## **Document 1193**

Good grief a\_at-for-of:e-p-i n:x ARGI Those Metropolitan Life ads were bad enough q\_dem:i-h-h named:x-c named:x-c nz:x \_ a\_at:e-p-i comp:e-u-u \_ Why is he cashing in now pre-u-x pron:x v\_in:e-i-i \_ time\_n:x \_ "Peanuts has become a major part of American culture named:x-c v\_id:e-i-h-i a:e-p n:x p:e-x-i a:e-p n:x v\_to:e-i-h-i named:x-c The comic strip " has a magical , everlasting quality about it . q:i-h-h a:e-p \_ a:e-u n:x p:e-u-i pron:x \_ Our plan is to honor Charles Schulz and the strip all year long . "q:i-h-h n:x \_ \_ v:e-i-p named:x-c named:x-c \_ q:i-h-h n\_of:x-i a:e-e a:e-e a:e-e \_ \_ \_ The effort will make the Peanuts gang very familiar pitchmen in 1990 . q:i-h-h n:x \_ v:e-i-i-i q:i-h-h named:x-c n\_of:x-i x:e-u a\_with:e-p-i n:x p:e-u-i yofc:x-c \_ General Electric plans to use the characters to plug its Miser light bulb named:x-c named:x-c v:e-i-h \_ v:e-i-h q:i-h-h n:x \_ v:e-i-p q:i-h-h named:x-c n:x n:x \_ ... [21193013] promote its Chex Party Mix 's three new flavor packets named for Charlie Brown , Lucy and Linus v:e-i-p q:i-h-h named:x-c named:x-c named:x-c named:x-c named:x-c named:x-c named:x-c named:x-c cters will also be featured in a new public service effort for the United Way .

x \_ a:e-h \_ v\_cause:e-i-p p:e-u-i q:i-h-h a:e-p a:e-p n:x n:x p:e-u-i q:i-h-h named:x-c named:x-c (compound) the advertisements , the syndicator is planning a traveling arena show , new TV specials for CBS and even an exhibit at the gi-h-h n:x - q:i-h-h n:x - v:e-i-p q:i-h-h v:e-i n:x n\_of:x-i - a:e-p n:x n:x p:e-u-i named:x-c - x:e-u q:i-h-h n:x p:e-u-i q:i-h-h n:x p:e-u-i q:i-h-h n:x p:e-u-i q:i-h-h n:x p:e-u-i q:i-h-h named:x-c The yearlong schedule of festivities will be kicked off officially with a combination live and animation half-time special at the Super Bowl in January of the distribution of the strict of the special and the super Bowl in January of the special at the super Bowl in January of the special and the special a (ARGI) go All the tie-ins , though , have some marketing experts questioning whether the part\_of:x-i q:i-h-h n:x \_ \_ \_ \_ v:e-i-u-h q:i-h-h v:e-i-p n:x v:e-i-h \_ q:i-h-l BV whether the party may go too far q:i-h-h n\_of-to:x v\_modal:e-h v\_state:e-i-h comp:e-u-u a:e-p oo many people partic





