

```
ABC Television 203
                                                      agreements
accessories 84-6, 99, 136, 208, 223, 255,
                                                         agency 267
       289
                                                         breaches of 184
adolescence 94
                                                         collateral 267
Adventures in Meccanoland 82
                                                         copyright 54, 56, 112, 123, 168, 273
advertisements 202
                                                         distribution 118
  Alice-themed 31
                                                         film option 173, 183
  Felix the Movie Cat 119, 121
                                                         film rights 179, 181
  Meccano Boy 87
                                                         licensing 4, 122, 124, 135, 154, 215, 283, 291
  Meccano Magazine 98-102
                                                         manufacturing 50, 62
                                                         merchandising 121, 127–8, 157, 159–61, 206, 262,
  Mickey Mouse 131
  Patent Office (Mr Men) 234
                                                              267
  Pearl's soap 'Bubbles' 30
                                                         printing 17
  'Squeakie' mouse 130, 132
                                                         production 24, 45–6, 53, 56, 151–2, 182
  Uncle Mac cereal advert 250
                                                         publishing/author 45-6, 53, 56, 151-2, 182
  Wombles warning 276
                                                         renewal of 48, 121, 124, 129
Advertising, 67, 272
                                                         royalty 50, 56, 123
  agencies 49, 102, 192-3, 201
                                                         standardised 137
                                                         television rights 206
  agents 220-1, 258, 272, 280
                                                      Aitken, Max 261
    J. Walter Thompson 102, 192
  BBC ban on 244, 252, 263
                                                      Aldous, Guy QC 166
  by cereal companies 248-9
                                                      Alice (Miller film) 9, 281-7 see also Miller,
  deceptive 177
                                                              Jonathan
  impact of 44
                                                         as unsuitable for children 283, 285-7
  leaflets 97
                                                      Alice Comedies 119, 125, 282
  literature 68, 72, 75, 81, 97, 177
                                                      Alice in Wonderland (Disney cartoon) 159, 163,
  of Meccano 71, 80, 84, 94–5, 101–2, 104
                                                              216
  of Peter Pan 171
                                                      Alice's Adventures in Wonderland 6, 12-14, 19, 30,
  negative associations of 113-14, 254
                                                              42
                                                         Cheshire Cat 25, 30
  rejection of 266
  strategies/techniques 87, 200, 235
                                                         commercialisation of 9, 20-3
  and television characters 169
                                                         dissemination of 23
  unfair 247
                                                         dramatic performances of 25-9
Aesop's Fables 132
                                                         Duchess's Baby 29-30
aesthetics 15, 18, 21, 31, 35, 45, 53, 65, 67, 69, 255,
                                                         early imitations 13
                                                         editions of 16, 19-25, 42, 145
```



Alice's Adventures in Wonderland (cont.)	Attwell, Mabel Lucy 218
illustrations see Tenniel, John	audiences
interpretations of 13	adult 9
as literary work 20-1	attracting 250
printing and production of 12-13, 21-3	child 4, 9, 11, 16, 22, 27, 39–40, 53, 157, 202, 238
'Alice's Adventures Under Ground' 19–20, 42	241-3, 245, 254-5
Alice/Wonderland universe 6, 29	cinema/film 4, 109
biscuit tin 30-2	engagement/connection with 4, 23, 288
Carroll, Lewis as father of 31	expansion of 167
commercialisation of 36	feedback 239, 284
commodification of 30	juvenile 240
exploitation of 11, 29	measurement of 238, 279
innocence of 39–41	participation 3, 5
postage-stamp case 29–30	public 21
All your Own 281	radio 4, 290
Altemis, Henry 57	reaching 23–5
amateurism 15, 18, 251	research/surveys 161, 284
American Model Builder 71, 79, 208	television 4, 189, 255
Americanisation 85, 271	viewing figures 202, 205, 222, 286
Anderson, Gerry 205, 230	women as 118
Andrews, Julie 178	audio cassettes 233
'Andy Pandy' character 4, 189, 258, 290	auditors 155
Andy Pandy Ltd 290	'aunties' see broadcasting 'families'
animal fables 40	Author, The 44–6
'Animaland' 193–4	authors 4, 288 see also agreements, publishing/
animals 34, 41, 229–30, 284	author
animation 107–9	censorship by 27
bendy-line 'rubber hose' 108, 115–16	Disney genre of 109
cartoon 103	industrial 1–2, 6–7, 39, 51, 64
cel-animation technique 108–12	as owners 22
connection with children 144	Victorian children's 12
film 103–5, 108, 114, 146	Author's Syndicate 56
simple forms 29–30	
* * * * * * * * * * * * * * * * * * * *	authorship 1, 4, 45, 68, 89, 104, 110, 114,
specialised equipment for 191 animation studios/units 110, 115, 117, 124–5, 128, 192,	287
	hadaas ah aan aal aan
195	badges 96, 200, 228, 239
working practices 110, 112–13	Bagpuss 267
animators 114–15, 191–2, 195	Bannerman, Helen 46, 156–7
annuals 44, 128, 269	Barnaby 271
BBC Christmas 245–7	Barré, Raoul 110, 114
Children's Hour 246–7	Barrie, J. M. 8, 144, 147, 149, 151–2, 154, 169, 181 se
literary 43	also 'Peter Pan' character, bequest
Mickey Mouse 159	BBC bookshop 269–70
anti-competitiveness 66	BBC broadcasting licence 9, 244, 254
appeals, charitable 154	BBC charter 9, 237, 252, 254, 260, 290
Appleton, William W. 12	BBC Children's Department 265, 270–2, 281, 290
artist-originators 126, 133, 135	BBC merchandising unit 237
stories/myths 116–17, 124, 135, 138	BBC publications department 269
artistic works 55, 67–8, 91–2	BBC Publicity 286
artists 226, 256	BBC 'Talks' department 281, 284
artwork 256 see also illustrations; model/reference	BBC Television Enterprises 9, 264, 283,
sheets	290
Associated Television 215	attitude to litigation 279
Associated-Rediffusion 215, 223	distinctiveness of 265



