

### *Disneyana Classic Collectibles*

This book delves into the origins and evolution of trademark and branding practices in a wide range of geographical areas and periods, providing key knowledge for academics, professionals, and general audiences on the complex world of brands. The volume compiles the work of twenty-five prominent worldwide scholars studying the origins and evolution of trademarks and branding practices from medieval times to present days and from distinct European countries to the USA, New Zealand, Canada, Latin America, and the Soviet Union. The first part of the book provides new insights on pre-modern craft marks, on the emergence of trademark legal regimes during the nineteenth century, and on the evolution of trademark and business strategies in distinct regions, sectors, and contexts. As industrialisation and globalisation spread during the twentieth century, trademarking led to modern branding and international marketing, a process driven by new economic, but also cultural factors. The second part of the book explores the cultural side of the brand and offers challenging studies on how luxury, fashion, culture associations, and the consolidation of national identities played a key role in nowadays branding. This edited volume will not only be of great value to scholars, students and policymakers interested in trademark/branding research, but to marketing and legal practitioners as well, aiming to delve into the origins of modern brand strategies. The chapters in this book were originally published as two special issues of the journal, *Business History*.

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The image we have of Mickey Mouse is the classic head and two round ears imagined by Walt Disney sixty-four years ago. What is it about this simple set of interconnected spheres that has made Mickey Mouse one of the most recognized faces in modern history? In *The Art of Mickey Mouse*, artists, designers, illustrators, and cartoonists from around the world have captured the famous mouse who lives in our collective imagination. Mickey, who throughout his history has been a major figure in film and TV, is here newly incarnated by fine artists such as Andy Warhol and Keith Haring, illustrators such as Milton Glaser and Maurice Sendak, and cartoonists such as Charles Schulz and R. Crumb - and even by another American icon, Michael Jackson - into roles both serious and strange, familiar and alien.

DisneyanaClassic Collectibles 1928-1958Hyperion Books

"A collection of more than 2,000 colorful and artistic pin-back buttons, forming a people's history of American culture and politics that focuses on a range of subjects: advertising, arts and entertainment, historical events, movements and causes, humor, nature, celebrated personalities and organizations, geographical features, sports, transportation, wars and anti-war movements"--  
O'New Jersey, Third Edition

Toons in Toyland

Don't Call the Thrift Shop

Artists Interpret The World's Favorite Mouse

The Brand and Its History

From the Beginning of Time

Disney A to Z

An in-depth view of the way popular female stereotypes were reflected in—and were shaped by—the portrayal of women in Disney’s animated features. In *Good Girls and Wicked Witches*, Amy M. Davis re-examines the notion that Disney heroines are rewarded for passivity. Davis proceeds from the assumption that, in their representations of femininity, Disney films both reflected and helped shape the attitudes of the wider society, both at the time of their first release and subsequently. Analyzing the construction of (mainly human) female characters in the animated films of the Walt Disney Studio between 1937 and 2001, she attempts to establish the extent to which these characterizations were shaped by wider popular stereotypes. Davis argues that it is within the most constructed of all moving images of the female form—the heroine of the animated film—that the most telling aspects of Woman as the subject of Hollywood iconography and cultural ideas of American womanhood are to be found. “A fascinating compilation of essays in which [Davis] examined the way Disney has treated female characters throughout its history.” —PopMatters

Since the 1930s the Walt Disney Company has produced characters, images, and stories which have captivated audiences around the world. How can we understand the appeal of Disney products? What is it about the Disney phenomenon that attracts so many children as well as adults? In this major new book, Janet Wasko examines the

processes by which the Disney company - one of the largest media and entertainment corporations in the world - manufactures the fantasies which enthrall millions. She analyses the historical expansion of the Disney empire, examines the content of Disney's classic films, cartoons and TV programs and shows how they are produced, considering how some of the same techniques have been applied to the Disney theme parks. She also discusses the reception of Disney products by different kinds of audiences. By looking at the Disney phenomenon from a variety of perspectives, she provides a fresh and comprehensive account of one of the most significant media and cultural institutions of our time. This important book by a leading scholar of the entertainment industries will be of great interest to students in media and cultural studies and will appeal to a wide readership.

