

THE OLD VARIETY STORE

March/April 1989

\$2.50

#11



PHOTO CONTEST!

1ST PRIZE: ONE YEAR SUBSCRIPTION TO THE OVS
2ND PRIZE: HALF YEAR SUBSCRIPTION TO THE OVS
3RD PRIZE: ONE BACK ISSUE

CONTEST THEME: BEST OLD ROADSIDE SIGN



Beep's Burgers Drive In, 1967, Ocean Ave., San Francisco
Photograph 1989 (Steve Powers)

RULES: Any roadside sign still standing and made between 1900 and 1970 is acceptable. You may enter as many photos as you like! Photos can not be returned. One prize per person. Color or black and white prints are acceptable and should be a standard size. Please try to include a street or highway, city, state, and year erected if known. We reserve the right to not award prizes if photos submitted fail to meet our judging standards.

DEADLINE: APRIL 1ST

THE OLD VARIETY STORE POST OFFICE

The Old Variety Store is a wonderful publication. After receiving my first few issues, I am sure I will be a lifetime subscriber. Since I have been advertising in the OVS I have had many, many calls and letters regarding my area of interest - cereal premiums and boxes from the 1960s and early 1970s. I appreciate this second function the OVS performs for me.

Your articles, first on Gerritt Beverwyk, then on Gordon K. Gold's letter were fascinating. Mr. Gold holds the key to the primary frustration of premium collecting: knowing what is out there. I would quit whatever I was doing and help catalog and/or exhibit the premium samples Mr. Gold wrote about. In a time where people throw away so much if it doesn't have an immediate use to them it is good to know that this obviously multi-talented individual had the foresight to keep and take care of the premiums. Thank you, OVS, for bringing Mr. Gold and Mr. Beverwyk to us.

As a side note I would add that since your article I've been asked by quite a few people for premiums that say Gold Premium International. Out of a collection of over 500 different premiums I found I only had 20 Gold Premium premiums. So if anyone wants to trade or sell premiums by Mr. Gold's company, please contact me. Thank you again, OVS.

-John W. Anderson, Maple Grove, MN

I was going to send a long letter expressing my enjoyment derived from reading the OVS, but time will only allow me to send the following PEZ variations I have come across. Suffice to say -- WOW! I am very impressed with the direction the OVS is heading and, especially, with the enthusiasm generated by your readers and advertisers.

Here are some PEZ variations I discovered that I do not believe have been noted in OVS, hope they are of some help:

SCROOGE McDUCK -(Hong Kong) Walt Disney copyright is on left side of head and his hair on the left side flows down toward the front.

SCROOGE McDUCK -(Austria) Walt Disney copyright is on the right side of head and his hair on the left side flows down toward the back.

Another small variation in the above is in their eyes: the Hong Kong has large painted pupils while the Austria has very small painted pupils.

KING LOUIE -(Austria) Walt Disney copyright on right side of hair: the first horizontal lock of hair from bottom flows into top of ear.

KING LOUIE -(Austria) Variation on right side of hair: the first horizontal lock of hair from the bottom flows over the ear.

The following are color variations . . .

SILLY CLOWN A -(Austria) Red hat, yellow nose.

SILLY CLOWN A -(Austria) Yellow hat, red nose.

MIMIC MONKEY -(Austria) Blue face, yellow cap.

MIMIC MONKEY -(Austria) Orange face, blue-gray cap.

Keep up the great work.

-Roland Austin, Stillwater, OK

WHAT'S NEW IN NOSTALGIA

Back when the Big Mac was just hitting the grills (1969), a brand new fast-food restaurant began as an aggressive competitor. Wendy's celebrates its 20th anniversary this year.

We've come across a McDonald's merchandise catalog called Smile Makers '89. It is "designed and produced exclusively for McDonald's Corporation by Group II". Inside is a wide selection of clothing, novelties, clocks, badges, pins, and the source of the mysterious McDonald's ceramic mugs which have been assumed to be in-house products - now there is proof. The catalog lists a toll free number. From the 1988 catalog which someone had sent me, I called and requested the current one, giving them my name and address. It came addressed to "McDonald's"! The number is 1-800-421-4332.

Collector glasses received some national attention a few weeks ago, and in the most unusual way. A recent Barbara Walters special showed a bit of Tom Selleck's sense of humor. Warner Brothers cartoon glasses were Tom's choice of drinking glasses used during the interview.

Now, onto some in-house talk of our own. Owing to the number of requests regarding our auction consignment policy, we've decided to spell it out here. Our policy is \$5.00 or 15% per item sold, whichever is higher. Some items do quite well in an auction, others would be better off offered at a set price in a for sale ad. An item may be judged to have a current value, but an auction can bring much more or much less. Of course, there are times when you just don't know what an item is worth. An auction is one sure-fire way to find out! (At least as far as the highest bidder is concerned.) We like to set a minimum bid below estimated current value, but a consigner may state to us a minimum bid (so don't blame us if you don't like the minimum bid!). However, if an item is unsold at close of auction, it will be returned to the consigner at their expense. We suggest you write before sending anything to us. Describe what you have and how low you are willing to go on a minimum bid. Obviously, if you have an item worth below \$10.00, a for sale ad would be better. On the other hand, some items are very hot right now in The Old Variety Store, so if your interested in making some extra money for yourself and getting those extra collectibles into eager collector hands, make a list and send it to the OVS. Also we wish to state plainly that consigning items with us is a private matter. We will not divulge names or numbers of consigners.

