



# PEANUT PALS

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We're on the  
WEB!

**Peanut Papers for  
*Peanut Pals***

*Peanut Papers* is a bi-monthly publication of *Peanut Pals*. Publication of articles is dependent on the approval of the editor and the availability of space.

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Space will be made available for the advertising of PLANTERS and related items exclusively. ONLY members of *Peanut Pals* wanting to buy, sell or trade may place ads. Ads are free to members.

Deadlines for articles and advertising are: Feb. 15th, April 15th, June 15th, Aug. 15th, Oct. 15th, & Dec. 15th. For the next month's issue.

All correspondence regarding *Peanut Papers* should be mailed, faxed or e-mailed to the Editor, Angel Schmitz. Back issues of *Peanut Papers* are available to members at only \$3.00

**Members Only**  
**Password:**  
**1978pals**

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Thanks due for this issue: Tony S, Scott S, Scott C, Bill O, Steve S, Mailbag folks and next time, YOU!



# President's Message

Were you naughty or nice? Receive any good collector's items for your holiday?

Suffolk Antique Show, Suffolk, VA. Feb 24/25, 2024. Would love to see you at this event... if not for the help but for the conversation. Let me know if you want to attend and I can arrange a table for you to sell your items.

For those of you at our National convention in July, you may recall that we were visited by Mr. Peanut and a film crew. I was on a video chat Dec 8th w/the crew and we are hoping for a March/April launch. We will post on Facebook and our website...you know the one.... [www.peanutpals.org](http://www.peanutpals.org) as soon as we know more.

Would love to see you at the Midwest convention, Dyeserville, IA May 3/4. It should be a lot of fun and if you field your dreams, you may just end up with some new goodies in your collection. The Carver's are available to "field" any questions you may have and awaiting their dream to host their first convention.

**WE NEED YOU!** Angel and Scott are hosting the 2024 National convention in Annapolis, MD over the July 18-21 weekend. The historic hotel (just featured on the Today show as an excellent Christmas get away) is right across the street from the Maryland Capitol building and just blocks from the Naval Academy. A vibrant downtown, shops, restaurants, art galleries, boating, and opportunities galore are literally 3-5 blocks from the hotel. In order to make this

viable, **we are counting on at least 60 (more would be FABULOUS!)** members to attend. If ever you wanted to escape the doldrums of work...this is the convention for you! Help the club while helping yourselves to a great vacation and experience. We will have updated information in the next newsletter. Ask the boss for a couple more days off and join in the fun. We are plotting a tour or 2 & perhaps sailing the Chesapeake as excursions for all to enjoy. As for the retirees...stay a week! DC and Baltimore are only 30 minutes via car (avoid rush hour!)

And if you have never been, the Eastern convention is in Birdsboro, PA in October (dates TBD)

Don't forget...for the latest information about Peanut Pals, check out our website ([PeanutPals.org](http://PeanutPals.org)) and Facebook page PeanutPals.

"Stay thirsty my friends."

Most interesting man in the world, Scott



Next Mini is...

**Suffolk Antique Show**

**February 24th & 25th, 2024**

**At King's Fork Middle School**

**May 3 & 4, 2024**

**Midwest MINI Convention**

**Dyersville, IA**

5/3

4 pm Registration/  
snacks

7 pm Room hopping

5/4

9:30 am Swap Meet

12 pm Lunch/meeting

2 pm Auction

# FROM THE EDITOR

2024, wow!

We are striving to make this years National a hit; so we encourage you to attend. They have been getting smaller with every passing season; but I think better: more time to spend with Pals, old & new, discuss something other than politics and see new & interesting places!

We are working with several key institutions to bring you to places you HAVE NEVER BEEN in Annapolis. All this takes time, effort & YOU! Please come to this years National Convention and we will have a FABULOUS time.

*Angel*

*sent to printer 12/22*

## On the WEB!

*by Bill Osey*

*The 2023 EASTERN CHAPTER CONVENTION WAS HELD in Birdsboro, Pennsylvania, October 21, 2023. . PHOTOS OF THE EVENT ARE AVAILABLE ON OUR SITE.*

*The 2024 MIDWEST CHAPTER CONVENTION IS SCHEDULED to be held in Dyersville, Iowa, May 3rd and May 4th, 2024. REGISTRATION FORM, AGENDA, SCHEDULE AND HOTEL INFORMATION WILL BE AVAILABLE SOON ON OUR SITE.*

*The 2024 National Convention ill be held in Annapolis, MD in July. See more information on line or in this newsletter, as confirmations are finalized.*

