

THE OLD VARIETY STORE

Nov./Dec. 1988

#9

\$2.50



DRIVE-IN THEATERS



Reese's pieces
E.T.'s Favorite Candy

The First Completely New Car in Fifty Years-



128-inch wheel base.

Yet only 5 feet high from road to roof.

166 horsepower rear engine.



Yes, the new Tucker is the most exciting car of the year, and for years to come. It is completely new in engineering principle, yet completely proved in more than fifteen years of rigid tests.

Everything about this exciting car is a clean break with outmoded tradition. The engine is in the rear, between the rear wheels where engine power is needed. It's a new kind of engine, too, bringing motorists for the first time the many improvements in design developed and proved by American leaders of aviation.

From Preston Tucker's years of designing special cars for the Indianapolis Speedway comes a unique system of safety features universally applauded by traffic and safety experts. And also from Tucker's Speedway designs come tested principles of design simplification which eliminate many cumbersome and costly parts of the conventional car.

Only mass production on a scale to match the vast resources of the Tucker plant, the largest and most modern automotive plant in the world, can bring this car to American motorists in the medium priced field.



NONSPORTS

Roxanne Toser
4018 Green St. - Dept. W
Harrisburg, Pa. 17110
717-238-1936

between 10 am & 9 pm eastern time.

BUYING

1. Anything card or sticker related from cereal or other food products. Examples: Next Generation Star Trek stickers from Cheerios, Willow stickers from Velveeta Cheese and Ziploc baggies, DinoFacts trading cards from Fun Fruits, etc., etc. I will pay .50 ea. + your shipping costs as soon as I receive them. Help defray the cost of your own set by selling me the extras!



2. Character bobbing head and nodder dolls. Special wants include: ceramic Minnie Mouse, Popeye, Castro in a toilet, Elmer Fudd, Porky Pig, Pillsbury Doughboy, black boy with watermelon salt & pepper shaker nodder and monkey with camel salt & pepper shaker nodder. Tell me what you have, with your asking price if possible, and I'll respond immediately.



3. Non-sport bubble gum and cigarette cards prior to 1975 such as: Hogans Heroes, Beverly Hillbillies, Brady Bunch, Adams Family, Batman, Mars Attack, Gilligans Island, Ugly Stickers, Wacky Packages (original series only), etc., etc. Wrappers, packs and display boxes, too. Send me a list noting quantities and condition and I'll make you an offer.



SELLING

Wacky Package Price List and Guide with historical background information - \$5.50 ppd.



Send a 25 cent stamp to receive my 26-page list of non-sport sets, singles, wrappers and packs.



WANTED BY COLLECTOR!

- * Any and all RADIO PREMIUMS
- * Old CEREAL BOXES and CEREAL PREMIUMS
- * 1930s-1940s GUM CARDS
- * SUNDAY COMIC PAGES 1898-1955
- * Any COMIC CHARACTER items

Please Contact:

Martin J. Ballistreri, Sr.

7604 Carson Ave.

Baltimore, MD 21224

(301) 282-1019

Anytime

WANTED

Figural Gas Pump Salt & Pepper Sets

Most gas brands EXCEPT no Esso, Texaco or Phillips please. Special needs include: Amlico, Ashland, Chevron, Derby, El Paso, FS, Hancock, Skelly, Signal, Fleet-wing, Tenneco, Zephyr.

Mini Tin Oil Can Banks

Co-op, Esso, Lion, Mobil, Pure, Tiolene, Sohio, Shell, Triton, Worthmore & others.

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

Write or call:

PETER CAPELL

1838 West Grace St.

Chicago, IL 60613

(312) 871-8735

Eves.

WANTED BY COLLECTOR!

- * COL. SANDERS NODDER
- * BIG BOY NODDER
- * OLD BASEBALL NODDERS
- * POPPIN FRESH FAMILY
- * OLD BASEBALL MEMORABILIA
- * PRE-1980 BASEBALL CARD BOXES
- * OLD CANDY BOXES
- * WHEATIES SPORTS BOXES
- * MCDONALD'S MEMORABILIA
- * PEZ! PEZ! PEZ! Good PEZ available for trade, including Bullwinkle.

Please contact:

Craig Robbins

22262 Craggyview

Chatsworth, CA 91311

(818) 882-5090

THE OLD VARIETY STORE POST OFFICE

Just wanted to let you know how much I enjoyed your article on the Ed Polish collection in OVS #8. It was fantastic! The photos brought back lots of great memories for me. All the figures were pictured very clearly and were easy to identify. I've always admired collectors that know how to display and visually enjoy their collection. Ed certainly does a super job. Let's hope he keeps collecting forever!

After Superman, my second love is collecting these types of figurines (surprise, surprise!). I have a couple of hundred figures in my collection and thought it was pretty big until I saw pictures of Ed's collection. Wow! Do I have a lot of stuff to add to my "want-list"! Thanks for a fine article. Keep up the good work. I've enclosed a photocopy you might find interesting. England is currently printing (actually re-printing) American Superman comic books. The back page of issue No. 2 features a full page color ad for PEZ! I'll probably be getting future issues of this comic. If they feature different ads for PEZ, I'll let you know!
-Danny Fuchs, Bayside, NY

(That's news indeed, Danny! Speaking for a number of our subscribers, we will be eager to learn more about PEZ advertising in England. If enough original ads are sent in, even on a loan basis, we will reprint them in a future issue. -ed.)

You know what might make a good feature on an ongoing basis is how different PEZ collectors display their collections. I haven't come up with anything good and suggestions from other readers would be great (I think). Keep up the good work.

-Laura Kempton, Sacramento, CA

(Some time ago Norm Hunt of Clifton, New Jersey sent me photos of his PEZ display stands. After receiving your letter I asked Norm if he would send in his plans for publication. He was more than happy to so thanks for the idea. I'm sure several readers will enjoy this on an ongoing basis. You will find Norm's plans in this issue and another set of plans is ready for the next. -ed.)

Well, here I am again. How about a couple more variations for the PEZ list! #1 - Snowman (remember the Dec. OVS). Variation 1: Separate molded teeth and eyes and a more pronounced bend in his hat. Variation 2: The other with eyes and teeth molded to head. And #2 - Goofy. Variation 1 has separate molded teeth pointing downward. Variation 2 has the teeth molded with the head and out sideways.

Come on you PEZ collectors. Write and share any other variations you might have that aren't listed yet.

-Maryann Kennedy, Marshall, MN

(To the above I'll add that if you know of a variation (according to the PEZ list - OVS #7) or an unknown dispenser verified to have sold in the U.S., write us and please include a photograph. Concerning your two mentioned above, Maryann, these were not originally

included because 95% of the head is unchanged. Wether it can be argued that an injection mold can be slightly altered to add or take away holes is unknown to me. I have assumed it is possible. But we certainly take note of these as we did with the newer Popeye (with and without pipe in mouth - one has a plugged hole) and the Nurse (again, same head but apparently with or without collar). -ed.)

THE STOREKEEPER

"What's New In Nostalgia"

Welcome again to another issue of The Old Variety Store. What's new in nostalgia? Dunkin' Donuts donut chain have their name on a new cereal: Dunkin' Donuts Cereal. You can buy chocolate or glazed style. I can't wait for Kentucky Fried Chicken cereal - original or spicy.

No other restaurant has been more unsure of its image than Big Boy! Another report has come in that said that after four years, all Elby's restaurants will be re-named Big Boy restaurants under an agreement with Elias Brothers Restaurants Inc., who stuck with the Big Boy name.

The man who built the towering concrete dinosaurs on Interstate 10 near Plam Springs, California recently passed away. Claude K. Bell, who died at age 91, poured more than two decades, \$300,000, and 250 tons of concrete into the project. Prior to that he was a sculpter at Knott's Berry Farm in Buena Park. The dinosaurs can be seen in the film "Pee-wee's Big Adventure" and the book "California Crazy".

