

*** 27,000,000 CHILDREN** will see "Living Picture Books" on Television in 1954!



**PRINCIPAL TV STATIONS
IN YOUR LOCAL TRADING
AREAS...YOUR CHILDREN'S
FAVORITE PROGRAMS...will
carry the story of...**

"LIVING PICTURE BOOKS"
in addition, "LIVING PICTURE BOOKS"
will be advertised in leading consumer
magazines!

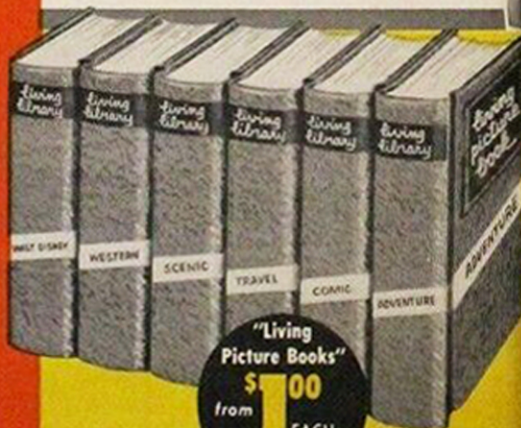
"Living Picture Books"

...a whole new world
in animated story-book form!

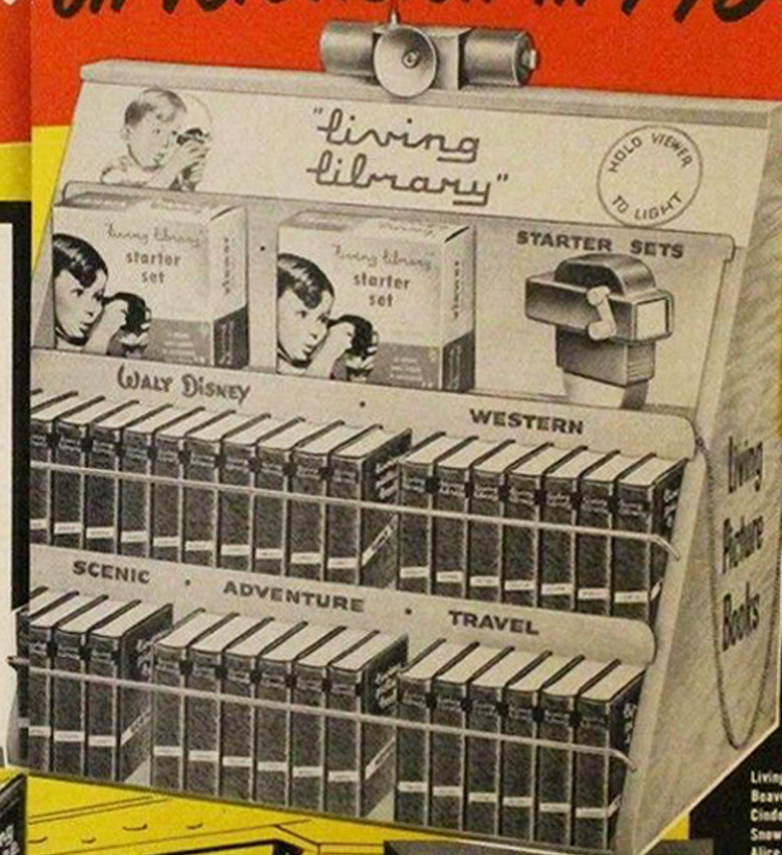
VISUAL EDUCATION AT ITS BEST!
640 ANIMATED PICTURES IN EACH BOOK!
A PRICELESS GIFT TODAY, A CHERISHED
POSSESSION TOMORROW!

WALT DISNEY PICTURES...
incomparable and ageless
in charm... TRAVEL
ADVENTURE • WESTERNS
SCENIC • COMICS

Enter Walt Disney's Character Merchandise "Lucky Number
Drawing" - Win an R.C.A. Victor Color Television Set!



"Living
Picture Books"
\$1.00
from 1 EACH
FAIR TRADED



DEALER DISPLAYS...

Natural blonde hardwood counter display holds complete assortment of "LIVING PICTURE BOOKS" and 3 Starter Sets (ample storage space inside for additional merchandise).

AUTHORIZED DEALER... Window Decals for immediate identification.
EXCLUSIVE JOBBERS... in Principal Cities.

"LIVING PICTURE BOOKS"

...the staple you
have been
dreaming of!

FOR VOLUME SALES, TODAY,
TOMORROW...for years to come!

"living picture books"

TRADE MARK REGISTERED

36 Titles

WALT DISNEY

Living Desert	Donald Duck's Garden
Beaver Valley	Donald Duck in Old Sequoia
Cinderella	Mickey's Birthday Party
Snow White	The Nifty Nineties
Alice in Wonderland	Pluto at the Zoo
Pineocia	Chip 'n' Dale

WESTERN

6 Titles to choose from

SCENIC

6 Titles to choose from

ADVENTURE

6 Titles to choose from

TRAVEL

6 Titles to choose from

"living library"
TRADE MARK REGISTERED

Glenn BEVER • Bob McCLELLAND
Sole Sales Agents

1256 West Seventh Street, Los Angeles 17, California