

## Finding Aid to the Bonnie Erickson Papers, 1971-2017

### Summary Information

**Title:** Bonnie Erickson papers

**Creator:** Bonnie Erickson (primary)

**ID:** 118.erickson

**Date:** 1971-2017 (inclusive); 1978-1999 (bulk)

**Extent:** 10.15 linear feet (physical); 27 MB (digital)

**Language:** The majority of materials in this collection are in English, with some examples of Spanish and French.

**Abstract:** The Bonnie Erickson papers are a compilation of design concepts, illustrations, style guides, product tear sheets, catalog pages, notes, publicity, and other information relating to licensed products and original concepts created by Erickson. The bulk of the materials are dated between 1978 and 1999.

**Repository:**

Brian Sutton-Smith Library and Archives of Play at The Strong  
One Manhattan Square  
Rochester, New York 14607  
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library@museumofplay.org

### Administrative Information

**Conditions Governing Use:** This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, she has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

**Custodial History:** The Bonnie Erickson papers were donated to The Strong in 2016-2017 as a gift from Bonnie Erickson and Wayde Harrison, in memory of Christopher. The papers were received by The Strong in six accession lots, including Object IDs 116.3344 (June 2016), 116.6525 (November 2016), 117.3038 (April 2017), 117.5333 (July 2017), 117.9495 (October 2017), and 117.10918 (December 2017). These materials were received from Bonnie Erickson, along with trade catalogs for the library and prototypes and production versions of toys for museum collections.

**Preferred citation for publication:** Bonnie Erickson papers, Brian Sutton-Smith Library and Archives of Play at The Strong

**Processed by:** Julia Novakovic, November 2016, January 2018

**Revision Note:** This finding aid has been updated from its original iteration to reflect additional accessions received from Erickson in 2016 and 2017.

### Controlled Access Terms

#### Personal Names

- Erickson, Bonnie
- Harrison, Wayde
- Henson, Jim

- Midler, Bette
- Sendak, Maurice

### Corporate Names

- Children's Television Workshop
- Harrison/Erickson, Inc.
- Jim Henson Company
- Jim Henson's Sesame Street Muppets
- Walt Disney Productions

### Subjects

- Bert (Fictitious character : Henson)--Toys
- Big Bird (Fictitious character)--Toys
- Character toys
- Children's Television Workshop
- Cookie Monster (Fictitious character)--Toys
- Disney characters--Toys
- Elmo (Fictitious character : Henson)--Toys
- Ernie (Fictitious character : Henson)--Toys
- Giftware
- Infant toys
- Licensed products
- Mascots
- Preschool toys
- Sesame Street (Television program)
- Toys
- Toys--Design and construction.

### Biographical Note

Bonnie Erickson is an American artist, inventor, and designer. She is best known for creating the iconic Muppet characters Miss Piggy, Statler, and Waldorf, as well as professional sports league mascots Phillie Phanatic (MLB's Philadelphia Phillies) and Youppi! (currently with the NHL's Montréal Canadiens), among others.

In 1970, Erickson joined Jim Henson's Muppet workshop as a costume designer. Within a few years, she had already designed and built several new Muppet characters, including Miss Piggy. Erickson and her husband Wayde Harrison established their own production, design, and marketing company in 1977 called Harrison/Erickson, Inc. Together, Harrison and Erickson created characters for commercials, theater, and sports mascots. Erickson continued to consult on projects for the Jim Henson Company and Children's Television Workshop (later, Sesame Workshop). She also developed toy and other product design concepts for licensed brands, such as *Sesame Street* and *The Muppet Show*.

Two years after the passing of Jim Henson, his widow Jane and several of Jim's colleagues (Arthur Novell, Albert Gottesman, and Richard Wedemeyer) formed The Jim Henson Legacy. This organization dedicated itself to preserving and perpetuating Henson's contributions to the worlds of puppetry, television, motion pictures, special effects, and media technology. Erickson joined the foundation as a trustee, and later, president; she also served as the executive director of the organization from 2010-2014.

