

THE OLD VARIETY STORE

Dec. 15, 1987

\$3.00

#4

FUN COLLECTIBLES FOR GROWN-UPS AND KIDS

NOW PLAYING:



NEWS From The Storekeeper



Things are really hopping in The Old Variety Store. Captain Midnight collector DeWayne Nall and Galaxy Patrol Fan Club "communication specialist" Dale Ames both rote to urge me to ask you to do two things. One, get a Captain Midnight T-Shirt from Classic Ovaltine and two, write Ovaltine and ask them to bring back Captain Midnight. There is a possibility that the old show might run again in syndication for a new generation of viewers and that may mean more premiums like the T-Shirt! So write Sue Neros, Sandoz Nutrition, 5320 W. 23rd St., P. O. Box 370, Minneapolis, MN 55440.

There will be another PEZ collectors meeting for discussion and trading and anyone with an interest is invited. It will be at my address on Saturday, January 16th, at 1:00 p.m. Please call or write if you plan to attend. Speaking of PEZ, soon we will publish a list of as many dispensers as we know about right here in this magazine! This will become an invaluable reference for collectors. By the way, anyone needing to publicize their collectors meetings in any part of the country just let me know and I'll print the information. A hobby is more fun when it is shared.

At this time I would like to announce the premier of our own cartoon series by cartoonist and trading card entrepreneur Bob Ting. They're called "Boxtops" and I know you are going to get a real kick out of them from issue to issue. Thanks Bob! Also Gerritt Beverwyk has sent in some clever illustrations which we really appreciate such as the nice store front on the back cover. You'll be hearing more about Gerritt in the future as he worked for a time as an artist in the premium business! Thanks Gerritt!

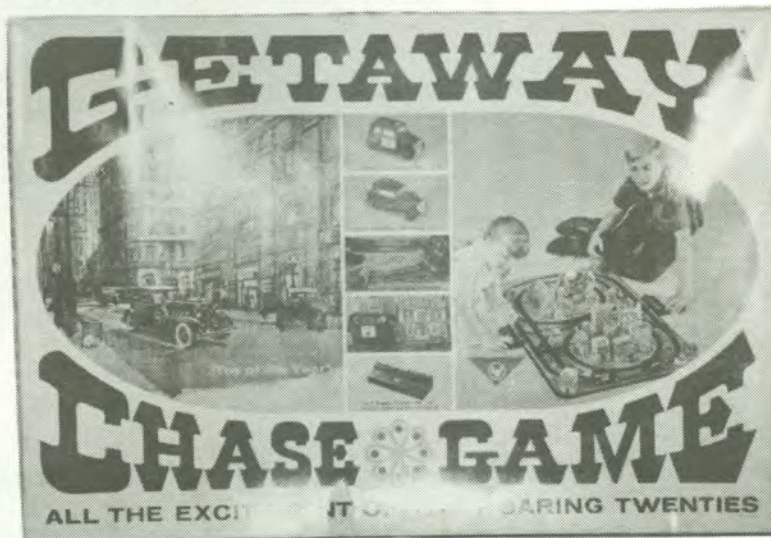
I am also very pleased with the article on Star Wars in this issue for two important reasons. One, it is written by my very own brother Bill! So naturally many of the experiences he shares with us I can visualize because I have been to the places he writes about and I remember much of the story as it happened. Secondly, it is an excellent article! It conveys a great sense of place and experience at the time his collecting interest was available in the stores! How rare it is to be privileged with the opportunity to read about the experiences of an original owner of a collection. In this first of three installments we photographed just the tip of the iceberg of Bill's collection - sort of the preview teaser. In the next two issues be prepared for the full "FORCE" of Bill Powers' Star Wars collection!

I couldn't resist updating for you the Getaway Chase Game article of last issue because no sooner did that issue go out that I was given the opportunity to obtain a set in the "toy store" box as I remembered it! The mint but partially incomplete contents are exactly the same as in the Sunray DX Oil Company premium box. Now if I only had the playing cards and the instructions!

As The Old Variety Store begins to gain momentum among collectors and nostalgia enthusiasts and we gain more advertising, I just want to give a plug for our advertisers! If they placed a want ad, keep an eye out for them. If they have something to sell, write them! This will encourage more advertising which will benefit you!

All the best for happy holidays,

Steve Powers



LETTERS

THE OLD VARIETY STORE POST OFFICE

Dear Steve,

Just thought I'd drop you a line and let you know that I've had about 5 calls in response to my ad in the "Tree House" section of your latest issue and I was able to make a trade for two of the PEZ dispensers I needed. Looks like it pays to advertise. I just hope more of your readers will do the same. It will benefit all of us in the hobby.

In regards to your article on PEZ space items, (issue #3) you referred to a space man dispenser with the words "Cocoa Marsh" on the side and that you were unfamiliar with the product. Well that's one dispenser I'll have to keep a special look out for, because "Cocoa Marsh" is a product I grew up with here in New Jersey and one that my mother purchased (per my request) many times. It was a chocolate syrup that you would find on the store shelves right next to Bosco, Hershey's, and Nestle's Quik. I can even remember a kids TV show from the late 50's/early 60's that was on every night at 7:30 and was sponsored by Cocoa Marsh and the Cocoa Marsh Lion. The name of the show was "Super Circus" and it was hosted by a circus ringmaster named "Claude Kirshner".

Well I hope this little bit of info was helpful and best of luck with your publication. This is one subscriber who will subscribe again.

- Norm Hunt, Clifton, NJ

(Thanks Norm. We appreciate your letter very much.

It tells me the magazine is working - both in terms of helping you with your collection and stirring up those all important memories about our culture which mean so much now that we look back on them. -ed.)

Dear Steve,

Really liked issue No. 3. I also like the new title. My favorite feature was "Cardboard Toy Dreams". I almost ordered that Polaris Sub myself! Remember those ads showing those terrific toy soldiers in a great battle scene? The "soldiers" were about 1" tall made of flimsy plastic, they hardly stood up! The "genuine footlocker" they came in was a little cardboard box! Ah, those were the days!

I have a question. What does the Warner Company (formerly Warner Brothers) have to do with PEZ? The Warner Building here in N.Y. has an employee store where they sell items that their company owns (like Warner records and tapes and Superman stuff) and items that their licensing company issues (N.Y. Yankees stuff, Muppet stuff, etc.) They always have a display of PEZ dispensers on the counter and I was wondering why. They sell for .60¢ each.

Keep up the great work. By the way, Burger King is planning a big Superman promotion with some really neat stuff. Keep a watch out, I don't know when the

promotion starts.

-Danny Fuchs, Bayside, NY

(Danny, your letter really made me laugh. Yes, I do remember those phoney "soldiers" and their "genuine footlocker"! It was the kind of thing kids would get in the mail, run to some special place in the house away from bothersome brothers and sisters, tear open, and then exclaim, "This is it!?" Makes you wonder if some fat guy is sitting by a pool in Palm Springs, rich from all the soldier sets we paid for! And by the way, it looks like "sturdy 200 lb test material" (which is certainly as ambiguous as "fibreboard") has made a comeback! Did you see the ad in a recent newspaper coupon supplement for a GIANT Doll House? It's even "big enough for a child to get inside and play"! They must have went to "the old premium writer's home" because this is the guarantee: "If your youngster is not happier and more thrilled than she's ever been before, simply return the Magic Doll House for full refund of your purchase price." Nothing short of conversion can do that! There's more. "Make her the proud owner of this beautiful house the envy of her friends for the low price of \$12.98 (Batteries not included) plus \$5.00 shipping charges." Sure, that's just what every parent wants for their daughter - her friends to envy her because she has a sturdy 200 lb test material doll house! Norm Hunt might not believe this, but it comes from Clifton, New Jersey!

Regarding the Warner Company, other than a licensing agreement with PEZ to produce some of their cartoon characters, I'm not sure their is anything more to it than that. It might be wise for N.Y. collectors to pay them a visit and see if they can pick up any PEZ/Warner promotional items. -ed.)

Dear Steve,

A few comments about PEZ. PEZ did not keep GOOD records, but they did keep some, and they have indicated that neither Superman or Howdy Doody were ever used for PEZ dispensers.

A little PEZ trivia. PEZ candy was invented in 1927. The first PEZ "Box" was invented in 1949. This one resembled a lighter. PEZ was introduced into the USA in 1952 and the boxes got heads - the first ones being Mickey Mouse and Donald Duck.

I have two different premium offers for the "Golden Glow" dispenser. One is from an early POPEYE - 3 wrappers and .15¢. The other is from an old FOOTBALL PLAYER (in a box) - 5 wrappers and 15 cents. Believe these offers to have been available probably sometime in the 50's. There is also another Gold regular dispenser, but the top of that one is different from the "Golden Glow". Interesting article on PEZ Space Headquarters. I would like to add a little more data on the large Space Gun.

LETTERS cont.

