



Maria Straus

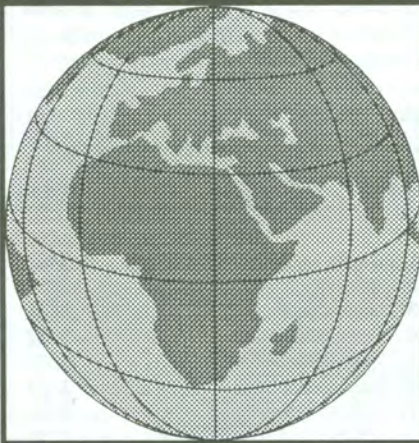
A Bit of PEZ History

Eduard Haas IV was born in 1921. From very early on, he was dedicated to the business founded by his father. He is still today the head of the gigantic Haas corporation.

As a young man, he served his country during World War II. When he returned home after the war, he was a very determined and energetic young man in his mid-twenties. Devastation was everywhere in evidence. It was a real challenging adventure to go through the process of reconstruction.

Those of us who can remember the ration cards of the 1940s can certainly appreciate the efforts of the Haas family, and especially Eduard IV.

Even as chaos lay all around, Eduard Haas worked very hard to get the Haas factories back into production. He had a talent for organization and business tactics. He managed to obtain a supply of raw materials. He took charge of the



The Plastic Candy Dispenser Newsletter

worker-management relations.

When the peppermint candy, PEZ was once again available at the market, it meant so much more than just a candy. For many people this "TASTE OF PFEFFERMINZ" signified the beginning of PEACETIME and hope for the future. If this little sweet could be resurrected after the ravages of war, then maybe other parts of life would return to normal.

Mr. Haas took his products from market to market so that consumers could purchase, and his factories could produce. By 1952, with the invention of the handy hygienic PEZ dispensers, the products gradually became a WORLD-WIDE commodity.

By 1966, about 370 million were sold all over the world. Of that number, about 200 million were

produced in the United States.

What a great success story! We hope that Mr. Haas is feeling very proud of his accomplishments. His little candy dispenser has provided wages for many workers, and a quality product for consumers. Also, his PEZ has provided endless hours of fun for all of us avid collectors.

Maryann Kennedy

The First Annual National Pez Collectors Convention

The First Annual National PEZ Collectors Convention is now history and what history!!! PEZzers arrived from all over the U.S.--some on Thursday night, some on Friday and more on Saturday. Talk about PEZmania--WOW. We arrived in St Louis on Wednesday night (we weren't eager--just didn't know how long it would take to get there--ha).



Welcome to Volume 1 Issue 4

All back issues of *The Plastic Candy Dispenser Newsletter* and *Positively PEZ* are sold out.

If you are an expert in any facet of PEZ collectibles, i.e., advertising, clickers, costumes, header cards, non-PEZ dispensers, etc., please take the time to write an article for those of use who are novices in the world of PEZ collectibles.

To be featured in "Collectors Spotlight," send me a picture of yourself and a small bibliography of your PEZ collecting memories.

The date to the right of your name is the last issue you will receive (i.e., SEP 93); this means the last issue you will receive is the September/October Issue of 1993.

The record for subscription request for 1993 was set on May 17, with 14 new subscribers added that day.

Maryann Kennedy

Maryann has an advertising sheet showing Bambi as a PEZ character, now all we need is a sheet advertising Rudolph. She also mentioned that the front cover of Issue 3 was the cover of an advertising brochure introducing grape flavored PEZ.

Indianapolis, IN

Of 108 Flintstone PEZ at a local Woolworth, only 9 were Barney. (I'm told that Dino is being mistaken for Barney the Dinosaur in California.)

At the 4 local Toys-R-Us in town, I found a total of 6 Peter PEZs. I bought one and went back the following day to pick some up for friends and found that the remaining 5 were already gone!

Shawn Peterson

The 500 piece Hallmark puzzle will be shipped to retail stores on August 1st. It is a square puzzle with the dimensions of 20" x 20". The dispensers used were loaned to Hallmark from PEZ Candy, Inc. They didn't use any characters like Bugs Bunny or Tweety, to avoid licensing problems that might arise (that is what happened to the PEZ puzzle made by Ceaco in 1991.).

John LaSpina

PEZ AUCTION #2

1. Obelix	\$483
2. Asterix	\$439
3. Vucko Wolf	\$531
4. Pony (pink)	\$484
5. Psychedelic Flower	\$353
6. Pony (blue)	\$ 74
7. Owl Whistle	\$585
8. Cowboy (olive green hat)	\$293
9. Cool Cat	\$133
10. Peter PEZ 1993 (kosher package)	\$ 5
11. Arithmetic (tan damaged)	\$ 55
12. Arithmetic (blue)	\$200
13. Arithmetic (green)	\$242
14. Arithmetic (red)	\$220
15. Arithmetic (yellow)	\$385
16. Disposable Regular	\$440
17. Box Regular	\$333
18. US Zone Regular (blue)	\$177
19. Regular (transparent)	\$363
20. Golden Glow	\$ 77
21. Golden Glow	\$ 73
22. Candy Shooter (blue)	\$389
23. Rooster (green)	\$ 88
24. Goofy (purplish)	\$ 45
25. Boy w/Hat	\$146
26. Football Player w/plastic stripe (blue)	\$132
27. Witch (green hat)	\$ 87
28. Witch (yellow hat)	\$ 94
29. WORLDS FAIR	\$974
30. LIONS CLUB Lion	\$857
31. Coin	(NB)
32. PEZ Knife	\$ 57
33. PEZ Wooden Pen	\$ 61
34. Tin Box	\$200
35. Golden Grape Candy	(NB)
36. Anise Candy Box	(NB)
37. Spook Plaster Mock Up	(NB)
38. Vamp Plaster Mock Up	\$100
39. Air Spirit Plaster Mock Up	(NB)
40. Scarewolf Plaster Mock Up	(NB)
41. Diabolic Plaster Mock Up	(NB)
42. Zombie Plaster Mock Up	(NB)
43. PEZ 45 rpm Record	\$175
44. PEZ Ghoul Mask	\$225
45. PEZ Vending Machine Flyer	\$110
46. PEZ Vending Machine Paper Inserts (10)	\$177
47. Disney Header Card	\$ 22
48. PEZ Pal Header Card	\$ 29
49. PEZ Employees Manual	\$130
50. PEZ Napkin	\$ 34
51. 1950s Space Gun Permit	\$ 20
52. Pentagon Stand #1	\$ 63
53. Pentagon Stand #2	\$ 63
54. PEZ Table Mat	\$ 61
55. PEZ Photographs (10)	\$ 50

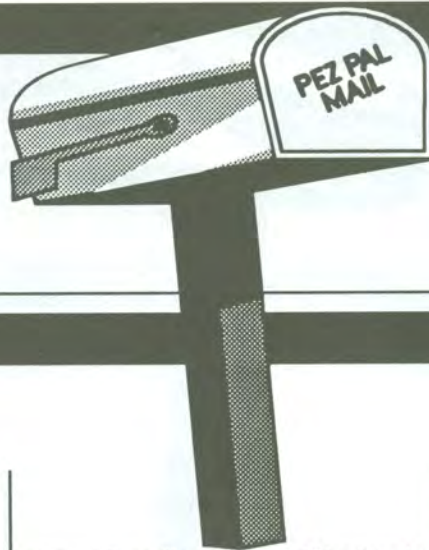
(NB) - denotes No Bid

I am accepting
consignments for
PEZ Auction #3.

JOHN LASPINA
57 OAKLEY DR
KENDALL PARK, NJ 08824
(908) 821-0239

Positively PEZ is published bimonthly by Crystal & Larry LaFoe. Single issue price is \$3.00. Yearly subscription rate is \$18.00 in the United States and Canada. Overseas: \$24.00 (U.S. funds). All subscribers are entitled to a free 100 word classified ad in every issue. Display ad rates: \$20.00 for a full page, \$10.00 for a half page and \$5.00 for a quarter page. Next deadline: August 15. Preference will be given to written articles first, then display ads on a first come first served basis. NO reservations for display ads. I reserve the right to refuse advertising. Please make check or money order payable to: Larry LaFoe at: 3851 Gable Lane Dr #513, Indianapolis, IN 46208. Phone (317) 328-7997

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PEZ Pal Mail - Part One

Dear Mr McWhinnie
 May 13, 1993
 Please excuse this hastily written note, but I just received my May *Toy Shop* magazine and opened to the PEZ page! I was very disturbed to see the attached ad for a Hitler PEZ from a Mr. Duane Dimock.

I am a High School Librarian and have been reading several articles on the Holocaust Museum opening in Washington, D.C. and this PEZ ad made me so angry that I am writing to you in regards to it. PEZ has long been a very special collectible of mine. They are whimsical, humorous and just neat little critters to collect in general. I do not think you or your good name should or would want to be associated with this garbage.

I would appreciate a response to this letter so that I know my concerns have reached you. It is not that often that I am angered as to put my concerns on paper. Therefore, your attention to this matter is greatly appreciated.

Sincerely yours, **KATHLEEN EOVIINO**

Dear Ms. Eovino:

May 18, 1993

Thank you for your letter of May 13, 1993 regarding the "HITLER PEZ" advertisement in THE TOY SHOP publication.

We of course agree with you 100% and wish to assure you that we have taken appropriate legal measures.

Thanks again for your interest in PEZ.

Sincerely, **SCOTT MCWHINNIE**

Larry,

Thanks so much for your dedication with this newsletter. It's informative and will help to further PEZ as a collectible. I've been collecting PEZ for 23 years, but unfortunately not as an "informed" collector. I just liked them. Every time I saw one in a store, I bought it. I wasn't into color variations, just shapes. Also, I only bought one of each. I would take them out of the bag, devour the candy and throw the dispenser in a box. About once a year a

conversation with a friend would lead me to bring the box out and display my unusual hobby to my amazed friend. He or she would go to touch one, usually knock it over, causing all the rest to fall over like dominoes. Then I'd shove them back in the box to hibernate for another year.

During my training as a psychotherapist I was in therapy myself. Back then therapy focused on uncovering unconscious conflicts which was often expressed symbolically. My psychiatrist was always puzzled by my PEZ collection and was unable to find the symbolic reason for this hobby. I thought I should write him and respond to his now 15 year old question with, "They're worth \$6,000! How's that for a reason!"

At any rate, about 1-1/2 years ago, my friend Michael (who collects everything) said, "You know Larry, I think these are worth

something." Well that rekindled my desire and we both pursued "informed" collecting. I went to my first toy collectible show and found out that there were PEZ heads I never knew existed. There was new PEZ currently being sold and there was old PEZ I could buy. I was addicted. I

now have about 225 different PEZ that I display in my living room. Sometimes I sit and stare at them wondering, wishing, and predicting which ones I will get next. I call in my 8-year-old daughter, Jade, and say to her, "You know, honey, someday this will all be yours!"

LARRY SILVEIRA

Larry,

Does the PEZ Company make cherry flavor candy in other countries? Because I recently purchased some Canadian PEZ dispensers and they have cherry flavor candy in it.

IRENE SABO

Yes, PEZ-Haas in Vienna, Austria, still packages cherry-flavored PEZ with their dispensers, and is available in every country, that sells PEZ, except the United States.

(Continued on page 4)





PEZ Pal Mail - Part Two

Larry, Which specific comics contain PEZ comic ads and foldouts? I have found them in Jan & Feb '81. Do you know of other specific issues, details, etc. Please let me know. Thanks!

JERRY HAYHURST

If you know of any specific comics, magazines, etc., that have ads and/or foldouts, please drop me a line and I will print a comprehensive list in a future issue.

Larry,

Many thanks for the PEZ candy dispenser checklist that you have published and updated in the first few issues of "Positively PEZ." It's very handy to have a concise 1-page list and I carry mine with me at all times.

