
Finding Aid for the Walt Disney Productions Publicity Ephemera, 1938-198x

Processed by N. Vega; machine-readable finding aid created by N. Vega and J. Graham

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Descriptive Summary

Title: Walt Disney Productions Publicity Ephemera

Date (inclusive): 1938-198x

Collection number: 280

Creator: Walt Disney Productions

Extent: 8 boxes (4.0 linear ft.) and 3 flat oversize boxes (3 linear ft.)

Abstract: Walt and Roy Disney founded the Walt Disney Company in ca. 1923. The Disney company starting producing feature-length animated films in the 1930s and went on to become a leader in both animation film production and family entertainment. The collection consists of photographs, press books, press kits, and other printed publicity ephemera related to Walt Disney Production film projects (ca. 1938 into the 1980s).

Repository: University of California, Los Angeles. Library. Performing Arts Special Collections.
Los Angeles, California 90095-1575

Physical location: Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact the UCLA Library, Performing Arts Special Collections Reference Desk for paging information.

Restrictions on Access

COLLECTION STORED OFF-SITE AT SRLF: Advance notice required for access.

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Preferred Citation

[Identification of item], Walt Disney Productions Publicity Ephemera (Collection 280). Performing Arts Special Collections, Charles E. Young Research Library, UCLA.

Biography

Walt and Roy Disney founded the Walt Disney Company (ca. 1923). The studio's success started with the Mickey Mouse cartoon, *Steamboat Wille* (ca. 1928), and it went on to become a leader in both animation film production and family entertainment. In the 1930s the Disney company started producing feature-length animated films such as *Snow White and the Seven Dwarfs* (1938) and *Fantasia* (1940). During WWII they created films to educate the American public about the war effort. In the 1950s, the company garnered more success with live action films such as *Treasure Island* (1950) and *20,000 Leagues Under the Sea* (1951); a nature documentary series entitled *True-Life Adventure*. In 1955 Disney opened its first theme park Disneyland in Anaheim, CA. After Walt Disney's death in 1966, the company reputation waned until the early 1980s when Ron Miller, Walt Disney's son-in-law, became chief executive and created Touch Tone Pictures. After a power struggle with Roy Disney Jr., Miller was replaced by Michael Eisner. During the 1980s and 1990s despite changes in management, the company restored its name in family entertainment via its cable television network, motion picture productions, and theme parks.

Scope and Content

The collection is a mixture of printed publicity ephemera created for feature-length and short subject films (including animation film projects) produced by Walt Disney Productions. The bulk of the collection includes press kits, press books, and publicity stills. Additionally there are a small number of lobby cards, publicity biographies, and other unique printed ephemera items. The collection contains items for over 150 Disney titles, mostly produced from 1950 to the 1980s, including *Big Red*, *The Biscuit Eater*, *Davy Crockett*, *Emil and the Detectives*, *Fighting Prince of Donegal*, *Greyfriars Bobby*, *Happiest Millionaire*, *The Horse in the Gray Flannel Suit*, *In Search of the Castaways*, *The Jungle Book*, *Mary Poppins*, *O ne and Only Genuine Original Family Band*, *Son of Flubber*, *Swiss Family Robinson*, *That Darn Cat*, and *Toby Tyler*, among others.

Organization and Arrangement

The collection is arranged alphabetically by project title.

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Subjects

Walt Disney Productions.

Advertising--Motion Pictures--Archival resources.

Genres and Forms of Material

Press kits.

Film stills.

Box 4, Folder 10 **\$1,000,000 Duck - presskit, stills, and actor biographies 1971**
Box 8, Folder 11 **20,000 Leagues Under The Sea - press release 1951**
Box 11, Folder 10 **Absent-Minded Professor (The) - pressbook 1961**
Box 7, Folder 12 **Adventures of Bullwhip Griffin (The) - candid shots 1966**
Box 10, Folder 10 **Adventures of Bullwhip Griffin (The) - stills and comic strip 1967**
Box 2, Folder 13 **Adventures of Ichabod and Mr. Toad (The) - presskit and color illustration (1 item) 1949**
Box 9, Folder 15 **African Lion (The) - lobby cards (5 items) 1955**

Note

See also True-Life Adventure Festival.