If you can use any flyers to help promote the OVS at shows, please let us know. Must antique, advertising, doll, and toy shows have a table for free flyers. Also, from henceforth if you refer someone who becomes a full-year subscriber, we will ad an additional issue to your subscription. Be sure they let us know that you referred them.

Steve

COLLECTOR GLASSES

By Mark E. Chase



It's 7 a.m. Sunday morning and I'm working my way up the second aisle of the local flea market, when there it is - the Pepsi 1976 Batgirl Superheroes glass I need to add to my collection. My heart races as I politely squeeze through two other patrons to grab a hold of the glass. I try to remain calm and only mildly interested in the merchandise as I ask the vendor for the price on Batgirl.

"Two bucks", she says.

I quickly dig for my cash before she changes her mind and haul off my prize. The morning's trip appears successful with another new addition to my collection.

Having been involved with buying and selling antiques for a number of years, I've lacked something to collect. My wife on the other hand is never short on items to fill the display shelves - Flow Blue china, cobalt glass, cranberry glass and more. But I couldn't get excited about any of these. Then a friend introduced me to collector glasses. I've been hooked ever since.

Collector glasses are the promotional glasses distributed by fast food restaurants, food products and related sources. In addition to the glasses distributed by McDonald's, Arby's, Burger King and other restaurants, these include glasses promoted by Coca-Cola, Pepsi, Welch's and others. Some of the first "true" collector glasses were distributed in the early '50s with Welch's Jam and contain cartoons of Howdy Doody and friends. Later Welch characters include The Flintstones - 1962, 1963, 1964; The Archies - 1971, 1973, 1974, and the Warner Brothers Cartoon Characters (Bugs Bunny, Tweety Bird, etc.) - 1976. Welch's also produced two sets of NFL tumblers in 1976.

The majority of the jam glasses have an embossed character's face on the bottom of the glass. With each set containing six to eight different embossed characters the difficulty in acquiring a complete set of any year becomes exponential. To complicate matters even further, some glasses come in more than one color for the same scene. Most collectors, including myself, are

satisfied to acquire only the different scenes on the glasses.

One of the most familiar sets at local flea markets is the 1973 Pepsi Collector Series containing 18 different cartoon characters. Within this set are many variations. The character's name on the glass comes in both black and white, and the Pepsi logo can be found beneath the character's name in the center of the glass on six characters. They come in both thick (Brockway tumblers) and thin (Federal glass). There are 12 oz. versions and 15 oz. versions. At latest count there are over 125 different variations on the 18 characters.

In addition to the 1973 set, Pepsi has been prolific in providing glasses for the collector. Sets issued include a 1975 Collector Series, 1976 Super Series, 1976 Collector Series, 1977 Rescuers Series, 1978 Collector Series, Disney glasses, and a variety of other sets with cartoon characters that are unmarked or not dated.

Collector glasses offer a diversity of subjects and areas. Many promotions are regional and may feature local sports teams, historical landmarks or popular personalities enabling the collector to specialize in particular glasses. The Pittsburgh area alone has distributed five different sets of glasses featuring the Pittsburgh Steelers football team. Other cities including Philadelphia, Detroit, Atlanta, Cleveland, Seattle, and Miami have collector glasses that feature sports teams. Almost any major metropolis that has fast-food restaurants has had at one time some type of regional promotional in glass.

Motion pictures spotlight a hot topic for collector glasses. Star Wars, The Empire Strikes Back, The Return of the Jedi, Superman, Star Trek The Motion Picture, Star Trek III, King Kong, and The Great Muppet Caper all have been the subject material for promotional glasses distributed through fast-food restaurants. In fact one Arby's set features six glasses with the pictures of classic movie stars like Charlie Chaplin, The Little Rascals, and Mae West.

New issues are constantly being introduced. McDonald's,

for example, recently distributed a set of four Garfield Mugs. This gives the collector the opportunity of being able to strike early and amass a complete set before having to scour the flea markets. Many of the glasses have proven to be a good investment too. Glasses originally selling for 50-75 cents, may within a few years bring 2-3 dollars. In contrast there are some glass sets (like the McDonald's Camp Snoopy)

that have been so widely distributed that they are unsalable at any price.

The growing field of collector glasses will be coming of age soon. With many glasses still being found at inexpensive prices, and the increasing number of collectors, the respectability of these and other fast-food collectibles is rising. I just hope my wife reads this and lets me bring my glasses out of the garage.



1973 Welch's Archie Comics



McDonald's Atlanta Falcons

Under heading, page 3: 1977 Kellogg's Collector Series

Front cover: 1973 Pepsi Warner Brothers

A CLOSE LOOK AT SEVEN UNIQUE PEZ DISPLAY BOXES

By Steve Powers

"I'm Popeye the Sailor Man (Toot-Toot!)" . PEZ introduced its first Popeye dispenser in the 1950s (Fig. A). It has the unmistakable early design sign - a smallish one-piece head mold. This is the way I seem to remember them as a kid. The box art is terrific. Popeye says, "Ahoy Mates!" What child could resist him? The price was .25¢ which included two packs of candy and the instructional insert, replete with Popeye artwork itself and a Golden Glow premium offer.

