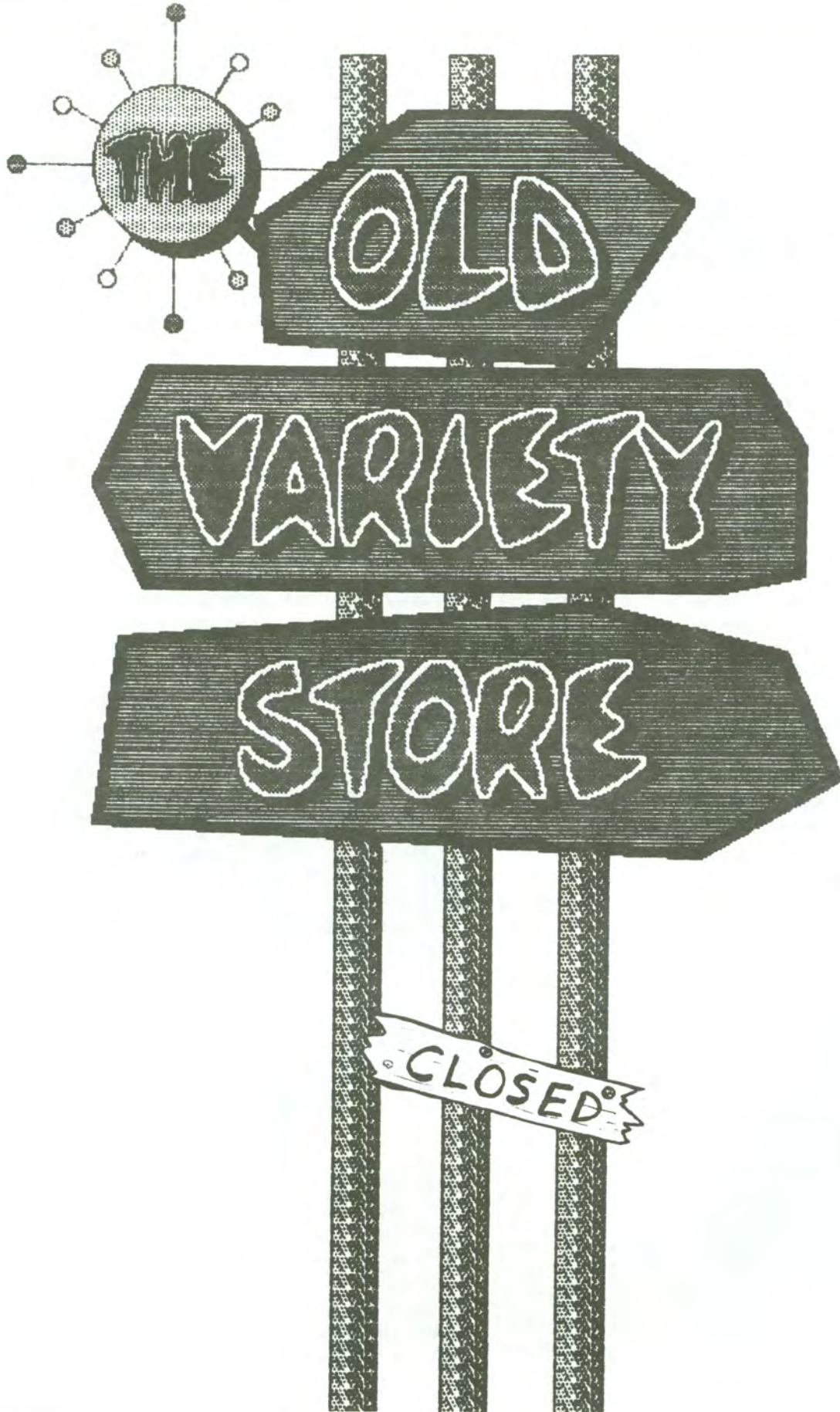


\$2.50



## THE OLD VARIETY STORE - "CLOSED"

This is the final issue of The Old Variety Store as you have come to know it. I realize this news will come as a shock to most of you, especially to the many nice subscribers whom I've had the privilege of corresponding with over the course of the last two and a half years. Some of you have been with me from the beginning - back when I started with that funny long title on the first couple of issues. Others joined in later, and liking what they saw, purchased all the back issues. While many issues and articles are memorable, I think I only began to scratch the surface of all I would have liked to see the OVS cover. All this time it may have seemed that things were going smoothly (after all, I never missed putting out an issue), but behind the scenes it has been a constant battle against expenses and time. First, more personal money of mine was poured into this publication than you would dream of (which never gained more than 200 subscribers and at present is about 150). Second, it took just about all my spare time. Literally, I've worked on it (one aspect or another) nearly every evening of the last two and a half years and a good many weekends and days off. But advertising revenue is generally what pays the bills in any small printed publication (otherwise the subscription rate would have to be ridiculously high and of course that would not attract new subscribers) and we simply have not had enough. And ironically, the twist to this is that a lot of potentially new subscribers are not attracted to a "collectors" publication that does not have a lot of ads.

In any case, whether I'm right or wrong or have done my best or not, at this juncture it is no longer the issue. Right now the matter of your subscription money is and I'm sure it has crossed your mind. Rather than file for Chapter 11, this is my offer. I would like to continue on for an indefinite amount of time with an auction and/or sales list with perhaps some personal notes. Those subscribers who would like to continue to have the opportunity to purchase the kinds of collectibles the OVS has had in the past (a small mixture of PEZ, lunch boxes, cereal boxes and premiums, toys, advertising dolls and items, catalogs, paper items, etc., etc.) may receive these lists in exchange of the balance of regular OVS issues. I do not intend to advertise these special lists, but prefer just to send them to people I owe OVS issues too. However, I cannot promise at this time the same numbers of items as in past OVS auctions because I will no longer be taking on large amounts of material on consignment. Nor can I promise how often these lists may come out, because like anyone else, I can't find quality items every day.

Those who do not want to receive my lists from time to time may drop me a card by November 15th requesting a refund, which will work out as follows. Figuring that \$1.00 out of the \$16.00 subscription fee was processing costs (again, \$16.00 was not enough alone to pay for six issues of the OVS sent via 1st Class, i.e., the total costs of the OVS which included advertising

the publication, office materials, etc.), we will do our best to pay back \$2.50 for each issue which you will not be receiving. I need to collect my consignment fee from the current auction and perhaps sell a few things, but we will make good on returning your money by the end of the year. I won't have any hard feelings and I hope anyone who desires a refund (and yes, you have a right to it) will feel free to drop me a card and simply state "request refund" with no more being needed to say except of course your name and address. (Our records will inform us of exactly how many issues you were to receive.) Naturally we especially want to pay quickly those with recent subscriptions, renewals, and two-year subscriptions. So please drop us a card by Nov. 15th indicating your option for a refund request. Again, those whom I do not hear from I will send auction and/or sales lists to.