Box 7, Folder 13 **African Lion (The) AND Nature's Half Acre - stills 1955**

Note

See also True-Life Adventure Festival.

Box 1, Folder 3 **Alice in Wonderland - reproduction of original celluloid drawing Release date 1954**
Box 1, Folder 1 **Almost Angels - stills 1962**
Box 9, Folder 18 **Aristocats (The) - lobby cards (9 items) 1970**
Box 1, Folder 4 **Aristocats (The) - Story in Pictures photographs and ephemera 1970**
Box 11, Folder 14 **Babes In Toyland - presskit of stills and pressbook 1961**
Box 10, Folder 1 **Bambi - pressbook and publicity release 1942 and 1948**
Box 1, Folder 6 **Bears and I (The) - presskit material no date**
Box 7, Folder 23 **Beaver Valley - comic book and stills 1952**

Note

See also True-Life Adventure Festival.

Box 10, Folder 17 **Bedknobs and Broomsticks - pressbook 1971**
Box 11, Folder 12 **Big Fisherman (The) - pressbook 1959**
Box 1, Folder 9 **Big Fisherman (The) - presskit, stills, souvenir book, and ephemera 1959**
Box 11, Folder 11 **Big Red - Knickerbocker News Contest 1962**
Box 10, Folder 11 **Big Red - pressbook, comic strip and stills 1962**
Box 1, Folder 7 **Big Red - presskit material with stills and ephemera 1962**
Box 1, Folder 8 **Big Red - stills 1962**
Box 9, Folder 19 **Biscuit Eater (The) - lobby cards (9 items) 1972**
Box 1, Folder 11 **Biscuit Eater (The) - presskit with stills 1972**

Note

With 45 rpm record.

Box 6, Folder 1 **Black Cauldron (The) - fold out poster 1985**
Box 9, Folder 17 **Boatniks (The) - lobby cards (9 items) 1970**
Box 1, Folder 12 **Bon Voyage - handbook of production information 1962**
Box 1, Folder 17 **Buena Vista - short subject press sheets no date**
Box 1, Folder 13 **Candleshoe - presskit with stills 1977**
Box 1, Folder 14 **Cat From Outer Space (The) - presskit material with stills 1978**
Box 1, Folder 15 **Charlie the Lonesome Cougar - production handbook 1967**
Box 1, Folder 16 **Cinderella - press release and ephemera (2 items) 1976**
Box 1, Folder 18 **Darby O'Gill - presskit material with stills 1959**
Box 1, Folder 19 **Darby O'Gill - stills 1959**
Box 1, Folder 20 **Davy Crockett - handbook of production information 1955**

