



Index - the licensing dictionary (Feb 95)

Dispensable Income

Can a simple novelty toy that leads a double life as a candy dispenser find happiness in the licensing business?

The folks at PEZ Candy Inc. think so, and they should know: PEZ (the company, not the dispenser) also leads a double life of sorts, as licensee and licensor.

The role of licensee came first. In recent years, characters from Disney, Hanna-Barbera, Marvel and others have turned up on top of a PEZ dispenser, which is something like getting your star on the Hollywood Walk of Fame.

But not exactly. There are prerequisites to landing the job as a head on a PEZ dispenser: basically, no fads, no controversies, no humans, and the character must have sustained popularity among consumers to complement PEZ's nostalgic appeal. The selection process is conservatively slow. Santa Claus and the Easter Bunny are perennials, but Michael Jackson (and there have been requests) will never make the list.

"Our criterion on licenses for characters tends to be oldies but goodies," explains the firm's president, Scott McWhinnie. "We don't do today's TV



The Plastic Candy Dispenser Newsletter

show or movie. If it's around five years from now, maybe—maybe—we'll do it." A case in point is Teenage Mutant Ninja Turtles, which appeared in the PEZ menagerie only last year. "Obviously, Ninja Turtles were the biggest thing roughly five years ago," says McWhinnie. "We were hotly pursued by those people, but at the time we weren't interested."

PEZ is now very interested in its own licensing program, and the company's cautious approach to marketing its 67-year-old brand is reflected in the work of its licensing agent, Bradford Licensing. Bradford has taken the last couple of years to explore licensing opportunities for PEZ, and in the last 12 to 18 months, a small program has emerged.

"We needed to take time to distill

the notion of what PEZ is and what niche it fits into," says Bradford president Len Reiter, noting that PEZ doesn't fit the familiar image of a licensed property that starts as a movie or electronic game. The search was complicated by PEZ's broad and somewhat fragmented appeal: While it is generally skewed to teenagers, it also has meaning to adults, evidenced by a PEZ dispenser's guest shot on *Seinfeld*.

This year Bradford is "really just beginning to grow the program," says Noelle Farmer, the agency's account executive for the PEZ brand. The current lineup includes five licenses: Hallmark, for a puzzle and Christmas ornaments; L.A. Imprints, for boldly printed T-shirts; Heartland Apparel, for nostalgic T-shirts and fleece tops featuring PEZ clip art; and Asheville Office Supply, for collectible die-cast trucks and banks.

Dream Castle, the fifth licensee, has a novel approach: Its toy and accessory line actually incorporates PEZ candy in its design. There's a watch, a bracelet, a key chain and a plush bear, designed and patented by Dream Castle, all of which dispense those sweet little PEZ lozenges.

PEZ's licensed products are aimed at specialty toy and apparel stores, as well as mass market chains. "We don't want to oversaturate the market and damage the PEZ image," says Reiter. As for future licensing opportunities, "once we begin to see there's a business, we'll continue to expand in toys, apparel and home furnishings."

Michael Luther

Steve Glew

Volume 3 Issue 4

Renewal Chart

P

ositively PEZ will cease publication ending with the Jan/Feb 1996 issue.

Last Issue	Renewal
July 1995	\$9
September 1995	\$6
November 1995	\$3

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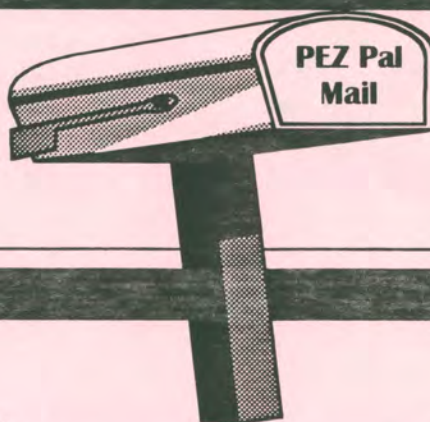
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**Michael Condors
12 Old Rock Ln
Norwalk, CT 06850**

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Letters

Hello,
 Yes, let us be able to vote on who will be able to start a new newsletter. I cannot afford more than one newsletter and would surely hope it will be like yours as you have done an excellent job of publishing "Positively PEZ." I certainly will miss you and your great newsletter. I sent in the PEZ survey to the Belyski's from the May/June issue. But, upon reading from the letters, Rick Aldeman sounds great and he is not a dealer and has much experience and attends conventions, etc. You and Crystal deserve to be commended for your efforts to have provided us with your great work. Good luck and God Bless You! I'll miss you both! Happy PEZzing,

BETTY M. VOGELSANG

Crystal & Larry,

I would not mind receiving more than one newsletter as you mention there are several individuals who are interested. What I feel is most important is to inform the readers precisely as to new/revised PEZ, whether they are to be found in this country and who to contact for further information. Sometimes I feel there is information withheld so only the dealers have the awareness to purchase. The PEZ newsletter should not favor dealers for them to reap profits from the collectors. It should inform all who subscribe and give everyone a fair chance at reasonable purchasing.

GARY OLSEN

Dear PEZ Heads,

Plans are well underway to make PEZ-A-Mania 5 the best convention ever. I've already received close to 100 registrations, but if you act quickly, you will probably be able to get the extra convention souvenir that I am offering to the first 100 registrants. Walk-ins are always welcome but to make sure you receive all convention souvenirs, it is best to pre-register. If your plans change and you can't make it then I will send the goody

bags.

I've already ordered the first goody for the registration bags, and Barry is working on the T-shirt design. Last month I went through all of my duplicates and have set aside an entire box of great PEZ for raffle prizes, bingo prizes and auction items. Steve Glew has already donated a Snow White, and I hope to follow his example and have over a thousand dollars worth of prizes.

Conita Williams is organizing a charity quilt raffle at the convention. Please contact her to support this project.

I'm looking forward to July. Hope to see lots of old friends, and welcome new collectors.

Save the PEZ,

JILL COHEN

Crystal & Larry,

I'm sorry to hear that you will not continue with "Positively PEZ."

I've been collecting PEZ for three years. I'm sure I don't qualify as a true "PEZ Head" because I'm only interested in the different heads. (I don't care if the dispensers have feet, or about different color stems, etc.) Is there a way that I can tell which dispensers won't be produced again?

I have started to buy the older ones, but I would be very upset to pay \$50 for an old one then walk in Toys-R-Us and find the same dispenser for \$1.29 with feet. Any light that you can shed on this would be appreciated.

I've enjoyed Positively PEZ. Thanks so much.

BETTY RAMEY

Betty,

I'm sorry but I don't believe that anyone, other than "the powers that be" at PEZ, know which PEZ will be reproduced.

Logically, any PEZ created by PEZ (i.e., non-licensed characters) would be most suspect as the first to be reproduced (look at the Silver Glow.) Also any PEZ currently on the market that PEZ has a current license with, could have previous version repro-

duced (look at Batman).

Sorry I couldn't help anymore, but when you have a company that is privately owned, anything can happen and usually does.

Larry,

I've been collecting PEZ for 1-1/2 years now. My sister who is an antique dealer in Iowa bought me my first PEZ. Now I have all the new ones plus a lot of old ones. My guess is that I have approximately 150.

My best find was at a household sale and as I was leaving I asked the cashier, "With all of the old toys here I was hoping to see a PEZ." He then took out one "Psychedelic Eye." I knew the book value and told myself, "I probably couldn't afford it." He said "it's" old and the price we have on it is \$8. I almost died right there. Of course I bought it and ran. I also have a die-cut Casper. These two are my favorites.

PAT FUHRER

Crystal & Larry,

I would like to thank you for the incredible job you have done on "Positively PEZ." I can only imagine what an arduous task that publishing this baby has been for you two. I'm certain that every subscribing PEZ Head anticipates its arrival days before the newsletter is shoved into our mailboxes. The thought of the newsletter ending sent many of us into the grieving process. Most assuredly, it has been one of the main forces in cultivating this hobby, its conventions, and so many friendships.

In your May/June issue, I read that there are others who have expressed an interest in carrying on the torch. Like you, I agree that it would be unrealistic and potentially harmful to this wonderful hobby if we were to publish more than one newsletter. Without intending to offend anyone, I have some suggestions about the next publisher.

First, I'm not convinced that a significant vendor should be the publisher.

(continued on page 15)

SHARON GOODIS

Snipehunt #25 (Spring 95)

Parents Please
Read This Before
Your Children Do

PEZ Manic

The developmental origins of the modern PEZ dispenser are apocryphal at best. The legend has it that King PEZ, a mad Slavic tyrant, would hold a yearly lottery amongst his subjects. The winner was crowned, "King for a day," allowed to issue proclamations, have his way with the local maidens and feast heartily during his short reign. At dawn the next morning the "king" would be painfully decapitated, and children from all over the kingdom would come to eat sweat cakes out of his gaping neck wound.

The actual story is a tad more pedestrian in nature. In the thirties, a German named Eduard Haas developed a compressed form of peppermint candy, and designed the first dispensers (headless, and highly prized by collectors) as a gimmick to get people to try them. It is unknown if PEZ technology was used in the Reich's war effort. In 1952, the company relocated to America, and quickly began to branch into different fruit flavors and character heads. And world domination.

Additional information on the PEZ concern (besides the quaint nugget that the C.E.O. is referred as the, "Pezident") is difficult to obtain, as the company is a closed shop, a puzzling enigma shrouded in mystery. They give out no public information, they don't advertise, nor do they announce new production lines. Employees are discouraged from speaking to outsiders about the company. Although the company is based out of Orange, Connecticut, the dispensers themselves are primarily in communist or formerly communist nations: Hungary, China, Slovenia and Slovakia. Whether or not this is done to take

advantage of the desperate workforces of these countries or if there's a hidden, more insidious agenda behind this is unclear. Curiously enough, the only Western nation to manufacture the innocuous totems of power is Austria, home of elaborate pastries, the Von Trapp family, rococo architecture and another Teuton who influenced the course of world events during the 30s. Coincidence? It remains to be seen.

Collectors are geeks, Bedwetting, kleptomania and serial murder seem like acceptable pastimes when compared to searching out and hoarding little plastic candy dispensers, or any other sort or arcane, useless trinkets. The worst collectors are the Investors. These are the people who buy up scores of "Limited" 45s, or comicbooks, thinking slyly to themselves, "Man, I'm really gonna clean up when I decide to sell out," as they pour over their price guides. What they fail to realize, of course, is that the price guides are written by the geeks with the biggest stashes, and nobody besides other Investors thinks that laying out hundreds of dollars for a record PEZ is a good idea. Nobody even gives a shit.

PEZ, punk records and out-of-print comics are not investments. Government bonds, liquor and bullets are. These sort of collectors should take a lesson from the Dutch, "Tulip Mania" of the 17th century, as described in Charles Mackay's influential 1841 tome, "Extraordinary Popular Delusions and the Madness of Crowds."

The Dutch, an inherently reasonable people became harebrained, apeshit for the tulip in the 1630s. As Mackay puts it, "The rage among the Dutch to possess them was so great that the ordinary industry of the country was neglected, and the population, even to its lowest dregs, embarked in the tulip trade." As the mania increased, speculators took to constructing a stock market based on the rarer strains of the many-hued bulbs. Rich men purchased them, not to plant, but to resell at a profit. Prices spiraled, and a few bulbs would cost as much as a fine home in Amsterdam. It got out of hand. "A golden bait hung temptingly out before the people, and one after the other, they rushed to the tulip-marts, like flies around a honey pot. Everyone imagined that the passion for tulips would last forever, and that the wealthy from every part of the world would send to Holland, and pay whatever

prices were asked for them...People of all grades converted their property to cash, and invested it in flowers. Houses and lands were offered for sale at ruinously low prices, or assigned in payment of bargains made at the tulip-mart." With all the fluctuations and manipulations of the market by crafty stock-jobbers, the prices could hardly continue to increase or even hold the inflated price quotes. One day, someone woke up and announce, "Hey! Lovely as these may be, they're just flowers, after all!" The result was utter devastation for those who had speculated and had held on to the bulbs too long, a large portion of the Dutch population. It was decades before their economy returned to the healthy prosperity it enjoyed before the tulip craze. To this day, the Dutch still appreciate tulips more than any other nation.

Like the junky needs his fix, the rummy needs his drink, the chickenhawk his runaway or the fat man his jelly donut, I crave PEZ. I prowls the aisles of outlying suburban K-Marts looking for them. I can spot the boxes they're shipped in by 50 yards, and the accompanying rush feels indescribable as I rapidly close the distance between myself and my object of obsession. Like orgasm or hitting bingo for the big payoff, to find one that I don't yet own gives a sense of total self-actualization.

The PEZ is, and I am. Too often, however, my missions end with me rifling through the boxes, looking at the same selections again and again. At Halloween it's the witch, the skull and the pumpkin, and at Christmas it's Santa and the snowman. The salesgirl at the drugstore comment, "You sure like that candy, huh?," to which I reply, "No, I'd rather eat sidewalk chalk." They don't get it.

They know my face at Toys-R-Us and the Goodwill. I have spent countless hours driving around from toy stores to mini marts to garage sales looking for the brightly colored, cheerful characters. On occasion, I dream of non-existent PEZ heads, the Stalin PEZ, the Christ PEZ, the sallow features of Sid Vicious molded in light yellow plastic. I awake covered in sweat, breathing hard. Erect.

Like all addictions do, my Pezlust started small, manageable. I had owned a couple of them for years; Santa, Batman, Dr. Skull. I

(continued on page 10)

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Ask Maria

Contest Winners

W

Winners of Contest Drawing:

Andrea Tolley - South Carolina
Sharon Davis - Ohio
Arlene Lepore - Illinois
Gary Olsen - New Jersey

Jean Hibbard - Washington
Wanda Bryan - North Carolina
Crawford Lewis - Michigan
Tesha Jordan - Louisiana
Philippe Danjean - France
Kevin James Miller - Illinois
Rose Poirier - Massachusetts
Mary Mertens - Oregon

Prizes were mailed on April 5.

Very special thanks to all who participated. It was fun! Maria.

So many "PEZ Pals" sent in entries for the contest. Thanks to everyone.

The letters and cards sent in contained over a thousand suggestions for PEZ characters. This was so much more than we expected. So, we scanned the entries and drew the following list of names most often mentioned.

- 1 Wilma
- 2 Betty
- 3 Bam-Bam
- 4 Bert
- 5 Ernie
- 6 Big Bird
- 7 Cookie Monster
- 8 Oscar
- 9 Snuffleofgus
- 10 Dagwood
- 11 Blondie
- 12 Betty Boop
- 13 Porky Pig
- 14 Marvin the Martian
- 15 Bart Simpson
- 16 Darth Vader
- 17 R2D2
- 18 Luke Skywalker
- 19 Princess Leia
- 20 Chewbacca
- 21 Lion King
- 22 Series of U.S. Presidents
- 23 Power Rangers
- 24 Elvis
- 25 Minnie Mouse
- 26 Tasmanian Devil
- 27 Barbie

- 28 Ken
- 29 Campbell Kids
- 30 Doughboy
- 31 Ronald McDonald
- 32 Grimace
- 33 Hamburgler
- 34 Birdie
- 35 Fry Guys
- 36 X-Men
- 37 Archie
- 38 Betty
- 39 Veronica
- 40 Jughead
- 41 Reggie
- 42 Mr. Weatherbee
- 43 Underdog
- 44 Superman
- 45 Astro Boy
- 46 Snow Lady
- 47 Jetsons
- 48 Kirk
- 49 Spock
- 50 McCoy
- 51 Scotty
- 52 Romulan
- 53 Klingon
- 54 Beauty
- 55 Beast
- 56 Cinderella
- 57 Fairy God-Mother
- 58 Red Riding Hood
- 59 Big Bad Wolf
- 60 Granny
- 61 Six Dwarfs (to go w/Dopey)
- 62 Howdy Doody
- 63 Romeo
- 64 Juliet
- 65 Snagglepuss
- 66 Yogi Bear
- 67 Huckleberry Hound
- 68 Lassie
- 70 Lucille Ball
- 71 Sugar Bear
- 72 Tony the Tiger
- 73 Little Lulu
- 74 Tubby
- 75 Richie Rich
- 76 The Munsters
- 77 Gumby
- 78 Pokey
- 79 Lambchops
- 80 Woody Woodpecker
- 81 Alvin
- 82 Simon
- 83 Theodore
- 84 Secret Squirrel
- 85 Snap

- 86 Crackle
- 87 Pop
- 88 Cat in the Hat
- 89 Keebler Elves
- 90 Little Sprout
- 91 Kool-Aid Man
- 92 Flipper
- 93 Raisin Men
- 94 Captain Kangaroo
- 95 Elmer Fudd
- 96 Aladdin
- 97 Princess Jasmine
- 98 Wizard of Oz
- 99 Dorothy
- 100 Tin Man
- 101 Scarecrow
- 102 Marilyn Monroe
- 103 Jackie Gleason
- 104 Alice in Wonderland
- 105 Mad Hatter
- 106 Raggedy Ann
- 107 Tooth Fairy
- 108 Gilligan

Some of the PEZ Pals sent in a number of entries. Some entries had a nice hand drawn sketch or characters clipped from comics and pasted to the PEZ dispenser.

Following is a sample of the enthusiastic comments:

From California:

It boggles my mind. I am sending a list of fourteen characters that would make great PEZ.

From Ohio:

Can you just imagine a Ziggy or Alf PEZ dispenser. I think they would be just adorable. Or how about Dennis the Menace, or a whole set of the Addams Family PEZ dispensers? And really cool would be an Alfred Hitchcock dispenser, can you just see it? Ohhh, to have Ringo Starr and the rest of the Beatles on a PEZ dispenser, the thought of having them makes me all excited!!! My son would love to see the Lion King characters as dispensers. They too would be an excellent choice!

From South Carolina:

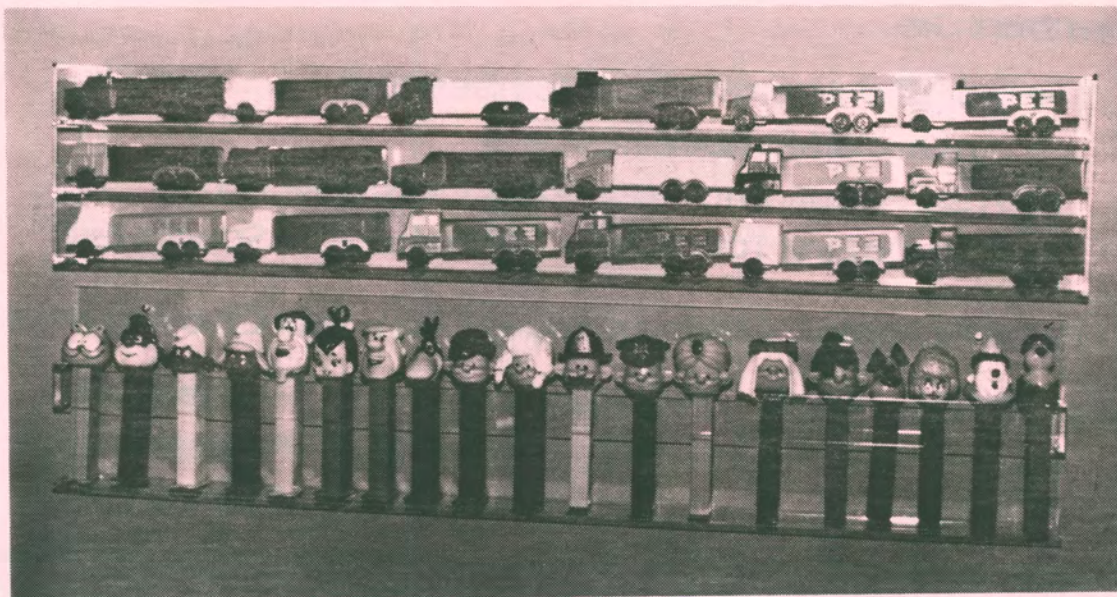
Wouldn't it be great to have a dozen new PEZ every year!

From Several:

My face (meaning their own) would make a great PEZ!

(continued on page 15)

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

CANDY DISPENSER CHECKLIST

July 1995

CHRISTMAS

- Angel A *
- Angel B
- Angel Ornament
- Rudolph
- Santa A
- Santa B
- Santa C *
- Santa w/Painted Eyes *
- 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
- Li'l 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

DINOSAURS (1994)

- Brutus
- Chaos
- Titus
- Venezia

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 *
- Li'l 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 *
- Witch 3-Piece A *
- Witch 3-Piece B (1991)

HUMANS

- Astronaut A *
- Astronaut B *
- Cowboy *
- Football Player *
- Pilot *
- Spaceman
- Stewardess
- BI-CENTENNIAL**
- Betsy Ross
- Captain *
- Daniel Boone *
- Indian Brave *
- Indian Chief *
- Maiden
- 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 *
- Jerry D
- Spike A *
- Spike B
- Tom A
- Tom B
- Tom C
- Tuffy A
- Tuffy B
- Tuffy C
- 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
- Lucy, Psycho
- 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 A
- Wonder Woman B
- Wonder Woman (Soft)

TEENAGE MUTANT NINJA TURTLES (1994)

- Donatello, purple
- Donatello w/Teeth
- Leonardo, blue
- Leonardo w/Teeth
- Michelangelo, orange
- Michelangelo w/Teeth
- Raphael, red
- Raphael w/Teeth

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 w/o Whiskers *
- Sylvester
- 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 A
- Silver Glow B
- 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
- Sparefroth *
- 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

Laurie Conway

PEZ Mania (from page 4)

started to pick them up whenever I saw them around, no big thing. I had 15 or so when I lined them up on my windsill, like soldiers on review. I knew then that I had to have more, that I had to have them all. It's been downhill from there.

I'm not alone in this twisted dementia, I've come to find out. PEZ have recently become highly collectible, price guides are published and national conventions are held for the supplicants. The fact that I'm not the only one doesn't make me feel any better about my

aberration, it merely reminds me of the competition for my artifacts. Not only will I have to come up with the \$90 for the rubber headed, "Eerie Spectre" PEZ, I'll have to seek it out and obtain it before some other like-minded lunatic snatches it away from me. At least Trekkies (the lowest form of fandom) believe in a universal brotherhood of sorts. PEZ people inhabit a far bleaker, colder macrocosm.

The big daddy of PEZ collecting is ultra-rare, "Make-A-Face" dispenser from the 70s, sort of a Mr. Potatohead type dispenser that was quickly pulled off the market as the

small parts were a choking hazard to young children. They're worth between \$1500-3000 if you could find one, which you won't as all available reports place the last 10 known samples of this PEZ in unnumbered safety-deposit boxes in Switzerland. My own fetish, my own holy grail is the "Psychedelic Eye" PEZ of the late sixties. The head is a hand clutching an eyeball, and it commands a respectable \$275-350. And there's one out there for me somewhere. I can smell it. Pity me.

Curt Schulz

NOTICE

FOR SERIOUS COLLECTORS ONLY

JUST IMAGINE OWNING AN ENTIRE COUNTER display box full of 24 GREEN HORNET PEZ!
Wouldn't it have been nice to have bought them when they were 33 cents?!

FOR THE CLEVELAND CONVENTION ONLY, I AM OFFERING UNOPENED COUNTER display boxes
FOR \$20.00 EACH, OR SIX FOR \$100.00

Call to place your order for delivery at the convention. This is a one time offer only.
Call today, inventory is limited. Select from:

MUPPETS

FLINTSTONES

NINJA TURTLES

LOONEY TUNES

SUPER HEROES

GARFIELD

DINOSAURS

PEANUTS GANG

NEW REGULARS

Black BATMANS

Michel Lorenz
(517) 332-3534

SUMMER SIZZLE NEW PRODUCTS! PEZ PRICE LIST!

Arlene	\$5.00	Jerry w/Painted Face	\$10.00	Santa, no feet (MIB)	\$14.00
Baloo	\$14.00	King Louie	\$14.00	Santa, pre 1994	\$5.00
Barney	\$5.00	Koala Whistle	\$20.00	Sheik	\$40.00
Barney Bear	\$14.00	Lamb Whistle	\$20.00	Smurfette	\$6.00
Batman, no feet	\$10.00	L'il Wolf	\$14.00	Smurf, Papa	\$6.00
Batman, no feet (MIB)	\$15.00	Louie	\$7.00	Smurf	\$6.00
Bouncer Beagle	\$6.00	Lucy	\$3.00	Smurf, no feet	\$15.00
Bugs Bunny, no feet (MIB)	\$15.00	Maharajah	\$40.00	Snowman, no feet (MIB)	\$10.00
Captain America, no feet (MIB)	\$35.00	Mickey Mouse C, n/f (MIB)	\$14.00	Snow White	\$75.00
Clown Whistle	\$6.00	Monkey Whistle	\$14.00	Speedy Gonzales	\$6.00
Daffy Duck	\$3.00	Mowgli	\$14.00	Spiderman, no feet	\$10.00
Daffy Duck, no feet (MIB)	\$15.00	Mr. Ugly	\$20.00	Spiderman, n/f (MIB) No Eyes	\$10.00
Dalmation	\$24.00	Nermal	\$5.00	Spiderman, no feet (MIB)	\$15.00
Dewey	\$6.00	Panda Whistle	\$6.00	Spike, multipiece	\$15.00
Dog Whistle	\$14.00	Parrot Whistle	\$6.00	Sylvester	\$5.00
Donkey Whistle	\$6.00	Penguin Whistle	\$6.00	Sylvester w/Whiskers	\$6.00
Droopy Dog	\$6.00	Peter PEZ	\$5.00	Tiger Whistle	\$6.00
Dumbo, blue head	\$14.00	Petunia Pig	\$14.00	Tom, multipiece	\$15.00
Dumbo, gray head (MIB)	\$50.00	Pluto, no feet (MIB)	\$15.00	Tom w/Painted Face	\$15.00
Frog Whistle	\$20.00	Pooh	\$24.00	Tuffy, gray, multipiece	\$15.00
Garfield w/Teeth, new	\$6.00	Popeye C, red hat (MIB)	\$50.00	Tuffy w/Painted Face	\$10.00
Goofy, no feet (MIB)	\$14.00	Popeye C, white hat (MIB)	\$50.00	Tweety, no feet MIB	\$10.00
Gyro Gearloose	\$6.00	Practical Pig	\$24.00	Tyke	\$14.00
Huey	\$6.00	Rabbit, fat ears, no feet	\$8.00	Webby	\$6.00
Hook	\$40.00	Raven	\$35.00	Whistle	\$2.00
Hulk	\$5.00	Rhino Whistle	\$6.00	Wonderwoman, no feet MIB	\$10.00
Hulk, no feet (MIB)	\$15.00	Roadrunner	\$6.00	Woodstock w/Feathers	\$6.00
Icee Bear	\$6.00	Santa, black	\$250.00	Wile E. Coyote	\$24.00
Indian Whistle	\$6.00	Santa, no feet	\$10.00	Wile E. Coyote, no feet (MIB)	\$30.00

Flix and Kabayas still available.

Current issue PEZ available for \$1.25 each.

All calls will be returned if the item is still available.

List not necessarily inclusive, new items arriving all the time.

Shipping on all orders \$4.

**Michele Lorenz
5367 E. Hidden Lake Drive
East Lansing, MI 48823
517-332-3534**



Haas

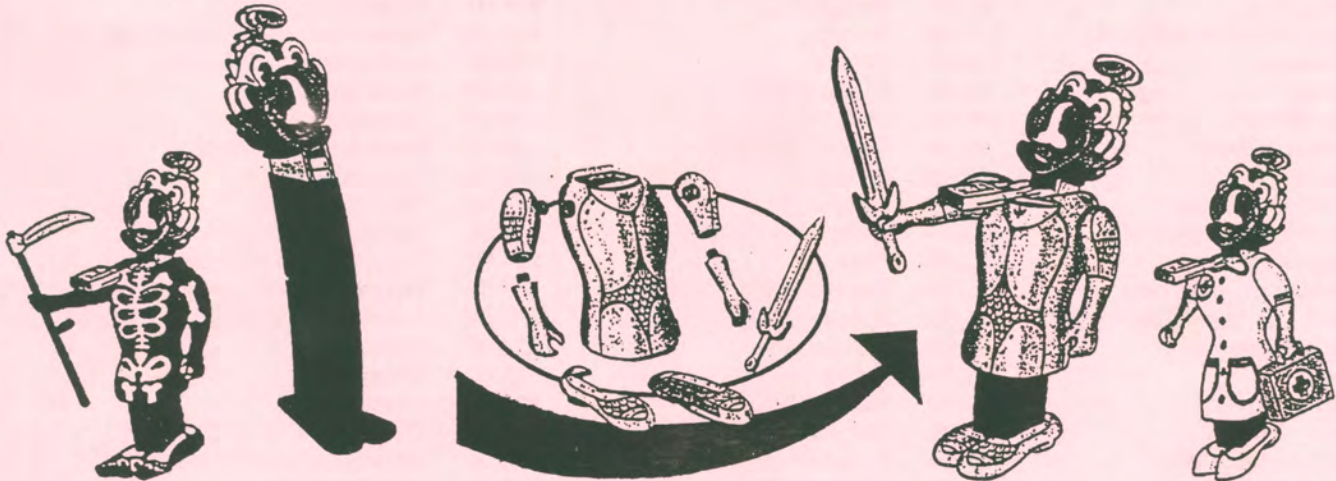
proudly presents



BODY PARTS



The greatest innovation since the invention of the PEZ Dispenser



Countless funny combinations with different PEZ candy dispensers and Body Parts are possible, as the single parts are compatible and can be exchanged as well.

- 8 DIFFERENT FULL BODIED COSTUMES AVAILABLE.
- KNIGHT, TARZAN, MAID, ROBIN HOOD, NURSE, HOCKEY PLAYER, GRIM REAPER & LADY.
- LIMITED QUANTITIES AVAILABLE, SHIPMENTS ARE SCHEDULED FOR MAY SOMETIME.
- PRICE IS \$40.00 FOR A COMPLETE SET OF 8 FULL BODIED COSTUMES M.O.C. OR \$6.00 EACH.
- ALL PAYMENTS IN U.S. FUNDS. MONEY ORDERS PREFERRED, 3-4 DAYS FOR PERSONAL CHECKS TO CLEAR BANK BEFORE ORDER IS SHIPPED.

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CALL OR WRITE TO RESERVE ITEMS!!!

NEW SALES LIST!

PEZ BODY PARTS!

Set of 8 - \$5 each

MINT IN PACKAGE!

- Mickey Mouse (removable nose) n/f \$20
- Donald Duck (original) n/f \$20
(both with Golden Glow insert)
- Dark Green Hulk, n/f \$20
- Light Green Hulk \$5
- Spiderman (original) n/f \$15
- Dumbo (gray) n/f \$65
- Lamb Whistle (ivory) \$25
- Frog Whistle \$25
- Smurf \$10
- Smurfette \$10
- Capt. America (blue) n/f \$40

MERRY MUSIC MAKERS

- \$3 each Tiger (red stem) MOC
- Penguin (red stem) MOC
- Also, Sylvester (purple stem) MOC

NO FEET!

- (\$10 each)
- Yellow Fat Ears Rabbit
- Light Pink Fat Ear Rabbit
- Dark Pink Fat Ear Rabbit
- Spiderman
- Bugs Bunny (dark gray)
- Santa C
- Donald (original)
- Pluto (original)
- Mickey Mouse (removable nose)

Baloo	\$15
Barney Bear	\$15
Baseball Glove	\$150
Captain Hook n/f	\$40
Candy Shooter (orange)	\$50
Cat w/Derby (red head, black derby) n/f	\$40
Clown w/Chin (yellow hat) n/f	\$35
Clown w/Collar n/f	\$50
Cool Cat	\$30
Cow B (blue head/horns) n/f	\$45
Dalmatian Pup	\$20
Diabolic n/f	\$85
Dog Whistle	\$15
Droopy Dog w/movable ears	\$15
Duck Nephew (blue hat)	\$.6
Duck Nephew (red hat)	\$.6
Duck Nephew (green hat)	\$.6
Duck Whistle	\$15
Dumbo (blue)	\$15
Fireman, n/f	\$30
Foghorn Leghorn	\$40
Frog Whistle	\$15
Full Body Santa n/f	\$135
Goofy, n/f (removable nose/teeth) DBP 818.829 stem	\$30
Icee Bear (purple stem) MOC	\$.6
Jerry (3-piece)	\$15
Joker (Softhead) Displays well, some paint chipping/head flops	\$60
King Louie	\$15
Koala Whistle	\$15
Lamb Whistle (white)	\$15
Lamb Whistle (ivory)	\$20
Light green Hulk (MOC) foreign	\$15
Li'l Bad Wolf	\$15
Maharajah (dark red band) n/f	\$40
Mickey Mouse A (stuck on nose) n/f	\$10
Mimic the Monkey (orange, blue, yellow) n/f	\$25
Monkey Whistle	\$15
Monkey Sailor n/f	\$25
Mowgli	\$15
Mr. Ugly (dark green)	\$15

Ninja Turtles (all) tongue/frown	\$2
Petunia Pig	\$15
PEZ Black Shoes	\$.1
Pirate (dark band bandana) n/f	\$30
Pluto A, n/f	\$15
Police Whistles (8 variations)	\$2 ea
Pony (orange/white bridle)	\$35
Popeye w/Pipe (red hat)	\$40
Practical Pig A, n/f	\$25
Practical Pig A, feet	\$20
Raven (blue head, orange beak) n/f	\$30
Raven (black head, yellow beak) n/f	\$25
Rooster Whistle	\$20
Rooster (white)	\$20
Rooster (yellow)	\$20
Sheik (dark red band) n/f	\$35
Smurf	\$.6
Smurf, Papa	\$.6
Smurfette	\$.6
Space Gun (orange)	\$55
Thumper	\$20
Tom (3-piece) MOC	\$10
Wile E. Coyote	\$20
Winnie the Pooh	\$20
Wonder Woman (Softhead)	\$.75
Yappy Dog (orange or green) n/f	\$.35
Zorro w/Logo, n/f	\$.50
Trucks B8 (pink cab, green truck,) B9 (green cab/orange & yellow trucks), C1, 2, 3, 4, 5, 16 (pink/yellow cabs)	\$.9 ea
Trucks R1, 2, 3 & 4 (non-movable wheels) 36 variations	\$.2 ea

EASTER FLIX

MIB \$1.75 ea

- Bunny (blue, purple or pink collar and stand)
- Lamb (blue, purple or pink collar and stand)

NEW PEZ COLLECTOR?

All Positively PEZ back issues: Vol. I 1-6, Vol. II 1-6 & Vol. III 1
 \$2 each - shipping included

Please include \$5 shipping.
 Linda Kochenburger
 265 Beverly Hills Road
 Fort Lee, NJ 07024
 (201) 947-6613 Phone/FAX

BUY SELL TRADE

Classifieds

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**

WANTED: PEZ advertising, displays, color variations, etc. Also, Pillsbury "talking" Doughboy by Mattel. See you at the conventions. Happy Collecting. **MARYANN KENNEDY, 409 N. 5TH ST, MARSHALL, MN 56258 (507) 532-6926**

WANTED REGULARS & COLOR VARIATIONS and older PEZ displays! **JOHN "THE COOL PEZ MAN" DEVLIN, 640 AQUA RIDGE, ST. LOUIS, MO 63129-2707 (314) 487-0544**

HAVE SEVERAL OLDER HALLMARK Christmas ornaments, 1976-1988. Will trade for older PEZ. **JUDY BRASKER (317) 793-7181** After 5 p.m. CDT.

NEW 1995 COLLECTORS PRICE GUIDE: \$10.00 postpaid. PEZ for sale: Psychedelic Eye (2-sticker) & Psychedelic Flower (slight damage) \$175 each. Baseball Glove \$125, Peter PEZ original \$50, Santa A \$90, Monkey Sailor \$25 & Fireman \$25. **MIKE EDELMAN, P.O. BOX 5494, BUFFALO GROVE, IL 60089-5494 (708) 431-6955**

WANTED: Buying PEZ, anything PEZ, TV Pals, Yummys, Totems, crazy fruit, comic character watches, especially Jay Ward and Hanna-Barbara watches, Robots, Hanna-Barbara toys & battery toys. **STAN LUKSENBURG, 21475 LORAIN RD, FAIRVIEW PARK, OH 44126 (216) 356-1118**

DOUBLE-SIDED 8 1/2" x 11" PHOTOCOPIES of all 15 issues of the Optimistic Pezzimist available. This is the publication that preceded Positively PEZ. 15 issues are available @ \$2 per issue plus \$4 additional for shipping (\$34 complete). Single copies available for \$2 each plus \$.50 per copy postage. **New PEZ Collector?** All Positively PEZ back issues: Vol. I 1-6, Vol.

II 1-6, Vol. III 1-3 (\$2 each - shipping included.) **LINDA KOCHENBURGER, 265 BEVERLY HILLS RD, FORT LEE, NJ 07024 (201) 947-6613** Phone/Fax

WANTED: Damaged Uncle Sam (for hair), damaged Doctor (for mustache and reflector), Peter Pan, Popeye C (red hat) and Mexican boy. Send listings with best prices to: **GARY OLSEN, 702 STONEGATE LN, STANHOPE, NJ 07874**

PEZ FOR SALE: Limited quantity. Please call first to reserve. Girl, Boy, Arlene, Nermal & Garfield w/Teeth \$3 each. Light green Hulk \$5. Please add \$3 for S&H. **IRENE SABO, 1709 CHAPEL AVE, ALLENTOWN, PA 18103 (610) 797-6261** Phone/FAX

COLLECTOR LOOKING FOR the following PEZ dispensers at reasonable prices: Chip, Henry Hawk, Dopey, Peter Pan, Tinkerbelle, Eerie Spectres, Panther, Giraffe, Annie, Wolfman, Creature from the Black Lagoon, Brutus, Olive Oyl, Green Hornet, Thor, Soft-Headed Batman, Joker, Penguin, Psychedelic Eye, Boy w/Cap, Groom, Knight, Mexican Boy, Ringmaster, Sailor, PIF the Dog and Golden Glow. I have many Canadian/European PEZ for sale or trade, please send me your list with prices. **GORDON WONG, 3746 FRANCES ST, BURNABY, BC, CANADA V5C 2N8 (604) 298-1712** Evenings PST

ASSORTMENT OF PEZ FOR SALE. Includes Looney Tunes PEZ on Warner Bros. cards. Large assortment of miscellaneous PEZ in MOC and MIB. Write for list. Enclose SASE. **ASHLEY BATES, 2237 TINDER CT, LAND O'LAKES, FL 34639**

PEZ FOR SALE: Limited quantity. Call first to reserve. Black Batman (MIP) \$10 each including shipping. **DAVID STRAYER, P.O. BOX 3143, KENT, OH 44240 (216) 678-4797**

FOR SALE OR TRADE: Indian Chief \$40, Monkey Sailor \$15, Black Cat w/Derby \$30, Mr. Ugly \$10, Skull A \$5, Pumpkin A \$5, Witch A \$5, Spiderman A \$5, Sylvester \$5 and Snowman \$. **Wanted:** Sailor, Mickey Mouse Die-Cut, Indian Brave, Batman w/Cape, 50s Space Gun, Creature from the

Black Lagoon and Knight. Please contact me at: **MELODY CLARK, OSU 517 SNELL HALL, CORVALLIS, OR 97331 (503) 737-4694** Internet clarkm@ccmail.orst.edu

LOOK FOR MY FULL PAGE AD about "PEZ Collector's News" The New Newsletter. Don't miss out on the first issue. Sorry I could not make it to St. Louis. Hope to meet some of you in Ohio at the convention. Thanks and happy Pezzing!! **RICHIE BELYSKI, P.O. BOX 124, SEA CLIFF, NY 11579**

TWO WEEKS TO GO! PEZAMANIA! If you have a Tuffy w/separate ear pieces PLEASE bring it along. Also looking for Bozo, Casper and Dopey. Also, bring your patients for the PEZ Hospital. We need hair for a Doctor, hat for Practical Pig A, an eye for Spiderman, wheels for Truck #3, nose for Mickey, hat for Dumbo, nose for Panda and a stick and spring for Pirate. We'll have lots of extras for sale. See you in Cleveland! **CARLY and MARTY WIEFERICH**

PEZ FOR SALE OR TRADE. Easter Rabbit B \$250, Groom \$140, Santa A or B \$75.00 and Dopey \$125. I have some old stickers, tattoo's and inserts for trade. I need desperately... Make-A-Face parts... nose and sideburn, also Donkey Kong Jr. with box. **CHUCK BEESLEY (410) 745-9206**

NINJA TURTLES \$1.00 each MIB; Black Batman \$2.00. Call for availability. **JOHN THOMPSON, 4122 IRVING N, MINNEAPOLIS, MN 55412** Add postage, please.

SUMMER'S HERE! PEZ ITEMS FOR SALE: Dinosaur PEZ Stickers \$3 each or set of eight for \$20. Also available five-foot PEZ Cardboard Display Stands, \$50 each, a perfect way to show off your PEZ. PEZ Pins made of Austrian crystals, \$25 each (all prices include postage.) Also willing to trade for PEZ dispensers I don't have. Call **CHARLENE HENIG, 19500 N.E. 22ND AVE, NORTH MIAMI BEACH, FL 33180 (305) 931-6445 FAX (305) 932-4522**

**YOU STILL HAVE
THREE MORE ISSUES
TO SUBMIT
YOUR FREE CLASSIFIEDS**

BUY SELL TRADE

Winners (from page 6)

From Michigan:

My kids want to suggest their teachers as PEZ Heads. They really like Mrs. Brownell and Sister Jane. Or, just any nice lady face or man face that could be "Teacher PEZ."

