

THE OLD VARIETY STORE

THE MAGAZINE OF FUN NOSTALGIA

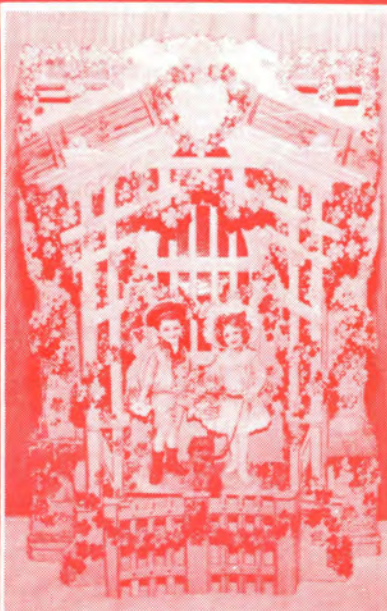
February 1988

\$3.00

#5



PEZ ADVERTISING



GRANDMA'S COUNTRY STORE VALENTINES

PLUS - MUCH MORE

Including An Interview With Gerritt J. Beverwyk
And The Amazing Colossal PREMIUM WATCH!



STAR WARS - A COLLECTING EXPERIENCE

NEWS From The Storekeeper

Congratulations to Bonnie Boone of Sacramento, winner of the Mother's Cookies Mark McGwire card. When she sent in the stamps for the drawing she said that if she won the card would make a wonderful gift for her grandson because Mark McGwire is his favorite player. Well, sometimes things have a way of working out for special little boys and we're happy Bonnie's name was pulled. A big thank you to everyone else who helped out and sent stamps which were used to help promote the OVS. Concerning our Funny Ads Contest, there were no entrants so I guess the joke's on us! And now, here's the news you've all been waiting for - the Ovaltine Captain Midnight T-Shirt was voted the Best Premium of 1987, a surprising upset to Del Monte's Dancing Raisin Figures.

Everyone had a wonderful time at the January 16 PEZ meeting here in my home. We all learned more about PEZ and had fun trading. The big news was broken by Abbey - PEZ will soon introduce a new Garfield dispenser! PEZ collectors in attendance were (from left to right): Emily and Steve Powers, Barry Koester, Bonnie Boone, Bill Masters, and Abbey Cook with baby Rebecca.



In early January the Powers family took a little vacation down to Disneyland and Knott's Berry Farm. Knott's, aside from being the oldest themed amusement park, houses the famous and sublime Mott's Miniatures, well worth a visit. We also had the happy occasion to meet and visit with fellow PEZ collectors Craig and Karen Robbins.

In other news, it has come to our attention that the old signs with the clowns are being changed in the Jack in the Box restaurants. It seems Jack in the Box has attempted several different competitive directions and this might be seen as their final giving-up of the kids market. And talk about collecting advertising figures - at a recent antique show in California you could take home a full-sized restaurant figure of Bob's Big Boy! The price - about \$2,200. And since we're on the subject of fast food restaurants, have you ever wanted to own your very own? Now it's entirely possible! Well, in miniature anyway. Ask your local model railroad dealer for a Burger King restaurant and a Pizza Hut restaurant. Maybe there's more. These are certainly collectible as examples of modern fast food restaurant architecture. I understand there was a model of the early style McDonald's architecture in the 1960s.

Also, we all know by now that Superman is 50, but there are some other character birthdays as well this year. Garfield is 10, Daffy Duck is 50, Mickey Mouse is 50, and Felix the Cat is 70. All of these birthdays will more than likely bring on anniversary related premiums from various products.

We would again encourage you to submit articles to the OVS. This is a home-style publication and anything but "high brow" about antiques and collectibles, so don't feel you have to have a degree in English to write us an article. Folks, right now there is plenty of room around the potbellied stove in The Old Variety Store for you to pull up a chair and tell us about your memories and collecting interests. There are several ways you can participate - items sent in for Premium Watch, Memory Sparkers (as introduced in #4), a letter to the editor, and of course main articles. We still wish to emphasize food related collectibles - especially fun food such as candy, ice cream, pop corn, cereal, soda pop, etc.; and premiums, gum cards, toys, novelties, and misc. paper and advertising collectibles; and stores and business related to the above, especially country, variety, candy, soda fountain, diners, roadside stands, fast food, toy, hobby, gas station, etc. We will continue to try out new ideas and hold on to the good. And by all means, advertise, please advertise in the OVS. We need your help, seriously.

The next major item I plan to introduce in these pages is "Adventures of Growing Up" - true stories you may wish to submit about your unforgettable adventures and experiences of childhood and youth. I hope this sparks your interest and gets those wheels turning which will produce a written account of those amazing stories.

Thus we hope it becomes clear that we wish to be a literary chronicle of childhood as well as a collectibles publication. And for that matter, a literary chronicle of nostalgic themes as was earlier stated in issue #3. That is to say, a gathering-in of historical articles of our bygone past, especially as they relate to the businesses (and men and women) which originated our American heritage (called collectibles) we now preserve and study for our present enjoyment and the education and enjoyment of future generations.

Steve Powers

BACK ISSUES:
\$3.00 EACH (#1 \$4.00)

LETTERS

THE OLD VARIETY STORE POST OFFICE

I have been enjoying your magazine and enclose copy for the free ad which goes along with my subscription. My specialty is advertising spoons, and not many of those are being given away these days.

In fact, does it seem to you as though premium offerers are getting a little greedy? My dictionary defines premium as "a gift, a bonus", yet I feel manufacturers are asking us to bear the cost of the premium plus requiring too much in the way of proof of purchase. For example, I recently sent off for a "Poppin' Fresh Ceramic Bank", which cost \$4.25 - about what it cost Pillsbury, I imagine. But I had to buy TWO big bags of flour, which is for me about a year's supply! I feel as if I am assuming Pillsbury's advertising costs, and that doesn't make me feel too kindly toward them. Should I write and tell them so? Or am I just being picky because I remember the days when premiums were 15 or 25 cents?

I would like to know the thoughts of other premium collectors on this subject because if enough people agree with me, we should start a writing campaign. We are, after all, still the customers.
- Winifred H. Scheib, St. George, UT

(I appreciate these thoughts very much. If there is anything I gather from these corporations (except for maybe Topps Chewing Gum!), it's their view of public relations and satisfaction with their products. Perhaps one letter does mean something, as even the federal government figures if one person writes on a given subject, that one person probably holds the same views of thousands who haven't written. And while we must realize that there are no free premiums, that is, we the consumers will pay for them either directly or through a higher costing product, I join with you in desiring to know the thoughts of others on this subject, as premiums in some cases are now costing more than the products themselves! -ed.)

The Getaway Chase Game (issue #3) first came out Christmas 1965. I ran a Sears toy department 1964, 1965, 1966 and The Chase Game was one of the new items we offered along with a 007 slot racer that Sears took a bath on because they rushed it into production and 90% were defective and returned to Sears.
-Don Maris, Arlington, TX

(Thanks Don, for that bit of toy department trivia about one of my favorite toys! And now you've just about helped make up my mind to do an article on my James Bond 007 Road Race Set by A.C. Gilbert. Though this large and difficult to obtain toy has become high priced, it's worth a look at by our readers as it is one of the most visually beautiful toys of the 60s. -ed.)

How about a little PEZ trivia for this February issue to commemorate Valentine's day. A new first-time-ever February 14th Valentine offering: "Pezi Boy" and "Pezi Girl" in a pink hearts and flowers package. The year - 1982. 1982 is also the year that PEZ introduced "sugar-free" candies. A concession to parents who complained about cavities while cheering the puppets. I think it is great that so many collectors write in to share their knowledge with the rest of us. It all really helps.
Thanks.

-Maryann Kennedy, Marshall, MN

(And thank you, Maryann! And while they may have placed the insert in other packages, in another Valentine's Pezi Boy and Pezi Girl blister pack there is the little insert which reads, "PEZ YOU HEARD ABOUT IT IN 'E.T.'", a tie-in as Elliot told E.T. about PEZ! -ed.)

It occurred to me, after I sent my last letter, that you might be interested in the McDonald's Canada premiums also.

