

Finding Aid to the Garth Parker Premium Toy Design Papers, 1978-2012

Summary Information

Title: Garth Parker premium toy design papers

Creator: Garth Parker (primary)

ID: 113.4301

Date: 1978-2012 (inclusive); 1995-2002 (bulk)

Extent: 53.1 linear feet

Language: The materials in this collection are primarily in English, with a few instances of advertisements in Spanish, French, and Japanese.

Abstract: The Garth Parker premium toy design papers are a compilation of product sketches, designs, portfolios, presentations, product notebooks, and reference materials. Products shown in these materials were designed for fast-food restaurants, cereal brands, cake decorations, and more. The bulk of the materials are from 1995 through 2002.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
One Manhattan Square
Rochester, New York 14607
585.263.2700
library@museumofplay.org

Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Custodial History: The Garth Parker premium toy design papers were donated to The Strong in August 2013 as a gift from Garth Parker, Andrea Bolton, and Kellan Parker. The papers were accessioned by The Strong under Object ID 113.4301. The collection was received from Garth Parker in 28 boxes, which were part of a larger donation of premium toys and reference books.

Preferred citation for publication: Garth Parker premium toy design papers, Brian Sutton-Smith Library and Archives of Play at The Strong

Processed by: Julia Novakovic, March-May 2014

Revision Note: Original finding aid created in May 2014; materials added to Series III in November 2014.

Controlled Access Terms

Personal Names

- Parker, Garth

Corporate Names

- Alcone Marketing Group (Firm)

- Burger King Corporation
- Carl's Jr. (Firm)
- Chick-fil-A (Firm)
- Chrysler Corporation
- Coca-Cola Company
- Colgate-Palmolive Company
- DecoPac, Inc.
- Hardee's (Firm)
- Kellogg's (Firm)
- Kentucky Fried Chicken (Firm)
- Marvel Comics (Firm)
- Nestlé
- Pepsi-Cola Company
- Premier Promotions and Marketing (Firm)
- Taco Bell (Firm)
- Walt Disney Company

Subjects

- Batman (Fictitious character)
- Burger King Kids' Club
- Cereal products industry
- Character toys
- Disney characters
- Dora the Explorer (Fictitious character)
- DreamWorks Animation
- Fast food restaurants--Collectibles
- Figurines
- Herman, Pee-Wee
- Marvel comics
- Mighty Morphin Power Rangers (Television program)
- Mr. Potato Head (Trademark)
- Nickelodeon
- Olympics
- Pokémon
- Premiums (Retail trade)
- Rugrats (Fictitious characters)
- Simpsons (Television program)
- Spider-Man (Fictitious character)
- SpongeBob SquarePants
- Teenage Mutant Ninja Turtles (Fictitious characters)
- Toys--1990-2000.
- Toys--2000-2010.
- X-Men (Fictitious characters)

Biographical Note

Garth Parker is an American product designer who has more than 30 years of experience in the toy and custom manufacturing industries.

Parker received degrees in Fine Art, Commercial Art, and Commercial Illustration during the 1980s. He worked for several companies, including Alcone Marketing Group, as a Creative Director. Parker developed both original and licensed premium design concepts for clients, such as Burger King, Yum Brands, Disney, and DecoPac. In 2012, he founded G Parker Concepts, a merchandise consultant firm. He has created thousands of toys and other premiums for companies worldwide.

Collection Scope and Content Note

The Garth Parker premium toy design papers contain materials from 1978 through 2012, with the bulk of the materials dated between 1995 and 2002. This collection holds both original and licensed character product sketches, designs, portfolios, presentations, product notebooks, and reference materials. Parker's designs portray merchandise created for fast-food restaurants, cereal brands, amusement parks, cake decorations, and more. Additional scope and content information can be found under the "Contents List" section of this finding aid.

The Garth Parker premium toy design papers are arranged into three series. The materials are housed in 83 archival document boxes and 2 oversized flat folders.

Related Materials

The Strong holds many Garth Parker-designed premiums within the museum's collections. The Brian Sutton-Smith Library and Archives of Play also houses reference books donated by Parker, which he used for designing both licensed character and original premium toys for fast-food restaurants, cereal brands, and more.

System of Arrangement

Series I: Garth Parker toy design concept sketches, 1978-2012

Series II: Garth Parker leave-behind product notebooks/mailed portfolios, 1996-2005

Series III: Reference materials, 1983-2001

Contents List

Series I: Garth Parker toy design concept sketches, 1978-2012

Scope and Content Note: This series contains loose pages which were previously housed in three-ring binders from Garth Parker. The pages were removed and rehoused in archival folders for preservation. While Parker did not label every binder, The Strong assigned each binder a number in order to better organize the papers. As a result, each folder contains an indicator such as “B001,” denoting which folders originated from the same binder. The binders, and their contents, have been arranged according to the original order in which they were received from Parker. Some pages show dates, while other designs have no date but can be estimated based on the portrayed licensed character or property. In this box and folder listing, The Strong has indicated the key characters, products, and/or companies which appear in these design concepts sketches.

Box 1

- Folder 1 From unlabeled binder, B001, n.d. [designs for Coca-Cola, “Mighty Morphin Power Rangers”]
- Folder 2 From unlabeled binder, B001, n.d. [designs for Burger King Kids’ Club toys, wild animal toys, 1996 Olympics “Izzy,” Nestlé, Kellogg’s, Kodak]
- Folder 3 From unlabeled binder, B002, n.d. [designs for Carl’s Jr. “Cool Combos for Kids,” Chick-fil-A toys/premiums]
- Folder 4 From unlabeled binder, B002, n.d. [designs for Dinosaurs, Kellogg’s, McDonald’s (“Captain Kids’ Meal”)]

Box 2

- Folder 1 From unlabeled binder, B002, n.d. [designs for Coca-Cola, “Mighty Morphin Power Rangers”]
- Folder 2 From unlabeled binder, B003, n.d. [designs for Nintendo, Burger King Kids’ Club, “Mr. Potato Head,” Blendi, Aladdin-brand lunchboxes]
- Folder 3 From unlabeled binder, B003, n.d. [designs for “Anastasia” and “M&Ms Minis” for Burger King; Burger King Kids’ Club; Coca-Cola]

Box 3

- Folder 1 From unlabeled binder, B004, c. 1988-1989 [designs for Dry Idea, Gillette, Ralston Chex, Palmolive-Colgate]
- Folder 2 From unlabeled binder, B004, c. 1988-1989 [designs for Lego, Hi-C, “Pee-wee’s Playhouse,” Kellogg’s]
- Folder 3 From unlabeled binder, B005, c. 1993-1996 [designs for Coca-Cola/1996 Olympics; “Muppets from Space” and “Goosebumps” for Burger King; “Hunchback of Notre Dame”; “Toy Story”; Bimbo candy cars]
- Folder 4 From unlabeled binder, B005, c. 1993-1996 [designs for “Wildlife Rollers,” Chick-fil-A toys/premiums, “Jumpin’ Critters”]
- Folder 5 From binder labeled “Original Art,” B006, n.d. [designs for “Pokémon,” “Muppets from Space,” “Silly Slammers,” Orangey Tangs]

Box 4

- Folder 1 From binder labeled "Original Art," B006, c. 1999 [designs for "Wild Thornberrys," Burger King Kids' Club]
- Folder 2 From binder labeled "Original Art," B006, c. 1999 [designs for "Pokémon," "Kamp KFC," Burger King Kids' Club]
- Folder 3 "From binder labeled "G. Parker 93-94-95-96-97," B007, c. 1993-1994 [designs for Coca-Cola, "Addams Family," "Batman," "Tiny Toons," "Teenage Mutant Ninja Turtles," Nissan]
- Folder 4 From unlabeled binder, B008, c. 1988-1989 [designs for "Teenage Mutant Ninja Turtles," Kellogg's, Ralston cereal promotions, Hi-C]

Box 5

- Folder 1 From unlabeled binder, B009, c. 1988-1989 [designs for Coca-Cola, "Teenage Mutant Ninja Turtles," Disney, 1992 Olympics]
- Folder 2 From unlabeled binder, B010, c. 1988-1989 [designs for Ajax, Colgate, Weider Publications, Hi-C, Dynamo, "Ghostbusters," Fuji Film, Kellogg's]
- Folder 3 From unlabeled binder, B011, c. 1990 [designs for Disney's "Aladdin," Cheetos, Kellogg's]
- Folder 4 From unlabeled binder, B011, c. 1990 [designs for various logos and "Screamin' Streamers"]

Box 6

- Folder 1 From unlabeled binder, B012, c. 1990 [designs for Coca-Cola/1992 Olympics; Coca-Cola/"Teenage Mutant Ninja Turtles"]
- Folder 2 From unlabeled binder, B013, c. 1988-1989 [designs for Chex Mix, Coca-Cola, Addams Family Cereal, Trick or Treat for Unicef, Tiger's Milk]
- Folder 3 From unlabeled binder, B013, c. 1988-1989 [designs for Sonric's racecars, "Teenage Mutant Ninja Turtles"]
- Folder 4 From unlabeled binder, B014, c. 1988-1989 [designs for Hardee's/ "Days of Thunder"]

