

THE OLD VARIETY STORE

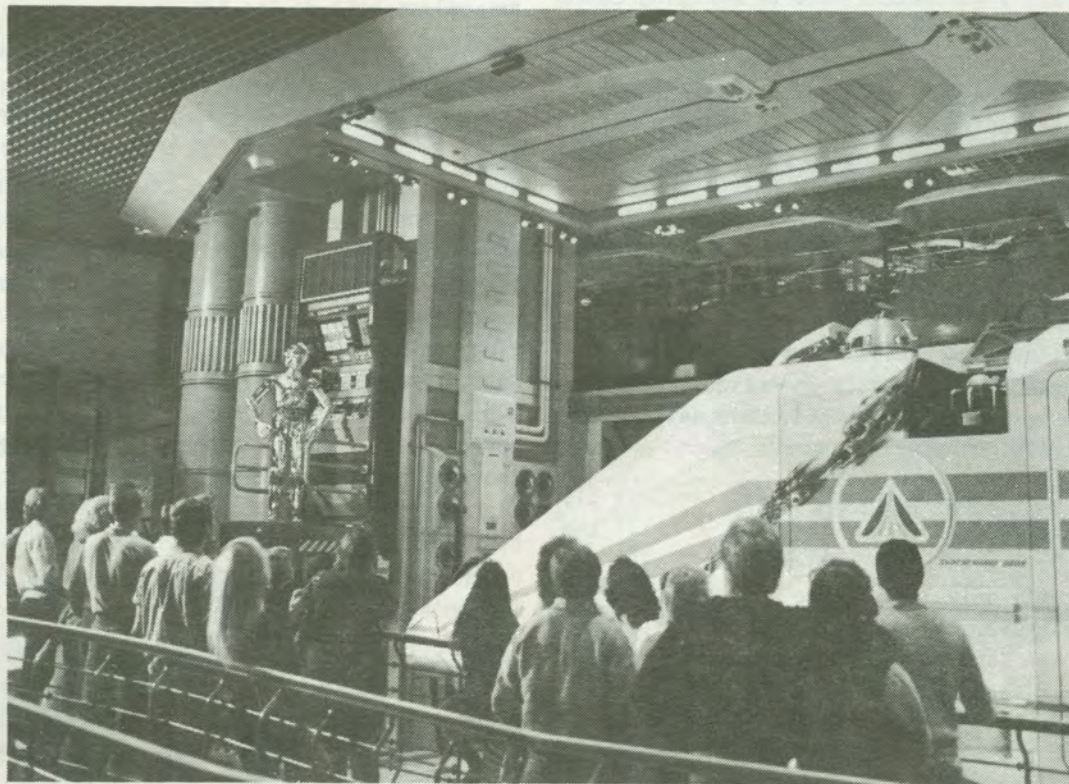
APRIL 1988

\$3.00

#6



TRAVEL WITH US FROM THE PAST TO THE FUTURE!



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NEWS From The Storekeeper

PEZ

Yes, here's the news you've all been waiting for - the auction results from last issue. The breakdown is as follows (bids were only received on the Snow White Treasure Chest [\$95.00] and the PEZ dispensers): Circus Pony: \$3.00; Capt. Hook: \$9.00; Dr. Skull: \$3.00; Circus Lion: \$17.00; Panda: \$5.00; Dumbo: \$5.00; Pinnochio: \$21.89; Little Wolf: \$21.89; Angel: \$9.00; Orange with missing leaves: \$9.00.

If you wish to try auctioning an item of yours but do not want to hassle with ads and phone calls, write or call me (best time to call is between six and nine p.m. Pacific time) and I can discuss auctioning your item for you through the OVS for a small percentage fee.

In other auction news concerning PEZ, on February 3 Hake's Americana & Collectibles auctioned off the U.S. Zone German tin clicker for \$78.00 and a yellow full-figure Robot for \$180.00. A sample copy of Hake's next catalogue is available for \$3.00 (or \$10.00 for four issues) from Hake's, P.O. Box 1444, York, PA 17405. Unless proven otherwise, the price realized for the Robot represents a world record price at auction for a PEZ dispenser.

The April issue of the Kovel's On Antiques and Collectibles Newsletter contains a feature article on PEZ Candy Dispensers. I was interviewed by managing editor Nancy Saada for this article and it was quite enjoyable talking with her. Much of the content of the article concerns PEZ values as far as I had been able to determine up to that point based on sales and generally what PEZ collectors were willing to pay. Values are highly subjective and as I've stated before, non-PEZ collectors may be willing to pay more for a single dispenser as it may relate to a collection of their's, such as robots. In any case, this is a fascinating newsletter (price obtained for an Electric Executioner's Chair, etc.) and is available by writing to (no, I can't make photo copies) Kovel's On Antiques and Collectibles, P.O. Box 22200, Beachwood, Ohio 44122. One year/12 issues: \$25.00; single copy: \$2.25.

Our next issue will contain the so-called complete list of PEZ dispensers based upon our research up until the present. It promises to be an exciting list! The list, however, will only list PEZ released in the U.S. market because it seems appropriate to gather further information on the Canadian, European, and world-wide released PEZ. In fact, this task seems insurmountable so anyone who can help in this regard, please contact us!

Recently Barry Koester paid a visit to PEZ CANDY, INC. (official new name as of June 1987 - thanks Maryann Kennedy) in Orange, Connecticut. It was on a Saturday so the plant was closed. He found their dumpster and it was filled with candy and slightly marred unpackaged Garfield dispensers! The janitor told him it was unlikely the PEZ folks would entertain him as a visitor if he were to return on a weekday. Shades of Willy Wonka and the Chocolate Factory . . .

Bill Masters called to say a friend went to a confectionery trade show in Texas. He said PEZ was represented, but it was the starkest booth there - no signs, no posters, a real "low-budget" look! They gave out the new Garfield dispensers and had cases of Christmas, Easter, Halloween, and Valentines dispensers.

FAST FOOD RESTAURANTS

Poor Big Boy - his fate is once again uncertain! Marriott Corp., who owns 214 Bob's Big boy restaurants, has come up with a plan to revamp some of its California coffee shops. Their startling, innovative idea? Name the remolded units in San Diego "Allie's Family Restaurants" in honor of Alice S. Marriott, mother of the Marriott brothers. If the "experiment" is successful, Marriott may convert all of their restaurants, and hence, poor out-of-step-with-the-eighties Big Boy will get the ax. Alice will do the honors . . .

And if you think that's sad, this will break your heart. The world's oldest McDonald's stand (it's also the world's only independent McDonald's) is facing the removal of its landmark sign - a 35 year old, 60-foot-tall arch, topped by Speedee, a chubby, winking chef who was the chains original mascot. This has come about because of updated sign codes in the city of Downey, California. The Pep Boys, an adjoining auto parts store, own the property. The new ordinance allows for only one shopping center sign and Pep Boys want the one to be their's. What is worse, Pep Boys has refused the restaurant permission for placement on the National Register of Historic Places because they are afraid once registered, that would prevent the sign from being dismantled should the world's oldest McDonald's restaurant ever go out of business. This information comes from a February newspaper article. We would appreciate any further information as you may come across.

Ironically, this battle between the signs goes to show that stand-out architecture and signage still has the power to draw customers, otherwise the Pep Boys would not make an issue over keeping their sign instead of allowing the historic McDonald's sign to stand. More unfortunate, city councils with their so-called "beautifi-

cation" attempts are moving a large legal trowel across the boulevards of the U.S., rendering city streets dull and monotonous.

LUCASFILM

The San Mateo (California) Times News Service has reported that George Lucas is reportedly negotiating to build a \$35,000,000 "Disneyland-like" entertainment complex in San Jose, California.

