

# The everlasting appeal of Winnie-the-Pooh

*Winnie-the-Pooh*, by A.A. Milne, has been captivating readers young and old for more than 90 years, aided in large part by the whimsical and emotive illustrations of E.H. Shepard



**Dec 10, 1879:** Illustrator **Ernest Howard Shepard** born in London

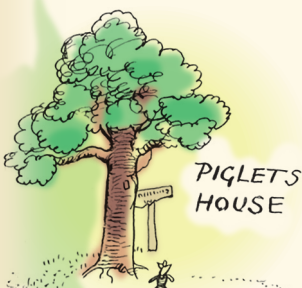
**Jan 18, 1882:** Author, poet, playwright and screen-writer **Alan Alexander Milne** (right) born in London



**Aug 1914:** Canadian Lieutenant **Harry Colebourn** (above) buys black bear cub en route to Europe to fight in WWI, calling her **Winnie** after his home town of Winnipeg

**Dec 1914:** Colebourn leaves Winnie at **London Zoo** when his regiment ships out to fight in France (bear lives until 1934)

**Aug 21, 1920:** A.A. Milne's wife Dorothy gives birth to their only child, **Christopher Robin Milne**

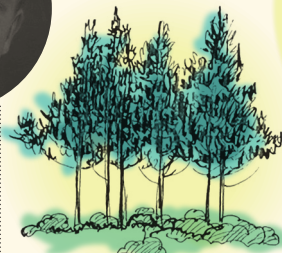


**1921:** Christopher given teddy bear named **Edward** for his first birthday. Milne and son soon become frequent visitors to London Zoo, where Christopher is enchanted by Winnie

NICE FOR  
PIKNICKS

**1924:** Milne publishes book of verse **When We Were Very Young**, featuring **Mr. Edward Bear**, drawn by E.H. Shepard

**1925:** Milne buys Cotchford Farm, country house near **Ashdown Forest** in East Sussex



**Dec 24, 1925:** Newspaper commissions short story **The Wrong Sort of Bees**, featuring bear now renamed **Winnie-the-Pooh** ("Pooh" is local swan named and fed by Christopher Robin). Bear lives in **Hundred Acre Wood** (inspired by Five Hundred Acre Wood, in Ashdown Forest)

POOH BEARS  
HOUSE



**1926:** **Winnie-the-Pooh** published, featuring characters largely inspired by Christopher's toys, although Pooh is modelled on Shepard's own son's teddy, **Growler**

**1927:** **Now We Are Six** – collection of poems, some featuring Pooh Bear, published

**1928:** Sequel, **The House at Pooh Corner**, published

**1930:** American producer **Stephen Slesinger** acquires rights to sell Pooh products in U.S. and Canada, creating modern licensing industry



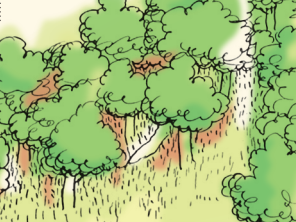
**1931:** Pooh becomes \$50 million-a-year business with Slesinger developing first Pooh toys, U.S. radio shows, animations and movies

**1932:** Pooh appears in colour for first time (drawn by Slesinger) and is given his now familiar red shirt



**1956:** A.A. Milne dies, aged 74. Original toys of Pooh and friends go on display in **New York**

**1961:** Widows of Milne and Slesinger license movie and merchandising rights to **Walt Disney** in return for royalties



**1966:** First Disney short released, **Winnie the Pooh and the Honey Tree** (hyphens removed from name). Several more shorts follow



**1973-74:** Shepard colours his illustrations for new editions of all four Winnie-the-Pooh books, making bear's shirt red

**Mar 24, 1976:** E.H. Shepard dies, aged 96



**1977:** First feature-length Pooh animation from Disney released, **The Many Adventures of Winnie the Pooh**. Further films follow in 1997 and 2000

**Apr 20, 1996:** Christopher Robin Milne dies, aged 75

**2009:** First official post-Milne Pooh book published – **Return to the Hundred Acre Wood**, by **David Benedictus**, illustrated by **Mark Burgess**



**2016:** Second official post-Milne Pooh book, **The Best Bear in All The World**, published

**Jul 10, 2018:** **Sotheby's** auctions Shepard's map of Hundred Acre Wood and four other original illustrations from 1926 book

**Aug 3, 2018:** Disney releases **Christopher Robin**, fantasy comedy-drama movie



EYORES  
GLOOMY  
PLACE

