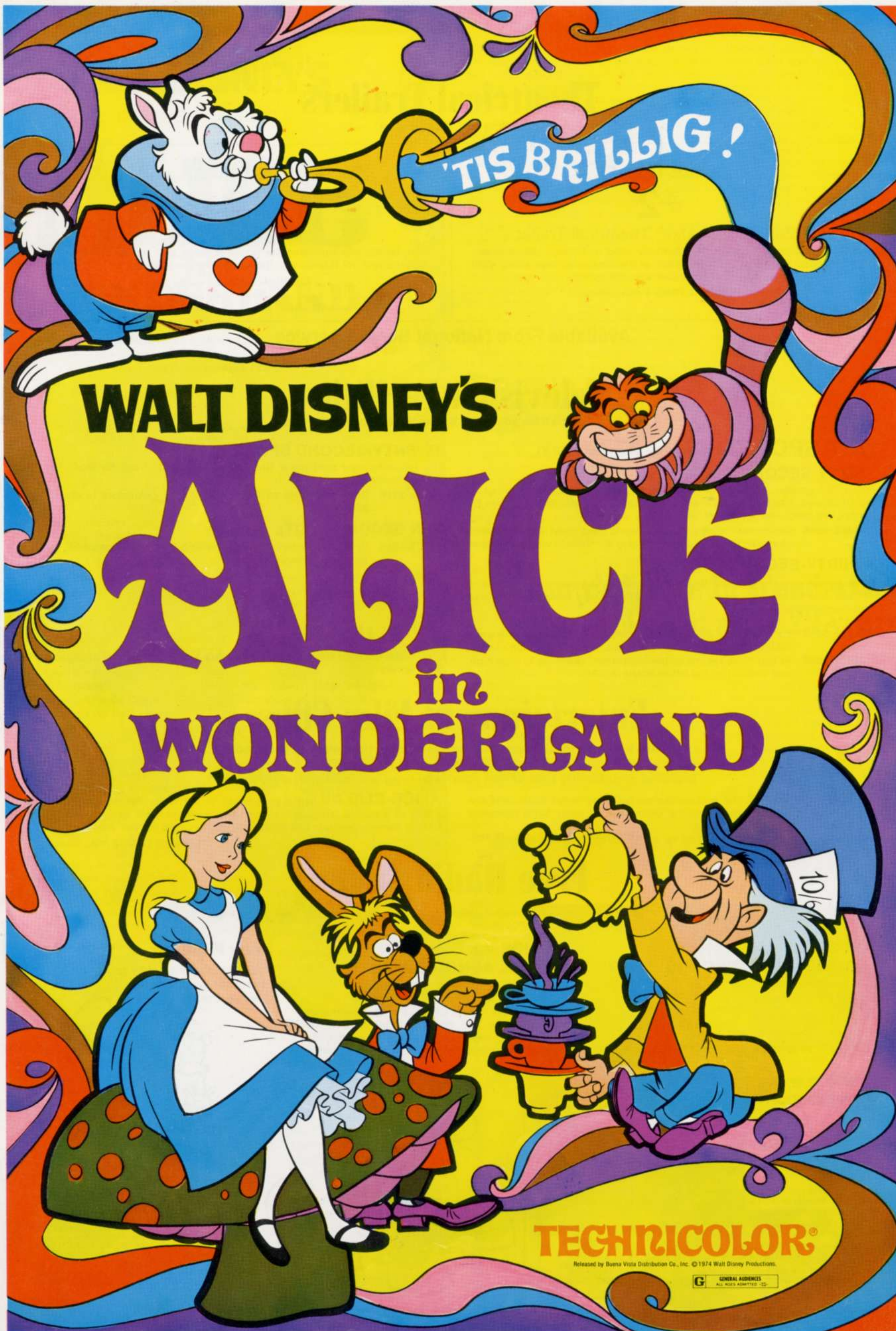


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Theatrical Trailers

(35mm and Technicolor)

ALICE-TRAILER

#2

Standard "Deluxe" Theatrical Trailer

This delightful, short trailer (formerly used in Foreign release) announces the return at last of Alice to the theatre screen, along with those fabulous Wonderland characters and songs.

RUNNING TIME: 1 min., 50-sec.

ALICE-TRAILER

#3

Theatrical Tag

This facility will announce the return of Alice, and the famous characters speak for themselves. Designed to follow a Disney film.

RUNNING TIME: 60-sec.

Available From National Screen Service

Television Facilities

Available from your local Buena Vista Representative

KIT SPOTS (In Technicolor and 16mm ONLY)

SIXTY-SECOND SPOT:

This "K" version, or "kit spot" contains 50-seconds of audio, followed by a 10-second "open end" track with music and sound effects held lower for local, live announcements over, with picture.

ALICE-601K Rediscover Alice's dazzling world, and meet those fantastic characters! They speak and sing for themselves in this spot.

THIRTY-SECOND SPOTS:

The following spots contain 20-seconds of audio, followed by a 10-second "open end" track with music and sound effects held lower for local live announcements over.

ALICE-301K It's a fantastic dreamworld beyond the imagination! The white rabbit sees Alice fall down the hole, in the all-cartoon classic.

ALICE-302K At last Alice returns to the big screen, shrinking to inch-high, and meeting all the fabulous characters.

TWENTY-SECOND SPOT:

The following spot contains a 10-second "open end" track for local, live announcements.

ALICE-201K Brief spot features best of Alice and characters in classic scenes.

TEN SECOND SPOT:

ALICE-101K Brief title identification spot with a 5-second "open end" for local, live announcement.

TV SLIDE-COLOR

2 x 2 metal-encased slide, suitable for overlay of date and theater announcement locally.

Entertainment Film Clips

Available from your local Buena Vista Representative (In 16mm and Technicolor)

These facilities are continuous scenes of less than four minutes running time, containing sequences of outstanding entertainment value, or featuring principal members of the cast.

ALICE-CLIP #1 The famous tea party-Disney style! Alice joins the Mad Hatter, the March Hare, and the Dormouse, for wildly funny nonsense and the "Merry Unbirthday" song.

RUNNING TIME: 2 min., 28-sec.

ALICE-CLIP #2 In the pink house of the White Rabbit, Alice takes a bite of a cookie labelled "eat me" and grows to giant size. The Rabbit and his friends, the Dodo and the Lizard, join forces to get the "monster" out.

RUNNING TIME: 2 min., 45-sec.

Free Radio Spots

4 Commercial Spots (for family market) plus, 3 Commercial Spots (for teen/college-age market) on a single, 7-inch, 33 1/3 RPM disc!

ON SIDE #1 COMMERCIAL ANNOUNCEMENTS

(for general audiences)

CUT #1 — 60-seconds;

CUT #2 — 30-seconds;

CUT #3 — 20-seconds; and,

CUT #4 — 10-seconds. (NO LIVE TAG)

ON SIDE #2 SPECIAL ANNOUNCEMENTS

CUTS # 5 thru #7 — all 30-seconds
(for youth audiences).

NOTE: All radio spots, except the 10-second spot, contain a "live tag" or "open end" section, 10-seconds long, over which delivery of a local, live announcement of date and theatre should begin.

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The aspect ratio of ALICE IN WONDERLAND to achieve the best screen image is 1:75 to 1

WALT DISNEY'S

CARTOON CLASSIC

ALICE

in WONDERLAND

An Adaptation of Lewis Carroll's
The Adventures of Alice in Wonderland
and Through the Looking Glass

Production Supervision
BEN SHARPSTEEN

Directors
CLYDE GERONIMI
HAMILTON LUSKE
WILFRED JAXON

Directing Animators
Milt Kahl Ollie Johnston
Ward Kimball Wolfgang Reitherman
Frank Thomas Marc Davis
Eric Larson Les Clark
John Lounsbery Norm Ferguson

Story
Winston Hibler Ted Sears
Bill Peet Erdman Penner
Joe Rinaldi Milt Banta
Bill Cottrell Dick Kelsey
Joe Grant Dick Huemer
Del Connell Tom Oreb
John Walbridge

Technicolor®
Re-released by: BUENA VISTA Distribution Co., Inc.

Color and Styling
Mary Blair
John Hench Claude Coats
Ken Anderson Don DaGradi

Layout
Mac Stewart Hugh Hennesy
Tom Codrick Don Griffith
Charles Philippi Thor Putnam
A. Kendall O'Conner Lance Nolley

Backgrounds
Ray Huffine Ralph Hulett
Art Riley Brice Mack
Dick Anthony Thelma Witmer

Character Animators
Hal King Don Lusk
Judge Whitaker Cliff Nordberg
Hal Ambro Harvey Toombs
Bill Justice Fred Moore
Phil Duncan Marvin Woodward
Bob Carlson Hugh Fraser
Charles Nichols

Effects Animators
Josh Meador George Rowley
Dan MacManus Blaine Gibson

Songs
Bob Hilliard Sammy Fain
Don Raye Gene de Paul
Mack David
Jerry Livingston
Al Hoffman

Musical Score
Oliver Wallace

Orchestration
Joseph Dubin

Vocal Arrangements
Jud Conlon

Voices
Alice Kathryn Beaumont
Mad Hatter Ed Wynn
Caterpillar Richard Haydn
Cheshire Cat Sterling Holloway
March Hare Jerry Colonna
Queen of Hearts Verna Felton
Walrus, Carpenter, Tweedledee
and Tweedledum Pat O'Malley
White Rabbit and Dodo Bill Thompson
Alice's sister Heather Angel
Doorknob Joseph Kearns
Bill Larry Grey
Bird in the tree Queenie Leonard
King of Hearts Dink Trout
The Rose Doris Lloyd
Dormouse James MacDonald
Card Painters The Mellomen

Running Time: 1 hour, 15 minutes

Synopsis

On a lazy summer afternoon, young Alice becomes bored with her sister's reading of a history lesson. Feeling drowsy, she fancies she sees a White Rabbit run by. Alice follows and tumbles headlong down his rabbit hole, landing in a mysterious underground room. There she finds a small door with a talking doorknob.

The Doorknob tells her that by drinking from a bottle on the table she can quickly shrink in size and fit through the small door. Alice does so, but instead of shrinking, grows larger. She drinks again from the bottle, and this time shrinks to a size so small that, riding within the bottle, she is swept on a wave of her own tears through the keyhole.

Alice is washed ashore to meet an odd group of characters engaged in a never-ending game called a caucus race. Spotting the White Rabbit again, she sets out after him, but is confronted by Tweedledee and Tweedledum, who tell her a tale about the Walrus and the Carpenter.

The Tweedle twins sing a farewell song as Alice continues her pursuit of the White Rabbit. She soon finds his cozy house and enters in search of her elusive quarry.

There, Alice eats a piece of candy and promptly grows so large that she splits the dwelling apart, her arms and legs bursting out through the doors and windows. The White Rabbit arrives to cry, "Monster . . . monster in my house!"

After an unsuccessful attempt by Bill the Lizard to extricate the "monster," Alice spies a carrot growing in the Rabbit's garden. She takes a nibble and is again reduced in size.

