

TOMART's
illustrated
DISNEYANA
catalog and price guide

VOLUME TWO

by Tom Tumbusch



**To Bob and Claire Raymond
for their help on preparing this 3-volume guide and their many contribu-
tions to the study and collection of Disneyana.**

ACKNOWLEDGEMENTS

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Tom Tumbusch
November, 1985

The Tomart Illustrated DISNEYANA Catalog and Price Guide will be updated on a regular basis. If you wish to be notified when the supplements become available, send a self-addressed stamped envelope to Tomart Publications, P. O. Box 2102, Dayton, OH 45429.

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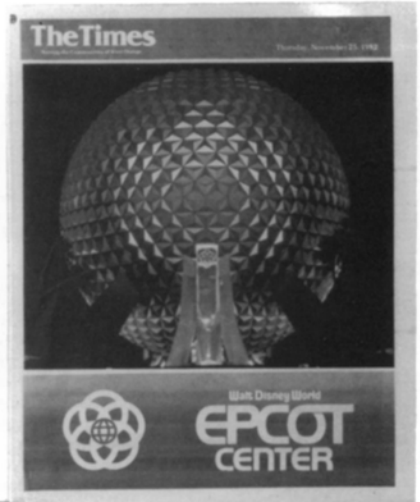
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E5000



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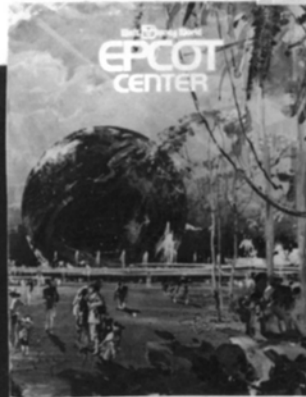
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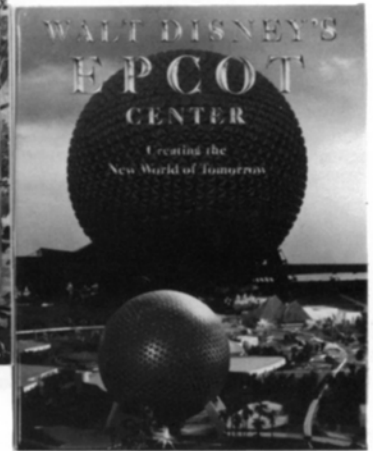
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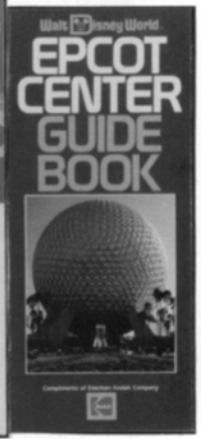
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E6400

Co. (Newark, NJ) 1936-55 and Sun Hill Industries, Inc. (Stanford, CT) 1982-84.

E5000 EMPLOYEE PUBLICATIONS

Disney is a big organization. Each of the major divisions has a "house organ" publication for its employees. The employees of Disneyland receive *The Disneyland Line*. A similar publication in Florida is the Walt Disney World *Eyes and Ears*. Studio employees receive the *Disney Newsreel*. Employees in all divisions for a time received *The Disney Times*, in a newspaper format. Theme park cast members also received a quarterly magazine that had several names over the years. Special events usually prompt more spectacular versions of the regular house organs. There are also numerous special employee relations publications detailing a company policy. There have been some interesting historical booklets as well. It's interesting to collect samples of this material; however, they have little value.

E6000 EPCOT CENTER

Walt Disney's grandest dream, an Experimental Prototype Community Of Tomorrow, remains largely unfulfilled. A model of his concept is now called a city of the future when viewed from the PeopleMover attraction at Walt Disney World. Walt envisioned a planned city where new innovations in transportation, services, engineering, construction, and quality of life could be put into practice. Unfortunately, his vision for realizing his dream died with him. The city of Lake Buena Vista incorporates some of his ideas, but the master plan is missing.

Instead there is EPCOT Center, a showcase for new ideas incorporated into a permanent World's Fair type setting. EPCOT Center is educational. Journey into Imagination stands out with many new entertainment concepts. The Land treats its subjects well. Universe of Energy has some great moments. The rest, while impressive, is a background of history and commercialism that doesn't generate much collectible merchandise. World Showcase would become an overnight success for collectors if Disney licensed merchandise from the various countries were on sale, but the practice is prohibited as of this writing.

