

THE OLD VARIETY STORE

Jan./Feb. 1989

\$2.50

#10

Yes, the melody ringing out from the music box of this sports car is "Murray Christmas"... It's just our way of expressing appreciation and best wishes to all our friends in the trade.



THE MURRAY OHIO MFG. CO. • Nashville, Tennessee

THE OLD VARIETY STORE POST OFFICE

I am so pleased to find your "Old Variety Store" to be every bit the delight the name implies. Please enter my name as a subscriber.

-Lucinda Morrison, New York, NY

The Old Variety Store is truly a great publication. You hit on so many different topics (variety) and it is all very interesting.

-Roxanne Toser, Harrisburg, PA

I have been updating my PEZ list and have discovered a few things.

Spiderman -

(2/HK) - back of head is smooth, has painted eyeballs.

(4/HK) - web continues on back of head @ 1978 Marvel Comics Group.

Batman (hard head) -

(2/A) - Sign. Nat'l Periodical Pub's Inc. @

(4/A) - @ D.C. Comics, Inc. 1985

Pluto -

(2/-) - head is fuller, eyes and nose slant forward (gold color)

(4/K) - head is smaller, eyes and nose straight up (yellow color) Walt Disney Productions print is different on each.

Goofy -

(1/A) - applied teeth, ear comes out of hair.

(4/A) - shorter painted teeth, hair cut out around ears. Hole larger holding head to body. WDP print is different on back.

Snowman -

(-/A) - applied eyes and mouth and larger hat.

(4/5) - painted eyes and mouth and smaller hat.

Mickey Mouse (2) - I discovered I have both, if the difference is below the ears. Most PEZ in different series are different colors. The Girl is the only one that followed through the same. Hope you can understand what I'm trying to say.

P.S. Also sent copy of PEZ ad from comic book (Marvel Team-Up Spider-Man and Nighthawk #101, Jan., 1980.

-Judy Wehner, Crown Point, IN

(Thank you for writing and sharing these varieties.

I've noticed that two slight differences can be found on the newer Mickey Mouse dispensers - the nose is either sticking out or pushed in! But this goes to show you that there are many, many differences still to be found for the fun of it. -ed.)

I have your list of PEZ dispensers in the July/August issue but I am wondering if anyone has been able to find information on when the various dispensers were introduced and how long they were available?

-Ted Hake, York, PA

(Calling all PEZ collectors! This would be great information for all of us to have so if you readers have any information which would help answer the above ques-

tion beyond what we have already published, please send the OVS a letter. So far to my knowledge we have as bare bones just the four patent numbers which spread out the dates of the PEZ over 35 years (amazing that some are that old, isn't it?) and very little else to specifically date a dispenser and its market duration. When I get a few letters to start with, I will compile the information and publish it. Also, to the above request I would like to add my own. I would like to publish the following PEZ articles this year with as much help from the readers as possible. The main articles I have in mind are - a complete list of foreign PEZ dispensers, broken down according to country or origin; a complete list of PEZ premiums (including stickers and tattoos); and more on PEZ advertising, but specifically, dispenser display boxes and candy boxes. If you can supply photographs and any written information in the near future, be sure that your contribution will not go unrecognized. This is not to say we would not welcome your own articles on any other aspects of PEZ, and for that matter, fast food collectibles, premiums, gum cards, wrappers, stickers, toys, advertising, and general nostalgia. -ed.)

What's New In Nostalgia By The Storekeeper

Roadside America is finally getting the attention that it deserves. Peter Jennings' ABC News did a short piece on the subject on Dec. 8th. He opened it with the line "Preserving the relics of roadside America" and then took millions of viewers on an all too brief look at some of the more famous giant object buildings in the U.S., gave architect Mike Jackson a moment to discuss the subject, and then showed a bit of the roadside exhibit in the Henry Ford Museum in Detroit.

The Oscar Mayer Wienermobiles are making a comeback and are off touring different parts of the country. (Young American, 9/19 - 10/3 1988)

Recently I came across a Hallmark card under licensing from McDonald's. Picturing a drive-up window, the front says, "You deserve a break today, so I'm giving you a quarter pounder!" Inside is a cut-out hammer and a space for a quarter. The caption reads, "Place quarter here and pound like crazy! Happy Birthday!"

Again I'd like to mention that we are happy to print free of charge information concerning collector's or nostalgia oriented club meetings and gatherings. It wouldn't hurt because we have subscribers all over the country who may share your same interests.

For our part, we would like to thank the many readers who have provided information and assistance to the OVS in '88, thanks for the letters and encouraging notes, and a big welcome to our new subscribers whom we are looking forward to getting to know through your ads and articles.

Steve

A LETTER FROM GORDON K. GOLD

Editor's note:

The Old Variety Store's issue number five contained one of our most important articles to date related to advertising - An Interview with Gerritt J. Beverwyk.

Everyone at some early point in their lives (and perhaps again for some of us) has enjoyed product premiums - the delightful free prizes and send-away's which, owing to placement in packages or available by mail "from six to eight weeks", provided free or inexpensive treasure finding when large expensive toys came but twice a year. Of course they sold a product, but then, where else was one to get these unique toys, cards, or cut-outs? From licensed cowboy stars to cartoon characters - all seemed to come home to us from the picture tube to the kitchen table. Some premiums cost a little more because of the licensing (many companies avoid this by creating their own characters), but paper airplanes cut from drinking straw packages could be just as fun, so the variety was endless. Or is endless I should say, for the OVS Premium Watch of current advertising product premiums testifies issue by issue that the premium tradition is alive and well.

Gerritt, as the interview revealed, was one of the rare breed of artists, designers, and model makers who created the prototypes and original artwork for the premiums we now fondly remember. While most of Gerritt's career was in television commercials, for a time he did premium artwork. For a short time, as readers may recall, he worked for Mr. Gordon Gold, who continued on in the great premium tradition of his father, Mr. Sam Gold. Unknown to most people, the Gold's were two of the premium giants of this century.

After publication of issue number five, I sent a copy to Gordon Gold. Gerritt knew a brother-in-law who provided an address. In September Mr. Gold wrote me and I was very pleased to hear from him. Only you will see, as I have reprinted his entire letter from start to finish, that when he wrote he had trouble remembering Gerritt and asked me to have Gerritt write him.

Of course, time has a way of muddling the exact picture of what we can remember from years ago, much like Bert's chalk pictures washed out by rain in Mary Poppins. Therefore I'm sure you will understand if Gerritt could not recall exact dates from 30 years ago, nor if

Mr. Gold, who worked with hundreds of artists and model makers over the years, could not at first place Gerritt from the early years.

Fortunately for the two, a reunion by mail has taken place and Mr. Gold certainly got a big kick out of reminiscing over some of the early projects only the two of them could remember.

We take great honor in publishing (with his kind permission) Mr. Gold's letter. It certainly provides some very basic and personal information about a man whose premiums were undoubtedly seen via package, newspaper, and television advertising by millions of people, and played with and enjoyed by thousands of children. And yet the very same people had no way of knowing what company was behind the premiums. Thank you Mr. Gold for all your efforts.

The Old Variety Store.

September 25, 1988

Dear Mr. Powers,

I enjoyed your article, even though it was not 100% accurate.

I don't remember Mr. Gerritt Beverwyk, would you please ask him to write me.

Mr. Beverwyk must be a few years off in his dates, as I lived in New York in 1956.

Mr. Sam Gold had left Einson Freeman Co. (printers) in 1954 and we started a new company called Gold Company. We each owned 50% of the company. I was in charge of the New York office, and we had (2) manufacturing plants. One in New York on 20th Street, and our 2nd plant in Chicago, Illinois.

We had (10) artists and model makers full time and 100 people in our organization and factories. Mr. Sam Gold and Gordon Gold personally directed our art department, creating our new premiums.

At this time we did mostly plastic premiums, but some paper and cardboard premiums. In earlier years Sam Gold did mostly paper premiums.

We sold thousands of premiums, which we

produced and manufactured.

In 1964 Mr. Sam Gold died. Mr. Sam Gold was considered the father of child appeal premiums in the United States and many foreign countries.

In 1963, I left Sam Gold and had started a new corporation, which became Gold Premium International, (GPI); we were considered the largest premium company in the USA and had offices in England, Mexico, France, and Australia. We also had a Hong Kong operation where we did manufacturing. We had a manager in Hong Kong, who directed our five (5) men checking the 15 factories, who did some of our premium manufacturing.

Our company was a national company and was listed on the stock exchange.

Our customer list read like a Who's Who of American industry: General Foods, General Mills, Kellogg, Quaker Oats, Pillsbury, Nabisco Foods, Johnson & Johnson, Beechnut, Vicks, Bordens, Best Foods, Bon Ami, Kool Aid, Minnesota Mining just to name a few.