### **Collection Scope and Content Note**

The Bonnie Erickson papers contain materials from 1971 through 2017, with the bulk of the papers dated between 1978 and 1999. This collection holds design concepts and illustrations for licensed products (including goods featuring *Sesame Street*, Jim Henson's Muppets, and Disney characters), prototype sketches, style guides, product tear sheets, catalog pages, publicity, notes, and other materials.

The Bonnie Erickson papers have been arranged into six series, one of which has been further divided into subseries. The physical materials are housed in 14 archival document boxes. Digital-only files can be accessed via the internal network of The Strong.

### **Related Materials**

The Brian Sutton-Smith Library and Archives of Play houses more than a dozen trade catalogs from Erickson relating to the products depicted in her archival collection. The Strong also received fabric, plaster, and resin prototypes for both Erickson-designed and licensed products, including plush toys, toy figurines, and housewares.

### **System of Arrangement**

Series I: Design concepts and illustrations, 1976-2017

Subseries A: *Sesame Street*

Subseries B: *The Muppet Show*

Subseries C: Disney

Subseries D: *Where the Wild Things Are*

Subseries E: Mascots

Subseries F: Other product lines

Series II: Style guides, 1971-2000

Series III: Product tear sheets and catalog pages, 1985-2000

Series IV: Publicity, 1992-2005

Series V: Jim Henson-related, 1993-1998

Series VI: Harrison/Erickson historical information, 1978-c. 1990s

## Contents List

### Series I: Design concepts and illustrations, 1976-2017

**Scope and Content Note:** This series holds original and photocopied design concepts and illustrations by Bonnie Erickson for several different licensed brands, in addition to original creations. Drawings are on tracing paper or copy paper; some are in color while most are line art pencil or ink drawings.

#### Subseries A: *Sesame Street*

**Scope and Content Note:** This subseries contains original and photocopied design concepts and illustrations for various *Sesame Street* licensed products at both American and international companies. Products include toys, blocks, playsets, stationery, home goods, art supplies, and more.

#### Box 1

- Folder 1 American Home Foods - pasta designs [various Sesame Street characters], 1993
- Folder 2 Applause - Articulated figures sketches [various Baby Sesame Street characters], 1992
- Folder 3 Applause - Bendable figurines sketches [various Sesame Street characters], 1990
- Folder 4 Applause - Interlocking roller coasters sketches [various Sesame Street characters], 1990
- Folder 5 Applause - Musical figurines sketches [Big Bird, Cookie Monster, Elmo, Ernie], 1990
- Folder 6 Applause - Other Sesame Street product original artwork, c. 1990-1992
- Folder 7 Best Made Toys - kid-sized chair/sofa [various Sesame Street characters], n.d.
- Folder 8 Child Guidance - puppets prototype images and catalog sheets [Big Bird, Bert, Ernie] and other products, 1978
- Folder 9 Chilton Toys - pretend playset designs [various Baby Sesame Street characters], 1991-1993
- Folder 10 Craft House - pull toy/marionette designs [Big Bird, Ernie], 1991
- Folder 11 Enesco - figurines, night lights, cookie jars, salt and pepper shakers, and water globes designs [various Sesame Street characters], 1993
- Folder 12 ERO - kite design and pattern [Big Bird], 1988
- Folder 13 Gibson Greetings - birthday card designs and published samples, 1993-1994
- Folder 14 Global Gems - jewelry, photograph frames, silverware, key chains, and other silver product designs [various Sesame Street characters], 1997
- Folder 15 Grolier - holiday ornaments and porcelain figure design [various Sesame Street characters], 1992-2000
- Folder 16 Hasbro - Mr. Potato Head variant; Playskool Poppin' Pals and Spinaround designs [various Sesame Street characters], 1990-1992
- Folder 17 Ilco - banks, mobiles, wind-up toys, alphabet and number blocks, other toy concept designs [various Sesame Street characters], 1990-1991
- Folder 18 Kid Dimension - mini figurines, packaging, and inflatables designs [various Sesame Street characters], 1993-1994

