

THE OLD VARIETY STORE

THE MAGAZINE OF FUN NOSTALGIA

MAY/JUNE 1989

\$2.50

#12

BOYS AND GIRLS BOTH WILL WANT TO PLAY WITH THIS WONDERFUL TEXACO TOY SERVICE STATION. WHY NOT ORDER MORE NOW FOR BIRTHDAYS, VISITS, HOLIDAYS AND OTHER OCCASIONS. SUPPLY IS LIMITED SO SEND IN YOUR COUPON NOW.

* * * *

PLEASE ALLOW 4 WEEKS FOR DELIVERY

Buddy L AMERICA'S FINEST TOYS

TEXACO TOY SERVICE STATION
P. O. BOX 124
NEW YORK 46, NEW YORK

Yes, I want _____ more Texaco Toy Service Stations.

Enclosed is my check or money order for \$_____
(\$3.50 ea. postage paid anywhere in the U.S.A.)

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

This exclusive offer from Texaco Dealers good until June 30, 1961 in U.S.A. only.



Buddy L AMERICA'S FINEST TOYS

Need extra Scale Model Cars? Special offer . . . regular \$2.00 value . . . now 2 for \$1.50, Postage Paid.



PLEASE ALLOW 4 WEEKS FOR DELIVERY

BUDDY "L" TOYS
CUSTOMER SERVICE DEPT. 2
EAST MOLINE, ILLINOIS

Rush me _____ sets of Cars. Enclosed is my check or money order for \$_____. (\$1.50 per set, Postage Paid in U.S.A.)

NAME _____ AGE _____ BOY
GIRL

STREET _____

CITY _____ ZONE _____ STATE _____

HAKE'S AMERICANA & COLLECTIBLES

MAIL & PHONE BID AUCTIONS

*Since 1967 we have specialized in the finest original collectibles
(no reproductions) in these categories:*

DISNEYANA • COMIC CHARACTER ITEMS • TOYS • RADIO PREMIUMS
WESTERN & SPACE HERO ITEMS • EARLY RADIO & TV ITEMS • ADVERTISING COLLECTIBLES
PRESIDENTIAL CAMPAIGN ITEMS • PINBACK BUTTONS OF ALL TYPES • SPORTS
MOVIE ITEMS • AVIATION • BICYCLES • AUTOMOTIVE • WORLD WAR I AND II
PATRIOTIC ITEMS, WORLD'S FAIRS • EPHEMERA • SHIRLEY TEMPLE &
RELATED DOLL ITEMS • GUM CARDS

Our bi-monthly catalogues offer a fascinating array of original collectibles. Each "Mail & Phone Bid Auction" catalogue pictures, describes, and gives an estimated value for some 3000 items in the above categories. Bidders participate by sending in a bid sheet and on the closing day of the auction, the status of bids may be checked by phone. We would like to show you what is available -

\$3.00 Sample Copy - 1 Catalogue

\$10.00 Subscription - 4 Catalogues

\$20.00 Subscription - 8 Catalogues



**P.O. BOX 1444
YORK, PA 17405
(717) 848-1333**

ILLUSTRATION BY BILL NELSON

O V S P H O T O C O N T E S T W I N N E R

STEVE SOELBERG, AGOURA HILLS, CALIFORNIA



Encino Park Liquor, 18401 Ventura Blvd., Encino, California.
25 + years old. Photograph 1989 (Steve Soelberg)

A nice entry. Typical of the time, the sign exemplifies the merchants direct approach to his customers, in contrast to today's more subtle signage. We congratulate Steve Soelberg for entering and winning the one year paid subscription to The Old Variety Store.

Two other entries were received, but the signs were not made prior to 1970.

Do you have an idea for a contest? Let us know!

WHAT'S NEW IN NOSTALGIA BY STEVE POWERS

From an article originating in the Los Angeles Times by Jane W. Applegate and sent in by Joyce Kline, we are given a few fast-food facts. McDonald's pioneered the Happy Meal over 11 years ago. At first they offered only one or two promotions a year. Back then they were cheap plastic or paper throw-aways. Their first national Happy Meal was for Star Trek - The Motion Picture in 1978 (although premiums and promotional materials are dated 1979). Huge sales derived from Happy Meals only began however about four years ago when Lego Bricks were given away. Actually, the customer does pay extra for the toys, but the restaurant owners are asked not to make a profit on them. Most premiums today cost restaurant owners between 40 and 75 cents each. According to Denny Lynch, vice president of communications for Wendy's International, their studies tell them that "in 83 percent of families, the kids play a major role in where the family goes out to eat. And, 52 percent of the time, the toy offered influences where they go to eat. We can't out-advertise McDonald's, but we can compete on a premium basis." The name of the game today is top-quality premiums, even though kids meals sales represent less than 5% of the overall fast-food business. One account for this is that kids today are smarter. When one restaurant begins to offer better toys designed for long-term play, a child can tell the

difference if he or she is given a "cheapie".

This means that the entire fast-food industry is upgrading their premiums to compete. Better toys for the kids, but higher prices for the parents. A fast-food meal does not cost what it used to. In my opinion this may cause a loss of patronage as some parents may avoid these restaurants now because they no longer necessarily offer a cheap family meal. It's being said today that as more couples work, they are more willing to splurge on their kids (kids meals for instance). Does this mean kids today are more appreciative of what they have, or do the premiums end up in the box of junky toys? On the average, the premiums change every four to six weeks. The premiums and the well-made displays are unavoidable now. Some parents may feel like real meanies if they are the only ones in the restaurant not buying kids meals for their kids. Taco Bell has found a competitive answer: .59¢ tacos and free drink refills.

I am not saying that quality premiums are not a good thing. We all know they are probably a good investment, so that you're not losing anything. I am suggesting that if premiums cost consumers more and more, then their may be a back-fire, and the bottom line for those who must really watch their budgets may be to patronize restaurants that offer a lower price.

THE OLD VARIETY STORE POST OFFICE

Mr. Jon W. Anderson, Maple Grove, Minn., wrote a letter to your magazine, saying "that out of 500 premiums he could only find 20 that had Gold Premiums name on it". Probably the reason for this is that my customers (national advertisers) did not want any premium suppliers name on the premiums. (They won't give free advertising to the premium manufacturer.)

The only reason a manufacturer's name appeared on some premiums, was if the idea was copyrighted, patented or patent pending.

Mr. Anderson mentions that he collects premiums from the 1960s and 1970s.

I produced over a hundred million premiums a year during that period. I produced hundreds (100) of different premiums each year. On some weeks I used to ship Cracker Jack 8 million to 10 million premiums a week. If Mr. Jon Anderson would send me a list of his 500 premium samples, I can then tell him which premiums Gold Premiums produced and the year, etc.

I am sending a copy of this letter direct to Mr. Jon Anderson.

-Gordon K. Gold, Chapel Hill, NC

(Mr. Gold, not only are we grateful that you are able to furnish one of our readers with some information, but also that you have taken the time to explain what you did to us as well. The number of premiums you produced is astounding! -ed.)

Just a quick line to thank you for the bit of information on the McDonald's birthday card in OVS (#10). I have collected different cards, especially the ones where you insert coins into the card. I too have picked up a few McDonald's cards, but this was a new one to me. Thought you might be interested in knowing that there is another one currently available. It has a dog wearing sunglasses, a walkman, and holding a skateboard leaning on a brick wall. Behind him are the golden arches and the card says "FOR A GREAT GUY". On the inside it reads "It's a great time for a cool guy to McParty! HAPPY BIRTHDAY!". I don't know if anyone else out there is interested in that type of thing, but you never know. I think it would be fun to keep a bit of a watch (like the food premiums) on other items that a collector might not necessarily come across but might pick up if he/she knew about it.

One store only of our local Target stores is carrying a Pillsbury Doughboy cookie jar. It is different from the one that came out about ten years (a guess) ago. The box is dated 1988 and the jar is shorter and puffier than the other one. The whole head forms the lid and his hat has a sticker that says "Pillsbury". I haven't seen this anywhere else, and I usually look at cookie jars since I collect those too. Have you seen these? While I'm on the "idea binge" what about some kind of swap or ad for anyone interested in selling premiums that come with fast food - like the toys that come in the Happy Meals. I know lots of people who tried to collect all the Chicken McNuggets, but were not able to get one and would be willing to pay for it. I don't

know how feasible this would be, but the OVS would be right magazine for that kind of audience. One more idea and then I'm done. Is there a way we could have a list of what fast food restaurant has what giveaway? I would love to know without having to endure endless Burger King, Pizza Hut, etc. meals. I know the OVS must be an awful lot of work for you and all the ideas I came up with would be more work, but there they are, for what they're worth. You never know, I might hit on a winner. Thanks at least for taking the time to read this.

-Laura Kempton, Sacramento, CA

(We are more than happy to read your letter and consider your helpful suggestions. I know that OVS subscribers enjoy reading the comments of other readers. Letters have always been one of my favorite parts of other publications that choose to run them, and so to me they are an important feature in the OVS.

I think that with a letters section people should feel free to write in with different discoveries of collectibles they find on the market. For instance, I was not aware of the new Pillsbury cookie jar or McDonald's card. [Do you suppose they make these cards because so many people work for McDonald's?!] Unfortunately, I think many people either procrastinate or feel very intimidated about writing a letter for publication, otherwise this section would be fuller. But I hope that won't stop people for long. We're not "60 Minutes" where only the most brief and insightful letters are aired. This is a family magazine, not "high brow" as I've said in the past. A letter written to us should be considered a letter written to the "OVS Family". On the other hand, if people want to just send me note about unusual items on the market, perhaps I can include that information in What's New In Nostalgia, such as I have in the past with newspaper articles. I find a dilemma in keeping up to date on fast food premiums and their release dates as well. This information would have to be known in advance of publication to be practical for Premium Watch. Awhile back I spoke with a man working for McDonald's and he told me that the McNuggets would be coming out, but naturally at the time it was confidential because of the competition. I asked him if he knew that Wendy's just came out with their little potato people. He was shocked because the two sets of premiums were nearly identical and perhaps too much of a coincidence. In any case, if someone can report to us when and which kid's meals premiums are coming out [legally speaking, of course], we will gladly include the information in Premium Watch.

Of course, those who want to buy or sell these recent premiums are encouraged to advertise in the OVS. It seems to me that our rates should fit everyone's budgets [even at tax time!]. We are the right magazine for this - I guess it's just a matter of getting that in people's minds.

I'll say this - if anyone responsible wants to assist us by completely taking Premium Watch over [notices sent to this person instead of the OVS and then a complete list

POST OFFICE CONTINUED

sent to us in time for the deadline) or by just taking over an area such as cereal premiums, etc., I would reward their efforts. -ed)

Very interesting article on PEZ boxes, Steve. You raised some good questions, explored possibilities, and really prompted me to do some "in-depth" research and review. So much so, I am working on an article as a means of sharing this information with all the collectors, and hopefully it will be in an issue soon. While answering some of the questions raised in your article, it will no doubt create more. As you know, Steve, Ross Hartsough wrote an article for "Candygram" in 1986 covering some of the history of PEZ. Some similar data will be included in my article.

There are many variables involved when trying to unscramble the PEZ puzzle. Each piece of information that is shared helps. I have seen premium offers for the PEZ Shooter both with and without Zip Codes. Zip Codes originated in 1963, July. Does this mean that our "1970s" gun is really "1960s" and then was it such a popular premium that they offered it still in the '70s? I have premium offers for it with at least three different address's so obviously it was around for awhile - sort of like the Golden Glow.

And now for a PEZ ALERT!!! By now most of you have probably found Papa Smurf and Smurfette - USA version. How many of you have found the NEW Mickey Mouse? Mine didn't have a NEW sticker on it, so look closely at the Mickey's in the stores. He has a larger head and looks like he is wearing a bow tie. An all new Mickey head and a real cutie. HAPPY PEZZING TO YOU ALL!!!!

-Maryann Kennedy, Marshall, MN

(Thanks for the news, and speaking of behalf of many of our readers, we can't wait for your article! -ed.)



Picture and note from the Talsma family of Swartz Creek, MI

We started collecting eight months ago and now have 81 different PEZ. We don't have any duplicates so it's real hard to get any out of people who only trade - like you. Ha Ha. We think PEZ are so fun that we even named our dog PEZ.

(PEZ the Dog. Remember friends, you heard it hear first. Perhaps his picture here in the OVS will be his debut to an eager public tired of Spuds. I can see it all now. PEZ the Dog lounging around near a swimming

pool with piles of PEZ candy stacked up, surrounded by admiring fans. The question is, will PEZ replace beer? Well, maybe I had something to do with the trade-only policy we are finding among PEZ collectors, but at least you can say it's unique to us! I really don't know of any other area of collecting at present where you find more items offered for trade than for sale. It kind of reminds me of the way kids used to be with their cards and marbles and what-not's. I know it's frustrating that some of stick to trading, but in a way that gives everyone an equal chance and a certain incentive to hunt those "doggone" PEZ down. If I sold to one person and not to the next, some hurt feelings might be created. That is why I like the auction format. Perhaps if each collector would send in just one duplicate PEZ to be included in an OVS auction, that might be one way to break the log-jam. I've done it. There was one other independent auction in our pages. Think about it folks [especially you dealer-subscribers who are stock-piling PEZ without a personal interest in it!]. One positive note is that as more people hear how collectible PEZ is, more seem to find their way to the collector's market. As an example of the publicity and recognition we seem to have generated, please see the letter below. -ed.)

I went to an outlet - nuts and candy. The owner said there was a PEZ club. When I said California, Steve Powers, and OVS - that's what she meant. She said they have no choice what the order is from PEZ - they just take what they get. Seems they could be a little more available in different varieties. Could the companies that give them licenses to make their figures limit quantities?

In the Superior gumball dispensers it seems sort of like that. G.I. Joe and GoBots are scarce, but W. Disney's are everywhere. Just a thought.

-Judy Wehner, Crown Point, IN

(To me it is incredible that the OVS is somehow known to the owner of a nuts and candy outlet! I guess you can say talk about word of mouth. Of course, we're not a club as our readers know - PEZ is an OVS staple, but by no means are the majority of our subscribers interested solely, if at all, in that. Still it is interesting to hear of an obscure perception and most certainly causes us to wonder how these things get around. PEZ Candy, Inc., would not allow their trademark to be used officially by an independent club.

My understanding is that once a company sells its property rights to be produced in a specific manor agreed upon, there are no production limitations unless specified to the consumer, such as you find in "collector plates". Often it's the retailer who controls what you find on the store shelves. PEZ, Superior, and others must make only so many of one thing and apparently they control its distribution, regardless of demand. -ed.)

I recently received my sample copy of The Old Variety Store, and I was enchanted - it's precisely what I was looking for.

4 -Andrea Gurdon, Romeo, MI

THE 1961 TEXACO TOY SERVICE STATION

By Steve Powers

In past years gas stations offered many fine premiums. Possibly the best one ever offered was The Texaco Toy Service Station manufactured by Buddy L.

This authentic toy was modelled after the Texaco prototype service stations which were a familiar sight along many of the nation's highways in the '40s, '50s, and '60s. Even the set's rest room sign is a detailed miniature of the real thing.



namely the base and the roof, were not. In any case, I could hardly believe my eyes when I went through the box and saw that so much was still there, right down to extra oil can stickers and a sheet, an extra unpunched rest room sign and oil can display, and two order forms - one for additional cars and one for additional sets. The toy cost \$3.50 and the offer expired on June 30, 1961.

One difference I notice between the set we had in 1961 and the set I found at the toy show was the advertising on the front windows. The former had a Firestone logo and the latter has a B. F. Goodrich logo.

This toy may have great appeal to collectors of Petromobilia, but for me its principal interest lies in the facts that 1) I remember having one, 2) it is a premium, and an impressive one at that, and 3) it represents a real building in miniature, which is an area of interest of mine.

In fact, the last consideration is the most important to me because buildings and signs that were once familiar sights along the American roadside are constantly being changed or removed. In the last few years in San Francisco for instance, I have noticed one gas station after another being torn down. This can not be entirely attributed to gasoline "price wars". As the average price of a house in San Francisco is \$300,000, it's easy to see that some of the most expensive real estate in the country can be found here. Sooner or later, station owners sell out.

And as for Texaco - everywhere I go new signs are up or plastic sheets which say Beacon are wrapped around the signs until the new plastic signs arrive. Beacon?! I thought "you can trust your car to the man who wears the Star".

I hope you will notice the signs and buildings along the roadside the next time your out for a drive. Because the next time you pass that way . . . they may be gone.



I really liked this toy as a little boy. It sticks out in my memory. There was something about those little oil cans which one could stack up just like the precarious looking oil can displays in real gas stations. In fact my mother was so impressed with this toy that she took a picture of it! (Fig. A) How many people back then took pictures of toys, especially without their kids in the picture?

I have no idea what became of that set in the old picture from 1961. Perhaps another toy collector now owns it. My second chance came at a toy show. I was there during set-up when I saw the contents of a partial set in a box. The asking price of \$25.00 seemed reasonable, and so I bought it. I brought it over to my table and was looking at the parts when another dealer saw it, approached me, and offered to double my money! He explained that he had the building but none of the accessories. I in turn now had all of the accessories but only a partially complete building. Notwithstanding, I was pretty happy with it. From my picture on the cover, you may gather that I did not sell what I had to the dealer. No way!

It appears to me that perhaps the original owner of this toy must have broke the building trying to assemble it. The plastic windows had not even been separated and put into place, but the front of the building above the right-side garage door is cracked in half. To break a toy during assembly, be you a child or an adult, is one of the most disheartening things in the world! Perhaps that explains why all of the accessories in this set were saved but two basics components to the building,

WHO MADE THE TRIX RABBIT?

TRADEMARK CHARACTERS MANUFACTURED BY RIVERDALE PLASTICS, INC.

By Steve Powers

In our continuing efforts to research the child appeal premium and advertising field, we present the following four pages reproduced from Riverdale Plastics promotional flyers, circa 1983. These flyers were obtained by Jeff Errick (advertising collector and co-founder of The Museum of Modern Mythology in San Francisco) from the former owners of Riverdale Plastics. Unfortunately the company is no longer in business and their number has been disconnected.

Take a look at the interesting advertising characters they produced. Obviously they had some very large and important accounts. But beyond that, promotional flyers and catalogs of this nature may be considered very rare and collectible because they offer a look at an actual premium manufacturer's line, especially when so much of this is discarded.

We wish to thank Jeff Errick for loaning the flyers to us from his private collection. Many more collectors will be able to enjoy them now.

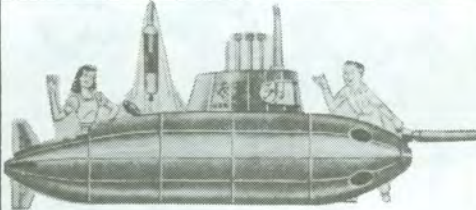
FOR SALE/TRADE

- * Empty PEZ family assortment display box with "EERIE SPECTERS" header card (version B, pictures all six) Nice!
- * Empty PEZ family assortment display box with "DISNEY CHARACTERS" header card (pictures Mickey, Donald, Jiminy Cricket, Goofy, girl & boy)
- * 1982 PEZ Space Guns -- silver or red, mint on blister card w/six candy ammo
- * Phoenix "POPEYE" candy boxes -- 24-ct unopened display box. All 24 boxes are still full of candy and prize
© 1979 King Features Syndicate
- * "CD 2000 Candy Filled Space Fleet" Sealed 24-ct display box of multi-colored plastic space vehicles filled with candy. Box pictures 11 different vehicles with space graphics and says "They really dock! Build your own space city!" © Ce De 1982

PEZ WANTED

Frankenstein, Creature from the Black Lagoon, Wolfman, Psychedelic Eye, Thor, Batman w/cape, Die-cut Casper & Bozo, Cocoa Marsh Spaceman, Silver Helmet Spaceman, Green Hornet, Bullwinkle, Full-body Santa Head, 1950's & 1970's guns, Make-A-Face, many others. I also have PEZ to trade. Send all trading, selling, buying lists.

ROLAND AUSTIN
P.O. BOX 2641
STILLWATER, OK 74076
(405) 624-9624



WANTED!

BIG CARDBOARD TOYS - Polaris Nuclear Sub, Patton Tank, Rocket Space Ship, etc.

LICENSED NAME BRAND TOY OR MODEL BUILDINGS, ACCESSORIES, ETC. -

McDonald's stand with the golden arches, Howard Johnson's, Texaco, Kentucky Fried Chicken, Holiday Inn, etc.

POSTCARDS AND PAPER MEMORABILIA

advertising fast-food and coffee shop chain restaurants, roadside attractions (story book lands, miniature villages, miniature golf, oddball attractions, etc.), futuristic, space age, or "modern" buildings, furniture, signs, etc., and giant object buildings. Steve Powers, 121 Codo St., Moss Beach, CA 94038 (415) 728-5851



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

Riverdale Plastics, Inc.

Custom Rotational Molding

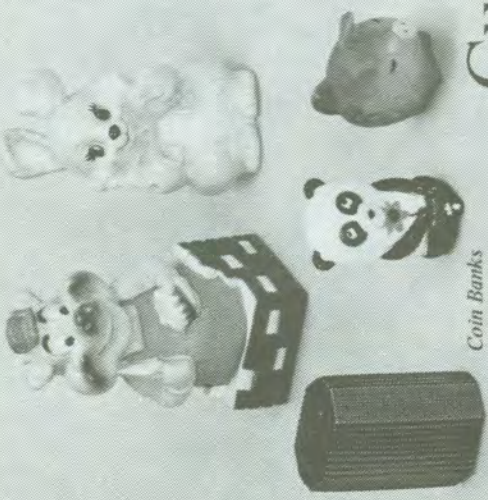
- Specialists in the development, manufacture, and decoration of rotationally molded vinyl products.
- Rotational molding is a process which produces a hollow seamless part at reasonable piece price and low tooling cost.
- Typical uses include: toys - hand puppets - dolls - promotional and trademark figures - premium items - novelties - overcaps - pharmaceutical syringes - banks - display figures - finger puppets.
- Items can be soft, semi-rigid or rigid.
- Decoration is sharp and colorful.

Call or write for further information.

Riverdale Plastics, Inc.

21 Cotliss Rd. Riverdale, N. J. 07457
(201) 835-9300





Coin Banks



BLUE NUN
"as carried with any club"



Point of Purchase Displays



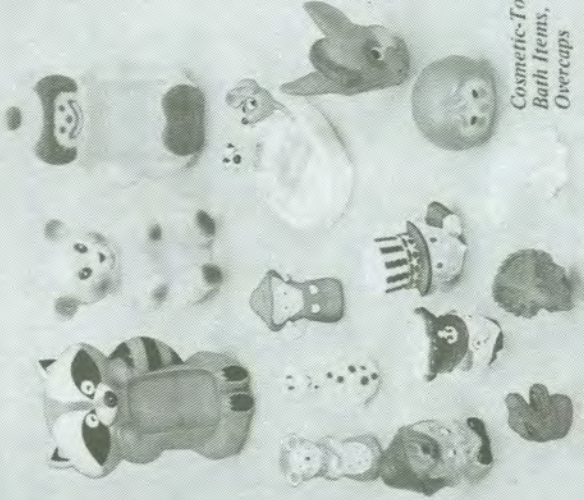
SWAMPWATER

Custom Rotational Molding

Soft or Rigid Hollow Vinyl Items



Trademark Characters
for Promotion & Display



Cosmetic-Toiletry
Bath Items,
Overcaps



Toy, Novelty, Pool Accessories

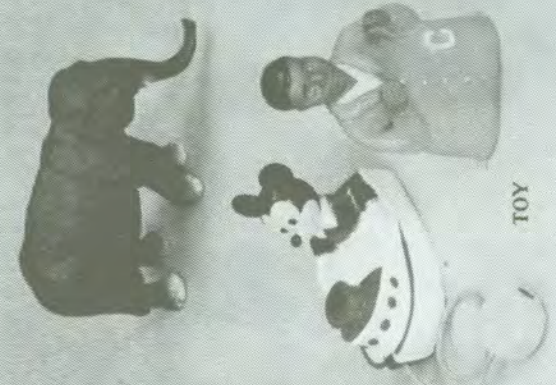
Riverdale Plastics, Inc.

21 Coltuss Road / Riverdale, N.J. 07457 / (201) 835-9300

PRINTED IN U.S.A. BY RIVERDALE PLASTICS, INC., RIVERDALE, N.J. 07457



PROMOTIONAL



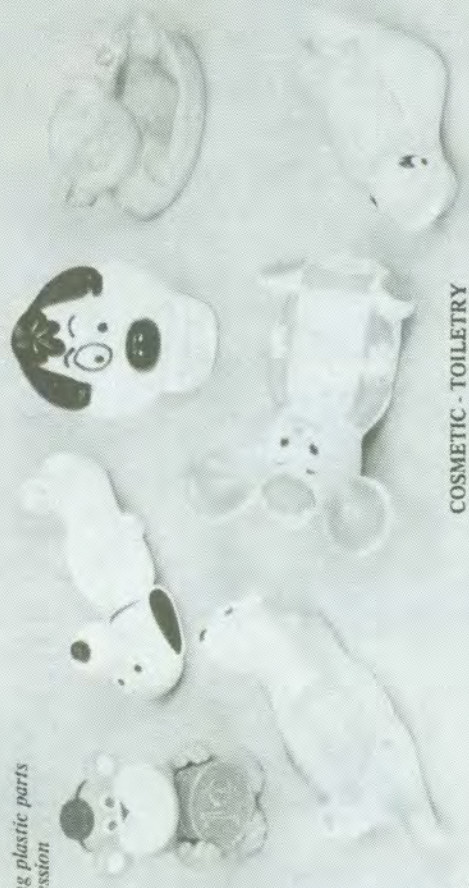
TOY



COIN BANK

Riverdale Plastics, Inc.

- Custom Rotational Molding
Soft or rigid hollow vinyl items
- Custom Spray Decorating
Specialists in spray decorating plastic parts
Injection • Blow • Compression



COSMETIC - TOILETRY



DOLL PARTS

Riverdale Plastics, Inc.
 21 Cottliss Rd. Riverdale, N. J. 07457
 (201) 835-9300

PHARMACEUTICAL



Custom Rotational Molding

- Soft or Rigid Hollow Items of Vinyl Plastics
- Spray Decorating



Riverdale Plastics, Inc.
 Custom Rotational Molding

21 Colluss Rd - P. O. Box A, Riverdale, N.J. 07457

TRADEMARK Characters
 for Promotion & Display

COIN BANKS

Miscellaneous

Brush Pompey

Super Hero

Arnold

Hoof

Hoof

Hoof

Hoof

Hoof

Hoof

Hoof

Hoof

Hoof

Hoof



THE AUTOGRAPH BOOK AND OTHER TIMES



By Dale Blosser

Back in the early 1940s, between singing victory songs for the allies in World War II, we enjoyed writing poems for our "autograph books".

Some friends wrote:

Roses are red
Violets are blue,
Sugar is sweet
And so are you.

My best friend wrote:

Roses are red
Violets are blue,
People like you
Belong in the zoo.

Some were cheerful:

Roses are red
Violets are blue,
Lemons are sour
And so aren't you.

Wishful:

Turkey when you're hungry
Soda when you're dry,
Money when you're hard up
Heaven when you die.

I can't remember this author:

When you get old
and can't see,
Put on your specks
and think of me.

Patriotic:

We are both under the flag
that's red, white, and blue,
so I love you.

Funny (or so we thought):

Two in a hammock
about to kiss,
When all of a sudden
it goes like SHLi

Now I lay me down to sleep
I left my Ford out on the street
If I should die before I wake
I wish the Lord to put on the brake.

There was an old man of Peru
Who dreamt he was eating a shoe
He awoke one night in a terrible fright
And found it was very true.

One bright day in the middle of the
night

Two dead boys got up to fight,
A deaf policeman heard the noise
And with his spear shot the two
dead boys.

And many about love and marriage:

Tulips in the garden
Tulips in the park,
But what boys like are
Two lips in the dark.

First comes love
Then comes marriage,
Then comes Dale walking down
the street with a baby carriage.

When you get married and have twins
don't come running to me for safety pins,
When you get married and live in a shack,
teach your children to spit through the crack.

There's water in the ocean
there's water in the sea,
But when you have a baby
there will be water on your knee.

And from my Dad:

When in the storms of life
You need an umbrella,
May you have to uphold it
A handsome young fellow.

And my Mom:

I wish you luck, I wish you joy,
I wish you first a baby boy,
And when his hair begins to curl,
I wish you then a baby girl.

Most of our little rhymes had to do with love. We were growing up in San Francisco, waiting for the war to end, and dreaming big dreams. We enjoyed talking about one of the biggest events in our lives - the 1939-1940 World's Fair held at Treasure Island in San Francisco Bay. It was the end of the depression and before the war - a special time for all. To this day when old friends get together, they invariably start talking about the wonderful times at THE FAIR.

Boys and girls alike played games in the streets (One Foot Off the Gutter) and in the many sand lots and sand dunes that are now filled with homes and businesses. On rainy days we played indoor games and lived with lively imaginations. We went to the Saturday matinees at the local movie theatre where we not only won merchant-donated prizes, but sang all the patriotic war songs printed on the screen before the two movies, one cartoon, and the newsreel rolled. The best part was the weekly serial, especially with my hero, Flash Gordon.

In the evenings we listened to our adventure and mystery stories on the radio, in between the news reports of the war. We sent for decoders for the secret messages given, and many special things offered by the sponsors. How I wish I still had my wonderful Red Ryder glow in the dark badge.

We didn't have much money, but as my dad said, what we had went a long way.

My brother, myself, and other friends went to the big Fox Theatre downtown periodically for a free movie if our mothers gave us their old silk stockings as our entrance fee. They were used for the making of parachutes and we liked to feel we were helping win the war.

Our biggest thrill, when a group of us could save at least \$3.00 each, was to go to Playland at the Beach and ride all the wonderful rides - "The Laugh in The Dark" (no one laughed), the "Roller Coaster" (some of the girls were afraid of that one, but not me), and when we ran out of money, we saved just enough to spend the rest of the day in the "Fun House".

These were all special times in our lives and we were enjoying them more that we even realized.

2 Sweet
2 Be
4 Gotten

(Editor's note: It may be of interest to our readers that among her many other notable accomplishments, Dale Blosser is the editor's mother.)



PEZ Fanatic!

I'm new to OVS and ready to trade!
Also willing to pay good prices for
my wants.

MY WANT LIST:

BETSY ROSS	BRUTUS
CAPTAIN	CASPER
DANIEL BOONE	GREEN HORNET
INDIAN CHIEF	OLIVE OYL
INDIAN SQUAW	INDIAN BRAVE
WOUNDED SOLDIER	PSYCHEDELIC FLOWER
COWBOY	REGULAR
SILLY CLOWN B	CREATURE/BLACK LAGOON
ALL DIE-CUTS	FRANKENSTEIN
DOPEY	WOLFGANG
LI'L BAD WOLF	BRIDE
MARY POPPINS	GROOM
PETER PAN	KNIGHT
SNOW WHITE	SAILOR
TINKER BELL	SHEIK
FISHMAN	COCOA MARSH
CREATURE	DONKEY KONG
WITCH B	BASEBALL GLOVE
BOZO	FOOTBALL PLAYER
MOO MOO COW B (BIG NOSE)	ANY NON-USA

I HAVE THESE FOR TRADE:

GORILLA	PUMPKIN
MAMA GIRAFFE	COOKATOO
MIMIC THE MONKEY	PANTHER
PONY-GO-ROUND	PUZZY CAT
RINGMASTER	RAVEN
SILLY CLOWN A	PETER PEZ
DUCK CHILD	BARNEY BEAR
DUMBO	ENGINEER
"THUMPER" (NON-DISNEY)	STEWARDESS
MR. UGLY	BATMAN (SOFT HEAD)
BLOB/OCTOPUS	MERLIN MOUSE



Mike Robertson
P.O.Box 606
Dripping Springs, TX
78620
(512) 858-7720

THE OLD VARIETY STORE'S AUCTION #7 SAT., MAY 13TH, 1989 (415) 728-5851

AUCTION RULES: You may mail or phone in your bids. We strongly recommend a bid ahead of time - mail and phone bids now being accepted. Best time to reach Steve Powers by phone ahead of time 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, May 13th, 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 for an undetermined amount of time 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 within one week. Those wishing to know either way may send us a self addressed stamped card or envelope. Sales tax will be applied to California residents. Prices realized will be printed on OVS #13. In fairness to paid subscribers, a 10% buyer's premium will be charged to non-subscribers with winning bids. Overall condition of most items are excellent to mint unless otherwise described.

* CONSIGNMENTS NOW BEING ACCEPTED FOR NEXT AUCTION *

* PLEASE READ DESCRIPTIONS CAREFULLY. SOME ITEMS CROSS-OVER! *

LUNCH BOXES AND THERMOSES

1. Land of the Giants lunch box and thermos, 1968. Slight edge wear on underside. (30)
2. The Partridge Family lunch box and thermos, 1971. Typical minor scratches around box edges. (15)
3. Beany and Cecil thermos, 1961. A few rust spots, no top or cup. (20)
4. Family Affair thermos, 1969. Small paint loss on seam. (8)

CEREAL BOXES

5. Kix box advertising Tell-A-Vision Show Cut-Outs on the side and Oneida Tudor Plate on the back. Box was opened on the side with tear and is somewhat crumpled. (10)
6. Bite-Size Shredded Ralston advertising Tom Mix radio program and Betty Bite Size Sunday Comics on the side. Back offers 6-piece Princess Server Set. Box opened and torn on the bottom. (10)
7. Wheaties yellow face box with Blackboard on the back. Box open at both ends/inside box top and bottom missing/ Betty Crocker coupon missing. (10)
8. Ralston Instant Hot Cereal box offering 1982 50th Anniversary Tom Mix Straight Shooters Watch. Box empty as food was carefully removed from bottom and resealed. (10)
9. Ralston Wheat Cereal 3½" sample box. Top open. (10)

ADVERTISING

10. Big Boy 8" plastic doll with cloth clothes, R. Dakin, 1970. Figure is missing hamburger and shoes. (25)
11. Count Chocula 8½" vinyl figure. Some paint wear on nose and fingers. (25)
12. Sambo's Restaurants 4½" soft rubber figure, King Imports, Spain, 1972. A former squeaker with a caved in body. (12)
13. Grandma's Cookies 7 3/4" plastic bank. (15)
14. Last Chance Joe ceramic vase, 7½", c. 1950s. Printed underside reads: "Exclusively for John Ascuaga's Nugget Reno Area's Largest" (casino). Front imprint on hat reads: "The Nugget Sparks, Nev." An actual 36 foot tall statue of the character stood in front of the casino and maybe still stands. Paint flaking on shirt and pants. (10)
15. Mr. Wiggle red vinyl Jell-O character, 6", 1966. (30)
16. KFC Colonel Sanders 6½" plastic bobbin' head. (30)

17. Pabst Blue Ribbon 13" store display. A fixer-upper as the top of one beer mug is missing - also two pieces of beer foam. The right arm has been detached and glued back on and the back of the neck is open. Despite its flaws, it is unusual to find these in metal. (25)

ADVERTISING COMICS

18. Rexall presents Hanna-Barbera's Alice in Wonderland, 1965. 16 page comic with ad on back promoting the program. (5)
19. Super Market Coloring Carnival, 1956. 32 pages. Every page shows an actual product to color - Pick-A-Pack Cereal assortment (Sugar Jets, Trix, etc.), Bosco, etc. Some pages colored. (5)
20. California State Automobile Association The Story of Your Car, 1953. 18 pages. Interesting facts. (5)
21. Chrysler Corp. Things That Even Dads Don't Know About, 1959. 15 pages. Fold lines and some small tears. (5)
22. Skippy Yogi Bear Travel Activity Book, 1986. 13 pages. (3)
23. Wrangler Jeans Frontier Town coloring book. 1960s. 17 pages. (3)

PREMIUMS

24. Jif Peanut Spread Jifaroo Periscope. 1'8". Unused. (7)
25. General Mills Battlestar Galactica Space Station Kit, 1978. Unassembled in original mailer. (10)
26. Set of 3 1963 Cap'n Crunch 16 page comic books: Picture Pirates, Fountain of Youth, and "I'm Dreaming of A Wide Isthmus". What a rare set! All the characters from the early commercials are introduced on the backs, including Magnolia Bulkhead who "has dedicated her life to the pursuit of Cap'n Crunch. Object: Matrimony." (15)
27. Adventures of Quake and Quisp - Kite Tales. 16 page comic book, 1965. This must be their first premium! The back says: "More adventures of Quake and Quisp will be on television, in other comic books like this, and on package backs of our cereals!!" (8)
28. Post Presents Sugar Bear in The Race For Outer Space 12 page comic book. Not dated, but another rare 1960s premium from a cereal favorite. Remember Blob and Granny? (8)
29. Kellogg's Presents The Banana Splits 45 RPM record in

- jacket. A great piece! Only thing is, the songs on the jacket are not the same Banana Splits songs on the 45 inside, which is also from Kellogg's. (10)
30. Bobby Sherman paper record. Probably cut from a cereal box as a partial sentence reads: "5different records" and "on the box". (5)
31. Might White Toothpaste Great Zeeth's Top Secret Book of Codes-Games-Riddles. Unused paper decoder inside. (4)
32. Mattel Astrospace Center Space Corps (Major Matt Mason) Unused 3" x 3" iron-on transfer. Probably came free inside a Matt Mason toy or fan-club kit. (5)
33. Collector glasses - call it what you will: glass collector's starter lot or dealer's dream. 33 different glasses with a minimum bid of only .50¢ per glass. Please keep in mind packing and shipping of so many glasses will be expensive! You get: 4 Indiana Jones and the Temple of Doom (In-N-Out Burger), 4 Taco Bell Star Trek III, 4 Pizza Hut E.T., 2 1974 Warner Bros., 3 1971 Archie, 2 '62-'63 Flintstones, 2 Holly Hobbie Christmas, 1 Pepsi "200 Years of People Feelin' Free" Bicentennial, 1 Swensen's Annie, 1 Aunt Jenny's Pure Grape Jelly, 1 Spalding Tennis Balls, 6 Arby's B.C., 1 McDonald's Great Gonzo, and 1 McDonald's Hamburgler mug. (16)
34. Captain Midnight red Ovaltine mug (no shaker top) (15)
35. Oscar Meyer red and yellow plastic character ring. (4)
36. Rin Tin Tin "Cochise" ring. (10)
37. Emerson Television plastic bank, 1950s. 4" long. (15)

TV CHARACTER PLAYTHINGS

38. Yogi Bear and Boo Boo Magic Slate, 1960. Front plastic wrinkled. Two small tears on cardboard at base. (10)
39. The Munsters Magic Slate, 1965. (20)
40. The Munsters Sticker Fun, 1965. All stickers applied inside, no pages colored. (20)
41. Snagglepuss Sticker Fun, 1963. Some stickers have become unstuck, some pages colored. (10)
42. Quick Draw McGraw Sticker Fun, 1960. Some stickers missing, no pages colored. (10)
43. The Woody Woodpecker Song and Woodpecker Dance 78 RPM record in jacket. Center hole missing small edge piece. (5)
44. Whitman's Pleasure Islands Chocolates Pirate Picture Box. Great story-book graphics! (15) (Sorry - wrong category.)

CATALOGS AND INSTRUCTION SHEETS

45. Texaco Jet Fuel Truck 4½" X 7¼" advertising flyer. (2)
46. Marky Maypo character cereal set offer cut from Maypo box. (2)
47. G I Joe 11¼"x 13¼" two-sided advertising flyer , 1964. (5)
48. 1962 Matchbox U.S.A. catalog, 1967 Matchbox U.S.A. catalog, and #41 Ford G.T. Racer opened box. Each of these pieces is soiled and front cover of '62 catalog is torn loose. (4)
49. Popsicle 1958-59 Gift List. (2)
50. Betsy Walker & Queen of All Cats 2-sided advertising flyer, 11" x 14". (2)
51. Daisy Play Gun Parts List No. 31576, 1960s. (1)

52. 1967 Britians Models 31 page catalog. Hand writing on front and back covers. (2)
53. Safe & Sane Red Devil Fireworks 10½" x 17" two-sided, folded, flyer. (4)
54. Aurora Rat Patrol model kit instruction sheet. 1967. (2)
55. 1967/68 Marklin Model Railway catalog. (2)
56. Switch "N Go GT Car Set instruction book, 1965. 5 different sets shown on back including Batman, Batmobile set. (3)

GAMES

57. Quiz Kids Radio Question Bee Game, 1941. Box measures 5" x 6½". (10)
58. New Quiz Kids Radio Question Bee Game Set No. 2, 1941. Same measurements as above. (10)
59. Hasbro Tootsie Roll Train Game, 1969. 8½" x 16½" box. Mint, unused playing pieces and Tootsie Rolls in sealed bag. Good game board graphics. (20)

MISC. PAPER COLLECTIBLES

60. Monsters Unlimited magazine, No. 4, 1965, by Stan Lee. Movie monster pictures with jokes. (5)
61. Famous Monsters of Filmland No. 34, August 1965, and Famous Monsters of Filmland No. 53, January 1969. (10)
62. The Lone Ranger Color Book, 1951, by Whitman. A few pages are colored. (5)
63. G I Joe Sticker Fun, Hasbro 1965. All stickers applied inside, no pages colored. (10)
64. Paper frame only of Marx Miniature Gun The Mares Laig from Wanted Dead or Alive starring Steve McQueen. (2)
65. MacFarlane's Candies Candy Circus box 2 3/4" x 3½". Some wear. (1)
66. Two Bank of America fold-open dime-savers. One features man with Mercury Dime and the other is pig shaped. (2)
67. Smokey the Bear 1968 ruler. Some wrinkles. (2)
68. 1968 California Exposition parking tag. (1)
69. Cricket Records Rocket Trip Through Space 45 RPM record in jacket. (3)
70. Jaymar Walt Disney's Three Little Pigs jigsaw puzzle in original box. (10)
71. All-Jersey milk bottle tree. (5)



Lot No. 1

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 available. 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.