I built an office building in Miami (called the Gold Building, which was painted in a gold color), where our sales offices, art department and production department were located. I also owned a large factory building in the north Miami area, where we manufactured some of our premiums.

Mr. Beverwyk is mistaken, Einson Freeman never gave any premium collection or antique toys to a museum.

He probably heard that I gave my antique toy collection (called the Gold Collection) to "The Museum of the City of New York". This was one of the largest antique toy collections in the United States.

Mr. Sam Gold had collected these antique toys. (During his life time).

I set up this toy collection in a separate large area at the Gold Building, hired a librarian (with a Master Degree) to take care of the collection, and allowed school children to come and see the collection at the Gold Building in Miami. (Before I gave this collection to the museum).

I have samples of all the premiums that Sam and I ever produced.

I am 60 years old, in real estate investments and developing shopping centers.

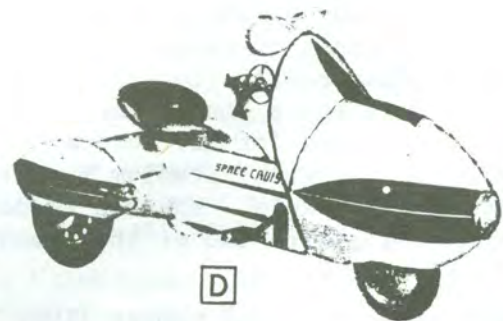
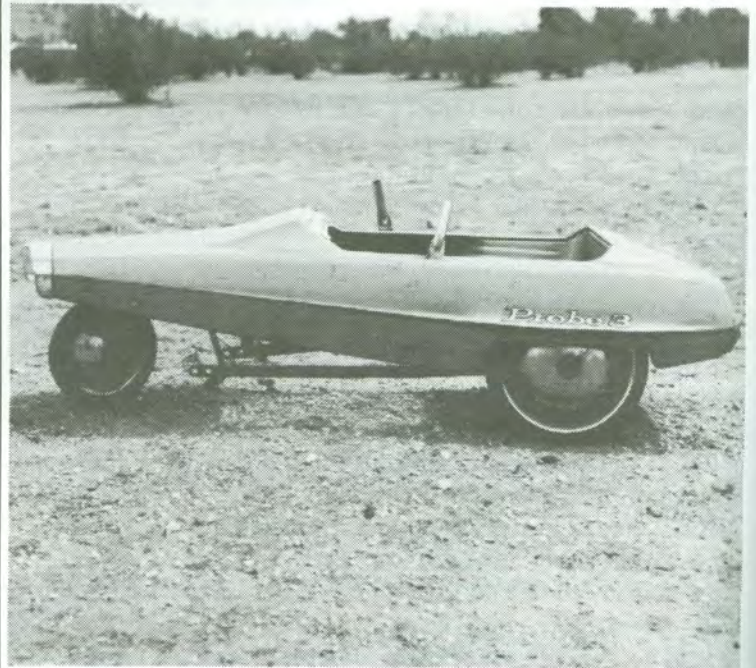
If I can help you in any way please write me,

Sincerely yours,

Gordon K. Gold

PEDAL CARS

B



(D) GARTON SPACE CRUISER with Chain Drive, Flying Saucer Gun

Out of this world! Easy-to-operate chain drive with ball-bearing action. Low center of gravity for extra speed and safety. Swivel-type front wheel and universal joint on steering rod permit 360° turning radius. 2-way adjustable safety-type bucket saddle seat. 10" x 1 3/4" molded tire rear wheels and 8" x 1 1/4" molded front tire, all with nylon bearings. Equipped with modern control panel and flying saucer gun that really shoots! Big 48" long x 27" wide body is decorated in bright yellow, red and white. 50 lbs. (#5759).
No. 9T-3808.
Index 1-2566; 3-2444.

LIST 36⁹⁵

PEDAL CARS

BY STEVE POWERS

Gracing this issue's cover is a happy little girl enjoying a ride in her new Murry Ohio Sports Car complete with music box radio. This ad was found on the back cover of the publication Toys And Novelties, December 1st, 1965. As a toy trade publication, it's simply great for the various articles, ads, and pictures on the 1960s toy industry. I only have three issues of this publication and I sure would like to get a hold of more.

Pedal cars are among the greatest types of toys ever conceived for children. If you've ever driven in one (as a child, of course), I'm sure you know what I mean. There was something exhilarating about racing up and down the sidewalk and driveways in one's own "car" that was not to be forgotten - just out-grown physically and socially in favor of one-speed bikes with short-lived training wheels, then five-speed bikes, then on to ten-speed's, and finally, driving a real car.

In the last few years among toy collectors, pedal cars have become a major force. I collected them and at one point I had at least nine cars and a few other riding vehicles. The oldest car came from England, circa 1920. But then we moved to a smaller house and realistically speaking, a pedal car collection was no longer practical. But even if I no longer can collect them, I still have a soft spot for pedal cars and thus can look back with nostalgia on my childhood pedal car driving days and more recent collecting days.

The first pedal car I got my hands on was a Murry Ohio Fire Truck (figure A). That's me at fifteen months sitting on the hood along with my older brother on Christmas Day, 1959. I received the stroller and the bear, but a boy's a boy so there I am grabbing the steering wheel. Later on we acquired another pedal car because I remember we had two in the garage. My friend down the street had his own and racing down the sidewalk in our pedal cars remains one of the only clear pre-school days memories I can recall.

You will notice that the body style is similar to the Sports Car model on the cover. In fact the same body style was used again and again by Murry Ohio, though the music box radio is unique. One of the pedal cars



I've hung onto "for the kids" is a Murry Ohio Wagonmaster with the same body style and plastic hub caps as the 1965 Sports Car, though it doesn't have the radio.

Right now my favorite pedal cars are those that are futuristic in design. Figure B shows the AMF Probe 3 three-wheeler with side lever steering mechanism. This car is similar in appearance to the experimental 1960s Ford Gyron.

Recently I came across a 1955 Paramount Buyers Guide and found in it a page of Garton Wheel Toys and a page of BMC Wheel Toys. Garton made the expensive "Kidillac's". Figure D shows a Garton that I'd never seen before - the Space Cruiser. What a beauty! A real "dream machine" for the younger set of 1955 and the older set now.

Lastly, from the 1958 Sears Christmas catalog, may I draw your attention to pedal car F - the Atomic Missile. Awesome, isn't it? This car is no "bomb" to pedal car collectors and fortunately, because of its rugged construction, examples do turn up from time to time. Even I obtained a rusty hulk once. You would be surprised at the prices though. Most dealers want at least \$200.00 a piece for the three here that I like. In fact, when I obtained Probe 3, the friendly dealer took in trade \$600.00 worth of old toys - 90% of my toy collection at that time!

One more thing not to be missed from the Sears catalog - the "Tots' Drive-In Refreshment Stand". Oh boy, what a playhouse!

for Sidewalk Speedsters

smooth ball-bearing, chain or pedal drive



Rear door opens to store toys and equipment



B
\$21.58 cash
\$2.50 down



G
"Drive-in" Play House
\$12.98



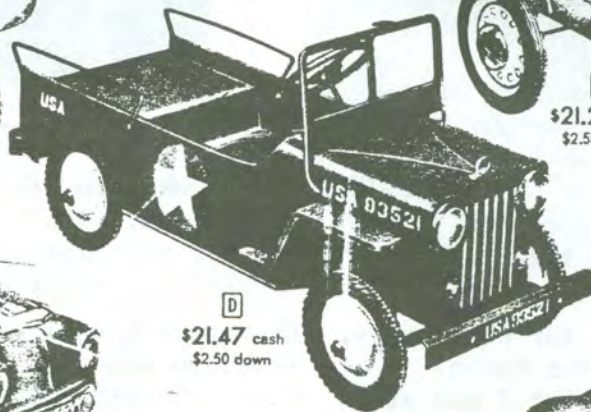
A
\$25.50 cash
\$3.00 down



E
\$21.25 cash
\$2.50 down



C
\$21.57 cash
\$2.50 down



D
\$21.47 cash
\$2.50 down



F
\$25.97 cash
\$3.00 down

All vehicles on this page—except (B)—are equipped with Chain Drive for more power with less effort



with smooth-rolling rubber tires and many extras

A Police Cycle. Red spotlight. Ball-bearing chain drive. Ball-bearing 8-inch double-disc wheels; 1 3/4-in. semi-pneumatic front tire, 1 3/8-in. solid rears. Rear compartment with door. Blue enameled steel; white and red trim. 36x22x20 in. high. Uses 2 batteries (not incl.). 79 N 08966L—Shpg. wt. 38 lbs. . . . \$25.50
34 N 4659—Batteries. Wt. 4 oz. . . . 2 for 35c

