

The TOY CANDY CONTAINER  
and  
FOOD PREMIUM COLLECTOR

AUGUST 1987

\$3.00

#2



Inside:

TOPPS

*FLYING THINGS*



PIRATE POTPOURRI



milk chocolate  
**COINS**



# NEWS from the editor

The Eighth Annual National Sports Collectors Convention came to San Francisco at the Moscone Center in July. This is primarily a baseball card event, but there were a few non-sports card dealers there in the packed convention center to add to the fun. Emily and I had planned to attend the Non-sports Breakfast but unfortunately it was cancelled. However, I did have a chance to meet and talk with some of the non-sport notables and they were Jim and Sue "the Card Coach" Nicewander, John "the Wrapper King" Neuner, and Roxanne "Nonsports" Toser. All of them were very helpful and friendly - important characteristics when in business! As a pirate related collector I could have spent over \$1,000 on just great old pirate gum cards and wrappers if I had the money lying around. Since I didn't and in the absence of a local card collecting museum, it was great fun just to see firsthand some of these valuable relics of American chewing gum past. (I bet some of you have stepped in some of America's chewing gum past.) Which brings to mind a point about card collecting that is rarely if ever mentioned - starting in the 19th century as tobacco cards and then later for kids as gum cards, we must remember that these companies which produced the cards, both sports and non-sports, were gum companies. Their goal was (and is) to sell as much gum as possible and if Babe Ruth or Blackbeard the Pirate cards achieved that end, that is what they included with and often even called the gum. On a few occasions in the past, as with Topps Flying Things, they had a clever enough product that it was salable without the gum. Nowadays this idea may be gaining momentum among the companies since the interest in the sports cards had far overtaken the buying public's interest in the gum. I can hear the marketing directors now as they study the sales figures. "To chew or not to chew - that is the question."

Last June 12th I got together with two other PEZ collectors for the first time - Abbey Cook of Oakland and Barry Koester of Modesto. Barry and I brought our PEZ collections to Abbey's house for "show and tell" and also our duplicates for trade. My, did we have a grand time. Abbey started collecting PEZ when she was 12 years old back in the early 70's and saved all her dispensers! If any of our readers would be interested in joining us here in the Bay Area for our next PEZ meeting let me know. One aspect of dating PEZ dispensers that was not covered in the last issue and should be noted is apparently while 1st Series dispensers were only made until 1967, nearly all of Abbey's original dispensers (which were bought in the early 70's) bear the 1st Series patent date. We feel this may be because of super large inventories of PEZ which were sold right along with new issue, 2nd Series.

A new feature to the magazine this month is our exclusive Premium Watch - a listing of some of the candy, food, and misc. premiums being currently marketed today. This listing will be compiled for each issue based upon what I see in stores and what newspaper ads say. Obviously there may be hundreds of product premiums available at any given time and we might not catch them all. You are most welcome to drop us a note with the details about any current premiums you have heard of and may be of interest to our readers. Perhaps the largest promoters of food related premiums are the major fast food restaurant chains. Because of their huge nation-wide sales they can afford t.v. advertising to promote their premiums. Who hasn't heard that McDonald's is selling Happy Meals with Muppet Babies figures in them (as of this writing)? There are many collectors of fast food memorabilia and so I want to mention at this time a newsletter devoted exclusively to this genre called For Here Or To Go. It lists all of the current promotions and premiums available in the fast food restaurants, along with other information and a classified ad section. A subscription of 12 issues costs \$12.00 or a sample issue is \$1.00. The address is: For Here Or To Go, P.O. Box 162281, Sacramento, CA 95816. Give them a try and tell them you saw it here first!

Continued on next page.

