

MOM'S JOY ROOM

2964 Fairmont Road, Morgantown, WV 26501 | (304) 282-3671

CERTIFICATE OF AUTHENTICITY



Planters Peanut wooden ride-on promotional car with steering wheel, blue barrel body, and "PLANTERS" branding

CURRENT MARKET VALUE

\$100 – \$225

*Vintage advertising ride-on toy;
strong brand collector demand*

Planters Peanut Ride-On Promotional Car

Planters / Standard Brands — Advertising Premium Toy

HISTORY

Since Mr. Peanut's debut in 1916, Planters has used the dapper, monocled legume as one of advertising's most recognizable mascots, producing decades of promotional giveaways and premiums for retailers and consumers alike. This child-sized wooden ride-on car was produced as a store or corporate promotional piece, built in the classic "barrel car" novelty toy style with wooden wheels, a turned wooden steering wheel, and the Planters name emblazoned on its side — designed to catch the eye on a showroom floor as much as to be played with.

NOTABLE INFORMATION

- ♦ Solid wood construction with turned wooden steering wheel and wheels
- ♦ Blue barrel-style body band with gold trim, "PLANTERS" lettering on the side panel
- ♦ Rear cargo/seat platform behind the driver's seat
- ♦ Comparable examples (27"–28" wooden Mr. Peanut ride-on cars) have sold in the \$80–\$280 range depending on condition and completeness

COLLECTOR NOTES

Planters/Mr. Peanut advertising collectibles are a deep, active collecting category, and larger promotional pieces like ride-on toys are scarcer and more desirable than small tin or plastic premiums. Condition, remaining paint/decal integrity, and originality of the wheels and steering wheel all factor into value — this example presents well with intact branding and hardware.

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