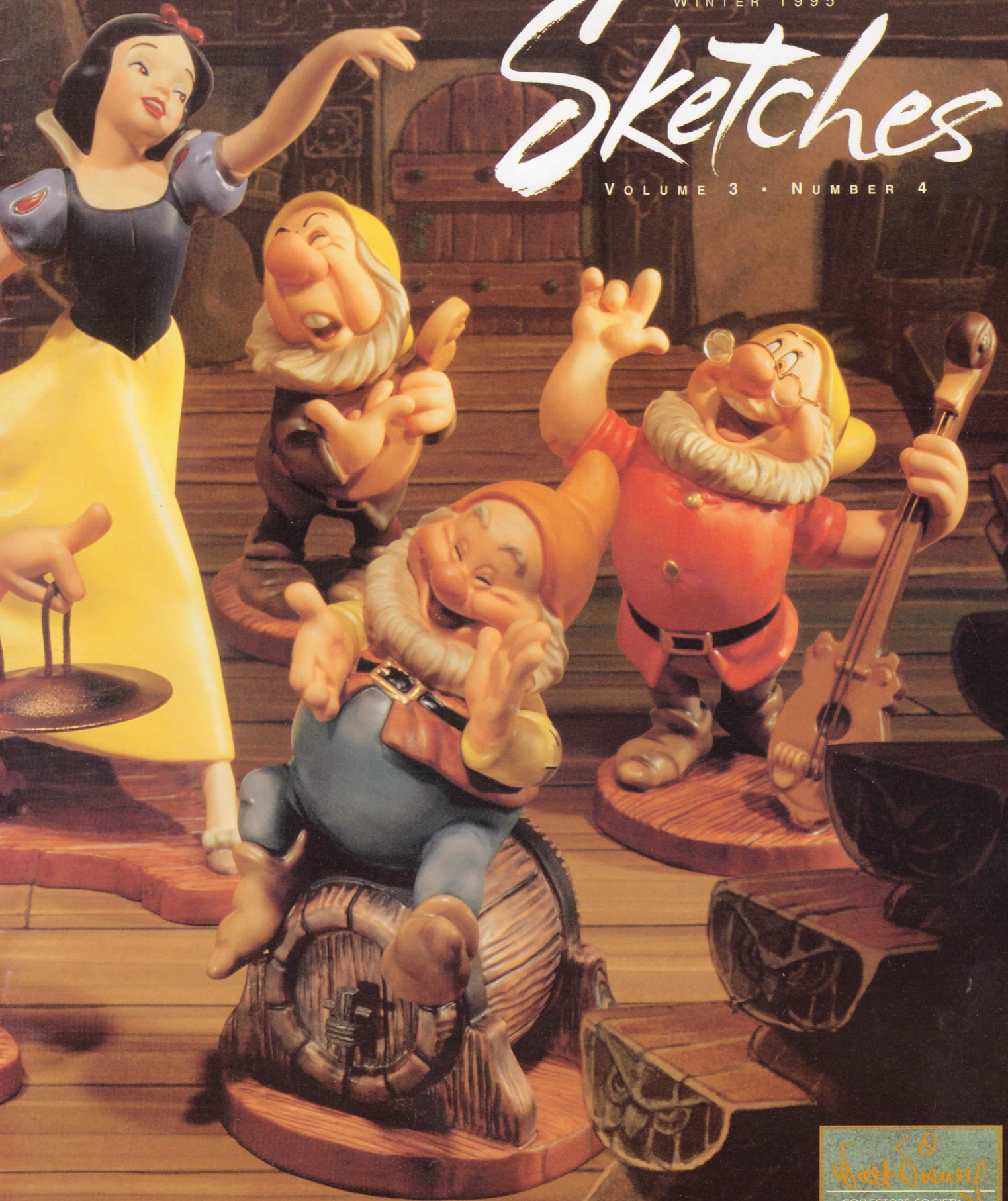


WINTER 1995

# Sketches

VOLUME 3 • NUMBER 4



*Walt Disney*  
COLLECTORS SOCIETY

\$3.50 USA/CANADA \$4.75



**W**e are proud to announce that, for the second consecutive

year, the Walt Disney Classics Collection has received the National Association of Limited Edition Dealers' highest honor: "Collectible of the Year." And our Snow White sculpture, "The Fairest One of All," was named Figurine of the Year. The awards, which were presented in July at the International Collectibles Exposition in South Bend, Indiana, honor our continuing commitment to producing the finest three-dimensional collectible art.