Well, that's it for the news and now onto some shop talk. Many new readers will be joining us here for our second issue and so a hearty "welcome aboard, mates!" If you are a collector of a certain item and we haven't covered it yet here in our infancy, we beg your patience. Better yet, why not share with us and your fellow collectors something about your collection by way of an article with perhaps some pictures? As the field of plastic candy container collecting and premiums collecting is so broad, this magazine will be quite eclectic and fun for all. But we need your input! As an added incentive we will offer those whose articles are printed the choice of a 1/6 display ad or a 100 word classified ad. As for this entire present issue the happy responsibility of the article writing has fallen on yours truly, which is understandable since we are so new. As such, I have tried to be generous with the photographs since we all like to see illustrations, and the article content is of a personal nature, perhaps even unusual and daring for a collectors publication (see Pirate Potpourri - A Commentary). But who says we have to be like all the others? In fact, I have been told by some of my readers that they very much welcome a new publication such as this. It's "new blood" for the hobbyists who are tired of the "same old thing", not to mention burn out over the exorbitant prices of old toys popularized in other publications. At least if you collect plastic candy containers, food premiums, and the less expensive gum cards, wrappers, Cracker Jack toys, cereal premiums, fast food restaurant memorabilia and the like you can still go out to dinner! At McDonald's et al you can get both! In the meantime I hope you enjoy the stories, the pictures, and the reflections in this issue.

Steve Powers

**Mr. Retailer!**  
this product will sell  
better in your  
**GANDY SECTION**  
than in any other part  
of your store.



4-903-57-01-3

Topps Flying Things box insert. Reduced.

# FLYING THINGS

I suppose most kids growing up in America in the 1960's lived near enough to a Five and Dime, candy shop, or toy store that when their money began to burn a hole in their pockets they knew straight where to head. Down the street from where I grew up in Daly City, California was a Ben Franklin. In the middle of our housing tract was a little shopping area called St. Francis Square. It had the typical shoe repair shop, barber, Safeway, gas station, pet store, and a much visited hobby shop called "Capt. Jinx's Hobbies" The old captain and hobby shop is gone now; so is the Ben Franklin. With a sudden change in the community about 10 years ago and a large shopping mall built near by, Ben Franklin went out of business. It's site is now a Filipino restaurant. In fact I've read that Five and Dimes are becoming relics of the retail world. Not many may be left by the turn of the century.

At the old Ben Franklin there was a large candy counter. It must have been there in the 1960's that I bought my first PEZ, bubble gum cards, and hordes of other candy. They even had an aisle of really inexpensive toys (five and dime!) that remains quite memorable to my younger brother and me. Cheap toys like little army trucks, novelty whistles, caps, etc. You could really have a bang with a roll of caps and a hammer on the sidewalk!

In those days when you were small and didn't have a lot of money at your disposal, you usually turned to the two most prominent ways of making money - a Kool Aid stand or collecting deposit bottles. If it was a bottle day my friend Brian and I would start at the top of our block at his house and pull a wagon behind us. On the way down to St. Francis Square each neighbor we knew would be asked if they had any "extra" deposit bottles, also anyone who might be out in front mowing the lawn or washing the car! There were a few "nice ones" we could count on. We couldn't do this all the time of course as the neighbors might be less willing to give us their valuable bottles. So on down the block we would go until we might have 10 or 15 bottles. It was always great to get a big twenty center in the batch. Most were worth a nickel. In Safeway we would turn them in for deposit, split the money, and then go to Ben Franklin. There we might buy several candy items and perhaps a Flying Thing. Returning to one of our yards or perhaps a field without houses on it yet, we would spend the afternoon as care-free youth at play (Flying Things were cheap entertainment at its best) until the planes broke, the gum lost its flavor, and it was time to go home for dinner.

I can only picture a few things in the Ben Franklin of 20 years ago. One item I haven't forgotten is Topps Flying Things. Topps Chewing Gum, Inc., is of course famous for baseball cards as well as several famous and infamous sets of non-sports cards. Occasionally they have issued an item without gum but they've always known their market. Hence in our pictured full box of Flying Things there is a prominent message to the retailer to sell Flying Things in the candy section. This box with six different Flying Things in cellophane wrappers is presumably the first series from 1965. It is therefore interesting to note that the cost was .25¢ a piece, whereas later series were only .10¢ a piece.