PEZ has come of with many great ideas of their own for dispensers, and surely one of the most unique is the realistic Football Player (Fig. B). An exciting play is pictured on the box, as the great PEZ Football Player himself rises above the action. Ross Hartsough writes this about the Football Player: "The Football Player - original issue with earliest patent date - NOTE: There is another football player with most recent patent date which is almost identical to the early one. The most telling difference is that the earliest had a plastic or tape red strip down the helmet; the most recent has a thick plastic piece molded and affixed to the top of the helmet; otherwise they are very close. The early piece also came in the box shown with an insert sheet with bonus offer and little pennant pieces of paper you printed your team's name on, cut out, and pasted on the side of your PEZ dispenser - quite elaborate, eh?" Ah, the good old days.

In Figure C we find three examples of PEZ candy boxes as they appeared in the 1950s - orange, lemon, and peppermint. The lemon flavor box is particularly interesting. It was made in U.S. Zone Germany, a period after the war from 1945 to 1949. The box features art portraying a Regular dispenser held in a hand - in fact the candy is advertised purposely as "refills for PEZ dispenser". The underside of each of the candy wrappers advertise a super little offer. From this discovery we now know for certain that the 1950s PEZ Space Gun was a mail order premium as well as available in stores. It reads, "For a thrilling PEZ Space Gun send 10 PEZ wrappers (any flavor) and 25 cents to PEZ, P O Box No. 702, Church St. Station, New York, N.Y." Interesting enough, the printed address on the underside of the box is "PEZ Service - PEZ-Haas Inc. 75 West Street, New York 6, N.Y. This is exactly the same address as the PEZ SPACE HEADQUARTERS (see OVS #3). With all of this in mind, it seems logical that the PEZ Space Gun was the second dispenser made (Regular being the first). Maryann Kennedy wrote in OVS #4 in a letter to the OVS Post Office that "PEZ was introduced into the USA in 1952 and the boxes got heads - the first ones being Mickey Mouse and Donald Duck." Is it possible that the Space Gun was sold prior to character heads? The advertising from both the box and a jobber sheet seems to support this.

A retailer could obtain (1) Regular dispensers and (2) 25 count candy pack display boxes (anise, lemon, lime, orange, peppermint, and wild cherry) from 75 West St., New York. The lemon flavor box which came from 75 West St., New York, pictures the Regular dispenser and contained candy packs which offered the PEZ Space Gun.

While the PEZ company may record 1952 as the date their product was introduced in the U.S., the U.S. Zone Germany connection leaves obvious questions. Perhaps there are obvious answers, but I will raise the questions anyway. Were the U.S. Zone Regular dispensers, candy boxes, and the tin clicker made prior to September, 1949, and in fact shipped to the U.S. before 1950? Or, were the items old (not likely)? Or, was the official label applied to German manufactured goods prior to 1950 in the postwar economic boost carried on by some of the manufacturers as late as 1952?

I have not seen any other literature then that above to help chronologically order dispensers and would welcome further documentation. The science of chronology should certainly be applied to dispensers in our efforts to date them.

In Figure D we have what I call the "narrow" six-pack box - a box of 12 individually wrapped PEZ six-packs, with flyers in each. The flyer inside each six-pack show a PEZ Pal Boy, Mexican Boy, and Sailor. It says, "Get the new Pezi dispenser". Other literature refers to an expanded line as the "PEZ Pals". There are two premium offers shown inside the flyer offered by the PEZ Premium Club (45-45 39th St., Long Island City, NY 11104). The premium offers read: "Send for your own Golden Glow PEZ Dispenser - Here's the Super PEZ Dispenser of the all . . . glowingly beautiful. Wonderful for parties, gifts . . . for every occasion . . . for every age. Send 10 PEZ wrappers (any flavor) and 25¢ in coin for each dispenser. Use handy coupon. Send For Your Own Flavor PEZ SHOOTER for trigger-happy boys and girls . . . the most delightful way to eat PEZ candy, shoots 'em out one at a time. Send 10 PEZ flavor wrappers (any flavor) and 50¢ in coin for each dispenser. Use handy coupon." The raised card on the box pictures the PEZ Girl holding a .29¢ price notice. Colorful pictures of dispensers are shown on the sides of the box. One side shows the Pal Boy, Mexican Boy, the mysterious and as yet undiscovered "colonial judge" (our name), Girl, and Pirate. The other side shows an assortment from the Circus series - the Indian Chief, Monkey, Silly Clown B, Big Top the Elephant, and Lion.

The "wide" box of 24 .29¢ six-packs in Figure E shows a rare premium, the Candy Shooter Gun on both sides of the box. (We have referred to this as the "1970s Gun" in the OVS Complete List of PEZ Dispensers Released in the

United States because that is as near as we can date it.) Bold letters proclaim: "SAVE PEZ WRAPPERS FOR YOUR OWN CANDY SHOOTER". The premium flyer inside each six-pack is identical to the flyer in the "narrow" box, placing these two boxes in the same time period.

With these seven boxes discovered full of candy and dispensers, it gives hope that more may be found. Dozens and dozens of point of purchase display boxes have come and gone over the years. Each box, each flyer, even singular wrappers are pieces of the PEZ puzzle.

The author wishes to gratefully acknowledge the photo (Popeye and Football Player boxes) and written contributions of Ross Hartsough.