Congratulations are in order to subscribers Kirk and Joanne Holcomb for having more than sixty TV toys from their collection featured in the Museum of Science & Industry's (Tampa, Florida) "Getting The Picture: The Growth of Television in America" display recently. Congratulations also to The Museum of Modern Mythology (Ellen Havre Weis, Executive Director) in receiving a \$10,000 gift from the American Express Travelers Cheque Group on August 23rd. The Museum of Modern Mythology is the world's only museum specifically devoted to the collection, preservation, and documentation of advertising characters. For more information about the museum, its newsletter, and programs, write to The Museum of Modern Mythology, 693 Mission St, #900, San Francisco, CA 94015 (It is considered common courtesy to always include a SASE when writing others for information.) And tell 'em Museum member "the Storekeeper" sent you!

1950s furniture and accessories stores are springing up all over, and they're really fun to visit. Also nostalgia themed drive-in restaurants and night clubs are making a successful go of it. And recently I caught the New Ovaltine running an old Captain Midnight commercial! Contributing to "what's new in nostalgia this issue are Kirk Holcomb, Joyce Kline, and John Pretzer. Thanks a lot and keep those interesting articles coming!

Steve

*The First
Completely New Car
in Fifty Years*



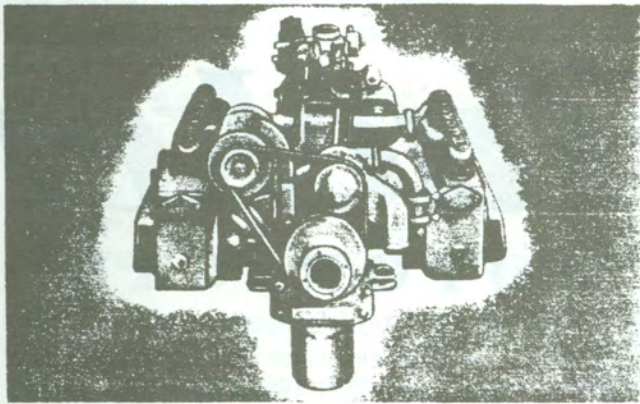
HENDERSON-TUCKER CORP.
920 9TH ST TEMP. ADDRESS
PHONE 3-6546
SACRAMENTO, CALIF.

the **Tucker**
MOTOR CAR

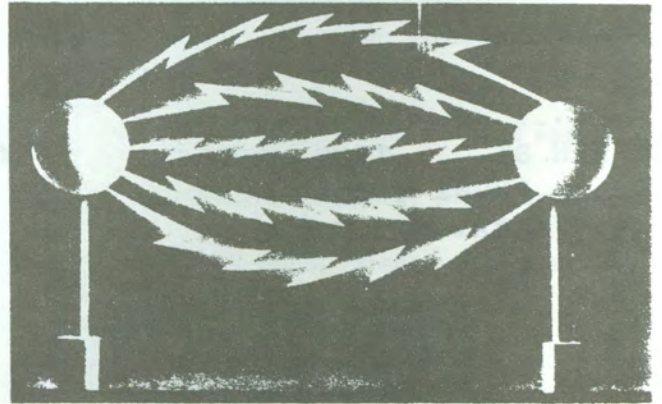
Perhaps the most publicized film of the Summer of 1988 was TUCKER: THE MAN AND HIS DREAM. As so much has already been written in newspapers and magazines about Preston Tucker, his car, and now the film, we here at The Old Variety Store will simply present a reprint of one of Preston Tucker's original sales brochures and let him (and his advertiser's) do the talking. We have reproduced the brochure in its entirety and have only altered the size of the images on the front cover in order to make them fit. We salute Preston Tucker for his innovation, determination, and pluck in spite of the incredible odds against him. And if you haven't already, see the George Lucas-produced and Francis Coppola-directed up-beat film. If you did see it, I think you'll agree with us that viewing this rare brochure is a real treat.

Step into a New in the Rear E

A FEW OF MANY NEW Engineering Features



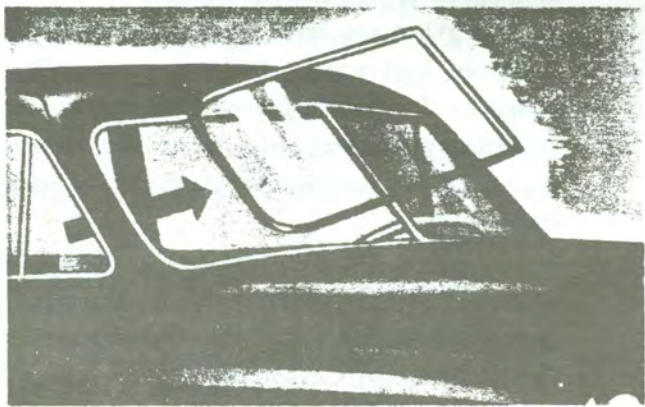
Rear Engine—166 horsepower, flat opposed 6-cylinder engine located below the level of passengers. Aluminum alloy construction. More power for the weight of the car than any volume production automotive engine ever built. Eliminates fumes, heat, noise in passenger compartment.



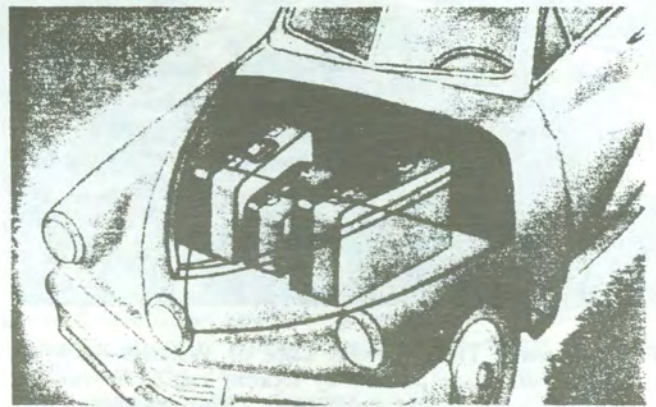
Tucker Ignition—A hot, lasting, ignition-spark. All the gas in the cylinder is ignited every time. A satisfactory answer to engine "pings" and power knocks. Real assurance of all-weather push-button speed in starting.

Automotive Age Engine Tucker

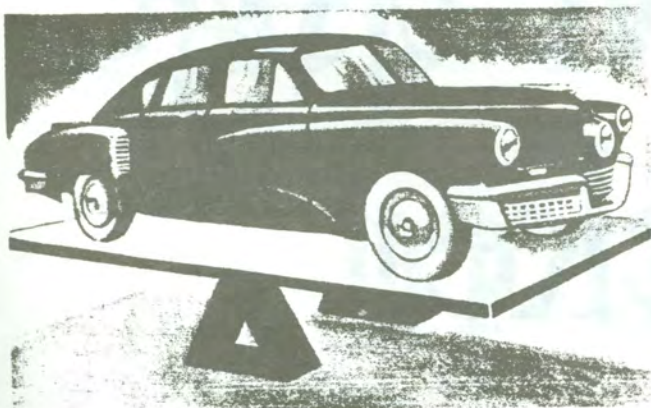
A FEW OF MANY NEW Safety Features



Safety Windshield—Laminated safety glass is mounted in sponge rubber fastening so that a hard blow from within will eject it in one piece. Thus, greatest collision hazard—lacerations or fractured skull from striking windshield—is entirely eliminated. Windows are armor-plate glass which disintegrates without cutting edges or slivers.



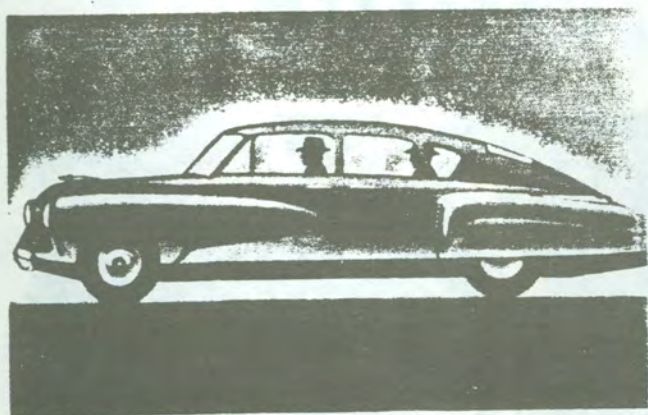
Safety Steel Bulkheads—A steel safety bulkhead surrounds the spacious luggage compartment located under the hood, thus shielding the passenger compartment from head-on collisions far more effectively than the conventional front engine construction. A second steel safety bulkhead walls off the rear engine.



Precision Balance—The unique Tucker design distributes weight to give maximum safety, maximum power transmission, feather-light steering and driving control, and—for the first time—insures complete four-wheel traction in braking. Only a rear engine car can achieve this precision balance—for years the goal of all automotive engineers.



Individual Wheel Suspension—The new Tucker individual rubber torsional wheel-suspension cushions each wheel by its own resilient action arm, actually erasing shock instead of simply softening it. Also eliminates all gyroscopic forces which frequently cause conventional cars to veer with wind, and weave or pitch at touring speeds.



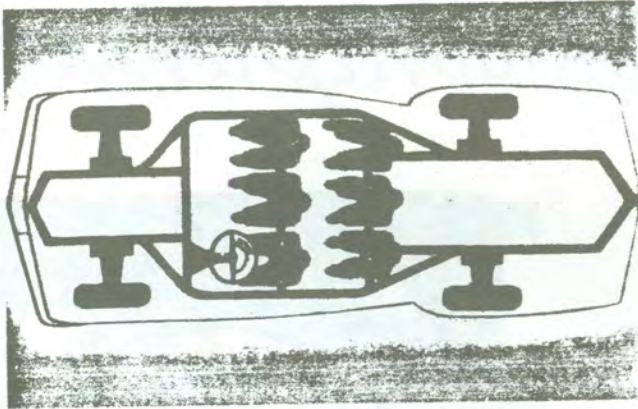
Frame Lower Than Center Line of Wheels—An exclusive feature made possible by locating engine in rear and eliminating conventional drive shaft. This, combined with Tucker suspension system, greatly reduces chances of skidding or overturning.

A Word To Women

The Tucker is built with women's own particular needs in mind. When you drive, you frequently have children in the car. Tucker safety features give you the EXTRA protection that means peace of mind in traffic and on the highway. For they help you avoid accidents as well as give you and yours added security in case of unavoidable mishaps.

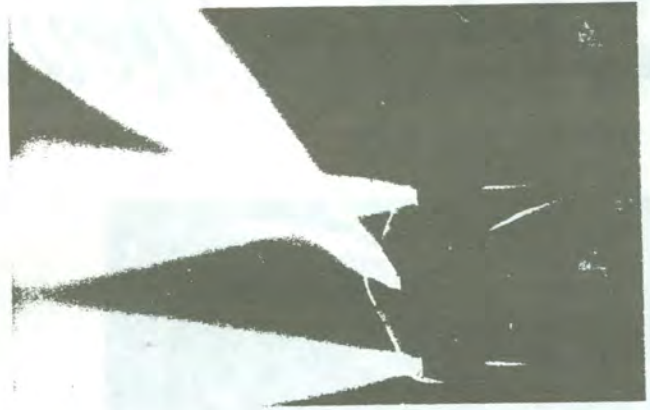
You'll glory in the effortless ease of driving the new Tucker. It has true fingertip steering control. Ordinary traction jolts and jars are either eliminated or unbelievably softened. There are no fumes or heat to bother you because the engine is in the rear.

And what luxury inside! Seats you literally sink into

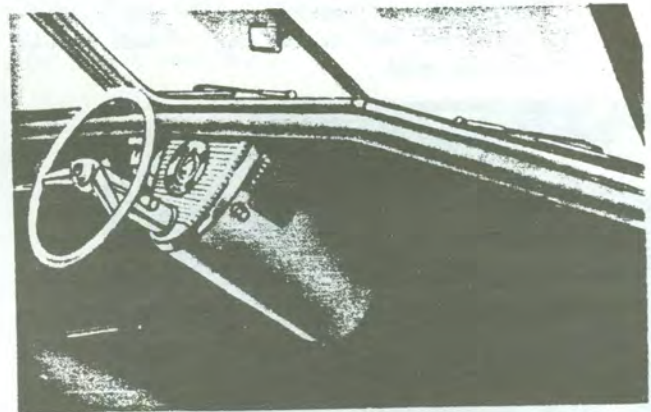


Safety Frame Surrounding Passenger Compartment

—Vital protection against injury in case of collision. And protection for car, too, because frame is tapered front and rear like the prow of a ship. Thus a slanting blow—as in 90% of all collisions—is deflected sideways with minimum damage.



Cyclops Eye—In addition to regular fixed headlights, the Tucker has a center cyclops eye which turns with front wheels. Result: Your Cyclops beam is around the corner before you are, lighting the way ahead, giving you precious seconds to avoid accidents.



Crash Board Cowl and Safety Chamber—Conventional instrument panel is replaced by attractive sponge rubber crash board cowl. Instruments in steering column. Under cowl is spacious safety chamber, protected by steel bulkheads, which driver and front seat occupants can drop into, in a split second, in case of impending collision.

Who Drive Or Ride

and relax. A "shoppers' shelf" behind the rear seat, designed specially for your parcels. "No-stoop" doors that open up into the roof for graceful entrances and exits . . . even when wearing your frilly new hat.

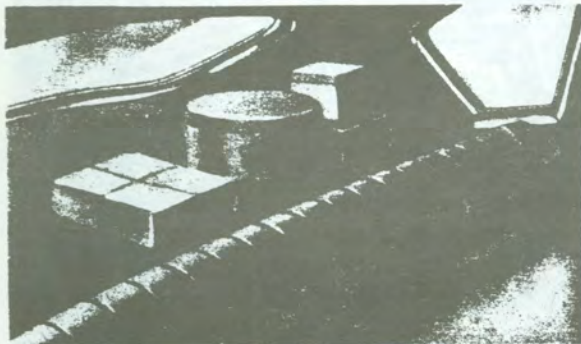
Yes, when you see the new Tucker it will be a case of love for life. For the Tucker combines pulse-stirring beauty of line with the very things you've always wanted in a car.

NOTE: This folder highlights only a few of the new and exclusive features of the Tucker. There are many others now being refined, improved and adopted for mass production. Consequently the Tucker Corporation must reserve the right to make mechanical changes.

Luxury beyond comparison



Roof Top doors are another exclusive Tucker comfort feature. The doors are curved at the top so that they become part of the roof itself. As a result, getting in and out of the Tucker is a new experience in ease and comfort. Even from a high curb, exit or entrance is made without the usual jack-knife bend.



At last a car that does something about women's parcels. The Tucker shoppers' shelf, right behind the rear seat, is 52 inches wide, large enough to hold the weekend purchases for the whole family . . . out of the way of passengers, but within easy reach.

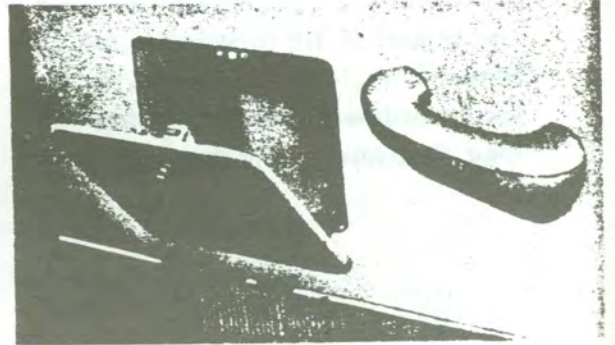


In fifty years you've never seen a car interior like this! A floor as flat as your living room's, with no unsightly and awkward hump in the center where the drive shaft runs back in conventional cars. And space, plenty of space to spread out!

in the Medium Priced Field



A sixty-four-inch rear seat is more than ample for four people in complete comfort. And the front seat is just as wide as the rear . . . a full sixty-four inches. This means front seat cushion and rear seat cushion are interchangeable.

