



**WALT
DISNEY**

International
Convention

•
LONDON

1959

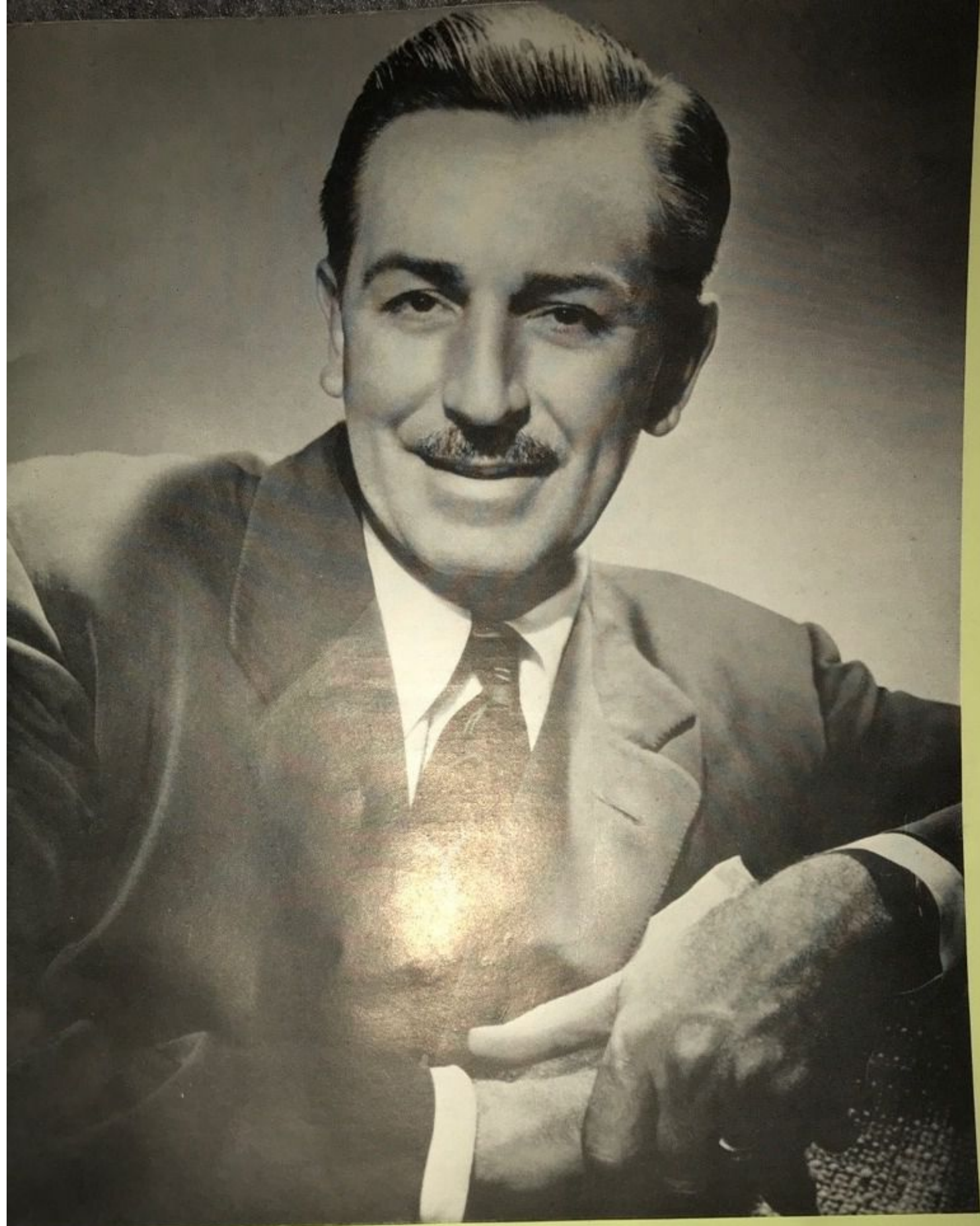
Exciting and productive as the past years have been for us, the future promises even greater creative opportunities in this interesting world of entertainment.

Never before have we had such a diversified group of motion pictures completed and ready for release. You will be seeing many of them during this convention and can judge them for yourselves.

The way our plans are developing for the future is, also, most gratifying. In various stages of production we have such properties as SWISS FAMILY ROBINSON, NOMADS OF THE NORTH, TOBY TYLER, KIDNAPPED, WOODCUTTER'S HOUSE and 101 DALMATIANS, to name only a few.

All these projects, I am happy to report, represent the finest skills, the resourcefulness and the best showmanly efforts of our entire organization.

