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few hand-picked collaborating firms.

And among these chosen few outsiders, none has contributed more to the magic of Disneyland than Arrow Development Company, Mountain View.

No one knows better than its 27 million visitors Disneyland's impact on the world of make-believe over the past six years. Yet few know the incredible by-product of this story: the transformation of a relatively small, locally oriented shop into a trade-famous magician of amusement park machinery.

It's a Cinderella story worthy of Disney's own writers.

Arrow was born into the industrial world back in 1946 by four enterprising Peninsulans with engineering backgrounds.

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Capitalizing on amusement industry's growing interest in unusual rides, Arrow is producing this Space Whirl. Ed Morgan and Bill Campbell look over model.