**Box 2**

- Folder 1 Lewco - transportation toy designs [Big Bird, Cookie Monster, Oscar, Bert, Ernie], 1987
- Folder 2 Oral-B - toothpaste and toothbrush designs [various Sesame Street characters], 1993-1994
- Folder 3 Paper Art - party supplies and invitations designs [various Sesame Street characters], 1989
- Folder 4 Playtime Products - washable sidewalk chalk and crayons packaging, 1993
- Folder 5 Sesame Street Stores - Twiddlebugs display, infant clothing, gift wrap, shopping bags, other character sketches [various Sesame Street characters], 1990-1994 and n.d.
- Folder 6 SLM - pool art and sled art designs [various Sesame Street characters], 1990 and n.d.
- Folder 7 Sony Creative Products - Sesame Street Collection t-shirt designs, 1993
- Folder 8 Sony Music - VHS packaging and published songbook samples, 1995
- Folder 9 Strombecker - wooden block designs and unidentified product sketches [various Sesame Street characters], 1989 and n.d.
- Folder 10 Tara Toy Corp. - finger puppets, poseable figures, color-changing figurines, packaging designs [various Sesame Street characters], 1988-1991
- Folder 11 Tara Toy Corp. - product packaging print samples and catalog page, n.d. [c. 1991]
- Folder 12 Tyco - Sesame Street block playset designs [Castle, Cookie Café, Farm, Firehouse, Nursery School, Pet Store, Playhouse, Railroad, Zoo], 1990
- Folder 13 Tyco - Sesame Street blocks (playset and alphabet) designs, production stickers, and photographs; 1990-1992
- Folder 14 Tyco - line art [various Sesame Street characters], 1990-1994
- Folder 15 Tyco - Children's Television Workshop/Tyco press release, June 1995
- Folder 16 Western Publishing - music albums artwork [various Sesame Street songs/characters], 1991
- Folder 17 Review of character art for country-specific Sesame Street variants [Zeliboba, Vera, and Bluki], 1997
- Folder 18 Bonnie Erickson notebook - toy design notes and miscellaneous, 1999-2000

**Box 5**

- Folder 1 Anagram - balloon designs [various Sesame Street characters], 1990-1993
- Folder 2 Applause - frames, rulers, pencil wraps, pencil cases [various Sesame Street characters], 1991 and n.d.
- Folder 3 Beach - balloon designs [various Sesame Street characters], 1992
- Folder 4 Enesco - salt and pepper shakers, cookie jar designs [Elmo and Cookie Monster], 1993
- Folder 5 Illco - bank designs [Big Bird, Cookie Monster, Oscar], n.d. [c. 1990]
- Folder 6 Sony Music - packaging insert designs [various Sesame Street musical VHS-related], 1996
- Folder 7 Tara Toy Corp. - finger puppets, poseable figures, bicycling figures, packaging designs [various Sesame Street characters], 1988-1991
- Folder 8 Tyco - Play mat pattern designs, 1994
- Folder 9 Tyco - PVC figures for block sets [various Sesame Street characters], 1990

**Box 6**

- Folder 17 Friends, Ind. - knapsack with appliqués patterns/templates, sample characters, and sketches; n.d. [Sesame Street characters]

**Box 8**

- Folder 6 Applause - Hand puppets [Bert, Ernie, Count], 1986-1987  
Folder 7 Child Guidance - Big Bird, Bert, and Ernie hand puppets, 1977  
Folder 8 Friends, Ind. - Color Your Own Moveable Puppets sketches, patterns/templates; n.d. [Sesame Street characters]  
Folder 9 Friends, Ind. - Paint on Wood - Muppets in Motion patterns/templates and sketches; n.d. [Sesame Street characters]  
Folder 10 Sesame Street - "Let's Read and Write!" Family Fun activity kit and other PEP initiatives, 1995

**Subseries B: *The Muppet Show***

**Scope and Content Note:** This subseries houses early Harrison/Erickson designs for *Muppet Show* character ornaments and figurines, along with the concept for a Jim Henson action figure based on designs by Erickson. Also included are patterns for Fisher Price plush toys and a membership certificate to the *Muppet Show* Fan Club.

**Box 2**

- Folder 19 Palisades Toys - Jim Henson Muppet action figure concept and announcement, 2004

**Box 5**

- Folder 10 Harrison/Erickson Inc. - concepts for Muppet ornaments and figurines, 1977-1978

**Box 8**

- Folder 11 Fisher Price - Kermit the Frog and Fozzie Bear - patterns/templates and photographs, 1976-1977  
Folder 12 *Muppet Show* - Fisher-Price Toys/*Muppet Show* Fan Club membership certificate, 1976

**Subseries C: Disney**

**Scope and Content Note:** Within this subseries are designs for holiday ornaments, porcelain figures, and greeting cards featuring various Disney licensed characters.