<p>Box 1, Folder 21 Box 8, Folder 3</p>	<p>Davy Crockett - stills 1955 Disney Land and Walt Disney Animated Productions - article type document April 14, 1941</p> <p>Note In What's Happening in Hollywood: Weekly News of Pictures in Production (No. 31)</p>
<p>Box 7, Folder 14 Box 8, Folder 1 Box 7, Folder 24</p>	<p>Disney on Parade - program 1972 Disney related research notes or file system entries 1945 - 1955 Dispatch from Disney - magazine - published for employees in the services by employees at Walt Disney Productions 1943</p> <p>Note Volume 1 Issue 1. With Pin-Ups For Services from Walt Disney Staff.</p>
<p>Box 2, Folder 12 Box 2, Folder 11 Box 10, Folder 16 Box 2, Folder 1 Box 2, Folder 2 Box 2, Folder 3 Box 10, Folder 21 Box 10, Folder 23 Box 7, Folder 15 Box 2, Folder 4 Box 11, Folder 8 Box 11, Folder 2 Box 9, Folder 4</p>	<p>Emil and the Detectives - presskit material with stills and actor biographies 1964 Emil and the Detectives - presskit with stills 1964 Emil and the Detectives - stills 1964 Fantasia - presskit, still and program 1940 Fighting Prince of Donegal (The) - presskit with stills 1966 Fighting Prince of Donegal (The) - stills 1966 Fox and the Hound (The) - souvenir program 1981 Freeway Phobia - pressbook 1965 Fun and Fancy Free - presskit 1947 Greyfriars Bobby - handbook of production information with stills 1961 Greyfriars Bobby - pressbook 1961 Hang Your Hat on the Wind - pressbook 1969 Happiest Millionaire (The) - lobby cards, stills, and actor biographies 1967</p> <p>Note Greer Garson Fred MacMurray Geraldine Page Tommy Steele</p>
<p>Box 2, Folder 5 Box 2, Folder 6 Box 10, Folder 15 Box 2, Folder 7</p>	<p>Happiest Millionaire (The) - souvenir book and ephemera 1967 Happiest Millionaire (The) - stills 1967 Horse In The Gray Flannel Suit (The) - pressbook and comic strip 1968 Horse in the Gray Flannel Suit (The) - presskit material with stills and actor biographies 1968</p>
<p>Box 11, Folder 7 Box 2, Folder 8</p>	<p>Horse with the Flying Tail (The) - pressbook 1960 Hot Lead and Cold Feet AND The Madcap Adventures of Mr. Toad - presskit with stills 1978</p> <p>Note Combination presskit.</p>
<p>Box 9, Folder 5 Box 2, Folder 10 Box 9, Folder 16 Box 2, Folder 9 Box 3, Folder 2 Box 10, Folder 6 Box 3, Folder 1 Box 9, Folder 20</p>	<p>Hound That Thought He Was A Raccoon (The) - exhibitors campaign book 1964 In Search of the Castaways - campaign bulletin, stills, and ephemera 1970 In Search of the Castaways - lobby cards (9 items), press release and comic strip 1962 In Search of the Castaways - stills and actor biographies 1970 Incredible Journey (The) - handbook of production information and stills 1963 Jungle Book (The) - lobby cards, stills, comic strip (3 copies) 1967 Jungle Book (The) - production handbook and stills 1967 Jungle Cat (The) - lobby cards (5 items) 1974</p> <p>Note See also True-Life Adventure Festival.</p>
<p>Box 3, Folder 4 Box 3, Folder 6 Box 3, Folder 5 Box 9, Folder 2</p>	<p>Jungle Cat (The) - press release with stills 9 August 1960 Kidnapped - presskit material and actor biographies 1960 Kidnapped - stills 1960 Kidnapped - stills, pressbook and ephemera 1960</p>

Box 8, Folder 10	Knighthood - press release 1952
Box 3, Folder 7	Lady and the Tramp - campaign bulletin 1955
Box 10, Folder 13	Legend of Lobo - pressbook 1962
Box 3, Folder 8	Legend of Lobo (The) - handbook of production information and stills 1962
Box 3, Folder 11	Light in the Forest (The) - special preview program and ephemera 1958
Box 10, Folder 19	Living Desert (The) - pressbook 1953
Box 7, Folder 16	Living Desert (The) AND Bear Country - stills 1953
	Note
	See also True-Life Adventure Festival.
Box 7, Folder 29	Los Angeles County Museum Retrospective Exhibition of the Walt Disney Medium - exhibition catalogue 1940
Box 3, Folder 10	Lt. Robin Crusoe, U.S.N. - presskit material, stills and actor biographies 1966
Box 3, Folder 9	Lt. Robin Crusoe, U.S.N. - stills 1966
Box 9, Folder 1	Lt. Robin Crusoe, USN - stills and lobby cards (8 photographs) 1966
Box 7, Folder 19	[Make Mine Music] ca 1946
Box 3, Folder 12	Mary Poppins - advance campaign material, stills and actor biographies 1973
Box 3, Folder 13	Mary Poppins - photographic highlights with stills 1964
Box 10, Folder 5	Mary Poppins - pressbook and still 1964
Box 3, Folder 3	Melody Time - preview program 1948
Box 10, Folder 22	Mickey Mouse Happy Birthday Show - pressbook 1968
Box 4, Folder 1	Mickey Mouse: First Fifty Years (The) - presskit with stills and ephemera 1978
	Note
	With 45 rpm record.
Box 9, Folder 8	Misadventures of Merlin Jones (The) - lobby cards (9 items) 1963
Box 4, Folder 2	Monkeys Go Home - presskit, stills, and actor biographies 1966
Box 10, Folder 8	Monkeys Go Home! - stills 1966
Box 9, Folder 11	Monkey's Uncle (The) - lobby cards (9 items) 1964
Box 4, Folder 3	Moon Light - presskit, stills, and actor biographies 1961
Box 11, Folder 15	Moon Pilot - pressbook 1961
Box 9, Folder 3	Moon Pilot - stills and publicity ephemera 1961
Box 4, Folder 4	Moon-Spinners (The) - handbook of production information 1964
Box 4, Folder 5	Napoleon and Samantha - presskit, stills, and actor biographies 1972
Box 7, Folder 2	National Lampoon's European Vacation - presskit with stills 1985
Box 6, Folder 2	New Spirit (The) - starring Donald Duck - clippings from PM's Daily Picture Magazine and The New York Times Magazine 1942 -1943
Box 4, Folder 6	Night Crossing - presskit 1981
Box 11, Folder 4	Nikki Wild Dog of the North - pressbook 1961
Box 10, Folder 12	Nikki Wild Dog of the North - stills, comic strip and ephemera 1961
Box 7, Folder 8	Noah's Ark - presskit and exhibitor's campaign book no date
Box 4, Folder 8	One and Only Genuine Original Family Band (The) - presskit, stills, and actor biographies 1967
Box 10, Folder 9	One and Only Genuine Original Family Band (The) - stills 1967
Box 7, Folder 10	One Hundred and One Dalmations - presskit with stills 1961
Box 4, Folder 9	One Little Indian - presskit, stills, and actor biographies 1973
Box 7, Folder 3	One Magic Christmas - presskit with stills 1985
Box 10, Folder 18	People and Places series Samoa - exhibitor's campaign book 1956
Box 7, Folder 18	Perri AND Water Birds - stills 1957
	Note
	See also True-Life Adventure Festival.
Box 1, Folder 10	Peter Pan - presskit material and still 1952
Box 5, Folder 8	Pete's Dragon - presskit and stills 1977
Box 11, Folder 5	Pinocchio - pressbook [ca. 1940]

Box 5, Folder 10	Pinocchio - presskit material 1984
	Note
	Re-release
Box 5, Folder 9	Pinocchio - program from Center Theater 1940
Box 5, Folder 11	Return From Witch Mountain - presskit with stills 1978
Box 9, Folder 12	Ride A Wild Pony - lobby cards (4 items) 1975
Box 5, Folder 13	Run, Appaloosa, Run! - presskit with stills 1972
Box 10, Folder 7	Saga of Windwagon Smith (The) - pressbook 1961
Box 5, Folder 14	Savage Sam - presskit with stills 1963
Box 7, Folder 7	Scandalous John - campaign bulletin 1971
Box 5, Folder 15	Shaggy D.A. (The) - pressbook 1977
Box 8, Folder 4	Shorts and other pictures produced by Walt Disney - clippings and lists 1937, 1945, 1949
Box 5, Folder 16	Sleeping Beauty - presskit with stills 1979
Box 7, Folder 17	Snow White - press releases 1938 or 1939
Box 11, Folder 1	Snow White and the Seven Dwarfs - record album (commercial radio announcements) 1967
Box 5, Folder 17	Snowball Express - presskit, stills, and actor biographies 1972
Box 11, Folder 9	So Dear To My Heart - Advance Campaign Material with stills 1948
Box 5, Folder 7	So Dear to My Heart - presskit with stills 1948
Box 11, Folder 13	Son of Flubber - pressbook 1962
Box 5, Folder 6	Son of Flubber - presskit material, stills and actor biographies 1962
Box 7, Folder 20	Song of the South - press release and still 1946
Box 8, Folder 2	Steamboat Willy - print press plate no date
Box 5, Folder 12	Story of Robin Hood - production notes 1952
Box 9, Folder 14	Strongest Man In The World (The) - lobby cards (9 items) 1974
Box 9, Folder 13	Swiss Family Robinson - lobby cards (4 items) 1968
Box 5, Folder 5	Swiss Family Robinson - presskit with stills 1972
Box 5, Folder 4	Swiss Family Robinson - presskit, stills, and actor biographies 1972
Box 8, Folder 9	Sword and the Rose (The) - press release and screening invitation 1953
Box 10, Folder 24	Symposium on Popular Songs - pressbook 1962
Box 5, Folder 3	Tattooed Police Horse - handbook of production information no date
Box 11, Folder 6	Ten Who Dared - pressbook 1960
Box 5, Folder 2	Ten Who Dared - presskit, stills, and actor biographies 1960
Box 5, Folder 1	Ten Who Dared - stills 1960
Box 6, Folder 10	Texas John Slaughter - presskit and stills 1960
Box 6, Folder 14	That Darn Cat - presskit with stills 1965
Box 6, Folder 13	That Darn Cat - presskit, stills, and actor biographies 1965
Box 10, Folder 14	That Darn Cat - stills 1965
Box 6, Folder 12	Third Man On The Mountain - presskit with stills 1959
Box 6, Folder 11	Third Man On The Mountain - stills 1959
Box 10, Folder 4	Third Man On The Mountain - stills 1959
Box 6, Folder 9	Those Callows - presskit with stills, screening invitation, and comic strip 1964
Box 6, Folder 8	Those Callows - stills and actor biographies 1964
Box 6, Folder 7	Tiger Walks (A) - handbook of production information 1964
Box 11, Folder 3	Toby Tyler - pressbook 1960
Box 6, Folder 6	Toby Tyler - presskit, flyer and stills 1960
Box 10, Folder 3	Toby Tyler - stills and comic strip 1960
Box 6, Folder 5	Tonka - presskit, stills, and actor biographies 1958
Box 10, Folder 2	Tonka - stills and publicity ephemera 1958
Box 7, Folder 4	Totally Minnie - presskit and still 1986
Box 1, Folder 5	Treasure Island AND Dr. Syn alias The Scarecrow - press release 1949 and 1950
Box 7, Folder 21	True-Life Adventure Festival - handbook of production information and stills no date
	Note
	See also individual film titles.