*On the "MEMBERS ONLY" page are links to the Planters Peanuts Jars Book, the Plastics Seminars, the Trolley Ad Card Signs monograph, the Table of Peanut Pals Officers, and lists of Officers Duties. All are password protected.*

*Planters Products news and other Planters information (Nutmobile, Mr. Peanut, Other Planters/Mr. Peanut stuff) is available through the planters.com link that may be found on our website's homepage along with Mr. Peanut's Facebook page link.*

*Planters Peanuts Canada information may also be found through a link on our website's homepage.*

# MAILBAG...

## Photos

*I've been looking for this trolley sign since I saw this one in 2021. Its was not for sale at that time.*

*Does anyone own a copy of this particular sign?*

*I wonder what the special process was? Or is the "recipe" still in use?*

*Signed,  
Wondering?*



Dear Wondering?,

Perhaps one of our friendly Pals will have more information...send info to editor and I'll put in next newsletter.

Angel

**Photos, on the left, were submitted by a Pal, awhile ago. They quired the following:**

***What's WRONG with this picture?***

**Send in your response to editor!**



# MAILBAG...

## Photos



Where's Waldo?  
NOPE...

Location, location,  
location...it's in  
Suffolk and Bobby  
Beale had the first  
correct answer...  
the PEANUT Shop  
in Suffolk is right  
down the street.

Plan on visiting  
when we're at the  
antique show in  
FEBRUARY...come  
on down 2/24 &  
2/25, 2024...

And a wee bit more info...

Your page 6 "Where's Waldo"...character corner in Suffolk, VA...corner of Main and Washington Streets...about 3 minutes from my office. Across W Washington Street from the Old National Bank of Suffolk; next to Bunny's Pawn Shop; across Main St from the original Bank of Suffolk; diagonal from the Professional Building which now houses the Suffolk School Board.

Your Pal, Scott C.

Proud Grandpa Steve S

Sharing grandson Daniel pics below. "Good taste there, young man...perhaps a future collector!"





# Midwest Mini Convention May 4th, 2024



*...if you build it; Peanut Pals will come...*

A block of rooms is being held for Peanut Pals at a room rate of \$159 plus tax at the Comfort Inn in Dyersville, Iowa. Same room rate for two queen beds or one king w/sofa. Handicapped rooms also available.

Reserve your room before 4/4/2024 for the \$159 rate. Complementary hot breakfast is included. Also, extra days may be booked before/after the convention at the same rate. Please call 563- 875-7700 to book your reservation; just say "Peanut Pals Convention".

### **Friday, May 3rd**

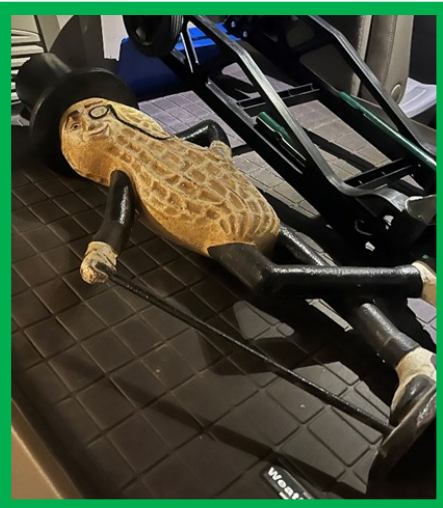
Tour group of 20-25 Pals would allow for additional benefits!

- Field of Dreams movie site: 20 or more Pals sign up, a GHOST PLAYER! 28995 Lansing Road, \$5 pp (\$120 minimum or without tour group: \$20 per car).
- Field of Dreams Farmhouse: \$17 pp w/tour, \$20 pp on own, address above. Max 25 people per tour.

***"I would schedule a tour group for Ghost Player & Farmhouse for Friday 1 pm IF THERE IS INTEREST. Approx 1 hour, 45 minutes for both. Deadline is 4/15/24." Jim & Roberta...***

- St. Francis Xavier Basilica 104 3rd Street SW, 563-875-7325, \$2 pp or free on own
- If You Build it exhibit & Baseball Hall of Dreams, 310 2nd Street SE, 563-230-7180, \$5 pp
- National Toy Museum, 1110 16th Ave Ct.SE, 563-875-2727, \$5 pp
- Dyer-Botsford Victorian House & Doll Museum, 340 1st Ave, 563-875-2504, \$10 pp
- Plaza Antique Mall, 1235 16th Ave Ct SE, 563-875-8945, 10 am-5 pm

***Looking for RAFFLE donations...bring or let us know! Jim & Roberta @ 319-842-2629 or 319-560-8162***



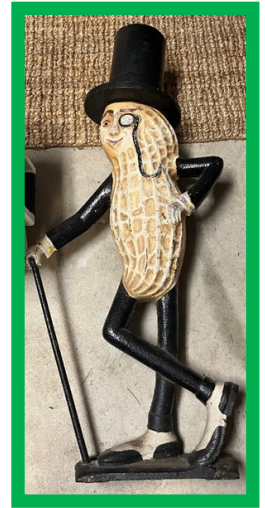
For Sale !