WALT DISNEY



Not since 20,000 LEAGUES UNDER THE SEA, LADY AND THE TRAMP and LIVING DESERT have we had such outstanding motion picture product to release.

Even now in the United States, SLEEPING BEAUTY is playing to outstanding road-show audiences in the magnificence of Technirama 70 and full stereophonic sound. SHAGGY DOG is an over-night success in the United States and Canada producing wonderful results everywhere; DARBY O'GILL AND THE LITTLE PEOPLE; THIRD MAN ON THE MOUNTAIN as well as THE BIG FISHERMAN—four excellent motion pictures with great potentials, are now being prepared for world-wide release.

With thorough and intelligent marketing by all concerned, results will be rewarding for everyone.

Roy D. Disney.



Your Hosts in London

CYRIL JAMES

EDDIE DAVIS

CYRIL EDGAR



LONDON 1959

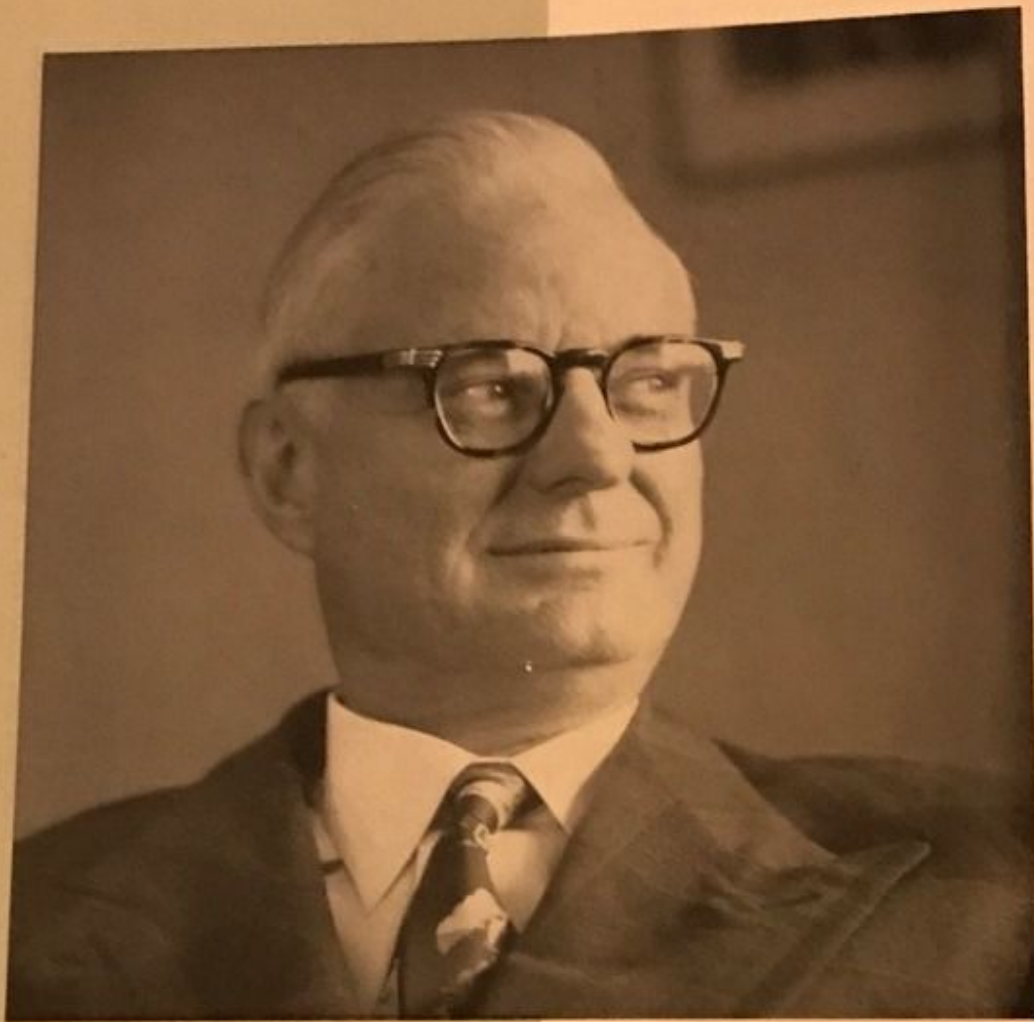
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WALT


DISNEY

MERCHANDISING

CONFERENCE



O. B. Johnston
introduces you
to the Agenda
for the week



Agenda

Walt Disney

5th Merchandising

Conference

London 1959



✓
WALTER
GRANGER
Australia



✓
ARMAND
BIGLE
France



✓
JACK
HOLMES
Italy



✓
LOUIS
OLLIVIER
France



✓
JORGEN S.
JORGENSEN
Denmark

Monday

6th April

10.15 a.m. Screening of SLEEPING BEAUTY preceded by GRAND CANYON at the Dominion Theatre, Tottenham Court Road.