**Box 2**

- Folder 20 Grolier - holiday ornaments and porcelain figures designs [various Disney characters], 1996-1999

**Box 5**

- Folder 11 Unidentified company - Mickey Mouse/Disney character greeting card designs, n.d.

**Subseries D: *Where the Wild Things Are***

**Scope and Content Note:** This subseries houses toy patterns, templates, sample fabrics, and images of Maurice Sendak's *Where the Wild Things Are* plush toy line developed by Erickson and Mel Birnkrant.

Related prototypes and produced toys are maintained in object collections at The Strong.

**Box 6**

- Folder 3 *Where the Wild Things Are* - sample fabrics for toys, n.d. [c. 1978-1980]
- Folder 4 *Where the Wild Things Are* - Max toy patterns/templates, n.d. [c. 1978-1980]
- Folder 5 *Where the Wild Things Are* - Tzippi/Female toy patterns/templates, n.d. [c. 1978-1980]
- Folder 6 *Where the Wild Things Are* - Bernard/Bull toy patterns/templates, n.d. [c. 1978-1980]
- Folder 7 *Where the Wild Things Are* - Moishe/Roi toy patterns/templates, n.d. [c. 1978-1980]

**Box 8**

- Folder 5 *Where the Wild Things Are* - articles and photograph copies, 1977-1980

**Subseries E: Mascots**

**Scope and Content Note:** Within this subseries are sketches, patterns, templates, fabric samples, style sheets, artwork, images, publicity clippings, and other documentation related plush toys and other products of mascots created by Harrison/Erickson. Mascots represented in these papers are Big Shot (Philadelphia 76ers), Duncan (New Jersey Nets), K.C. Wolf (Kansas City Chiefs), Ribbie and Roobarb (Chicago White Sox), Youppi! (Montréal Expos, now Montréal Canadiens), and Zookeeni (Philadelphia Zoo).

Related prototypes and produced toys are maintained in object collections at The Strong.

**Box 7**

- Folder 1 Mascots - Big Shot (Philadelphia 76ers) - appearance art, color key chart, publicity photographs, and trading cards; 1978-1993
- Folder 2 Mascots - Duncan (New Jersey Nets) - doll and hand puppet patterns/templates, 1982
- Folder 3 Mascots - K.C. Wolf (Kansas City Chiefs) - style guide, images, advertising, and clippings; 1989-1993
- Folder 4 Mascots - Ribbie and Roobarb (Chicago White Sox) - appearance art and publicity still, 1982 and n.d.
- Folder 5 Mascots - Youppi! (Montréal Expos) - "Original Art Youppi! Book," c. 1980-1981 [in English and French]
- Folder 6 Mascots - Youppi! (Montréal Expos) - photographs and clippings, 1979-1981 and n.d.
- Folder 7 Mascots - Various - "Good Sports" toy images, 1979

**Box 8**

Folder 1 Mascots - Various - Shoe designs, n.d.

**Box 9**

Folder 1 Mascots - K.C. Wolf (Kansas City Chiefs) - toy patterns/templates, fabric samples/style sheets, and correspondence; 1991-1992  
Folder 2 Mascots - Ribbie and Roobarb (Chicago White Sox) - plush dolls and hand puppets patterns/templates, fabric samples/style sheets, and photographs; c. 1982  
Folder 3 Mascots - Youppi! (Montréal Expos) - style sheets and artwork, 1979-1983  
Folder 4 Mascots - Youppi! (Montréal Expos) - activity book cover art and sketches, 1981  
Folder 5 Mascots - Youppi! (Montréal Expos) - autograph doll patterns/templates, n.d. [c. 1979-1981]