Diminutive Alice wanders into a garden of large, beautiful flowers . . . flowers that sing. They become suspicious of her, thinking she is some kind of weed, and drive her into the woods.

There Alice encounters a caterpillar, smoking his hookah. He tells her she can grow taller by nibbling on a magic mushroom. Alice takes a bite and returns to her normal size.

Still on the trail of the White Rabbit, Alice enters a dark forest where she meets the Cheshire Cat, who is able to appear, disappear and create all sorts of mutations at will. The Cheshire Cat directs Alice to the Mad Hatter's Tea Party where she hopes to find the White Rabbit.

There, Alice, the Mad Hatter, March Hare and Dormouse, celebrate a completely mad "un-birthday" party. Alice then leaves, having spotted the White Rabbit disappearing into the forest.

She follows him into the Tulgey Woods, where she meets the weirdest and most ludicrous characters of all her adventures. She becomes lonely and frightened and begins to cry. The Cheshire Cat reappears and points the way to the palace of the Queen of Hearts.

Alice finds the Queen on the palace grounds and is invited to play croquet with her Highness. The Cheshire Cat appears again, to play pranks on the bad-tempered queen who orders executions all around. Alice is blamed for the occurrence, but thanks to the intervention of the King, is put on trial instead of being executed.

The trial is a suspenseful farce which doesn't make sense to Alice, who makes an escape. She runs through a maze outside the royal court while being pursued by the Queen and her army of cards. Alice finds the rabbit hole and sees herself outside, sleeping under a tree. She frantically calls to herself to wake up just as the Queen and her army close in.

Alice awakens from her dream in "Wonderland," happy to be back in the world of reality where things make sense, even if they are a bit more prosaic.

Disney's "Alice In Wonderland" is re-released after 23 years

After 23 years, Walt Disney's cartoon version of "Alice in Wonderland" is returning to enchant and amuse the young in heart.

A musical fantasy on one level, the picture also is faithful to author Lewis Carroll's satire on education, politics, literature and Victorian life in general.

Although it was premiered in 1951, "Alice in Wonderland" — with its absurd characters, astonishing adventures and epic nonsense — somehow seems highly contemporary.

All the great moments and fabulous figures

are depicted, among them the Caucus Race which has neither beginning nor end, the Cheshire Cat, who bewilders Alice with double talk and annoying fadeouts, the Caterpillar whose words literally go up in smoke, and the royal croquet game which ends with Alice on trial for her life.

Twenty-six artists lent their voices to the color by Technicolor production, including Ed Wynn, Richard Haydn, Sterling Holloway, Jerry Colonna and Kathryn Beaumont as Alice. Buena Vista re-releases.



MAT AIW-2A

© Walt Disney Productions

As Alice floats down the spacious rabbit hole toward her underground adventures in "Alice in Wonderland," she passes furniture which comports with the dream-like nature of her experience in the Walt Disney all-cartoon version of the famous Lewis Carroll fantasy. In color by Technicolor, Buena Vista re-releases.



MAT AIW-2B

© Walt Disney Productions

One of Alice's most exciting adventures in Walt Disney's all-cartoon musical version of Lewis Carroll's nonsense extravaganza, "Alice in Wonderland," is her experience in the White Rabbit's cozy house. The rabbit is literally pushed out of his home when Alice nibbles a bit of the size-changing mushrooms and expands to huge dimensions inside the little cottage. In color by Technicolor, Buena Vista re-releases.

Walt Disney breathes new life into Lewis Carroll classic

Walt Disney's goal to provide quality family entertainment once again is achieved in "Alice in Wonderland," his all-cartoon version of the Lewis Carroll classic returning to delight a new generation of moviegoers.

With other ageless fables such as "Sleeping Beauty" and "Cinderella," Disney was able to add and change characters when necessary to suitably enhance the story. But that was not so with "Alice in Wonderland."

Lewis Carroll was more interested in ideas and fantasy than story structure. As a result his book defied dramatization. If filmed as written, it would appear disjointed and disorganized. That was the problem Disney faced when he set about adapting it to the cartoon medium.

First Disney decided to combine characters and episodes from two Carroll tales, "Alice in Wonderland" and "Through the Looking Glass." Then he achieved continuity by focusing attention on Alice as she pursued the White Rabbit. That device provided a story line linking the episodes in which unrelated characters are introduced.

Besides Alice, 33 characters were chosen from among the 80 in Carroll's two books.

After studying their written descriptions and the illustrations by Sir John Tenniel, Disney animators developed a fresh interpretation of the whole cast. They are unmistakably Disney, younger in appearance than Tenniel drew them, but faithful in spirit to both artist and author.

Disney took equal care when giving them voices. "Alice in Wonderland" is an English classic, and the characters had to speak in kind. As the only human in the story, Alice posed a special problem, which Disney solved by signing 12-year-old Kathryn Beaumont. Miss Beaumont's proper accent pleased both British and American ears. Ed Wynn, Richard Haydn Sterling Holloway and Jerry Colonna contributed broader vocal characterizations.

Finally, for the crowning touch, Disney put a corps of composers to work. The delightful score of "Alice in Wonderland" includes such now-familiar numbers as the title song itself, "In a World of My Own," "The Walrus and the Carpenter," "Very Good Advice," "I'm Late" and "'Twas Brillig."

The color by Technicolor production is re-released by Buena Vista.

Nonsense poem set to music for Disney's "Alice In Wonderland"

One of Lewis Carroll's enduring nonsense poems becomes a musical highlight of "Alice in Wonderland," Walt Disney's all-cartoon feature re-released by Buena Vista.

When Alice meets the Cheshire Cat in the color by Technicolor production, the Cat confuses her with a solo rendition of "Jabberwocky."

"'Twas brillig," sings the grinning Cat, "and the slithy toves did gyre and gimble in the wabe. All mimsy were the borogoves, and the mome raths outgrabe."

At the time Carroll's poem was published, readers had trouble pronouncing those words, let alone understanding them. Fortunately Carroll left a translation.

"'Twas evening," the author explained with a cheek full of tongue, "and the smooth active badgers were scratching and boring holes in the hillside. All unhappy were the parrots, and grave turtles squeaked out."

Disney's version of "Alice in Wonderland" sparkles with ten songs including "'Twas Brillig." Among the 26 artists contributing vocal characterizations are Ed Wynn, Richard Haydn, Sterling Holloway, Jerry Colonna and Kathryn Beaumont as Alice.

MAT AIW-1A © Walt Disney Productions

The White Rabbit, who is always late for a mysterious appointment and who entices Alice down the tunnel into her wondrous underground adventures in Walt Disney's all-cartoon version of "Alice in Wonderland," based on Lewis Carroll's classic fantasy, hurries along in his hopping manner. In color by Technicolor, Buena Vista re-releases the musical fantasy.

"Alice In Wonderland" author claimed story to be pure entertainment

Ever since the death of Lewis Carroll in 1898, critics and commentators have been trying to read mysterious allusions and symbolical meanings into "Alice in Wonderland."

This despite the direct and repeated disclaimer by the author of the celebrated nonsense fantasy that he had no other intentions beyond the simple one of amusing his young friends.

Carroll's statement was kept in mind during the production of Walt Disney's elaborate musical all-cartoon feature, "Alice in Wonderland," which is being re-released by Buena Vista in color by Technicolor.

Pictorially spectacular and faithful to the situations and characters of the book, it keeps the adventurous action so artless that neither naive child nor earnest adult need be puzzled by hidden meanings.

The author clarified his intent and purpose many times to interviewers who were as-

tounded by the phenomenal success of the "Alice" stories. Youngsters never asked about meanings. All over the world, they accepted Alice's underground adventures as pure entertainment. They seemed to understand, without question, the nonsense and preposterous behavior of the animal characters, while pundits peeked around the corners of "Wonderland" to find some secret social, political or satirical significance.

However, the Rev. Charles Ludwidge Dodgson, a rather prim and proper minister who wrote under the pseudonym of Lewis Carroll and enjoyed telling stories to the children of his friends and associates at Oxford, generously permitted his curious contemporaries to "read into" his work anything they wished.

But for the author himself, "Alice in Wonderland" was just what it appeared to be—a whimsical, entertaining story that has been delighting children for generations.

Richard Haydn provides voice for Caterpillar in Disney's classic "Alice In Wonderland"

Richard Haydn, who supplies the voice of the fabulous Caterpillar in Walt Disney's color by Technicolor cartoon classic, "Alice in Wonderland," which is being re-released by Buena Vista, not only is a successful actor, but director and author as well.

Although the veteran performer is in demand by Hollywood producers and popular with his public, he shuns the spotlight and guards his private life.

"In fact," says he, when queried on personal matters, "there is no Richard Haydn. It must have been something you ate."

Even so, there are a number of highlights in Haydn's (pronounced Hyden) career that speak for themselves. For instance, no one who enjoyed his inimitable, nasal-voiced impersonation of Edwin Carp, the fish mimic, on radio and TV is likely to forget him. Movie fans recall with pleasure his performance as the rogue impresario, Max Detweiler, in "Sound of Music."

Born and raised in England, Haydn was brought to the United States by Noel Coward in 1938 to co-star with Bea Lillie in a Broadway play, "Words and Music."

After a long and successful run, he turned to radio and originated the funny fish-mimic character that Jack Benny and others featured regularly on their shows.

Between his stage and radio work, Haydn wrote two novels, one of which, "The Journal of Edwin Cobb," became a best seller. As an actor and writer, he claims to work only when the whim seizes him, something which he tries not to let happen too often.

Haydn directed, "Mr. Music," with Bing Crosby, and "Miss Tatlock's Millions," with John Lund and Wanda Hendrix, then gave up directing, he contends, because it interfered with his leisure time.



MAT AIW-1B © Walt Disney Productions

Alice watches the pouring of half a cup of tea at the famous Tea Party in Walt Disney's all-cartoon musical version of Lewis Carroll's Tea Party scene in "Alice in Wonderland." In color by Technicolor, Buena Vista re-releases.

He also co-starred in a number of pictures, including "Charley's Aunt," "And Then There Were None," "The Green Years," "Cluny Brown," "Foxes of Harrow," "Forever Amber," "Merry Widow," "Never Let Me Go," "Jupiter's Darling" and the Marlon Brando version of "Mutiny on the Bounty."

Haydn returned to the Disney Studio as a co-star of "The Adventures of Bullwhip Griffin." He co-starred in "Love, American Style" last year but enjoys being at home and putting in his garden.



MAT AIW-2C

© Walt Disney Productions

The beloved little heroine of Walt Disney's "ALICE IN WONDERLAND" stands in the witness box defending herself against the silliest charges ever heard in any court, while the Queen's palace guards stand watch in the Buena Vista re-release in color by Technicolor.



