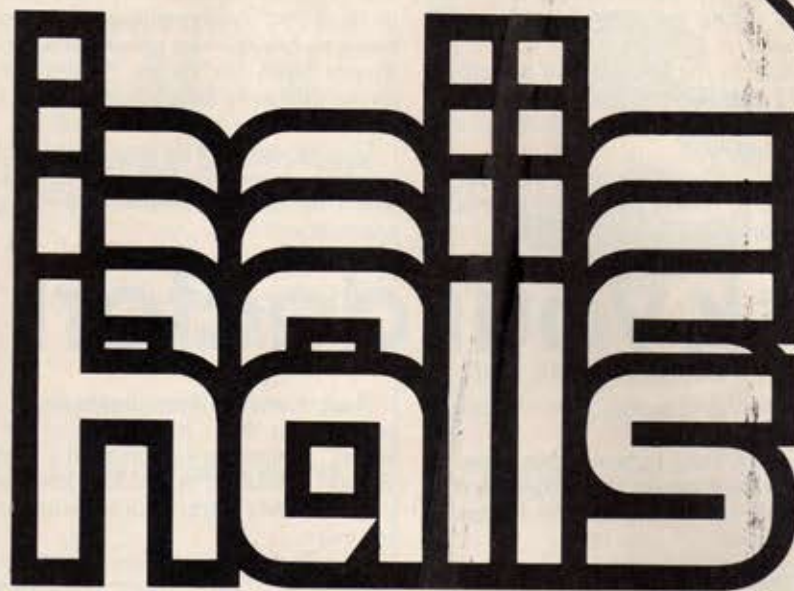
A 4.0 pre-law student at Harvard University holds the record for the longest bout with a roller coaster. Listed in the Guinness Book of World Records, 26-year-old Rick Rodriguez rode the Circus World Hurricane for 173 hours or seven days.

When the first roller coaster opened in the United States, 75,000 curious bystanders showed up the first day, knocking down protective fences just to get a close look.



The Cyclone at Crystal Beach near Buffalo, New York, previously considered the scariest roller coaster in America, provided a nurse and first aid station at the unloading platform.

La Marcus A. Thompson is touted as the "Father of the Gravity Ride," but his Switchback at Coney Island was built in 1884 with parts of Richard Knudsen's 1878 patent.



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What's the attraction in roller coasters?

..... "The sun and heat are getting to your partner, sir," said the Orient Express attendant. Mitty looked at him through tossed hair.

"Get him to the chicken exit with the others. I'll go on alone," Mitty ordered, his Worlds of Fun beanie pulled rakishly over one cold, grey eye.

"But you can't, sir. No single individual can expect to handle the Orient Express and the Kamikaze Kurve..... why.....

The heart-stopping, breathtaking drops and curves of roller coasters scare most of us to death. The thought of going upside down at eye-watering speeds sends cold shivers down our spines. Why then do we, as otherwise sane human beings, line up for a chance to be terrorized?

Like Walter Mitty's daydreams, roller coasters provide an escape, a fantasy in which our minds can overcome danger and conquer fear.

Some psychologists suggest that roller coasters satisfy the urge for adventure without the expense of mountain climbing or flying. Others say riding a roller coaster is a form of rebellion. Other proposals cite Freud's *Latent Death Wish* or the need to act out and exorcise fear.

Dr. Gerald Ehrenreich, a Kansas City psychoanalyst, states that roller coasters appeal to different people for different reasons.

"One explanation is the excitement and element of doing something frightening," he said.

"It is very important that we have the feeling of control over our lives. We like to think we have influence over our environment, that we can make our own way."

Ask your doctor!

it's downright frightening. The interlocking....."

"Somebody's got to brave those drops and loops. I'm going on..." Mitty entered the coaster car and pulled the harness over his head.

"We only live once," he said, with his faint, fleeting smile.

"Or do we?" He turned and waved to the attendant. "Cheerio....."

And despite their foreboding, the public loves them. It's the age of the big scare! Theme parks across the United States continue to build new roller coasters; their patrons continue to clamor for more.

Several theories have been proposed to explain the roller coaster phenomenon.