as licensing agency 272–4	breakfast cereals 248–9
as merchandising agency 267	Breare, W. L. 26 British Broadcasting Corporation (BBC) a 154
relationships with other departments 269–70	British Broadcasting Corporation (BBC) 9, 154,
as self-supporting 265	216, 221–3, 230, 235 <i>see als</i> o education, role
Beardsley, Aubrey 35	of BBC
Benjamin Bunny, The Tale of 51	ban on advertising 244, 253, 263
Bennett, Alan 281, 284	Children's Department 254, 259
bequests see 'Peter Pan' character, bequest; 'Peter	children's programming 237–41, 246, 271–2
Pan' character, copyright gift	criticisms of 260, 264, 266
Berkeley Films 169, 172	employees, BBC 252–4, 262
Berne Convention (1886) 56, 64–5	marketing to children 290
'Betty Boop' character 190	as monopoly 263
Beyond the Fringe 281, 284	non-commercialism of 245
'Big Ears' character 217	'not a trading organisation' 261–2
Bijou Films 122	overseas sales of 264
Birkett, Norman KC 251	public service remit 240, 244, 255, 260, 264, 271,
birthday greetings 239–41	279, 290
birthdays 35, 142	publications 245, 247
biscuit tins 29–33	reputation of 273, 290
blueprints 192	sales strategies 264
Blyton, Enid 216–18	British Child Study Association 35
Board of Trade 65	British Empire Exhibition (1913) 105
Bonanza 213	British Toy Manufacturers Association 129–30, 214
bookmanship 42–3, 50, 68	broadcasting 'families' 242-3
books see also toy books; printing	BBC as favourite aunt 255
editions of 16, 19–25, 42, 52, 54	'nephews' and 'nieces' 245
as gifts 42, 44	'uncles' and 'aunties' 241–2, 245–8, 250, 253
imported 63	broadcasting rights 4
pricing of 30, 53	television 167–9, 203–5, 258, 264–5 see also non-
production of 42-3 see also printing	broadcasting rights
quality and cost of 38	Bronco 213
Bowers, Charles 114	Bud Fisher Film Corporation 114
Boyd, William 27	budgets 284
Boys Mechanic Set 83	Bugs Bunny Show 223
branding	Burton, Humphrey 286
corporate 80	Callian East Elmon
strategies 100, 249	Calkins, Earnest Elmo 49
successful 87, 272	Callaghan, Audrey and Jim 186
brands see also advertising	Cameron, Julia Margaret 16–17
advance exploitation of 228	campaigns
Alice 9, 30, 36	advertising 49, 136, 193, 204
aspirational 90	fund-raising 146
and BBC broadcasters 244	marketing 168, 247–8
commercialisation of 9, 35	merchandising 210, 216, 226–7, 230, 274
extension of 3	publicity 196
and goodwill 94, 96, 117	'Captain Hook' character 185
and the law 208	Captain Scarlet 230
and merchandising practices 200	Carroll, Lewis 2, 6, 12, 30–3, 281 see also Dodgson,
outdated 102–3	Charles
plaintiffs as 251	as pen name/nom de plume 11, 18–20, 31
programmes 70	personal links with children 20, 36
rejuvenating 102–3	cartoons, print/illustrated 109, 114-16, 118, 120,
substitution of 96, 102	123-4 see also films, cartoon/animated
trusted 60	cases see litigation



catalogues 139	industrialisation of 104
Cecil Coleman Ltd 158, 163	innocence of 1, 11, 13, 41, 282
celebrity culture/stars 17, 81, 105, 110, 119, 145, 231,	interest in 32–3
238, 243, 248, 251–6, 260, 284	and the law 143
Celebrity Productions 124	representations of 14
censorship 27, 116, 140, 179	research/theories of 141, 238
Century 21 Merchandising 230–2	romanticisation of 104
Chaplin, Charlie 109, 111, 127	standardised view of 84
Character Enterprises Ltd 207, 215	understanding of 9
Character Licensing Ltd 203, 207	Victorian 9, 12, 282
characters see also under individual character	visions/views of 18, 41, 84, 87, 228–9, 283
names	children see also entertainment, children's;
advance material 162–3	Meccano Boy; readers, child
celebrities as 231	boys 16, 84
exploitation of 166, 205, 220, 256, 260–3	civic values of 229
families of 234–5	commercialisation of 88, 290
film 105, 108–9, 193	as consumers 70, 74–5, 81, 157, 196, 202, 206,
flops 228	227–8, 238, 246, 256, 279
non-TV 231	as correspondents 20, 38, 82
portfolios of 8, 190, 215, 223, 227, 230, 233, 263	data about 90, 247, 254
separability of 161, 166, 192	exploitation of 81, 90, 240
television 205, 209, 255–63, 274	feedback from 239, 245
yet to appear on 216-18	girls 15–16, 19
charitable activities 146, 240, 253 see also gifts,	healthcare of 145
charitable	images of 20, 88–9 see also photographs
charities 155, 184 see also Great Ormond Street	imagination of 41, 70, 75, 87
Hospital	indulgence of 42
and business 150, 153-4, 158, 167, 169, 185, 187-8	as innocents 33
Chartered Institute of Patent Attorneys 122	marketisation of 280
Chelsea Art Ball 1922 119	monetisation of 72
Cheryl Playthings Ltd 210-15	participation of 72, 90, 144, 159 see also Meccano
child, the see also Meccano Boy	Guild
character of 11	protection of 8
conception/idea of 4, 6, 9, 104	rights of 34
as consumer 1, 3, 6, 8	unchaperoned 17
development 72, 95	well-being of 291
formation/construction of 148, 238, 282	as writers and artists 98
greed of 35	Children's Hour 154, 217, 237-40, 242-8, 253-4, 256
imagery of 10	child's eye view 40, 47
love/concern for 18, 291	Christmas 19, 35, 42-6, 281
'child lovers' 33 see also Dodgson, Charles, and	Christmas Carol, A 26
child friends; Ruskin, John	cinema 107–9
childhood	attendance 194
Americanisation of 196, 200	Saturday matinees 136, 140, 192
attitudes to 9, 41	Cinephone Sound 125
character/nature of 40	civic responsibility/values 141, 229
commercialisation of 11, 288	'Clarabelle Cow' character 116
conception/idea of 1, 6, 14, 33, 104, 145	Clarendon Press 13, 21
construction of 142, 228	Clarke, Savile 27
debates about 141	class dimensions 23–4, 36, 45, 81
experience of 22	clubs/groups 3, 89, 95, 97, 136, 141, 147, 217, 239–41
exploitation of 103	see also Meccano Guild
focus on 103	'Coco' character 192–3
images of 73	Cohn, Harry 118, 126