On a personal note, after twenty years of service to The Walt Disney Company, I have decided to take a break to be home with my baby daughter. But before I go, I want you to know that meeting and serving the Members of the Walt Disney Collectors Society has been one of the great joys of my career. And because establishing a dialogue with each of you has always been one of the Society's main goals, I'll be continuing to help out by consulting on many of the Society's special projects.

Best always — and happy collecting!

*Paula Sigman*

Manager,  
The Walt Disney Collectors Society

WINTER 1995  
**Sketches**  
VOLUME 3 • NUMBER 4

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FRONT COVER PHOTOGRAPHY: CARIN KRASNER; Snow White is joined by all seven of her best friends in a rollicking celebration.



# TAKE THE APPLE, DEARIE

by Emily Dodi

*Suddenly she appears, sending chills across dark movie theaters everywhere as she entices the lovely Snow White to "Take the apple, dearie."*

Although she was a fairy tale villain, the Wicked Witch had to seem believable to audiences in order to make her threat to Snow White truly terrifying. Animator Norm Ferguson and his team studied Lucille Laverne, a silent movie actress, as their live-action model. Lucille, who specialized in playing "old hags," was such an inspiration that the Wicked Witch's final design looked like a caricature of the actress in costume. Lucille also supplied the Witch's voice. But during early recording sessions, something about her voice seemed too young to Walt. After some experimentation, Lucille excused herself from the recording studio for a moment. When she returned and tried again, her voice was perfect. How had Lucille done it? Simple. She'd removed her false teeth.

The Walt Disney Classics Collection Special Event Sculpture for 1995-96, "Take the apple, dearie," captures the Witch's villainy to chilling perfection. To portray her skeletal grasp, her long, bony fingers are cast in metal. Dark paints, matched to original cels, make her more ominous; and the shiny poisoned apple all the more appealing in contrast. Disney painters also borrowed a trick from the film's ink-and-painters: they shaded the Witch's wart lighter than her skin to make it stand out. Finally, just as in the film, red coloring was added around the Witch's nose to give her face more depth and texture.

The Special Event Sculpture, "Take the apple, dearie," will be available only through select Walt Disney Classics Collection dealers at one-day-only events held between September, 1995 and March, 1996. Contact your authorized dealers for details.

*Emily Dodi is a staff writer for Walt Disney Creative Resources.*



# DECK THE HALLS

by Julie Schlax-Patrick



▶ Line a galvanized steel bucket with straw. Add bath soaps, gels and lotions — and our favorite “bathing beauty” for a gift that will make a splash with the recipient.



▼ A zestful party buffet featuring the Three Caballeros simply shouts “Olé!”



It's the holiday season again, time for entertaining, decorating and gift-giving. So we challenged ourselves to come up with simple, festive ways to use the Walt Disney Classics Collection and Enchanted Places sculptures for typical holiday activities. We hope these ideas inspire you to find your own imaginative ways to bring the beauty and character of the Walt Disney Classics Collection to your holiday festivities.

*Julie Schlax-Patrick is a staff writer for Walt Disney Creative Resources*



◀ A gift is one hundred and one times more intriguing when decorated with a Lucky sculpture. He can then be displayed in his own special spot on the tree — along with the “Presents for My Pals” Mickey Mouse ornament. The Lucky sculpture is only available for two days during the national Open House Event, October 21 and 22.

◀ For an elegant holiday centerpiece, place an Enchanted Places sculpture (the Seven Dwarfs' Cottage is pictured here) on a natural grapevine wreath. Embellish with subtle ribbon, bows, pine cones, acorns and real or silk leaves, but take care not to overwhelm the sculptures' tiny details.