Worlds of Fun

Thus, Dr. Ehrenreich says we see roller coasters as one way to flirt with danger and pretend to lose control even though we know we are safe, that we do have control.

It's that paradox that roller coaster designers must overcome.

"Part of the appeal is the imagined danger, fed by visions of crisis that could never occur, all the while being sure that nothing can happen," said Ron Toomer, senior engineer for Arrow Development, manufacturer of the Orient Express.

"We build in psychology," quips yet another roller coaster designer.

Everything from the name to the hesitation before the first plunge is carefully planned. The ride must look foreboding and the screams evoked from its riders sound sincere, but the public must have the utmost confidence in the ride's performance.

And screaming is socially acceptable, commented Dr. Chaytor Mason, a professor of human-factors psychology at the University of Southern California. "A scream is a release of a fear response, but on a roller coaster it's all right—you can let off pent-up energy," he said.

At Worlds of Fun, there will be a lot of pent-up energy expended as thrill riders yell their heads off—loving it all the way.

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Ambassadors Reign

Each year Worlds of Fun examines thousands of applications to find just the right 1,500 ambassadors to operate the park. After all, it takes a very special kind of person to host a daily average of 9,500 visitors.

"We look for ambassadors with pleasant personalities, dependability and that special charm that makes guests feel welcome," said John Thompson, director of personnel.

Ambassadors can welcome guests in many ways. Job opportunities are as diverse as the guests walking through the gates. Probably the most visible ambassadors are those operating the rides, shops and restaurants. But don't forget the ambassadors who work behind the scenes keeping the park clean, assisting backstage in the theatres and washing 42 loads of laundry each day.

All the ambassadors agree there is never a dull moment!

If you know someone 15 years of age or older who is interested in joining the

Worlds of Fun team, please give us a call at (816) 454-4545, ext. 244. Applications are taken throughout the season.

A real "inside" job

Chuck Poole may pose for cameras 500 times a day, but when the photos are developed, Chuck is not visible.

Why? Because Chuck supplies the personality behind Sam Panda. Joining comrades Grrrtrude Gorilla and Dan'l Coon, Sam (alias Chuck Poole) greets Worlds of Fun guests each day as one of the park's official ambassadors. Sam Panda and friends can be seen throughout the park shaking hands, giving giant bear hugs, dancing a jig or even playing Frisbee with guests.

Besides his official duties at the park, Sam Panda performs at many civic and

After you've experienced Worlds of Fun, experience one of the world's great shopping districts. The Plaza.

More than 175 Plaza establishments—shops, restaurants and hotels—are awaiting your arrival. Many are open seven days each week. Most are open daily, Monday through Saturday, and Thursday nights until 9 p.m.





charitable events throughout the Midwest. Since 1974, Sam, Grrrtrude and Dan'l have participated in the famous Plaza lighting ceremony on Thanksgiving. Also during the holiday season, they tour hospitals in colorful Christmas garb

spreading goodwill. Grand openings, civic events and parades round out a schedule making Sam, Grrrtrude and Dan'l bona fide celebrities.

But this "inside job" involves more than posing for pictures and attending presti-

gious events. Chuck is responsible for keeping Sam in shape and with a three-foot-high head and 5½-pound, size EEEEE shoes, that may be the hardest part of the job. But Chuck doesn't mind—he can grin and "bear" it.



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The rides are great, but you'll be missing an important part of the Worlds of Fun experience by not planning time for a generous sampling of the park's four hours of shows. The best of Broadway, Vaudeville, marionettes, dolphin antics, bird-brained humor and more await you throughout your world-wide journey. And, the shows are produced to please the entire family!

The Coca-Cola Tivoli Music Hall production "Pizzazz" features an eclectic collection of song and dance numbers. The curtain-raiser reveals the cast "gettin' down" in fine disco fashion to the tune of a Michael Jackson medley of "Rock With You," "Shake Your Body Down" and "Blame it on the Boogie."

Leaving the disco craze of the 70's, the troupe invites the audience into a 50's malt shop reminiscent of "Happy Days" to pay tribute to the king — rock 'n' roll. Waitresses on wheels serve up a portion of tunes from *Grease* with some short-order help from their customers. The company skates back into 1980 with a demonstration of the latest excitement under foot during a roller boogie number.