I hope that for most of you the choice will be easy. I would like to settle up accounts with those desiring refunds as quickly as possible, and then hopefully, bring quality and fun collectibles to those remaining on the mailing list.

In the midst of this I can say that I am glad that there is another local PEZ collectors party at my place approaching. It seems to me that the friendships and understanding made along the way are far more important than the little bits of plastic and paper which we collect, research, and preserve, as I'm sure you will agree. If there's anything that we share, it's that our past matters. But in the end we just have today and hopefully our lives tomorrow if not taken away by disaster or disease. It won't be our collections that they will remember us by, but whether or not we were decent, honest, and ethical in all our dealings. Thank you to so many of you for supporting The Old Variety Store and being really the only people I know who can share an appreciation for what brought wonderment to childhood, and a sense of that carrying on now into our complicated adult lives.

Steve Powers

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### - Editor's Postscript -

The above letter was written the night before the earthquake. It would seem that the recent tragic events in the Bay Area have spoken with confirmation with the last paragraph above. Incidentally, no harm came either to my family or home, for which we are thankful. Mike Robertson was relocated from his damaged hotel, but he is still expected at the PEZ party. It is doubtful the others from parts east of San Francisco will try a long alternate route now that the Bay Bridge is closed. But the again, if you collect something as difficult to find as PEZ, what's a bridge collapse?

# OLD VARIETY STORE PRESENTS: THE NEWZ DISPENSER

What's New in PEZ Collecting—by Mike Robertson

Welcome back to the NEWZ Dispenser! It's been an exciting two months since the last issue and I hope you've found lots of good things for your collection. Since you'll be receiving this issue around Halloween, and since several people have asked questions about some of the Halloween dispensers, this column is devoted to the scariest PEZ.

The Eerie Specters were unique when they were issued, being the first "soft-head" dispensers. Figure 1 shows the header card from the original box (courtesy of Roland Austin). All the specters have "Hong Kong" stamped into the back of their heads, but the bodies say "Made in USA" with a patent number of 3,845,882.



Figure 1

Figure 2 is a shot of all six of the Eeries. At top left is the "Zombie". He's a pitiful-looking sort with mournful eyes, a stubbly moustache, prominent schnoz, and more wrinkles than the cast of "Cocoon". He's basically purple, with black overspray, white teeth, and green eyeliner (!) above each eye. His bright yellow body is rather incongruous with the nightmarish colors of the other Specters, but perhaps he's of a sunnier disposition than they.

The top right dispenser is "Spook". This is a pretty demonic-looking dispenser. The dark blue head has been sprayed with white accents on the horns, cheeks, and ears. The teeth also have white paint; beady

red eyes finish off the head, which rests atop a blue body.

The names given by PEZ to these dispensers are sometimes hard to figure out. "Air Spirit", middle left, is one of the names that seems to have nothing to do with the dispenser. The interesting thing about this one is the number of colors of paint used. The basic head is purple, but the whole front of the head is colored orange or tan. The eyes are green and a tiny white dot has been added in each eyeball. The mouth, of course, is blood red, and the body is gray. The back part of the head has scales molded into it, indicating that this monster is part fish.

Next in the lineup is "Scare Wolf", right center. On a light gray head, orange paint has been sprayed over the top of the head and ears. The eyes are black and a touch of red highlights the fangs. The body is purple.

At bottom left we see "Diabolic". To me, this guy looks like the Phantom of the Opera as portrayed by Lon Chaney. The basic head is orange, with black sprayed around the eyes, the pointy ears, and the collar. Some darker orange/red has been used in the mouth. The body is gray. This is probably the hardest of the Eeries to find.

Finally, at lower right, is the "Vamp". This one does actually look like the classic vampire. The head is basically white underneath, but has been sprayed with gray/black. The whites of the eyes are, in fact, green. Some red color has been applied to the teeth and to a small scar on the right cheek. The collar is black. The body of my Vamp is blue.



Other monsters lurk in the shadows of PEZ country, some of them quite famous. The Universal Pictures movie monsters from the 1930's are represented by Frankenstein, the Wolfman, and the Creature from the Black Lagoon. Frankenstein's Monster is one of the



**Figure 3  
Frankenstein**



**Figure 4  
The Wolfman**



**Figure 5  
Fishman/Creature  
from the  
Black Lagoon**

most popular movie creatures of all time and the dispenser in Figure 3 shows the impressive detail on this particular PEZ head. It's a light gray, with black hair and a red scar. It has a dark brown body, as befits such an imposing figure. Figure 4 depicts the Wolfman, who is made from the same light gray plastic as Frankenstein and also has a dark brown body. These two pictures are courtesy of Norm Hunt.

I don't have a Creature from the Black Lagoon, so the picture in Figure 5 is of the "Fishman". The only difference is that the Creature's head has "UPC" molded in and has the same color body as the head (green). The Fishman has an orange body and no copyright info on the head. I have heard that there is an all-black Creature also, but I haven't seen it. I wonder why, with these three Universal Studios monsters, PEZ did not issue a Dracula dispenser. Or a Mummy or the Invisible Man? And from the non-Universal horror movies, we could have had Godzilla, King Kong, the Phantom of the Opera, the Hunchback of Notre Dame and probably others I'm forgetting right now.

Figure 6 shows one of the neatest finds this year, courtesy of Dave Talsma. It has been dubbed "Witch C" although it is obviously older than what we call

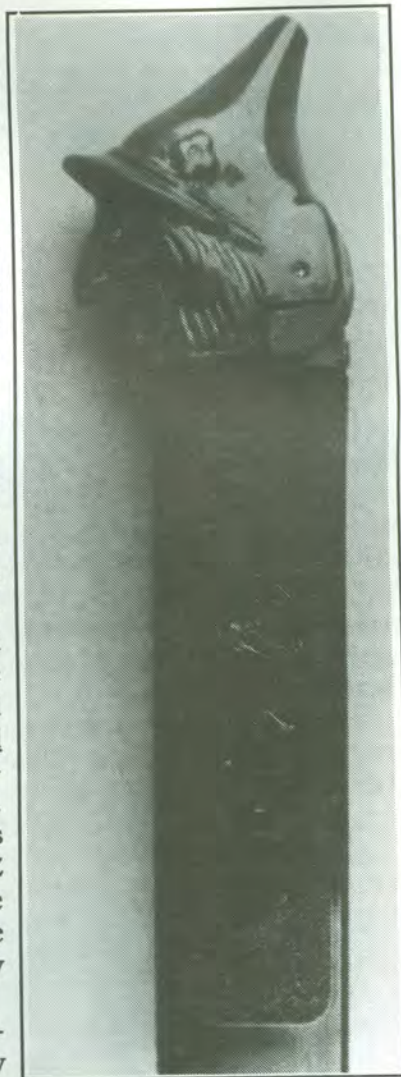
"Witch B". The witch's head is orange, all one piece, and shows the detail and craftsmanship found in other older dispensers like the original Easter Bunny we saw in the last issue. The body is black and on one side has a small figure of a witch on a broom molded into the body.

Perhaps rarest of all the Halloween dispensers is the elusive Witch A, shown in Figure 7, courtesy of Maryann Kennedy. This headless dispenser features an orange body, a black top and a picture of a witch with the word "PEZ" which is printed on the body, not embossed into the mold. The other side features the witch, but no PEZ logo. Truly a unique item and obviously one of the oldest holiday dispensers made.

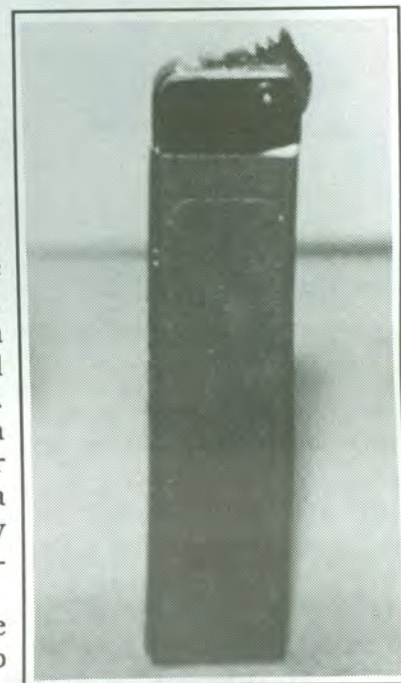
The other Halloween PEZ are mostly still available each year. One exception is the Blob/Octopus shown in the heading of this column. I know the Blob has been found in red, orange, and black. Any other colors floating around out there?

Just before finishing this column, Marilyn Cooper sent me a picture of her Witch B. Every one I've ever seen has a green face, red hair and a black hat. But Marilyn's has an orange face, black hair and a yellow hat atop a yellow body. Anybody else got another variation on this witch?

Now that we've all got something to wish for in the Halloween category, let's move on to other news.



**Figure 6  
Witch C**



**Figure 7  
Witch A**

On the subject of new dispensers, Maryann Kennedy was the first to inform me of some new Garfield dispensers she received from Germany. Soon thereafter, Joan Davies wrote to say she had found them in Canada. At present, there seem to be four different dispensers: a Garfield in a green visor cap, a Garfield showing all his teeth, a Nermal (Garfield's nephew) which is all gray, and Garfield's girlfriend Arlene, who is pink with red lips.

In the Austin, Texas newspaper several weeks ago, a young lady wrote in to the Q & A column wanting to know why cherry-flavored PEZ was no longer made. She had seen **Stand By Me** and wanted to try the candy mentioned in the film. She wondered if perhaps the red dye #2 scare might have something to do with it. The columnist called Scott McWhinnie, the president of PEZ Candy, Inc. He told her that it was strictly a marketing decision made by him, so that PEZ could be sold in four different colored packages for strawberry, lemon, orange, and grape. He said that since red was used for strawberry, they decided to delete cherry and add grape. This sounded weird to me, because I have grape candy from over twelve years ago.

I wrote to the columnist and told her I would be glad to send several packs of cherry PEZ to the lady who had written. Of course I told about collecting PEZ and I was hoping someone in Austin would call and offer me the PEZ dispensers they'd kept for 30 years. Unfortunately, no one offered me anything. I did get three other

requests for cherry candy, which I supplied. Oh, well, maybe next time.

Some of you have mentioned the episode of the Empty Nest TV show which featured the doctor giving a sick boy a Sylvester PEZ dispenser. I want to call your attention to a new movie, *The Big Picture*, in which PEZ plays an important part. The movie not only features several recognizable dispensers, but also shows some giant PEZ dispenser costumes worn by a rock group called the PEZ People! No doubt these costumes will be in someone's collection before long. Your response to the first NEWZ dispenser was great and made me feel wonderful. I got many letters and phone calls and I truly appreciate your support. And I did find a blond nurse shortly after the last column was finished. Please write or call when you find something that excites you; it excites me, too, to hear about your treasures. Tell me if you've got a strange color variation; we want to know! Write with questions; I don't know all the answers, but someone does and I'll find out who if I can. So keep those cards and letters (and phone calls) coming to :

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

Next time, we'll find out why Oskar Uxa is an important name. Plus, we'll need your help for the first annual PEZ Poll awards! See ya in sixty!

#### THE OLD VARIETY STORE POST OFFICE

Fabulous, exciting, wonderful - all appropriate adjectives to describe the discovery of the "Arithmetic" flyer. Thanks and double thanks to Richie Sternfeld for sharing this great PEZ discovery with us thru the OVS. The address on that flyer is the same address as on the inserts from my old Popeye and Football player. Possibly a premium redemption address? Same with the other address. My Popeye and Football Player have been dated to around the middle '50s, and the boxes they came out of, to 75 West St., NY 6, NY, if that helps any. (See OVS 11 Figs A & B).

Apparently all the PEZ guns distributed in Austria, Germany, etc. were called PEZ Pistole's. Note ad copy I have enclosed showing a gun like the PEZ Shooter for sale in a blister pack (red and white) called PEZ PISTOLE.

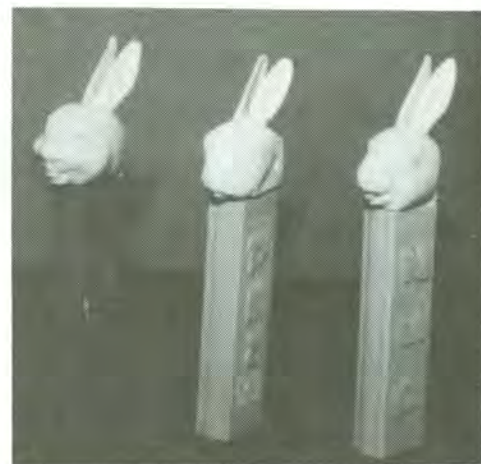
I am enclosing a photo that you can use in this column to show three variations of heads of Long Eared Rabbits. One is as described in Mike's column, another has same color head as Mike described, but both mine have lavender dispensers. The die-cut has a bright pink dispenser. As you can see, all three heads are made from totally different molds. Some more variations to add to the growing list. Maybe we can call them Rabbit - Long eared A & B. I got mine too late to share in Mike's column, so I'll do it this way, as I consider this a noteworthy find!

Another addition to the list should be Witch C. It is probably the first figural headed witch. All orange

head and hat, black dispenser with raised black witch on side. Series 1-A. A real neat dispenser, featured in that same enclosure from Popeye.

Thanks to Mike too for his NEWZ Dispenser column. Keep up the good work. With help from collectors it should continue forever. Happy Pezzing.