FIGURE C



FIGURE A



FIGURE D



FIGURE B



FIGURE E

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

PEZ FOR TRADE

Most of the following PEZ's are 1982 or earlier and unused NM-M sealed in their original cellophane bags with two packs of candy: Hulk, Capt. America, Donald Duck, Batman (hard head, Sign NPP Inc), Roar the Lion, Orange w/Leaves, Gorilla, Dr. Skull, Duckie, Silly Clown A (yellow hat, red nose), Silly Clown A (red hat, yellow nose), Goofy (ear comes out of hair), Goofy (hair cut around ears), Scrooge McDuck (copyright on left, hair flows back), Scrooge McDuck (copyright on right, hair flows front)

PEZ WANTED

Frankenstein, Creature from the Black Lagoon, Wolfman, Zorro A&B, Tom, Jerry, Die cut Casper and Bozo, Green Hornet, Batman with Cape, Thor, Mary Poppins, Make-A-Face, SOFT HEADS: Batman, Joker, Bat Girl, Penguin, Wonder Woman

WANTED

CARTOON/T.V. CHARACTER DRINKING GLASSES: Mighty Mouse; PEPSI DC Superheroes; Star Trek 1976, 1978, 1980; 7-ELEVEN Marvel Superheroes; M*A*S*H; WALTER LANTZ Woody Woodpecker & Friends; Dick Tracy; P.A.T. WARD Underdog & Friends; Battlestar Galactica; POPEYE'S Restaurant; Sport; WARNER BROTHERS 1976 Collector Series

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PEZ WANTED FROM U.S. LIST:

Make-A-Face, Indian Brave, Nurse w/collar, Personalized, Trucks B#R/1 & B#9, Cowboy, Die-cut Casper, Die-cut 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, Peter Pan and need many other non-U.S. such as Winnie the Pooh, Chip, etc., plus any and all dispenser stands, advertising pieces, premiums, paper items, etc.

PEZ FOR TRADE

Baloo, Brutus, Tinkerbell, Practical Pig, soft head Batman, Batman w/cape, Thumper, Capt. Hook, Henery Hawk, Mickey Mouse 1, Zorro C, Truck A/16, Dog Whistle, Fireman, Pilot, Cockatoo, Gorilla, Capt. America, Angel, Scrooge McDuck, Speedy Gonzales, Dumbo, Rooster, Annie, 4th Series Popeye w/pipe, Policeman, Penguin, Roar the Lion, Panda, Lamb Whistle, Dog Whistle, Lion, Silly Clown B, U.S. Zone Germany tin clicker, and additional more common dispensers. May even be persuaded to trade something from variation box for the right item! May even trade for something on my non-PEZ want list!

Willing to pay top-dollar.

WANTED!

BIG CARDBOARD TOYS - Polaris Nuclear Sub, Patton Tank, Rocket Space Ship, gas stations, drive-ins, grocery stores with real product advertising, etc.

POSTCARDS AND PAPER MEMORABILIA advertising fast food and coffee shop chain restaurants, roadside attractions (story book lands, miniature villages, miniature golf courses, odd ball attractions, etc.), 1950s futuristic, space age, or "modern" buildings, furniture, signs, etc., and giant object buildings.

LICENSED NAME BRAND TOY OR MODEL BUILDINGS

McDonald's stand with the golden arches, Kentucky Fried chicken playset m.i.b., Holiday Inn playset m.i.b., Texaco Gas Station, etc.

Send price and description to:

Steve Powers
121 Codo St.

Mcoss Beach, CA 94038

(415) 728-5851

CEREAL PREMIUMS, BROTHER, AND I

By Jon Anderson

Every Saturday in the early '70s on our weekly foray to Don's Super Valu my brother and I would be exposed to and seduced by the sweet-smelling, brightly colored toy store in Don's called THE CEREAL AISLE. Row upon row of instant sibling rivalry and hyper-activity. We would quickly pass over Shredded Wheat, Product 19, and Total to get to the Lucky Charms, Cap'n Crunch, and Super Sugar Crisp.

In our years together my brother and I have had many fights, but none so vehement as those regarding which cereal to buy. The prize inside motivated us. We argued over the relative merits of one more sets of Sir Grapefellow Tattoos over getting a Trix Top or a Mini-SSP Power Car. The choices were endless. Finally we were told to pick out one box apiece. Greed and desire were finally satiated without blood shed. How our mother kept her sanity I don't know.

One of the biggest arguments (life was so simple for us in 1971) was over the Magic Blow Pipe versus the Whirly-Prop. (Note: when the Whirly-Prop came in Trix and had the Trix Rabbit stamped on it, it was called a Whirly-Gig. Others were called Whirly-Props. Go figure.) My brother's argument was that although the Whirly-Prop was more fun at first, you always lost the prop and had a useless stick. The Magic Blow Pipe, while not as initially thrilling, was more fun because you could get good at it and you seldom lost the ball or the pipe. I guess I was more into cheap, quick thrills. You could really make the props go high - kind of like the Super Balls from inside Super Sugar Crisp. As a result my brother is still good at using the Magic Blow Pipe and I still can't find the Props anywhere so I guess he was right.

So now I search out and find cereal premiums from the '60s and early '70s. This is a hobby which will make the most tolerant wife's eyes roll in disbelief. Anyone how has information on premiums to share please contact me to communicate.