collaboration 197, 227, 233	with BBC Television Enterprises 270-1
Collins, Wilkie 28	breach of 175, 181, 184, 251
Colnaghi & Co. 16	collateral 267
Columbia Pictures 118, 126	copyright 54, 123, 168, 273
comedy 111	distribution 8, 117
commercialisation	'Felix the Movie Cat' 112, 115, 117–18, 122–4
of Alice brand 9, 33	film 173–4, 179, 181
of BBC television 264-5, 279	frustration of 183
of children 88	interpretation of 161, 163, 174, 177
of education 79–84	licensing 4, 122, 124, 136, 143-54, 197, 214, 278-9,
of intellectual property 10, 143-4	283–91
lack of 18	Little Black Sambo 156
lack of interest in 36	manufacturing 50, 62
of 'Peter Pan' 150	merchandising 121, 125, 127, 157, 159–61, 189,
of play 2-3	209, 262
commercials see advertisements	'Mickey Mouse' 125–8, 138–9
commissioning 271, 273	'Mutt' and 'Jeff' 113
commodification 5–6, 9, 17, 33, 45, 68, 87, 97, 109,	'Peter Pan' 143, 148, 152, 154, 157–62, 169
144 see also consumption	1939 agreement 147, 163, 166, 175, 187
cultural 107, 283	printing 17
domestic 104	production 125, 134, 136, 262
commodities 87, 198, 225, 256	publishing/author 45–6, 52–3, 56, 151–2, 182
characters as 161-2, 191-4, 217	sound recordings 284
pirate 59	shields 260
commodity culture 33, 44, 69, 287	standard 45, 137–8, 267
communication	strategies 156–7, 222
about toys 89	television rights 206
channels 135	Cook, Peter 281
with children 20, 29–30, 239–42	copyright see also artistic works; dramatic works,
circuits 159–60	musical works
mass 4–6, 242, 253	assertion of 6, 32
mediums/models 9, 102, 108, 154, 161, 247	assignment of 122
strategies/practices 109, 194	of Cameron, Julia Margaret 16
streamlining 222	concept of 198
communities 7, 94, 155, 228, 240	contracts 222
competitions 88–90, 93, 96–7, 244	copyright/design interface 59–62, 228, 261
competitiveness 66, 80, 225, 263	Disney's 160, 193
complaints 247, 284, 286	of Dodgson, Charles 6, 11, 32
conflicts of interest 270, 274	enforcement of 25
connectivity 93, 97, 100, 157, 254, 256, 271	expansion of 188
consumers 109, 140, 168, 279, 288 see also children;	expiration of 170, 187
families; parents; readers	exploitation of 232
pre-sold 100, 201	fees 150
consumption 100, 142, 161, 225, 239	infringement of 3, 55, 59–60, 91–3, 121, 211, 249
crazes 39, 106, 119, 218	legal idea of 20–1
cultural 288, 291	life/duration of 67, 187
data about 72, 90, 94	literary 22, 55, 91–2, 151–2
and domesticity/families 5, 94–5, 104, 202	loss of 7
habits 86	management of 58, 149–57, 170, 273
and intellectual property 71–2, 232	of Potter, Beatrix 6
private 102, 253	problems with 119
protocols of 4, 8, 135–40	promotions of 85
contracts 4, 8–9, 45	protection of 47, 56–60, 64, 146
agency 267	regime 64, 107
agency 20/	10gmic 04, 10/



copyright (cont.)	Bloomingdales 142
registration of 6, 16-17, 21, 28, 39, 52, 54-8, 68, 92	Gamages 224
'trade courtesy' 8	Hamley's toy store 48
transcending 87	Harrods 49, 62, 244
universal/world rights 8, 107, 121, 126, 130, 154	Selfridges 193, 224, 244
waiving 90	Wanamaker's 78, 85
Copyright Act 1842 55	Whiteley's department store 48
Copyright Act 3, 64, 67, 179	Design Research Unit 258
Copyright Act 60, 72, 167, 208, 261	design rights 2, 287
Copyright Commission 1878 28	applied 67–8
Copyright Committee 64, 68	authorisation of 39
Copyright Promotions Ltd 232-5	copying 92
copyright/design interface 59-63, 228, 261	copyright/design interface 59–62, 228, 261
corporate structures 3 see also Disney Corporation	flat 68
correspondence 30, 102 see also letters	industrial 67
to/from children 20, 38, 259	infringement of 61
customs and excise 58	and inventors 64–5
of Dodgson, Charles 14	law 48, 107, 122, 144, 208
private 174	protection of 47, 54, 64–5
from Radio Circles 240	registration of 6–8, 39, 48, 54, 62, 66–7, 121–2,
·	
corruption 19, 36, 104, 140	126-7, 129, 133, 200, 261, 275
costumes 105, 289 see also Cheryl Playthings Ltd	textile 52, 54
cowboy outlits 207–11	Dickens, Charles 12, 26, 35, 145
'Peter Pan' 152 covenants	'Dirty Dick' character 105
	disability 249
non-competitive 170	disclosure 279
restrictive 156	Disney, Roy 109, 126, 132, 136, 169
creativity 6, 39, 45, 283, 288	Disney, Walt 105, 116, 118, 125-7, 134-6 see also
industrialisation of 2, 109	Walt Disney company entries
creators 260, 288, 291	character/personality of 109
identifying 110, 112, 115, 119	rags to riches story 141
rights of 113–15, 287	right to 'Mickey Mouse' 107
Cukor, George 8, 143, 172–3, 175–6, 178, 181–4	signature 116
Culley, Richard 230–4	as 'Uncle Walt' 142, 282
customs and excise 58–60	use of name and likeness 138
Customs Consolidation Act 1876 58	Disney Family, the 140–2
	Disney independent agents 137–8
Daily Express 231	Disney universe 107, 109
Daily Mirror 260–1	'Disneygrams' 159
Dalekmania 223	distribution 45, 72
damages 183	of cultural commodities 287
'Dan Dare' character 197	of films/cartoons 4, 109, 112, 117–18, 127–8, 157
Daniel Mayer Co. 152, 166–7	179–80, 190
DANOT 267, 269	of licences 198
data collection 72, 90, 248	networks/systems 8, 66, 78, 84, 125
Davy Crockett 210–12	of print publications 22, 36, 91, 191, 201, 232-3
de la Mare, Walter 45	rights 126
Dean's Rag Book Co. 60-2, 121, 127-33, 136,	syndicates 114, 123
146	of toys 78–9, 83–4, 90, 99
deception 177, 249	Doctor Who 9, 222–3, 230, 266, 290
demonstrations, public 79	Dodgson, Charles 6, 11, 42, 145, 282, 288 see also
department stores 78-9, 85, 88-9, 141-2 see also	Carroll, Lewis
shop windows	attitude to merchandising 36
Anthony Hordern & Sons 78, 85, 91	as auteur-director 23