MAT AIW-2D

© Walt Disney Productions

"HAVE A CUP OF TEA!" the Mad Hatter and the March Hare keep insisting at the famous party in Walt Disney's all-cartoon version of "Alice in Wonderland," based on Lewis Carroll's classic fantasy. But Alice never does get even a sip, and ends the affair by stalking out with the comment, "This is the silliest tea party I ever attended!" Buena Vista re-releases the music saturated feature in color by Technicolor.

"Alice In Wonderland" sparkles with plausible impossibilities

Walt Disney enjoyed what he called the plausible impossible: the trick of doing believably what cannot be done. Like ringing a cow's bell by pulling her tail, for instance.

"Alice in Wonderland," Disney's all-cartoon musical fantasy being re-released by Buena Vista, is a sunburst of plausible impossibilities from the moment the young heroine falls into a rabbit burrow to her concluding escape from a pack of angry playing cards.

Whatever author Lewis Carroll described in his imaginative tale, Disney went him one better.

As Alice plunges down the rabbit hole, her dress opens like a parachute to break her fall. The caterpillar she meets blows letters of smoke from his water pipe. The Mad Hatter and March Hare slice a cup in two so each can have half a cup of tea. And Disney adds a Mirror Bird, Glasses Bird, Bulb-Horn Bird, Umbrella Bird, Shovel Bird and Bird-Cage Bird to the wildlife in Carroll's Tulgey Woods.

Animation is ideal for depicting plausible impossibilities, and Disney uses it to fine effect in scenes showing Alice becoming tiny, then gigantic, and finally being washed through a keyhole on a flood of her own tears.

Filed in color by Technicolor, "Alice in Wonderland" features the voices of 26 stars including Ed Wynn, Richard Haydn, Sterling Holloway, Jerry Colonna and Kathryn Beaumont as Alice.

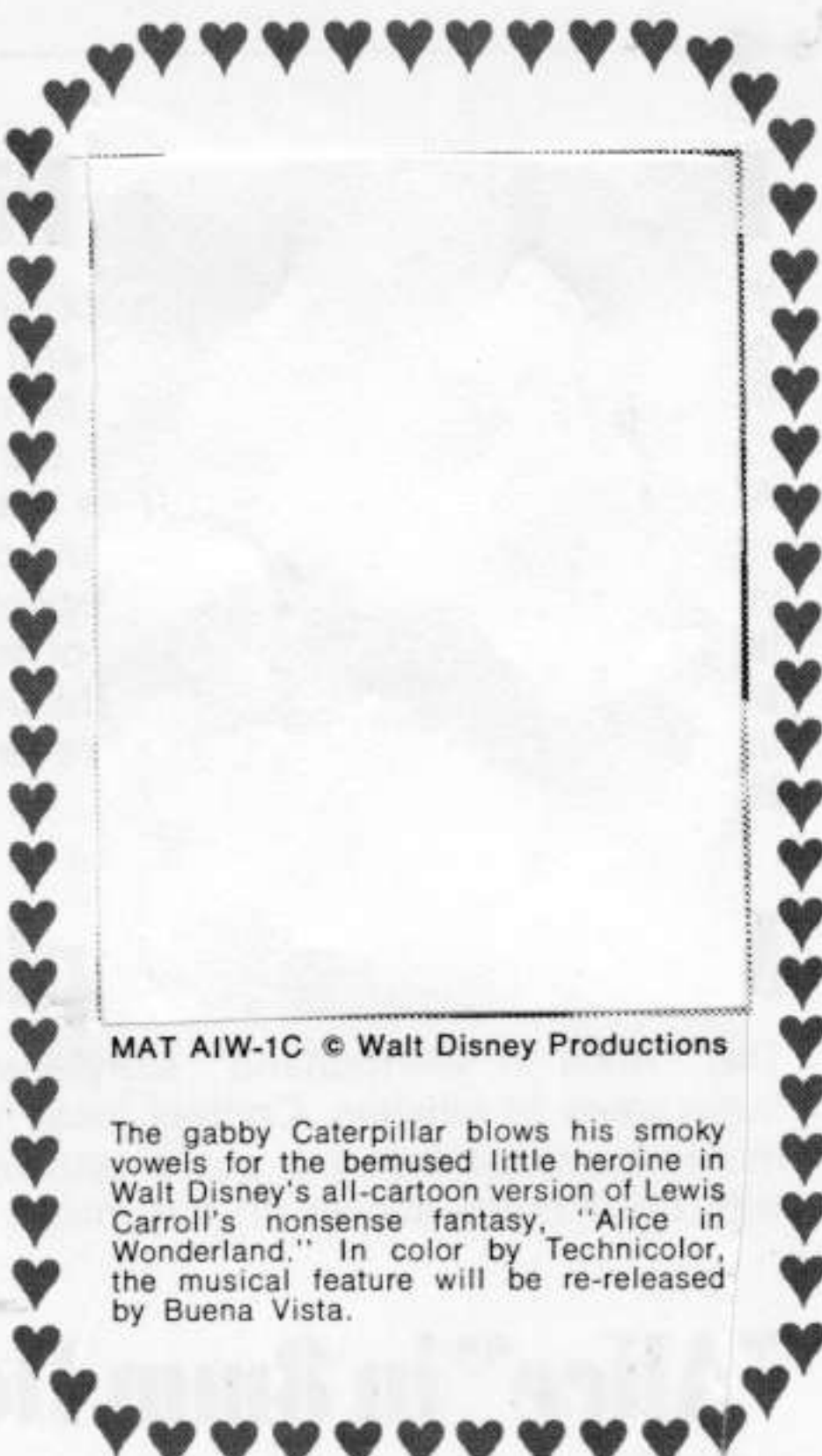
Sterling Holloway gives voice to Cheshire Cat in Disney's classic "Alice In Wonderland"

Among actors, Sterling Holloway is unique. Who else has spoken for a bear, stork, pelican, skunk, snake, car, lion, penguin, a house and even a hot stove? Holloway, that's who. And one of his most memorable performances was the voice of the Cheshire Cat in Walt Disney's color by Technicolor all-cartoon classic, "Alice in Wonderland," which is being re-released by Buena Vista.

"Basically, the voice for the Cheshire Cat is about the same as the other vocal characterizations that I have done," Holloway says. "There's not too much I can do with this voice. It's all I've got. But what I try to do is change the thought process that goes behind the lines. I try to feel like the particular animal or thing that I am doing."

"It's the same with acting. No matter what part you're doing, it's still you; same face, same body. Again, the difference is in the delivery."

"I came to Hollywood in 1932 to make my name in films," recalls the flame-haired actor. "Good fortune smiled on me and I appeared in a few superior films like 'The Gold Diggers of 1933,' 'The Merry Widow,' 'Life Begins at 40' and 'Nick Carter, Master Detective.'



MAT AIW-1C © Walt Disney Productions

The gabby Caterpillar blows his smoky vowels for the bemused little heroine in Walt Disney's all-cartoon version of Lewis Carroll's nonsense fantasy, "Alice in Wonderland." In color by Technicolor, the musical feature will be re-released by Buena Vista.

"Then seven years after my arrival on the West Coast, Walt Disney called me to do the voice for a stork in 'Dumbo,' a cartoon feature. I'd never done anything like that before, but since I admired the man, I agreed to at least try it."

The voice Holloway gave to the animated stork brought it to life, and marked the beginning of what has amounted to a second career for him. Says Holloway, "On one hand I was an actor in motion pictures, and on the other I was the voice for a bunch of cartoon characters. The two experiences have been distinctly different, each embellishing my work in the other. It's grand."

Among his many cartoon voices for Disney are Kaa, the snake, in "The Jungle Book," Pooh in the two "Winnie the Pooh" shorts, and Roquefort, the mouse, in "The Aristocats."

Lately, Holloway has been kept busy doing voice characterizations for Disney and others, a couple of live-action films like "Live a Little, Love a Little" (1968), television guest appearances, and collecting art for his museum-like Laguna Beach home which overlooks the Pacific Ocean.

Walt Disney had a special knack for inspiring his animators

Walt Disney had the unusual ability to excite his creative staff about a project and instill in them the same enthusiasm that he felt. He was also able to drive them much harder than they drove themselves.

Milt Kahl, a senior animator on the new Disney cartoon feature, "Robin Hood," has been with the Studio since 1934. In 1949 he was a directing animator on Walt Disney's classic "Alice in Wonderland," which is going into re-release for a new generation of moviegoers. Recalling those earlier years, Kahl said:

"When we first started on 'Alice in Wonderland' I was working on a particular character and trying to develop it. After hundreds of drawings, I came up with something I thought was pretty good."

"So I took in a finished sketch and showed it to Walt. He wrinkled his nose. 'No-no,' he told me, 'the forehead is too big, and the body is too

long, the face is too puckered and he doesn't have enough hair. It's a stock character.'

"Whenever Walt didn't like something, he called it stock, which was like saying it was ordinary."

"After I reworked the character a dozen times, he finally accepted it. And he did it with a minimum of praise. He was more interested in inspiring us than in praising us."

Kahl mentioned a later incident when Disney brought some friends into his office and asked the animator to "show them why it takes so long."

"That just cracked me up. In the context of everything we'd been through, at times like that I felt like laughing and cussing at the same time. No doubt about it, Walt was an amazing guy. He knew just how to handle us."

In color by Technicolor, "Alice in Wonderland" is being distributed by Buena Vista.

Ed Wynn provides voice for zany Mad Hatter in Disney's classic "Alice In Wonderland"

Ed Wynn, who devoted his life to making people laugh, was the ideal choice for the voice of the comical Mad Hatter in Walt Disney's cartoon classic, "Alice in Wonderland," in color by Technicolor and re-released by Buena Vista.

Though Wynn is only heard in the musical fantasy, he is the Mad Hatter as surely as if he were there in person.

Wynn's 64-year career consisted of major successes in vaudeville, Broadway, radio, television, motion pictures. In later life, he reconquered TV and movies as a dramatic actor.

It was in 1902 at the age of sixteen, when he ran away from home to join vaudeville, that he began to develop his flair for entertaining. His wealthy family had tried to stop him, so rather than disgrace them, Wynn dropped his real name, Isaiah Edwin Leopold, and split his middle name for his stage name.

Twelve years in vaudeville made him one of the top comedians of the day, and with the silly giggle, lisp, tight clothes, funny hats and Rube Goldberg-like props that were his trademark, he was signed for the "Ziegfeld Follies of 1914." While in the Follies, Wynn married Hilda Keenan, daughter of Frank Keenan, famous legitimate actor. He then appeared in "The Passing Show of 1916," during which his only son, Keenan, the actor, was born.

Due to his involvement in an actors' strike in 1919, he was blacklisted by theatre managers and couldn't get work after the strike was settled. Consequently he wrote, directed, produced and starred in his own shows. "Ed Wynn's Carnival," "The Perfect Fool" and "The Grab Bag" ran for seven years on Broadway and made him a millionaire.

After a few silent motion pictures, Wynn went into radio and in 1932 created his famous Fire Chief for his sponsor, Texaco gasoline. A year later, he built radio station WNEW in New York City and began organizing the first coast-to-coast radio network, a project he abandoned after losing \$340,000 on it.