We have a "Mickey D" (as I hear you call them in So. California) here which has a "Treat of the Week policy. Every week they give away a little something with a drive-thru order if you ask for it. Sometimes they are repeats, sometimes the little magazine they issue several times a year, and sometimes some "earlier" items. I don't know if they are the same as are issued in the USA or not. Anyhow, here's a list of some of the items they gave out the past six months:

1. Cards - Ronald in sleigh with "stick on" presents. 3 3/4" x 2 3/4" 1987
2. "Pop car" plastic with plunger. Birdie, Hamburgler, Ronald as drivers.
3. "Shoe lace wallet" plastic 1987
4. Pencil holder. Hamburgler 1986
5. Shoe horn. Ronald is the handle.
6. Bicycle handlebar "spinner" (like a weather anemometer) Grimace 1980
7. 81-square sticker puzzle 5" x 5" 1987
8. "This Book Belongs To _____" bilingual bookstickers, set of 4, 1987
9. Photo stickers 1987. Photo of character is in a star, inside another character.
10. Window sticker for auto. Ronald with magic wand. No date. Transfers.
11. McDonald's-Petro-Canada "Play Ball" coupon booklet. (Support Youth Amateur Baseball) 1987
12. Blow-up bust figures.
13. Change purse, squeeze type, bust of Ronald 1986
14. Car window suction stick-on 4" x 4" Birdie
15. String blower novelty, plastic, Ronald 1986
16. Whistle novelty, flat type, Birdie, 1981
17. Comb Birdie 1984
18. Ronald bust pencil sharpener 1984

- 19. Key chain message hold tube, marked "Slick Korea" Ronald
- 20. Cards, 5" x 3" "Interesting Planets", "Baseball Equipment" 1987
- 21. Friction cars, Birdie, Ronald, Hamburgler
- 22. Plastic die-cut figures with string hangers Ronald 1984
- 23. Mix & Match puzzle 6½" x 5½". 14 characters, 5 McDonald's and 9 not McDonald's 1987
- 24. Meter/Yard measures, coated paper with illustrations 1986

This list is not complete as I don't (shame on me) go every week - but when I do go I always ask for "TWO treats of the week please!"

-Ross Hartsough, Winnipeg, Canada

(Thanks very much, Ross! Canadian premiums are of major interest to us down here because yours' is a separate market, hence very often, entirely different premiums which we rarely see. -ed.)

* * * * *

(Signs of the times - Gary Cross of Latham, New York, sent us a couple of newspaper articles from the Albany, N.Y. Times Union. The first one, dated Dec. 16th, 1987, deals with the new practice of some supermarket chains posting signs in their cereal sections alerting customers to the dangers of small toy premiums. This comes as a result of consumer groups bringing to attention the tragic choking death of a 1-year old child allegedly from a "Powerball" premium in Cheerios boxes. All boxes with this premium were pulled from store shelves. Citing the long tradition of putting things in cereal boxes or send away offers, the article quotes Celeste Clark, a spokeswoman for Kelloggs, as saying, "Our first send-in offer was in 1910 for the funny Jungle-book coloring book. Our first insert was a bran recipe and the first toy insert was a model plane in 1943. It's very important to us." Of this article Gary writes:)

I'm sure the newspaper article is of interest. It seems everyone wants someone else to be responsible for them. I think it's so they can file a lawsuit if they themselves do something stupid. Parents should watch out for their own kids. You ought to run this in O.V.S. Do Popsicle's still have premiums? I remember as a kid saving the wrappers to send for things.

-Gary Cross, Latham, N.Y.

(Thanks Gary, for alerting us to the danger of seemingly innocent but hazardous premiums. [Any newspaper articles about relevant subjects are always welcome here at O.V.S. We're just a bit uncertain at this time about reprinting previously copyrighted material.] Ultimately you're right. Parents must watch out for their children. However, who protects the child if the parents aren't paying attention to "what's inside the box"? We

all know there are careless parents and I simply don't feel that a percentage of children should suffer as a result. Obviously, all the premiums in the world or all the gold in Fort Knox are not worth that one child's life. The industry should set iron clad standards. And according to the article, General Mills (maker of Cheerios) and Kelloggs say they are following government guidelines regarding small toys and also some voluntary imposed rules also. It is interesting to note that McDonald's is offering Happy Meal premiums to children under 3 upon request to avoid problems. In any case, it is safe to say we will probably see fewer and fewer small premiums or premiums with small parts.

And yes, Popsicle's still have premiums, but hardly the kind you probably remember. The last offer I saw was sent to me for Premium Watch but the offer was expired. It was for free 35MM Skrudland film.

The next article sent was dated Jan. 20th, 1988 and is entitled, "Comeback for candy of the '50s". It's about PEZ! It mentions the recent shows and movies PEZ has been mentioned in and the fact that there has been a lot of interest lately in PEZ, according to PEZ president Scott McWhinnie. He also says "there are PEZ fan clubs and collectors' newsletters". We think this may at least in part be a reference to The Old Variety Store as we know of no other club or publication with continuous articles and information on PEZ. And the article says the new Garfield dispenser is in the works. The article originated in the Orlando Sentinel and has appeared in other papers. Barry Koester called to tell me it was in his Modesto paper. -ed.)

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I enjoyed your first issue. I love the Premium Watch. My son recently got the Sun-Maid raisin bank featuring the "clay raisin fellow" (I Heard It Through The Grapevine) for Christmas. It is adorable. He also collects PEZ dispensers, but we don't have any of the older ones you mention. Can you give us an idea what prices go for in one of your issues ??? We only have new ones to trade so we would probably have to buy old ones to add to his collection.

Elizabeth Crosson, Atascadero, CA



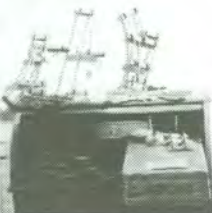
(This is a difficult question because not enough older PEZ, or even newer PEZ for that matter, is being listed by anyone for sale. What you most often have is someone willing to sell what they have, but first they want your offer. I hope to stimulate more selling by testing the waters with a few in the auction in this issue. But for example, Parker Enterprises, who advertised their list of toys and collectibles in issue #4, had in that list a soft head Penguin (from the Batman series) at \$4.00. I'm sure it went fast. No, it wasn't by me! My policy is not to buy any advertised item or through any list offered through the OVS for the sake of fairness to the paid subscribers. -ed.)

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THE GRAND OLD VARIETY STORE AUCTION!

AUCTION RULES: You may mail or phone in your bids. The best time to reach Steve to answer questions and receive phone bids is between six and nine p. m. Pacific time or on week-ends. After the minimum bid, bids must be raised by 10%. No offers to top all other bids accepted. On March 19, the closing night of the sale, we will take phone bids two p. m. to 12 a. m. After midnight, if ten minutes pass after the last phone call, we will close the auction and turn off the phone. Those with winning bids will be notified by mail, at which time payment is due including postage, handling, and sales tax for California residents. Minimum bid is indicated in parentheses. Prices realized will be printed in OVS #6. YOU MUST BE A SUBSCRIBER TO PARTICIPATE IN THIS AUCTION - three issue subscription (\$8.00) or six issue subscription (\$15.00) Telephone (415) 728-5851. The Old Variety Store, 121 Codo St., Moss Beach, CA 94038.



