

The TOY CANDY CONTAINER and FOOD PREMIUM COLLECTOR

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VOLUME 1, NUMBER 1



TIN CLICKER MADE IN U.S. ZONE GERMANY



Volume 1, Number 1

ADVERTISING AND SUBSCRIPTION RATES FOR
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AND
FOOD PREMIUM COLLECTOR

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publisher.

Warmest welcome to the first issue of *The TCC & FPC*. The reason for this magazine is simple. Collectors of plastic candy containers and food premiums from the 1940's[^] onward enthusiastically desire contact with each other on a regular basis to benefit their own collections and gain information concerning their collecting field. The field of plastic (versus glass) candy containers and food premiums (from the "T.V." or "baby boomer" age) is just now emerging and the questions that need to be answered are endless. This magazine, through your support and contributions, will attempt to answer those questions and provide a much needed rallying point in which to buy, sell, and trade.

Specifically speaking, just what will this magazine target? First, I must say this is largely up to you! What do you collect that ties in with our theme? Write us about it. Articles are now being solicited on, but not limited to, these subjects: Crackerjack[®], fast food restaurant memorabilia, cereal premiums ("a prize inside"), gum ball machines and their trinkets, box top send-a-ways, gum cards and wrappers, plastic and paper candy containers (especially PEZ[®]), related advertising pieces, historical research, and your childhood memories of these subjects. Be creative - the subject matter is endless when you consider variations, categories (such as Disney), your greatest find, etc.

Premiums (what you get to induce you to buy the food product) are as varied and fascinating as any other field of nostalgia with perhaps one major difference - they are comparatively inexpensive! You can pick up a PEZ[®] dispenser, Crackerjack[®] toy, or non-sport gum card for usually under \$5.00, sometimes much more, sometimes much less. I came to the point in toy collecting where, with a young family to provide for, the prices of what I was interested in became prohibitive. Naturally, I do not expect the prices to stay rock-bottom on older plastic candy containers and food premiums. Everything collectible seems to go up, especially as more collectors join in and supplies dwindle. But in the meantime, whether you collect for fun and/or investment, food premiums (many of today's are free) offer a terrific bargain in today's collectibles market and all the challenge of collecting anything else that is difficult to find as these items can be. For plastic candy containers and small food premiums were often "cheapie" toys and if they survived destruction at the hands of children, when mom cleaned your room, you know what was the first to go. Fortunately this is not always the case as my dear grandmother saved all of my Uncle Ted's Crackerjack[®] toys and Kellogg's PEP pins from the forties. She attached them to a bulliten board and presented them to him some years ago.

Again, your input is really necessary for the success and enjoyment of this magazine. I offer a free 40 word classified ad if your article is used (most will). Ads are extremely important - many of the best toys in my collection have come as a result of ads. To help keep us going by defraying costs, please place ads. I know you'll be glad you did! Also, if you have comments or a further insight into something someone has already written about, write us a letter and we'll try to provide a space for it. If a "letters to the editor" section proves popular, you can look for it each issue. Naturally, letters soliciting items for your collection will not be published. Please use the advertising section. "Information wanted" should be used in the context of an article on the form of an ad. Another inducement for writing articles - free publicity!

Lastly, subscribers and articles submitted will tell the story of how many times a year this is published. I certainly would like to see it out more than quarterly and I know you would too. Printing and postage is very expensive. This is a specialist publication so we are stepping out in faith. The cost to print 100 copies is nearly the same as 200 so more subscribers mean potentially more issues per year (8? 12?). Your subscriptions, ads, involvement, and recommendations to your friends are appreciated! In the meantime sit back and have fun reading our premier issue.

Steve Powers

AN IMPORTANT WORD ABOUT PEZ®

By Steve Powers

As this first issue gets under way and since this magazine was partly inspired by my own interest in PEZ® Candy Dispensers, I thought a few words were in order on this subject. While this issue does and future issues will feature articles on PEZ®, this magazine "is not associated in any way with CENTROMINT, PEZ-HAAS, INC. or HAAS FOOD MANUFACTURING CORP." Furthermore, "the registered trademarks PEZ®, PETER PEZ , and the character PETER PEZ® are owned by CENTROMINT CORP." In turn, for the record, Powers Media and The TOY CANDY CONTAINER and FOOD PREMIUM COLLECTOR are independent and therefore not associated with anyone with a registered trademark, club, organization, etc.

There are legal as well as ethical reasons for the above statement. It is necessary not to give anyone the wrong idea, i.e., that this publisher is an operative of any one company with a hot line to the corporation president for the purpose of disseminating information and promoting their product. Such is not the case. In fact, so I am not undated with letters asking, "how many different PEZ® dispensers are there?" and "can you find out what the next dispenser will be?", number one, no one knows for certain, and number two, at this time PEZ-HAAS, INC. will not be offering this magazine any press releases. From what I and a few other diligent collectors have found out, the PEZ® company did not save records on the various dispensers and premiums over the years. They have been helpful enough to send a listing of dispensers to those who inquire, however it is incomplete. One intriguing aspect of articles in this magazine will be in what PEZ® collectors, independent from a company which is still in operation, find out about what not even the PEZ® company knows!