Box 7

- Folder 1 From unlabeled binder, B015, c. 1992-1994 [designs for Country Crock, Coca-Cola, 1992 Olympics, Disney's "Aladdin"/Colgate, "Aristocats," "Mighty Morphin Power Rangers," Disney character figurines, Disney's "Lion King"]
- Folder 2 From unlabeled binder, B016, c. 1978-1991 [early human form sketches, animal sketches, Disney characters, Coca-Cola designs]

Box 8

- Folder 1 From unlabeled binder, B017, c. 1987-1994 [contains early artwork; designs for "Addams Family," Coca-Cola, "Monster Balls," Disney's "Beauty and the Beast"]
- Folder 2 From unlabeled binder, B018, c. 1982-1994 [early artwork; designs for "Gargoyles," Coca-Cola, McDonald's "family characters"]
- Folder 3 From unlabeled binder, B019, c. 1986-1994 [early artwork and reference sketches; designs for World Cup 1994, "Teenage Mutant Ninja Turtles,"

“Dinosaurs,” “Mighty Morphin Power Rangers,” McDonald’s “family characters”]

Box 9

- Folder 1 From unlabeled binder, B020, c. 1980-1994 [early artwork and reference sketches; designs for Chex, Kellogg’s, dinosaur figurines, “Troll dolls,” Nestlé, “Teenage Mutant Ninja Turtle” bowls, 1992 Olympics, “Mighty Morphin Power Rangers,” Disney’s “Jungle Book,” “Ferngully,” “Batman,” and “Peanuts” for Chex]
- Folder 2 From unlabeled binder, B021, c. 1989-1996 [various car/truck designs, Kellogg’s, Coca-Cola]
- Folder 3 From unlabeled binder, B022, c. 1979-1994 [early artwork; designs for Disney characters, action toys, “Ferngully,” Coca-Cola]

Box 10

- Folder 1 From unlabeled binder, B023, c. 1997-1998 [designs for “Toonsylvania” and “Sassy age-appropriate toys” for Burger King]
- Folder 2 From unlabeled binder, B023, c. 1997-1998 [designs for Disney characters; “M&Ms Minis” and “Men in Black” for Burger King]
- Folder 3 From unlabeled binder, B024, c. 1997-1998 [designs for M&Ms/Snickers/Milky Way, “Catdog”]
- Folder 4 From unlabeled binder, B024, c. 1997-1998 [designs for “Mr. Potato Head II” for Burger King; reference sketches]

Box 11

- Folder 1 From unlabeled binder, B025, c. 1997-1998 [designs for “Casper,” “Men in Black,” Coca-Cola, and “Rugrats” (all for Burger King)]
- Folder 2 From unlabeled binder, B025, c. 1997-1998 [designs for Kellogg’s, “Pink Panther,” “Sonic the Hedgehog”]
- Folder 3 From unlabeled binder, B025, c. 1997-1998 [designs for Christmas ornaments, candy containers, “Goosebumps,” “Bookworms”]
- Folder 4 From binder labeled “Original Artwork,” B026, c. 1997-1998 [designs for “Toonsylvania,” “Woody Woodpecker,” “Sonic the Hedgehog,” CITV toys]
- Folder 5 From binder labeled “Original Artwork,” B026, c. 1997-1998 [designs for Frozen Coke, “Wild Wild West,” “Muppets from Space”]

Box 12

- Folder 1 From binder labeled “Original,” B027, c. 1997-1998 [designs for “Men in Black,” “Anastasia”]
- Folder 2 From binder labeled “Original,” B027, c. 1997-1998 [designs for “Mr. Potato Head,” Mars candy, “Peanuts,” Burger King Kids’ Club, “Land Before Time”]
- Folder 3 From binder labeled “Original,” B027, c. 1997-1998 [designs for “Yogi Bear,” Burger King Kids’ Club, “Lost in Space,” Kellogg’s]

Box 13

- Folder 1 From unlabeled binder, B028, c. 1995-1998 [designs for Carl's Jr. "Cool Combos for Kids," "Goofy Movie," Chick-fil-A]
- Folder 2 From unlabeled binder, B028, c. 1995-1998 [designs for Coca-Cola, Kellogg's, Colgate, Sonrics]
- Folder 3 From unlabeled binder, B029, c. 1989-1995 [designs for Bimbo bear, monster figurines, Chick-fil-A, pogs, animal figurines, Nissan "Cruisin' Thru Summer"]
- Folder 4 From unlabeled binder, B030, c. 1992-1995 [various designs, including Coca-Cola, Kellogg's, NFL Super Bowl matchup graphics, NFL team graphics, "Tom & Jerry," "Rocky & Bullwinkle," "Casper," Disney's "Beauty and the Beast" cups]

Box 14

- Folder 1 From unlabeled binder, B031, c. 1992-1995 [designs for animal figurines, "Batman," Coca-Cola, Hostess, "Addams Family," Disney character flashlights]
- Folder 2 From unlabeled binder, B032, c. 1992-1995 [designs for "Talk'n Box'n," bubble toys, Permio gliders, Disney's "Aladdin," "Mickey and Friends," "Winnie the Pooh," "Pinocchio and Jiminy Cricket"]
- Folder 3 From unlabeled binder, B033, c. 1992-1995 [designs for Coca-Cola, "Los Tortugas Ninjas," Rock-Holanda "Radio Mickey," Disney's "Lion King"]

Box 15

- Folder 1 From unlabeled binder, B034, c. 1992-1995 [designs for Hostess Grizzly Chomps, "Addams Family," "Fergully," Disney's "Beauty and the Beast"]
- Folder 2 From unlabeled binder, B035, c. 1992-1995 [designs for Gillette, Papermate, Colgate, Kleenex, Huggies]
- Folder 3 From unlabeled binder, B036, c. 1992-1995 [designs for Coca-Cola, Hawaiian figurines, dinosaur figurines, Wendy's, Colgate, PineSol, Kellogg's, Chex, Kimberly-Clark]

Box 16

- Folder 1 From unlabeled binder, B037, c. 1998-1999 [designs for "Simpsons," "Wild Wild West," "Woody Woodpecker," "Toonsylvania," "Road to El Dorado," "Pokémon" (all for Burger King)]
- Folder 2 From unlabeled binder, B038, c. 1992-1995 [Disney character sketches; designs for "Goofy Movie," Coca-Cola, Tootsie Roll]
- Folder 3 From unlabeled binder, B038, c. 1992-1995 [designs for Carl's Jr., animal figurines, Nestlé Quik, Coca-Cola]
- Folder 4 From unlabeled binder, B039, c. 1992-1995 [designs for Coca-Cola, Kellogg's, monster finger puppets]
- Folder 5 From unlabeled binder, B040, c. 1993-1995 [designs for "World Monuments" for Chick-fil-A, angry fast food figurines]

Box 17

- Folder 1 From unlabeled binder, B041, c. 1990-1992 [designs for Colgate/"Big Top Pee-wee," "Teenage Mutant Ninja Turtles" cereal, Coca-Cola/"Ghostbusters 2," "Dick Tracy" cards]
- Folder 2 From unlabeled binder, B042, c. 1994-1995 [designs for Coca-Cola trucks, trains, and racecars]
- Folder 3 From unlabeled binder, B043, c. 1994 [designs for Coca-Cola, Olympics bears, "Mighty Morphin Power Rangers"]

Box 18

- Folder 1 From unlabeled binder, B044, c. 1994-1995 [designs for Coca-Cola, Olympics 1996, Disney's "Snow White and the Seven Dwarves"]
- Folder 2 From unlabeled binder, B045, c. 1994-1995 [designs for "Mighty Morphin Power Rangers," 1996 Olympics mascot "Izzy"]
- Folder 3 From unlabeled binder, B045, c. 1994-1995 [designs for Coca-Cola, Coca-Cola "Campeones," Kellogg's]
- Folder 4 From unlabeled binder, B046, c. 1990-1995 [designs for animal figurines, Colgate, Coca-Cola]
- Folder 5 From unlabeled binder, B046, c. 1990-1995 [designs for Coca-Cola; World Cup 1990 and 1994 merchandise]

Box 19

- Folder 1 From unlabeled binder, B047, c. 1994-1995 [designs for Coca-Cola vehicles and vending machines]
- Folder 2 From unlabeled binder, B047, c. 1994-1995 [designs for McDonald's "family characters," Coca-Cola vehicles]
- Folder 3 From unlabeled binder, B048, c. 1997-1999 [designs for "Rugrats," "Hercules," "Casper," "Anastasia," "Woody Woodpecker" (all for Burger King)]
- Folder 4 From unlabeled binder, B048, c. 1997-1999 [designs for "Jonny Quest," "M&Ms Minis," "Batman," "The Mask"]

Box 20

- Folder 1 From unlabeled binder, B049, c. 1997-1999 [designs for "Goosebumps," "Looney Tunes," "Hunchback of Notre Dame," "Curious George"; various reference sketches]
- Folder 2 From unlabeled binder, B049, c. 1997-1999 [designs for M&Ms, Burger King International, General Mills/Nestlé, "Pink Panther"]
- Folder 3 From unlabeled binder, B050, c. 1988-1990 [designs for "Flintstones Trivia Sweepstakes," Ralston-Purina ads, UNICEF, "Teenage Mutant Ninja Turtles" Cereal, Homepride Bread, Colgate]
- Folder 4 From unlabeled binder, B050, c. 1988-1990 [designs for Huggies, Kellogg's, Fujifilm, Purina]