**Box 6**

Folder 8 Mascots - Big Shot (Philadelphia 76ers) - doll and hand puppet patterns/templates, fabric samples/style sheets; 1979-1982  
Folder 9 Mascots - Youppi! (Montréal Expos) - doll pattern/templates, fabric samples/style sheets; 1979  
Folder 10 Mascots - Youppi! (Montréal Expos) - bean bag patterns/templates, fabric samples/style sheets; 1979  
Folder 11 Mascots - Youppi! (Montréal Expos) - puzzle art, 1981-1982  
Folder 12 Mascots - Youppi! (Montréal Expos) - t-shirt art, 1983  
Folder 13 Mascots - Zookeeni (Philadelphia Zoo) - doll patterns/templates, fabric samples/style sheets, and images; 1979-1980  
Folder 14 Mascots - "Master of Puppets" story, *Victory Journal: Arts & Letters*, Winter 2015

**Oversized**

Folder 1 Mascots - Youppi! (Montréal Expos) - photograph with stadium model [for bus and billboards], 1981

**Subseries F: Other product lines**

**Scope and Content Note:** This subseries contains materials on both unproduced prototype proposals and produced toy lines. Documentation includes patterns, templates, sketches, fabric samples, style sheets, images, and more. When possible, toys have been arranged by manufacturer (e.g., Consumer Concepts, Hasbro), while others have been arranged by toy name. Several files in this subseries exist in digital form only, and can be accessed on-site at The Strong.

Related prototypes and produced toys are maintained in object collections at The Strong.

**Box 10**

Folder 1 Axlon, Inc. - Party Animals - animal hand puppets, sketches, patterns/templates, fabric samples/style sheets, and photographs; 1985 [Part 1 of 2]



- Folder 2 Axlon, Inc. - Party Animals - animal hand puppets, sketches, patterns/templates, fabric samples/style sheets, and photographs; 1985 [Part 2 of 2]
- Folder 3 Axlon, Inc. - Party Animals - advertisements, publicity, and ephemera; 1985-1986
- Folder 4 Axlon, Inc. - Petsters - "Muttster" toy sketches, photographs, and patterns/templates; 1985
- Folder 5 Consumer Concepts - Chickens - Henrietta and Penelope - sketches, patterns/templates, and fabric samples/style sheets; n.d.
- Folder 6 Consumer Concepts [?] - Goose - sketches, patterns/templates, and fabric samples/style sheets; n.d.
- Folder 7 Consumer Concepts [?] - Turkey - Arthur - patterns/templates, fabric samples/style sheets; n.d.
- Folder 8 Consumer Concepts - Sleepy Bears sketches, patterns/templates; c. 1977-1978

**Box 11**

- Folder 1 Hasbro - Romper Room toy images [Huggy Bear, Elephant, Lion] patterns/templates, 1978
- Folder 2 Knickerbocker Toy Co. - Sleepy Bear images, 1977-1978
- Folder 3 Panzer Presentation - Baby So Soft patterns/templates, fabric samples/style sheets; 1987
- Folder 4 Panzer Presentation - Bentley Bear pattern, 1987
- Folder 5 Panzer Presentation - Cats patterns/templates, fabric samples/style sheets; 1987
- Folder 6 Panzer Presentation - Elephant patterns/templates, fabric samples/style sheet; 1987
- Folder 7 Panzer Presentation - Pigasus Stacking Pigs patterns/templates, fabric samples/style sheets; 1987
- Folder 8 Panzer Presentation - Rabbit patterns and style sheets, 1987
- Folder 9 Panzer Presentation - Tarragon patterns/templates, fabric samples/style sheets; 1987

**Box 12**

- Folder 1 Bette Midler Delores de Lago doll - sketches, notes, fabric/paint samples; 1999
- Folder 2 Bette Midler Delores de Lago doll - fabric samples, c. 1999
- Folder 3 Carrot Top - sketches, fabrics, and images; 1978
- Folder 4 Central Casting Presents - original drawings, 1983-2001
- Folder 5 Central Casting Presents - "The First Whole Wolfgang Catalog," Bonnie Erickson, 1983
- Folder 6 Central Casting Presents - "Central Casting: Please Don't Feed the Actors," Bonnie Erickson, 1985
- Folder 7 Central Casting Presents - catalog pages and publicity photographs, 1984-1985
- Folder 8 Central Casting Presents - notes, sketches, images, and hang tags; 1983-1985