Jon Anderson
13753 74th Place North
Maple Grove, MN 55369
(612) 420-6271

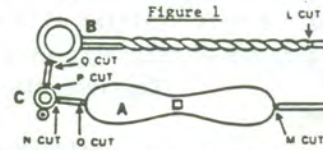
OVS AUCTION #5 RESULTS

1-\$216.; 2-\$175.; 3-\$30.; 4-\$22.; 5-\$16.; 8-\$199.;
9-\$5.; 10-\$12.; 11-\$7.; 12-\$5.; 13-\$42.; 15-\$10.;
16-\$80.; 21-\$4.; 25-\$25.; 27-\$13.; 29-\$8.; 43-\$20;
46/B-\$45.; 46/C-\$13.; 56-\$5.; 59-\$12.; 60-\$8.; 61-\$10;
77-trade; 79-\$4.; 80-trade; 81-\$15.; 82-\$12.; 83-\$8.;
85-\$15.

INSTRUCTIONS

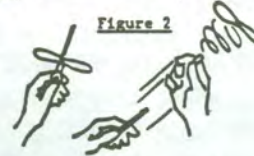
WHIRLY-PROP

The Whirly-Prop has 3 parts:
A. Propeller
B. Spiral shaft with hand holder ring
C. Propeller pusher



Use a pair of scissors to cut clearly at points L, M, N, O, P, & Q (see Figure 1).

Hold the spiral shaft (B) vertically with the ring end down. Let the propeller pusher (C) slide down the shaft to the ring. Then help the propeller (A) spiral down the shaft to the top of the pusher (see Figure 2). Hold the Whirly-Prop ring firmly with one hand. Point the shaft toward the sky. With your other hand (thumb & index finger), quickly push up on the pusher and the propeller will fly to your delight.



MAGIC BLOW PIPE AND BALL



Separate pieces. Fit both halves of ball & both halves of blow pipe together. Pegs will fit securely in holes as shown

Try these tricks with your Magic Blow Pipe:

- 1) The Floater. Place the Blow Ball over the air hole in the pipe, take a deep breath, & blow into the Magic Blow Pipe. The ball rises and floats like magic in mid-air, then falls back over the air hole.
- 2) The 'Round and 'Round. Place the ball over the air hold again. Using shorter puffs, make the ball float and try to catch it in the basket at the end of the pipe. When the ball returns, you try it again.

TELESCOPE RING

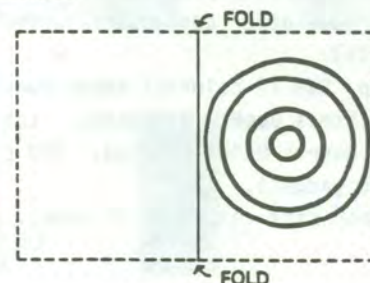
To assemble, separate the parts and trim smooth with scissors. Put them together as in Figures 1-4.



This ring is a telescope, magnifying glass, and whistle. But even more! The center section is a coder-decoder, too. Small dial turns and has regular alphabet. Large dial has scrambled alphabet. Make your own code. For example, set letter "A" on the small dial by "X" on the big dial, and A=X in code. FUN PACK spelled in code on the large dial would be DQF NXCG. Try it yourself. It's fun!

SPACE-AGE SQUIRT GUN

Cut out this target on the dotted lines and fold to make it stand alone. Then see who's the real sharpshooter.



THE OLD VARIETY STORE'S AUCTION #6 SAT., MARCH 18TH, 1989 (415) 728-5851

AUCTION RULES: You may mail or phone in your bids. We strongly recommend a bid ahead of time - mail or phone bids now being accepted. Best time to reach Steve by phone is between 6 and 9 p.m. Pacific Time. 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. On Saturday, March 18th, we will take final phone bids between 4 and 5 p.m. Pacific Time. After 5 p.m., 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 phone 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 #12. In fairness to paid subscribers, a 10% buyer's premium will be charged to non-subscribers with winning bids. Minimum bids are in parentheses.

Consignments now being accepted for next auction.

