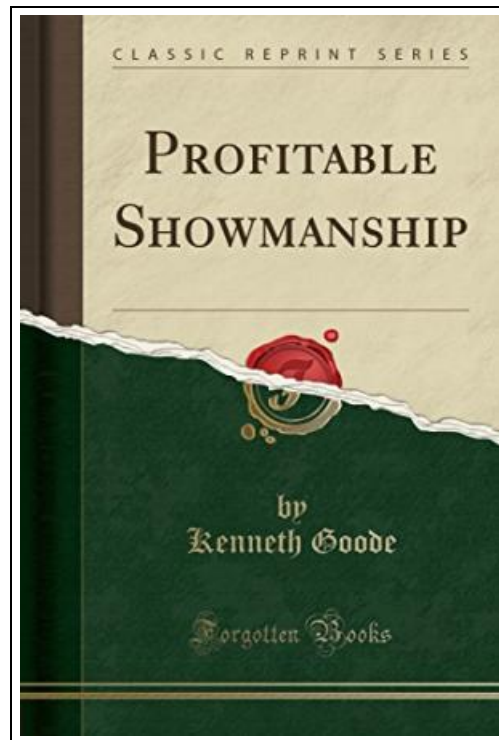


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Forgotten Books. Paperback. Condition: New. This item is printed on demand. 188 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. Excerpt from Profitable Showmanship Not with a famous personality; not with a Hollywood superproduction. No. His picture was hardly more than an hours showing of unpretentious little painted sketches: familiar fairy-tale characters moving quaintly and demurely across the huge screen. A whole year earlier a Paris silk house had wagered on the success of Disneys showmanship by buying for France the first merchandising rights to the Snow White motif in fabrics, and Cartier the jeweler was only a few months later. And their wisdom was justified on the first showing. As Mickey Mouse had succeeded, so Snow White and the Seven Dwarfs. Not because they were drawings instead of photographs! Not by any manner of means! Desperately in spite of it! For Walt Disney carries to its illogical conclusion - beyond any believable distance - the flat proof of the complete error in the thoroughly reasonable and practically unanimous prediction of all experienced motion-picture producers, ten or twelve years earlier, that the public would never accept the incongruity of human voices coming out of photographs. They are wiser today. Convinced now its the appeal, and not the vehicle, that matters - Hollywood even considers Deanna Durbin with cartoon background in Cinderella. The one shrewd executive who spoke most convincingly of all as to the flat impossibility of having moving photographs also talk is said to be planning a feature length, big-time musical comedy to be sung by drawings. Forgetting the movies for a moment, lets travel 3, 000 miles for another angle on the improbable possibilities of profitable showmanship. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at [www.forgottenbooks.com](http://www.forgottenbooks.com) This book is a reproduction of...



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