

Foreword by Bob Iger 6

Introduction: A Mouse of a Thousand Faces 10



A Mouse is Born 22

Mickey Comes to the Comics 84

Mickey Mouse the Movie Star 98

Technicolor Extravaganzas 166

The Comics Adventurer 244

Unfinished Rhapsodies 286

Mickey on the Air 342

Password: Mickey Mouse 354

Mickey in the World of Features 370

The Simple Things:
Midcentury Shorts 394

Modernizing Mickey 410

A Small Screen
and a Great Kingdom 428



Pop and Nostalgia 442

Cosmopolitan Mickey 456

Twenty-First-Century Mouse 474



Appendix 486