It was marketed in 1982. The gun was not intended to be "shot into the mouth", but I'm sure kids did try it that way and not only was that in "poor taste", but dangerous, as the candy was ejected with considerable force. A quote by a PEZ official from an article in Feb., 1982: "And there'll be a new Space Gun out soon. You pull the trigger and a PEZ shoots out and drops in your hand".

Like the new name. Keep up the good work.

-Maryann Kennedy, Marshall, MN

(Thank you for that terrific information! It really serves the purpose of showing what a vigorous Letters to the Editor section can be like, with a textbook example of further information and clarification based upon a previous article.

It is interesting to note that the PEZ official's instructions were not carried through to the Space Gun's packaging because the last item of instruction merely states, "Dispense candy by pulling back on the gun's trigger". With the shooting force designed into the gun, I don't think that they could have truly believed that all kids would do is simply pull the trigger and let the candy "drop" in their hands. This gun defiantly "shot" the candy as you say, in the same manner the toy Star Trek Tracer Guns shot flat plastic disks across the room. That was, by the way, the way my friends and I played "lazer tag" before Lazer Tag was invented!

I went and checked my PEZ premium offers and found additional information on the Golden Glow. The first two notices were to be addressed to the "PEZ Premium Club". One from a boxed Bozo and one from a boxed Brutus, they both offer the "Golden Sunglow Dispenser" for 10 wrappers and .50¢, with this important instruction: "NO pennies please!" Then I found another offer from a later dispenser for the "Ultra Gold" dispenser for 10 wrappers and .50¢. This leads me to believe that the Gold dispenser was their longest running, if not most popular, premium. Unfortunately for the collector, it is quite scarce. -ed.)

Hi. On the Premium Watch column would it be possible to date the offers? It also would be a good reference in later years. Or A-B-C order then we who send things can look real fast and see if you already have the offer.

-Joyce Kline, New Kensington, PA

(You got it! Take a look at Premium Watch in this issue and you will see that we have used your suggestion. By the way, Joyce, many of this issue's premium listings were sent in from you! Thanks a lot - I know all our readers appreciate it and may be inspired to send in more premium notices themselves. Because of space limitations, it appears we cannot print additional information such as cost (if any) of the premiums and their addresses. -ed.)

SUPER CONTESTS, SUPER FUN!

#1. Announcing the OVS Funny Collectors Ads Contest! Collectors ads can be quite funny - the things people collect - the lengths they go to obtain them! Well, now's your chance to satirize all of us by submitting a funny ad of your own making. The winners ads (probably all of them!) will be printed in issue #5 in February. So please try to have them in by the deadline of Feb. 1st. Send in as many as you want but please, no real long ads. It will be fun to see how original and outrageous everyone's will be. Please - no "off-color" words. Let's keep it Family Style - but funny!

#2. Announcing the Great OVS Stamp Drive! Our post office is running real low on postage stamps so we have proposed a raffle. Names of whoever sends us 3 or more .22¢ stamps will be placed in a hat. Whoever's name is pulled will win a Mark McGwire (A. L. 1987 Rookie of the Year) 4-photo un-cut strip card from Mother's Cookies! This premium, though just a few months old, is already selling for between \$19.95 and \$25.00. A great rookie card that is really going up in value, it can be yours! The winner will be announced in issue #4, so the stamp drive raffle deadline is Feb. 1st. (Even if you don't like the prize, please help us out!)

#3. Announcing the Great OVS Photo Contest! Okay you camera bugs, this one's for you! There is much artistic merit in the craftsmanship of yesteryear's collectibles. A well done photograph with a creative approach of something in your collection is all that is needed for you to take first place in the Great OVS Photo Contest. The winner will receive a free one years subscription plus have their photograph printed in issue #6. What we are looking for is more than merely "objects on a shelf". The photographer has the challenging task of bringing a bit of nostalgia, or humor, or a pleasing, artistic setting to highlight his or her collectible item. Any setting is "all right", even the use of people or costumes. Photographs are due March 15th. Will we have any entries? Let's hope so!

#4. Finally, here is a chance for you premium lovers to make your opinions heard! I propose a personal survey which we may do annually. The question is, in your opinion, what was the best or your favorite premium of 1987? Please give us a first choice and also, in your opinion (if you have one), the wierdest or funniest premium of 1987. In the February issue we will announce the OVS 1987 Premium of the Year. The Wierdest Premium needs a special title so let's see if someone can come up with one. Please send in your "ballot" before Feb. 1st. Perhaps we'll even send the companies an award! I can see it now - your editor making the radio talk-show circuit discussing premiums - the best and the worst!

STAR WARS

A COLLECTING EXPERIENCE PART I

By Bill Powers

Those of us who read this magazine share a common bond - the love of collecting. What each of us chooses to collect is often not as important to the ultimate enjoyment as is the collecting process itself. As a young teenager I became a collector of contemporary movie posters and memorabilia. With James Bond films leading my poster search, I had my young hands plenty full. Then one day a film called Star Wars came into town and I decided to collect on it. I didn't know at the time that Star Wars would become the biggest merchandising event in history.

THE CINEMA SHOP

When going to the movies, the first thing I did was to run over to the cases holding the posters. To me they were a part of the movie-going experience - colorful images of the heroes and adventures I was about to see. Some posters were sold in stores but the real ones were always behind glass, unobtainable. I owned only one authentic movie poster - a one-sheet from The Great Escape that I bought at the MGM Grand Hotel in Reno, Nevada on a family vacation. Then one day my brother told me of the Cinema Shop which sold authentic movie posters right here in San Francisco. I remember first walking into that shop and seeing the poster from Diamonds Are Forever (1971), one I had been longingly eyeing for months at the local theatre. But here it was, not behind glass, but for sale! I went home with it and a permanent addiction to cinema collecting.

During the next few years I spent all my free time at the Cinema Shop until one day they decided that since I was always there, why not put me to work? The method of payment was perfect - posters! Being on the other side of the counter was a dream come true for me. It also enabled me to have first crack at most everything that came into the shop. One day in 1977 a couple of items from a soon to be released science fiction film wandered into the shop. The film was Star Wars, and although its release was only two weeks away, no one seemed to know much about it. Only here in

this shop full of decades of movie memories had I even heard the words Star Wars spoken. But there was an underlying excitement preceding this film, an air of anticipation that said, "this is something special". One item our shop received was a beautiful full-color booklet on the upcoming film, full of enough classy imagery to tell us this may be great fun. But these booklets, sent to theatre owners and a few others to help sell the film, were few and far between. The two that fell into our hands were kept by the shop owner.

The other item was a poster known as a "teaser". These arrive at theatres in advance of a film's opening to wet the public's appetite with a glimpse of what's to come. This was to become a classic and highly prized teaser but at the time none of us realized it. It was printed on extra-heavy paper of shiny silver and black. What made it less than popular at first was the fact that it had no artwork, just a bold and brief sentence which read: "COMING TO YOUR GALAXY THIS SUMMER". This poster was already very rare, though I didn't realize it, for it was printed in a very limited edition of 500, and sent around the country to the scattering of theatres that would run Star Wars in its limited release. But here on this Spring day in 1977 it hung on our shop door for sale to anyone for fifteen dollars. No one all day had the urge to buy it. At closing it was bought by our shop's main clerk, who was no fan of science fiction or fantasy films, but he did know a potentially valuable

STAR WARS A COLLECTING EXPERIENCE

poster when he saw it. And so two items that would be among the rarest of all Star Wars memorabilia came and went right under my nose and I was left with neither.

THE EXCLUSIVE ENGAGEMENT EXPERIENCE OF YESTERYEAR

Star Wars was a magical film, an event, one that united audiences much like a winning sports team unites its city. The wonder and excitement Star Wars brought to 1977 will never be repeated, largely due to the marketing strategy of today's studios. Star Wars opened in limited release, with large theatres in big cities booking it for exclusive engagements of several months. It made its money over a long stretch of time, unlike today's films which set records on opening weekends due to the mass amount of screens they appear on. To see Star Wars on the San Francisco peninsula, one went to San Francisco's huge Coronet Theatre. I was there on opening day, one of the first twenty in line. An hour before the first show the line already stretched around the block. Fans of adventure, science fiction, and fantasy films had heard rumors about this one, and thrilling trailers had been showing up on TV the week before. The word was out by opening day that this was the film of the year. But Star Wars surpassed our expectations, a film with a swashbuckling, fresh innocence that could never quite be recaptured by its sequels. Leaving the theatre that day we all felt we were of a privileged few who were in on a huge, wonderful secret. One had to earn the right to see Star Wars that week, and even on through the summer, by standing in line sometimes two blocks from the theatre doors. There was a kind of comraderie among the audience after the long wait in line, and it helped result in enthusiastic crowds for months and months.

By the time Return of the Jedi opened, it did so on ten screens in my immediate area, and thousands across the country. Walking right in hassle free on opening weekend was not the same as those vigils outside the Coronet with a thousand others willing to wait in line. It may sound strange, but

long lines are what I miss most from the exclusive engagements of yesteryear.