It's ship ahoy and music in the key of sea when the Donut Dollies begin to pamper their sailormen with "The Fleet's In," "About a Quarter 'Til Nine," and "I Want to be Happy." But when liberty ends, it's the blues.

Blues that "old blue eyes," Frank Sinatra, would be proud of are featured in "Blues of the Night" and "Birth of the Blues." And then, nobody belts out the blues like the Blues Brothers. We think you'll enjoy the Tivoli rendition of "Hey! Bartender!" a la Belushi and Aykroyd.

A different kind of blues, country style, takes over center stage with "Mamas Don't Let Your Babies Grow up to Be

Cowboys," and other tunes. Stories of the Old West are told through the voices of gunslingers and barroom beauties.

Cowboy sequins are exchanged for glowing futuristic apparel to capture the feeling of *Star Wars* and *Star Trek* as a flying saucer actually lands on stage. The finale is also "out of this world" as the performers stage a sound and light spectacular to the rhythm and blues strains of Earth, Wind and Fire's "Star" and "Shining Star."

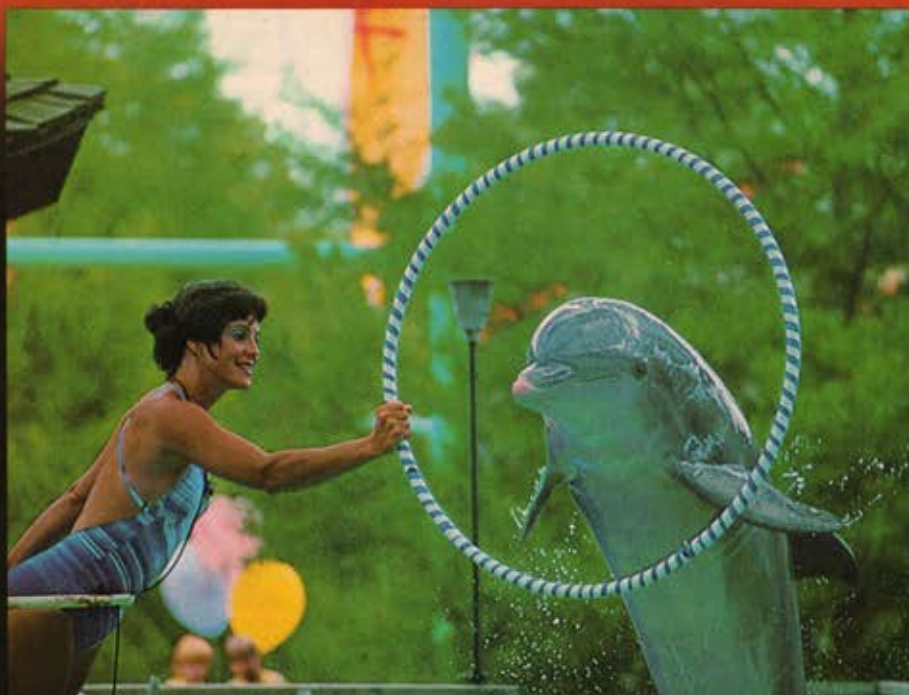
Here's one show you can judge by the name. The 1980 Tivoli production certainly has "Pizzazz"!



Moulin Rouge

The Moulin Rouge theatre in Europa is a look back at vaudeville in a show aptly entitled "Election Daze." Two candidates vying for the nomination of the Opportunist Party connive and condescend the audience to vote for them.

It's a classic case of political poppycock as the southern "Senatah" challenges the Chicago "Big Boss." The four women on the nominating committee attempt to cut through the rhetoric but the plot's too thick. Who wins? We can't say, but the audience is the special interest group with the show and election rigged in their favor. Yes, the Moulin Rouge is also air-conditioned.



Fins & Flippers

Skipper and Dolly are back and ready to swim, flip and jump their way into your heart. Everything is a game to the mischievous dolphins and their coach, Linda Hutchings, calls all the plays!

It's a hand-to-mouth existence with no contract disputes for these superstars—they receive their salary—raw fish—after each stunt. Commerce Banks sponsor this show that always causes quite a splash.



Bird Show

Don't be caught "out on a limb" by the "Cheep Thrills" bird show in Scandinavia.