-Maryann Kennedy, Marshall, MN



SATURDAY, NOVEMBER 11TH, 1989

Dear collectors,

It appears that auction #1 was very favorably received. The response was terrific. I wish to thank everyone that participated. I hope all the upcoming auctions will be as exciting.

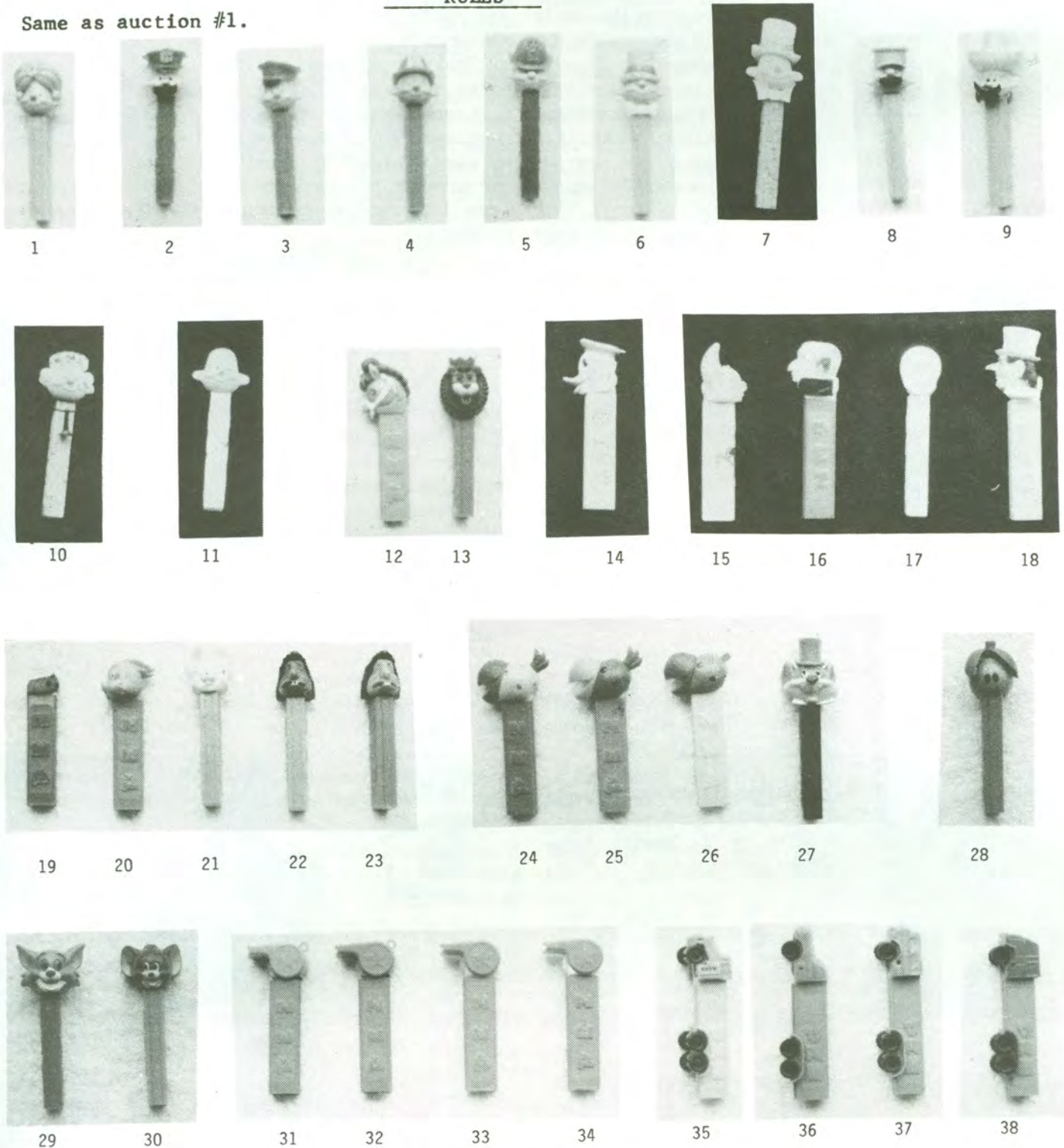
It would expedite my paperwork if more people could send in mail bids and then follow up on the phone.

I hope some spaces in your collections were able to be filled.

Again, I thank you for your enthusiasm.

RULES

Same as auction #1.



CONDITIONS & NOTES

- 5-Head & inside sleeve pull out of base.
- 14-This is a die-cut.
- 15-1/3 of paper label is missing.
- 17-few small "melt" spots on side of head. Not serious.
- 18-Couple of "scrapes" on paint on hat.
- 26-One "melt" spot on side of base near head.

AUCTION CLOSSES SATURDAY, NOV. 11, 1989

No.'s 1-11 are Pez pals.

- 1-Maharajah. 2 nd series. A. Green turbin. Missing jewel.
- 2-Policeman. 2 nd series. H.K.
- 3-Policeman. 2 nd series. H.K. Missing badge.
- 4-Fireman. 1 st series. A.
- 5-Fireman. 2 nd series. Y.
- 6-Circus ringmaster. 2 nd series. A. Gray hat.
- 7-Circus ringmaster. 2 nd series. A. White hat.
- 8-Sailor(?). 1 st series. A. Missing beard.
- 9-Mexican boy. 2 nd series. Y.
- 10-Doctor. 1 st series. A. Missing mirror on headband.
- 11-Pez pal. 1 st series. A. Missing all accessories.
- 12-Pony-Go-Round. 2 nd series. A. Orange hear/blue mane.
- 13-Roar the lion. 2 nd series. A. Green face.
- 14-Donald Duck. 1 st series. A. Die-cut. Shows his 3 nephews on side.
- 15-Easter bunny. 2 nd series. A. Yellow head. Paper sticker on base.
- 16-Vamp. 4 th series. USA. Soft head.
- 17-Casper. 1 st series. A.
- 18-Penguin. 4 th series. USA. Soft head.
- 19-Regular. 1 st series. A. Black top/red base.
- 20-Thumper (Non-Disney). 2 nd series. Y. Dark pink head. Ears go back.
- 21-Easter bunny. 4 th series. Y. Pink head.
- 22-Mr. Ugly. 2 nd series. A. Green face/black hair.
- 23-Mr. Ugly. 3 rd series. USA. Light green face/black hair.
- 24-Cockatoo. No pat. #. A. Yellow face/red beak & comb.
- 25-Cockatoo. No pat. #. A. Blue face/red beak & comb.
- 26-Cockatoo. No pat. #. A. Green face/orange beak-comb missing.
- 27-Merlin mouse. 4 th series. H.K.
- 28-Tom(cat). 4 th series. H.K.
- 29-Jerry(mouse). 4 th series. H.K.
- 30-Orange. No pat. #. A.
- 31-Whistle. 4 th series. H.K. Purple/blue.
- 32-Whistle. 4 th series. USA. Purple/orange.
- 33-Whistle. 4 th series. H.K. Yellow/green.
- 34-Whistle. 4 th series. H.K. White/red.
- 35-Truck. 4 th series. A. Variation B-Cab #9.
- 36-Truck. 4 th series. A. Variation C-No cab #.
- 37-Truck. 4 th series. A. Variation C-Cab #1.
- 38-Truck. 4 th series. A. Variation C-Cab #3.
- 39-Tin litho die-cut mechanical clicker. Works. Rate as 9-9 1/2 on scale of 1-10.