Fence post sitter! \$5000

Contact/questions:

Scott Carr @

[oldsouth95@gmail.com](mailto:oldsouth95@gmail.com) for  
info & shipping arrangements.





# 2024 National Convention in AMAZING Annapolis, MD



Hello Pals, one and all!

We are working on a fabulous agenda for the 44th Annual Mr. Peanut National Convention.

Annapolis is home to the Naval Academy, is the Capitol of Maryland and since it's founding in 1649, one of the oldest cities on the East Coast. Annapolis was the United States capitol when the Treaty of Paris was signed, ending the Revolutionary War.

Four of the signers of the Declaration of Independence were from Maryland and all 4 had impressive homes in the city, which still stand today.

The State House is where George Washington tendered his resignation of General of the Continental Army and the same offices are used by the Governor and the legislature.

Photos below, 1949 on left and current on right, of "Ego Alley"



Lower left, one of the hotels we will be going to and lower right, a lovely overhead shot of the marina and the U.S. Naval Acade-







## ***Something you may not have known?***



### **Mr. Peanut Goes to the Smithsonian.**

*Article in The History Blog. Excerpt:*



*An inspired the young Amedeo to get a fruit stand of his own with a peanut cart and a cheap roaster that he modified himself from scrapyard parts. He added a steam whistle so his cart would go off like a tea kettle when the roasting was done and an automated stirring mechanism which allowed him to focus on his customers without concern that the peanuts would burn. Showing an early understanding of marketing that would soon blossom into the dandiest of anthropomorphic peanuts, Obici called himself “The Peanut Specialist” and was soon doing very brisk business from the back of a horse-drawn wagon. By the time he was 18 years old in 1895, Amedeo had saved enough money to bring his mother and siblings to live with him in the United States and still had money left over to buy his own restaurant that specialized in roasted nuts and, weirdly, oyster stew.*

*(Submitted on November 22, 2016, by Cynthia L. Clark of Suffolk, Virginia.)*

# Internet Watch

#113 by Tony Scola

## Real Items (framed in green, next page)

1. Wrapper – Cellophane wrapper for “Planters Chocolate P-Nut Bar”, a confection which sold for 5 cents. 7” x 5 1/2”. 1930’s?
2. Apron – 1980’s era blue/white apron for Planters Peanut Oil, with copy written in French (with a little Japanese thrown in at the bottom).
3. Radio – This is a 1970’s plastic transistor radio in the shape of a can. Although similar in style and design to a much more commonly seen can radio (see yellow book, page 32, lower left), this is taller (notice how much blue space is between the graphics and the edge of the radio).
4. Decal – Made by the American Decal and Mfg. Co, dated February 1972. A 5” x 5” peel away sticker of a Planters metal can.
5. Clock – This item was last seen in Internet Watch #89 Jan/Feb 2020, and was listed under “Fakes” (#2, page 9) as a paperweight. It is now seen to be a clock with a black plastic digital time display on the front where the windshield is located. Also, I now believe this to be an authentic Planters item.
6. Ad – 1930’s ad cut from a Canadian newspaper, with copy written in French.
7. Sign – Set of six cardboard signs, featuring a 1950’S style Mr. Peanut and a blank space, on which the current item prices were to be written for the display shelves in the Peanut Stores. 4 3/4” x 3 1/4”.
8. Paper sheet – This is a note pad from a Planters factory. The only thing designating it as Planters is the “Planters Print” wording on the lower left. Presumably Planters had an in-house print shop. Interesting item because of the use of the gender specific word “Forelady” where the signature should go, a politically correct touch which was literally about 50 years ahead of its time.
9. Plaque 10” x 8 “ wooden plaque, for Planters Fresh Roast Peanuts, says “We Made it Happen 1900-91”. Presumably an in-house Planters sales team sales or roll-out team award.