B Mail Truck. Pedal drive. Adjustable ball-bearing pull straps. Rubber pedals. 8-in. double-disc wheels, nylon bearings; 1-in. rubber tires. Red, white and blue enameled steel. Door latches. 18x42 in. long. Freight, exp. or truck. 79 N M8945—Shpg. wt. 37 lbs. . . . \$21.58

C New! Ranchero. Easy-operating ball-bearing chain drive. Motor-tone gear shift. Ball-bearing 8-in. wheels; 7/8-in. rubber tires. Spotlight uses 2 batteries (not incl.); windshield. Gold-color finish on steel; red, white trim. 17x36 in. 79 N 08954L—Shpg. wt. 32 lbs. . . . \$21.57
34 N 4659—Batteries. Wt. 4 oz. . . . 2 for 35c

G Tot's "Drive-In" Refreshment Stand. Use indoors or out. Gaily colored cotton tent sheeting with screened designs on panels. Plastic mesh side door and front window. Brightly striped roof. Strong tubular steel and metal rod supports. 79 N 08934—3 1/2 x 3 1/2 x 4 ft. high over-all. Shipping weight 10 pounds. . . . \$12.98

D Army Jeep. Steel. Ball-bearing chain drive. Realistic markings on olive-drab enamel finish. Large 8-in. wheels. 1 3/4-in. semi-pneumatic tires. Windshield folds down. Two seat levels. Front and rear bumpers. 16x20x43 in. long. 79 N 08955L—Shpg. wt. 36 lbs. . . . \$21.47

E Ball-bearing Chain-drive Racer. Heavy gauge steel. Nylon-bearing 10-in. steel artillery wheels. 1 3/4-in. semi-pneumatic rubber tires. Rubber block pedals. Bright yellow baked enamel; black, red trim. 20x35 in. long. 79 N 08951L—Shpg. wt. 38 lbs. . . . \$21.25

F "Atomic Missile." Enclosed ball-bearing chain drive. Realistic dual controls, simulated instruments, motor-tone gear shift. Rubber pedals. Ball-bearing double-disc 8-in. front wheel . . . swivels 360°; 1 3/4-in. semi-pneumatic front tire; 1 3/8-in. solid rears. Gold-color finish; white, vermillion trim on steel. 25x45 in. long. Freight, express or truck. 79 N M8970—Shpg. wt. 41 lbs. . . . \$25.97



New! Chain-drive
Luxury "Kidillac"
\$35.47 cash
\$4.00 down

Electric headlights, horn . . . removable spare

Easy-to-operate chain drive . . . enclosed for safety. Ball-bearing rear axle supports, pedal cranks. Nylon-bearing double-disc 8-in. wheels; 1 3/4-in. semi-pneumatic tires. Plated hub caps, aerial, rear view mirror. Rubber pedals. Red plastic hood ornament. All-steel construction. Flamboyant 2-tone finish: golden dust color with gardenia white. Headlights and horn operated from dash on 6-volt battery (not included). 79 N M8991—20x45 in. long. Freight, express or truck. Wt. 49 lbs. . . . \$35.47
34 N 4702—6-volt Battery for above. Shipping weight 1 lb. 6 oz. . . . 98c

FOOD PREMIUM STICKER SETS

Did you collect these 1987 stickers before they were gone? They're now worth thousands of dollars! Well, not really - but it did get your attention, didn't it?

I like food premium stickers for some reason. They're just among those fun little collectibles such as holograms and scratch and sniff that are a relatively new form of advertising. I don't know if kids today actively collect and trade cards inserted in or cut out from packages as they used to. But if they slap an advertising sticker on their bike, lunch box, or binder, other kids will pick up on the product.

Some stickers are evenly inserted per case of a product. Then there are those companies who apparently take advantage of the situation and either print a lower amount of some stickers in a set or ship them elsewhere! For example, the Fiddle Faddle set of four stickers was packaged one per box. I only had to buy five boxes to complete the set. The Screaming Yellow Zonkers set of four (one per box) required the purchase of only six boxes. Freakies Cereal packaged a set of three stickers in a box, but there were seven in a set. Only four boxes were purchased to complete my set. Cheerios, in conjunction with Paramount's Star Trek - The Next Generation TV show, was a different story. Six different stickers were offered, one per box. I bought fourteen boxes of Cheerios and did not complete a set! All together I ended up with fifteen stickers because there were two in one box by packaging error.

BY STEVE POWERS

Eight were Commander William Riker, four were Lt. Geordi La Forge, two were Wesley Crusher, and one was Counselor Troi.

Over the weeks that the STNG promotion lasted, we consumed and gave away fourteen big expensive bags of Cheerios with an expenditure of about \$40.00 and ended up with only four different stickers and the duplicates! Fortunately non-sport dealer Roxanne Toser came to my rescue and I completed the set with, according to her, the two "toughies" - Worf and Enterprise NCC-1701-D, both from Canada.

Except for the Freakies set, "instant winner" contests were featured as part of the stickers. No instant winner's among mine, but that's okay. The stickers, usually buried deep in the bottom of the boxes, are prizes too. And speaking of the boxes, they probably cost more to print than the food inside, so keeping at least one from each set is worthwhile.



Fiddle Faddle™



Fanny Faddle™



Fuddle Faddle™



Flossie Faddle™



Zonk™



Zonk™

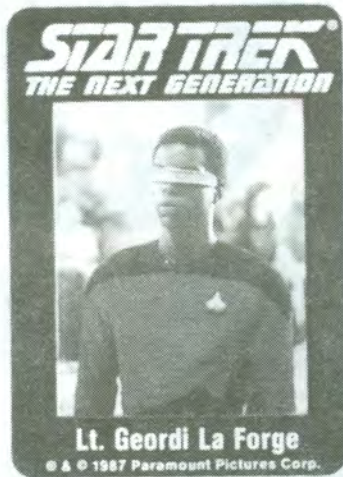
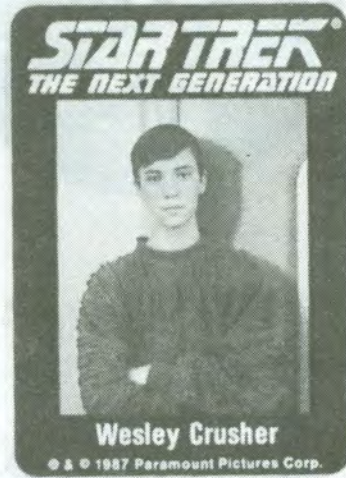


Zonk™



Zonk™





WANTED BY COLLECTOR!

- * Any and all RADIO PREMIUMS
- * Old CEREAL BOXES and CEREAL PREMIUMS
- * 1930s-1940s GUM CARDS
- * SUNDAY COMIC PAGES 1898-1955
- * Any COMIC CHARACTER items

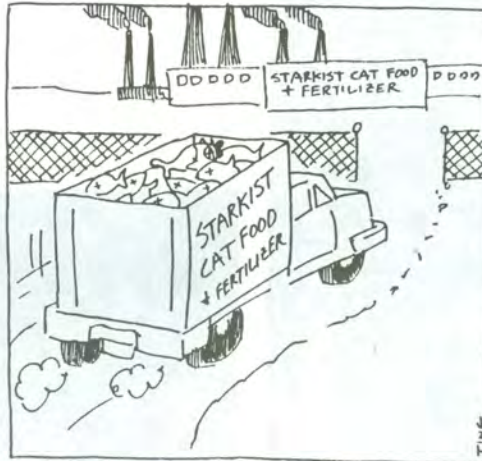
Please Contact:

Martin J. Ballistreri, Sr.
7604 Carson Ave.
Baltimore, MD 21224
(301) 282-1019
Anytime



BOXTOPS

TING



SORRY, CHARLIE

This is "Falcon".

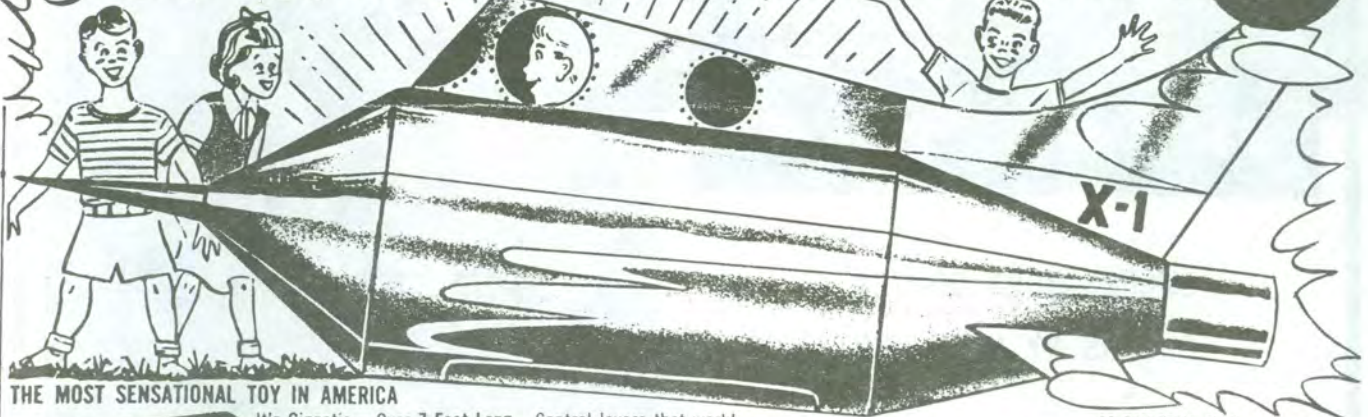
In our continuing UFO survey (as seen on national TV), we are asking for your cooperation in answering the following questions. Please enclose a \$1.00 bill per question answered. Thank you.