**Box 13**

- Folder 1 Central Casting Presents - Pigs (Reggie and Ruby) patterns/templates, 1986
- Folder 2 Central Casting Presents - Three Bruins patterns/templates, fabric samples/style guide; 1984
- Folder 3 Central Casting Presents - "Wolfgang" display size patterns/templates, 1984

- Folder 4 Central Casting Presents - Wolf Gang patterns/templates, fabric samples/style sheets; 1983
- Folder 5 Central Casting Presents - Wolf Gang patterns/templates, 1983
- Folder 6 Central Casting Presents - "Wolfgang" clothing patterns/templates, 1983

**Box 14**

- Folder 1 Jitterbugs - sketches, patterns, fabric samples/style sheets; 1983 and n.d.
- Folder 2 Major Starr's Dream Circus - concept sketches, patterns/templates, and fabric samples/style sheets; 1983-1987
- Folder 3 Print Animals/Hand-eye - sketches, patterns/templates, photographs; 1988-1989, 2017
- Folder 4 Partial Mumford pattern (Sesame Street), Nanny pattern (Major Starr's Circus); n.d.

**Box 6**

- Folder 15 Carrot Top - patterns/templates and sketches, 1977
- Folder 16 Central Casting Presents - book proposal drawings, 1984
- Folder 18 Jitterbugs - patterns/templates, 1983

**Box 8**

- Folder 2 Central Casting Presents - Dolls [Little Red, Little Bo, Goldie] patterns/templates, fabric samples/style sheets; 1983
- Folder 3 Central Casting Presents - Pigs original patterns/templates, c. 1983
- Folder 4 Central Casting Presents - Wolf Gang fabric samples/style sheet, 1983
- Folder 5 Central Casting Presents - "Wolfgang" Sheep family fabric samples/style sheet, 1983

**Digital - IF**

- Folder 1 Folder 01\_Assorted prototypes\_digital files, 2017 (orig. 1980s) [11 files, including Baby Soft, Hen plush, Kitty Cat, Little Mac, Rabbit, and Turkey plush]
- Folder 2 Folder 02\_Bette Midler Delores de Lago doll\_digital files, 2017 (orig. 1999) [15 files, including costume drawings, costume samples, fabric samples, and wigs]
- Folder 3 Folder 03\_Hasbro\_Huggy Bear\_digital files, 2017 (orig. 1977) [photo of prototype]
- Folder 4 Folder 04\_Jitterbugs\_digital files, 2017 (orig. 1983-2000s) [15 files, including prototype photos, animated characters, character sheets]
- Folder 5 Folder 05\_Knickerbocker\_Kangaroo\_digital files, 2017 (orig. 1975) [photos of prototypes]
- Folder 6 Folder 06\_Knickerbocker\_Sleepy Bear\_digital files, 2017 (orig. 1977) [photo of prototypes]
- Folder 7 Folder 07\_Toys R Us mazes\_digital files, 2017 (orig. 2005) [17 files, including Cat and Mouse Maze, Cat and Dog Maze, Toy Maze, and Circus Maze]

**Series II: Style guides, 1971-2000**

**Scope and Content Note:** This series contains published style guides and photocopies of character model sheets for *Sesame Street* characters/campaigns and Disney characters. Within the style guides are sections on copyright, trademarks, authorized logos, specifications, line art, character reference, and more.

**Box 3**

- Folder 1 *Sesame Street* style guide - "Character Book featuring Jim Henson's Muppets," © 1979
- Folder 2 *Sesame Street* style guide - "Sesame Street Art File," © 1997-1998
- Folder 3 *Sesame Street* style guide - "Carpeta de Arte de Plaza Sésamo - Plaza Sésamo Art File," © 1999 [in Spanish]
- Folder 4 *Sesame Street* style guide - "Baby Time 2," © 1999
- Folder 5 *Sesame Street* style guide - "Sesame Street Muppets Drawing Guide," © 2000
- Folder 6 Disney style guide - Character licensing guide, n.d. [c. 1990s?]
- Folder 7 Disney style guide - Disney characters [Aladdin, Cinderella, Little Mermaid, Snow White], n.d. [c. 1992?]

