

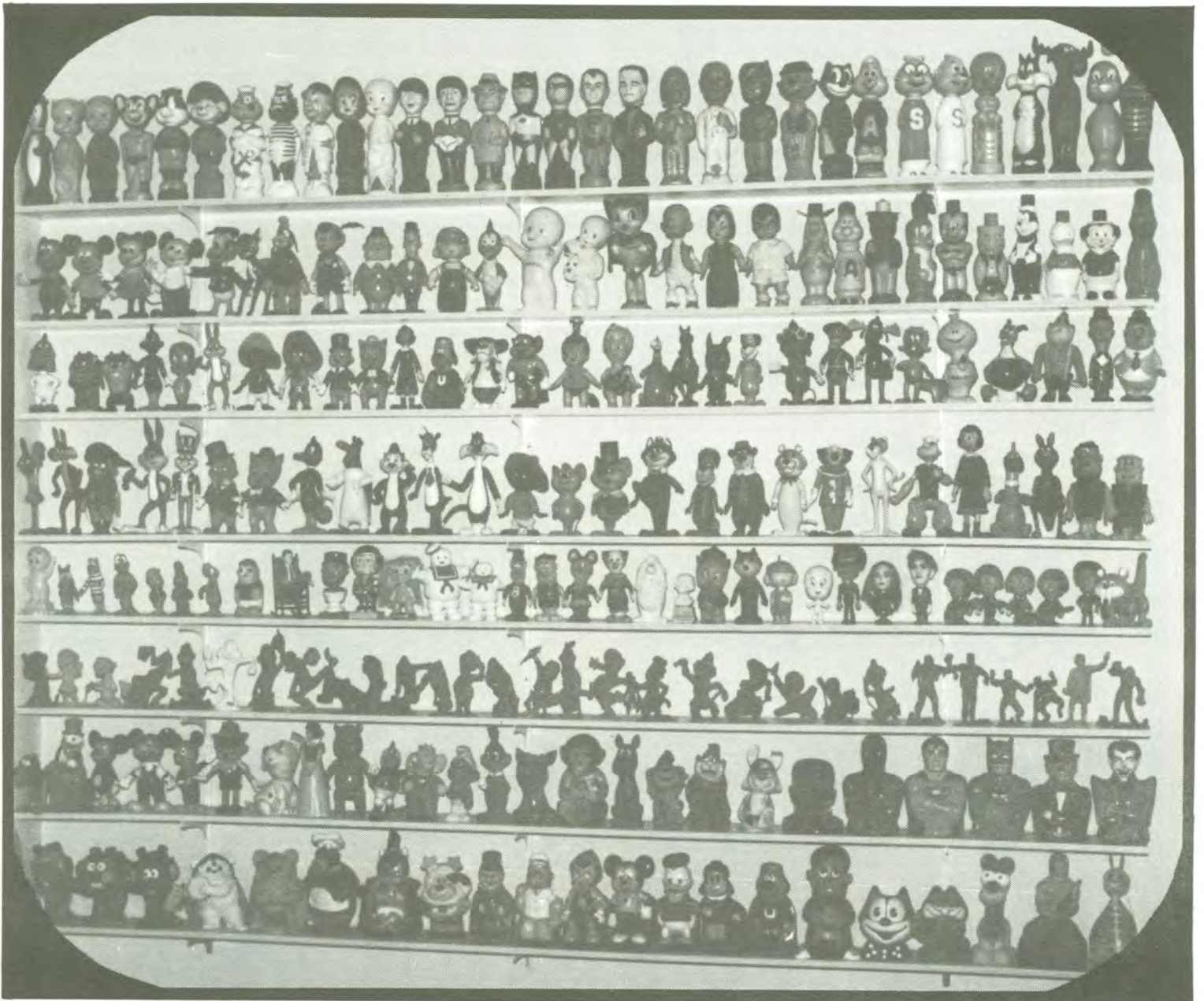
THE OLD VARIETY STORE

THE MAGAZINE OF FUN NOSTALGIA

SEPT./OCT. 1988

\$2.95

#8



**TV'S GREAT
NEW SHOW!**

C H A R A C T E R
C O L L E C T I N G

Followed by:

WEST COAST AUTO
MANUFACTURING IN '39

THE SMURFS
BOBBY BONDS AND ME

And on late-night TV:

Super Station OVS
PREMIUM WATCH!

HAKE'S AMERICANA & COLLECTIBLES

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*Since 1967 we have specialized in the finest original collectibles
(no reproductions) in these categories:*

DISNEYANA • COMIC CHARACTER ITEMS • TOYS • RADIO PREMIUMS
WESTERN & SPACE HERO ITEMS • EARLY RADIO & TV ITEMS • ADVERTISING COLLECTIBLES
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MOVIE ITEMS • AVIATION • BICYCLES • AUTOMOTIVE • WORLD WAR I AND II
PATRIOTIC ITEMS, WORLD'S FAIRS • EPHEMERA • SHIRLEY TEMPLE &
RELATED DOLL ITEMS • GUM CARDS

Our bi-monthly catalogues offer a fascinating array of original collectibles. Each "Mail & Phone Bid Auction" catalogue pictures, describes, and gives an estimated value for some 3000 items in the above categories. Bidders participate by sending in a bid sheet and on the closing day of the auction, the status of bids may be checked by phone. We would like to show you what is available –

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\$10.00 Subscription – 4 Catalogues

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**P.O. BOX 1444
YORK, PA 17405
(717) 848-1333**

ILLUSTRATION BY BILL NELSON

The Stonekeeper

Thanks for all the enjoyable letters which are printed on the following pages. It's always great to hear from others and gain insights. Say, how about hearing from more of you premium collectors. Are you using Premium Watch? I think it would be interesting to hear which premiums are most popular with our readers. For my part, I collect inflatable premiums! They're a "blast"! I figure that someday they will make a really "mind-blowing" display.

This issue contains a fun mix of articles and information. Auto and nostalgia enthusiasts should be delighted with the rare look at pre-World War Two Pacific Coast auto manufacturing.

I've saved the best news for last (for PEZ collectors that is - the rest of you are encouraged to send the OVS news along other lines). A discovery has finally been made of a PEZ ad in a comic book! It always seemed strange that no one knew of any. Well, not any more, my friends. Check out the Spider-Woman Vol. 1, No. 34, Jan., 1981 issue. It contains a half page color ad featuring the PEZ Spider-Man, Capt. America, Incredible Hulk, Joker, Wonder Woman, and Batman. Publishing the OVS has kept me from looking for more, but I strongly suggest that if you have some time on your hands, locate a comic book dealer with some older Marvel's and DC's from the same year or thereabouts. Then let us know what you find! Norbert Pitsch of Pitsch's Collectibles in Pacifica, California found the ad and thoughtfully gave me the comic book.

Steve

W A N T E D !

BIG CARDBOARD TOYS - especially Polaris Nuclear Sub, the Tank, and any other generic or name brand play house/play tent representing businesses such as gas stations, drive-ins, grocery stores, etc.

NAME BRAND toy or model restaurants and other buildings made of plastic, tin, cardboard, etc. Looking for Sears Big Shopping Center Playset and name brand model railroad buildings - especially McDonald's.