BEGINNING A COLLECTION

I was sitting in the Cinema Shop talking with a friend one day and the subject of collecting Star Wars memorabilia came up. The film had just opened and I, like most young collectors, had already decided to collect the assorted cinema poster work that was becoming available. My friend told me he was going to the bookstore to buy all the magazines with stories on Star Wars in them. I asked, "You're going to buy all of them?" He replied, "I'm going to collect everything from this movie." It was that day that I too decided to collect everything on Earth with the Star Wars logo on it. I was oblivious to the masses of merchandise that lay ahead.

I had kicked myself a hundred times for not buying the teaser when it was in our shop. The promotional booklet I never had a chance at, but the poster I had. Finally I found a way to get the poster from Steve, our store clerk. He was a big fan of Olivia-Newton John, and as fate would have it, she had just released an album. In some record stores were life-sized cardboard standees of Olivia, something I knew he would want. I found a store owner who was nice enough to take my number and call me when he was done with the display. When he called, I had my bargaining chip, and soon traded the standee for the teaser.

Later, I was really thankful at Christmas when the owner of the Cinema Shop gave me one of the promotional booklets as a present. Now I was ahead of the game.

I did my best to lay my hands on every bit of poster work I could, and there was plenty of it. Still I had to be fast for items would come and go like the wind - various posters, lobby cards, stills, programs, record displays, press kits, etc. This type of collecting is different than searching for things from years gone by. Here I was finding things as they appeared, and if not, seeing them disappear. There was big demand for this stuff, and finding it was fun and exciting.

The early stages of the merchandising onslaught now began with bookstore items such as calendars and then the first toys. Kenner Toys sold their first Star Wars product before they were made - a small display stand and ten action figures to stand on it. This was sold mail-order for Christmas, but arrived well after.

By the following summer there was so much being sold that obtaining everything was quite a trick, financially as well. Running low on funds, I passed up buying three ceramic mugs of Star Wars characters. I figured I could always buy them later, but they disappeared from store shelves and I never saw them again. After that I vowed stronger than ever to buy everything the first minute I found it.

It was three years between Star Wars and The Empire Strikes Back, and I needed that time to finish one collection and prepare for the next. Star Wars had produced many, many collectibles, and I loved most all of them. By the third year things slowed down, and I was much calmer as a collector. I was very happy with the collection I had built. But when Empire hit I knew all I had accomplished would be thrown out the window and I'd be back at square one, with a million other collectors. I had got a good jump on Star Wars, but for Empire I would just be one in the mass, trying to maintain my collection at the level it had begun.

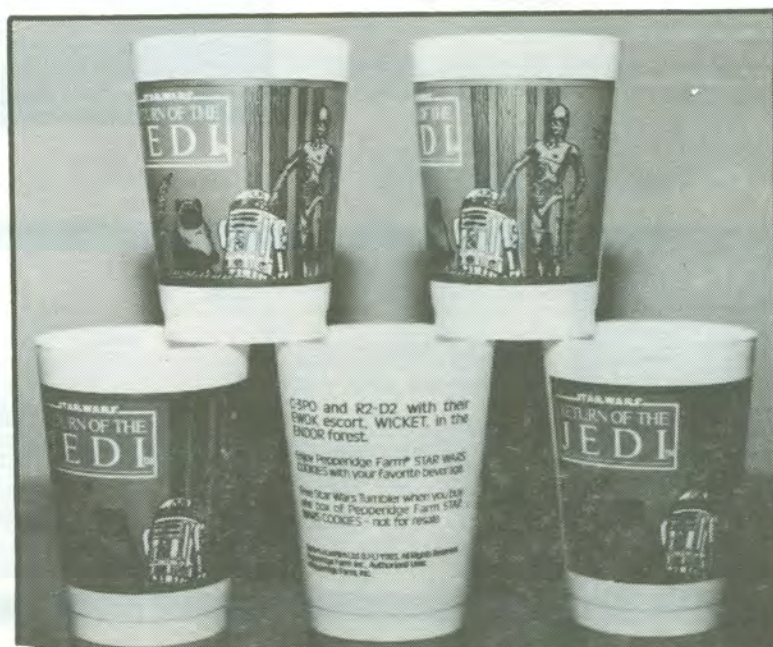
TO BE CONTINUED NEXT ISSUE



Tops Star Wars Movie Photo Cards Bubble Gum 1977

Above: Pepperidge Farm Cookies 1983
 Dixie Cups 1980
 Topps Empire Strikes Back Candy Containers

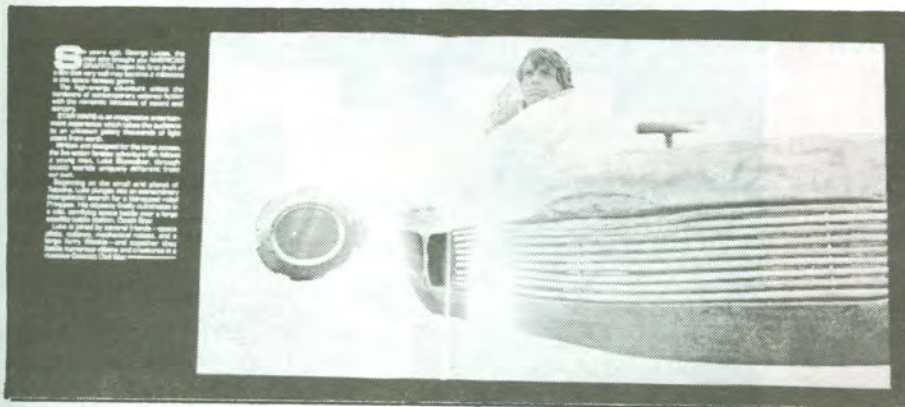
Right: Return of the Jedi Pepperidge Farm Cookies Premium Cups





Star Wars Soap
Omni Cosmetics Corp.
1981

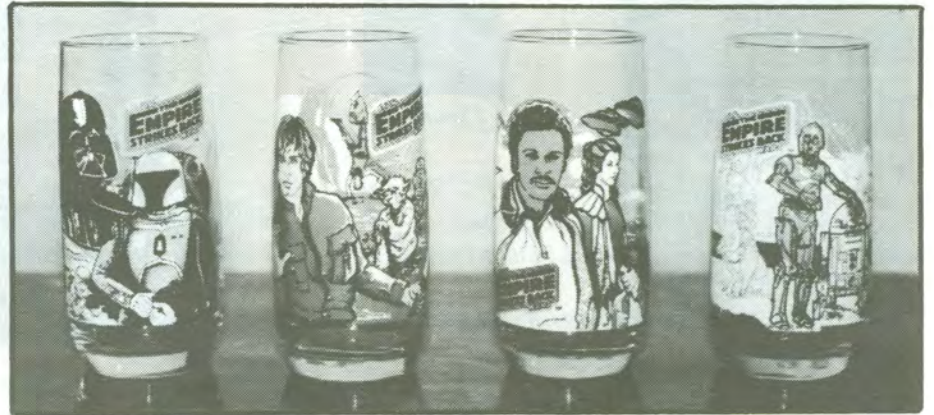
Above and Right: Bill's Star Wars Room. Notice in the above left corner the prized silver Mylar teaser, one of only 500. The wall to the right features the movie posters of the trilogy: Star Wars, The Empire Strikes Back, and Return of the Jedi.



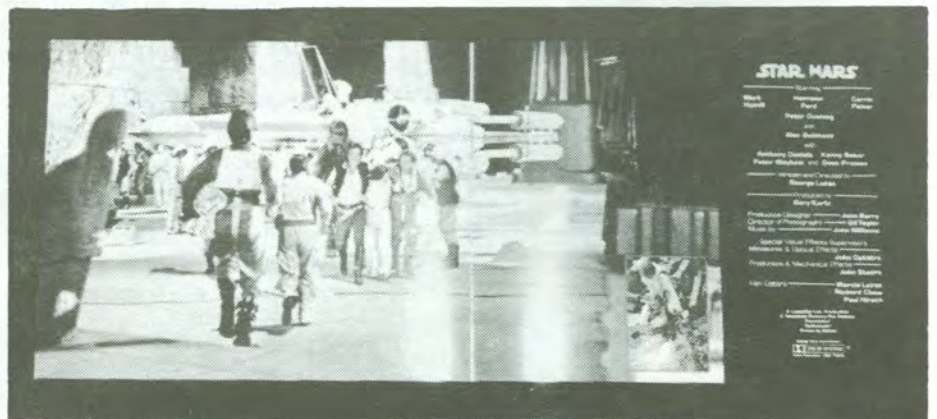
A page from the rare full color promotional booklet. 1977 Twentieth Century-Fox Film Corporation.



Those memorable Burger King Premium Glasses from the Star Wars Trilogy.



Another page from the rare full color promotional booklet. 1977 Twentieth Century-Fox Film Corporation.