From the Beginning of Time The complete and colourful history of the world's most popular pop culture product. Includes 100 four-colour photographs, fun facts, celebrity anecdotes, and market prices.

Collecting Disneyana is exactly the book its title suggests a book all about the fun of collecting objects related to Walt Disney characters and movies. The book presents extensive examples of very early Disneyana in a chapter titled The Golden Years specializing in Disney's fab five : early Mickey Mouse, Minnie Mouse, Donald Duck,

Goofy, and Pluto. Later chapters include The Feature Films, highlighting collectibles from Bambi, Pinocchio, Snow White and the Seven Dwarfs, Dumbo, and a host of other Disney films; and The Television Years highlights collectibles from the 1950s and 1960s including The Mickey Mouse Club and Disney's Wonderful World of Color. Finally, the book brings collectors right up to date with an informative chapter on Recent and Future Collectibles which showcases collectibles from Winnie the Pooh to Beauty and the Beast and also highlights the current Disneyana craze of pin collecting. Advanced collectors of Disneyana will appreciate some never before published photos of extremely rare Disneyana, and newer collectors will be excited about the substantial collecting tips offered. This impressive volume contains over 900 photos with reliable values and is an absolute must for any fan of Disney collecting! 2008 values.

A Guide to Finding Antiques & Collectibles On-Line  
Mickey Mouse Watch

Classic Collectibles 1928-1958

Walt Disney's Classic Storybook

Depression Era Style and Design

THE WONDERFUL WORLD OF DISNEY

TELEVISION

The Evolution, The Legend, The Phenomenon!

**Even a simple outing becomes extraordinary when you're with the wonderful Mary Poppins! Boys and girls ages 2 to 5 will love this vintage Little**

**Golden Book from 1964 that retells a scene from Walt Disney's Mary Poppins. "From 1934 to 1944, Good Housekeeping magazine included a legendary series of Disney one-page features. Every month, Walt Disney's latest cartoons became rollicking comic poems with masterful painted art by studio illustrators Tom Wood and Hank Porter. No**

**When it's time for a move to a retirement home, a smaller home, or there's a death in the family, how should you manage a lifetime of family heirlooms and cherished possessions? Should that old chest go to the rummage sale, or is it a rare antique? What about jewelry, coins, stamp collections, china, silver, glass, memorabilia, baseball cards and toys? Are they valuable? How can we tell? Who will buy them? What are they really worth? This book is your key to finding the value of everything from diamonds to Teddy Bears, as well as tips about estate planning and appraisals. Find out all about:**

- \*the hottest collectibles markets and why some items skyrocket in price**
- \*how experts spot a valuable antique**
- \*where to get information used by professionals**
- \*selling at auctions, estate**

**sales, and on eBay**

**Animation—Art and Industry is an introductory reader covering a broad range of animation studies topics, focusing on both American and international contexts. It provides information about key individuals in the fields of both independent and experimental animation, and introduces a variety of topics relevant to the critical study of media—censorship, representations of gender and race, and the relationship between popular culture and fine art. Essays span the silent era to the present, include new media such as web animation and gaming, and address animation made using a variety of techniques.**

**A COMPLETE HISTORY**

**The Lone Ranger and Transmedia Brand Licensing**

**The Official Rinker Price Guide to Collectibles**

**Hollywood Flatlands**

**Walt Disney's Mary Poppins (Disney Classics)**

**Animation and Advertising**

A comprehensive and colorfully illustrated history of Disney

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collectibles, from 1928 to 1958, includes an informative text by an expert collector and offers a thorough look at the Christmas toys, lunch boxes, books, and other articles inspired by the Disney studios. Reprint.

One summer day, chipmunks Chip and Dale gather acorns for the winter ahead. But when they stumble upon a delicious new snack (a peanut!), they look around and see that they're near the zoo! Even better, people at the zoo are tossing peanuts to the animals! So when Chip and Dale take some peanuts from Dolores the elephant, she follows the chipmunks to retrieve her snack. Don't miss this hilarious story as Chip and Dale try to prepare for the winter! A little red caboose thinks nobody cares for him until he prevents his train from slipping backwards down a mountain.