Starring Ali Macaw and Joey Featherton, "Cheep Thrills" features five multi-colored macaws and cockatoos. Now in their third year at Worlds of Fun, this talented flock will be competing in the Fowllympics!



Flying Circus Puppet Pavilion

"Love"—the red-hot kind—is the name and theme for DoLores Hadley's marionette show at the Flying Circus Puppet Pavilion. Professor Valentine teases the keys on a honky-tonk piano and a songstress of the 20's belts out "I Love a Piano." The red-hottest lovers of them all, Frankie and Johnnie, are next. Everyone will recognize Dracula and you know what he loves best.

A gypsy named Esmirelda loves Paris ("I Love Paris") and the Hunchback of Notre Dame loves Esmirelda ("The Bells are Ringing for Me and My Gal"). The unexpected is always a part of a DoLores Hadley show, now in its eighth extraordinary season.



And More!

Humpty's Show Chateau in the Scandinavia playground area offers "Aw, Rats!" in a theatre production for toddlers. Rudee Orangutan is a solo monkey act that talks to strange humanoid beings that pass near the Pygmy Playhouse in Africa.

The Funfighters are on the prowl throughout the day in the streets of Americana. And the Firehouse-Four-Plus-One can be seen and heard at various locations providing an entertaining variety of Dixieland music.

All the world's a stage, and it's particularly true at Worlds of Fun.

Worlds of Fun, it's a mad, mad, mad world of fun, where the zaniest things can and often do happen.

One of the wildest antics took place in 1975 when "The Diving Mules" delighted Worlds of Fun guests with 30-foot plunges into a tank of water. Trotting 48 feet up a narrow ramp, the three mules dove head first into six feet of water. Not to be outdone, a Shetland pony took her dive with a monkey clinging to her back!

Another daredevil to appear at the park was Arthur Ducheck, a world renowned aerialist, who in 1977 walked a 400-foot span of the Ski Hi/Ski Heis cable which towers 70 feet above the park.

That same year, Worlds of Fun hosted the Gong Road Show's midwestern search for \$112.62 worth of talent. Contestants ranged from a TWA mechanic specializing in siren sounds to a college student imitating the Wizard of Oz characters. Elvis Presley impersonators stormed the place, one eventually winning the competition. And the Beatles probably would have gonged five college students singing



Guinness Book of World Records for having displayed the world's largest hot dog. Weighing in at 76 pounds for the nation's Bicentennial, this super weiner was six feet long.

One of the world's largest fireworks shells is featured annually at Worlds of Fun. Headlining the "Stars & Stripes" fireworks show, the 185-pound "Bomb" and its 90-second spectacle of lights and sounds is shot from a half-ton, 13-foot mortar.

One of the most unusual events ever staged at Worlds of Fun was the gelatin jump. About 150 contestants in search of motorcycle keys squiggled and mushed their way through 600 gallons of gelatin. Two lucky winners drove off on new motorcycles after finding the corresponding keys.

Arm wrestling championships, human cannon balls, skateboard exhibitions and 3-D movies are just a few more of the wild and crazy events that make Worlds of Fun a three-ring circus of activity. Yes, the park has featured three-ring circuses, too.

But watch out Kansas City... park officials warn, "you ain't seen nothin' yet!"

A Funny Thing Happened on the Way to the Forum

"Revolution" dressed like Adolph Hitler, Idi Amin, Fidel Castro, Pancho Villa and Mao Tse Tung!



The Incredible Hulk, Spider Man, Wonder Woman and Batman missed the Gong Show, but they were on hand for 1978's Super Hero's Day. Although these comic book superstars were not needed for rescue duty, they did join 'CHiPS' TV superstar, Erik Estrada, to entertain a record Worlds of Fun crowd.

In keeping with the park's logo, several hot air balloon hooplas have been launched at Worlds of Fun. Instead of indulging in the regular champagne endings, Worlds of Fun balloonists presented the owner of the fields they landed in with two passports to Worlds of Fun. Bags with letters from happy guests were delivered by real "air mail."