It would be very helpful, however, if in the next issue (July/August) issue of the newsletter you could devote an article to an explanation of some of your nomenclature that differs from/updates that in David Welch's guide. Specifically, could you please explain (and provide a photo whenever possible) of:

(Christmas)

- the difference between Angel A and Angel B. **Angel A has painted eyes while Angel B has removable eyes.**

- the difference between Rudolph and Bambi. **Rudolph has a red nose while Bambi has a brown nose. Note: Maryann Kennedy and Lew Caldarola have dispensers with the Disney copyright on their head, those dispensers are Bambi regardless of their nose color.**

(Circus)

- is Mimic the Monkey the same as Monkey with Ball Cap? **Yes**
- is Roar the Lion the same as Lion with Crown? **Yes**

(Disney)

- the difference between Duck Child and Huey, Dewey and Louie (does duck child

refer to the earlier version of the duck nephews and was this available in only one color?) I can't answer your first question because it happens to be question #7 of Charlie Butt's PEZ Trivia on page 6 (wouldn't want to spoil the fun). As for the Duck Child, it was available with a green hat or a blue hat.

- the distinction among Goofy A, B, C and D. **Goofy A has removable teeth pointing downward, Goofy B has removable teeth that are pointing downward and a removable nose, Goofy D has a larger hat and teeth pointing sideways.**

- the distinction among Mickey Mouse A, B, C, D and E. **Mickey Mouse A has a die-cut face, Mickey Mouse B has a painted face, Mickey Mouse C has a removable nose, Mickey Mouse D is similar to C but without a removable nose and Mickey Mouse E is the current issue (larger face and larger nose).**

- the distinction among Pluto A, B and C. **Pluto A has separate ear pieces with a rounded head, Pluto B has separate ear pieces with a flat head and Pluto C has painted ears.**

- the difference between Scrooge McDuck A and B. **The easiest way to tell the difference is Scrooge McDuck A has an open beak while Scrooge McDuck B does not.**

- the difference between Zorro A and B. **Zorro A's mask follows the curvature of his nose while the bottom of Zorro B's mask is in a straight line.**

(Easter)

- why do you not list Bunny C on your list as Welch does in his book? **There is still some confusion as to whether Bunny C is a true dispenser or the head of Bunny Die-Cut on a non-Die-Cut stem.**

- what is Duckie? **Duck with Flower? Yes**

(Halloween)

- the difference between Pumpkin A and B. **Pumpkin A has a cut-out face with an orange stem as part of his head while Pumpkin B has a painted face, but instead of a stem atop his head he has a**

green patch.

- the difference between Dr. Skull A and B. **Dr. Skull A has a somewhat smaller head and uses a black piece of plastic inside his head to make his eyes appear black while Dr. Skull B has a larger head with painted eyes.**

(Kooky Zoo)

- the difference between Panda A and B. **Panda A has separate pieces for his eyes while Panda B has his eyes painted.**

(MGM)

- the difference between Droopy Dog A and B. **Droopy Dog A has separate pieces for his ears while Droopy Dog B has his ears painted on the side of his head.**

- I understand that Tom and Jerry Version A is a one-piece painted face, while Version B has multiple parts. Yet you also list a "Jerry C." What is the difference between Jerry Versions B and C? **Jerry B has a removable snout while Jerry C has a removable snout as well as a removable inner ear.**

- what is Muscle Mouse (Tuffy) and how does Version A differ from Version B? **Tuffy is identical to Jerry but with a gray head and coincidentally is Jerry's cousin (thus the similarities). Version A has a removable snout while Version B has a removable snout as well as a removable inner ear.**

- are Spike and Tyke Version's A multiple piece heads and Version B's single piece painted heads? **No, Version A has painted eyes while Version B has decal eyes and painted whiskers.**

(Peanuts)

- what does Charlie Brown with eyes closed look like and how does he differ from the other Charlies? (i.e., when the eyes on all of these characters are single dots how do you determine if the eye is closed or open?) **Charlie Brown w/Eyes Closed has two slanted eyebrows with no black dots for his eyes.**

- the difference between Woodstock with Feathers and Woodstock. **Woodstock w/Feathers has black lines painted on all of his feathers.**

(Continued on page 21)

Christie's Auction

Sue Sternfeld

Christie's Auction June 19, 1993

- Lot 70 - Licensed Characters (PIF the Wonder Dog, Popeye B, Tom, Jerry, Smurf, Papa Smurf, Garfield, Arlene, Nermal and Gonzo) \$200.00
- Lot 71 - Circus (Big Top Elephant, Clown w/Chin, Clown w/Collar, Little Lion, Mimic the Monkey, Monkey Sailor and Pony-Go-Round) \$380.00
- Lot 72 - Kooky Zoo (yellow Cockatoo w/red beak, green Cockatoo, w/yellow beak, Cow A w/blue face, Raven, green Yappy Dog, orange Yappy Dog and Panda A) \$300.00
- Lot 73 - Bicentennials (Betsy Ross, Wounded Soldier, Indian Chief w/blue feathers and Indian Chief w/all white feathers) \$300.00
- Lot 74 - Holidays (Rudolph, Angel A, Santa C, Snowman A, Bunny w/Fat Ears, purple Chick in Egg, blue Chick in Egg, red Chick in Egg, Duckie (MIP), Lamb, Rooster w/yellow head, Rooster w/white head, orange Octopus, black Octopus, Dr Skull A, Mr Ugly and 3-piece Witch) \$300.00
- Lot 75 - PEZ Pals (Boy w/Cap, Maharajah, Pirate and Shiek) \$280.00
- Lot 76 - Super Heroes (Batgirl (MIP), Captain America (MIP), dark green Hulk A, lime green Hulk A, Penguin (MIP) and Spiderman A) \$300.00
- Lot 77 - Merry Music Makers (Camel, Dog, Donkey, Duck, Frog, Monkey, Parrot, Penguin and Rooster) \$480.00
- Lot 78 - Warner Bros (Cool Cat, Merlin Mouse, Speedy Gonzales, Sylvester, Tweety, Daffy Duck and Bugs Bunny) \$300.00
- Lot 79 - Unusual Color Variations (Mr Ugly w/chartreuse face, Mr Ugly w/blue-green face, 3-piece Witch w/chartreuse face and orange hat, Ducky w/green head and red flower, Chip w/orange head and black hat and Big Top Elephant w/blue-green head and pointy red hat) \$500.00
- Lot 80 - Donald Duck prototype, soft-

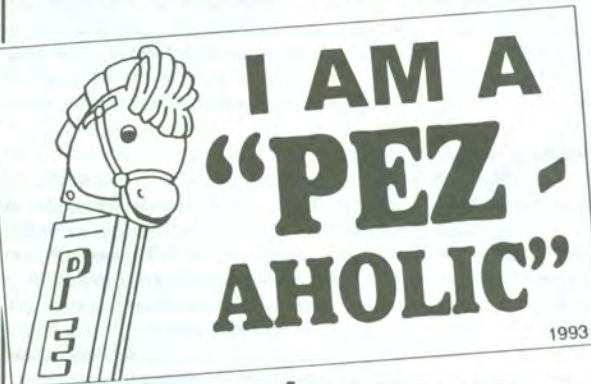
- head \$500.00
- Lot 81 - Pluto prototype, soft-head \$350.00
- Lot 82 - Stand By Me \$260.00
- Lot 83 - 70s Candy Shooter and 80s Space Gun \$260.00
- Lot 84 - Golden Glow and pentagon stand \$280.00
- Lot 85 - Baseball Glove \$260.00
- Lot 86 - Disney (Mickey Mouse A, C, D and

- E, Donald Duck A and B, Goofy A, C and D, Duck Child, Dumbo, Li'l Bad Wolf, Pinocchio B, Pluto A, B and C, Practical Pig A, Scrooge McDuck A and Winnie the Pooh) \$1000.00
- Lot 87 - Display Box Header Cards (PEZ Pals and Disney) \$200.00

Christie's PEZ Auction #2
will be held in December 1993

PEZ - PEZ CLIP & SAVE PEZ - PEZ

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• 3 Color Refrigerator Magnet

NO PEZAHOLIC SHOULD BE WITHOUT THIS!

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DISNEY PEZ FOR SALE

Mickey Mouse (Removable Nose) \$25
Donald, Pluto and Goofy..ALL FOUR

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Captain America, Hulk (Dark Green) \$35
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Jim and Kay Young,
P.O. Box 702, Syracuse, IN 46567-0702

PEZ - PEZ CLIP & SAVE PEZ - PEZ

Charlie Butt's PEZ Trivia

1. Mickey Mouse's stuck-on nose is also used as what other part on another character?
2. What PEZ was designed as a mascot, but never accepted as such (after two

tries)?

3. The mustache on the Alpine matches the mustache on what other character?
4. Cow B shares the same basic head with who?
5. Name Bozo's pal.
6. Name Chip's pal.

7. Which is Huey, which is Dewey, which is Louie?
8. Who was the elevator operator in "Who Framed Roger Rabbit?"
9. Which PEZ character says, "I say, I say theah boy!"
10. Policeman's badge number +

Gallery Magazine, July 1993

A Passion for PEZ

It should come as no surprise that PEZ—the colorful candy dispensers, not the rectangular sugar candies themselves—have become a "gotta-have" addition for memorabilia fanatics. The surprise is how much some PEZ dispensers are going for at auction and at antique shows.

Last December, a rare Make-A-Face PEZ (similar in concept to Mr. Potato Head) was bought at auction for \$1,799. That's a lot of rectangular sugar candies! A Make-A-Face in its sealed package could be worth \$2,500! But it's so rare that collectors know of only two that exist.

Outstanding prices also have been realized for dispensers such as the Green Hornet (which sells for over \$250), a series of PEZ-shooting 1950s space guns that were issued in at least eight colors (\$150 each), a psychedelic PEZ set featuring a flower and an eye (\$450 and \$300, respectively), and an elusive Mary Poppins (\$450).

Some might find it hard to explain all this interest in a candy that was almost called *pefferminz*—the German word for peppermint—a name that the candy's originator, Austrian-born **Eduard Haas**, might have considered before he christened his product PEZ. In 1927 PEZ was introduced overseas as a peppermint alternative to smoking, and the rest is chewable history.

PEZ was first sold in a hygienic dispenser, similar to the PEZ dispenser we know and love, after World War II, but without "heads." But when PEZ was introduced in the U.S. in 1952, PEZ-Haas began marketing it for children by using fruit-flavored candy and putting characters on the dispensers.

Since then, PEZ dispensers have featured a wide variety of faces and objects. Most of Disney's animated film stars have been immortalized, as have the best of MGM, Warner Bros., and other world-

famous characters such as the Peanuts gang, the Muppets, and the Smurfs. According to PEZ President and CEO **Scott McWhinnie**, PEZ prefers to use "the oldies but goodies" for dispenser depictions. Still, there have been dispensers in the shapes of trucks, fruits, a baseball glove and home plate, and two different versions of space-gun PEZ (which "shot" candy into the recipient's mouth). This spring, the Flintstones visit PEZrock.

Before you start trashing drawers hoping to retire by cashing in that PEZ dispenser you bought as a kid, you need to know that most of the approximately 300 different know PEZ dispensers in existence are worth under \$100 apiece and that only a select few command top dollar. The very first Santa PEZ is worth in the \$80-to-\$100 range; but the one from 1992 can be found for under \$1. A black-faced Santa dispenser has sold at auction for \$453, and a full-body Santa has fetched over \$125.

The fun of PEZ is that hundreds of versions are readily accessible. Captain America sells for about \$15; Charlie Brown and Snoopy are under \$5 each, and a recently issued German/Disney series are available for about \$1 each.

For a long time, "many collectors felt as if they were alone in the collecting world," says **Sue Sternfeld**, an acknowledged top-level PEZ-ophile. "Now it's a legitimate collectible." Sternfeld was a toy collector in Missouri who ran ads searching for needed dispensers in the newsletter, the *Optimistic PEZZIMIST*. But she ended up with something more. It was through those ads that she met—and eventually married—her husband, **Richie**, another vivid PEZ collector. The Sternfelds claim they have every known PEZ dispenser in their collection.

According to Sue, the appeal of PEZ is obvious. "It is something that everyone in the world must recognize; everyone must have owned at least one."

When asked how many dispensers have been produced in the 41 years PEZ has been using the headed dispensers, PEZ Vice President for Sales **Carl Quaranta** admitted, "We really don't know how many dispensers were created...Quite frankly [the collectors] know more than we do. They have dispensers we weren't even aware of."

The popularity of PEZ is not limited to collectors and kids. Cherry PEZ was

mentioned in the movie, *Stand By Me*, as the decided choice if only one food was left in the world. A special-edition PEZ with a miniature movie poster enclosed was created as a tie-in for the film's video release. In its original packaging, the dispenser starts at \$150. **Jerry Seinfeld** even lost a girlfriend over a Tweety dispenser on an episode of his TV show. That's big time!

A newsletter covering the PEZ phenomena, *Positively PEZ*, is published by **Larry and Crystal LaFoe**. The *Optimistic PEZZIMIST* was put out by **Mike Robertson** from 1990 until last summer. Robertson also was one of the creators of Dispenser-O-Rama, the first of a number of PEZ collectible shows.

Want to taste even more? Subscribe to *Positively PEZ*, 3851 Gable Lane Drive, No. 513, Indianapolis, IN 46208; 317-328-7997. For the truly adventurous, visit the National PEZ Collectors Convention, scheduled for June 12 in St. Louis (314-487-0544); Christies East in New York City on June 19, the scheduled date of a toy auction that includes some hard to find PEZ dispensers (212-606-0400); or PEZ-A-MANIA III, scheduled for July 9 and 10 at the Harley Hotel in Willoughby, Ohio (216-428-4083).
-STACEY TAYLOR



Peter PEZ B photo courtesy of Maria Straus

Fireman's badge number =
 11. What is Lucy's last name?
 12. How many hairs are on top of Tweety's head?
 13. How many tentacles does the Octopus have?
 14. What PEZ character has black Xs painted for his eyes?

15. How many teeth does Garfield w/Teeth have?
 16. How many different faces can a Make-A-Face make?
 17. Does the Football Player have a chin strap (no fair looking)?
 18. Which characters eyebrows are part of the cap & not the face?

Answers

1. Popeye's Pipe
2. Icee Bear
3. Fireman
4. Yappy Dog
5. Butch
6. Dale
7. Huey - Red Hat, Dewey - Blue Hat, Louie - Green Hat
8. Droopy Dog
9. Foghorn Leghorn
10. 101
11. Van Pelt
12. 3
13. 9
14. Clown Whistle
15. 12
16. 158
17. Yes
18. Smurf

Euclid Sun Journal, June 25, 1992

PEZ collectors come out of the closet for yearly meet

The closet collector pulled into the parking lot of the Mentor Travel Lodge, parked his car and walked toward the door, wondering what he'd find inside.

It was PEZ-A-Mania, the second National PEZ Convention, a gathering of a small, but dedicated group of devotees of the sugary, lozenge-shaped candy and, more especially, the plastic toys that dispense them.

Until a few days ago, he'd never even known there were others like him.

He'd started collecting the dispensers about 15 years ago because they reminded him of growing up in the '50s and '60s, where they filled the pages between stories in every comic book he read.

They seemed to have their own personalities--each with its own distinctive head--and it was a part of history he didn't want to disappear so he had started buying them, one by one, whenever he saw one he didn't have.

The curious toys fascinated kids, but only for awhile, and either got broken or were unceremoniously dumped in the trash by a mother who was tired of the clutter. He had 88 different dispensers now and they were in his briefcase, which he shuffled nervously from hand to hand.

He'd thought he was the only who collected them.

He'd never met anyone else who collected them and those he'd mentioned his hobby to had considered it a bid odd, so he didn't much talk about it. He just went on buying them, stashing them away in his closet.

Now he was about to meet others who shared the hobby.

As he approached the ballroom, he pulled Woodstock from his pocket and popped a PEZ into his mouth and walked through the door.

He was met by Richard Geary, a mild-mannered guy from Madison, Ohio, who organized the convention.

He stared in amazement as Geary walked him through the ballroom and introduced him to PEZ-dom.

Tables lined both sides of the room, covered

with hundreds of the tiny people-shaped toys, more than he dreamed were ever made.

Batman and Mickey Mouse stood side by side with Snow White, Casper the Friendly Ghost, Little Orphan Annie and the Easter Bunny.

Santa Claus and a Pirate were flanked by Spiderman, Miss Piggy, Green Hornet and Paul Revere (called "The Captain" by the PEZ set).

Everywhere he looked, he saw dispensers he'd never known existed, as well as the ones he remembered from early childhood, like Bullwinkle, Popeye, Olive and Bluto.

There was even the 1982 Space Gun, that was quickly withdrawn from the market because of a spring mechanism more suited to a truck's suspension than to shooting candy into a child's mouth.

PEZ T-shirts commemorating the Bicentennial, clickers, and visors lined the table, as if they had jumped off the pages of the old comic books.

"A treat to eat in a puppet that's neat," an old sign read.

There were others like him.

They'd only come together as a group over the last few years, most through a magazine called the *Optimistic Pez-a-mist*, dedicated to the hobby.

Unfortunately, publication of the magazine is expected to end in December.

The group met last year for their first convention and is growing all the time.

Geary told him a total of 250 different PEZ dispensers had been made--not counting color variations--and some of them command big bucks.

Geary, himself, lacks four dispensers to complete his collection.

Later that day, a gold, full-bodied robot sold for \$425 at auction.

A 2-inch-by-2-inch sticker offering a free PEZ Bicentennial T-shirt for saving PEZ wrappers sold for \$45.

Then Geary introduced him to Maryann Kennedy of Marshall, Minn., the Queen of PEZ.

Kennedy owns one of perhaps three complete collections in the world, including the elusive Make-A-Face, a Mr. Potato Head-type dispenser that can sell for \$5,000, maybe more.

There are four known Make-A-Faces in the world.

Kennedy is also recognized as the foremost authority on PEZ. Even the PEZ factory turns to Kennedy when they have a history question.

She said PEZ candy was invented in 1927 by

Eduard Haas III of Austria and was dispensed in a small box that looks like a bic lighter.

When the candy was introduced to America in 1952, it was not popular among adults, like it was in Europe, so the character heads were introduced in order to capture the fancy of the children.

The first character--and still the most popular, with seven different versions--was Mickey Mouse.

The character heads were almost an instant success and over the years, additional factories were built in the United States, China, Hungary and Czechoslovakia to handle the ever increasing sales.

As the closet collector met more PEZ aficionados--from Pennsylvania, Oklahoma, New Jersey Indiana, Michigan, Missouri and Texas--he began to realize that his hobby was changing.

He'd never paid more than a dollar for his dispensers.

Some he'd picked up at a flea market for a nickel apiece. Those were currently going for about \$50.

Then he met a collector who started four months ago. He needed about a dozen to finish his collection.

He said he's spent more than \$18,000 already.

At a table nearby, a dealer was selling dispensers with the head of Pee Wee Herman, Uncle Fester, the Pillsbury Doughboy and Spock, characters never made by PEZ.

Bootleg knock-offs to trap the unwary collector!

His hobby had changed.

With a little sadness, but with firm resolve, he handed over his collection, many still sealed in their wrappers, to Geary to be put in the afternoon auction.

His collection would never be complete. The true collectors had caught up and then passed him and he couldn't pay the going rates.

Later that night, shocked but pleasantly surprised by what others were willing to pay for his dispensers, he realized they were in loving hands and he bought the book, with all 250 pictured in glorious color.

Now he had them all. Besides, all he ever did was look at them.

Time to find something new to collect. Something nobody else saves.

Anyhow, the Flintstones would be released later this year and he just had to get Fred and Barney.--TOM VANEK

PEZ FOR SALE

WARNER BROS

Bugs Bunny	\$3.00 (MOC)
Speedy Gonzales	\$5.00 (MOC)
Sylvester	\$3.00 (MOC)
Merlin Mouse	\$7.00 (MOC)
Road Runner	\$5.00 (MOC)
Daffy Duck	\$3.00 (MOC)

MGM

Tom	\$5.00 (MOC)
Jerry	\$5.00 (MOC)
Spike	\$5.00 (MOC)
Tyke	\$5.00 (MOC)
Droopy Dog	\$5.00 (MOC)
Older Droopy Dog	\$10.00 (MIC)

DISNEY

Scrooge McDuck	\$5.00 (MOC)
Louie	\$5.00 (MOC)
Dewey	\$5.00 (MOC)
Huey	\$10.00 (MOC)
Louie, blue stem	\$10.00 (MOC)
Bouncer Beagle	\$5.00 (MOC)
Gyro Gearloose	\$5.00 (MOC)
Webby	\$5.00 (MOC)

MERRY MUSIC MAKERS

Indian	\$5.00 (MOC)
Parrot	\$5.00 (MOC)
Clown	\$5.00 (MOC)

Penguin	\$5.00 (MOC)
Panda	\$5.00 (MOC)
Tiger	\$5.00 (MOC)
Rhino, red stem	\$10.00 (MOC)
Rhino, green stem	\$15.00 (MOC)
Donkey	\$15.00 (MOC)

GARFIELD

Arlene	\$5.00 (MOC)
Nermal	\$5.00 (MOC)
Garfield w/Teeth	\$5.00 (MOC)

PEANUTS

Woodstock	\$5.00 (MOC)
Charlie Brown Smiling	\$5.00 (MOC)
Lucy	\$3.00 (MOC)
Snoopy	\$3.00 (MOC)
Regular Charlie Brown	\$3.00 (MIC)

MISCELLANEOUS

Captain America	\$14.00 (MIC)
Hulk, dark green	\$10.00 (MIC)
Spiderman	\$7.50 (MIC)
Maharajah	\$35.00 (Mint)
Sheik	\$35.00 (Mint)
Polar Bear	\$10.00 (MOC)
Barney Bear, white	\$10.00 (MOC)
Popeye w/Removable Pipe, red hat	\$45.00 (MIC)
Popeye w/Removable Pipe, white hat	\$35.00 (MIC)

All our (MOC) PEZ are on European cards
with 3 packs of European PEZ

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or list alternate choices if writing

We accept: Visa, Mastercard, Money Orders &
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Please add \$5.00 shipping per order

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OVER 300



SUBSCRIBERS

Market Trends, April 1993

PEZ Candy Containers

P

Prices Noted:

Note: The following prices are taken from the March 1993 issue of Toy Shop, Krause Publications, Inc., Iola, WI.

- \$170 - Bullwinkle, NY dealer (dlr.)
- \$135 - Frankenstein, NY dlr.
- \$135 - Stand By Me, mint in package, NY dlr.
- \$125 - Dopey, MI dlr.
- \$95 - Donald Duck, diecut, NY dlr.
- \$95 - Wounded Soldier, NY dlr.
- \$65 - Sheriff (PEZ Pal), NY dlr.
- \$62 - Wounded Soldier, MI dlr.
- \$50 - Indian Chief, NY dlr.
- \$50 - Batgirl, NY dlr.
- \$45 - Panther.
- \$45 - Totem-type Apple Head, MI dlr.
- \$42 - Batgirl, Joker, Penguin, Batman, Wonder Woman (soft), MI dlr.
- \$38 - Totem Fireman, MI dlr.
- \$35 - Octopus, black, NY dlr.
- \$22 - Cockatoo (blue, green, or yellow), MI dlr.
- \$15 - Practical Pig, NY dlr.
- \$10 - Cool Cat, Warner Brothers, NY dlr.
- \$10 - Scrooge McDuck, MI dlr.
- \$8 - Hulk, light green, feet, FL dlr.

Background:

Vienna, Austria, is the birthplace of PEZ. In 1927 Eduard Haas, an Austrian food mogul, invented PEZ and marketed it as a cigarette substitute, i.e., an adult mint. He added peppermint oil to a candy formula, compressed it in small rectangular bricks, and named it PEZ, an abbreviation for the German word *Pfefferminz*. Production of PEZ was halted by WWII. When the product appeared again after the war, it was packaged in a dispenser that resembled a BIC lighter. These early 1950s dispensers had no heads.

PEZ arrived in the United States in 1952. PEZ-HAAS received U.S. Patent #2,620,061 for its "tablet dispensing receptacle." The public response was less

than overwhelming. Rather than withdraw, Haas repositioned his product for the children's market. First, fruit flavors were added. Second, novelty dispensers, e.g., a space gun, and the addition of heads to the top of the containers combined the dual elements of a candy and toy in one product. PEZ's success was assured.

PEZ carefully guards its design and production information. As a result, collectors differ on important questions such as dating and variation. Further complicating the issue is PEZ production outside the United States. A company in Linz, Austria, with PEZ rights to the rest of the world, including Canada, frequently issues PEZ containers with heads not issued by PEZ Candy, Inc. (an independent privately owned Connecticut company which by agreement manufacturers and markets PEZ only in the United States).

There is a communication link between the American and Austrian companies producing PEZ. Both use a common agent to manage the production of dispensers. The result is that occasionally the same container is issued by both companies. However, when this occurs, the packaging may be entirely different.

Today, PEZ Candy is manufactured at plants in Austria, Hungary, Yugoslavia, and the United States. Previously, plants had been located in Czechoslovakia, Germany, and Mexico. Dispensers are produced at plants in Austria, China, Hong Kong, Hungary, and Slovenia.

For more information about PEZ, obtain a copy of David Welch's *A Pictorial Guide to Plastic Candy Dispensers Featuring PEZ* (David Welch, P.O. Box 714, Murphysboro, IL 62966) and Volume #4 of *Toys Value Monthly* (Attic Books, 15 Danbury Road, Ridgefield, CT 06877) which contains and extensive interview with Scott McWhinnie, president of PEZ Candy, Inc., and an exhaustive list of PEZ containers with prices.

Trends:

PEZ developed as a hot collectible in the late 1980s. Its rise was due in part to PEZ's use of licensed cartoon characters as heads on their dispensers. As cartoon characters such as Bullwinkle, Disney characters (Mickey Mouse, Donald Duck, Scrooge McDuck, etc.), Hulk, Tom and

Jerry, and the Warner stable (Bugs Bunny, Cool Cat, Roadrunner, Wile E. Coyote, etc.) became increasingly collectible, collectors wanted to add the appropriate PEZ container to their collection.

Initially PEZ containers were extremely affordable. Generic subjects often sold for less than \$5; character containers for less than \$10. This changed when PEZ developed as its own collecting category instead of a secondary support product.

The PEZ market currently consists of three groups of people: 1) a small group of collectors/dealers, numbering less than 25, who are actively promoting PEZ as a collectible and are focused on driving up prices; 2) a core of collectors, less than 500 individuals, who are assembling a PEZ collection, but often view their collections as "investments" rather than long-term collectibles; and 3) a fringe group of dealers whose sole interest is to ride the PEZ wave taking profits as fast as it can turnaround its finds. As a result of the enthusiasm of these groups, PEZ currently is enjoying a boom market.

However, there is an inherent danger in such a small collecting base. First, PEZ containers are produced in large quantities - millions of units for a single figure. While it may be true that some early issues may have surfaced in limited quantities, the possibility for the ultimate appearance of large numbers is great.

Second, PEZ containers have a high "saveability" potential. They are not something that individuals are likely to discard easily. Rest assured, there are still plenty in hiding. Further, as more and more is written about PEZ, including the high prices currently being asked for some of the figures, more and more will appear.

Third, no collecting category stays hot forever. PEZ is a collecting category that, while it may be fueled by nostalgia, is primarily dealer promoted and driven.

How much longer can these individuals generate the enthusiasm needed to keep the market active?

PEZ prices fluctuate. Welch's *A Pictorial Guide to Plastic Candy Dispensers Featuring PEZ* only provided a rarity scale, not prices. While PEZ pricing does appear in Volume #4 of *Toys Values Monthly* and

(Continued on page 19)

Collector's Profile



Edward D. Leaverton

Age: 46

Occupation: Chemical Plant Department Manager

Family: Wife--Donna, One Son--Ed, Jr., One Daughter--Lisa, Two Grandsons

Residence: St Joseph, Missouri

Favorite PEZ: Mine--Eerie Spectres, Wife--Pony-Go-Round

Favorite PEZ not in collection: Mine--Green Hornet & Frankenstein, Wife--Olympic Snowman

Least Favorite PEZ: Mine--Muppet characters, Wife--Peanut characters

Other Non-PEZ collections found in my household: Soakies, Ramp Walkers and antique dishes

Greatest PEZ Experience: Buying a green, U.S. Zone Germany Regular at auction for \$3.00

Best PEZ Find: Thirty-Three PEZ dispensers at flea market that included Joker, Eerie Spectres, Octopus, Fishman, blue face Cow, Cockatoo's, etc., for approximately \$10 each.

Collectors Statement

My wife, Donna, and I started collecting PEZ in August 1991 after looking at a copy of Toy Values Monthly and then seeing some at garage sales. We have a booth in an antique mall and are constantly shopping at auctions and flea markets and garage sales. At this point, counting variations, we have collected approximately 260 PEZ in addition to a few PEZ displays.

I have had conversations with Sue Sternfeld and Maria Straus and Mike Edelman. As some of your articles have stated these individuals are very helpful to a new PEZ-fanatic.

Collecting any new item is very exciting when you find a variety of what you are wanting but the discouraging part is when you come across an individual that concerns himself only with the intent of being arrogant and selfish. I met this person at a flea market where I

had bought 33 other non-footed PEZ. These PEZ were in a box under the dealer's table. He said that he had purchased these PEZ from another dealer 3 years before as a joke for the amount of approximately \$30. In my purchase of the 33 PEZ I had driven back to my home in St Joseph from Kansas City to get a copy of PEZ prices to buy them. The dealer would not price them without an idea of what they were worth. It took me 2 to 3 hours to return. We looked up prices and this man made me a real reasonable price that I promptly agreed to. He was very polite and said because of our interest and time and honesty with him, he had figured a price where he made a profit and we made a nice bargain.

I went back again 2 weeks later and this man told me there was another dealer that had approximately 100 PEZ. He told me which area this dealer was located in so I went to his booth and he also said he would like to see what they were worth before he priced them. At this point the similarities in the two men completely changed. After going through his PEZ collection, looking up what values we could find, recording the values and sorting what we wanted to buy the man's statement was "I don't think I really want to sell any of these." At that time I expressed to my wife that we had wasted our time and had learned another lesson on human nature.

This kind of experience will happen to everyone at one time or another. The most important thing to remember is that there are a lot of disappointing people in the world but they are very few compared to the nice, honest, caring people that most of us have been dealing with through our lives. Don't let moments like mine really bother you because there are so many more PEZ of equal importance lurking in someone's attic, basement or at Granny's house in an old toybox that time has covered with dust, lint and memories from when those of us, that are now raising grandkids, would dig in these "treasure chest."

PEZ dispensers from the land of PEZ

Johann Patek
Huetteldorferstr. 197/42 A-1140 Vienna, Austria
Tel.: 01143 222 9143466 (6-9 hours ahead your time!)

Hello dear PEZ collector. This is my latest list. Due to very high demand and decreasing stock(and for the pleasure of my competitors) I had to change most prices. For the future I guess that prices will go up much more if more collectors are joining us. All dispensers are mint. You can order by letter or phone. You can speak your order on my answerphone. If you want me I will call you back collect. I advise to reserve items before sending payment. Or you state some alternatives. Orders paid by money orders are sent same day. Postage is \$ 10 for registered airmailed letterate no matter how much you order. Ordered items are only reserved for fourteen days. Please send money cash in a registered letter for orders below \$ 40. Any losses or damages in the post are my responsibility. Happy PEZZING !

DISPENSERS WITHOUT FEET

ALPINE, green hat (Olympic dispenser from 1972)	\$ 580	INDIAN CHIEF, reddish brown mottled feathers	\$ 35
ANNIE	\$ 35	INDIAN CHIEF, yellow/white/black painted feathers	\$ 45
ARITHMETIC, blue	\$ 210	INDIAN CHIEF, blueish feathers	\$ 40
ASTRONAUT B, aqua helmet and stem	\$ 70	INDIAN CHIEF, greenish feathers	\$ 40
BALOO, grey head	\$ 18	INDIAN SQUAW	\$ 55
BALOO, blueish-green head	\$ 18	KING LOUIE, dark brown hairs	\$ 25
BALOO, bright blue head	\$ 40	KING LOUIE, medium brown hairs	\$ 18
BASEBALL GLOVE	\$ 160	KOALA WHISTLE	\$ 30
BATMAN WITH CAPE, blue	\$ 110	LAMB WHISTLE	\$ 20
BATMAN, blue	\$ 10	LI'L BAD WOLFE	\$ 20
BOY WITH CAP, light blue cap	\$ 30	MARY POPPINS, painted cheeks	\$ 500
BULLWINKLE, yellow horns, yellow stem	\$ 180	MERLIN MOUSE	\$ 15
BULLWINKLE, light brown horns, yellow stem	\$ 190	MICKEY MOUSE DIECUT, small ears	\$ 140
CANDY SHOOTER, blue w. white grips	\$ 400	MICKEY MOUSE REMAKE A, stuck on nose	\$ 15
CANDY SHOOTER, black w. brown grips	\$ 95	MONKEY SAILOR,	\$ 20
CANDY SHOOTER, orange w. white grips	\$ 50	MONKEY SAILOR, w. inky "J" sticker on hat	\$ 100
CAPTAIN AMERICA, blue mask	\$ 25	MONKEY WITH BASEBALLCAP (MIMIC THE MONKEY)	
CAPTAIN HOOK	\$ 30	VARIATION A: orange head, black cap	\$ 20
CAT WITH DERBY, red head, black hat	\$ 35	VARIATION B: orange head, dark yellow cap	\$ 20
CAT WITH DERBY, orange head, l. blue hat	\$ 75	VARIATION C: lightblue head, pale yellow cap	\$ 20
CHICK IN EGG, without hat, deep pink shell	\$ 70	VARIATION D: darkblue head, darkyellow cap	\$ 20
CHIP, orange, or brown head	\$ 30	VARIATION E: shocking yellow head, lightblue cap	\$ 20
CLOWN W. CHIN, green nose, red hair, yellow hat	\$ 18	VARIATION F: dark yellow head, lightblue cap	\$ 20
CLOWN WHISTLE	\$ 20	MONSTER, light grey, rare color	\$ 70
CLOWN WITH COLLAR	\$ 45	MOWGLI	\$ 20
COOKATOO, yellow head, red beak	\$ 30	MR. UGLY, dark green face	\$ 20
COOL CAT, hot pink with matching pink stem	\$ 330	OCTOPUS, black	\$ 40
COW A, blue head, yellow nose	\$ 50	OCTOPUS, orange	\$ 22
COW A, palebrown head, red nose	\$ 30	OLIVE OYL	\$ 160
COW B, big pink nose, blue head, blue horns	\$ 55	PANDA, cast eyes, first version	\$ 15
COW B, big pink nose, green head, yellow horns	\$ 100	PEAR	\$ 670
COW B, big red(!) nose, orange head, blue horns	\$ 120	PETER PAN	\$ 70
COWBOY, brown hairs, black hat	\$ 400	PIG WHISTLE	\$ 20
CREATURE from the Black Lagoon, metallicgreen	\$ 175	PILGRIM, tiny split on brim of hat	\$ 70
CROCODILE	\$ 40	PILOT	\$ 55
DANIEL BOONE	\$ 150	PINOCCIO A, yellow hat	\$ 120
DONALD DUCK Original	\$ 10	PIRATE	\$ 18
DONKEY WHISTLE	\$ 15	PLUTO, swivel ears	\$ 10
DOPEY	\$ 160	PLUTO, swivle ears, square head version	\$ 15
DUCK NEPHEW, original version, blue cap	\$ 15	PONY, brown head, white mane, choose bridle color	\$ 60
DUCK NEPHEW, original version, green cap	\$ 20	PONY, orange head, white intricate bridle, blue mane	\$ 25
DUCK, darkgreen, red flower, yellow bill	\$ 45	PONY, orange head, black intricate bridle, blue mane	\$ 30
DUCK, lightgreen, red flower, yellow bill	\$ 35	PONY, orange head, red intricate bridle, blue mane	\$ 30
DUCK, white, blue flower, red bill	\$ 45	POPEYE B, with pipe, red hat	\$ 45
DUMBO, blue	\$ 20	POPEYE B, white hat	\$ 30
DUMBO, grey head, red hat	\$ 40	PRACTICAL PIG I, slim face	\$ 25
EASTER BUNNY with fat ears, yellow, metal head pin	\$ 15	PRACTICAL PIG II, fat face	\$ 20
FRANKENSTEIN	\$ 155	RAVEN, red beak, yellow glasses, d. blue head	\$ 30
GIRL, almost white hairs	\$ 20	RAVEN, 1"-long red smiling beak, yellow glasses	\$ 95
GIRL, blond hairs	\$ 15	RAVEN, 1"-long yellow smiling beak, red glasses	\$ 165
GOOFY, stuck on nose, swivel ears, blue DBP stem	\$ 15	REGULAR, gold plated top, black inner + outer stem	\$ 130
GOOFY, swivle ears, cast on nose	\$ 10	RINGMASTER	\$ 80
GORILLA, dark brown head	\$ 30	RUDOLPH, painted eyes	\$ 20
GREEN HORNET, darkgreen or brightgreen hat	\$ 175	SANTA B, painted on white head	\$ 85
GREEN HORNET, brown hat	\$ 245	SANTA B, painted on red head	\$ 125
GREEN HORNET, grey hat, lightblue stem	\$ 310	SANTA C	\$ 5
GROOM	\$ 140	SANTA C, with loop on hat	\$ 25
INDIAN BRAVE	\$ 150	SHEIK, red headband	\$ 25

SNOWMAN A, stuck on teeth and eyes.....	\$ 10
SNOWWHITE, yellow collar.....	\$ 80
SPACEMAN, navy blue DBP- stem.....	\$90
SPACE GUN, 1950, dark blue.....	\$ 150
SPACE GUN, 1982, orange.....	\$ 50
SPACE GUN, 1982, silver.....	\$ 90
SPIKE, brown head.....	\$ 15
SPIKE, dark green head.....	\$ 40
TINKERBELL.....	\$ 95
TOM, one piece head with painted details.....	\$ 20
TRUCK B8.....	\$ 20
TRUCK B13.....	\$ 20

DISPENSERS WITH FEET

ANGEL.....	\$ 5
ARLENE.....	\$ 3
BOUNCER BEAGLE, Austrian package.....	\$ 7
BOY, brown hair.....	\$ 5
BUGS BUNNY.....	\$ 3
CHARLIE BROWN, happy, open eyes, tongue out.....	\$ 4
CHARLIE BROWN, sad, open eyes.....	\$ 4
CHARLIE BROWN, frowning, closed eyes.....	\$ 15
COOL CAT.....	\$ 13
DAFFY DUCK.....	\$ 5
DAISY DUCK (WEBBY) Austrian package.....	\$ 12
DALMATIAN PUB.....	\$ 10
DONALD, made in Hungaria.....	\$ 2
DROOPY DOG, old version with swivel ears.....	\$ 5
DUCK NEPHEW, blue, new version.....	\$ 5
DUCK NEPHEW, green, new version.....	\$ 5
DUCK NEPHEW, red, new version.....	\$ 9
DUCK WHISTLE.....	\$ 8
DUMBO blue head.....	\$ 10
FOGHORN/LEGHORN.....	\$ 15
FROG WHISTLE, Yugoslavian package.....	\$ 35
GARFIELD.....	\$ 3
GARFIELD, with teeth.....	\$ 4
GARFIELD, with visor.....	\$ 3
GIRL, bright yellow hair.....	\$ 5
GOOFY 1989, pink mouth, green long hat.....	\$ 5
GOOFY 1988, peach mouth, red short hat, rare.....	\$ 35
GYRO GEARLOOSE, Austrian package.....	\$ 7
ICEY BEAR, in winter scene package.....	\$ 35
INDIAN WHISTLE.....	\$ 4
JERRY, 1-pc head, Austrian package.....	\$ 20
LAMB WHISTLE.....	\$ 10
LUCY.....	\$ 5
MICKEY MOUSE A, stuck on nose.....	\$ 8
MUSCLEMOUSE, grey Jerry.....	\$ 20
NERMAL.....	\$ 3
PANDA, new style.....	\$ 10
PAPA SMURF.....	\$ 15

TRUCK C16, Hungarian package.....	\$ 15
TWEETY, old version with east eyes.....	\$ 10
WINNIE THE POOH.....	\$ 20
WITCH-1PC, orange head, east witch on black stem.....	150
WITCH-3PC, d.green head, d.red hairs, black hat.....	\$ 15
WITCH-3PC, l.green head, black hairs, orange hat.....	\$ 55
WOLFMAN.....	\$ 165
WOUNDED SOLDIER.....	\$ 95
YAPPY-DOG, green head.....	\$ 33
YAPPY-DOG, orange head.....	\$ 33
ZORRO, with logo, straight ended mask.....	\$ 45

PENGUIN WHISTLE.....	\$ 4
PIF DOG, yellow.....	\$ 50
PLUTO 1989.....	\$ 5
PUMPKIN, old version with 3-pc head.....	\$ 8
RAVEN, read beak, yellow glasses.....	\$ 20
RHINO WHISTLE.....	\$ 8
ROADRUNNER.....	\$ 10
ROOSTER WHISTLE.....	\$ 10
ROOSTER, white.....	\$ 10
ROOSTER, yellow.....	\$ 10
SANTA C.....	\$ 5
SKULL.....	\$ 2
SMURF.....	\$ 5
SMURFETTE.....	\$ 10
SNOOPY.....	\$ 5
SPEEDY GONZALES.....	\$ 5
SYLVESTER, std. red nose.....	\$ 2
SYLVESTER, with pale orange nose.....	\$ 20
TIGER WHISTLE.....	\$ 4
TOM.....	\$ 4
TWEETY.....	\$ 3
TYKE.....	\$ 10
WILE E COYOTE.....	\$ 10
WINNIE THE POOH.....	\$ 10
WITCH 3pc, old version.....	\$ 8
WONDERWOMAN.....	\$ 3
WOODSTOCK, painted feathers, in package.....	\$ 20

PEZ-HO-scale CARS

FIAT 500, diff. colors.....	\$ 20
MINI INNOCENTI, diff. colors.....	\$ 20
VW BEETLE, different colours.....	\$ 20

FEETLESS DISPENSERS in unopened card PEZ boxes

INDIAN CHIEF, in Mickey Mouse box.....	\$ 60
PANDA BEAR, in Mickey Mouse box.....	\$ 50
RAVEN in Donald Duck box.....	\$ 50
Mickey Mouse box, empty, opened on one end.....	\$ 30
Donald Duck box, empty, opened on one end.....	\$ 30

TIN-PEZ-CLICKER: very cheap to clear stock, \$ 10 each: Clown, Clown with hat, Grenadier Guard, English Policeman, Mushroom, Woman with glasses, Lady Bug, Chick in Egg, Pirate, Pumpkin, Frog, Lion, Indian, Muscleman.

PEZ-INDIAN-PEACEPIPES (CALUMETS): Red \$ 15, Brown \$ 20, Green \$ 25.

SHIP PACK: Set of all four PEZ-Ships (Paddlesteamer, Tugboat, Tanker, Speedboat) including postage..... \$ 60

EXTRAS: PETER PEZ store display, 6 feet high (postage extra).....	\$ 150
PEZ booklet for road safety, volume I.....	\$ 15
PEZ booklet for road safety, volume II.....	\$ 5
PEZ-leaflet from 1990/91 showing Walt Disney dispensers.....	\$ 5
PEZ-LADY-TRANSFER, 4"x2", first type of lady for use on tin spinner rack.....	\$ 40
PEZ-DIRIGIBLE FLYING KITE, 36"x25", pink kite with large Peter Pez head and PEZ-logo.....	\$ 125

PEZ-SHOES: sold out !!!

WANTED (Trade suggestions welcomed): DONKEY KONG JR. with yellow "J" in package, EASTER BUNNY ORIGINAL A, B, C, MUSELIX, OLYMPIC WOLFES (with hats), PINEAPPLE, PSYCHO EYE in pink hand, REGULAR clear and with advertising on sides, PEZ Camera, CANDY SHOOTER with Ford on grips, transparent clear Regular, LONICOT Regular, EERIE SPECTRES with Honk-Kong wording, soft headed JUMBO, GOOFY, MICKEY, CAPTAIN HOOK

I would also trade for other toys like obsolete mint/boxed diecast model cars (Dinky, Corgi, Märklin, Tekno, Politoy, Mercury, CIJ, JRD, Lesney, Spot-On, etc. all pre 1970), old plastic Wiking HO and 1:40 VW car-models, composition figures and animals from Elastolin and Lineol, high quality tin plate toys from German and Japanese branches, old motorcycle and car sales brochures.

This list is dated 1st. June 93 and supersedes all previous lists.

PEZ is a registered trademark from Ed.Haas GmbH, Austria and this list is in no way connected with the Haas Company.

**DON'T FORGET TO
DROP JOHN A LINE
AND LET HIM KNOW
HOW MUCH YOU**

JOHN DEVLIN RESIDENCE

640 AQUA RIDGE
ST LOUIS, MO 63129

**ENJOYED THE FIRST
ANNUAL NATIONAL
PEZ COLLECTORS
CONVENTION**

The First Annual National PEZ Convention (from page 1)

Thursday, after resting up from our 14 hour drive we motored on over to see the Devlins and all of there wonderful collections. A treat in itself and John and Marian were gracious hosts even if it was obvious that they were also busy people, but organized!!! John directed us to several Antique Malls to help us whittle away the hours of the afternoon.

Thursday evening found about 4 or 5 of us diehards at the hotel (which was a super great place by the way) talking about what else--PEZ.

Friday the Devlin's room was open all day as it was the PEZ headquarters.

The hotel was great and provided them with a "suite" to conduct this event from. John had locked cases in

his suite to display rare items for PEZzers to view as they picked up their packets and met each other.

The packets were a story in themselves--really super and the T-shirts are fantastic. A good sense of comraderie developed early with all the PEZzers. Curt Allina arrived Friday afternoon and was available for informal visiting and what a delightful gentleman he is. It is easy

to see after meeting Curt in person why PEZ was the friendly company for the 25 years he was at the helm. Friday evening saw PEZzers busy shopping in rooms. David Welch had many great PEZ items--enough to delight all collectors, new and advanced. The evening ended late. We were having such a good time we forgot to eat dinner!!! Saturday saw us up early and setting up our tables along with others. The doors opened at 8 a.m. and many more PEZzers arrived on the scene. It was

About 2:30 the hall closed up and we packed away our goodies and took a break. At 4 p.m. we were back to another room to peak at the items for auction. After the lively auction, Curt Allina gave a super talk about the beginning of PEZ and the history of it up to 1978. Then it was question and answer time and he most graciously answered all the questions we sent his way. He also shared with us his new candy dispensers that are not yet released.

The evening on Saturday was spent in relaxed comraderie over dinner and more PEZ talk and David opened up his room again in case we weren't all shopped out. The night went on indefinitely. Everyone was reluctant to see it end as we had all had such a great time.



fun meeting and visiting with so many new PEZ friends--from New Jersey to California and from Minnesota to Florida and many states in between. I know that at least 16 states were represented there.

Throughout the course of the day there were raffle drawings for prizes and a doorprize was given to some lucky PEZzer.

Sunday morning saw everyone loading their cars or checking their airplane schedules and saying "so long--see you next year" and John guarantees us all that there will be a next year. The St Louis First Annual National PEZ Collectors Convention was a great success and all who came were glad they did and are looking forward to 1994.

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Toy Collector and Price
Guide, April 1993

Positively PEZ

It is a familiar mainstay of the checkout aisles of supermarkets across the nation, tucked between the candy bars and the pocket keychain flashlights, a prime impulse buy, a toy and candy for less than one dollar. Whether we are six or sixty, at least once in our lives we have seen and probably owned, however briefly, a PEZ dispenser. And most of us have never given it a second thought.

But to hundreds of people in the United States and around the world, PEZ has become more than a casual memory, and far more than a trivial way to unload some pocket change. To passionate PEZ collectors, those colorful little dispensers have become an obsession. We will spend hours on the telephone searching for the elusive dispensers, hoping to add a prize to our collections. And what prizes they can be. Dispensers which originally cost between 25 cents and \$1 an item can now be worth hundreds of dollars. How many hobbies can you name where you can add to your collection in just about any grocery store, and do it for less than a dollar? I love this hobby!

In addition to wide availability an low starting cost, PEZ offers the collector a goal that can be achieved. All told, there are a little over 300 character mold-variation heads to collect, which means there is a point at which you can sit back and say you've "got them all!" Wow, what a great feeling!

But be warned. PEZ collecting is not an easy quest. If you had to do it all alone you could never hope to assemble anywhere near a complete collection, as PEZ spans not only decades but continents as well.

Collector clubs and newsletters have come and gone. *The Old Variety Store* and the *Optimistic Pezzimist*, major influences in the growth of the hobby, have themselves become part of PEZ lore, but one newsletter

still thrives. Help is on the horizon in the form of *The Plastic Candy Dispenser Newsletter*, currently the only magazine entirely devoted to the world of PEZ. Each issue offers news of upcoming PEZ events, PEZ auctions, contests, photos of rare and new PEZ finds, and letters from other collectors.

PEZ collectors also have numerous chances to meet in person too. In addition to the usual flea markets and weekend toy shows, this summer will again see the prospect of two national PEZ conventions. One of last year's conventions, scheduled to take place in Texas, was canceled at the last minute. This year's effort by that promoter is scheduled for early June in St. Louis, Missouri.

One month later, in early July, Cleveland, Ohio, will play host to the original convention, this year billing itself as "PEZ-A-Mania III." Previous PEZ-A-Manias have been great get-togethers, attracting Pezheads from across the nation to meet and trade. The convention features an auction, a sales room and a display of rare or unusual PEZ items. This convention has quickly become a must-attend event for addicted PEZ collectors.

This past year also saw the publishing of a wonderful full-color, glossy book, *A Pictorial Guide to Plastic Candy Dispensers* by David Welch. The first edition sold out and a second printing is due out soon. Be sure and get one.

Even Christie's Auction House in New York City has taken notice. Their coming June 19 auction will feature many interesting PEZ lots. This sale is sure to become a benchmark for the future PEZ market. If you are interested or curious call Christie's, (212) 606-0543, for a sale catalog.

Here, briefly, is more than any sane person should want to know about PEZ.

The word PEZ is taken from the first, middle and last letters of the word *peppermint*, the German word for peppermint. PEZ was created in Austria in 1927 as a peppermint candy and breathmint. No small part of its success was due to its brilliantly constructed PEZ BOX. This snap gadget could be handled easily with a movement of the thumb and it fit into the pocket. PEZ quickly became the fashionable sweet of its time, and was

massively popular in Europe for twenty-five years before its 1952 introduction to the U.S. market.

America's response was resoundingly apathetic. Up to this point PEZ had been created and marketed as an adult product. New market research pointed to a massive untapped kids market. PEZ responded by designing a new dispenser with cartoon heads for tops, and created new fruit flavors for their candies. The rest is PEZ history.

Despite its foreign origin, many people view PEZ as a nostalgic American product, one with the ability to bring back fond memories of old days. As generations mature they begin to relive their own childhoods through those of their children, and it's amazing how many memories can fit into one little plastic dispenser.

The recent rise in PEZ popularity can be seen in the media. Television shows such as *Thirty Something*, *Night Court*, *Murphy Brown* and *Cheers* have made mention of PEZ. The *Seinfeld* show did a whole episode revolving around a Tweety PEZ dispenser. PEZ has been seen in commercials as a meaningful nostalgic gift in a hospital commercial, and as a spokesPEZson for a museum exhibit. Movies such as *E T*, *Stand By Me* and *The Big Picture* prominently features PEZ. Even MTV recognized the trend and created a life-sized Bob Eubanks PEZ dispenser for the set of *Remote Control*, a TV trivia game show.

Newspapers and magazines have also introduced many new collectors to PEZ collecting. After a national magazine ran an article on my collection, my mailbox was flooded with over 600 letters, all from enthusiastic new collectors with a zillion questions each. If you were one of those 600 writers who haven't received an answer yet, I'M SORRY.

Here are answers to the most asked questions and some tips to keep in mind when collecting PEZ.

The most common mistake of PEZ collecting is that people are collecting different color bases with the same heads. PEZ color variations only count when they are in the heads. My advice to someone with a Papa Smurf on a red base, a blue base, and a yellow base is to sell two of them.

I am often asked about keeping PEZ in

SEE YOU AT



PEZ-A-MANIA III

Toy Collector and Price Guide, April 1993 (cont.)

packages. PEZ bags cannot be clearly seen or appreciated. In my opinion, if you are collecting PEZ because you love them, take them out of the bags and stand them out on display and enjoy them. To dedicated collectors, PEZ cellophane or poly bags have no value. A mint-in-the-package Batgirl should not cost more than a loose Batgirl.

PEZ on a blistercard is another matter. No early PEZ were sold on cards, only in boxes or bags. Some PEZ on cards are nice to keep intact and will increase in value because the card itself is unusual. If the card has an unusual shape, contest or gimmick on it, keep the dispenser mint in the package. Carded-PEZ also display extremely well. There are PEZ store display racks available to show off your mint-on-card collection.

There are only a couple of specific dispensers that I strongly suggest should always be kept in the package. The Stand By Me dispenser is actually a packaged set. The authenticity is dependent on it being intact as originally given out by Columbia Pictures. The set consists of a Boy PEZ Pal, one package of candy and a miniature poster from the movie, Stand By Me. It comes in a small plastic bag that is stapled on the top. The other items in this category are the 1970s Candy Shooter and the 1980s Space Gun. They both came on cards that are very displayable. These are the only dispensers that I can think of that lose a lot of value off the cards.

If you are buying PEZ only as an investment, keep them all packaged, throw them in a box, and store them under the bed or in the closet. Then go to therapy.

I am often asked which dispensers are the rarest. here are the values of my Top 12, in no particular order:

Bride,	\$500-900
Pineapple,	\$600-900
Hippo,	\$400-500
Muselix,	\$950-1500
Make-A-Face,	\$750-1500
Witch, Regular,	\$100-165
Lions Club Lion,	\$400-500
Mary Poppins,	\$400-500

Olympic Wolves 1, 2, & 3, ..	each \$200-300
Diecut Easter Bunny,	\$350-550

I love this hobby. It is far more fun and joyously addicting than I can possibly tell you here. The thrill of the hunt, the satisfaction of acquisition, and the warmth of the people in this field are unparalleled. And the subject matter, well... do I have to say it again? I've always said, "If you have a room full of Picasso originals, and two display stands of twelve scare PEZ... Your guests will adore the PEZ."

HAPPY HUNTING

PEZ Rules!

Rule #1.

Only collect PEZ dispensers with differences from the chin up. There are very few exceptions to this rule. Dispensers where the base actually make a difference are (1) die-cut dispensers, (2) advertising dispensers, (3) psychedelic dispensers and (4) regulars.

Rule #2.

Don't decline to buy a dispenser just because it has "feet." Many good characters only came with feet. Several dispensers will be missing from your collection if you draw the line at the feet-no feet controversy. "Feet" were added to the U.S. line of dispensers in 1987. But as noted in rule one, don't buy two of the same dispensers because one has feet and the other doesn't, unless there is a difference in the heads.

Rule #3.

Don't buy dispensers that are missing parts with the idea that you will find the parts later.

Many dispensers are notorious for missing parts. The PEZ Pal doctor, for instance, is commonly missing the reflector from his headband. If you buy a doctor dispenser in this condition so you can mark it off your checklist, don't expect to someday find a reflector in a shoebox at a fleamarket. Just be happy with your discount priced doctor the way he is and continue looking for that next PEZ find, or keep your eyes open for a complete doctor to upgrade your collection. You can always pass along your old doctor later.

Rule #4.

Beware of altered dispensers.

Unfortunately, there are some PEZ no-good-nicks out there. These are people who will knowingly add, change or remove a part from a dispenser to get more money for it than it is worth. Try to deal with people who are knowledgeable about PEZ. There are a lot of them out there. They generally will know the name of any dispenser, what parts it should have and the approximate values. Dealers who are dabbling in PEZ and don't know the hobby well, can hand out misleading information. They may try to misrepresent what they are selling, hoping that the consumer won't have the knowledge to question them. Trust your instincts and walk away if you are suspicious or uncomfortable about any deal. This is a hobby. It is supposed to bring you pleasure and contentment.--SUE STERNFELD



Contest #2

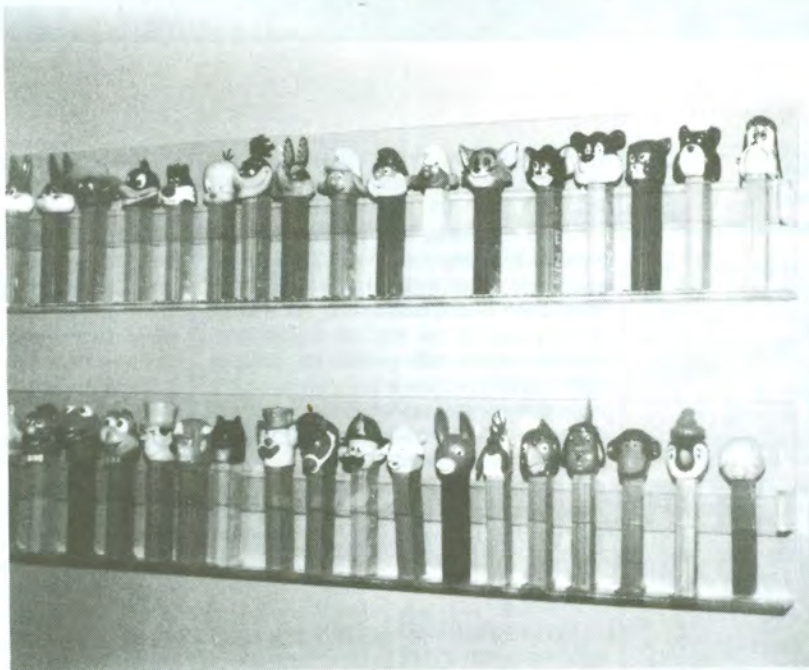
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INDIANAPOLIS, IN 46208



Maria Straus

Collecting Tips

This issue, we want to share some tips and questions sent in by our "PEZ Pals."

TIP #1

FROM WISCONSIN..... Take one of the dollar type PEZ, a little clear tape and a large safety pin. Fashion a kind of a PEZ pin that can be worn on your jacket or your hat. Then when you go to collectible shows, other people will notice that you like PEZ, and offer you their old ones.

TIP #2

FROM CALIFORNIA..... From time to time, take pictures of yourself with your PEZ collection. Get several sets made and give some to your trusted friends for safe-keeping. Be sure to include a few other objects from your home in some of the pictures along with your PEZ.

This tip serves two purposes. **FIRST...** you will enjoy having pictures to look at and show around. **SECOND...** in case some type of disaster, maybe these pictures would be proof of ownership.

TIP #3

FROM NEW YORK..... Keep your most expensive PEZ in your safe deposit box. Visit them regularly.

QUESTION #1

FROM MICHIGAN..... We will be visiting in Canada soon, can you tell us which stores carry PEZ?

ANSWER

The Zellers stores and "TOYS-R-US" always seem to have PEZ. Other stores are HIT AND MISS. Sometimes 7-11 or BIG-V Drugstores have PEZ.

QUESTION #2

FROM OHIO..... Will the value of PEZ continue to rise?

ANSWER

Only time will tell.

The Home News, April 29, 1993

Candy flipper flips her

PISCATAWAY -- Nancy Gyumolcs is bright, well-spoken, responsible and mature.

Which does not quite explain why she had her head stuck in a Dumpster not long ago looking for leftovers.

Not food leftovers, but leftover heads. Not real heads, fortunately, but plastic heads, the kind you find on toys. Not real toys, actually, but candy kind of toys, even though the people who collect them unusually throw the candy away.

"I went to Canada last year on vacation," Nancy said. "I came back with 55 dispensers. I went to supermarkets; I went crazy. Everybody was looking at me."

Nancy Gyumolcs loves PEZ. She says it's nothing serious, that there are collectors out there willing to pay \$2,000 for a PEZ head but that she would never do that and anyway, the most she's spent on one PEZ is \$75.

Not so casual

Casual hobby? I don't think so. "PEZ started in 1927 in Austria originally as breath mints," the Bellcore employees said. "They didn't get heads until they came to America in 1952."

See what I mean?

And to think that three years ago the only thing she collected was dolls.

"PEZ," she said, "started appearing at the doll shows."

Her display of PEZ figures is at the Kennedy Library on Hoes Lane in Piscataway at least until the end of this week. It is guaranteed to induce flashbacks among those who can relate to the kid in "Stand By Me" who, asked what he would

choose if he could have only one food for the rest of his life, replies, "PEZ. Cherry flavor PEZ."

"We have our own little PEZ underground," Nancy said of her fellow PEZ collectors. "I usually drive to Ohio with a truckload of PEZ friends. We'll probably have to take a couple of truckloads this year."

Ohio is the location of PEZ-O-Mania (formerly Dispenser-O-Rama), one of two PEZ conventions this year.

How big is PEZ? Christies in New York will hold a PEZ auction in June.

PEZ creator

The creator of PEZ was food company owner Eduard Haas; the word came from the German word for peppermint, Pfefferminz.

The first PEZ with a head was Mickey Mouse, or maybe Popeye; PEZ collectors are not sure. The rarest one, in any case, is the so-called Make-A-Face PEZ, where 158 different faces were possible. What will a Make-A-Face cost you these days? About \$2,000.

Name a cartoon or TV character; there was probably a PEZ patterned after it: Mickey Mouse, Donald Duck, Dopey, Goofy, Peter Pan, Captain Hook, Bugs Bunny, Wile E. Coyote.

There were guns that shot PEZ (the Space Gun, the Candy Shooter), baseball glove PEZ dispensers, even PEZ trucks. Strangest PEZ of all time: the Psychedelic Eye, a hand holding an eye atop dispensers labeled "Go Go Pez" or "Mod Pez."

Nancy owns 156 different PEZ, not counting all the color variations. She even has a button that reads, "I collect PEZ, Got Any?"

"I go places, hear people talk PEZ, I introduce myself," she said

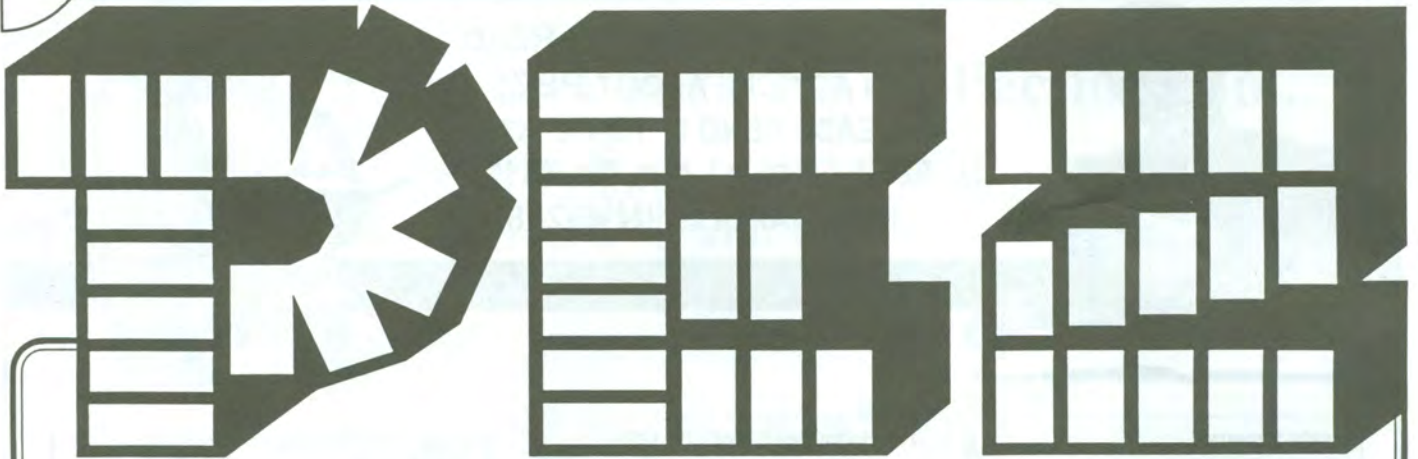
Good places to start a PEZ collection: Supermarkets, garage sales.

Required reading: The Plastic Candy Dispenser Newsletter.

Dumpster-diving is optional.

Nancy's big dream, apart from someone giving her one of those Make-A-Face PEZ heads for her birthday, is to visit Austria and Germany.

"That," she said longingly, "is the land of PEZ."--PETER GENOVESE



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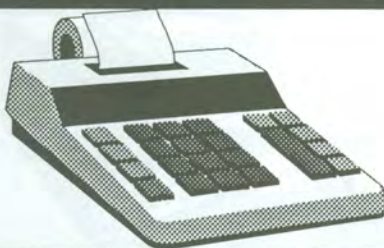
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PEZ Auction #2
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The total price tag of the
106 collectibles in
Christie's New York
PEZ Auction
***** \$6,450.00 *****

Market Trends (from page 9)

in several general price guides, it is not consistent. One of the prime reasons is that advertised and field prices for the same container can differ by as much as 50 percent depending on who is selling. Note the price differences between the Michigan and New York dealer for the same container in the price list above.

The wonderful thing about PEZ collecting is that it always will present an affordable entry point for new collectors. All one has to do is go to a local store that sells PEZ and purchase the current group of products. Add to the collection by haunting garage sales and talking with the local pickers. A large collection can be quickly and cheaply built.

As PEZ collecting becomes more sophisticated, more and more emphasis will be placed on containers still in their original packaging. This is certainly a major consideration when purchasing containers made after 1980.

In addition, collectors and dealers are now turning their attention to all types of PEZ advertising and dispensing machines. Premium prices are being paid for early countertop display units. Dispensing machines command double and triple the price of contemporary counterparts for gum or nuts. Again, prices are speculative.

PEZ collecting recently made the front page of the *Wall Street Journal*. I am certain that this will be cited by many PEZ dealers as a sign that the PEZ collecting market may be reaching its peak.

In tracking collecting categories, I have found that when a collectible warrants an article on the front of the *Wall Street Journal*, a downturn in collectability and pricing usually occurs within a year to 18 months. If you are holding on to highly collectible PEZ, now may be the time to sell.--HARRY RINKER

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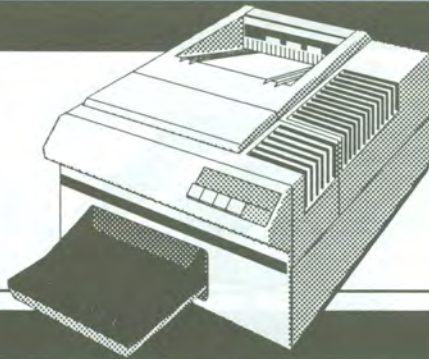
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Copley News Service

Contemporary collectibles

Although you remember them from your childhood and you still see them in the candy displays at the checkout counters of the market, you probably haven't given them much thought. But PEZ candy dispensers, in all their immense animal, comic-icon and monster-headed variety, are now a genuine, certifiable collectible.

For one thing, PEZ (an abbreviated form of the German word for peppermint-peppermint) has been around a lot longer than you might have guessed. The candy was created by Eduard Haas III, proprietor of Haas Trading Co., whose stock in trade was baking powder, in Linz, Austria, in 1927, not for children, but for adults as a breath freshener.

Production was suspended during World War II, then reintroduced in 1949, when it was packaged in the first-

headless--plastic dispenser (which are now referred to by collectors as "regulars").

PEZ was introduced in the United States in 1952, when the corporation PEZ-Haas was formed and the initial Mickey Mouse-capped PEZ dispenser appeared. The candy wasn't produced in this country until 1973, when a plant was built in Orange, Conn.; the dispensers continue to be made in Austria, Eastern Europe, Mexico, Hong Kong and China.

It wasn't long before other flavors of the minilozenges were added, concentrating more and more on fruit flavors, and hundreds of other character heads joined the ranks. There were Santas and snowman and skulls, Wonder Woman and Zorro, panthers and ponies, Batman and Bullwinkle and Betsy Ross.

Two full-figure dispensers have been made: a Santa in the late '50s and a Space Trooper, which came in several colors. Three PEZ guns, which actually dispensed the candy, were marketed between 1952 and 1982.

New species are continually added, with about 40 being in production at a time.

Don't be fooled by the copycat products that have appeared over the years. Other

companies, such as Totems, Yummies and Smarties, have imitated the dispenser-with-a-head idea, but there's really only one PEZ! In fact, it is meaningful enough to have been mentioned in two key movies, "E.T." and "Stand By Me."

Here are some recent prices for the rarer PEZ dispensers from the new sixth edition of Richard O'Brien's comprehensive identification and value guide, "Collecting Toys" (Books Americana):

- Alpine, 1972 Olympics, \$125.
 - Baseball Glove with home plate and bat, \$125.
 - Bride with white veil, \$100.
 - Green Hornet, \$125
 - Handgun (mail-order premium), \$125.
 - Make-A-Face (similar to Mr. Potato Head, with approximately 24 face pieces), \$200.
 - Pear with visor, \$165.
 - Pineapple, \$175.
 - Psychedelic Flower, eyeball in flower, \$150.
 - "Regular" with picture of witch on side, \$175.
 - Snowman with arm, 1976 Olympics, \$125.
- TOM VANEK

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From the collection of Maria Straus



PEZ Pal Mail - Part Three

(Warner Bros.)

- the difference between Daffy Duck A and B. **Daffy Duck A has removable eye whites while Daffy Duck B has painted eye whites.**

- the difference between Road Runner A and B. **Road Runner A has painted eyes while Road Runner B has decal eyes.**

- the difference between Tweety A and B. **Tweety A has removable eye whites while Tweety B has painted eye whites.**

Finally, I realize you have simplified the list in terms of color variations since such distinctions could add several pages to the list. But what about tracking major color differences that affect value of a PEZ such as between a Popeye with Red hat vs. a White Hat or between a Batman with a Black Mask or a Blue Mask?

My fellow collectors and I would very much appreciate your attention to these questions in an upcoming article. Thank you.

CONNIE HINCKLEY

When I amended the PEZ checklist, I tried to standardize the designator used on head variations, i.e., numeric exclusively vice numeric and alpha designators.

As far as tracking major color variations, I can't, and I don't think any two people could agree on what constitutes a major color variation. If you look at the auction results from John LaSpina's PEZ Auction #2, I think you'll see that any color variation can result in a substantial price variation.

Crystal & Larry,

Well Hello! I truly enjoyed my first issue of *Positively PEZ*. Can't wait to receive the next one! I'm learning about collecting PEZ as I go along and the newsletter definitely helps. Plus your format is "PEZ-antly" professional! My husband and I just loved the nifty May/June '93 cover. Keep up the good work!

MARLIS BEAN

Thanks Marlis. I hope you enjoy the new format as well.

**Auction results from
The First Annual National
PEZ Collectors Convention**

Large PEZ Girl photo	11.00
Camel (MIP) w/insert	26.00
Daniel Boone	70.00
Donald Duck	5.00
Football Player, white helmet, face guard split Engineer	85.00
Large PEZ Girl photo Convention XX Large Shirt w/collar, print on back	35.00
Convention Bumper Sticker Joker	10.00
Gorilla, red eyes	60.00
Uncle Scrooge (MIP)	40.00
Pirate	10.00
Fireman, no mustache	30.00
Wonder Woman (MOC), no eyes painted	11.00
Paper sheet color "Kinder"	10.00
Paper sheet Candy Shooter "Pisotile Gratis"	85.00
Santa w/loop on stocking cap	75.00
Flinstone sets (2) (MIP)	30.00
125-piece Ceaco PEZ Puzzle	10.00
Paper Flyer in hard plastic	12.00
Canadian dispensers (3) and Card of Candy (1)	30.00
Mickey Mouse on Euro Disney Card	16.00
Convention Cups (2)	21.00
Pink Regular w/pink top	10.00
	550.00

PERSONAL SUCCESS - THE NEWSLETTER!, June 1993

INTRIGUING INVESTMENTS

WHERE TO STASH YOUR EXTRA CASH

On a lark a couple of years ago, I bought SuEllen a PEZ dispenser (you know, those small plastic contraptions that dispense candy when the head is tilted back). I think it was a Mickey Mouse design. When we were in Paris the last time, I tried to get a Scrooge McDuck

PEZ, but the machine at the train station was stuck. Anyway, she has since added to her collection and has several dozen, but that's nothing compared to folks like Richard Geary in Madison, Ohio and many others around the world who have upwards of 250 DIFFERENT PEZ dispensers in their collection.

So what, you may be thinking? Just this: The little suckers tend to be worth BIG BUX: Geary's collection has been valued at \$25,000.00 and he still lacks three characters to make his collection complete.

Like many other popular collectibles, such as comic books, bubble gum cards (nowadays usually called, 'sports cards'), stamps, coins, lunch boxes, etc. PEZ dispensers are highly popular and inexpensive when originally acquired, but they tend to increase in value rather quickly, when folks discover that the particular ones they want are no longer available at the corner drug or department store.

PEZ collectors (known as PEZHEADS!) have their own newsletter and if that isn't enough, there's an annual convention where everybody gets together to exchange data, sell and buy PEZ dispensers, PEZ related items such as Tee-shirts, coffee mugs, etc.

As further proof that PEZ collections have garnered the attention of serious investment-minded folks, the venerable Christies Auction house presented its first PEZ offering on June 1st, and stated they expected many single pieces to fetched upwards of \$750.00!

Further info: PEZ-A-MANIA III, the third annual convention will be held at the Harley Hotel in Willoughby, Ohio July 9-10th. For registration (\$20.00 per person) contact: Pat Barnes, 3130 Cole Ridge Rd, Cleveland Heights, Ohio 44118. (S.E. and I may see you there!) The newsletter data: Larry LaFoe, 3851 Gable Lane Dr. #513, Indianapolis, IN 46208. (\$18.00 - it's bimonthly). General info: Call "The PEZ Meister" at: 216-428-4083

Hey listen, if nothing else...pick up a few PEZ now and then for the kids or grandkids and sock 'em away somewhere for safe-keeping. At about a buck apiece, it's no great shakes and who knows...down the road they might be worth a small bundle!--
DEAN F.V. DUVALL

[Personal Success - The Newsletter!, Du Vall Press Financial Publications, Box 14, Williamston, MI 48895-0014, \$99.00]

BUY SELL TRADE

Classifieds

NEW COLLECTOR: Would like to purchase PEZ, PEZ collections, TV Pals, Yummies and Totems. Also seeking Tin Robots, Space Toys, Lunch Boxes, Hanna-Barbara Tin Toys, such as: Wind-ups, Friction, B/O, Walkers, Push-puppets. Call or write. **STAN LUKSENBURG, 21475 LORAIN RD, FAIRVIEW PARK, OH 44126 (216) 356-1118**

PEZ PRICE GUIDE: All new first edition price guide to Plastic Candy Dispensers including all variations of PEZ. \$8.99 + \$1.00 for shipping and handling. **MIKE EDELMAN, P.O. BOX 59328, SCHAUENBERG, IL 60159-0328 (708) 995-8697**

FOR SALE OR TRADE: One giant (12-1/2" by 14") Flintstones header-card (has two tape marks on side support-panels). F.Y.I. I need: Sheriff, Uncle Sam, Ringmaster, Thor, Regular, Pilot, Penguin & Popeye C. I can only reply to the accepted offer. Make me an offer by mail to: **MICHAEL TIEDEMANN, 5 TV PLACE, NEEDHAM, MA 02192**

WANTED TO BUY OR TRADE: I need white Doctor's mustache and black mustache. Will trade Merry Music Makers or Dr.'s headgear or ????. Call me (evenings)! **SUE KAPLAN, 45 WOODSIDE DR, LONGMEADOW, MA 01106 (413) 567-8563**

"PEZ-A-MANIA" IS ALMOST HERE! Are you ready? Please be sure to bring your extra dark-haired nurse PEZ and stop by our room on Friday evening, July 9. We will give you a GENEROUS TRADE. Thank you...**DEAR PEZ PAL**, your message accidentally got erased. Please could the person who called on Mother's Day weekend to talk about Peter PEZ B, please call back? **MARIA STRAUS (313) 655-4075**

I HAVE AN EXTRA LION W/CROWN & UNCLE SAM that are missing pieces. Let me know if you would like them (trades?) or if you have another incomplete Lion (I need yellow face/nose piece) or Uncle Sam that

have my missing pieces. I also have the PEZ jigsaw puzzles (125 & 550 piece) for trade. **JERRY HAYHURST (719) 591-0839**

PEZ WANTED: Looking for Admiral, Worlds Fair, color variations, unusual items and anything marked PEZ. **MARYANN KENNEDY, 409 N. 5TH ST, MARSHALL, MN 56258 (507) 532-6926**

PEZ FOR SALE: Boy (brunette), Girl (yellow pigtails) \$6 each MIP w/feet), Arlene (MOC) \$10. S&H included. Will trade Arlene for Nermal (MOC). **IRENE SABO, 1709 CHAPEL AVE, ALLENTOWN, PA 18103 (215) 797-6261**

PEZ WHISTLES NEEDED: Would like to find these various color combos, these colors being left/right as you would blow into the whistle: orange/pink, red/green, purple/dark blue, purple/light blue, light blue/green, green/purple, green/white and dark blue/yellow. If you have any of these for sale, footed or non-footed, I would be interested. Thanks. **CONITA WILLIAMS, 2409 SOUTH 48 STREET, OMAHA, NE 68106 (402) 556-0721**

PEZ FOR SALE: Wounded Soldier, Pilgrim, Captain, Betsy Ross, Uncle Sam, Spaceman, Sailor, Dopey, Tinkerbelle, Snow White, Baseball Glove, Yappy Dog, Cockatoo, Crocodile, Big Top Elephant, Roar the Lion, Bullwinkle, Orphan Annie, U.S. Zone Regular (blue), Winnie the Pooh, Frog Whistle, Zorro w/Logo and Peter PEZ A. **SUE STERNFELD, 90-60 UNION TURNPIKE, GLENDALE, NY 11385 (718) 847-6883**

HI "PEZ PALS"...Have a great summer! Good luck finding lots of PEZ. We have a few mint condition 3.9 footless PEZ dispensers...These are complete four piece assembly...white or red. Trade or Sell...About \$6 value. Also, we have a few Angel PEZ at the same value. Thank you. **DAVID STRAUS, 4456 HILL RD, SWARTZ CREEK, MI 48473 (313) 655-4075**

NEW COLLECTOR WANTS ANYTHING PEZ! Also looking for Yummies, Totems, TV Pals, etc., please send your lists or write to me! I also have PEZ for sale or trade.

FREE PEZ gift with any order placed in 1993. Contact me for my new list! Thanks. **MARLIS BEAN, 3525 GLEN OAK DR, EUGENE, OR 97405**

FOR SALE: Disney PEZ on striped European Disney cards from England: Donald Duck, Mickey Mouse, Pluto, Scrooge McDuck \$15 each plus S&H, Green Duck Nephew and Red Duck Nephew \$20 each plus S&H. **C VERSTEEG, SERINGENLAAN 13, 4214 EC VUREN, HOLLAND, FAX: 011-31-1830-34380**

PEZ SUMMER SPECIAL: All \$7 PEZ dispensers \$1 off if you mention Positively PEZ when ordering. Offer good until Sept 1st. Send SASE for 90 item list. **RICHIE BELYSKI, P.O. Box 124, Sea Cliff, NY 11579**

PEZ FOR SALE: Popeye B w/white hat \$30. **AVON HUDSON, R 2, 126 C2, BOSWORTH, MO 64623 (816) 534-7580**

PEZ FOR SALE/TRADE: I have over 150 different PEZ dispensers for sale and trade. Please send me your want lists. I'm accepting rare and unusual PEZ items on consignment to be auctioned in my Auction #3 to be held in the fall. HELP!!! I'm still desperately looking for: Witch Regular, Donkey Kong Jr w/box, Advertising Regulars, purple hat Witch C, yellow Pony and Make-A-Face! Please call or write: **JOHN LASPINA, 57 OAKLEY DR, KENDALL PARK, NJ 08824 (908) 821-0239**

HUGE SELECTION OF PEZ FOR SALE AT ALL TIMES! Advanced collectors have found many of their rarest items through me. Items available all price levels. Call or send SASE for list. **DAVID WELCH, P.O. BOX 714, MURPHYSBORO, IL 62966 (618) 687-2282**

NEW PEZ COLLECTOR looking to buy, sell or trade PEZ and all PEZ items. If you are selling PEZ, please send your list to me. I also have some collectible toys and Billiken Horror Models (MIB) that I would trade for PEZ. I am especially interested in Wolfman, Creature from the Black Lagoon, Frankenstein, Eerie Spectres, Popeye Crew. Write or call: **STEVE YUHAS, 734**

BUY SELL TRADE

More Classifieds

N. 4TH ST, ALLENTOWN, PA 18102
(215) 437-6145

SEND FOR **FREE SAMPLE** full color 4" x 6" PEZ photo and our 1993 order form. Mail LSASE to PEZAZZ PHOTO, c/o JILL RUSSELL, 3103 LINCOLN AVE, ALAMEDA, CA 94601

WANTED PEZ REGULARS with advertising, PEZ paper items. Thanks! Keep on PEZzing! JOHN "THE COOL PEZ MAN" DEVLIN, 640 AQUA RIDGE, ST LOUIS, MO 63129 (314) 487-0544

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Here it is...

The Original

PEZ-A-MANIA III

When: July 9-10

Where: Harley Hotel
Willoughby, Ohio

This Will Be The Biggest and Best Gathering Yet
Support Your hobby - Add To Your Collection
Have Fun - Meet your Fellow Collectors

See you in Willoughby on
Friday, July 9th and Saturday, July 10th.

Coverage of the Convention will be
in the September/October issue of
Positively PEZ.

For More Information:
Richard Geary
P.O. Box 622
Madison, OH 44057
(216) 428-4083

(Mention PEZ-A- MANIA)
Harley Hotel
6051 S.O.M. Center Rd
Willoughby, OH 44094
(216) 944-4300
(800) 321-2323

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