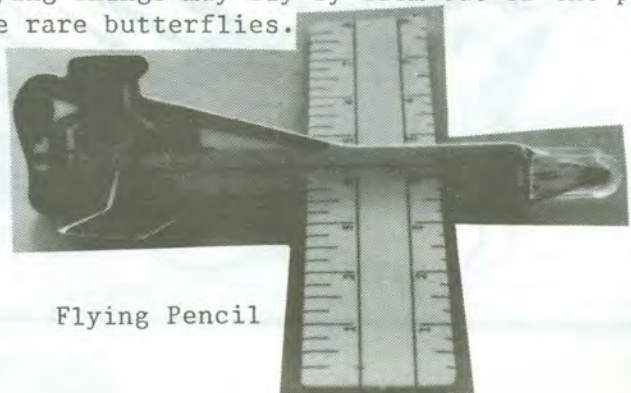


Figure 1A

I've counted 48 different Flying Things on the backs of five of my six wrappers. Concerning the wrappers, here is a run down of the pictures on the following pages. The clear cellophane wrapper (Fig. 1 and 1A "Made in U.S.A.") pictures six Flying Things on the back. The blue Skeleton wrapper (Fig. 2 and 2A "Made in Japan") is clearly marked "Topps" and has a price of .10¢. The second blue Skeleton wrapper (Fig. 3 "Made in Taiwan") is an interesting variation. Topps is not found anywhere on the wrapper. A number "2" appears on the front which must mean which numbered Flying Thing is inside, as the back of the wrapper (not pictured) has numbers which correspond with the illustrations of twelve Flying Things. The pictures on the back of the wrapper are identical to the other Skeleton wrapper except in place of the Lady Fish and Twinkle Toes are Flying Scissors and Flying Hammer and Nails. The orange Bathtub wrapper (Fig. 4 and 4A "Made in Japan") is a "new series" and shows a completely different set of Flying Things. Another "new series" of twenty four came out packaged in the yellow Hero Sandwich (Fig. 5 and 5A "Made in Hong Kong"). These are some of the funniest yet - Flying Hippie, Flying Goof-Off, Flying Drive-In Movie, etc. Lastly, on the back of the Hotdog wrapper (Fig. 6 and 6A "Made in Japan") there is information about a "Draw Your own Flying Thing Contest". Perhaps this was inspired to keep up children's interest in Flying Things. The contest closing date is September 30th, 1970. I'm not sure they were around much after that.

What was it about these Flying Things that made them so popular at one time? Was it in fact the times themselves? You could say there were a lot of strange fads in the 1960's that may have contributed to children's acceptance and interest in Flying Things. Think of some of the TV programming such as The Munsters and The Addams Family. Model kits such as Wierd-Ohs, Silly Surfers, Rat Finks, and Aurora Monsters were very popular in their day, and I mean all over the country. All of these came and went during roughly the same period. That the national market was finally lost and they disappeared is something to wonder about. In other words, it's one thing for the kids who enjoyed these products to grow older and lose interest, but why did their younger brothers and sisters not have the same interests at all, so much so that these items couldn't be sold to them in significant levels as before? Perhaps one of our readers will attempt an answer. (As stated in the first issue, letters to the editor with further insight into articles, information and/or clarification will be published.) This much can be said - a mass cultural change was brought about at the end of the sixties and the beginning of the seventies which incidentally was the era of the moon landing, the U.S. withdrawal from the Vietnam War (and the beginning of the Cambodian genocide), Watergate, and the Supreme Court abortion ruling, all unprecedented events for our country. If there is any correlation today in children's toys, "strange" sixties items would seem far more innocent compared to the 1980's sinister "abused children" fad of Topps Garbage Pail Kids and similar spin-offs.

In any case, it is interesting to see that an original series of six Flying Things expanded into several dozen and then discontinued in contrast to, for example, the ever popular baseball cards. How difficult they are to find nowadays I'm not sure. My wrappers were obtained at two different collectors shows so they do turn up. This was recently so there may be more wrapper variations out there. Some of the wrappers you have pictured before you were unknown to John Neuner, one of America's foremost collectors of non-sport wrappers. Any wrapper discovery is always exciting. It goes to show that surprises are always on the horizon, where Flying Things may fly by from out of the past and if we're alert, they may be netted in like rare butterflies.



Flying Pencil



Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6

COLLECT THE WHOLE SET OF

# FLYING THINGS



FLYING NOSE



MONSTERMOBILE



FLYING HOTDOG



FLYING STEAK



FLYING EYEBALL



SCHMOHAWK



THE YICCH



LADY FISH



FLYING SKELETON



TWINKLE TOES



FLYING MOP



HANDS BRINKER

## INSTRUCTIONS

1. Insert wing and tail.
2. It flies!

MADE IN JAPAN

©TOPPS CHEWING GUM, INC. DISTRIBUTOR BROOKLYN, N. Y.  
IN CANADA DISTRIBUTED BY TOPPS CHEW CO., LTD., LONDON, ONTARIO  
UNDER LICENSE WITH TOPPS CHEWING GUM, INC., BROOKLYN, N. Y.