"think, think, think"



by Jim Fanning

## Silly Old Bear

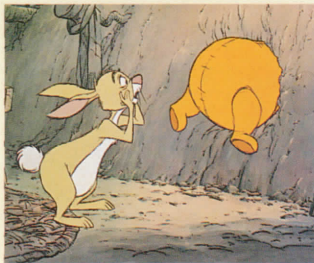


**H**e's huggable and humble. He's always ready for a "little smackeral of something." He's the one and only Winnie the Pooh. The "chubby little cubby" has an endearing childlike quality that has charmed film audiences ever since Walt Disney's featurette, *Winnie the Pooh and the Honey Tree*, premiered in 1966. To celebrate the lovable bear's 30th anniversary in Disney animation, we're happy to announce Pooh's selection as the 1996 Walt Disney Collectors Society Membership Gift Sculpture.

Winnie the Pooh was originally created in 1924 by A.A. Milne, a successful British novelist and playwright who was inspired by his four-year-old son Christopher Robin's playful relationship with his stuffed toys. Illustrated by E.H. Shepard, Milne's whimsical stories about Pooh and his Hundred Acre Wood friends met with immediate success and have since become literary classics.

Young Diane Disney introduced the Pooh books to her father, who decided to bring the literary Pooh into the world of Disney animation. "Walt told us to stick to what Milne had written," recalls Disney artist Bill Justice, who still has a copy of the Milne book Walt gave him. "He told us there was a certain charm in the writing and characters, and that we shouldn't change too much."

Sculpture shown is a prototype.  
Final sculpture may differ slightly.



"Time for Something Sweet" "Time for Something Sweet"



"Oh my!" "Oh my!"



"Walt was very fond of the Shepard drawings," says animator Ollie Johnston. "We did our best to follow them and still make Pooh a character who could be animated."

The Disney artists modified Shepard's pen-and-ink illustrations so Pooh could move and be seen from any angle. Animators also gave Pooh a more expressive face so he could speak. "Pooh's voice was born with the first word I spoke," said veteran Disney voice artist Sterling Holloway. "I saw what Pooh was like . . . and I tried to make him that way — sincere and lovable."



From an award-winning television series to the Disney theme parks, where he is hugged by adults and kids alike, the beguiling bear has become one of the best-loved Disney characters. Who can help but be charmed by a character who is "stout, fat and proud of that" and exercises to *increase* his appetite?

For our 1996 Membership Gift Sculpture, "Time for Something Sweet," we've chosen a quintessentially "Pooh" moment from *Winnie the Pooh and the Honey Tree*: roly-poly Pooh helping himself to a "little something" from his honey pot. With his happy smile, napkin tucked around his neck and glistening "hunny" on his honey pot and paws, Pooh will be a favorite as long as there is a sense of whimsy and wonder in the world.

So popular was Pooh's screen debut that other adventures followed: *Winnie the Pooh and the Blustery Day* was awarded an Academy Award® as the Best Cartoon Short Subject of 1968 and *Winnie the Pooh and Tigger Too* was next in 1974. The three featurettes were combined with new animation into the 1977 feature *The Many Adventures of Winnie the Pooh*.



**Animation drawings for *Winnie the Pooh and the Honey Tree* (1966).**

"I'm a Bear of Very Little Brain" "I'm a Bear of Very Little Brain"

**BIBBIDI-BOBBIDI-WHO?**

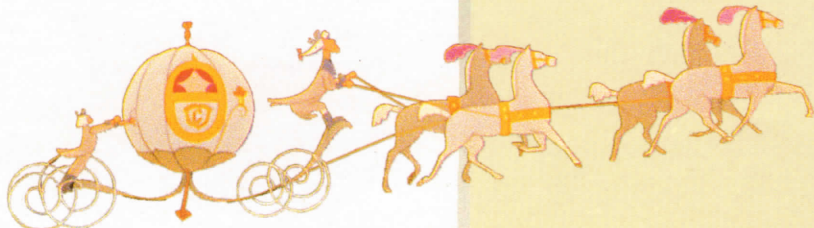


Here's a hint: She's kind and gentle, numbers loyal mice among her friends and has been known to model the latest in see-through footwear at the

Royal Ball. Yes, she's Cinderella.

One of Disney's loveliest heroines is being celebrated by The Walt Disney Company in honor of the 45th anniversary of the film's premiere. And that's a dream come true for Disneyana collectors, with magical new merchandise providing rare opportunities to enjoy this animated masterpiece — and to learn more about its creation.

- *Walt Disney's Cinderella will be re-released by Buena Vista Home Video this fall. Fully restored to its original brilliance, the film shines more magically than ever.*
- *A Deluxe Collector's Edition is also available. It includes a "Making of Cinderella" video, reprint of production artwork and an illustrated storybook featuring conceptual art and a behind-the-scenes look at the film's creation.*
- *The laser disc Deluxe Edition includes all of the above plus an archival library of stills, storyboards, and animation drawings.*



ANNOUNCING  
THE NEW

*Holiday Series*



1995 Annual Edition

**A HOLIDAY SURPRISE**

“Not a creature was stirring — not even a mouse...” goes the beloved Christmas tale. Of course, one major exception is Mickey Mouse, who celebrates the holiday season with great fervor and bustle. That's why we

chose Mickey as the inaugural 1995 edition for our new Holiday Series, featuring an annual, dated sculpture and matching ornament. Inspired by the classic short, *Pluto's Christmas Tree* (1952), the debut piece captures Mickey as he happily carries an armful of brightly wrapped presents to place beneath his Christmas tree. Little does he realize that the tree is also the home of two mischievous chipmunks, Chip and Dale; and that they're about to make this a celebration to remember for both Mickey and Pluto.

The Holiday Series creates an exciting opportunity to begin an annual tradition of collecting a dated, time-limited edition sculpture or ornament for your family or special friends. “Presents for My Pals” bears a 1995 backstamp and will be shipped to authorized WDCC retailers this October to December only.

And here's a little tip... The first three offerings in this new annual series will be from *Pluto's Christmas Tree*, so don't miss your chance to complete this delightful holiday scene!

## LET US CALL YOU SWEETHEART



### Introducing the 1996 Animators' Choice

In 1928, movie audiences were introduced to the feisty Minnie Mouse, and she and Mickey have been inseparable ever since. For 1996, we're delighted to present the apple of Mickey's eye as the annual Animators' Choice Sculpture. Our talented team of Disney animators selected Minnie's role as the flirtatious Princess in *Brave Little Tailor* as the high point in her career because it captures Minnie's coquettish personality and symbolizes her undying romance with Mickey. In the 1938 film, Mickey musters up the courage to tackle a troublesome giant — not just to save the village — but to win the hand of the fair maiden.

Princess Minnie will be available exclusively to 1996 Society Members and is sure to be particularly exciting for Charter Members who purchased the 1993 Animators' Choice Sculpture, Mickey from *Brave Little Tailor*. Now, the two sweethearts can be reunited. After all, as one of our members so nicely put it: "Mickey is never quite complete without his Minnie!"

## "WE DIG, DIG, DIG..."

If you've ever had a hankering to "get rich quick, with a shovel or a pick," you'll "dig" the latest addition to Disney's Enchanted Places Collection: the Seven Dwarfs' Mine.

To recreate the place where a "million diamonds shine," our designers began with animation art from the film to determine the mine's exact layout, including the timber-framed entrance, the mine car tracks, and the vault (complete with an actual metal key beside the door — right where Dopey hung it).

Then Disney sculptors crafted the mine in intricate detail right down to the tiny lantern hanging from a tree, the miniature mine, cars and the "time clock" showing hands pointing to five o'clock

— time for the Dwarfs to "heigh ho" home from work. As a finishing touch, the sculpture sparkles with "jewels": imported Austrian crystals from Swarovski, a leading crystal manufacturer. Each of the delightful details adds up to make the Seven Dwarfs' Mine a real "gem."



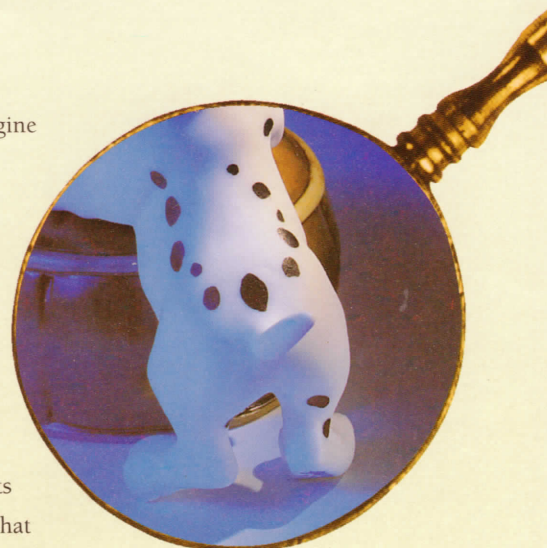
## DONALD MAKES HIS MARK



"Who? Me? Oh, no, I've got a bellyache." With these eight words, the world's most quick-tempered duck was born. Donald Duck made his on-screen debut in *The Wise Little Hen* in 1934. The introduction of the irascible duck, one of Disney's most popular characters, was a true milestone in Disney animation history, which is why we've selected Donald as the inspiration for our 1996 production symbol. Beginning in January, 1996, all Walt Disney Classics Collection sculptures will bear an incised symbol of Donald's sailor hat in honor of our feathered friend. No doubt Donald is bursting his sailor suit buttons with pride.

## CLOSE-UP

Naming one puppy is fun, but imagine the challenge faced by Pongo and Perdita in *101 Dalmatians*, when they had to name first 15 — then 84 more puppies! Luckily, some of the puppies' personalities and physical characteristics immediately suggested names. Look closely at the Walt Disney Classics Collection Lucky sculpture, and you'll see the horseshoe-shaped pattern of spots replicated — just like in the film. Does that mean the little fella will bring a touch of luck to your home this holiday season? We can't promise that. But we're pretty sure he'll bring a smile.





# FROM ALL OF US, TO ALL OF YOU

by Jim Fanning

*December 25, 1950: Families across America had emptied their holiday stockings and opened their gifts. Now it was time to gather together for one last "gift" of the day. A black-and-white image flickered onto the television screen as an announcer proclaimed; "We now bring you Walt Disney and his beloved characters in their world television premiere!"*

That was the beginning of “One Hour in Wonderland” and a new holiday tradition: the Walt Disney holiday TV special. It was also the start of Disney’s television programming, an entertainment tradition that continues today.

In the early years of the new medium, most of Hollywood feared that television would keep audiences from going to the movies. But Walt believed that filmmakers should be involved. “Television makes lots of friends,” he said simply.

Walt turned to staffer Bill Walsh to write and produce the very first Disney TV program. “Television was still regarded as something like going to the moon,” Bill said. “Walt told me, ‘You, you be the producer of TV.’ And I said, ‘I don’t know how to produce a TV show.’ And Walt said, ‘Who does?’”

The first special was built around a holiday party in a set representing Walt’s office. Walt showed his guests — ventriloquist Edgar Bergen and his delightful dummies, Charlie McCarthy and Mortimer Snerd, along with a crowd of excited youngsters — his scale model locomotive, the “Lilly Belle.” With the help of Kathryn Beaumont, the young actress who gave voice to the heroine in *Alice in Wonderland* (1951), Walt introduced the Magic Mirror. Portrayed by veteran character actor Hans Conried, the Slave in the Mirror “screened” a preview of the film. The special also featured Bobby Driscoll, child star of *Song of the South* (1946) and *Treasure Island* (1950), and Walt’s daughters, Diane and Sharon.

“One Hour in Wonderland” was enthusiastically welcomed by audiences and critics. *Daily Variety* reported: “That (the special) played to perhaps

the biggest audience in TV history must be conceded, but more importantly it proved what can be done with skilled integration of cartoon characters and live subjects with the end result superb entertainment.” The following December 25, Walt hosted a festive follow-up, “The Walt Disney Christmas Show.” This time, Bobby Driscoll and Kathryn Beaumont appeared as Peter Pan and Wendy, whose voices they had performed for the forthcoming feature *Peter Pan* (1953).

The success of the TV holiday specials proved the value of television to Walt Disney, and in 1954, the weekly anthology series, “Disneyland,” premiered. A holiday celebration became an annual tradition, starting with the “1954 Christmas Show.”

In 1958, Walt introduced what was to become his most popular holiday show, “From All of Us to All of You.” Jiminy Cricket sang the specially composed title song. Holiday cards from Disney favorites such as Snow White and Cinderella showcased “Memorable Moments” from the animated classics. For the finale, in the spirit of the season, Jiminy Cricket sang his signature tune, “When You Wish Upon a Star.”

This glittering show became a holiday favorite, and on future airings a new tradition was added: a preview of a new animated feature — just like in the very first holiday special.