Pedal car-size GAS PUMPS and ROAD SIGNS.

POSTCARDS advertising or picturing FAST FOOD RESTAURANTS, '50s COFFEE SHOPS, and GIANT OBJECT BUILDINGS.

PEZ WANTED from the U.S. list: Santa (full-figure head), Cowboy, Pineapple, Die Cut Casper and Easter Bunny, Dopey, 1st Jiminy Cricket, King Louie, Mary Poppins, Thumper, Zorro A & C, Witch A, Bullwinkle, Olive Oyl, Psychedelic Eye, any Regular, Bride, Groom, Sailor, Cocoa Marsh Spaceman, video PEZ Pal Boy, 1970s Gun, and Silver Helmet Astronaut. Need to upgrade Knight, Golden Glow, and Peter Pan. Also need many other non-U.S. PEZ such as Winnie the Pooh and Chip. Please see my trade list.

Steve Powers
121 Codo St.

Moss Beach, CA 94038
(415) 728-5851

OVS AUCTION #3 Results

1-\$25.00; 2-n/b; 3-\$13.00; 4-\$21.00; 5-n/b; 6-n/b;
7-\$100.00; 8-n/b; 9-\$10.00; 10-\$10.00; 11-n/b;
12-\$10.00; 13-\$30.00; 14-\$66.00; 15-n/b; 16-n/b;
17-\$15.00; 18-\$10.00; 19-n/b; 20-\$15.00; 21-\$10.00;
22-\$25.00; 23-n/b; 24-\$14.00; 25-\$15.00; 26-\$10.00;
27-\$10.00; 28-\$10.00; 29-\$10.00. (n/b = no bid)

FOR SALE!

OVS Auction Department on vacation! So take advantage of this incredible sale now! Prices include professional packing (unless we have the right size box) and shipping. Please make your check payable to Powers Media, 121 Codo St., Moss Beach, CA 94038. (415) 728-5851.

COLLECTORS GLASSES

Four different 1979 Battlestar Galactica glasses. \$16.00
Scarce 1981 Arby's B.C. Ice Age glasses. Six different glasses plus poster (see back cover). \$25.00

Four different 1982 Pizza Hut E.T. glasses. \$16.00

Four different 1984 Taco Bell Star Trek III glasses. \$16.

Four different 1984 7-Up/In-N-Out Burger Indiana Jones & The Temple of Doom glasses. \$16.00

4½" jelly glasses: One 1971 Archie-\$5.00; Three different 1974 Warner Bros.-\$10.00; Five different 1962 Flintstones-\$20.00.

McDonald's "Hamburglar" smoke glass coffee mug-\$6.00

Other cool stuff post paid!

Hush Puppies plastic bank ad figure-\$18.50

1929 Shell Gas premium: "Radio Time Around the World" - a paper card with dial. \$12.00

Booklet: 1950 "Hires Throws A Square Dance With Chris Sanderson" 16 pages. (Hires Root Beer) \$10.00

Booklet: "57" A 1950s souvenir booklet from the Pittsburgh Heinz 57 plant. 18 pages. \$10.00

Booklet: "Wear-Ever" 1950s 10 page promotional flyer with color photographs. \$8.00

Lone Ranger action figure. Gabriel 1973. No clothes or accessories. 9 3/4" \$10.00

Mike Hazard spy action figure. Marx 1965. No clothes or accessories. 11½" \$25.00

Tin badge: "Vote For Sambo's Restaurants" \$10.00

PEZ FOR TRADE!

For trade: Fireman, Pilot, Maharajah, Casper, Cockatoo, Gorilla, Capt. America, Angel, Scrooge McDuck, Speedy Gonzales, Dumbo, Rooster, Annie, 4th Series Popeye with pipe, Fishman, Policeman, and the following Soft Heads: Batman, Bat Girl, Penguin, Wonder Woman, and Vamp. Also Roar the Lion, Panda, Lamb Whistle, Lion, and Silly Clown B. I also have two tin rotating candy racks from the '50s. Let's make a deal!



THE OLD VARIETY STORE POST OFFICE

Love the OVS - been getting it since the beginning and anxiously await each issue. Figured it was about time I finally sat down and wrote a letter.

PEZ is my thing, and in Portland, OR, I think I'm the only collector in the whole state. For a long time I went on the hunt without ever mentioning PEZ - finding some, but not wishing to arouse any suspicions. Finally I started inquiring which got me better results and a lot of, "Oh yeah, I remember those. You actually collect those?" I just didn't like the idea of giving anyone else the idea of collecting them or raising the prices. It's amazing though over the past year or so the sellers at shows that come through Portland have begun to have PEZ, but a lot don't know what they have of value or not of value. We get a lot of people trying to sell recent dispensers for \$3.00 or more. Then you come across the older one's for .50¢ to \$1.00 which is fine with me.

Wallace-Homestead-Price Guide to Plastic Collectibles (\$17.95) by Lyndi Stewart McNulty has 3 different sections on PEZ, some history, photos, and prices. (That ought to really screw things up!) Poor Rudolph is the "fawn" in this book. Thought I'd write her and get Rudolph back to himself. The book is pretty interesting and has collectibles I'm sure other OVS'ers might be interested in.

The two most exciting finds I've come across were a full figure Spaceman (blue). I had never seen the full figure one's and didn't even know about them. Just happened to pick this up wondering what it was at a show. Of course when I saw the PEZ insignia I bought it (cheap) - shaking with excitement trying not to let on that this was a find. Then a couple of weeks later my OVS came and it was the issue with the Space stuff. I couldn't believe my find. My other exciting find was at a store where I find a lot of different trucks, whistles, etc. It was right after the Smurf came out and I was just checking on what had come in, when my son (who has a photographic memory of which PEZ I have - including the characters and the dispenser body color) told me he found a new dispenser. We looked at it and couldn't figure out what character from the Smurfs it could possibly be. It finally dawned on me it was a Smurf who had made it through packaging and put on a sales rack without the blue part of its face. He's in a bubble card and is different looking. Thanks for your magazine. It's been a great help with my collecting. Especially the last issue, with the complete list of PEZ as we know it. It especially helped me figure out some questionable dispensers I had. I have also made some good contacts through the OVS, and have made some great trades, buys, and friends. Thanks and happy hunting to you all!

-Karen Lynn, Portland, OR

I really enjoyed your PEZ dispenser list. I did see one omission though - the "PEZ Pal" Fireman.

-John Pretzer, Upland, CA

(Oops! Good eye, John! It was one the list, but got skipped during typing and then wasn't caught. -ed.)

I was delighted with the PEZ list published in your last newsletter. I do have a couple questions about the list if you could help.

1. I could not find the Fireman listed. What happened to him?

2. What is the difference between Moo Moo Cow A & B?

There is no small number following either cow listing (no notes at end of list). Could you tell me the difference?

I found several of the older dispensers at Renningers in July while attending the Glass Candy Container Convention, but I still need several more. Hope there will be more for sale or auction in the newsletter soon. I do enjoy the newsletters even though I only collect PEZ. Keep up the good work.