Box 21

- Folder 1 From unlabeled binder, B051, c. 1992-1994 [designs for balsa wood gliders, Coca-Cola/World Cup 1994, Disney's "Aladdin"/Colgate]

- Folder 2 From unlabeled binder, B051, c. 1992-1994 [designs for Chex/"Peanuts," Coca-Cola/World Cup 1994, Disney characters, Disney's "Jungle Book," Coca-Cola, Sonrics]
- Folder 3 From unlabeled binder, B052, c. 1988-1995 [designs for Coca-Cola]
- Folder 4 From unlabeled binder, B052, c. 1988-1995 [designs for Disney's "Aladdin"/Colgate, Coca-Cola, Sonrics, "Ghostbusters II," Tiger's Milk, Gillette, Dynamo, Dinosaur Grrrahams/"The Flintstones"]
- Folder 5 From unlabeled binder, B053, c. 1988-1990 [designs for Chex/"Peanuts," "Barbie" accessories, Dinosaur Grrrahams/"The Flintstones," Tiger's Milk]

Box 22

- Folder 1 From unlabeled binder, B054, c. 1997-1999 [designs for Burger King "Teacher Creatures," "Secret School," Hungry Jack's beach toys, "Sonic the Hedgehog," animal figurines, toy ornaments, insects]
- Folder 2 From unlabeled binder, B054, c. 1997-1999 [designs for Hungry Jack's "Monster Gear," Burger King "Men in Black," "Sonic the Hedgehog"]
- Folder 3 From binder labeled "Original Art," B055, c. 1997-1999 [designs for Coca-Cola, "Bartok the Magnificent," "Wild Wild West," "Teletubbies," NASCAR]
- Folder 4 From binder labeled "Original Art," B055, c. 1997-1999 [designs for "Rugrats Holiday"]

Box 23

- Folder 1 From binder labeled "Original Art," B056, c. 1997-1999 [designs for Burger King "Simpsons Halloween" and "Robots"]
- Folder 2 From binder labeled "Original Art," B056, c. 1997-1999 [designs for Burger King Halloween and "SpongeBob SquarePants"]
- Folder 3 From binder labeled "Original," B057, c. 1997-1999 [designs for "Scooby Doo," "Rugrats," "Sassy toys," "Walking with Dinosaurs," "Goosebumps" (all for Burger King)]
- Folder 4 From binder labeled "Original," B057, c. 1997-1999 [designs for "Pokémon II" for Burger King]

Box 24

- Folder 1 From binder labeled "Original Art," B058, c. 1999-2002 [designs for Fox Studios, Unilever, Cartoon Network remote holders, KFC/magic, KFC/"Pink Panther," Gansito snacks]
- Folder 2 From binder labeled "Original Art," B058, c. 1999-2002 [designs for KFC/"The Mummy," "Lilo and Stitch," other adult-centric brands]
- Folder 3 From binder labeled "G. Parker original art," B059, n.d. [designs for Pizza Hut]
- Folder 4 From binder labeled "G. Parker original art," B059, n.d. [designs for Pizza Hut, Mitsubishi, other adult-centric brands]

Box 25

- Folder 1 From binder labeled "G. Parker orig. art 2002," B060, c. 2001-2002 [designs for Decopac ("Minnie Mouse," "Tweety"), "Animatrons," "Sticks & Stones," KFC/"Teletubbies," Pizza Hut]

- Folder 2 From binder labeled "Original," B061, n.d. [designs for Lenoxyl, "Black Knight," "Joe Somebody," "Jimmy Neutron," Osh Kosh]
- Folder 3 From binder labeled "Original," B061, n.d. [designs for "Ice Age," "Jimmy Neutron," Burger King International - animals]
- Folder 4 From binder labeled "Original," B061, n.d. [designs for "Power Puff Girls," "Men in Black," "Lord of the Rings"]

Box 26

- Folder 1 From binder labeled "Original Art," B062, n.d. [designs for Universal, "Lord of the Rings" for Burger King]
- Folder 2 From binder labeled "Original Art," B062, n.d. [designs for "Ice Age" for Burger King]
- Folder 3 From binder labeled "Original Art," B062, n.d. [designs for "X-Men Evolution" and "X-Men Brotherhood"]
- Folder 4 From unlabeled binder, B063, c. 1996-1999 [designs for "Bug Cruisers," "Radical Kids," "Simpsons," Aladdin brand "Nickelodeon" lunchboxes, "Looney Tunes"]
- Folder 5 From unlabeled binder, B063, c. 1996-1999 [designs for "Rugrats," "Rugrats Halloween," "Silly Slammers," "Muppets from Space," "Mr. Potato Head," "Felix the Cat" (all for Burger King)]

Box 27

- Folder 1 From binder labeled "Original Art," B064, c. 1996-1999 [original designs; "Silly Slammers" for Burger King]
- Folder 2 From binder labeled "Original Art," B064, c. 1996-1999 [designs for Jollie-Bee, "Rugrats Back-to-School"]
- Folder 3 From binder labeled "Original Art," B064, c. 1996-1999 [designs for "Rugrats Halloween," NASCAR, Spice Girls]
- Folder 4 From binder labeled "Original Art," B065, c. 1996-1999 [designs for "Simpsons," Jollie-Bee, "Titan A.E.," "The Wild Thornberrys"]
- Folder 5 From binder labeled "Original Art," B065, c. 1996-1999 [designs for "Chicken Run," "Titan A.E.," "Viva Rock Vegas"; other original sketches]

Box 28

- Folder 1 From binder labeled "Original Art," B066, c. 1996-1999 [designs for Trio, Kix, Cini-Minis, Aquafresh/Disney's "Mulan," "Barney," "Pink Panther," other Hungry Jack's designs]
- Folder 2 From binder labeled "Original Art," B066, c. 1996-1999 [designs for "Bartok the Magnificent," "Rugrats," "Stuart Little," "Silly Slammers"]
- Folder 3 From binder labeled "Original 1999-2000," B067, c. 1999-2000 [designs for "Rugrats," Coca-Cola, "Walking with Dinosaurs"]
- Folder 4 From binder labeled "Original 1999-2000," B067, c. 1999-2000 [designs for Sassy toys (age-appropriate) for Burger King]

Box 29

- Folder 1 From binder labeled "Original Art 1999-2000," B068, c. 1999-2000 [designs for "SpongeBob SquarePants"/ Smelly Telly, "Pokémon"]

- Folder 2 From binder labeled "Original Art 1999-2000," B068, c. 1999-2000 [designs for "Rugrats in Paris," "Scooby Doo," "Hey Arnold," "Wild Thornberrys," "Cousin Skeeter," "Kablam!," Nickelozone]
- Folder 3 From unlabeled binder, B069, n.d. ["Plushlet" sketches]
- Folder 4 From binder labeled "Plushlets 1-50," B070, n.d. [graphic color/size spec printouts for "Plushlets"]
- Folder 5 From binder labeled "Linklets 51-100," B071, n.d. [graphic color/size spec printouts for "Plushlets"]

Box 30

- Folder 1 From binder labeled "Plushlets 101-200," B072, n.d. [graphic design colors/sizes for "Plushlets"]
- Folder 2 From binder labeled "Plushlets 1-100," B073, n.d. [product info and specs for "Plushlets"]
- Folder 3 From binder labeled "Plushlets 101-150," B074, n.d. [graphic design colors/sizes for "Plushlets"]
- Folder 4 From binder labeled "Plushlets 151-200," B075, n.d. [graphic design colors/sizes for "Plushlets"]
- Folder 5 From unlabeled binder, B076, n.d. [designs for "Plushlets"]
- Folder 6 From unlabeled binder, B076, n.d. [designs for Decopac various-style rings, Pampers promotional items "Pampets"]

Box 31

- Folder 1 From unlabeled binder, B077, c. 2010 [Decopac designs: "Hulk," "Avengers," "Dora the Explorer," "Spider-Man," "Captain America," "Thor," "Muppets." Also "LG Texting Champion Trophy" designs]
- Folder 2 From binder labeled "Originals," B078, c. 1999-2001 [designs for "Pokémon," "Goosebumps," "Harry Potter" figurines, KFC chicken figurines]
- Folder 3 From binder labeled "Originals," B078, c. 1999-2001 [designs for Jaffa Cakes, "Pokémon," "Catdog," "Goosebumps"]
- Folder 4 From binder labeled "Original Art," B079, c. 1999-2001 [designs for "Lord of the Rings," Marvel superheroes, "Spider-Man"]

Box 32

- Folder 1 From binder labeled "Original Art," B079, c. 1999-2001 [designs for "Simpsons Soccer Fan-atics," "Butt Ugly Martians"]
- Folder 2 From unlabeled binder, B080, c. 1999-2001 [designs for Sassy toys, "Lord of the Rings," "SpongeBob SquarePants," "Ex-Scream Sports," Halloween toys]
- Folder 3 From unlabeled binder, B080, c. 1999-2001 [designs for "Jurassic Park III" and "Harry Potter Magical Books"]
- Folder 4 From binder labeled "Original Art," B081, c. 1999-2001 [designs for "Simpsons Halloween," "Programmable Robots" (for Burger King)]