At this time PEZ® items seem limitless. While not everyone will care to write articles, if you come up with any unusual PEZ® item, please write me and tell me about it as I am gathering as much information as possible. Photographs of your collection and photo copies of your paper PEZ® items are very much appreciated.

Concerning values, as more collectors of PEZ® join the ranks, naturally prices on scarce dispensers, display boxes, and premiums will go up. Actually, at present you don't find many dealers selling PEZ® items because they don't feel there is any market. I asked a toy dealer if she had any PEZ® and she exclaimed, "Someone collects PEZ®? Now I've heard of everything!" This helps to illustrate that until such time as prices become established by availability and demand, any prices listed by sellers in advertisements are more or less their own conception.

One thing to remember is that many of the PEZ® dispensers are cross-collectible by character collectors, space collectors, etc. A PEZ® collector who has never paid over \$5.00 for a single dispenser may be shocked to find prices asked reaching 4 or 5 times that amount because of the character collectors needing that "one item". Recently someone auctioned off the PEZ® full-figure robot for much more than I thought it was currently valued at (above their estimate also). I feel this may be because of affluent robot collectors. You would have to be affluent to collect old toy robots today and what they pay for them proves my point.

As a final thought for PEZ® collectors I would like to offer this system to help facilitate identifying them when buying, selling, and trading. As you read Mrs. Kennedy's article in this issue I'm sure you will agree with me that it is ingenious in so far as dating PEZ®. As a result of her ground work I have concluded that since there are up to this time 4 different U.S. patent numbers on the dispensers, instead of referring to them by number, which could get confusing ("For trade: a #3,845,882 Pluto made in Austria"), I propose referring to them as follows:

#2,620,061 = 1st Series #3,410,455 = 2nd Series #3,845,882 = 3rd Series
#3,942,683 = 4th Series

(I believe I can tell the difference between early 1st Series versus later 1st Series by looking at the inner head mechanisms which have changed over the years. Perhaps I'll have something more definitive on that at a later time.)

The advanced collector is interested in variations of country of origin (if for no other reason than personal cataloging) so in some cases, as we discover what is rare and what is not, we may want to abbreviate the following countries as they are listed on the dispenser:

A for Austria

U.S. for U.S.A.

H.K. for Hong Kong

YU for Yugoslavia

JU for Jugoslavia (why do they spell it differently?)

M for Mexico

DPB (is that Germany?)

? for unmarked

Therefore, taking a PEZ[®] at random, I would refer to it in the following manner: "Batman, 1st Series, A, with cape." This would tell you immediately which character it is, the time period it was manufactured (between 1952 and 1968 - likely of course during the Batman craze in 1966), and what country it was manufactured in. As any unusual appendage is important, it is noted that this particular Batman comes with a plastic cape attached to the head. A researcher/buyer would want to know that. In like manner, if the dispenser was full figure, had a die-cut side, or was damaged or missing a piece.

Concerning colors, in some cases that will be appropriate to mention, especially concerning the head. For instance, I have a 3rd Series U.S. Creature with a black head and a 4th Series A Creature with a green head. If there were a different Series or different head colored Creature, I would want to own it. The plastic box portions which hold the candy are a different matter. Unless someday we get a definitive list of dispensers and various box colors, I would guess the manufacturing plants did them in many different colors and there is no way in knowing them all. Obviously, certain dispensers - for example The Incredible Hulk which is green from head to box (different shades even) would be very unusual if it were to turn up in pink! Therefore, in my opinion, the colors of the box portions are generally only noteworthy in passing and do not contribute to the value of the PEZ[®] dispenser at all. I would say the major exception is in the early non-head dispensers. Their box colors and top colors are definitely noteworthy, not because one color is worth more than another but because there are few of these.

In all, these guidelines for identifying PEZ[®] are not the "final word". Much is ahead of us as PEZ[®] collectors. Hopefully, for those who care to use them, these guidelines will help to get us on our way.

D A T I N G Y O U R P E Z ®

By Maryann Kennedy
409 N. 5th Street
Marshall, MN 56258

Patent numbers on PEZ® apply to the dispenser, not the character heads. However, the patent numbers can be used as a guide to help date the dispensers.

PEZ® has had four U.S. Patent numbers since 1952 when they were first introduced in the U.S.A. Below is a chart of those.