The annual Disney TV shows became as much a part of America’s holiday tradition as trees and tinsel. Walt Disney explained the holiday shows’ appeal best when introducing “From All of Us to All of You.” “Jiminy Cricket and Mickey Mouse are putting on this Christmas show,” a miniaturized Walt told his TV audience. “They insist that I appear cricket-size because — as they put it — Christmas is bigger than all of us.”



**Top:** A scene from “One Hour in Wonderland”; Sharon Disney, Charlie McCarthy, Edgar Bergen, the “Lilly Belle,” Walt Disney and Diane Disney.

**Middle:** From “The Walt Disney Christmas Show;” Kathryn Beaumont (voice of Wendy Darling), Walt Disney holding Tommy Luske (voice of Michael Darling), and Paul Collins (voice of John Darling).

**Bottom:** “From All of Us To All Of You” featuring Mickey and friends.



*this bright and joyful night ♪ We're glad to have you with us.*

# An Enchanted PAIR

by Paula Harrison

It's perhaps the most romantic moment ever created for an animated film. Cinderella and Prince Charming gliding through a wash of pale moonlight, her gown shimmering with an almost transparent opalescence. Her look. His smile. That unspoken feeling — “So This Is Love.”

Sherri Vandoli of the Ink and Paint department at The Walt Disney Studios explains that capturing the illusion of moonlight on satin for the three-dimensional sculpture required an unusual amount of experimentation.

Did you know that Cinderella's ballgown as it appeared in the 1950 animated feature was for the most part gray, not the luminous blue you probably remember? Colors can look different on film for a variety of reasons, ranging from the light that shines through the cel to the subtle, often bluish, tint of the cel

itself. To achieve the right, almost translucent blue, Sherri

and her team experimented with the slightly cooler colors used in the film's “Moonlight Sequences.” The gray-

blues worked like magic for the dress, but the rest of the

palette gave Cinderella's skin a strangely bluish cast and made her

hair a subtle shade of green.

Where's that Fairy Godmother when you need her?

Once Sherri and her team had developed a chromatic combination that pleased them, the next challenge was translating the cel paint colors into kiln-fired ceramic colors for the sculpt. Cinderella and her Prince required nearly two dozen different paints and a half-dozen trips to the kiln to capture the gown's opalescent shimmer.

As an added touch, Prince Charming's epaulettes are gilded with real gold.

Sherri holds up a finished sculpture and points to the gown's delicately hand-shaded folds. “You know, even in the moonlight shades, there wasn't enough contrast. I needed a darker dark and a lighter light to get the feeling of movement you see in the film.”

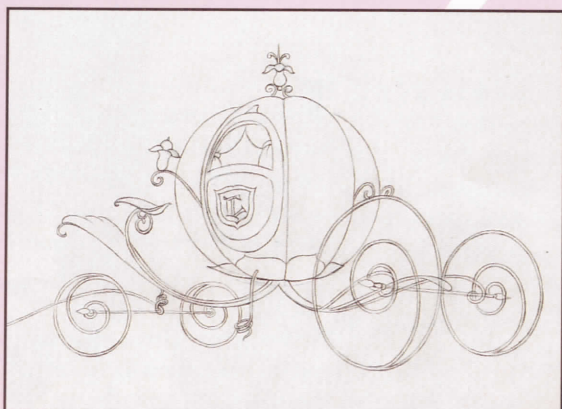
The feeling of movement. The play of light on satin. And the enchantment of an eternal waltz — “So This Is Love.”