12.30 p.m. Cocktails—Connaught Rooms, Gt. Queen Street, Holborn.

1.00 p.m. Lunch—Connaught Rooms, Holborn.

3.00 p.m. CONFERENCE ROOM
Dorchester Hotel (Park Suite).

Chairman : EDDIE DAVIS.

General session of publishing plans.

U.S. publishing programme for 1959/60.

Short individual reports from representatives on publishing in each man's country.

5.00 p.m. Adjourn.

Leave for Hammer Theatre, Wardour Street.

5.15 p.m. Screening of DARBY O'GILL AND THE LITTLE PEOPLE and SEVEN CITIES OF ANTARCTICA.



Scene from DARBY O'GILL and the LITTLE PEOPLE

Tuesday

7th April



HORST MOSSLER
Germany



KURT MELZER
Germany



Dr. LUIS TORNOS
Spain



MAITRE FRANCOIS MONAHAN
France

9.00 a.m. CONFERENCE ROOM.

Chairman : EDDIE DAVIS.

- Copyright situation.
- New Universal copyright Convention requirements. (TOM SWAN).
- English copyright laws. (TOM SWAN).
- Disney ownership of all material appearing in magazines. (TOM SWAN).
- Exchange of film positives. (LOUIS OLLIVIER).

12.00 noon Adjourn for lunch.

2.00 p.m. CONFERENCE ROOM.

Chairman : ARMAND BIGLE.

- U.S. merchandising plans for the Five Fabulous Films
- SLEEPING BEAUTY.
- Additional merchandising report on ZORRO.
- Travelling exhibits.
- General discussion on these topics.

4.30 p.m. Adjourn.

Leave for Hammer Theatre, Wardour Street.

5.00 p.m. Screening of THIRD MAN ON THE MOUNTAIN.



Scene from THIRD MAN ON THE MOUNTAIN



✓
ALKAIOS
ANGELOPOULUS
Greece



✓
POUL
BRAHE-PEDERSEN
Denmark



SANTOS
L. ACEVEDO Sr.
Spain ✓



✓
ANDRE
VANNESTE
Belgium



✓
Avv. ATTO
VANNUCCI
Italy

Wednesday

8th April

9.00 a.m. CONFERENCE ROOM.

Chairman: JORGEN JORGENSEN.

European Market.

General discussion, with attempt to formulate policy, splitting commissions when one licence covers several territories, etc.

Specific fields of discussion:

Book publishing

Textiles (WALTER GRANGER)

Fresh fruit sold in Disney wrappers.

12.00 noon Adjourn for lunch.

2.00 p.m. CONFERENCE ROOM.

Chairman: JACK HOLMES.

Television.

Status of Disney television in Europe; present situation and prognosis (MIKE HAVAS).

Transition from State control to commercial television in Germany (Dr. EMIL SECHERLING).

Report by each representative on status of television, generally, in his own country.

4.30 p.m. Adjourn.

Leave for Hammer Theatre, Wardour Street.

5.00 p.m. Screening of THE SHAGGY DOG.



Scene from THE SHAGGY DOG

Thursday

9th April

9.00 a.m. CONFERENCE ROOM.

Chairman: SANTOS L. ACEVEDO, Sr.
Five-minute report from each representative on merchandising in his territory.

12.00 noon Adjourn for lunch.

2.00 p.m. CONFERENCE ROOM.

Chairman: ALKAIOS ANGELOPOULUS.
Continuation of individual reports and general discussion.

5.00 p.m. Adjourn.—Leave for Hammer Theatre
Wardour Street.

5.15 p.m. Screening of WHITE WILDERNESS and
SCOTLAND.



Scene from WHITE WILDERNESS



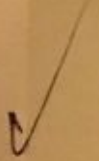
ARNOLDO
MONDADORI
Italy



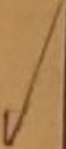
SANTOS L.
ACEVEDO Jr.
Spain



HORST
KOBLSCHKEK
Germany



Dr. EMIL
SECHERLING
Germany



Wednesday

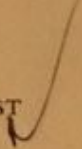
Thursday



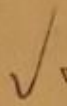
B. VAN de VELDE
Holland



STEN
BLOMQVIST
Sweden



✓ PAUL
WINKLER
France



Dr. ADOLFO
SENN
Italy



D. FOURET
France



Friday

10th April

9.00 a.m. Individual meetings with O. B. Johnston;
appointments to be arranged with Peter Woods.

