



Image of Percy Kent Bag ad for *Alice in Wonderland* feed sack prints, circa 1951.
The ad features three different prints available in the *Alice in Wonderland* series.
Clockwise from upper right: **Garden of Live Flowers**, **Mad Tea Party** and **March of the Cards**.
Image courtesy Matt Crandall.

Movies Represented in Quilt Fabric
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Licensing of Disney products around their movies began in 1929 when Mickey Mouse was first featured on a children's writing tablet. It is thought that the merchandizing around the Disney movies kept the studio afloat during the [Great Depression](#) (1929-1939).

When *Alice in Wonderland* opened on July 28, 1951, Disney entered into an agreement with the Percy Kent Company to place their images on feed sack bags. The Percy Kent Bag Company was the first firm to put prints onto feed sack fabrics in 1937. To edge out the competition, increase consumer demand and improve sales, the company hired the well-known New York fabric designer A. Charles Barton to be the company's design director.

As one of the top firms in 1951, Percy Kent Bag Company entered into a licensing agreement with Disney. Three different designs were printed on either a white, yellow, blue, pink, green or purple background. The ad above, from the Percy Kent Bag Company, documents the series.