In the first full-length study in English of Carlo Collodi's *The Adventures of Pinocchio*, the authors show how the checkered history of the puppet illuminates social change from the pre World War One era to the present. The authors argue that most Americans know a trivialized, diluted version of the tale, one such source is Disney's perennial classic. The authors also discover that when adults are introduced to the 'real' story, they often deem it as unsuitable for children. Placing the puppet in a variety of contexts, the authors chart the progression of this childhood tale that has frequently undergone dramatic revisions to suit America's idea of children's literature.

The Gay & Lesbian Theatrical Legacy

Pinocchio Goes Postmodern

Daytripping, Backroads, Eateries, Funky Adventures

Classic Stories in Verse

Historical, Rarity, and Value Guide, 1931-Present

Art and Industry

Disneyana

Offers a chronicle of all of Disney's television programs and includes



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complete schedules of all broadcasts, seasonal highlights, behind-the-scenes stories, and plot synopses. Every living American adult likely prized one childhood toy that featured the happy image of an animated cartoon or comic strip character. There is an ever-growing market for these collectibles, and stacks of books pose as pricing guides. Yet Tim Hollis is the first to examine the entire story of character licensing and merchandising from a historical view. *Toons in Toyland* focuses mainly on the post-World War II years, circa 1946-1980, when the last baby boomers were in high school. During those years, the mass merchandising of cartoon characters peaked. However, the concept of licensing cartoon characters for toys, trinkets, and other merchandise dates back to the very first newspaper comics character, the Yellow Kid, who debuted in 1896 and was soon appearing on a variety of items. Eventually, cartoon producers and comic strip artists counted on merchandising as a major part of their revenue stream. It still plays a tremendous

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role in the success of the Walt Disney Company and many others today. Chapters examine storybooks (such as Little Golden Books), comic books, records, board games, jigsaw puzzles, optical toys (including View-Master and Kenner's Give-a-Show Projector), and holiday paraphernalia. Extending even beyond toys, food companies licensed characters galore—remember the Peanuts characters plugging bread and Dolly Madison snacks? And roadside attractions, amusement parks, campgrounds, and restaurants—think Yogi Bear and Jellystone Park Campgrounds—all bought a bit of cartoon magic to lure the green waves of tourists' dollars.

This 4th Edition depicts over 14,000 pins from Disney theme parks and Disney Stores around the world, plus pins issued by other Disney business groups and licensees. Included, are pins from Disneyland, Walt Disney World, Tokyo Disneyland and DisneySea, Disneyland Paris, Disney Stores worldwide, Disney Cruise Lines, Walt Disney Classics, Disney Auctions hosted by eBay, and much more. There are 160 pages in this

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all color book. Included are locator and value guides, history of Disney Pin Collecting, how to get connected to other Disney Pin Traders and information on how to buy and sell. All previous editions of this guide were complete sellouts.

Mickey Mouse, Betty Boop, Donald Duck, Bugs Bunny, Felix the Cat, and other beloved cartoon characters have entertained media audiences for almost a century, outliving the human stars who were once their contemporaries in studio-era Hollywood. In *Animated Personalities*, David McGowan asserts that iconic American theatrical short cartoon characters should be legitimately regarded as stars, equal to their live-action counterparts, not only because they have enjoyed long careers, but also because their star personas have been created and marketed in ways also used for cinematic celebrities. Drawing on detailed archival research, McGowan analyzes how Hollywood studios constructed and manipulated the star personas of the animated characters they owned. He shows how cartoon actors frequently

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kept pace with their human counterparts, granting “interviews,” allowing “candid” photographs, endorsing products, and generally behaving as actual actors did—for example, Donald Duck served his country during World War II, and Mickey Mouse was even embroiled in scandal.

