

the OPTIMISTIC  
Pessimist



Premiere Issue!

Volume 1, No. 1

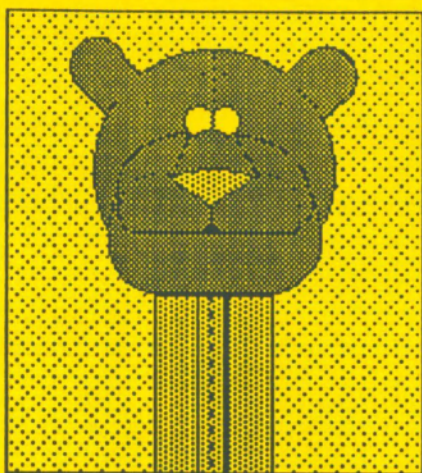
January, 1990

## PEZ Gallery Collector Card

#1

### **Panther**

The Panther, from the Kooky Zoo collection, has a blue head, pink nose and yellow eyes. usually on a red body.

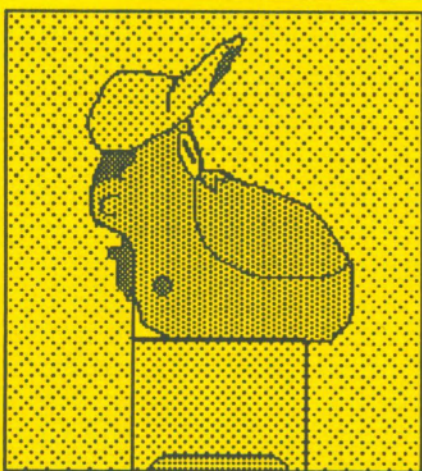


## PEZ Gallery Collector Card

#2

### **Mimic the Monkey**

Mimic is found in an almost infinite variety of color combinations. His face ranges from orange to red to blue to navy, while his cap can be red, yellow, blue or other colors.

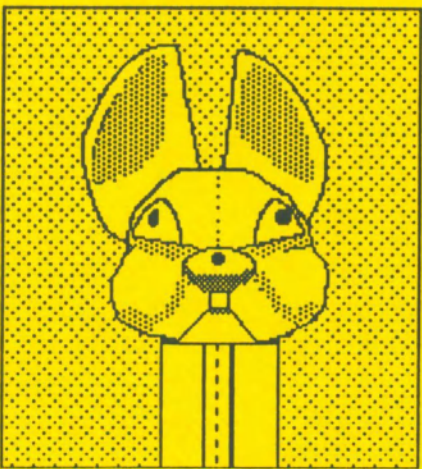


## PEZ Gallery Collector Card

#3

### **Easter Bunny**

One of the most common dispensers, the bunny usually has a light yellow head, although light pink bunnies have also been found.



# the OPTIMISTIC PEZZIMIST

**The Optimistic  
PEZZIMIST  
Vol. 1, No. 1  
January, 1990**

**Publisher/editor**  
Mike Robertson

**Art Director**  
Mike Robertson

**Subscriber Liason**  
Mike Robertson

**Stamp Licker**  
Mike Robertson

**Help, please!**  
Write an article or a  
letter! Draw a picture,  
ask a question, anything  
to get someone else's  
name in the masthead!

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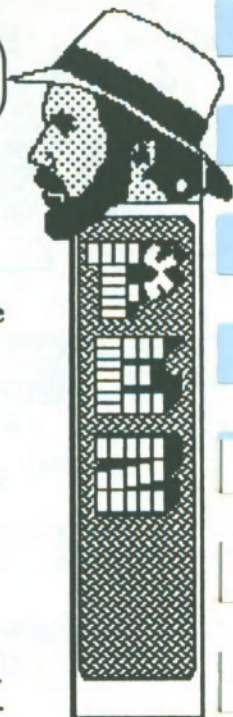
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## About the Cover

Besides being the two weirdest dispensers ever made, the Psychedelic Eye and Psychedelic Flower are among the most valuable of the commercially sold PEZ. In the past month, these two dispensers have fetched a total of over \$500.

Cover art by Mike Robertson on the mighty Macintosh.

# Mike Sez:



Welcome to the first issue of **The Optimistic PEZZIMIST**. This publication is designed for those rare human beings who have an avid interest in **PEZ** candy, **PEZ** dispensers, **PEZ** advertising, **PEZ** news, **PEZ** imitations, and anything else that concerns the coolest product ever to grace the shelves of dime stores anywhere. Each bimonthly issue will bring updates on new finds, future products, tales of collectors, art, pictures of rarities, letters to the editor and more.

As your editor, I can assure you that nobody loves **PEZ** more than I do! I've been collecting the elusive **PEZ** dispenser for more than fifteen years and I still get a thrill when I get a new one (or an old one I don't have!). This magazine will reflect the interests and energies of you, the reader. And it's success and longevity will depend on your participation. Anyone can write an article about their collection; do it! Send pictures of how you display your collection. Write with your questions, your color variations, your sightings of **PEZ** in print, TV or movies. If nothing else, write a letter to the editor. There's room for everyone!

I must pay homage to two publications which have been of great help to me as a collector. In January, 1989, I found an issue of **Toy Shop** on the newsstand in Austin. With no expectation, I flipped through the **Miscellaneous Wanted** ads. After years of being the only **PEZ** collector in the world (I thought), I was overjoyed to see ads from other **PEZ** people! I soon had an ad of my own and got some great additions to my collection.

The other influential publication, and the direct ancestor of this magazine, is the late, great **Old Variety Store**. As I began to hear from other collectors, they all mentioned **OVS** and how it always had info on **PEZ**. I soon became buddies with Steve Powers and learned even more about my hobby. I was delighted to have the chance to write a **PEZ** column in **OVS**, but saddened when Steve decided to cease publication. For all your months of long nights on the typewriter and telephone, Steve, I thank you.

Thanks also to Maryann Kennedy, who sent me reams of material and could answer every question I put to her.

Thanks to those of you who called or wrote to encourage me to publish a **PEZ** newsletter. Here it is. I hope you enjoy it!

# PEZ Auction

**Batman with Cape**

**Spook (Eerie Specter)**

**Betsy Ross**

**Uncle Sam**

**Zorro**

**Captain Hook**

**Captain America**

**Doctor**

**Maharajah**

**Pirate**

**Policeman**

**Puzzy Cat (red head)**

**Puzzy Cat (black head)**

**Pony (orange face)**

**Wonder Woman (soft head)**

**Monkey with sailor hat**

**Silly Clown A**

**Silly Clown B**

**Raven**

**Gorilla (two red eyes)**

**Creature (brown, one eye)**



Auction ends January 18, 9:00 p.m. E.S.T. or until 10 minutes pass without a call. Usual auction rules apply and all bids must be increased by 10%. There are no minimum bids; however, I reserve the right to reject any bids I consider to be unreasonable. Trades will also be considered.