39

RICHARD STERNFELD  
90-60 UNION TPKE  
GLENDALE, N.Y. 11385

(718) 805-1967

Prices realized from auction #1

1-\$110	6-\$23	11-\$28	16-\$3	21-\$24	26-\$28	31-N.B.	36-\$44
2-\$20	7-\$11	12-\$26	17-\$12	22-\$26	27-\$34	32-\$8	37-N.B.
3-\$24	8-\$20	13-N.B.	18-\$12	23-\$46	28-\$8	33-\$3	38-\$26
4-\$3	9-\$7	14-\$12	19-N.B.	24-\$6	29-N.B.	34-\$69	39-\$8
5-\$4	10-N.B.	15-\$7	20-N.B.	25-\$9	30-\$27	35-\$80	40-\$115

## FREAKIE JET CARS

By Greg Anglin

Do these stir your memory? Maybe just a little? These were a cereal premium from Ralston-Purina, issued in boxes of cereal in 1974. Depending on your age, YOU may have had these at one time, or possibly your younger brother or sister, or a niece or nephew.

These small (2 1/2" long) plastic cars were free-wheeling and had a short tube in the back. Each car came with a black plastic squeeze bulb which was inserted into tube and when hit or squeezed, propelled the car quickly forward. Of course, to sell the product, the cereal co. added fun by telling everyone to have races with their friends. Also, to further aid in sales of boxes of cereal, they made seven different varieties of cars so you could "collect all of them!"

There were two ways you could obtain these: Buy a box of cereal and obtain one, or send in a specified amount of money and box seals to obtain a complete set of seven Freakie Jet cars. I imagine it would have taken a lot more than seven boxes at random to obtain a complete set, so, if you were really trying to out-collect your friends (and face it, many kids did and do, & that's what the cereal companies anticipate) you would make sure you or your mom sent away for the full set.



I remember these, probably because one of my little sisters had them. I showed one of these to a twenty five year old friend of mine & he was thrilled! He distinctly remembers playing with these as a child.

Not a valuable item I'm sure, but fun to reminisce about, and other cereal premiums like it. Besides, don't take these things for granted, people collect them and love them for what they are!

(also, for a tie-in, see Steve Powers article on the Freakies stickers in issue #10 of THE OLD VARIETY STORE)



**CAROL MARKOWSKI**  
Cartoon Glass Collector

Pepsi — Coke — Fast Food Logo  
Early Disney — Sports — Etc.  
BUY — TRADE

3141 W. Platte Ave. Colo. Spgs.  
(719) 633-7399 CO 80904



# THE OLD VARIETY STORE'S AUCTION #9 SAT., NOV. 4TH, 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 usually between 7 and 9 p.m. Pacific time. Minimum bids are in parentheses. Once bidding is established, bids must be raised by a minimum of 20%, rounded off to the nearest dollar. No bids to top the next bid or all other bids accepted. On Saturday, Nov. 4th we will take the 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 packing and shipping within one week. Please note that we are using a packing and shipping service which will cost you more. Sales tax will be applied to California residents. Prices realized will be printed in OVS #15. In fairness to paid subscribers, a 10% buyer's premium will be charged to non-subscribers with winning bids. Overall condition of most items is excellent unless otherwise described.

## CEREAL BOX BACKS

(Lots 1-11 are Wheaties Fun Masks - circa 1947.)

- 1 Iron Jaw the Robot (8)
- 2 Cleopatra (6)
- 3 Queen Sapphira (6)
- 4 Arab (6)
- 5 Eric the Viking (10)
- 6 Golden Hair the Princess (small puncture tear through jaw, 1" tear off bottom of left side panel) (15)
- 7 Teddy the Bear (10)
- 8 Lot of 3 - Eskimo girl, Man (missing nose), & Pirate 10
- 9 Lot of 3 - cat, Pirate, & clown
- 10 Lot of 3 - veiled woman, Witch, & Dutch Girl (10)
- 11 Lot of 3 - Indian Squaw, Elf, Indian Brave (10)
- 12 Kellogg's Sugar Frosted Flakes Hanna-Barbera Action Cartoon Cut Out of Augie Doggie. Mask is uncut but bottom right corner of back has half inch by two inch piece missing. (10)
- 13 Life's Useful Protein Puppet Theater with Protein Man and Lion (6)
- 14 Kellogg's Corn Flakes Superman Dangle-Dandy. Box back edges are cut rough but Superman Pieces are un-touched. Back says "Follow the adventures of Superman on TV and in his comic magazine." (10)
- 15 Quaker Puffed Wheat Yukon Trail - #6 of 8 Sgt. Preston related cut-outs. (30)
- 16 Kix New York Central Baggage Car cut-out. Worn and taped together in 3 places. (6)
- 17 Fun with the Kellogg's Kids #25 - Tom and Tess Help Beautify Their Neighborhood (10)
- 18 Fun with the Kellogg's Kids #19 - They Go on A Hike 10
- 19 Rare set of 3 Sugar Smiles box backs with 6 different smile cut-out masks. Two backs each have a minor tear on end (30)
- 20 Unknown cereal. Little Turtle, #13 in a series of 16 Famous Indian paintings. (10)
- 21 Kellogg's Sugar Pops Famous Guns of History picturing 8 guns with cut-out frame. (15)
- 22 Wheaties Adventure on Wheels un-cut Gypsy wagon (6)
- 23 Wheaties Adventure on Wheels un-cut Circus Wagon (6)
- 24 From Cap'n Crunch - Wilma's Traveling Tub. A cut and fold vehicle trimmed and ready to assemble. (6)  
(note - 25, 26, & 27 are cereal premiums - not box backs)
- 25 Shredded Wheat Lionel Train punch-out display #2065 (6)
- 26 " " #2350 (6)
- 27 1954 Kellogg's Early Bird score card printed on front and back, unused. (6)

28 1937 Kellogg's Adventurer stories - The Flying Dog and Night Wings. Both damaged. (6)

29 Night Wings as above. Also damaged and top is cut poorly. (5)

## McDONALD'S

(Lots 30-A - 30-O are drive-thru window posters and measure appx. 12" x 26½". All are folded in half and are from 1979 - 1981. Minimum bid is \$10.00 each except for C and D which contain two of the same at a minimum of \$12.00)