Figure 2A

COLLECT THE WHOLE SET OF

# FLYING THINGS



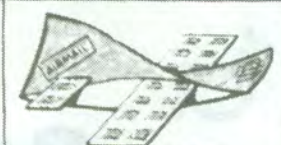
FLYING PENCIL



FLYING CIGAR



FLYING UNCLE SAM



FLYING LETTER



FLYING BACON 'N EGGS



FLYING FLY-SWATTER



FLYING DACHSHUND



FLYING BANANA



FLYING CARPET



FLYING KISS



MOON-ROCKET



FLYING BATH TUB

## INSTRUCTIONS

1. Insert wing and tail.
2. It flies!

MADE IN JAPAN

©TOPPS CHEWING GUM, INC. DISTRIBUTOR BROOKLYN, N. Y.  
IN CANADA DISTRIBUTED BY TOPPS CHEW CO., LTD., LONDON, ONTARIO  
UNDER LICENSE WITH TOPPS CHEWING GUM, INC., BROOKLYN, N. Y.

Figure 4A



COLLECT THE WHOLE SET OF 24

# Flying Things

 1. FLYING FIST	 2. FLYING HERO SANDWICH	 3. FLYING WITCH
 4. FLYING FIRECRACKER	 5. FLYING SODA BOTTLE	 6. FLYING BRIDGE
 7. FLYING VAMPIRE	 8. FLYING CAN O' BEANS	 9. FLYING SALAMI
 10. FLYING SHAVING KIT	 11. FLYING STRIKE	 12. FLYING CARPENTER KIT
 13. FLYING GUITAR	 14. FLYING SHOE & SOCK	 15. FLYING GOOF-OFF
 16. FLYING HAMMER & NAIL	 17. FLYING SOAP BAR	 18. FLYING WATERMELON
 19. FLYING DRIVE-IN MOVIE	 20. FLYING HIPPIE	 21. FLYING EMPIRE STATE BUILDING
 22. FLYING TOOTH-BRUSH & TOOTHPASTE	 23. FLYING FOOTBALL FIELD	 24. FLYING SCISSORS

**INSTRUCTIONS**



Insert wing and tail for balanced flight; use wing and tail stabilizer tabs to control action; these can also be used for stunt flying.

Slip on plastic nose piece and adjust to make the "Thing" fly faster, higher and/or farther. By proper setting you can beat your friends.

MADE IN HONG KONG

© TOPPS CHEWING GUM, INC., DISTRIBUTOR BROOKLYN, N. Y. 11232  
IN CANADA DISTRIBUTED BY O-PEE-CHEE CO., LTD., LONDON, ONTARIO  
UNDER LICENSE WITH TOPPS CHEWING GUM, INC., BROOKLYN, N. Y.

Figure 5A

THIS PRODUCT WILL SELL BETTER IN YOUR CANDY SECTION THAN IN ANY OTHER PART OF YOUR STORE



25¢ EACH

# FLYING THINGS

THEY REALLY FLY!

© TOPPS CHEWING GUM, INC. DISTRIBUTORS, DUREY, PA. 18642  
IN CANADA DISTRIBUTED BY O-PEE-CHEE CO., LTD., LONDON, ONTARIO  
UNDER LICENSE WITH TOPPS CHEWING GUM, INC.

## DRAW YOUR OWN Flying Thing & Win!

**1<sup>st</sup> PRIZE**  
GE TRANSISTOR PORTABLE TV

**2<sup>nd</sup> PRIZES**  
10 COLUMBIA 28" "RAMBLER" BICYCLES!

**3<sup>rd</sup> PRIZES**  
25 POLAROID "SWINGER" FLASH CAMERAS!

**4<sup>th</sup> PRIZES**  
100 "MR. TRANSISTOR" POCKET RADIOS!

You don't have to be an artist to win. Your drawings will be judged solely on the idea it illustrates. You are eligible to win a prize. Contest closes midnight, September 30, 1970 — all entries must be postmarked by that date. Duplicate prizes will be awarded in case of a tie. Winners will be automatically notified. For a list of winners send a stamped, self-addressed envelope with your entry.