as author 11, 38 authorisation by 282	endorsements 79–80, 118, 249, 251 engineering 71, 78, 89, 96
and child friends 14–16, 18–20, 28, 33, 35	Enid Blyton Magazine 217
child's eye view of 40	entertainment
correspondence and diaries 14, 21, 38	children's 1, 3, 144, 168, 203, 206, 253–4, 270, 279
disinterestedness in commercialisation 36	and education 26, 81, 93, 238
as mathematician 14, 19	family 26, 109, 118, 142, 166
opposition to vivisection 34, 41	in the home 202
as 'Oxford man' 14, 18–19	technologies 25–6
personality/character 15, 22	value 242
as photographer 14–17, 19–20	entrepreneurs 1, 5, 7, 162, 217, 258, 273
proprietorship of 25-9	entrepreneurship 1-2, 4, 7, 39, 53, 78, 97, 112, 142,
relationship with publisher 14-15, 21-2	168, 173, 190, 217–18, 258, 290–1
views on child performers 34-5	Erector construction toy 71
vision of childhood of 11, 104	ethics, commercial 48
dolls 47–50, 53, 119–20, 122, 124, 129–30, 132–3, 136,	events see also exhibitions/fairs
146, 152	conferences 280
domesticity 95	fund-raising 158
donations 145–6 see also gifts	promotional 159
Doyle, Richard 12	'Eve's and Everyone's Film Review' 121–2
dramatic works 21, 23, 26–8, 110, 152, 173	exclusivity 107, 117, 121, 124, 127, 130, 134–5, 137,
drawings see also illustrations	147, 151–4, 189, 227, 263
	exhibitions/fairs 192–3, 196–7, 199–200
of Alice 19, 22, 108	exhibitions/fairs 192–3, 190–7, 199–200
of Camberwell Wax Doll 63	Endodos Asta Co
of 'Felix the Movie Cat' 116	Factories Acts 63
of 'Golliwogg' character 47	families 4, 89, 242 see also fathers/dads; gendered
of Meccano 63, 89–93	identities
of Meccano Boy 86	as consumers 69, 81, 94–5
of 'Mickey Mouse' 116, 139	Famous Film Players Co. 182
of 'Peter Pan' 186	Famous Players-Lasky 112–13, 115
of 'Snow White' 157	fathers/dads 7, 95, 102, 247
for patents 64	Feline Folllies 115
	'Felix Kept on Walking' song 111
Eagle characters 197	Felix Saves the Day 115–16
'Dan Dare' 197	'Felix the Movie Cat' 2, 7, 105, 108, 110–17,
club 199–200	288–9
magazine 195–201, 203	actor-impersonator 121
Easter 43	creator of 110
education 3, 26, 33, 70, 291 see also childhood;	demise of 109
play, educational; toys, educational	doll 119–20
and class 24	exploitation of 117–24
commercialisation of 79–84	as film personality 109, 119
concern for 291	five senses of 119
and consumption 288	'good luck cat' motif 115
copyright 52	lookalikes 119
	merchandise 127
mechanical/scientific 7, 73, 84, 93	,
role of BBC 238, 270, 272, 277,	popularity in UK 118, 121
290	postcards 106
selling 79–84	unauthorised representations 121
state 34–5	fellowship 97
Eight or Nine Wise Words about Letter-Writing	Ferrer, Mel 173–84
29–30	fields of activity 279
Ellett, Richard 127	common 244–54, 258, 277–9
Ellison family 28	new/separate 260



film critics 178	for children 11, 19–20, 35, 41, 53, 70, 81
film exhibitions 163	educational value of 41
FilmFair 272–9	of inferior products 22, 44
films 100, 108-9, 160-1	'Golliwogg' character 39, 46–8, 60
as animation 107–8	goodwill 94, 96, 115, 117, 136–8, 141, 146, 154, 159, 189
black and white 282	194, 197, 200, 227, 240, 244, 251, 256, 279
cartoon/animated 8, 104-5, 160, 177-8, 181,	gossip 174, 177, 194
191–2, 282	Gramsci, Antonio 70, 75
educational 193	Granada Television 215
feature 142, 170, 190, 282	Grandstand 221
forecasts for 162	Great Ormond Street Hospital 8, 143, 162, 289 see
international sales 283-4	also 'Peter Pan' character, bequest; 'Peter
legal classification of 110	Pan' character, litigation
liberation of 108	administration/management of 168-70
licensing 112, 143, 161, 169, 173-4, 179-80, 182,	as charitable foundation 145–7, 187
184–6, 216	conservatism of 147, 150, 164, 167, 187
live-action/motion pictures 10, 46, 145, 160, 170,	and Disney contract 156-8, 160-1, 164-5, 168,
173, 177, 183	180–1
promotion of 136	as plaintiff 145
short 112, 190, 192	relationship with Disney Corporation 168–75
title credits 113, 115	'Great Uncle Bulgaria' 274 see also The Womble
use of colour 109	
use of sound 109, 125	Hand, David 191, 194
Fine Arts Copyright Act 1862 17	Hanna-Barbara 284
Fine Arts Register 54–5	happiness/pleasure 87, 142
Fisher, Harry C. 'Bud' 113–15	Hargreaves, Roger 233
'Flower Pot Men' characters 222	Hays Office 179–80
folklore stories 134	Hearst, Stephen 284
Football Association 226	Hearst Syndicate 113–14, 120
Force cereal brand 49	Hector's House 271
franchises 5, 36, 39, 75, 79, 198	Hepburn, Audrey 8, 143, 172–5, 178, 181–3
television 201–3, 205, 221, 223	Herbs, The 271
Frederick Warne & Co. 46, 55, 58, 62	Herriman, George 111
friends 20, 31, 87, 90, 97 see also Dodgson, Charles,	Hildescheimer & Faulkner 46, 54
and child friends; Potter, Beatrix, and child	Hill, W.R. 26
friends	Hodder & Stoughton 151–2, 159, 164–6, 171, 182,
Fun Products Ltd 277	233
fund-raising 146, 154, 158, 168	Hopalong Cassidy 211
140, 134, 130, 100	Hornby, Frank 73, 81–2, 90, 94
Gallopin' Gaucho, The 125	hospitality 159–60
gameplay 29	hospitals 24 see also Great Ormond Street
Games and Toys 121, 130	Hospital
G-B Animation Ltd 190–5, 197	Hulton Press 196–200, 203
gendered identities 7, 36, 71, 97, 102, 118, 243, 248	Hush Puppy 190
see also families; fathers/dad; Meccano	11d3i1 1 dppy 190
Boy	Ideal Films Company 122, 127, 188
George, Lloyd 65–6	Ideal Home Exhibition 193
George Borgfeldt & Co. 123, 137	illustrations 33, 45–6, 52, 59 see also drawings
Gielgud, John 281 gifts 31, 43, 147, 158 <i>see also</i> 'Peter Pan' character,	of Alice 13, 19, 21–2, 25–6, 31
copyright gift	copyright in 151
	original 53–4, 58, 60 images see drawings; illustrations; photographs
books as 44 charitable 146, 148, 152, 154, 289	imitations 30, 59–64, 69, 78 see also piracy/pirates
······································	