**Top and Bottom:**  
A magical film moment,  
captured forever in  
porcelain.

# An Enchanted PLACE

by Paula Harrison



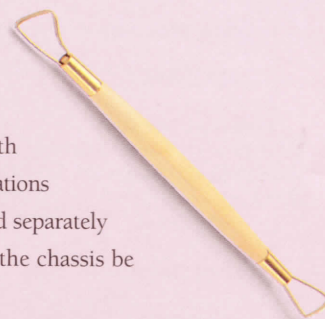
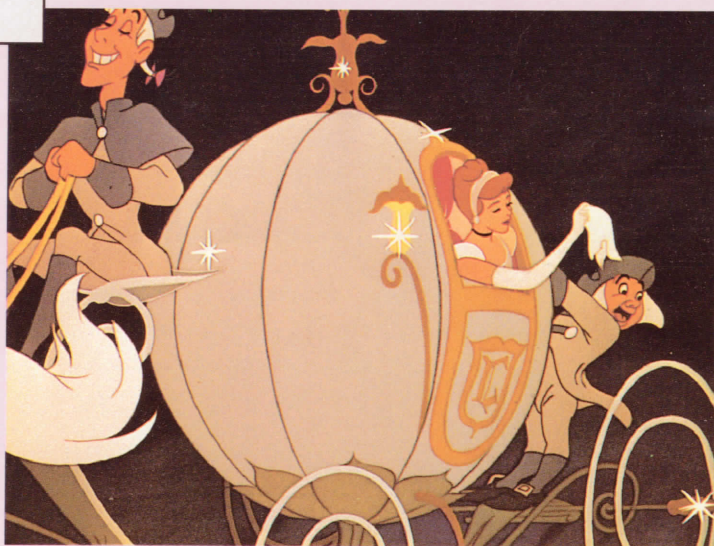
**Top and Bottom:**  
Animation drawing and  
still of Cinderella's Coach.

One flick of the Fairy Godmother's wand and vines twist into ornate metal wheels, a bud bursts into a lantern, and a garden-variety pumpkin becomes a coach fit for a Princess. Talk about enchantment. And what better addition to Disney's Enchanted Places Collection than Cinderella's coach from the 1950 Walt Disney animated classic?

Although the actual sculpture won't be available until Summer, 1996 — at the absolute earliest — development is already well under way. An elegant globe has been molded from a shapeless mound of clay. A windowed door has been etched carefully on its side. Delicate curtains and Cinderella's tiny crest are already intact. If everything goes according to plan, the doors on the final sculpt will swing open on real hinges to reveal miniature seats complete with the dainty look of upholstery — making this a vehicle you'd love to ride in.

But believe it or not, with as much attention to detail as the body of the coach demands, the real challenge is in figuring out how to support it. In the animated feature, the coach was held aloft by tendrils of what had previously been pumpkin vine. To find a material with enough delicacy and yet enough strength to be functional has led the design group to many considerations and questions: Should some type of metal be used? If so, must the tendrilled wheels be hand-twisted separately — an interesting challenge for even the most dedicated of artisans — or can they be molded? Can the chassis be designed to incorporate wheels that actually turn?

Only time — and more design exploration — will tell. But we'll keep you posted on the coach's progress in future issues of *Sketches*. But there's one thing we can promise now. Whatever happens, Cinderella's Coach is sure to be as magical as if the Fairy Godmother had created it herself.



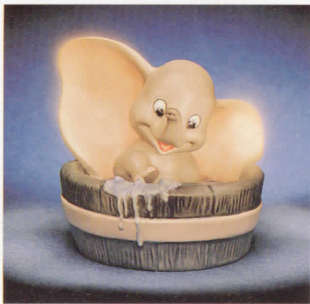
Paula Harrison is a staff writer  
for Walt Disney Creative Resources.

I would like to say thank you for the creation of the Clara Cluck sculpture! It truly is a fantastic piece. I feel that the character has been under-represented in a lot of merchandise and this makes up for it!

Stan Adamski, Toledo, OH

Dear Stan,

Thanks for your wonderful comments about our Clara Cluck sculpture from "Symphony Hour." We agree she is a marvelous Disney character. One of our goals with the Walt Disney Classics Collection is to celebrate a wide variety of Disney characters from well-known favorites such as Mickey to less familiar, but equally charming characters like Clara, who may never have been represented in collectibles before. We're so happy you are pleased with the piece.



I recently read that you were creating a fifth year collectors piece that would be available to first year members only. I didn't know about you the first year, so does that mean I won't be able to get the same privileges as others?

Brian Davis, Nashville, TN

Dear Brian,

We plan to offer a special anniversary piece to celebrate each Member's fifth anniversary with the Society. Because all Charter Members will be celebrating their fifth anniversary at the same time, their pieces will be marked "Charter Member." The same piece without the Charter Member marking will be offered to all later Members as they reach their fifth consecutive year with us. We feel this makes each Member's participation personal, and includes everyone in the overall celebration.

The advent of the Tribute Series adds a new facet for collectors. Will the Tribute pieces pay homage only to new Disney classics, or will any be produced for past Disney films?