YOU DON'T HAVE TO BE AN ARTIST! IT'S THE THOUGHT THAT COUNTS!

Draw your own design for a Flying Thing on a plain piece of paper (preferably measuring 8 1/2" x 11"). Send in as many drawings as you like. Just be sure your name and address, age, and the date you drew the picture are clearly visible. The drawings are printed on a piece of paper. Cut out the words FLYING THINGS from the front panel of this package and submit it (or a reasonable facsimile) with each drawing. Mail to: Flying Things Contest, Box 100, Brooklyn, N. Y. 11232.

Figure 6A

# PHOTO

# SESSION

THE HERSHEY BAR BANK  
made by

G. Felsenthal & Sons, Inc. Chicago, Illinois

Here's a nice little item that is attractive both to toy bank collectors and candy container collectors. I bought mine at a toy show for \$17.00, a fair price indeed when one takes into account the original box, instructions, and Hershey Bar box. As you can see, the boy is damaged. I was told by the dealer that mice ate through the box to get to the tasty chocolate! Can't blame them, can you? The bank color is red and it is made of plastic with a tin back and lock mechanism. A penny is inserted into either slot in the front, the button is pushed and out slides a real miniature Hershey Bar. I am told by another collector that there is an all metal version of this bank as well. And then there are the old Hershey store counter machines which can cost into the hundreds of dollars. It's all out there in this great land of ours, so happy hunting!

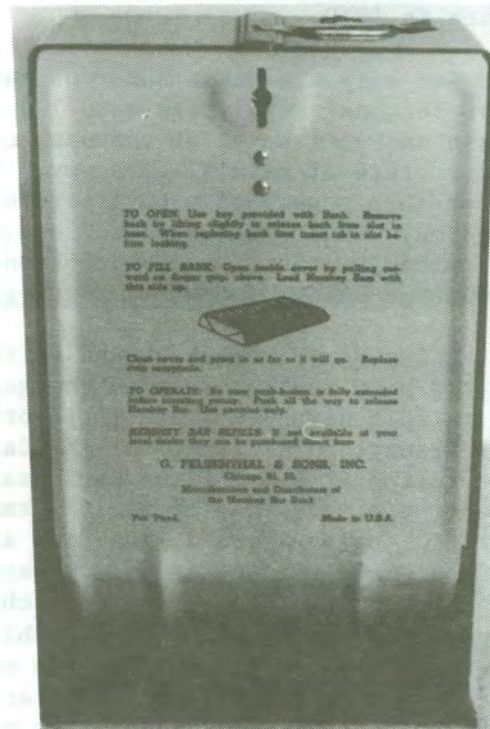
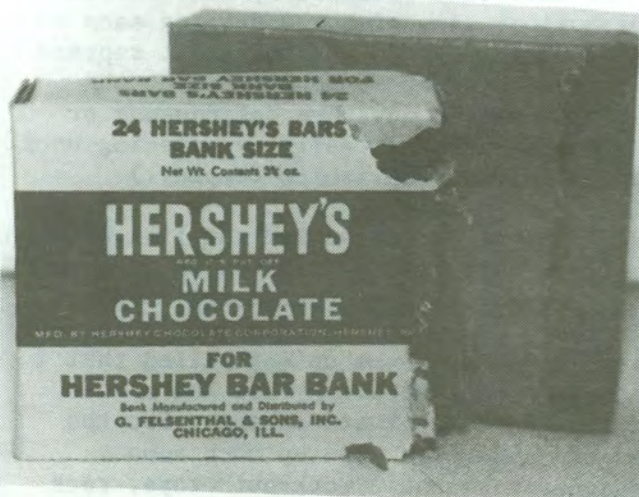


## OPERATING INSTRUCTIONS

1. Chocolate bars must be loaded in flat position with Hershey name up.
2. Do not turn bank upside down - this causes Scrambling and bars must then be reloaded correctly.
3. To operate - Insert penny in slot, push Plunger as far as it will go - release and penny will drop. If penny does not drop, plunger was not pushed all the way.