Total U.S. Patent #'s	Patent #'s on PEZ®	Year Issued
1952 - 2,580,379	2,620,061	1952
1953 - 2,624,046		
1968 - 3,360,800	3,410,455	1968
1969 - 3,419,907		
1974 - 3,781,914	3,845,882	1974
1975 - 3,858,241		
1976 - 3,930,271	3,942,683	1976 to present.
1977 - 4,000,520		

These numbers on your dispensers can be used as a tool to date them. There are several different Santa heads. I have an example of the Santa currently marketed with the patent no. 2,620,061. That tells me it was made sometime between 1952 and late 1968, not that it is a 1952 Santa.

Several of the character heads are dated on the heads. An example of these are the Super Friends (Batman, etc.). The soft heads are dated 1974. Another example is MGM's Tom and Jerry series. They are dated on the heads 1980. This series is still being marketed so that demonstrates that 1980 tells us the earliest it appeared.

Every once in awhile PEZ® will market a dispenser with a bright "NEW" sticker attached to the box. The Smurf dispenser is an example where that "NEW" truly applied. However some examples of "NEW" dispensers that really weren't new are 1985 - whistle; 1984 - pony; 1986 - dead-head. They did give him a different name though as he is the same as Dr. Skull from previous Halloweens.

Occasionally a dispenser has no patent number. I do not believe this has any significance. A mold error maybe. There are also several dispensers with other than USA patent numbers - Mexican maybe?

PEZ-HAAS, INC. built their U.S. factory in Orange, Connecticut in 1974. That is still their address. Does anyone know what years they were at their various other addresses (from 1952 to 1974)? I would sure appreciate hearing from anyone that can date these addresses: 10 Columbus Circle, N.Y., N.Y.; 45-45 39th St., Long Island City, N.Y. 11104; 56-16 37th Ave., Woodside, N.Y. 11377. The last two would be after July 1, 1963 - the advent of the zip code.

And so - - - the illusive PEZ®! Aren't they fun !!!



By far some of the nicest PEZ® accessories to have ever come along are the series of comical cardboard costumes which came with dispensers about 10 or more years ago. They are very colorful and quite amusing when different PEZ® dispensers are placed in them. Imagine a bare foot florist suit or Roman toga with any PEZ® head in it and you get the picture.

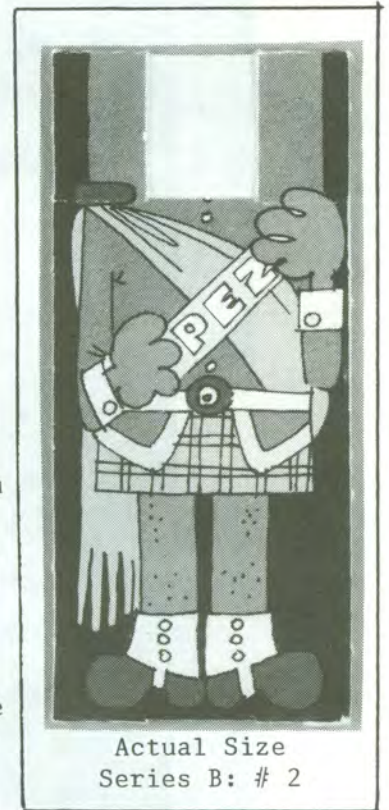
I would have no idea of their age if it were not for two important clues. I have 10 different and 9 of mine came from the original owner who bought PEZ® as a kid in the 1970's. Unlike so many of us, he held on to all of them, including these scarce costumes. My next clue confirmed dating them from the 70's era. Figure 1 shows the bicentennial issue of Uncle Sam complete in the original clear cellophane package with two packs of candy and a costume. This Uncle Sam does not have a patent number on it. I am assuming it was a part of the PEZ® bicentennial series of dispensers of 1976. (Oddly enough, I have a "Betsy Ross", Indian Chief, and Indian Squaw, all 1st Series, which presents a mystery to me.) Figure 2 shows the reverse, same on all the costumes, except for the costume numbers.

To my knowledge, based upon what I have seen myself, there are two series of costumes, A and B. I have been told by another collector that her costumes are not numbered on the backs. Could these be from an original series, marketed as a test and therefore unnumbered?

A PEZ® collector I know sent me a photo copy of seven different costumes other than what I have, picturing for example a space suit and a prisoner outfit with ball and chain. I have seen one other which appears to be the same as in the drawing on the backs, probably a pilgrim type outfit. If Series A and B have high numbers of 12 each, we know there are at least 24 costumes plus the unnumbered ones. Needless to say, obtaining them all presents a most difficult challenge. Maybe someday someone will make one of those fabled "huge warehouse finds" and satisfy all PEZ® collectors. Until such time, if ever, PEZ® collectors really have their work cut out for them, especially in regards to these dispenser accessories which became, for the most part, dispensable!

Figure 3 shows an advertisement in Maryann Kennedy's collection. No doubt the PEZ® Costume Book is a rare premium. I have two dispensers that are similar to the cat wearing hat and "duckie" pictured in the ad. They are both Second Series which indicates when the PEZ® Costume Book may have been available.