- () I have had a UFO experience.
- () I have never had a UFO experience.
- () I can't believe anyone would send you a dollar.

Send cash payment to:
West Coast Statistical Survey Tabulation Headquarters
121 Codo Street
Moss Beach, CA 94038

Another beautiful Cardboard Toy Dream (OVS #3). Ad from TV People, August, 1956. Sent in by Ross Hartsough.

JET "ROCKET" SPACE SHIP! \$4.98



THE MOST SENSATIONAL TOY IN AMERICA

It's Gigantic - Over 7 Feet Long Control levers that work!

- FEATURES**
- Real Space Ship Design
 - Sturdy Interlocked Construction
 - Made of High Strength 3 ply Fibreboard
 - Large Size - Over 7 feet Long. Large enough for 2 space cadets
 - Complete Instrument Panel
 - 2 Disintegrator Guns
 - Full Visibility Hinged Control Cockpit
 - Astro-star map
 - 2 Steering Planes
 - Elevator and Rudder
 - Aluminum Jet Exhaust Tube

For you - a real streamlined Space Ship big enough to hold you and a pal on trips through space. It's complete with all the newest scientific advances of flights of the future. There's no more make-believe, no more pretending with small models. This is really it! You are pilot, captain, and gunner - your friend can be observer and navigator.

Imagine all this!

There you are giving orders as captain of your own sleek, streamlined beauty. You check your radar antenna screen for all clear. You test all radio instruments and equipment. You close the hinged cockpit cover and check your Star Map of space. Then, with all your jet and rocket flying equipment in action, you BLAST OFF! You set your course, steering with the directional jets at the stern which are controlled by separate throttles at your fingertips. Your forward disintegrator guns go into action. Your fully-equipped radar instrument panel shows the target. You release your load of powerful nuclear bombs and bullseye! You return home victoriously, set your reversing mechanism and you're in for a quick landing. This is just an idea of all the wonderful things you can do with your sensational new Space Ship. Sturdily constructed of 3-ply fibreboard, it will bring you more fun and adventure than you've ever known. Easy to assemble. Only \$4.98



INSTRUMENT PANEL INCLUDES

- ALTIMETER
- JET STEERING LEVERS
- JET REVERSING LEVER
- RADAR SCREEN
- RADIO INSTRUMENTS
- BOMB SIGHT
- DISINTEGRATOR GUN SIGHT
- BOMB BAY DOOR CONTROL
- HOOD LATCH CONTROL
- OXYGEN CONTROL
- ATOMIC FUEL GAUGES
- AIR SPEED INDICATOR
- BLAST OFF SIGNAL BUTTON

10 DAY TRIAL FREE

Don't delay! Order now! We are so sure you will be thrilled as never before, we offer you a full 10-Day Free Trial under our ironclad MONEY BACK GUARANTEE plan. Because of its gigantic size, we are forced to ask for 63c postage charges.

MONEY BACK GUARANTEE

Honor. House Products Corp. Dept. 689S
35 Wilbur St., Lynbrook, N. Y.

Rush my jet "Rocket" Space Ship on 10 Day Free Trial for only \$4.98. If I am not completely delighted I may return it for prompt refund of full purchase price.

- Send C.O.D. I'll pay postman \$4.98 plus postage.
- I enclose \$4.98 plus 63c postage and handling charge for my Space Ship. Same Money Back Guarantee.

NAME _____
ADDRESS _____

A NEW PEZ DISCOVERY!

THE 1972 PEZ "MAKE A FACE" DISPENSER



OWNER: JOHN DOOLEY
PHOTOS BY NORM HUNT



(Note: For a new PEZ advertising discovery,
please see the Toy Scouts, Inc. ad in the
classifieds!)

BUILDING YOUR PEZ DISPLAY STANDS

By M. M. WILSON

1. Materials

- 1 - 1" X 8" X 4' Pine
- 1 - 1" X 10" X 3' Pine
- 6 - 1" X 2" X 3' Pine
- 92 - Upholstery Tacks
- 16' - $\frac{1}{2}$ " Elastic Strip
- Dye For Elastic
- Stain
- Nails And Pan Head Screws $1\frac{1}{2}$ " Long.

2. Assemble the six 1 X 2's as shown on the sketch.
3. Cut the two end caps from the one foot of extra material on the 1 X 8. End cap dimensions are shown on the sketch.
4. Trim the 1 X 8 board to a length of 3'.
5. Attach the 1 X 8 to the 1 X 10 as shown on the sketch.
6. Attach the assembly of 1 X 2's to the 1 X 8 - 1 X 10 frame as shown on the sketch.
7. Sand and stain all wood parts.
8. Installing elastic:
 - a. Dye elastic and let dry.
 - b. Starting 18" from the end of the 1 X 2's and 1" above the flat surfaces (see the four "stars" on the sketch for location), put a mark with a pen. From this center mark, place additional marks $1\frac{3}{4}$ "

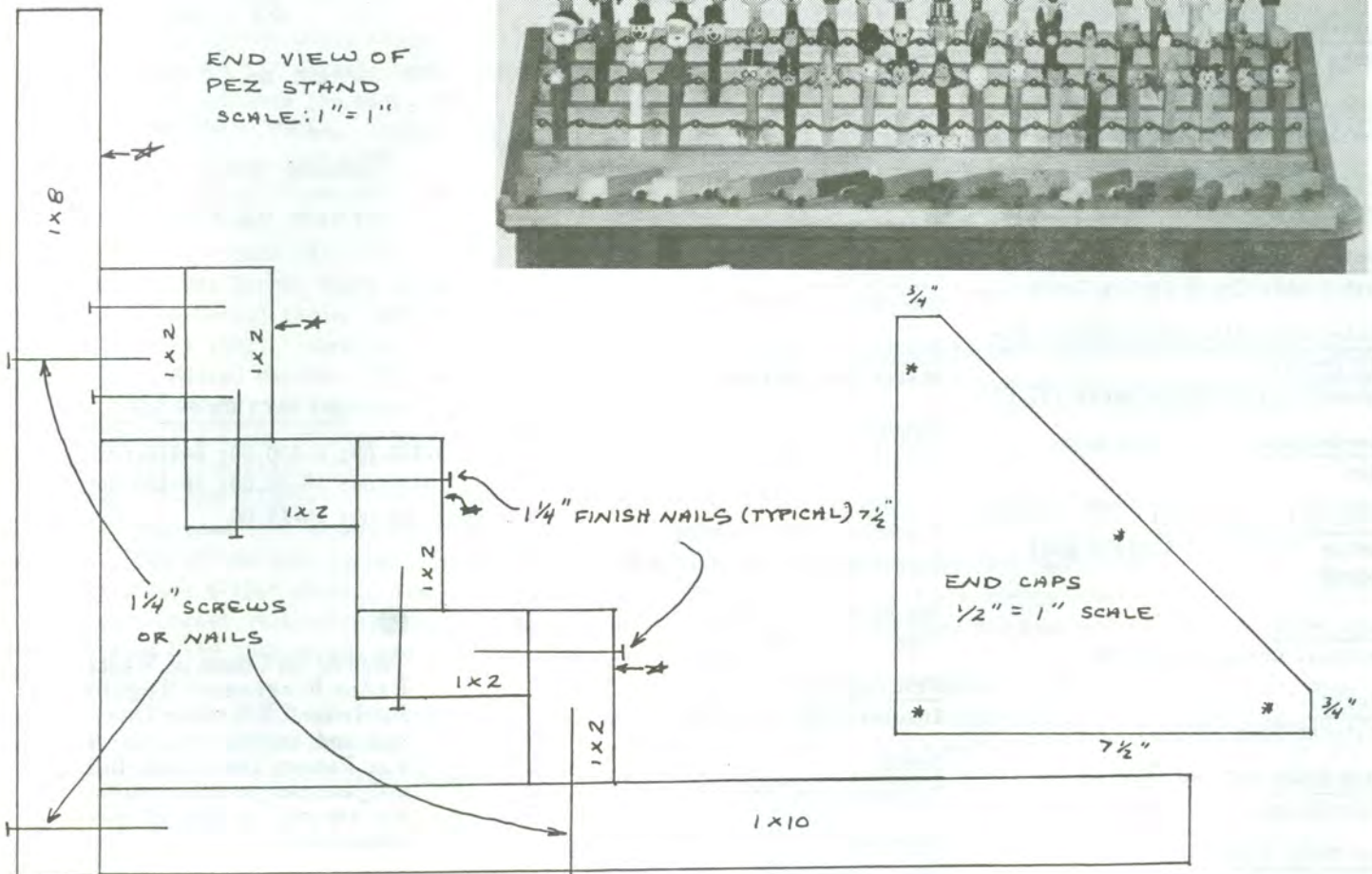
- c. apart the entire length of the board. There will be 21 marks on a three foot board.
- c. Stick upholstery tacks through the middle of the elastic spaced every $2\frac{1}{4}$ ". Do not stretch the elastic when measuring. (I put two lines on a scrap board $2\frac{1}{2}$ " apart to make this easier.)
- d. Starting at one end of the 1 X 2's or the back board, drive one tack into each of the 21 locations marked in 8b above.
- e. Trim elastic even with the edges of the end tacks.
9. Install the two end caps using four finish nails in each end cap as shown on the sketch.
10. Hide the nails in the end caps by installing tacks over the nails.
11. Load on the PEZ.

Hints

I can normally build one of these stands in less than four hours. We pre-dye an entire package of elastic, which makes two stands. While the stain is drying, I put all the required tacks in the elastic (84). By the time I have the tacks in the elastic, the stain is dry enough to work with. Good luck.

Note

If the 1 X 8 and 1 X 10 do not give the proportions you want, use different sized boards. If board sizes are changed, check end cap dimensions.





PREMIUM WATCH

Premium notices wanted for this column. If you have not been able to find an order form from a particular premium listed below, we suggest you call or write the company. Dial 1-800-555-1212 to find out if a company has a toll free number. When all else fails send the OVS a SASE and .15¢ per premium notice and we will send you a photo copy. Money refunded if not. FI means "free inside" when the premium is inside or part of the packaging.

All of the premiums listed below carry the product name or are available only through the product's company.

<u>Alpo</u> Plush Dan the Dog 8/31/89	<u>Hershey's</u> Ornaments 2/28/89	<u>Sheba</u> Calendar 12/31/88
<u>Bazooka Gum</u> Bazooka Joe T-Shirt	<u>Huggies</u> Playhouse 1/31/89 Knit Hat 1/31/89	<u>Sheer Indulgence Pantyhose</u> Image - Creating Your Own Self Image Video
<u>Campbell's Cup</u> Glass Mug 12/31/88	<u>I Can't Believe It's Not Butter</u> Recipe Tin 1/31/89	<u>Skoal</u> Work Gloves 12/31/88
<u>Campbell's Pork & Beans</u> Limited Edition Thermometer 12/31/89 Campbell's Kids Bell 12/31/88	<u>International Coffes4</u> Limited edition European tins FI	
<u>Campbell's Soups</u> Campbell's Kids soup Bowl, Pop Art Mug, Pop Art Thermal Bottle, Souper- star Kids Hat 6/30/89	<u>Jerky Treats</u> Pet Set Travel Kit 12/31/88	
<u>Cheez Doodles</u> Doodle Board 12/31/88	<u>Kool-Aid</u> Four Smiling Mugs	
<u>Close-Up</u> Camera 4/30/89	<u>Libby's Pumpkin Pie Mix</u> Ceramic Pie Plate 1/31/89	
<u>Cocoa Pebbles/Fruity Pebbles</u> Dino Stuffed Toy 1/31/89	<u>Lucky Dog</u> Frame 1/31/89	
<u>Contadina Tomato Paste</u> Apron 6/1/89	<u>Milk-Bone</u> Ceramic Dog House Biscuit Jar 6/30/89	
<u>Cookie Crisp Cereal</u> Plush Cookie Cop & Cookie Crook	<u>M & M's</u> Calendar 7/31/89	
<u>Cookie Crisp/Dinersaurs/Dunkin Do- nuts Cereals</u> Nintendo Magic Motion cards (3) FI	<u>Nestle-Quik</u> Umbrella 11/30/89	
<u>Cracker Jack</u> Watch	<u>Ovaltine</u> Shaker Cup 1/31/89	
<u>Croonchy Stars Cereal</u> Swedish Chef vinyl & cloth doll 2/28/90	<u>Pampers</u> Baby Care Magazine	
<u>Fancy Feast</u> Christmas Ornament 1/31/89	<u>Pillsbury</u> Doughboy Store Catalog Doughboy Wristwatch 1/15/89	
<u>Friskies</u> Friskycat Toys 1/31/89	<u>Pop Rocks</u> Flyer 12/31/88	
<u>Fruit Slush</u> Musher Spoon	<u>Ribz Dog Food</u> Insulated Bag 6/30/89	
<u>Glad Trash Bags</u> Holiday Ornament FI	<u>Sanka</u> Calendar 1/31/89	
	<u>Seven-Up</u> Countdown to Christmas Poster (in store promotion)	

*NEXT ISSUE -
The Old Variety Store's
Best Premium
Of 1988
What will it be?
You decide!
Please send in your
vote by Feb. 1st*

OVS AUCTION #4 RESULTS

3-\$60.00; 6-\$30.00; 8-\$20.00; 9-\$5.00;
13-\$5.00; 15-\$6.00; 18-\$20.00;
22-\$5.00; 24-\$5.00

●
TUNE IN on Cream of Wheat
Radio Programs—Angelo
Patri over C.B.S. every Thurs-
day and Sunday evening at
8:45 Eastern Time. Jolly Bill
and Jane every weekday morn-
ing except Saturday at 7:45
from N.B.C.

THE OLD VARIETY STORE'S AUCTION #5 SAT., FEB. 4TH, 1989 (415) 728-5851

AUCTION RULES: You may mail or phone in your bids. We strongly recommend a mail bid ahead of time. Minimum bids on all items are placed in parentheses. Once bidding is established, bids must be raised by a minimum of 20%, rounded off to the nearest dollar. No bids to top the next bid or all other bids accepted. Phone or mail bids now being accepted. Best time to reach Steve by phone is between 6 and 9 p.m.* Overall condition of most items is excellent. However, many of the programs offered in this auction were stored in a scrapbook in a warehouse. As such, some have tape on the top and bottom of the inside back cover, have edges or cover portions with dust marks, and may have a musty odor. On Saturday, February 4th, we will take final phone bids between 4 and 5 p.m. Pacific Time. After 5, if ten minutes pass after the last phone call, we will close the auction. In other words, it could go on another 30-40 minutes until all bidders are satisfied and ten minutes pass without a call. Those with winning bids will be notified by mail at which time full payment is due including shipping. Sales tax will be applied to California residents. Prices realized will be printed in OVS #11. In fairness to paid subscribers, a 10% buyer's premium will be charged to non-subscribers with winning bids. *Pacific Time.

Consignments now being accepted for next auction.