**WARNING** - Do not insert another penny until first penny has dropped and plunger has returned to starting position.

If penny has jammed - turn bank upside down and shake it out through the slot - then reload Hershey Bars properly.



# PIRATE POTPOURRI

## A COMMENTARY

"Yo ho yo a pirates life for me!", sing the Pirates of the Caribbean in Disneyland, perhaps the overall favorite attraction of visitors to the famed park. And could it be otherwise? There's something about the lore of pirates and their exploits, as bad as they were, that brings a certain uncanny amusement and fascination to people of all ages. Well, almost all people. My wife Emily says the fascination and play interest with pirates is more the object of boys than girls. Thinking about it I asked her why and she said, "because they're wild like pirates." Indeed, this is a superb insight into the very real differences between the sexes from childhood on, especially in regard to taste and matters of interest. Boys (within their bounds) and story book pirates are wild and free. After they grow up, most responsible adult males are marriage and family minded and must work for a living.

In fact, there was a time in our American past, especially west of the eastern seaboard, that a boy flourished as, and was allowed and expected to be a "little savage". Not in a negative or rebellious vein, but in the tradition of the very free Huckleberry Finn and Robinson Crusoe. Free to spend his early years exploring, to build forts in the woods, rafts for the pond, and his own swords or rifles out of sticks.

The average American or Canadian boy in those days did not spend X amount of hours in front of a television - he saw his heroes with his imagination in the fleecy overhead summer clouds. Books were read with wide-eyed wonder; toys were treasured. Disney's full-length feature films such as Treasure Island, Davy Crockett, and the animated Peter Pan were among the last mass-appeal remnants of this age.

One of my favorite books and certainly one I would want along if stranded like a shipwrecked pirate on a desert isle is D. C. Beard's The American Boys Handy Book. It was originally published in 1882 and is now in reprint through David R. Godine, Publishers, Inc. Daniel Carter Beard was the founder of The Sons of Daniel Boone and another organization, The Boy Pioneers, both of which merged into The Boy Scouts of America in 1910.

Not only are there numerous fascinating projects in the book and a peek into what a boys seasonal activities were 100 years ago, the excellent foreword by Noel Perrin makes a succinct point of the past compelling historical view of boyhood being seen as a happy state of natural savagery. To me, the cultural loss and psychological repression of this aspect of a boys nature not only is a sad loss of boyhood fun, but the damage may result in "wildness" coming out at a later age in negative delinquency or most probably, the present confusion over sexual roles. (For a really eye-opening book read George Gilder's Men and Marriage, published by Pelican Publishing Company.)

Bringing this back around we thus have in a nutshell a reason for the link between boys and pirates that despite changes in the American cultural scene lives on more or less to this day - at least for a brief time for today's children fortunate enough to visit Disneyland's Pirates of the Caribbean. In fact, I vividly remember my first visit to the Pirates of the Caribbean as a boy. I came back home so enthralled that I wished there was a way to build a smaller version in my backyard! My dad had already decorated the backyard to the hilt according to his tastes so that was out. For the most part, now that children are expected by Madison Avenue to grow up much sooner (infant learning kits, computers, children's designer fashions, "work-out" toys, rock videos, etc., along with the new children's neuroses and depressions) and parents all too readily give in and follow this modern Pied Piper, you don't find for example the pirate toys and gum cards at or near the same level as there used to be. Naturally I am not suggesting that pirate toys of all things are the answer to the loss by the masses of genuine free "little savage" boyhood. It's just part of the picture of what

a boys afternoon play in the fields or back yard once revolved around and of course, what once were popular toys, candy items, and gum cards.

Which brings us to the most famous fictional pirate of all time and the one children love to hate, J. M. Barrie's Captain Hook from Peter Pan. Hook, along with Peter and Tinkerbell joined the PEZ hall of fame at some point during the 1st Series of PEZ, before 1968. They were issued at some point after the success of Disney's Peter Pan (1953) as they are all Disney likenesses and are copyright Walt Disney Productions.

The Peter Pan I have pictured is missing its hat. I have two Tinkerbells, one with yellow hair and one with white hair. Capt. Hook may have been the most popular of the three (it stands to reason as far as boys are concerned!) as I have found it reissued again during the 2nd and 3rd Series. (Refer to issue #1 for dating PEZ, Series, etc.)