In Figure 4 I have pictured and numbered all I have from Series A Costumes. I would very much like to do a "Part 2" to this article so if you have any information, extra costumes, or can make photo copies of your PEZ® costumes please write to me. I will pay your postage and photo copying costs.



Steve Powers
121 Codo St.
Moss Beach, CA 94038

M A G I C A L F O O D P R E M I U M S

By Steve Powers

Do you remember that special excitement as a child of sending away for something in the mail? And then the golden day IT arrived in a little box with your name on it? While I must have sent for dozens of free or inexpensive food premiums, the only two that I'm aware I have left are now special reminders to me of the days I donned a magician's hat and cape and performed before audiences as, "POWERS THE GREAT - MAGICIAN". The time was 1969 to 1971. In figure A you will see an original business card of mine printed by my grandfather. I was the only kid in grade school with my own business cards! Imagine the big kick I got out of handing them out to friends and prospective clients - (their moms!) - in hope they would hire me for a birthday party! Such was the case on a few occasions, along with many family shows before relatives, cub scout shows, two school assemblies (for which I was paid a hefty \$25.00), and before a Christmas party for adults in my own 6th grade teacher's home.

My interest in performing magic began with a simple Adam's disappearing coin trick I bought in a toy store. Soon I bought more and began entertaining my brothers and parents. I even bought some professional tricks at the House of Magic in San Francisco with money earned through odd jobs and performances. Well, you can imagine my delight at the time of two exciting food premiums, both of which had to be sent away for. Figures B and C show the front and back of the CHECKERBOARD SQUARECROW Book of Magic. This set came with 9 tricks and instructions for "24 extra magic tricks" on the back. I still have 5 of the original tricks left. They are: Squarecrow's JUG, The DISAPPEARING BALL, the EASY MONEY-MAKING TRAY, the SECRET CAP, and BEHIND YOUR BACK PINS.

Figure D shows the instruction sheet from JIFFY POP POPCORN'S "BLACKSTONE, JR. MAGIC CLUB." The opening lines are corny (excuse the pun): "Enclosed in this kit you will find your membership card. Be sure to fill in your name. Carry this card at all times. It will identify you as a member in good standing in the Blackstone, Jr. Magic Club as a performer of magic tricks . . . "

While I no longer have the membership card (can I apply for a new one Mr. Blackstone, Jr.?), I still have two of the original tricks left - AGAINST GRAVITY and MAGIC COIN SLIDE. Except for the color, the former is exactly the same as the Squarecrow's EASY MONEY-MAKING TRAY. They both must have had the same, ahem, source in Hong Kong.

A kid could have hours of wholesome amusement with these sets - and who knows - be on their way to becoming the next Houdini.

I hope this journey down magical memory lane has given you an idea of the fun that is still to come in our future issues. And as both Blackstone, Jr. and the Checkerboard Squarecrow say, "A GOOD MAGICIAN NEVER REVEALS THE SECRET!"

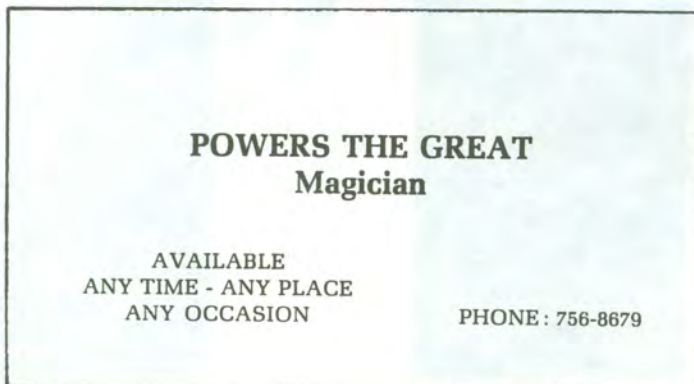


Figure A

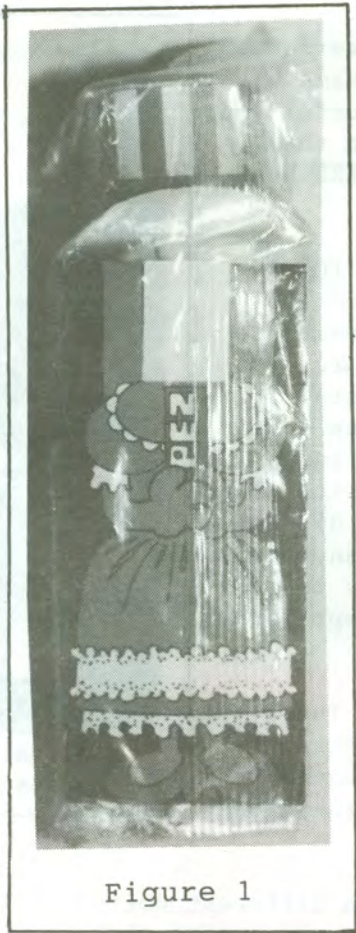


Figure 1



Figure 2

Save PEZ wrappers for wonderful premiums!