Special thanks to:
Bill Holloway
Maryann Kennedy
Joyce Kline

Alka-Seltzer

Portable cup with Speedy imprint

Ajax

Baseball cards 6/30/89

California Raisins

Ms. Marvelous figurine

Chef Boyardee

Plastic Sports Mug 2/28/90

Children's Panadol

Feel Better video 8/31/89

Delicious Cookies

Cookie jar

Domino's Pizza

3 Noids figurines

E.L. Fudge Cookies

Cloth Ernie hand puppet 6/30/89

Eveready

First-Aid kit

Fancy Feast

Life-size Replica Cat

Franco-American

KidWorks Club 7/31/89

Fruit Forms

Plastic Fruit Glitter glasses 2/28/90

Fruit Loops

Toucan Sam's Fruity Stick FI

Fun Hunt Game FI

Fun Fruits

Magic Boards (5) FI

Gavisco

Chili-cookin' apron 6/30/89

Green Giant/Garden Gourmet

Lunch Tote 4/30/89

Hamburger Helper Tuna or Chicken

Helping Hand Clock 5/26/89

Happy Cat

Twins Sunglasses 5/31/89

High Fiber Hot Cereal

Plush Honey Bear

Koala Springs

T-Shirts 9/30/89

Kodak

Plush Kolorkins (4) 1/31/90

Kool-Aid Kool-Pops

Glow In The Dark Stickers (4 sets) FI

Wacky, Wild Point Bank FI

Lipton Decalf Tea

Mug

M & M's

Sunglasses 8/31/89

McDonald's Scrabble Game Sheet

Sprite Lucky Lymon figurine

MJB

Magical Mug 6/30/89

Morning Funnies Cereal

Collector Edition boxes

Nestlé Quick

Bank container FI

Oscar Meyer

Toy Wienermobile

Ovaltine

Capt. Midnight Secret Squadron Patch
6/30/89

PEZ

Papa Smurf, Smurfette, Mickey Mouse FI

Prell

All weather AM/FM Sport Radio 6/4/89

Red Baron Pizza

Kite 8/31/89

Ritz Bits

Don Mattingly baseball 5/31/89

Sandwich-Mate

Plush Sandwich-Mouse 12/31/89

Starting Lineup

1988 Award Winners T-Shirt 6/1/89

Steak-umn

Stadium Cushion 6/30/89

Sunkist Vitamins

Crayola Fun Pack 9/30/89

Sun Maid Raisins

Calif. Raisins Cross Stich 7/31/89

Super Golden Crisp

6 foreign coins FI

Coin collector's tray 3/31/90

Superior Pocket Gumball Dispensers

Garfield, Charly Brown

Tony's Pizza

Watch Wall Clock 6/30/89

Uncle Ben's

Butcher Block Cutting Board 12/31/89

Velveeta Shells & Cheese

Sports Camera 7/31/89

Vitalis

Sports Watch 4/30/89

Welch's

Fun Watch 10/31/89

Yuban

Irish Coffee Mug 9/1/89

LATE ADDITIONS:

Snuggems Ultra Diapers

Plush 9½" Koala Bear

Tony's Pizza

22" heavy gauge steel toy semi truck

BOXTOPS

TING





THE OLD VARIETY STORE CLASSIFIED AD DEPARTMENT

ADVERTISING WANTED/FOR SALE

Looking for Howard Johnson's memorabilia with Pieman logo - especially weather vane. Also, other "chef" characters. Bob - 216-688-0219 or 526-9292 - P.O. Box 482, Richfield, OH 44286

McDonald's fast food collector wants any and all related items - signs, happy meal boxes, premiums, store displays, flags, pins, trans-lites, etc. Buy/trade. Jerry Soltis, 31 Vern Lane, Buffalo, NY 14227

Pillsbury Doughboy Cup \$12.50, Lowrey's Watch \$42.00, McDonald's Plane \$8.75 each, Flintstone Dino \$26.00. Much more . . . Postage \$3.00. D. M. Hurley, 3278 South 9th Street, Milwaukee, WI 53215 (414) 481-6614

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

PEZ WANTED/FOR SALE

For sale (while limited quantities last) Whistlers: Clown, Indian, Ape, Parrot, Penguin, Panda, Lamb, Donkey, Dog, Frog. Others: Mowgli, Barney Bear (?), Jerry, Practical Pig, black and white faced cat. \$2.25 each plus postage. Ross Hartsough, 98 Bryn Mawr Rd., Winnipeg R3T 3P5 Canada

PEZ WANTED: Engineer, Maharajah, Mexican Boy, Nurse, Pilot, Pirate, Sailor, Sheriff, Indian Brave, Olive Oyl, Green Hornet, Casper, Bullwinkle, Brutus, Bozo, Yappy Dog, Giraffe, Crocodile, Cockatoo, Creature, Fishman, Zombi, Scarewolf, Diabolic, Air Spirit, Tinker Bell, Snow White, practical Pig, Lil Bad Wolf, Dopey, Cowboy, Big Top Elephant, Indian Squaw, Lion, Pilgrim, Daniel Boone, Captain, Betsy Ross. PEZ FOR TRADE: Gorilla, Policeman, Pony Go Round, Soft Head Penguin, Panda Bear, Smurfette, Grandpa Smurf, King Louie, Droopy Dog, Tom, Jerry, Spike, Tyke, Barney Bear, Angel, Spook, Ringmaster, Easter Rooster, (MMM) Donkey, Lamb, Dog, Orange Tiger, Frog, Penguin. PEZ FOR SALE/TRADE: From Great Britain - each package contains a "Free Pez Pencil" - Petunia Pig, Smurf, Dumbo (\$8), Foghorn Leghorn, Henery Hawk (\$10), Cool Cat (\$11) plus postage. Bill Masters, 1100 E. St., Sacto., CA 95814 916-443-8926

Wanted: PEZ from U.S.: Captain, Indian Squaw, Cowboy, Pear, Pineapple, Dopey, Mary Poppins, Peter Pan, Tinker Bell, Diabolic, Yappy Dog, Brutus, Psychedelic Flower & Eye, Bride, Groom, and Batman with Cape. From Europe: Koala Bear Whistle. 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, 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 Spear Dr., Modesto, CA 95351 (209) 521-6582

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

For Sale: Have many collector glasses and hard to find glasses to complete sets. Send want list to: Richard McCuhlough, 2517 Bailey Dr., Norcross, GA 30071

MacTonite figures (set of 3) \$5.00, Garbage Cans \$10.00, Finger Puppets \$10.00. Wanted: character and fast food glasses. Buy, trade, sell. Tom Hoder, 444 S. Cherry, Itasca, IL 60143 312-773-2635

NOIDS 3" vinyl figurines: Wizard, Boxer, Jackhammer. \$4. each/\$10. set. Jabba the Hut Playsets MIB \$28.00 each. Campbell Soup Can Banks \$10. All postpaid. Ed Polish, 275 Capp St., San Francisco, CA 94110 (415) 647-4401

TOM MIX wanted. Premiums, toys, Ralston cereal box, arcade cards, whatever. Bub Norris, 1324 North Hague Ave., Columbus, OH 43204

Wanted: cereal premiums 60s-80s, especially Freakies, Moonstones, twinkles, Quisp, Quake, Trix, Quangaroos, Rice Honeys, Monster cereals, Cap'n Crunch, Cocoa Puffs, etc. Have trades. All letters answered! Graham Trivel, Rt. 113, Box 481, Lionville, PA 19353

MISC. WANTED/FOR SALE

Marshmellow Man jumbo size from Takuda with box. \$70. Write P O Box 966, Soquel, CA 95073. Price includes postage. If you wish leave your ph. no. I'll call to confirm your order.

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

Relive your best childhood Christmas, 300 tables piled high with the very best collectibles with dealers from over 30 states. Write Big-D Super Collectibles Show, Box 111266, Arlington, TX 76007 817-261-8745

Wanted: Banana Splits toys, premiums, memorabilia. Also, Chipmunks, Felix the Cat, Mighty Hercules, & Partridge Family. Any and all! Jeff Kline, 917 S. Gramercy Pl., #201, Los Angeles, CA 90019 213-732-3933

Wanted: Latest price guide/reference book on cartoon/comic/ character collectibles (premiums, giveaways, etc.) Looking for used copy. Describe and price. Frank Lopiccio, 1042 Barnes St., Franklin Square, NY 11010

Wanted! Naugas, Quisp, Quaker, Funny Fringes, Nutty Mads, Warner Brothers, Jay Ward, Banana Splits, Lancelot Link, Pogo, Popeye, Funny Face, Monsters, Psychedelia! "Nauga" Bolman, 490 Happy Trails, Cottonwood, AZ 86326

Wanted: One item to warehouse full - old magazines - old paper of any kind - comics, baseball cards - we buy it all. Write to Durbin, 4003 Henderson Rd., Greensboro, NC 27410

Wanted: Star Wars toys: R2-D2, Jawa Bob Bags MIB, Die-cast TIE Bomber. Bill Dillon, 7642 Michelle Ct., Manassas, VA 22110

Wanted: Vinyl advertising dolls/figures: Rice Krispies, Aim, Campbell, Cracker Jack, etc. Also wanted: Chase Chrome & Kensington aluminum from the '30s. Edward Hopper prints or posters. Roseville Futura pottery. All letters answered. I have list of things for sale which I will send you. Thanks. Bill Holloway, 1519 S. Utica, Tulsa, OK 74105

OVS AUCTION NO. 6 RESULTS

1-\$10.; 2-\$14.; 3-\$10.; 4-\$28.; 5-\$6.;
6-\$190.; 8-\$18.; 9-\$10.; 10-\$38.; 11-\$25.;
18-\$2.; 20-\$5.; 30-\$28.; 31-\$30.; 32-\$30.;
35-\$25.; 36-\$10.; 37-\$14.; 38-\$42.; 39-\$14.;
44-\$10.

Have you mailed in or called in your bids for the current auction?

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**

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, Tinkerbelle, 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.

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



ADVERTISING AND SUBSCRIPTION RATES

SUBSCRIPTION RATE: \$16.00 for one year - six bi-monthly issues. \$31.00 for two years. Canadian rate: \$17.00 U.S. Foreign rate: \$23.00 U.S. U.S. address budget plan: \$8.00 for half year.

BACK ISSUES: \$2.50 each; #2 \$1.00. Send SASE for index.

CLASSIFIED ADVERTISING RATES: .5¢ per word; .10¢ per underlined word; .15¢ per **BOLD PRINT** word. Name, address, and phone number free if you send in two or more classified ads to run in the same issue under different headings. \$1.00 minimum.

DISPLAY ADVERTISING RATES: Camera Ready Rough Copy

Business card 2" x 3½"	\$4.00	\$5.00
1/6 Page 2½"W x 5"H	\$7.00	\$10.00
1/4 Page 3-¾"W x 5"H	\$12.00	\$15.00
1/2 Page 7½"W x 5"H <u>or</u> 3-¾"W x 10"H	\$25.00	\$30.00
Full Page 7½"W x 10"H	\$50.00	\$60.00

W=Wide H=High

DISCOUNT: Run the same size display ad in 3 consecutive issues and receive the 4th same size ad free!

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



**WRITE
NOW**

NOTE: Camera ready display ads mean you design your own ad, type or print your own copy, add your own artwork (black line reproducible), etc. The rough copy charge is if we do the typing and make a half tone if a photograph is required. Camera ready ads must fit in the strictly prescribed measurements within lines which we will provide if ad is sent without borders. Please use black ink and do not send in classified ads camera ready.

BULK COPY RATE: Five or more of the same issue for \$1.25 each, postpaid.

QUESTIONS OR COMMENTS? Yours are welcome. Please enclose a self addressed stamped envelope if you need a reply. Best time to call is between 6:00 and 9:00 P.M. Pacific Time.

MANUSCRIPT SUBMISSIONS: Paying \$5.00 - \$10.00 for feature articles of one or more pages. .50¢ paid per photograph or original paper item used. Payment upon publication if selected. Include a SASE with queries or manuscript submissions if you desire notification. Publisher not responsible for loss or damage of returned manuscripts.

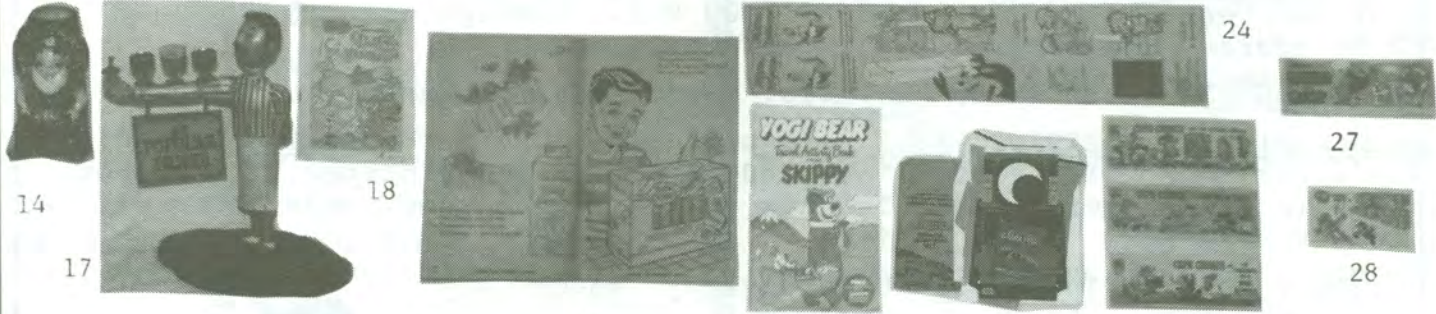
CHECKS PAYABLE to Powers Media, 121 Codo St., Moss Beach, CA 94038

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 1989 Powers Media, all rights reserved. No part of this publication may be printed, photocopied, or otherwise without the expressed written permission of the publisher. 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.

ANOTHER OVS AUCTION!



2 3 4 5 6 7 8 9 10 11 12 13



14 17 18 19 22 24 25 26 27 28



29 30 31 32 33 34 37 38 39 40 41 42

SATURDAY
MAY 13th



43 44 45 46 47 48 49 53 56 57 58

DON'T MISS IT!



59 62 63

FIRST CLASS

If box is checked your subscription expires with this issue.



THE OLD VARIETY STORE
121 CODO STREET
MOSS BEACH, CA 94038 U. S. A.