



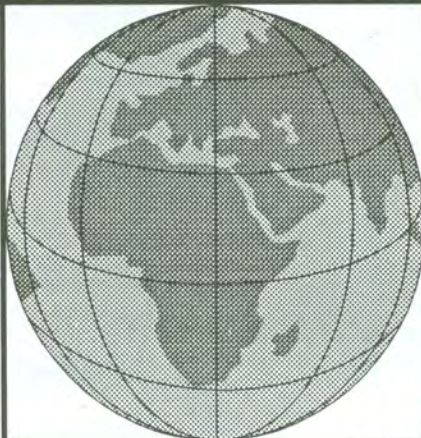
Solis-Cohen Enterprises, Inc.

## 'PEZheads' collections starting to pop up at major auctions

**F**olks who call themselves "PEZamists" aren't a bunch of sourpusses. They're enjoying sweet success in the collecting world and are optimistic about the future of their hobby — collecting PEZ dispensers.

Those 4 1/2-inch high plastic candy containers with amusing figural heads that children adore left a good taste in the mouth of the art and antique establishment when Christie's, the international auctioneers, recently sold for astonishingly high prices 107 of these pop culture icons from the collection of Sue and Richard Sternfeld.

"I thought I was going to get peanuts for them," admitted consigner Sue Sternfeld, of Glendale, N.Y., who says nearly 700 dispensers remain in her collection, including at least one example of each dispenser known. "I sold only



The Plastic Candy Dispenser Newsletter

common duplicates, not the ones I'll need later for trades."

More than a month after the auction, Sternfeld still is recovering from the shock of the strong prices at Christie's. "I wanted to stand up and say 'no, no, no' during the bidding," she acknowledged later. Instead, Sternfeld went home from the New York City auction and sent free extra dispensers to the sale's top bidders "to help round out their collections," she said.

"If I knew then what I know now, I probably wouldn't have paid quite so much, but then I probably wouldn't have gotten them," conceded Mark Koenigsberg, a mathematician for a Wall Street investment bank, who bought the most expensive PEZ lot at the auction.

Koenigsberg paid \$1,150 for 19 PEZ dispensers topped by Disney character heads, including a circa 1952 Mickey Mouse, believed to be the first character-

headed PEZ container. Koenigsberg also bought a group of 10 featuring Smurfs, Popeye, Tom & Jerry, and Garfield for \$230, and a group of seven "Super Hero" dispensers, including a soft-headed Batgirl in its original packaging and a Captain America, for \$345. Only time will tell if he overspent, Koenigsberg observed.

Age and rarity weren't key factors in determining desirability at auction: Several of the dispensers offered at Christie's still are available new for about 99-cents to \$1.29 (including two rolls of PEZ candy). Some parents admit to buying new dispensers for themselves at Woolworth's and successfully convincing toddlers to keep their hands off these treats, claiming they're for grown-ups to savor in the future.

Although PEZ collecting is a relatively new pursuit, experienced "PEZheads" already adhere to some basic rules. "Only buy PEZ that are different from the chin up. Stems sit in a bucket at the factory and whatever color is picked up goes on the head," explained Sternfeld. "It doesn't matter where the dispenser was made, and, except in a few rare cases, original packaging doesn't add value. Buy dispensers in mint condition. Don't buy them with missing parts thinking you'll find the parts later. And beware of altered dispensers," she adds.

"If you've bought PEZ dispensers as an investment, put them under your bed

(continued on page 5)



# MERRY



# CHRISTMAS

Welcome to Volume 1 Issue 6

**W**ould you like to meet other PEZ Pals. Send a LSASE with 75 cents postage affixed and 50 cents to cover printing costs (no stamps please) and I'll send you a list of subscribers to *Positively PEZ*.

The following were added to the PEZ checklist: Tweety C - decal eyes with no indentations for the eyes, Daffy Duck C - decal eyes with no indentations for the eyes and Snoopy w/Eyes Closed.

Don't forget to pickup Hallmark's PEZ puzzle (500-pcs, 18" x 23 1/2", \$10.95) at your local Hallmark retailer.

My sincerest apologies to the 53 new subscribers who had to wait until this issue to receive their first copy of *Positively PEZ*. I always order 100 more than the number of paid subscribers on the deadline date. If your subscription is about to lapse, please send your renewal in before the deadline date so I can order a sufficient number of copies to ensure everyone receives an issue as early as possible.

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

PEZ Repair Tip—Maria Straus

**H**ave some of your prize older PEZ lost the little peg that holds the hair or hat on the PEZ head?

We have found that Silly Putty works best to re-attach these accessories. Silly Putty or any other brand of that type of material can be purchased at most drugstore toy counters or toy stores. It comes in a plastic egg.

O.K., what you do is work the putty in your fingers, until it is pliable. Then you make a tiny pea size ball and squish it on between the head and the hair.

This method has worked very well for us and the putty seems to set up and hold well.

## PEZ AUCTION #3

Rare and unusual PEZ items to be auctioned on December 3, 1993.

Included are  
**Make-A-Face** mint on European card,  
**Hippo**, **Olympic Wolf** and many more.

Please send \$6.00 for Auction Catalogue and bid number.

All items are detailed in color.

**John LaSpina**  
**57 Oakey Drive**  
**Kendall Park, NJ 08824**  
**(908) 821-0239**

This auction is not in any way connected with the PEZ Company.

Positively PEZ is published bimonthly by Crystal & Larry LaFoe. Single issue price is \$3.00. Yearly subscription rate is \$18.00 in North America. 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: December 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

Positively PEZ is not affiliated with PEZ Candy, Inc. PEZ is a registered trademark of PEZ Candy, Inc.





## Letters

**D**

ear Larry,

It's always exciting to receive each new issue of *Positively PEZ*. Thanks for putting out such an informative newsletter!

I have just obtained two PEZ Penguin Whistles (both different) which I have not yet seen on any of the checklists. They were given FREE to the people who attended the Spring of '93 Florida Extravaganza. Each came in a clear plastic bag containing two packs of PEZ bonbons. I do not want to open the bags, as that would decrease their value, so I will try to describe each one from what I can see through the bags.

Both Penguin Whistles have blue stems with feet. Each stem has the U.S. patent number 4,966,305 and says "Made in Yugoslavia." Each one comes with what appears to be the same black and white paper costume with a pair of paper sunglasses to be cut out, folded and placed over the beak.

Here's how they differ. One Penguin Whistle has the regular red hat on it and so, probably has a little bump on the head to hold the hat on.

The other Penguin Whistle has a fully rounded head. There is a cowboy hat loose in the bag. The cowboy hat in my bag is brown, but I believe there were red and yellow hats too. There is a hole in the back of the hat to put the whistle tube through. The hat appears to be made of flocked plastic with a flexible brim. There is a brown cord tied around the top inside of the brim. There is a small sticker under the brim which says "Made in Taiwan."

A friend had received one with the regular red hat a few months ago from someone who attended the Florida Extravaganza.

I was surprised no one mentioned it in the last couple of newsletters. I thought you should know about it. I'm sure other subscribers have some of them too. Do you think there's a place on the checklist to include these two new PEZ Florida Extravaganza Penguin Whistles?

**PEGGY MONTGOMERY  
BIRCHRUNVILLE, PA**

P.S. On the corner of the costume paper it says in large letters "FX'93."

According to Mike Herz, one of the promoters of the Florida Extravaganza, there were 125 Penguin Whistles given away during the event. Of the 125 given away, 75 were packaged with cowboy hats with the other 50 packaged with the original hat. The cowboy hat was made in 5 colors; black, blue, brown, red and yellow. There is only one costume available. They are valued in the \$35-50 range.

Mike also has a toy shop in Florida and sells PEZ. [Big Time Toys, 430 E. SR 436, Suite 106, Casselberry, FL 32707 (407) 260-8869] Drop him a line, he always has a good selection and is a pleasure to talk with.

I've tried to limit the checklist to PEZ that were marketed by either PEZ Haas or PEZ Candy, Inc. I've tried to steer away from listing dispensers that weren't sold by PEZ (i.e., *Prototypes* - Disney soft-heads, World's Fair Astronaut, Comet, Parrot & Flower Die-Cuts, Owl Whistle?; *Packaged by someone other than PEZ* - Florida Extravaganza Penguin, etc.)

Larry,

Where and who do you write to suggest PEZ ideas? I think Ronald McDonald is a good candidate.

Who do you call to find out the current PEZ available in Canada on a regular basis?

You can write to PEZ Candy, Inc., and suggest your ideas to Laura Thompson (Public Relations Executive) or Scott McWhinnie (President).

**PEZ Candy, Inc.  
35 Prindle Hill Road  
Orange, CT 06477  
(203) 795-0531**

As far as a list of currently available PEZ in Canada (as well as Europe and Australia) you can write to:

**Ed. Haas, GMBH  
A-4050 Traun  
Austria**

This is an open letter to all PEZ Collectors, I am a newcomer to collecting PEZ, having started only about six months ago.

However, I am not a novice to collectibles.

My main interest is comic books, which began in 1961. Today it covers most of the main titles, and complete runs, back to 1937. Also included are thousands of non-sports cards and a small library of comic related books, records and assorted tidbits.

It is no surprise that it was comics that started me adding PEZ items. There was an article by David Welch (of *The Pictorial Guide* fame) in a weekly newspaper called *Comics Buyer's Guide*. I contacted David, bought a guide and a few dispensers. At about the same time, I came across another collector who put me on to Larry LaFoe at *Positively PEZ*, and my first subscription issue was number three. From these humble beginnings, I came across others, such as Ron Barr, John LaSpina and Sue Sternfeld, just to name a few.

Now with this introduction out of the way, I will proceed to the main topic. In the brief time that I have been exposed to the hobby, I have noticed some potentially disturbing things. The first one is the lack of consistency in identifying dispensers. This group has a golden opportunity to establish a complete listing of every dispenser and color variation (many of you are probably already familiar with Edelman and LaSpina's price guide).

