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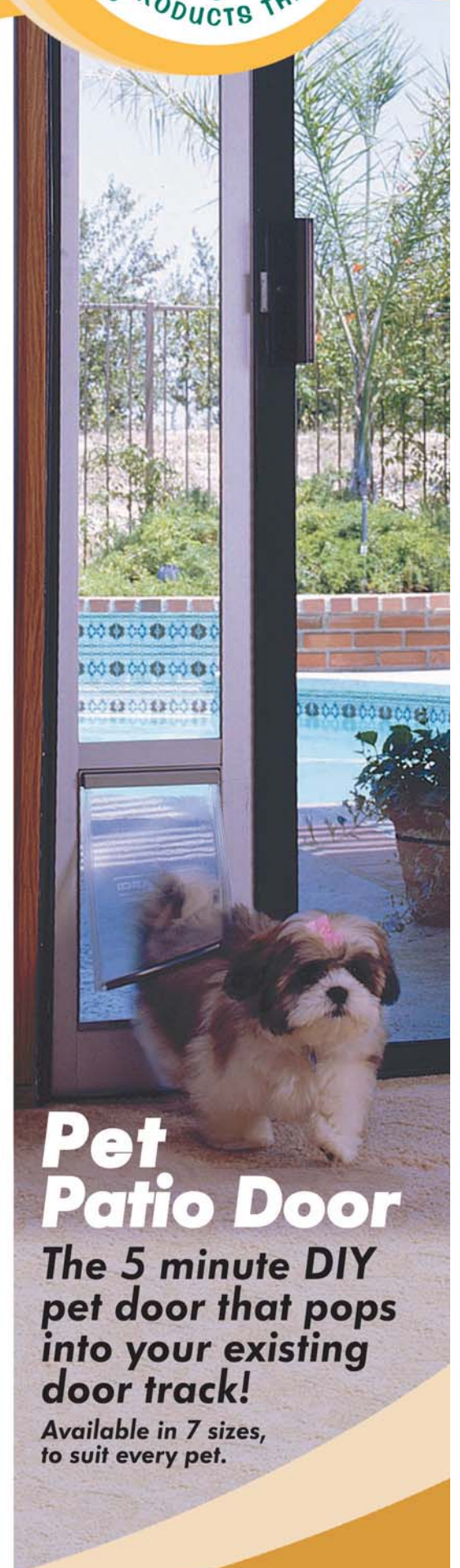
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Part of Snoopy's appeal was that he could tackle pretty much anything. He communicated through thought bubbles, facial expressions and celebrated supper time with a special dance. He was a world famous tennis ace, a world famous golf pro, a collector of fine art and a flash dancer called Flashbeagle. His global appeal is such that you will often see Snoopy in all forms in many countries where his image pops up on all sorts of products—most are unauthorised and pirated.

As the comic strip developed, so too did Snoopy's background. Originally he was thought of as a stray and a hanger on yet it was revealed that he was actually owned by Charlie Brown who Snoopy referred to as "that round headed kid". Snoopy was born and raised at the Daisy Hill Puppy Farm and had a previous owner. He was returned to the puppy farm as his original family was moving to an apartment where dogs were banned. From a litter of eight, many of Snoopy's siblings appeared in later strips—most notably the dishevelled, desert dwelling Spike.

The much loved Peanuts comic strip and subsequent cartoon features ran for nearly 50 years until Charles M. Schulz retired due to ill health. Schulz passed away in February 2000 and the last original strip ran the day after his death. It was his wish that the cartoon not be continued by anyone else, that the Peanut characters remain as authentic as possible and no new comic strips based on them be produced. Snoopy and the Peanuts gang still appear in thousands of newspapers in over 70 countries. Perhaps Snoopy is the world's most loved and recognised dog.

Author's note: As a kid in the late 70/80s, Snoopy and the Peanuts comics were a favourite read. I recall fondly a t-shirt my father brought back from Hong Kong. My dad knew it would appeal to me on many levels as it had the joyful image of Snoopy in full dance. But it was the writing above Snoopy that made us both giggle and it read "SWOOPY THE BEST DOG WE KNOWN". However, I think my sister really scored the holy grail of pirated and unauthorised Snoopy merch. It was a painted Snoopy on velvet that our Mum picked up from a street hawker in Tijuana. Neither of us have any idea of what happened to this 'art-work'. Suffice to say that if we had it today, we would announce that "it should go straight to the pool room".



PEANUTS: © United Feature Syndicate, Inc.