<p>Box 1, Folder 2 Box 7, Folder 22</p>	<p>True-Life Adventures and People AND Places - press ephemera 1953 Vanishing Praire (The) AND Mysteries of the Deep - stills 1954 Note See also True-Life Adventure Festival.</p>
<p>Box 9, Folder 7</p>	<p>Vanishing Prairie (The) - lobby cards (5 items) 1954 Note See also True-Life Adventure Festival.</p>
<p>Box 8, Folder 5 Box 7, Folder 26 Box 8, Folder 6 Box 8, Folder 7 Box 8, Folder 8 Box 9, Folder 6 Box 7, Folder 25 Box 6, Folder 3 Box 7, Folder 1 Box 7, Folder 28</p>	<p>Walt Disney - clippings 1938 - 1946 Walt Disney - (Disney, Walt) press release biography with still no date Walt Disney - clippings 1983 -1985 Walt Disney - clippings [c.a. 1980's] Walt Disney books and records advertisements no date Walt Disney Magazine articles 1934 and 1942 Walt Disney Productions - Winter Holiday ephemera (3 greeting cards) 1954, 1974, 1975 Walt Disney Productions - Annual Report 1981 Walt Disney Productions - Annual Report 1985 Walt Disney Productions - press releases - various Disney productions 1947 and 1949 -1955</p>
<p>Box 7, Folder 9 Box 7, Folder 27 Box 6, Folder 15 Box 7, Folder 5 Box 7, Folder 6 Box 9, Folder 21</p>	<p>Walt Disney Productions Nature Series - press releases 1950 - 1954 Walt Disney Story Books - advertisement 1939 and 1940 Walt Disney World - presskit with stills 1969 Watcher in the Woods - presskit 1980 Westward Ho the Wagons! - handbook of production information 1956 White Wilderness - lobby cards (5 items) 1958 Note See also True-Life Adventrue Festival.</p>
<p>Box 7, Folder 11</p>	<p>White Wilderness AND Prowlers of the Everglades - stills 1958 Note See also True-Life Adventure Festival.</p>
<p>Box 9, Folder 10 Box 6, Folder 4 Box 4, Folder 7 Box 9, Folder 9 Box 10, Folder 20</p>	<p>Wild Country (The) - lobby cards (9 items) 1970 Wild Country (The) - presskit and stills 1970 Wild Dog of the North - presskit, stills, and actor biographies 1961 Winnie the Pooh and the Blustery Day - lobby cards (4 items) 1968 Yellowstone Cubs - pressbook 1963</p>