## Fake Items (framed in red, next page)

1. Wooden plaque – Mr. Peanut is carved in relief on a piece of wood. 7” x 5”.
2. Clock face – Fake replacement face for the real 1940’S neon store clock (see blue book, page 14, bottom).
3. Statue – A ceramic hand painted item, stands 7” tall. Marked on the bottom 1990 6 PR (possibly Peanut Pal Phil Redman)?
4. Letterhead – Old style Mr. Peanut. Basically a piece of paper with text and color graphics. Planters misspelled (there should be no apostrophe).

# Internet Watch



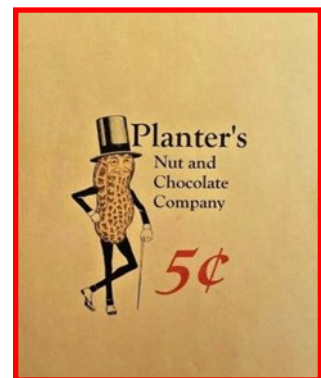
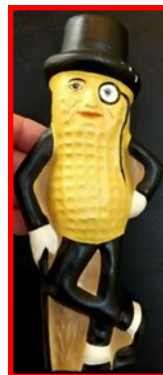
Dept. \_\_\_\_\_

No. \_\_\_\_\_

DAY	HOURS	QUANTITY	AMOUNT
WED.			
THU.			
FRI.			
SAT.			
MON.			
TUE.			
TOTAL			

Forelady

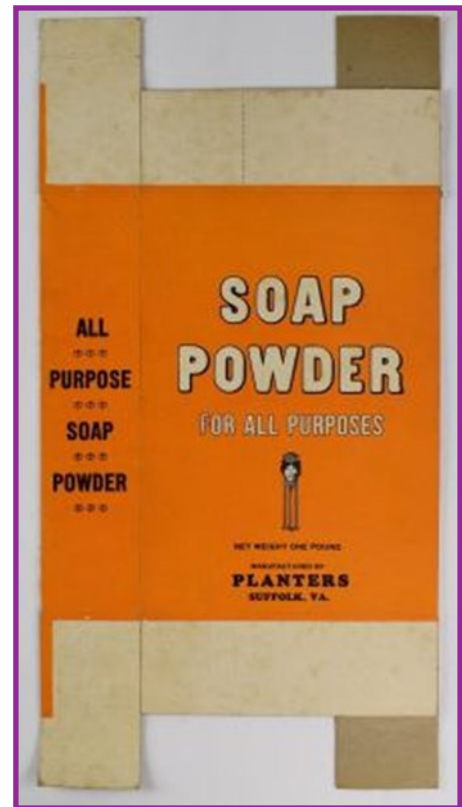
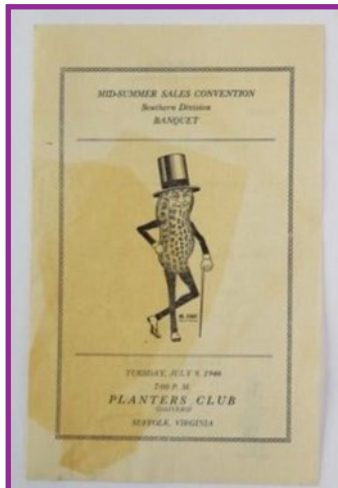
PLANTERS PRINT



# Internet Watch

#113 B supplement

by Tony Scola



# Internet Watch

All of the items depicted below are from one seller, who indicates they came from a North Carolina estate sale of a person who worked in Planters printing department for many years. This is the same seller whose items were showcased in Internet Watch column #107 (Jan/Feb 2023).

Diecut # 1 – Measure 5” high and 4 ½” across at widest point. The cutout of Mr. Peanut is like the common yellow bookmark. In small print at the bottom of the card is printed “Please insert this in round slot back of wire rack”, so we can assume this item was actually meant to be used as a point of sale piece, and was not just a mock –up. The font of the “Planters Peanuts” is rather unusual.

Diecut # 2 – Measures 7” wide and 4” high. Copy reads “Planters 5 ¢ Fresh! Fresh! They hit the spot”. Possibly meant to be used on a wire rack as per the item above?

Peanut Oil display –A can of Ali D’Italia peanut oil and the metal deep fryer basket could be purchased for a combined sale price to be written into the circles to the right. Would have been given out by the sales team for store display. Measures approximately 11” x 14”.

Popcorn oil display – Another store display item, this one for Planters Popcorn Oil. A bottle of the oil could be placed in a cutout at the bottom of the display and popping corn could also be attached by rubber band to the right. Folding flanges on the back of the item indicate it was designed to stand up on a counter as a point of purchase piece.