-Shirley Garber, Conneaut, OH

(I must admit I was somewhat selective about which dispensers received notes. In this case, one of the cows has a flat top head and a small nose and the other has a round top head and a big nose. And as for an invitation for dealers to make some money, hopefully more of them out there in OVS-land will take your cue and place some for sale ads soon. As the old saying goes, dealers, "Strike while the iron's hot"! -ed.)

I recently received your publication The Old Variety Store and enjoyed it very much. I even sent for two Borax Hobby Kits. Could not believe they are still available for \$2.50!

-Steve Soelberg, Agoura Hills, CA

Enjoyed the last OVS with the great article by Abbey and the PEZ list. I do feel that some acknowledgment should be given to the PEZ company, as they have printed and distributed lists to collectors. My basic knowledge of categories, etc., started with their lists. They weren't complete and certainly needed expanding on, but they were there. Also, Barney Bear (MGM) was sold in the United States. There are three other MGM dispensers in that series that never were distributed here - only in Canada and Europe. Regarding the Stewardess and Pilot (30 and 31), I am sending you a copy of an ad sheet that shows them being distributed and sold as PEZ Pals. Out of character I know, but that's what they were. I also just recently saw an entirely different Witch. Keep up the good work.

-Maryann Kennedy, Marshall, MN

(Thank you for the ad sheet and the additional information for everyone's list. Just an idea, but maybe the Stewardess and Pilot were earlier surplus which were added to PEZ Pal sets to move them out. It is intriguing



THE OLD VARIETY STORE POST OFFICE

and noteworthy that the ad sheet says, "Add national and local TV - and you have another PEZ Best-Seller." This means there are some PEZ commercials floating around out there! Does anyone remember seeing any? -ed.)

Increased subscriptions and circulation is a goal of every editor. It may be well to expand the content to include old radio and TV premiums on a wider scale, for there seems to be a very large following of just that particular collectible. As being a collector of both new and old premiums I would enjoy a good balance in the two.

-DeWayne Nall, Cleburne, TX

(So would we, DeWayne! Again the call goes out, from the redwood forests to the gulf stream waters: ARTICLES WANTED! -ed.)

It's summer time and during my vacation travels I went to Canada. I just had received your listing of U.S. PEZ containers and it helped me in Canada. In a large mall, I spotted a large colorful clown rack full of PEZ dispensers and found several which were not on your listing. One is a very colorful green and yellow frog with a whistle head. Another regular dispenser is a dog which used to be on TV and maybe was called DOPEY? Thought the readers might like to hear about other differences I found on the Canadian PEZ.

First, the cardboard packaging is all the same on the front. The back grounds are yellow, blue, and pink diagonal stripes repeated over and over. The dispensers are then tightly vacuum-sealed to the cardboard. Three packages of fruit flavored candies are included. The flavors vary with each dispenser. Flavors are shown in English, French, sometimes German, and what looks like Japanese.

There are no recommendations anywhere for use of the dispensers by three years or older. Weights are given in grams and not ounces. The backs have no games as ours do. Instead the upper portion is geared to how to load the PEZ dispenser. A clown-headed PEZ dispenser is shown being filled in four easy steps.

Next comes tiny circles with countries names abbreviated for Australia, Canada, New Zealand, and Hong Kong. Ingredients follow in English and French.

Thailand is shown separately. Its ingredients are written only in English and the ingredients are different from the ones above. Cocoa powder is listed as an ingredient for Thailand. Chocolate flavored PEZ?!

Another thing I found interesting was a freshness date listed prominently on the back, for example, 1991-Jan. The PEZ are imported by a company in Quebec and are all made in Yugoslavia.

Hope this may help our readers or at least interest them!

-Joan E. Davies, Silver Creek, NY

(Thanks, Joan, for your very full report about current Canadian PEZ. Regarding the dog dispenser which you think may be a TV character, the only sure way to know is to check the head for any licensing marks. This will not tell you the name, but at least you will know whether or not it is a head PEZ just made up, or if it is licensed from a TV show, comic book, etc. Also, we're glad you bought extra's and placed an ad for our readers! -ed.)

Suggestion: to boost membership how about offering the free 30 word ad to someone who gives a membership as a "gift"?

Comment: For all you MTV fans - PEZ Candy, Inc., is an official sponsor of "Remote Control", an MTV game show which is a cross between Jeopardy and Trivial Pursuit. The MTV Remote Control set has a life size PEZ dispenser of Bob Eubanks on display. The dispenser is red, with Bob in "formal" black tie and slicked-back hair.

The ABC hit show Thirtysomething recently replayed its Christmas episode which showed two long-time friends around thirty something years old exchanging Christmas gifts. One of the packages contained a Santa Claus PEZ. -Bill Masters, Sacramento, CA

(Your suggestion sounds like a good idea to me! From henceforth, if any reader orders a gift subscription for someone else, he or she may have the free 30 word ad. But lets remember folks - our classified ad prices at only .05¢ a word are designed to offer you very inexpensive advertising for every issue. For example, 30 words costs only \$1.50; 80 words only costs \$4.00, etc. Getting an ad in doesn't always mean you will get an immediate response. But it does mean people like me and several other readers will then know what to keep an eye out for, and will personally contact you when we find what you are looking for. I'm not at the stage where I'm going to bombard the subscriber with junk mail soliciting advertising. Let our low prices and growing, enthusiastic readership be the draw. And if dealers wonder if it pays to advertise in the OVS, the answer is a resounding yes! The Old Variety Store has sold hundreds of dollars in collectibles itself. -ed.)

I love your Variety Store magazine! I collect advertising characters and your magazine is just what I've been looking for.

-Melinda Giacomarro, Hurst, TX

The OVS is one of my favorite magazines.

-Danny Fuchs, Bayside, NY

I enjoyed your publication "The Old Variety Store" very much. Please keep up the excellent work.

-Jay Troppe, U.S. Customs, Nassau

We are happy of subscription of your issues.

-Keiichiro Okuyama, Tokyo, Japan

CHARACTER COLLECTING

The Ed Polish Collection



We asked Ed Polish of San Francisco to take center aisle in The Old Variety Store - along with a few hundred of his "pals", that is! Upon closer look you will see they are quite familiar friends, these pals of his. For Ed voraciously collects licensed character and advertising figures from the 1950s through the present. Without question, it is one of the finest museum-quality collections of its kind in the country.

He began his collection in 1980 when he and his business partner began egging each other on in this direction. Aside from that, what were Ed's personal reasons for collecting licensed figures? Why naturally, for the fun of it! But Ed also recognizes the cultural significance of these figures because they reflect his life and times. And perhaps the best reflection of the life and times of anyone who grew up in the '50s and '60s is the remarkable array of characters that surrounded us everywhere from morning till night as seen on cereal boxes, cartoons, banks, lunch pails, candy containers, toys, premiums, restaurant souvenirs, chocolate syrup dispensers, TV, bubble bath containers, and comic books.

Yet one more telling reason may give us a clue to the reason behind the amassment of so extensive a record of advertising and character figures. Ed frankly told us that his parents did not buy him enough toys!

Ed "started out as a child" in 1950s Philadelphia and now owns his own business in San Francisco where he displays his collection. He volunteered to us the major influences in his life: "My background is monster movies, Jerry Lewis, and Mad Magazine."

Ed has set certain specific perimeters around his collection. Mainly, he adds no figures older than he is, they must be licensed characters, and must be made of vinyl or plastic (99% is). Age is not as much a concern as he is constantly adding current figures to his collection. He stays away from plush almost entirely because he personally doesn't like their look. And while most people are likely to be content just to sit on a beach during their vacation, not our Ed! He finds it a lot more fun to go to shows and flea markets in pursuit of his hobby: "character building".

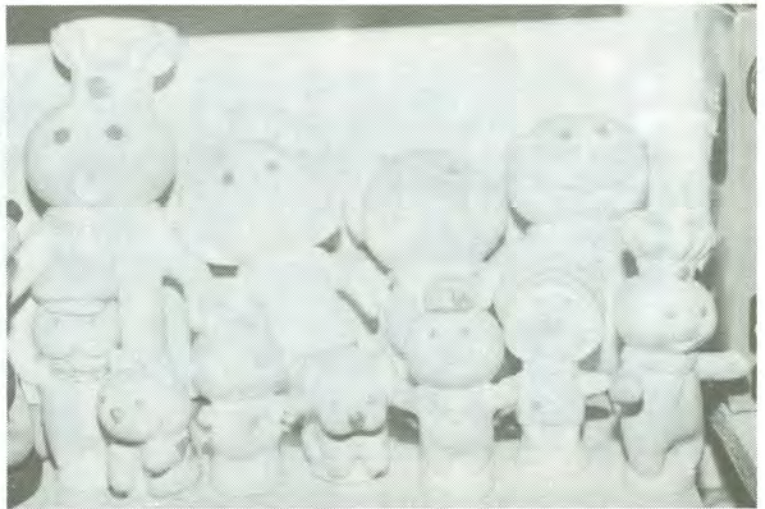
Like so many serious toy collectors, he allows for certain other off-shoot collections. For starters, there's those rarely produced licensed rocks. (Remember Pet Rocks and Kryptonite?) And then there's his newest direction - licensed toy fast food! Ever since this stuff appeared, nutritionists have been hollering that it's nothing but plastic food with no nutritional value.

All in all, it's "great stuff" to us jet age/space age nostalgia enthusiasts who can't help feel those heart strings pulled when scanning an encompassing collection like Ed's. In my case, two "memory sparkers" grabbed me, and I mean the old aorta and pulled hard! The first was PET Milk Company's "Big Shot" chocolate syrup in the aerosol tin can. Ed had the right instinct when he added this non-vinyl item to the collection when he found it. The second was General Foods 1966 Mr. Wiggle. It may be obscure, but somehow I remembered the Jell-O character when I saw it.

And talk about being on the same kid wavelength - Ed is one of the only people I know who remembers the short lived Flubber - a flexible, clear, gooey toy that hit the toy stores after Disney's "Son of Flubber" was released. Too bad it gave kids rashes and was pulled off the store shelves!

Epilogue

Another age produced fairy tales for kids. In our times, in the industrialized nations, kids are big business. Very big business. Everyone of the licensed characters today are directly linked to competitive institutions which are set up to provide incomes. Some characters have ageless appeal. But many others, whose companies must change with the times, are withdrawn from the marketplace. Still others lose their interest with the buying public and are forgotten along the wayside. Food stuffs pile up. Ratings fall. Licensing is suspended. Manufacturing is killed. Toy characters end up in the rummage sale, buried under afghans and paper back books in dingy cardboard boxes. Gasping for breath, as it were. One last chance to be appreciated. Limbo between a trip to the dumps or a trip to a home or toy show. Those who refuse to see the last of them give them a new life and a place of honor. No wonder there are so many smiles on Ed's shelves.



THE POPPIN FRESH FAMILY

Back row, left to right: Poppin Fresh, Poppie, Granmommer, Granpopper

Front row, left to right: Uncle Rollie, Biscuit (cat), Bun Bun (baby), Flapjack (dog), Popper, Poppie Fresh, Poppin Fresh



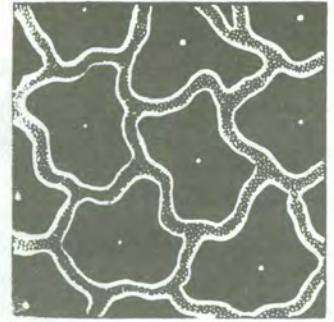
Big Shot stands next to Clanky Chocolate Syrup.



Mr. Wiggle is to the left of the Helping Hand.

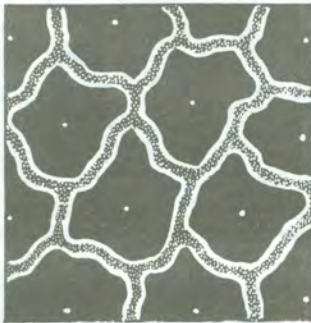
Thanks to:
Ed Polish
275 Capp St., San Francisco, CA 94110

Reported by Steve Powers

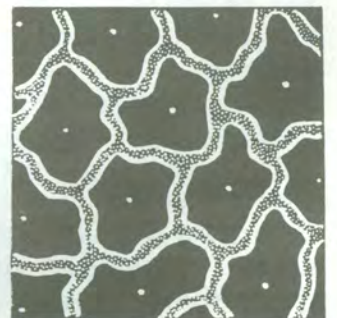


Here we find enough classic mid-sixties Colgate-Palmolive Soaky's to fill a bath tub!

Other figures in the collection span the toy making industry. Examples are found by Dakin, Dell, Marx, Play Pal Plastics, Remco, and others.



Multi Toys Corporation's licensed plastic fast food.



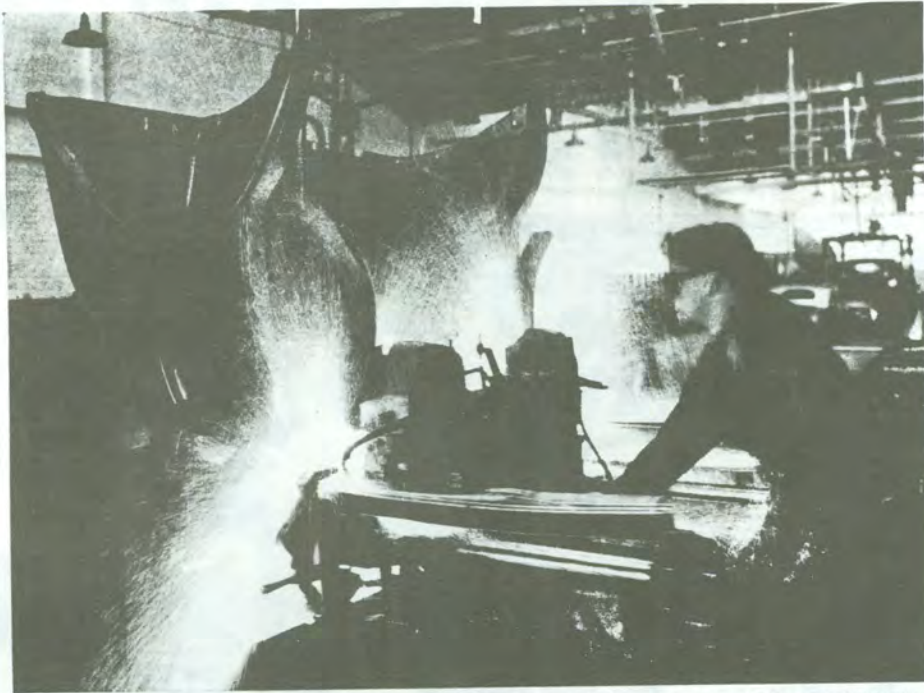
A collection of non-Soaky bubble bath containers (Purex) and other miscellaneous goodies, including a rare Jetsons Rosie the Robot from Spain!



Rare "Hersheykins" from Hershey Park, PA. Word has it that they were only sold for one year in the early '80s.

See the cave people from Kellogg's Cocoa Krispies? The female's name was Kell, and the main ad character on the right was Ogg. The soft plastic Colonel Sanders is from the KFC play-set.





Visitors to the Ford assembly plant at Richmond, California, find flash-welding one of the most fascinating operations. It is on this framing jig that steel welds steel and the body sections become one unit. The spurring shower of white-hot sparks is in odd contrast to the stately movement of assembly lines

Pacific Coast Assembly Line

IT is safe to say that nothing stands still in the automobile industry. The friendly man on the cover of this BULLETIN is looking a trifle wistfully at an antique touring car that has probably stirred memories, but he would not trade the comforts of motoring in 1939 with those of forty years ago, when America's first auto show was held, or even those of five years ago.

The impressive advances in automobile design and performance are known to everyone, but not the less spectacular advance in production methods that has led five big manufacturers to establish branch assembly plants in California.

Basically, the size and activity of the Pacific slope market was the magnet. California, for example, leads the nation in willingness and ability to own a car, although New York, with more than twice the population, leads in actual ownership. In California in

1938 there was a passenger car for every 2.8 people; in New York there was one for every 5.7 people. In this comparison Oregon and Washington were not far behind California. They ranked third and sixth in the nation with a passenger car for every 3.5 and 3.8 people, respectively.

The total motor vehicle registration for the three Pacific states alone last year was 3,391,516, or one-ninth of all the passenger cars and trucks in the United States.

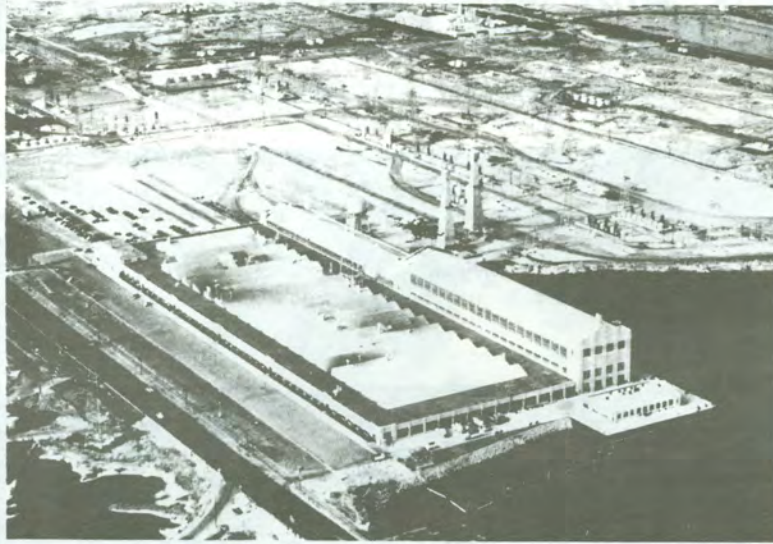
Would it be more profitable to serve this lively market from one or more of its own industrial centers, or from the traditional automobile center more than 2000 miles away? With the exception of Henry Ford, who had established his first Pacific Coast assembly plant in Los Angeles in 1911 (as had Moreland Motor Truck Company, a purely Western concern), the big people in the industry waited to be shown. Freight

rates across the country, or around it if shipment is made by water, are comparatively high in the case of finished automobiles because they are bulky. The cost of shipping knocked-down parts is less because they can be stacked or nested compactly to utilize

every square foot of space. But against the probable savings over a period of years through lower freight rates and any other economies resulting from localized assembling, it would be necessary for each Eastern manufacturer to weigh the cost of

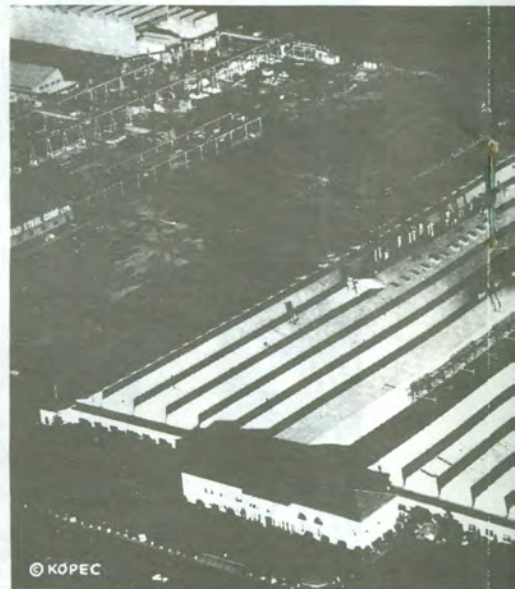


At this stage, when the front fender and radiator shell unit are dropped into place on the chassis, a layman watching a car grow in the Southern California Division of General Motors knows whether it will be a Buick, Oldsmobile or Pontiac. Yes, this one is a 1940 Pontiac, almost ready to receive its body

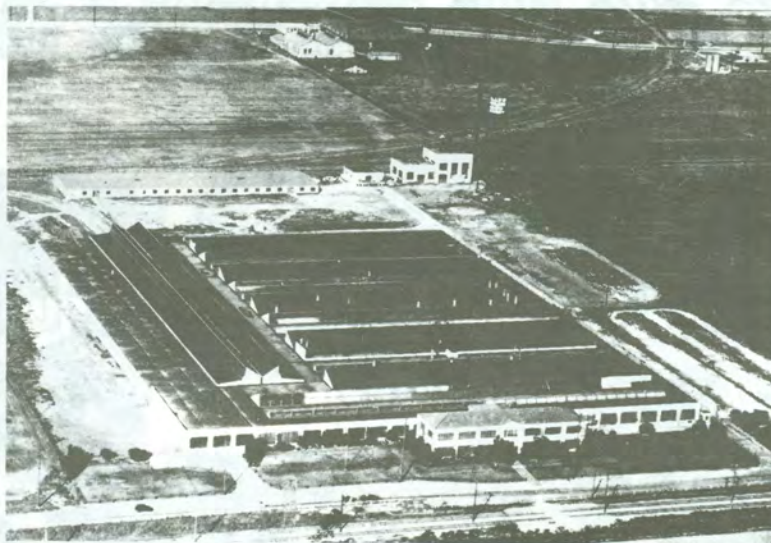


*Where Good
Get Together*

AUTOMOBILES are coming out of California plants in record numbers. Beginning in 1937 and reading clockwise from top left are: Southern California; General Motors; Willys-Overland, Michigan; Richmond; Studebaker; Chrysler, Los Angeles; Chevrolet No. 2—one of Chevrolet's three plants in Oakland; Ford Truck, Los Angeles; and Packard, Los Angeles Beach. The total investment in California plants was \$20,000,000.