**Norm Hunt**

**139 W. Fourth Street**

**Clifton, NJ 07011**

**(201) 772-5669**



## Auction News

Hope you've survived the recent outbreaks of auction fever. We've seen prices head for the outer galaxy in recent months as some rare items have surfaced in several auctions. For those of you who keep track of such things, we present here the prices realized in auction action in November:

### Steve Powers' November 4th auction:

Creature from the Black Lagoon—\$156  
Batman with cape—\$74  
Betsy Ross—\$22  
Baloo—\$12  
Nurse (red hair)—\$12  
Zombi—\$52  
Pinocchio B—\$10  
Jimmy Cricket—\$8  
Practical Pig—\$12

### Richie Sternfeld's November 11th auction:

Maharajah/no jewel—\$5  
Policeman—\$11  
Policeman/no badge—No bids received.  
Fireman (1st)—\$13  
Fireman (2nd)—\$10  
Ringmaster/gray hat—\$31  
Ringmaster—\$25  
Sailor/no beard—\$58  
Mexican Boy—\$25  
Doctor/no mirror—\$20  
PEZ Pal (no accessories)—\$3  
Pony—\$3  
Roar the Lion—\$13  
Donald Duck Die-Cut—\$140  
Easter Bunny (2nd)—\$5  
Vamp—\$55  
Casper—\$70

Quite a bit of **PEZ** news recently, so let's get right to it.

**PEZ Candy, Inc.** is in the process of doubling the size of their factory. They're adding additional production, warehouse, and office space in addition to a new cafeteria for their approximately 120 employees. Scott McWhinnie, the president and CEO of **PEZ**, sez sales have more than doubled in recent years and the building addition will provide the necessary space for the next level of growth.

The Garfield variations which have appeared in recent months in Canada and other countries will indeed be sold in the USA soon. Available will be Garfield with a visor cap, Arlene, and Nermal. Apparently, the Garfield with the huge toothy grin will not be sold here.



**Grinning  
Garfield only  
available in  
foreign  
markets?**

□ In early 1990, **PEZ** will be introducing new Peanuts character dispensers. Charlie Brown, Snoopy, Woodstock, and Lucy will be the newest additions to the **PEZ** family. Plans were originally made eight years ago for these characters to be used, but this time is the real deal.

□ Also coming in 1990 will be a Panda Bear (I'm not sure yet if it will be a new design or the old Panda) and a brand-new Easter Bunny.

□ In addition to **PEZ** from Austria, Hong Kong, and Yugoslavia, the next year or two should see **PEZ** made in China (if things calm down) and Hungary. **PEZ** is now sold in over 80 countries.

□ Have you seen **PEZ** in a television show recently? Besides daily appearances on MTV's **Remote Control** show, **PEZ** has appeared in *thirty-something*, *Empty Nest*, *Nickelodeon*, *The Tracy Ullman Show*, *CBS This Morning*, and *The New Leave It to Beaver Show*. I hope by now you have seen *The Big Picture*. Directed and co-written

## Auction News

Penguin (soft head)—	\$28
Regular—	\$53
Thumper (non-Disney)—	\$25
Easter Bunny (4th)—	No bids received
Mr. Ugly (2nd)—	\$3
Mr. Ugly (3rd)—	\$3
Cockatoo (yellow face, red beak)—	\$19
Cockatoo (Blue face, red beak)—	\$35
Cockatoo (green face, orange beak, no comb)—	\$10
Merlin Mouse—	\$22
Tom Cat—	\$27
Jerry Mouse—	\$16
Orange—	\$17
Whistle (purple/blue)—	\$2
Whistle (purple/orange)—	\$2
Whistle (yellow/green)—	\$1
Whistle (white/red)—	\$1
Truck B9—	No bids received
Truck C/no #—	No bids
Truck C1—	No bids
Truck C3—	No bids
Tin Clicker—	\$99

### Hake's Americana & Collectibles November 15th auction:

Group of three PEZ (Jimmy Cricket, Capt. Hook, Donald Duck)—	\$50
Group of three PEZ (Cockatoo, Indian Brave, & Easter Bunny)—	\$128

### David Welch's November 15th auction:

Betsy Ross—	\$23
Indian Squaw—	\$30
Indian Chief—	\$20
Uncle Sam—	\$13
Pilgrim—	\$24
Wounded Soldier—	\$33
Captain—	\$26
Angel—	\$15
Santa (w/full-body-style	

## Auction News

head)— \$18  
Santa (small head, flesh face)— \$28  
Santa (current style)— \$14  
Snowman— \$14  
Elephant (yellow head, green hat)— \$20  
Cowboy— \$105  
Lion— \$16  
Monkey— \$20  
Mimic the Monkey— \$27  
Pony— \$20  
Ringmaster— \$16  
Silly Clown B— \$13  
Silly Clown A— \$15  
Bozo (Die-cut)— \$67  
Casper (Die-cut)— \$50  
Mickey Mouse (Die-cut)— \$64  
Donald Duck (Die-cut)— \$55  
Baloo— \$21  
Captain Hook— \$16  
Dopey— \$100  
Duck Child— \$13  
Dumbo— \$13  
Goofy— \$11  
Jimmy Cricket— \$15  
King Louie— \$24  
Li'l Bad Wolf— \$20  
Mary Poppins— \$155  
Mowgli— \$25  
Peter Pan— \$68  
Pinocchio A— \$58  
Pluto— \$8  
Practical Pig— \$21  
Scrooge McDuck— \$8  
Snow White— \$48  
Tinker Bell— \$74  
Zorro— \$55  
Easter Bunny (old)— \$46  
Bunny (current)— \$15  
Chick in Egg— \$16  
Lamb— \$14  
Rooster— \$14  
Octopus— \$20  
Creature— \$26  
Skull— \$8  
Mister Ugly— \$8  
Witch C— \$82  
Witch B— \$26  
Cockatoo— \$16  
Crocodile— \$20

by Christopher Guest (**Saturday Night Live**, **The Princess Bride**, **Spinal Tap**, etc.), the movie is a satirical look at the travails of a young film director and his attempts to get his foot in the Hollywood door. It has a lot of **PEZ** in it, both real dispensers and huge **PEZ** costumes worn by a desperate rock band. If you missed it, don't worry; **The Big Picture** can be on Your Little Screen in a couple of months when it hits the video stores.