The pirate PEZ Pal (PEZ dispensers which use the same head but add different hats, etc.) carries a 1st Series patent date. Of these four PEZ dispensers the easiest to find is Capt. Hook, but like all older PEZ, only after some determination.

The milk chocolate gold coin boxes are recent and may still be available in stores. Try an import store for the Belgium box. For the sake of additional "color", on the next page is a sampling of non-food related Pirate toys and model kits.



(The registered trademark PEZ<sup>®</sup> is owned by CENTROMINT CORP.)



Chocolaterie Albert  
Belgium



Tell Chocolate Corp.  
Brooklyn, N.Y.



MPC Walt Disney's Pirates of the Caribbean model kits



1950's Ideal Pirate Ship



"Capt. Hook here!"  
Is this figure a cereal premium?

# PREMIUM WATCH

A Sampling Of  
Current Product Premiums

MAF = "Mail away for" FI = "Free inside"

Rinky Dink Candy  
3 Fun Foam Balls MAF

Nerds Candy  
Candy Filled Sunglasses MAF

Runts, Bobstopper Midgets, Tiny Tarts  
Candy: Nerds Puffy Cap, Nerds Pin Pals  
MAF

Good 'n Fruity Candy  
CHOO CHOO Charlie Whistle MAF

Big League Chew  
Sports Equipment MAF

Fiddle Faddle  
Plush Bear Hat MAF

Nabisco Fruit Wheats Cereal  
Applephone MAF

Post Fruity Pebbles  
Bedrock USA Race Game FI & MAF

Quaker Cap'n Crunch  
Glow in the dark Crunch Cruiser FI

Kellogg's Corn Pops  
Garfield or Odie Padlock FI

Kellogg's Apple Jacks  
Garfield or Odie Padlock FI

Joy/Bold 3/Cascade  
Seven Dwarfs Hand Puppets MAF

Shasta Soft Drinks  
JAWS: The Revenge Beach Towel MAF

Nestles Quick  
Reprint of the first Superman comic and  
Superman Meets Quick Bunny comic MAF

Giggles Cookies  
Giggles Town on box backs FI

Kool Aid  
"Wild" Puffalump, T-Shirt, Biker's Cap MAF

Sunmaid Raisins  
Dancing Raisin Lids FI

Alpo Dog Food  
Dan the Dog Ceramic Treat Jar MAF

Wyler's Drink Mix  
Canteen MAF

Fuji Film  
Baseball with Mickey Mantle Autograph Im-  
print MAF

All Temperature Cheer  
Plush Cheeroo The Cheer Kangaroo MAF

Hunt's Snack Pack/Peter Pan Peanut Butter  
All Purpose Pencil Box MAF

Borateem Bleach/20 Mule Team Borax  
Plush Mule MAF

Buy, sell, trade, and make friends in

# THE TREE HOUSE

## WANTED

WANTED: Any Tarzan or Daniel Boone items. Especially PEZ Daniel Boone.  
Joe Wilcoxon  
3007 Bluffs Dr.  
Largo, FL 33560

WANTED: 3 Stooges items old and new, also Man from UNCLE items anything. Please help.  
Mark Sells  
1617 Emerson St.  
Kingsport, TENN. 37660  
Phone (615) 247-2237

WANTED: McDonald's items, Kool Aid items, PEZ holders and displays, old premiums, old advertisements, candy store items, and counter top oak display cases. Send prices and lists to:  
Craig Robbins  
22262 Craggy View St.  
Chatsworth, CA 91311

WANTED: Topps Ugly Stickers and Make Your Own Name Stickers, sets, singles, packs, etc. Will pay reasonable amount for these items.  
Michael C. Diana  
519 Cleveland Ave., S.W.  
Largo, FL 33540

WANTED: Send away items, Pop A Doe, Snap, Crackle & Pop, Little Sprout, Any food related item. Send prices to:  
Craig Robbins  
22262 Craggy View  
Chatsworth, CA 91311

ZORRO collectibles wanted. Buying all Zorro toys, novelties, rings, etc. Also wanted: Green Hornet PEZ dispensers. Write or call:  
Norm Hunt  
38 Ward St.  
Clifton, N.J. 07011  
(201) 779-3567