Box 33

- Folder 1 From binder labeled "Original Art," B081, c. 1999-2001 [designs for "Butt Ugly Martians," "Lord of the Rings," "Zoobots" (all for Burger King)]

- Folder 2 From binder labeled "Original Art," B082, c. 1999-2001 [designs for "Road to El Dorado," "Backstreet Boys Millennium Bears," Coca-Cola, various sketches]
- Folder 3 From binder labeled "Original Art," B082, c. 1999-2001 [designs for "Flintstones in Viva Rock Vegas," Nestlé Chocopic, Golden Grahams, Nesquik, Cheerios, Kellogg's, "Pokémon pens," "Wild Thornberrys"]
- Folder 4 From binder labeled "Original Art," B083, c. 1999-2001 [designs for "SpongeBob SquarePants" for Burger King]

Box 34

- Folder 1 From binder labeled "Original Art," B083, c. 1999-2001 [designs for "Jackie Chan," "Harry Potter Magic Books" (both for Burger King)]
- Folder 2 From binder labeled "Original Art," B083, c. 1999-2001 [designs for "Shrek," "Simpsons" (both for Burger King); Coca-Cola]
- Folder 3 From binder labeled "G. Parker Orig. Art," B084, n.d. [designs for Decopac: "Trollz," "Bratz," "Bratz Petz"]
- Folder 4 From binder labeled "G. Parker Orig. Art," B084, n.d. [designs for Gerber towels/slippers, Jeep accessories]
- Folder 5 From binder labeled "G. Parker 2005," B085, c. 2005 [designs for Gerber bags; "Bob the Builder" and "Dinosaurs" for Decopac; Nismo; WPC Museum premiums]
- Folder 6 From binder labeled "G. Parker 2005," B085, c. 2005 [designs for travel accessories, "X-Men" (for Decopac)]

Box 35

- Folder 1 From binder labeled "G. Parker 2005," B086, c. 2005 [designs for "Shrek 3," "Maya & Miguel," "Strawberry Shortcake," "SpongeBob SquarePants," "Over the Hedge," "Baby Bratz" (all for Decopac); also Shell V-Power]
- Folder 2 From binder labeled "G. Parker 2005," B086, c. 2005 [designs for "Dora the Explorer," "SpongeBob SquarePants," "Avatar: The Last Airbender" (all for Decopac); some original artwork]
- Folder 3 From binder labeled "G. Parker Orig. Art 2003/2004," B087, c. 2003-2004 [designs for "Boohbahs," "G.I. Joe," "Shark Tale," "Rubbadubbers" (all for Decopac)]
- Folder 4 From binder labeled "G. Parker Orig. Art 2003/2004," B087, c. 2003-2004 [designs for "Shrek 3," "SpongeBob SquarePants" (both for Decopac)]
- Folder 5 From binder labeled "G. Parker Orig. Art 2003/2004," B087, c. 2003-2004 [various original designs; sketches of "Daredevil" and "Shrek"; football-based games]
- Folder 6 From binder labeled "G. Parker Orig. Art 2003/2004," B087, c. 2003-2004 [designs for Nextel, Jeep, Dodge, other adult-oriented brands]

Box 36

- Folder 1 From binder labeled "G. Parker original art," B088, c. 2003-2005 [designs for "Mickey Mouse," "Teenage Mutant Ninja Turtles," "Winnie the Pooh," Disney princesses (all for Decopac)]

- Folder 2 From binder labeled "G. Parker original art," B088, c. 2003-2005 [designs for "Robots," "Boohbahs," "Brother Bear," Disney characters (all for Decopac); Dodge/Jeep accessories]
- Folder 3 From binder labeled "G. Parker 2006 original art," B089, c. 2006 [designs for "Avatar: The Last Airbender," "Shrek," "Spider-Man" (all for Decopac)]
- Folder 4 From binder labeled "G. Parker 2006 original art," B089, c. 2006 [designs for "Mickey and Minnie," "Winnie the Pooh," "Tinkerbell," ice cream cups (all for Decopac)]
- Folder 5 From binder labeled "G. Parker 2006 original art," B089, c. 2006 [designs for Decopac cupcake displays, cupcake holders, cookie holders; "Yu-Gi-Oh," "Peppa Pig," "Happy Feet," "Go Diego Go," "SpongeBob SquarePants" (all for Decopac)]
- Folder 6 From binder labeled "G. Parker 2006 original art," B090, c. 2006 [designs for "Yu-Gi-Oh," "Ben 10," "My Little Pet Shop," "Spider-Man," "My Little Pony" (all for Decopac)]

Box 37

- Folder 1 From binder labeled "G. Parker 2006 original art," B090, c. 2006 [designs for "Shrek," "Polly Pocket," "My Little Pet Shop," "X-Men," Disney princesses (all for Decopac)]
- Folder 2 From binder labeled "G. Parker 2006 original art," B090, c. 2006 [designs for "Tinkerbell," "Mickey and Friends," "My Little Pony," "Spider-Man" (all for Decopac)]
- Folder 3 From unlabeled binder, B091, c. 2004 [designs for "Harry Potter," "Shrek," "Mickey and Friends," various sketches (all for Decopac)]
- Folder 4 From unlabeled binder, B091, c. 2004 [designs for "Fairly Oddparents," "SpongeBob SquarePants," "Dora the Explorer," "Winnie the Pooh" (all for Decopac)]
- Folder 5 From unlabeled binder, B091, c. 2004 [designs for Limited Too and Build-A-Bear]
- Folder 6 From binder labeled "G. Parker orig. art, 2004-2005," B092, c. 2004-2005 [designs for "Star Wars," "Trollz," "Backyardigans" (all for Decopac)]
- Folder 7 From binder labeled "G. Parker orig. art, 2004-2005," B092, c. 2004-2005 [designs for "Mickey," "Fantastic 4," "Bratz Petz" (all for Decopac)]

Box 38

- Folder 1 From binder labeled "G. Parker orig. art, 2004-2005," B092, c. 2004-2005 [designs for Gillette, Jeep/Chrysler, Bel Kaukauna]
- Folder 2 From binder labeled "G. Parker 2006-2007," B093, c. 2006-2007 [designs for "Fairies," "Polly Pocket," "Pirates of the Caribbean," "Shrek," "Tinkerbell," "My Little Pony," NBA, MLB, PGA (all for Decopac)]
- Folder 3 From binder labeled "G. Parker 2006-2007," B093, c. 2006-2007 [designs for "Wonderpets," "My Little Pony," "Fairies" (all for Decopac)]
- Folder 4 From binder labeled "G. Parker 2006-2007," B093, c. 2006-2007 [designs for graduation, travel, Disney princesses (all for Decopac); WD-40]

- Folder 5 From binder labeled "G. Parker orig. art," B094, n.d. [designs for Jeep/Dodge/Chrysler]
- Folder 6 From binder labeled "G. Parker orig. art," B094, n.d. [designs for Pepsi, eBay, other adult-oriented brands]
- Folder 7 From binder labeled "G. Parker orig. art," B094, n.d. [designs for "Thomas the Tank Engine," "The Incredible Hulk" (for Decopac); "Wild Racers" for Pizza Hut]
- Folder 8 From binder labeled "G. Parker's Stuff, 2007-2008," B095, c. 2007-2008 [designs for "Tinkerbell" and "Kai-lan" (for Decopac)]
- Folder 9 From binder labeled "G. Parker's Stuff, 2007-2008," B095, c. 2007-2008 [designs for "Teenage Mutant Ninja Turtles," "Cars," "Dora the Explorer" (all for Decopac)]
- Folder 10 From binder labeled "G. Parker's Stuff, 2007-2008," B095, c. 2007-2008 [designs for "Madagascar," "Hulk," "SpongeBob SquarePants," "Spider-Man" (all for Decopac)]
- Folder 11 From binder labeled "G. Parker orig. art 2002," B096, c. 2002 [designs for "Oswald," "SpongeBob SquarePants," "Winnie the Pooh" (all for Decopac); "Animal Racers" for Pizza Hut]
- Folder 12 From binder labeled "G. Parker orig. art 2002," B096, c. 2002 [designs for Jeep, Dodge, Chrysler, "The Fast and the Furious"]
- Folder 13 From binder labeled "G. Parker 2002-2003 orig.," B097, c. 2002-2003 [designs for "Hulk Sticky Slammers," eBay, Beck's, various other designs]