Other unusual events took place by chance. On Aug. 2, 1974, a woman eight months pregnant visited the park with her husband. She reported to the first aid station about 7 p.m. and when contractions began, an ambulance was summoned. A Worlds of Fun medical attendant delivered a four-pound, six-ounce girl near the park's entrance. In addition to being listed in directories and travel guides, Worlds of Fun is listed on a birth certificate!

Worlds of Fun could also be listed in the



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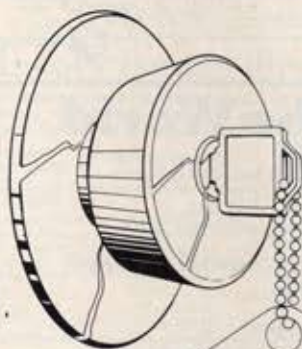
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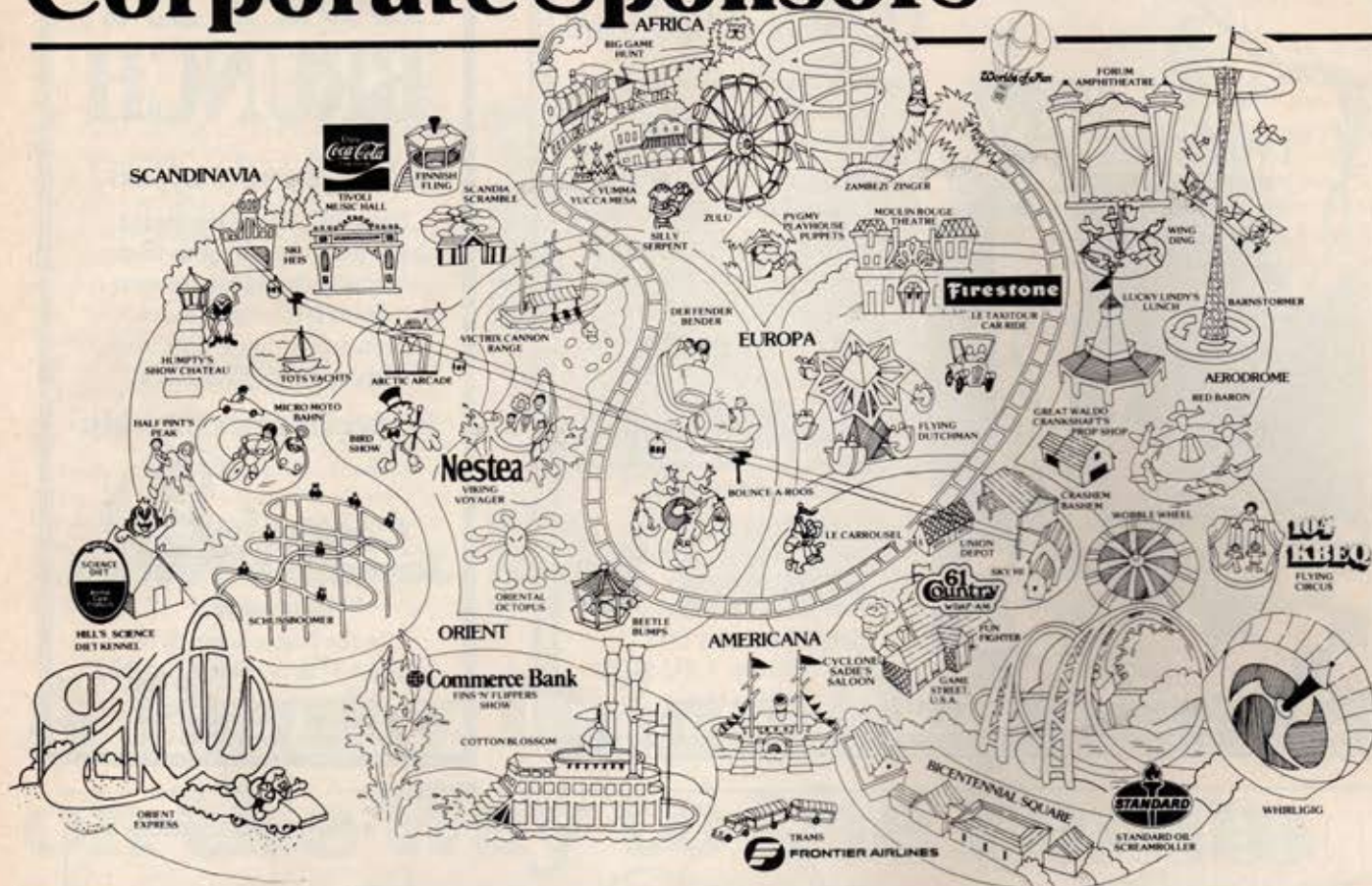
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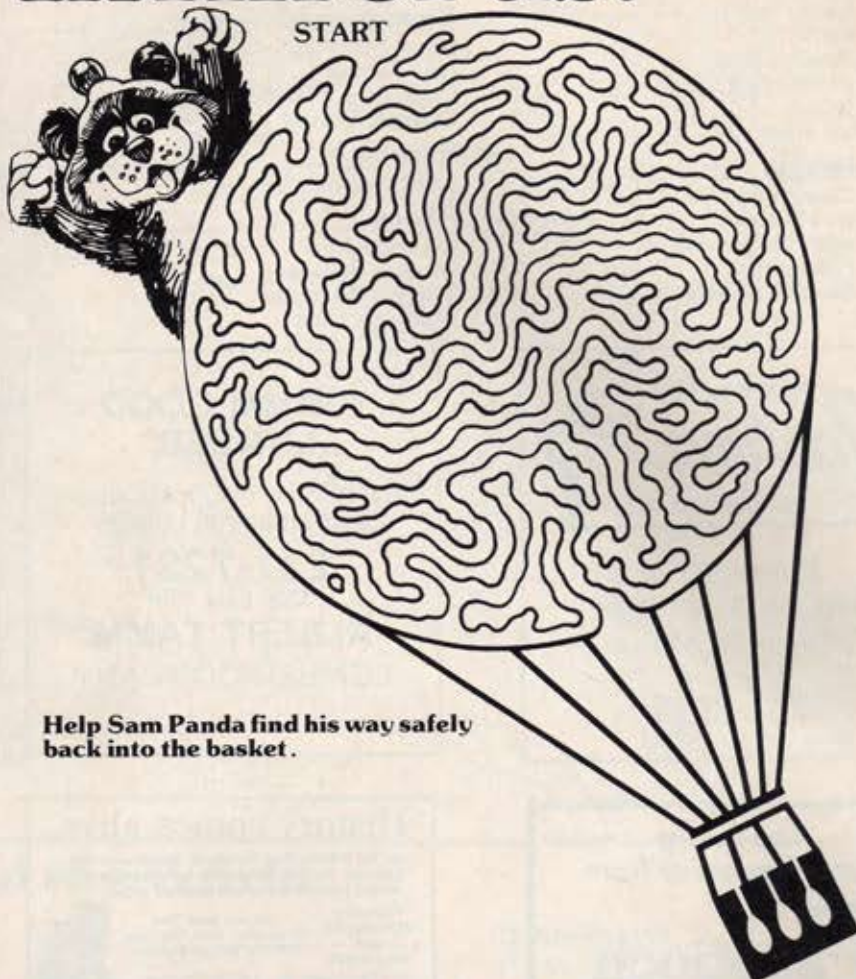
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St. Louis, MO 63104
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Answers to the clues are —

- | | | |
|------------|---------|--------------|
| 1. Red | 6. Far | 11. Passport |
| 2. Taco | 7. Sing | 12. Express |
| 3. Leaving | 8. Hi | 13. Zinger |
| 4. Ball | 9. Moto | |
| 5. Eat | 10. SS | |

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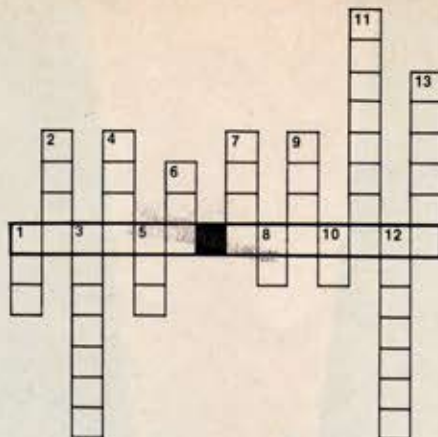
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Limit one coupon per customer
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Offer expires November 30, 1980

At night, when Worlds of Fun is closed, which ride do the ghosts and goblins enjoy? Fill in the missing clues for the correct answer.

1. _____ Baron
2. Type of Mexican food served at Olé Cafe.
3. The only sad part of Worlds of Fun.
4. _____ Crawl
5. This is what you do at Lucky Lindy's.
6. Opposite of near.
7. This is what they do at the Tivoli.
8. Common greeting.
9. Micro _____ Bahn
10. Initials to go with Henrietta.
11. What you need to get into Worlds of Fun.
12. Orient _____
13. Zambezi _____



Find the following Worlds of Fun attractions within the word jumble.

Barnstormer	Victrix
Zinger	Ski Hi
Zulu	Forum
Train	Orient Express
La Petite	Ball Crawl
Ski Heis	Tivoli
Red Baron	

Z T E A X V O C R D Z
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 C L P E S I E H I K S
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Watch out!—because answers can go up or down as well as backwards, forwards or diagonally. Circle the name when you find it and cross it off the list.

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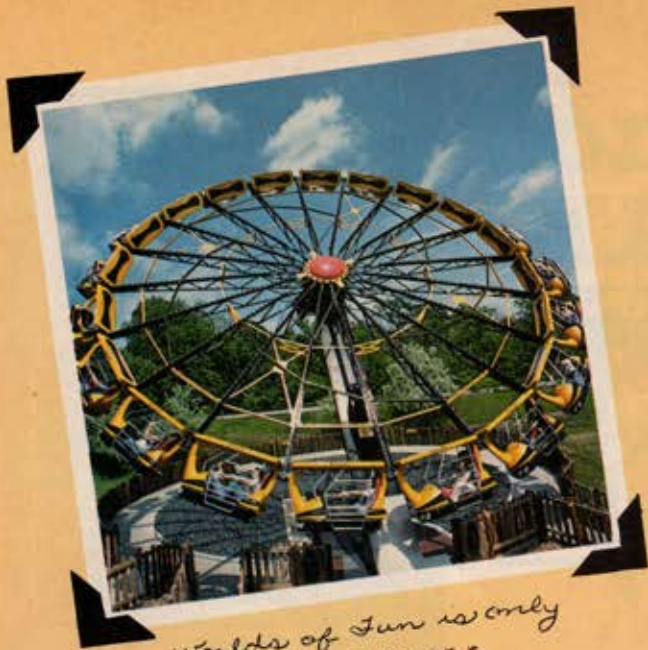
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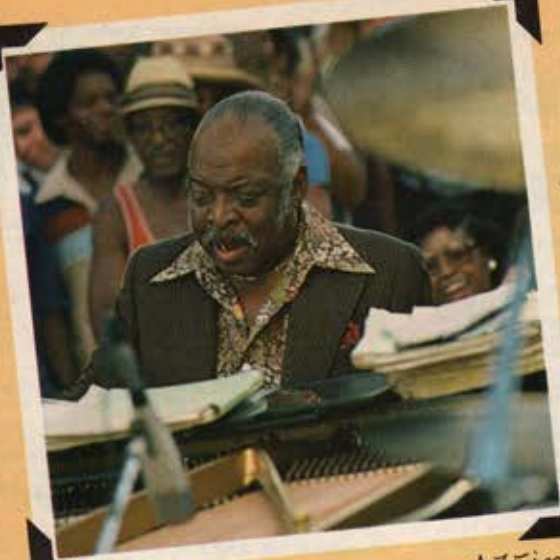
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30 **THE INN AT EXECUTIVE PARK**, 1-435 & Front Street exit, Kansas City, MO, (816) 483-9900. Close to Worlds of Fun and sports complex.

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Lamar Hunt
Chairman of Worlds of Fun

Although the past two decades have seen tremendous accomplishments in professional sports for Lamar Hunt, he has also been very successful as majority stockholder and chairman of Kansas City's Worlds of Fun. Along with President Jack Steadman, his objective in developing the now 157-acre family theme park was to create a unique environment so that "When a family enters our park, it will truly feel it has left the real world behind and walked into a world of fantasy and fun."