Send for your
PEZ Pal T-Shirt
Be a PEZ Pal and wear this colorful, machine washable T-Shirt. Ideal for teams and clubs. A perfect gift, too. Comes in sizes: Small, Medium, Large. Fill in coupon (indicate size) and mail with \$1.00 (dollar bill only) and any 10 PEZ-Candy wrappers for each T-Shirt.

Get the fun-packed
PEZ Costume Book
Dress up your PEZ-Dispensers. How about the PEZ Circus Horse in a ladies' evening gown? Silly, isn't it... but funny. Mail with 10 PEZ Candy wrappers and 50¢ for each PEZ Costume Book. Offers void where restricted by law. Allow 6 weeks for delivery. Subject to withdrawal without notice.

~~INGREDIENTS:~~
Sugar, Glucose, Starch,
Glycerol, Adipic Acid, Natural
and Artificial Flavors.

Made in Austria
by PEZ-HAAS, INC.
Woodside, N.Y.

Figure 3



Series A: #1



Series A: #2



Series A: #3



Series A: #4



Series A #6



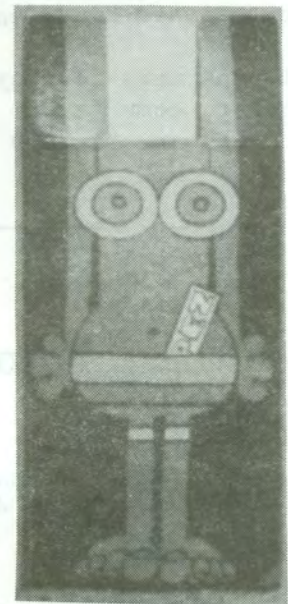
Series A: #7



Series A: #8



Series A: #10



Series A: #12

**CHECKERBOARD
SQUARECROW**

**BOOK of
MAGIC**
PLUS
**24 EXTRA
MAGIC TRICKS**

Figure B

GET WITH THE
HARD-CHARGING BREAKFAST
FROM CHECKERBOARD SQUARE—

CHEX

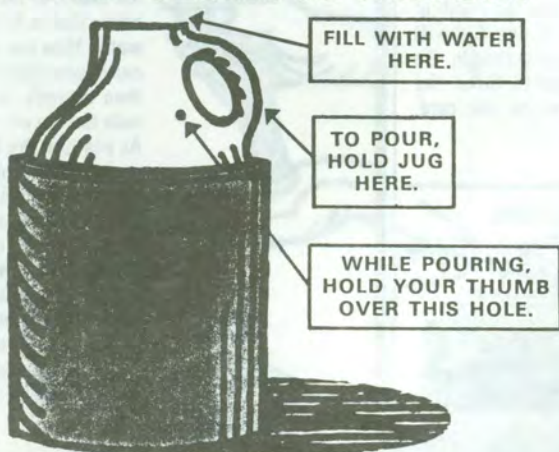


PICK YOUR FAVORITE:
CORN, WHEAT or RICE



Figure C

**SQUARECROW'S JUG
NEVER SEEMS TO RUN DRY**

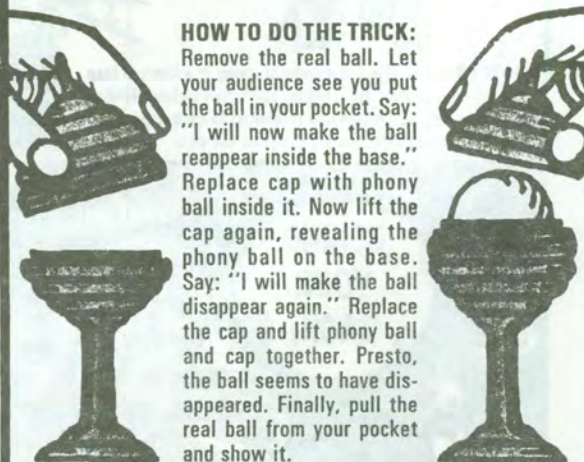
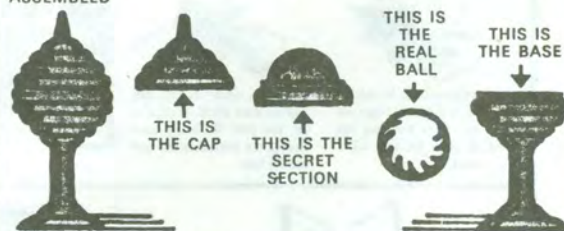


THE SECRET: Your SQUARECROW JUG has *two* chambers: one of them is a *secret* chamber which holds *extra* water.

HOW TO DO THE TRICK: Fill the jug slowly with water. (Give it time to fill the secret chamber.) When you pour, hold your thumb over the tiny hole. Only the water in the inside chamber will pour out. When you set the jug down, water from the secret chamber rises up into the inside chamber. This happens a number of times. **WHEN YOU DO THE TRICK—** hold your thumb firmly over the hole, shake the jug repeatedly to show that the jug appears to be empty!

THE DISAPPEARING BALL

THIS IS HOW THE TRICK LOOKS WHEN ASSEMBLED (THERE ARE 4 PIECES TO THIS TRICK.)



HOW TO DO THE TRICK:

Remove the real ball. Let your audience see you put the ball in your pocket. Say: "I will now make the ball reappear inside the base." Replace cap with phony ball inside it. Now lift the cap again, revealing the phony ball on the base. Say: "I will make the ball disappear again." Replace the cap and lift phony ball and cap together. Presto, the ball seems to have disappeared. Finally, pull the real ball from your pocket and show it.

REMEMBER—A GOOD MAGICIAN NEVER REVEALS THE SECRET!

EASY MONEY-MAKING TRAY



THE MISCHIEVOUS IMP BOTTLE

THE SECRET:

Each bottle has removable metal plug, which holds the bottle down just for you.



HOW TO DO THE TRICK: Secretly place the metal plug in the neck of the bottle. Lay the bottle on its side; turn it over in two or three positions. Say "This doesn't look hard, but I'll bet you can't do it." Then, pick up the bottle by the neck (letting the plug *secretly* fall into your hand). Without the secret plug no one can make the Imp Bottle lie down.

THE SQUARECROW'S MAGICAL WAND

HOW TO PERFORM THE "IDIOT STICK" TRICK: Tie a piece of string in a loop through the little hole in the wand. Knot the loop just a quarter of an inch shorter than the length of the wand. (Do not let your victim see how you do it.) Hang it to a button hole of someone's shirt, dare them to remove it.

THE SECRET:

You make use of the extra material on the shirt to fit the loop.



Unbutton a button on your victim's shirt. Gather a good-size clump of cloth around the buttonhole and loop the string around it. Now insert the wand through buttonhole.



With wand pushed through the buttonhole, pull the string and tighten loop around the cloth. The wand will now hang from the shirt.



Your victim will not be able to take the wand off. When he gives up, make him turn his head, or close his eyes while you remove it.



To remove, loosen the loop and pull up more cloth—enough to let you push the wand back through the buttonhole and pull out the loop.

PASS A QUARTER THROUGH A HOLE THE SIZE OF A DIME!



THE SECRET: Fold the card in half, *without* creasing it. Then bend it again, which widens the width of the hole. A quarter will easily slip through. Be careful not to force the quarter and rip the card.



HOW TO DO IT: Tie two pieces of string in a knotted loop to each hole on the card. Length: about two inches. Holding each loop between thumb and forefinger of each hand, twist rapidly. Abracadabra, the pig jumps in the pen.



THE SECRET: This is an optical illusion. It never works.

BEHIND YOUR BACK!

THE SECRET:

HOW TO DO IT:



THIS IS THE SECRET CAP

SNAP IT ON A SODA BOTTLE AND IT BECOMES INVISIBLE!



THE SECRET: The secret cap fits over the mouth of the soda bottle that is $\frac{3}{4}$ full of water. Hide the *secret cap* in your right hand, then secretly snap it onto the top of bottle. As you turn the bottle upside down remove your right palm from the bottle. A slight drip might come through, but water stays inside bottle. To prove there is nothing in the mouth of the bottle, you insert your Magic Wand into bottle.

To finish trick, replace your right palm over mouth of bottle, as bottle is brought upright, and secretly remove plastic cap. Say magic words, "Check-board Squarecrow," and pour bottle contents into glass.



Jiffy pop POPCORN

welcomes you to the

BLACKSTONE, JR. MAGIC CLUB

Enclosed in this kit you will find your membership card. Be sure to fill in your name. Carry this card at all times. It will identify you as a member in good standing in the Blackstone, Jr. Magic Club as a performer of magic tricks. Be sure to practice all of the magic tricks before performing them for your friends. To get the best results stand in front of a mirror when practicing, this will help you to perform the tricks smoothly.

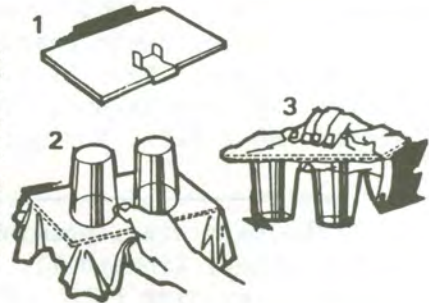
REMEMBER: A GOOD MAGICIAN NEVER REVEALS THE SECRET

AGAINST GRAVITY

A book is shown, then a handkerchief is placed over it. Two small glasses are placed on top, about an inch apart. Performer places thumb between glasses and 4 other fingers under book. He turns book upside down, glasses remain suspended! One glass is removed, the other is still suspended. Finally second glass is removed and all may be examined. A terrific trick!

The secret is the metal gimmick which audience does not see. Gimmick and your thumb hold the glasses. Have gimmick on book as shown in illustration No. 1. Folded part is under book cover. Place 4 fingers over gimmick and thumb under book. Thus book can be shown BOTH sides. Have Handkerchief ready, also two small glasses.

After book is shown, cover book with handkerchief. While covering book place thumb on top of handkerchief, between protruding ends of gimmick. See illustration No. 2. Place one glass on each side of gimmick, inside of glass being over gimmick. Pressure of thumb will force glasses to "stick" on book. Turn book upside down slowly, glasses remain suspended! See illustration No. 3. Remove one glass, then the other. Hand glasses for examination. Pick up handkerchief WITH GIMMICK, place in pocket. Offer book for examination. You have performed a miracle.



BOTTLE TRICK

A "pop" bottle is three-quarters filled with water. Holding the bottle with his left hand the right palm is placed over the mouth of the bottle. The bottle is then turned in an upside down position and the right hand is taken away from mouth of the bottle. The "water liquid" remains suspended inside the bottle. Matches, tooth-picks and even pencils are pushed thru the mouth of the upside down bottle to prove there is nothing in the mouth of the bottle. The bottle is then righted up again and water is freely poured.

A transparent "top" of plastic that fits over the mouth of a standard pop bottle. This "plastic top" is concealed in the Right hand. A "pop bottle" is three-quarters filled with water. Right hand forces the "plastic top" over the mouth of the bottle . . . secretly and unknown to your audience. Hold bottle in Left hand at base of bottle. Right hand is held over mouth of bottle as you turn the bottle upside down. You remove the Right palm from the bottle. A slight water drip may come thru, but the water will remain suspended inside the bottle. Match sticks, etc., can be forced thru the small opening in the "plastic top gimmick" to prove there is nothing there. Again, placing your Right palm over the mouth of the bottle you bring the bottle to upright position again, and SECRETLY REMOVE the "Plastic Top" offering the bottle to others for their examination.



THE MAGIC SPRING

The problem is to take the RING off the center of the coil. Hold one end of the spring with the left hand. Now grasp the ring with the thumb and forefinger of the RIGHT hand and give the ring a TWIST-force—it will only turn in one direction . . . and now you can easily lift it off. When you hand the spring to a friend, first lock the ring by twisting it in the opposite direction.



MAGIC PILLARS TRICK

Hold the Pillars so that they are exactly side by side. Place an ordinary table knife in the opening between the Pillars and cut the string that runs through the center of the Pillars. Now say a few magic words and the string will amazingly pull through the pillars apparently uncut.



SNAP-IT

The rubber band at the narrow end is only to confuse your victim. Remove the plunger to show the hook—replace—Then make believe you are hooking the rubber band. Withdraw the plunger, squeeze between thumb and forefinger and it will shoot back as if it were being pulled.



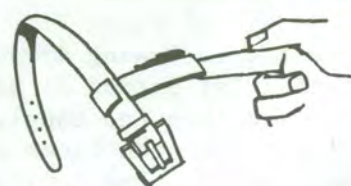
MAGIC COIN SLIDE

Pull out slide and insert coin in slot. Distract your audience's attention and insert reverse end of slide. Pull out slide again to show that coin has vanished. Reverse action to make coin re-appear.



MAGIC IMP BOTTLE

A metal rod is concealed in the imp bottle. Remove it and bottle will stand up. Replace it and bottle will lay down at command. Tilt bottle upside down as you hand it to spectator. Rod will slip out unnoticed.



DEVIL'S HOOK

Defies the Law of Gravity! Hang a belt at the end of the hook. Place other end on tip of finger. Belt will remain suspended.

If you are interested in getting additional Blackstone, Jr. Magic Kits print your name and address plainly on a piece of paper and include \$1.00 for each kit you wish to order and mail to:

BLACKSTONE, JR. MAGIC KIT
P. O. BOX 5445
CHICAGO, ILLINOIS 60677

Buy, sell, trade and make friends in

THE TREE HOUSE

WANTED

Wanted: Camp Snoopy Point of Purchase material. Clayton, 451 Fair Oaks, San Francisco, CA 94110

Wanted wanted 1930's - 1960's radio cereal premiums, giveaways, comic character items, cowboy collectibles. Sent list with reasonable prices and conditions. Joseph Fair, 10 Crestwood, RD 2 P.M., New Castle, PA 16101

Wanted: PEZ® advertising, premiums, dispensers (Green Hornet, Tinkerbell, Pear, Pineapple, etc.) - anything PEZ®. Also Fanny Farmer figural boxes - cardboard, wax, etc. Glass candy containers for sale. Maryann, 409 N. 5th St., Marshall, MN 56258 (507) 532-6926

Wanted: McDonalds items, Kool Aid items, PEZ® Holders & Displays and old premiums. Send list to Craig Robbins, 22262 Craggy View, Chatsworth, CA 91311

WANTED! Anything PEZ®! I especially need the following dispensers: Sheik, Bride, Groom, Knight, Pirate, Sailor, Sheriff, Mary Poppins, Dopey, King Louie (ape), Peter Pan, Wolfman, Psychedelic Eye and Flower, Brutus, Olive Oyl, Arithmetic, Casper, Bullwinkle, fruit, soft heads, full-figure robot dispenser and literally dozens more! Also buying larger PEZ® items - store displays, guns, candy boxes, jump rope, etc., and smaller items - premiums, stickers, advertising, etc. Best prices paid and scarce PEZ® duplicate items available for trade including full-figure Santa dispenser, U.S. Zone Germany tin clicker (see cover), and rotating tin store rack with decals of first PEZ® dispenser on it! I have the following dispensers available for trade: 1st Series A: Monkey in sailor hat, lion, Batman (no cape), Capt. Hook (missing hair), Fireman (some damage and missing moustache). 2nd Series A: Lil Wolf, Zorro. 3rd Series U.S.: Squidhead, Policeman (missing badge on hat). 4th Series A: Louie Duck (green cap), Dr. Skull, Pilot. A few newer ones available also. Also wanted: Stick Shift stickers and wrapper, Spec Sheets wrapper, STP Race Car cards and wrapper, "Flying Things" wrappers and

planes, The Untouchables set, wrappers, and stickers, and the following candy boxes: Heroes of Pearl Harbor, Pirates Adventure, Super Circus Stories, King Arthur's Knights, Denny Dimwit, Big Alarm, Guess What, Zorro, Davy Crockett, Frontier Scout, and all other similar "candy and toy" novelty candy boxes. I also collect plastic western model kits, Disneyland model kits, and Aurora figure model kits. Steve Powers, 121 Codo St., Moss Beach, CA 94038 (415) 728-5851 (evenings)

FOR SALE

Rare candy and food premiums and collectibles in our mail/phone bid auctions. A sample copy is \$3.00. Hake's Americana, P.O. Box 1444, York, PA 17405

For sale or trade: Frostie Root Beer mug, plastic, \$5.00; "Schrafft's Candy Shoppe" metal stand. Holds 12 rows of candy, 26" x 10". \$20.00; Buddy L SUNSHINE BISQUITS DELIVERY TRUCK, No. 0351 M.I.B. \$40.00; Buddy L BOAT TRANSPORT TRUCK with B/O boat, No. 5526, M.I.B. \$55.00; "MICKEY ROONEY'S ONE MAN BAND" - a very unusual and scare toy made from a washboard with horn, pie-tin cymbals, noise maker, drumstick and four pictures of a young Mickey Rooney. \$90.00; Plastic ship: "OCEAN MERCHANT - LONDON" made by Triang in England. Probably 1950's. Clockwork motor (accessible) needs work. With original key. 21" long. \$40.00; Colgate-Palmolive Super Suds back of box and side panel featuring Town Toys "Circus" cut-outs. Side panel lists other Town Toys. 1928. \$10.00; and a few vintage James Bond toys available. Send SASE if interested. Postage extra on the above differing weight items. Steve Powers, 121 Codo St., Moss Beach, CA 94038 (415) 728-5851

If your ad was here it would have been read by **HUNDREDS** of collectors all waiting to buy, sell, and trade with you ! ! ! Remember, it pays to advertise! Classified rate: .10¢ per word, .15¢ per underlined word, and .20¢ per **bold** word.

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Two Tie-Ins From PHILADELPHIA CHEWING GUM CORP.

1962 - 1987 25 Years of films
HAPPY ANNIVERSARY JAMES BOND!

1. JAMES BOND SECRET AGENT 007 BUBBLE GUM sells for a nickel everywhere, under the "SWELL" brand label. It is packaged in special JAMES BOND boxes with a FREE official 007 badge offer on every colorful wrapper.
2. TRADING CARDS, also packaged under the "SWELL" brand name, are sold without the gum and the kids flip over them, *pun intended!*

Dealers have all kinds of display material, including the streamer pictured here. Gum and trading cards have been big movie merchandisers since the industry began. This is one of your greatest away-from-theatre tie-in opportunities. Tie it up locally now.

For further information, contact:

ROBERT E. ARNOLD,
Philadelphia Chewing Gum Corp.,
Havertown, Pa.



From the United Artists THUNDERBALL Press Kit

Topps SUPERMAN Card Wrapper

MADE & PRINTED IN U.S.A.



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1937 - 1987
50 Years of adventures
HAPPY ANNIVERSARY SUPERMAN!