12.00 noon Lunch.

2.00 p.m. Continuation of individual meetings with
O. B. Johnston.

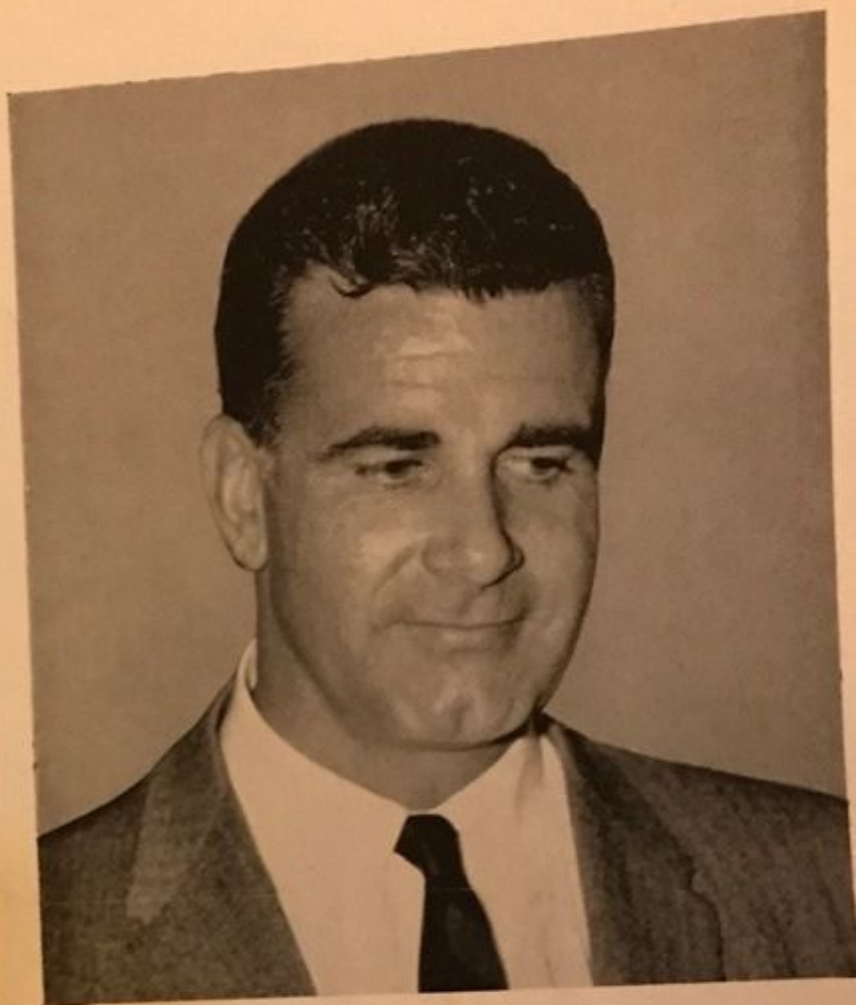
FRIDAY NIGHT

7.00 p.m. Guild Hall, Gresham Street, E.C.2.
(New Livery Hall)
Cocktails.

7.45 p.m. Conference Commemoration Dinner.



**Walt
Disney
Sales
Convention**



Greetings

from

CARD WALKER

April 6th – 10th 1959

London



Ned Clarke ✓
 and ✓
 Mike Havas
 extend a

Warm Welcome

*to the Walt Disney International Convention
 to our European friends*

✓ GEORGES LOURAU ✓
France

✓ Mrs. ELLEN NIELSEN ✓
Denmark

✓ VITTORIO MATTEA ✓
Italy

✓ EMIL DABAGUE ✓
Lebanon

✓ NILS NIELSEN ✓
Denmark

✓ WILLIAM WILLEMS ✓
Belgium

✓ MAX GERSCHTANOWITZ ✓
Holland

✓ RISTO ORKO ✓
Finland

✓ ALLEN VALLE ✓
Portugal

✓ LEO HAUK ✓
Austria

✓ CARL-GERHARD WALLMAN ✓
Sweden

✓ MAX AAENG ✓
Norway

✓ ARMAND PALIVODA ✓
Switzerland

✓ JAAP DE WILDE ✓
Holland

✓ ANDRE MARTIN ✓
France

✓ Mrs. R. PETROVIC ✓
Yugoslavia

✓ SAVAS PYLARINOS ✓
Greece

Also, cordial greetings from—

✓ JULIAN BERMAN ✓

✓ WALLY FEIGNOUX ✓

✓ MICHEL AILHAUD ✓



Agenda

Walt Disney

Sales Conference

6th - 10th April 1959

London

Monday

APRIL 6th

10.15 a.m.