Lamar Hunt's aspirations have not only come true, they have flourished. Since the park first opened in May of 1973, 7,982,358 visitors have passed through the turnstiles. Park guests have enjoyed over 102,000,000 rides, 26,000 live show performances and many other features including the Cotton Blossom, a stern-wheeler riverboat formerly used in the movie *Show Boat*, which Lamar purchased for the park at a movie studio auction.

Perhaps Lamar's greatest satisfaction comes from Worlds of Fun's contribution to the local economy. Nearly 60% or approximately 4,790,000 of the guests have come from outside the metropolitan area, thus generating a tremendous boost for Kansas City's tourism industry. Worlds of Fun is also the area's largest employer of young people with over 16,500 having worked at the park in seven years of operation.

Lamar looked upon the multi-million dollar investment necessary for Worlds of Fun's initial development as a dividend. It represented a reinvestment in the Kansas City area as a result of the success of the Kansas City Chiefs Football Club.

Lamar's other ventures into sports are widely known. He organized and developed World Championship Tennis, formed the Dallas Tornado Soccer Club,

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was instrumental in the formation of the North American Soccer League, and was one of the founding owners of the National Basketball Association Chicago Bulls.

However, his greatest sports achievement began in 1959 when, at the age of 26, Lamar formed the American Football League and served as its first president. His franchise, the Dallas Texans, won the league championship in 1962 and after moving to Kansas City, continued the success as the Chiefs and won the Super Bowl in 1969. After the American and National Leagues merged, Lamar's achievements were recognized in 1972 when he became the first AFL figure to be enshrined in the Pro Football Hall of Fame.

Lamar is active in community, civic and business affairs both in his hometown of Dallas and in Kansas City. He is chairman of the newly-formed Hunt Midwest Enterprises, Inc., a member of the board of trustees of the Pro Football Hall of Fame and on the board of directors of NFL Charities. Lamar also serves on the national board of trustees of the Fellowship of Christian Athletes, and is on the board of directors of the National Parks Foundation.

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Jack Steadman
President of Worlds of Fun

The development of Worlds of Fun has been a long-term project for Jack Steadman, president of the 157-acre theme park. In fact, Jack began to develop ideas for what was to be Kansas City's internationally-themed park after a trip to Disneyland with his family in 1957. His dream became a reality when Worlds of Fun first opened in May of 1973.

As Jack said when construction was announced in 1971, a theme park, "doesn't just happen." There were numerous discussions with Worlds of Fun's Chairman Lamar Hunt before the venture received the go-ahead in 1966. The site was selected in 1969, and construction began in late 1971. At the ground-breaking ceremonies, Jack summarized his plans for the park when he explained the rationale behind the design of the park's colorful logo. "The large, multi-colored ascension balloon was chosen as the park's symbol because it represents fun, adventure and travel reminiscent of the movie 'Around the World in Eighty Days.' These are the things we want Worlds of Fun to represent."

Jack, known best as one of the top administrators in professional football, has been the head of the Kansas City Chiefs since November of 1960 when Hunt named him general manager of the Dallas Texans. He was promoted to executive vice president and general manager in 1966 and in August of 1976 was named president of the Kansas City Chiefs.

Overseeing the development of Worlds of Fun was a tremendous undertaking, but challenges are Jack's forte. It was Jack who conceived the idea of Kansas City building the two-stadium Harry S Truman Sports Complex. Under Jack's guidance, the park continues to grow each year and currently boasts over 95 rides, shows and attractions.

Despite a demanding work schedule, Jack remains active in numerous business and civic affairs. Jack now heads, as president, the newly-formed Hunt Midwest Enterprises, Inc. which comprises Worlds of Fun and recently acquired Great Midwest Corporation. He is also on the board of directors of Commerce Bank, and the board of trustees of First Fidelity Investment Trust.

In 1979, Jack served as general campaign chairman for the United Way in addition to being a member of the United Way executive committee and board of directors.

His other civic endeavors include being a member of the Civic Council of Greater Kansas City, the executive committee and board of directors of Starlight Theatre Association, the board of directors of the Kansas City Area Economic Development Council, the board of directors of the American Royal Association and an advisory trustee for Research Medical Center.

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