He was also responsible for bringing live studio audiences to radio shows. He simply refused to go on the air unless he could hear

audience laughter. This same policy governed his live NBC-TV show which he pioneered in 1944.

During World War II he was active in shows for service hospitals and benefits. He kicked off the American Red Cross Drive in 1945 and worked benefits for the Damon Runyon Cancer Fund and the March of Dimes from 1947-50.

Guest TV appearances and a few motion pictures were all that Hollywood offered during the early fifties. And by 1956 there was nothing for him to do. After 50 years as a big-time comedian, his career came to an abrupt halt, and he couldn't understand why.

Finally, his son, Keenan, told him that "Your hats and costumes are no longer funny. Comedy has changed." With the courage of a youth of twenty, Wynn began a new career as a dramatic actor.

His first part in the "Playhouse 90" TV production of "Requiem for a Heavyweight" was a critical success. Overnight Wynn became a character actor, and never again lacked for work. "You see, I'm young and fresh, and people like new faces," he said.

Other TV roles followed, as well as motion picture parts in "The Great Man," "Marjorie Morningstar," and "The Diary of Anne Frank" for which he won an Academy Award nomination.

In 1961, Walt Disney called upon Wynn to return to comedy and to recreate his famous Fire Chief for "The Absent-Minded Professor" which also featured Ed's son, Keenan, and grandson, Ned, making them the first three-generation theatrical family to appear in the same film.

Returning to the Disney Studio time and again, Wynn wore his comedian's mantle for "Babes in Toyland," "Son of Flubber," "Mary Poppins," "That Darn Cat," "Those Calloways," and "The Gnome-Mobile," in 1967, which proved to be his final motion picture.

Five months after completion of "Gnome-Mobile," Ed Wynn died. His last public appearance was on "The Red Skelton Show." Said Skelton, "His death was the first time that Ed Wynn ever made anyone sad."

MAT AIW-1D © Walt Disney Productions

The famous Cheshire Cat, trickiest of all the creatures in Walt Disney's all-cartoon musical version of "Alice in Wonderland," based on Lewis Carroll's classic fantasy, flashes his celebrated smile for the puzzled little heroine as she comes into the Tulgey Wood during her underground adventures. In color by Technicolor, the film is being re-released by Buena Vista.

EXPLOITATION

Don't be late!

Here's a campaign countdown for
the most brillig boxoffice ever!

Begin your "Alice In Wonderland" campaign as early as possible, at least 3 weeks prior to the start of your engagement, and continue until you have a winner!

- START your publicity campaign utilizing the stories in this pressbook.
- SEND OUT letters to key contacts among local organizations, schools, publications and molders of public opinion.
- START running your "ALICE" trailers.
- PUT UP your lobby and out-of-theatre poster displays.
- IF YOURS is an affiliated theatre, cross-plug your engagement of "ALICE" at other theatres with trailers and display material.
- SUPPLY your local radio stations with an "ALICE" album.

- CHECK newspaper schedules of local and nearby colleges and high schools for ad placement.
- PUT UP displays in music stores where your "ALICE" albums are on sale.
- PUT UP posters on school bulletin boards and make a special effort with colleges.
- USE "ALICE" music for intermission background, with voice announcing the opening date of your engagement.
- START your radio contest, followed by your radio campaign.
- START your TV contest, followed by your TV campaign.
- START your newspaper contest, followed by your newspaper ad campaign.
- START your crossword puzzle contest in college newspapers.

A Newspaper Contest

Have a local newspaper run a "Grin Like a Cheshire Cat" contest inviting readers to send in photographs of themselves grinning, much like the craze a couple of years ago of taking photos of people jumping.

Imagine the fun when your newspaper runs photographs of your local citizens alongside our famous feline — for the cat's meow of publicity coverage.

A No-Nonsense, Nonsense Radio Contest

Tying in with "Alice in Wonderland's" wonderfully crazy fun, hold a radio no-nonsense, nonsense "Unbirthday Party" contest open to anyone whose birthday isn't on the day the announcer invites listeners to participate (but if that day happens to be his birthday, all he has to do is wait for the following day to enter). The DJ can either invite listeners to send in a postcard, with the winner chosen by a drawing, or ask listeners to submit 25 words of jabberwocky — made-up nonsense words like those in Lewis Carroll's poem that begins 'Twas Brillig and the slithy toves' . . . The most humorous entry or postcard should receive an assortment of the most absurd, nonsensical prizes ever given out on the radio . . . and even the announcement of these prizes should start the fun!

Turn a Shopping Center Into a "Wonderland"

In a shopping center close to your theatre, work out a promotion (including all your local stores) in which the theme would be "A Wonderland of Wonderful Sales". Use posters, stills, mobiles, door panels and standees from the film and offer "Alice in Wonderland" contests highlighting "Alice" merchandise and other promoted prizes. The giant white rabbits (see separate item) are perfect for in-store displays and contests.

Intermission

Use the story-teller album prior to the opening of and make arrangement music from the picture tickets at your boxoffice lobby display. Be sure to your TV and radio prom

al weeks
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me. The
n selling
t of your
prizes for

Film Clips

posure with entertainment film and music. Approach all sta-commercials for Disney films the entertainment film clips. e than once! ul acceptance by making sure plied with "Alice In Wonder-of your playdate, with ample hildren's programs, news, and re available from your local

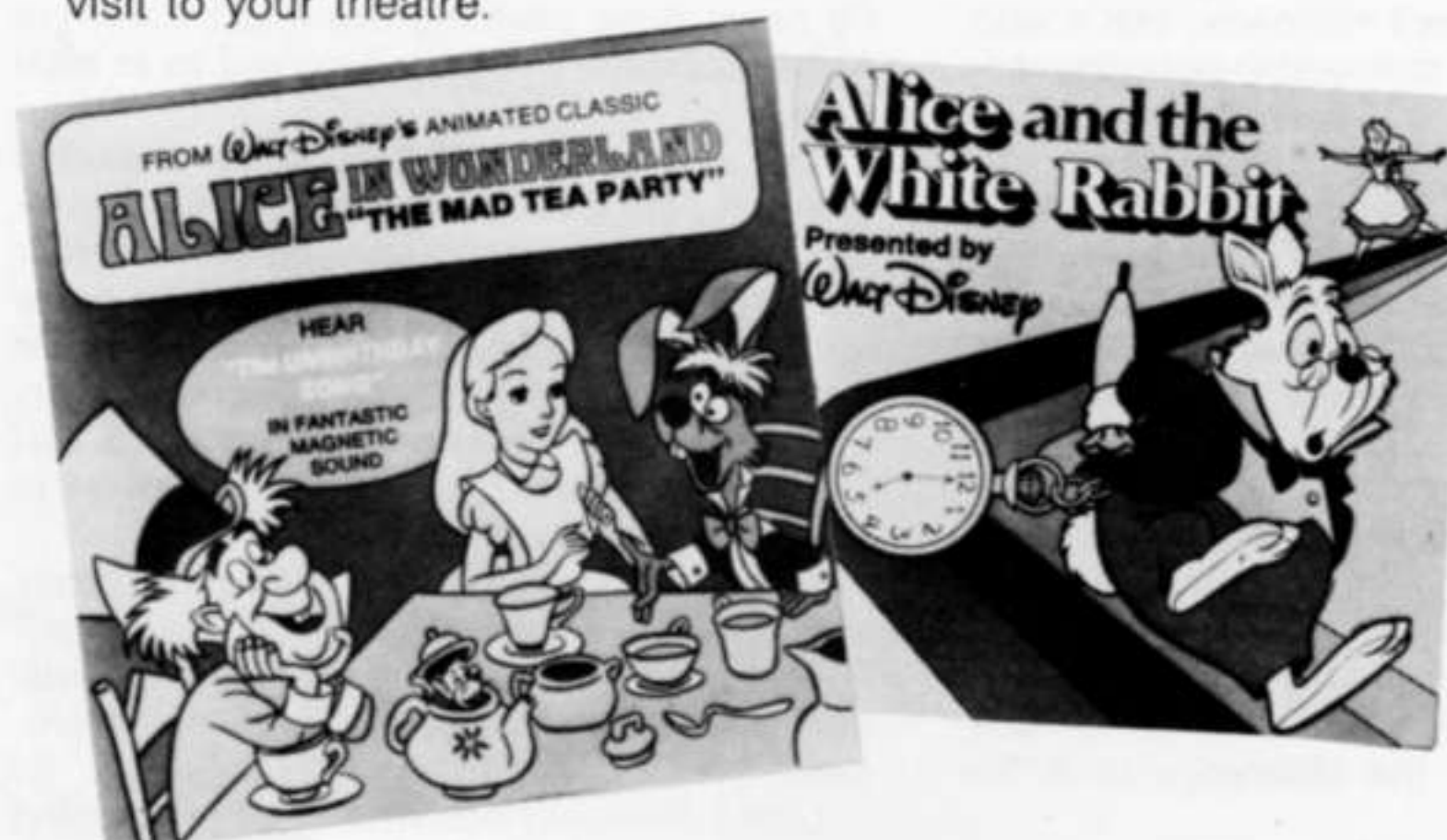
Plays

The "Alice in Wonderland" storyteller album is a natural for huge sales to families. Contact local record shops and department stores and set up a poster and window card display along with the albums shown on the music pages of the pressbook.

"Alice" in 8mm Home Movies

2,500 local camera shops and department stores — including 600 K-Marts around the country, and Korvettes on the East Coast — will have available two separate 200 ft. reels of scenes from "Alice in Wonderland". One is in sound and color on Super 8MM ("The Mad Tea Party") and the other is both silent and sound and in color and black and white ("Alice and the White Rabbit").

Participating stores will be provided with colorful counter displays and window posters which can be sniped with your theatre's name and playdate. You can cross-plug with a poster in your lobby referring your patrons to the store where they can secure this film to keep in their home as a memento of their visit to your theatre.



Your College Campaign

Since "ALICE" has that special appeal for the "now" generation — that immense college and high school youth audience — make them a special target for your campaign.

We've created three 30-second radio spots for college radio markets (you'll find them on your "ALICE" radio ET), along with four special "ALICE" ads for college newspapers. Our "ALICE" window cards are specially designed for putting on high school and college bulletin boards. Get them around and let them work their magic. And it's "heavy" magic as the young people say, the kind that works wonders at the boxoffice.

A Crossword Puzzle For College Newspapers

To give you a boost of exposure around campuses and in college and high school newspapers, a special "ALICE IN WONDERLAND" crossword puzzle has been designed for your use. The puzzle is keyed to the characters in "ALICE" and is perfect for setting up a contest for the campus crowds we know have been waiting for this film. Order puzzle for use as newspaper contest or as herald from National Screen Service, Mat Alice-CP-6 (herald size) or Mat-Alice-CP-3 (newspaper size). SEE AD PAD.