CHRISTMAS PEZ

By Steve Powers



Figure A

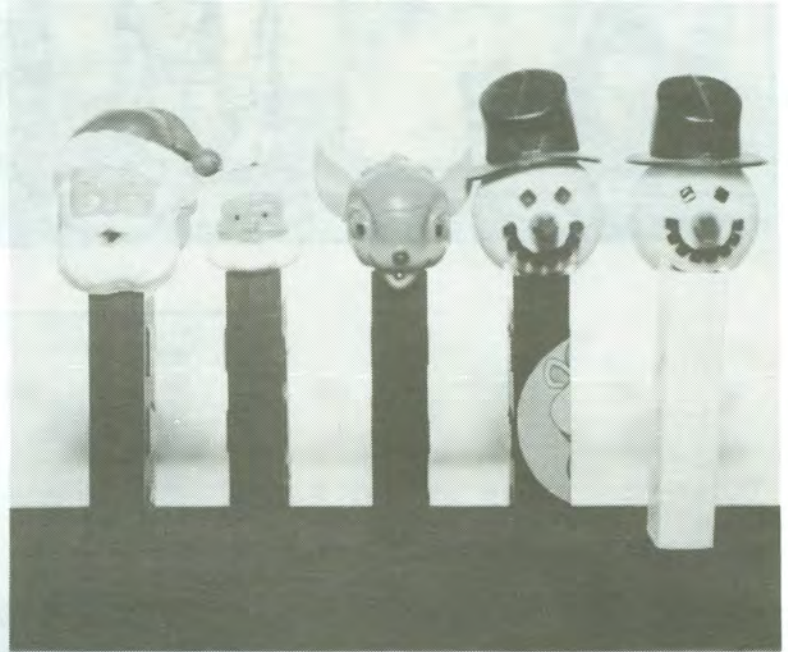


Figure B

"Stockings hung by the chimney with care" have probably held more PEZ candy dispensers as gifts than any other kind of candy container manufactured in history.

At least four different kinds of Santa's have added to countless kiddies Christmas morning fun for over 30 years. The 1950's full-figure Santa is among the most charming of all PEZ dispensers. Despite its age it is still turning up for collectors because of its nature as a Christmas decoration. Maryann Kennedy sent me a picture of a variation of this dispenser - the full body's head on a regular dispenser box in figure A.

In figure B we will move from left to right. The first Santa is among the most common of all dispensers largely due to its appearance every year at Christmas. It is known in at least 3 of the 4 Series, always remaining the same. The 1st Series "little head" Santa next to it is probably earlier. "Rudolf the Red Nosed Reindeer" may be 4th Series but it is apparently no longer being issued. The Snowman has been around for several Christmases and must have more market popularity than Rudolf so it is kept on. The two Snowmen are slightly different from each other. The earlier one has separately molded teeth and eyes and a more pronounced bend in his hat. The newer one has eyes and teeth molded to the head.

In figure C we find the 1st Series Christmas Angel. With those big eyes she has a beautiful child-like expression on her face. Looking at this unique dispenser (one of the author's favorites) we are reminded of the deeper significance of Christmas, more than all the Santas, Snowmen, and Reindeers can match. "For to us a child is born, to us a son is given, and the government will be on his shoulders. And he will be called Wonderful Counselor, Mighty God, Everlasting Father, Prince of Peace. Of the increase of his government and peace there will be no end. He will reign on David's throne and over his kingdom, establishing and upholding it with justice and righteousness from that time on and forever. The zeal of the Lord Almighty will accomplish this." - Isaiah 9:6,7. Christmas peace, joyous holidays, and a happy new year from The Old Variety Store.

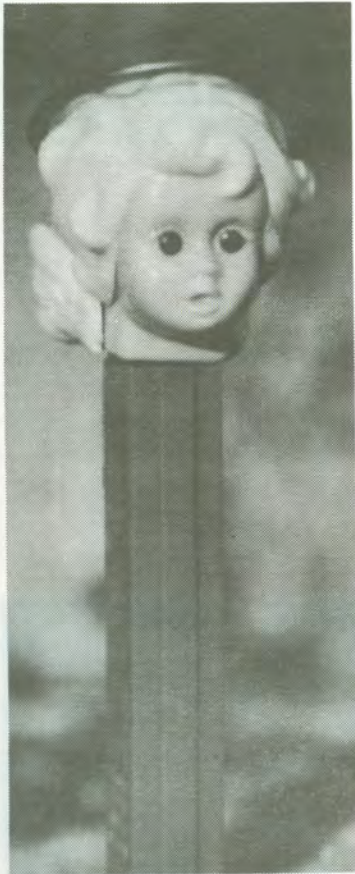


Figure C

THE OLD VARIETY STORE MAIL ORDER



Please add \$2.00 postage and handling per item. If you purchase many items and the postage isn't as much per item, we will refund your portion of extra postage cost. California residents must add 6½ % sales tax. If you need to talk to Steve he can usually be reached in the evening between 6 p.m. and 9 p.m. Pacific Time or possibly on weekends.

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

Nabisco Cereal Premium Ring "Cohise" from 1950s Rin Tin Tin TV show. Excellent. \$15.00

Cracker Jack. Two 20-30 year old premiums. One is a clear see-thru flicker picturing an elephant with a moving tusk. The other is a colorful flicker square showing two football players (some clear glue spots on it). Both for \$9.00

Capt. Crunch send-away-for premium. Capt. Crunch and his dog on a wind-up plastic pontoon style boat. When rubber band is released Capt. Crunch's legs "peddle" and appear to make the boat move. Probably from the 70s. 5½" tall. Excellent. Fun! \$12.00

A & W Restaurant's plush "Rootbear" bear. 13" tall. Excellent. \$8.50

1960s Nabisco Wheat Puffs "Puppets" plastic Donald Duck figural cereal container with metal lid on the underside. Remember these? Donald in a space or pilot suit and it has a coin slot in the back to save the container as a bank. The original owner glued a piece of felt to the tin lid which I have removed most of. \$20.00

Mr. Peanut 1979 counter top plastic peanut bag holder. Large and attractive - 12" high and 7½" wide. \$14.00

3 1960 TV Westerns Frame Tray Puzzles manufactured by Whitman. Each measures 11½" x 14½" and is in good, displayable condition. Rifleman, Gunsmoke, Maverick. \$15.00 each or all three for \$40.00

"Rocky Jones, Space Ranger Coloring Book" Whitman - 1951. Fantastic color illustration on the big 15" x 11" cover. Some pages nicely colored on the inside. \$20.00

Voyage to the Bottom of the Sea plastic Seaview Atomic Submarine by Remco. 15½" long, missing two torpedoes and hind rudders. Still, a fantastic 60s toy from the popular TV show. \$45.00

1960 Hanna Barbara Talking Movie Wheels featuring on one side Huckleberry Hound in Moon Jumper and on the other, Yogi Bear in The Big Boom. A must for the discriminating Hanna Barbara fan! Great graphics, no record. \$8.00

NEXT ISSUE ! ! ! The GRAND Old Variety Store AUCTION ! ! !

WANTED!

WANTED!

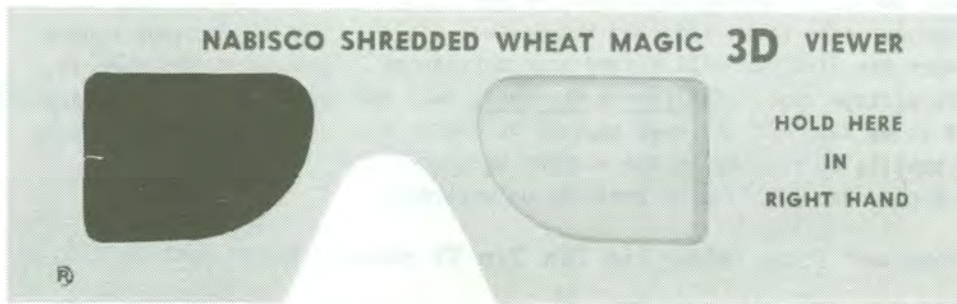
WANTED!

PEZ CANDY DISPENSERS - ANYTHING PEZ! Especially unusual premiums. Though I need many dispensers to add to my collection, my top ten wants are: BULLWINKLE, MARY POPPINS, DOPEY, OLIVE OYL, EYEBALL in HAND, BRIDE, GROOM, "ARITHMETIC", FRUIT, and DIE-CUTS! Cash or trade. (Now and then, good PEZ available for trade!)

Also wanted: P. F. Flyers premiums (Flipper Magic Whistles, etc.), ice cream bar plastic sticks in the shape of figures, candy boxes (especially pirate related such as Whitmans Pleasure Island or novelty candy boxes with a card or toy), Stick Shift stickers and wrapper, old plastic candy containers and memorabilia, pirate related plastic model kits, Jungle Hunt Game, and 50s - 60s big cardboard toys.