E6001	Pre-opening brochure	5 - 20
E6005	Pre-opening souvenir book w/ads	2 - 7
E6006	First year souvenir book w/o ads	2 - 7
	(EPCOT Center combined with Walt Disney World Souvenir book w/o ads after the opening year)	
E6007	Opening day employee publication	1 - 4
E6008	EPCOT Center, hardback	5 - 15
E6009	Newspaper inserts, each	2 - 10
E6010	Opening day VIP book	5 - 15
E6012	Opening day ticket (Oct. 1, 1982)	3 - 10
E6013	Souvenir ticket paperweight	25 - 35
E6014	same as E6013, but embedded in lucite	25 - 50
E6018	Set of 2 collector's plates (Ltd. to 7500)	75 - 100
E6020	Giveaway guide booklet w/wheel	2 - 6
E6021	Giveaway guide booklet 2nd and 3rd versions	1 - 2
E6030	Opening day foil sticker	1 - 3
E6050	Pre-opening coin	5 - 15
E6051	Employee coin in folder	5 - 15
E6052	Souvenir coin	1 - 4
E6060	Postcards, set of 14 pre-opening, drawings	20 - 30
E6061	Postcards, post opening photo cards, each	.10 - .50
E6079	Pinback buttons, construction, set of 3	10 - 25
E6080	Pinback buttons, opening day, employee, each	10 - 25
E6082	Pinback buttons, Future World logos, 1-1/2", each	3 - 5
E6090	Pinback buttons, Future World logos, 2-1/2", each	4 - 6
E6110	Pinback button, Spaceship Earth, 2"	1 - 5
E6111	Pinback button, Future World, 3"	.50 - 3
E6112	Pinback button, World Showcase, 3"	.50 - 3
E6113	Pinback button, logo, 2 color varieties, each	.50 - 3
E6175	Sweater pins, plastic, each	.50 - 3
E6225	Cloisonne pins, each	.50 - 3
E6299	World of Motion tab, each	.25 - 1
E6300	Patches, each	1 - 4
E6400	License plate or holder, each	1 - 3
E6425	Dreamfinder and Figment figure, bronze	100 - 250
E6426	Same as E6425 with pen holder	100 - 250
E6450	Key chains, each	.50 - 2
E6480	Magnets, each	.50 - 1



E6005



E6006



E6018



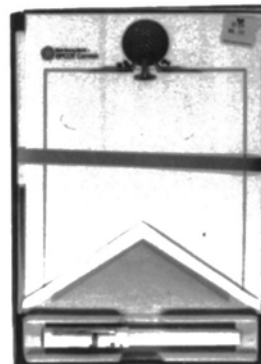
EPCOT CENTER IS OPEN



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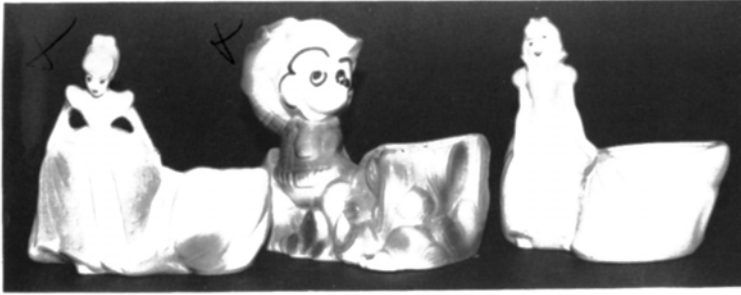
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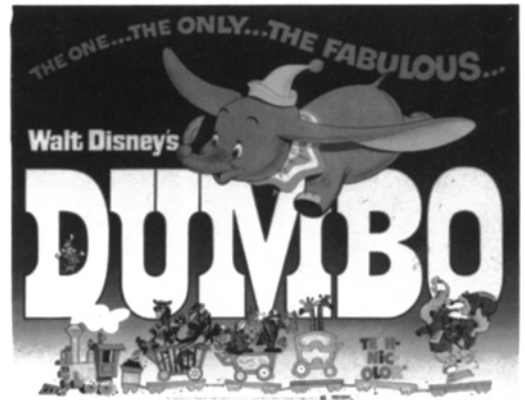
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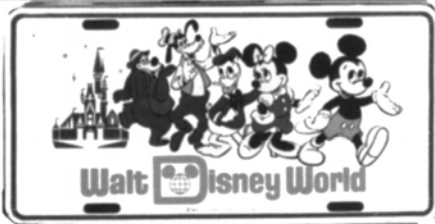
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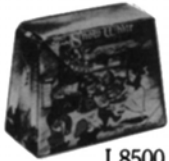
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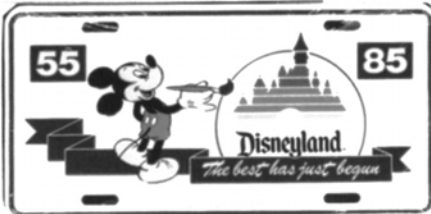
Walt Disney's Pinocchio TECHNICOLOR



L4600



L8500



Walt Disney's Song of the South TECHNICOLOR



L8500



M0900



WALT DISNEY PRESENTS THE ARISTOCATS

L5000

L4000 LETTERHEADS

Company letterhead stationery comes in two main forms. Those 1) used to conduct business by Studio, theme park, or other operation or 2) used to promote a film. The latter are more colorful and plentiful. Letters signed by Disney employees were often kept and turn up regularly to provide a history of corporate letterhead. Most fall into the 1 - 10 range. Older Studio stationery brings 5 - 15. A letter authentically signed by Walt brings 150 and up depending on the nature of the letter.

L4600 LICENSE PLATES

There have been two types of theme park souvenir license plates. Disneyland U. S. A. had a series of 6 bicycle type in the 60's. Value 1 - 8 each. Regular size plates have been issued since around 1978 for each theme park and some special events. Value 1 - 10 each.

L5000 LOBBY CARDS

A set of lobby cards, usually 8, is issued with each release of a Disney film. The design of the title card in each set changes with each re-release. Other cards may change or ones from a previous release re-used. They are printed and in color vs. still photos that are usually black and white. The standard size is 11" x 14". Older animation sets sell well at film collector conventions. Sets from animation films since *Lady and the Tramp* go for 10 - 40 in their illustrated envelopes. Individual animated feature lobby cards can be found for .50 - 4 each.

L8500 LUGGAGE, BRIEFCASES, TOTE BAGS, ETC.

Children's character luggage in one form or another has been made since 1934. It's not exciting or very collectible, but older pieces can bring up to 35 - 40. Pieces from the 40's to present command 1 - 15.

Licensed manufacturers — AMSCO Industries, Inc. division of Milton Bradley (Warminster, PA) 1972+; Burlington Luggage Co., Inc. (Seattle, WA) 1945-48; Butterfly Originals (Cherry Hill, NJ) 1976-77; Evans-Aristocrat Industries, Inc. (NYC) 1972; Hollywood Luggage Co. (LA) 1947-48; Ideal Toy Company (Hollis, NY) 1968; Monroe Luggage Co., Inc. (NYC) 1938-39; Neevel Mfg. Co. (Kansas City, MO) 1949-56; Prepac, Inc. (Bronx, NY) 1975-80; Seattle Luggage Corp. (Seattle, WA) 1947-48, same products as Hollywood Luggage Co.; Seward Luggage Co. (Dayton, OH) 1975; Standard Briefcase Co., Inc. (NYC) 1934-35 and A D Sutton & Sons (NYC) 1970-72.

L9000 LUNCH BOXES AND KITS

Four licensees have provided an almost continuous supply of lunch boxes in non-war years. Each one since the 50's came with a thermos bottle. Prices are for complete units. Scratches and rust rapidly deplete value.

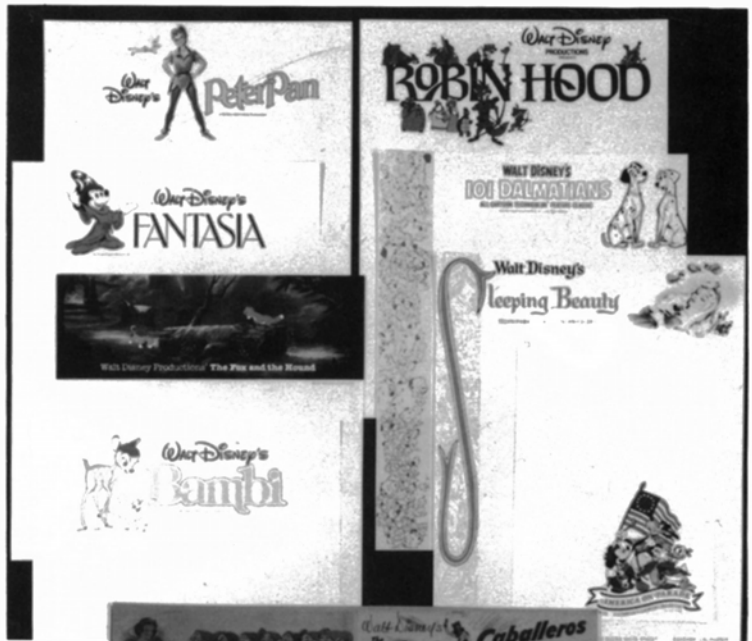
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|----------------------------------------|----------|
| L9005 Mickey Mouse Lunch Kit (1935-37) | 15 - 175 |
| L9008 Snow White lunch box (Libbey) | 5 - 40 |
| L9010 Pinocchio lunch box (Libbey) | 4 - 35 |
| L9011 Pinocchio lunch pail (Libbey) | 5 - 40 |
| L9025 Mickey/Donald (Liberty) | 4 - 25 |
| L9026 Davy Crockett (Liberty) | 4 - 25 |
| L9030 Disney School Bus | 3 - 15 |
| L9031 Disney Fire Engine | 3 - 20 |

Aladdin Industries has participated in virtually every major Disney promotional event since 1956 with a metal or plastic lunch kit.



L9010

L9025



L4000



L9005

CHILDREN will want upon their Mothers buying Mickey Mouse Lunch Kit. Heavy tin plate, attractively illustrated in four colors. Patented handles hold down dust-proof cover. Ample liquid space. Pie or cake tray. Cover serves as plate. Popular price with regular marking. In addition we can furnish Waste Paper Baskets, Bread or Cake Boxes, Christmas Tree Holders, Children's Eating Toys, Metal Flower Pigs, Garden Ornaments, Pet Food Flatbreads, Cake Covers, etc., with Mickey Mouse design.

Write for full particulars
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