A Classic Library Tie-In

The Walt Disney film is based on one of the world's most famous classics, "The Adventures of Alice in Wonderland" and "Through the Looking Glass", by Lewis Carroll (the pen name for the Rev. Charles Dodgson, who told the stories to a real life Alice Liddell). These perennially popular books are available in school and public libraries everywhere. Contact librarians and offer to set up a special display using stills and posters from the film, along with our special window card. Offer story material from the press-book to your library for use in their various publications and newsletters. Many libraries have music sections which gives you another opportunity to use our soundtrack album. A classic animated motion picture and a classic novel will make a classic tie-in for your boxoffice.

Add A Personal Touch With Your Letter Campaign

With your playdate of this magical Walt Disney animated motion picture, you owe it to yourself as an ambassador of fine entertainment to write a personal letter to prominent officials of your city, women's clubs, churches, art groups and other organizations and inform them that "ALICE" is coming to your theatre. Do this in advance of your playdate, and let the good word get around — and turn into good news for your boxoffice.

Coloring Contest

A sure-fire way to reach the kids is through the coloring contest tied-in and promoted by an art supply or stationery store. Run the contest in the local paper or use it to make heralds. "Color Me Brightly" is the message on the heralds and they can be imprinted with your theatre logo, address and showtimes on the backs. Award one of our "ALICE" record albums for the best entry in your contest. Mats in 3 columns or herald size are available from National Screen Service. SEE AD PAD.

"Alice In Wonderland" Magic Maze

Everyone loves a challenge, and one of the many in "Alice in Wonderland" happens when Alice makes her escape through the maze in the Queen's Gardens. Try to help Alice find the right trail through this maze without crossing any lines. One of the five entrances leads to the center where Alice can escape to the outside world. Use this maze as a 3 column newspaper contest, as an exciting herald or for a special tie-in promotion with your local merchants in their weekly shoppers ads. Distribute them in schools, libraries, shopping centers, your lobby or anywhere people congregate. Order today from National Screen Service. Mat-Alice-Maze-6 (herald) or Mat-Alice-Maze-3 (newspaper). SEE AD PAD.

Window Card

Put this Alice in every window glass... and on high school and college bulletin boards... and make your town a wonderland of beamish display!



ORDER FROM
BUENA VISTA,
SPECIALTY
DEPARTMENT

Alice's White Rabbit For Giant-Size Promotions on TV And Anywhere!



What more appropriate gift for a TV giveaway than a giant stuffed version of the White Rabbit — the perfect way to herald Easter and the arrival of "ALICE IN WONDERLAND". These giant White Rabbits are sure to garner a giant share of TV time when offered as a prize on any of your local children's shows (accompanied by the playing of your entertainment clip). Set your TV promotion so that it runs for at least 10 days, leading up to your playdate. The White Rabbit is also perfect for placement in the windows of your local merchants' stores, accompanied by 1-sheets and record albums. A raffle can be held, with the winner receiving the rabbit, or it can be donated to your local children's hospital.

Available at \$75 (which includes shipping) from:
Buena Vista, Specialty Department
1139 Grand Central Avenue,
Glendale, California 91201.

A "WONDER"-FUL Way To Dress Up Your Concession Stand!



Big Golden Book
\$1.00



Coloring Book
39¢



"Unbirthday Party" Comics
20¢



Little Golden Book
39¢



Comics Digest 50¢

Order From:
M. H. SMITH, Western Publishing
1212 Mound Avenue, Racine, Wisconsin



"ALICE IN WONDERLAND" Color Comic Strip Presented by King Features Syndicate.

A FULL COLOR SUNDAY COMIC SERIES
WHICH WILL RUN FOR 13 CONSECUTIVE
SUNDAYS IN 40 MAJOR METROPOLITAN
NEWSPAPERS — WITH AN ESTIMATED
READERSHIP OF 50 MILLION.

A Wonderworld Of Music ...For Wonders At The Box Office!



"ALICE IN WONDERLAND" on Disneyland Records



FOR WINDOWS — AIRPLAYS — LOBBIES — CONTESTS — INTERMISSIONS



ALICE IN WONDERLAND STORY TELLER LP

Suggested Retail:

33 RPM 3909 \$3.98

The Original Music. Disneyland Records famous combination . . . A magnificent 12" LP record of the "Alice in Wonderland" story, songs and music and a 12 page book of full color illustrations.

INCLUDING THE SONGS:

VERY GOOD ADVICE / I'M LATE /
THE UNBIRTHDAY SONG / IN A
WORLD OF MY OWN / 'Twas
BRILLIG / ALICE IN WONDERLAND /
ALL IN THE GOLDEN AFTERNOON

ALICE IN WONDERLAND CHILDREN'S LP 1208

Suggested Retail:

12" 33 RPM \$1.98

Disneyland 1208 features all the music from the motion picture, and the voice of Darlene Gillespie.



MR. EXHIBITOR

You can obtain these Disneyland "Alice in Wonderland" records at REDUCED RATES FOR PROMOTIONAL PURPOSES. For information, contact your local Disneyland/Vista Distributor or: Promotion Manager, Disneyland/Vista Records, 800 Sonora Avenue, Glendale, California 91201. Telephone: (213) 245-8951, Ext. 439.

THESE DISNEYLAND/VISTA RECORDS SALES PEOPLE ARE READY TO HELP YOU WITH YOUR "ALICE" CAMPAIGN!

WEST

Jerry Weiner, National Sales Manager
800 Sonora Avenue, Glendale, Calif. 91201
Telephone: (213) 245-8951, Ext. 435

Eddy Medora, Sales Representative
800 Sonora Avenue, Glendale, Calif. 91201
Telephone: (213) 245-8951, Ext. 435

EAST

Irv Schwartz, Regional Sales Manager
17 Angler Lane, Port Washington, New York
Telephone: (516) 883-1189

Bob Pavlacka, Sales Representative
40 New Road, Kendall Park, New Jersey 08824
Telephone: (201) 297-0203

MIDWEST

Bob Kahn, Regional Sales Manager
1632 Joy Lane, Glenview, Ill. 60025
Telephone: (312) 729-4190

Ron Roberg, Sales Representative
10605 Dorchester, Westchester, Ill. 60153
Telephone: (312) 562-4093

SOUTH/SOUTHEAST

Sandy Strohbach, Regional Sales Manager
301 - 190th Street, North Miami Beach, Fla. 33160
Telephone: (305) 931-7423

Bill Rudolph, Sales Representative
1517 Atlanta Drive, Irving, Tex. 75062
Telephone: (214) 252-2109

CULLOO! CULLAY!

It's "Alice In Wonderland" and
"Jiffy-Pop"...An Out-Of-This-World
Tie-In Promotion!



Over 4 million packages, with over 4 million magic picture kits! Each package front and in-pack premium magic picture kit will carry motion picture credit for "Alice In Wonderland", showing four different amusing scenes from the film.

High network TV campaign

Jiffy-Pop's 30-second TV commercials, totally dominated by the premium offer, will air on top-rated programming on the NBC and CBS networks in March and April.

60,000 Point-of-Sale Displays!

Jiffy Pop's 7 ft. high tree-topper point of sale displays will be up in over 20,000 supermarkets and grocery stores nationwide.

It's "Wonderland" and WONDER Bread...

and a
**One-In-
A-Million
Tie-In!**



Over 5 million loaves of Continental Baking's Wonder Bread will feature "Alice In Wonderland" identification offering 5 "Alice" character stickers inside the loaves... with one sticker per loaf. And that's a lot of bread behind this national promotion!

POINT-OF-SALE DISPLAYS EVERYWHERE

Special tie-in point of sale materials will be featured across the country in Wonder Bread's 150,000 retail grocery outlets!



A TV CAMPAIGN THAT'S WONDER-IFIC

A special 30-second color Wonder Bread — Alice In Wonderland TV commercial highlighting the premium will be aired in a \$175,000 TV campaign—a campaign that will mean "Big Box Office Dough", and we're not "Loafing" either!

"Alice In Wonderland" Character Merchandise

TOYS

Action Films, Inc.

240 So. Whisman Road
Mountain View, Calif. 94040
Hand-operated 8mm viewer, 8 mm projector
and cartridges

California Stuffed Toys

A Division of Cal Fiber Co.
611 Anderson Street
Los Angeles, Calif. 90023
Disney stuffed characters ranging in size from
a 9½ inch cuddle to a 40 inch tall Mickey
Mouse, bean bags, hand puppets, and
wooden kokeshi pendants

Chemtoy Corporation

4700 West 19th Street
Cicero, Illinois 60650
Modeling Dough, bubble toys, play wallets &
money sets, jump ropes, play putty, Easter
coloring sets, jack & ball sets

Colorforms

Walnut Street
Norwood, N. J. 07648
Vinyl stick-on activity sets, rubber stamp sets

Disneyland-Vista Records

800 Sonora Avenue
Glendale, Calif. 91201
Records, albums, tapes & cassettes

GAF Corporation

140 West 51st Street
New York, N.Y. 10020
View-Master and Tru-View picture products,
scramble game

General Electric Company

(Radio Receiver Dept.)
Northern Lights Concourse
Syracuse, N.Y. 13212
"Show 'n Tell" phono-viewers, picturesound
programs, clock radios, phonographs

Gold Key Comics

(Div. of Western Publishing)
850 Third Avenue
New York, N.Y. 10022
Comic magazines

Golden Press

(Div. of Western Publishing)
850 Third Avenue
New York, N.Y. 10022
Golden Books, toy books

Horsman Dolls, Inc.

200 Fifth Avenue
New York, N.Y. 10010
Dolls, toy umbrellas

Jaymar Specialty Company

200 Fifth Avenue
New York, N.Y. 10010
Jigsaw puzzles, piano books, musical jewelry
boxes, toy organ, die-cuts

Kusan, Inc.

(A Div. of Bethlehem Steel Corp.)
3206 Belmont Blvd.
Nashville, Tenn. 37212
Roller Skates, Ice Skates, Picture-Frame
Play Sets

Leisure Dynamics, Inc.

4400 West 78th Street
Minneapolis, Minn. 55435
Mini-flex & super-flex toys, toy watch,
electric MM drawing set

Lionel

Division of General Mills Fun Group, Inc.
126 Groesbeck Highway
Mt. Clemens, Michigan 48403
Toy train sets

Leisuramics, Inc.

(Div. of Gare Inc.)
165 Rosemont Street
Haverhill, Mass. 01830
Hobby craft kits (ceramics)

National Latex Products Co., Inc.

246 East 4th Street
Ashland, Ohio 44805
Balloons, balls, punch balls

Playskool Mfg. Company

3720 No. Kedzie Avenue
Chicago, Illinois 60618
Wood alphabet blocks, play tiles, wood
puzzles

Questor Education Products

A Division of Questor Corp.
1055 Bronx River Avenue
Bronx, N.Y. 10472
Magnetic puzzles

Russell Manufacturing Co.

1150 Main Street
Leicester, Mass. 01524
Miniature card games

Smith Enterprises, Inc.