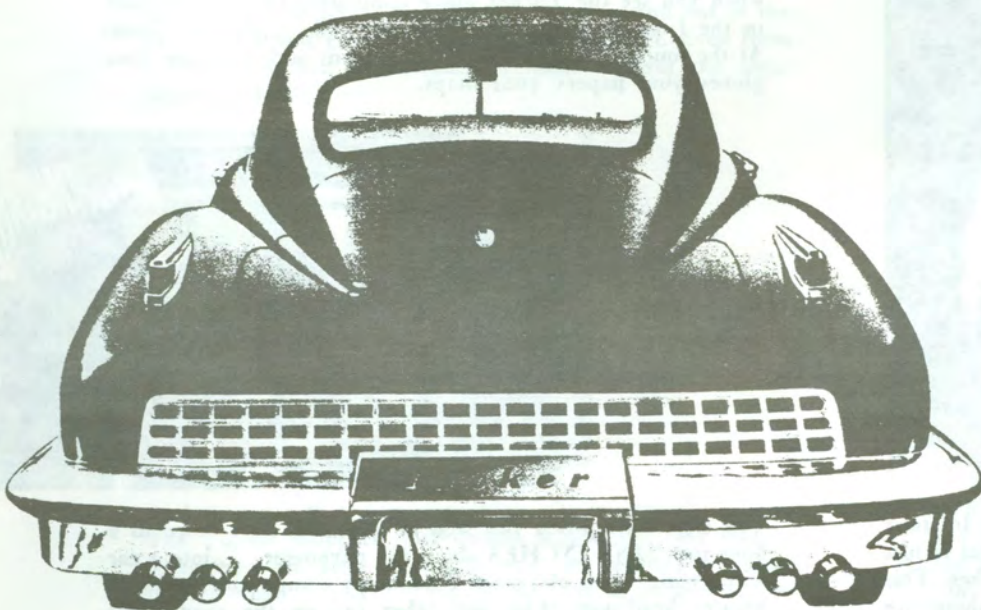
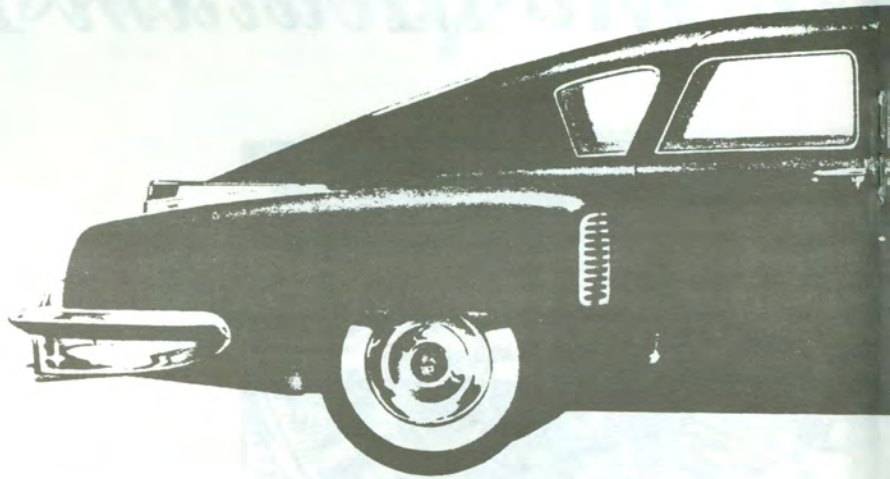


You'll say, "Why hasn't someone thought of that before," when you see the Tucker glove compartment. It's recessed in the front door on the passenger's side, upholstery-lined. At the touch of the button clasp it opens and there are your gloves, your papers, your maps.



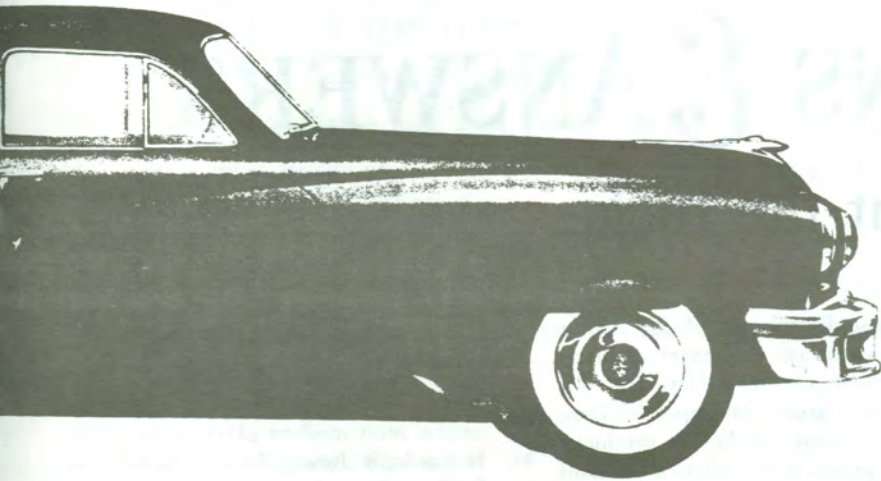
You step down when you step in a Tucker . . . down to a floor just **NINE INCHES** above the pavement . . . into a car with greater road clearance than many comparable cars and greater headroom than any other car on the road. Yet Tucker is only five feet high from road to roof!

There's nothing on the highway to compare with the bold, striking silhouette of the Tucker and the verve and grace of its forward-plunging lines. This, and this alone, is the final word in motor-car styling . . . long, low and very luxurious.



THE LEADER IN FOR YEARS

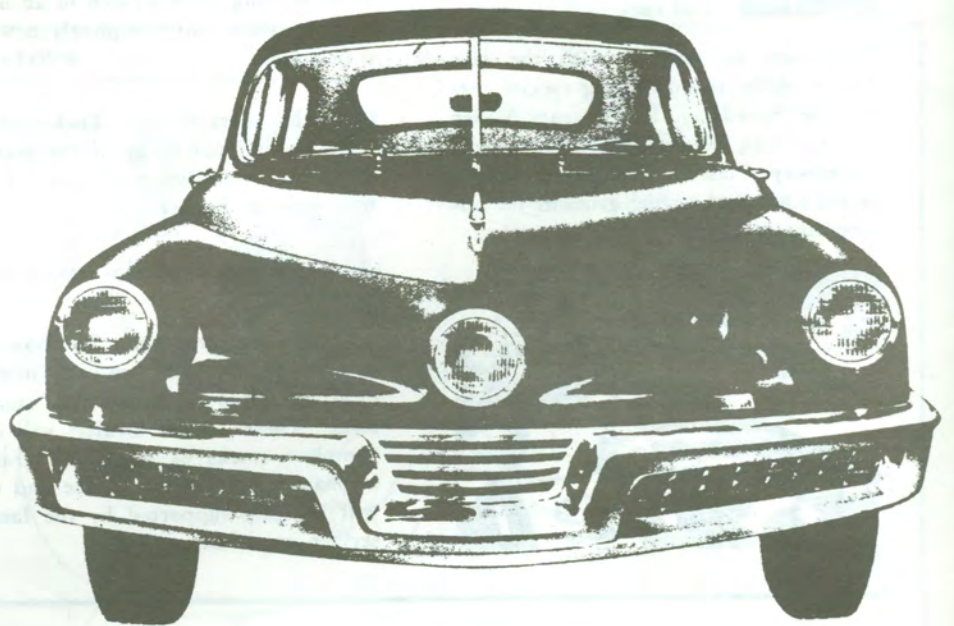
Coming or going, you're one
From the searching, night-
Cyclops Eye headlight to the
engine grill and individual
Tucker is pure joy to own,



The sweeping fender lines, combined with fine-car styling and luxury refinements, give the Tucker a distinction that makes thousands say at a glance, "I won't be satisfied until a Tucker is mine."

FINE CAR STYLING TO COME

of a select company in a Tucker. The time vigilance of the steerable and the sparkling beauty of the rear-lized exhaust pipes below, the to drive, to show your friends.



QUESTIONS & ANSWERS

about the Tucker



Q. Who is Preston Tucker?

A. Preston Tucker is President of the Tucker Corporation and one of the nation's top designers and builders of special cars.

For years he worked with the late Harry Miller in developing special cars for the Speedway. In 15 years Miller Specials won eleven of the Indianapolis Speedway Classics, recognized as the world's greatest testing grounds for automotive progress.



At Indianapolis the pit of the Miller Special was always the center of interest for motor car manufacturers. But many of the features developed by Preston Tucker could not then be produced in mass production factories without scrapping tools and dies worth millions. Now, starting from scratch in an ultra-modern plant, this completely new car is possible.

Over the years Preston Tucker developed and refined many of the features American motorists now get for the first time in Tucker

Q. Where can I obtain service on a Tucker?

A. There are more than 2,000 authorized Tucker Dealers from coast to coast in all principal cities and most smaller ones. These Tucker Dealers will have complete stocks of parts and trained mechanics for Tucker service and they will be fully supported by the factory service organization.

Q. In what plant is the Tucker being built?

A. In the Tucker plant in Chicago, the largest, most modern plant in the world. It was built during the war to turn out B-29 engines. Automotive men laid it out for the most economical production and the government equipped it with the finest tools and machines—it is ideally suited for producing a completely new car.



Q. When and where can I get my Tucker and how much will it cost me?

A. You will be informed—and kept informed—by Tucker advertising in national magazines and your local newspapers, beginning as soon as this information is ready for release.

BUILDING YOUR PEZ DISPLAY STANDS

By Norm Hunt
38 Ward St. Clifton, NJ 07011



1. Buy 36" X 2" X 1/8" strips of balsa wood.
2. Cut 1 strip in half using Exacto knife making two 18" pieces.
3. Take a 2nd strip and cut two pieces, 1 1/2" each for the sides.
4. Using the base of a PEZ (without feet), trace 12 slots on one of the 18" pieces, making sure to evenly space them.
5. Carefully cut out 12 slots using Exacto knife. Note: After cutting each slot, slide PEZ through to check opening and adjust if necessary.
6. Using Elmers Glue, attach the sides (1 1/2" pieces) to the unslotted 18" piece, and let dry 15 minutes.
7. Now attach 18" slotted piece and glue to the tips of the 1 1/2" side pieces.
8. Stain or paint to color of your choosing.

Note: 1/2" straight pins can also be used, along with Elmers Glue, for added strength.

<p style="text-align: center;">FOR SALE:</p> <p>"REVENGE" Of The Jedi Poster \$35.00</p> <p>Burger King magical doll MIB \$12.00</p> <p>Star Wars, Advertising, Coke, Movie Stills, Dolls, Wholesale-Retail.</p> <p style="text-align: center;">Margaret Hydrick 17010 Foothill Blvd. Castro Valley, CA 94546 415-357-5603</p> <p style="text-align: center;">WANTED:</p> <p>The Little Gem Family Printing Outfit made by the Somers Bros of Brooklyn, NY</p> <p style="text-align: center;">Chris Somers</p> <p style="text-align: center;">1470 Bernardo</p> <p style="text-align: center;">Sunnyvale, CA</p> <p style="text-align: center;">94087</p>	<p>BOXTOPS TING</p> <p style="text-align: center;">SHE COULD ALWAYS TELL. THE YEAST MADE DOUGHBOY RISE.</p>	<p style="text-align: center;"><u>IN STOCK FOR</u> <u>IMMEDIATE SHIPMENT!</u></p> <p style="text-align: center;">THE SPORT AMERICANA PRICE GUIDE TO THE NON-SPORTS CARDS Vol. 3, Part 2 1961-1988</p> <p>*Over 500 sets listed alpha- betically! *More than 2800 illustra- tions! *Prices for cards, wrappers, and boxes!</p> <p>Each book signed, numbered and dated by Christopher Benjamin.</p> <p>TO ORDER: Send \$16.50 for each paper-back edition. All books sent the same day in protective envelope via 1st class mail.</p> <p style="text-align: center;">CHRISTOPHER BENJAMIN 2507 BRIARMEAD DR. HOUSTON, TX 77057</p>
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THE REMCO MOVIELAND DRIVE-IN THEATRE

By Greg Anglin

The first drive-in theater opened in New Jersey 55 years ago and the public soon fell in love with them. They offered an inexpensive alternative to the walk-in theaters, especially for family-sized groups. They also offered some privacy for people and made it practical to bring their own snacks with them. While you might think of these as only for the romantic hot-blooded teenager type, not so. A recent survey by the Theater Association of California showed that 72% of the drive-in patrons are young married couples with two or more children.

Although drive-ins are on the decline, especially in cold-weather states where they are not profitable any longer, there are about 2,084 drive-ins in the nation, which is 50% of the peak year of 1958, when there were 4,063 in place.

Which brings us to the topic of this article, the Remco Movieland Drive-In Theater. In 1959 Remco released this toy to the masses of children who were familiar with an outing to their local drive-in movie and who could relate to this toy in a very positive way.

The theater is a 9" X 14" base made of red and yellow plastic and includes a large red plastic and cardboard screen, a projection building, a parking lot with the familiar speaker posts, and several small pressed tin litho cars. It has a changeable marquee with different inserts for different "movies" such as "Have Gun, Will Travel", "Heckle and Jeckle", "Mighty Mouse", etc. What is great about this is the fact that there is a real "projector" in the building which projects filmstrip pictures onto the front screen! These are not movies in the real sense of the word, since it only projects one black and white frame at a time as you manually turn a knob on the building. Obviously, you need a dark room to enjoy the "movies", but the toy could be enjoyed simply as a plaything, regardless of light or dark. The box was a colorful red and blue cardboard container with a nice illustration of the theater on it.



This happens to be a very popular toy with collectors. It appeals to those who specialize in Remco toys, those who collect optical related toy viewers and other optical toys, and to those people who are just "grabbed" by this toy when they see it!

This toy seems to have survived in fairly good numbers, although it is NOT common. This type of toy lent itself to making it convenient to keep in the box, so this must have helped these survive a little better. The price range on this is very wide, with examples selling from \$25.00 to \$150.00. Usually, they are in the \$75.00 range.

Greg Anglin
7410 Farmstead Rd.
Liverpool, NY 13088

In conjunction with the fine article above by Greg Anglin, the Old Variety Store will offer on the following page a look at one drive-in's advertising from 1946. The Starlite Drive-In Theatre was located in Belmont, California. The following excerpts are taken from a fancy gold covered souvenir booklet with paid advertising and well wishes from various community members. The program cover on our front cover is from the same drive-in's program schedule for March and April, 1949, which was mailed to theatre patrons or available in the Starlite Canteen. It also includes a program schedule for the second Starlite Drive-In, located in South San Francisco. Perhaps one of the more interesting inventions developed originally and exclusively by the owners of the Starlite was their "Serve-Mobile", a motorized food cart driven around the parking lot to serve customers who preferred not to leave their cars. Was the open-air Starlite "Serve-Mobile" the forerunner to drive-in restaurant waitresses on roller skates?



27	VAN HEFLIN SUSAN HAYWARD TAP ROOTS THOMAS M. COOK LESLIE BROOKS ROBERT PAIGE BLONDE ICE	28	29	30	31	1	2
			THE CROSBY	HOPE LAMOUR		APRIL ACROW NATION! THE HOOSIER HOT SHOTS SMOKEY RIVER SERENADE PHILIP TERREY JACQUELINE WHITE SEVEN KEYS TO BALDPATE	
			ALSO - George BRENT Joan BLONDELL	The CORPSE CAME C.O.D.			

The first Drive-In Theatre in California and, incidently, the second to be built in the United States, was opened to the public on September 9th, 1934, and was located on Pico and Westwood Blvds., in West Los Angeles.

This Drive-In Theatre was looked upon as an experiment, but the public soon recognized its many advantages, a few of which are - the aged, infirm and shut-ins who find it difficult to walk from a parked car and then negotiate their way through crowded aisles - the couple with young children who have no one with whom to leave the youngsters - the busy housewife who does not have time to change her housedress after dinner dishes are done - the workman who does not have time to change clothes before the show starts - all may come and enjoy the privacy of their car - and many other advantages too numerous to mention.

Screens are now three times larger than the size of the average indoor screen, all distortion is eliminated, the modern projection room is equipped with the latest sound and projection equipment and the individual in-car speakers are the latest R.C.A. development, with volume control on each speaker so patrons may raise or lower the volume to suit their own need.

The ramps are constructed so that each car is at a slight angle to the screen and with a curvative effect and, by moving the car a few inches backward or forward both occupants of the front and rear seats have complete vision of the screen at all times regardless of the make or size of the car.