1. Snow White and the Seven Dwarfs Treasure Chest. 1938 W. D. Ent. Made of wood with printed illustrations all around. Wood divider in the inside. 26½" x 14 3/4" x 21½" (95)
2. 1968 Fleer Gumby and Pokey Tattoo wrappers with two original tattoos (pictured in OVS #3). Note - these two wrappers are the only examples known. There are four tiny pin holes in the Gumby wrapper. Sold together (35)
3.  PEZ. From left to right: Circus Pony 1st Series A (3); Disney Capt Hook 3rd Series U.S. (3); Dr. Skull 1st Series A (3); Circus Lion 2nd Series A (5); Panda A (5); Disney Dumbo 1st Series A blue face, yellow hat (5); Disney Pinnochio 4th Series A (8); Disney Little Wolf 2nd Series A (8); Christmas Angel 2nd Series A (8); Orange 4th Series A missing leaves (8).
4.  Six Gas Station Porcelain Signs. "REST ROOMS" blue on yellow (7" long), "MEN", "WOMEN" red on cream, "STANDARD GASOLINE" black on red. Note - this has round corners and a hole at one end so maybe it was a tag that hung from a pump. Also, it's a bit "beat up". "NO PARKING" green on white, "SYPHILIS AND GONORRHEA CAN BE PREVENTED AND CURED . . ." From the "Bureau of Venereal Diseases State Building, Sacramento". Several sentences, blue on white. (Lot 60)
5. Boy Scouts "Record of First Class Examination" West Suburban Council. In printed envelope featuring ten cents a copy ad for Boys' Life magazine. (10)
6. Colorful cardboard sign: "Victor McLarlen starring in Movietone Fox Pictures" printed on reverse. Tack holes in top and bottom. 12¼" tall. (15)
7. Colorful cardboard sign: "El Brendel starring in Movietone Fox Pictures" printed on reverse. Tack holes in top and bottom. 12" tall. (15)
8.  IVES two-rail track: one four-way 90 degree track crossing, one four-way 45 degree track crossing with cast iron center piece; one right hand manual switch track, one left hand manual switch track, one straight track with a manual switch which would trip something under a train or stop it (this track says "Ives Miniature Railway System" while the rest of the tracks have an "I" stamped into the ties), and seven and one half curve tracks. (Lot 20)
9. My guess is BING two-rail track: "Patent G.B. Bavaria" on ties. Two curves. (Lot 10)
10. MARKLIN straight track with manual switch. "G.M." is in the shield. One straight which has a mechanism between the rails which is operated by the switch. Letters and arrows indicate something. Two-rail. (15)
11. LIONEL cardboard box "Outfit No. 88". There are no Lionel tracks or trains. However, inside is a transformer instruction envelope and a large general instruction sheet glued to the top of the inside lid. While there are metal reinforcements, 5 of 8 seams are split. Address given on the box is 48-52 East 21st St., New York. (25)

CONTINUED ON PAGE 20

AN INTERVIEW WITH GERRITT J. BEVERWYK

By Steve Powers

I have been in correspondence with Mr. Beverwyk since last August. As we share the same interest in PEZ, initially it was he who contacted me as result of one of my ads. Later, through his letters, I was delighted to find out about his background in premiums and based upon these letters, sent him some questions for our interview. We appreciate very much Mr. Beverwyks' willingness to share his memories. All of us who grew up with and fondly remember premiums of the 50s, 60s, and 70s (or at any time during this century for that matter), are indebted to creative people like Gerritt J. Beverwyk for the hours of fun activities, collecting, education, and delight their premiums brought to us. Should this interview give rise to further questions on your part, forward them to The Old Variety Store. We will pass them along to Mr. Beverwyk and in turn will print the answers.

OVS: Could you tell us something about your background as an artist?

GB: I've spent 30 years in advertising art, both print and television. Art was made possible to me after graduation from the school of the Art Institute of Chicago. Art has always been part of my life, even majoring 4 hours of art in high school.

OVS: We're eager to hear about your work as an artist in the premium business. When was this and who did you work for initially?

GB: For a period between art school and advertising agencies, I worked for a man named Gordon Gold. This had to be about 1956 as my son was old enough to enjoy many of the premiums we worked on and I carried home. Gordon Gold was the son of Sam Gold, who worked at Einson Freeman Printers, and was known then as the Premium King. Sam produced thousands of ideas for his company. Most I remember were cut from cereal boxes: houses, cars, airplanes, animals, etc. His big years were the World War Two period and for awhile there after. His son Gordon, the man I worked for, we were both young and short on experience.

OVS: What were some of the premiums for Gordon Gold that you did the artwork on?

GB: The work I remember most was for Oscar Meyer. On the back of each hot dog package was part of a six part set of a circus. The drawings were black on white, with the additional color of red. All pieces had tabs for easy stand up after being cut apart. Of course Gordon

produced other premiums, such as baseball buttons, film star items, and some TV personality related items. I believe what was often done was many premiums were previously used for other companies, reworked, and presented to others. I didn't collect premiums at this time, and my son didn't save them for long. Now we know better.

OVS: Somehow I have this image of both Sam Gold and Gordon Gold as Walt Disney types - business people who visualized fun and entertaining ideas for children and who hired "imagineers" like yourself to carry out the idea into a finished product. Would you say from your first hand experience that on their level, this is correct?

GB: The men working on premiums for children have to be able to think young. Premiums are always a gamble. Cost and secrecy are always important. Sam Gold and Gordon Gold had this ability. I have a friend, now an owner of a photo-print company. He worked directly with Sam Gold for several years. We've not talked about the Golds, but a lot about photography. It could possibly be he could do a more complete story on Sam Gold, then either I or a short article in Life Magazine (March 14th, 1949). I came into premiums by accident and never thought of doing it entirely. General advertising kept me busy and expressly, television commercials, and only recently tried to recall my experiences in this area. Premiums came back to me when I bought a lot of PEZ containers at a flea market, and then came across The Old Variety Store magazine.

An Interview With Gerritt J. Beverwyk

OVS: If Sam Gold was the Premium King and was even written up in Life Magazine, what became of most of his work and original art?

GB: I've been told that Einsen Freeman has given the New York City Museum most of their premium items for a large exhibit. This firm is a New York based company. Although the companies involved in premiums often got everything back, they seem to have little interest in preserving its history. I believe Cracker Jack is one company with an exhibit show room.

OVS: How about later on, after working for Gordon Gold?

GB: Later years, the 60s and 70s, I worked for several advertising agencies. Needham, Harper & Steers, Campbell Mitheu and D'Arcy - all in Chicago. I believe most premium work was at D'Arcy, now D'Arcy MacManus, Benton Bowles, Inc. I was hired to work on McDonald's. At that time the agency had a man whose work was premiums. His job was to find and value items as self liquidators and their production availability. His desk was always covered with interesting premiums, from Cracker Jack size to large stuffed animals plus various sized trucks and cars. D'Arcy had several accounts, Mc Donald's, Robin Hood Flour, Standard Oil as a few. Premiums were used more when competition was at its highest. McDonand's items I had to work on - hand puppets of Ronald McDonald, a Frisbee as hamburger, and also a Yo Yo. Give-aways such as sun-visors with an imprint. At this time McDonald's best premiums was McDonald's restaurants themselves - they helped out charities, Boy Scouts, and sport events, giving out hamburgers, fries, and soft drinks. Ronald McDonald making personal appearances at stores was also a great crowd drawer. McDonald's has changed agencies a couple times since 1967 and is so large now, the premiums are so much more sophisticated. D'Arcy's big Chicago account was Amoco, previously American Oil and Standard Oil. Amoco came out with many premiums, or give-away's. During the fuel plentiful days they had all these. I've enclosed the newspaper

ad of the Historical Presidential campaign buttons. 38 buttons in all, given away each time with a gasoline purchase. This ad is the East coast version for American, Standard the Mid-West. Later a frame was offered to display the collection. I still have one on my wall - they were very good reproductions of original pins. Some premiums were tied in with TV, such as bath towels, hand towels, and wash cloths. Shari Lewis and her puppets were used to promote them. That year Amoco gave away kitchen knives, silverware, thermoware tumblers, pitchers, ice buckets, and a set of glasses depicting black leaders. These ideas may come from the client of the agency is asked to submit them. Many Amoco tanker trucks were offered, for as much as \$12.95 each. The most recent I was involved with were 24" long and mostly metal, nicely boxed. As most items have to be photographed for the ads or television, the group doing this work always had first choice of these premiums. These ads and their art are filed by the agency until too much is stored, then it is sent to the client or destroyed. This is also done by the printers and plate makers. Animation drawings also are destroyed after a few years. One other thought on Amoco. They were offered "Hot Wheels" cars before public sale, as demonstration was given to the agency. It would have been a wonderful promotion, but was set aside, as enough couldn't be prepared for all the gas stations at one time. That following Christmas all stores were quickly sold out. At Needham I was assigned the job of designing a Campbell Kid doll for Campbell's Pork and Beans. As the kids are copyrighted from an all front view, designing a 3-dimensional doll was new - no one had a real idea of what a profile should be. There had been dolls in various sizes before this 12" one. It was to be dressed in Scottish kilts, cap, and leggings. Several countries, including Japan, Germany, U.S.A., and Belgium submitted bids - vinyl dolls dressed in cloth. Belgium won out and then submitted a doll based on my drawings. Later we made several stop motion TV commercials based on these dolls. Price of doll was three Campbell Pork and Beans labels and

\$4.95. Another Needham account was Kraft Jelly. We did a Jazz record, 33½, with early Jazz on one side, and a sales promotion on the flip side. Kraft also did Norman Rockwell prints, featuring a boy or girl eating corn, for Kraft margarine. A few other premiums - Johnny Cash records for Amoco. He was their spokesman for quite awhile. Gerber Baby Food offered a small record, vinyl, featuring Bonnie Herman called "The Story of Jenny Rebecca". Clients premiums often were used to promote energy, charities, and civil functions such as McDonald's "Help Keep Our City Clean" McLitter Bag. Stickers were used by Amoco to remind Americans to turn heat down, "Dial Down", and slow the car for energy. We were always involved in some premium work, but the agencies with accounts like Kellogg's, Post, or General Mills, were and are really busy.

OVS: Would you tell us something about your toy collecting interests?

GB: I have collected Tin Wind-Up toys for over 20 years, first cars, then military, and finally Louis Marx toys. This led me to write and produce the MARX TOY COLLECTOR Newsletter. I continued it for three years, covering all the Louis Marx tin toys, and some coverage of the later plastic toys in the 60s. I turned the Newsletter over to Peter Fritz in Maine. I had I believe covered most every thing in Tin Wind-

Ups, my real interest. I still can't pass up a bargain in toys, and show up at toy shows and auctions. Putting away premiums, holography, 4" G.I. Joe's, Star Wars - in all I use up a lot of space in a small apartment with my collections. I am now trying to take premiums away from my grandchildren. In my youth I had a complete collection of Indians gum cards, also most of the movie star tops from ice cream containers. My favorites at that time were the comic character button pin-on's. I still probably have a few - but several years back I could get a dollar each, so that's where they've gone. Now I hope to learn much more about the premiums of the past. This interview will I am sure get me to recall much more about saving these different treasures. I might even find my spoonies, and my little license plates, but I am afraid everything else is lost.

OVS: Retirement hasn't ceased your output as an artist, has it?

GB: As I neared 62 I wanted to retire and return to my art school love, water colors. This I've been able to do now for six years and am represented at two galleries, one in Michigan and one in Illinois.

OVS: Thank you, Gerritt. It has been most enjoyable and interesting!

TOYS and NOVELTIES—November 15, 1965

Premium Buyers Plan Chicago Conclave

NEW YORK—Plans for the 33rd Annual National Premium Buyers Exposition, to be held March 28-31 at McCormick Place, Chicago, were announced by managing directors Hall-Erickson, Inc., following a meeting here of representatives of the exposition's three endorsing organizations—the National Premium Sales Executives, the Premium Advertising

Association of America and the Trading Institute of America.

Covering more than two miles of exhibit frontage, the exposition of 650 manufacturers will be the world's largest assembly of premium merchandise. A series of educational sessions on premiums, open to qualified sales, merchandising and advertising executives, is also scheduled.

Purpose of the National Premium Buyers Exposition is to demonstrate how incentives can be used to effectively stimulate sales by dealers and salesmen and to increase consumer buying, according to H.H. Erickson, Jr., president of Hall-Erickson.

TOYS and NOVELTIES—December 1, 1965

Gold Dead at 64

CHICAGO — Sam Gold, 64, founder and owner of Sam Gold and Associates, here, died last month.

The Gold firm manufactured give-away toy items for the premium field.

He is survived by his wife, Inez, a son and daughter and grandchildren.

STAR WARS

A COLLECTING EXPERIENCE PART 2

By Bill Powers

Star Wars had created a unique experience for me. This film which I fell in love with provided three full years of adventures in collecting. Just as the films popularity was maintained, so was the steady stream of collectibles, both merchandise meant for sale to public and theatre displays. Star Wars provided unusual opportunity for new theatre displays to appear, for the film was re-released several times. One of my favorites was the classic "Happy Birthday" poster which appeared in theatres to mark the one-year anniversary of Star Wars. The more I collected, the more Star Wars became a part of me. My love for the film was bolstered by my love of the adventure in collecting. As the first three years wound down, I prepared to start all over again, with the release of The Empire Strikes Back.

CINEMA TREASURE HUNTING

My favorite part of collecting was always the items made for display, for owning authentic theatre posters seemed more satisfying to me than owning something from a store's shelf. Many authentic movie posters print the following at the bottom - "Property of National Screen Service Corporation. Licensed for use only in connection with the exhibition of this picture at the theatre licensing this material. Licensee agrees not to trade, sell or give it away, or permit others to use it. This material either must be returned or destroyed immediately after use." Returned or destroyed after use! Those words conveyed a sort of Mission Impossible flavor to me, an idea that these posters took some real doing to get a hold of. It was that feeling that made me most enjoy the theatre displays. As far as I know, there are three ways to collect on a film - collect actual props, storyboards and costumes, collect display material, and collect related merchandise made for sale to the public. Since the first group of items was never available to me (who are they available to?), I was resigned to the next two. But even items made to sell to the public can become gems, and finding them all from a film like Star Wars can be a virtual treasure-hunt. I learned early that something on a store shelf can disappear just as quickly as a display, or perhaps could never be found at all. And so I hunted down and bought all I could, at times pay-

ing premium prices for toys that would later go on sale. But a few wonderful times I bought items that were suddenly discontinued, becoming quite scarce.

THE EMPIRE STRIKES BACK

Shortly before the opening of the sequel to Star Wars, the first promotional item showed up. It was a black rectangular box with a picture of Darth Vader's mask on the cover. On the rear of the box was a raised plastic stamp of Vader's mask which held the kit closed. Inside were two production paintings of scenes from the upcoming film, and a page of publicity information. This promotional kit was being sold by a local television personality who was friends with the owner of the Cinema Shop, where I worked. He had only one and asked the shop owner to sell it for him for \$100.00. Now that was a lot of money, far more than I had ever spent on a single collectible at the time. But I remembered well the promotional booklet from Star Wars that had become so rare. I bought the \$100.00 kit, sure that I had made the right move.

The next item to show up was Empire's teaser poster, which I first saw in the lobby of a local theatre. It was a picture of Darth Vader's helmet against a field of stars, with the words: "The Star Wars Saga Continues". When I saw it I almost jumped out of my skin, for the first teaser for Star Wars had become incredibly rare and hard to find overnight. I

STAR WARS - A COLLECTING EXPERIENCE

was relieved when I found one for sale in another local poster shop.

As Empire approached, my anticipation grew. By the week before its opening I had already spent quite a lot on memorabilia, from a film I hadn't seen yet! I told a friend one day, "I put my trust in this sequel, but if it doesn't come through, I'll never collect in advance again!"

I was making plans for the opening show, and how long ahead I should get in line - two hours? Four hours? Overnight? I couldn't wait to repeat that magical experience of three years ago, being among the first audience in my city to see Star Wars.

Three weeks prior to Empire's release I experienced an all-time low in my movie going history. I was sitting in the Cinema Shop reading a book one Saturday when two kids who were frequent customers ran in with the bragging rights of the decade. Apparently George Lucas, who lives in Marin, right across San Francisco's Golden Gate Bridge, had wanted to see an audience's reaction to his just completed Star Wars sequel. Knowing any publicity for this event would bring hoards of fans upon the preview, he advertised the screening under the title of another film which never did get released. The sneak preview was held at the huge Northpoint Theatre near Fisherman's Wharf. When not nearly enough people showed up to see the phoney-titled preview, Lucas himself stood outside the theatre and invited passers-by inside to see the Star Wars sequel. Inside was Irwin Kershner, the film's director, as well as Mark Hamill, Harrison Ford, Carrie Fisher and the rest of the film's crew, eagerly awaiting the very first audience screening of The Empire Strikes Back. Of course, these kids were here to tell me that they had just seen the film, invited by George Lucas himself! And all the day I had been in the Cinema Shop not four miles from the Northpoint Theatre, oblivious to the event! I listened in disbelief, almost in shock as the kids told us about the movie.

