

## Appendix O - Merchandising

The Disney organization has long been noted as being a leader in the field of merchandising tie-ins, having licensing their characters and stories to a vast number of manufacturers over the years. The sheer volume of merchandise associated with the Disney television shows, most notably *The Mickey Mouse Club*, precludes the possibility of listing each item in detail. In order to provide an indication of the success enjoyed by the Disney merchandising group, the following list includes the major manufacturers and the types of items for which they were licensed for *The Mickey Mouse Club* alone. This list includes both the network and later syndication runs of the series and *The New Mickey Mouse Club*, but does not include all of the many items with *Mickey Mouse Club* logos specifically manufactured for Disney and sold at the theme parks.

### TOYS, GAMES AND PLAYTHINGS

MANUFACTURER	PRODUCT
A. C. Gilbert Company	Science play set
Absorene Manufacturing	Fun-Dough activity sets
Admiral Plastics	Plastic cups, mugs, bowls, tops
Admiral Toy Corporation	Outdoor play sets
Affiliated Publishers	Golden Records
Aldon Industries	Plastic cut-out toys
Aladdin Industries	Metal lunch boxes
American Pre-School Toys	Wooden educational toys
American Toy and Furniture Co.	Woodworking set
Amsco Industries	Drawing set
Artcraft Paper Products	Magic paint sets
Carnival Toys	Musical instruments
Child Guidance Toys	Magnetic puzzles
Colorforms	Activity sets, printer sets, cardboard club house
Ben Cooper	Masquerade costumes, masks
Daisy Manufacturing Co.	Toy guns and holster sets
DeLuxe Games	Blackboards, toy chests, play gyms, holster sets
Disneyland Records	Record albums, story tellers
Duncan, Donald F.	Yo-yo return tops
Durham Industries	Magic set
Empire Plastics	Plastic games and play items
Ettelson, David	Cameras
Gabriel Industries	Cardboard nested blocks, lace sets, transistor radios, board games
Globe-Union Inc.	Roller skates
Golden Press	Golden Books
Gund Manufacturing	Stuffed toys, hand puppets, rugs, marionettes
Halsam Products	Wooden alphabet and picture blocks, checkers set
Hasbro-Hassenfeld Bros.	Doctor and nurse kits, coloring sets, ice cream machine, talking telephone, bead set
Hassenfeld Bros.	Construction sets, "Loony-Kins"
Holland Hal Products	Squeeze toys
Hungerford Plastics Corp.	Mouseketeer dolls
Ideal Toys	Games, inflatable figures, pools, swim toys
Jaymar Specialty Manufacturing	Jigsaw puzzles, math games, plastic walking toys, music box
K. K. Publications	Gold Key comic books
Kenner Products	Bendable figures
Kestral Corp.	Inflatable ponchos, swim belt
Lakeside Industries	Electric drawing set

Lido Corp.  
Lionel  
Marx, Louis and Company  
Mattel, Inc.

Miner Industries  
Multiple Products  
National Latex Products  
Oak Rubber  
Ohio Art  
Parker Brothers  
Playskool Manufacturing  
Pressman Toy Corp.  
Product Development Ltd.  
Radio Steel & Mfg. Co.  
Russell Manufacturing  
Sawyer's Inc.  
Spear Products  
Standard Plastic Products  
Standard Toykraft  
Stephens Products Company  
Steven Manufacturing

Strombecker  
Transogram Company  
Tru-View Company  
Tudor Metal Products  
Watkins-Strathmore  
Western Printing  
Whitman Publishing  
figures  
F.W. Woolnough

Stencil and tracing sets, bubble pipes  
Record players  
Metal and molded figures  
Drawing sets, musical toys,  
Newsreel records and film strips  
Make-up kit, marble set  
Pop-Aparts  
Balloons  
Balloons, play balls  
Sketch A Graph  
Games  
Wooden puzzles  
Fun trays, puzzles, games  
Bicycle safety flags  
Coaster wagons and scooters  
Miniature card games  
3-D film cards for View-master  
Phonographs  
Children's luggage, doll and cosmetic cases  
Hobbycraft sets, stick-on sets  
Film projectors  
Periscopes, kaleidoscopes,  
wooden construction sets  
Wooden train set  
Banks, games, roly poly figures  
3-D film cards  
Xylophones  
Magic Slate items, activity sets, puzzles  
Books and magazines  
Books, games, cut-outs, toys, Krazy lkes  
  
Mouseketeer dolls, mail bags, stuffed animals

### HOUSEWARES, STATIONERY, MISCELLANEOUS

American Plastics  
American Seal-Kap  
American Telecard  
Apsco Products  
Aristocrat Leather Prod.  
Bassett Mirror  
Beach Products  
  
Black Leaf Products  
Brehner, Dan  
Celeste, Inc.  
Cincinnati Galvanizing  
Cleo Wrap  
Cohn-Hall-Marx Company  
Colgate-Palmolive  
Comptone Company  
Connecticut Leather Company  
Constellation-Hygeria  
Davis Aircraft Products  
Dennison Manufacturing  
Dexter Manufacturing  
Dolly Toy Company  
Eagle Affiliates

Plastic novelty houseware items  
Paper drinking straws  
Audio greeting cards  
Automatic pencil sharpener  
Wallets, diaries  
Framed character mirrors  
Paper napkins, table covers, plates, cups,  
place mats  
Fun shower, lawn sprinkler  
Figurines, mugs, book ends  
Disposable paper place mats  
Metal baskets, toy tub, table, chairs  
Gift wrap  
"Con-tact"  
"Soaky" liquid bath soap  
Sunglasses  
Wallet playset  
Sippers  
Seat belts  
Decorative party prints, streamers  
Paper party decorations, jewelry  
Die-cut wall plaques, lamps  
Dishware