Box 39

- Folder 1 From binder labeled "G. Parker 2002-2003 orig.," B097, c. 2002-2003 [designs for Dodge/Jeep]
- Folder 2 From binder labeled "G. Parker 2002-2003 orig.," B097, c. 2002-2003 [designs for Jeep, Dodge, Chrysler; Dixie/"Finding Nemo"]
- Folder 3 From binder labeled "G. Parker orig. art 2004," B098, c. 2004 [designs for "Strawberry Shortcake" and "Maya & Miguel" for Decopac]
- Folder 4 From binder labeled "G. Parker orig. art 2004," B098, c. 2004 [designs for "Rugrats All Grown Up," "Finding Nemo," "Robots," "Bob the Builder" (all for Decopac)]
- Folder 5 From binder labeled "G. Parker orig. art 2004," B098, c. 2004 [designs for Sports Illustrated for Kids; "Fantastic 4," "Iron Man," "Star Wars" (for Decopac); Gillette; Jeep/Dodge/Chrysler]
- Folder 6 From binder labeled "G. Parker orig. art 2005," B099, c. 2005 [designs for Gerber]
- Folder 7 From binder labeled "G. Parker orig. art 2005," B099, c. 2005 [designs for Gillette; "Bob the Builder," "Strawberry Shortcake," "Blue's Clues," "Barbie and the Magic of Pegasus," "Maya & Miguel," "Backyardigans" (all for Decopac)]
- Folder 8 From binder labeled "G. Parker 2008 stuff," B100, c. 2008 [various sketches; Burger King Kids' Club newsletters]
- Folder 9 From binder labeled "G. Parker 2008 stuff," B100, c. 2008 [various sketches]
- Folder 10 From binder labeled "G. Parker stuff 2008-2009," B101, c. 2008-2009 [designs for "Star Wars," "Toy Story," "SpongeBob SquarePants" (all for Decopac)]

Folder 11 From binder labeled "G. Parker stuff 2008-2009," B101, c. 2008-2009 [designs for "Madagascar," fairies, Disney princesses (all for Decopac); other adult-oriented brands]

Box 40

Folder 1 From binder labeled "G. Parker 2006-2007," B102, c. 2006-2007 [designs for various sports and NASCAR for Decopac]

Folder 2 From binder labeled "G. Parker 2006-2007," B102, c. 2006-2007 [designs for "Dora the Explorer," "Viva Piñata," "Princess Barbie" (all for Decopac)]

Folder 3 From binder labeled "G. Parker 2006-2007," B102, c. 2006-2007 [designs for "SpongeBob SquarePants," Disney princesses, "Bee Movie" (all for Decopac)]

Folder 4 From binder labeled "G. Parker 2007 orig. art," B103, c. 2007 [designs for "Dora the Explorer," "Spider-Man," "SpongeBob SquarePants" (all for Decopac)]

Folder 5 From binder labeled "G. Parker 2007 orig. art," B103, c. 2007 [designs for "Tinkerbell and Friends," "Viva Piñata" (both for Decopac)]

Folder 6 From binder labeled "G. Parker 2007 orig. art," B103, c. 2007 [designs for sports, "Iron Man," "Hulk," "Indiana Jones," "SpongeBob SquarePants" (all for Decopac)]

Folder 7 From binder labeled "G. Parker 2007-2008," B104, c. 2007-2008 [designs for various NFL-related for Decopac]

Folder 8 From binder labeled "G. Parker 2007-2008," B104, c. 2007-2008 [designs for "SpongeBob SquarePants," "Madagascar" (both for Decopac)]

Folder 9 From binder labeled "G. Parker 2007-2008," B104, c. 2007-2008 [designs for "Indiana Jones," "Hulk," "Spider-Man" (all for Decopac)]

Folder 10 From binder labeled "Garth Parker 2010-2011," B105, c. 2010-2011 [designs for Pampers; "Plushlets"]

Folder 11 From binder labeled "Garth Parker 2010-2011," B105, c. 2010-2011 [designs for "Spider-Man," "Hulk," "Dora the Explorer"; various sketches]

Folder 12 From binder labeled "Alcone 2011-2012 New Stuff," B106, c. 2011-2012 [designs for California Lottery, eBay, Chrysler/Dodge/Jeep, Oral-B, Siemens, Babybel, Nestlé, and adult-oriented brands]

Folder 13 From binder labeled "G. Parker 2010 art," B107, c. 2010 [various character sketches; "Plushlets"]

Box 41

Folder 1 From binder labeled "G. Parker 2010 art," B107, c. 2010 [various sketches; designs for licensed character rings]

Folder 2 From binder labeled "G. Parker 2010 art," B107, c. 2010 [designs for "Plushlets"]

Folder 3 From binder labeled "G. Parker Stuff 2009-2010," B108, 2009-2010 [various sketches; designs for "Plushlets"]

Folder 4 From binder labeled "G. Parker Stuff 2009-2010," B108, 2009-2010 [various original designs]

Folder 5 From binder labeled "G. Parker 2011-2012," B109, 2011-2012 [designs for Sweet Elite Paddlewear; "Last of the Guardians"]

Folder 6 From binder labeled "G. Parker 2011-2012," B109, 2011-2012 [designs for "Minecraft," "The Simpsons"; various sketches]

- Folder 7 From binder labeled “Original Art,” B110, c. 2000-2005 [designs for Corbet Opti-Free, “Spider-Man,” Disneyland, 2004 Olympics gear]
- Folder 8 From binder labeled “Original Art,” B110, c. 2000-2005 [designs for Osh Kosh, Cheetos, Dodge, No Rules, “The Mummy” for Taco Bell]
- Folder 9 From binder labeled “Original Art,” B110, c. 2000-2005 [designs for Disneyland and Sassy toys]
- Folder 10 From unlabeled binder, B111, c. 2005-2011 [designs for Decopac (cupcake trays), Kellogg’s, Mike’s Hard Lemonade, Bohemia Beer, LG, Kia, Mercedes, Babybel, eBay, WD-40, Shell V-Power]
- Folder 11 From unlabeled binder, B112, c. 2005-2011 [designs for Decopac packaging and cupcake stands]

Box 42

- Folder 1 From unlabeled binder, B113, c. 2005-2011 [designs for “My Little Pony,” “Polly Pocket,” “Barbie,” NHL, NFL, NASCAR, NBA (all for Decopac); Disneyland buckets]
- Folder 2 From unlabeled binder, B114, c. 2005-2011 [designs for “Shrek 2,” “Shrek 3,” “Madagascar 2,” “Shark Tales,” “Kung Fu Panda,” “Bee Movie,” “Strawberry Shortcake,” “Happy Feet,” “Wonder Pets,” “Yo Gabba Gabba,” “Teenage Mutant Ninja Turtles,” “Neopets,” “Hoops & Yo-Yo,” “Viva Piñata,” “Baby Bratz,” “Peppa Pig,” “Over the Hedge” (all for Decopac)]
- Folder 3 From unlabeled binder, B115, c. 2005-2011 [designs for “Toy Story 3,” “Cars 2,” Disney fairies, “Tinkerbell,” “Hannah Montana,” “Camp Rock” (all for Decopac)]
- Folder 4 From unlabeled binder, B116, c. 2005-2011 [designs for “Go Diego Go,” “Dora the Explorer,” “iCarly,” Nick Jr. shows (all for Decopac)]
- Folder 5 From unlabeled binder, B117, c. 2005-2011 [“SpongeBob SquarePants” for Decopac]
- Folder 6 From unlabeled binder, B118, c. 2005-2011 [designs for Marvel, “Spider-Man,” “Hulk,” “Iron-Man,” “Daredevil,” “Wolverine,” “X-Men,” “Star Wars,” “Indiana Jones,” “Star Trek: The Movie,” “Yu-Gi-Oh,” “Avatar: The Last Airbender,” “Ben 10,” dinosaurs (all for Decopac)]
- Folder 7 From unlabeled binder, B119, c. 2005-2011 [designs for Disneyland buckets and Disney princesses; “Mickey and Minnie,” “Winnie the Pooh,” “Lilo and Stitch” (for Decopac)]

Oversized

- Folder 1 Garth Parker, Hardee’s “Days of Thunder” published promotional materials, 1990
- Folder 1 Oversized “Dinosaurs”/Coca-Cola promotion poster [in Spanish], n.d.

Series II: Garth Parker leave-behind product notebooks/mailler portfolios, 1996-2005

Scope and Content Note: This series holds spiral- or comb-bound portfolio books, to which Parker referred as “leave-behind books” or “product portfolios.” Volumes may depict one specific licensed character/property for a company or several product lines within the same book. Where multiple designs appear in one portfolio, the folder listing line indicates “combined” and shows the slash symbol to separate sections of the bound volume. The materials in this series have been arranged according to the original order in which they were received from Parker. Some portfolios list dates, while other designs have no date but can be estimated based on the portrayed licensed character or property.

Box 43

- Folder 1 Combined: Nestlé International (Chocapic)/ Kix/ Nesquik/ Cini-Minis/ Cheerios/ Trio/ Estrelitas/ Golden Grahams, c. 1996-1997 [copy 1]
- Folder 2 Combined: Nestlé International (Chocapic)/ Kix/ Nesquik/ Cini-Minis/ Cheerios/ Trio/ Estrelitas/ Golden Grahams, c. 1996-1997 [copy 2]
- Folder 3 Combined: Nintendo characters/ “Lost in Space”/ “Batman”/ “Star Trek” (all for Burger King), c. 1996-1997 [copy 1]
- Folder 4 Combined: Nintendo characters/ “Lost in Space”/ “Batman”/ “Star Trek” (all for Burger King), c. 1996-1997 [copy 2]

Box 44

- Folder 1 “Anastasia” for Burger King, c. 1996-1997 [copy 1]
- Folder 2 “Anastasia” for Burger King, c. 1996-1997 [copy 2]
- Folder 3 “Rugrats” for Burger King, c. 1996-1997
- Folder 4 “Rugrats” for Burger King, 1998
- Folder 5 “Mr. Potato Head II” for Burger King, n.d.

Box 45

- Folder 1 Combined Burger King Kids’ Club designs: “Crazy Creatures”/ “Gran Prix”/ “Time Travelers”/ “World Cup”/ “Rescue Kids”/ “Out of this World,” c. 1996-1997 [copy 1]
- Folder 2 Combined Burger King Kids’ Club designs: “Crazy Creatures”/ “Gran Prix”/ “Time Travelers”/ “World Cup”/ “Rescue Kids”/ “Out of this World,” c. 1996-1997 [copy 2]
- Folder 3 “Sonic the Hedgehog” for Burger King, Alcone Marketing Group, n.d. [copy 1]
- Folder 4 “Sonic the Hedgehog” for Burger King, Alcone Marketing Group, n.d. [copy 2]

Box 46

- Folder 1 Combined: Coca-Cola for Burger King/ Burger King Kids’ Club designs/ Disneyland characters, lunchboxes, thermoses, c. 1996-1997 [copy 1]
- Folder 2 Combined: Coca-Cola for Burger King/ Burger King Kids’ Club designs/ Disneyland characters, lunchboxes, thermoses, c. 1996-1997 [copy 2]
- Folder 3 Combined: “The Mask”/ “Peanuts”/ “The Simpsons” (all for Burger King), c. 1996-1997 [copy 1]
- Folder 4 Combined: “The Mask”/ “Peanuts”/ “The Simpsons” (all for Burger King), c. 1996-1997 [copy 2]

Box 47

- Folder 1 Combined: “Bug Riders” and “Radical Kids” for Burger King/ Coca-Cola/ Halloween and Christmas candy containers/ Disney back-to-school concepts/ “The Lost World: Jurassic Park” for Burger King, c. 1996-1997 [copy 1]
- Folder 2 Combined: “Bug Riders” and “Radical Kids” for Burger King/ Coca-Cola/ Halloween and Christmas candy containers/ Disney back-to-school concepts/ “The Lost World: Jurassic Park” for Burger King, c. 1996-1997 [copy 2]
- Folder 3 Combined: “Felix the Cat” for Burger King/ Warner Brothers’ “Looney Tunes”/ Jollie-Bee/ Cadbury (“Looney Tunes Crazy Rollers”)/ Kellogg’s/ Procter & Gamble/ Nestlé International (“Jonny Quest”), c. 1996-1997 [copy 1]
- Folder 4 Combined: “Felix the Cat” for Burger King/ Warner Brothers’ “Looney Tunes”/ Jollie-Bee/ Cadbury (“Looney Tunes Crazy Rollers”)/ Kellogg’s/ Procter & Gamble/ Nestlé International (“Jonny Quest”), c. 1996-1997 [copy 2]

Box 48

- Folder 1 “Pokémon” for Burger King, Alcone Marketing Group, n.d.
- Folder 2 “M&Ms Minis” for Burger King, c. 1996-1997 [copy 1]
- Folder 3 “M&Ms Minis” for Burger King, c. 1996-1997 [copy 2]
- Folder 4 Combined: Nickelodeon lunch kits for Aladdin/ Disney character lunch boxes for Aladdin, n.d. [copy 1]
- Folder 5 Combined: Nickelodeon lunch kits for Aladdin/ Disney character lunch boxes for Aladdin, n.d. [copy 2]

Box 49

- Folder 1 “Batman Beyond” for Burger King, Alcone Marketing Group, June 14, 1999
- Folder 2 “Chicken Run” for Burger King, Alcone Marketing Group, c. 1998-1999
- Folder 3 “Looney Tunes’ Wild Wild Western” for Burger King, Alcone Marketing Group, c. 1998-1999
- Folder 4 “Woody Woodpecker” for Burger King, Alcone Marketing Group, c. 1998-1999
- Folder 5 “Wild Wild West” for Burger King, Alcone Marketing Group, c. 1998-1999

Box 50

- Folder 1 “Nickelozone” for Burger King (includes *Kablam!*, *Hey Arnold*, *Cousin Skeeter*, *Wild Thornberrys*), c. 1998-1999 [copy 1]
- Folder 2 “Nickelozone” for Burger King (includes *Kablam!*, *Hey Arnold*, *Cousin Skeeter*, *Wild Thornberrys*), c. 1998-1999 [copy 2]
- Folder 3 Combined: NASCAR/ “Teletubbies”/ Aliens and finger sports for Hungry Jack’s/ “Stuart Little”/ CITV toys/ TV Land premiums/ “Rugrats’ Halloween” for Burger King, n.d.
- Folder 4 “Jim Henson’s Muppets from Space” for Burger King, Alcone Marketing Group, n.d.

Box 51

- Folder 1 Combined: “Kids’ Club Millennium Kit”/ Sega Dreamcast/ “Silly Slammers” for Burger King, Alcone Marketing Group, c. 1998-1999

- Folder 2 "Original Silly Slammers" for Burger King, Alcone Marketing Group, February 26, 1999
- Folder 3 "Coca-Cola: A World of Refreshment for Burger King," Alcone Marketing Group, August 25, 1998
- Folder 4 "Bartok the Magnificent" for Burger King, Alcone Marketing Group, c. 1998-1999

Box 52

- Folder 1 "The Flintstones in Viva Rock Vegas" for Burger King, Alcone Marketing Group, August 12, 1999
- Folder 2 "Rugrats" for Burger King, n.d.
- Folder 3 "Mr. Potato Head" for Burger King, n.d. [copy 1]
- Folder 4 "Mr. Potato Head" for Burger King, n.d. [copy 2]
- Folder 5 "Mr. Potato Head II" for Burger King, n.d.

Box 53

- Folder 1 "Holiday Rugrats" for Burger King, free premiums and SLOs, n.d.
- Folder 2 "Holiday Rugrats" for Burger King, Toys series, n.d.
- Folder 3 "Holiday Rugrats" for Burger King, Gifts series, n.d.
- Folder 4 Combined: "Ninja Turtles: The Next Mutation"/ "Bookworms"/ Sonrics/ various Burger King designs ("Teacher Creatures," "Secret School," "Monster Gear")/ various Hungry Jack's designs (finger sports, circus train, bendable animals)/ Kellogg's characters/ Laughing Cow/ Coca-Cola Mexico/ "Land Before Time" for Burger King, n.d. [copy 1]
- Folder 5 Combined: "Ninja Turtles: The Next Mutation"/ "Bookworms"/ Sonrics/ various Burger King designs ("Teacher Creatures," "Secret School," "Monster Gear")/ various Hungry Jack's designs (finger sports, circus train, bendable animals)/ Kellogg's characters/ Laughing Cow/ Coca-Cola Mexico/ "Land Before Time" for Burger King, n.d. [copy 2]

Box 54

- Folder 1 Combined: "Goosebumps" for Burger King/ M&Ms and Snickers' Easter candy toppers/ "Woody Woodpecker" and "Curious George" for Denny's/ "Casper" and "Hercules" for BP Australia/ "Looney Tunes" for BP/ "Fergully" and "Anastasia" for Good Clean Videos/ "Winnie the Pooh" for Disney, c. 1996-1997 [copy 1]
- Folder 2 Combined: "Goosebumps" for Burger King/ M&Ms and Snickers' Easter candy toppers/ "Woody Woodpecker" and "Curious George" for Denny's/ "Casper" and "Hercules" for BP Australia/ "Looney Tunes" for BP/ "Fergully" and "Anastasia" for Good Clean Videos/ "Winnie the Pooh" for Disney, c. 1996-1997 [copy 2]
- Folder 3 Combined: "Universal Studios Monsters" for Burger King/ "Mulan" for Aquafresh/ "Superman" for Burger King/ Coca-Cola for Burger King/ "Pink Panther" for Burger King, n.d. [copy 1]

Folder 4 Combined: “Universal Studios Monsters” for Burger King/ “Mulan” for Aquafresh/ “Superman” for Burger King/ Coca-Cola for Burger King/ “Pink Panther” for Burger King, n.d. [copy 2]

Box 55

Folder 1 “Holiday Rugrats, #1 and #2,” for Burger King, n.d.
Folder 2 Combined: Marvel Superheroes/ “Pink Panther: The Color of Cool” for Burger King/ “Extreme Ghostbusters” for Burger King, n.d. [copy 1]
Folder 3 Combined: Marvel Superheroes/ “Pink Panther: The Color of Cool” for Burger King/ “Extreme Ghostbusters” for Burger King, n.d. [copy 2]

Box 56

Folder 1 “Pokémon” for Burger King, Alcone Marketing Group, n.d.
Folder 2 “Harry Potter” designs for Burger King, n.d.
Folder 3 “Around the World with the Wild Thornberrys” for Burger King, Alcone Marketing Group, June 15, 1999
Folder 4 “Rugrats Back-to-School” for Burger King, Alcone Marketing Group, n.d.

Box 57

Folder 1 “The Simpsons: Summer in the Sun” for Burger King, n.d.
Folder 2 “Steven Spielberg Presents... Toonsylvania” for Burger King, n.d.
Folder 3 “Catdog” for Burger King, n.d. [copy 1]
Folder 4 “Catdog” for Burger King, n.d. [copy 2]

Box 58

Folder 1 Combined: Universal Studios hat, shirt, and mug designs/ “Ice Age” for Burger King, n.d.
Folder 2 Combined: “Titan A.E.” for Burger King/ “Extreme Ghostbusters” for Hungry Jack’s/ “Muppets from Space” for Hungry Jack’s, n.d.
Folder 3 “Rugrats Holiday 1999” for Burger King, Alcone Marketing Group, 1999
Folder 4 “Men in Black” for Burger King, Alcone Marketing Group, n.d.

Box 59

Folder 1 “Walking with Dinosaurs” for Burger King, Alcone Marketing Group, February 4, 2000
Folder 2 “Pokémon SLOs” for Burger King, Alcone Marketing Group, July 9, 1999
Folder 3 “Discovery Kids’ Dinomonth” for Burger King, Alcone Marketing Group, c. 2001
Folder 4 “Around the World with the Wild Thornberrys” for Burger King, Alcone Marketing Group, June 30, 1999
Folder 5 Combined: “Spiderman”/ Marvel Superheroes/ “Ice Age”/ “Jimmy Neutron”/ “Lord of the Rings,” n.d.

Box 60

Folder 1 “Pokémon Gold and Silver” for Burger King, n.d.

- Folder 2 “The Simpsons’ 2000: The Year of the Donut” for Burger King, Alcone Marketing Group, September 20, 1999
- Folder 3 Combined: “Wishbone” for KFC/ Jollie-Bee/ “Doraemon”/ “Smelly Telly Clippies”/ Coca-Cola for Burger King/ Backstreet Boys for Burger King, n.d.
- Folder 4 Combined: “Scooby Doo and the Alien Invaders” for Burger King/ “Animorphs” for Burger King/ “Goosebumps” for Burger King/ “Little Monsters” for Hungry Jack’s/ “Rugrats in Paris” for Burger King/ “Flintstones in Viva Rock Vegas” for Burger King/ Aliens and “Catdog” for Hungry Jack’s, c. 1999-2000

Box 61

- Folder 1 Combined: “The Simpsons’ Fright Lights” and “Simpsons Soccer Fanatics” for Burger King, n.d.
- Folder 2 “Jurassic Park III” for Burger King, n.d.
- Folder 3 Combined: “Dragon Ball Z”/ “Power Puff Girls”/ “Lord of the Rings”/ “X-Men Evolution”/ “X-Men Brotherhood”/ “Men in Black 2” (all for Burger King), n.d.
- Folder 4 Sassy - young children’s toys for Burger King, Alcone Marketing Group, May 19, 2000

Box 62

- Folder 1 Sassy - young children’s toys for Burger King, n.d.
- Folder 2 “Pokémon 2” for Burger King, Alcone Marketing Group, c. 2000
- Folder 3 “Butt Ugly Martians” for Burger King, n.d.
- Folder 4 “Steven Spielberg Presents ... Toonsylvania” for Burger King, n.d.

Box 63

- Folder 1 “Robots” for Burger King, Alcone Marketing Group, February 28, 2001
- Folder 2 “SpongeBob SquarePants” for Burger King, c. 2000
- Folder 3 “Gold and Glory: The Road to El Dorado” for Burger King, n.d.
- Folder 4 “Sassy and Playskool Age-Appropriate Toys” for Burger King, Alcone Marketing Group, February 2, 2000
- Folder 5 Combined: “Rugrats in Paris” for Burger King/ “Jackie Chan” for Burger King/ McVities and Jaffa Cakes/ Refreshers for Trebor Basset/ Orangey Tangs, n.d.

Box 64

- Folder 1 “Batman Beyond” for Burger King, Alcone Marketing Group, June 14, 1999
- Folder 2 “Around the World with the Wild Thornberrys” for Burger King, Alcone Marketing Group, June 15, 1999
- Folder 3 “Around the World with the Wild Thornberrys” for Burger King, Alcone Marketing Group, July 15, 1999
- Folder 4 “Sassy/Playskool Age Appropriate Toys” for Burger King, Alcone Marketing Group, February 2, 2000
- Folder 5 “Pokémon 2” for Burger King, Alcone Marketing Group, January 14, 2000
- Folder 6 “Burger King Kids’ Club Premium Order Guide, May-August F’98” (“Men in Black” and “Small Soldiers”), c. 1998
- Folder 7 “Gold and Glory: The Road to El Dorado” for Burger King, Alcone Marketing Group, July 28, 1999

- Folder 8 “2000 YMCI Premium Concepts” for Burger King (“Woody Woodpecker” and “Muppets from Space”), Alcone Marketing Group, October 1998
- Folder 9 “Rugrats in Paris: The Movie” for Burger King, Alcone Marketing Group, n.d.
- Folder 10 “Walking with Dinosaurs” for Burger King, Alcone Marketing Group, February 4, 2000
- Folder 11 “Pokémon 23K Gold-Plated Trading Cards” for Burger King, Alcone Marketing Group, n.d.

Box 65

- Folder 1 “The Flintstones in Viva Rock Vegas” for Burger King, Alcone Marketing Group, August 12, 1999
- Folder 2 “Chicken Run” for Burger King, Alcone Marketing Group, September 2, 1999
- Folder 3 “Bartok the Magnificent” for Burger King, Alcone Marketing Group, c. 1999
- Folder 4 “Original Silly Slammers” for Burger King, Alcone Marketing Group, June 4, 1999
- Folder 5 “Pokémon Premium Concepts” for Burger King, Alcone Marketing Group, n.d.
- Folder 6 “Pokémon SLOs” for Burger King, Alcone Marketing Group, July 9, 1999
- Folder 7 “National Fry Launch - Manager’s Guide,” Burger King, featuring Mr. Potato Head, 1997
- Folder 8 “Mr. Potato Head” for Burger King, Alcone Marketing Group, May 20, 1998

Box 66

- Folder 1 “Pokémon 2” for Burger King, Alcone Marketing Group, January 14, 2000
- Folder 2 “1999 YMCI Premium Concepts” for Burger King (“Marvel Superheroes,” “Pink Panther: The Color of Cool,” “Extreme Ghostbusters”), Alcone Marketing Group, May 12-13, 1998
- Folder 3 “Catdog: Double-Headed Fun” for Burger King, Alcone Marketing Group, June 30, 1998 (2 copies)
- Folder 4 “Rugrats Back-to-School Premiums” for Burger King, Alcone Marketing Group, January 29, 1999
- Folder 5 “It’s a Rugrats Holiday - Holiday 1999” for Burger King, Alcone Marketing Group, c. 1999
- Folder 6 “Discovery Kids’ Dino Month, March 5-April 1, 2001” for Burger King, Alcone Marketing Group, c. 2000
- Folder 7 “Sonic Adventure Premiums” for Burger King, Alcone Marketing Group, December 10, 1998

Box 67

- Folder 1 Combined: Designs for Walter P. Chrysler Museum, Dodge/Chrysler/Jeep accessories, c. 2000-2005
- Folder 2 Jeep walkie-talkies and accessories, c. 2003
- Folder 3 Combined: Kodiak/ Nextel and NASCAR/ Dodge/Jeep, c. 2000-2005
- Folder 4 2004 Olympics merchandise, n.d.
- Folder 5 Combined: eBay/ Beck’s/ Osh Kosh/ Joe Somebody/ Black Knight, c. 2000-2005
- Folder 6 Combined (all for Decopac): “Bratz Petz”/ “Mickey Mouse”/ “Backyardigans,” c. 2000-2005

Folder 7 Combined (all for Decopac): “Lazy Town”/ “Trollz”/ “T-Rex Time”/ “Charlotte’s Web,” c. 2000-2005

Box 68

Folder 1 Jeep accessories, c. 2000-2005

Folder 2 Dodge/Chrysler accessories, c. 2000-2005

Folder 3 Gillette accessories, c. 2000-2005

Folder 4 Dodge accessories, c. 2003

Folder 5 Combined: “Finding Nemo” for Dixie Cup/ Mitsubishi/ “Lilo and Stitch”/ Cartoon Network remote holders/ Pepsi/ “No Rules”/ Disneyland premium designs, c. 2000-2005

Folder 6 Combined: “Animal Racers” for Subway/ “Sports Illustrated for Kids” for Subway/ “Monster Figures”/ “Monster Chompers”/ Gansito snack cakes/ “Hulk” toys/ various new toy concepts/ “Jimmy Neutron”/ Build-A-Bear, c. 2000-2005

Folder 7 Combined: original toy ideas/ “Teletubbies” for KFC/ “Pink Panther” for KFC/ magic toys for KFC/ various adult-oriented brands, c. 2000-2005

Folder 8 Combined (all for Decopac): “Shrek 3”/ “Robots”/ “Bob the Builder”/ “Star Wars”/ “Strawberry Shortcake”/ “Blue’s Clues”/ “Barbie and the Magic of Pegasus,” c. 2000-2005

Folder 9 Combined (all for Decopac): “Fantastic 4”/ Marvel characters/ “SpongeBob SquarePants”/ “Fairly Oddparents”/ “My Little Pony”/ “Shrek”/ “Finding Nemo”/ Disney princesses/ “Teenage Mutant Ninja Turtles,” c. 2000-2005

Folder 10 Combined (all for Decopac): “SpongeBob SquarePants”/ “Winnie the Pooh”/ “Oswald the Octopus”/ “Minnie Mouse”/ “Sylvester and Tweety”/ “Brother Bear”/ “Boohbahs”/ “G.I. Joe”/ “Shark Tales”/ “Rubbadubbers,” c. 2000-2005

Folder 11 “The Mummy” for Taco Bell, n.d.

Folder 12 Combined (all for Pizza Hut): “Mix-up Mutants”/ “Wild Racers”/ “Animal Racers”/ “Animatronics”/ “Junk Pile Jalopies”/ “Trash Pile Heaps,” c. 2000-2005

Folder 13 Dodge/Jeep/Chrysler, c. 2000-2005

Folder 14 Combined: Unilever spa bags/ Corbet Opti-free/ Corbet Lenoxyl/ Gerber plushes and towels, c. 2000-2005

Folder 15 Combined: “Extreme Sports”/ “Robots”/ “Mad Science”/ “Muscle Power Heroes”/ “Wild Animal Chompers”/ “Aliens”/ “Wild Racers” (all for Pizza Hut); Unilever spa bags/ Bank of Hawaii merchandise, c. 2000-2005

Folder 16 Marlboro “Cowboy Chronicles” campaign, 2003

Box 69

Folder 1 “Pokémon Gold and Silver” for Burger King, Alcone Marketing Group, April 21, 2000

Folder 2 “Pokémon 2” for Burger King, Alcone Marketing Group, December 14, 1999

Folder 3 “Jurassic Park III” for Burger King, Alcone Marketing Group, October 31, 2000

Oversized

Folder 2 “Coca-Cola: A World of Refreshment for Burger King,” Alcone Marketing Group, August 25, 1998

- Folder 2 “Steven Spielberg Presents ... Toonsylvania” for Burger King, Alcone Marketing Group, December 19, 1997
- Folder 2 “Rugrats” for Burger King, Alcone Marketing Group, June 2000
- Folder 2 “Rugrats in Paris: The Movie” for Burger King, Alcone Marketing Group, March 24, 2000 (2 copies)

Series III: Reference materials, 1983-2001

Scope and Content Note: This series houses reference guides, style guides, and other materials used by Garth Parker during his career. For reference books from Parker, see also the online catalog of the Brian Sutton-Smith Library and Archives of Play.

Box 69

- Folder 4 Reference guide, “Garfield,” 1997
- Folder 5 “The Flintstones in Viva Rock Vegas - Premium Style Guide” for Burger King, Equity Marketing, Inc., n.d.
- Folder 6 “Chicken Run - Premium Style Guide” for Burger King, n.d.
- Folder 7 “Marvel Comics - Premium Style Guide” for Burger King, Equity Marketing, Inc., n.d.
- Folder 8 “Nickelodeon Back-to-School Preliminary Art Style Guide” for Burger King, Equity Marketing, Inc., n.d.
- Folder 9 “Rugrats Premium Style Guide” for Burger King, n.d.
- Folder 10 “Catdog Premium Style Guide” for Burger King, Alcone Marketing Group, n.d.

Box 70

- Folder 1 Gillette World Cup Italia '90 Sponsorship Manual, 1988
- Folder 2 Ralston “Teenage Mutant Ninja Turtles Cereal”/ “Cookie Crisp” promotional materials, 1990
- Folder 3 “*Ferngully: The Last Rainforest* Promotions Guide,” Premier Promotions and Marketing, c. 1991
- Folder 4 “*Disney’s Aladdin*-Colgate Oral Care Promotional Guide,” Premier Promotions and Marketing, n.d.
- Folder 5 “*Disney’s Beauty and the Beast* Premium Concepts,” Premier Promotions and Marketing, n.d.
- Folder 6 Pee-wee’s Playhouse 1990 calendar, c. 1989
- Folder 7 *Big Top Pee-wee* promotional material and still photographs, 1988
- Folder 8 Pee-wee’s Playhouse black-and-white art sketches, n.d.
- Folder 9 Pee-wee’s Playhouse color art sketches, n.d.
- Folder 10 Pee-wee Herman photographs and negatives, c. 1988-1990
- Folder 11 Pee-wee’s Playhouse tattoo designs, n.d.
- Folder 12 Various issues of “The Pee-wee Press,” 1983-1987

Box 71

- Object 1 Pee-wee merchandise photo album, c. 1990
- Folder 1 “Pee-wee Pantone Approved Colors,” n.d.

- Folder 2 “Pee-wee Herman Fun Club” membership certificate art, n.d.
- Folder 3 “Pee-wee Herman Product Certificate of Authenticity,” 1989
- Folder 4 *LIFE* magazine, Pee-wee Herman article, August 1988
- Folder 5 Pee-wee’s Playhouse reference slides and photographs, c. 1990

Box 72

- Folder 1 Produced Burger King Kid’s Club premiums, photographs, January 1990-April 1993
- Folder 2 Produced Burger King Kid’s Club premiums, photographs, June 1993-April 1996
- Folder 3 Produced Burger King Kid’s Club premiums, photographs, May 1996-December 1997 and n.d.
- Folder 4 Produced Burger King Kid’s Club SLOs, photographs, September 1990-December 1997
- Folder 5 “The Magic of Disney and Burger King” licensed product photographs, 1991-1996

Box 73

- Folder 1 Burger King Kid’s Club Premiums, 1998-2000
- Folder 2 Disney Beach/Water-Themed Mickey and Friends style guide, Mickey Stuff for Kids and Mickey Unlimited, January 1997
- Folder 3 Disney Holiday/Seasonal Mickey and Friends style guide, Mickey Stuff for Kids and Mickey Unlimited, January 1997

Box 74

- Folder 1 *Batman* animated series style guide, 1997
- Folder 2 *Batman Beyond* style guide and disks, Fall 1999
- Folder 3 *Batman Beyond* - New Hero, New Era style guide, Spring 2000
- Folder 4 Disney’s *101 Dalmatians* style guide, n.d.
- Folder 5 Disney’s *101 Dalmatians* style guide, n.d.
- Folder 6 Disney’s *The Little Mermaid* style guide, n.d.
- Folder 7 Disney’s *Pinocchio* style guide, n.d.

Box 75

- Folder 1 *The Jetsons* style guide, c. 1987
- Folder 2 Official *Looney Tunes* guidelines, 1992 [part 1 of 2]
- Folder 3 Official *Looney Tunes* guidelines, 1992 [part 2 of 2]
- Folder 4 Marvel character style guide, c. 1990s

Box 76

- Folder 1 *Shrek* products style guide with disks, 2001
- Folder 2 *The Simpsons* style guide, 1996
- Folder 3 *The Simpsons* style guide, n.d.
- Folder 4 *Spider-Man* animated series style guide, n.d.
- Folder 5 *Teenage Mutant Ninja Turtles* style guide, n.d.

Box 77

- Object 1 *The Flintstones in Viva Rock Vegas* style guide, 2000
- Object 2 *Harry Potter and the Sorcerer's Stone* style guide, 2000
- Object 3 *Harry Potter and the Sorcerer's Stone* style guide with disks, 2000
- Object 4 *Mickey Mouse* style guides box set, n.d.
- Object 5 Mr. Potato Head style guide, 1996
- Object 6 *Muppet Treasure Island* style guide, n.d.
- Object 7 *Rugrats* style guide, 1996
- Object 8 *Rugrats* Point of Sale Guidelines, 1997
- Object 9 Disney's *The Lion King* style guide, n.d.
- Object 10 *The Wild Thornberries* Digital Style Guide, paper and disks, 1999

Box 78

- Object 1 Disney's *Aladdin* style guide, 1992-1993
- Object 2 Disney's *Aladdin* style guide, 1992
- Object 3 Disney's *Beauty and the Beast* style guide, n.d.
- Object 4 Disney's *The Hunchback of Notre Dame* style guide, 1995
- Object 5 Disney's *Snow White and the Seven Dwarfs* style guide, 1993

Box 79

- Object 1 *Goosebumps* style guide, n.d.
- Object 2 Disney's *101 Dalmatians* style guide, n.d.
- Object 3 Disney's *Toy Story* style guide, 1995
- Object 4 *Peanuts* Character Portfolio and style guide, 1996
- Object 5 *Superman* style guide with disk, 1996

Box 80

- Object 1 *Superman* style guide, 1993
- Object 2 Disney's *Pocahontas* style guide materials, c. 1994
- Object 3 Disney's *Hercules* Development Portfolio 2, style guide, n.d.
- Object 4 *MAD* style guide, 1994

Box 81

- Object 1 *The Simpsons* style guide, 1998
- Object 2 *The Rugrats Movie* style guide, n.d.

Box 82

- Object 1 Disney Standard Character Guidebook No. 00277, n.d.

Box 83

- Object 1 Nickelodeon style guide kit, 1995