Snoopy

The world's most loved dog

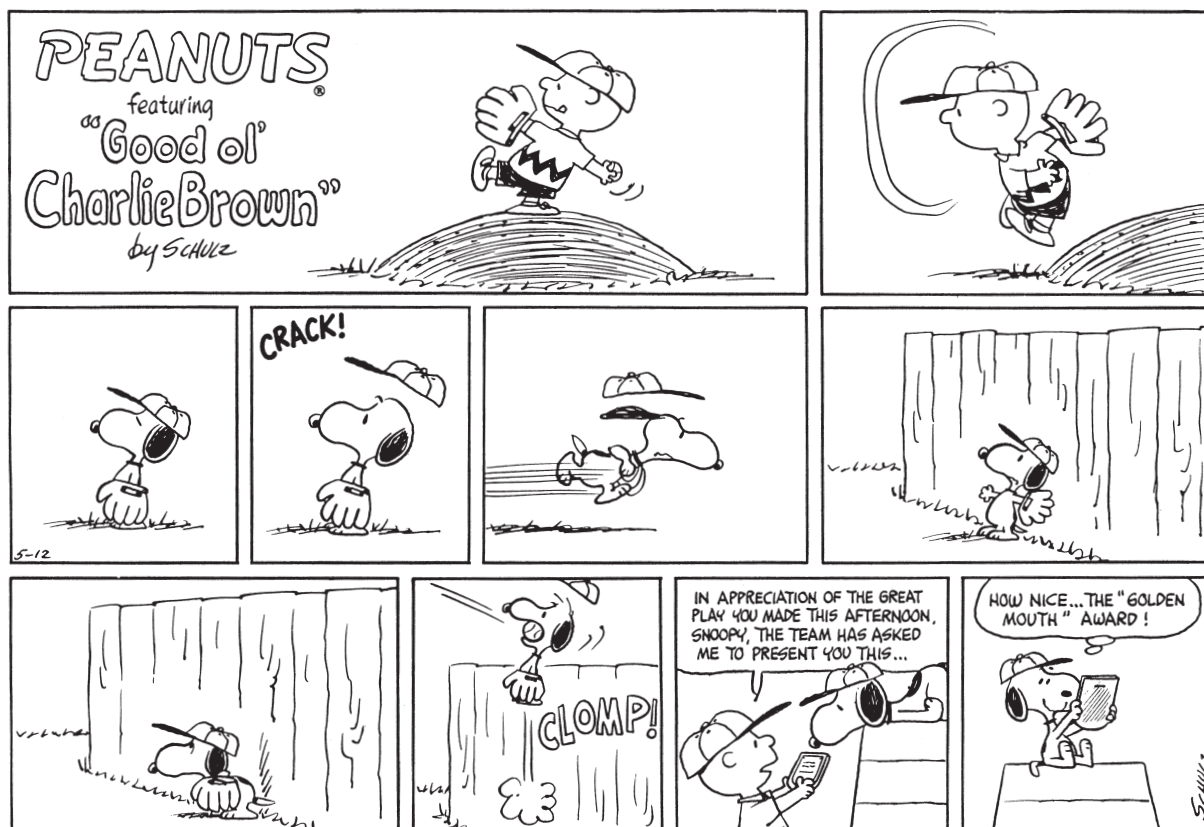


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"It was a dark and stormy night..." so began the opening to each great novel tapped out on a manual typewriter on top of a pitched, red-roofed doghouse. Created by Charles M. Schulz, Snoopy was one of the many characters in the long-running comic strip Peanuts.

Snoopy first made his appearance in the comic strip late in 1950 and started out as a fairly ordinary dog. As the comic strip evolved, so did Snoopy's many talents and alter egos. In his imaginary world he became a World War I Flying Ace who battled an arch-enemy called the Red Baron. Wearing a flowing scarf and goggles, Snoopy staged many battles whilst piloting his plane, the Sopwith Camel, which was actually his dog-house. Occasionally his little yellow bird friend, Woodstock, accompanied Snoopy in flight battles and perilous expeditions through the trenches.

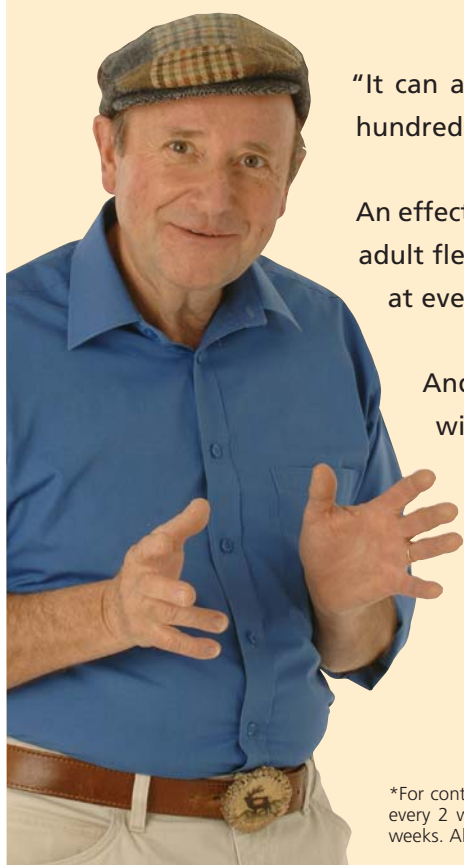
Another well-known personality was 'Joe Cool' a rather hip character who wore dark sunnies. He was a hit with the ladies and didn't really do much apart from lean against walls while dispensing snappy quips. Snoopy's talent didn't just lie in his menagerie of personalities, in 'real life' he also was a gifted shortstop for his owner Charlie Brown's Little League Baseball team. Fellow Peanuts character and resident tom-boy, Peppermint Patty, referred to him as 'that funny looking kid'. As part of the gang, Snoopy could walk upright and catch a ball better than any other kid.



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References: 1. Young, D.R., Jeannin, P.C. and Boeckh, A. (2004) Efficacy of fipronil(S)-methoprene combination spot-on for dogs against shed eggs, emerging and existing adult cat fleas (*Ctenocephalides felis*, Bouché) *Vet Parasitol* 125:397-407. 2. Jeannin, P.C., Green, S.E., Boeckh, A. and Soll, M (2003) Efficacy of FRONTLINE Plus (fipronil(S)-methoprene) for cats against developing stages and adult fleas (*C. felis*) *Proc 19th Int Conf of the World Assoc for the Adv of Vet Parasitol*. Merial Australia Pty Ltd, Level 6, 79 George Street, Parramatta NSW 2150. (ABN 53 071 187 285) @FRONTLINE and FRONTLINE PLUS are registered trademarks of Merial. ©2007 Merial Limited. All rights reserved. FRLN-07-048. H&T MCA0137/UA