More than once I have received or seen dispensers claiming to be completely different only to find they are not. Also, color variations are very suspect: red and pink may be the same pigment, only faded or of a slightly different hue due to the molding process.

One easy solution would be to maintain color photographs of each head, one to a picture, with other viewing angles if necessary to point out a particular feature. Also, the names could then be assigned to each and all versions adequately described.

The other alarming aspect is the too rapid escalation and widely inconsistency of prices. This one area drove me out of collecting beer cans in the early '80s. What was once a fun hobby involving trading with other friendly collectors transformed into a dealers' market. The high prices kept many newcomers from having even a remote chance of putting together a modest collection. Even today, comics are undergoing the same demise. Is there

(continued on page 5)



**NEW COLLECTOR WOULD LIKE TO TRADE:** McDonald's Happy Meal toys, displays & translights and 12" G.I. Joe for PEZ. Also have Icee Bear mint on winter scene card \$15 ppd, Tom, Jerry (yellow ears) & Tuffy w/one piece painted faces mint on card \$10 each ppd. Please call or write for additional PEZ and other toys for sale or trade. **BRAD**

**& LYNN SMITH, 5552 S. FORK RD., NEWARK, OH 43055 (614) 323-2085**

#### SHOW SCHEDULE

Nov 6  
Allentown Toy Show  
Allentown, PA  
Nov 13-14  
NYC Triple Pier Show  
New York, NY

Nov 13-14

Rochester Toy Show  
Rochester, NY

#### AUCTION SCHEDULE

Dec 3  
John LaSpina's PEZ Auction #3  
(908) 821-0239  
Dec 18  
Christies PEZ Auction  
(212) 606-0543

Johann Patek

## MECHANISMS and NUMBERS

**B**ecause more and more novice collectors are joining the PEZ hobby and not all of them have copies of ancient "O.P." magazines, I thought I would spend some time and effort on the theme of head type mechanisms and the patent number game.

In every collection a major question is always "What is the oldest item and how can the age be determined?" The most common opinion is to sort the dispensers by patent numbers. The lower the patent number the older the dispenser. This can be correct but is not always the rule.

My suggestion is to group the footless dispensers by the the head mechanism and spring type into three groups:

**VINTAGE:** The head is fixed to the inner stem by a thin steel pin and metal spring providing the tension for the head. The little tongue which pushes the candy out is recessed inside to provide a firm seating of one spring leg.

**CLASSIC:** The head is fixed by two plastic buttons which are cast integral with the inner part of the stem. Spring action is by the same steel spring which is captured in a recess in the inner stem. Candy pushing tongue has a recess for the spring.

**MODERN:** The head is fixed by the same two plastic buttons but spring action is provided by a plastic blade cast integral with the inner stem part. Candy pushing tongue has no recess for the spring.

The Vintage-type was made from the beginning in 1952 and is dedicated to the Viennese inventor, Oskar Uxa. He originally invented a dispenser for dispensing pills and tablets in square shape but the Haas Company showed interest in the dispenser and it was then altered for the rectangular PEZ candies. Three Viennese plastic facto-

ries were busy producing Regulars and in the mid 50s the first head-type dispensers. From two sources I was told that Popeye A was the first dispenser with a head on top. Mickey with white painted face was to follow closely on Popeye's heels. In this period most of the best looking (my subjective taste) dispensers were made: Full Body Santa and Robot, Clown w/Collar, Li'l Lion, Monkey Sailor, Dopey, Snow White, Astronaut A, Creature from the Black Lagoon, Wolfman, Frankenstein, Pinnochio A, Witch 1-Pc, Chick in Egg and some more.

Assembling the heads to the stems was a difficult task but was eventually aided by a special mounting tool. Several people described the tool to me but I have never seen one. Without this tool its a complete misery to fix a head on a Vintage-type dispenser. If you feel in a good mode, try to dismantle your Frankenstein (which is fairly easy) and try to rebuild him again. I have practiced and it now takes me only 3 or 4 minutes. But in the beginning I wondered how handicapped children could tackle two or three in a minute.

Out of this misery the Classic-type was born. This type takes only a few seconds to be built (but is much harder to dismantle). You only have to insure the spring stays tensioned. Some of the well established dispensers were altered to this type of head mechanism. Some for instance are the Monkey Sailor and Pinnochio B, which were made in both versions. A lot of dispensers popped onto the market with this Classic-type head mechanism. Even the Regulars were adopted to this type.

But economics demanded an even simpler and faster to assemble head mechanism.

I. Hinterreiter, a clever foreman in a plastic factory, patented his Modern-type mechanism with the ingenious plastic blade type spring. Classic-type heads could easily be altered to adapt the new system. The majority of PEZ dispensers feature this Modern-type head mechanism, with or without feet.

As there was always a considerable overlap in production, it is a bit hard to tell the exact beginnings and endings. But as a rough guide I offer the following scheme:

VINTAGE:	1952 - 1963
CLASSIC:	1960 - 1975
MODERN:	1973 to date

As it took several years before a patent application was approved, production started well before the patent was approved. And

that is exactly why the patent numbers on the stems are older than the mechanism. For example: If everything is correct a Vintage-type dispenser must have a 2,620,061 patent, a Classic-type a 3,410,455 patent and a Modern-type a 3,942,683 patent. But as there was the usual patent application delay, the newly invented Classic-type got the old 2.6 stem until the new patent number was issued. Even if the new patent was approved, old stock had to be used and workers assembling two different type of mechanisms on the same type of dispenser never cared about patents. When I asked one worker about the number game, he said "Were there any numbers on the stems?"

Now, what does this mean for the collectors? There is simply only one rule: No dispenser can have an earlier patent number than the mechanism allows. Let me explain in other words:

a VINTAGE-type must have a 2.6 patent  
a CLASSIC-type can have a 2.6 or 3.4 patent  
a MODERN-type a 2.6, 3.4 or 3.9 patent

Life would be easy if there were no exceptions. These came in the form of DBP (Deutsches Bundes Patent) 818.829 and "3,845,682 Made in USA" patents. The DBP stems were used on Vintage and Classic-types but I have never seen them on a Modern-type. The 3.8 patents came only on the soft head dispensers and feature Modern-type heads. An exception to this is the Nurse which came with a light blue 3.8 stem. Why? I don't know.

There are a lot of questions and one has been puzzling me for quite a while. The Easter Bunny with the slim face and ears is regarded as the first version and hence the oldest. Mine was made in the Classic-type head version. But why are there Easter Bunnies with fat face and ears around with the Vintage-type steel pin heads? This indicates that Easter Bunny with fat ears is older than the slim face one. Have we collectors made an error when we established the age? I hope someone can answer this question.

Some words on stem colors: Although David Welch's book is a very fine contribution, it is not the Bible of PEZ. Some collectors think that a certain dispenser is only allowed to come with the pictured stem. For some dispensers this is correct, but a lot came with two, three or more different colored stems. I

(continued on page 5)



# HAPPY THANKSGIVING

## Solis-Cohen (from page 1)

and go get therapy," admonishes Sternfeld, who confesses to calling her living room, where her collection is displayed in showcases, a "plastic palace."

While there appear to be more speculators in the market since Christie's sale, according to Larry LaFoe, editor of a bi-monthly newsletter, "Positively PEZ" (annual subscriptions are \$18 from LaFoe, 3851 Gable Lane Dr #513, Indianapolis, Ind. 46208) most PEZ collectors claim they're not out for financial gain.

"It makes no difference how many you have or how good they are. What matters is that you collect PEZ and have fun with it," said Richard Geary, an on-air radio personality in Madison, Ohio, and organizer of PEZ-A-Mania, a collectors' convention held each July near Cleveland.

Geary is so intent on attracting new collectors that at this year's gathering he offered for \$3 each dispensers currently available only in Canada and Europe. "In what other field can you spend \$35 to \$40 and have an instant collection?" he asks. (Dealers usually charge around \$15 each for these imports.)

Geary's love of PEZ goes back to his Oklahoma childhood. Cherry flavored PEZ was his favorite. ("I wish the company would bring them back," he says wistfully.) Since refills weren't available when he wanted more candy he broke his dispenser. (PEZ was sold only with dispensers.) "I'd never do that now," asserts Geary, who started the convention in 1991 as a way finally to meet the collectors with whom he had been trading over the phone.

PEZ truly brings collectors together. Sue and Richard Sternfeld used the 1991 gathering to announce their marriage. Their long-distance romance began over PEZ. She was a collector living in St. Louis; he was a New York dealer. They finally met at a St. Louis toy show and wed two days before Geary's first convention.

Coming on the heels of the Christie's auction, the 1993 assemblage also was a blissful event. "Everything sold well at this year's convention," observed dealer David Welch, author of "A Pictorial Guide to Plastic Candy Dispensers Featuring PEZ," (\$22.95 postpaid from Welch, P.O. Box

714, Murphysboro, Ill. 62966), who claims to have "handled more PEZ than anyone else in the country."

Welch reported selling common Disney character-headed PEZ for \$10 to \$30 each at the recent gathering, dispensers with patriotic theme heads, made only for the 1976 U.S. Bicentennial, for \$50 to \$150 each, and an early and extremely rare "Witch Regular," a circa 1952 orange stem with a raised black witch image on its side and a cigarette lighter-type top, for between \$1,500 and \$1,800. "Everyone needs a Witch Regular," Welch claims. He knows of only 10 of these dispensers and says he sold one last year for around \$500 to \$600, which at the time he thought was top dollar.

"I'm amazed at some prices," concedes Welch, cautioning that new collectors should begin slowly and learn what's really rare before plunging in. Even veteran collectors aren't sure exactly how many different figural heads are out there, guessing it's roughly 300 models.

Some collectors now focus on locating "variations," similar heads in different colors. Sue Sternfeld recently paid \$450 for a "Pony Regular" with a pink head and green mane. A common variation has an orange head and blue mane. "Beware if a dealer says a dispenser is 'ultra rare,'" cautions Sternfeld. Adds Welch: "Many people selling PEZ simply don't know enough about them."