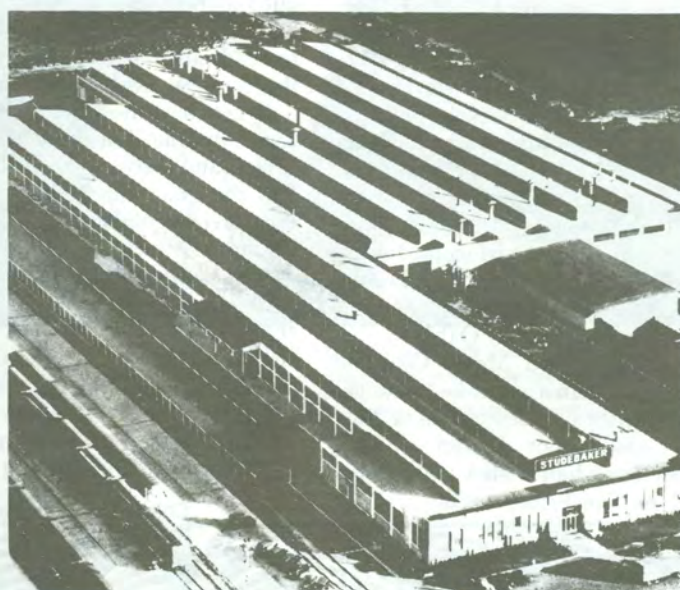


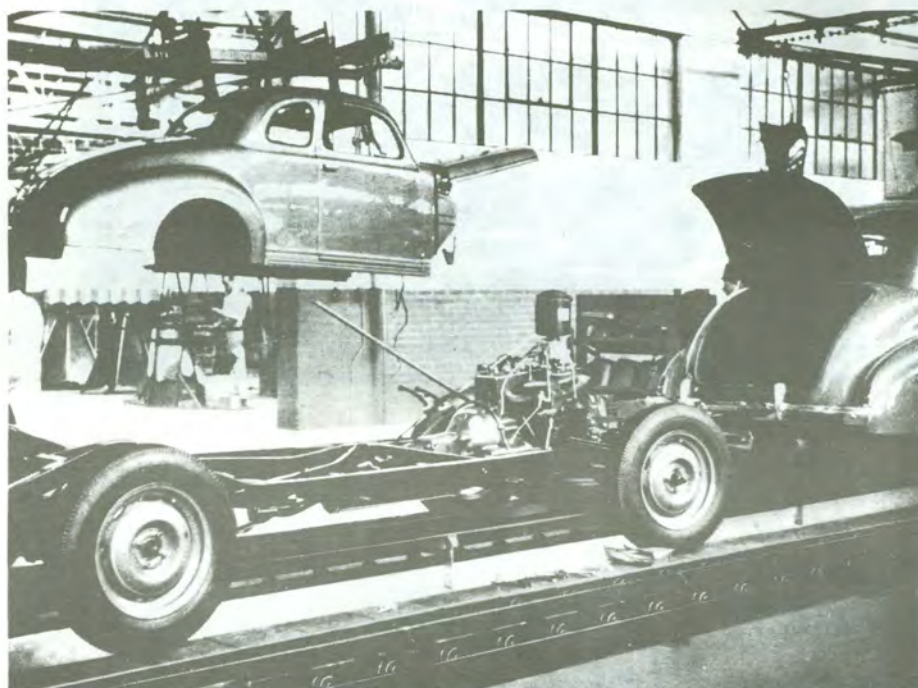
© KOPEC



*Good Cars
Together*

are carried to these
nts in sections and
Beginning at the top
clockwise the plants
California Division
otors, South Gate;
d, Maywood; Ford,
addebaker, Los An-
Los Angeles; Cheve-
e of General Motors'
Oakland; Moreland
ngeles; Ford, Long
l investment exceeds
000,000.





A few minutes before, this suspended Studebaker body was an array of parts that would shortly be subjected to electric welding, metal finishing, painting, lacquering, baking, interior trimming, wiring and polishing. It was assembled in a plant of its own and is now being delivered to the main assembly line.

building his Pacific Coast assembly plant.

In 1916 General Motors resolved the debate in favor of a branch plant at Oakland for the assembly of Chevrolets, and followed it in 1923 with another one for Fisher bodies. The parade had formed and in 1928 Willys-Overland Motors, Incorporated, joined in with a branch plant at Maywood, near Los Angeles. Chrysler Motors of California followed in 1932 with its Los Angeles plant for the assembly of Plymouth cars and Dodge trucks. Studebaker Pacific Corporation, building in 1935 at Los Angeles, was next. In 1936 General Motors built another plant, this time at South Gate, California, for the assembly of Buick, Oldsmobile and Pontiac passenger cars, and also bought and re-equipped the Durant plant in Oakland.

In the meantime, Ford Motor Company had also been active. In 1930 it had changed its southern California location to a huge new plant in the harbor district of Long Beach, and in 1931 had added another one at Richmond, on San Francisco Bay.

There is now more than \$20,000,000 invested in plants on the Pacific Coast, and in 1937—the last year for which figures are available—the value of their output exceeded \$139,000,000. But the process of putting an automobile together is far more interesting to watch than the best-dressed statistics are to read, and visitors are welcomed at all of the Western assembly plants.

Synchronization is the word for a modern assembly line. The arrival of chassis, engine, wheels and body—each at just the right place and the exact time—is an impressive sight. On a representative line 1000 feet long, for example, it means that the planning of industrial effort has been brought to a fine art.

The first operation begins when a steel frame starts down the line, upside down, receiving front and rear axles, springs and other parts. Then it is turned over and gets its motor, which arrives on schedule at the assembly line from another conveyor. Next, the addition of drive shaft and brake units

Continued on page 21



LONG-DISTANCE TRAVELERS FROM THE TIME THEIR CAREERS BEGIN

From the time these cars started taking shape until they reached the end of the main assembly line, shown here, they may have traveled one-fifth of a mile, with parts being added every few yards along the way.
It is one of the world's most precise, most predictable industrial operations

COMIC CHARACTER HISTORY

THE SMURFS

By Suzanne Lipschitz

Once upon a time, not so long ago, in Brussels, Belgium there lived a kind cartoonist, PIERRE "PEYO" CULLIFORD. Who so loved the world and all of its people. He conceived an idea for a fairy tale and 100 new characters looking somewhat like people; only more cuddly, three apples high and blue in color.

Now all PEYO (his chosen name) needed for his wonderful little blue people was a name people could identify them with. He gave this a lot of thought but couldn't come up with anything that fit. Then one night at the dinner table he happened to ask his father to pass the salt and pepper; calling them "SCHTROMPF", a French colloquialism meaning "watchamacallit". In Dutch this translates to SMURF.