P. O. Box 188
Rock Hill, S. C. 29731
Easter baskets

Poly Soft Products Corporation

(Div. of Sponge Specialties Corp.)
P. O. Box 96
East Rockaway, N.Y. 11518
Poly urethane foam jigsaw puzzles, building
blocks, block puzzles, story block, bowling
sets, play pads

Union Wadding Co., Inc.

125 Goff Avenue
Pawtucket, R.I. 02862
Yo-Yos, pre-seeded garden mats, Christmas
tree accessories, paddle ball sets

Whitman Publishing Co., Inc.

(Div. of Western Publishing)
1220 Mound Avenue
Racine, Wisc. 53404
Books, games, puzzles, activity items, magic
slate pads

Worcester Toy Company

(Div. of Plascor Inc.)
107 Main Street
Worcester, Mass. 01613
Tea set, housekeeping toys, sand toys

STATIONERY AND NOTIONS

Cleo Wrap Corp.

P. O. Box 1300
Memphis, Tenn. 38118
Gift wrap

Fuld & Company

P. O. Box 407
Rockaway, N. J. 07866
Valentine cards (individual & pkg.)

Hallmark Cards, Inc.

25th & McGee
Kansas City, Mo. 64141
Greeting cards, calendars, seals, plastic
straws, name tags, cardboard cutouts, pop-up
books, boxed puzzles, candles & candle
holders, felt-tipped & ball point pens, postage
stickers, book marks, switch plates, posters,
party goods, plastic eating utensils, craft kits

Al Nyman & Son, Inc.

38 West 32nd Street
New York, N.Y.
School supplies, pencil sharpeners, staplers,
rulers, pencil pouches, school bags

APPAREL AND ACCESSORIES

Ameritex

(A Div. of United Merchants and
Manufacturers Inc.)
1407 Broadway
New York, N.Y. 10018
Piece goods, curtain patterns

Glenco Infants Items, Inc.

21 Omaha Street
Dumont, N. J. 07628
Bibs, crib pads, knitted diapers, training
pants, sun suits

Maro Hosiery Co., Inc.

350 Fifth Avenue
New York, N.Y. 10001
Hosiery, booties, leotards

L. V. Myles, Inc.

136 Madison Avenue
New York, N.Y. 10016
Girl's sleepwear and loungewear

Tropix-Togs, Inc.

333 N. W. 22nd Lane
Miami, Fla. 33127
Adult and children's shirts and sweatshirts

DOMESTICS

Morgan Adhesives Co.

4560 Darrow Road
Stow, Ohio 44224
Wall covering material, safety tread bathtub
adhesive die-cuts, wall hooks

Pacific Home Products

(Curtain Div. of M. Lowenstein & Sons, Inc.)
261 Fifth Avenue, Suite 1814
New York, N.Y. 10016
Novelty curtains, draperies, curtain patterns

I. S. Sutton & Sons, Inc.

200 Fifth Avenue
New York, N.Y. 10010
Novelty Decorated Pillows

Wamsutta Mills, Inc.

(M. Lowenstein & Sons, Inc.)
111 W. 40th Street
New York, N.Y. 10018
Sheets, pillow cases, towels, wash cloths,
curtain patterns, bed spreads, receiving
blankets, slumber bags, comforters, waste
paper baskets, bathroom tumblers, shower
curtains, tissue holders

JEWELRY

Dexter Manufacturing Company

95 Chester Street
Providence, R. I. 02903
Costume jewelry

Elgin National Industries

Time Products Group
2 Park Avenue
New York, N.Y. 10021
Disney character watches and clocks

Schmid Brothers, Inc.

55 Pacella Park Drive
Randolph, Mass. 02368
Handcarved music boxes

HOUSEWARES, TOILETRIES, MISCELLANEOUS

Aladdin Industries

703 Murfreesboro Road
Nashville, Tenn. 37210
School lunch kits (metal and vinyl) with
vacuum bottle

Samuel Kirk & Sons

(A Subsidiary of Kirk Corp.)
2400 Kirk Avenue
Baltimore, Maryland 21218
Silver collector's plates and medals

Lever Brothers Co., Inc.

390 Park Avenue
New York, N.Y. 10022
Toothbrushes

Mead Containers

5533 Fairlane
Cincinnati, Ohio 45227
Storage chest and room divider

Peri-Lusta Ltd.

367 Southern Blvd.
Bronx, N.Y. 10454
Art needlework kits

Wilton Enterprises, Inc.

833 West 115th Street
Chicago, Illinois 60643
Cake pan kits, sugar molds

There's magic in this delightful
merchandise for lobby sales,
as advertising for "Alice In
Wonderland", for prizes in your
contests and many other fab-
ulous merchandising promo-
tions.



An Extra Huge Boost Of National TV Exposure!

Over \$1,000,000 Of TV Time!

EASTERN AIRLINES...FORD...GAF

ALL WILL HIGHLIGHT ALICE AND THE FABULOUS "WONDERLAND" CHARACTERS IN WALT DISNEY WORLD AND DISNEYLAND-THEMED 60 AND 30-SECOND COLOR TV COMMERCIALS. THESE WILL AIR ON BOTH NETWORK AND LOCAL TV AROUND THE COUNTRY PRIOR TO, AND COINCIDING WITH THE NATIONAL RELEASE OF "ALICE IN WONDERLAND".



Special Merchandising Items From Walt Disney Distributing Company.

Listed below are the same merchandising items that are being featured at Disneyland and Disney World. Order them from Bob Pirtle, Walt Disney Distributing Co., P.O. Box 40, Lake Buena Vista, Fla. 32830, Phone (305) 824-2222.

Alice Polo Shirt	0663-1000	\$10.45/doz
Alice Toddler Dress	0663-2000	26.00/doz
Alice Bisque Figurine	0553-9043	11.00/ea
Alice Plaque	0553-0315	15.00/doz
Alice Figurine	0553-9016	9.00/doz
Alice Mug	0553-0324	8.40/doz
White Rabbit Figurine	0553-9005	6.00/doz
Cheshire Cat Figurine	0553-9023	6.00/doz
Mad Hatter Figurine	0553-9000	12.00/doz
March Hare Figurine	0553-9003	9.00/doz
Alice Watch	0663-6805	9.97/ea

Alice And Her Friends to Tour 15 Cities!

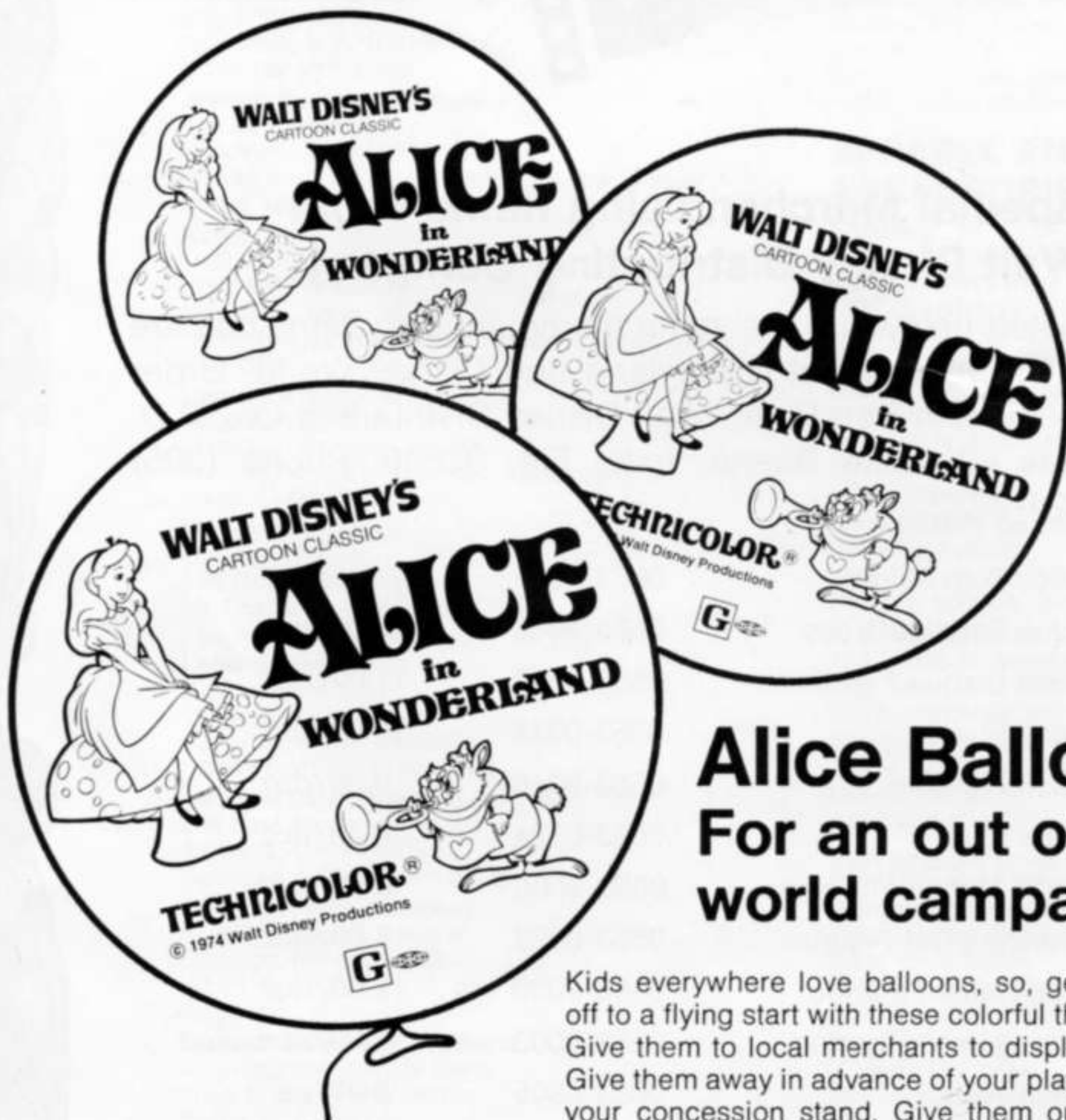
The largest troupe of characters ever assembled will make a musical, laugh filled tour of the nation promoting "Alice in Wonderland". Alice will be joined by the Mad Hatter, the White Rabbit, the Walrus, Tweedle-Dee, and Tweedle-Dum for "An Unbirthday Party" in the following cities:

HOUSTON, NEW ORLEANS, MIAMI, KANSAS CITY, ST. LOUIS, CINCINNATI, PHILADELPHIA, NEW YORK, WASHINGTON, BOSTON, TORONTO, DETROIT, CHICAGO, SALT LAKE CITY, SAN FRANCISCO.

The troupe will visit leading department stores and shopping centers, visit children's hospitals and newspapers, and appear on many national and local TV shows. Their appearances will be supported by full-page newspaper ads.