- 30-A Va-roommmthru (family in car)
- 30-B Going my way? (Ronald on trike)
- 30-C 5 Smiles ahead (Ronald's smile)
- 30-D Drive-thru (Ronald in old car)
- 30-E Rise & Dine (breakfast)
- 30-F Mew McChicken Sandwich
- 30-G Dinner Suggestion
- 30-H Sundae triple feature (ice cream)
- 30-I It really stacks up (Big Mac)
- 30-J Make tracks for a Big Mac (Ronald's legs & feet)
- 30-K New Chopped Beefsteak (sandwich)
- 30-L The Big Biscuit Breakfast
- 30-M Fry first class (fries)
- 30-N I break for McDonald's (bumper sticker on car)
- 30-O National landmark ahead (restaurant)
- 31 Proof reader's approval copy of McDonaldland Glasses full color comic book ad. Information on non-ad space says "1/3 page comic ad". Dated 1976 and measures 10" x 15". (35)
- 32 Proof reader's approval copy of McDonaldland Fun Times full color front cover - Vol. 3 No. 2 Winter 1981. 9½" x 12" (25)
- 33 Same as above - full color joined center pages 8 & 9 with Rescue Mission game. 12" x 18" (25)
- 34 Same as above - full color joined pages 12 & 13 with maze and puzzles. 12" x 18" (25)
- 35 Space Ship Happy Meal black and white picture. Appears to be clear photographic stock on white background. Could be a printer's separation. 12" x 18½" (15)
- 36 Black and white fold-open printed line drawing master-view of McDonaldland. Probably from in-house specification manual as 3 holes are punched above one page. 8" x 22" (10)
- 37 Colorful original felt pen drawing of Ronald holding food item with Hamburgler rounding the corner. 6" x 8" (20)



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30 (A - 0)



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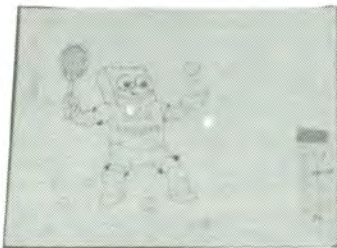
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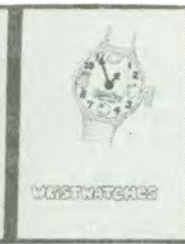
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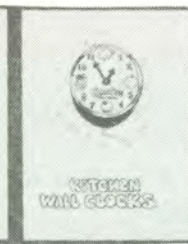
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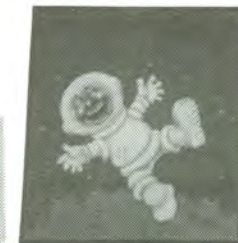
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38 Colorful original felt pen drawing of Grimace with two Fry Kids. 6" x 8". (20)

39 Black and white proof reader's TV guide ad approval copy of McDonald's sponsored Peanuts cartoon show called "It's the Easter Beagle, Charlie Brown." A couple of fold lines are on the bottom of the page. 5" x 8" (15)

40 Same as above but for "Be My Valentine Charlie Brown". 6½" x 9" (15)

(Note - the following black and white proof reader's approval copies [lots 41 - 57] come in various sizes ranging from 8½" x 11" to 10" x 19". During the final auction bidding I will have all of this material out to give out exact measurements and further details of each piece if required. All appear to be newspaper ads as some even say so on the bottom of each sheet. The following descriptions are meant to high light the main feature of each piece. Minimum bid is \$15.00 each.)

41 See the new Ronald McDonald Show Miles of Smiles.

42 Give Your Kids A year of fun with Ronald McDonald featuring Ronald McDonald fan club. 1977

43 The 1979 Ronald McDonald Coloring Calendar. 1978

44 Every kid's a winner in the Great Fries Match-Up Game 1978

45 We baked up a batch of McDonaldland for your kids to enjoy 1977

46 You're invited to Ronald McDonald Kids Day. 1978

47 10¢ Cherry Pie 1979

48 The all new McDonaldland Action Series of Glasses - To - Go are here. 1977 (Note - Min. bid \$20.00)

49 Happy Cups for happy faces at McDonald's. 1977

50 The Muppets are yours on four great glasses at McDonald's. 1981 (Note - Min. bid \$20.00)

51 Celebrate Ronald McDonald Kid's Day This Sunday. 1978

52 Your kids will go head over heels for new Ronald McDonald Adventure Meals. 1981

53 McDonaldland Pitchers. Pour now. Pour later. 1978

54 Opening soon at your neighborhood McDonald's - McDonaldland Puppet Theater starring McDonaldland TV Stars! (Note - Min. bid is \$20.00 as there are 2 of these)

55 Now Playing at your neighborhood McDonald's - The Day Captain Crook Actually Smiled.

56 Same as above but featuring the Professor in Invasion of the Lazy Creatures.

57 Same as above but featuring the Grimace in The Grimace for President.

#### MISCELLANEOUS ORIGINAL ART

58 Excellent pencil drawing of Albert Einstein. 8½" x 13" (10)

59 Banana Flavored Quick colored rendering of monkey character and box of Banana Quick. 11" x 14" (10)

60 Unusual pencil drawing of robotic tennis "ball tosser". 8" x 11" (8)

61 The Adventures of Sunny Capri comic strip black and white rendering. 10½" x 12". (10)

62 Capri Sun Fruit Drinks black and white rendering of a wristwatch premium. 9" x 12" (10)

63 Same as above but showing kitchen wall clock. (10)

64 Black and white cereal box back rendering featuring Count Chocula offering Monster Pals Flip 'n Flys but-

tons/frisbee's. 7½" x 10½" (20)

65 Strange picture of what appears to be a doctor holding a set of scales which are evenly balancing a baseball on the left and gold coins on the right. 7" x 10" (10)

66 Eight water color renderings of United Airlines ad featuring Al E. Gator. (1 is black and white only.) 4 or 5 have mildew stains. (30)

67 Colorful Kellogg's portrait of Toucan Sam with Olympic torch leaping over snow-capped mountain with Sun pointing the way. 6" x 8". (15)

68 Colorful Kellogg's portrait of cereal characters with Olympic rings overhead. Characters include Raisin Bran Sun, Snap, Crackle, and Pop, Tony the Tiger, Dig 'Em, Tony Jr., and furry character. 6" x 8" (20)

69 Colorful Raid bug killer TV storyboard panel picturing two bugs running away from a giant can of Raid. 5" X 7" (15)

70 Colorful felt pen drawing of Fruit Brute cereal character surrounded by fruit. 5½" x 7" (15)

71 Colorful felt pen drawing of Fruit Brute with boy in football uniform eating cereal. Two torn areas on sides caused by tape. 6" x 7½" (15)

72 1982 TV animation cel of Keebler Elf and another character. 9" x 12" (20)

73 Excellent round pencil drawing of a winged roller skate flying above clouds. 9½" (10)

74 Excellent pencil drawing of old camera. 6" x 8" (10)

75 Animation cel showing tiny man with thimble on head riding a mouse and charging a giant spider. An unusual cel from a classic cartoon? (20)

76 Man in suit with hot red seat - as though he were kicked. 4½" x 6½" (8)

77 Colorful drawing of happy moon man. 8½" x 9½" (10)

78 Three composit Charlie the Tuna animation cels. An outstanding piece. 10½" x 12" (50)

#### MISCELLANEOUS PREMIUMS AND PAPER COLLECTIBLES

79 7 small paper stand-ups from Myles Salt (Buffalo Bill, Canadian Mountie, etc.) (7)

80 1939 King Bombo of Gulliver's Travels paper mask. From Aresota Flour. (10)

81 Complete set of 9 Sgt. Preston Game Trophies, unused. (20)

82 1959 Popsicle gift list. Features Deopke Railroad riding train contest. (6)

83 1961-62 Bob Hope Popsicle gift list.

84 1969 The Legend of the Lone Ranger 16 page mini comic. Probably a food premium as back says "The food food guy." (6)

85 Four 1960-61 March of Comics mini-comics featuring Mighty Mouse, Space Explorer, Bugs Bunny, and The Lone Ranger. Near-mint. (50)

86 1951 Popsicle Sunday comics page ad featuring the Cowboy Boot Ring. 6½" x 14" (6)

87 Over 50 old cigar labels 1999-1930. (6)

88 Two old cloth and 18 old paper tobacco bags. (10)

89 Over 50 old cigar labels 1907 - 1927 (6)

90 Buster Brown Game and Play Box with picture and message of Saturday morning TV's Andy Devine on one side, Buster Brown Treasure Hunt Game on the other, and cut-out flip

cards on the side of Froggy the Gremlin, Squeaky the Mouse, and Midnight the Cat. Some very slight browning on ends of the box. (20)  
 91 Over 50 old soda pop labels (including duplicates). (6)  
 92 1885 Fire Dept. related check plus two invoices related to Tin and Sheet Iron Ware. (6)

93 1950 Coca-Cola magazine ad featuring Edger Bergen & Charlie McCarthy's radio show. Mildew damaged. (6)  
 94 1951 Wheat Chex & Rice Chex Sunday comics ad featuring Magic Pup & Magic Ring. 9½" x 14" (6)  
 95 1951 Rice Chex Sunday comics ad featuring the Super-Copter. 7" x 13½". (6)

(Note - dates given on some of the above items are the opinion of the consignor. Powers Media cannot guarantee the dates or authenticity of any of the information provided with the above lots.)

ALSO: Those wishing to see AUCTION RESULTS from this auction - send a self addressed stamped envelope.



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OVS Auction #8 Results

2-12.; 5-30.; 6-45.; 7-15.; 8-24.; 9-66.; 11-6.; 12-100.;  
 13-25.; 14-10.; 15-32.; 17-50.; 18-17.; 19-12.; 20-8.; 21-  
 10.; 22-10.; 23-5.; 25-20.; 27-40.; 28-15.; 29-15.; 30-30.;  
 31-15.; 32-30.; 33-15.; 34-10.; 35-10.; 36-10.; 37-25.;  
 39-10.; 40-35.; 41-94.; 42-15.; 43-10.; 44-15.; 45-10.; 46-  
 10.; 47-10.; 48-10.; 49-5.; 50-40.; 51-10.; 52-5.; 53-35.;  
 54-10.; 56-6.; 57-20.

OVS Auction #9 Results

3-20.; 4-26.; 5-15.; 7-12.; 8-42.; 9-55.; 10-10.; 11-40.;  
 13-113.; 14-10.; 15-18.; 16-15.; 17-10.; 18-10.; 19-8.;  
 24-6.; 25-18.; 27-12.; 28-12.; 31-5.; 32-5.; 33-7.; 34-  
 28.; 35-24.; 36-14.; 37-31.; 38-14.; 39-5.; 40-5.; 41-10.;  
 42.; 15.; 43-6.

(Note- does anyone know Charles Zayleskie's address?)

NEAT STUFF FOR SALE

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

PEZ 1982 SPACE GUNS -- Silver/Gray or Red on blister card NM-M each \$50.00

SPROUT TOUCH LAMP -- 1985 Green Giant Co. green plastic 8 1/2" Sprout standing on gold-colored metal base holding yellow corn balloons that light up at a touch! Total height=15". NM \$65.00

HOW THE WEST WAS WON 1978 metal lunch box w/thermos, unused NM-M \$40.00

HOUDINI'S MAGIC KIT by Platt & Munk, 1967, has eight cardboard sheets of trick accessories (some unpunched), magician's "wand," and 48-page book of 75 magic tricks with "a message from Houdini!" Colorful 11 1/2" X 15 1/2" X 1 3/4" box has minor marks and paper tears o/w EX-NM \$75.00

Plush Nestle QUIK BUNNY EX-NM \$25.00

MAGNAJECTOR -- Black plastic portable electric toy projector by Rainbow Crafts, Inc. ("The Play-Doh People") 1962, EX-NM in FINE box \$45.00

CHARLIE TUNA 25th Anniversary (1961-1986) Wrist Watch, NM-M in box \$60.00

CHARLIE TUNA 9 1/2" ceramic bank, 1988, NM w/stopper \$40.00

I will trade for PEZ, lunch boxes, & SPIDER-MAN items.

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:

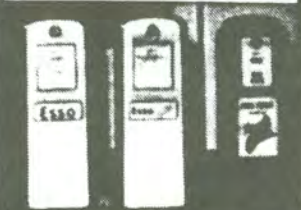
Martin J. Ballistreri, Sr.  
7604 Carson Ave.

Baltimore, MD 21224

(301) 282-1019

Anytime

GAS PUMP  
SALT & PEPPER SETS  
AND BANKS WANTED



Plastic figural banks & salt & pepper sets with unusual gasoline brands wanted by collector. Pickers, dealers & flea marketers: can you keep an eye open for me. Will a want list help? Drop a card to me. Fair prices paid always.

Peter Capell  
1838 West Grace Street  
Chicago, IL 60613-2724  
(eve) 312-871-8735

FOR SALE:

1950s PEZ SPACE GUN (RED OR YELLOW) \$150.00

HERSHEY BAR BANK IN O.B. \$35.00

TOOTSIE ROLL BANK IN O.B. \$45.00

PLASTIC AUNT JEMIMA COOKIE JAR \$75.

PILLSBURY UNCLE ROLLIE \$75.00

1968 HASBRO MICKEY MOUSE GUMBALL BANK \$20.00

POSTAGE EXTRA.