ADVERTISING AND PREMIUMS

1. (Note: 1950s cereal boxes are in excellent condition except some have Betty Crocker coupons missing and inside top or bottom flaps missing. See pictures.) Cheerios cereal box featuring American Airlines Game kit offer on back. (10)
2. Cheerios cereal box featuring Confederate Money Album offer on back. (10)
3. Wheaties cereal box (red face on front) featuring usable Blackboard on back. (10)
4. Wheaties orange and blue box with basketball player on front and Miniature Auto License Plates offer on back. (10)
5. Two miniature (2") cereal boxes - Kellogg's Corn Flakes and Kellogg's Dulcereal De Trigo with Dig 'Em the Frog on front and "Pan" (Snap, Crackle, or Pop) on back. Inside of box contains candy or gum. (6)
6. Mr. Clean 8" vinyl advertising figure. The rarest of the rare! One of the top ten most difficult to find. In excellent condition - minor tiny scuffs on like-new hand painted head and arms. A classic! (75)
7. PEZ 1950s full-figure Santa Claus. Missing portion of inside candy holding compartment, otherwise excellent. (50)
8. 1971 Funny Face Rootin' Tootin' Raspberry plastic walking toy. Excellent condition, missing string and weight. (15)
9. 1953 General Foods "Merry" cereal character cloth doll. Excellent. 10". (10)
10. 8 different Funny Face premium plastic cups dated between 1969-1974. All are in excellent condition except With-It-Watermelon which is missing some paint. (25)
11. Bosco Bear plastic and glass bank chocolate syrup container. Excellent. 7". Rare. (20)
12. Helping Hand Soap Figure (3½") and foam mitt figure (7"). Some chipping on soap, otherwise unused. (18)
13. Ford Pinto unassembled model car in original mailer from General Mills. (15)
14. Super Volks by MPC unassembled in original mailing box. (15)
15. Lark unassembled model car in original mailing box. (15)
16. Wheaties Duffel Bag - bright orange cloth bag, sailor cap, jump rope, headband, and wrist bands. (A great way to meet other premium collectors at the health spa!) Unused. (25)
17. Cheerios Bike Racing Decals. Large unused sheet measures 25½" X 15". Suzuki motorcycle racing poster included in original mailer. (15)
18. Fruit Loops Toucan Sam Secret Decoder. Unused. (2)
NOTE concerning lots 19-22: Large 1930s premium magazine ads measure appx. 10½" X 13"-16½". Excellent condition.
19. Four black and white Cream of Wheat ads ('32, '34, '35) offering H.C.B. C'ub Breakfast Game with historical cut-outs. (5)
20. 1938 Kool Aid ad with Kool Aid Aviation Cap offer. Color. (2)
21. Four color comic strip Ovaltine ads and two black and white ads offering either Orphan Annie Shake-Up Mug or Orphan Annie Mug. 1934. (7)
22. Black and white 1925, '26 American Boy Premium List (8 pages), 1926-27 American Boy Premium List (8 pages), 1927-28 American Boy Airplane Model Kit offer, plus 8 more pages of "surprise" premium and gift catalog offers. (5)
23. 1985 Wendy's Cool Stuff Gang red plastic Wendy figure. Excellent. 2½" (3)
24. 1985 Wendy's Cool Stuff Gang green plastic Penguin figure. Excellent. 2" tall. (3)
25. 1976 Juvenile Show Corporation of America premium - Lazy Bones the Dog Coloring Book. Unused in original mailer. (3)
26. 1970 Whirlpool premium - Color Me Safe coloring book. Unused. (3)
27. 1979 Aetna Life Insurance premium - Play It Safe Coloring Book. Unused. (3)
28. 1979 Milky Way (and other candy bars) premium - Star Trek Action Fleet mobile and poster. Unassembled in original mailer. (15)
29. 1979 Xerox Corp. SWR TV colorful paper punch out TV studio. Unused. (6)
30. 1958 Sears Christmas Book. 439 pages. Lots of toys for girls and boys! (25)
31. 1955 Paramount Buyers Guide catalog. 503 pages. Jam-packed catalog of classic 1950s home furnishings, toys, pedal cars, and gadgets. (25)
32. 1956 Revelle Hobby Kits catalog. 31 pages. (25)

- 33. #319 Adventures of the Big Boy Comic book. 1983. (2)
- 34. Better Homes and Gardens Home Furnishing Ideas Spring-Summer 1969. Just in time for your '60s decorating revival. Like, way out! (5)

TOYS AND COLLECTIBLES

- 35. 1956 Revell U.S.S. Norton Sound Rocket Launcher Ship Model kit, complete and unbuilt in original box. (20)
- 36. 1958 Voit TV Sea hunt Underwater Message and Marker Kit. Appears unused except paper sheet is tattered. Contains Message Board, Underwater Pencil, and Float. Missing 10' card. (10)
- 37. 1960 ZIV TV Space Explorer thermos. Cup is cracked. (8)
- 38. U.S. Space Corps Lunch Box. Worn, identical on both sides, one side having more scuffs than the other. (10)
- 39. Disneyland Thermos with cup but missing inside cap. Two dents of surface. (8)
- 40. Quiz Kids birthday card. (4)
- 41. Plaster Doctor Bobbin Head. Reflector on top of head is chipped, message 50% worn off. Japan. (5)
- 42. 1972 Hong Kong plastic monster doctor bobbin head. (5)
- 43. Dell Huckleberry Hound 6" vinyl squeak toy. Paint worn at top of ears. (10)
- 44. 1976 Mego Lynda Carter as Wonder Woman doll in original box with Diana Prince outfit. Box is 14" tall. Missing one wrist band and rope. (10)
- 45. Mego Wonder Woman 8" tall doll. (4)



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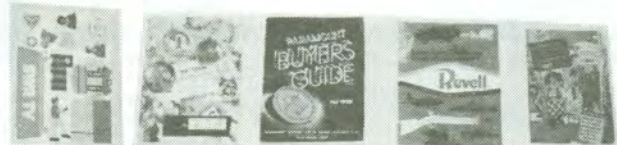
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PREMIUM WATCH

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.

Apple Jack

Jungle Creature Action Rub Downs

Butterfinger/Planters, etc.