While its sweet at the top of PEZ collecting, at the bottom is controversy. In the 1980s, the manufacturer began adding plastic feet to dispenser stems so they'd stand up. Many collectors are traditionalists who can't stand innovation and run from footed stems, preferring older footless versions. However, Sue Sternfeld says some dispensers, such as Peanuts or Muppets-heads, come only with feet. So if collectors like those characters or want a full PEZ cache, they also have to develop a taste for feet.

PEZ collectors genuinely like sharing information. If you want to learn more about PEZ, write to Sue Sternfeld, 90-60 Union Turnpike, Glendale, N.Y. 11385. For a reply, you must enclose a self-addressed stamped envelope with 52 cents postage affixed. She'll provide a PEZ checklist and an application for the newsletter "Positively PEZ." — Lita Solis-Cohen and Sally Solis-Cohen

## Mechanisms & Numbers (from page 4)

have original factory records that show how many dispensers were produced with what color stem. For instance, Pinnocchio B came with blue, yellow and pink stems. Monkey Sailor came with blue, yellow and green stems. One common mistake made by most advanced collectors is concerning the Pear. As far as my information goes, it never came with a light blue 3.4 stem. It was always issued with a 3.9 stem. But collector demand has forced me to switch them over to the required blue 3.4 stems. A crazy world.

There are some one digit numbers on the top corners of some stems. This is an identifying number used by the manufacture. Each number was related to a separate and often competitive manufacturer. Number 9 has two meanings: Once it meant the US plant and then the Spain plant. The 9 digit with "made in Spain" is the scarcest of them all.

If a dispenser is assembled correctly, the patent number must always be on the right hand side. If it is on the left hand side, it is an indication that someone might have changed it over or the PEZ worker was drunk.

The advanced and "I know everything" collector might be rather bored when reading all this but watch out: There are stems with feet on the market which still have the 2.6 patent. Try to find them.

HAPPY COLLECTING

## PEZ Pal Mail (from page 3)

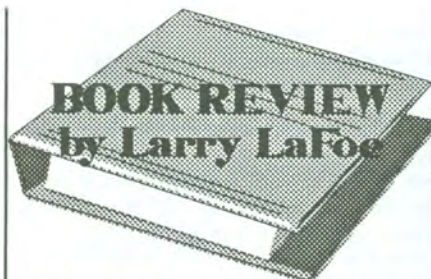
anyone who has not heard of the death of Superman? The day that book was released to specialty stores, owners claimed to have sold out in hours. However, anyone could go into the store the next day and buy an issue for \$10. So, where did those books come from? This situation on speculation has been raging in the comic fields for years, with no end in sight. This will be the most difficult area to control and the most hotly debated.

I hope everyone who reads this will not take these comments the wrong way. Presumably, it will create some enthusiasm to pursue those projects that will make collecting PEZ even more enjoyable for everyone.

Happy Collecting,  
CHUCK SCHADRACK



# OVER 475 UNITED STATES SUBSCRIBERS

## HOW YOU MAY EARN HUGE PROFITS FROM PEZ

By DEAN F. V. DU VALL

**T**he following are some excerpts from Dean F. V. Du Valls' book *How you may earn huge profits from PEZ*. I believe this is the best way to review this book and allow an unbiased opinion.

### On why to collect PEZ

"Beyond that, however, is the REAL reason why many of us feel that PEZ is the ideal collectible: There is, in fact, a FINITE number of the things! Unlike almost any other collectible one can name, PEZ has a limited number of different styles that have been made over the forty or so years of manufacture, making it actually possible to acquire every single one of them for a personal collection! ... However, there are many variations of the 250 basics which may bring the actual number of a complete collection to 500 (possibly more)."

### On why PEZ is such a good investment

"... purchasing individual pieces at current market value, will set one back about \$50,000.00! ... And with nominal inflation, such a collection should theoretically be worth a half million or more just a few years down the road."

### Of whom to buy your PEZ from

"... - the ones we are ready to give our money to - invariably are not merely dealers, but they are also collectors. In fact, many collectors are dealers only to make enough extra money to fund their personal collections!"

### On how to market PEZ at a show

"Let's say you have an inventory of five Uncle Sams, and you hope to get \$125.00 each. You'll have a better chance of getting that one-twenty-five if you display just ONE of the things and after that is sold, put out another to replace it. This, as opposed to putting all five out there and making it appear that the things are 'a dime a dozen'."

*[How you may earn huge profits from PEZ is*

published by DU VALL PRESS FINANCIAL PUBLICATIONS, Box 14, Williamston, MI 48895-0014, \$29.50]

### Classifieds

**MY RECENT PEZ SALE/TRADE LIST INCLUDED:** Bride, Arithmetic, Psychedelic Eye and many other dispensers and rare premiums. Maybe some are left. If you did not get a list send me your address. Some of the PEZ I desperately want are: Advertising Regulars, Wolf w/Ski Hat, green Pony, yellow Flower, Muselix, Make-A-Face and anything unusual. Will buy entire collections at high prices. **GORDON SIMPSON, 558 W. 113 St APT. 1A, NEW YORK, NY 10025 (212) 662-4554**

**SEND FOR FREE 4" x 6" PEZ POSTCARD** and order form. Great way to correspond with your PEZ Pals! Mail LSASE to **PEZAZZ PHOTO c/o JILL RUSSELL, 3103 LINCOLN AVE, ALAMEDA, CA 94501**

**FOR SALE: JURASSIC PARK DINOSAUR PEZ STICKERS** from Europe (8) in a series at \$5 each or all 8 for \$30. Tyrannosaurus, Dimetrodon, Stegosaurus, Aparosaurus, Pteranodon, Styracosaurus, Deinonychus and Triceratops. Please send SASE with order to **CHARLENE HENIG, 19500 N.E. 22ND AVE, N. MIAMI BEACH, FL 33180 (305) 931-6445 FAX (305) 932-4522**

**RARE FIND! 1976 ZIFFERS!** Nicer than Yummies and Totems. Copyrighted from respective companies. These are rare and original. Works just like a PEZ. Gem mint in bags with round ziffer candy by Penguin. Made in England. Available are: Fred \$60, Wilma \$60, Barney \$75, Pebbles \$75, Yogi Bear \$80 & Laurel \$75. PEZ also available: 1970s Raven, yellow beak, red glasses (MIP w/candies) \$35. Call for other PEZ. Mickey Die-Cut, brown-haired Nurse, Doctor, Crocodile, Angle, Snowman (removable face), Pirate, Captain Hook, Maharajah, Sheik, Policeman, Fireman & Lion (Yummy). **STEVE SAWCHUK, 2590 ALLEN CRESCENT, BROSSARD, QUEBEC, CANADA, J4Z 3C2 (514) 676-6424** (40 cent stamp to Canada. All orders please include \$3 shipping)

### Maria Straus

**A question that is asked quite often is: "Will our 'old' PEZ hold their value?"**

Well, as the collectible market stands right now, the answer would seem to be "Yes." However, there are a few factors to consider.

From time to time, a whole case is unearthed of some "antique" PEZ. And sometimes, that causes the price to go down. Just as an example, a few years ago, the dark green Hulk changed hands at a value of fifteen to twenty-five dollars, depending on condition. Right now, you can find him mint in the package for about ten dollars. This has also happened with other characters.

Another factor to consider is re-issue. In the recent past, a mint Tom A or Jerry A had a value upwards of forty dollars. Now that the 1993 re-issues are out in Europe, you may be able to add those two PEZ to your collection at a much more reasonable cost.

In some cases, re-issues are not quite as nice as the previous issue, for example, new design, less detail, less paint, less components, etc.

However, in the case of Tom and Jerry, they seem very nice - pretty much identical to the old issues, except now they have feet.

And probably now its harder to sell an old Silver Glow for big bucks since they were re-issued in Europe in '93.

Of course, there are some collectors who would rather buy the older footless issues.

The Peter PEZ dispenser is another good example. We like the new issue very much. There are some differences between the new and the old Peter PEZ. The face and the hat appear to be the same size in both series. On the new hat, the word PEZ is a yellow decal done in the trademark block letters. On the old hat, the word PEZ is simply painted in yellow. The hair is painted yellow on both issues. The eye treatment is different. On the old Peter PEZ, the eyes and brows are molded and painted. On the new Peter PEZ, the eye area is smooth, and a colorful eye and brow decal is applied. The nose seems the same on both. The lips on the old issue is painted red, and on the new Peter PEZ, the mouth is painted a dark mauve color. We have found one where the lips seem more pink. So keep your eye out for these little differences.

Have fun with the hobby!



**... Pez-a-holic, the technical term for the burgeoning ranks of baby boomers who are turning a quaint hobby into serious business.**  
**L.A. Times, July 20, 1993**

Los Angeles Times,  
 July 20, 1993

## Sweet Desire

**T**he object of Phyllis Schafer-Oreck's sweet obsession lies behind closed doors.

They open onto a room in her Woodland Hills home entirely dedicated to Pez: Pez dispensers, Pez trucks, Pez tattoos, Pez guns, Pez jig-saw puzzles, Pez T-shirts, Pezcetera.

But when it came to displaying all those teeny candy bricks and their pop-top containers, there was one thing Oreck hadn't counted on.

"Oh my God," she screeched recently. "Ants!"

Call Oreck a Pez-a-holic, the technical term for the burgeoning ranks of baby boomers who are turning a quaint hobby into serious business. Serious enough to lure collectors to two recent Pez conventions. Serious enough to entice the auction house Christie's to mount its first-ever Pez sale in New York last month—100 dispensers, with an estimated total value of \$4,000-\$6,000, sold for \$7,500.

"It went through the roof," gushed Christie's collectibles specialist Tim Luke. "It's a very emotionally based collectible. The baby boomers are of an age where they can spend money on things that remind them of their childhood."

