



# **The Pictorial Story of Walt Disney's First Superstar: Mickey Mouse (Historical Philatelic and Printed Image Collection) (Volume 1)**

*Edward Bergen*

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This series of Pictorial books enables readers worldwide to share images selected from the author's collections of extremely rare Disney-related memorabilia that is generally shown only at formal philatelic exhibitions. Walt Disney's humble little character, Mickey Mouse, was first presented to motion picture theater audiences in 1928—just one year prior to the infamous Wall Street stock market crash that resulted in what is referred to as The Great Depression, which continued until 1941 and was followed by World War Two which lasted until 1945. For the better part of two decades, for countless millions of families, there were few moments of joy and little means of escape from the world's dismal, disheartening economic conditions. Two items not directly related to either Depression or World War came together to provide moments of relief and escape from the grim news of the day. One was the creation of short animated cartoons and another was the development of motion pictures with synchronized sound. Walt Disney and his brilliant creative team became pioneers in these entertainment advances, and their work resulted in the introduction of a small mouse who would quickly become the world's most beloved motion picture star. Even Walt was caught unprepared for the global popularity of Mickey Mouse. Printed items featuring Mickey's likeness were quickly churned out in many countries, much of which was crude to the point of vulgarity. Some examples of these images have survived to become part of Ed Bergen's collection, along with examples of Disney's own successful marketing activities which are presented in this Pictorial series—postcards, greeting cards, books and magazines, toys, wristwatches and other novelties, and ultimately even feature films. Ed Bergen's delightful collection of unusual and seldom seen memorabilia begins with Mickey's motion picture introduction and his immediate rise to unparalleled entertainment fame. It is an insightful glimpse of the early beginnings of Mickey Mouse, who would become America's most welcome ambassador to the entire world.

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