Challenging the notion that studios needed actors with physical bodies and real off-screen lives to create stars, McGowan demonstrates that media texts have successfully articulated an off-screen existence for animated characters. Following cartoon stars from silent movies to contemporary film and television, this groundbreaking book broadens the scope of star studies to include animation, concluding with provocative questions about the nature of stardom in an age of digitally enhanced filmmaking technologies.

The Manufacture of Fantasy

Understanding Disney

Trademarks, Branding and National Identity

The Official Price Guide to Disney Collectibles

Good Girls & Wicked Witches

Walt Disney's Storybook Friends

Tomart's Disneyana Guide to Pin Trading

Catalin radios, chromium cocktail shakers, mixmasters, toasters, waffle irons, Fiestaware, Depression glass and other manufactured objects have exploded into the arena of high-end collectibles. Indeed, these increasingly sought-after artifacts from the Machine Age have become icons of an important era of American industrial design. This historic merger of art and industry was inspired, by the luxury goods displayed at the 1925 Paris Exposition, which coined the term "Art Deco." American industrial designers embraced the ornate, "modernistic" style promoted by the exposition and incorporated elements of the style into their designs for the most humble, utilitarian objects ranging from dime-store rouge pots to kitchen utensils, wallpaper to automobiles.

An antiques price guide for more than 50,000 items, with detailed descriptions.

Originating as a radio series in 1933, the Lone Ranger is a cross-media star

who has appeared in comic strips, comic books, adult and juvenile novels, feature films and serials, clothing, games, toys, home furnishings, and many other consumer products. In his prime, he rivaled Mickey Mouse as one of the most successfully licensed and merchandised children's properties in the United States, while in more recent decades, the Lone Ranger has struggled to resonate with consumers, leading to efforts to rebrand the property. The Lone Ranger's eighty-year history as a lifestyle brand thus offers a perfect case study of how the fields of licensing, merchandizing, and brand management have operated within shifting industrial and sociohistorical conditions that continue to redefine how the business of entertainment functions. Deciphering how iconic characters gain and retain their status as cultural commodities, *Selling the Silver Bullet* focuses on the work done by peripheral consumer product and licensing divisions in selectively extending the characters' reach and in cultivating investment in these characters among potential

stakeholders. Tracing the Lone Ranger's decades-long career as intellectual property allows Avi Santo to analyze the mechanisms that drive contemporary character licensing and entertainment brand management practices, while at the same time situating the licensing field's development within particular sociohistorical and industrial contexts. He also offers a nuanced assessment of the ways that character licensing firms and consumer product divisions have responded to changing cultural and economic conditions over the past eighty years, which will alter perceptions about the creative and managerial authority these ancillary units wield.

Musician, magician, actor, dancer, singer, detective, plumber, firefighter, lover, and so much more. Mickey Mouse may have begun as an unlikely puckish hero, but this favorite star of movies, television, books, and comics has evolved into a worldwide cultural icon. From musical mouse-terpieces and groundbreaking films, through chameleon-like changes and comebacks, this book addresses the

personality and staying power of an international hero and all-around good guy. Never-before-published artwork from The Walt Disney Archives and private collections is showcased alongside classic illustrations-more than 300 images in all.

Animation

Animation, Critical Theory and the Avant-garde

Selling the Silver Bullet

The Story of Cartoon Character

Merchandise

Mouse Tracks

Guide To Pin Trading

The Story of Walt Disney Records

*Brings to light the links between animation, avant-garde art and modernist criticism.*

*Throughout its history, animation has been fundamentally shaped by its application to promotion and marketing, with animation playing a vital role in advertising history. In individual case study chapters this book addresses, among others, the role of promotion and advertising for anime, Disney, MTV, Lotte Reiniger, Pixar and George Pal, and highlights American, Indian, Japanese, and European examples. This collection reviews the history of famous animation studios and artists, and rediscovers overlooked ones. It situates animated advertising within the context of a diverse intermedial and multi-platform*



