



they'd have to pay today, eight decades later, to get their hands on these wonderful items. For Disney addicts, it's a must-have.

This is the most definitive history of 1930s Disney merchandise ever written. It provides information on each licensee, the years licensed, and pictures the items made. Nearly 5,000 color photographs. There are also histories of the two outside companies The George Borgfeldt Company and Kay Kamen, Ltd. Disney used to license its characters during this period. It tells how the Kamen approach to making Mickey Friends so appealing it set the standard for intellectual property licensing still in use today. Tomart merchandise History of DISNEYANA provides background not available on the internet or in any other printed volume. The 176 page 8-1/2 x 11 hardbound value guide helps collectors and researchers make sense of this vast collection field in an easy to use format. Indexes to find manufacturers by name and a second to find product types are provided.