PEZ AUCTION

(SAME DATE AND RULES AS NOV. 4TH OVS AUCTION)

U.P.CO. CREATURE FROM THE BLACK LA-  
GOON

BATMAN W/CAPE

BETSY ROSS

BALOO

NURSE

PILOT

ZOMBI

PINNOCHIO B

JIMINY CRICKET B

PRACTICAL PIG W/EARS UP

STEVE POWERS

121 CODO ST.

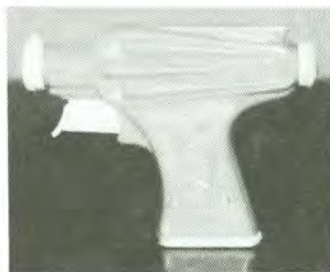
MOSS BEACH, CA

94038

415-728-5851

PEZ AUCTION

PEZ AUCTION



ADVERTISING FOR SALE

Send SASE for list of character glasses and vinyl advertising dolls. Bill Holloway, 1519 S. Utica, Tulsa, OK 74104 918-743-8044

PEZ FOR SALE/WANTED

**PEZ AUCTION**, over 100 different dispensers dating back to 1950s (premiums, robot, psychedelic eye, Green Hornet, & more), closes Nov. 15, 1989; LSASE for list or call 618-687-2282, David Welch, RR2 Box 233, Murphysboro, IL 62966

Disney PEZ - from 1982, all sealed in clear cellophane packs with two candy: Scrooge McDuck \$13.00, Donald \$7.00, Goofy \$7.00, Mickey \$7.00, Pluto \$7.00. Will trade for other PEZ or Spider-Man items. Roland Austin, P O Box 2641, Stillwater, OK 74076

**PINEAPPLE & PEAR PEZ** dispensers wanted. Also looking for Colonial, Sailor, "Old" Pinocchio, Personalized, Diabolic, Chick in Nest/No Hat, Make-a-Face, any unlisted or unusual dispensers. I collect color variations too. Get in touch with me. You'll be glad you did!!! Interested in **ANYTHING PEZ**: advertising, premiums, paper items, etc. Any and all PEZ related items. Top quality traders available or top prices paid. Also want to hear from all PEZ collectors. Maryann Kennedy, 409 N. 5th St., Marshall, MN 56258 507-532-6926

Wanted: Indian Squaw, Cowboy, Pear, Pineapple, Dopey, Mary Poppins, Peter Pan, Tinkerbell, Diabolic, Yappy Dog and Psychedelic Eye & Flower. For trade: Full-figure head Santa, regular, Uncle Sam, Indian Chief, Doctor, Popeye, Thumper and Annie. Will trade dispenser for dispenser or whatever. Barry Koester, 1124 Speer Dr., Modesto, CA 95351 209-521-6582

PREMIUMS WANTED

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

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

MISC. FOR SALE

Free lists. Toys, glasses, Smurfs, Black, Disney. Specify. LSASE to: Parker Enterprises, 3S928 Lakewood, Sugar Grove, IL 60554

Premium News & Views, a list of cereal & fast-food premiums for sale. Please send \$1.00 (specify premium list) to Greg Anglin, 7410 Farmstead Rd., Liverpool, NY 13088

MISC. WANTED

**FANNY FARMER** figural candy containers wanted. Made of: wax, cardboard, tin, etc. Also old Fanny Farmer advertising. No plain boxes please. Maryann Kennedy, 409 N. 5th St., Marshall, MN 56258 507-532-6926

Buying: any Marx playsets, partial or complete. Also any boxed Disneykins, common or rare. Please write with description & price wanted, or for my offer. Greg Anglin, 7410 Farmstead Rd., Liverpool, NY 13088

**FROG MEMORABILIA WANTED.** Frog collector wants to buy amphibian items, esp. frog PEZ, Froggy the Gremlin, Michigan J. Frog (the singing frog in Warner Bros.' "One Froggy Evening"), Hoppity Hooper items. Also frog toys, premiums, advertising, etc. Pam Chwedyk, 7538 N. Bell, Chicago, IL 60645 312-973-6690 Toad away!!

**BEATLES ITEMS WANTED!** Items like toys, dolls, guitars, record player, hairspray, records, concert tickets, Yellow Submarine items, movie items, magazine, etc. **MONKEES items also wanted!** Rick Rann, P O Box 877-AR, Oak Park, IL 60303

PEZ FOR SALE

BRUTUS	\$60.00
SANTA (FULL FIGURE HEAD)	\$50.00
WONDER WOMAN (SOFT HEAD)	\$25.00
PENGUIN (SOFT HEAD)	\$25.00
SILLY CLOWN B	\$15.00
ROAR THE LION	\$15.00
ELEPHANT (ORANGE)	\$15.00
ELEPHANT (GREEN)	\$15.00
PONY	\$10.00
GORILLA (2 EYES)	\$10.00
PIRATE	\$20.00
TOM	\$15.00
ANGEL	\$15.00

I WILL ALSO TRADE FOR THE FOLLOWING: PETER PAN, DOPEY, TINKERBELL, COWBOY, WOUNDED SOLDIER, ZOMBI, SAILOR, ORANGE HEAD CREATURE (ONE EYE) AND THE PSYCH. FLOWER. BEST TIME TO CALL IS BETWEEN 5:00 PM AND 11:00 PM EST

**NORM HUNT**  
139 W 4TH ST.  
CLIFTON, N.J. 07011  
(201) 772-5669

*plastic*

Will buy Advertising Swizzle Sticks

*glass*

**SUCHLA'S SWIZZLES**

507-452-8380  
1115 Marian Street  
Winona, MN 55987

*metal*

*celluloid*

NOV. 4TH



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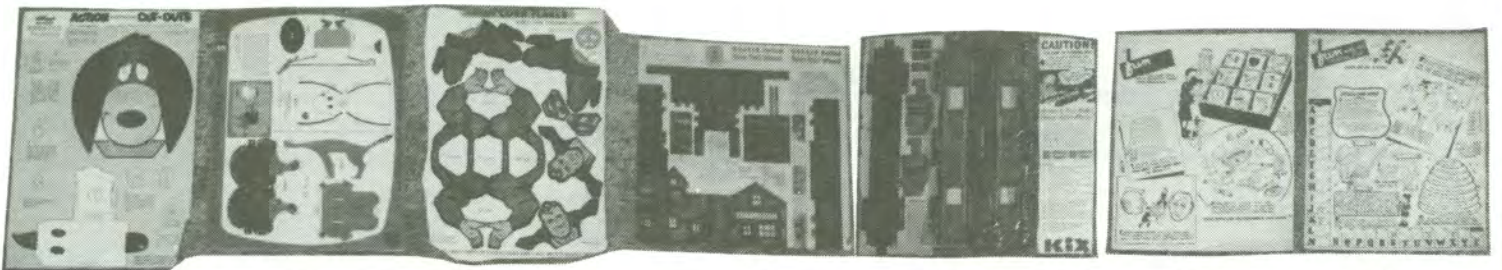
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22 23

NOV. 4TH



24

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

SUBSCRIBERS! IMPORTANT NOTICE INSIDE!  
READ PAGE 1!