Baby boomers like Sue Sternfeld, 36. The New York Pez-a-holic, among an estimated 500 serious collectors in the United States, supplied Christie's with some of her frankly, so-so dispensers, she says.

"It seemed to me that Pez and Picasos didn't mesh very well and that's what they're know for," she says. "I didn't give

them anything really good, thinking their crowd would go, 'Pez. How cute,' and move on. And it ended up being phenomenal, way beyond what I expected."

Sternfeld has forged a life from her Pez obsession. She met her husband, Richie, through a Pez newsletter ad he placed in his fervent search for more Pez. Now the two buy and sell Pez *deux*.

"When we got married, he took out a full-page ad in the newsletter that said, 'Sue Wheelis' and Richie Sternfeld's inventory have recently merged' and that we were now going to be a power to contend with. It was a warning to the Pez community.

"We got married on a Tuesday and on Wednesday we took a tour of the Pez factory in Connecticut. And on Thursday, we left for the first Pez convention."

Not surprisingly, Pezheads are regarded as particularly intense even for that generally focused breed known as collectors.

"Pez collectors are very, very passionate," says Luke. "They'll go to any length to obtain Pez . . . A day would not go by in the week before the sale that we wouldn't receive 20 to 30 phone calls that were Pez-related, and that's a big percentage."

"It's like a feeding frenzy because there's not enough of the rare material to go around right now," says Dave Welch, author of 'A Pictorial Guide to Plastic Candy Dispensers Featuring Pez.' "That makes them seem crazier than maybe they really are."

Oreck, a 40-year-old nurse, says things got kind of nasty at a Culver City Pez party last year. "One person stole someone's Pez," she says. "This is supposed to be a fun thing and people are stealing people's stuff? And these are adults."

"There are a lot of violent people in this group. They want Pez. They want these things real bad."

The Object of their desire was invented in Austria in 1927 as a minty antidote to smoking. Pez comes from the

German word for peppermint, *pfeffer-minz*. An old Pez promotional booklet said the candies "gave the passionate nonsmoker that freshness of breath that years afterward was to be proclaimed as an essential factor of the impeccably turned-out person, . . . the novelty became a much-sucked fashionable sweet."

Not quite sucked enough, however, to weather the shortages of World War II, which forced Pez into retirement for 10 years. When it was resurrected in 1949, the company began manufacturing the first headless dispensers designed to resemble cigarette lighters and hawked the slogan "Smoking prohibited—PEZing allowed."

The Pez company concerned itself with more than one's lungs. The patent said the dispenser had to be operable with just one hand, "not only for persons having only one hand but also persons who often have only one hand free (for example motor-vehicle drivers), or whose occupation causes their hands to become smeared with dirt."

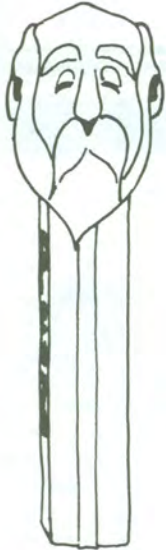
In 1952, Pez arrived on American shores. Here the candy was aimed at kids, so the company added the first cartoony dispenser-heads and changed the formula to fruit flavors. The company, based in Orange, Ct., is tight-lipped about sales figures, but another company brochure said Americans consume more than 1 billion Pez candies a year. The factory doubled in size a couple of years ago. And Pez Candy Inc. CEO Scott McWhinnie, dubbed the "Pezident," says sales continue to grow.

"It's more than a candy," McWhinnie says. "It's more than a dispenser. It's a phenomenon. I don't entirely understand it."

The phenomenon has been tracked by newsletters, the now-defunct "Optimistic PEZZIMIST" and now, "Positively PEZ," the winning logo in the name-your-Pez-newsletter contest ('PEZ-merized' didn't make the cut). The bi-monthly runs letters, history, trading ads

(continued on page 12)





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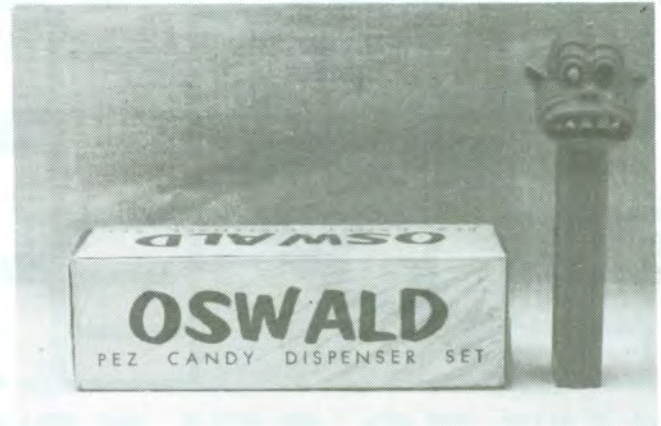
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- 
- Right: The elusive European Make-A-Face**
- For Sale in John LaSpina's Auction**
- Above: The European One Eyed Monster**
- Not For Sale in John LaSpina's Collection**
- 

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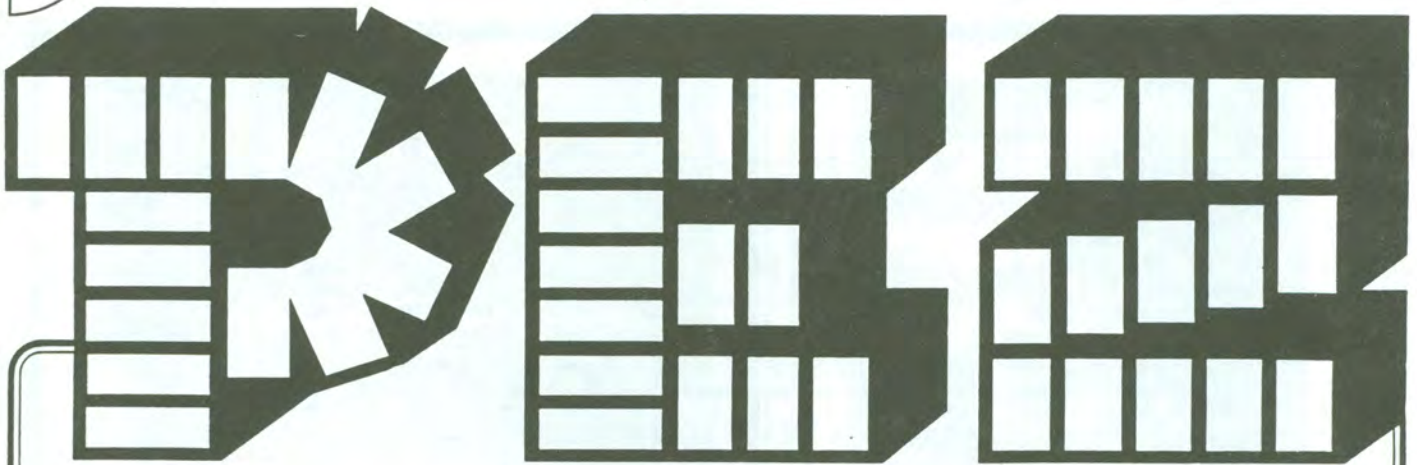
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# PEZ

## CANDY DISPENSER CHECKLIST

November 1993

**CHRISTMAS**

- Angel A \*
- Angel B
- Angel Ornament
- Rudolph
- Santa A
- Santa B
- Santa C \*
- Santa Ornament
- Snowman A
- Snowman B
- CIRCUS**
- Big Top Elephant w/Flat Hat \*
- Big Top Elephant w/Hair \*
- Big Top Elephant w/Pointed Hat \*
- Clown w/Chin \*
- Clown w/Collar
- Gorilla
- L'il Lion \*
- Mama Giraffe
- Mimic the Monkey \*
- Monkey Sailor
- Pony-Go-Round \*
- Roar the Lion \*
- CRAZY FRUIT**
- Orange
- Pear
- Pineapple
- DIE-CUTS**
- Bozo
- Casper \*
- Donald Duck
- Easter Bunny
- Mickey Mouse
- DISNEY**
- Baloo \*
- Bambi
- Bouncer Beagle (1992)
- Captain Hook
- Chip \*
- Dalmation Pup
- Dewey (Blue Cap)
- Donald Duck A
- Donald Duck B (1989)
- Dopey
- Duck Child \*
- Dumbo \*
- Goofy A
- Goofy B \*
- Goofy C \*
- Goofy D (1989)
- Gyro Gearloose (1992)
- Huey (Red Cap)
- Jiminy Cricket
- King Louie \*
- L'il Bad Wolf
- Louie (Green Hat)
- Mary Poppins
- Mickey Mouse A
- Mickey Mouse B
- Mickey Mouse C
- Mickey Mouse D
- Mickey Mouse E (1989)
- Mowgli
- Peter Pan
- Pinocchio A \*
- Pinocchio B
- Pluto A \*
- Pluto B \*
- Pluto C (1989)
- Practical Pig A