A Canteen is conveniently located in the rear of the projection booth where confections, sandwiches, hot and cold drinks, ice cream, popcorn, et., are available. In addition our Serve-Mobile unit will be touring the grounds and will come to your car if you place the white menu card against your windshield. Also located in this building and conveniently reached through the center aisle are the rest rooms for both Ladies and Gentlemen.

When you compare this modern equipment and other refinements with that which was first installed in the Pico Drive-In, you will realize the great advancement which has been made in Drive-In Theatres since their inception of twelve years ago and we wish to assure our patrons that if and when better equipment is developed, this Theatre will be among the first to take advantage of these improvements.

We have endeavored to give to the residents of San Mateo County the most modern and best equipped Drive-In Theatre

that has been constructed to date and we pledge ourselves to operate and maintain this Theatre in a manner that will reflect a credit to the community as well as to ourselves.

STARLITE THEATRES CORP.

The "DRIVE-IN" THEATRE is the Family Theatre Our programs are chosen to appeal to Every Member of the family . . . offering complete relaxation and a wealth of entertainment for Young and Old.

Attend the "Drive-In" regularly and take advantage of the many conveniences - bring the kiddies with you.

You can arrive or leave the "Drive-In" at any time. Patrons are not disturbed by others coming in or leaving . . . Here you will find entertainment with a minimum of effort.

You can chat with your family or party of friends, for your car gives you all the advantages of a private box at the theatre for the entire evening. NO PARKING WORRIES.

DEDICATION

The entire staff joins in bidding you welcome and voicing the fond hope that your initial visit will lead to your becoming another of the fast growing legion of Drive-In Theatres fans.

We have spared no expense in building and equipping this Drive-In Theatre in the most modern style and manner so that it may be worthy of the patronage of San Mateo, San Francisco and Santa Clara Counties.

We want you to know that this is YOUR Theatre - operated and maintained for your recreation and enjoyment - for only with your support and patronage can we succeed. To this end we will appreciate your criticism and suggestions and we pledge you our whole-hearted effort.

MAY THE GREATEST PLEASURE OF IT ALL BE YOURS.

Starlite Theatres Corporation
James B. Howell, Jr., President

YOUR SERVE-MOBILE

This modern conveyance has been developed by the Starlite Theatres Corp. for the express purpose of serving the patrons of this Theatre.

It's operator will stop at your car if you so indicate by placing the white menu card against your windshield.

Without leaving the privacy of your own car you will be served hot dogs, fresh hot popcorn, cold beverages and ice cream bars.

This service is an original and exclusive service of the STARLITE THEATRE.

HERSHEY'S
REESE'S
PIECES
E.T.'S
FAVORITE
CANDY



Steven Spielberg's *E.T.* opened to audiences on June 11th, 1982. It set the box office record at \$322 million. Following right behind the record-breaking ticket sales was Hershey's Reese's pieces - "E.T.'s Favorite Candy". The candy soared in popularity and broke records as well. Here we look at the candy promotion and premiums from 1982 (offers ended December 31st, 1982).

To the left is the 68" tall cardboard store display promoting the E.T. T-Shirt and E.T. Poster, each free with 5 ½lb. proofs of purchase. The E.T. portion of the display is removable so a Hershey's Chocolate backer can be put in its place.

Above is the store promotional poster offering the T-Shirt and Poster. The two-sided ceiling sign to its right makes "Two E.T. Sticker Offers". A. "E.T. Sticker when you buy one bag of Reese's pieces at our candy counter." That would be "The Theatre Sticker", shown to the left of Elliot on the T Shirt below. B. Mail-in offer for 3 sets of 4 "E.T. Action Shots", available for 5 wrappers of 1.45 oz. or 1.75

oz. Reese's pieces per set of 4 stickers (15 wrappers for the entire 3 sets). The 3 sets (12 stickers) are laying on the T-Shirt below. In our opinion "The Theatre Sticker" should be added to The Sport Americana Price Guide To The Non-Sports Cards because it was a true premium in that it was only available at movie theatre candy counters at the cost of one wrapper. From the above it may be plainly seen that there were two distinct sticker offers. Below the ceiling sign is a small "take-one" certificate holder for ordering E.T. Action Shots sticker sets. The other piece is a counter card advertising the T-Shirt and the Poster.

The U.S. PEZ branch could not do a major E.T. tie-in (E.T. could only have one favorite candy!), but they did stick little notes in their blister packs which said: "PEZ YOU HEARD ABOUT IT IN E.T.". PEZ obtained better rights in Europe, so we have included an example of a PEZ candy pack with an official E.T./PEZ badge found in Spain.



Topps did the E.T. plastic candy container.

Steve Powers





PREMIUM WATCH

Premium notices wanted for this column. If you have not been able to find an order form from a particular premium listed below, we suggest you call or write the company. Dial 1-800-555-1212 to find out if a company has a toll free number. When all else fails send the OVS a SASE and .15¢ per premium notice and we will send you a photo copy. Money refunded if not. FI means "free inside" when the premium is inside or part of the packaging.

Alka-Seltzer

B-B-Q Apron 12/31/88

Apple Jacks

Rocket Bubble Blaster FI

Banquet Chicken

Bill Dance Family Fishing Guide
12/31/88

Beatrice/Hunt-Wesson/Philips

Olympic Team Poster/Pin Set

Campbell's Soups

Plastic Kids Dolls, Ornament 1/31/89

Cap'n Crunch

Dinosaur Spoon FI

Cheerios

Personalized Sports Bag

Chef Boyardee

Major League Baseball Player Cards
FI; Matchbox School Bus 8/31/89

Chex Snack Mix

Pencil Box

Cocoa Pepples

Dinosaur Coin FI

Copenhagen Tobacco

Cap 12/31/88

Del Monte

Plush Yumkins 12/31/88

Diaparene Wash Cloths

24" Inflatable Doll 11/30/88

Dixie Cups

Mickey Mouse Pop-Up Bathroom Cup
Dispenser and Accessories

Donald Duck Orange Juice

DuckTales Backpack

Dow Bathroom Cleaners

Scrubbing Bubbles Comic & Activity
Coloring Book 11/30/88

Dry Idea Deodorant 4

Sweat Shirt 12/31/88

Eckrich

Dinosaur Gifts 3/31/89

Everready Batteries

Battery Message Center 9/30/89

Flintstones Vitamins

Plush Dino 9/30/89

Freshlike Vegetables

3 new plush Freshlike Friends 12/31/88

Frosted Flakes

Frisbee FI

Gold Medal Flour

Alpha-Bakery Children's Cookbook
9/30/89

Granger Tobacco

Belt Buckle 12/31/88

Hawaiian Punch

Punchy Bike Reflectors

Herr's Snacks

Plush Chipper the Chipmunk

Hershey's Chocolate

Storage tin, Mug, Sweatshirt;
Ornament 11/11/88

Hungry Jack

Plastic Pitcher & Glass Set 12/31/88

Jerky Treat

Holiday Feeding Mat 12/31/88

Kahlua & Cream

Pitcher Mug/T-Shirt/Sweatshirt 12/31/88

Kellogg's

Little Red Schoolhouse cardboard
playhouse 10/31/89

Kilpatrick's Bread

IronKids Reflective Safety Gear
12/31/88

Lyso

Utility Bag 8/31/89

Mazola

Salute to the Olympians Audio
Cassette 11/30/88

Minute Maid

3 cloisonne Olympic Games Pins 12/30/88

M & M's

Painter's Cap/Shirt 6/30/89

Ocean Spray Juice

Commemorative Circus Posters

Oh's Cereal

Willow Book & Cassette

Oreo Cookies

Presidents Posters 11/30/88

Ovaltine

Shaker Cup 1/31/89

Panadol

Plush Pandly Bear 2/28/89

Peter Paul Candies

Support the Kids comics poster
12/31/88

Pillsbury

Doughboy Wake Up Club 5/31/89
Sweatshirt 11/15/88

Quaker Oats

Microwave Bowl 3/31/89

Rice Krispies

Bogkins Stamps FI

Sara Lee

Plush Bagel Bear 11/30/88

Seven-Up

Cloth Spot-In-A-Can Toy 12/31/88

Sparkel Crest

Sparkle Phone 11/20/88

Sundance Juice

Cycling Jersey

Super Golden Crisp

Adventure Figures (7) FI

Stay Trim Gum

Designer Top 3/1/89

Tang Juice

5 Mouth Stickers FI

Tetley Tea

Canister 6/30/89

Triaminic Syrup

Kid Safe Video

Welch's Juice

Can-shaped radio 3/31/89

THE OLD VARIETY STORE BOOK AND SALES DEPARTMENT

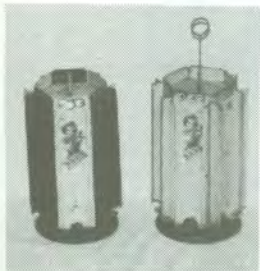
CALIFORNIA CRAZY: ROADSIDE VERNACULAR ARCHITECTURE by Jim Heimann and Rip Georges. \$9.95 (CA residents please add .65¢ tax)

THE FIFTIES & SIXTIES LUNCHBOX by Scott Bruce. New! Shipment expected any day now! \$14.95 (CA residents please add .97¢ tax)

GOOGIE: FIFTIES COFFEE SHOP ARCHITECTURE by Alan Hess. \$14.95. (CA residents please add .97¢ tax)

TRADEMARKS OF THE '40s & '50s by Eric Baker and Tyler Blik. \$12.95 (CA residents please add .84¢ tax)

POSTAGE PER BOOK: \$1.25



FOR SALE: Two 1950s rotating tin PEZ Candy counter racks. Because of surface rust spots I would conservatively grade their condition from poor to good. However, displayable and terrific companion pieces to any PEZ or advertising collections. \$75.00 each or both for \$145.00. Please add \$3.75 for postage and handling. (CA resident please add 6½% tax)



FOR SALE!

ORIGINAL FULL COLOR PRINTER'S PROOFS FROM MCDONALD'S HAPPY MEAL BOXES!

We are pleased to offer these original printer's proofs in gorgeous color - perhaps the finest McDonald's collectibles we have offered to date. They measure approximately 15½" x 25", give or take an inch depending upon the individual sheet. They are printed on very heavy paper stock, and were used to confirm box colors prior to printing. As far as we know, these are the only proofs from the boxes listed below that will ever become available and are certainly normally impossible to obtain at all. Take advantage of these low prices now on a collectible that is certain to rise in value. We only have one set each of the six sets listed below and we will not break up a set. Referring to the above picture, you will notice that the lower right corner of the DuckTales box has been trimmed. This is because in some cases (noted on the list) two boxes were printed on a sheet, with one being upside down and the same corner tab inside the slot from which it is trimmed from. A great selection of popular TV and movie characters - order your set today! (By set we mean that each box in a set is different from the others in a the set.)

1. 1986 AN AMERICAN TALE Two for \$35.00. 2. 1986 MUPPET BABIES Four for \$50.00. 3. 1986 winter BERENSTAIN BEARS The two winter boxes were test-market only and did not receive national or continued distribution. With these two are the national-market BERENSTAIN BEARS boxes - four that are trimmed. All six for \$75.00. 4. 1987 Disney's DUCKTALES Four trimmed for \$60.00. 5. 1987 THE REAL GHOSTBUSTERS Four for \$50.00. 6. 1987 DISNEY'S FAVORITES Two for \$40.00. Please add \$5.00 to cover postage and professional packing of each set. 6½% tax to CA residents.

CHECKS PAYABLE TO: POWERS MEDIA, 121 Codo St., Moss Beach, CA 94038 (415) 728-5851

PEZ WANTED from the U.S. list: Santa (full-figure head), Cowboy, Pineapple, Die cut Casper and Easter Bunny, Dopey, 1st Jiminy Cricket, Mary Poppins, Thumper, Zorro A, Witch A, Olive Oyl, Bride, Groom, Sailor, Cocoa Marsh Spaceman, video PEZ Pal Boy, 1970s Gun, Silver Helmet Astronaut, and any Regular. Need to upgrade Knight, Golden Glow, and Peter Pan and need many other non-U.S. PEZ such as Winnie the Pooh, Chip, etc., plus any and all dispenser stands, advertising pieces, paper items, etc.

PEZ FOR TRADE: Baloo, Baseball Glove, Brutus, Casper, Fireman, Pilot, Cockatoo, Gorilla, Capt. America, Angel, Scrooge McDuck, Speedy Gonzales, Dumbo, Rooster, Annie, 4th Series Popeye w/pipe, Policeman, Penguin (in package), Roar the Lion, Panda, Lamb Whistle, Lion, and Silly Clown B. Will trade dispenser for dispenser or my dispenser for your ad piece/paper item, etc.

WANTED! BIG CARDBOARD TOYS - especially Polaris Nuclear Sub, the Tank, and any other generic or licensed store or business name play house.

Licensed name brand toy or model restaurants - especially McDonald's and Sears Big Shopping Center Playset. Other name brand toy buildings too.

Postcards and paper memorabilia advertising or picturing fast food restaurants, '50s coffee shops, and giant object buildings.

Pedal car-size gas pumps, road signs, accessories, etc.

Always interested in buying any toys, premiums, model kits, ad characters, etc. for our auctions.

Steve Powers

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

THE OLD VARIETY STORE CLASSIFIED AD DEPARTMENT

ADVERTISING WANTED

Wanted: Hardee's California Raisins, and promotional material for raisin promotion.

Greg Fitz
25 Bard's Walkway
Willowdale, ON Canada M2J4T8

WANTED: Bob's Big Boy, Renwal, or McDonald's premiums. Write to:

Steve Soelberg
29126 Laro Dr.
Agoura Hills, CA 91301

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

MISCELLANEOUS FOR SALE

Nostalgia for sale, Plastic Soldiers, Comic Books, Non-Sports Cards, Baseball Cards, Old Board Games, Antique Coloring Books, Beatle and Monkee stuff and more. Soldiers like: 8 Marx Japanese WWII-\$20.00, 23 Knights (various makes) and one horse-\$23.00, 6 Knights of the Round Table (lead), handpainted-\$35.00 a set. Herald #7809 Horse Guards, MIB, 2 sentry boxes, 18 soldiers, 4 horses-\$60.00. Comic Books like: I Spy #3, 1967-\$12.00. Rawhide #1160, April 1960-\$39.00. Incredible Hulk, #2, July 1962-\$120.00. Non-Sports Cards like: 29 Batman Cards, Topps, 1966-\$39.00. Monkee Cards, Set B, complete plus one wrapper-\$19.00. Partridge Family Cards, 1973, 173 for \$45.00. Baseball Cards like: 1988 Topps Set-\$20.00. The Mantle Rookie (1951 Bowman) VG to VG-EX-\$2.500. Old Board Games like: Rin Tin Tin, Transogram, 1955-\$40.00. Dogfight, M-B, 1963-\$30.00. Battle Cry, M-B, 1962-\$35.00. Cowboy Round-Up, Parker, 1952-\$25.00. Marx Pinball Baseball, circa late '50s, (small), -\$15.00. Mag-Powr Baseball, 1959, huge-\$70.00. Please note: Call on complete list of Baseball cards and Comic Books. Everything else is available on our list. Send \$1.00 to OF DICE AND MEN, 161 Belmont Street, Carbondale, PA 18407, or call anytime 717-282-3503, if you can tolerate an answering machine. We will return your call.

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

COLLECTOR GLASS NEWS - Quarterly publication on glasses from fast-food restaurants and food products. Sample issue available for a 25 cent stamp.

Collector Glass News
P O Box 308
Slippery Rock, PA 16057

MISCELLANEOUS WANTED

BUYING Marx toys, especially playsets, such as Fort Apache, etc. Want partial or complete sets. Also want any space toys or missile launchers or space playsets by any manufacturer. Also buying cardboard toys in orig. boxes.

Greg Anglin
7410 Farmstead Rd.
Liverpool, NY 13088
(315) 457-5891

Radio premiums wanted: Rings, manuals, decoders, pinback buttons, etc., from Buck Rogers, Captain Midnight, Orphan Annie, Flash Gordon, etc.

Ed Pragler
Box 284,V
Wharton, NJ 07885
PH 201-875-8293

MARVEL/DC Fan Club kits, items. Super Hero animation on VHS video. Also independent mini comics. Please put me on your mailing list.