Eventually I accepted missing that great premiere, telling myself it would have been like having Christmas three weeks early. Then I saw an ad in the paper for a special benefit premiere of Empire at the Northpoint Theatre, the night before its regular opening. I

went to the ticket outlet as soon as they opened and bought four seats to the prized benefit showing. The seating was assigned, so I didn't have to worry about getting in line early. My group of four got dressed up, went to dinner, and leisurely strolled into the theatre a half hour early. Outside there were already fans forming a line for tomorrow's opening show, preparing for an all-night vigil. It was cold, and I was glad to be able to go inside now, where there was free champagne and t-shirts given out to mark the event. The collector in me was alert, and I managed to obtain several shirts when they found they had extras.

Then the moment in time came when looking forward to an event gives way to living the event. As the lights went down, the fanfare began and the prologue rolled across the stars, I felt a surge of happiness that made all the waiting worthwhile.

CONVENTIONS AND THE DEALER'S ROOMS

With the first Star Wars I had advantages that made my collecting a lot easier. One, I worked in a shop that either received or knew someone who received many of the theatre display materials. Second, I began collecting without the vast number of fans Star Wars eventually racked up. With Empire it was a whole new ball game. I still worked at the Cinema Shop, but their source for current movie memorabilia had dried up, and so I had to look elsewhere for the bulk of poster work that was in immediate high demand.

The places to go were the science fiction and fantasy film conventions that came to San Francisco frequently. These conventions would have many themes, i.e., "Star Trek", "comic books", etc, but they all had a common bond - the dealer's room. In these giant hotel ballrooms and auditoriums were set up tables with the best of pickings from all over the state. The Hollywood shops, which always had great finds, were the first ones I'd look for. Dealer's rooms were a collectors dream - and indeed I'd often have dreams of finding rare memorabilia inside them. The line of fans that would stretch outside the dealer's room doors often rivaled the opening day crowd of Star Wars itself in size and excitement. I would get to the conventions hours early in order to secure a front spot in line. When the doors opened, it was

STAR WARS - A COLLECTING EXPERIENCE

everyone for themselves, as collectors rushed in upon the smorgasbord of cinema shops. If one waited an hour or so you could walk right in with no lines or massive crowds around the tables, but by then that one special item you would have loved could be gone.

Though the dealers from the Hollywood shops usually had the best to offer in movie poster work such as one-sheets, stills and lobby cards, small dealer's tables often had the off-beat items that really add to a collection. At a convention you had a chance of finding just about anything related to the Star Wars films. Among my special finds were: a beautiful Italian set of trading cards, discontinued toys I had originally passed up in stores, display material other than theatre displays, such as the displays for Burger King's glasses promotion, record store displays, and hard to find ceramic figures.

Over the next three years I did most of my collecting on The Empire Strikes Back at Bay Area conventions, as well as traveling to Hollywood a few times to visit its shops. I always did the best I could to be near the front of the line at conventions, and to head straight for the best tables. Often the excitement and the pushing crowds drained me physically, and I would sit in the hotel lobby resting with my bag of finds at my side. When I dreamed of dealer's rooms it wasn't far off from reality - they were a true treasure-trove of collectibles.

MARKET SATURATION

When I began collecting on Star Wars I had vowed to buy everything I could find related to the movie. I would later find that commitment to be far greater than I had anticipated. The Star Wars films were a marketing bonanza, and toy stores and department stores were blitzed with related merchandise. Besides the vast amount of toys, games, models and puzzles, there were expensive ceramic figurines, cups and music boxes, pillow cases, sheets and bedspreads, bath towels and beach towels, trading cards, dixie cups, cake pans, cookie jars, stuffed animals, Halloween masks, wall paper, and countless magazines. During the years before Return of the Jedi, I was spending most of my spare money on such merchandise. Finally I came to the realization that it was

too much, it was becoming too big even if I were able to afford it all. I made the sound decision, however reluctantly, to buy only what I truly wanted in my collection. And so my collection became not a mass representation of everything ever made, but a large representation of personal taste.

In 1981 the Star Wars Fan Club began offering some authentic display material such as the regular one-sheet for Empire at very low prices. I was quite dismayed when the promotional kit I had bought for \$100.00 showed up in the club newsletter. It was being sold in limited supply for \$25.00. Luckily it was the last item I paid a lot for that later showed up somewhere for much less.

The Empire Strikes Back was a great sequel to Star Wars, different in mood and style, yet part of the grand scheme. The new characters which were introduced, especially Yoda, became as much a part of the story as those from the original. Empire continued Star Wars popularity, and gave me another three years of memorabilia hunting. In 1983 the climatic chapter in the trilogy was released. Return of the Jedi was my least favorite of the series, but it was the most fun waiting for. Its opening marked the end of an era for me, and for the way most films are released. And though I had built a large collection from the first two films, I buckled myself in to start yet over again with the highly awaited release of Return of the Jedi.

TO BE CONTINUED NEXT ISSUE



UNLOAD those extra collectibles with an ad in The Old Variety Store! Classified ads start at just five cents a word. **DISPLAY AD SPECIAL!** 25% off the regular display ad cost in the April issue! Ads due April 1.



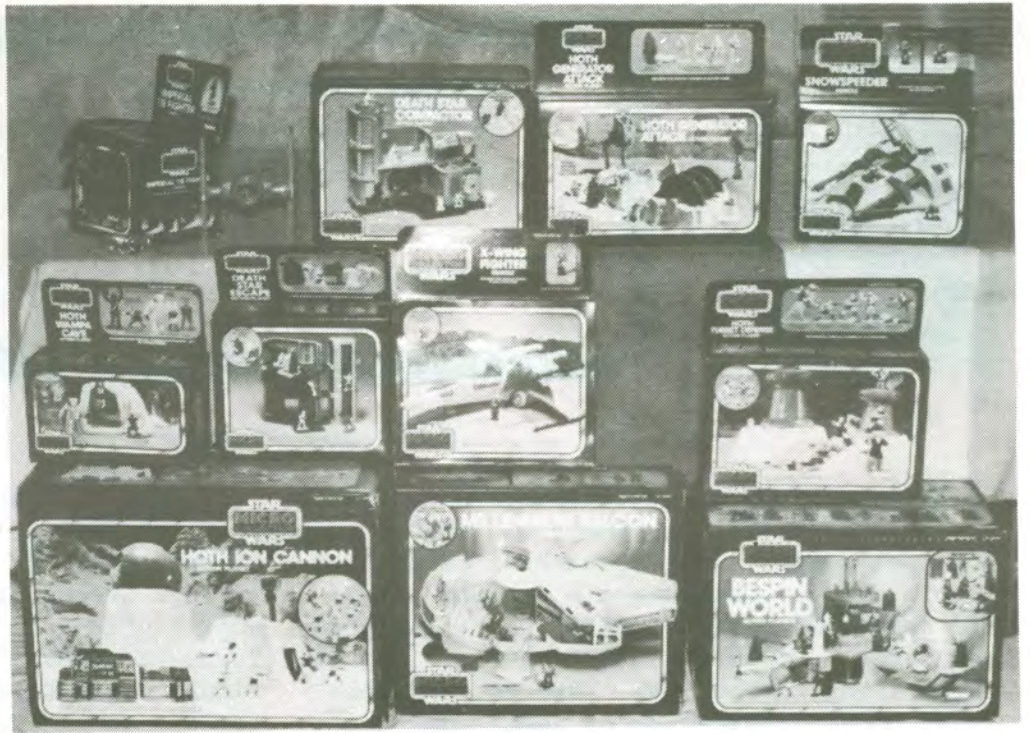
Toy Selection
From Star Wars

Toy Selection From
The Empire
Strikes Back



Ceramic
Pieces

Star Wars
Micro Collection Sets



Plastic Model Kits

Chewbacca
Cardboard
Standee





A



B

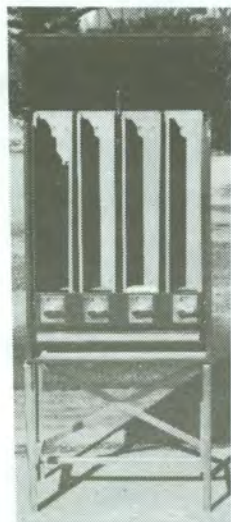
BY STEVE POWERS

In antique circles "advertising" has come to be known as anything promoting a product or for that matter, nearly anything associated with a product that bears a product name. PEZ candy has almost entirely left their advertising to in-store displays, at least this is apparent in the U.S. That is why there seems to be no magazine or comic book ads in any U.S. publication. At this stage in the burgeoning interest in PEZ, display or advertising items are just beginning to come out of the wood work! And so, with the gratefully acknowledged help of the collectors credited below, The Old Variety Store presents the first PEZ advertising article to be published. The next five years should see a lot more of this, as well as unheard-of PEZ premiums.

Pictured in figure A is a back cover full color ad from a 1958 German magazine called "Wiener Magazin" (Abbey Cook collection). Another German item, figure B shows a reproduction PEZ poster which says, "Please Help Yourself" (Ross Hartsough collection). In figure C and D (front removed to reveal interior) we see an obsolete vending machine. This model is a red, four column, 25¢ machine that held 156 individually boxed dispensers. The sign on the front says in small print, (copyright) "Walt Disney Productions", obviously in reference to the Disney characters pictured. Also in the front is a glass window for dispensers to stand behind. I added the Disney characters in the window and the PEZ vending machine boxes in the tray as an example of how it might have looked. The



C



D



E



F

machine, which is in working order, measures two feet wide, 13½" deep, and four feet, three inches high on the stand.

We next move on to the Peter PEZ display stand in figure E. Made in Austria with instructions in German, the item is sold in Canada (Ross Hartsough collection). This six and a half foot Peter PEZ display stand next to it in figure F is made for the U.S. blister packs and holds an incredible 288 units. I was told it was meant for stores which could sell in high volume, consequently not many of these particular models were sold. Peter PEZ holds the Pilot dispenser.

Figure G shows a modern cardboard sign for a rack display, along with two 1950s rotating metal racks made in Austria. The rack on the left is red and yellow with a blue base and the one on the right is yellow with a blue base. Each stand comes with a pole with a ring at the top for attaching a paper PEZ advertising sign, almost always missing from these counter displays. At the top of the ring on the display on the right (not a part of it) is a small tin clicker with a girl's face and the word PEZ on it. There are other versions of this small clicker as well. In between the two counter displays is the clicker made in U.S. Zone Germany. By pressing a lever in the back the boy tilts for-

ward, placing a PEZ candy from an early non-head dispenser into the hand of the girl.

Lastly, in figure H, is a Model 602 eight column vending machine as pictured in a promotional flyer (Maryann Kennedy collection). The heading for this flyer is "PEZ SELLS 'AUTOMATICALLY'". Barry Koester remembers buying PEZ from machines like this in the early 70s. The challenge, as always for the collector, is to find them today!

To speak of exact values at this time would be premature because such values have not been established by consistent sales. In such cases adept antique dealers go by their instincts (or the 100% mark-up rule) on what a given item may bring. For our purposes, we may at least generalize on a couple of items that have been turning up around the country with some regularity. While the others mentioned in this article are rarer and catch as catch can, the U.S. Zone Germany tin clicker has sold in the \$40.00 - \$80.00 range and the rotating counter display candy racks have sold in the \$50.00 - \$125.00 range depending on condition. Both of these items have sold for less.

It may also be noted that not every PEZ collector collects advertising pieces. Several are only interested in the dispensers.



G



H



By Steve Powers

Valentines. Cherished mementoes of friendship and affection. To a girl growing up in a very small town during prohibition in one of the great wine producing regions of the world, Valentine's Day was a yearly event that every school child looked forward to. My grandmother, Doris (Baines) Reinke, saved all her Valentines, most of which were given to her by her schoolmates pictured in the El Verano (Sonoma County, California) District School portrait of 1923. 13 year old Doris Baines is wearing the sailor outfit with embroidered anchor in the second row from the back, 7th from the right.

young Doris gave and received were bought in the towns one store, "Danielli's". This country store sold groceries and a little bit of everything, including once a year, finely crafted works of printers art. Most of them were imported from Germany. While a big candy bar in those days could be bought for 5¢, the littlest Valentines could be bought two for a penny. Most others were 5¢ or 10¢. The largest, most intricate ones cost 25¢. Grandma says that if you received a big 25 cent-er, well, that was pretty special. No wonder one of these says on the back, "To Doris A. Baines From ? ? ? ? ?!"

Other than Valentines and other special holiday gifts, there was little else given to children in those days as prohibition had knocked the wineries out, causing a great deal of unemployment in the region. A depression, as it were, before the Great Depression, the unforeseen time just ahead of these children who would then only be starting their adult lives with its economic responsibilities and their own families to feed. Not that everyone in the little town of El Verano were struggling prior to this. Grandma's father was doing fine in the real estate business, and they had their own orchard and chickens for personal use. Others got along in various trades necessary to the rural community. And while the town had little to offer the families and residents by way of a social calendar, the things that really matter (which I hope go without saying) were all there.

Danielli's country store was across the street from the Southern Pacific train station. In those days the town was so small there were no "other side of the tracks". You either lived in El Verano or someplace else, and to the town's children, "someplace else" was their next destination - the Sonoma Valley High School. As the only high school in the area, that's where all the children from the surrounding towns were bused to. Even then, Grandma's graduating class was only 30.

For the most part, all the Valentines that

Yet, for the first 8 grades the children were to know the comfortable security of their own El Verano District School one-room school house. In this school there were three teachers which included the principal. One taught first, second, and third grades, the other taught fourth, fifth, and sixth grades, and Mrs. Baker, the white-haired principal, taught seventh and eighth. The school house had no indoor plumbing. Water was supplied

by an outdoor pump. And oh yes, there were two outhouses, one for boys and one for girls. It was here in this little country school, in which the very smallest child would now be over 70 years old, Grandma received her Valentines. And what Valentines they were! Romantic, colorful, even humorous. And those big 25 cent-ers! Delicate, die-cut beauties of printing ingenuity. Valentines - for then as well as now, the timeless school child way of getting the message across to the one you "like", before your friends spill the beans and leave you red-faced in the public revelation of your secret love. And in a one room school house, were there ever any secrets?

Thus we remember a small town and little treasures of deep sentimental value. A town so small that when called into action, the El Verano Volunteer Fire Department was never expected to save a burning building, only to prevent the fire from spreading. Such was the case when the past El Verano District School burned to the ground. Yet for us its memory lives on through its students and the Valentines they once excitedly gave and received during their age of innocence.

If you would be interested in reading more about the fascinating Somoma Valley, Grandma recommends Jack London's "Valley of the Moon". And as another of our California writers, John Steinbeck, said through one of his characters, "How would we know it's us, without our past?"



PREMIUM

WATCH

Special thanks to those who sent in premium information. If you would like to help but need to keep your original notice, we welcome hand written information. Please list product(s), 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 company. If you would like to know if a company has a toll free number dial 1-800-555-1212 and ask the operator. When all else fails send the OVS a SASE 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 return your money. Please allow two weeks for our response. FI means "Free Inside" when the premium is inside or part of the packaging.

Almond Delight Cereal

Real cash or one of six collector quality reprints of historical U.S. currency

Alpo Dog Food

Classic Cartoons VHS Video 1/31/89

Apple Jacks Cereal

Soccer Game FI

Armour Star Canned Meat

Canned Meat Cookbook

Bayer Aspirin

Jane Powell Video 3/31/88

Borax/Borateem

20 Mule Team Safety Patrol Kit 8/31/88

Bran Chex Cereal

La Costa Spa Full-Body Sponge

Buddig Meats

Buddig Cookbook

Budget Gourmet Slim Selects

Up to \$200. travel savings

Burger King

Super Powers Meal Packs

Campbell's Soups

Dry Soup Cookbook 6/30/88

Campbell's Chicken & Stars

Fun 'n Games inside label

Canada Dry

Citation Binocular 6/30/88

Carnation Hot Cocoa Mix

Two Qt Solid Copper Kettle

Carnation Instant Breakfast

Shaker-Mug

Chee-tos

Chester Cheetah Poster

Children's Panadol

Pandy Coloring Book & Crayola Crayons

Citibank NFL Visa Card

NFL Gear

Clairol Products

1988 U.S. Olympic Team Medallion Key Ring

Colgate-Palmolive Products

Classic Advertising Address Book; 25% Savings on AT&T Telephones 4/15/88

College Inn Broth

College Inn Cookbook 7/31/88

Conair Appliances or Toiletries

Calculator 2/31/88

Copenhagen/Skoal

Jackets, T-Shirts, etc.

Crispy Critters Cereal

Counting game/Jigsaw Storybooks (4)FI

Crispy Wheats'n Raisins Cereal

Audio Cassettes 11/30/88

Dairy Farmers of Wisconsin

Dairy Country Recipes Cookbook 12/31/99

Disney Cake Cups

Mouseketeer Hat, Patch, Pinocchio Hat, Birthday Pack

Disneyland Blue Bayou Restaurant

Pirate Mask Children's Menu

Disneyland Village Haus Restaurant

Pinocchio Child's Meal - a character cup prize served in a special souvenir box.

Duracell Batteries

Plush Duracell Duckling 2/29/88

Durke Products

Microwaving Secrets Cookbook 4/30/88

Dutch Boy Paint

Dutch Boy Poster

Excedrin

1988 Income Tax Organizer 8/31/88

EZ-Open Libby's Lite

Sportsbug Radio 6/30/88

Fibre Trim Sparkling FruitTabs

Fibre Trim Beach Towel 7/31/88

Folgers Crystals

Napkin Rings 3/31/88

Frosted Flakes Cereal

Tony Glow Lock FI

FruitLoops/Corn Flakes Cereal

Garfield Action Pencil Topper FI

Fruity/Cocoa Pebbles Cereal

Dinosaur FI

International Coffees

Silver-plated Tray 4/30/88

Glad Bags

Free TWA Air Miles FI 6/30/88

Gold Medal Flour

Weekend Chef Cookbook 9/30/88

Gorton's Seafood

Guide to Fish Booklet 1/31/89

Harlequin Romance Books

Gifts From the Heart 5/31/88

Hawaiian Punch

Punchy Friendship Cards 7/31/88

Heinz HomeStyle Gravy

Heinz Old-Fashion Style Recipe Box and Cards 4/30/88

Hershey's Chocolate

Hershey's Chocolate Lovers Club

Home Pride Bread

Free Film Developing 9/1/88

Honey Comb Cereal

Trivia Game FI

I Screams Creme Sandwich Cookies

I Screams Puppet (4) FI

Johnsons Baby Shampoo

Kodak Star Camera

Kellogs Bran Flakes (England)

Do It yourself Made Easy Booklets FI

Kodak Film
Personal Stereo Radio

Lea & Perrins White Wine Worcester Sauce
Recipe Book

Lipton Noodle Soup
12" Plush Snuggly Pup 6/30/88

Lipton Products
1988 Lipton Sede Dish Calender

Louis Rich Products
U.S. Ski Team Fitness Video 12/31/88

Lucerne (Safeway) Milk Cartons
Don't Get Tackled by Drugs Message: Phil Simms, Howie Long, Hershel Walker

Lucky Charms
Magic Glasses FI

Lysol Disinfectant Spray
Common Cold Facts 12/31/88

Marie Lu Biscuits
Lu Tea Set 10/31/88

Martha Gooch Pasta
Recipe Book 6/30/88

Massengill Disposable Douche
Cubic Zirconia Jewelry Set 3/31/88

Meaty Bone dog Biscuits
Tek Angler Toothbrush 12/31/88

Midol
P.M.S. and Menstruation Books

Mighty Dog Dog Food
1988 Mighty Dog Classics Calendar 9/30/88

MJB European Roast
\$100. TWA Travel Savings

Mrs. Dash Products
Mrs. Dash Cookbook

Natural Bran Flakes Cereal
Dynastride Book & T-Shirt 12/31/88

Nestlé Products
13" Plush Ski Team B'ar

Nestlé Quick
U.S. Ski Team Mug

Old Spice
Old Spice Stadium Bag 6/30/88

Orafix Denture Adhesive/Nature's Remedy
Laxative
Gifts

Oscar Meyer Products
Baseball Equipment 3/31/88

Pampers Diapers
Spoon 12/31/88; Henry Hippo 6/30/88
Savings Bond 6/1/88; Bristle Blocks 9/30/88; Baby Care Magazine 9/30/88

Peter Pan Peanut Butter
Limited Edition Peter Pan Watch 12/31/88

Pillsbury Products
Official Pillsbury Passport to Family Fun 5/31/88

Planters Peanuts
Customized Football Jersey 3/31/88

Promise Spread
Eat Heart Smart Food Tips Poster 8/31/88

Purina Cat Chow
1988 Celebrity Cat Calendar 5/31/88

Raisin Bran Cereal
Magic Mug 8/31/88

Realemon/Lite-line Slices/Keebler
Club Crackers/Hormel 100% Bacon Bits
Salad Partners Cruet 12/31/88

Rice Krispies Cereal
Magic Tricks FI

Saran Wrap
French White Microwavable Cookware Set By corning 5/30/88

Schilling Products
Great Cooking Collection Recipe and Gift Book 12/31/88

Seagram's Coolers
Super Bowl Tickets Poster

Seneca Apple Juice
Vitamin Bible For Your Kids Book 3/31/88

Skippy/Mazola/Best Foods Mayo/Golden
Griddle Pancake Syrup
Limited Edition Commemorative Olympic Medallion 4/30/88

Soft Scrub/Tilex/Tackle/Formula 409
Bill Cosby in Aesop's Fables Video 5/15/88

Sparkle Crest For Kids
Sparkle Cool Shades 3/20/88

Special dinners Cat Food
14K Gold Bead FI; 14K Gold Chain

Star-Kist Tuna
Charlie the Tuna Bank 7/31/88

Stri-Dex
Hot Rock Tape 2/28/88

Sunny Delight
Holiday Recipes and Crafts Booklet 3/31/88

Super Golden Crisp Cereal
Sugar Bear Sweat Shirt 4/30/88
Sugar Bear Gummi Bears FI

Tang
Tang Soccer Team Membership 3/31/88

Tetley Tea (Canada)
150th Anniversary Tea Canister 8/31/88

Thrive Cat Food
Simulated Pearl Earring FI

Tide/Ivory Lique
Walt Disney VHS Cassette 7/31/88

Tidy Cat 3
Plush Tidy, The Musical Cat (plays radio jingle)

Tree Top Products
Tree Top Kite

Tropicana Juice
Tropicana Beach Towel 7/31/88

Weight Watchers Margerine
Kathy Smith Body Basics Video

Wheat/Rice/Corn Chex Cereals
Push Button Phone

LATE ADDITIONS

Coast /Safeguard Soap
Wall Mount Shower Massage 5/31/88

Colgate Toothpaste
Team Colgate Bag 3/31/88

Hungry Jack Pancake Mix
Nostalgic Hungry Jack Syrup Pitcher 8/31/88

Kix Cereal
Kix Personalized Pencils 8/31/89

Kraft Light Products
Body Maintenance Video 6/30/88

McCormick/Schilling
Society To End Dull Meals Forever Membership

Softsoap Products
Softsoap Country Kitchen cloth set 8/30/88

BUY, SELL, TRADE, AND MAKE FRIENDS IN THE TREE HOUSE FOR ONLY 5¢ A WORD!

THE TREE HOUSE

FOR SALE / TRADE

Old non-sports cards: Dr. Who, Beatles, Monkees, 007, Superman (1965), Batman, Kung-Fu, War Bulletin, Freedoms War, Wild West, Jets, Sports Cars, Wings, Davy Crockett, Civil War News, etc., over 2,000 misc. cards to trade for Sky King, Capt. Midnight, Tom Mix, etc. premiums. Also have some old mint/boxed Ideal plastic cars, lead soldiers, BLBS.

Gronowski
6000 Holt, #6
Williamsburg, MI 49690

AD DOLLS for sale: A&W Root Bear, \$5; Blue Bonnet Sue, \$15; C&H Sugar Twins, \$20. pair; M.D. Tissue Maisy/Daisy, \$7.50; Betty Boop, \$15; Sweetheart of Corn, \$12.50

Wini Scheib
1021 S. Valley View #21
St. George, UT 84770

McDonald's combs for sale. \$1.50 each plus .50¢ shipping. Have Capt. McCrook, Grimace Croomer, Red Ronald and Red Grimace. Seeking McDonald's crew buttons and older PEZ's for son's collection.

