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Useable, Loveable Peanuts--New Exhibition

Schulz Museum highlights 33 years of *Peanuts* products plus the licensing and manufacturing stories behind them.



The award-winning Snoopy plush was first manufactured by Determined Productions, Inc. in 1968.

(Santa Rosa, CA) Childhood memories are brought to life in a new exhibition at the Charles M. Schulz Museum and Research Center. ***Useable, Loveable Peanuts*** opens **Saturday, December 15, 2012** and runs through **Sunday, April 28, 2013**, with over 500 *Peanuts* products. Collectibles spanning 33 years, from 1952 to 1985, are sure to tug at the heartstrings of those who grew up with Charlie Brown, Lucy, Snoopy, and the rest of the Gang.

Learn the fascinating history of the development of Charles Schulz's art into three-dimensional products, and the key role played by several early companies: Hallmark Cards, Inc.; Determined Productions, Inc.; Aviva Enterprises; and a trio of Japanese companies in developing the branding and merchandising of *Peanuts* products in the early 1960s.

2301 Hardies Lane • Santa Rosa, CA 95403 U.S.A. • 707.579.4452 • Fax 707.579.4436
www.SchulzMuseum.org

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(Shown Left) This paper-mache bank of Snoopy and Woodstock was made by Determined Productions, Inc. in 1982. (Shown right) These popular die-cast toys were manufactured for Aviva Enterprises at Universal Toys factory in Hong Kong and these toys have become a popular collectible.

Strips Become Books

The earliest example of *Peanuts* licensing occurred in 1952 when Schulz was contacted by the publisher Rinehart & Co., Inc. to reprint selected *Peanuts* strips in paperback books. Reprinted *Peanuts* strips also appeared in comic books by Dell, Gold Key, and other publishers later in 1952 and into the 1960s.

Hallmark: A Long Lasting Relationship

The decade of the 1960s was off to a promising start when Schulz's New York newspaper syndicate signed a deal with Hallmark Cards, Inc. of Kansas City, Missouri. *Peanuts* characters were featured in greeting cards, stationery, partyware, ornaments, candles, and books marketed in the United States and more than 100 countries worldwide. By 1985, the 25th anniversary of Hallmark's relationship with Schulz, *Peanuts* was the most popular "social expression" property in the world.

The Snoopy Plush is Born

In 1961, Schulz was approached by Connie Boucher of Determined Productions, Inc. (DPI) with a unique idea of making a calendar in date book format. Schulz must have sensed something special about Boucher because shortly after, a very successful *Peanuts* Date Book was launched. The success continued in 1962 when DPI published the best-seller *Happiness is a Warm Puppy*. Possibly the most important product of all was created by DPI when they developed and manufactured an award-winning Snoopy plush. For decades DPI produced a wide array of popular and imaginative *Peanuts*-themed products.

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Aviva Enterprises: All that Glitters...

Elliot Steinberg and Donald Fraser founded Aviva Enterprises in 1968. They obtained the licensing rights to *Peanuts* jewelry from United Feature Syndicate and produced a broad selection of earrings, tie tacks, and pins. Always looking for ways to expand their business, the company soon turned to a very successful line of whimsical trophies.



Woodstock on a trophy made by Aviva Enterprises.



Snoopy and Woodstock "Walker Toys (1975 - 1977) Tomy Toys, Aviva Enterprises' Japanese toy distributor, developed the mechanical system that resulted in the Snoopy and Woodstock "walker" toys in 1976. The toy was later featured in the Smithsonian Institution.

Snoopy: A Japanese Sensation

Peanuts character products, especially Snoopy, became a sensation in Japan in the 1970s and 1980s. The popularity of *Peanuts* can be credited primarily to three Japanese companies: Sanrio Co., Ltd; Familiar Co., Ltd; and Osaka Nishikawa Co., Ltd. (now Nishikawa Living, Inc.).

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This exhibition is generously sponsored by:



IMAGES

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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

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