- Practical Pig B
- Scrooge McDuck A
- Scrooge McDuck B
- Snow White \*
- Thumper \*
- Tinkerbell \*
- Webby (1992)
- Winnie the Pooh
- Zorro A
- Zorro B
- Zorro w/Logo
- EASTER**
- Bunny Original A
- Bunny Original B
- Bunny w/Fat Ears \*
- Bunny (1990)
- Chick in Egg w/Hat \*
- Chick in Egg w/o Hat \*
- Duckie \*
- Lamb
- Rooster \*
- EERIE SPECTRES**
- Air Spirit (Soft Head)
- Diabolic (Soft Head)
- Scarewolf (Soft Head)
- Spook (Soft Head)
- Vamp (Soft Head)
- Zombie (Soft Head)
- FULL BODY**
- Santa Claus
- Space Trooper \*
- HALLOWEEN**
- Blob Octopus \*
- Dr Skull A
- Dr Skull B (1991)
- Fishman \*
- Mr Ugly \*
- One Eyed Monster \*
- Pumpkin A \*
- Pumpkin B (1991)
- Witch Regular
- Witch 1-Piece A \*
- Witch 3-Piece B \*
- Witch Regular
- Witch 1-Piece A \*
- Witch 3-Piece B \*
- Witch 3-Piece C (1991)
- HUMANS**
- Astronaut A \*
- Astronaut B \*
- Cowboy \*
- Football Player \*
- Pilot
- Spaceman
- Stewardess
- BI-CENTENNIAL**
- Betsy Ross
- Captain \*
- Daniel Boone \*
- Indian Brave \*
- Indian Chief \*
- Indian Squaw
- Pilgrim \*
- Uncle Sam \*
- Wounded Soldier \*
- KOOKY ZOO**
- Cockatoo \*
- Crocodile \*
- Cow A \*
- Cow B \*
- Panda A \*
- Panda B (1990)
- Panther
- Puzzy Cat \*
- Raven \*
- Yappy Dog \*
- LICENSED**
- CHARACTERS**
- Annie
- Asterix
- Bozo
- Bullwinkle \*
- Casper
- Muselix
- Obelix
- Peter PEZ A \*
- Peter PEZ B (1993)

- FLINTSTONES (1993)**
- Barney
- Dino
- Fred
- Pebbles
- GARFIELD (1988)**
- Arlene
- Garfield
- Garfield w/Teeth
- Garfield w/Visor
- Nermal
- MGM**
- Barney Bear
- Droopy Dog A
- Droopy Dog B
- Jerry A \*
- Jerry B
- Jerry C
- Spike A \*
- Spike B
- Tom A
- Tom B
- Tuffy A
- Tuffy B
- Tyke A
- Tyke B
- MOVIE MONSTERS**
- Creature from the Black Lagoon
- Frankenstein
- Wolfman
- MUPPETS (1991)**
- Fozzie Bear
- Gonzo
- Kermit the Frog
- Miss Piggy
- Miss Piggy w/Eyelashes
- PEANUTS (1990)**
- Charlie Brown
- Charlie Brown w/Eyes
- Closed
- Charlie Brown w/Frown
- Charlie Brown w/Tongue
- Lucy
- Lucy w/Eye Whites
- Snoopy
- Snoopy w/Eyes Closed
- Woodstock
- Woodstock w/Feathers
- POPEYE**
- Brutus
- Olive Oyl
- Popeye A \*
- Popeye B
- Popeye C \*
- SMURFS**
- Papa Smurf (1989)
- Smurf (1986) \*
- Smurfette (1989)
- SUPERHEROES**
- Batgirl (Soft)
- Batman \*
- Batman (Soft)
- Batman w/Cape \*
- Captain America \*
- Green Hornet \*
- Hulk A \*
- Hulk B (1991)
- Joker (Soft)
- Penguin (Soft)
- Spiderman A
- Spiderman B (1991)
- Thor
- Wonder Woman
- Wonder Woman (Soft)
- WARNER BROS**
- Bugs Bunny \*
- Cool Cat \*
- Daffy Duck A
- Daffy Duck B
- Daffy Duck C
- Foghorn Leghorn
- Henry Hawk
- Merlin Mouse

- Petunia Pig
- Roadrunner A
- Roadrunner B
- Speedy Gonzales \*
- Sylvester \*
- Sylvester w/Whiskers
- Tweety A
- Tweety B
- Tweety C
- Wile E. Coyote
- MERRY MUSIC MAKERS**
- Camel
- Clown
- Dog
- Donkey
- Duck
- Frog
- Indian
- Koala
- Lamb
- Monkey
- Panda
- Parrot
- Penguin
- Pig
- Rhino
- Rooster \*
- Tiger
- MISCELLANEOUS**
- Baseball Glove
- Candy Shooter Gun \*
- Icee Bear
- Make-A-Face
- Personalized \*
- Psychedelic Eye \*
- Psychedelic Flower \*
- Regular \*
- Regular Box \*
- Regular U.S. Zone \*
- Regular w/Advertising \*
- Silver Glow
- 1950s Space Gun \*
- 1980s Space Gun \*
- Whistle \*
- OLYMPICS**
- 1972 Alpine \*
- 1976 Snowman
- 1984 Vucko Wolf \*
- 1984 Vucko Wolf w/Cap \*
- 1984 Vucko Wolf w/Helmet \*
- PEZ PALS**
- Boy \*
- Boy w/Cap \*
- Bride \*
- Doctor
- Engineer
- Fireman \*
- Girl \*
- Groom
- Knight \*
- Maharajah
- Mexican Boy \*
- Nurse \*
- Pirate
- Policeman
- Ringmaster \*
- Sailor
- Shiek \*
- Sheriff
- PREMIUMS**
- Arithmetic \*
- Cocoa Marsh
- Donkey Kong Jr
- Golden Glow
- Hippo
- 1962 Lion's Club Lion \*
- PIF the Dog
- Sparefroh \*
- Stand By Me
- TRUCKS**
- (A) SINGLE REAR AXLE
- Cab #1 \*
- Cab #4 \*

- Cab #16 \*
- (B) DOUBLE AXLE-INDENTED FENDER
- Cab #8 \*
- Cab #9 \*
- Cab #13 \*
- (C) DOUBLE AXLE-FENDER NOT INDENTED
- Cab #1 \*
- Cab #2 \*
- Cab #3 \*
- Cab #4 \*
- Cab #5 \*
- Cab #16 \*
- Cab #R1 \*
- Cab #R2 \*
- Cab #R3 \*
- Cab #R4 \*
- (D) DOUBLE AXLE-STATIONARY WHEELS (1991)
- Cab #R1 \*
- Cab #R2 \*
- Cab #R3 \*
- Cab #R4 \*

\* Heads with different color variations available





**HAPPY PEZZING  
TO ALL  
AND  
TO ALL  
A GOOD FIND!**



**L.A. Times (from page 7)**

and collectors profiles, such as this recent look at New Jerseyite Gordon P. Breslow, who says: "Sue and Richie Sternfeld invited me to see their collection. Well, it was so impressive and extensive that I felt like going home and throwing rocks at mine."

Such a destruction-inspiring collection can cost a pretty penny these days, indeed. Craig Robbins, a Chatsworth contractor, figures his collection is worth more than \$20,000. He's only missing a few of the well-over 200 different dispensers ever made.

"There are some nutty collectors who spend \$1,000 for Pez," says Robbins, who once paid \$700 for a Mueslix dispenser, which mimics a European cartoon character and was never sold in America.

Dispensers celebrate the broad swath of pop culture—from cartoons and snowmen to astronauts and psychedelia. The all-time best sellers are Santa Claus and Mickey Mouse, says McWhinnie, who vastly prefers such evergreens to flashes in the pop pan. Forty different dispensers are on the market at any time, which now go for \$1.29 a pop.

"We've concentrated on what I call oldies and goodies rather than this week's hot TV show or hot movie," he says. "There's more guarantee of success."

Pez avoids heads that look like real people, McWhinnie says, "because real people can get into trouble."

But real men eat Pez, if TV and movies are to be believed. Despite the company's reticence to push Pez on screen, it has popped up on "Stand by Me," "Empty Nest" and those emblematic boomer TV series "Seinfeld" and "thirtysomething."

So with all that peer support, why should Oreck even consider converting her 1,000-dispenser collection, worth about \$15,000, into cold, hard cash?

"What could you buy with that? A new car? I enjoy these. I really like them. They're so cute, They're so little. And I've had them so long." —IRENE LACHER

# PEZ WANTED

**PLEASE MAKE MY CHRISTMAS A  
MERRY ONE AND HELP ME  
FIND THE FOLLOWING PEZ:**

**YELLOW PONY  
WITCH C w/PLUM HAT  
RED PANDA BEAR  
DONKEY KONG JR w/BOX  
THUMPER  
MAKE-A-FACE  
YELLOW ROOSTER WHISTLE  
GREEN & WHITE WHISTLE  
COMET REGULAR  
ADVERTISING REGULAR  
LAVENDER ASTRONAUT 2  
ANY UNUSUAL COLOR VARIATION**

**WILL TRADE CASH OR PEZ**

**PLEASE HELP!  
THANKS AND HAVE A HAPPY HOLIDAY.**

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## CHRISTIE'S PEZ AUCTION

On December 18th, Christie's will hold their second PEZ Auction. There will be approximately 25 lots with both PEZ dispensers and paraphernalia being offered. For more information call (212) 606-0543.

Lot 1: Green Hornet, type A hat (MIP w/enclosure)  
 Lot 2: PEZ Pal Bride, red hair & Groom  
 Lot 3: Pilot & Stewardess  
 Lot 4: Full Body Santa (complete w/original price

tag, 10 cents)  
 Lot 5: 70s black Candy Shooter on original card w/gun permit  
 Lot 6: Brutus, Olive Oyl & Popeye C  
 Lot 7: Silver Glow (MIP)  
 Lot 8: Six different Euro Disney

Maria Straus

## Collecting Tips

In this PEZ collecting Hobby, the plastic PEZ dispensers are the primary collectible. However, some of us "PEZ Pals" also enjoy the paper PEZ items, equally as much, or as a secondary interest to keep our hobby alive between plastic fixes.

In the September issue of *Positively PEZ*, we notice that Larry has listed several collectible shows, page 5. His list included several "Paper Shows."

Some highly prized PEZ paper items to watch for at a "Paper Show" are color flat ad-sheets, stickers, costumes, PEZ lady greeting cards, PEZ product catalogues, costume, cut-out booklets, vending machine inserts, stamps, tattoos, decals, visors, cardboard eye glasses, masks, brochures, color advertising slicks, header cards, blister cards, child's car safety coloring book, employees manuals, premium offer inserts, 1981 comic books that have Super Hero PEZ ad, etc.

John "The Cool PEZ Man" Devlin is working with us on a PEZ costume article coming soon to these pages.

For this essay, lets talk about header cards, flat ad sheets and the color advertising slicks. These items are fun to collect and add an extra dimension to your PEZ display.