*media environment, influenced by print, radio and digital practices, and expanding beyond cinema and television screens into the workplace, theme park, trade expo and urban environment. It reveals the part that animation has played in shaping our consumption of particular brands and commodities, and assesses the ways in which animated advertising has both changed and been changed by the technologies and media that supported it, including digital production and distribution in the present day. Challenging the traditional privileging of art or entertainment over commercial animation, Animation and Advertising establishes a new and rich field of research, and raises many new questions concerning particular animation and media histories, and our methods for researching them.*

*A comprehensive overview of Disney collectibles captures the full array of Disneyana available, offering detailed descriptions, full-color illustrations, and prices for more than 28,000 items in more than 125 categories, ranging from rare, early Mickey Mouse items to unique collectibles from the latest Disney theatrical feature.*

*Original.*

*Features over 150 toys made from 1931 to the present day, as well as detailed information on over 3,000 toys, including toy names alphabetical by year, toy identification numbers, number of years made, special remarks and a value range from good to mint condition. Includes comic characters, vehicles, dolls and more.*

*What to Do With a Lifetime of Well-Loved Possessions*

*Collecting in Cyberspace*

*The Art of Mickey Mouse*

*Collecting Disneyana*

*Mickey Mouse*

*Perils of a Puppet in the United States*

*Cartoon Characters and Stardom in American Theatrical  
Shorts*

The 6th Edition of Tomart's DISNEYANA Guide to Pin Trading is the first new edition in over two years, and contains many additions and changes. But don't get rid of your Fifth or earlier editions. Many pins will not be repeated. Foreign pins and Disney Auction/Shopping pins have been eliminated to concentrate on US Disney theme parks, Disney Cruise Line, New York World of Disney and other operations. New issue pins for eliminated categories will still be covered in Tomart's DISNEYANA Update magazine, but will not appear in our traditional guide. Values have also been revised to reflect the current market.

"The book collects biographies and portraits of influential actors, playwrights, composers, directors, designers, dancers, producers,

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managers, critics, choreographers, and technicians who made their mark on the American theater. It is the last component in a historical recovery project that includes the essay collections *Passing Performances* and *Staging Desire*, but with a significantly broader scope than its predecessors. Its broad coverage provides an extended glimpse into lives and careers that intersected, and into networks of affiliation that made theatrical history, and, by extension, social and cultural history. The biographies in *The Gay and Lesbian Theatrical Legacy* will engage readers interested in theater, gay and lesbian history, American Studies, and biography."--BOOK JACKET.

Collects seventeen classic Disney stories, including "Dumbo," "Snow White and the Seven Dwarfs," and "The Sword in the Stone," along with the original illustrations.

An updated, weekend travel guide to the Garden State furnishes ideas on places to eat, shop, visit, and hang out, including twenty-four day-trips with easy-to-use maps, as well as a unique

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*classic car tour and antique road trips, authoritative commentary, sightseeing tips, and dozens of photographs. Original. 20,000 first printing.*

*Women in Disney's Feature Animation  
Popular Art Deco*

*Animated Personalities*

*A Biographical Dictionary of Major  
Figures in American Stage History in  
the Pre-Stonewall Era*

*Fisher-Price*

*Identification & Value Guide*

*Warman's Antiques and Collectibles*

*Price Guide*

Illustrated with nearly five hundred photographs, an updated, authoritative price guide covers more than 425 categories of collectible items made after 1920--ubckydub action figures, Pez dispensers, and Depression glass--listing forty thousand prices, discussing the latest market trends and offering collecting tips. Original. 10,000 first printing. Provides descriptions and price listings for such American antiques as pottery, games, comic books, cookie cutters, children's toys, and beer bottles.

The first guide to Finding Antiques and Collectibles Online Includes full descriptions of all Donald Duck, Mickey Mouse, Pluto, and Goofy cartoons; the story of Mickey's birth; the Disney Channel Premiere films and Disney television shows; the Disney parks; Disney Academy Awards and Emmy Awards; the Mouseketeers throughout

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the years; and details of Disney company personnel and primary actors.

Mickey and the Gang

Chip 'n' Dale at the Zoo

125 Years of Saying It with Buttons

Warman's Americana & Collectibles

Button Power

The Official Encyclopedia

Art of Animation