



Gina Huntsinger
Marketing Director
Charles M. Schulz Museum & Research Center
(707) 579 4452 ext. 268
gina@schulzmuseum.org

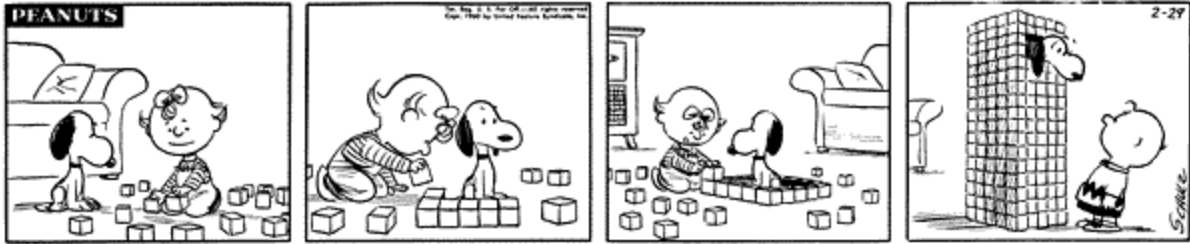
FOR IMMEDIATE RELEASE: September 26, 2013



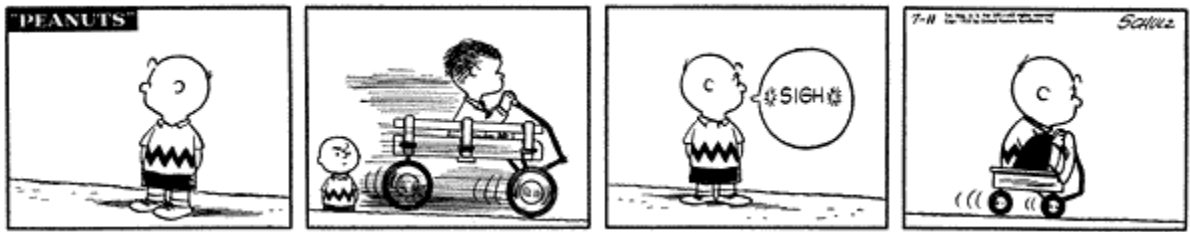
Detail from *Peanuts* March 5, 1951 © 1951 *Peanuts* Worldwide LLC

New Schulz Museum Exhibition ***Play Things: Toys in Peanuts*** **October 16, 2013 – February 3, 2014**

(Santa Rosa, CA) From spinning tops and jack-in-the-boxes to flexible flyer sleds, visitors will take a nostalgic journey through popular toys in the *Peanuts* comic strip. The 70 *Peanuts* strips in the Charles M. Schulz Museum and Research Center's upcoming ***Play Things: Toys in Peanuts*** exhibition, which runs **October 16, 2013 through February 3, 2014**, are meant to remind or introduce visitors to toys of the mid-20th century—marbles, blocks, toy trains, roller skates, wagons, and more. Nearly half of the comic strips on display date from the 1950s and the remainder originate from the 60s through the 90s.



© 1960 Peanuts Worldwide LLC



© 1955 Peanuts Worldwide LLC

Perhaps not surprisingly, Charles Schulz's depiction of play things in *Peanuts* most frequently occurred in the 1950s during the time when he was raising five children and no doubt dodging the odd top, jump rope, toy truck, or roller skate as he made his way through the house. As the comic strip progressed, however, the characters were more frequently shown playing organized sports; baseball was a great favorite, although hockey and ice skating were also popular pastimes. With Rerun taking on an increasingly prominent role in the late 1980s and the 1990s, Schulz again began to depict the activities of a young child, and toys made something of a comeback in the comic strip.

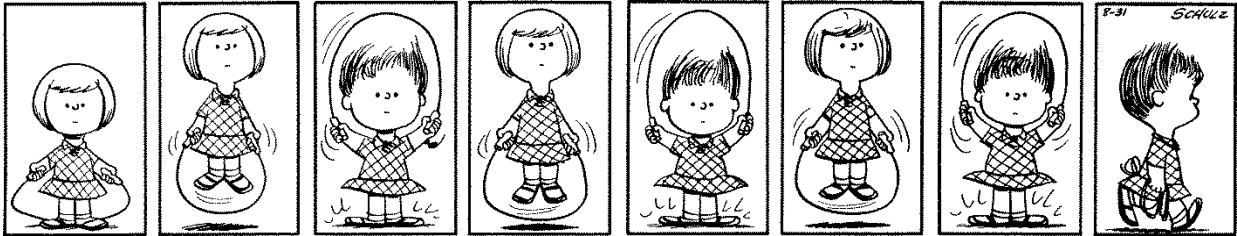
Schulz took pride in his accurate renderings of many different kinds of play things in *Peanuts*, but came to have misgivings about the impact of too many toys on children's well-being and creativity. He remarked in a 1968 interview in *Psychology Today*: "We never had intricate play things as children. We force our kids to live in a ready-made Disneyland. Disneyland is a wonderful place; but we try to move it into our homes. I think children still are happiest when they are creating something. We used to think of every toy ourselves and make it out of paper or cardboard. Most of the fun was in the construction. Now toymakers do all the making, and we wonder why children don't play with their expensive toys."



Linus looks at a jack-in-the-box. Detail from *Peanuts* April 25, 1986© 1986 Peanuts Worldwide LLC



Playing marbles was one of Schulz’s cherished childhood memories. He wrote in a May 1995 letter to Cathy Runyan, “I was a real marble fanatic when I was about ten or eleven years old [1932-1933], and I still have my two favorite shooters.” Schulz kept a box of marbles on his desk in his studio; they can now be seen in the Schulz’s re-created studio at the Museum. © 1953 Peanuts Worldwide LLC



© 1954 Peanuts Worldwide LLC

IMAGES

If you would like any of the images from this press release to print in a publication, contact Gina Huntsinger at gina@schulzmuseum.org or (707) 284-1268.

ABOUT THE CHARLES M. SCHULZ MUSEUM & RESEARCH CENTER

The Charles M. Schulz Museum opened in August 2002 to fulfill its mission of preserving, displaying, and interpreting the art of Charles M. Schulz. The museum carries out this mission through changing exhibitions and programming that: build an understanding of cartoonists and cartoon art; illustrate the scope of Schulz’s multi-faceted career; communicate the stories, inspirations and influences of Charles Schulz; and celebrate the life of Charles Schulz and the Peanuts characters.

LOCATION

The Charles M. Schulz Museum is located 50 minutes north of San Francisco by car on Highway 101. The Museum is located at 2301 Hardies Lane, Santa Rosa, California, 95403.

HOURS

Weekdays Monday thru Friday (except Tuesdays*) 11am – 5pm
 Saturday & Sunday 10am – 5pm
 Closed Tuesdays*
 *Open every day throughout the summer (Memorial Day through Labor Day)

ADMISSION FEES

Free – Museum Members, Children 3 and under

\$5.00 – Children 4-18, college students with valid I.D. card, and Seniors 62+

\$10.00 – Adults

For more information consult the Museum web site: www.SchulzMuseum.org.

Charles M. Schulz Museum & Research Center

www.facebook.com/schulzmuseum

Follow us on Twitter: @schulzmuseum

###