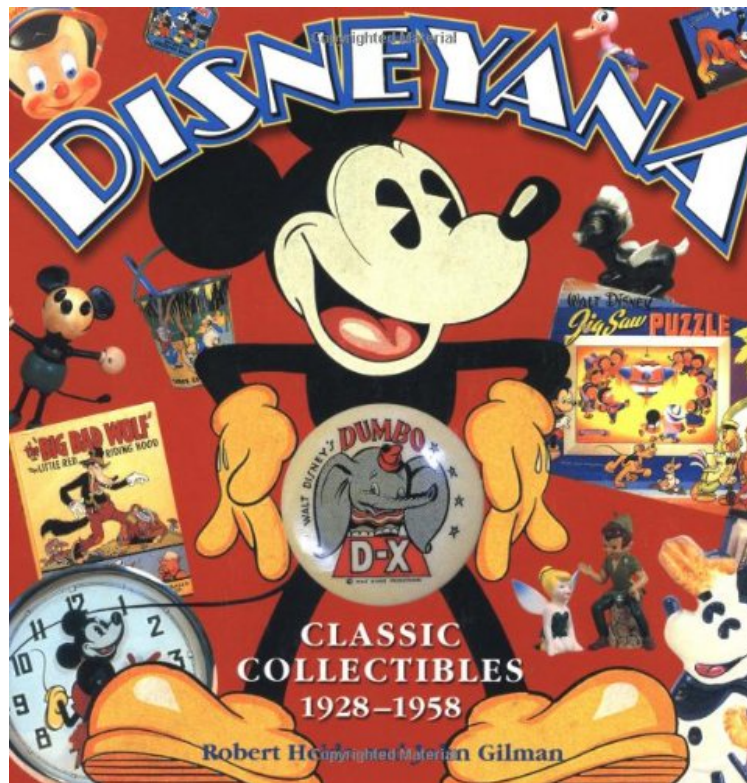


Disneyana: Classic Collectibles 1928-1958

Robert Heide, John Gilman

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Robert Heide, John Gilman : Disneyana: Classic Collectibles 1928-1958 before purchasing it in order to gage whether or not it would be worth my time, and all praised Disneyana: Classic Collectibles 1928-1958:

0 of 0 people found the following review helpful. Five StarsBy Jessicagood condition...loving it0 of 0 people found the following review helpful. Five StarsBy Tonda UhlLove it2 of 3 people found the following review helpful. My wife is a lifelong lover of Disney animation - I got this for her birthday and she absolutely loved it!By DSeveranceMy wife has been a lifelong lover of Disney animation. When she was a kid she wanted to be a Disney animator. We have two kids and so she has had to put that dream on hold - but when she opened her birthday presents and saw this was among them in addition to many other Disney books, she started crying. She thinks this book is absolutely beautiful and really allows her to read and become a part of all that Disney animation she has loved for so long. I thoroughly recommend this if you are or have a Disney lover in your life.

A comprehensive and colorfully illustrated history of Disney collectibles 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. 20,000 first printing.

From Library JournalObjects featuring Disney characters-Disneyana, as it were-are bought and sold today as

collectibles and/or as investments, sometimes for enormous sums. From roughly 1928 to 1958, however, Disney characters were often purchased as consumer goods because Kay Kamen, Walt Disney's first licensing representative, encouraged merchants to emblazon Disney characters on everything from playing cards to toothbrush holders to watches to cereal boxes. This book is neither a price list nor a collectibles catalog. Instead, it provides a colorful photographic record of these classic collectibles, giving the reader the opportunity to see rare pieces from private collections as well as more accessible Disney merchandise. In our health-conscious age, it is amusing to see objects like an old 1930s Post Toasties Corn Flakes box with Mickey pointing at an ingredients list of corn grits, sugar, and salt. Recommended for popular culture collections. Janice Zlendich, California State Univ. Lib., Fullerton Copyright 1994 Reed Business Information, Inc. From Booklist Enticed by Mickey Mouse watches, Snow White figurines, and Donald Duck lunchboxes but unable to afford the lofty prices they fetch in the collectibles market? Here's the next best thing. Disney cartoons still inspire vast amounts of merchandise, but pop culture aficionados Heide and Gilman concentrate on the "golden age" that began when Mickey Mouse took the nation by storm in 1928 and continued to the late-1950s baby boomer era of Mouseketeer ears and Davy Crockett coonskin caps. The informative, entertaining text traces the commercialization of Disney's characters, whose overwhelming popularity virtually created tie-in merchandising as we know it today. The success of Disney products is epitomized by the Mickey Mouse handcar made by the Lionel toy train company: it saved Lionel from Depression bankruptcy. Of course, the 300 photos (most in color) of everything from dolls and clothing to cigarette stands and hairbrushes, all sporting Disney characters, exert the book's primary appeal. Poring over pictures isn't the same as owning the treasures, but with a 1931 German Mickey Mouse windup toy bringing \$39,000 at auction last year, it's cheaper. Gordon Flagg