Screening of
SLEEPING BEAUTY
preceded by
GRAND CANYON
The Dominion Theatre,
Tottenham Court Road.



Above—Scene from SLEEPING BEAUTY

12.30 p.m.

Cocktails—Connaught Rooms,
Great Queen Street, Holborn.

1.00 p.m.

Lunch—Connaught Rooms.

Below—Scene from DARBY O'GILL and the LITTLE PEOPLE

3.00 p.m.

Official opening of the Convention :
DORCHESTER HOTEL
(Park Suite).

5.00 p.m.

Leave for Hammer Theatre,
Wardour Street.

5.15 p.m.

Screening of
**DARBY O'GILL AND
THE LITTLE PEOPLE**
and
**SEVEN CITIES OF
ANTARCTICA**
Hammer Theatre.



Tuesday

APRIL 7th

9.00 a.m.

DORCHESTER HOTEL—
Conference Room

Talks by:

ROY DISNEY
CARD WALKER
NED CLARKE
CYRIL JAMES



Above—Scene from THE SHAGGY DOG

10.20 a.m.

Leave for Studio One,
Oxford Street.

10.45 a.m.

Screening of
THE SHAGGY DOG
Studio One.

2.30 p.m.

DORCHESTER HOTEL—
Conference Room

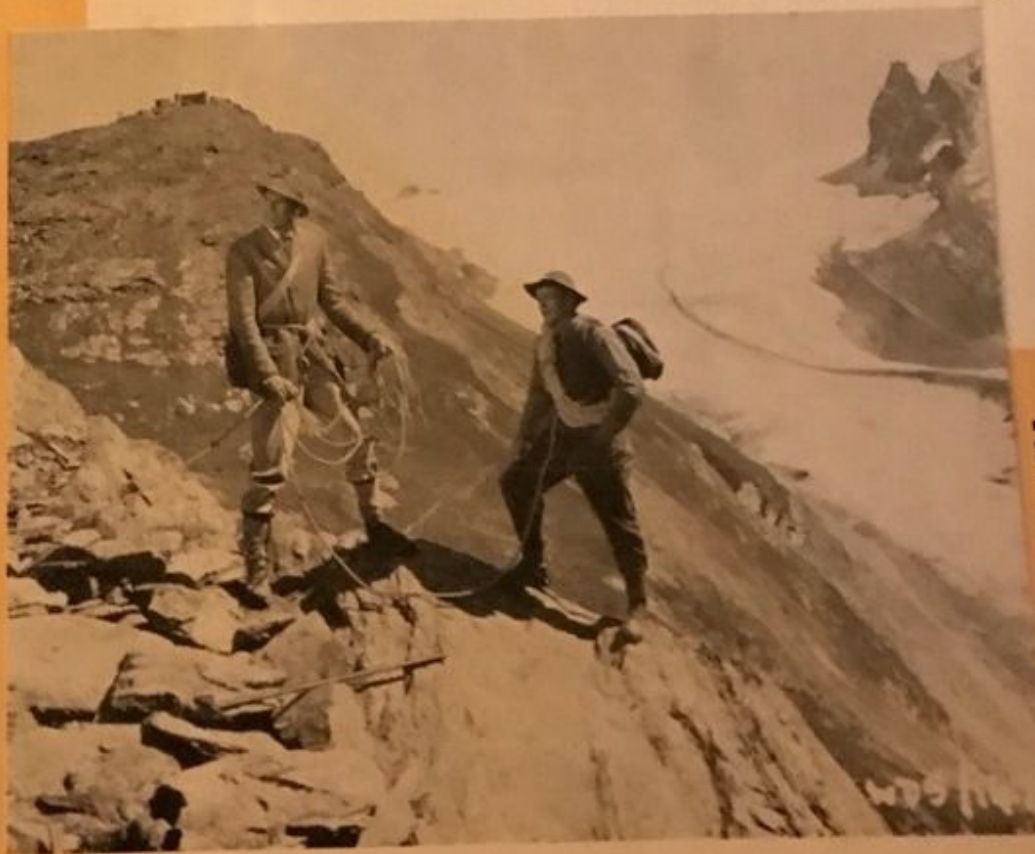
Cyril Edgar initiates open
discussion.

4.30 p.m.

Leave for Hammer Theatre,
Wardour Street.

5.00 p.m.

Screening of THIRD MAN ON
THE MOUNTAIN
Hammer Theatre



Below—Scene from THIRD MAN ON THE MOUNTAIN

Monday

Tuesday

Wednesday

Wednesday

APRIL 5th

9.30 a.m.

HAMMER THEATRE

Screening of

TONKA

WHITE WILDERNESS



Above—Scene from TONKA

Below—Scene from WHITE WILDERNESS

2.30 p.m.

DORCHESTER HOTEL

Talks by:

MIKE HAVAS

CYRIL EDGAR

GEORGE MINTER

Followed by:

Open "Questions and Answers"
forum.



Thursday

APRIL 9th

9.00 a.m.

DORCHESTER HOTEL
Conference Room

CONTINENTAL DISTRIBUTORS:

(With Ned Clarke and
Mike Havas)

BRITISH SALES FORCE:

(Cyril Edgar and Len Hope)

2.30 p.m.

Hammer Theatre,
Wardour Street.

Screening of

BEYOND THIS PLACE (Renown)

SCOTLAND



B. ELLIMAN
Dublin



M. ANSTEY
Birmingham



M. GREEN
Manchester



M. MENDELSON
Newcastle



H. ARROWSMITH
Newcastle



J. ALLEN
Liverpool

Wednesday

Friday

APRIL 10th

9.00 a.m.

DORCHESTER HOTEL
Conference Room

General discussion on domestic
problems and overall company plans.

2.30 p.m.

DORCHESTER HOTEL

Final General Meeting
in
Conference Room.

7.00 p.m.

GUILDHALL,
Gresham Street, E.C.2.
(New Livery Hall)
Cocktails

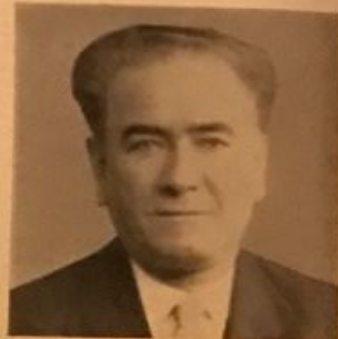
7.45 p.m.

Conference Commemoration
Dinner

On Saturday morning, commencing
9 a.m., Individual Meetings with
each branch manager in Mr. Edgar's
office, Pall Mall.



P. D. WALTERS
Cardiff



H. R. LEWIS
West Country



S. TIDSWELL
Leeds



D. HOPTON
Leeds



J. RADCLIFFE
Glasgow



A. COLQUHOUN
Glasgow

Production Personnel in Britain Now

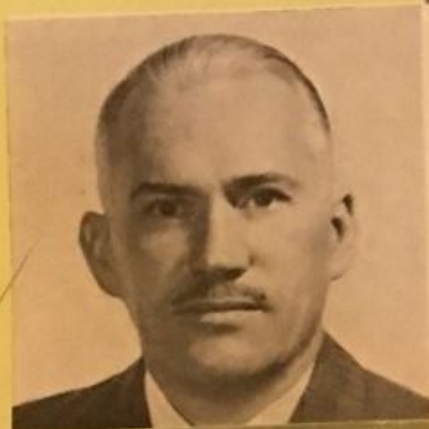
Right :
JACK CUTTING

Below :
KEN ANNAKIN



Above, Right :
ROBERT STEVENSON

Right :
ALAN JAGGS



BILL ANDERSON

First Disney full-length, live-action feature — “Treasure Island” — was filmed in Britain, and our far-flung production activities are once again taking in the British and European locations.

To further these important ambitious plans, which Walt will personally supervise, we are honoured to welcome Bill Anderson and production executives who are collaborating with him on these new pictures.

Robert Stevenson, who directed “Old Yeller” and “Darby O’Gill,” starts production this month in Scotland, of “Kidnapped”; “Swiss Family Robinson” to be filmed in East Africa and the Carribean, in Panavision 65, starts rolling in two months time. Ken Annakin—he directed “Third Man on the Mountain”—directs. Currently filming in Sweden, with subsequent locations in Holland, is “Hans Brinker or the Silver Skates.”

London
Office
Personnel
you will
meet at the
Convention



L. BARNETT
London Branch Manager



H. ROSS
Joint Assistant Secretary



A. JEFFREYS
Contracts Controller



P. WOODS
Merchandising



W. WALTON
Technical Manager



A. JARRATT
Circuits Manager



A. THEWLISS
Joint Assistant Secretary



H. WHITE
Editor
"Walt Disney's Weekly"



D. FARBROTHER
Manager 16 m/m Division



P. HOLLOWAY
Contracts Controller



K. ROTH
Shorts Manager



V. BAKER
South Coast Representative



E. KRAIKE
East Coast Representative

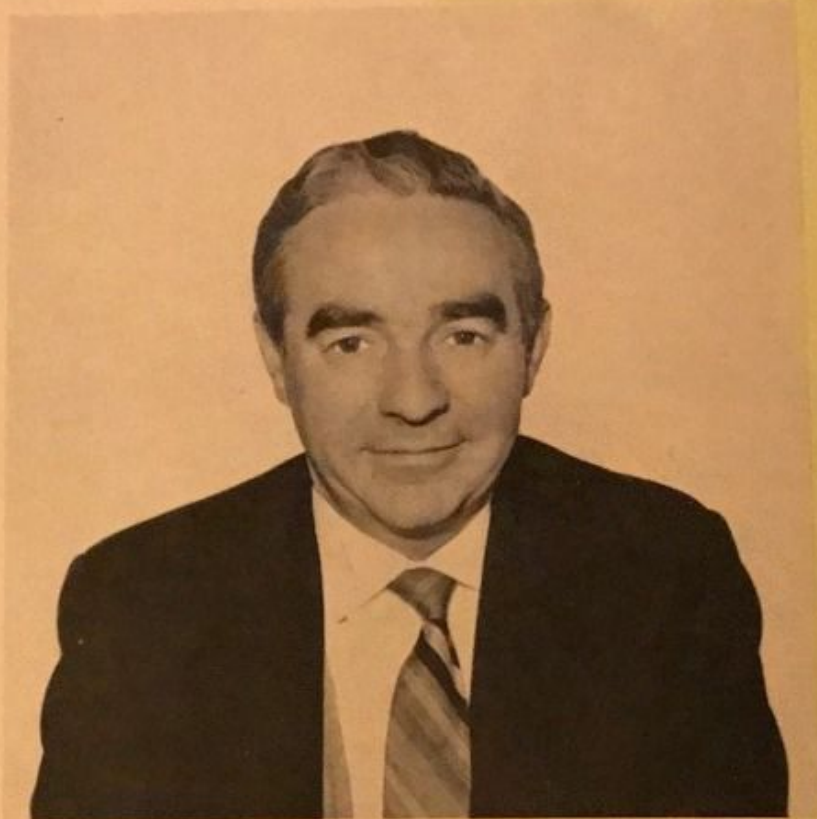


J. WILLIS
Press Officer



F. J. AVIS
Assistant to Publicity Director

We say it
with music
too



JIMMY JOHNSON

In fact, we've been saying it to lyrics pretty successfully for a long, long time, a subject upon which Jimmy Johnson will gladly and enthusiastically orate at the drop of a G string. From the earlier Disneys, the music has struck a dominant chord of entertainment; in each film, there have been lilting hit tunes, which have become universal favourites.

With "Sleeping Beauty" we are supremely confident that its songs will out-vie the amazing popularity of "Whistle While You Work" and the host of Disney musical numbers, throughout the years.



G. ROQUIERE



L. ADES



B. FABRICUS-BJERE



H. BIELEFELDT

*As we go to press we have not received a photograph from GUISEPPE RICCI
—but a big welcome all the same.*

GENERAL NOTES

In these brief notes, we would like to mention a few items which we hope will add to the enjoyment of your stay in London.

FIRST — THE LADIES

For the wives of the overseas delegates, whom we welcome most warmly, we have made available the following arrangements, during the week.

After the screening of "Sleeping Beauty" on Monday morning, lunch has been arranged at the Savoy Hotel in the Gondoliers room, overlooking the River Thames.

In the afternoon, a Daimler coach is available for a short sight-seeing tour of famous London scenes.

On Tuesday afternoon, there's a special fashion display being held at Hartnell's, the Queen's dress-maker.

The House of Commons is the setting for Wednesday morning. Mr. George Oliver, M.P. has kindly consented to act as guide to the ladies on a wonderfully interesting tour of the Houses of Parliament and, afterwards, to be host at a luncheon in the House.

Visits to Oxford and Stratford-on-Avon are the high-lights of a grand sight-seeing tour on Thursday and on Friday, the programme prepared, includes another fashion show at Worth's, in 50, Grosvenor Street, W.1.