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

NABISCO SHREDED WHEAT 3-D WILD ANIMAL SHOW CARDS



By Greg Anglin
7410 Farmstead Rd.
Liverpool, N.Y. 13088

In 1953 a new craze swept the country: the 3-D movie. In this year, "House Of Wax" in 3-D, starring Vincent Price, was released. Close on its heels came the following 3-D movies: "It Came From Outer Space", "Fort Ti", "Miss Sadie Thompson", "The Glass Web", "Cat Women Of The Moon", and twenty three others! All in 1953 alone! Although the 3-D fad was short-lived, lasting only into 1954, everyone jumped onto the band-wagon and publishers figured out a way to convert 3-D to the printed page. The technique was called Anaglyph 3-D, using red/green colors slightly offset from each other and using a pair of red/green lenses in 3-D glasses to view the printed pictures. There were 3-D comic books, 3-D movie magazines, 3-D gumcards, 3-D advertising done in newspapers by Bullocks Department Store (yes, 3-D glasses were bound into the newspapers!), etc. There was even an article done in 3-D on how to run a buzz-saw in the August, 1953 issue of Popular Science magazine! !

Because of this popularity, it didn't take the cereal companies long to realize what a great gimmick this would be to sell their cereal. In 1954 the Nabisco Shredded Wheat Wild Animal Show premium was a great success. This was a series of twenty different 3-D cards of 3-D photographs of wild animals in their natural habitat. One sheet of two different cards and a "magic" 3-D viewer were inserted in each box of Shredded Wheat. So, even if the child didn't buy duplicate boxes (fat chance!), they would have to buy at least ten boxes of cereal to complete the set. Nabisco also offered a complete set if you sent them one box-top and 15 cents.



BENGAL TIGER—Vividly striped, handsomest of the tiger family! Sometimes are man-eaters. Weigh up to 600 lbs. India.
1 NABISCO SHREDED WHEAT WILD ANIMAL SERIES



MOUNTAIN GORILLA—Largest ape. Often weigh 600 lbs., with 9-ft. arm span. Eats fruits and herbs. Very shy. Africa.
2 NABISCO SHREDED WHEAT WILD ANIMAL SERIES

The cards were printed with a dotted line between the two pictures and were meant to be cut in half with scissors. Therefore, un-cut cards are seldom found, and most of the cards you do see are badly mis-cut by the young cereal fans. These 3-D cards are not rare, but are not easily found either. The "magic" 3-D glasses are much harder to locate, as they were easily lost or damaged. The rarest part of the premium, however, is the "cover" card which accompanied the complete set. This was not in 3-D and had no interest to the children, so was usually tossed into the wastebasket.

All in all, a very difficult premium to obtain in complete set form, and a "fun" premium to look for. Good luck!

**HERE IT IS!!!
YOUR NABISCO
WILD ANIMAL SHOW**

IN 3-D DIMENSIONAL PICTURES!

*It's fun!
It's thrilling!
It's easy to use!*



Just follow these simple directions:

1. Hold Magic Viewer in your right hand with green lens in front of right eye.
2. Hold card with 3-D picture in left hand.
3. Focus by moving picture card backward or forward until picture is sharp, clear and lifelike.

Be the first to collect a complete series of 20 different pictures!

Additional pictures are in other "Wild Animal Show" packages of
NABISCO SHREDDED WHEAT

**TRADE AMONG YOUR PALS
AND OTHER KIDS IN YOUR NEIGHBORHOOD!**

For a viewer and a complete set of 20 Wild Animal 3-Dimensional pictures (10 cards), like those in this package, send one NABISCO SHREDDED WHEAT box top and 1.5¢ to cover handling charges to:—

NABISCO SHREDDED WHEAT
Box 1170, New York 46, New York

Name _____

Address _____

City _____ State _____

Offer valid in any state, territory or municipality where prohibited, taxed or otherwise restricted. Offer expires in 30 days.

Hurry - hurry! Get your back issues of The Old Variety Store before they are gone!

#3 \$3.00

Kids Corner
Getaway Chase Game
It Came From PEZ Space Headquarters
McDonald's 3-D Happy Meal
Cardboard Toy Dreams
Gumby & Pokey Wrapper Discovery
Toy Truck Premiums
Dating Your PEZ Part 2
Premium Watch

#2 \$3.00

Topps Flying Things (with lavishly photographed previous unknown wrappers)
The Hershey Bar Bank
Pirate Potpourri - A Commentary
Premium Watch

#1 \$4.00

An Important Word About PEZ
Dating Your PEZ
Introduction to PEZ Costumes
Checkerboard Squarecrow Magic Set
Premium & Jiffy Pop Popcorn's Blackstone, Jr. Magic Club

The Old Variety Store
121 Codo St.
Moss Beach, CA 94038

O. V. S.

PHOTO

SESSION

By Steve Powers

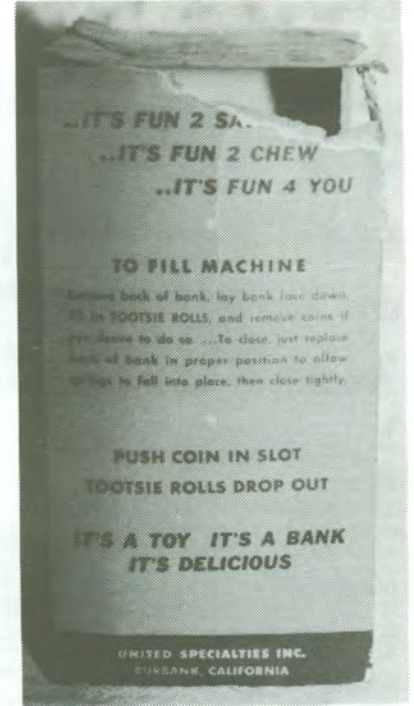
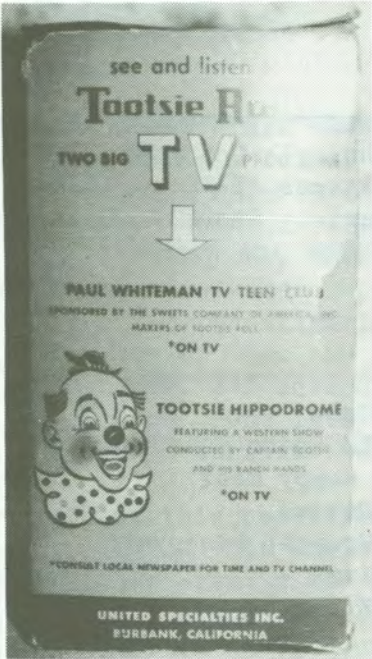
THE TOOTSIE ROLL BANK

Manufactured by
United Specialties Inc.
Burbank, California

Height: 7 1/4"

Bought at an antique show
for \$10.00.

The box encourages the buyer
to "see and listen to
Tootsie Rolls TWO BIG TV PROGRAMS"



PAUL WHITEMAN TV TEEN CLUB

SPONSORED BY THE SWEETS COMPANY OF AMERICA, INC. MAKERS OF TOOTSIE ROLL

TOOTSIE HIPPODROME

FEATURING A WESTERN SHOW CONDUCTED BY CAPTAIN TOOTSIE AND HIS RANCH HANDS

(We invite a letter to the editor if you remember either of these shows.)

IT'S FUN 2 SAVE
IT'S FUN 2 CHEW
IT'S FUN 4 YOU



IT'S A TOY
IT'S A BANK
IT'S DELICIOUS

MEMORY SPARKERS

Editor's Introduction: I think we all know the feeling of coming across something that we had completely forgotten about. It "sparks" our memories and invariably brings on a smile and the comment, "Oh, I remember these!" Memory Sparkers is a section we are introducing that will have appeal both to readers and those who desire to submit a bit of nostalgia to The Old Variety Store without necessarily writing a full-fledged article. In the case of Judy Wehner's "Toothpaste Caps", I'm not old enough to remember them myself, but they sure seem like a fun collectible and like much of our emphasis, may be a challenge to find, and yet are probably inexpensive.

TOOTHPASTE CAPS By Judy Wehner

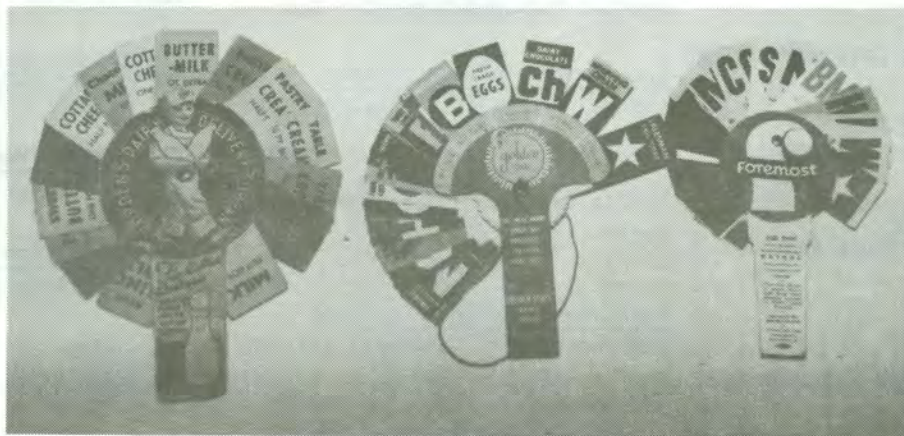
At a recent antique show I found a bit of memorabilia from my childhood. I'm guessing it was on the market in the late 1940s or early 1950s. It is a toothpaste cap which is a head with a hat. When you turn the hat a quarter turn the toothpaste will come out of its mouth.