Banquet Program – Program for Tuesday July 9, 1946 7 PM of the Planters Midsummer Sales Convention (Southern Division) banquet, held at the Planters Club in Suffolk Virginia. Inside is the banquet menu , including “Spaghetti alla Planters Club”), agenda and a list of attendees. Notable is that both Mr. Obici and Mr. Peruzzi made remarks to the group.

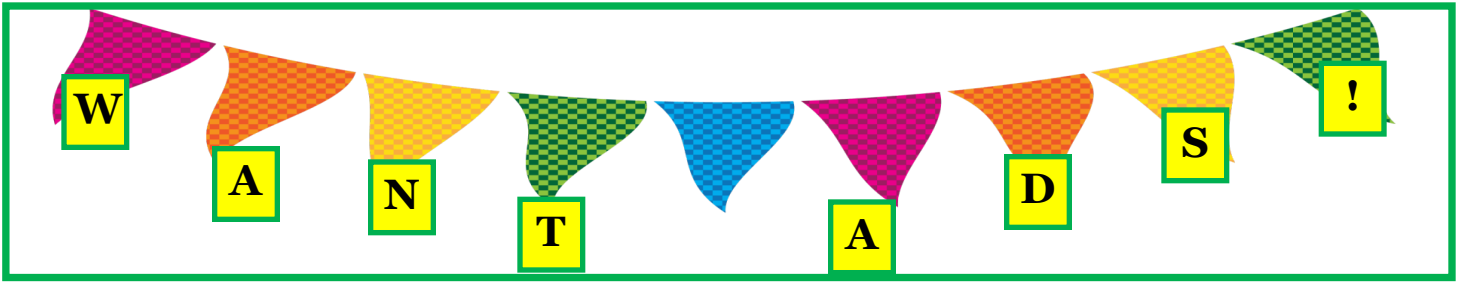
Holiday Stationary – Three different pieces of stationary with Christmas themes, from the Suffolk VA office.

Wrapper – This wrapper once held the Planters Jigsaw Bar. There is no indication on the wrapper what ingredients were in a Jigsaw Bar. The hook seemed to be that there was “A Picture Puzzle Free With Every Bar” and “A Large Assortment of Puzzles Packed in Every Box”. The bar weight was 3 ¾ ounces and sold for five cents. The picture seems to show two wrappers, one unfolded and the other folded. I am not familiar with this confection, and it is unclear to me whether this was a concept piece or actually was in production. I am curious if other Peanut Pals have ever come across mention of this confection in their collection.

Toast Cracker Label – A round label that would have been affixed to a cellophane wrapper that once contained peanut butter cracker sandwiches.

Soap Powder Box – Probably the most unusual item in the lot was this orange box for one pound of Planters All Purpose Soap Powder, another item I have never heard of in any other context. I’m not sure why Planters would have gotten into the Soap Powder business. Typically when Planters sold non-edible products they were a by-product of manufacturing, for example the Dixie Litter chicken coop bedding made from crushed peanut shells. This box is unfolded. Again, please let your fellow Peanut Pals know if you have heard of this product before and in what context.

Lent Display – This was for the sales force to distribute to their customers so they would hang it in their windows. Measures 18 ½” x 12 ¼” and features an image of the aviatrix die-cut box. These were printed specifically for the Lent season peanut sales push , when many Catholics would give up meat for Lent and so would consume peanuts as an alternate protein source.



Set of four wine glass tags. From 2004 Advertising Walk of Fame campaign, this is an authorized Planters item that was only given out to clients and employees. \$25 for the set.

Christmas ornament 2023 new with tag. Stands 4 1/2". Hard to find as it was not widely distributed. \$20.

Shipping extra, \$2 for the wine tags and \$6 for the ornament, or I can bring items to 2024 National and hand deliver. Tony Scola, [scolaville@aol.com](mailto:scolaville@aol.com) , 215-284-8158





## ***For Sale:***

60+ year Mr. Peanut / Planters collection of Mr. Gene Wheeler. The Wheeler's have had to downsize and are looking to sell the entire collection. This collection contains large and small items from the early 1900's to 2015. We are interested in selling the entire collection and not selling individual pieces. Pickup only in West Michigan. This collection has many thousands of items. Please call 248-910-4088 or email [mdenniso@sbcglobal.net](mailto:mdenniso@sbcglobal.net) for pictures, inventory list and more information.



W A N T A D S !



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Please call 248-910-4088 or email [mdenniso@sbcglobal.net](mailto:mdenniso@sbcglobal.net) for pictures, inventory list and more information.  
Instant increase to your collection!



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