Haunted Playhouse 3/31/89

Children's Panadol

Feel Better Friends Video 8/31/89

Close-Up

Watch 7/31/89

Cocoa Pebbles

Fred, Barney, or Dino Eraser FI

Cocoa Puffs

Sonny's Bow Biter FI

Colgate Products

Sport Bag

Corn Flakes

Mini Camera FI

Denny's Restaurant

Flintstones Fun Book FI

Donald Duck Juice

Ducktales Pocket Compass

Dry Idea

Umbrella 6/30/89

Fosters Freeze Restaurants

Safari Adventure For Little Foster kids meal box with dinosaur card and plastic dinosaur

Frosted Flakes

Mystery Disc FI

Fruit Loops

Alien Detector FI

Fruity Pebbles

Bedrock Glo Slate FI

Grape-Nuts

Heritage Tin 6/1/89

International Coffees

4 European Mugs 5/31/89

Keebler Cookies

Child's Director's Chair 4/30/89

K-Mart

Dinosaur Kid's Meal box & toy dinosaur

Motts/Disney Channel

Mickey Mouse Lunch Box 4/28/89

Mrs. Butterworth's

Magnets 3/31/89

Not So Sloppy Joe

Laundry Hoop

Pam

Count Out Cholesterol Slide Guide 5/31/89

Pillsbury

Poppin & Poppie Refrigerator Magnets 3/31/89

Rice Krispies

Talking Skull

Screaming Yellow Zonkers

Zonk Snack Shack

Seneca Apple Juice

Apple Gang Mug & Membership Card 7/31/89

Super Golden Crisp

Sugar Bear Watch 12/31/89

Wheaties

Michael Jordan Poster FI

Ziploc

5-piece Land Before Time Tumblers 4/30/89

BOXTOPS

TING



The Old Variety Store's
Best Premium of 1988

A tie has resulted in two winners . . .
Cocoa Pebbles Flintstones Dinosaur Coins
and

The Keebler 135th Anniversary Tumbler

BUY, SELL, TRADE, AND MAKE FRIENDS IN THE OVS CLASSIFIED AD DEPARTMENT. IT WORKS!

ADVERTISING WANTED

WANTED! Life-size Bob's Big Boy and/or Col. 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.

You wouldn't happen to have any promotional items and materials relating to Breyer Animal Creations, would you? You know, neat stuff like old dealer's and collectors catalogs, price sheets, advertising, articles, Christmas Wish Books, displays? Very early materials - pre-1965 - especially wanted. Andrea Gurdon, 11215 Wealthy Lane, Romeo, MI 48065

PEZ FOR SALE/WANTED

1982 PEZ Space Gun - mint on blister pack, red or silver. Will consider offers in cash or trade (see my want list elsewhere in this issue). Roland Austin (405) 624-9624

PEZ - from Great Britian - each package contains a **"FREE PEZ PENCIL"**. Henry Hawk, Foghorn Leghorn, Merlin Mouse (\$10.), Petunia Pig (\$8.), Sylvester Cat (\$9.), Cool Cat (\$11.) plus postage. Bill Masters, 1100 E St., Sacramento, CA 95814

PREMIUMS WANTED/FOR SALE

'60s-'70s Cap'n Crunch premiums wanted. Also any Quisp, Quake, Quangaroos, Baron Von Redberg, Sir Grapefellow, Twinkles, Rice Krinkles, Wackies, King Vitamin, Kix, Trix, Sugar Chex, Sugar Jets, Cocoa Puffs, Sugaros premiums or boxes. I have many cereal sendaways and in-packs to trade or will pay cash. Any other information on '60s and '70s cereal is also appreciated. Jon Anderson, 13753 74th Place North, Maple Grove, MN 55369 612-420-6271 (after 3/1. Before - 612-639-0727)

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

HARDEE'S PREMIUMS WANTED! Especially want boxes and premiums for Jetsons and Looney Tunes offers. Let me know of others. I'll probably be interested. Ed Ospowicz, 43 Lincoln Ave., Northampton, MA 01060.

Wanted - McDonald's buttons and pins. Will buy or trade. Have lots of traders. Also have Wendy buttons. Also want old cereal boxes and cookie boxes with comic characters

on them. Jim Silva, 9562 Cerritos, Anaheim, CA 92804

Wanted! Winnie the Pooh Spoon Riders - 2" figures that were cereal premiums in 1960s - especially need Rabbit, Kanga, Christopher Robin and Piglet but also interested in entire set. Always looking for older Pooh and friends items. For sale: Freakies cereal boxes with holograms of either Boss Moss or Tooter - \$5 each. C. Smith, 1660 Liberty Valley, Decatur, GA 30032 404-288-9340

MISC. WANTED/FOR SALE

Bicentennial memorabilia collection for sale. Send LSASE for a list of items. (No PEZ included) Bill Masters, 1100 E. St., Sacramento, CA 95814

Put a toy show in your mailbox with a free Spring list of toys and collectibles for sale. Send LSASE to: Parker Enterprises, Rt. 1, Box 108K, Sugar Grove, IL 60554

Interested in any Godzilla or Atomic Boy. Send photo if possible. Becky Chapman-Winter, 1411 Joyce Rd., Madison, WI 53716

CONTEMPORARY FAST-FOOD AND DRINKING GLASS COLLECTIBLES

A comprehensive price guide to glasses from fast-food restaurants and food product manufacturers. Over 430 b&w photographs of glass sets and extensive descriptions and pricing information. Coverage includes: McDonald's, Pepsi, Coca-Cola, Disneyana, Burger King, Keebler, Kellogg's and many, many others. (Wallace-Homestead Publishers)

\$16.95 postage paid (Pennsylvania residents add 6% Sales Tax).

Collector Glass News - a quarterly publication devoted to the collector glass enthusiast, includes - new releases, informative articles and classified advertising. Subscriptions are \$4.00 per year.

Send to: **COLLECTOR GLASS NEWS
PO BOX 308
SLIPPERY ROCK, PA 16057**

THE OLD VARIETY STORE

BACK ISSUES
ARE NOT
A DEAD ISSUE.