Charles Kline
P O Box 791
Cleveland, MS 38732

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

MISCELLANEOUS WANTED

CAPTAIN MIDNIGHT comic wanted. Send xerox and price with SASE. Autographs bought and sold. Send xerox of one's you have with SASE for offer. Celebrity address book and autographs for sale. Send \$1.00 for catalog.

Thomas Burford Ltd.
20 Sunnyside Ave., Ste. A241
Mill Valley, CA 94941

PEZ FOR SALE/TRADE

Auction Rules: Mail or phone in bids. Best time to receive phone bids is between six and nine p.m. PST and on weekends. After the minimum bid, bids will be raised by \$1.00. On Nov. 12th the closing night of the sale, I will take phone bids until eight p.m. PST. Winning bids will be notified by mail, at that time payment is due including postage. Minimum bid is indicated in parentheses. Bonnie Boone, 6754 Hedgewood Dr., Sacramento, CA 95842 (916) 332-2376 Scrooge McDuck 4th A (5) Tom 4th HK (5) Road Runner 4th A (5) Jerry 4th HK (5) Dumbo gray face/red hat 2nd A (8) Angel 2nd A (8) Thumper 4th YU (5) Circus Lion 2nd A (8) Barney Bear A (8) Speedy Gonzales 4th HK (5) Panda A (5) Rudolf 4th A (8) Policeman 2nd A (8) Foghorn Leghorn 1st A (8) Henery Hawk 4th A (8) Petunya Pig 4th A (8) soft-head Joker 3rd USA (8) whistles - Duck 1st A (8) Lamb 1st (8) Rooster 2nd (8) Donkey 4th A (5) Dog 4th A (5) Pig 4th A (5)

Wanted: red felt-covered PEZ stands. Available for trade: PEZ from Europe - some never sold in the U.S. (Smurfs, whistles, MGM characters and many others), U.S. PEZ on old holiday blister packs in Christmas tree, pumpkin and Easter basket shapes.

Bill Masters
1100 E St.
Sacramento, CA 95814

PEZ WANTED

WANTED: Disney PEZ plus Doctor, Nurse, Bride, Groom, Frankenstein, Popeye, Peter PEZ, Olive Oyl, Casper.

Denise Walker
436 Ross St.
Glendale, CA 91207

Batman enthusiast bitten by PEZ bug! Solely interested in buying PEZ (especially Bat villains). Select Batman items to trade for PEZ, if interested.

Lucinda Morrison
41 Perry St. #4D
New York, NY 10014

WANTED: Cereal premiums from inside the box. 1960-present. Buying any and all, esp. Trix Rabbit, Bullwinkle premiums. Please contact:

Jon Anderson
2303 31st St. NW. #107
New Brighton, MN 55112
(612) 639-0727 Also trade.

OVS CALIFORNIA CRAZY CONTEST ANSWER:

The movie: Who Framed Roger Rabbit
The building: Giant Accordion (Theodore School of Music, San Francisco, page 32, California Crazy.)

PREMIUM WATCH CONTINUED:

The following companies are offering 1989 calendars: Armour Hot Dogs 1/31/89; Campbell's Soups 1/31/89; Chun King 12/31/88; Clairol 12/31/88; Colgate Toothpaste 12/31/88; Hillshire Farm Products 12/31/88; Meaty Bone 2/89; Mighty Dog 9/30/89; Nine Lives/Morris 3/31/89; Quaker Oats 3/31/89.

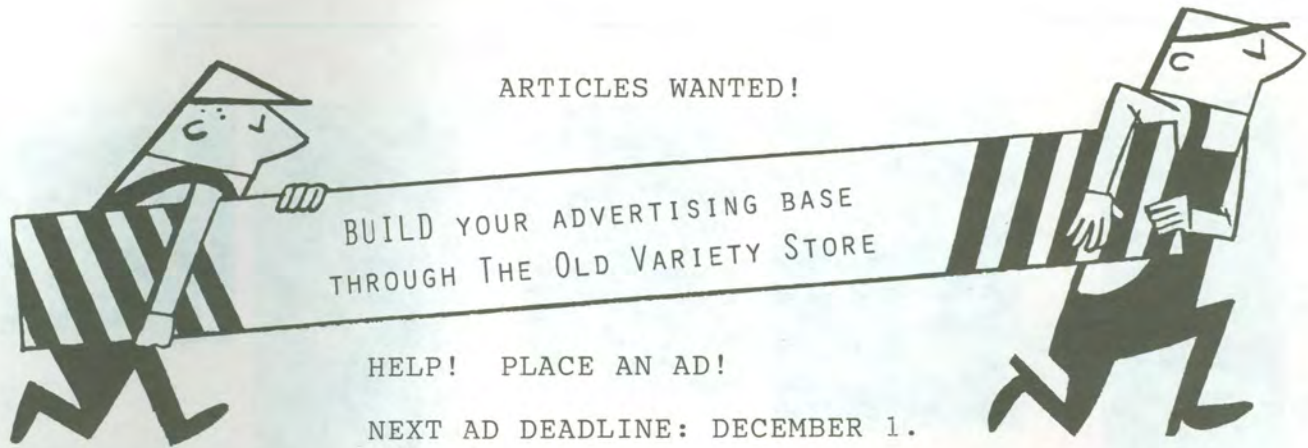
NEW PRICE GUIDE!
CONTEMPORARY FAST-FOOD AND DRINKING GLASS COLLECTIBLES

The first comprehensive identification and price guide for glasses from fast-food restaurants and food products. Over 400 B&W and color photographs of glass sets with extensive descriptions and pricing information. Coverage includes: McDonald's, Pepsi, Coke, Disney, Davy Crockett, Burger King, Arby's, Welch's, 7UP, Super Heroes and many, many more.

Send \$16.95 (postage paid) to:

Collector Glass News,
PO Box 308V,
Slippery Rock, PA 16057.

(Pennsylvania Residents add 6% Sales Tax)



ARTICLES WANTED!

BUILD YOUR ADVERTISING BASE
THROUGH THE OLD VARIETY STORE

HELP! PLACE AN AD!

NEXT AD DEADLINE: DECEMBER 1.

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. Send LSASE for index to back issues.

CLASSIFIED ADVERTISING IN THE TREE HOUSE: .05¢ per word; .10¢ per underlined word;
.15¢ per **BOLD PRINT** word. \$1.00 minimum.

<u>DISPLAY ADVERTISING RATES:</u>	(Camera Ready)	(Rough Copy)
1/6 Page (2½W X 5"H)	\$7.00	\$10.00
1/4 Page (3 ¾"W X 5"H)	\$12.00	\$15.00
1/2 Page (7½"W X 5"H <u>or</u> 3 ¾" 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.

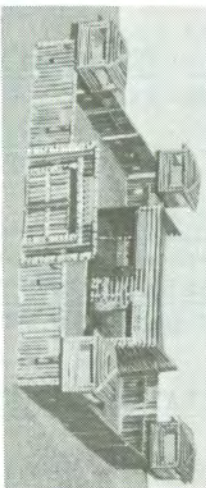
MAKES CHECKS PAYABLE TO POWERS MEDIA, 121 Codo St., Moss Beach, CA 94038

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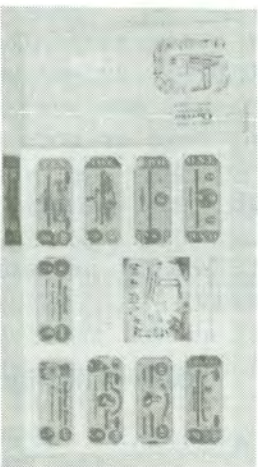


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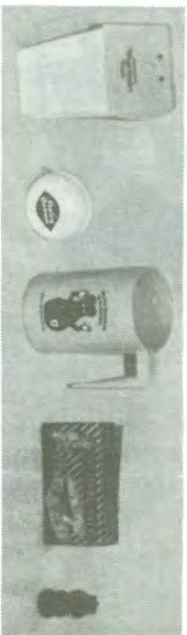
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THE OLD VARIETY STORE
 121 CODD ST.
 MOSS BEACH, CA
 94038 U.S.A.

If box is checked your subscription expires with this issue.



19



21



23



24



20



22