WANTED: Post Cereal Cars from 1940 - 1960 in mint condition only. Also any literature on same. One piece or a collection.  
Bob Storey  
1921 Old Frederick Rd.  
Baltimore, MD 21228

WANTED: Anything PEZ! I need several dozen different dispensers to add to my collection, also display boxes, store items, unusual items such as PEZ Flashlight, stickers, etc. Many PEZ dispensers available for trade. Also wanted: PIRATE toys - model kits (ships, figures), playsets, figures, Ideal's Pirate Ship (see pictures this issue), etc.; Topps Flying Things wrappers; Chocolate gold goin and other candy boxes; Cereal premiums; Toy, premium, and novelty catalogs; and for use in this magazine: any unusual plastic candy containers and food related premiums. Send prices, descriptions, and lists of any toys for sale to:  
Steve Powers  
121 Codo St.  
Moss Beach, CA 94038  
(415) 728-5851 (evenings)

## FOR SALE

FOR SALE: Various cloth and vinyl advertising dolls & premiums. Send a .22¢ stamp to:  
CAPTAIN KIRK'S COLLECTIBLES  
P. O. Box 1143  
Winter Garden, FL 32787



Volume 1, Number 2

ADVERTISING AND SUBSCRIPTION RATES FOR  
THE TOY CANDY CONTAINER  
AND  
FOOD PREMIUM COLLECTOR

Subscription Rate: \$15.00 for one year - six bi-monthly issues. Sample copy: First issue - \$4.00. Current - \$3.00. **FREE** 30 word ad with all subscriptions.

Classified Advertising in the Tree House: .05¢ per word; .10¢ per underlined word; .15¢ per **BOLD PRINT** word. \$1.00 minimum.

<u>Display Advertising Rates:</u>	(Camera Ready, Pre-typed)	(Hand Written, Rough Copy)
1/6 Page (2½"W X 5"H)	\$7.00	\$10.00
1/4 Page (4"W X 5"H)	\$12.00	\$15.00
1/2 Page (8"W X 5"H <u>or</u> 4"W X 10"H)	\$25.00	\$30.00
Full Page (8"W X 10"H)	\$50.00	\$60.00

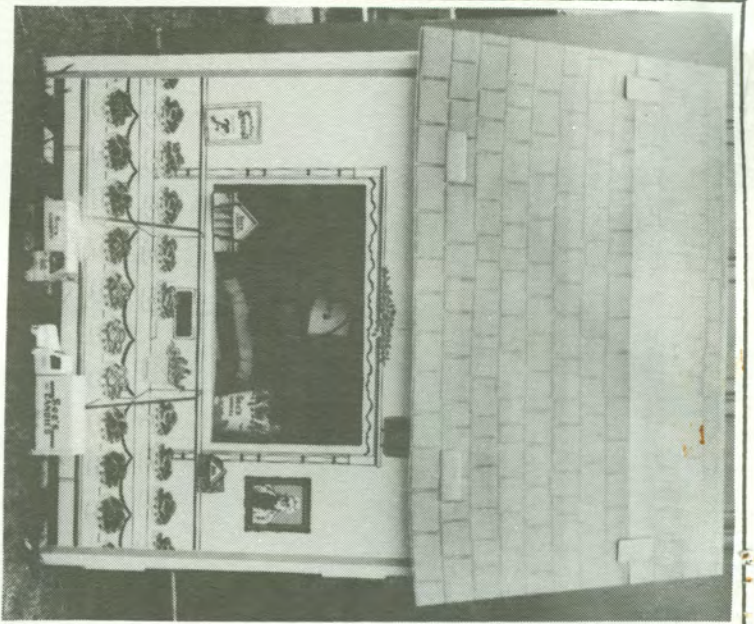
Advertising Deadlines: Oct. 1 for October 15 issue  
Dec. 1 for December 15 issue  
Feb. 1 for February 15 issue  
April 1 for April 15 issue  
June 1 for June 15 issue  
Aug. 1 for August 15 issue

**FREE 100 WORD** classified ad or 1/6 page display ad if you submit an article and it is printed.

Questions or comments? Yours are welcome. Please enclose a self addressed stamped envelope if you need a reply. Best time to call on weekdays is between 6:00 and 9:00 p.m. Pacific Time.

**Make checks payable to:** Powers Media, 121 Codo St., Moss Beach, CA 94038

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