of Meccano 77, 82–3	Kojak 278
of Felix 119–24	Kopp, Harry 115, 119, 122-4
imports 36, 59, 63	Krazy Kat 111, 122, 126
Independent Television Authority 291	
infantilisation 243	labelling 87
injunctions 184, 200, 249, 261	labour 34, 92, 110, 117
interlocutory 177, 277	Lansley, Hubert 'Spanner' 98
innocence 5, 8–9, 19, 33–4, 39, 41, 282	Lawrence, Peter 168–70
infringement see injunctions; litigation	legal entities, distinctive 256-60
insider information 259	legislation, 'grandmotherly' 41
'Instructions for the Registration of Books' 55	Lego 93, 102
intellectual property 1, 102, 125, 214, 233, 235	Leigh, Roberta 205
assignment of 115	Leipzig Trade Fair 49
and authorship 7	leisure time 36
and children 279	'Lenny the Lion' character 222
commercialisation of 10, 143–4	letters
exploitation of 39, 71–2, 189, 216, 238, 280	'cease and desist' 173, 212
infrastructures 287	to/from children 38, 53, 84, 94, 97
innovations in 103	of enquiry 211
international regime 64–8	invented 94
knowledge of 220	Meccano mailbag 94
limits 126–35, 143	from parents 94
origins of 2, 5	warning 179, 184, 214, 261
practices/strategies 2, 8–9, 39, 52, 68, 104, 108,	Lewis A. May Ltd 249, 251
113, 199, 209–10, 273	libel law 251
protection of 64	licences see also exclusivity
registration of 5, 8–9	applications for 149–50
relations 4, 107	assignment of 169
value of 233	Disney model 197
interchangeability 72, 84–5, 93, 125	for integration 100
intermediaries 206–8, 232, 263, 290	merchandising 158, 211, 268
International Copyright Act 1891 (Chace Act) 56–7	multiple 198
1901 revision 57	networks of 159
intimacy 242, 254	patent 26
invention 65–6, 74–7, 88–9	selling 158
inventiveness 70, 72, 235	television 189
Iwerks, Ub 116, 125–7	terms of 116
(Welks, Ob 110, 12)	use of 105
J. K. Farnell toy company 48, 119	withdrawal of 198
J. Walter Thompson 102, 192	working under 235
Jacob's biscuits 30	licensees 215, 219, 278
Jemima Puddleduck' character 50, 62, 68	BBC 270
Joe 90 230	Copyright Promotions 232
Joe' character 269–70	defendants as 278
Johnny Walker' character 105	Disney 8, 137, 139–40, 154, 156, 162–3, 165, 210
jurisdiction, choice of 176	Disney as 8
jurisdiction, enoice of 1/0	G-B Animation Ltd 192–4
kaleidoscopes 26, 35	Great Ormond Street Hospital 165–7, 171, 175
Keaton, Buster 109	180
Kewpie doll 146	Lingstrom, Freda 281
Key, Ellen 72	9
King Features Syndicate 120, 123–4, 224	Myers, John B. 197–200 Tuckwell & Associates 224, 232
Knig Features Syndicate 120, 123–4, 224 'Kodak Girl' character 105	Warner, Suzanne 203–4
NOUAK OIII CHAIACICI 105	vvainci, Suzainie 203–4



302

licensees (cont.)

of westerns 208-9, 211

Cambridge University Press & Assessment 978-1-108-48591-3 — Adventures in Childhood Jose Bellido , Kathy Bowrey Index **More Information**

> Winkler, Margaret 123 Magazine; Mickey Mouse Magazine; Wombles Ltd 277 Paramount Magazine magic lanterns 25-6, 35 licensing agencies 9, 107, 137, 272-4, 289-90 see also BBC Television Enterprises; Tuckwell Magic Roundabout, The 9, 267-9, 271 Mallik, Ann-Marie 282 & Associates licensing fees 138, 209-10, 214 Manners, Mary 31 licensing networks 198 Manon, Alfred 132 licensing regimes 110, 208, 210, 212, 214, 222 licensing strategies/infrastructure/practices 2-3, 8, tovmakers 107, 137-8 of books 42 Liddell, Alice 11, 16, 19 British 62-8 of collectibles 50 Lingstrom, Freda 255, 258-9, 281 listeners, child 239, 241–2, 245, 247, 254 control of 36, 48, 130 literary agents 216-17, 247 foreign 65 literature and international trade 64-8 children's 12-15, 47, 53, 69 and the law 52 licensed 137 promotional 80 of Meccano 73-7, 84 pulp 36 quality of 43, 54, 62-4 litigants, vexatious 214 litigation 5, 115, 290 see also injunctions; 'Peter war shortages 84, 94 Pan' character, litigation marketing 171 see also advertising avoidance of 269 of characters 105, 136, 171 copyright 55, 58-60, 91-2, 121, 157, 249 Disney 135, 137, 141 costs of 254 film and television 105

Index

Rawhide 213, 266 settled/abandoned 260, 279 similarity 59, 61, 68, 78, 83, 92, 124 see also imitations; piracy/pirates 'Squeakie' mouse 132 trade mark 84, 134, 275

Uncle Mac case 248-50, 259-60, 279 unfair competition 110, 113-16, 121,

Wombles Skips case 275-9 'World Cup Willie' 226-7 Little Black Sambo, The Story of 156 'Little Miss' series 235 localisation 97-8, 138

Longmans 45 MacGillivray, E. J. 59-60

London Zoo 229

133

design 129-33

Meccano 78-9

passing off 249-51

patent 78-9, 82, 92

Disney mouse characters 133-5

'Felix the Movie Cat' 117-23

'Mickey Mouse' 129-31

'Mutt' and 'Jeff' 113-15, 123

Mackenzie, Compton 246 Macmillan, Frederick 6 Macmillan publishers 21, 27, 36 manufacturers/manufacturing 146, 198, 288 see also gender dimensions of 74 of Meccano 71, 78-85, 88-90

magazine/comics 195-7, 241, 260, 269 see also

cartoons, print/illustrated; Meccano

Married Women's Property Act 1870 18 Martin, Mary 168 Mary Mouse 132-3 Mary Poppins 178, 183 mascots 226-8 mass communication 4-6, 49, 102, 232, 238, 242,

marketing strategies/techniques 196-9, 219, 235,

children's 12-15, 25, 42-5, 53, 64, 69, 102, 136,

171, 190, 208, 216-18, 245, 283, 290

247 see also snowballing

overseas/international 137, 219, 265

of The Wombles 273

markets

boys' 71, 88

Christmas 42-6

family 68, 81, 88, 103, 202

mass production 31, 65, 67, 70, 87, 245, 288 Maverick 213 McCulloch, Derek 9, 237, 245, 248–54, 259 see also

'Uncle Mac' McKern, Leo 281 Meccano 70-2, 90, 94, 288

accessorisation of 84-6 books/manuals/literature 88, 91, 95, 97 distribution networks 78, 83-4, 90, 99 as educational toy 74, 79-84, 95, 288



as global brand/toy 76, 78, 85, 91, 97 instructional models 88–93	merchandising catalogue (Disney) 139, 159, 161, 165
intangible qualities of 82	merchandising operations/practices 99, 103, 168
and 'inventive ingenuity' 74, 77, 79, 94	190, 192, 195, 200–6, 209–15, 217, 238, 24
letters and models from children 82	254, 265
material features of 80, 82	merchandising rights 121, 163, 173, 176, 209, 214,
outdated 102–3	216, 232, 264, 269, 271, 274
participation schemes 72, 90 see also Meccano	definition of 222
Guild	
	exploitation of 184, 267
patent applications 72–7	management of 206, 279
patent disputes 78	merchandising schemes/strategies 195-200, 209,
sales strategies 83	263 Massacra Otto 112 18 122
selling points of 71, 80, 98	Messmer, Otto 110–18, 123
shop windows 100	Metro-Goldwyn-Meyer (MGM) 126, 224
system 84, 91, 93, 103	'Michelin Man' 105
as toy to make toys 7, 91, 104	'Mickey Mouse' character 105, 108, 110, 288–9
Meccano Boy 7, 72, 86–8, 91, 93, 97–100, 102, 104,	as animated property 7
136, 288	as citizen of the world 139
images of 86, 90	doll 127–30
Meccano Guild 7, 72, 93, 96, 102	licensing and trademarks 2, 133
Meccano Ltd 89	lookalikes 127
commercial methods of 78	origins 125–6
dispute strategy 83	as role model 140
establishment of 80	in toy departments 141
legal strategy of 78	Mickey Mouse Clubs 136, 141
overseas companies 80	Mickey Mouse Magazine 129
Meccano Magazine 7, 93-6, 98-102, 238	Mickey News 159
covers 100–1	Millais, John Everett 30, 35
mailbag 94–5	Miller, Jonathan 9, 281–3 see also Alice (Miller
medals 96	film)
membership benefits 96, 136, 141, 199, 239-41	'Milton Mouse' character 132
merchandise	'Minnie Mouse' character 133
authorised 68-9, 139	Mintz, Charles 119
BBC 268	misrepresentation see litigation, passing off;
branded 205	litigation, unfair competition; litigation,
character 37, 48, 103, 105, 109, 126, 171, 217, 220,	trade mark
233–5, 255, 275, 284	misunderstandings, contractual 161, 172, 199, 280
Disney Enterprises 135–40, 159	model/reference sheets 110, 162, 191, 225, 230
displays of 270 see also department stores	models 88–93
and Dodgson, Charles, 282	modularisation 93
'Felix the Movie Cat' 117, 120	Monckton, Walter KC 251
links to syndicates 123	Monitor 281
Meccano 99–103	monopolies 65, 129, 201, 263
'Mickey Mouse' 126, 135, 138	Moore, Annie 38
'Peter Pan' 162	Moore, Dudley 281
portfolios of 220	Moore, Freda 53
and Potter, Beatrix 6, 39, 49–51	Moore, Margaret 53
quality of 50, 69, 291	Moore, Noel 38
seasonal 20, 23, 43, 69	moral standards 140
unofficial 210	
'World Cup Willie' 226	Motion Picture Association of America 173, 179 Motion Picture Daily 140
merchandising agencies 188–9, 201, 208, 214–15,	'Mr Men' series 233–5, 290
232–3, 263, 266, 290 see also G-B	'Mr Turnip' 255, 261
Animation Ltd; Tuckwell & Associates	Muffin Syndicate Ltd 255
merchandising agents 8, 203-4, 212, 218-23, 259	'Muffin the Mule' 255, 257



> Index 304 patent offices 211, 233, 261, 265-6 music 23, 27, 111 musical works 28, 284 patents 3, 64-6, 73, 87, 130 applications 73–4, 79, 90, 100, 133 'Mutt' and 'Jeff' 113 Mutt and Jeff Film Exchange 114 blocs of 65 My Fair Lady 178, 183 infringement of 83, 92 Myers, John B. 195, 200, 216, 233 international 133 portfolios of 71, 76 Nation, Terry 266 protection of 65, 79, 146 utility requirement of 74-5, 79 National Broadcasting Company 167, 172 National Health Service 155, 167, 187 vague and trivial 66 National Health Service Act 1946 155, 181 Patents and Designs Act 1907 48, 64, 67, 129 Neufeld, Charles 224 Patents and Designs Bill 1907 66 news reels 112, 118 paternalism 1, 240, 242, 289 newsagents 201 Pathé 118-19, 121-2, 132-3 Newspaper Proprietors Association 196 'Patient Pat, son of Tatters' 146 newspapers 19, 28, 44, 88, 199, 226, 286 patriarchy 36, 110, 282 see also fathers/dads syndicates 112-15, 120, 123 Pears' 'Soap Tramp' 105 trade 118, 137, 140 pen names/noms de plume/pseudonyms 34, 249 Noah's Ark (later Hamley's) 35 Lewis Carroll 11, 18-20, 31 'Noddy' 171, 200, 216–17, 232, 290 public/private distinction 18 performers 256 Nolan, Bill 122 periodicals 44, 241 non-broadcasting rights 259, 262, 264 personhood, corporate 80 obsolescence, avoidance of 235 'Peter Pan' character O'Connor, Daniel 152 agents 170 Odeon Films 191 as asset 171 Olivier, Laurence 172 bequest 8, 144, 147, 153, 156, 169, 181, 184, 289 Olympia, National Hall 197, 199 books 151, 159, 164-5, 171 operettas 27 copyright gift 144, 158, 164, 170, 174, 179-81, 289 Oswald the Lucky Rabbit 125-6 exploitation of 144, 147, 149-52, 154, 156-7, ownership 90, 106, 113, 117, 126, 179, 220 165, 167, 170, 188 assertion of 17 management of 149-55, 170, 182, 185, 187 dramatic work 149, 152, 156, 166 rights 51, 71, 92, 110, 275 transfer of 259 income from 147 litigation 144, 177, 182 appeal proceedings 181, 184 Paddington 271 parades 105, 119, 159, 166 defence case 176 Paramount Magazine 112-13 first instance proceedings 175-81 Paramount Studios 111-13, 115, 154, 180 launch of 174 merchandise 152, 158, 171, 185 new images of 172, 185, 188 complaints from 247 as consumers 6, 39, 69, 87, 94 in public domain 176 exploitation of 70 rights to name 147 'helping' 89 television versions 167 as purchasers 20, 81, 94 title registration 173 Paris Convention (1883) 64, 77, 133 window displays 153 Parsley, The Adventures of 267, 271 Peter Pan Committee 151, 157, 160, 169 participation 3, 72, 159, 238-42, 252, 255 see also Peter Pan (Disney cartoon) 159, 162-6, 174, 182, clubs/groups 187, 216 passing-off 2, 59, 92, 121, 177, 199, 249, 258, 260, 273, premiere 158, 162–3, 165, 178 reissue of 162, 177 276 Pat Sullivan studios 8, 113, 119, 121 Peter Pan (film versions) 8, 143, 156, 170, 172-5, 186

exploitation of 162, 169, 171

Peter Pan League 147

Patent, Design and Trade Mark Act 1883 48

patent agents 73, 77, 121



Peter Pan Productions Limited 170–2, 174, 178, 184, 186	as entrepreneur 53
	father as barrister 51
'Peter Rabbit' character see also imitations; piracy/	as inventor of designs 64
pirates	and legal rights 51–6
as cultural phenomenon 39, 49	legal/contractual negotiations 51–6, 64, 69
doll 62, 127	letters 48
exploitation of 52	to children 38, 53
merchandise 7, 49, 68, 105	to publishers 51
board game 49, 56	politics of 41, 63
doll 48–50, 60–2	readerships 39
Potter 'done with' him 63	relationships
Peter Rabbit, The Tale of 38-40, 48, 55-6	business 39, 46, 52, 68–9
first edition 52, 54	personal/private 39
pirate editions 58–9	'revolution' in genre 38
Photographic Society of London 17	as scientist/naturalist 40
photographs 15–18	and social realism 39–42
as art 16–17	Potter, Edmund 52
of children 14–17, 20, 88, 102	Powers, Pat 125
copyright in 212	press/media 49, 83, 99, 103, 106, 129, 157, 173, 177
film sequences 110	182, 192, 201 <i>see also</i> newspapers
of Meccano 89, 91	Prevention of Cruelty to Children Act 1889 34
nude 17	price points 23, 43, 53
Pickwick Papers, The 26	Prince, Alison 269
Piller, Gordon J. 168, 170–2, 178, 181	book printing 13, 31, 42, 52, 57, 63
'Pink Panther' 231	costs of 21, 24, 52
'Pinky and Perky' 222	of piracy copies 58
Pinocchio 156	quality and cost of 21, 24, 38, 53
'Pipaluk,' polar bear cub 229	'disgraceful'/substandard 13, 21, 25
piracy/pirates 3, 24, 28, 54, 56–60, 64, 69, 84,	private life 252 see also spheres
129-30, 134-5, 260, 275, 278 see also	prizes 88, 93, 97, 244
imitations	products/wares 11 see also costumes; stationery; toy
Plane Crazy 125	authorised 256
play 33, 41, 77, 86, 105	into brands 225
creative/imaginative 34–6, 71, 104	cheap/cheapened 23, 36, 44, 47, 217, 270
educational 7, 41, 73, 84-6	collectibles and curiosities 29-32
labour of 87	inferior 21, 24
poetry 45	licensing potential of 234
Pomerantz & Sons 127	sound recordings 283
pop songs 274	professionalisation 188
posters see also warning notices	professionalism 15, 17, 46, 216, 220, 243, 248, 260
advertising 67, 118	profitability 152, 265
political 63	profit-seeking/making 240, 264, 266, 272
Potter, Beatrix 2, 6, 68, 288	promotions 96, 136, 177, 194, 196, 209, 232,
as artist/illustrator 40, 46	253
attitude to animal kingdom 41	properties 89, 190
attitude to childhood 41, 104	animated 7, 104, 159, 161 see also 'Felix the
as author 38, 64	Movie Cat'; 'Mickey Mouse' character
industrial 39, 51, 64	characters as 161, 263
characterisations 40	property see also intellectual property; intellectual
as child 38	property see also intellectual property; intellectual
and child friends 39, 53	property law
commercialism of 36, 38, 41, 46, 49–51, 62	commercial 170
and copyright management 58 creativity of 20, 68	copyright as 151, 155 goodwill as 24, 96, 117, 138, 227–8, 256, 279
CICALIVITY OF AU, OO	2000WIII as 24, QU, 117, 140, 227-0, 250, 27Q



306 Index

property (cont.)	Registered Design Act 1949 261
intangible 8, 71–2, 82, 93, 115, 124, 152, 161, 179,	Reith, John 238
227, 229, 261, 279, 289	relationships see also families
property rights 133, 137, 152	business 68, 190
proprietorship 25–9, 55, 133, 249	commercial 20, 287
propriety 4, 11, 14, 144, 166, 184, 187–8, 289 see also	contractual 217, 222, 266
protocols	with distributors 117
Protection of Animals Act 1911 41	exclusive 105
protectionism 63, 133	kin-like 242
protocols 135–9	with licensees 171
'Prudence Kitten' 258	with listeners 241
public domain, characters/works in 176, 211, 283	of media personalities 248
public relations 171, 199, 283	private/personal 31, 216
public service broadcasting 237, 240, 244, 255, 260,	proprietary 221
264, 271, 280, 290 see also British	with retailers 78, 83
Broadcasting Corporation (BBC)	strategic 221, 225
publications 30, 38, 81, 91, 98, 113, 159, 164-5, 171,	respectability 140
245, 269 see also annuals; see also under	retailers see department stores
titles of published works	revenue 1, 216, 229
publicity 147, 155-6, 159, 173-4, 255 see also	advertising 202
marketing	BBC's 254
bad/adverse 174, 212, 287	from copyright gift 155, 174, 187
internal 269	merchandising 121, 136, 139, 187–8, 192, 196, 223,
publicity stunts 147, 177	271
Publishers Association 52	rights, language of 206
publishing rights 164, 269, 273, 275	risks, reputational 136, 138
puns, visual 22, 45	Robertson, Max 272
puppets/marionettes 226, 255–62	Robertson's marmalade 47
puzzles 29–30, 33	'Robin Hood' 204, 289
race 47–8, 96	role models 95, 97 see also Meccano Boy
radio see also broadcasting rights	role play 35
advertisers 244	Roosevelt, Theodore 49
announcers 244 see also 'Uncle Mac'	Rowntree 192
commodities 245	Royal Polytechnic Institute 26
intimacy 241, 245	royalties
programmes 238–41	advance 138
wireless sets 134, 239	agreements 123
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	deferred 52
Radio Circles 239, 243	freedom from 150
Radio Corporation 134	lost 58
Rank, J. Arthur 191	merchandising 50–1, 68, 187, 193, 209, 211, 214,
Rank Organisation 191–2, 194	217, 268, 273
Rawhide 213, 266	percentages 147, 164, 265
RCA Victor 284	from 'Peter Pan' 150–1
readers	from publications 46, 56
attracting 196, 245	shares of 128
child 11, 13, 19–20, 39, 47, 94, 238	Rudolph the Red-Nosed Reindeer 200
as consumers 196	'Rupert Bear' 231, 260
listeners into 239	Ruskin, John 12, 24
middle-class 22	Russell-Clarke, A. D. 176
understanding of 30	Rutherford, Herbert 150, 155
readerships 196, 199, 247 see also audiences	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1
recruitment 87, 97, 191	Sands, John 134, 138
100101101110110/, 9/, 191	Dariao, JOHH 154, 150