THEATRE NIGHT

All work and no play has a dulling effect on the intellect, so we've allocated Wednesday night, as a general evening out to the theatre. As it would have been impossible to get good seats for all of us at one theatre, we have booked blocks of tickets for the following shows :

- IRMA LA DOUCE - Lyric Theatre
- FIVE FINGER EXERCISE - Comedy Theatre
- LIVING FOR PLEASURE - Garrick Theatre
- BLUE MAGIC - Prince of Wales Theatre

The last two shows are revues, which should be the more easily understandable to any visitors whose knowledge of English is none too fluent.

NOTE—Will delegates kindly indicate, as early as possible, their preference in respect to the above shows, to Arthur Allighan, who will do his best to meet your requirements. Additionally, he has a few tickets available for other nights, should you be at a loose end.

THERE IS A DOCTOR IN THE HOUSE

Well—not exactly in the House but attached to the organisation. We hope you won't need to know this but his name is Dr. Lang and he is contactable at:—

95a Jermyn Street, S.W.1. Telephone No. WHI 2800.

GRATUITIES

Since the days of the Medes and Persians, there have always been the waving palms. We like to pride ourselves that in London, serving ladies and gentry are, by no means, the worst offenders.

If you feel like tipping in restaurants, it is a pretty fair average to give about 10% of the total bill.

For taxi-rides, roughly 6d. up to 3/6d. and 1/- on fares above that. But there's no must about it, so please yourselves.

And that's just what we want you to do all the time—and have a great and profitable week.



J. GEORGE MINTER



L. JEFFERSON-HOPE

It is with particular pleasure that my co-director, Mr. L. Jefferson-Hope, and myself, send cordial greetings and good wishes for a most successful outcome of this memorable Convention.

At the beginning of this year, when we linked our selling organisation with that of Walt Disney Productions, in Great Britain and Eire, as Dyro Limited, we were especially proud to be associated with the Disney organization. The subsequent announcements of an even greater production programme increases that pride.

Delegates will have an opportunity of viewing our latest completed film "Beyond This Place," and I hope they will appreciate that our contribution to this happy partnership, is on similar ambitious lines.

GEORGE MINTI

Alpha & Omega

or where to find each other...

at the DORCHESTER HOTEL Park Lane

AABING, MAX
ACEVEDO, SANTOS, Sr.
ACEVEDO, SANTOS, Jr.
ADES, LUCIEN
ANDERSON, W.
ANGELOPOULOS, ALKAIOS
AHLHAUD, MICHEL

BIGLE, ARMAND
BIELEFELDT, H.
BJERE, FABRICUS
BLUMQVIST, S.
BRAHE-PEDERSEN, POUL
BERMAN, JULIAN

CLARKE, NED
CUTTING, JACK

DISNEY, WALT
DISNEY, ROY
DUBAGUE, EMIL
DE WILDE, JAAP

FOURET, DIDIER
FEIGNOUX, WALLY

GERSCHTANOWITZ, MAX
GRANGER, WALTER

HAVAS, MICHAEL
HOLMES, JACK

JOHNSON, J.
JOHNSTON, O. B.
JORGENSEN, JORGEN, S.

KORLISCHEK, HORST

MARTIN, ANDRE
MAITEA, VITTORIO
MILZER, KURT
MONAHAN, FRANCOIS
MOSSLER, HORST

NIELSEN, Mrs. ELLEN
NIELSEN, NILS

OLLIVIER, LOUIS
ORKO, RISTO

PALIVODA, ARMAND
PETROVIC, Mrs. RUZICA
PYLARINOS, SAVAS

RICCI, G.
ROQUIERE, GEORGES

SECHERLING, Dr. EMIL

TORNOS, D. LUIS

VAN DE VELDE, B.
VANNESTE, A.
VANNUCCL, AVV.
VALLE, ALLEN

WALKER, CARD
WALLMAN, CARL-GERHARD
WILLEMS, WILLIAM
WINKLEY, M. P.

at the CUMBERLAND HOTEL Marble Arch

ALLEN, J. J.
ANSTEY, M.
ARROWSMITH, H.

COLQUHOUN, A.

ELLIMAN, R.

GREEN, M.

HOPTON, D.

LEWIS, H. R.

MENDELSON, M.

RADCLIFFE, J.

WALTERS, P. D.

at the SAVOY HOTEL Strand

MONADORI, ARNALDO

SENN, ADOLFO

at CLARIDGE'S, Brook Street

LOURAU, GEORGES

if in any difficulty ...



*...Arthur Allighan
and his Publicity team
will try to help.*