Back issues: \$2.50 each. Super bargain: #2 only \$1.00. Titles listed are main articles or photo views. Checks payable to Powers Media. Why not enclose an ad with your back issue order? Rates start at just 5¢ a word. Subscription rates: One Year/Six Issues: \$16.00. Half Year: \$8.00.

#1

- *Uncle Ted's Cracker Jack Collection
- *An Important Word About PEZ
- *Dating Your PEZ
- *Introduction To PEZ Costumes
- *Magical Food Premiums

#2

- *Toops Flying Things
- *The Hershey Bar Bank
- *Pirate Potpourri
- *The Largest Candy Shop Toy Ever Made

#3

- *Getaway Chase Game
- *Halloween Candy Containers
- *It Came From PEZ Space Headquarters
- *McDonald's 3-D Happy Meals
- *Cardboard Toy Dreams
- *Fleer Gumby & Pokey Wrapper Discovery

#4

- *Star Wars - A Collecting Experience Part 1
- *Christmas PEZ
- *Nabisco Shredded Wheat 3-D Wild Animal Show Cards
- *The Tootsie Roll Bank
- *Tooth Paste Caps
- *Milk Bottle Delivery Flags

#5

- *An Interview With Premium Artist Gerritt J. Beverwyk
- *Star Wars - A Collecting Experience Part 2
- *PEZ Advertising
- *Grandma's Country Store Valentines

#6

- *PEZ Advertising - An Update And A Call
- *Star Wars - A Collecting Experience Part 3
- *Quaker Puffed Rice Model Farm
- *A Case For Toy Auto Insurance

#7

- *A Complete List Of PEZ Candy Dispensers Released in the United States
- *The 20 Mule Team Rolls
- *Remembering The Golden Arches With The McDonald's Bank
- *Friends Of PEZ

#8

- *Character Collecting
- *West Coast Auto Manufacturing In 1939
- *The Smurfs
- *Bobby Bonds And Me

#9

- *Tucker Motor Car Brochure Reprint
- *Building Your PEZ Display Stands
- *The Remco Movieland Drive-In Theatre
- *Drive-In Theatre History
- *Hershey's Reece's Pieces - E.T.'s Favorite Candy

#10

- *A Letter From Premium Manufacturer Gordon K. Gold
- *Pedal Cars *Building A PEZ Display Stand
- *Advertising Figure Collection Shown On A Birthday Card
- *Food Premium Sticker Sets
- *Cardboard Jet Rocket Space Ship
- *PEZ Discovery

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.15¢ per **BOLD PRINT** word. \$1.00 minimum.

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June 1 for July/August Issue
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Oct. 1 for Nov./Dec. Issue
Dec. 1 for Jan./Feb. Issue

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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

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NEW 1987
Non-Sport Price Guide and Checklist - \$6.95
1300 Wrapper Illustrated Atlas - \$10.00
ALPHABETIZED & REVISED!
150 NEW WRAPPERS!
Both Checklists - \$16.00

THE WRAPPER KING
JOHN NEUNER
91-50 90th St.,
Woodhaven, NY 11421
718-649-6116

SCARCE ITEMS
1962 Believe It Or Not Jumbo Cards
Unopened Pack \$25
Complete Set of Garbage Pail
Junk Toys \$20
Milk Duds Believe It Or Not Box \$25
Mickey Mouse (Some Teardr) \$25
Guess What Box #176 3 dif. Fronts
\$25 each

PHOENIX BOXES:
Land of Giants \$40
Moon-A-Tik \$35
Baseball \$35
Famous Comics \$35
Super(Marvel Comic Stores) \$35
Joker & H's Kats \$25
Joffman \$25

1974 Popeye \$35
1983 Popeye \$10
Fonzie \$25
Fat Albert \$25
Laugh In \$20
Harlem Globoetrotters \$20
Star Trek \$25
Flash Gordon \$10
Stitchky Fun \$25
Welcome Back Kotter \$15

LAUREL & HARDY
Paw-Paw Box \$35

SCARCE SUN PICTURES-PACK \$25
(Nice wrapper - \$15)

WINGS
1955 Wings Red Ball Jets
Unopened Pack \$125

Color of any Wrapper
\$5.00 Each (Avail. July)

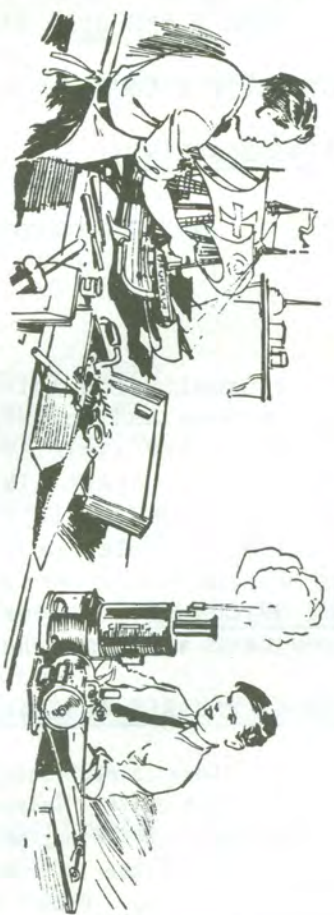
The Old Variety Store's
Auction Number Six
Saturday, March 18th

#1 front & back

#2 front & back



THE OLD VARIETY STORE



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



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