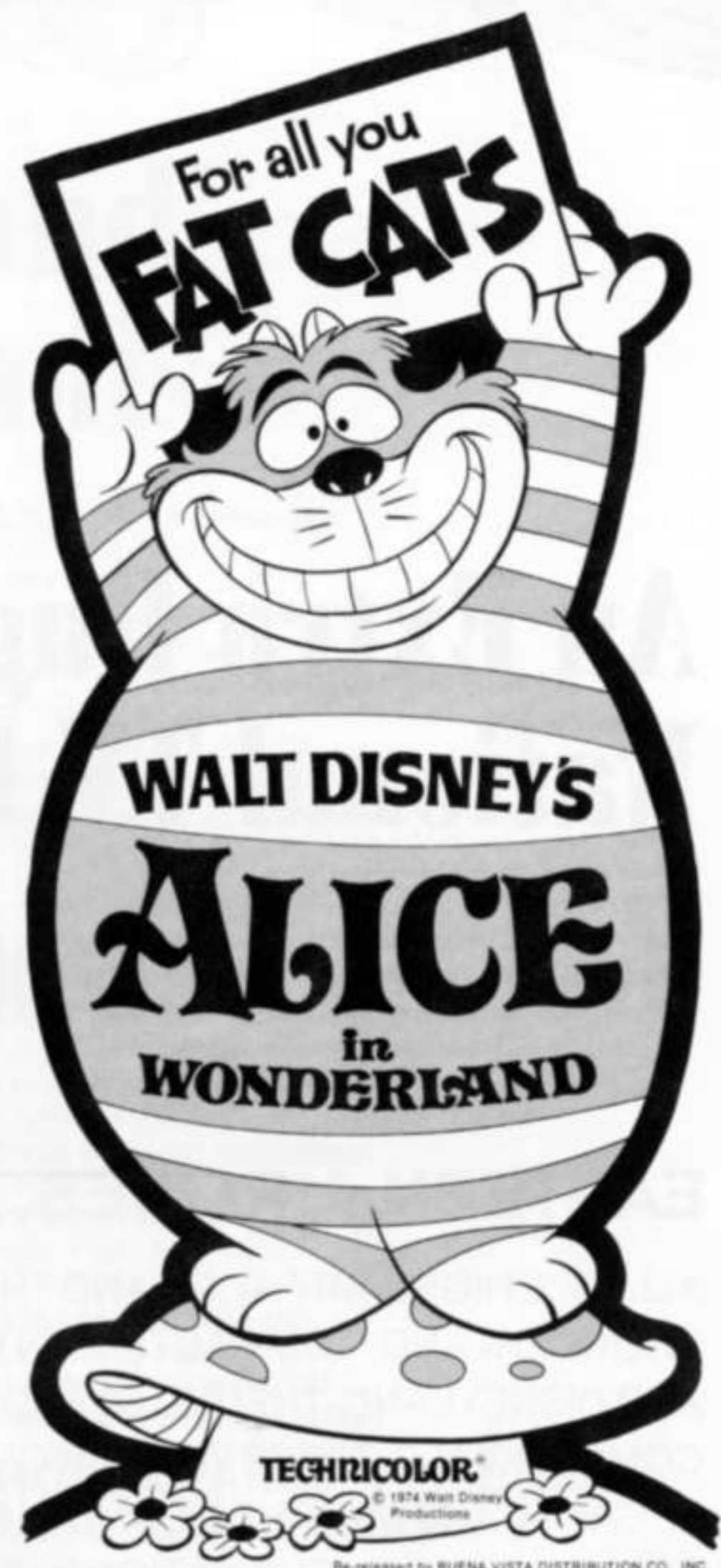


These are the characters that more than 100,000,000 visitors to Walt Disney World and Disneyland have seen and enjoyed!



Alice Balloons... For an out of this world campaign!

Kids everywhere love balloons, so, get your pre-sell campaign off to a flying start with these colorful theatre-imprinted balloons. Give them to local merchants to display in their store windows. Give them away in advance of your playdate with purchases from your concession stand. Give them out at kiddie TV shows, in parks and shopping centers. Your campaign is well on the way when every child in town is waving your theatre-imprinted balloon. The balloons are seven inches in diameter and come in a variety of colors. Use the convenient order form for placing your order.



A CHESHIRE CHAMP Giant Standee

PUT THIS PURR-FECT DAY GLO
EXCITEMENT IN YOUR LOBBY.

PRICE: \$9.95

Order From:

Buena Vista Specialty Department
1139 Grand Central Avenue
Glendale, California 91201.

IMPORTANT

All shipments are postpaid. Your order must include a check or money order for the full amount. Also include your theatre copy, which National Latex Company will set up in type for imprinting.

Allow 2 weeks from the time National Latex Company receives your order to delivery of balloons at your theatre. A delivery target date is requested.

ALICE in WONDERLAND

BALLOON ORDER BLANK

NATIONAL LATEX CO.
200 5th Ave., New York City 10010
Attn: Sylvan Kahn or Ronnie Kahn Date: _____
Phone (212) YU 9-1240

Please send me _____ imprinted "Alice in Wonderland" balloons, shipped prepaid, at — \$14.00 per 500 \$25.00 per 1000

Enclosed is my check (or money order) for \$ _____
made payable to National Latex Company.

PLEASE FILL IN: Theatre copy (3 lines)

Target date for delivery _____ Date of opening _____

Manager _____

Theatre _____

City _____

State _____

Coming Soon from
The Walt Disney Studios!

The greatest LOVE (bug) STORY
ever told!



WALT
DISNEY
PRODUCTIONS'

Herbie Rides Again

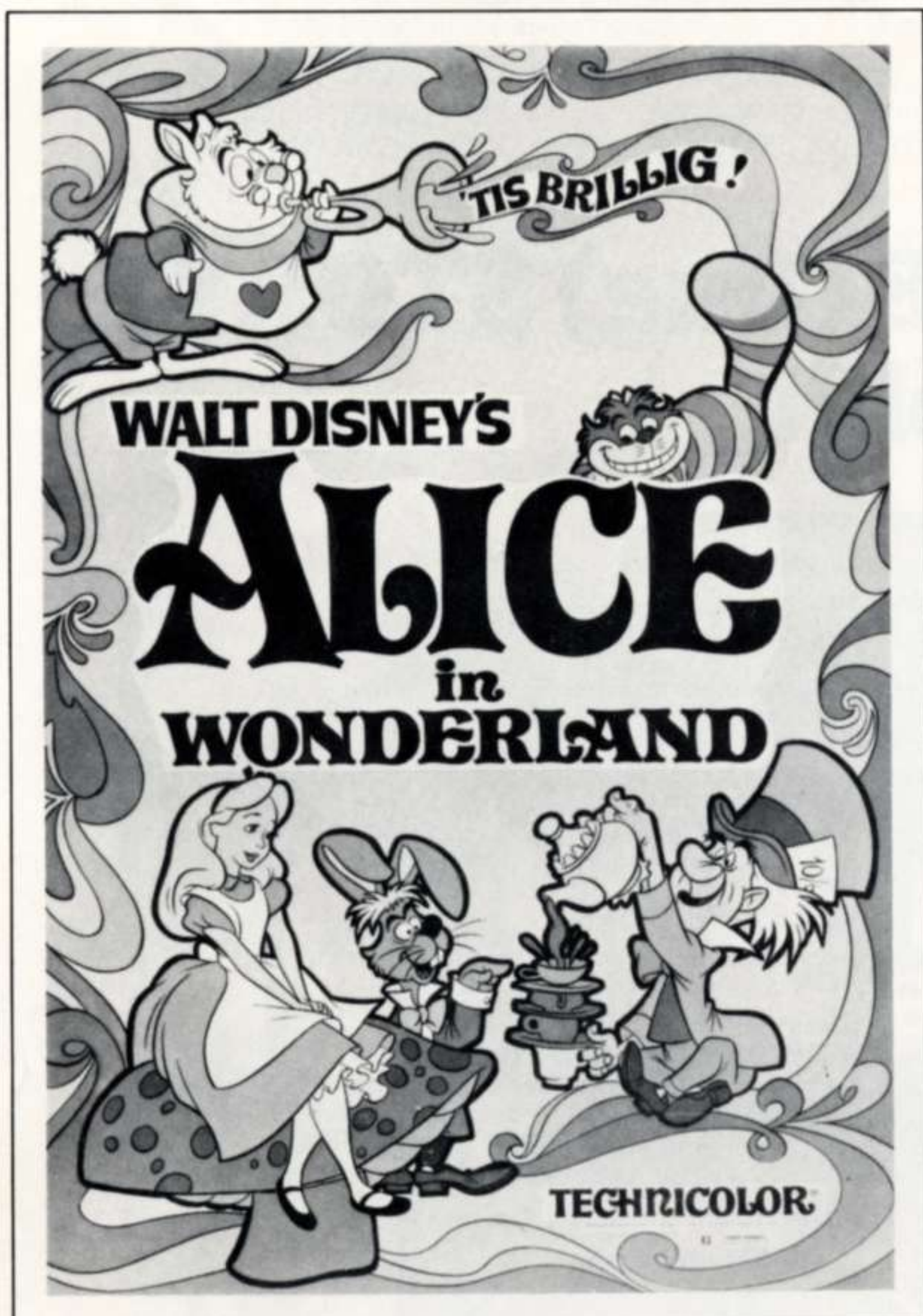
Starring **HELEN HAYES** **KEN BERRY** **STEFANIE POWERS** **JOHN MCINTIRE** **KEENAN WYNN**
Screenplay by **BILL WALSH** • Based on a story by **GORDON BUFORD** • Produced by **BILL WALSH** • Directed by **ROBERT STEVENSON** • **TECHNICOLOR®**

G GENERAL AUDIENCES
ALL AGES ADMITTED

Released by BUENA VISTA DISTRIBUTION CO., INC. © 1974 Walt Disney Productions

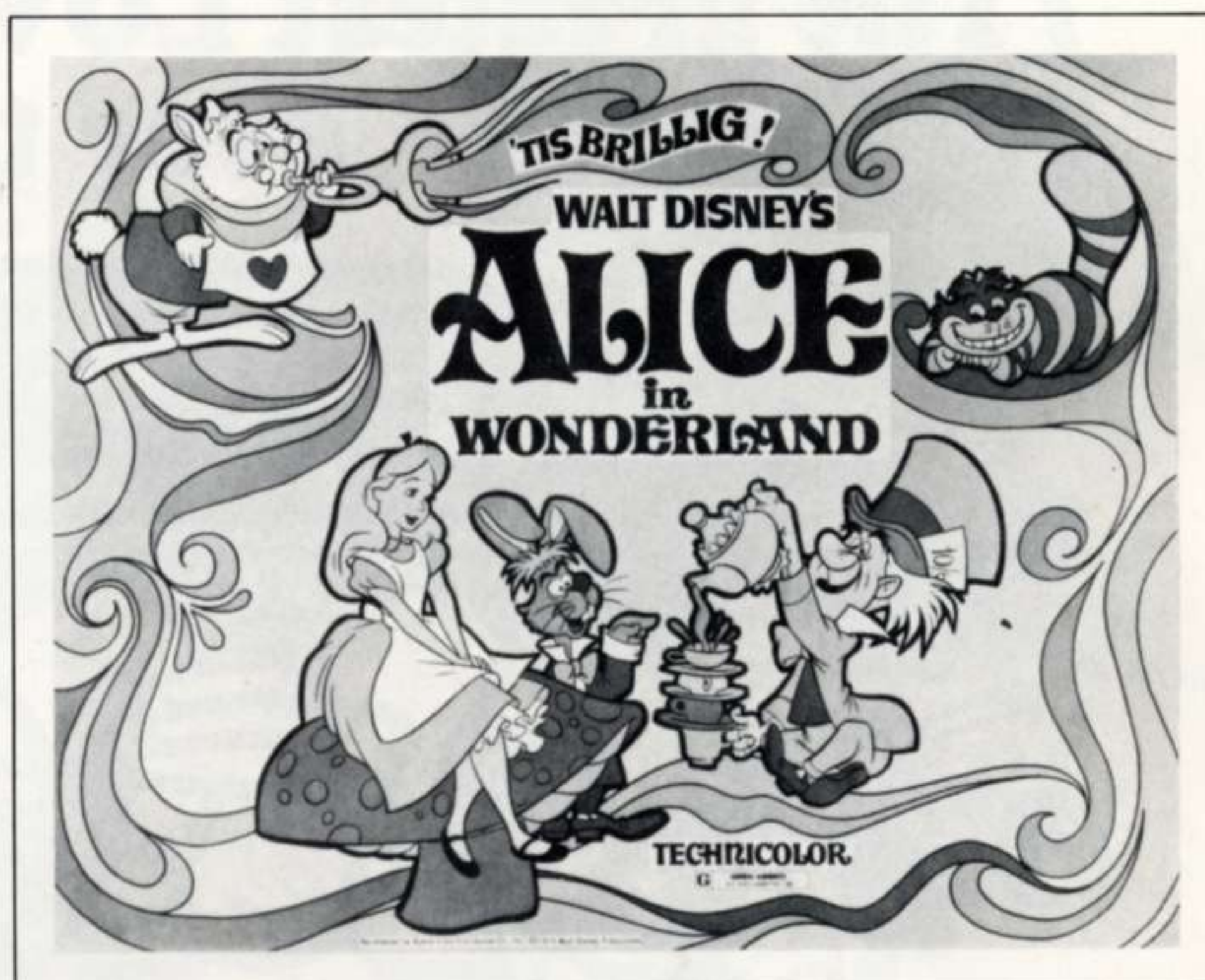
16p. # 32428

DELUXE FULL COLOR POSTERS and ACCESSORIES



1 SHEET

Let everyone know that this new family motion picture is now playing in your theatre!



22 X 28

ORDER THESE DELIGHTFUL POSTERS AND ACCESSORIES TODAY, FROM YOUR LOCAL NATIONAL SCREEN SERVICE.

ALSO AVAILABLE FROM NATIONAL SCREEN

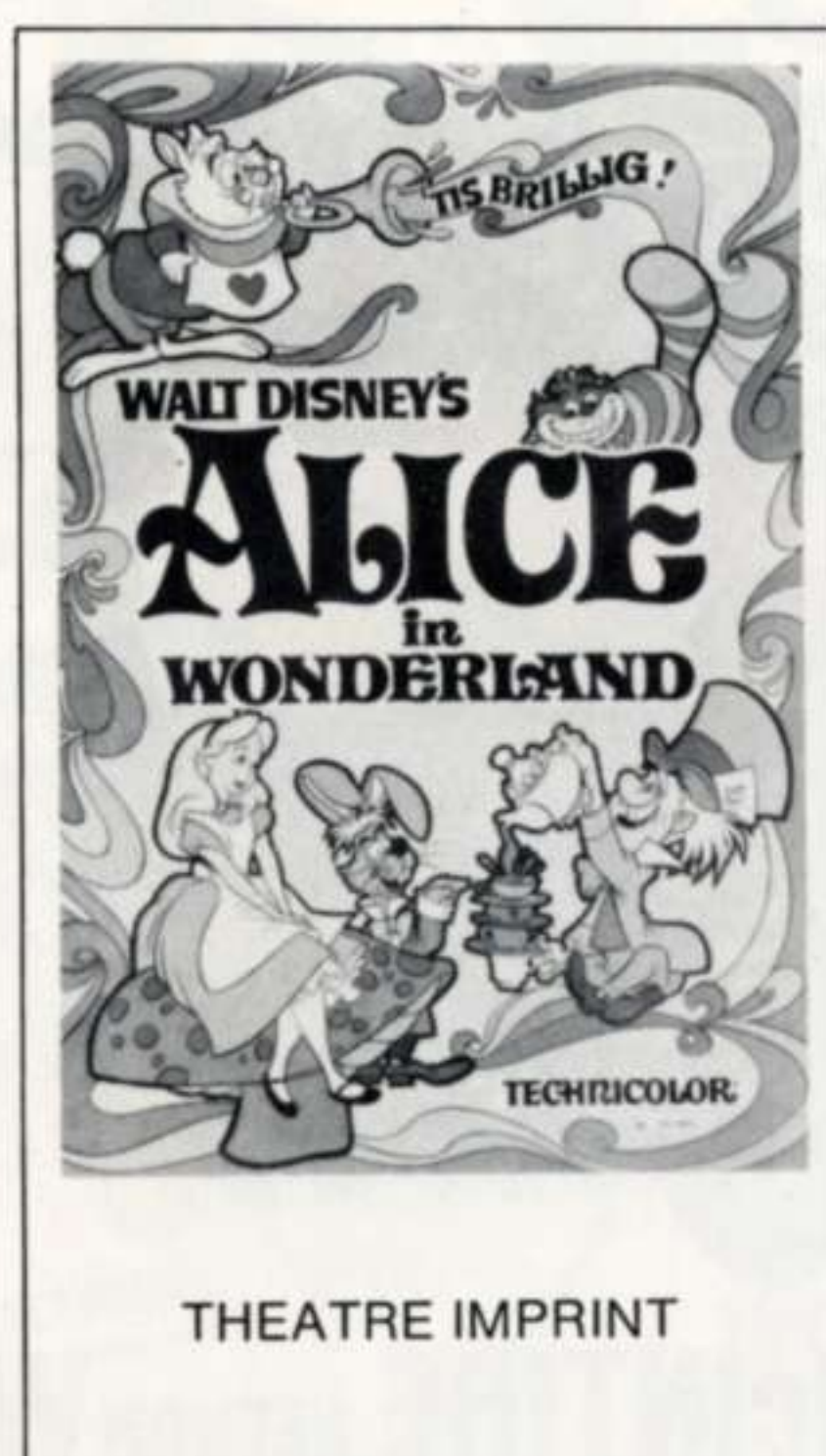
30 X 40 DISPLAYS

26 X 60 DISPLAYS

40 X 60 DISPLAYS

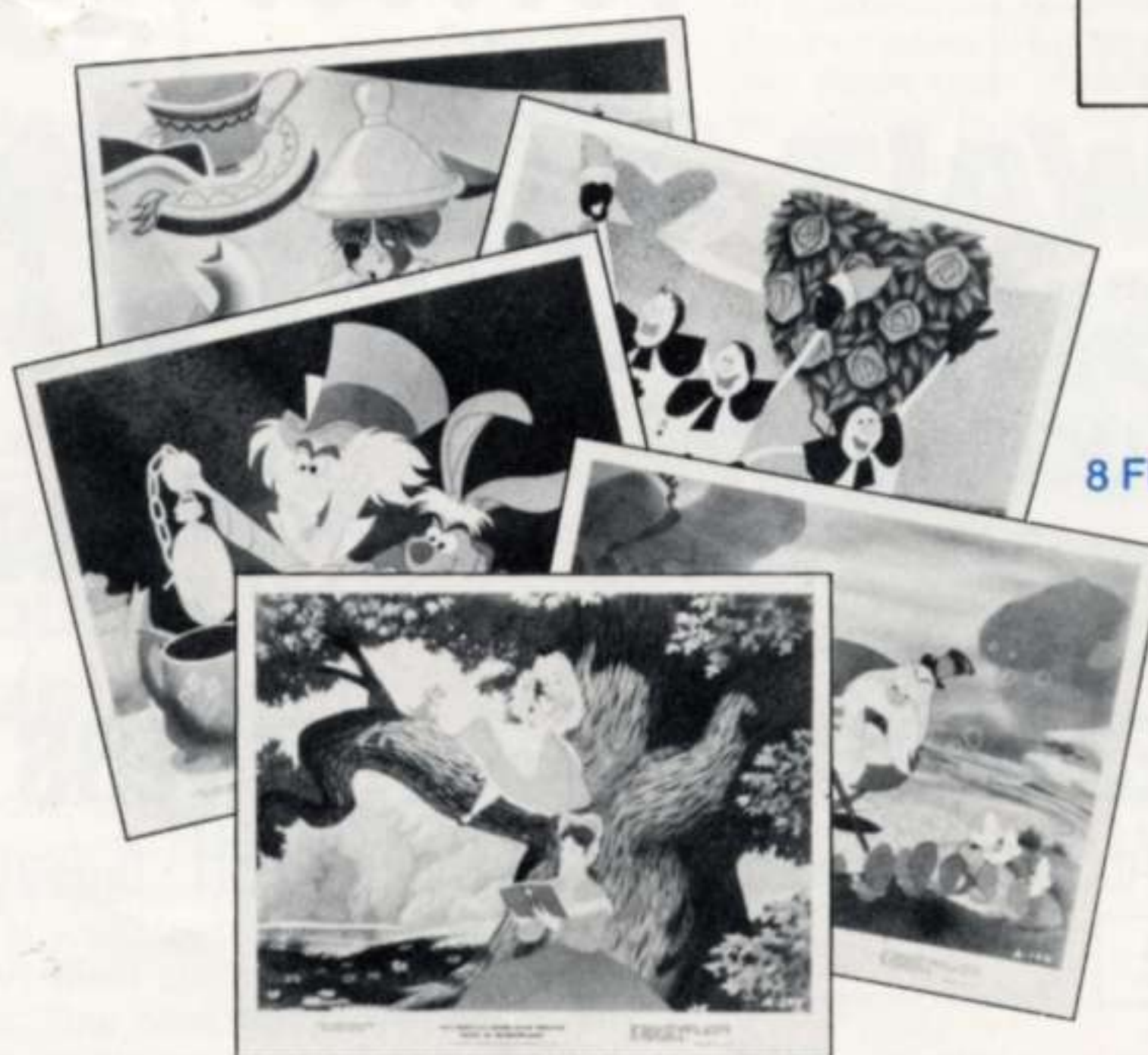
24 X 82 DISPLAYS

8 X 10 B&W
STILLS



WINDOW CARD

ORDER FROM BUENA VISTA,
SPECIALTY DEPARTMENT



8 FULL COLOR 11 X 14's