Sarony, Oliver and Napoleon 16

Redgrave, Michael 281



scheduling 222, 230, 238, 255, 264, 270, 286	street vendors 36
Schweppes Ltd 277	subjectivity 4, 7, 71, 89, 95, 108
Scout Association 96, 227–8	'subsidiary' rights 165, 267
Sellers, Peter 281	Sullivan, Arthur 123
sentimentalism 104, 243	Sullivan, Pat 105, 107, 110–11, 114–16, 118–20,
serial rights 56	123–4
Shankar, Ravi 282, 284	personality/character 109, 113
shareholders 258, 272	Sullivan Studios 8
Shindig, The 116	'Sunny Jim' character 39, 48–9, 105
shop windows 79, 100-2, 153 see also department stores	Supercar 230
Christmas 141	Tailor of Gloucester, The 50, 53
of newsagent 99	tarrifs/taxes 63, 82, 103, 137
television as 202	'Tatters, the hospital pup' 146
signatures 116, 120, 218	Taylorisation 87
Silly Symphonies 126	Technicolor 163
Skone James, Edmund Purcell 211, 261	teddy bears 49, 62
Slaughter, Walter 23, 28	teenagers 256
slogans 31, 73, 79, 93, 249	television 102, 167
Sneath, Peter 170–1	and children 230
Snow White and the Seven Dwarfs 134, 142, 157	colour 272
snowballing 195–201, 205, 223, 227	commercial 18, 189, 201–6, 209, 215, 255–6, 263
social conscience 146, 272	270, 290
Society of Authors 44–6, 52, 56	family friendly 202, 283
Sootly 255, 260	Television Act 1954 201–6, 208
Sooty Concessions Ltd 256–7	
	Television Products Ltd 203–4 television programmes/programming 261, 263, 265
sound recordings 283–4 spheres	271 see also broadcasting
limits of control of 36	,
	children's 203, 289–90
private 202, 238	exploitation of 189, 204, 215–16, 221, 265
productive/reproductive 104	series 204–5
professional/amateur 18	westerns 208–13
public/private distinction 4, 18, 237, 252–4, 259	Tenniel, John 13, 19, 21–2, 29, 31–2
spin-offs 13, 33, 136	Terry, Ellen 35
sponsorship 80, 244, 255, 264	testimonials 79, 94
sport 227	textiles 52, 54, 66
sports fans 227	theatres 16, 26, 33–5, 136, 154
Sportsview 221	theatrical agents 149, 154
'Squeakie' mouse 127, 130, 132	Through the Looking Glass 27–30
Squirrel Nutkin' character 48	Thunderbirds 230
Squirrel Nutkin, The Tale of 50	tie-ups/tie-ins 136, 196, 206
standardisation 72, 82, 84, 87, 97–8, 102, 139, 241	'Tinker Bell' character, 148, 185
Star Company 113	titles 180, 261
Stationer's Company Register for Literary Works	registration of 179–80
54, 68	'toddler truce' 202
stationery 50, 68, 160, 218, 226	Tolley, Cyril 251
cabinet-cards 17	Tom & Jerry 233
cigarette cards 253	toy books 42, 46–51, 68–9
greeting cards , 50, 160	toy dealers/retailers 35-6, 95-6, 146, 156, 197-8,
postcards 106, 247	201, 221, 256 see also department stores
Steamboat Willie 116, 125–6	toy fairs 36, 65, 197, 216-19
Steiff toy company 47–9, 60, 62–3	toy manufacturing 48, 62-4, 124, 156, 197, 204,
Stevenson, Robert Louis 35, 45	209–14, 221, 256 see also J. K. Farnell toy
Strangeways & Sons 52–5	company; Steiff toy company



toys 11, 33, 30 see also Meccano; merchandise;	creative side of 220, 230
'Mickey Mouse' character; 'Peter Pan'	move away from TV 227, 230
character	TV Network Merchandising Ltd 213, 215
Alice 32–7	Twizzle 205
bendy 224	
for boys 71	U. N.C.L.E., The Man from 271
constructional 71-3, 78, 91	'Uncle Mac' 9, 237, 246–52, 262 see also
design of 226	McCulloch, Derek
educational 70–1, 79–84	'uncles' see broadcasting 'families'; 'Uncle Mac'
'knock-about' range 60	undercapitalisation 126
optical 26, 35	unfair competition 110, 114–15, 121, 133, 173
racialised 47-8	Universal Studios 125–6
'side shows' 39, 62	universality 87, 90
theatres 35	Upton, Florence K. 46–8
utility of 74	user rights 3
and westerns 208–10	8)
trade lines 198, 209, 251	Valentine & Sons 160
trade magazines 94, 117, 203, 209–10, 217, 222	value creation 132–3
trademark law 2, 48, 107, 114, 208, 210, 278 see also	Van Bueren, Amedee 132–3
passing off	Victoria, Queen 146
trade marks 144	viewers 105, 107, 202, 223, 282–5 see also audiences
applications 206–7	violence 200, 283
rejection of 213, 262	visual effects 26, 39, 41
assertion of 133	vivisection 34, 41
evidence 278–9	vulgarity 31
'Felix the Movie Cat' 123	vulgarity 31
	W. P. Thompson & Co. 73, 75-6
genericism of 275	* '' ''
infringement of 83–4, 130, 133–5, 275–8	Walt Disney Corporation see also Disney, Walt;
intention to use 214	Disney, Roy; 'Mickey Mouse' character;
Meccano 80, 82	'Peter Pan' character
'Mickey Mouse' character 132–5	Banks Levy, Walter 137
'Minnie Mouse' character 133–4	de Beneducci, Pierre 138
'Mutt' and 'Jeff' 113	business strategies 208
'Peter Pan' 172	cross-media operations 156
portfolios of 71, 275	as defendant 144
prohibition on stockpiling 210, 232	industrialised production/distribution system 8
protection of 47, 65, 95	licensing strategies 159
recognition of 85	management practices 187
registration of 48, 80, 86–7, 102, 121, 123, 126–7,	merchandising operations/practices 165, 190-2,
133, 185, 200, 207–8, 211–12, 215, 232, 255–6,	210–11
268, 275	production techniques 191
strategies 258	relationship with Great Ormond Street Hospital
surveillance/watching 82–3, 86	168–75
and television westerns 210, 213	reputation of 159
use of 97–8, 210	Walt Disney Enterprises 8, 116, 136–41, 155, 289
trademarks registry 97	associated companies 137
translations 97	British subsidiary 159
Tuckwell, Walter Frank 8, 186, 190, 195, 216–17,	licensing infrastructure 137
219, 221, 225, 229, 232, 259, 263	Johnston, O. B. 138–9
personality/character 220	Kamen, George 137, 139
Tuckwell & Associates 8, 186, 190, 215–32, 263–4,	Kamen, Kay 137, 139
267, 289	Kay Kamen & Streeter Blair 137, 139
as artists' representative agency 218	Liled Realty and Investment Company 135
and the BBC 221–3	Walt Disney Productions 116, 134–5, 154, 176



> Index 309

Walt Disney Film Recording Company 116, Walt Disney Studio 116, 124, 135-6 Warne, Frederick 50, 54, 56 Warne, Fruing 53 Warne, Harold 53 Warne, Norman 52-4, 56 Warner, Suzanne 203-5, 215 Warner Brothers 117, 175, 192, 223-5, 227, 230 warning notices 122, 275 Watch with Mother 235, 255 Wells, H. G. 62 Wembley Empire Exhibition (1924) 106, 121 'Wendy' character 185 westerns 209–15, 223 Wheeler Syndicate 113 Wheldon, Huw 281, 283-6 White Eagle Holiday Camp for Boys 199-200 William Boyd Enterprises 211 Williams, Roy 267-8, 272 Willis, Lord 187, 286, 290 Winkler, Margaret 117, 119, 121-2

Winkler Productions 125-6 see also Winkler, Margaret Woffles, The 276 Wombles, The 9, 237, 271, 290 Beresford, Elisabeth 272-3 educational message 277 exploitation of 273-4, 277 licensing regime 272, 274 publications 273 'Rent a Womble' scheme 274 special episodes 274 warning advert 276 Wombles Ltd 272, 274-9 Wombles Skips Ltd 275-9 Woodward, Alice 152 World Cup 1966 226 'World Cup Willie' 190, 226, 230 World War II 59, 156, 159, 239

Yeats, Jack B. 35

Zukor, Adolph 113, 115, 117