My first thought was it came on Colgate Toothpaste, but later Kolynos Toothpaste came to mind. The toothpastes and toothpowders I remember from that time are Ipana and Dr. Lyons, and Pepsodent and Colgate which we still have today.

I'm sure this was not the only cap. Does anyone remember these?

MILK BOTTLE DELIVERY FLAGS By Steve Powers

Do you remember these? Milk bottle delivery was only around until the early 1960's in my area. These little devices were placed in the open mouth of an empty milk bottle with flags up to indicate any special order you may have for the milk man. This is the type of item that would have been in nearly every household in America but overnight became obsolete with the loss of the milk man's trade. How many people kept them? I had completely forgotten them until I found these three in an antique shop. I now remember playing with our family's little flag set as a small boy. I also remember a box with a lid which was always at the top of our stairs for placing the milk bottles in.



PREMIUM

WATCH

Special thanks to those subscribers who sent in premium notices for this issue's listing! If you would like to help but need to keep your original notice, we welcome hand written information. Please list product, premium in detail, and offer-expiration date. If you have not been able to find a particular premium notice or "specially marked package" we suggest you call or write the companies as they are usually very helpful and respond quickly. When all else fails send The Old Variety Store a self addresses stamped envelope and .15¢ per premium notice and we will make and send you a photo copy if we have the original or some type of information. If not, we will refund your money. Please allow two weeks for our response.

- | | | |
|---|---|--|
| <u>Alka-Seltzer</u>
B-B-Q Apron 12/31/88 | <u>Celeste Pizza</u>
Free Video Rental Offer FI | <u>Fiddle Faddle/Screaming Yellow Zonkers</u>
<u>Screaming Nutty Zonkers</u>
Code 1 Smoke Alarm featuring "Zonk" or "Fiddle Faddle" Bear |
| <u>Andes Candies</u>
Decorator Tin 12/31/88 | <u>Chef Boyardee Pasta Products</u>
Microwaveable Kids Pasta Bowl 5/13/88 | <u>Fisher/Peter Pan/Swiss Miss/Hunts</u>
Super Bowl Commemorative Pin Set
12/31/87 |
| <u>Aqua-fresh For Kids Toothpaste</u>
Musical Toothbrush Holder 12/31/87 | <u>Children's Panadol or Panadol Jr.</u>
Pandy Night Light 3/31/88 | <u>Fleischmann's Yeast</u>
Bake-It-Easy Cookbook |
| <u>Armour Hot Dogs</u>
Superman 50th Birthday Watch 2/29/88 | <u>Classic Ovaltine</u>
Captain Midnight's Secret Squadron T-Shirt 1/31/88 (No, this premium offer is <u>not</u> 40 years old! -ed.) | <u>Folgers/Sugar Twin</u>
Juvenile Diabetes Foundation Thanks For Giving Plush Bear |
| <u>Armour Star Canned Meat</u>
Aladdin Slinger Lunch Bottle
Insulated Lunch Bag 6/30/88 | <u>Claussen Pickles</u>
NFL Crunchtime Video 3/31/88 | <u>Franco-American SpaghettiOs</u> or <u>Rav-ioliOs</u>
Video Offer (14 different) 12/31/87 |
| <u>Ban Deodorant</u>
Dorothy Meets OZMA of OZ Videotape hosted by Michael Gross 3/31/88 | <u>Coronet Bath Tissue</u>
Personalized Stationery | <u>Freakies Cereal</u>
3 of 7 Freakies Stickers FI
4 Different Holograms on Boxes
Fan Club |
| <u>Birds Eye Deluxe Vegetables</u>
Glass Crudit  Platter | <u>Cracker Jack Kid Club</u>
Charter Member T-Shirt 9/1/88 | <u>Friskies Cat Food</u>
1988 Personalized Cat Calendar
12/31/88 |
| <u>Brach's Chocolate Candies</u>
L'eggs Sheer Energy Panty Hose 2/28/88 | <u>Crayola Crayons & Colored Pencils</u>
1988 Colorful Days Activity Calendar
2/28/88 | <u>Friskies Cat Food/ Mighty Dog Food</u>
Friskies Plush Cat or Dog 12/31/87 |
| <u>Bugs Bunny Vitamins</u>
Bugs Bunny Breakfast Set 10/31/90 | <u>Crispy Critters Cereal</u>
Special Edition Little Golden Books F | <u>Friskies Dry Cat Food</u>
Friskycat Toy Box with 3 Playful Cat Toys 1/31/88 |
| <u>Butternut White Bread</u>
Crazy Creatures Cut-Outs (6) FI | <u>Dole Juices</u>
Drink Recipe Book | <u>Fruit Roll-Ups</u>
Play-Doh 3/25/88 |
| <u>Cadbury's 5 oz Chocolate Bars</u>
5" Wedgewood Dish 12/31/87 | <u>Dow Bathroom Cleaner</u>
Stuffed "Scrubbing Bubble" Toy | <u>Fruit Loops/Honey Smacks Cereal</u>
Rockin' Roller FI |
| <u>Calgon Water Softner</u>
Better Homes & Gardens Cookbook 1/31/88 | <u>E.L. Fudge Sandwich Cookies</u>
Kebler Ceramic Elf Bank 2/29/88 | <u>Fruity Marshmallow Krispies Cereal</u>
Yo-Yo Spinner FI |
| <u>Campbell's Kids' Soups</u>
Campbell Kids Soup Bowl 1/31/88 | <u>Emporium Capwell</u>
Duffle Bag with purchase of Swatch Watch | <u>Fuji Film</u>
Luggage |
| <u>Campbell's Pork & Beans</u>
1918 Ford Replica Toy Truck Bank
12/31/87 | <u>Fancy Feast Gourmet Cat Food</u>
1987 Fancy Feast Ornament 1/31/88 | |
| <u>Carnation Hot Cocoa</u>
4 Ceramic Mugs / Sunbeam Hot Shot Hot Beverage Maker | | |

PREMIUM WATCH

Garfield Dixie Cups
Garfield Pop-Up Kitchen Cup Dispense and Flip-It Quartz Watch

Giggles Cookies
Holiday Ornament FI

Glad Large Trash Bags
Holiday Ornament FI

Glenbrook Products
Family Portrait 1/31/88

Grape-Nuts Cereal
Heritage Tin FI

Grape-Nuts Flakes Cereal
Nature Poster

Handi-Wrap 11
NFL Recipe Book 12/31/87

Hershey's Chocolate Products
Make It Chocolate Recipe Book 3/31/88
(A book cover calculated to drive a chocoholic insane! -ed.)

Hershey's Kisses
Holiday Tin FI

Hershey's & Reese's Candy
Hershey's Elf or Trolley Christmas Ornaments 2/29/88

Honey-Comb Cereal
A Magic Pencil FI

Honey Graham Chex Cereal
Cassette or FM Radio FI every 25th Box

Honey Graham Chex Cereal
Stunt Plane FI

Ivory Liqueur/Shampoo/Soap
\$5.00 AT&T Long Distance Gift Certificate 12/31/87

Imperial Margarine
Football Apron and Mitt Set 1/31/88

Jerky Treats Dogs Snacks
Holiday Feeding Mat 12/31/88
Your Pet's Personalized Birthday Card And Jerky Treat Gift Pack 8/31/88
(I didn't make this up . . . -ed.)

Joy Ice Cream Cones
Joy Cone Doll 12/31/88

Keebler Club Crackers
Personalized Souper Club Mug 3/31/88

Kellogs Corn Flakes Cereal
Captain Power Mask FI
100 Captain Power Stamps FI

Ken-L Ration Dog Food
1988 "Coverdogs" Pocket Foldout Calendar

Kix Cereal
Ansco Mini Camera

Kool-Aid
Several toys including a special Kool-Aid comic book, activity book, etc. 12/31/87

Kool-Aid
Bubble Fun (Note - a toy store toy. -ed.)

Kraft/Pillsbury Products
Pasta Tin 1/31/88

Lipton Oriental Treasures Herbal Teas
Oriental Sumi Art Prints

Lipton Recipe Soup Mixes'
Pfaltzgraff Chip 'n Dip Tray 12/31/88

Lipton Soup
Creative Cookery Cookbook

Louis Rich Products
NFL Legendary Heroes Meal Booklet 2/29/88

Lucky Charms Cereal
Beach Towel

Lucky Dog Dog Food
1988 Lucky Dog Calendar 5/31/88

Pak 'N' Apple Apple Sauce
Red or Green Back Pack

May-Bud Cheese Products
Better Homes and Gardens 1987 Best Recipes Yearbook

Maxwell House Coffee
4 1988 Winter Olympics Commemorative Mugs

Meaty Bone Dog Food
Dog Bed, Ball, Double Brush, and Steak Chew Toy 5/31/88

M & M's Candy
M & M's Quartz Watch 9/30/88
1988 fun Baking Calendar 7/31/88
Holiday Tin FI
4 13" M & M's Stuffed Fun Friends 12/31/88; T-Shirt, Baseball Player Trading Cards (24 different)

Nabisco Brands
NFL Team Sport Bag 1/30/88

Natural Raisin Bran
Magic Color Changing Mug

Near East Rice Pilaf Mix
Near East Cookbook 4/30/89

Nescafé Coffee
1987 Holiday Ornament FI

Nerfuls Toys
Tumbles and Nerfuls Gymnast 12/31/87

Nestlé Chocolate
Etched Brass Holiday Ornament 3/31/88

Nestlé Toll House Semi-Sweet Chocolate Morsels
Cookie Tin FI

Nestlé's Quik
Quick Bunny Plush Toy

Ocean Spray Cranberry Juice
NFL Team Watch 3/31/88

Ocean Spray Cranberry Sauce
Saucy Ideas Recipe Booklet 3/31/88

Oscar Meyer Products
Youth League Baseball 12/31/87

Otter Pops
Towels or T-Shirts 12/31/89

Pace Picante Sauce
Pace 40th Anniversary Cookbook

PAM Cooking Spray
The All Natural Cookbook 2/29/88

Pilgrim's Pride Products
17" Plush Tender BEar 12/31/87

PREMIUM WATCH

Rice Krispies Cereal

Joke Machine FI

Roman Meal Bread

Roman Meal Gift Catalog

Round Table Pizza

Magnets with Local Address (at selected restaurants -ed.)

Royal Oak Charcoal Briquets

Stadium Blanket 12/31/87

Safeway Sugar Frosted Flakes Cereal

"Join the Young Astronauts Program" Info FI

Saran Wrap

Afghan "Throw"

Seagram's Coolers

NFL Great Moments of the 1980's Calendar

Seneca Apple Juice Products

Seneca A B Vitamin C Book

Seven-Up

Countdown to Christmas Poster
Free in Stores

Shedd's Spread

Holiday Cookie Crock FI

Shell Gas Station

Tonka Road Boss Pick-Up Truck

Skoal Chewing Tobacco

Li'l Cus Take-Along Cuspidor 6/30/88
(Yes, it's what you think it is! -ed.)

Special Dinners Cat Food

AT&T Long Distance Certificates
(Imagine that - now your cat can call long distance! -ed.)

Solo Cups

Solo Bathroom Dispenser

Solo Party Cups

Willie Nelson or Dora Hall Record or Cassette

Lean Cuisine Entrees

On The Way To Being Lean Booklet

Sun-Maid Mini-Snacks

California Raisin Bank 7/31/88

Sun-Maid Products

Commemorative Tin and Cookbook 7/31/88

Super Golden Crisp Cereal

Jumping Bear FI

Superman Pretzels

Superman's "S"-shaped Pretzels

Tempra/Poly-Vi-Sol

Watch Me Grow Growth Chart 5/31/88

Thomas' English Muffins

Tastefully Fit 1988 Calendar 12/31/88

Thrive Cat Food

Gifts (Camera, sport bag, etc.)

Tobler/Toblerone Chocolate

Chocolate Tobler Crystal Mousse Cups
6/30/88

Totino's Temptin' Toppings Pizza

NFL Team Poster 12/31/87

Trix Cereal

Trix Clip-On Watch 4/30/88
Plush Rabbit

Tyson Chick'n Quick

NFL Kool Pak Cooler 7/31/88

Uncle Bens Long Grain & Wild Rice

Half Price Video Movie Classics Certificate FI

USA Today

Sports Bag

Welch's/Jif

School Supplies

Wheaties Cereal

NFL Superstar Photo Cards FI
Also - Minnesota Twins Box - the first time Wheaties ever put an entire team on a box.

Wyer's or Steero Bouillon

Flavor It Recipe Sampler 4/30/88

Yuban Coffee

Holiday Ornaments 12/31/87

Ziploc Bags

My Little Pony "Little Tot"
Transformer "Camshaft" 1/31/88

LATE ADDITIONS

Kodak Video Cassettes

Plush Disney Toys: Mickey Mouse, Minnie Mouse, Donald Duck 1/16/88

Luden's Cough Drops

Glass Apothecary Jar 4/30/88

Omega III Fish Oil Concentrate

6-In-1 Pill & Vitamin Dispenser
Vitamin, Mineral, & Amino Acid Chart

Pillsbury Microwave French Bread

Pizza/Pizza/Popcorn
NFL Team Cap 1/31/88

Pillsbury Plus Cake Mixes and Ready

To Spread Frostings
Doughboy Party Kit 3/31/88

Players Lights 25's Cigarettes

Lotto Personal Computer 3/1/88

Planters Peanuts

Sports Nut T-Shirt 8/31/88

Purina 100 Cat Food

Cat Paw Notecards 3/31/88

Q-Tips

5 Different Wildlife Cards FI
Ranger Rick Magazine & Tusco Mini Binoculars

Sunggle Fabric Softner

1987 Snuggle Ornament FI

Sun-Maid Raisin Cinnamon Rolls/

English Muffins
Sun-Maid Oven Mitt 3/31/88

Note: FI = "Free Inside" when the premium is inside or part of the product packaging.

Dick Tracy Collectibles

WANTED

CARDS, PREMIUMS, TOYS,
GAMES, FIGURES, PUZZLES,
BOOKS, ADS, ANYTHING

TRADE/SALE

FOR TYPED 7 PAGE LIST OF
TRACY COLLECTIBLES & COMICS
SEND \$1 AND LSASE



Larry Doucet, 2351 Sultana Dr.,
Yorktown Hts., NY 10598



THE TIME TRAVELER



Collector of Pez Candy Dispensers, Zorro Toys &
Novelties, Flasher Rings & Other Collectables of the 50's & 60's

Buy - Sell - Trade

NORM HUNT
(201) 779-3567

38 Ward St.
Clifton, N.J. 07011

WANTED

PEZ CANDY DISPENSERS:

especially the following:
FRANKENSTEIN - WOLFMAN - FULL BODY ROBOT
GREEN HORNET - BULLWINKLE - ANY PEZ GUN
PETER PEZ - PETER PAN - BOZO

** will buy 1 piece or complete collections

ZORRO TOYS & NOVELTIES:

such as:
GUNS - SWORDS - FLASHLIGHT - VIEWMASTER REELS
ETC.

1960'S AURORA MONSTER MODELS

WILL BUY NEW OR BUILT UP MODELS

Wanted

Bread Labels

1. Howdy Doody
2. Hopalong Cassidy-B&W
3. Hopalong Cassidy
-Sunbeam
4. Spacemen
5. James Bond
6. Lone Ranger - Merita
7. Athletic & Movie
Stars
8. Movie Stars -Sunbeam
9. Cisco Kid -Freihofer
10. Comic Cartoon Char-
acters
11. Davy Crockett
12. Baseball Red border

Don Shelley
P. O. Box 11
Fitchville, CT 06334

Tel. 203-887-6163

Call 5:00 to 8:00 pm EST

"No collect calls"

BOXTOPS

TING



FOR SALE:

Various cloth and
vinyl advertising
dolls and premiums.
Send two 22¢ stamps

to:

Captain Kirk
P. O. Box 1143
Winter Garden, FL
32787

FOR SALE

Now - for the first time you can own an authentic piece of movie theatre history!

P R E S E N T I N G

T H E P I C T U R E S H O W L E T T E R S !

That's right folks - our authentic, original marquee letters are from the basement of a great California movie theatre. Forgotten for years - made obsolete by lighter, less expensive plastic letters.

Imagine the thrill in the little Saturday matinee viewer's hearts when they gazed up at the old marquee at these very same letters to see magnificently spelled out above them: "TARZAN - LORD OF THE JUNGLE". That evening their folks might be out strolling down Broadway. A quick glance down the block at the brightly lit marquee tells them "IT'S A WONDERFUL LIFE" is playing. The sweet hearts nod to each other as he says, "Let's take in a show".

This is a rare, golden opportunity made exclusively available to readers of The Old Variety Store. Now you can own the very letters that once proclaimed your favorite classic movie or star's name. Or how about just your own initials in lights hanging in the den? An unbeatable gift for the movie buff.

Each interlocking letter is made of heavy gauge metal with the outline of each letter raised by a machine stamping method. They are painted black and orange and certainly could be repainted - they appear to have several coats of paint as it is. 90% of them have the original white milk glass still intact. The glass slides in and out of the back and is easily replaceable. All are one foot tall and are approximately 5" to 11" wide depending on the letter.

Supplies are extremely limited for these letters served but one theatre. Initially I will give special consideration to those wishing to spell out whole words. After that they will be sold on a first come - first served basis ("as is", with or without glass) so please place your order soon. Hurry - before the word gets out because once they're gone they'll be no more! While we have in stock in limited supply all letters except X, it will be of interest to some of you that there are also four "IN"'s, two "OF"'s, four "&"'s, two "\$"'s, four "l"'s (or the letter I), three "2"'s, and two "3"'s. There are also a few commas and apostrophes, and several dozen black "spaces", most of them with holes in them either for periods or a light effect around the words on the marquee. Anyone ordering enough letters to form words needing "OF" or "IN" shall be given an "OF" or "IN" free, as well as black "spaces" while supplies last.