And so, quite by accident LES SCHTROUMPFS/THE SMURFS were born. They first saw the light of print throughout Europe in 1957 as a comic strip in the pages of the comic weekly Spirou under the title of JOHAN ET PIRLOUIT. PEYO's first creation begun in 1947, and which PEYO had brought to Spirou in 1954.

From this strip evolved his most enduring creation: LES SCHTROUMPFS/THE SMURFS. It soon became the main staple of Spirou and reached unheard-of heights of popularity internationally by way of 25 best-selling books and toys throughout Europe.

PEYO has won honors for his creations with several cartooning awards.

PEYO found an audience among adults as well as children. "In Europe I know doctors and lawyers who have come home exhausted and picked up one of my books and were totally relaxed. It's a form of recreation."

The World of Smurfs is, indeed, worldwide! Smurfs, as we know them in the English-speaking countries, answer to many other names: Schtroumpf in Belgium and France
Puffi in Italy
Pitufos in Spain
Sumafu in Japan
Smolf in Denmark and Norway
Schlumpf in West Germany
Smurfen in Holland
Ha-dar-door-seamn' in Israel

In 1965, Schleich (a West German firm), started marketing delightful "Cartoon Character Collectibles" in the form of two inch figurines. These Smurf figurines are a great favorite among collectors who thrive on the challenge of eventually assembling a complete set. Such a set would consist of hundreds of pieces. In addition, fascinating variations were made, many of which are very RARE and considered "Gold" by the serious collector. Serious Smurf collectors have it all: Destroyed molds, discontinued markings, and even some one-of-a-kind paint variations. All figurines are hand painted; human errors are often found on pieces.

Of course, The World of Smurfs also offers the collector a full range of highly diverse items - absolutely everything from animation art to posters, postcards, and even zipper pulls. Smurf memorabilia from the '50s and '60s is highly sought after.

Be on the lookout for Smurf PEZ Candy Dispensers. This is one of the newest Smurf items on the market. The candy compartment is either red, white, or blue, and has been found with and without feet.

In 1986, collectors united with the formation of the Smurf Collectors' Club (200 members). Some of the members have traveled all over Europe to collect Smurf memorabilia. There is even a member who dreams of someday opening a Smurf Museum. He owns memorabilia in every language mentioned above. His collection numbers in the hundreds of thousands, everything and anything pertaining to Smurfs.

Suzanne Lipschitz
Founder and Editor
Smurf Collectors' Club

24 Cabot Road West
Massapequa, New York 11758

PREMIUM WATCH continued

Tender Vittles Cat Food
Bowl 9/30/88

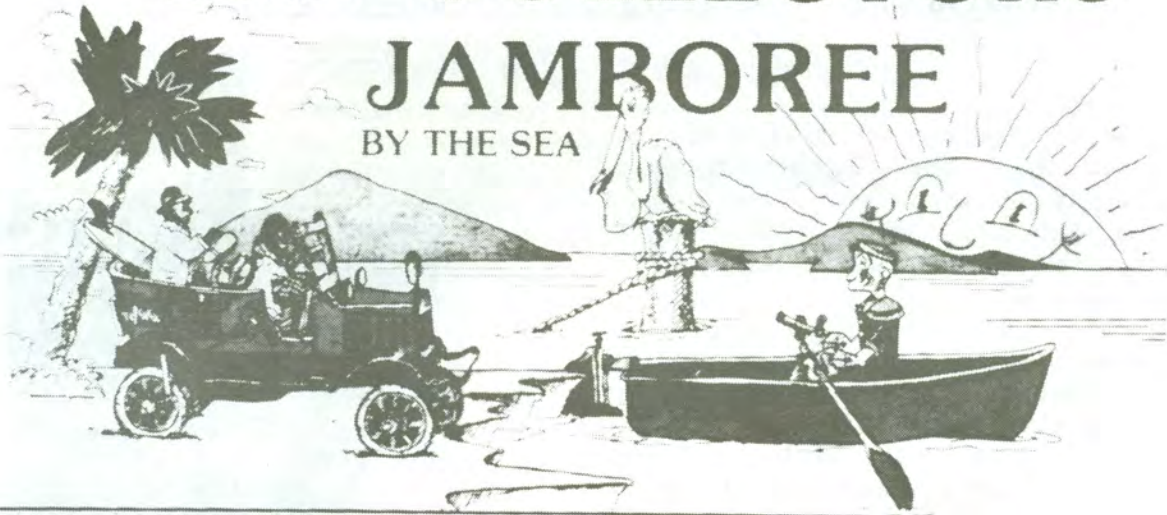
Trix Cereal
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Winston Cigarettes
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Show sponsored by Collectors for Collectors

BOBBY BONDS AND ME

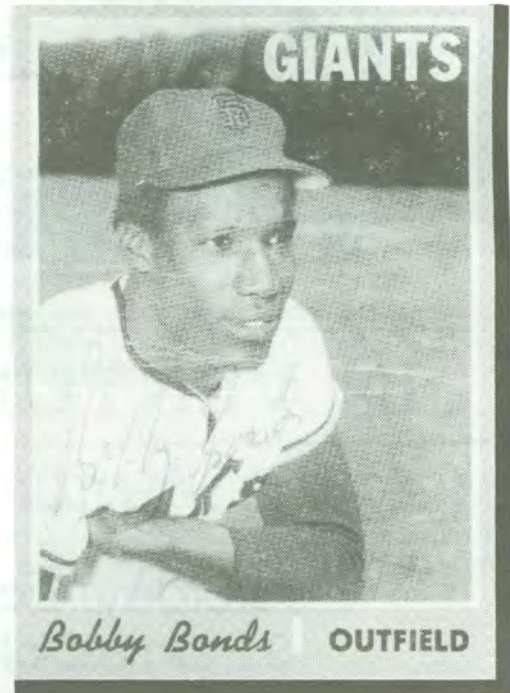
By Bill Powers

Every young sports fan has one player he calls his idol. As a baseball fan growing up in a suburb of San Francisco, I had a chance to see many great ballplayers. But my favorite was Bobby Bonds, right fielder for the San Francisco Giants.

Bonds was an exciting player and a natural hero for a youngster who spent many a day roaming his schoolyard outfield. He was fast and he could make spectacular diving catches, turn singles into doubles, and steal bases. He could hit the long ball as well. In fact, in his first major league at bat he hit a grand slam. And he played alongside all-time great Willie Mays. I was at Candlestick Park the day of one of Willie Mays' most memorable catches, the one in which Mays and Bond collided in mid-air at the fence, both leaping for a near home run. Both players fell to the ground, momentarily knocked cold. But the ball remained in Willie Mays' glove for the out. What a catch to see! The only thing better for me is if it had been in Bobby's glove.

I was thrilled one day when I read that four Giants would be visiting a local shopping mall to sign autographs and talk to fans. One of the players was Bobby Bonds! Here was a chance to meet my hero! For a week I spent every day after school working on a booklet to present to Bobby at the mall. I drew pictures, wrote poems about his base stealing feats, and wrote short stories with titles like "Bobby Bonds Meets Frankenstein", in which a mad scientist working for the Los Angeles Dodgers sends a Frankenstein monster to kidnap Bobby. I stapled the booklet together and wrote my name and address inside.

