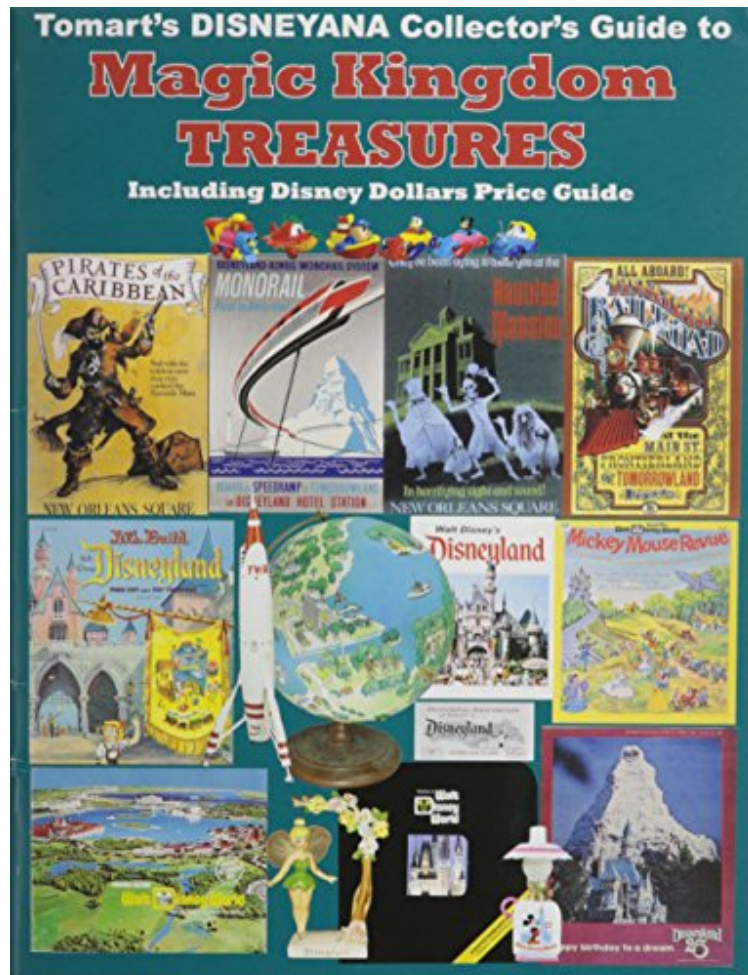


Tomart's DISNEYANA Guide to Magic Kingdom Treasures

Thomas E Tumbusch

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Thomas E Tumbusch : Tomart's DISNEYANA Guide to Magic Kingdom Treasures before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tomart's DISNEYANA Guide to Magic Kingdom Treasures:

0 of 0 people found the following review helpful. Must have book for Disney Park fanatics...and everyone else! By Albert M. As with all new Tomart Guides, I have some questions about the estimates provided. That said, I have LOVED thumbing through the incredible early Disney Park merchandise! I covet so many items, that I keep it near my bedside, and I peruse it whenever I want to forget my troubles and get in-touch with my inner-child. I hope they continue to update this informative and delightful book. Get it, cover it and enjoy! 0 of 0 people found the following review helpful. I remember that! By cakmpls I found so many things I have in my collection, others that I remember seeing at Disneyland, and far more that I would love to have! 0 of 0 people found the following review helpful. Three Stars By Herbiegall I have a vast collection and not as helpful as I thought it would be for older items.

The first book on early collectible Disneyland and Walt Disney World souvenirs is now available. It covers pre-opening, opening day, and historic theme park merchandise. Over 2000 items are shown in full color along with eBay and other auction pieces realized; dealer show sales; and cost of items purchased to be included in the book. The story of how key people established a new character merchandise licensing system exclusive to Disneyland is told in the words of the people involved the same people who moved the theme park merchandising operation to Florida once Walt Disney World was being prepared to open in 1971. This is the greatest collection of exclusive merchandise sold in the park and licensed for national retail stores that wanted to cash in on the publicity generated by Walt Disney on the weekly Disneyland TV show.