**Box 5**

- Folder 12 *Sesame Street* style guide - "Baby Time," © 1998
- Folder 13 Disney style guide - Disney character Publication Model Sheets, 1971

**Series III: Product tear sheets and catalog pages, 1985-2000**

**Scope and Content Note:** This series houses advertisements for products developed from Erickson designs or art directed by Erickson. Lists of official licensees for *Sesame Street* and *The Muppet Show* characters are included. Several of the licensing booklets correspond to style guides in Series II.

**Box 4**

- Folder 1 Product tear sheets - Bonnie Erickson-designed Sesame Street products for Gear Kids, Headsmart, Illco, Kid Designs, SLM, Spectrastar, Tyco Baby, and Tyco Preschool; c. 1990-1993
- Folder 2 Product tear sheets - Bonnie Erickson designed Sesame Street products, unidentified companies/publications, 1989-1994
- Folder 3 "Licensees, Art Director: Bonnie Erickson" list, May 1998
- Folder 4 List of Sesame Street product licensees with assigned art directors [including Bonnie Erickson], n.d. [c. 1990s]
- Folder 5 "Fairy Tales Come True," creative director Bonnie Erickson, CTW licensing booklets and cards, © 1996
- Folder 6 "Baby Time," creative director Bonnie Erickson, CTW licensing booklet, © 1998
- Folder 7 "Sesame Street - A Classic Brand that's Stronger than Ever" licensing booklet, © 2000
- Folder 8 Licensing information section - "Infant Chambray Program," licensing details, March 1998
- Folder 9 "Sesame Street - The Catalog," premier issue, Fall 1991, concept by Bonnie Erickson, 1991

- Folder 10 Sony Wonder Sesame Street audio video catalog with two sample songbooks, concepts by Bonnie Erickson, © 1995
- Folder 11 All Wrapped Up Sesame Street products [concepts by Bonnie Erickson?], © 1997 and n.d.
- Folder 12 F.A.O. Schwarz, “The Ultimate Toy Catalogue,” Fall 1997, with note from F.A.O. Schwarz staff [concepts by Bonnie Erickson?], 1997
- Folder 13 Children’s Television Workshop - Fall/Winter 1998 CTW Books catalog with Selected Backlist [concepts by Bonnie Erickson?], © 1998
- Folder 14 Vigor International, ’99 Fall and Winter Collection catalog [designs by Bonnie Erickson?], © 1999
- Folder 15 “Ha!” Non-Sesame Street Muppet product licensees, © 1985

#### Series IV: Publicity, 1992-2005

**Scope and Content Note:** Within this series are clippings featuring news articles about *Sesame Street* toys (such as Tickle-Me-Elmo and Sing & Snore Ernie) and information on rare Muppet collectibles.

##### Box 4

- Folder 16 Publicity clippings - Sesame Street licensed products, 1992-1997 and n.d.
- Folder 17 Publicity clippings - Muppets collectibles, 2005

#### Series V: Jim Henson-related, 1993-1998

**Scope and Content Note:** This series contains publications about Jim Henson, including a Jim Henson Productions brochures and a guide to the Henson collection at the Museum of Television & Radio (now the Paley Center for Media).

##### Box 4

- Folder 18 Jim Henson Productions brochure, Jim Henson Productions, 1993
- Folder 19 Museum of Television & Radio - “Jim Henson’s World of Television: A Guide to the Jim Henson Collection at the Museum of Television & Radio,” 1993
- Folder 20 Publicity clippings - Jim Henson article, *Sesame Street Parents*, July/August 1998

#### Series VI: Harrison/Erickson historical information, 1978-c. 1990s

**Scope and Content Note:** This series holds publications by Harrison/Erickson, including brochures, promotional trading cards, business cards, and clippings.

##### Box 4

- Folder 21 Harrison/Erickson - business card and signature samples, n.d.
- Folder 22 Harrison/Erickson - trading card promo sets, 1978
- Folder 23 Harrison/Erickson - concept example sheet, n.d. [c. 1990s?]
- Folder 24 Harrison/Erickson - publicity clippings, c. 1980-1985

##### Box 6

- Folder 1 Harrison/Erickson - “We Create Characters” brochure art and final version, 1980
- Folder 2 Harrison/Erickson - Collage of products/creations, n.d. [c. 1983?]