The cost is only \$8.95 per letter, substantially less than what it would cost to make them today if in fact a metal marquee letter factory still existed. 10% off for those requesting three or more letters. For further information and placing orders contact Steve Powers of The Old Variety Store, 121 Codo St., Moss Beach, CA 94038. Tel. (415) 728-5851. Shipping extra.

BOGART IN

CANDY CONTAINERS :

All Containers are 60 cents ea.

- | | |
|--------------------------------|------------|
| *HARRY & THE HENDERSONS | *BOOM BOX |
| *LITTLE SHOP OF HORRORS | *PUSH POPS |
| *STATUE OF LIBERTY | *RING POPS |
| *HOWARD THE DUCK | *PLUGGO |
| *ORANGE JUICE BAR (BUBBLE GUN) | |
| *GRAPE JUICE BAR (BUBBLE GUN) | |

NON -SPORT CARD PACKS :

All packs are 50 cents per pack.

	Series	BOX
*Garbage Pail Kids	4-10	(\$15.00)
*Return of the Jedi	I-II	(\$12.00)
*Raiders of the Lost Ark		(\$12.00)
*Temple of Doom (36 ct.)		(\$12.00)
*Star Trek III (36 ct.)		(\$15.00)
*Star Trek IV (36 ct.)		(\$15.00)
*Baby (36 ct.)		(\$12.00)
*Goonies (36 ct.)		(\$12.00)
*Jaws 3-D (36 ct.)		(\$12.00)
*Dinosaurs Stickers	(50)	(\$18.00)

Terms:

1. Checks must clear, Visa+M.C. taken on orders over \$15.00.
2. Orders under \$10 add \$2 P+H, up to \$25 add \$1, over \$25 pp.
3. Calif. Residents add 6-1/2 % Sales Tax.

CARDS, COMICS, + COLLECTIBLES

132 Hazelwood Dr. So.S.F. CA 94080
Call 588-9250 -11:00 AM to 7:00 PM
Pacific Standard Time

BUY, SELL, TRADE, & MAKE FRIENDS IN

THE TREE HOUSE

WANTED

WANTED: any celluloid pins or medals given to children who played marbles. Also any balls from the Cracker Jack boxes which had the name CRACKER JACK printed on them. Also any old marbles or old marble games.

BERTRAM COHEN
169 MARLBOROUGH ST.
BOSTON, MA 02116

CAPTAIN MIDNIGHT ITEMS WANTED! Decoders, Rings, Manuals, Patches, Pins, Photos, Letters, Membership Cards, Games, Maps, Newspapers, Ads, Radio and TV Shows, Movie Items.

DeWayne Nall
1305 Twisted Oak
Enid, OK 73703

BUYING toy viewers such as True-View, Stori-View, Cine-View, and other 3-D and non-3-D viewers (no Viewmaster). Even keychain type viewers showing tourist attractions or scenic views or anything.

Greg Anglin
7410 Farmstead Rd.
Liverpool, NY 13088

WANTED: Any/all Advertising Premium Characters! Green Giant, Colonel Saunders, Charlie Tuna, Speedy, Mr. Peanut, anything with Pillsbury Doughboy and family, etc. Banks, plastic and vinyl items. Good-Mint condition. Also "Karate Men" toy fighting figures or any jukebox related toys.

Write: Bob Ting
3301 Bay Court
Belmont, CA 94002

Desperately seeking PEZ. I need many. What do you have?

Kim Wilson
3364 E. Kimberly #244
Davenport, IA 52807

SUPERMAN ITEMS WANTED! I'M BUYING ALL SUPERMAN COLLECTIBLES FROM 1938-1966: TOYS, GAMES, FIGURINES, BUTTONS, NOVELTIES, PREMIUMS . . . ANYTHING! "AMERICA'S FOREMOST SUPERMAN COLLECTOR"

Danny Fuchs
209-80 18th Avenue
Bayside, NY 11360

WANTED - GOLLIWOGG AND THE DUTCH DOLL ITEMS. Pins, books, figures, anything with Golliwogg. Please price and describe.

Sherry Werdon
400 N. Washington
Lowell, Mich. 49331

Wanted: McDonald's items, Kool Aid items, PEZ holders & displays, old cereal premiums, and candy store small oak display cases. Top prices paid. Send lists and prices to:

Craig Robbins
22262 Craggy View
Chatsworth, CA 91311

FOR SALE

Cereal premiums and old toys for sale. Send LSASE for free pricelist. Specify "Cereal Premium" list.

Greg Anglin
7410 Farmstead Rd.
Liverpool, NY 13088

Free List. Send LSASE for a free list of Toys & Collectibles for sale. Premium glasses and more.

Parker Enterprises
Rt. 1, Box 108K
Sugar Grove, IL 60554

(Note: Remember to tell the advertisers you saw their ad in The Old Variety Store.)

CLUB INFO

Boys, Girls, Collectors: Be the first in your neighborhood to join the Galaxy Patrol Fan Club and relive the glory days of Space Patrol, Tom Corbett Space Cadet and Captain Midnight. The club will publish three to four newsletters per year to pass on information on these great Space Heroes - Also info on Tom Mix, Straight Arrow, Howdy Doody and other heroes. To join the Galaxy Patrol Fan Club and receive your membership kit please forward a S.A.S.E. for your membership application to:

GALAXY PATROL FAN CLUB
C/O DALE L. AMES
22 COLTON STREET
WORCESTER, MA 01610



Subscription Rate: \$15.00 for one year - six bi-monthly issues. **FREE** 30 word ad with all subscriptions. **FREE** 100 word ad or 1/6 page display ad for articles of 1 page or more.

Classified Advertising in the Tree House: .05¢ per word; .10¢ per underlined word; .15¢ per **BOLD PRINT** word. \$1.00 minimum. (Note: only sometimes can a late ad be squeezed in. Ads in before the deadline are guaranteed.)

<u>Display Advertising Rates:</u>	(Camera Ready)	(Rough Copy)
1/6 Page (2½"W X 5"H)	\$7.00	\$10.00
1/4 Page (3 3/4"W X 5"H)	\$12.00	\$15.00
1/2 Page (7½"W X 5"H <u>or</u> 3 3/4"W X 10"H)	\$25.00	\$30.00
Full Page (7½"W X 10"H)	\$50.00	\$60.00

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

NOTE: Camera ready ads must fit in the strictly prescribed measurements. "Camera Ready" means exactly that - the right size, ready to go. "Rough Copy" means you send in the desired information and I type it to fit. W = Wide H = High

Questions or Comments? Yours are welcome. Please enclose a self addressed stamped envelope if you need a reply. Best time to call on weekdays is between 6:00 and 9:00 P.M. PST.

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

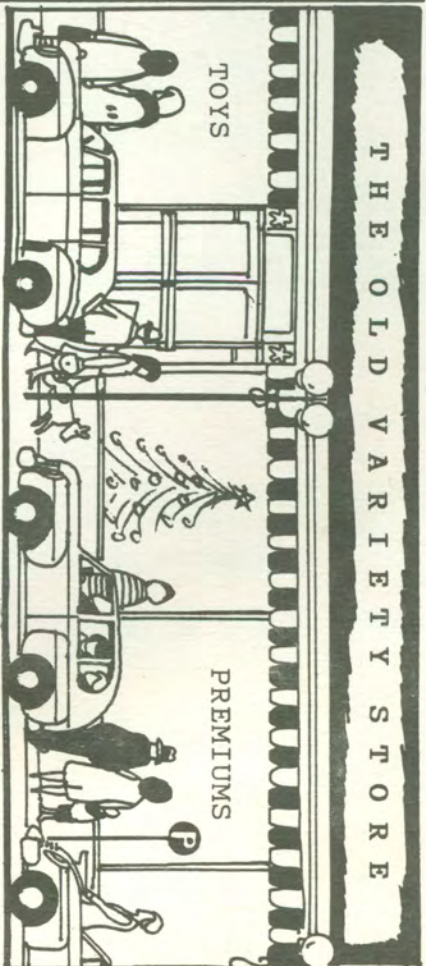
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1987 PREMIUMS



THE INSIDE SCOOP

1. NEWS FROM THE STOREKEEPER
2. LETTERS
3. CONTESTS
4. STAR WARS - A COLLECTING EXPERIENCE
9. CHRISTMAS PEZ
11. NABISCO 3-D WILD ANIMAL SHOW CARDS
13. THE TOOTSIE ROLL BANK
14. TOOTHPASTE CAPS & MILK BOTTLE DELIVERY FLAGS
15. PREMIUM WATCH
21. THE TREE HOUSE



121 Codo St., Moss Beach, CA 94038

FIRST CLASS TO:

