Finding Aid to the
Garth Parker Premium Toy Design Papers, 1978-2014

Summary Information
Title: Garth Parker premium toy design papers
Creator: Garth Parker (primary)
ID: 113.4301
Date: 1978-2014 (inclusive); 1995-2012 (bulk)
Extent: 55 linear feet (physical); 1.6 GB (digital)
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 2012.
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. Additional materials were received from Parker in June 2017 and accessioned under Object ID 117.3701.
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

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--2000-2010.
Biographical Note
Garth Parker is an American product designer with 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 2014, 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, one of which has been further divided into subseries. The physical materials are housed in 85 archival document boxes and 3 oversized flat folders. Digital files are accessible on-site at The Strong.

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, 1978-2014
  - Subseries A: Physical pages
  - Subseries B: Digital files
- Series II: Garth Parker leave-behind product notebooks/mailer portfolios, 1996-2005
Contents List

Series I: Garth Parker toy design concept sketches, 1978-2014


Scope and Content Note: This subseries 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 in brackets 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 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&M’s 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 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 4  From unlabeled binder, B008, c. 1988-1989 [designs for “Teenage Mutant Ninja Turtles,” Kellogg’s, Ralston cereal promotions, Hi-C]

Box 5
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 2  From unlabeled binder, B016, c. 1978-1991 [early human form sketches, animal sketches, Disney characters, Coca-Cola designs]

Box 8
Folder 2  From unlabeled binder, B018, c. 1982-1994 [early artwork; designs for “Gargoyles,” Coca-Cola, McDonald’s “family characters”]

Box 9
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”]

Box 12
Folder 1  From binder labeled “Original,” B027, c. 1997-1998 [designs for “Men in Black,” “Anastasia”]
Box 13
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 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”]

Box 15
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 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 4  From unlabeled binder, B050, c. 1988-1990 [designs for Huggies, Kellogg’s, Fuji Film, 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 3  From unlabeled binder, B052, c. 1988-1995 [designs for Coca-Cola]
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 2  From unlabeled binder, B054, c. 1997-1999 [designs for Hungry Jack’s “Monster Gear,” Burger King “Men in Black,” “Sonic the Hedgehog”]
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 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 3  From binder labeled “Original,” B061, n.d. [designs for “Ice Age,” “Jimmy Neutron,” Burger King International - animals]

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 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 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 2  From binder labeled “Original Art,” B066, c. 1996-1999 [designs for “Bartok the Magnificent,” “Rugrats,” “Stuart Little,” “Silly Slammers”]
Folder 4  From binder labeled “Original 1999-2000,” B067, c. 1999-2000 [designs for Sassy toys (age-appropriate) for Burger King]

Box 29

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]


Box 32


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 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 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 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]


**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]


Box 38


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 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 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 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 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 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 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)]

Box 84
“Dead Space 3,” “Assassin’s Creed IV: Black Flag,” “Mad Max,” “Minecraft”]
“Gone with the Wind,” “Batman”]
Folder 6  From binder labeled “Catalyst Work 2012-2013-2014,” c. 2012-2014 [Hurley,
“National Lampoon’s Christmas Vacation,” “Caddyshack,” “The Matrix,” “Call
of Duty: Ghosts,” “Borderlands,” “Sims 4”]
Folder 7  Garth Parker digital portfolio, DVDs, 1996-2014 [See Series I, Subseries B for
more information]

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.

Subseries B: Digital files, 2007-2013
Scope and Content Note: This subseries contains the files from the Garth Parker
Digital Portfolio disks held in Box 84 (Series I, Subseries A). Many of the designs
shown in these files are duplicated elsewhere on physical pages in this collection.

Digital - IB
Folder 1  Folder 01_20th Century Fox films [1 file]
Contains .JPG [comp design for “Dr. Dolittle 2”], 2012
Folder 2  Folder 02_Aladdin Lunch Boxes [5 files]
Contains .JPG files [comp designs for Aladdin-brand lunch boxes], 2009-
2013
Folder 3  Folder 03_Alot of Other Client Comps [124 files]
Contains 26 folders of .JPG files [comp designs for various companies,
including Bank of Hawaii, Becks Beer, Bohemia Beer, Budweiser,
Cadbury Warner, Disneyland, Ebay, Jollibee, KFC, Kodak International,
Mars, Mitsubishi, Safeway, Siemens, Seneco, Shell, Sprint-Nextel,
Subway, Taco Bell, Tecate, Universal Studios, and Wimpy Burger],
2009-2013
Folder 4  Folder 04_Bakery Crafts [2 files]
Contains .JPG files [comp designs for “Hello Kitty Castle Cake”], 2012
Folder 5  Folder 05_Bank of Hawaii Comps [1 file]
Contains .JPG [comp design for piggy bank], 2013
Folder 6  Folder 06_Baskin Robbins [1 file]
Contains .JPG [comp design for bendy spoon], 2012
Folder 7  Folder 07_Bel Kaukauna [6 files]
Contains .JPG files [comp designs for bottle topper, keychain, snow
dome], 2012
Folder 8  Folder 08_Brand Fuel Comps [11 files]
Contains .JPG and .PSD files [comp designs for Boosterthon and
Wellpoint Insurance], 2013
Folder 9  **Folder 09_Burger King** [845 files]
Contains 317 folders of .JPG files [comp designs for various Burger King campaigns, including “Anastasia,” “CatDog,” “Ice Age,” “Jimmy Neutron,” “Pokémon,” “Rugrats,” “Simpsons,” “Silly Slammers,” “Sonice the Hedgehog,” “Mr. Potato Head,” and many more], 2009-2013