Header card refers to the colorful cardboard that sticks up in the counter display box or on top of the PEZ floor shipper. The U.S.A. kinds are nice and usually the current header cards are the PEZ aqua color. The European cards available presently have nice art work and usually feature the pink, yellow and blue motif. The European Easter card shows Peter PEZ and the big Bunny.

Check page 13 of the September issue of *Positively PEZ*, you will see a picture of the vintage PEZ header card showing Sheik, Nurse, Policeman, Doctor and Knight. That style of header

card is about eleven inches wide. The box held thirty-six PEZ in clear cellophane packs. We have seen a few of these at auction and they go in the thirty dollar range. It is possible to obtain the current header cards for "free" if you are willing to do a little "leg work." Any store that carries PEZ will usually give you a header card if you ask politely. You may have to return and ask several times. Sometimes you will need to wait till the product is nearly sold out. Other times, the cashiers may say that he has to check with the manager.

Two years ago, the drugstore near us had a floor shipper Easter PEZ display. Several times, we asked if we might have it when it was empty. The answer was "yes" come back the day after Easter and you can have it. So we wrote our name on the back of the header and thought we were getting a nice addition to our collection.

However, the day after Easter came and we went to claim the display and it was gone - real gone - shredded already. The manager was apologetic and said he was new to that store and he didn't know the display was to be saved. Bummer!

This past Easter, we tried again. We were "politely persistent" and popped into that same store every day at different times to talk to the cashiers. There are so many different employees, so you sort of need to touch base with all of them.

And of course, it is a good idea to buy something while you are in the store, at least sometimes. Anyway, three days before Easter, the manager gave us the whole floor shipper. We turned the boxes backwards into their compartments and it looks nice with the other PEZ paper items in our collection.

It is fun to get the header cards and trade with others, so we can all collect a complete set of current offerings.

Some of the "Master Collectors" have the really antique boxes and header cards featuring anise candy and PEZ ladies and many others. The "Football Player" box and header card is a real interesting item.

The color flat advertising sheets have a photo type picture of a specific PEZ

product line, like for instance, the Jim Hensen Muppets, Halloween, Favorites, etc. These sheets are "Flat" paper like this newsletter paper.

The color advertising slicks are our favorite. These also show a PEZ product line and features both photo type pictures of floor shippers and counter displays and also great fanciful art work. You can note two slicks in the September issue.

It is hard to say what value is attached to the older slicks. There has not been much activity among the auctions on the glossy slicks. We have known a few to change hands at about thirty-five to fifty dollar value.

It is possible to get some of the new product flat ad sheets and glossy slicks for free. Here are several ways to attempt to do that.

If you live in or near a big city, look under **Candy and Confectionery Wholesale and Retail**. Call the companies listed and politely ask if they carry PEZ. If the answer is "No," then ask if they can tell you which company does. If they tell you, it will save you a lot of phone calls.

Anyway, after you locate a company that retails PEZ, get in touch with them. Ask to speak to the Sales Representative in charge of PEZ. When you reach that person, tell all about how you collect PEZ and politely ask about advertising materials.

You need to be patient. Sometimes it takes many calls over a period of days to get in touch with the correct sales person.

If possible, ask to make an appointment to come in and speak to the sales person. This always works best for us. We show up at the company wearing our PEZ T-shirts and carrying a case of recent or current PEZ and also a few issues of *Positively PEZ*.

The reactions are varied. Sometimes, the sales representative opens the desk drawer and gives us a few advertising sheets or a few sample PEZ dispensers. Sometimes, they say that they had some, but recently cleared their desk and shredded all out-dated materials. This is because, they have catalogues and order



PEZ (MIP)  
**Lot 9:** Pluto softhead prototype  
**Lot 10:** Batman w/Cape  
**Lot 11:** Three different paper eyeglasses  
**Lot 12:** 1950s Space Gun store display card

**Lot 13:** European premium vinyl placemat  
**Lot 14:** Counter top header card displaying Ruldolph  
**Lot 15:** Gun permit, 50s Spacegun  
**Lot 16:** 1990 White Castle

advertising sign featuring PEZ children's meal premium  
**Lot 17:** Ten different Kosher PEZ

*Lots 18 through 25 were unavailable at press time.*

**Collecting Tips (from page 14)**

sheets from many candy companies.

You should always be polite, no matter if you are successful or not. Some sales persons are eager to "please," so they tell you that they will order some materials for you from the PEZ Company.

Now in that case, you will need to be politely persistent and call back about every ten days to inquire. Do not depend on them to call you. The first time we made this type of contact, we waited and waited. Finally after about 10 weeks had passed, we called back. They said "yes, we have some materials for you, but we lost your name and phone number.

It would be great if some wholesale candy company would give our PEZ conventions a little tiny bit of support. It might happen!

Another way to try to acquire some advertising materials is to talk to the managers of Bulk Candy stores. Sometimes, they have a direct line to the PEZ Company. Also, it is sometimes possible to contact a vendor who supplies the candy displays at drugstores. Always be pleasant and polite.

When you are setting up a PEZ display at a school or library, the paper collectibles really add to the color and excitement created by your racks or cases of PEZ dispensers.

We went to a sewing notions store and purchase two of the folding pattern cutting boards. They stand about forty inches tall and fold up for easy storage. Quite a few paper items can be mounted and it makes a really nice display.

Several people have asked us what "reproduction" means in our recent ads. In this case, it means very nice color photographs printed on quality Kodak paper. The PEZ Pals at the convention really liked them, so we now offer them to all the collectors.

A few nice color pictures will also be attractive in your PEZ display. If it is not safe to leave your expensive PEZ on display, you could instead use a color picture.

Jill Russell in California offers at reasonable rates, nice color pictures. The PEZ dispensers are larger-than-life in her photos. This is also a good way to have a picture of the antique PEZ that you don't have.

**HOLIDAY SPECIAL**

**SHARE YOUR "PEZ HOBBY" WITH YOUR FRIENDS. SEND A PEZ PHOTO WITH ALL YOUR HOLIDAY GREETINGS. GUARANTEED TO MAKE THEM SMILE.**



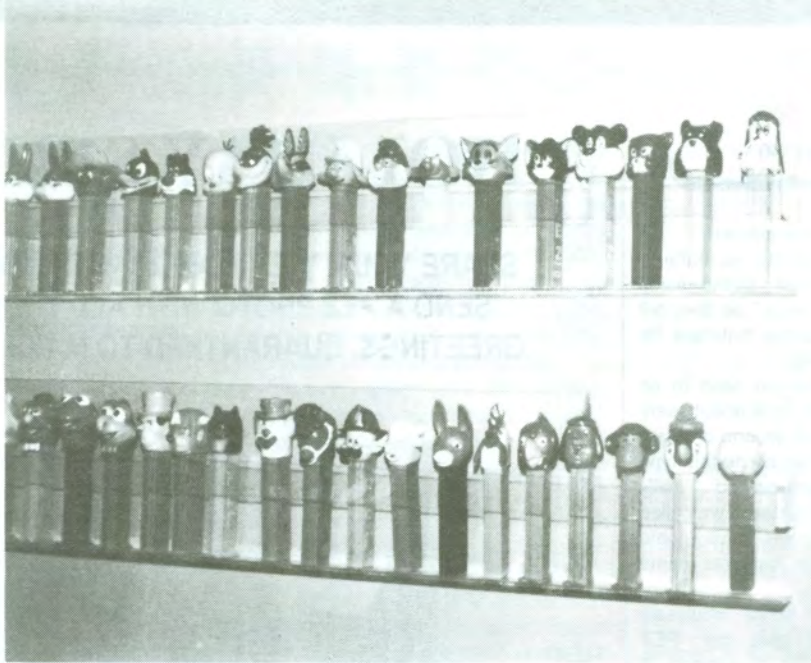
**ASSORTMENT OF FIFTEEN COLOR 3X5 PICTURES ONLY \$5**

**MARIA STRAUS  
 4456 HILL ROAD  
 SWARTZ CREEK, MI 48473**



You're Proud of Your PEZ Collection, So...

DISPLAY IT!



TO ITS BEST ADVANTAGE

with these clear lucite racks which can easily be mounted to the wall, set on shelf or ledge. Each rack is 25" long x 5" high x 1.5" deep and holds 18 or more PEZ dispensers.

\$9.95 each/3 for \$26.95  
plus \$4.25 S&H per order

**JOHN THOMPSON**  
**4122 IRVING AVE N.**  
**MINNEAPOLIS, MN 55412**  
**(612) 588-0406**



# BUY SELL TRADE

**Classifieds**

**"BACK ISSUES" ARE HERE.** I still have photocopies of the Premier Issue and Issues # 1, 2, 3 & 4. Just \$5 each, postpaid. Also, I've published a guide that describes all know PEZ to date. Just \$10 postpaid (available Nov 93). Mail check or money order to: **R. GEARY, P.O. BOX 622, MADISON, OH 44057** (No calls please)

**ARE YOU LOOKING FOR COMMON OR HARD TO FIND PEZ DISPENSERS?** I have hundreds on my list. I supply novice and advanced collectors. Send \$1 for my latest sales list to: **J. PATEK, HUETTELDORFERSTR. 197/42, A-1140 VIENNA, AUSTRIA**

**PEZ MAKE GREAT STOCKING SUFFERS!** Popeye, red hat \$35, dark green Hulk \$15, Spiderman \$10, Mickey Mouse, removable nose, Donald or Goofy \$10 each or 3/\$25, all above without feet MIP from 70s. Call **KAY** or **JIM (219) 856-2477** (evenings best) or write: **P.O. BOX 702, SYRACUSE, IN 46567** and happy PEZZING!

**PEZ FOR TRADE!** Non-dealer looking to make fair trades with other non-dealers. I have: Clown, Donkey, Rhino, Parrot, Tiger, & Penguin Whistles (MOC), also Merlin Mouse, Speedy Gonzales, Road Runner, Charlie Brown w/Tongue & Charlie Brown Smiling (MOC), Mr Ugly, fat ear Easter Bunny, light green Hulk & Mickey Mouse. Call or write with your list. **DAVID GROSS, 76 SICARD ST, NEW BRUNSWICK, NJ 08901 (908) 246-1589** P.S. Don't forget to order your PEZ velcro T-shirts!

**HAPPY HOLIDAYS:** PEZ that I have for sale or trade: (MIP) dark green Hulk \$10, Donald Duck A on white stem \$8, Papa Smurf \$10, regular Smurf \$5, Arlene \$5, Hulk \$5, 4 Peter PEZ remakes for \$5 plus postage. PEZ that I am looking for are: Duck w/Flower (white), Crocodile, Betsy Ross & PIF the Dog. **CARLY WIEFERICH, 1886 N. BALDWIN Rd, ITHACA, MI 48847**

**PEZ FOR SALE:** PIF the Dog w/feet \$65, Pluto A \$5, Miss Piggy w/Eyelashes \$5, white Rooster w/o feet \$10, One Eyed Monster w/o feet \$25, One Eyed Monster (MIP) w/feet \$45, Panda Whistle (MOC) \$10, Monkey Whistle (MOC) \$20, Barney

Bear (MOC) w/feet \$15 & purple Goofy (MOC) w/feet \$30. **DORIS MACRAE, 74 STAR LAKE RD, BLOOMINGDALE, NJ 07403 (201) 838-6315**

**WANTED:** Full Bodied Space Trooper, Pentagon Stands, Olympic Snowman, Pineapple, Pear, Bride & Make-A-Face. **MARK KOENIGSBERG, 700 BLVD E., WEEHAWKEN, NJ 07087 (201) 863-0868**

**MINT: \$2 EACH:** Trucks (R1, 2, 3 & 4), Whistles - red base gr/yel or yel/gr, purple base or/yel or yel/or, green base red/yel, blue base wh/red, Bugs, Daffy, Tweety, Sylvester, Spiderman, light green Hulk, Wonder Woman, Batman, Kermit, Gonzo, Miss Piggy, Fozzie Bear, Fred, Barney, Dino, Pebbles, regular Charlie Brown, Lucy, Woodstock, Snoopy, Garfield w/Visor, Garfield, Arlene, Panda, Witch, Skull & Pumpkin plus \$3 S&H. **SPECIAL:** With any above purchase, Santa \$.50 (great Christmas bows!). Nermal \$3. Please contact: **LINDA KOCHENBURGER, 265 BEVERLY HILLS RD, FORT LEE, NJ 07024 (201) 947-6613**

(continued page 18)



**For Sale :**  
**SILVER GLOW**  
**ADULTS REGULAR**  
 mint on foreign card with two  
 Peppermint candies.....\$ 50  
 including postage  
*Get yours now before they are gone*  
**Johann Patek**  
**Huetteldorferstr.197/42**  
**A-1140 Vienna, Austria**  
**Tel.: 0043-1-9143466**



# BUY SELL TRADE

## More Classifieds

### WANTED WITH FEET (MOC or MIP):

Angel A, Batman w/black cow, Boy w/white hair, pink Bunny w/Fat Ears, Cockatoo, Cow A, Dalmation Pup, Duck Child w/green hat & blue hat, grey Dumbo, Fireman, Foghorn Leghorn, Girl w/white pigtails, Henry Hawk, dark green Hulk A, Koala Whistle, Maharajah, Mickey Mouse C (removable nose), Mickey Mouse D (non-removable nose), Mr Ugly color variations, Panda A, Petunia Pig, PIF the Dog, Pirate, Pony Go Round, Raven, Roadrunner A, white & yellow Rooster, Rudolph, Smurf w/red hat, Spiderman A, Snowman A, Thumper, Tweety A, Vucko Wolves (3), Whistle color variations, Wile E. Coyote, Witch B & C color variations & Yappy Dog. **LARRY LAFOE, 3851 GABLE LANE DR #513, INDIANAPOLIS, IN 46208 (317) 328-7997**

**PEZ FOR SALE/TRADE:** Send for my latest Buy/Sell/Trade listing. I am looking for PEZ, Totem and Yummy dispensers and have several PEZ and Totem items for sale - many mint in box or pack. Will trade for other pieces or sell at very reasonable prices. Call or write: **ERNIE L KISER, 1939 N. EDEN RD, LANCASTER, PA 17601 (717) 293-8489**

**LOOKING FOR OTHER PEZ NUTS** in our area to write or visit... My grandson, Taylor (8) and I have just discovered the WONDERFUL WORLD OF PEZ this summer. If you have any to sell at beginners prices, please send us your list. **SALLY BESTOR & TAYLOR, RT 1, HARMONY, MN 55939**

**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**

**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 JEWELRY!!!** Pick your favorite PEZ and I will custom draw your PEZ! Jewelry is a durable plastic. Order for Christmas, trade shows, etc. Special wholesale prices for orders over 8 pieces (please write). Tie Tacks \$6, Pins \$6 and Earrings \$8 (please add 50-cents S&H for each piece) Send check or money order to: **KEVIN SPEER, 1310 YOUNG AVE, CLEARWATER, FL 34616** P.S. In some cases I may request a photo of your favorite PEZ! Orders shipped fast!!

### POSITIVELY PEZ - THE T-SHIRT.

Thanks to everyone who purchased a T-shirt. The proceeds will be used to promote the hobby. All the T-shirts are sold out. However, some people still want one. So, we will take orders until November 30. Then the shirts will be printed and mailed out before Christmas. Sizes available are XL - fits up to 46-inch chest and L - fits up to 42-inch chest. Everyone seems to like them big, so you can order those two sizes, including postage, \$12 each. **MARIA STRAUS, 4456 HILL RD, SWARTZ CREEK, MI 48473 (313) 655-4075**

### PEZ PUZZLES FOR SALE OR TRADE:

125 piece puzzles and 550 piece puzzles. I need Yappy Dog, Crocodile, Snow White, old Trucks, Dopey and many more. **JANE GOLDMAN, 108 KINGSLAND CIR, MONMOUTH, NJ 08852 (908) 329-1099**

### NOW THAT YOU HAVE THE PLAIN OLD

**HALLMARK PUZZLE** you need to get a Ceaco puzzle for the complete set. The Ceaco has many more exciting PEZ featured including Bullwinkle, Disney, MGM, Super Heroes & many more (50+ PEZ). I will trade the 550 piece or the 125 piece Ceaco puzzles for PEZ. I also would like to purchase an incomplete Lion w/Crown & an incomplete Uncle Sam. And if you have info on PEZ adds or fold outs in comics please contact me. Thanks! **JERRY HAYHURST (719) 591-0839**

**FOR SALE/TRADE:** PEZ w/o feet - Mickey Mouse A, Donald Duck Original, Daffy Duck, Bugs Bunny, Spiderman, Batman & Wonder Woman. PEZ w/feet - most Duck

Tales, Boy, Girl & some Warner Bros. All MIP or MOC. **ALSO:** I have just a few Santa Claus C w/o feet, in clear cellophane packages with orange and cherry PEZ (this is USA cherry PEZ, not European or Canadian!). **SUSAN WHITENACK, P.O. BOX 176, GARDENVILLE, PA 18926 (215) 766-8693**

### INTERESTED IN YOUR LISTS, also Lucy

w/Eye Whites, Sylvester w/Whiskers, Whistles colors & solids, counter display header cards, Annie, Petunia Pig, Henry Hawk & Trucks w/moveable wheels. **JOHN W SHERMAN, 831 DANA N.E., WARREN, OH 44483**

### SINGLE WHITE MALE:

Collects PEZ, throws out the candy. Desperately seeking Wonder Woman, a Nurse, Indian Squaw or a nice Stewardess. Please NO Miss Piggy's or Tinkerbell's. Send description, price and SASE to **SID JACOBSON, 225 E. 82nd St #6D, NEW YORK, NY 10028**

### WHERE'S THE PEZ? I want to buy:

Batman w/Cape, Indian Brave, Icee Bear, Baseball Glove, Mickey Mouse Die-Cut, Donald Duck Die-Cut, Mary Poppins, Bullwinkle, Sailor, Thumper, Space Gun and Creature from the Black Lagoon. For Sale: Batgirl \$35, Merlin Mouse \$6, Spiderman (w/o feet) \$6, Tiger Whistle \$6, Lamb Whistle \$6, Panda Whistle \$6, Jerry \$6, old Skull \$4, 3-pc Witch \$4 and Daffy Duck \$4. **MELODY CLARK, 728 N.E. LAFAYETTE PL, ALBANY, OR 97321**

### PEZ - BUY, SELL, TRADE:

Send SASE for my newest list. **STEVE YUHAS, 734 N. 4TH ST, ALLENTOWN, PA 18102 (215) 437-6145** Always paying top price for rare PEZ.