ADVERTISING AND PREMIUMS

1. Ronald McDonald Helium Tank Head. Large plastic and brightly painted head measures 24" tall and is in perfect condition. (125)
2. Funny Face Prototypes. Three original model maker's wooden prototypes from which Funny Face Drink Mix walking toy premiums were made. Choo Choo Cherry, Goofy Grape, Rootin' Tootin' Raspberry. Extremely rare. (125)
3. "Soft Drinks 53rd Annual Convention/California Grocer's Association September 14-17, 1952/Santa Cruz/ Courtesy of Your Soft Drink Bottler C.N.M.C.B." Soft drink advertising souvenir bottle on a wooden stand. Front says "Your Customers Will See You More Often Through The Deposit Bottle". Lots of great graphics such as super market, manager with dollar bills flying out of cash register, and customers returning deposit bottles. Bottle cap pictures a dollar sign. 10½" tall. Rare. (30)
4. Count Chocula Cereal vinyl figure. (15)
5. KFC Col. Sanders 13" plastic bank. Some child's writing and tape marks on the back. (10)
6. Poppin Fresh vinyl figure. 1971. (5)
7. Poppie vinyl figure 1972. (5)
8. Uncle Rollie vinyl figure 1974. Rare. (20)
9. Poppin vinyl figure 1974. (5)
10. Biscuit vinyl figure 1974. (5)
11. Jack In The Box Secret Sauce rubber figure. (5)
12. Cookie Crisp Cereal figure 1980,83. (5)
13. Franken Berry vinyl figure (15)
14. R.C. Allen Adding Machine. Salesman's sample or give-away. Cast metal with opening drawer. (15)
15. The McDonald's Game. Milton Bradley 1975. Complete with four paper characters. (10)
16. Kellogg's C-3PO's Cereal 5'7" cardboard standee. 1984. Like new condition except for elbows which have been bent. One of the best cereal displays ever! (50)
17. Garfield Mugs 6'10½" plastic display sheet. (5) Big!
18. Pebbles's Cereal 1975 red plastic Dino coin purse, orange plastic Fred coin purse, and 1981 white plastic Dino frisbee. (10)
19. Wienseschnitzel red plastic "Wienerdog's Wrist Wallet" featuring picture of character. (4)
20. Burger King 1982 brown plastic unassembled Pinbowl game. (4)
21. Cap'n Crunch miniature blue plastic figure. (4)
22. P and G Circus Book. Book was to be filled with P & G soap labels and mailed before Nov. 1, 1934 to be eligible for prizes illustrated inside: National Junior Racers With Real Gasoline Motors, Philco Radio, Skippy Racer skooter, Ingersoll Mickey Mouse Wrist Watch, etc. Rare. (10)
23. "Richfield Hi-Octane Coaster" in original envelope as given away at gas stations. Coaster features Bolivia. 16 coasters were made altogether. (5)
24. 1934 Keds Handbook of Sports and Outdoor Life. 48 pages. (5)
25. Rice Krispies stand-up paper premiums. Early design of characters - one of each and a fourth of all three. (20)
26. Campbell's Kids - four early table seating cards. Very cute! (20)
27. Funny Face mix wrapper offering famous Funny Face Mugs. Offer expired 12/31/76. (8)
28. Atwater Kent Radios cardstock advertising minstrel man. 12½" tall, lots of info on back, no feet. (10)
29. Quaker Oats Cereal 1968 Treasure Island Cut-Out Coloring Book featuring cereal boxes on back cover including Cap'n Crunch, Quisp, and Quake. (8)
30. Borden's Elsie's 20 Page Activity Funbook. Used - 1 of 3 cut-outs is missing. (10)
31. Borden's Elsie's Lovely Treasure Chest of Premiums. 14 pages. (10)
32. Peter Pan Peanut Butter 1963 Peter Pan Coloring Book. 1 page colored and front cover has some coloring too. (7)
33. U.S. Forest Service 1969 The True Story of Smokey Bear comic book with 6 other items which were sent with comic. (5)
34. Osterizer 1955 The Original and Finest Food Processor comic book. (10)
35. Walt Disney Educational Media Company 1976 Mickey Mouse and Goofy Explore energy comic book and 1978 Mickey Mouse and Goofy Explore Energy Conservation comic book. (10)
36. 4 paper/plastic records. Begin a collection! Remington Roll-A-Matic Presents Music To Shave By Featuring Bing Crosby, Louis Armstrong, Rosemary Clooney, The Hi-Lo's; Jimmy Clanton singing the title song from Teenage Millionaire; Mad Magazine Presents Gall In The Family Fare; Welcome To Our Club - Tiger Beat's Official Partridge Family Magazine (part of fan club kit). (12)

OVS AUCTION CONTINUED

37. Standard Oil Bulletin Oct. 1939 containing article on West Coast Auto Manufacturing as featured in OVS #8. (10)

NON-SPORTS

38. In History's Spotlight #23 (4)
39. Skippy Cards #11 (4)
40. Sky Birds (Chicle) #12 (2)
41. Post Hopalong Cassidy #18/#30 (5)
42. Disney Bread Labels A: Donald Duck In Mexico (3); B: Fairy Godmother (3); C: Lucifer (cat) (3)
43. Fleer Gumby and Pokey Tattoo wrappers with tattoo inserts. Gumby has some fold holes. (15)
44. 1976 Happy Days "Fonz" sucker wrapper picturing Fonz and Richie. (4)
45. 1962 Space-Pak cards Set #1 with intro. card and cards 1-9. (10)
46. Topps Flying Things wrappers (see OVS #2 for story on Flying Things). Letters indicate letters used in Non-Sport Price Guide. A: (20); B: (25); C: (10) D: (unopened) (25); F: (unopened) (10); E: Full Box of unopened E wrappers (30)

SPORTS

47. Newspaper Machine Sign: "Lefty O'Doul Day/Free Admission to Children Between Ages 10-16/Seals' Stadium, Sunday, Sept. 1st/Sponsored By The San Francisco Chronicle" 11" X 17" Blue on white heavy stock. (10)
48. 1956 Yankees Official Program And Score Card. Complete, unused, some browning on paper, and tape on inside back cover. Also: ticket stubs to game No. 50 glued to Hotel Victoria stationery. (10)
49. 1956 Detroit Tigers Official Score Book. Complete, unused, some spotting, tape on inside back cover. Also: two '56 ticket stubs. (10)
50. 1956 Milwaukee Braves Official Scorecard. Complete, unused, some spotting. Two '56 ticket stubs (glued together) (10)
51. Two 1956 Clark Griffith Stadium ticket stubs glued together. (4)
52. 1956 Cleveland Indians Baseball and TV Pocket Schedule. Some glue marks on front. (7)
53. "Your Trip Through The Home Of Budweiser" 1953 photo tour booklet. Many photos with a 2 page look at the St. Louis Cardinals. (10)
54. Baseball card: 1933 Goudey Gum No. 49 Frank Frisch of the St. Louis Cardinals. Edge wear, center crease, player's uniform lightly outlined in pencil. (10)
55. Football Newspaper Machine Sign: "Chronicle Football Classics/Go Free!/Skip Madigan's Fordham Football Tour/Details In The Chronicle/St. Mary's vs. Fordham" 11" X 17" blue and red on white heavy stock. (5)
56. Boxing Newspaper Machine Sign: "When Fights Were Fights and Sport Personalities by Harry B. Smith The West's Formost Sports authority in The Sporting Green daily/Chronicle!" 11" X 17" green on white heavy stock. (5)

THEATRE, FILM STARS, AND ENTERTAINMENT

57. Ray Bolger in "Where's Charley?" 1951 S.F. Curran Theatre one-sheet program. 15" X 5½" (8)
58. Spike Jones & The City Slickers in "his new 1949 Musical Depreciation Revue" S.F. Curran Theatre one-sheet program. Tape at top. 5½" X 12" (8)
59. Chico Marx & Connee Boswell in "Curtain Time" 18 page program 8½" X 11" (10)
60. Andy Griffith & Don Knotts in "No Time For Sergeants" 1956 Playbill for the NY Alvin Theatre. 32 pages, 1" X 3" brown stain on cover, tape on inside back cover. (6)
61. Dean Martin & Jerry Lewis in "Every Night Is New Year's Eve" 1956 NY Copacabana Night Club program. Wrapped sugar cube taped to back of program. (8)
62. Bela Lugosi in "Arsenic and Old Lace" 1943 SF Tivoli Theatre Playgoer program (8)
63. Olsen & Johnson in "Hellzapoppin of 1949" SF Curran Theatre Program booklet and one-sheet program. (5)
64. Constance Bennett in "Without Love" NY Theatre Guild program (5)
65. Mary Martin in "Annie Get Your Gun" SF War Memorial Opera House 1948 souvineer program and one-sheet program. (6)
66. Marcel Marceau on front cover of Pocket Guide to What's Doing in SF, Jan., 1956. (5)
67. Perry Como, Jo Stafford, Phil Silvers, etc. Chesterfield Supper Club Radio program. Fold lines (5)
68. Shipstads & Johnson's Ice Follies Official souvenir programs. A-1943 (5); B-1944 (5); C-1945 (5); D-1947 (5) E-1948 (5); F-1953 (5); G-1955 (5)
69. Roller Skating Vanities souvenir programs from 1949 and 1950 (10)
70. Tex Ritter arcade card. Color with facsimile autograph. (5)
71. Land of the Giants paperback book 1968 (3)
72. Land of the Giants Whitman hardcover 1969 (6)
73. Voyage To The Bottom Of The Sea Whitman hardcover 1965 (6)
74. The Invaders "Dam Of Death" Whitman hardcover 1967 (6)
75. Frank "Bring 'em Back Alive" Buck 8" X 10" black and white photo with facsimile autograph. 20th Century Film Corp., 1938. May have been a premium. One edge of white border is "chewed" (10)
76. 4 Movie Souvenir Programs - "The River"; "The Red Shoes"; "The North Star"; "For Whom The Bell Tolls" (10)

TOYS

77. Marx Walt Disney's Dream House playset. Unused clear plastic house with bagged accessories, instructions, cars, furniture, Disneykins, etc. Probably missing 6 small pieces - call for details. Orig. box. (65)
78. Multiple Castle Attack playset in orig. box, 1964. Castle, catapults, knights (some painted), accessories, and instructions. (85)
79. Marx Smee the Pirate Peter Pan playset figure. (4)
80. Walt Disney Enterprises Mickey Mouse Beetleware red plastic bowl with picture of Mickey inside bowl. Bowl shows cracking from age. (10)