On March 31, George Lucas made headlines on the front page of the San Francisco Examiner. Lucasfilm President Douglas Norby has threatened to pull Lucasfilm out of Marin County unless they are allowed to expand. Industrial Light and Magic in San Rafael is 15 miles from Skywalker Ranch in rural west Marin. Marin County's general plan guards against industrial development in that part of the county, where Lucasfilm wants to combine and expand its existing facilities. So like Bob's Big Boy, "will he stay, or will he go?"

MISCELLANEOUS

Wheaties is now offering the ultimate premium. For \$18.95 you can get your picture on the cover of a Wheaties box and have it sent to you, or for \$13.95 and five proof-of-purchase coupons. Check the stores for promotional displays if they have any, or the boxes with the offer.

Last issue one of the typo's informed you incorrectly that Mickey Mouse was 50. We apologize for the mistake. We meant 60. Concerning other anniversaries, subscriber Suzanne Lipschitz wrote to tell me that 1987 marked the Smurf's 30th birthday.

You've probably noticed that fantasy advertising characters are overcoming celebrities in terms of popularity and viewer commercial recall. Dancing raisins, singing toilet bowls, Spuds MacKenzie, Max Headroom, Ronald McDonald and the cool Mac the Moon are all enormously popular in contrast to celebrity or Mr. Average commercials.

Speaking of commercial recall, it may be that our ad in issue #4 announcing the Great OVS Photo Contest was not that memorable as we had only one entry! My intention was not to hold a sweepstakes and merely award the prize of a one year subscription at random, but to hopefully have several artistic photographs in contest with each other, with the best one winning a featured space for itself in this issue along with the other pictures as runner-ups on as many pages as necessary. Fortunately, the one picture we did receive captured the essence of the kind of novelty photograph we were looking for, so congratulations to Maryann Kennedy, winner of the Great OVS Photo Contest!

This issue marks a policy change regarding Premium Watch. Our intention has been to list current product premiums, plain and simple. However, it's become ob-

vious that many so-called "premiums" have absolutely nothing to do with the product. You merely get another product, without any unique advertising value at all. And as subscriber Joyce Kline has pointed out to me, one product's "gift catalog" listed other products which cost more in their catalog than if you were to buy them in the store, and that after you've had to buy several packages of the same product to have enough coupons to qualify! And then there are the boring, repetitive cookbooks! I imagine that if you really wanted a product's cookbook because you wanted to do more with their pasta, you would write the company, not Premium Watch to get a copy of the offer. So far, no one has asked for a photo copy of a cookbook offer! This is not to say we will rule them out entirely - some offer imaginative recipe boxes and novelty children's cookbooks. That sort of thing we want to include. From now on, look for Premium Watch to basically only list true product premiums - that which is directly related by form or carries the product name and is available only through the product. We will most likely also include premiums offerings popular characters not related to the product such as Mickey Mouse video tapes because of the obvious interest in that sort of thing. Naturally we won't bind ourselves entirely to this new policy change because of unique offers which would be of interest to our readers, such as World Series tickets in cereal boxes! (I thought it was a good idea . . .) Our needs at this time are for more information about the ever changing fast food restaurant premiums, and if you send us a premium offer with the coupon removed, whenever possible write down the address and other information should a reader request a photo copy and desire to contact the company. We are grateful to the Premium Watchers who have been helping us. Anyone can help!

You've probably noticed that postal rates have gone up. In terms of sending you this magazine, they were high to begin with! Well, we're asking for an extra dollar now for a one year subscription, or you can save a dollar if you renew with a two year subscription. The offer of a free 30 word classified ad still applies. See the new rates on the back.

Finally, don't miss our ad for our new book service! Each and every book we will begin offering you through the mail will have the Official OVS Stamp of Approval! In fact, they come with the highest recommendations for your reading pleasure and we hope you will support this new endeavor, as in buying the books from us which are at bookstore prices rather than from a bookstore. Should you know of other books that may be of particular interest to our readers, please let us know. (Thanks Bob Ting and Bill Masters, for letting me know the book I was looking for is "California Crazy".) Also, we appreciate receiving newspaper articles pertaining to the subject matter of The Old Variety Store. Not too much in the mail bag like last issue so the Letters section will be skipped this time. _____ Steve



PEZ ADVERTISING
AN UPDATE AND A CALL
BY STEVE POWERS



I didn't think there would be a second part to last issue's PEZ Advertising article as soon as this, but important new information necessitates this update, especially in regards to the large Peter PEZ rotating store displays (Figure F, OVS #5, also this issue).

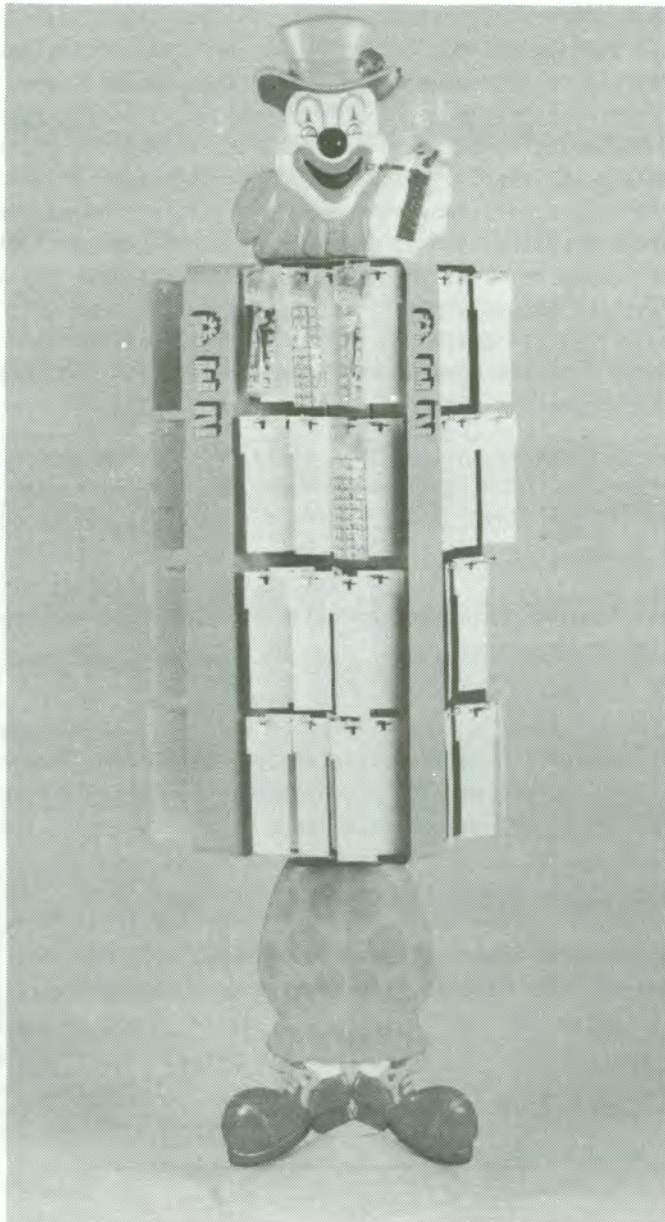
The ball really got rolling when subscriber Jay Lynch in Chicago had fellow artist Jim Ingle take a look at his copy of the last issue. Chicago is apparently the nerve center of the nation's premium and advertising businesses and many of those who work in

this field know or know of each other. Jim was good enough to call me and suggest I contact Dick Miller of Chicago Display Company because he was sure they originated the large American Peter PEZ display stand pictured in Figure F. Gratefully taking this lead for more information, I called Dick Miller. Jackpot! Not only did Chicago Display design and manufacture the display, but in Mr. Miller I found someone "in the business" willing to talk about his work and who, along with me, appreciates the cultural value of original advertising memorabilia. Those of you who have tried to get information from various companies related to your collecting interest know that such an individual or a company is rare!