Betsy Crosson
P.O.B. 441
Atascadero, CA 93422

Since 1938, it's The Card Collectors Bulletin, a publication of the Hobby Card Index, an association dedicated to promoting the hobby of card collecting. Membership fee is \$16.00 U.S. and \$22.00 overseas. Write:

The Card Collectors Bulletin
Dept. CWB, P.O. Box 3446
St. Augustine, FL 32085-3446

WANTED

WANTED: Any/all Advertising Premium Characters! Green Giant, Colonel Saunders, Charlie Tuna, Speedy, Mr. Peanut, anything with Pillsbury Doughboy & family, etc. Banks, plastic & 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

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

BERTRAM COHEN
169 MARLBOROUGH ST.
BOSTON, MA 02116

Wanted: Pre-1965 Cereal Boxes (no round oat boxes). Especially want Cereal Boxes with premium offers and/or comic characters on boxes. I pay excellent prices for nice condition boxes. So if you see a PEP, Cheerios, Kix, or any other old box in very nice condition pick it up and contact me. I also want pre-1960 comic books!

Don Maris
Box 111266
Arlington, TX 76007
(817) 261-8745

OLD CEREAL BOXES 1950s & 60s WANTED! ESPECIALLY LOOKING FOR GENERAL MILLS "TWINKLES" BOXES.

BILL BRUEGMAN
15354 SEVILLE RD.
SEVILLE, OH 44273
(216) 769-2523

WANTED: Kenner Give-A-Show projector, Donald Duck projector, any toy plastic viewers (except Viewmaster) and projectors, flip-books (any), and Disneyana items.

Greg Anglin
7410 Farmstead Rd.
Liverpool, NY 13088

WANTED: PEZ PEZ PEZ Anything PEZ. Premiums, Advertising, Dispensers. Want to correspond with other PEZZERS.

Maryann Kennedy
409 N. 5th St.
Marshall, MN 56258

MR. ICE CREAM WANTS ALL UNUSUAL ICE CREAM AND SODA FOUNTAIN PREMIUMS IN EXCELLENT CONDITION (PRE-1930)

ALLAN MELLIS
1115 WEST MONTANA
CHICAGO, IL 60614

TELL 'EM YOU SAW IT IN OVS!

THE TREE HOUSE continued.	FOR SALE
<p>Wanted: (1) Oscar Meyer weiner whistles, (2) Dairy items - advertising, tokens, signs, milk bottles with Disney characters, (3) Advertising pinback buttons (1890-1959) - any type.</p> <p>Tom Morton 16809 Calahan St. Sepulveda, CA 91343</p>	<p>For sale: Medium Size LAVA soap from 30s or 40s in original box with LAVA Soap promotional flyer inside. \$3.00 & \$1.00 postage. Pringles/Duncan Hines Cookies 9½" "frisbee". Red (3) or white (3). \$2.00 & \$1.00 postage. Flyer: "Come Hear See John F. Kennedy Democratic Candidate For President Cow Palace Wed., Nov. 2", etc. \$5.00 postpaid. 1954-55 TOY FAIR 32 page color Christmas catalog - \$15.00 postpaid. 1956 "ERECTOR and other GILBERT Career - Building Toys" catalog. 37 different sets and toys pictured in full color! \$10.00 postpaid. Cereal insert flyer: baking powder propelled U.S. Navy Frogmen & USS Skate Atomic Submarine. Order blank missing. \$5.00 postpaid. 1958 Kenner's Girder & Panel Building Set Planning Book and 1960 Kenner's Motorized Girder & Panel and Bridge & Turnpike Special Project Book. Both for \$10.00 postpaid. Calif. residents add 6½% sales tax.</p> <p>Steve Powers 121 Codo St. Moss Beach, CA 94038 (415) 728-5851</p>
<p style="text-align: center;">SHOWS</p> <p><u>The Excitement Of A Thousand Saturdays!</u> <u>Childhood Treasures Show July 22-23-24.</u> The 1987 show was a huge success with 220 tables loaded with more collectibles than any show in many years. We had dealers from 18 states plus Canada and collectors from as far as Europe. The 1988 show will have over 300 tables featuring TV & radio premiums, comic character items, Disneyana, old games, movie posters, gum cards, toy soldiers, and much, much more.</p> <p>Childhood Treasures Box 111266 Arlington, TX 76007 (817) 261-8745</p>	

AUCTION CONTINUED.

12. McNess Krestol Salve tin. "For Man or Beast". Furst-McNess Co. Mostly red. Some wear on top. (5)




13. Seven hard plastic Archer human space figures. One copper colored with arms over head; four green colored - two with heads turned to the left with empty raised left hands and two with heads turned to the left holding space rifles (one with missing leg); two lavender colored - one with ray gun in right hand and one walking straight ahead. (lot 10)

14. Marx soft rubber space playset figures. Ten yellow/cream colored (three duplicates) including one alien; six reddish brown colored including two different aliens and a robot; thirteen blue colored including two aliens, female, wounded figure and helper, etc. Also included in lot are four original clear plastic helmets. (lot 25)

15. Buitoni Cars & Bikes Macaroni box. Open at both ends. Back of box has un-cut midget racers and bikes. (10)
16. Miniature sample Ralston Wheat Cereal box. Open at the top. (20)
17. 1951 Eveready Mini-Max No. 492 Photographic Flash Battery. (5)

18. Standard School Broadcast 24th Annual Course 1951 - 1952. Musical Portraits of Famous Americans. Two different sets of six 16" records. Programs 16-20: Edward MacDowell, Abraham Lincoln, George Washington, Horace Man, Clara Barton. Included inside is a colorful Pictorial Music-Map of the United States of America which measures 27½" x 41". Programs 21-26: Ulysses S. Grant, George Gershwin, Booker T. Washington, John Philip Sousa, Henry Ford, Lou Gehrig. Included inside is a 25 page biographical book with color portraits of famous Americans in the series along with listing the network of radio stations releasing the Standard School Broadcast. "Presented for the schools of the West by STANDARD OIL COMPANY OF CALIFORNIA". (lot 25)

19.  FRONTIER VILLAGE amusement park metal sign, green and white. Printed on both sides. Mint, unused, with two unused stick-on arrows with original wrapping paper. There are two holes at the top for hanging. "C & P Signs - L.A." is printed in very small print at the bottom of the sign. Frontier Village was in San Jose, California but no longer exists. (30)

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ALSO - I'M LOOKING FOR A BOOK THAT MAY HAVE BEEN CALLED "CALIFORNIA KITSCH" WHICH IS ABOUT UNUSUAL ROADSIDE STANDS AND DINERS. ANY BOOK ALONG THESE LINES WOULD BE HELPFUL - ALSO OLD PHOTOGRAPHS OF THE SAME.

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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
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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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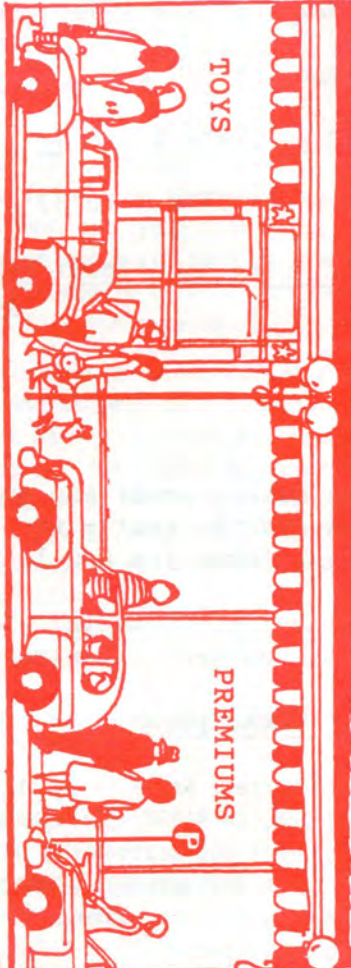
THE GRAND
OLD VARIETY STORE

AUCTION ! ! !

REMEMBER: SATURDAY, MARCH 19.



THE OLD VARIETY STORE



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