□ If you have friends or relatives going abroad, it's a good idea to ask them to bring back **PEZ**. Many dispensers are available in other countries that are not found in the U.S. Barry Koester recently got the Koala, Rhino, and Camel whistles (which are no longer being sold in Canada and were never sold in the U.S.), thanks to a friend who made a trip to Greece.

□ Several sources have reported that **PEZ** is no longer being sold in several European countries, including England, due to a ban of some sort. I have not been able to find out the reasons behind this strange situation, but will keep you posted.

If you have any definite info on this matter, please let me know.

□ On a historical note, I recently got a look at a wonderful little booklet that **PEZ** sent out to interested persons about ten years ago. In a future issue, I hope to reprint some of this material. For now, some historical tid-bits for your information. First, according to this **PEZ** history, **PEZ** was first sold in the United States in 1950. Most collectors were under the impression that 1952 was the start date for the product in this country. Also, the booklet tells how war-time shortages and rationing forced **PEZ** in Austria to cease manufacture in 1939. **PEZ** candy was not made again until 1949, ten years later! This was when the "box" or dispenser was first introduced. Pretty cool data, if ya axe me!

□ That wraps it up for this issue! More news next time, but in the meantime, good hunting and please keep in touch!

**Tell Your PEZ Pals about The Optimistic PEZZIMIST!**

## Auction News

Duckie—	\$11
Roar the Lion—	\$16
Cow A—	\$11
Cow B—	\$48
Panda—	\$11
Panther—	\$20
Puzzy Cat—	\$20
Raven—	\$20
Dog—	\$42
PEZ Pal Girl—	\$11
Boy with Hat—	\$21
Doctor—	\$20
Fireman—	\$11
Maharajah—	\$16
Mexican Boy—	\$23
Stewardess—	\$27
Nurse—	\$21
Pilot—	\$17
Sheik—	\$26
Sailor—	\$80
Engineer—	\$23
Pirate—	\$23
Policeman—	\$8
Sheriff—	\$24
Brutus—	\$65
Olive Oyl—	\$64
Batman with Cape—	\$44
Green Hornet—	\$200
Creature from the Black Lagoon—	\$135
Wolfman—	\$155
Popeye (old)—	\$25
Popeye (recent)—	\$15
1970's Gun—	\$320
Display stand (pentagon shaped)—	\$44
Orange—	\$23
Indian Brave—	\$38
Football Player—	\$36
Astronaut—	\$26
Cocoa Marsh Spaceman—	\$100
Golden Glow—	\$50
Regular—	\$33
Psychedelic Eye—	\$220
Baseball dispenser Set—	\$330
Baseball Glove—	\$150
Full-body Robot—	\$100
Non-PEZ dispensers:	
All the non-PEZ dispensers sold for either ten, thirteen, or sixteen dollars.	

# Attaboy, Oskar!

article by Mike Robertson

I know some **PEZ** collectors that are very meticulous when it comes to the patent numbers on their dispensers. Personally, I always figured that as long as I had one of every character head made, it didn't matter what series it was from, or even how old it was. But I started thinking about patents one day; why did there need to be four different patents on a **PEZ** dispenser? I asked a reference librarian where I could write to get copies of U.S. patents and she informed me that the University of Texas had a patent library, about ten blocks from where I was standing.

Half an hour later, I was seated at a microfilm viewer, whizzing past drawings and descriptions of all sorts of gizmos, contraptions, doohickeys and widgets. Finally I reached U.S. patent #2,620,061. Although the patent application had been filed on October 14, 1949, the patent was not granted until December 2, 1952. You think your **tax refund** is slow!

Besides the nifty drawings on the patent (see below), I was surprised to see the name below the drawings: "Oskar Uxa, Inventor". I had always heard that Eduard Haas was the brain behind **PEZ** candy and the unique dispenser, but apparently there was more to the story. The patent says that Oskar Uxa, Vienna, Austria, was the "assignor to Eduard Haas, Muhlbach-Attersee, Austria".

Oskar Uxa's  
name is as  
important as  
Eduard Haas's

Patent applications are not models of great writing and they sometimes veer off into terminology that clouds the minds of ordinary men. But there were a few interesting nuggets to

be gleaned from this dry document. The patent is for a "Pocket Article Dispensing Container". You knew that, right? But the first paragraph says that the dispensing container has a hinged lid, "adapted for the delivery of articles, such for example as pastilles, tablets,

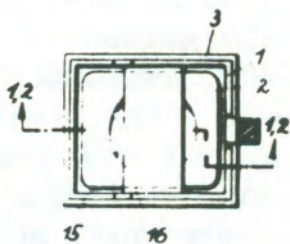
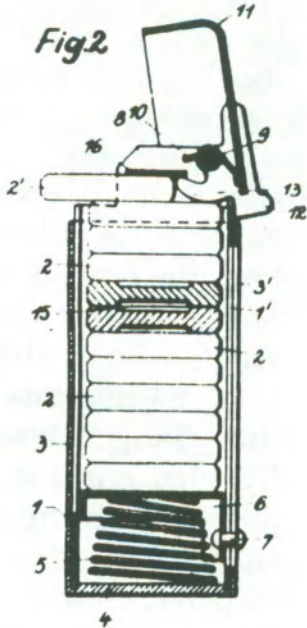
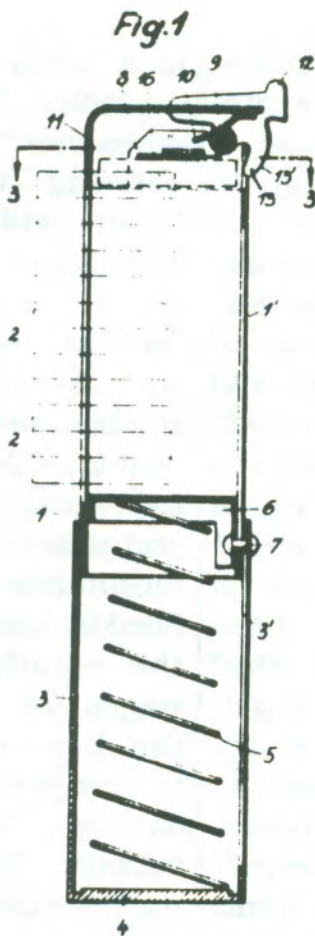


Fig. 3

sweetmeats and cigarettes [!], which containers can be opened or closed with one hand, and present the merchandise to the user in a hygienic and unspoilt condition. The possibility of operation by one hand only is important 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." Just think, the **PEZ** dispenser was invented for dirty, one-armed truck drivers! (Readers, this is only an example of Mr. Robertson's warped sense of humor. Actually, some of his best friends are dirty or one-armed or truck drivers, though he knows no one who fits all three categories.)

Another thing I found interesting was the size of the prototype dispenser. Oh, the side view looks pretty much

like the **PEZ** we know, but look at Fig. 3, the top view of the dispenser. Instead of the skinny rectangular candies we all know and love, the original idea looks like a larger, squarer lozenge, about the size of today's Velamints. Why did this change? Who knows? It's also obvious from the patent drawing that the candies designed for the dispenser always had an indentation in the center. Any guesses as to why? Well, according to the patent, "The articles are formed with recesses in order to facilitate lateral displacement with respect to one another." I think this is a great answer to a trivia question. Try to entice a friend to ask you why **PEZ** candy has dents in the top and bottom; then boldly say, "To facilitate lateral displacement with respect to one another!" Your friend will look at you with awe and amazement. Subsequent patents were for improvements to the dispenser mechanism. The 1974 patent (#3,845,882), is for a "Spring Cage for use

in a tablet dispensing receptacle." The application notes that "this type of dispensing receptacle has found wide commercial acceptance for use with a great variety of tablets.....All the parts of the receptacle are assembled manually, the assembly of the springs being particularly cumbersome and time-consuming. The receptacles have also been filled by hand. Considering the steady increase in wages for manual labor, this has made the manufacture of these receptacles correspondingly more expensive." Thus, the refinements to the original design were to cut labor costs by making assembly faster. All the other patents bear the name of Eduard Haas as inventor.

Someday, some fanatical Pezzant will make a pilgrimage to Austria and find out what happened to Oskar Uxa. Until then, let us not forget his contribution to the hobby we all hold dear. Oskar, old buddy, ya done good!

The First Annual PEZ Poll is a chance for you to express yourself on the questions below. Please answer all the questions as you see fit (witty responses and thoughtful reasons for your choices are encouraged, as are hilarious or bizarre postcards.) and send your answers to me by January 31. As a bribe to you lazy Pezzants who haven't even written to your Mom in years, much less to a PEZ publication, a drawing will be held from all the responding letters. The randomly-selected winner will receive a copy of the limited-edition souvenir print made for the PEZ Pilgrimage to Steve Powers' house in October. Only a dozen signed, numbered prints were made, so you may never have another chance to get one. (The only reason I still have some is that a little matter of an earthquake cut down on attendance at the gathering.) The print, made from computer-generated art, show the full-body Santa, full-body Spaceman, Golden Glow and tin clicker on a special PEZ background. But ya ain't gotta chance unless ya write the lettah! See my address in the letter column. Keep those cards and letters coming!

1. What is the best-looking PEZ dispenser ever made? We're looking for artistic achievement here, so think about it awhile.
2. What is the stupidest-looking dispenser ever made?
3. What's number one on your want list right now, the dispenser you'd most like to find in a garage sale for a dime?
4. What character is not available on a PEZ dispenser, but oughta be?
5. What was the first PEZ dispenser you ever remember seeing? Details and nostalgic, teary reminiscences are welcome here.
6. What else do you collect besides PEZ?

P

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# Richie Sternfeld PEZ Auction #3

**Closing Date: Friday, January 12, 1990**

Dear Collectors,

I know I have some new bidders for this auction, so I would like to welcome them. This is my third auction and, I feel, the best one yet. It has items for the beginner as well as the advanced collectors. To refresh the memories of the previous bidders and to inform the new bidders, I have reprinted my auction rules.

As most of you know by now, I have call-waiting. If you call and I'm on the other line, I'll have you on hold just for a couple of minutes. Thanks for your patience.

Again, as requested in Auction #2, I would like written bids followed up by phone calls (on closing night).

Good luck to all bidders!

**Richard Sternfeld  
90-60 Union Tpke.  
Glendale, NY 11385  
(718) 805-1967**

## Rules

1. I will accept mail or phone bids.
2. You may call after 4:00 p.m. (E.S.T.) on the closing day (January 12) to check the current high bid or raise bids.
3. There are no minimum bids.
4. Invoices will be mailed to the successful bidder the day after the auction. I must receive payment within two weeks or the item(s) will be offered to the next highest bidder.
5. The winning bidder pays postage, minimum of \$1.50.
6. The auction will end at 9:00 p.m. (E.S.T.) or until 15 minutes past without the phone ringing.
7. Bids must be raised by a minimum of 10%.
8. Closing night, all bids/raises will be rounded off to the nearest dollar.

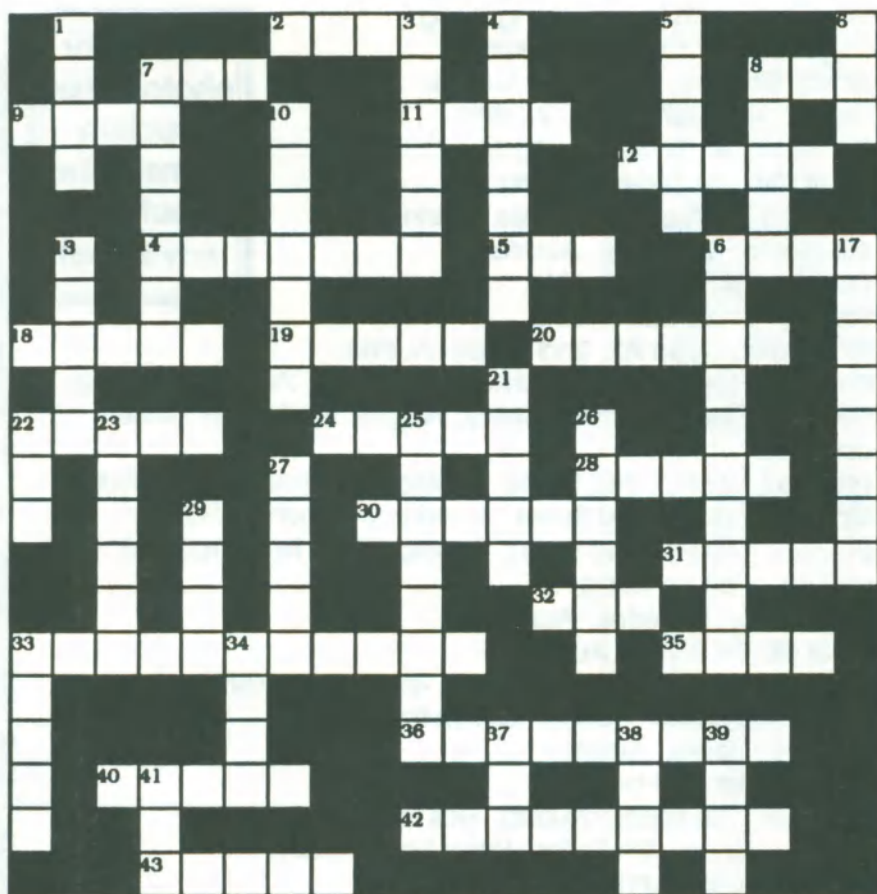
Note: Please mark your calendars— Auction #4 will end on Tuesday, March 13, 1990, and will be in the next issue of **The Optimistic PEZZIMIST**.

1. **Wonder Woman**. 3rd Series. USA. Soft head.
2. **Joker**. 3rd Series. USA. Soft head
3. **Batman**. 3rd Series. USA. Soft head. No spring action at head.
4. **Batman**. 2nd Series. USA. Austria.
5. **Batman**. 4th Series. USA. Austria. Has feet.
6. **Batgirl**. 3rd Series. USA. Soft head.
7. **Spiderman**. 4th Series. Hong Kong. Has feet.
8. **Spiderman**. 4th Series. Hong Kong.
9. **Captain Hook**. 1st Series. Austria.
10. **Jiminy Cricket**. 1st Series. Austria.
11. **Pinocchio B**. 4th Series. Austria.
12. **Pinocchio A**. 1st Series. Austria.
13. **Olive Oyl**. 1st Series. Austria.
14. **Scrooge McDuck**. 4th Series. Austria.
15. **Bullwinkle**. 1st Series. Austria.
16. **Duckie**. 1st Series. Austria.
17. **Panda**. 4th Series. Austria.
18. **Silly Clown (Type A)**. 2nd Series. Austria.
19. **Donald's Nephew (Duck Child)**. No pat. #. Austria. Blue cap.
20. **Donald's Nephew (Duck Child)**. No pat. #. Austria. Green cap.
21. **Dumbo (W.D.P.)**. 2nd Series. Austria. Blue head/yellow hat.
22. **Big Top Elephant**. 1st Series. Austria. Domed red hat.
23. **Dumbo (W.D.P.)**. 2nd Series. Austria. Grey head/red hat. No spring action on head.
24. **King Louie**. 1st Series. Austria.
25. **Dr. Skull**. 1st Series. Austria.
26. **Monkey (Whistle Head) Foreign**. 4th Series. Austria. Has feet.
27. **Witch**. 4th Series. Austria. Green face.
28. **Pluto**. 1st Series. Austria.
29. **Santa Claus**. Full-bodied.
30. **Sylvester**. 4th Series. Austria. Has feet.
31. **Mickey Mouse**. 4th Series. Hong Kong. Has feet.
32. **Mickey Mouse**. 4th Series. Hong Kong.
33. **Witch**. 3rd Series. USA. Orange face.
34. **Enclosure Brochure** featuring Arithmetic and Golden Glow dispensers. This is the only known documentation of the existence of the Arithmetic. Mint condition, very rare! Please bid accordingly.
35. **Enclosure Brochure** for various assorted (unmarked) premiums. Mint condition. Would guess early 1960's.

**See color  
photos of all  
auction  
items in the  
enclosed  
envelope!**

Closes Friday, Jan. 12, 1990

# Crossword PEZZLE



All the words used in this puzzle should be known to the PEZ enthusiast. Every one was taken from the name of a dispenser or from a slogan in a PEZ package.

## Across:

2. Just got his sheepskin
7. MGM cat
8. Kooky \_\_\_\_
9. Honey-lovin' bear
11. God of thunder
12. Lewis, Vale, or Mouse
14. Caped Crusader put this bird on ice
15. Eerie Spirit
16. Larry Harmon's clown
18. "Am I blue?"
19. "Nevermore"
20. Raised by wolves
22. Silent dwarf
24. Haloed harpster
28. Sandy's best friend
30. Olive thief
31. Halloween doctor
32. A treat to eat in a toy that's neat.
33. Queasy crimefighter packs a sting
35. Found in Bartlett's
36. The Scarlet Pumpnickel's alter-ego
40. Bulldog with a point
42. No strings attached to this boy
43. Half of a honeymoon



## Down:

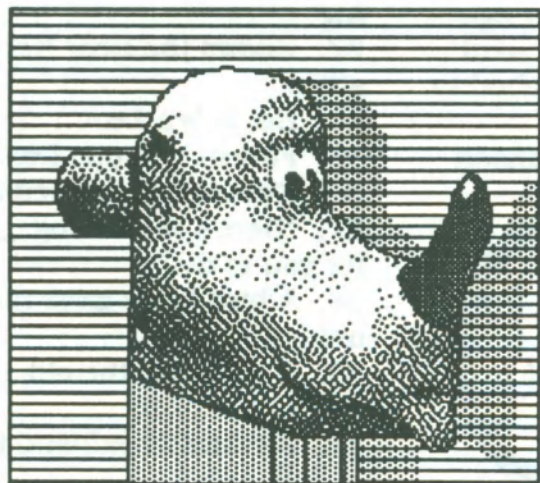
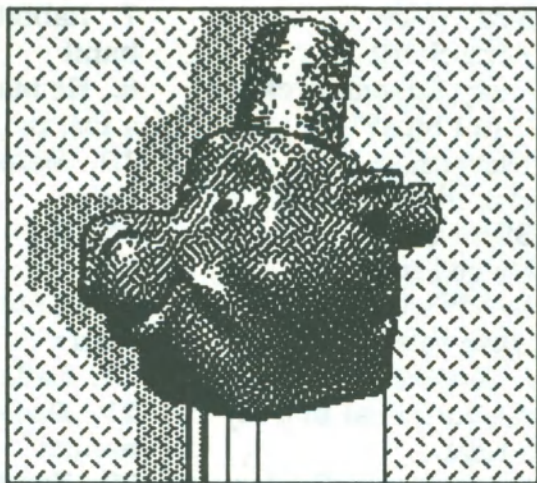
1. Early Steve McQueen co-star
3. The Dark Knight
4. Frozen feline
5. He's usually wild, but not batty
6. Pal sometimes has a hat
7. Rabbit with a nervous habit
8. He made his mark; he's a fox, too
10. Masked miss; Gordon's baby
13. Big-ears made it to the top
16. Graduate of Wassamatta U
17. Sailor's main squeeze
21. Dog smaller than a mouse
22. Yappy
23. Heir to Poopdeck Pappy
25. He's odious to Odie
26. Friendly, but frightening
27. Knows the Bear Necessities
29. Bet he's a Leo
33. Formerly Dippy Dawg
34. Envious, yet incredible
37. "Here's something \_\_\_\_ for you to do."
38. A bird that gives an order
39. A monk off the old block
41. Petunia's boyfriend is also one

# HOT SHOTS

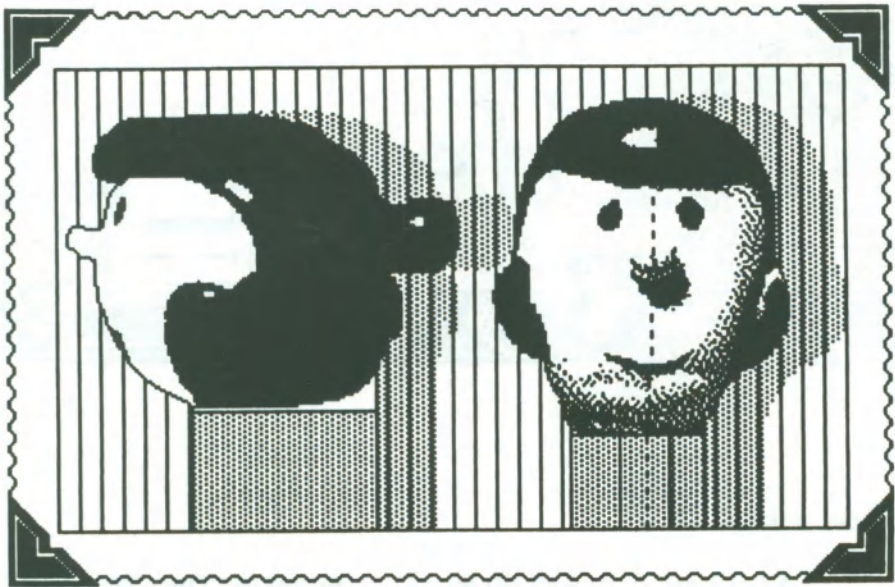


*This Camel is a part of the 'Whistling Zoo', the group of whistle-head dispensers not marketed in the U.S.A.*

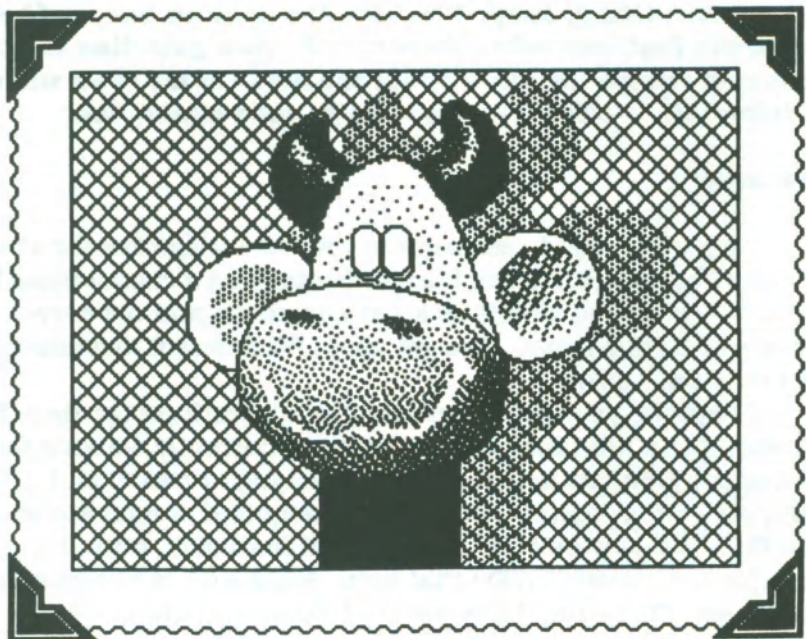
*He has a dark brown face, a red fez, and a green body with feet.*



*I really like this impish-looking little rhino, also a part of the 'Whistling Zoo'. He's got a mint-green face, a bright red horn, and a yellow body with feet. The whistle stem in back of his head is brown like the camel's is.*



*Two views of Olive Oyl (above). Olive is one of the early, one-piece-head dispensers, with painted face and eyes. On the other hand, Moo-Moo Cow B (for Big Nose, shown below), is one of the most complex heads made. With the two horns, two ears, nose, eyes, and head, he's got seven pieces to keep up with.*





Dear Mike,

Enclosed is my \$15.00 for subscription to "The Optimistic PEZZIMIST". Glad to see the PEZ info keep coming.

Keep up your great sense of humor. Of course, anyone living in a town called "Dripping Springs" must have a sense of humor—just kidding!

Good luck.  
Judy Wehner  
Crown Point, Indiana

**Thanks for writing, Judy. You have the dubious honor of being one of the first four subscribers to O.P. As a guideline to other writers in the future, jokes about the name of my town will not be tolerated.....unless there's a really good punch line.**

Dear Mike:

It's wonderful to see news of your new magazine for all of us crazy Pez collectors! I've been collectings on a casual basis for about 15 years, and view it as a fun and cheap and not-very-space-consuming hobby. I've got about 80 different dispensers, plus dupes of many.

I admire your computer and graphic work on the flyer, by the way. I'm a full-time graphic designer, currently working for Neutrogena Corporation, designing packaging, promotional materials and collateral. We have just acquired several Macintosh IIc's (4 megs RAM, 80 meg internal hard disk, outputting to an Apple Laserwriter IINTX) that we're doing a lot of our type and layouts on. I'm getting fairly adept at Adobe Illustrator 88 and Quark Xpress. Anyway, if I can be of any help in the graphics or

article writing or editing end, just let me know!

Best of luck, and thanks for tackling what I know from experience is a bigger job than most people will ever realize.

Pezzily yours,  
John McClung  
Torrance, California

**I thank you for the letter, John. It was difficult to read the middle part because I always start to drool when I read about someone with daily access to a Mac II. I am limping along with my Mac Plus, but maybe someday I can make the leap.**

**I also appreciate your offer to help with O.P. I know we have at least two professional graphic artists on the subscriber rolls and your contributions are welcome. Anyone who wishes to write an article or do PEZ artwork is encouraged to go for it! Graphics should be in black ink on white paper; articles may be typed or neatly handwritten. For you computer whizzes out there, this publication is assembled using Microsoft Word 3.01, SuperPaint 2, and Pagemaker 2.0. You may also send art or articles on 3.5" diskettes. Anyone interested in doing a cover illustration, send me your ideas!**

Dear Mike,

Thrilled to be a new subscriber. I enjoyed your column in OVS and was sorry to see its end. Wish you much luck and look forward to seeing the "Pez" of your labors.

Sincerely,  
Kathleen Eovino  
Manasquan, NJ

**Thrilled to have you aboard, Kathleen! We will all miss the OVS and I would strongly encourage all PEZ enthusiasts to obtain a complete set of back issues of The Old Variety Store. Every issue contained interesting info on PEZ and a variety of other subjects. Contact Steve Powers for more info on availability of issues; his address is in the classified section.**

Mike,

I'm new to the world of PEZ— I have the plastic PEZ clown— see photo. Any idea of his value?

Jenny Jennings  
Richmond, IN

Jenny, your photo was too dark to run here, but it appears to me that you have the top and bottom of the six-and-a-half-foot Peter PEZ display stand. It would naturally have more value if the display racks and the rest of the stand were present. Steve Powers printed pictures of the complete rack, as well as an interview with the people who designed it, in issues five and six of the Old Variety Store; back issues are still available.

I am also hesitant to assign a dollar value to any PEZ merchandise because the market is so volatile right now. Six months ago, forty dollars for a dispenser seemed high; now, we've seen them go over 100, 200, even 300 dollars. The true answer is that it's worth whatever a collector is willing to pay for it.

Dear Mike

Here is the \$15.00 for the subscription (I like the name!). One thing I would really like to see in your newsletter is a kind-of interview with the collectors— asking questions like— what is your favorite? How long you been collecting? How do you display them? How old are you? What do you do for a profession? What else do you collect? etc., etc. Maybe a photo of their collection or something. Sound good?

Dave Talsma  
Swartz Creek, MI

**Funny you should mention it, Dave. In the next issue, we will begin a series of Collector Profiles; each issue will feature a particular collector with many of the details you suggested in your letter. Both new collectors and old veterans will be covered. In the meantime, the PEZ Poll in this issue contains several of the questions you wanted answered. Everyone please respond!**

**Dave is one of the graphic artists I mentioned earlier and will be doing the cover for the next issue of O.P. He also does some pretty nifty T-shirt designs which readers might want to check out.**

Can we talk? Letters to the editor are earnestly desired. We reserve the right to edit letters for length or clarity, but we will try to print all that we receive. Direct your missive to Mike Robertson; P.O. Box 606; Dripping Springs, TX 78620

# the PEZZANE Market

Help! I'm a neopezzer, I'm 4 going on 14. Have all current PEZ, but am suffering from "Lack of Old PEZZITIS". Need any and all out-of-circulation dispensers. Backed by "Bank of Mom" and "Papa's Pocket"—Emergency Fund: Grandma's "Pezzy Bank". Callee Jo Smith; 38 Calhoun Rd.; Pueblo, CO 81001.

Hey, PEZ Pals! I'm looking for vintage dispensers, display and promo materials, historical info, etc. I have some dupes to trade. For a complete list of what I have and want, write to: John McClung, 22917 Van Deene Ave.; Torrance, CA 90502

Help! I just started collecting PEZ. Need all the information on PEZ history, sources to purchase. Willing to scour local shops to find items to trade. Other interests include 1955 Topps baseball, rootbeer mugs, articles and ads on 1964 Buicks. David Kuhn; 7424 Greenbriar; Evansville, IN 47710. Thank you, PEZ-ZIMIST.

PEZ for trade— all 4th have no feet. Annie 4th, Tom 4th, Spiderman 4th, Pluto 1st, Wonder Woman 4th; Santas—

1st Aus., 2nd Aus., 4th Yug.—very dark flesh face. Need many for my collection, willing to buy. Karen Lynn 5731 N. Harvard; Portland, OR 97203. (503) 285-7948.

Will trade "Canadian" PEZ for TV-related collectibles: gum cards, magazines, toys, games, etc. Currently available (limited supply) are: five different Garfields, "Chip", white-faced cat, Pooh Bear, and a few "whistles", \$2.25 each plus postage. Ross; 98 Bryn Mawr Rd.; Winnipeg, Manitoba; Canada R3T 3P5.

Pear and Pineapple PEZ wanted and unusual or unlisted dispensers. Top prices paid or excellent traders, including die-cuts, Cocoa Marsh, etc. Also hunting for premiums, enclosures, advertising. Anything PEZ! Color variations sought. Get in touch. All responses acknowledged. Happy PEZ-ZING, Everyone! Maryann Kennedy; 409 N. 5th Street; Marshall, MN 56258. (507) 532-6926.

Have PEZ in packages from Europe— Grey Garfield, Garfield with visor, girlfriend, Sylvester and Bugs Bunny.

# PEZZANT Market

Would like to trade for Chip, Dalmation, or Jungle Book PEZ. Love to hear from fellow PEZ Pals. If you can help, please write— Kathleen Eovino; 2505 Algonkin Trail; Manasquan, NJ 08736.

Want Bicentennials, especially Uncle Sam! Giraffe, Thor, Panther, Spacemen, will buy or trade. Have Canadians— Winnie, Dalmation. Make my Christmas! Thanks everyone for adding to my collection. PEZ on earth, good will to all. Joan Davies; 2704 East Lake Road; Silver Creek, NY 14136. (716) 934-3666. Send me your lists, please.

PEZ for sale! More PEZ for sale at one time than ever before offered— the comprehensive Steve Powers collection. Send \$1.00 and LSASE for list. Advertising auction coming soon. Best wishes to Mike and O.P.— you have our support! Steve Powers; 121 Codo Street; Moss Beach, CA 94038

WANTED: Vinyl advertising dolls— Speedy Alka-Seltzer, Sony Boy, RCA Man, Pepto Bismol Bug, Mr. Clean, Mobil Oil, Candy bar dolls, Bob's Big Boy nodder, and many others. Also wanted: PEZ Cowboy, Dopey, Mary Poppins, Pear, Diabolic, Brutus, Witch C,

Witch A. Send lists to Craig Robbins; 22262 Craggyview; Chatsworth, CA 91311.

Wanted: 60's and 70's cereal prizes from cereals such as Quisp, Quake, Twinkles, Freakies, Moonstones, Honeys, Cap'n Crunch, etc. Will buy or have premiums and PEZ for trade. Graham Trielvel; Rt. 113, Box 481; Lionville, PA 19353. Phone (215) 942-4032

New collector of PEZ dispensers wants to buy your duplicates, PEZ before 1980's. Please write Bob Stanley; 177 Whitfield Ave.; Buffalo, New York 14220. For sale, have newer PEZ with feet from Canada in original package: Duck Child, Goofy, Scrooge McDuck, Clown, Frog, Lion, Dog, etc., \$10.00 each plus shipping.

1982 PEZ Space Guns— red or silver/gray, mint on blister card with six packs of "ammo" candy!— \$50 each. Will buy or trade for Eerie Specters, UPC Monsters, Canadian PEZ, European PEZ, older PEZ. Thanks! Roland Austin; P.O. Box 2641; Stillwater, OK 74076. (405) 624-9624.

Wanted: Anything PEZ! 1st series, display boxes, store items, Canadian PEZ. For trade: 1982 grey space gun,

# PEZZANT Market

small clicker, sponge coin holder, and assorted PEZ. Send prices, descriptions and list of PEZ for sale or trade to Ned and Jill Russell; 3103 Lincoln Avenue; Alameda, CA 94501. (415) 522-3037.

Send me your trade and/or sale lists and I'll send you mine! I collect PEZ and McDonald's Happy Meal premiums. Denise Walker; 436 Ross St.; Glendale, CA 91207.

Need Diabolic, all Die-Cuts, Elephant with hair, Elephant with green tongue/orange head, Baloo, King Louie, Li'l Bad Wolf, Mowgli, all movie monsters, Cocoa Marsh, Clear Helmet Spaceman, Baseball Glove. Have some PEZ to trade, interested in buying, also. Bonnie Boone; 6754 Hedgewood Drive; Sacramento, CA 95842. (916) 332-2376.

Wanted: Pineapple, Die-Cut Easter Bunny, Bride, 1970's gun, Silver Helmet Astronaut, Make-a-Face, Golden Glow. For trade or sale: Orange, Captain Hook, Jiminy Cricket, Thumper, Indian Brave, Popeye, Annie and many others. Please feel free to call or write. Barry Koester; 1124 Speer Drive; Modesto, CA 95351. (209) 521-6582.



To display 12 of your favorite **Pez Puppets**, send in "10" Pez candy refill wrappers for each Pez "Collector Stand."

Mail this coupon to  
**PEZ PREMIUM CLUB**  
P.O. Box 967  
Orange, Ct. 06477

I am enclosing 10 PEZ wrappers for each PEZ Collector Stand.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

*Offer good while supplies last.*

*Allow 4 to 6 weeks for delivery.*

Above and below: Two package inserts from the late 1970's

**PEZ**  
**TATTOO**



# Advertising Rates

It was great to have so many classified ads in the first issue of O.P. But, almost half of the subscribers didn't take advantage of their free ad. Even if you don't have lots of stuff to trade or sell, or lots of money to spend, an ad can put you in contact with collectors you didn't know before. Therefore, an official edict: **Henceforth, any subscriber may submit a 50 word ad each issue at no cost. Free classifieds forever!** Send your ad for the next issue in by January 31 and we'll run it. List what you need or what you've got to trade or sell. Or just send a message to other collectors. It's up to you.

If you'd like a full-page ad, like the one on the back cover or on page 3, send the words you want to say, along with ten dollars, and we'll design and lay out the ad for you. Same deadline applies, January 31.

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To subscribe or to send a gift subscription to someone else, just fill out the form below (or a photocopy).

I enclose \$15.00 for a one year subscription to The Optimistic PEZZIMIST.

name \_\_\_\_\_

address \_\_\_\_\_

city/state/zip \_\_\_\_\_

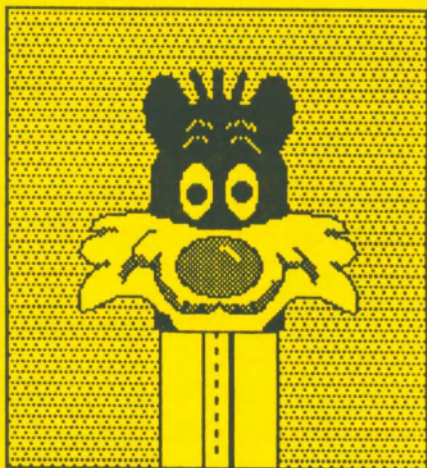
send to: **Mike Robertson**  
**P.O.Box 606**  
**Dripping Springs, TX 78620**

## PEZ Gallery Collector Card

#4

### Sylvester

One of the well-known Warner Bros. cartoon characters, Sylvester has a black head, white cheeks, and a red nose. Most often found on a blue body.

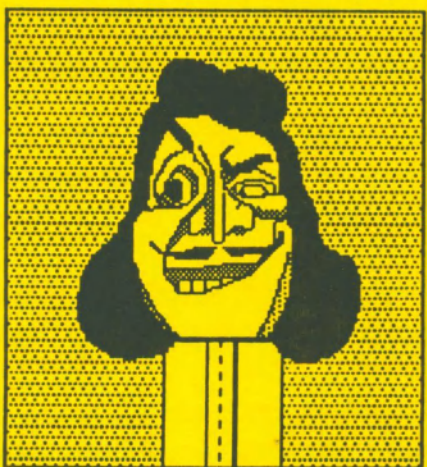


## PEZ Gallery Collector Card

#5

### Captain Hook

Peter Pan's nefarious nemesis is one of the most intricate head molds. The black hair is a separate piece, while the flesh-colored face has hand-painted detailing. Mostly found on a red body.

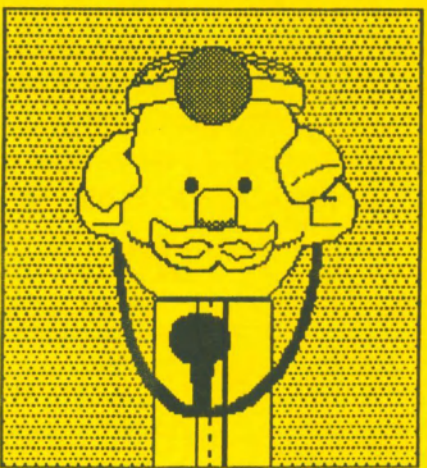


## PEZ Gallery Collector Card

#6

### Doctor

The doctor should have all five accessory pieces on his head: the white hair and moustache, black stethoscope, white headgear and silver/gray reflector



# Need a Baseball Glove?



**I've got an extra one in beautiful condition that I want to trade.**

**I'll trade the Baseball Glove for any one of the following:**

Dopey, Mary Poppins, Peter Pan, Snow White, Tinker Bell, Witch A or C, Green Hornet, Olive Oyl, Frankenstein, Wolfman, Creature from the Black Lagoon, Bride, Groom, Cocoa Marsh, Psychedelic Flower, or Personalized.

**Or, I'll trade it for any two of the following:**

Daniel Boone, Indian Squaw, Indian Brave, Cowboy, Donkey Kong Jr., Rhino, Camel, or Koala

I'll also consider trades for non-dispenser items, like advertising, premiums, etc., anything to do with PEZ!

I've got other good PEZ to trade, too, like Full-Body Santa, Fishman, Casper, Maharajah, Fireman, Sheik, Chip, Angel, Silly Clowns A and B, Jerry, Monkey with sailor cap, Rooster, Raven, Practical Pig, Roar the Lion, Peter PEZ, Gorilla, Giraffe, Merlin Mouse, Whistling Monkey, etc. Also have PEZ plastic stands, red velvet ones that hold a dozen, and white ones that hold six. Plus I have several Totem dispensers I'd like to trade for other Totems.

**Mike Robertson**  
**P.O.Box 606**  
**Dripping Springs, TX 78620**  
**(512) 858-7720**