

Walt Disney's Comics and Stories – Vol. 16 No. 7 (April 1954)

Evaluation Date: April 2, 2026



SUMMARY OF OBSERVATIONS

This comic retains the front cover, back cover, centerfold, all photographed interior pages, and both original staples. The spine presents a straight, well-aligned profile with no visible cracking, splitting, or material loss. The binding remains intact, and all pages are securely attached.

The front cover displays strong color saturation and retained surface gloss, with light, bounded edge wear and moderate corner rounding. No creasing or surface breaks are visible within the main artwork field. The back cover remains intact, showing uniform paper tone variation and light handling wear without evidence of paper distortion or material loss.

Interior pages exhibit tan to light-tan paper coloration with darker toning toward the outer margins and lighter tone near the gutters. This coloration is consistent across the photographed pages. Printed artwork remains clear and legible, with strong color retention and crisp linework. Minor handling characteristics, such as shallow margin waviness and small corner bends, are present on some pages. No interior tears, writing, or moisture-related distortion are visible.

The centerfold remains securely attached at both staple locations, with light fold compression and no tearing, slot enlargement beyond minor compression, or paper loss observed. Both staples are present and functional, showing light oxidation with limited adjacent paper discoloration. The brittleness test indicates retained flexibility, with the tested page corner bending smoothly without cracking or fiber fracture.

FRONT COVER — OBSERVATIONS

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Photo Condition & Quality:

The image shows the full front cover with clear visibility of all edges, corners, and the spine. Lighting is even, allowing accurate assessment of color, gloss, and surface texture.

Observations:

The front cover exhibits **strong color saturation** across the tan background field and character artwork. Ink outlines are crisp and well defined. Surface gloss remains visible, particularly in the central field, with light dulling near the edges.

Along the **bottom edge**, minor abrasion is visible, affecting **approximately 6–12 mm intermittently**, with surface thinning but no full-thickness paper loss. The **spine edge** shows very light handling wear, with no visible cracking or paper loss. Corner rounding is present on all four corners, with rounding extending **approximately 3–5 mm** inward, without fiber separation.

No creases, folds, or stains are visible across the artwork.

Overall Impression:

The front cover is clean and visually strong, with **light, bounded edge wear only**.

BACK COVER — OBSERVATIONS

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Photo Condition & Quality:

The back cover image clearly shows the full advertisement page, all edges, and corners. Color fields and paper texture are visible.

ZIP-A-DEE DOO-DAH! says **BR'ER RABBIT**,
featured in Walt Disney's Technicolor movie, "SONG OF THE SOUTH" © Walt Disney

WIN ONE OF MY... 25 FREE Family Trips to Disneyland!
or if you prefer, to New York City

ENTER NOW...

You'll fly to Los Angeles with three members of your family via luxurious TWA Constellation, stay at the exclusive Hampton Sheraton Hotel. At Disneyland, you'll ride flying elephants, midget cars, pirate ships, "Rocket to the Moon"... see all the wonders of Adventureland, Tomorrowland, Frontierland, Fantasyland. On a Tanner-Gray Lane Bus Tour, you'll visit a real movie studio, network TV shows, homes of Hollywood stars.

You'll enjoy a whole week of thrills with all regular expenses paid—plus \$250 cash for meals and anything else you like.

Now at your store... OFFICIAL ENTRY BLANKS attached to rolls of SCOTCH BRAND CELLOPHANE TAPE

Here's all you do!

CONTEST RULES

1. Print your name and address on the official entry blank, or on a plain sheet of paper. Then complete the statement in 25 words or less: "I like SCOTCH Brand Cellophane Tape because..."
2. Send as many entries as you wish to "Br'er Rabbit Disneyland Contest", Box 8858, St. Paul, 4, Minn. Each entry must be accompanied by the tab from a roll of cellophane tape, and must be received not later than midnight Monday, May 21, 1954.
3. Winning entries submitted on an official entry blank will receive a bonus award of \$50.00 cash.
4. Twenty-five prizes will be awarded, each consisting of a free trip for the winner and up to three additional members of his or her family. Only one prize will be allowed for a single family. Each winner has the option of choosing either a trip to Disneyland or a trip to New York. Winners will be notified by June 10th, 1954. An official list of winners will be sent to those who so request by sending a self-addressed, stamped envelope.
5. Entries will be judged on the basis of originality, uniqueness, express of thought and clarity by an independent judging organization. Each entry must be the original work of the contestant or his immediate family.
6. The decision of the judges is final, and all entries and data therein become the property of Minnesota Mining & Mfg. Co. No entries will be returned. Duplicate prizes will be awarded in case of ties.
7. Contest is open to residents of the 48 states and the District of Columbia, except employees of Minnesota Mining & Mfg. Co., its advertising agencies, judging organization and members of their immediate families. This contest is subject to all Federal and State Regulations.

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Observations:

The back cover displays a **yellow background field** with areas of **slightly darker toning**, most noticeable in the upper-left and mid-left portions of the page. These areas are **diffuse**, lack defined borders, and do not show tide lines or edge concentration. The color variation spans **approximately 30–60 mm in irregular patches** and is consistent with **uniform age toning and handling discoloration**, rather than liquid staining.

No cockling, rippling, or paper distortion is visible. Edges show light wear affecting **approximately 5–10 mm intermittently**, and corners are rounded **~3–5 mm**. No paper loss is observed.

Overall Impression:

The back cover shows **age-related toning and surface handling discoloration**, with **no evidence of active staining or moisture damage**.

INTERIOR PAGES — OBSERVATIONS

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Photo Condition & Quality:

Multiple interior pages are shown flat with margins, gutters, and edges visible. Artwork and paper tone are clearly discernible.





Observations:

Interior pages exhibit **tan to light-tan paper coloration**, darker near the outer margins and lighter toward the gutters. The toning is **uniform across pages**, without isolated dark spots, halos, or edge-originating tide lines. This pattern is consistent with **general oxidation** rather than staining.

Color reproduction remains strong, with blues, reds, and greens retaining clarity. Black linework remains crisp. Several pages show **minor bottom-margin waviness** affecting segments of **approximately 10–20 mm**, without creasing or fiber breakage. Small lower-corner bends are visible on some pages, extending **approximately 4–6 mm** inward.

No interior stains, writing, ink transfer, or tears are visible.

Overall Impression:

Interior pages are **clean and readable**, with **uniform age toning** rather than **localized discoloration or staining**.

CENTERFOLD — OBSERVATIONS

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Photo Condition & Quality:

The centerfold image shows both pages and the central fold line clearly, with both staple locations visible.



Observations:

Both original staples pass through the centerfold. The fold line shows light compression extending **approximately 1–2 mm** on either side. Staple perforations remain close to original size, with no tearing or enlargement beyond **~1 mm**. No rust staining is visible extending into the surrounding paper.

Overall Impression:

The centerfold remains **securely attached and structurally intact**.

SPINE — OBSERVATIONS

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Photo Condition & Quality:

Side-profile images show the full spine length with clear visibility of alignment and surface condition.

**Observations:**

The spine appears **straight and well aligned**, with no visible cracking, splitting, or paper loss. Surface wear is minimal, limited to light edge rubbing. No staple stress or deformation is visible from the exterior.

Overall Impression:

The spine is **clean and structurally sound**, with only minimal handling wear.

UPPER STAPLE — OBSERVATIONS

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Photo Condition & Quality:

Macro image clearly shows the upper staple and surrounding paper.



Observations:

The upper staple shows **light oxidation**, with darkening visible on portions of the metal surface. Adjacent paper shows slight discoloration extending **approximately 1–2 mm** from the staple crown. No tearing or slot enlargement beyond **~1 mm** is visible.

Overall Impression:

The upper staple remains functional with **minimal oxidation and no structural impact**.

LOWER STAPLE — OBSERVATIONS

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Photo Condition & Quality:

Macro image shows the lower staple and adjacent paper clearly.



Observations:

The lower staple exhibits oxidation similar in degree to the upper staple. Surrounding paper remains intact, with no tearing or enlargement of the staple slot exceeding **~1 mm**.

Overall Impression:

The lower staple remains functional with **light oxidation only**.

BRITTLENESS TEST — OBSERVATIONS

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Photo Condition & Quality:

The image shows a page corner flexed outward with fibers visible.



Observations:

The page corner flexes smoothly over an arc of **approximately 25–35 mm**. No audible cracking, fiber fracture, or flaking is visible. The page partially rebounds toward flat after release.

Overall Impression:

The paper is **not brittle** and retains good flexibility.