As he recalled, the stands were manufactured about ten years ago and he guesses about 3,000 units were produced. The account executive on this project had moved on from Chicago Display to his own business for McDonald's point of purchase items. Dick later told me that 60% of all decisions to buy are made by the customer at "point of purchase", i.e., the store level. This trend is growing yearly as more and more people watch commercial-less cable TV or use their remote control units to change channels on commercials.

I asked Dick if anything related to the PEZ displays remained - such as original art, the vacuum form molds, etc. Unfortunately not, for as such materials essentially belong to the companies who contract point of purchase designers and manufacturers, the order is usually given by the companies to destroy such materials after a couple of years from retirement of the project. Before I comment on that, first I'll continue with the rest of the story.

Shortly after my initial conversation with Dick, he sent me some copies of some of the premiums and displays they have been responsible for. He noted that the Historical Presidential Campaign Buttons Gerritt Beverwyk referred to in the interview (OVS #5) was another Chicago Display program. The Peter PEZ rotating store display (Figure F)



Left: Unit #1

as I've been calling it was called a PEZ Candy Merchandiser. They made a Charlie the Tuna Instant Loading Camera (1971) which has now become quite rare, as well as a "Wristo-Radio" for Colgate (1979), a large Bozo Balloon Carousel which resembles the PEZ Merchandiser in stature, a Schoolroom Clock and Weather Radio, the world's first electronic Talking Weather Center, a Keebler dimensional full color molded plastic product stacker display, motorized Hostess displays, and a really fantastic early space capsule display for Crisco with one astronaut saying to the other who is outside the vehicle on a space walk, "Mildred says to pick up some Crisco on the way home!" Also, Chicago Display in conjunction with their Clear Pack Company Division has served many industries with their unique thermoformed containers, among them, Consolidated Foods, Curtiss Candy Company, IBM Corporation, ITT Continental Bakeries, Keebler Company, and McDonald's Corporation. You may recall some of the recent formed two piece Happy Meals containers/premiums. One set was space vehicles. Their flyer says, "Customers customize Space Ships with supplied peel-off pressure sensitive adhesive label sets. Additional subjects (cars, product repros) have been designed and produced." Hats off to Dick Miller and Chicago Display Company!



Well, that's not all. Dick sent a copy of the PEZ Advertising article to their former account executive - the one responsible for the Peter PEZ Merchandiser, Mr. Calvin W. Myer of Worldwide, Ltd. With permission from both parties, here is the highly important and fascinating reply Mr. Myer sent to Mr. Miller which in turn was sent to me:

Worldwide, Ltd. March 15, 1988

"Dear Dick:

"I just received the PEZ article you had Dolores send over to me. It brought back many memories.

"Enclosed are some photos Steve Powers may get a kick out of having. The unit shown is

the official preproduction Unit #1. The blank cards shown were die cut by Chicago Display Co. to simulate PEZ retail product prior to its availability in the USA. In those days it came from Europe. As indicated in the article, much emphasis was placed upon obtaining the maximum amount of product facings/depth in the minimum amount of retail floor space.

"Also note on Unit #1 the difference in rotor fin edge treatment. The first 500 production units were done as pictured prior to changing to the less expensive, easier to ship construction shown in Steve Powers' article, Figure F.

"What makes both Unit #1 and Figure F units historically important to PEZ collectors is that the initial Peter PEZ concept was originated by Chicago Display Company's Creative Department for use on these two displays. i.e.: That's when Peter PEZ was born! At that time our intent was merely to design a floor display with maximum product identity impact, not what later became a PEZ demi-logo.

"As I learned during the initial design concept phase of this project, each and every circus clown has his "FACE" registered! It becomes his trademark.

"Knowing this I approached the McDonald's Corporation Marketing Group to seek their guidance to prevent infringement onto Ronald McDonald's turf. As a virtually unknown fact, McDonald's Corporation saw and approved Peter PEZ before PEZ International did!

"To correct Steve's chronology, the Figure E, Austrian Peter PEZ Display, was done after the Figure F display. The Figure E display was a direct copy of another Chicago Display Company's design that was not practical in the USA due to its much lower product capacity. Both Chicago Display Co. and PEZ International agreed it would be more cost effective to produce Figure F units in Europe. To the best of my memory the Austrian Figure E Displays utilized the same Chicago Display Company vacuum form tooling as the original Figure F displays.

"Best wishes,
Calvin W. Myer"

Now, isn't that something! Peter PEZ came from a floor display unit first, not vice

versa!

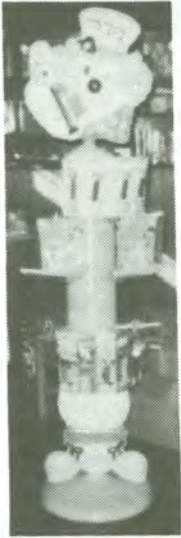


Figure E



Figure F

Naturally, we can't thank Cal Myer enough for giving us this information. Speaking with him on the phone recently, I found in him another helpful individual who is generous with his knowledge and who has an appreciation for the cultural value of modern-day advertising artifacts, the history of which is rarely documented and preserved.

To comment on his letter, while I probably should have, I was not intending chronology with my pictures of the PEZ advertising pieces. However, the end result is that we now know for certain the background of these displays and which came first.

Getting back to the USA Peter PEZ Merchandiser (Figure F), Cal further told me that approximately ten percent of these displays were used in just about every Osco Drug Company Store in the Mid-West. (I know what some of you who live in the Mid-West are thinking!) The longevity of this type of floor display would be about a year and a half, but in this case they lasted three, four, or more years! Imagine all the different and now obsolete PEZ dispensers these merchandisers "moved". The cost for a project of this nature was about \$25,000. He

recalled there were about 50 beautiful sketches of this project, from simple to all the way through, but these original concept sketches were disposed of after he left Chicago Display. Also, 35-50 sets of vacuum form material were sent back to PEZ and were presumably made use of in the Canadian/European merchandisers.

While all of this information is historically important and exactly the type of previously unknown information we are gathering for publication, it woefully points out once again the sad irony of the literal "throwing out" of historical documents, art work, designs, and manufacturing memorabilia associated with the advertising of important child-directed American products (toys, premiums, and child-oriented food). This has been going on for years as Gerritt Beverwyk was first to tell us in the last issue. The loss to us is incalculable. It's one thing for an unpreventable flood to ravage the art museums of Florence, but can you imagine if there were no patrons of the arts such as the Roman Church who financed the art of their times? Or more to the point, if the Church had commanded Michelangelo to destroy his original clay designs or sketches for the Pieta? Perhaps an analogy between Florentine high art and today's point of purchase advertising is dubiously unfounded, but I use it purposely because the Church, the royalty, and the wealthy were yesterday's "artist's market"; today's artist's market is largely advertising. In fact, we, the "consumer society", are the patrons of modern artists who find more employment opportunities advertising products for us than in designing cathedrals. This incredibly demanding art (both display and packaging), reproduced in huge quantities for nation-wide or regional visual consumption, is modern art in its most accessible and affordable form. To a consumer society, it reflects popular art to an unprecedented degree because it must sell itself in order to sell the product. Remember, generic packaging was not widely accepted by Americans. A can of tuna that we are assured won't contain Charlie the Tuna sells!