From Illinois:

What I would really like to see produced as PEZ dispensers are characters from children's books.

Some of our family favorites are Dr. Seuss, Clifford, the Big Red Dog, Madeline and the Richard Scarry characters.

Children could be motivated to read more if those characters came alive on PEZ.

From New Jersey:

My wife points out that over 80% of my PEZ are boys. So she suggest Hilary Clinton, Betty, Wilma and Mother Theresa.

From Texas:

My hearthrob, Michael Bolton, would make a great PEZ. And also, how about a Kenny G PEZ.

From Missouri:

We suggest all the Osmonds, Dolly Parton, Kenny Rogers and Minnie Pearl.

From New York:

When Mr. Hanna and Mr. Barbera thought up the Flinstone characters, they patterned them after "the great one," Jackie Gleason and the Honeymooners.

So what would be a Ralph without an Alice? What would be an Ed without a Trixie?

I guess, it would be like a Fred without a Wilma, and like a Barney without a Betty.

Wilma and Betty get my vote. For PEZ we really need.

It would seem that all who entered had a good time with this contest.

Thanks to David Welch for supplying some of the prizes. Additional small prizes were furnished by Maria Straus and another PEZ Pal who wishes to remain anonymous.

Letters (from page 3)

personally thank that one who also stands to make a large profit from the sales of PEZ and PEZ related items could lead to a conflict of interest. A publisher who does not have an axe to grind may provide the best balance between selling and reporting (journalistically speaking). If you want to sell PEZ, run an ad. If you want to publish, be a journalist.

Second, I think the choice should be made in the following manner. You might contact those who have expressed a desire to publish the newsletter, and ask them to run a one page ad. The ad should demonstrate their ability as a publisher as well as answer a few questions. For example: Why would they want to take on this task? What things might they do the same and/or differently? Why do they feel they are qualified? And, what their minimum commitment to publish might be? In your next newsletter, also have a 1/3 page "voting ballot." Subscribers vote, then mail it back to you. You tally the votes, and list the findings along with your own recommendation as to the choice. You

then support the "single newsletter" position by permitting the new publisher to use the Positively PEZ name and logo. You may wish to permit only the new publisher to advertise the new newsletter in the remaining "Positively PEZ" issues. Still another choice would be to let them buy the subscriptions to your last issue (Jan/Feb 96). In return you provide direction and assistance in helping them publish their first issue. This would facilitate a smooth transition.

I would commend all who participated, but encourage only the "winner" to publish. For the good of the hobby, we need cooperation, rather than competition in this area.

LARRY SILVEIRA

Larry,

As of this writing I know of two bi-monthly and one monthly newsletters that will begin publishing in September 1995.

I went ahead and published you letter. I think it has many valid points, but it appears our thoughts may be in the minority on this issue. Sorry.

The New 1995 4th Edition Collectors Price Guide to PEZ is now available.

Published by Mike Edelman & John LaSpina.
Only \$10 postage paid.

This is the Original Price Guide in its 4th year!
Send checks or money orders to:

Mike Edelman
P.O. Box 5494
Buffalo Grove, IL 60089-5494
(708) 431-6955

All orders will be mailed within 3 days from receipt of checks.
Please call me with any questions. I also have many PEZ for sale.

IT'S OFFICIAL

Greetings fellow PEZ Collector,

We wish to thank those of you that responded to our survey. The results were overwhelming. We will be honored to undertake the task of doing a newsletter. Thank you all for the kind words of encouragement. That's what will make it all worthwhile.

You will see some changes in the newsletter. The first will be the name. The name will be PEZ Collectors News, and that's exactly what it will contain. News and stories for PEZ collectors. I have decided that the first issue will be October/November. Then the second issue will be December/January and hopefully the dealers will have specials for the holidays and fresh lists posted for people interested in buying presents for the holidays. The newsletter will be published 6 times per year and the yearly subscription will be \$19.00 U.S., Europe \$26.00 Air Mail, and to our Canadian friends \$20.00 per year. Each subscriber will be entitled to one 75 word reader ad per issue. We will have a free directory of PEZ dealers, if space permits in each issue. Dealers send in your information for this directory. We hope to have a listing of standard abbreviations associated with PEZ collecting in every issue. The PEZ checklist will not be in every issue, only when space permits. Every issue will contain the latest information on new releases or on what is discontinued by PEZ. Information that was only available to PEZ dealers, up until now.

The most important thing I will have in every issue is something to read. We will start a collectors profile so please tell us about yourself, and send a picture of you and your collection (optional). David Welch and John LaSpina have agreed to do a regular column in each issue. Mary Ann Kennedy, Mike Edelman, Johann Patek, Richard Geary and John Devlin are all nice enough to have agreed to take the time to submit articles for your reading pleasure. If we left anyone out that we spoke to and did not mention please forgive us. Any one with an article or ideas for articles please submit them to us. This newsletter needs all of you to help. So now you know some of the names of people that we have support from in our bid to write the newsletter. We wanted to wait to hear from you first before we decided about writing the newsletter. Your opinion mattered!

If you wish to subscribe please send check or money order before August 30th and enclose the bottom portion of this form. Make check payable to Richard Belyski. Please send you zip + 4 zip code with your information. If you don't know it ask your local post office. We will have a bar code mailing system in addition to your visible address for the post office. The mail will be scanned by lasers so your newsletter will get to you faster. Advertisers please send a SASE for advertising details. The first issue will be sent before the end of September. Don't miss out on the first issue, it's sure to be a PEZ collectible you will want for your collection.

Thank you and Happy Pezzing,

Richard and Marianne Belyski
P.O. Box 124
Sea Cliff, NY 11579-0124

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