Jeffrey & Amy Irving, Muncie, IN

Dear Jeffrey and Amy,

The new Tribute Series is in response to many collectors' requests, and it opens up exciting opportunities for the Walt Disney Classics Collection. Presently our plan is to celebrate the "new generation" of Disney animated films, beginning with *The Lion King* and moving forward. However, we realize that many collectors would love to see us pay homage to other recent films such as *The Little Mermaid* and *Beauty and the Beast*. We will look at ways to celebrate these films, perhaps with special editions brought to you through the Tribute Series program.

My wife and I are avid Disney fans and collectors. When we received our membership kit, we were overwhelmed with joy to finally be members of such an exciting organization. *Dumbo* brought a magic glow into my wife's eyes when she opened it! Would it be possible to make special membership pins for people who have been members of the Walt Disney Collectors Society for certain amounts of time?

David Hobley, Rhein Main Air Base, Germany

Dear David,

*Dumbo* was indeed a magical addition to our collection, and we love to hear enthusiastic responses to him. In regards to your question about anniversary membership pins, our plan is to continue offering an annual cloisonné pin that matches the Membership Gift Sculpture. In addition to the special anniversary sculpture mentioned above, we are always looking for new ways to celebrate our Society Members' enthusiasm, so keep an eye open for what the future may hold.

We love to hear from our Members, but sometimes we have to edit your letters for reasons of space.

Please send your letters and comments

to Editor, *Sketches,*

Walt Disney

Collectors Society,

500 South Buena

Vista Street

Burbank, California

91521-6837

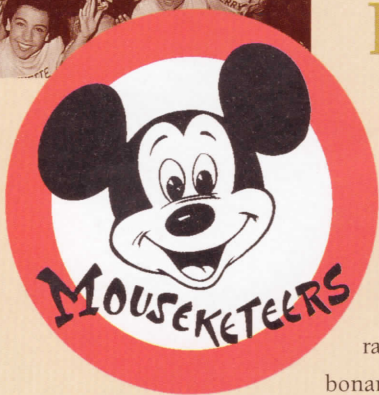


Introductory title sequence for "The Mickey Mouse Club."

# "EARS" TO THE MEMORIES

## A TREASURE TROVE OF MOUSE CLUB MEMORABILIA

By Lorraine Santoli



**R**emember when candy bars cost only five cents and the worst thing you could do in school was chew gum? A time when mom made a home-cooked meal every night and television was in its infancy? It was the fabulous '50s, and to a generation of baby boomers, it was a time filled with special memories.

One such recollection engraved in the hearts and minds of millions of '50s kids is sitting in front of the family TV set wearing a pair of mouse ears and watching the original of "Mickey Mouse Club." The instant popularity of the classic children's show, which premiered on October 3, 1955, skyrocketed it to the top of the TV ratings and launched a "Mickey Mouse Club" merchandise bonanza: products which today are considered classic Disneyana and are much sought after by collectors.

Literally hundreds of products were created. Of course, the most popular item, which continues to live on through the Disney theme parks and The Disney Store, is the Mouseketeer hat, or "ears." (Interestingly, the actual hats worn by the Mouseketeers on television were individually sized and molded to their heads for a perfect fit.) Originally manufactured by the Benay-Albee Novelty Company of Maspeth, New York, Mickey Mouse hats sold for 69 cents in the '50s.

Over the course of the show's original four-year run (1955-1959), over fifty companies were licensed to sell "Mickey Mouse Club" and/or Mouseketeer merchandise. Among the best-selling items, in addition to hats, were records, record players, balloons, toy "mousegetars," school supplies, books, puzzles, dolls, assorted items of apparel and even wagons and sleds. And *The Mickey Mouse Club Magazine* was "must reading."

Today, the scarcity of such merchandise makes finding items a collector's dream. A Mouseketeer doll tucked in the back of a closet or a "Mickey Mouse Club" lunch box or TV tray packed in the garage may be valuable pieces of Disneyana. But to many of us, their value is not measured in dollars and cents, but in something far more priceless: youthful memories fondly recaptured.



Lorraine Santoli is the author of *The Official Mickey Mouse Club Book*. (Hyperion, 1995).

### MOUSEKETEER MERCHANDISING MADNESS