Ironically, Cal pointed out to me that point of purchase advertising had been regarded as the "bastard child" of advertising. TV and radio are the "darlings" of advertising and of course much more fame and peer esteem may be found in those circles. But how tangible are commercials sent across the airwaves for

the average guy, the collector or historian of modern advertising? One month a commercial is hot - everyone is talking about it and wants to see it, but then soon it is forever gone from the air waves in order to be replaced by the next "ad campaign". Some go big like the California Raisins and items of a specifically collectible nature are marketed, but others fizzle out embarrassingly like Burger King's "Herb" campaign. Point of Purchase, or Display Advertising, is by its physical nature, "here to stay". That is, when preserved. (Don't get me wrong about the commercials - if story boards, props, etc. were commonly available to collectors, that would be fine. From time to time, some of this does surface. Sad to say, probably the vast majority of television commercial props have been destroyed by corporation agents.)

While not every advertising item from the present or the near past is recognized as having artistic merit, just look at the explosion of interest in older "decorative advertising" which has swept across the land. From restaurants to living rooms, people are hanging up old signs and displaying old vending machines (even gasoline pumps!) in place of the spaces previously reserved for copies of "the old master's" paintings and sculptures!

No, far from being the "low end" of advertising, point of purchase and other forms of signage has even now left an indelible mark upon our art history and a nostalgia-minded society that appreciates as never before its more recent heritage.

That said, I hope it becomes even more clear of the tragic waste by the companies hiring advertisers who order design and art work destroyed. If we look at it from the companies view point, they are fanatically sensitive to competition and no one can fault them for that. But what good would the past mementoes of a finished advertising design be to a competitor? They've already seen by now the completed advertisement. I've wondered if also they simply don't want original art, prototypes, and other manufacturing and printing memorabilia to fall into collectors hands because of "inherit value". But I don't really think this is the reason. Obviously, they haven't the time, the space, and mostly the inclination to preserve their own history. They would rather have the materials and records

destroyed than to pay an employee to preserve or even sell (peanuts to them) the more important art works. (Just try even getting a list of all the various premiums and dates issued from most companies.) Right now in the dumpsters of major advertising agencies and corporations in cities such as New York, Chicago, San Francisco, and Los Angeles are animation cels, story boards, prototypes, molds, proofs, drawings, paintings, sculptured figures - the list is endless. Well, if it sounds like I'm sounding the alarm, I am! To all who read this in the advertising world, seek to change this insane policy of destruction meted out by the companies. If you must throw the stuff away, retrieve it from the dumpster after work! Never before did the famous phrase, "one man's junk is another man's treasure" have more urgent connotation. Believe me, there are collectors out there who would deeply appreciate obtaining even a small token of an agencies or firms advertising memorabilia. While not wishing to singularly toot our own horn, The Old Variety Store is open to becoming a depository in this regard should someone out there simply not know "what to do" with their bulging files over which has fallen the shadow of the advertising grim reaper. For it is better that such materials be disseminated to collectors, preserved, studied, and enjoyed, than for the deposit to be made into the cold and windy Chicago Dumps.

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

Final note: If it will help matters, I grant permission to those reading this article to copy it and send it to those you may know who can influence a change in the industry or who may help in obtaining original advertising and toy art work before it is too late. Those who help us may be assured of complete anonymity if desired.

BACK ISSUES AVAILABLE

\$3.00 EACH (#1 \$4.00)

SUBSCRIPTION: \$16.00 (6 ISSUES)

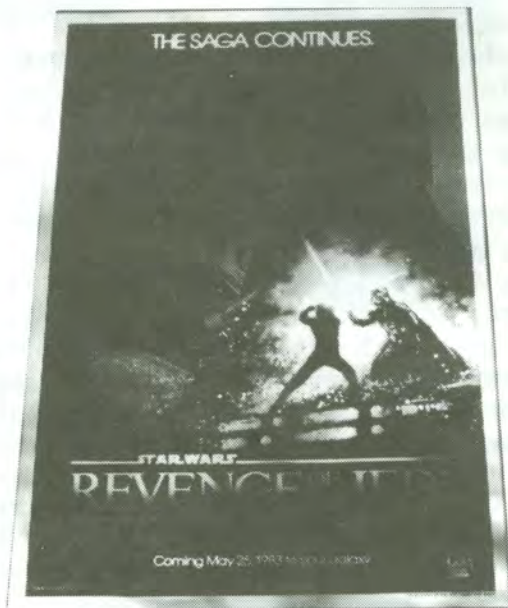
CHECKS PAYABLE TO POWERS MEDIA
121 CODO ST., MOSS BEACH, CA 94038

STAR WARS

A COLLECTING EXPERIENCE PART 3

By Bill Powers

Some films provide opportunity for discussion, debate and thought long after being seen. But few films in history provided such a large number of people with as much enjoyment outside the theatres as well as inside as did Star Wars and The Empire Strikes Back. Now the climactic chapter in the saga's middle trilogy was nearing release, and fans across the country and around the globe were engrossed in wild speculation and excitement. As a collector of Star Wars memorabilia I was excited both by the upcoming film and the anticipation of yet another wild treasure hunt that would coincide with the opening of Return of the Jedi.



THE REVENGE SWITCH

Jedi was filmed under a cloak of secrecy rivaling a C.I.A. operation. George Lucas wanted the story kept secret, and Lucasfilm did their best to throw the fans off track. Photos of Luke in his new black costume and misleading quotes from Mark Hamill on his character's evolution had many believing Luke would turn to the dark side of the Force. On location in California the crew filmed under the phoney-title, "Blue Harvest - horror beyond imagination". But it was hard to convince people this wasn't Star Wars when the cast arrived. Yet Lucas' greatest trickery was yet to come: switching the title from Revenge of the Jedi to Return of the Jedi after the first had become established in advertising and in the

media. It is hard to believe Lucas' claim that the phoney Revenge title was just a ruse from the start to help protect the story line - if so it seems unfair to the producers of the Star Trek films, who changed the title of their film from The Revenge of Khan to The Wrath of Khan to avoid audience confusion. There were posters, patches, t-shirts, buttons, and flyers already printed with the Revenge title. Of course, Lucas' sudden change of title had a big effect on collecting, and soon even newspapers carried stories on the skyrocketing value of the phoney-titled posters. This was all new to me - I had spent six years collecting expensive posters that most people thought could be found at the five and dime. Now the topic of Star Wars posters was of interest to people other than fanatic fans. With the sudden demand for Revenge merchandise, I was lucky to have been keeping my collection up to date all along. Already I had several items with the phoney-title, including three copies of the rare poster. Those extra posters gave me the key to making my poster search for Jedi much easier than it had been for Empire. Using my third poster, I struck a deal with the Hollywood cinema shop which had the best selection of current memorabilia. I made a trade not for money or posters, but for a promise - that one of each and every Jedi related item that came into the store would be put aside under my name. Essentially I had given the poster away, but when Jedi opened, much of my poster search was done for me.

Although Lucas' title change caused much commotion, it was considered by fans to be appropriate, for revenge is not a Jedi-like trait. Even Mark Hamill was unhappy with the

Revenge title while filming, but his suggested title was passed up by Lucas - "The Other Shoe Drops".

THE END OF AN ERA

I will never again have as much fun waiting for a film's release as I did with Jedi. It was much more than a movie, it was an event. The enormous popularity of the first two films, coupled with the many loose ends left by Empire and the promise they would all be resolved, resulted in the most highly awaited film of all time. Fanzines everywhere were offering their own wild theories as to what would happen, even as Lucas was saying he was sticking to his original storybook premise. The climactic chapter to a trilogy that had engaged my imagination and brought me much happiness now filled my life with anticipation and excitement.

INDUSTRIAL LIGHT AND MAGIC

Years before Jedi's release, I was told where Industrial Light and Magic was by a friend, and one day paid it a visit. At that time things were relatively quiet in Lucasland (as some call George Lucas' various Marin County properties). Lucasfilm was sitting on an ordinary city street, a row of buildings resembling an industrial complex with no exterior signs whatsoever of what was housed inside. Wandering around the complex and peeking in office windows, I saw wonders that made my heart leap. Artifacts from Star Wars were dispersed in rooms everywhere, and original models and paintings hung on office walls. I especially remember the office of Ben Burtt, Star Wars' sound effects engineer. In it was a large map of the Bay Area, with pins marking all the odd places he had recorded sounds for the Star Wars films. It was one man's personal record of his creative contributions to Star Wars.

The year Jedi was being filmed, I again dropped in on Lucasland, this time to show a friend. The complex was as innocent looking as ever, with one hint of its true significance - a small sign over a doorway with the logo, "Blue Harvest". But as my friend and I walked about, we found ourselves followed by a man with a walkie-talkie. His presence greatly inhibited our sneaking around. We left soon, but had not driven

two blocks when a policeman drifted behind and pulled us over. The policeman asked us, "What were you doing at Lucasfilm?" I had the feeling they thought we were corporate spies, and we were sufficiently grilled before establishing our innocence.

THE PREMIERE

As Jedi approached, a benefit premiere was announced for the Bay Area, with tickets at \$25.00 each. I quickly bought fifteen seats, and then set about convincing my friends and family to go with me. I called the premiere's date Jedi Day, and took the day off from work. With each ticket I sold I included a self-made information packet, containing an analysis of the characters in the Star Wars films, and a contest. The contest was a query asking what the answers to the questions left by Empire would be. The prize was to be a free benefit ticket, which I would award after seeing the film and grading the contest. Everyone enjoyed filling out the query and it made the premiere more fun for all. On Jedi Day I held a showing of the first two Star Wars films at my house, and then we all went out to dinner before the premiere. I had been waiting for this event for so long, and wanted to make the most of every minute. Sitting in the theatre waiting for the start, I was immersed in a thrilling sensation, realizing this was a moment in my life I would always remember. When the film was late starting, some were upset, but I wasn't - to me it was a little extra to be absorbed in history. The film itself was so fast paced, and full of surprises, that I was left in a weary, yet fulfilled state by its end. It was a fitting climax to the trilogy.

Through the premiere I experienced Jedi like I had Star Wars six years before, in a packed theatre with an exuberant audience. But as I discussed in an earlier article, the exclusive engagement of films was largely a thing of the past by 1983, and so were the lines around the block that had made Star Wars such a public event. For me, Jedi marked the end of an era, a time in my life when I was absorbed in the excitement of a trilogy of films and the collecting experience they gave me.

POST TRILOGY - STAR WARS LIVES ON

Will Star Wars return to the screen? Lucas says he really isn't sure if another episode will be filmed. If it is, it will be the first trilogy in the saga - episodes one, two, and three. We've already seen the middle trilogy. Episode one, says Lucas, takes place some 30 years prior, and chronicles the events that turned Luke's father to the dark side and caused the destruction of the Jedi Knights. For Lucas, filming another trilogy means a tremendous amount of effort, and as yet he is not committed to such sacrifice in his life. But for Star Wars fans the fun lives on in many ways.

In 1985 the Star Wars Trilogy was shown in a handful of theatres across the country for a single performance to benefit charity. One of the theatres chosen for this event was the Coronet in San Francisco, where Star Wars had opened eight years before. The trilogy began at four p.m., but tickets went on sale at eight a.m. I arrived at the theatre at 7:30 a.m. and found the line already extended around the corner. It was just like that summer of '77, only this time it was eight and a half hours before show time! The line was full of fans and fans only. After buying tickets, we all moved to the theatre parking lot for an eight hour vigil. At first I thought it was crazy, but by the end of the day I knew it was an experience I'll always remember fondly. I had gone alone, for no one I knew was prepared for an all day sit-in, not to mention six hours of Star Wars films. But in the parking lot I made many friends, and we all spent the day relating various stories of our collections and discussing the era of Star Wars. The trilogy was shown in its finest format - 70 mm, six track Dolby stereo, to a sold out house of true fans. By the end of the evening we all felt we had earned a special place in Star Wars fandom, as well as reliving that experience from a long time ago in a galaxy far, far away . . .

STAR TOURS

The Star Tours ride in Disneyland is another spectacular experience from Lucasfilm and Disney. Using an aircraft simulator and special effects from Industrial Light and Magic, they have created a ride that makes guests actually believe they are rocketing through the Star Wars galaxy.

I was thrilled with every facet of the ride, from the futuristic maintenance hanger the line weaves through to the sensational journey aboard the Star Speeder. When the spacecraft encounters the Death Star and joins a squad of X-Wings for an attack, I was overwhelmed. The dive into the Death Star trench in theatres was never quite like this!

Exciting the ride, guests emerge in a shop that would send any Star Wars collector into a frenzy. Memorabilia of every type, all devoted to Star Tours and Star Wars, fill the entire store. It was all I could do to escape with only two bags full of souvenirs.

The Star Tours souvenir shop is just one way collectables have continued to appear. Another was the Star Wars 10th Anniversary, which many items materialized from. One was a 10th Anniversary poster done in the silver Mylar style of the first Star Wars teaser from 1977. Another harder to find item is the Anniversary Commemorative Coin. Still another current collectable is the beautiful set of plates now being issued by The Hamilton Collection.

During the past few years I stopped collecting, turning my spare money towards other goals. I was happy with my collection, and decided it was complete. But part of me finds giving up my treasure-hunting days hard, especially when wonderful new items keep popping up, as well as long-lost older items. I had a perfect opportunity for a day of nostalgia this year when a Star Wars 10th Anniversary convention came to the Bay Area. Here again were dealers from all over the state, all selling Star Wars memorabilia. But this time I went to the convention not looking to further my collection, but instead to compare with what was still being sold. I had never been in a dealers room this full of Star Wars items before. But I smiled to myself when I saw there wasn't much there I hadn't already found during my years of collecting. Then I came across a ceramic mug of Chewbacca from 1977, the very one I had mentioned in an earlier article. I had never been able to find this mug since its disappearance from stores ten years ago. For me it was a very special find, a long-lost piece of my puzzle.



Some people wonder why I spent so much time and money gathering things I've stored away

STAR WARS - A COLLECTING EXPERIENCE

and rarely see. I have one room devoted to my collection, but am able to display very little there. But for me the longer it sits packed away in darkness, the more a treasure it becomes. The purpose of my collection is as clear now as it will be decades from now when I pull those memories out. However seldom I look through my treasures, I would never part with those boxes in the attic.

THE END



Above: Miscellaneous collectibles from the Star Wars universe.

Lower right: Omni Cosmetics Corporation R2 D2 figural soap container store display.

Lower left: The Hamilton Collection limited edition plates.



Above: After taking our pictures, Bill Powers readies a portion of his Star Wars collection for its return trip to his attic.



QUAKER Puffed MODEL FARM Rice

By Greg Anglin
7410 Farmstead Rd.
Liverpool, NY 13088

While there have been cereal premiums probably almost as long as there has been boxed cereal, most do not have the "character" that those produced in the 1940s-50s do. Perhaps this is because of nostalgia and the memories they kindle. Even though I wasn't around in the 1940s, items from that era still appeal to me. I was, however, a child of the 50s and I have fond memories of the toys and premiums of that time. One of the cheapest types of cereal premiums to produce was the "cardboard toy" type. This was most often (but not only) represented by toys printed directly onto the cereal box itself. There was no added cost for material, but only for the artists work and lithography involved. All you had to do was cut out the toys and assemble them per the instructions.