On the day of the autograph session I left for the mall with visions of handing Bobby the booklet I had made for him. I arrived early, but still found that quite a crowd already had gathered. I squeezed into the mob and anxiously waited. Upon the player's arrival, the crowd leapt forward, and I was twisted and shoved as people surged towards the front. Surrounded by a throng of taller bodies, I barely got a glimpse of my hero. Separated from the players table by a seemingly impenetrable mass of big people, I squirmed out of the mob. Suddenly I realized I had dropped my special booklet in the

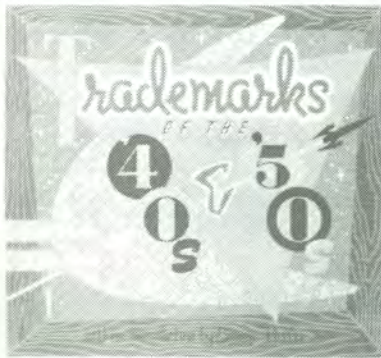


crowd. I went home sad and crying.

I sat in my room the next day, still thinking of how my plan of presenting the booklet to my hero and getting his autograph had crumbled. Then my mom received a phone call and came in with some great news. My booklet had been found and given to Bobby. The team was gone on a road trip, but Bobby had left me two personal autographs and some Giants memorabilia, to be picked up at the front office in Candlestick Park! I was proud and excited to enter the office and receive my gifts. The people there told me Bobby had loved the booklet, and I knew that, after all, I had stood out as a special fan amid that crowd.



THE OLD VARIETY STORE BOOK DEPARTMENT



TRADEMARKS OF THE '40s & '50s By Eric Baker and Tyler Blik. Excerpt from the chapter entitled "People and Figures": "Our product is reliable, dependable, clean, and accurate. It's authentic, it has quality, and it gives you personality. This is what companies were saying to their customers, and what better way to show their identity than through the eyes of the consumer. Images of the farmer, the factory worker, the secretary, and the businessman were all symbols of what America stood for. The products and the services of the postwar era were abundant, and their appeal was conveyed with the gesture of an open hand or a friendly salute, suggesting to the buyer a sense of security and confidence. The cartoon or comic book character was ever present in the marketplace as the representative or spokesperson of a company. Behind these whimsical and capricious figures was an image that we could laugh and identify with, thus preserving that

memory of the company's product or service." \$12.95 (CA residents please add .84¢ tax.) **NEW!** First time offered.

CALIFORNIA CRAZY: ROADSIDE VERNACULAR ARCHITECTURE By Jim Heimann and Rip Georges. Excerpt from the Afterword: "A Giant Derby, Orange, Shoe, Iceberg, Teepee, Keg, Chili Bowl, Camera, Milk Bottle, Locomotive, Tamale, Fruit Basket, Mountain, Dog, and Hot Dog. They were really the first. Oh, sure, I remember buying donuts on Sundays at a building with a twenty-foot "glazed" perched on top, and I remember my father never stopping at those giant oranges on Highway 99, but it wasn't until a 1969 article in the L.A. Times Sunday supplement "West" that I really got my first look at the crazy buildings out there somewhere in 450 square miles of urban L.A. From that day on, whenever I ran across a photo, or best of all actually came in contact with one, I jotted down the info, shot a slide, or took a xerox of what soon became a file full of airplane gas stations, immense instamatic cameras, pig-shaped drive-ins, and giant owl ice cream stands." \$9.95 (CA residents please add .65¢ tax)



GOOGIE: FIFTIES COFFEE SHOP ARCHITECTURE By Alan Hess. Excerpt from the Preface: "The history of the California coffee shop turns out to be my own. My family was one of those that had moved into the new tracts of the San Gabriel Valley during the postwar boom, the ready-made clientele for the newly evolved coffee shop restaurant. Some of my earliest memories are of the leatherette booths of Bob's Big Boy on East Colorado in Pasadena and the cool recesses of Van de Kamp's, drinking a frosted mug of root beer with my grandparents. I remember the glint of light on chrome and windshield through expanses of glass window. Everything shimmered in the brilliant light that poured over the banana trees and palms and Mercurys and stucco walls of Southern California." \$14.95 (CA residents please add .97¢ tax.)

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WANTED: PEZ! PEZ! PEZ! Will buy - have some for trade. Price and list to:

Karen Lynn
5731 N. Harvard St.
Portland, OR 97203

Wanted: PEZ, especially pre-1980s. Will pay cash or will trade Pop music memorabilia and albums. Call Marilyn at 212-975-6784 from 10 a.m. - 6 p.m. M-F.

Continued from page 13

Pacific Coast Assembly Line

and the growing car is ready for its wheels, then its headlights, front fenders and radiator. Finally the body is swung into place and bolted there, bumpers and license carriers are attached, and in a tune-up bay the tires are inflated and the radiator filled. Here the motor is completely "tuned" by special mechanics using the finest of instruments. When all necessary adjustments have been made the car is ready to roll and at some plants is given a trial run around a dirt track to bring out any squeaks or rattles.

The assembly of a car's body is a different process from the assembly of the chassis, but is carried on simultaneously on other conveyors. It includes electric welding, metal finishing, painting, lacquering, baking, interior trimming, wiring and polishing.

Throughout a plant, where tributary assembly lines join the main one, neat collections of spare parts are seen. These are waiting for one of those rare occasions when the smooth delivery of parts is interrupted somewhere along the line and substitutes must be immediately available. They are part of a precision program that foresees everything.

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	<u>Aug. 1</u> for Sept./Oct. Issue
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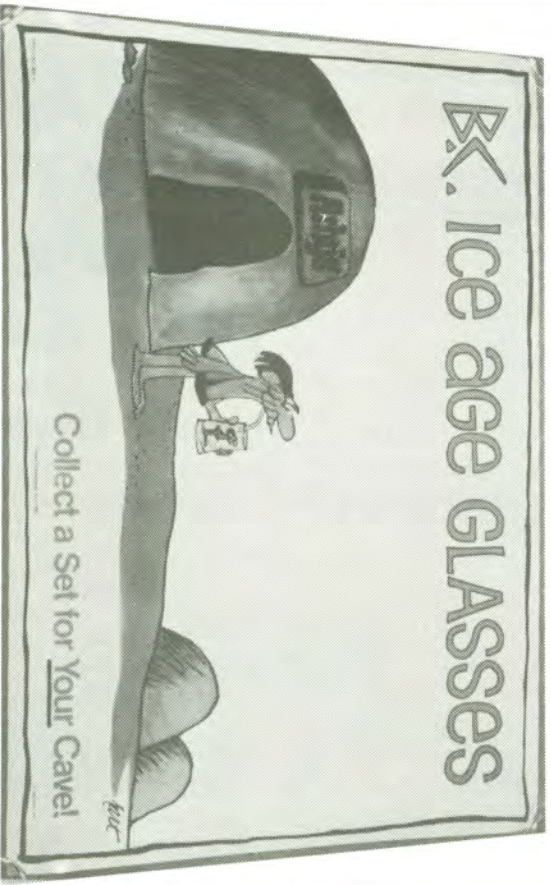
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Glassware sale - page 2



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