### PLEASE HELP! I am searching for an Icee

Bear and a 1950s PEZ Space Shooter (any color). I'd rather buy them here in the states than pay those exorbitant Austrian prices! Also searching for Zorro, Winnie the Pooh, Foghorn Leghorn, Dumbo, Wile E Coyote, Garfield w/Teeth and Petunia Pig. Please write and send me a price quote - it doesn't matter if they're MIP or not. All replies answered. **HOLLY SCHRYVER, 3047 CAMINO LIMERO, CARLSBAD, CA 92009**



# BUY SELL TRADE

## And Still More Classifieds

**STILL LOOKING FOR ANY VIDEO FOOTAGE OF THE 1993 PEZ-A-MANIA CONVENTION IN OHIO** - I know your out there - Please write or call!! Also have Clown Totem - MIB \$35. **DENNIS PARRILLO, 8 COLD HILL RD, MENDHAM, NJ 07945 (201) 543-4946**

**MARIA STRAUS WISHES EVERYONE A VERY HAPPY HOLIDAY SEASON!** We have a few flat-color ad-sheets for Flintstone PEZ to sell or trade at a two dollar value. Also, we have a few of the 1990 White Castle Halloween PEZ promotion trick or treat bags at a six dollar value. You can still get a nice color photo as advertised in September Issue. We have "PEZI," "Jiminy Cricket" and "PEZ and Pets" at a seven dollar value. Wanted: Color advertising slick and header card for Full Body PEZ Space Trooper. Thanks. **MARIA STRAUS, 4456 HILL RD, SWARTZ CREEK, MI 48473 (313) 655-4075**

**WE HAVE CEACO 125 PIECE PUZZLES FOR SALE** - \$15.00 postpaid or trade equal value for any PEZ items we don't have. Anybody out there have a hat badge for the Fireman or the moustache/goatee for the Mexican Boy dispensers? Hello to our PEZ friends out there - Maria & Clarence, Carly & Marty, Dennis, Jim, Sue and all the great folks we met at PEZ-A-MANIA III! **BARRY & ROSEMARY WOOLDRIDGE, P.O. BOX 9596, SPRING HILL, WV 25309 (304) 768-0392**

**PEZ WANTED:** Boy - blonde or white hair, Boy w/Cap - blonde, Engineer - navy blue cap, Fireman - white moustache, Girl - blonde or white pigtails, Maharajah - dark green turbin, Mexican Boy, Nurse, Shiek - light brown burnoose, Angel Ornament, Donald, Pluto & Batman softhead, Snoopy - no eyebrows, Bozo, Chick in Egg - dark purple or orange egg, Chick in Egg w/o Hat, Duck - orange or white flower, Easter Bunny remake - ivory or hot pink, Lamb - yellow face, Rooster - orange comb, Mr. Ugly - yellow face, Octopus - red, Clown w/Collar - aqua hat & Yappy Dog - red. Please call or write **CHARLIE BUTTS, 5248 MEADOWDALE CT, NORCROSS, GA 30092 (404) 446-0227**

**FOR SALE OR TRADE:** Spiderman Mask Mint \$150 or trade for mint Hulk Mask. Easter Bunny Original A \$215 or trade for Original Bunny B or C. Mint on card Perfect with candy 1960s Candy Shooter, black & brown \$300. Bullwinkle, yellow stem \$160, Jiminy Cricket \$50, Tinkerbelle \$100, Peter pan \$70, Casper Die-Cut \$110 & Casper \$50. I need the following PEZ items: Costumes A-9 and B-4, Pear, Pineapple and Olympic Wolves. Plus paper items. I have many good PEZ for trade. **CHUCK BEESLEY, P.O. BOX 400, ST MICHAELS, MD 21663 (410) 745-9206**

**PEZ:** Send SASE for my new 95 item list. Prices reduced on many dispensers. Trades accepted. Send want or sales lists. I am looking for Sheriff and Knight. **RICHIE BELYSKI, P.O. BOX 124, SEA CLIFF, NY 11579**

**WANTED:** Captain America, Foghorn Leghorn, Gorilla Whistle, Pig Whistle, Baloo, King Louie, Thor and many others (like all PEZ Pals: Fireman, Policeman, etc.). **ROGER FOLEY, 1835 MEADOWLAKE, CANTON, MI 48188 (313) 397-1585**

**PEZ FOR SALE/TRADE:** I have over 500 PEZ dispensers on consignment for either sale or trade: Silver Glow, mint on card \$50, Pirate \$20, Shiek \$25, Mimic the Monkey \$20, Yappy Dog \$30, Rudolph \$15, Winnie the Pooh \$15, Mr Ugly \$15, Candy Shooter, orange \$45, Cool Cat \$15, Santa B \$85, PEZ costumes \$20 and many more. Shipping/Insurance will be added to each order. Some dispensers are with feet. Please call or write: **JOHN LASPINA, 57 OAKLEY DR, KENDALL PARK, NJ 08824 (908) 821-0239**

**PEZ WANTED:** Willing to trade non-sports cards from 1930 through 1980s or difficult to find fast food toys. Example: Mars Attack, Antique Autos and more. Call or write: **ERIC I STRANSKY, 9131 ROBINSON RD, CHARDON, OH 44024-9167 (216) 286-6650**

**HAPPY THANKSGIVING TO ALL OUR "PEZ PALS."** Thanks for all the fun trades this year. We have Incredible Hulk and the new Peter PEZ for just \$3 each. Please specify blue, raspberry, red or yellow

dispenser. Also, we have little Tuffy Mouse on purple and yellow for just \$6 each. We would like to acquire Thor for our own collection. Thank you. **DAVID STRAUS, 4456 HILL RD, SWARTZ CREEK, MI 48473 (313) 655-4075**

**PEZ TRADERS:** I have some PEZ with feet and PEZ without feet to trade. **MARLIS BEAN, 3525 GLEN OAK DR, EUGENE, OR 97405**

**FROG WHISTLES (w/FEET) FOR SALE:** An Australian friend of mine has a small quantity of Frog Whistles he would like to sell for \$24 each ppd. I have 1 with green a base. Please call if you would like to reserve the one with the green base. **LARRY LAFOE, 3851 GABLE LANE DR #513, INDIANAPOLIS, IN 46208 (317) 328-7997**

**PEZ WANTED:** Regular w/advertising, PEZ yo-yo, PEZ counter display, PEZ advertising and color variations. Thanks and keep on PEZzing! **JOHN 'THE COOL PEZ MAN' DEVLIN, 640 AQUA RIDGE, ST LOUIS, MO 63129 (314) 487-0544**

**PEZ PRICE GUIDE:** Revised price guide to Plastic Candy Dispensers including variations of PEZ by Mike Edelman & John LaSpina. \$8.99 + \$1.00 for shipping and handling. **FOR SALE:** Captain America (MIP) \$25, Popeye, white hat (MIP) \$35, Popeye original \$110, PEZ Visor \$5, many others CFP. **MIKE EDELMAN, P.O. BOX 5494, BUFFALO GROVE, IL 60089-5484 (708) 431-6955**

**HAPPY HOLIDAYS!** It's going to be a PEZ Christmas at my house. I need lots of them. Please send me your price lists. Does anyone know anybody who writes a newsletter or sells old Hallmark ornaments. If yes please call me with details. **JULIE GOEBEL, 41922 PASSEO PADRE, FREMONT, CA 94539 (800) 327-5679 X0441 FAX (408) 957-2778**

**WILL TRADE:** Looking for different PEZ to trade for Canadian PEZ and/or 6' Peter PEZ stands. Also Kinder Eggs in stock, very attractive and collectible. Free sample with PEZ orders over \$10. **RON BARR, P.O. BOX 959, HWY 5, RR #2, DUNDAS, ONTARIO, CANADA, I9H 5E2 (905) 628-4047**



# IT'S THE 2ND ANNUAL NATIONAL PEZ CONVENTION

**JUNE 10TH AND 11TH**

Here's your chance to join in the fun and excitement in Saint Louis, Missouri at the Airport Hilton with your PEZ host John 'The Cool PEZ Man' Devlin. Also: David Welch, author of 'Pictorial Guide to Plastic Candy Dispensers featuring PEZ'. Maryann Kennedy, considered the most 'knowledgeable' collector and many other collectors! This will be even better than last year!

**DOOR PRIZES ♦ GAMES ♦ RAFFLES AND AUCTION  
BUY ♦♦♦ SELL ♦♦♦ TRADE ♦♦♦ PEZ!**

See many rare PEZ dispensers and PEZ paper items including all 24 PEZ costumes!

**— Schedule of Events —**

<b>Friday, June 10th</b>	Room Hopping and Registration all day - 7pm Banquet, followed by games then more Room Hopping
<b>Saturday, June 11th</b>	7 am - 8 am Dealer Setup 8 am - 9 am Registration and Paid Early Bird 9 am - 1 pm Show and Raffle 4 pm - 7 pm Auction
<b>Sunday, June 12th</b>	Last chance to make deals, enjoy Saint Louis.

Registration with Packet is \$25.00 per person (pick up packet including T-Shirt at convention)  
Dealer tables are \$12.00 each until Feb 20, \$25.00 each thereafter

### Hotel Reservations

**Call 1-800-HILTONS**

**St. Louis Airport Hilton PEZ Convention Room Rate  
\$65.00 plus tax for one to four people**

**Note: PEZ Convention is not sponsored by the PEZ Company. Wear name tag at all times. Room hopping at own risk!**

Send Check or Money Order for Registration Packets and Dealer Tables to:  
John 'The Cool PEZ Man' Devlin, 640 Aqua Ridge, St Louis, MO 63129

Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

T-Shirt Size M L XL (please circle one)



## NEW PEZ LICENSED APPAREL LINE FROM HEARTLAND

(New York — Oct. 13, 1993) — Heartland Apparel is the latest addition to the PEZ licensing program with its new line of PEZ tee shirts, sweatshirts and sleepwear. The Minneapolis-based firm will produce the line in both children's and adult sizes for distribution through department stores, mass merchants and specialty stores nationwide.

PEZ is an American classic. Just mention the name and the most sophisticated adult will light up and relate some fond memory that revolves around PEZ. PEZ has always been extra-special because it gives kids both candy and a toy. Several recent TV and press features have generated even more excitement among consumers and manufactures.

Everyone who has ever been a child remembers going to the candy store and seeing racks of PEZ dispensers for every holiday from a Valentine's day boy and girl to a bunny for Easter, Halloween's Jack-o-lantern and Santa Claus at Christmas. Those heartwarming memories are echoed in Heartland's holiday apparel line, decorated with those same lovable, flip-top characters.

For year-round wear, the company offers a sophisticated series of designs featuring the PEZ brand name incorporated into comic book-like scenes. These shirts and nightwear items use the bright graphics, cartoon figures and balloon-and-starburst encased lettering so familiar to comic fans.

Heartland Apparel's PEZ collections are available for immediate shipment and will be sold in retailers including to date: Nordstroms, Glikes, Kauffmans, Atkins and Macys.