The Quaker Puffed Rice Model Farm was printed in eight different "sections". Each release consisted of one or two buildings plus barnyard animals and accessories. All of these, of course, eventually combined one large complete set. Obviously this was to coerce children to keep buying boxes of cereal so they could complete their farmyard. I don't really know if these were all distributed at the same time, inter-mixed on the grocery shelves, or if they were released one every few weeks or months. I have not been able to determine the exact date these were made, but the early 1950s is most likely. I remember cutting out and assembling this series, or another very much like it, and also remember doing the same with the Nabisco Shredded Wheat Frontier fort. The particular box back I have pictured here has two different buildings and three different livestock to be assembled. These simple cardboard toys were delightful and provided a child with a lot of imaginative play-time.

As is obvious, these cardboard cut-outs had a high mortality rate, and most that survive today are found un-cut, on the original box. This in itself is also surprising! Don't we all wonder how things like this survived all these years? You must remember, in the 1950s people simply did not collect items

like this on purpose. This was long before memorabilia collecting became the craze it is today. Besides, these were current items, and no one ever considered there would be a reason to save them. Probably everyone who is reading this publication now, has gone out to their local market and purchased boxes of cereal to put away the premium (or the whole box itself). People simply did not do this years ago!!

Fortunately, items like this are not particularly rare. I don't really know all the reasons why things like original boxes survived intact up till today, but evidently they did, as most items like this can be obtained for \$10.00 - \$15.00 or even much less! Paper memorabilia dealers at antique shows and flea markets are a good source for this type of item. Keep your eyes open and you'll be amazed at the items you can find!



Congratulations to Maryann Kennedy
of Marshall, Minnesota
Winner of the Great OVS Photo Contest
and a free one year subscription.

HERE'S HOW TO GET THE COMPLETE QUAKER MODEL FARM

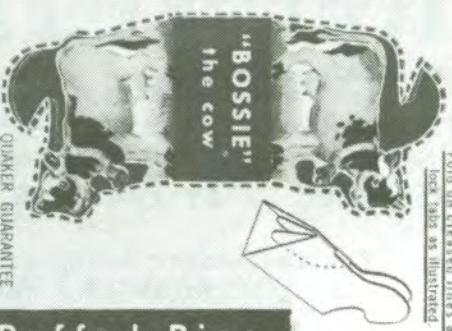
It's Easy! 46 Models are on 8 Different Packages of Quaker Puffed Wheat

Quaker Puffed Rice

- PKG. 1 - Farm House, Garage, Pick-up Truck, Dobbin, Milk and Hay Wagons, Queens the Cattle.
- PKG. 2 - Finner, Man's Home, Lambing House, Lamb's Cury & Fluffy, Roadside Stand.
- PKG. 3 - Big Red Barn with sliding door, Frisky the Colt.
- PKG. 4 - Tractor and Machine Shed, Tractor, Corn Grib, Old Well, Gas Pump, Billy, Goat Grib and Kid.
- PKG. 5 - Milk House, Tool Shed, Windmill, Water Trough, Prince the Horse, Topsy the Shetland Pony.
- PKG. 6 - Granny, Cattle Shed, Biff the Bull, Flossie the Cow.
- PKG. 7 - Silo and Shed, Water Tank, Duck Pond, Remmie the Fox.
- PKG. 8 - Smoke House, Hen House, Baby Chick House, Rocky the Rooster and Family, Willie the Weasel.

ANIMAL ASSEMBLY INSTRUCTION:

Simply cut along dotted line, fold on creased lines and rock into as illustrated.



QUAKER GUARANTEE

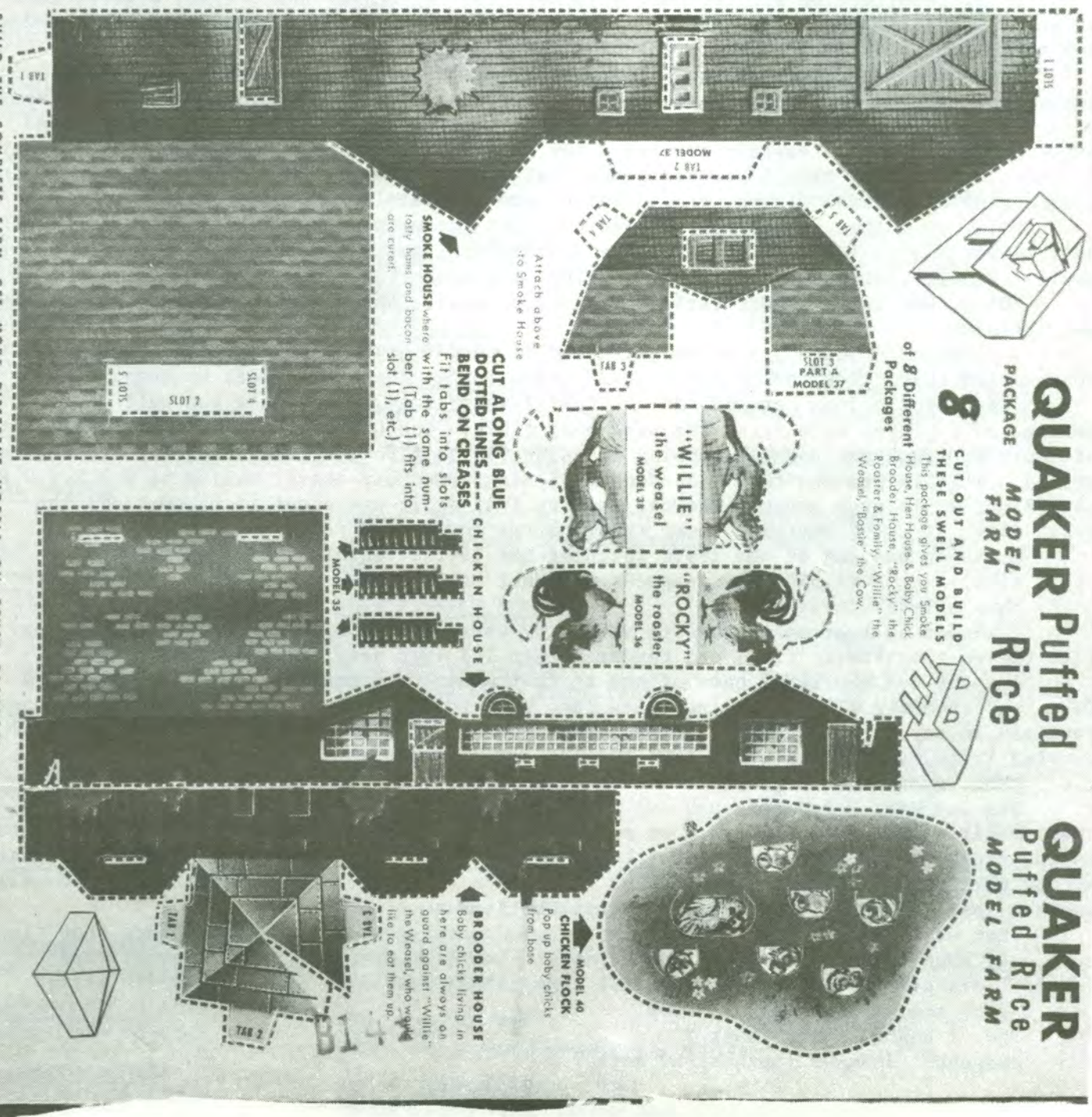
We guarantee that you too will find Quaker Puffed Rice deliciously satisfying or we will gladly refund the cost of the package.

A one-half ounce serving contains 0.74 milligrams of Nicotin and supplies in addition the following percentages of the minimum daily requirements of Vitamin B₁ and Iron: VITAMIN B₁ for children (6 to 12 yrs.) 8.3%; for adults 6.2%. IRON for children and adults 3.2%. **QUAKER Puffed Rice SPARKIES***

QUAKER Puffed Rice
Patent No. 2,261,456 Patent No. 2,324,874

QUAKER Puffed Rice
PACKAGE MODEL FARM

8 CUT OUT AND BUILD THESE SWELL MODELS
This package gives you Smoke House, Hen House & Baby Chick Brooder House, "Rocky" the Rooster & Family, "Willie" the Weasel, "Bosie" the Cow.



BUILD THE COMPLETE FARM. GET MORE DIFFERENT MODELS ON OTHER PACKAGES

A D V E N T U R E S O F G R O W I N G U P !

The story you are about to read is true . . .

A CASE FOR TOY AUTO INSURANCE BY BOB TING

Life was different back in the old days. That was before mortgages, taxes, women, and having to earn a living. A time when even the most complex issue facing a growing young boy was viewed in black and white terms.

"Yes already, I'll get you that toy."

"No, it's too expensive."

To my recollection all the neat toys were too expensive, and I spent a great deal of my youth wrangling with this classic dilemma. One particularly memorable occurrence was in September of 1966, at the age of ten.

James Bond was all the rage. The movies were hits and numerous merchandise tie-ins immediately followed. These ranged from gum cards to records to cologne and, of course, toys. Of all the 007 toys, the one I found the most exciting was the battery-operated Aston Martin (though I eagerly awaited a toy version of "Oddjob's" hat which never materialized.) The first time I saw the commercial for this toy, I was sold. Flaring machine guns, changing license plates, rising bullet-proof shield -- who could resist?

Well, my mother could. She thought it cost too much and it was already five months past my birthday. I tried to act cute and lovable; I threw tantrums; I cried; all to no avail. Finally, after some outright begging, she relented.

"Okay, but this is your early Christmas present. When Christmas comes, you won't get anything."

I accepted. Being a short-sighted kid, I wasn't going to worry about something still four months away. Besides, I was betting she'd forget this whole deal by then.

She bought me the car and for two days I was elated. It didn't run well on our carpeting, so I played with it on the ping pong table. The wheels could be steered so that it could go round and round, stopping occasionally to fire its guns and raise its rear shield. I would pretend that I as Bond on a high speed car chase, tailed by S.P.E.C.T.R.E. AGENTS. I would even arrange the car to turn just as it was about to plummet off the table edge, like 007 swerving along those narrow roads in Europe.

I was on one end of the table watching the little vehicle veer from the edge on the other side, when suddenly, it disappeared! What followed was a miniature crash-like sound . . . then silence.

I winced as I crouched down to verify my worst fears. There the Aston Martin lay with the most realistic front end fender bender I'd ever seen in a toy car!

I guess you can say I came of age at that moment. I realized how an adult would feel, say spending all day waxing a new car, only to ding it while backing into the garage. Needless to say, I was aghast. After spending a few minutes cradling it in my hands, I carried it to my mother's room.

"Mom, guess what happened?"

She saw what I had done and cut me to the quick with the coldest stare you could imagine (it still sends shivers down my back). Instead of compassion I got a good lecture on wastefulness. No matter how many times he smashed up, ol' James always had a new car by the next movie. It was a depressing revelation that life isn't like the movies. All was not lost though. I did get socks that Christmas.

That was 22 years ago and I still have fond memories of that toy. Since that time I've only seen it once, at a toy collectibles show last October. When I questioned the dealer I discovered that there are still some things viewed in black and white terms.

"Yes, the tag does say \$350.00."

"No, I won't go any lower."

Sheesh! Just as tough as my mother.

PREMIUM

WATCH

Special thanks to those who sent in premium information. If you would like to help buy 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.

Allens Popeye Spinach
Popeye Growth Chart & Activity Book

Almond Delight Cereal
Cash FI

Apple Jacks Cereal
Mad Scientist Monster Kit FI

Aqua-Fresh Toothpaste
Pippi Longstocking Dental Care Kit
Pippi Longstocking Book Series

Armour Hot Dogs
Superman Knee-Knockers 9/30/88

Bactine
Bactine Umbrella

Brawny Paper Towells
Brawny Bear 6/30/88

Bufferin
Reminder Alarm Pill Holder 7/31/88

Classic Ovaltine
Captain Midnight Secret Squadron
Watch 6/15/88

Cocoa Puffs Cereal
Cuckoo Town Box FI

Combos Bite Size Food
Party Helmet 5/2/88

Crayola Crayons
Crayola Summer Survival Kit 5/31/88

Crest Toothpaste
Crest All-Star Personalized Baseball
Bat 5/31/88

Dixie Cups
Burpee Garfield Marigold Seed Pack-
ets

Dow Bathroom Cleaner
Scrubbing Bubble Wall Clock 6/30/88

Duncan Hines Cake Mix
Disney Children's Tea Set

Eveready Batteries
Eveready Magnets 12/31/88

Freakies/Cookie Crisp/Fruit Islands/
Honey Graham Chex Cereals
1 of 5 Hot Racers Toy Cars FI

Freshlike Vegetables
3 Plush Freshlike Friends

Honey Comb Cereal
License Plate 12/31/88

Ice Cream Cones Cereal
Ice Cream Cones Mug

Frosted Flakes Cereal
Secret Message Pens FI
Diving Tony FI

LaChoy Products
LaChoy Collection Recipe Box

Land O Lakes Butter
Greeting Cards

Land O Lakes Margarine
L O L Thermo-Keep Bag

Lavender Sachet Fabric Softener
"Blossom", the soft sculptured satin
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Knit Hat

Meaty Bone Dog Biscuits
Plush Disney Toys - Pluto, Lady, &
Tramp

Meow Mix/Thrive/Special Dinners/Kitten
Chow
Genuine Historic U.S. Coin FI

Mother's Cookies
Mark McGwire or Will Clark Cards FI

Musselman's Fruit 'N Sauce/Apple Sauce
Disney's Duck Tales characters FI
Poster, lunchbox, Playskool Stuffed An-
imal

Nine Lives Cat Food
Morris For President Campaign Kit 5/31/88

Purina Kibbles/Chunks Dog Food
"Grimm's Furry Tales" Cartoon Book

Safeway Fruit Rings Cereal
Young Astronauts Program

Skittles Candy
Skittles Rainbow Machine Candy Dispen-
ser 12/31/88

Starburst Candy
Starburst Juice Pitcher

Surf Detergent
Surf Sports Watch 9/30/88

Tang Fruit Box
Tang T-Shirt 12/31/88

Tater O's
Flying Ring

Topps Chewing Gum
Alf Candy Container
Max Headroom Candy Container

Welch's Frozen Concentrates
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Johnson Wax Products
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Mix 'n Eat Cream of Wheat
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Sugar Free Kool-Aid
Four Smiling Mugs

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Also seeking: 1939-1942 brass Goodrich license plate key-tags; and cast aluminum license plate attachments for cars from northern and western cities, states.

Write or call:

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Eves.

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- * U.S. & CANADIAN PEZ
- * U.S. & CANADIAN McDONALD'S MEMORABILIA
- * WHEATIES SPORTS BOXES
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CHATSWORTH, CA 91311

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Johnny Lighting Express \$50.00

60 Whitman Tip Top Tales
20 Rand McNalleys Junior Elfs
& Assorted Extras From 50s & 60s \$50.00

G. I. Joe 2 Dolls (hand missing each) Booklets, Tent, Wood Box Loaded with Lots Items \$50.00

TV Guides, Jim Beams, SASE on all inquiries. U.P.S. Extra.

Joyce Kline

4031 Greenwood Rd.

New Kensington, PA 15068

1-412-335-2904

No Collect Calls

WANTED: POPEYE TOYS!



Even broken or incomplete
(For parts)...Please send description and price to:

Jerome Walker
1705 N. North Park
Chicago, Ill. 60614

BOOKS FOR SALE



Googie: Fifties Coffee Shop Architecture by Alan Hess. Must reading! Written by the man who qualified the oldest McDonald's stand in the nation for the National Register of Historic Places, this book will entertain and fascinate you with its great pictures and lively text. Of particular interest is the chapter on the McDonald brothers and their famous original stands with the Golden Arches, of which less than a dozen remain standing. \$14.95 + \$1.25 postage.

California Crazy: Roadside Vernacular Architecture by Jim Heimann and Rip Georges. If you like our cover picture of the Zep Diner (courtesy of Chronicle Books), you'll love this book. Page after page of the most wonderful, eye-catching, and humorous buildings you've ever seen! \$9.95 + \$1.25 postage.

AUCTION: 1950s red PEZ Space Gun. Mail in or phone in bids now being accepted. Final calls will be received between six and seven p.m., Pacific time, on Friday, May 6th. Minimum bid: \$75.00. Bids must be raised by 10%, rounded off to the nearest dollar. Subscribers only.



FOR SALE: All seven 1976 Remco McDonaldland poseable figures. Great details! Each one is mint in the original package, though the packages are worn. \$20.00 each + \$2.00 post.

1978 8" Inflatable Grimace. Slow leak. \$10.00. Grimace plastic soap tray and sponge: \$5.00. McDonaldland Fun Times - Vol. 4, No. 2 Winter 1982 & Vol. 5 No. 1 Circus Issue: \$5.00 each (unused). Green Fry Kid sponge: \$2.00. (These items are post paid.)

Hopalong Cassidy premium savings coin, near mint: \$8.00 post paid.

Bing Crosby (young!) badge/record cleaner. "Exclusive Decca Artist". Near mint. \$22.00 post paid.

Nabisco Shredded Wheat Juniors cereal premium. 1" round "ball in hole" game made of plastic and tin. "Conestoga Wagon" pictured. \$4.00 post paid.

Three different full boxes of Pepperidge Farm Star Wars Cookies (1983). \$18.00 post paid.

Two empty C-3PO's cereal boxes. One with Darth Vader cut-out mask (un-cut) and one with Yoda cut-out mask (un-cut). \$7.00 each post paid.

Pepperidge Farm Return of the Jedi plastic premium cup. \$5.00 post paid.

Checks payable to Powers Media, 121 Codo St., Moss Beach, CA 94038 (415) 728-5851. Sales tax applied to California residents.

FOR SALE: TIN TOY NEWS & VIEWS #6. IF YOU LIKE TIN, PLASTIC, AND CARDBOARD TOYS FROM 1930s-1970s, SEND \$1.00 FOR LATEST LIST.

GREG ANGLIN, 7410 FARMSTEAD RD., LIVERPOLL, NY 13088

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

THE TREE HOUSE

WANTED

WANTED: Any/all Advertising Premium Characters! Green Giant, Colonel Sanders, Charlie Tuna, Speedy, Mr. Peanut, anything with Pillsbury Doughboy and family, etc. Banks, plastic and vinyl items. Good-Mint condition. Also "Karate Men" 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

CAPT. MIDNIGHT ITEMS WANTED! Manuals, cards, letters, ads, photos, rings, BLB, pins, comics, flight patrol newspapers, patches, bicycle tires, "Spartan Bomber" model airplane, radio shows, TV shows, anything! Condition and price to:

DeWayne Nall
1305 Twisted Oak
Enid, OK 73703

Buying plastic or tin toys in original packaging from 1940s-1960s. Let me know what you have!

Greg Anglin
7410 Farmstead Rd.
Liverpool, NY 13088

Wanted: Celluloid Pen Wipers in shapes of animals etc. Also any advertising pins or advertising mirrors. Please price & describe.

Sherry Werdon
400 N. Washington
Lowell, MI 49331

WANTED: TINS, Modern Collectible Tins. Maxwell House Coffee, Pillsbury Best Flour, Cream of Wheat, Toyland Peanut Butter, Nestles Chocolate Chips, Cremette Macaroni, etc. Price & describe.

M. Devlaeminck
10631 S.E. 34th
Milwaukie, OR 97222

DINOSAURS wanted: dino collector wants SRG metal mosasaur and large pterodactyl. Also any old metal or plastic dinos, Sinclair dino relics and original art. Sinclair giant fiberglass dino wanted. Will buy or I have dinos for trade.

Greg Holmes
101A East 10th
Hutchinson, KS 67501
(316) 662-2219

SHOWS

The Excitement Of A Thousand Saturdays!
Childhood Treasures Show July 22-23-24. 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.

Childhood Treasures
Box 111266
Arlington, TX 76007
(817) 261-8745



Subscription Rate: \$16.00 for one year - six bi-monthly issues, or \$8.00 for three issues. Canadian: \$17.00 U.S.; Foreign: \$23.00 U.S. FREE 30 word classified ad with all one year subscriptions. FREE 100 word ad or 1/6 page display ad for articles of one page or more.

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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

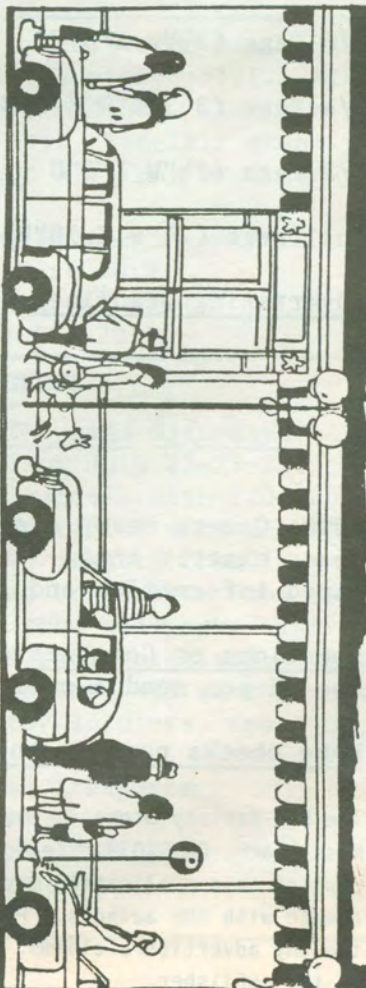
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Toys from Return of the Jedi. See page seven.

IF WE SOLD ANTIQUE TOYS OUR NAME WOULD BE "SIMON'S ANTIQUE TOYS". BUT WE SELL "POTENTIALLY COLLECTIBLE" TOYS AND NOVELTIES FROM THE 50S-80S. IF YOU'RE A DEALER, SHOP OWNER, OR COLLECTOR SEEKING A CONSTANT SUPPLY AND A CONSISTENT SOURCE, YOUR NAME BELONGS ON OUR MAILING LIST. POTENTIALLY COLLECTIBLE, 1390 EAST 49TH STREET, BROOKLYN, NEW YORK 11234, 718-258-8795

THE OLD VARIETY STORE



121 CODD ST., MOSS BEACH, CALIFORNIA 94038

RUSH



NOTE: Time to renew if the box is checked.