OVS AUCTION CONTINUED

81. Kenner Give A Show Projector Slide sets in orig. boxes, 1961. A: Roy Rogers, Kit Carson, Pinnochio, Buffalo Bill, Woody Woodpecker, Annie Oakley. B: Aesop's Fable, Roy Rogers, Union Drummer Boy, Wizard of OZ, Peter Pan, Captain Kangaroo. (15)
82. The Banana Splits Thermos, 1969. (8)
83. Warner Bros. Characters Thermos, 1959. No cup or cap. Some wear and scratches. (8)
84. Bubble-O-Bill Spill Proof Bubble Hat in orig. box. "Blow Bubbles From The Top Of Your Head". Mattel, 1950s. (15)
85. Jukepet battery operated Jukebox in orig. box. Plastic, made in Japan. With 2 records which play 4 songs. (15)



3



4

5

6

7

8

9

10



11



12



13



14



23



24



25



27

MISCELLANEOUS

86. W.D.P. Bambi get well card, 1942. Front pictures Bambi and Thumper and says "Kinda Wobbly ain'tcha". Signature inside. (10)
87. 3-D Postcard - Grace Cathedral, Akron, Ohio. Oversized. (3)
88. Rider Television - Transistor Radio - Home Radio Manual Vol 25, 1959. HUGE, heavy volume featuring repair and parts charts of many makes of the day, including Philco Predicta. (15)



16



17



28



29



30



36

46/E



46/A

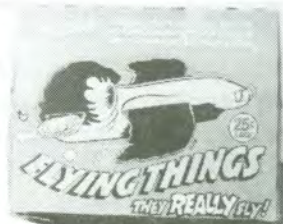
46/F

46/D

46/B

46/C

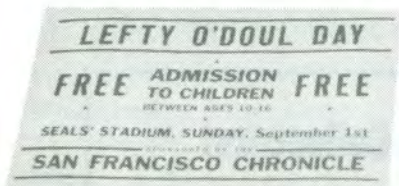
46/E



68



72



47



48



57



59



61



62



84



77



78



80



81



82



83



85

ADVERTISING WANTED

WANTED! Life-size Bob's Big Boy and/or Colonel Sanders Display figures, Mr. Clean, Kool-Aid Man, Pop'n fresh, Ronald McDonald, Speedee, Casper, Michelin Man, obscure characters . . . heck, any advertising collectible, vinyl, plastic, or signage. Bob Ting, 3301 Bay Court, Belmont, CA 94002 Day (415) 952-1333, Night (415) 592-5247

Wanted pre-1965 cereal boxes (no round oat boxes). Especially want cereal boxes with premium offers and/or comic characters on boxes. I pay excellent prices for nice condition boxes. So if you see a Pep, Cheerios, Kix or any other old box in very nice condition pick it up and contact me. I also want pre-1960 comic books! Don Maris, Box 111266, Arlington, TX 76007 (817) 261-8745

Mr. Ice Cream wants unusual pre-1920 ice cream related items including pinbacks, trade cards, booklets, premiums. Allan "Mr. Ice Cream" Mellis, 1115 West Montana, Chicago, IL 60614

Wanted: Charlie the Tuna ceramic bank recently issued. Ed Pragler, Box 284, Wharton, NJ 07885 (201) 875-8293

BOOKS FOR SALE

For sale - "Saturday Morning TV" by Gary Grossman. Hardcover book, 424 pages of nostalgia. Lots of pictures. \$23.00 UPS paid in the U.S. Gary Cross, 33 Taft Ave., Latham, NY 12110

Save this ad! BARBERIANA/RAZORS. "Value Guide For Barberiana & Shaving Collectibles" helps YOU value your collection. Guaranteed! \$10.50 postpaid with this ad. AdLibs Publishing, Section 8E, Box 4050, Bartonville, IL 61607

PEZ WANTED/FOR TRADE

Wanted: PEZ dispensers. New collector - no trades (yet). Really want Frankenstein, Black Lagoon Monster, Wolfman, we will pay top price! Dave & Denise Talsma, 5183 Durwood, Swartz Creek, MI 48473

Wishing to buy older PEZ containers, send price and condition. Gerritt Beverwyk, 1402 W. Superior, Chicago, IL 60622

Wanted: PEZ from U.S.: Captain, Indian Squaw, Cowboy, Pear, Pineapple, Dopey, Mary Poppins, Peter Pan, Tinkerbell, Diabolic, Yappy Dog, Brutus, Olive Oyl, Psychedelic Flower & Eye, Bride, Groom, and Batman with Cape. From Europe: Koala Bear Whistle, Chip. PEZ for

trade: Bozo, Uncle Sam, Indian Chief, Doctor, Nurse, Fireman, Policeman, Mexican Boy, Popeye, Circus Lion, Roar the Lion, Silly clown, Moo Moo Cow, Thumper, Annie, Practical Pig, Frog Whistle, Clown Whistle, Tiger Whistle, Full Figure Santa and PEZ Gun. Will trade dispenser for dispenser or will trade whatever? Also willing to buy any PEZ I need. Barry Koester, 1124 Speer Dr., Modesto, CA 95351 (209) 521-6582

Wanted: Red felt covered PEZ stands. Available for trade: PEZ from Europe - some never sold in the U.S. (Smurfs, whistles, MGM characters) and many others, U.S. PEZ on old holiday blister packs in Christmas tree, pumpkin & Easter basket shapes. Bill Masters, 1100 E. St, Sacramento, CA 95814

PREMIUMS WANTED/FOR SALE

Captain Midnight items wanted! From one item to a collection. It's not hard, drop me a card. DeWayne Nall, P O Box 555, Cleburne, TX 76033

Selling premium send-aways - Inflatable Trix Rocket 1973 10.00; Tennessee Tuxedo National Parks Coloring Book 8.00; General Mills "Big G" Stopwatch 10.00; Wheaties duffel bag complete w/unused wristband/headband, jumprope, and hat 45.00; Olds Omega Car Cheerios 1973; Creature Catcher 1971 Crazy Cow; Trix Rabbit 1957 "Magic Color Copy book - Zany Zoo 15.00 Many more. Also looking for in-box premiums from 60s-70s - HR Pufnstuf items; Josie and the Pussycats items, Trix magnifier whistles, Drag Race set from Clacker cereal. Jon Anderson (612) 639-0727 Buy-Sell-Trade.

TOYS FOR SALE/WANTED

Tin Toy News & Views #8. Tin, plastic, and cardboard toys from 1940s-70s. Send \$1.00 for list. Greg Anglin, 7410 Farmstead Rd., Liverpool, NY 13088



Superman Collectors!



My third Superman Collectibles Catalog is now available! It's fully illustrated and jam-packed with great Superman merchandise from 1939-1988. Don't wait another minute, rush 4 25¢ stamps for your copy today!

DANNY FUCHS

209-80 18th Avenue, Bayside, NY 11360

TOYS FOR SALE/WANTED CONTINUED

For sale: 1950-60s toys, cereal boxes, premiums, PEZ Astronaut, PEZ Space Guns on original store display gun (1950s), and more! Send want lists! Catalogs \$2.00. Toy Scouts, Inc., Box 268, Seville, OH 44273 (216) 769-2523

FOR SALE: "Raid Bug" AM/FM Battery Radio, "Raid Bug" Telephone w/redial (mint) \$65.00 set. 1981 Lorimar - "Dallas Bubble Gum" (MIP) (7 card @ pkg) \$5.00 ea. pkg. Distributed by DonRuss. Kentucky Fried Chicken Restaurant - #1394 HO Scale Kit (MIB) Colonel Sanders, Coca-Cola Dispenser and KFC signs. \$20.00. Movie house "Gone With The Wind" Marquee w/ Coca-Cola Sign - #421 HO Scale by Model Power (MIB) \$25.00. Send LSASE for list. Thanks. Pauline M. Morris, 178 Greenfield Drive, LaVergne, TN 37086 1-615-793-7461 (after 5pm CST)

Custom Imprint Banks by Ertl for sale. Very nice to display and makes an excellent investment. SSASE for list to Covered Wagon Antiques & Collectibles, 2345 Elm Ave., Quakertown, PA 18951

Old Parker Brothers games wanted. Also four-sided color square litho of grocery store 2' X 2' has outside, cans or shelves printed on inside. Don Brockway, Box 661, Oyster Bay, NY 11771

Dakin or Sutton cartoon character dolls wanted; jointed vinyl cartoon figures 6-9" tall. Stand alone or on banks, goofy grams. Lois McElwee, 40 Fornof Lane, Pgh., PA 15212

Wanted - Still banks old and new in excellent condition. Please send pictures if available - pictures will be returned. Craig Zeamer, RT 1, Box 70B3, Broad Run, VA 22014

Taxis - Taxis - Taxis - Taxis - Taxis - Taxis - Taxis - Taxis Buy-Sell-Trade toys and memorabilia. Nathan Willensky, 5 East 22nd St. #24C, NY, NY 10010 (212) 534-5412

Wanted: Any model kit by Aurora, Revell or Monogram. Also want catalogs. Jim Crane, 15 Clemson Ct., Newark, DE 19711 (302) 738-6031

OVS BACK ISSUES: \$2.50

SPECIAL ON #2: \$1.00

SEND LSASE FOR INDEX.

