



*The  
Walt Disney  
Story*



Disneyland

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GALA ANNIVERSARY CELEBRATION, NEW ATTRACTION  
TOP DISNEYLAND'S SUMMER ENTERTAINMENT MARQUEE

There was very little fanfare 50 years ago when Walt Disney and his brother Roy founded their company in a vacant garage near Hollywood.

This year one of Walt's greatest creations, Disneyland, is going all-out to mark Walt Disney Productions' Golden Anniversary in a most spectacular manner.

Centerpiece in Disneyland's year-long salute is "Summer '73" when show spectaculars, special events, dancing, dazzling parades and concerts will fill every day of the entertainment calendar.

In fact, so much is going on that the entire summer---from June 16 to early September---is needed to get in everything planned for the celebration.

Summertime visitors will be among the nation's first to view Disneyland's newest attraction, "The Walt Disney Story," a dramatic tribute to the international showman and creative genius.

Rare film footage, photographs from family archives and a fascinating collection of memorabilia and awards have been combined to trace the life and accomplishments of Walt Disney.

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Appropriately timed to open during the 50th Anniversary celebration, "The Walt Disney Story" is free to Park guests and located in the Main Street Opera House.

Disneyland's "Electrical Parade," a mind-boggling spectacle featuring nearly a million twinkling, colored lights, returns this summer even bigger and brighter than before.

After making entertainment history in its first year, the electrifying visual spectacular has been bolstered by the addition of several new colorful floats.

And again the nucleus of the parade will be the units featuring famous Disney cartoon characters vividly portrayed by tiny lights, many in constant motion, as the parade moves through a darkened Disneyland.

Virtually every guest will have an ideal vantage point as the procession promenades through the heart of the Park twice each summer evening.

From there, Disneyland visitors can move on to a galaxy of lively night-time entertainment presented on several bandstands and stages.

Music specials tailored for the most mod tastes will be found summer evenings in Tomorrowland where the best of today's young talent will be spotlighted in the "Great American Music Machine."

Stars from the recording world already signed for Disneyland appearances are Cornelius Brothers and Sister Rose, June 16-22; Anne Murray, June 24-29; Flash Cadillac and the Continental Kids, July 8-13; Dawn with vocalist Tony Orlando, Aug. 5-10; and Bill Medley, Aug. 12-17.

Music with a different beat can be found at Plaza Gardens as America's most famous bandleaders again make Disneyland their summertime headquarters.

From nine to 90, dancers will enjoy the music of such favorites as Tex Beneke, June 16-30; Harry James, July 1-14; Dick Jurgens, July 15-28; Bob Crosby, July 29-Aug 11; Woody Herman, Aug. 12-25; and Buddy Rich Aug. 26-Sept. 8.

Elsewhere, sounds to satisfy virtually every musical appetite will be provided by popular groups like jazz trumpeter Teddy Buckner and vocalist Jewel Hall, the mod "Sunshine Balloon" and the exciting Kauai-Pono Polynesians.

Fantasyland will again capture all the attention every summer evening at 9:20 p.m. with a new edition of "Fantasy in the Sky" fireworks spectacular, touched off by tiny Tinker Bell's daring dash from the peak of the Matterhorn.

Topping the daytime lineup is the "Mickey Mouse Club" show, featuring an energetic new gang of Mouseketeers.

Recapturing some of the nostalgia and enjoyment of the original Mickey Mouse Club, the new Mouseketeers combine dynamic personalities with limitless talents to give zest and briskness to their musical revues on Tomorrowland Stage.

Twice daily there will be a happy procession on Main Street of more than 40 beloved friends of Walt Disney---from Mickey Mouse to Winnie the Pooh.

And all of the special shows, talent groups and parades are included in the main gate admission price.

But best of all are Disneyland's famous 54 attractions, each as fresh, enticing and adventure-filled as ever.

During the summer season, June 16-September 8, Disneyland will open daily from 8 a.m. until 1 a.m.

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Celebrating  
Walt Disney Productions'



HAPPY YEARS





You and your family are invited to  
THE OFFICIAL DEDICATION OF DISNEYLAND'S  
"THE WALT DISNEY STORY"

April 8, 1973



In honor of Walt Disney Productions' 50th Anniversary,  
Disneyland has planned a gala Town Square Ceremony on  
Sunday, April 8, to dedicate its newest attraction,  
**"THE WALT DISNEY STORY"**  
a living legacy to Walt and Roy Disney.

Following the ceremonies, you and your family will be  
among the first to see "The Walt Disney Story" and be invited  
as our guests to an old-fashioned picnic at the Plaza Pavilion  
on Main Street.

And, of course, you will be free to enjoy all the  
Disneyland attractions and adventures throughout the day.

So that we can make the necessary special arrangements,  
please return the enclosed R.S.V.P. card by March 30. Present  
this invitation at the Harbor Blvd. parking entrance for  
admission to the special reserved parking section.

CASUAL DRESS/ARRIVE PRIOR TO 11:30 A.M.