Folder 10  **Folder 10_CA Lottery** [7 files]
Contains .JPG files [displays for California Lottery], 2009-2012

Folder 11  **Folder 11_Catalyst Comps** [268 files]
Contains 93 folders of .JPG files [comp designs for various video game and movie related properties], 2011-2014

Folder 12  **Folder 12_Coke World Cup** [1 file]
Contains .JPG [comp design for World Cup figurines], 2012

Folder 13  **Folder 13_Colgate Palmolive** [2 files]
Contains .JPG files [comp designs for toothbrush toppers], 2012

Folder 14  **Folder 14_Dairy Queen** [2 files]
Contains .JPG files [comp designs for “Extreme Sports” and “Prof. Funsteen”], 2012

Folder 15  **Folder 15_Dannon** [1 file]
Contains .JPG [comp design for “Danimal” plush], 2012

Folder 16  **Folder 16_DCX** [88 files]
Contains 66 folders of .JPG files [comp designs for various automobile-branded premiums (Jeep, Chrysler, Dodge)], 2011

Folder 17  **Folder 17_Decopac** [1,279 files]
Contains 757 folders of .JPG files [comp designs for various branded cake-toppers and other supplies], 2008-2012

Folder 18  **Folder 18_Del Monte** [1 file]
Contains .JPG [comp design for Looney Tune Spoons], 2012

Folder 19  **Folder 19_Disney Buckets** [1 file]
Contains .JPG [comp design for Birthday Buckets], 2012

Folder 20  **Folder 20_Gerber** [20 files]
Contains 15 folders of .JPG files [comp designs for bath bags, finger puppets, other baby products], 2009

Folder 21  **Folder 21_Gillette** [20 files]
Contains 16 folders of .JPG files [comp designs for various toiletry and travel accessories], 2011-2012

Folder 22  **Folder 22_Hershey Food Corp** [1 file]
Contains .JPG [comp design for “How the Grinch Stole Christmas” plush], 2012

Folder 23  **Folder 23_Kelloggs** [2 files]
Contains .JPG files [comp designs for generic cereal premiums], 2012

Folder 24  **Folder 24_LG** [15 files]
Contains 6 folders of .JPG files [comp designs for eco-mobilization receptacles, phone cases, and texting trophy], 2009-2011

Folder 25  **Folder 25_Mikes Hard Lemonade** [12 files]
Contains 9 folders of .JPG files [comp designs for Mike’s Hard Lemonade premiums], 2009-2012
Folder 26  **Folder 26_Nestles** [7 files]
Contains .JPG files [comp designs for cups, display, and ice cream truck wrapper], 2012
Folder 27  **Folder 27_Pampers** [28 files]
Contains .JPG files [comp designs for Pampers premiums], 2011-2012
Folder 28  **Folder 28_Pepsi** [1 file]
Contains .JPG [comp design for “Star Wars” bottle topper], 2012
Folder 29  **Folder 29_Pizza Hut** [19 files]
Folder 30  **Folder 30_Plushlet Comps** [203 files]
Contains 8 folders of .JPG files [designs for “Plushlets”], 2010-2013
Folder 31  **Folder 31_Ralston Purina** [4 files]
Contains .JPG files [comp designs for Chex “Snoopy” bank, “Teenage Mutant Ninja Turtle” cups and bowls, “Addams Family” flashlights], 2012
Folder 32  **Folder 32_Sony Pictures** [1 file]
Contains .JPG [comp designs for “Swan Princess” plush beansies], 2012
Folder 33  **Folder 33_Unilever** [1 file]
Contains .JPG [comp design for “Snoopy” plush beanie], 2012
Folder 34  **Folder 34_Wish-Bone** [1 file]
Contains .JPG [comp design for “Wishbone” plush beanie], 2012
Folder 35  **Folder 35_Yoplait** [1 file]
Contains .JPG [comp design for Yoplait Trix spoons], 2012
Series II: Garth Parker leave-behind product notebooksmailer 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 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 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]
<table>
<thead>
<tr>
<th>Box 47</th>
<th>Folder 1</th>
<th>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]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 48</td>
<td>Folder 1</td>
<td>“Pokémon” for Burger King, Alcone Marketing Group, n.d.</td>
</tr>
<tr>
<td>Folder 2</td>
<td>“M&amp;Ms Minis” for Burger King, c. 1996-1997 [copy 1]</td>
<td></td>
</tr>
<tr>
<td>Folder 3</td>
<td>“M&amp;Ms Minis” for Burger King, c. 1996-1997 [copy 2]</td>
<td></td>
</tr>
<tr>
<td>Folder 4</td>
<td>Combined: Nickelodeon lunch kits for Aladdin/ Disney character lunch boxes for Aladdin, n.d. [copy 1]</td>
<td></td>
</tr>
<tr>
<td>Folder 5</td>
<td>Combined: Nickelodeon lunch kits for Aladdin/ Disney character lunch boxes for Aladdin, n.d. [copy 2]</td>
<td></td>
</tr>
<tr>
<td>Box 49</td>
<td>Folder 1</td>
<td>“Batman Beyond” for Burger King, Alcone Marketing Group, June 14, 1999</td>
</tr>
<tr>
<td>Folder 2</td>
<td>“Chicken Run” for Burger King, Alcone Marketing Group, c. 1998-1999</td>
<td></td>
</tr>
<tr>
<td>Folder 3</td>
<td>“Looney Tunes’ Wild Wild Western” for Burger King, Alcone Marketing Group, c. 1998-1999</td>
<td></td>
</tr>
<tr>
<td>Folder 4</td>
<td>“Woody Woodpecker” for Burger King, Alcone Marketing Group, c. 1998-1999</td>
<td></td>
</tr>
<tr>
<td>Folder 5</td>
<td>“Wild Wild West” for Burger King, Alcone Marketing Group, c. 1998-1999</td>
<td></td>
</tr>
<tr>
<td>Box 50</td>
<td>Folder 1</td>
<td>“Nickelozone” for Burger King (includes Kablam!, Hey Arnold, Cousin Skeeter, Wild Thornberrys), c. 1998-1999 [copy 1]</td>
</tr>
<tr>
<td>Folder 2</td>
<td>“Nickelozone” for Burger King (includes Kablam!, Hey Arnold, Cousin Skeeter, Wild Thornberrys), c. 1998-1999 [copy 2]</td>
<td></td>
</tr>
<tr>
<td>Folder 4</td>
<td>“Jim Henson’s Muppets from Space” for Burger King, Alcone Marketing Group, n.d.</td>
<td></td>
</tr>
<tr>
<td>Box 51</td>
<td>Folder 1</td>
<td>Combined: “Kids’ Club Millennium Kit”/ Sega Dreamcast/ “Silly Slammers” for Burger King, Alcone Marketing Group, c. 1998-1999</td>
</tr>
</tbody>
</table>
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.

Box 54
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.

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 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

Box 60
Folder 1  “Pokémon Gold and Silver” for Burger King, n.d.

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 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

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 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 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 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

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 7  Combined: original toy ideas/ “Teletubbies” for KFC/ “Pink Panther” for KFC/ magic toys for KFC/ various adult-oriented brands, c. 2000-2005
Folder 11  “The Mummy” for Taco Bell, n.d.
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 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

Box 85
Folder 1  “Rugrats Premium Concepts” for Burger King, Alcone Marketing Group, April 14, 1997
Folder 2  “Around the World with the Wild Thornberrys” for Burger King, Alcone Marketing Group, June 15, 1999
Folder 3  “Sonic the Hedgehog: Super Sonic Fun!” for Burger King, Alcone Marketing Group, February 10, 1998
Folder 4  “Pokémon 2, Take 2” for Burger King, Alcone Marketing Group, January 24, 2000
Folder 5  “Summer in the Sun: The Simpsons” for Burger King, Alcone Marketing Group, September 20, 2000
Folder 7  “Ice Age” for Burger King, Alcone Marketing Group, June 28, 2001
Folder 8  “Nickelodeon Rocket Power” for Burger King, Alcone Marketing Group, August 8, 2001

Oversized
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)
Folder 3  “Pizza Hut,” Alcone Marketing Group, May 13, 2002

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 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 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 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.

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

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 Thornberrys* 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

**Box 84**
Folder 8  *The Simpsons* style guide, 1996