FREE PEZ! FREE PEZ! FREE PEZ!

Yes, someone, somewhere out there must have some free PEZ. But if not, please try me when ready to sell. This last year I have bought over 300 PEZ dispensers, but still need many to complete my collection. Generous trades available.

Also wanted:

Children's wooden wagons - especially with wooden spoked wheels and advertising.

Big Boy Nodder

Old Baseball Noddors

Old Baseball Memorabilia

Old Candy Boxes

Wheaties Sports Boxes

Fine McDonald's Memorabilia

Please contact:

Craig Robbins

22262 Craggyview

Chatsworth, CA 91311

(818) 882-5090



Free - BRAND NEW BREAKFAST GAME FOR CHILDREN

Brilliant new color posters of Custer, Molly Pitcher and Davy Crockett! Thrilling cut-outs of Custer's soldiers and the Indians. A Commanding Officer's hat. Badges and stickers in the shape of bronze arrowheads, silver drums and golden eagles. They're all free to members of the H. C. B. Club (the name has a secret meaning!). Enroll your youngsters now and watch their interest in hot cereal breakfasts perk up. Paste this coupon on a postcard and mail to Dept. V-56, The Cream of Wheat Corporation, Minneapolis, Minn.

Child's Name -----

Address -----

Copyright 1934 by The Cream of Wheat Corporation

**YOUR 1/4 PAGE
DISPLAY AD COULD
BE HERE FOR
JUST \$12.00!**

(No, we're not running a special.
Our ad rates are always low!)



PEZ WANTED FROM U.S. LIST:

Make-A-Face, Santa w/full-figure head, Cowboy, Die-cut Casper and Easter Bunny, Pineapple, Dopey, 1st Jiminy Cricket, Mary Poppins, WDP Thumper, Witch A & C, Olive Oyl, Bride, Groom, Sailor, Cocoa Marsh Spaceman, video PEZ Pal Boy, 1970s gun, Silver Helmet Astronaut, and any regular or unknown. Need to upgrade Knight, Golden Glow, and Peter Pan and need many other non-U.S. PEZ such as Winnie the Pooh, Chip, etc., plus any and all dispenser stands, advertising pieces, paper items, etc.

PEZ FOR TRADE

Baloo, Baseball Glove, Brutus, Casper, Fireman, Pilot, Cockatoo, Gorilla, Capt. America, Angel, Scrooge McDuck, Speedy Gonzales, Dumbo, Rooster, Annie, 4th Series Popeye W/Pipe, Policeman, Penguin (in package), Roar the Lion, Panda, Lamb Whistle, Lion, and Silly Clown B. Have additional common dispensers. May even be persuaded to trade something from variation box for the right item!

Steve Powers
121 Codo Street
Moss Beach, CA 94038
(415) 728-5851

FOR SALE

The Fifties And Sixties Lunch Box by Scott Bruce. Here at last! Page after page of beautiful color pictures, a box rarity and artist identification table, and interesting behind-the-scenes history of the metal lunch box industry. \$14.95 (CA residents please add .97¢ tax) Book rate postage: \$1.25. First class: \$2.40.

Reese's pieces 1982 E.T. T-Shirt advertising sticker (as seen on front cover of OVS #9). If you would like an additional unused sticker, please send \$1.00 plus .25¢ postage. Limited supply!

Reese's pieces 1982 E.T. "The Theatre Sticker" premium (as seen in OVS #9). Rarely seen sticker as most theatre candy counters were too busy to deal with giving away these stickers in trade for a wrapper! Order yours today for \$4.00 plus .25¢ postage. Limited supply!

Powers Media

121 Codo Street

Moss Beach, CA 94038

WANTED!

BIG CARDBOARD TOYS - Polaris Nuclear Sub, Patton Tank, Rocket Space Ship, etc. Even a mildewed mess!

POSTCARDS AND PAPER MEMORABILIA advertising fast food chain restaurants, coffee shop chains, '50s futuristic or modernism buildings, furniture, etc., giant object buildings, and interesting roadside attractions (especially miniature villages).

LICENSED NAME BRAND TOY OR MODEL RESTAURANTS - especially McDonald's stand with golden arches, Sears Big Shopping Center playset, Kentucky Fried Chicken playset mib, and Holiday Inn mib.

PEDAL CAR-SIZE gas pumps, road signs, etc.

YOUR UNWANTED POSTCARDS.

Send price and description to:

Steve Powers
121 Codo St.
Moss Beach, CA 94038
(415) 728-5851



ARTICLES WANTED!



SUBSCRIPTION RATE: \$16.00 for one year - six bi-monthly issues. \$31.00 for two years. Canadian: \$17.00 U.S. Foreign: \$23.00 U.S. Budget plan for U.S. subscribers: Half year: \$8.00. FREE 30 word classified ad with all one year subscriptions. FREE 100 word ad or 1/6 page display ad for articles of one page or more.

BACK ISSUES: \$2.50. Send LSASE for index to back issues. #2: \$1.00

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)	(Rough Copy)
1/6 Page (2½W X 5"H)	\$7.00	\$10.00
1/4 Page (3 3/4"W X 5"H)	\$12.00	\$15.00
1/2 Page (7½"W X 5"H <u>or</u> 3 3/4" x 10"H)	\$25.00	\$30.00
FULL PAGE (7½"W X 10"H)	\$50.00	\$60.00

<u>ADVERTISING DEADLINES:</u>	
	<u>Feb. 1</u> for March/April Issue
	<u>April 1</u> for May/June Issue
	<u>June 1</u> for July/August Issue
	<u>Aug. 1</u> for Sept./Oct. Issue
	<u>Oct. 1</u> for Nov./Dec. Issue
	<u>Dec. 1</u> for Jan./Feb. Issue

NOTE: It is usually possible to get late ads in just before publication. Deadlines are set as guidelines and to help advertisers to remember when to send ads in. Camera ready ads must fit in the strictly prescribed measurements within lines. "Camera Ready" means exactly that - the right size, ready to go. "Rough Copy" means you send in the desired information and I type it to fit. W = Wide H = High. Additional nominal fee may be charged for photographs. Color or black and white prints are okay.

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. PST.

MAKES CHECKS PAYABLE TO POWERS MEDIA, 121 Codo St., Moss Beach, CA 94038

The Old Variety Store is published bi-monthly by Powers Media, Stephen J. Powers, editor and owner, 121 Codo St. Moss Beach, CA 94038 U.S.A. Telephone number (415) 728-5851. Copyright 1988 Powers Media, all rights reserved. No part of this publication may be printed, photo copy, mechanical, or otherwise without the expressed written permission of the publisher. Original article rights remain with the authors. Powers Media reserves the right to edit or reject any ad. Powers Media does not guarantee any advertisers claims. Articles printed are the opinions of the authors and may not necessarily be the same as the publisher.

THE OLD VARIETY STORE'S FEBRUARY 4TH AUCTION

No. 1 RONALD McDONALD



No. 34 1955 OSTERIZER



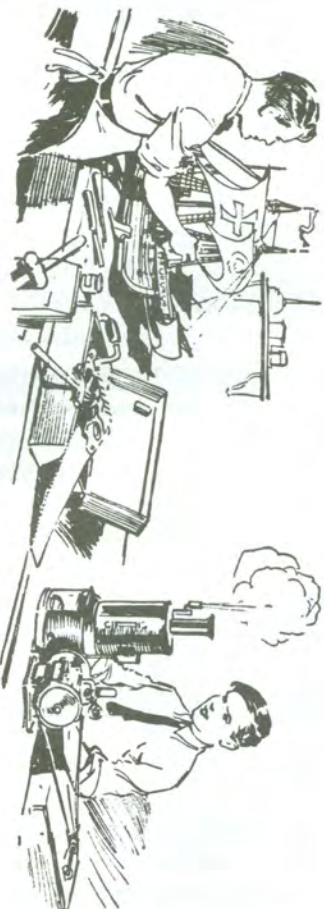
HELIUM TANK HEAD



No. 2 FUNNY FACE PROTOTYPES

ADVERTISING COMIC BOOK

THE OLD VARIETY STORE



121 Codo St., Nova Beach, CA 94038 U.S.A.



If box is checked your subscription expires with this issue.

FIRST CLASS 10: