

THE OLD VARIETY STORE

JULY/AUGUST

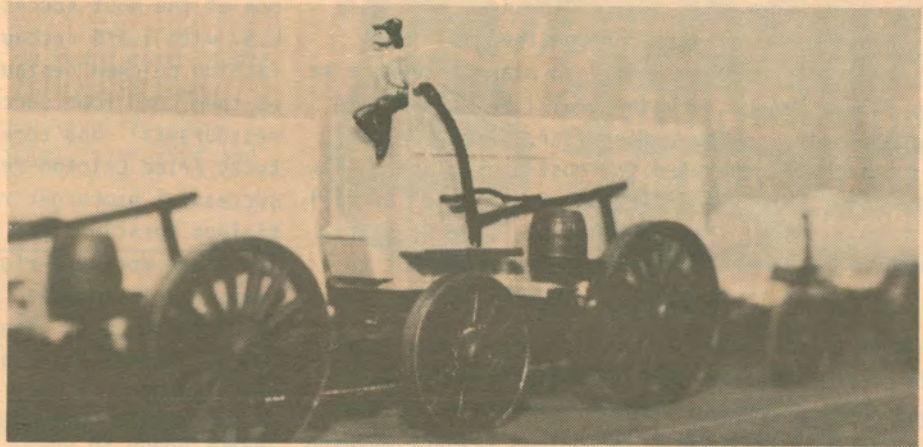
\$3.00

1988

"THE 20 MULE TEAM ROLLS!"



"The Old Ranger"



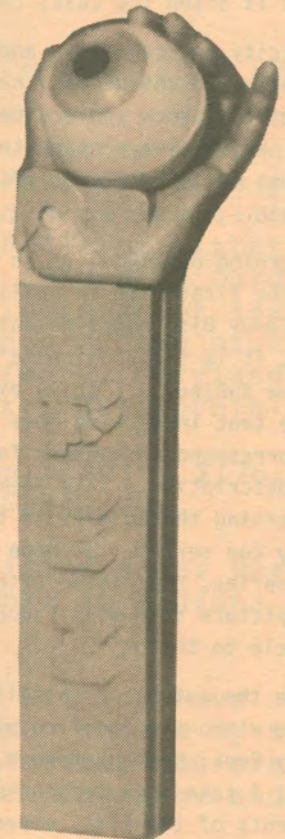
See "DEATH VALLEY DAYS" on Television!

— With the 20 MULE TEAM and the popular "OLD RANGER"

— Sponsored by "20 MULE TEAM" BORAX[®]
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Check your Local Newspaper for Station and Time

PLUS:



AND PEZ: A COMPLETE LIST OF DISPENSERS RELEASED IN THE UNITED STATES!

NEWS FROM THE STOREKEEPER

Welcome to our one year anniversary issue. To those who have subscribed, renewed, advertised, bought items which support our costs, and been helpful in so many different ways, we say thank you. We still appreciate those interesting letters, newspaper clippings, premium notices, and your articles, so please keep them coming.

It's been an eventful, and at times, grueling year for me. But it probably goes without saying that I enjoy this publication more than anyone else, and the rewards of writing, reading, learning, and collecting have made it all worth it. I've made some good friends as a result, and we're happy that many of you have also made mutually beneficial contacts through the OVS. Subscribers have told us they really do plan to send us an article, so you can be sure there will be more varied subjects appearing in the coming year. Probably the articles that have generated the most appreciative letters were "Star Wars - A Collecting Experience" by Bill Powers. Thanks Bill! Fortunately, his Star Wars articles will probably not be his only contributions to the OVS.

In a similar vein, we know you will enjoy Abbey Cook's "Friends of PEZ" in this issue. Reflecting on such happy and nostalgic memories will continue to be featured in the OVS, striking a harmonious balance between informative collectible articles and the human element, or as is often the case, combining the two.

Publicity, store sales, and expanded advertising has recently brought us many new subscribers, so it helps to let them know you are out there with an ad in the OVS. We're always happy to help should you want to discuss designing an ad or the subject matter of an article.

Concerning our PEZ list in this issue, it represents for the first time in publication a complete list of PEZ Candy Dispensers released in the United States. As such, it is the "beginning", not the end or final word on the subject. I fully expect additional information to be sent in as time goes by. I have provided notes to corresponding numbers for additional clarification and description. This seemed especially appropriate concerning the animals in the Circus series and the Kooky Zoo series. We hope that with the many different PEZ series, that those with a mind to write about them and picture them will "adopt" a series and send in an article to the OVS.

While the extent of this list would not have been possible without a "pooling of minds", especially from Abbey Cook, Ross Hartsough, Norm Hunt, and Maryann Kennedy, I take full responsibility for the structure and contents of the list, especially if it should contain any errors, omissions, misunderstandings, or differences of opinion. If something was left out, let us know and the new information will be updated in future issues of the OVS.

Please note that many of the dispensers are known in different colors and patent number variations (see OVS #1). For the purposed of this list, we have listed the number of completely different head mold variations indicated by a number in parentheses and when the same dispenser crosses-over into another category by the means of an asterisk.

Now, how about some fast-food trivia questions. What orphan boy who doesn't know where he was born, grew up with foster parents, and was sent out into the world with only a few dollars in his pocket would later start one of the most successful fast-food restaurant in the U.S. with 3,816 restaurants worldwide? Who took four failing chicken restaurants in Columbus, Ohio and turned them into four successful Kentucky Fried Chicken restaurants? Who took his profits from the four Kentucky Fried Chicken restaurants and started his own successful hamburger restaurant? Who received the prestigious Horatio Alger Award, given to distinguished Americans who have risen from poverty to positions of honor and influence? Who named his restaurant after one of his daughters? The answer you must have guessed by now because of that last question is Dave Thomas, founder of Wendy's.

You're bound to guess the answer to these other fast-food trivia questions, but they provide for some interesting statistics. What fast-food leader recently opened its 10,000th restaurant? On average, who opens up one new restaurant every 17 hours? Who accounts for 39% of all limited menu restaurant revenue? Where have 96% of Americans eaten in the last year? Who is the largest beef buyer in the U.S.? Who purchases 7.5% of the U.S. potato crop? Who has replaced the U.S. Army as America's largest job-training organization? In Gilroy ("the garlic capitol of the world"), California, what restaurant plans to offer a new garlic spread to its hamburger buyers? If you guessed McDonald's to all of the above, you guessed right!

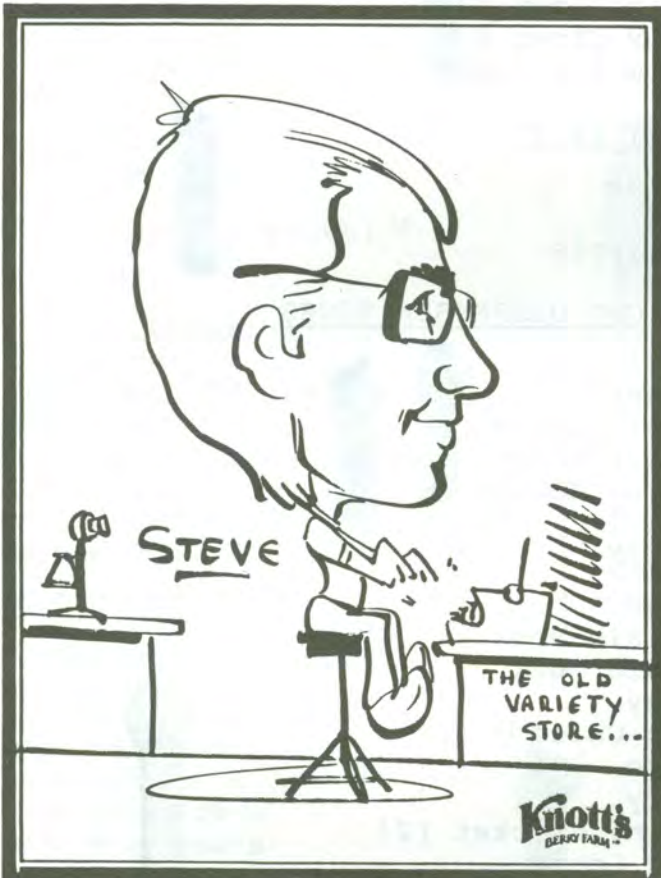
But onto a bleaker subject, one we report because you are not likely to read about it in the papers. The subject matter, as dreadful as it is, involves the McDonald's Corporation in a most disturbing and ironic way in terms of, shall we say, their future customers. As we have permission to send you the two articles entitled "Harvesting Babies" and "Corporate Ignorance" in the American Life League's recent About Issues publication, we won't go into the complicated matter at length here. We recommend that you read about it fully yourself. But in brief, it has come to light that "the Ray A. Kroc and Robert L. Kroc Leadership and Visiting Scholars Endowment (Ray Kroc, founder of the McDonald's Corporation, began these ventures with stock from McDonald's Corporation) has contributed funds to research in the use of human fetal pancreatic tissue in the treatment of diabetes." That is, the harvesting of living human tissue from "unwanted" viable unborn infants (4th to 9th month

NEWS FROM THE STOREKEEPER CONTINUED

from "unwanted" viable unborn infants (4th to 9th month) procured by abortion. If the moral implications of this still seem foggy and havn't sunk in, the articles quote Patrick Buchanan, nationally syndicated columnist, as recently writing, "So long as abortion remains legal, runs the argument, why not use the fetal organs gained thereby for social benefit? Yet, the argument is not far removed from that made by the German doctors of the early (Third) Reich, who said that since euthanasia was state policy, why waste the vital organs of its victims? . . . it all comes down to the same fundamental question, does it not? Is human life sacred, or is it not?"

Not a "fun" topic, but we bet you've heard more in the media about the stripping of rain forests in South America for beef production than you've heard about the above. For a copy of the articles, send .50¢ and a SASE to the OVS.

Steve



A new "advertising figure" ?!

THE FAMOUS BALL YOU'VE READ ABOUT
WHAM-O AMAZE YOUR FRIENDS — AMAZE YOURSELF!
SUPER-BALL
DEFIES GRAVITY
BOUNCES AND BOUNCES AND
BOUNCES HIGHER FARTHER - FASTER..
than any other Ball!
IT'S ALMOST ALIVE!

SENSATIONAL FOR CHRISTMAS STOCKING STUFFER

SEE YOUR JOBBER OR WRITE:

WHAM-O MFG. CO.

835 E. EL MONTE ST.

SAN GABRIEL, CALIF.

FREE PRIZE! FREE PRIZE! FREE PRIZE!

Yes, boys and girls, every now and then The Old Variety Store will enclose a wonderful FREE PRIZE in your issue as weight and supplies allow. Last issue's FREE PRIZE of either a KOJAK wrapper or a STAR WARS card sent out to subscribers as of issue date were compliments of two nice guys - one in Baltimore, Maryland, and one in Daly City, California.

OVS May 6th auction result: \$176.00 for red 1950s PEZ Space Gun.

Next issue: Advertising glass ware auction! From Archie to Indiana Jones.

California Dancing Raisins have names! Winning names chosen by the California Raisin Association are: Justin X. Grape, Ben Indasun, and Tiny Goodbite.

Jim "Ernest" Varney will star in his own Saturday mornings children's show.

THE OLD VARIETY STORE PRESENTS



A COMPLETE LIST OF DISPENSERS
RELEASED IN THE UNITED STATES
1952 - 1988

See News From The Storekeeper for comments. * = category cross-over's. (2) = complete head mold variations. 1 (small numbers) = notes at end of list.

BICENTENNIAL

- Betsy Ross
- Captain
- Daniel Boone
- Indian Chief*
- Indian Squaw*
- Pilgrim
- Uncle Sam
- Wounded Soldier



CHRISTMAS

- Angel
- Rudolf the Red Nosed Reindeer
- Santa Claus (3)
- Snowman
- (Note: See Full-Figure List)



CIRCUS

- Big Top the Elephant¹
- Cowboy²
- Gorilla³
- Happy Bear⁴
- Indian Chief*
- Indian Squaw*
- Lion⁵
- Mama Giraffe*
- Mimic the Monkey⁶
- Monkey*⁷
- Pony-Go-Round
- Ringo the Ringmaster⁸
- Roar the Lion*⁹



- Silly Clown A¹⁰
- Silly Clown B¹¹
- Tamie the Tiger¹²

CRAZY FRUIT

- Orange
- Pear
- Pineapple



DIE CUT DISPENSER SIDES

- Bozo*
- Casper*
- Donald Duck*
- Easter Bunny
- Mickey Mouse*



DISNEY

- Baloo
- Captain Hook
- Donald Duck
- Dopey
- Duck Child¹³
- Dumbo
- Goofy
- Jiminy Cricket (2)
- King Louie
- Li'l Bad Wolf
- Mary Poppins
- Mickey Mouse (2)
- Mowgli
- Peter Pan



PEZ CANDY DISPENSERS

Pinocchio (2)
Pluto
Practical Pig (2)
Scrooge McDuck
Snow White
Thumper* 14
Tinker Bell
Zorro A 15
Zorro B 16
Zorro C 17

(Note: See Die Cut list)

EASTER

Bunny
Chick in Egg
Duckie
Lamb
Rooster

(Note: See Die Cut list)

EERIE SPECTERS (soft heads)

Air Spirit
Diabolic
Scare Wolf
Spook
Vamp
Zombi

FULL-FIGURE

Santa Claus
Spaceman (or Robot) 18

HALLOWEEN

Blob/Octopus
Creature¹⁹
Dead Head/Dr. Skull
Fishman*²⁰
Mr. Ugly/Scrooge 21
Pumpkin
Witch A 22
Witch B

KOOKY ZOO

Cockatoo
Crocodile
Duckie*
Giraffe*
Lion* 23
Moo Moo Cow A
Moo Moo Cow B
Panda Bear
Panther
Puzzy Cat
Raven
Yappy Dog

LICENSED CHARACTERS

Annie
Bozo
Brutus
Bullwinkle
Casper
Garfield
Green Hornet
Olive Oyl
Peter PEZ
Popeye (2) 24
Smurf

(Note: See Die Cut list)

MERRY MUSIC MAKERS (whistle heads)

Dog
Donkey
Duck
Lamb
Pig
Rooster

MGM

Jerry
Tom

MISCELLANEOUS

Indian Brave
Psychedelic Eye 25
Psychedelic Flower 26
Regular 27
"Thumper"* 28
Whistle

MOVIE MONSTERS (Universal Pictures)

Creature From The Black Lagoon*
Frankenstein Monster
Wolfman

PEZ PALS

Boy*
Boy with Hat*
Bride
Doctor
Engineer
Girl*
Groom
Knight
Maharajah
Mexican Boy
Nurse 29
Pilot 30
Pirate
Policeman
Sailor
Sheik



PEZ CANDY DISPENSERS

Sheriff
Stewardess ³¹

PREMIUMS (candy dispensers)

Cocoa Marsh Spaceman*
Donkey Kong, Jr. Cereal*³²
Golden Glow
Stand By Me video store PEZ Pal Boy*
1950s Space Gun*
1970s Gun



SPACE

Blue/White Helmet Astronaut
Clear Helmet Spaceman*
Silver Helmet Astronaut
1950s Space Gun*³³
1982 Space Gun
Note: See Full-Figure list)



SPORTS

Baseball Glove
Football Player



SUPER FRIENDS

(soft heads)

Bat Girl
Batman
Joker
Penguin
Wonder Woman



(hard heads)

Batman
Batman with Cape
Wonder Woman

SUPER HEROES

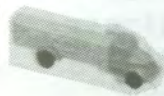
Captain America
Incredible Hulk
Spiderman
Thor



TRUCKS

Variation A: (Single rear axle
and fender)

Cab #1
Cab #4
Cab #16



Variation B: (Dual rear axles
and indented fender)

Cab #R/1
Cab #8
Cab #9
Cab #13

Variation C: (Dual rear axles - no
indentation in fender)

Cab #1
Cab #2
Cab #3
Cab #4
Cab #5
Cab #16

VALENTINES

PEZ Pal Boy*
PEZ Pal Boy with Hat*
PEZ Pal Girl*



WARNER BROTHERS

Bugs Bunny
Cool Cat
Daffy Duck
Foghorn Leghorn
Henery Hawk
Merlin Mouse
Petunia Pig
Road Runner
Speedy Gonzales
Sylvester
Tweety
Wile E. Coyote



NOT KNOWN TO EXIST:

"Arithmetic" ³⁴
"Colonial Judge" ³⁵
Li'l Bad Wolf wearing hat ³⁶

NOT VERIFIED TO HAVE BEEN RELEASED
IN THE U.S.:

Disney "Chip"
Disney "Winnie the Pooh"
Additional Crazy Fruit
Additional MGM Characters

Note: There were some PEZ "salesman's
samples" known as "Personalized" given
away at one time. They were probably
never sold to the general public, but
may have been bought by other compan-
ies for their own advertising use.

If you have additional information re-
garding PEZ, please send to: Steve
Powers, 121 Codo St., Moss Beach, CA
94038

"THE 20 MULE TEAM ROLLS!"



And keeps on rolling as the world's longest-running unchanged premium!

By Steve Powers

Death Valley, California. A seemingly endless, barren wasteland unfit for human habitation, digesting into its hot summer sand many a pioneer and beast unfortunate enough to try and cross it. A crucible of some of the oddest landscape features on earth, given appropriate and fantastic names by the brave early pioneers of the 1850s who lived to tell of their discoveries. Ominous names such as the "Devil's Golf Course", the "Devil's Cornfield", Furnace Creek, the "Funeral Range" of mountains to the east, and the innocent looking but deadly poisonous pond called "Bad Water", found at the lowest land in the Western Hemisphere - 282 feet below sea level!

Over a century ago Borax, a naturally occurring mineral composed of sodium, boron, oxygen and water was discovered by prospectors in Death Valley. Huge wagons were built and rugged men were hired to drive the twenty mules needed to haul out the heavy loads to the railroad points. (See "The History Behind Your Scale Model", page). Years later, the stories and legends of Death Valley were heard on radio and then seen on TV.

One of the premiums I am fondest of is TV's Death Valley Days 20 Mule Team Model Kit. I was hardly yet in school when my older brother (or was it me?) sent for a kit in the early 1960s. All it cost was \$1.00 and a Borax box top. We were not the only ones in the neighborhood to do so because I think model building was something every boy did! You really couldn't go over anyone's house and go into their room without seeing an airplane model such as the newest jet fighter, cars and hot rods, ships and submarines, and in time, those famous figure kits. The "big kids" models usually looked great - a mastery of painting and decal applying. A "little kid" like me, well, our models had typically

poor paint jobs and glue showing everywhere. But for about .98¢ a kit, they were a lot of fun. With the 20 Mule Team kit, the harnessing of the mules was about as difficult as model ship rigging, so when built as I recall, kids usually just stood the mules up in front of the wagons.

I wrote to U.S. Borax and asked a few questions about the kit. Betty Hazeltine, Consumer Service Representative, wrote back with these two important items. "The 20 Mule Team Hobby Kits have been available since the early 1960s and have been available continuously since then." With that in mind, I am led to believe that the kit is the longest-running unchanged premium in history!

That bespeaks the high quality of the kit and the fact that since it isn't normally advertised on Borax packages (we've been using Borax for five years for our children's diapers and don't recall seeing an ad), people who remember the successful Death Valley Days promotion have been writing them for years, wondering if they can still get a kit!

Of course, while the plastic model has not changed, the mailing box and instruction sheet has. The early kit boxes all feature "The Old Ranger" on the front. Probably the earliest is the one that came in two separate boxes which say, "To insure safe arrival of your Big 20 Mule Team Kit, it has been packaged in 2 Boxes". Later they sent the whole kit in one box, a practical decision it seems to me. I have four early kits with four different instruction sheets. The assembly instructions never changed, just some of the format of "The History Behind Your Scale Model". My favorite instruction sheet is one which offers four more models for .50¢ and a Borax box top each. They are a Wells Fargo Stage Coach kit, a Covered Wagon Kit, a Ranch



"THE 20 MULE TEAM ROLLS!"

The History Behind Your Scale Model



"The Old Ranger"

"One of the most stirring industrial romances of the Old West was the mining of borax in Death Valley and its transportation across the desert by 20 Mule Teams. Compared with gold, borax is a prosaic substance, yet it is so important that men braved the sun's burning rays in this arid inferno to haul it out.

It has been nearly a half-century since the 20 Mule Teams traveled the dusty desert roads, but radio and now television audiences have become familiar with life as it was then lived through the "Death Valley Days" programs sponsored by the Pacific Coast Borax Co.

Until 1908, these teams hauled borax 162 miles across mountains and deserts from Furnace Creek in Death Valley to Mojave, Calif., and from the mines at Old Borate to Daguer, the nearest railroad points. There were as many as ten complete teams operating at one time. There was not a single house or

any other signs of habitation along the Death Valley route, and one stretch of 60 miles was without water. In the summer, temperatures range from 136 to 150° F. in the sun, which shines down from an almost cloudless sky. The 20 Mule Teams could cover from 16 to 18 miles a day, and camp was made each night. They traveled on a definite schedule, and were on time more often than the railroad trains of that era. Sufficient provisions for man and beast for the round trip were loaded on the wagons at Mojave, and on the way to the valley the supplies for the return journey were left at each camping place.

The Borax Wagons

The borax wagons, which were reputed to be the largest and strongest of their kind, were built in Mojave. The rear wheels were 7 feet

high and front wheels 5 feet high, each with steel tires 8 inches wide and 1 inch thick. The spokes, of split oak, measured 5½ inches wide at the hub and 4 inches wide at the point. The axles were made of solid steel bars, 3½ inches square. The wagon beds were 16 feet long, 4 feet wide and 6 feet deep. The two wagons held 25 tons, or a carload, of borax. Two of them, together with a trailer tank wagon that contained 1200 gallons of water, constituted a train. Each borax wagon weighed 7800 pounds, and the combined weight of the two, loaded, exclusive of the hay, grain, and other provisions, was more than 60,000 pounds. However, there is no record that one of them ever broke down on the road during the many years they were in service.

Driving the 20 Mules

The mules were all selected for their intelligence, and were trained to know their names and to obey any command from the driver, or "skinner". This driver rode the "nigh-wheel" (left-hand) mule, and communicated his signals by means of a jerk-line, 120 feet long, running through rings on the harness of the nigh animals up to the leaders. A light iron rod called a jockey stick, with a snap hook on each end, connected the leaders. One end of it was fastened to the chin strap of the off (right-hand) mule, the other to the harness ring on the offside of the nigh (left-hand) mule. A steady pull on the line caused the team to go to the left, while a jerk turned them to the right—hence the name "jerk" line.

The 20 Mule Team Driver, or "Skinner"

The driver had to know his mules and to be able to handle them under all conditions. He had to be a practical veterinarian to take care of them when they got sick, a blacksmith to replace any shoes that came off, and something of a wheelwright to make any needed repairs. One of the best drivers was Bill Parkinson, better known as "Borax Bill". He had a most emphatic and eloquent vocabulary to awaken the necessary amount of energy in balky mules, and, when occasion demanded, backed up his verbal commands with a blacksnake whip.

The "Swamper"

In freighting with a 20 Mule Team every driver had an assistant, called a "swamper". The swamper's duties were numerous. He had to cook the food where they made their camp, wash the dishes and look out for fuel for the fire to cook the meals (this fuel usually consisted of sage brush or grease wood); in going up grade he had to get out and walk alongside of the team; on the down grade he operated the brake of the rear wagon; in camp he assisted in unhooking and unharnessing the mules, and in feeding them.

The building of railroads to all portions of the great West rapidly narrowed the sphere of these mighty teams. Before long the 20 Mule Borax Team and "Borax Bill" were relics of the past. They did, however, perform an interesting and useful part in the service of man and the development of our country.

Swinging the Team Around Curves

While all mules pulled the wagons, sections of the 20 Mule Team were classified according to their specific work and mules were selected and trained accordingly. The intelligence, training, and ability of the mules was most important and evident when a sharp curve had to be made, through mountain passes and rough terrain, since often the lead mules were out of sight of the driver. The "captain" of the team was the "nigh leader", and the smartest animal was given that position. As shown in the drawing, each span of mules was attached to a set of singletrees and doubletrees, that were hooked into the chain which extended from the leaders to the wagon. In going around a sharp curve, naturally this chain would be on a tangent from the leaders to the wagon, therefore, in order to keep the chain in this periphery of the curve, as well as the wagon in the road, it was necessary to have some of the spans of mules between the leaders and the wagon leap over the chain, and pull almost at right angles to the direction of the team, compelling them to step along "sideways". This they would do upon the driver shouting commands to them by name.

The Leaders (2 Mules)

These mules had to be more intelligent and ambitious because they had to lead the others.

The Swing Teams (10 Mules)

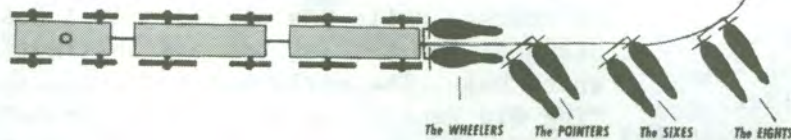
These 10 mules did not require as much training since they were just workers. However, these mules generally had to know their names and be taught the meaning of commands to start pulling and to stop.

The "Pointers", "Sixes", and "Eights", (6 Mules)

In order to get the 20 Mule Team around a curve, these 6 mules were trained to jump over the chain either to the right or left side (depending upon direction of the turn to be made) at the command of the driver, then pull hard at various angles to the direction taken by the other mules. Thus, the wagons were prevented from going over a cliff or into a bank, on a turn.

The "Wheelers" (2 Mules)

These were usually the strongest and largest mules. The driver rode the "nigh wheeler" (left-hand mule) and from this position operated the brake on the front wagon.



See "DEATH VALLEY DAYS" on Television!

— With the 20 MULE TEAM and the popular "OLD RANGER"

— Sponsored by "20 MULE TEAM" BORAX[®] and "BORAXO" Powdered Hand Soap

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Division of Borax Consolidated, Limited

NEW YORK • LOS ANGELES

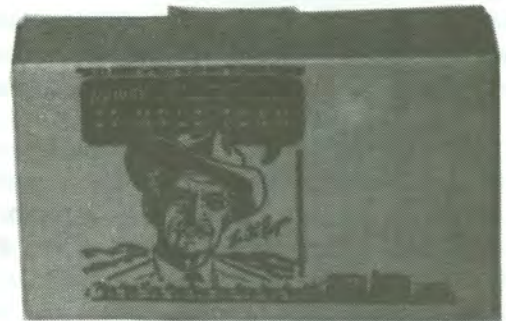
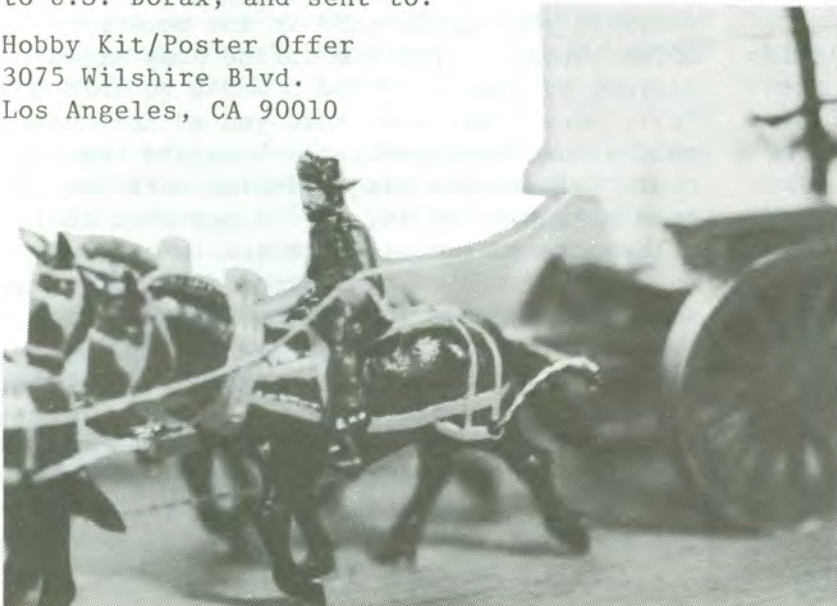
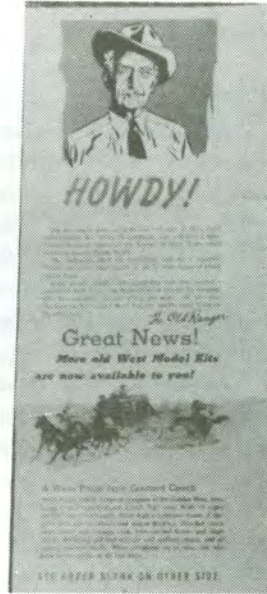
"THE 20 MULE TEAM ROLLS!"

Wagon kit, and a highly "out-of-place" THOR IRBM Missile kit! The wagon kits are very similar to Revell's Miniature Masterpieces of the 1950s. I have never seen any of these additional kits in mailing box form from "The Old Ranger", but because of my enthusiasm for the 20 Mule Team kit, I have collected other western wagon model kits.

The kit parts come in two colors and haven't changed for over 25 years. - blue for the wagons and brown for the mules. Two figures are included, the driver and the swamper. At 38½" in length, it's quite and impressive and beautiful western model kit when properly affixed to a board which you must supply. Each and every one of the 20 mules are individually harnessed to the doubletrees by means of a silver thread. (Kids - you may want to ask your dad or mom for help with this.)

The 20th century tamed the west. Irrigation and air conditioning changed arid and semi-arid areas of the west into cities and suburbs. Places like Death Valley had highways built to them with rest stops along the way. So it was in February, 1972, that my family went on a memorable camping trip to Death Valley, and again a few years later. A huge old Borax wagon stands outside of the visitor's center and the remains of the Harmony Borax Works can be seen through a chain link fence. You can probably even see a built-up 20 Mule Team Model Kit in the history room at the visitor's center. But if you would like to build your own, the kit is still a real bargain at only \$2.50. Your check or money order should be made payable to U.S. Borax, and sent to:

Hobby Kit/Poster Offer
3075 Wilshire Blvd.
Los Angeles, CA 90010



REMEMBERING THE GOLDEN ARCHES

WITH THE McDONALD'S BANK

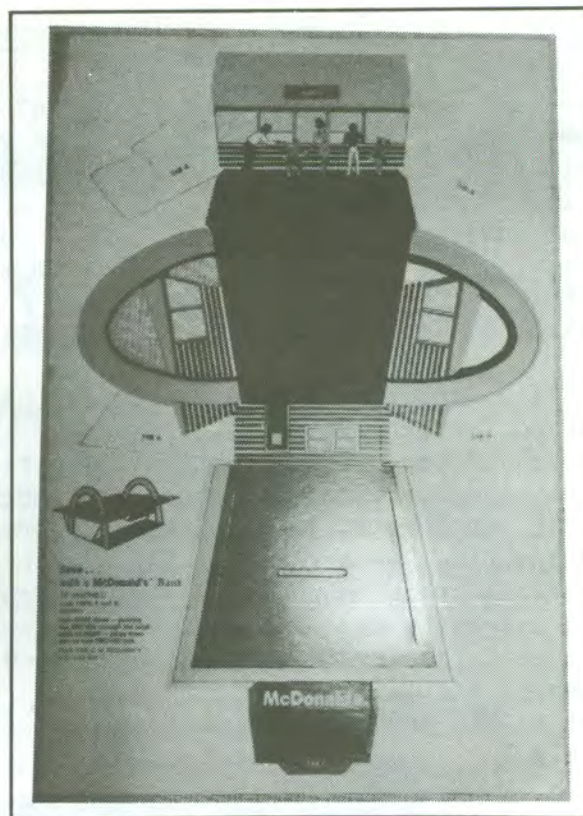
By Steve Powers

Oh, those golden arches! Whoever grew up in the 50s and 60s when those big golden arches dominated McDonald's architecture will never forget them. In fact, I think I remember my family's first outing to McDonald's. In the 1960s a new one was built in nearby South San Francisco and word spread like wild-fire. Everyone, especially kids, wanted to go and try those inexpensive hamburgers, fries, and shakes! (Remember when you could go to McDonald's, buy a meal, and get change back from your dollar?! That was an unbeatable ad campaign!)

Thinking about what follows, you won't believe how "American" this sounds of the time. On a summer's Saturday night our whole family loaded up into our brand new gold Chevrolet station wagon with vinyl top (the kids in pajamas) and off we went to the new McDonald's. My mom thinks that I was the one begging them to take us. In those days McDonald's was still a "drive-in" with no inside tables. Dad bought enough food for the whole family for about \$6.00 at the walk-up counter and then we ate in the car. Need I say the food was a hit? I think that in kids minds, the golden arches reminded us of their thin french fries. As darkness fell we then drove to the nearby El Rancho Drive-In Theatre to see Raquel Welch in 20,000,000 YEARS B.C. I can't remember the picture very well except that it probably had those goofy exotic lizards blown up in the film to appear as dinosaurs. It must have been a great time because I've never forgotten.

Since then the early McDonald's stand with the golden arches was torn down and an entirely different one built in its place. When expansion was again needed, they built a much larger one up the street on the corner and sold the second building to another fast food restaurant. Naturally, in keeping with diminishing drive-in audiences and rising real estate values, the El Rancho Drive-In Theatre was torn down to make room for more houses.

Helping to keep the memory alive of the early McDonald's stands is a rare collectible - the paper McDonald's Bank. Measuring 9½" x 14", it's colorfully printed on heavy stock with perforations for punch-out assembly. Along



with the instructions it says, "Save . . . with a McDonald's Bank." And if you had a nickel for every McDonald's hamburger sold . . . you would need a much bigger bank than this!

In 1952 Richard "Dick" McDonald thought up an idea that would make his and his brother Maurice's "drive-in hamburger bar" stand out with unmistakable distinction: two large golden arches. With the aid of an architect, in May 1953 the first of over 1,000 restaurants with golden arches was built in Phoenix, Arizona. 10,000 McDonald's restaurants have been built, but of the original golden arched stands, demolition crews have left fewer than a dozen standing. The whole story is poignantly told in the book we offer (Googie - Fifties Coffee Shop Architecture by Alan Hess) so I won't go into details here. But next time you go into one of the new "low-profile" McDonald's restaurants and see the plaque inside with Ray Kroc's picture on it, try to remember that milkshake machine salesman and later McDonald's franchise entrepreneur Ray Kroc did not originate the McDonald's restaurants himself - two brothers in San Bernardino, California did. And they created more than just a business for themselves. They started what would become in children's minds the "Disneyland" of restaurants. For fast food could be fun food and if you can "take a break today", why not at "your kind of place . . . it's a hap-hap-happy place".



By Abbey Cook

Cajoling, encouraging, or gifting me with PEZ, various people intervened just when I was about to give up collecting. When I look back over my eighteen years of PEZ collecting, I realize how important friends have been in this hobby. This is a personal recollection but I hope others will see themselves or their friends in it and smile.

We should begin at the beginning. How can the daughter of a man who owns 10,000 antique grocery packages become anything but a collector? Thankfully, both my parents were infected with the collector's bug so they perfectly well understood my determination to begin a collection at the tender age of twelve. They did not ask, why PEZ? They simply did whatever they could to help me. Later on they admired the dispensers, pointed out their favorites, asked sensible questions and regarded the growing collection seriously.

Meanwhile I met Peggy Cowen. Now Peggy was already a collector. She had shelves full of beautiful dolls from around the world. Aha! Before I knew it I had a friend who collected PEZ. Some of the happiest times of my early teens were spent walking with Peggy to the Garden State convenience store in Livingston, New Jersey of course, and hunting through the counter displays for PEZ we didn't have. Peggy and I decided it made sense to buy two of everything. Why two? I don't know - perhaps what was available at the time was the Circus series and those animals must have reminded us of Noah's Ark. And after all, they were only a quarter a piece.

For some reason that I cannot remember, Peggy decided to stop collecting after a year or two. In exchange for a large hot fudge sundae, she gave me her entire collection - around fifty dispensers. Now I had quadruplets of almost everything! In retrospect it was one of the sweetest things any friend has ever done for me.

But now I was on my own. I had to develop a strategy to get as many different dispensers as possible in my immediate area. As new series of PEZ were introduced I would quickly buy them all - sometimes five at a time,

occasionally ten despite the new thirty-three cent price tag. Color variations were a must. As you can imagine I quickly exhausted the local supply. I believe most of my PEZ Pals and Circus dispensers were acquired in the first three or four years of collecting (1970 - 74).

Then I discovered Woolworth's. What a Bonanza! Always something new . . . but why shop at only one Woolworth's when in nearby Manhattan there were two dozen?! Why not get a list of all the stores, plot them on a map and systematically visit each one, combing the shelves for PEZ? This is exactly what I did. Discovering new dispensers or variations was a joy. Ah, but my hobby was getting expensive. PEZ now sold for forty-nine cents. Should I tighten my belt? No! It's now 1974 or 1975, there was the Kooky Zoo to complete, not to mention the Disney, Super Friends, Eerie Specters and seasonals (Christmas, Easter and Halloween) to buy.

Those were the best years . . . when Pam Kaufmann would come over on a rainy day and we would stage PEZ beauty contests. Adorning the dispenser in the colorful costumes which came in some of the packages (particularly Kooky Zoo, I think) and Pam's great Burt Parks imitation, made for some hilarious pageants.

When '76 rolled around and the Bicentennial series was produced, I was thrilled. But I was also eighteen and I wondered why I was still collecting PEZ. Enter Karen Strassberg, a confirmed Star Trek nut. When I showed her my PEZ collection she said "Don't you dare ever stop!" Well how could I after that? She might have blasted me with her phaser.

Despite Karen's admonition, the next eight years or so (1976 - 1984) I collected in a half-hearted way. The quality of the dispensers had dropped, prices rose (to over .75¢, best as I can recall), and worst of all, there was no variety, or so it seemed. Because of my lack of interest I missed some wonderful dispensers: Annie, Petunia Pig, and others.

In 1985 I got a terrific break, I landed a job as a toy manufacturer's representative with the finest salesman of the finest toys I had ever seen. Among the items he sold . . . none other than PEZ!! How could I sell PEZ without spirit? I had to rekindle my enthusiasm. My boss later told me the fact that I boasted of (what I believed was) one of the world's largest PEZ collections on my resume caught his eye. He told me he figured at least I would be able to sell one of his lines.

But now the mystery went out of collecting. As a company representative I knew exactly what was being produced. Besides, there was nothing new for me. Again, just when I became discouraged a friend played a great role in furthering me along in my hobby.

Jim Street owned a treasure trove of old, sometimes abused, but not forgotten toys in the form of his shop, Straight Arrow Toys. Jim gave me several dispensers which I didn't have and - far more important - gave my name to Steve Powers. It was through Steve that I met several other collectors and discovered new sources of PEZ (besides buying them brand new). Through trading and attending collectibles shows, I have greatly improved and expanded my collection. Now collecting PEZ is fun again!

Another customer of Jim's, overhearing that I collected PEZ, one day left a German magazine containing a wonderful PEZ advertisement (OVS #5, Pg. 13). I can't believe how thoughtful and generous that act was - I didn't even know this person! Here was a friend I didn't know I had.

I can't end without mentioning my most recent big boost. When Pam (you remember the beauty contests?), visited Germany last fall she returned with a bag full of the Whistling Zoo. She had to visit about forty stores before she found any. Can you imagine asking for PEZ in a foreign language? It's hard enough to get American store owners to understand what you mean! Now that's a friend!

Finding PEZ these days is challenging but with support from friends and fellow collectors, who can get discouraged?

NOTES TO PEZ LIST

1. With hair or two different kinds of hats.
2. A PEZ Bicentennial-type man face.
3. Two eye balls.
4. Uncertain of appearance - probably Kooky Zoo Panther.
5. Smiling face and mane around head.
6. Long face and cap.
7. With sailor hat.
8. A PEZ Pal head. White top hat and handlebar moustache.
9. With crown.
10. Long chin.
11. Human, smiling face.
12. Uncertain of appearance.
13. Donald's nephew.
14. Was also released without Walt Disney Production on head.
15. Zorro name in raised letters on side of dispenser.
16. Mask goes all the way around back of head.
17. A shorter crown of hat; mask goes up behind hat and is not seen from behind.
18. PEZ company records indicate they named the full-figure "Robot" as Spaceman.
19. Same as Gorilla but with only one eye ball.
20. Same as Universal Pictures' Creature From The Black Lagoon but without U.P. Co. on head.
21. Two buck teeth.
22. A non-head dispenser with raised picture of witch on side of dispenser.
23. With crown.
24. While there are two complete head mold variations, the newer of the two was packaged with and without a pipe in Popeye's mouth.
25. Eyeball in hand.
26. Eyeball in flower.
27. Early non-head dispensers.
28. Not marked Disney but same head as Disney Thumper.
29. We have seen a picture of the Nurse with the addition of a collar around the neck. Most others that we have seen do not have this.
- 30 & 31. On a PEZ company list as PEZ Pals but these two have different, more human heads, than the other PEZ Pals.
32. A small letter "J" sticker attached to Monkey's sailor cap.
33. Listed here as well as in the Premium category as a retailer I spoke to positively knew he sold them in his store.
34. Name on a PEZ company list.
35. Pictured on a PEZ candy box.
36. Li'l Bad Wolf definitely exists, but there is a picture of him as a dispenser on a PEZ vending machine wearing his characteristic hat.

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.

Borax

Joe Grandee Poster
20 Mule Team Model Kit
Borax: The Magic Crystal Booklet

Break Cake

21 Trading Cards of the Olympics FI

Bristol-Myers Products

Safe 'n Fun Summer Playtime Kit

Burger King

Alf Mealpaks

Celestial Seasonings Tea

Cycling Cap, Water Bottle

Chiquita Bananas

Nutrition Poster 12-31-88

Clorox Products

RIF Jr. Classics Books 9-30-88

Coca-Cola

T-Shirt, Sunvisor 7-31-88

Crest Toothpaste

Silver Sonic Big Wheel 6-30-88

Crunch 'n Munch

Cool Shades Sunglasses 5-31-89

Dinersaurs Cereal

Three Dinosaur Stickers FI

Dixie Cups

Garfield Watch

Donald Duck Orange Juice

DuckTales Sports Watch

Earth Grains Bread

Pin of the Olympics 12-31-88

Eskimo Pie Ice Cream

Eskimo Boy Ragdoll, Knit Cap

Fiddle Faddle

Bearbrella

Freihofer's Baking Co.

Plush Freddie Rabbit

Red Delivery Bank

Friskies Cat Food

B. Kliban Placemat

Gatorade

Relief Pitcher 12-31-88

Ivory Snow

Watch Your Baby Grow Chart 8-1-88

Johnson's Products

Safe Kids Safety Kit
Children's Emergency Phone Book
12-31-88

Keri Lotion

Summer Skinsaving Travel Kit 9-30-88

Kraft Cheese

Willow Placemats 8-31-88

Land O Lakes Butter

Ceramic Mug 12-31-88

Lowrey's Beef Jerky

Duffle Bag 10-31-89

Lysol Products

Fancy Fresh & Squeaky Clean Freshkins
Soft Dolls 12-31-88

Matilda Bay Coolers

Boomerang

McCormick/Schilling Seasoning Mixes

Handy Rack 12-31-88

McDonald's

Super Summer Happy Meals

Merk's Cheese

Cheese Spreader

Ortho

Garden Videos 9-30-88

Peter Pan Peanut Butter

Peter Pan Watch 12-31-88

Quaker Cereals

Willow Bowl & Spoon Set 12-31-88

Raisin Bran Cereal

Glow in the Dark Duck Tales Tracks FI

Schepps Milk

Mr. President Milk Cartons

Seneca Applesauce

Measuring Spoons 12-31-88

Star-Kist Tuna

Charlie Beach Towel 12-31-88

Sunkist Fun Fruits

2 Dinosaur T-Shirts 12-31-88

Vanish Drop-Ins

Tub Buddies Dragon Puppet 7-31-88

Vlasic Pickles

Vlasic Stork Beach Towel 12-31-88

Wendy's

Willow Magic Cups

Whoppers/Milk Duds Candy

Oakland A's Kids Club

BOXTOPS

TING



PICK OUT THE "OLD VARIETY STORE" SUBSCRIBER

THE OLD VARIETY STORE AUCTION NUMBER THREE

(415) 728-5851

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 weekends. Each item in this auction has a minimum bid of \$10.00. After the minimum bid, bids must be raised by 20% (or more if you choose), rounded off to the nearest dollar. No offers to top the next bid or all other bids accepted. On Saturday, July 2nd, we will take final phone bids between 5 and 6 p.m. Pacific time. After 6, if ten minutes pass after the last phone call, we will close the auction. In other words, it could go on another ten or twenty minutes until all bidders are satisfied and stop calling. Those with winning bids will be notified by mail, at which time payment is due. After item is sent, a second bill will be sent notifying bidder of exact postage, packaging, and insurance, at which time this payment is due. Sales tax will be applied to California residents. Prices realized will be printed in OVS #8
YOU MUST BE A SUBSCRIBER TO PARTICIPATE IN THIS AUCTION - three issue subscription (\$8.00) or six issue subscription (\$16.00). Checks payable to Powers Media, c/o The Old Variety Store, 121 Codo St., Moss Beach, CA 94038

- #1 McDonald's hanging ceiling two-sided sign promoting 1983 RONALD McDONALD SPACE EXPLORER COLORING CALENDAR. Does show some wear and tear (Ronald is missing a hand on one side and a foot on the other), but otherwise bright appearance. Include is a mint calendar with unused food and toy coupons. 35".
- #2 Topps THE EMPIRE STRIKES BACK rolled poster in original mailing tube showing 66 Series 1 gray-bordered/red-framed color cards. Overall nr-mint though one edge has some wrinkles. 28½" x 22½".
- #3 Ralston's BUZZ CORRY COLOR BOOK. 12 page black and white booklet. 1 page colored and connect-the-dots on back are done. Fine. 11" tall.
- #4 Ralston TOM MIX TELEGRAPH SET in red and white box. Overall condition is excellent to nr-mint except there is some additional morse code writing in ink on front of box. Set includes top and bottom of box, instruction sheet, and brown Checkerboard Premium Catalog with pictures of additional Tom Mix premiums, and an outer sleeve box the unit slips into. 4 6/16" high.
- #5 Burger King 1983 RETURN OF THE JEDI two-sided hanging ceiling sign. Overall good condition but in need of some repair as a piece (included) has fallen off one side. 20" tall.
- #6 Burger King 1983 RETURN OF THE JEDI counter display. Excellent condition. Included is a sheet of ten (missing two) Darth Vader helmets which say "This Weeks Glass" for inserting one into the counter display. 20¼" t.
- #7 McDonald's 1979 STAR TREK MEAL hanging ceiling sign. (Sorry about the poor quality of the picture - it was taken from the instruction sheet.) Mint, unused mobile includes instruction sheet, plus two sheets of other Star Trek promotional items available to managers. While we don't have the Star Trek Meal boxes to offer with it, included in this lot (all mint, unassembled) are 3 Video Communicators, 2 Bracelets w/stickers, 12 rings (3 sets), 2 Starfleet Games, 3 paper Crew Badges, 4 Dr. McCoy Double Glitter Iron-on's, and 3 Mr. Spock Double glitter Iron On's.
- #8 United Airlines AL E. GATOR stand-up sign. Good condition. 2' tall.
- #9 Kellogg Co. plush 1979 TONY THE TIGER. Excellent. 13" tall.
- #10 Walter H. Johnson Candy Co. POWER HOUSE Candy Bars box. Top and bottom of box were used to display 5¢ bars. Blue and red. Good-excellent. 10" high.
- #11 Quaker Oats Co. 1978 plush CAP'N CRUNCH. Excellent. 16½" tall.
- #12 Star-Kist 1969 CHARLIE THE TUNA by Mattel, Inc. Talking mechanism not working. 16" tall.
- #13 Extremely rare McDonald's Fast Macs MAYOR McCHEESE mint in sealed cellophane bag. Pictured with regular Fast Macs package. Four characters other than Mayor McCheese are shown on back of package as set of four. This Mayor McCheese was either never released to the public or test market only and then discontinued before packaging was done and set of four finalized. Included in lot are the regular four Fast Macs which are mint in package. 2" long.
- #14 Rare RONALD McDONALD heavy gold-plated award statue. Front of base says "LOS ANGELES 1984" and the back says "Setmakers". Underside says "22 KT EGP" Mint.
- #15 Arrow 1984 GREMLINS "GIZMO" gumball dispenser. Figure removed from package but in detailed mint condition. Package measures 9" high.
- #16 Arrow 1984 GREMLINS "STRIPE" Gumball dispenser. Same details as above.



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AUCTION NUMBER THREE CONTINUED

- #17 Kellogg Co. 1968 TONY THE TIGER plastic cookie jar. Good-excellent. 7½" high.
- #18 Junior Scholastic March 1, 1956 THE PERSONAL STORY OF MR PEANUT 16 page full-color comic book. Excellent. 10" tall.
- #19 Allen Mitchell Products BUBBLE BITS GUM plastic gum-filled Slot Machines. Green, blue, yellow, & pink. Mint. 2 10/16" tall. (Sold as lot)
- #20 Kellogg Co. SNAP, CRACKLE, & POP vinyl figures. Excellent, with a few scuff marks. Crackle is 8½" tall. (Sold as lot)
- #21 Kellogg Co. 1980 TONY THE TIGER orange plastic radio. Excellent-nr. mint, working. The back says "British Design Registration No. 993394". With styrofoam holder. 7" tall.
- #22 JOLLY GREEN GIANT vinyl figure. Movable at waist. Excellent. 9¼" tall.
- #23 LITTLE SPROUT vinyl figure. Excellent. 6½" tall.
- #24 Quaker Oats CAP'N CRUNCH plastic bank. Excellent. Front of nose is scuffed. 7¼" tall.
- #25 Quaker Oats JEAN LA FOOTE plastic bank. Excellent. 7½" tall.
- #26 U.S. Zone Germany PEZ tin litho clicker. Some scuffs and scratches and a little bit of red paint on the lower left corner, otherwise good. 3½" long.
- #27 Star-Kist 1973 CHARLIE THE TUNA Temperature and Barometric Pressure Gauge. Blue plastic. Excellent. 7½" 1.
- #28 Kellogg Co. SNAP, CRACKLE, & POP tin recipe box with 62 cards. 1981. Nr.Mint. 3 10/16" tall.
- #29 American Crayon Co. 1933 POPEYE CRAYON SET No. 1436. Tin litho, no crayons. Good-excellent. 4½" tall.

FOR SALE

PLASTIC MODEL KITS: FROM AND OF SCIENCE FICTION, TV, MOVIES, COMICS, SPACE, MISSILES, FIGURES, ETC. MORE THAN YOU'VE EVER SEEN! SEND SASE FOR MY LIST OR LET ME KNOW WHAT YOU HAVE TO SELL OR TRADE.

JOHN F. GREEN
1821 W. JACARANDA PL.
FULLERTON, CA 92633

FOR SALE: FADA RADIO CASE: \$100.00; Girls Hoppy Cassity Suit MIB: \$50.00; Davy Crocket Suede Jacket: \$50.00; 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. UPS extra. No collect calls.

Joyce Kline
4031 Greenwood Rd.
New Kensington, PA 15086
1-412-335-2904

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

WAREHOUSE FINDS

Warehouse find ! ! ! Talked about for years. Debated until now. For the first time . . . Genuine, authentic U.F.O. Spacecraft parts recently discovered in an abandoned Air Force warehouse near Tucson, AZ. From U.F.O crashes which were never reported to the public. Guaranteed free from radioactivity. Some parts bigger than others so first come, first served. To get your authentic . . . wait, wait . . . it can't be . . . they, they . . . it looks like I can't finish typing out this ad on my personal FAX machine to the OVS . . it's, it's the Air Force M. P.'s . . .they've tracked me down . . . they're breaking down the door . . . oh no ! ! !

1960's TOYS

WANTED

- * **MONSTERS!**
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- * **GUM CARDS!**
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& MUCH, MUCH MORE !!

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BUY-SELL-TRADE

BUY IMPORTS DIRECT

LOW PRICES

20,000 Products

1100 Suppliers

Trade Directories tell dealers where to buy toys, novelties, games and most anything else!

Hong Kong Trade Dir. \$10.00
Taiwan Trade Dir. \$10.00
Philippine Trade Dir. \$12.00
Singapore Trade Dir. \$15.00
World Buyer's Guide \$15.00
SPECIAL ANY 3 ONLY \$30.00
postage per order \$1.75

Satisfaction Guaranteed

Bevans Books

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Baltimore, Md. 21237

PEZ AVAILABLE FOR TRADE!

WANTED!

- * U.S. & CANADIAN PEZ
- * U.S. & CANADIAN McDONALD'S MEMORABILIA
- * WHEATIES SPORTS BOXES
- * PRE-1980 BASEBALL CARD BOXES
- * OLD BASEBALL MEMORABILIA
- * OLD CANDY BOXES

CRAIG ROBBINS

22262 CRAGGYVIEW

CHATSWORTH, CA 91311

(818) 882-5090

FOR TRADE: My PEZ duplicate trade and want list for yours!

FOR SALE: Googie: Fifties Coffee Shop Architecture By Alan Hess. \$14.95 + \$1.25 postage. (CA residents: add .97¢ tax)

California Crazy: Roadside Vernacular Architecture By Jim Heimann and Rip Georges. \$9.95 + \$1.25 postage. (CA residents: add .65¢ tax)



The Fifties & Sixties Lunch Box By Scott Bruce. Coming in October - send no money! Just send me a post card indicating that you would like a copy so we will know how many copies to order from the publisher. Cost: \$14.95

WANTED: PEZ candy dispensers, Topps and Fler novelty candy containers, and **BIG** cardboard toys - especially Polaris Nuclear Sub!

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

WANTED: POPEYE TOYS!



Even broken or incomplete!
Please send description and price to:

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

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

THE TREE HOUSE

ADVERTISING 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 - could someone from Canada help me get the Tetley Tea 150th Anniversary tin? Also I'm looking for advertising tins such as Cremette Macaroni, 8 O'Clock Coffee, square Cadbury tin.

Sharon Kennedy
1234 White Ave.
Fremont, Ohio 43420

CEREAL BOXES WANTED

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

FAST FOOD WANTED

Wanted: Anything McDonald's. Also, any fast food premiums or giveaways, especially any characters. Buy, sell, trade. Price and condition to:

Pat Tilden
15506 Kiamichi #2
Apple Valley, CA 92307

MISCELLANEOUS WANTED

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: 30s & 40s Art Deco. Chase chrome. PEZ candy dispensers. Roseville Futura pottery. Character lunch boxes. Bakelite radios. Tommy Toy lead soldiers.

Bill Holloway
1519 S. Utica
Tulsa, OK 74104

WANTED: Any 1972 thru 1975 Hot Wheels mint in package. Always looking for older PEZ dispensers mint in packages.

David N. Strayer
P. O. Box 3143
Kent, OH 44240

WANTED: SUPERIOR BUBBLE GUM DISPENSERS. 05019 - Spiderman. 05023 - GoBots - Leader 1. 05029 - Unknown. 05032 - Unknown. Will buy or trade.

Judy Wehner
326 W. 113th Avenue
Crown Point, IN 46307

RADIO/TV WANTED

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
P. O. Box 555
Cleburne, TX 76031

FOR SALE

Put a Toy Show in your Mailbox with a Free list of Toys and Collectibles for sale. Send LSASE to;

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



SUBSCRIPTION RATE: \$16.00 for one year - six bi-monthly issues. \$31.00 for two years. Canadian: \$17.00 U.S. Foreign: \$23.00 U.S. Budget plan for U.S. subscribers: Half year: \$8.00. 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.

BACK ISSUES: \$2.50.

CLASSIFIED ADVERTISING IN THE TREE HOUSE: .05¢ per word; .10¢ per underlined word; .15¢ per **BOLD PRINT** word. \$1.00 minimum. (Note: it is sometimes to get late ads in just before publication.)

<u>DISPLAY ADVERTISING RATES:</u>	(Camera Ready)	(Rough Copy)
1/6 Page (2½W X 5"H)	\$7.00	\$10.00
1/4 Page (3 3/4"W X 5"H)	\$12.00	\$15.00
1/2 Page (7½"W X 5"H <u>or</u> 3 3/4" x 10"H)	\$25.00	\$30.00
FULL PAGE (7½"W X 10"H)	\$50.00	\$60.00

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

NOTE: It is usually possible to get late ads in just before publication. Deadlines are set as guidelines and to help advertisers to remember when to send ads in. Camera ready ads must fit in the strictly prescribed measurements within lines. "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. Additional nominal fee may be charged for photographs. Color or black and white prints are okay.

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.

MAKES CHECKS PAYABLE TO POWERS MEDIA, 121 Codo St., Moss Beach, CA 94038

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A U C T I O N I N S I D E ! ! !

McDonald's



The Empire Strikes Back



1

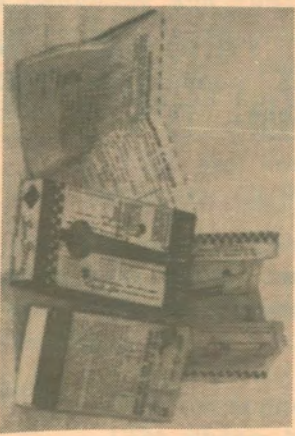
Space Patrol



3

2

Tom Mix



4

THE OLD
VARIETY STORE

121 CODD ST., MOSS BEACH, CA 94038



RUSH TO: