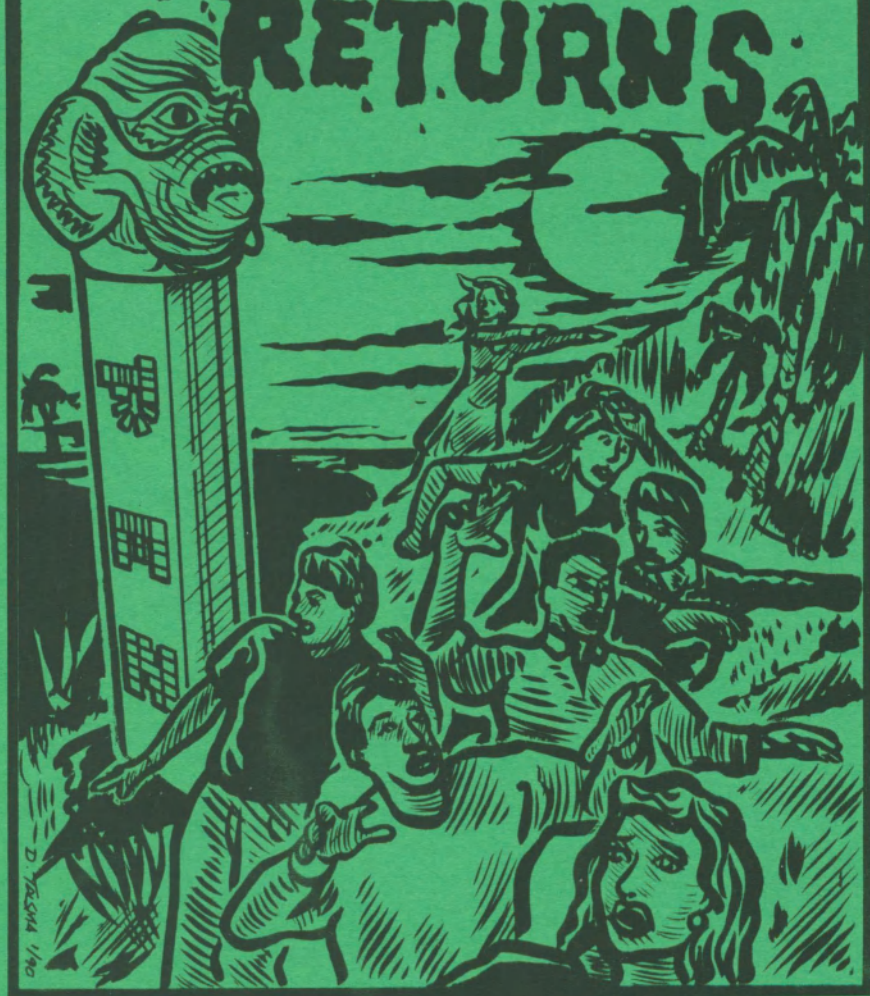


the **OPTIMISTIC
Pessimist**

**THE CREATURE
RETURNS**

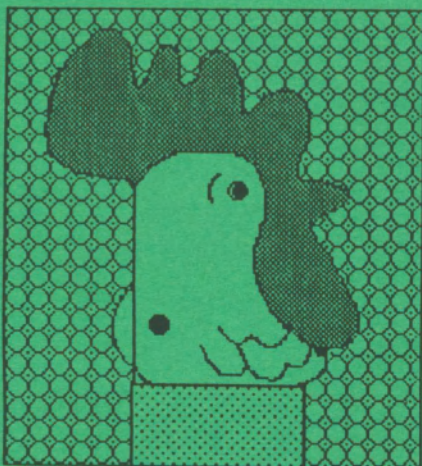


D. TOSMA 1/60

PEZ Gallery Collector Card

Rooster

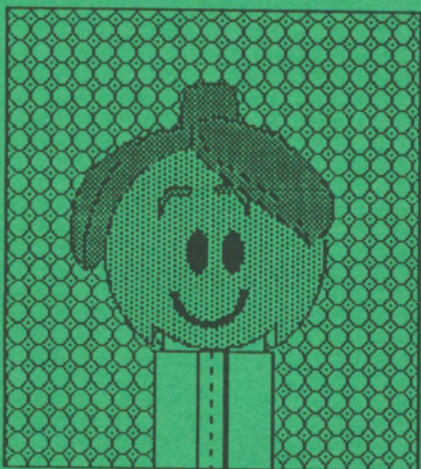
The Rooster has a two-piece head: a red or red/orange comb on a head which may be white, yellow, green (!) or other shades



PEZ Gallery Collector Card

Orange

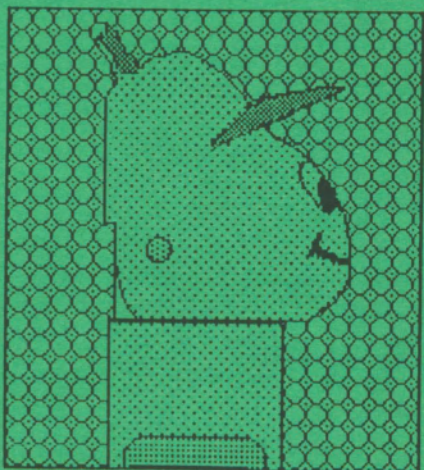
I've never heard of any variations on the Orange dispenser. He's got an orange head, a separate cap of green leaves, and a green body.



PEZ Gallery Collector Card

Pear

Unlike the other fruits, the Pear is a one-piece head. The black eyes and mouth, the leaf-green visor, and red stem are all painted.



the OPTIMISTIC PEZZIMIST

The Optimistic
PEZZIMIST
Vol. 1, No. 2
March, 1990

Publisher/editor
Mike Robertson

Contributing Artist
Dave Talsma

Writers
Jill & Ned Russell
Mike Robertson

Heroes
Brian Wilson
Groucho Marx
George L. Tirebiter
Lamont Cranston
Nero Wolfe

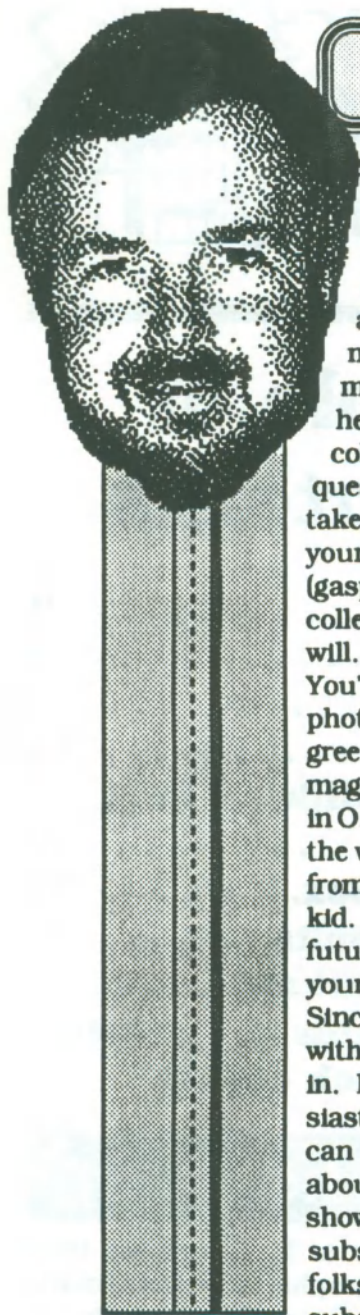
The Optimistic PEZZIMIST is published bi-monthly by Mike Robertson. The question is, Why? Letters, questions, articles, pictures, ads related to PEZ are warmly welcomed and given a good home in the Texas Hill Country, where never is heard a discouraging word.

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Collector Cards	Inside front and back covers

About the Cover

This issue's cover is by Dangerous Dave Talsma, a groovy graphic artist from Swartz Creek, Michigan. Dave is 29, married to Denise, and proud owner of a dog named PEZ! Their Christmas card this past season was a beauty, featuring the three of them as PEZ dispensers, surrounded by Christmas PEZ. Thanks, Dave!



Mike Sez:

Wow! Response to the first issue of **The Optimistic PEZZIMIST** has been wonderful! The first issue has gone out to 56 subscribers, across 20 states and Canada. All feedback has been positive and your letters and phone calls have made me feel immensely gratified. One of my favorite aspects of publishing this zine is hearing from people who have just begun collecting. I love their enthusiasm, their questions. All us longtime PEZ people should take the neophytes under our wings. Share your knowledge, your discoveries, even your (gasp) duplicates. None of us have built our collections alone, so let's pass along our good will.

You'll find some goodies in this issue— free photos and a sample postcard. Just pull the green Post-It tabs to remove them from the magazine. My goal is to always have surprises in O.P. I want you to look forward to each issue the way you waited to receive those premiums from Battle Creek, Michigan when you were a kid. There are other surprises planned for future issues; maybe you've got an idea for one yourself. Let me know.

Since November, not a week has gone by without a couple of new subscriptions rolling in. But I am sure there are other PEZ enthusiasts out there that I don't know about. You can be a great help by telling your friends about O.P. A couple of subscribers who do toy shows have even printed up copies of our subscription form to give out, and some new folks have come aboard as a result. There's a subscription form on page 32, but all I really

need is a name, address, and fifteen dollars to get someone signed up for a year.

I'm just delighted that you like the magazine. Please be a part of it! I can't fill it up by myself each issue. Budding cartoonists, writers, artists, let's hear from you!

I
Am a
"PEZ-A-HOLIC"

I need anything and everything per-
taining to PEZ!! Won't you please
help me kick the habit and complete
my collection?!

Have many PEZ up for adoption,
trade or whatever!

I also collect, horde, and trade
McDonald's premiums! Let's make
a deal!

Your Pezzamistic, "Pez-a-holic" Pal
Darryl

5407 W. Berenice Ave.

Chicago, IL. 60641

312-736-3298



Needs:	Needs:	Needs:
Robots	Die-cut Bunny	PEZ Stands
Peter Pan	All Eerie Specters	Yo-yo's
Tinkerbell	All Monsters	Any and all
Thumper		advertisements



Auction News

Prices realized in recent auctions:

**Richie Sternfeld's
January 12th Auction:**

Wonder Woman (soft head)— \$16
Joker— \$35
Batman (soft head)— \$14
Batman (2nd)— no bids
Batman (4th)— no bids
Batgirl— \$12
Spiderman— no bids
Spiderman— no bids
Captain Hook— \$13
Jimmy Cricket— \$24
Pinocchio B— \$31
Pinocchio A— \$71
Olive Oyl— \$192
Scrooge McDuck— \$5
Bullwinkle— \$80
Duckie— \$32
Panda— \$11
Silly Clown A— \$10
Duck Child (blue cap)— \$13
Duck Child (green cap)— \$13
Dumbo (blue head)— no bids
Big Top Elephant— \$25
Dumbo (grey head)— \$32
King Louie— \$20
Dr. Skull— no bids
Monkey (whistle)— \$9
Witch (green face)— no bids
Pluto— no bids
Full-body Santa— \$65
Sylvester— no bids
Mickey Mouse— no bids
Mickey Mouse— no bids
Witch B (orange face)— \$64
Arithmetic brochure— \$152
Premium brochure— \$44

Kind of a slow news period, but here's what we got at the moment:

- By now, you should be seeing the new Garfield dispensers. I have only found the Garfield with green visor so far, but the PEZ people assure me that the whole set is currently on the market. These are among the first dispensers to be marked "Made in China".
- In spite of the current media hype celebrating the 40th anniversary of "Peanuts", the PEZ company has pushed back the date for Charlie Brown and his pals to hit the market in PEZ form. They now say that April will be the release date. All four dispensers in the series (Charlie Brown, Snoopy, Lucy and Woodstock) will be issued at the same time.
- A spokesperson for PEZ in the USA denied any knowledge of the rumored European ban on PEZ which we reported last issue. Anyone with overseas

contacts who can confirm or deny this story, please let me know.

With no fanfare, some previously undocumented PEZ trucks are available in stores now. They all seem to bear numbers beginning with "R" and there is some variation in the way the back fender is made. Keep an eye out for them if you like the trucks.

More mentions of PEZ on television in the past few weeks. On Night Court, the Judge (Harry Anderson) was referred to as being a PEZ fanatic to such an extent that he was willing to drive two hours just to get a Bullwinkle PEZ. Sounds logical to me. Bob Saget on the Funniest Home Videos show was describing his lack of mechanical ability and said, "I haven't even figured out how to work those little PEZ candy dispensers."

If you hear some PEZ news, please share it with the rest of us. New discoveries, rumors, unusual variations, etc. are the kinds of things we want to report here, so write or call O.P. with your hot scoops!

Auction News

Norm Hunt's January 18th Auction:

Batman w/cape—	\$66
Spook—	\$42
Betsy Ross—	\$28
Zorro—	\$20
Uncle Sam—	\$8
Doctor—	25
Maharajah—	\$6
Pirate—	\$7
Puzzy Cat (red)—	\$5
Puzzy Cat (black)—	\$20
Pony—	\$5
Wonder Woman—	\$10
Silly Clown B—	\$5
Creature—	\$2

No bids were received on the Gorilla, Silly Clown A, Raven, Policeman, Captain Hook, or Captain America.

Hake's Americana Auction February 7, 1990:

Set of two dispensers, Lion and Monkey—	\$28
Non-PEZ Hector Heathcote dispenser—	\$75
Non-PEZ Watermelon dispenser—	\$28
Green Hornet—	\$176

Steve Powers' February 10th Auction:

Brutus in original vending box—	\$85
Bozo in original vending box—	\$85
Rhino whistle—	\$43
Koala whistle—	\$30
Indian Chief in West German vending box—	\$20
Psychedelic PEZ paper insert—	\$36
Peter PEZ merchandiser stand—	\$200
Box of peppermint candy—	\$25
Box of lemon candy—	\$45

"THEY EXHALED PEPPERMINT AND TASTED OF PEACE."

(Reprinted from an old PEZ promotional booklet.)

Born top manager: a title of honour that would have to be specially created for that king of all baking powders, Eduard Haas, if it did not exist already. With the characteristically strategic insight of the head of a concern, a sure instinct for success and a positive sense of proportion with respect to earning money, three generations have achieved results that even the sales theoreticians of our time have had to recognize with admiration. Neither piloted by mass media nor analyzed by sociologists, without motive research or image studies, Haas products have received recognition all over the world. A white rabbit on a red triangle and a much-copied and often parodied slogan: "It always succeeds with Haas", are the mottos of the goods manufactured in the Upper Austrian foodstuffs factory that accompany them on their path of vigorous sales success.

In order to trace this path back to the very beginnings, we have to turn back the hands of time to the nineteenth century, to an age in which comfort still meant something and when, for instance, the title of family practitioner was a respected one. The family doctor knew his patients very well indeed and cared for their well-being in the private sphere of life, too. And Eduard Haas, a doctor in St. Martin in Muhlkreis, a hundred years ago extended his care for his patients suffering from stomach complaints from eating their Sunday pudding of yeast pastry— sometimes known as leavened dough—but considered how pastry could be made to rise and be light without becoming indigestible. His experiments succeeded and his powder, easily mixed by hand, proved to be a pioneering innovation in the field of nutrition. The significance was not immediately apparent to those who profited from them or to the inventor himself. His efforts to introduce hops into the Muhlviertel area seemed to Eduard I for the moment of greater importance. After the construction of the railway connection, he travelled proudly to London on the train that ran on the occasion of its opening and, with the construction of a road that for those days was a super modern one, proved his powers of anticipating the future.

But it was this very pioneering spirit that was his down fall. In those days personal involvement demanded personal sacrifice. He died a sudden death as a result of medical experiments upon himself with the then up-and-coming injections. This was the turning point in the fate of the Haas dynasty. His son, Eduard II, a budding Hippocrates disciple— had to give up his medical studies for financial reasons and to look round for a profession that would also make him independent. A common sense view of the realities of life that at the same time made allowances for coping with the complexities of the situation, coupled with the acceptance of the circumstances, prompted him to give up his scalpel and stethoscope and to turn his energies to the grocery wholesale trade, an experience from which the descendants of the Haas house were to profit.

Like his father Eduard, he too was well ahead of his times in recognizing the

existing conditions. In order to enlarge his circle of friends he contributed to the financing of housing facilities in the area surrounding his business—an undertaking that brought success. With close attention he studied the buying habits of his farming customers from remote villages who stopped on their way to the market, and he prepared the saleable articles already, pre-weighed and packed for them. While at first this service only brought him a modest standard of living, his efforts to be of service to customers of all sorts proved to be profitable for the next generation. Eduard III, born in 1897, with a sure instinct for the practical requirements of life, began as a young man to manufacture baking powder according to his grandfather's recipe and sold it with great success in his father's shop. The news that the baking powder manufactured by the young shopkeeper Haas made cakes much lighter, feathery-light and more digestible spread rapidly. In order to expand this side of his business even further, he hit upon an idea that was revolutionary in those days—he advertised in a newspaper: An attractive man triumphantly held up a sponge cake, surrounded by five ladies who gazed yearningly at this delicacy. "Haas baking powder, the choice of the clever housewife!!!" Three exclamation marks served to draw the attention of the newspaper's readers to the significance of this essential slogan in a dramatic manner. This was the advertisement pursued by the avant garde of July 1915. A few months later, in autumn 1915, his mother, Katharina Haas, registered the trade name "HASIN for the baking of health sponge cakes" in the royal trade mark register on behalf of the 18-year old son. This very first ready-prepared cake-mixture helped save time, as the additives did not have to be weighed separately. This innovation, planned as a form of customer service in the spirit of his father's ideas, was to become a genuine trade mark and market success. With it, Eduard III moved into the front ranks of pioneers in trade mark article ideas in Austria.

With a sure understanding of the needs of the times—it was wartime and flour was short and poor in quality—Eduard III decided to sell his customers, alongside his baking powder, tips as to how they could serve up tasty pastries despite the crude flour and the shortage of cooking fats. This stimulus on the baking powder packets, the recipes and cookery books were published in their millions and went out in various languages to all parts of the monarchy. The happiness that this success gave the 18-year old must have accompanied him, too, when, at the end of 1915, he exchanged his working overalls for khaki and served his country in the first world war. His great fixed idea of being able to continue the road of success after the war was dashed to pieces, as were so many other hopes. The monarchy disintegrated, frontier barriers turned out to be obstacles to the production flow of Haas products. But ingenuity will always find a way out. In Zittau (Saxony), Bielitz (Silesia) and Reichenberg (Czechoslovakia), subsidiary firms of Haas were set up which soon achieved distinction in their branch. The production plan had long since been expanded. Baking powder and HASIN were joined by blancmange powders, vanilla and Quittin, the product that helps jams set and has since become renowned, and all met with approval and found a ready market.

The "golden twenties", variously estimated from a later viewpoint, brought two decisive events in the family history of the house of Haas. In 1921, a son,

Eduard IV, today manager of the concern, was born, and, at a date that is not so easily verified, an "offspring" of the family of products saw the light of day and soon turned out to be a superstar.

The patriarchal head of the firm, Eduard III, has most certainly told the story of the triumphant march of the refresher sweets PEZ at least a hundred times; yet, as with so many notable events, it is a very simple one and for that very reason still impressive. For years, Eduard III liked, while sitting at a conference when his negotiating partners fiddled nervously with their snuff boxes, and too, when sitting in his armchair in his club in private life, to refresh himself by sucking a peppermint. They neither disturbed him when speaking, nor did they weigh heavily in the pocket and they gave the passionate non-smoker that freshness of breath that years afterwards was to be proclaimed as an essential factor of the impeccably turned-out person. It is to be assumed that a pinch of expediency played a part when business friends and private acquaintances expressed their enthusiasm about the favourite sweet of the head of the firm. But as people everywhere began to enquire about the peppermint sweets and, as soon as the head of the firm gave the starting signal for its manufacture, the novelty became a much-sucked fashionable sweet, its success could no longer be attributed to respect for the baking powder king alone, but simply and solely to the excellence of the product itself.

One can well imagine the firm's chief who, after all, had already produced a number of marketable goods as a result of his experiments, sitting there juggling with the letters of the German word for peppermint—PFEFFER-MINZ—shortening a bit here, discarding what he had assembled and searching for something better still till, finally, the three letters PEZ—short and striking—seemed just right. One wonders if he had at that time already reckoned on the conquest of the American market. However that may be, the astonishingly sure touch of this man of success had led him to discover the very word that is pronounceable and easily understood the world over. That is a question that perhaps Eduard II will one day answer when a study of the rocket-like ascent of this refresher sweet is made. When, however, one translates into present-day terms the output needed to popularize a new product, PEZ's triumph has to be doubly acclaimed; at a time, moreover, that was stamped by unemployment due to the economic crisis. However, since the demand soon exceeded the Linz factory's production capacity, other Haas factories too were switched over to PEZ production and the main emphasis was placed on the very latest installations in Reichenberg.

The enterprising spirit of the late Eduard I, the drive and energy of Eduard II, himself not spared the buffets of fate, and all the other elements rooted in the determination to construct and the initiative of the Haas dynasty—all these were summoned when the second world war brought about an abrupt and painful rupture. All the factories abroad were confiscated without compensation and the Linz factory had no raw materials left. If, on looking back, the hard, obstacle-ridden road to reconstruction of the Linz works nowadays seems like an adventure story, it must be seen to be due to the faculty of memory to forget difficulties that have had to be surmounted and only preserves the positive factors.

Admiration must certainly be accorded to Eduard IV who, returning as a veteran from the war, alone tackled the reconstruction of the Linz factory. While he may reasonably have assumed that he was destined to continue the life work he had built up along a settled course, he managed to achieve success under quite different circumstances

that were accompanied by considerable difficulties. His ability grew with the demands placed upon him. With a talent for organization and business tactics, whether it was a question of obtaining the raw materials that were so difficult to acquire or of worker-management relationships, the junior chief showed himself to be in command in all spheres, a true chip off the old paternal block. Ration cards with meager rations still existed in the Austria of those times, divided into four occupation spheres, when a product that—in later days a normally exhibited foodstuff market article—appeared as a prohibited article: Haas baking powder and Haas blancmange powder, products of the Linz factory that had once again been set in motion. For someone who accepts the abundance of goods and the saturation of the public at trade fairs as a perfectly normal state of affairs, it is hard to imagine the years of 1945-1949 when shortages were the rule and a product that could be delivered immediately was the exception. The PEZ peppermint sweets that were once again to be seen in their familiar blue-and-gold represented something more than just an article "for the taking": They symbolized the starting point of a return to normal conditions, they exhaled peppermint and tasted of peace. For the younger generation they represented an exciting novelty, while for the older generation the familiar flavor conjured up pre-war memories and hopes for the future. If this slim peppermint sweet with its slogans "Are you a PEZer too?" and "Smoking prohibited—PEZing allowed" had been rescued from the chaos of war in the resurrected Austria, then, it was calculated, many other things, too would return to normal.

Thus the continuation of PEZ was guaranteed. The fact that, within a very short space of time, a veritable PEZ explosion took place was due to the brilliantly-constructed PEZ Box. This snap gadget, that could be handled easily with a movement of the thumb, provided the impulse for a leap in sales. The factory in Linz soon too small. A new, fully-automatic factory in St. Martin, near Traun, saw to the "repletion" on the required deadline of the PEZ Boxes that were being sold in their millions. The manufacture of the small white mint pastilles which, cold-pressed from sugar, peppermint oil and other natural ingredients, shaped into finger-length bars and air-sealed against any loss of flavor, travelled out to the markets of the world, climbed to ever greater heights.

Here we shall not recount the story of the opening up to the export to the fifty countries in the world in which PEZ and the PEZ Box are now represented—but how PEZ conquered America—a service that has to be attributed unquestionably to Eduard III. In view of the dollar-backed competition, this was undoubtedly proof of the punch and drive of Austria's enterprising spirit. In 1952 Eduard III set out on his arduous task which was to lead him from drugstore to drugstore, from shop to shop. When he felt the time had come to design new special wrappings and to test out new flavors, he called a halt. To suit the American mentality and its love of playing games, Mickey Mouse, Donald Duck and other figures from Walt Disney's famous menagerie decked the PEZ Box. Today a closely-knit American sales organizing network from coast to coast sees to it that the drugstores and super markets are kept well-stocked with PEZ bars in a variety of flavors. Export success never falls into one's lap. While all markets are not equally difficult, special efforts were needed not just to get a foothold but to build up a sales empire. In 1952 Haas began to build the subsidiary firm of PEZ-Unimint in Munich, which delivers the goods to the French market. Canada is provided for directly via its own sales offices. In other countries special subsidiary companies care for import and distribution. The whole thing is seen in its true perspective when one bears in mind the fact that, of the 370 million PEZ Boxes that were sold all over the world by 1966, 200 million landed in the snap-happy hands of Americans.

Eduard III, a self-made man, has secured a front rank in the floodlight of world markets for his products. Perhaps this was due to the fact that he was able to combine a particular blend of talent and luck. Perhaps too, on the lines of the snappy prescription "It always succeeds with Haas" which is possible to apply to the strategy of publicity. With one important exception, though—that one has to be a born top manager.

Richie Sternfeld PEZ Auction #4

Closing Date: Tuesday, March 13, 1990

Rules

1. I will accept mail or phone bids.
2. You may call after 4:00 p.m. (Eastern Standard Time) on the closing day (**March 13**) 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 when 15 minutes pass 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.

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

See Color Photos of all auction
items in the enclosed
envelope!

Note. Please mark your calendars— Auction # 5 will end on Friday, May 11, 1990, and will be in the next issue of **The Optimistic PEZZIMIST**.

1. **Wolfman**. 1st series. Austria.
2. **Peter Pan**. 1st series. Austria. "Melted" spot on front of base near bottom.
3. **Indian Chief**. 1st series. Austria.
4. **Football Player**. 1st series. Austria.
5. **Tinkerbell**. 1st series. Austria. Depression on side of base near bottom.
6. **Daffy Duck**. 4th series. Hong Kong.
7. **Cool Cat**. 4th series. Austria. Has feet.
8. **Octopus**. 4th series. Austria. Red.
9. **Paper Costume**. Person on motorcycle. Series A#10.
10. **Popeye**. 1st series. Austria. Molded hat. Flesh face.
11. **Popeye**. 1st series. Austria.
12. **Zorro**. 4th series. Austria. Style B.
13. **Goofy**. 2nd series. Hong Kong. No spring action in head.
14. **Goofy**. 1st series. Austria.
15. **Mickey Mouse**. 2nd series. Hong Kong.
16. **Puzzy Cat**. 1st series. Austria.
17. **Raven**. 2nd series. Austria.
18. **Paper Costume**. Knight. Series A #4. Mint!
19. **Casper**. 1st series. Austria. **This is a die-cut.**
20. **Spaceman**. 1st series. Austria.
21. **Astronaut**. No patent #. Austria.
22. **Santa Claus**. 1st series. Austria. **Early version**. Some scratches on base.
23. **Foghorn Leghorn**. 1st series. Austria.
24. **Silly Clown A**. 2nd series. Austria.
25. **Bugs Bunny**. 4th series. Hong Kong.
26. **Speedy Gonzales**. 4th series. Hong Kong.
27. **Practical Pig**. 2nd series. Austria. Small "melt" spot on one cheek.
28. **Peter PEZ**. 4th series. Hong Kong.
29. **Moo Moo Cow A**. 1st series. Austria.
30. **Chick-in-egg**. 4th series. Austria. Light purple egg.
31. **Chick-in-egg**. 1st series. Austria. Dark purple egg.
32. **Chick-in-egg**. 2nd series. Austria. Red-orange egg. No spring action in head.
33. **Big Top Elephant**. 1st series. Austria. Flat hat.
34. **Big Top Elephant**. 1st series. Austria. Dorned hat.
35. **Tweety**. 4th series. Austria.
36. **Bicentennial T-shirt with original maller**. Shirt is unused and has never been washed. Shadow in photo— shirt is not dirty.

Closes Tuesday, Mar. 13, 1990

HOT SHOTS

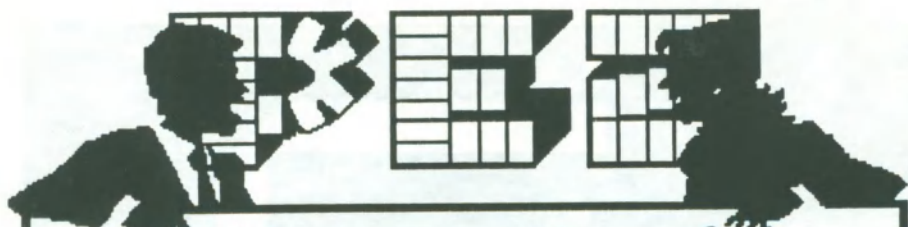
Although some collectors don't care for the PEZ Pals, it must have been a challenge to make so many variations on the same basic head. One of the neatest is the Knight. He's got a silver-gray helmet with a working visor and a big, flowing plume which is usually black or red.





Disney collectors who aren't even into PEZ will perk up when they see these two hard-to-find dispensers. Dopey (above) is the lovable companion to Snow White. One unusual aspect to this character is that his eyes and mouth are not painted, but are Die-cut, actually holes in his face. Tinkerbell (right) is the pixie pal of Peter Pan. Her blonde hair is a separate piece and her eyes are painted.





Collector Profile

Jill & Ned Russell

For the first of a series of profiles of PEZ collectors, I asked the Russells to tell their story. Not only have they been collecting a long time, but the 1982 article referred to below influenced several other people in the area to begin collecting.

In 1982, when our newspaper reporter friend, Claudia Buck, visited our house and told us she'd like to do an article about our PEZ collection, we said, "What PEZ collection?"

Ever since our first purchase in 1974 of Captain Hook at Woolworth's on Powell Street, San Francisco, we had routinely bought up PEZ dispensers which amused us. Eight years later, sparked by Claudia's request, we assembled all the PEZ we had squirreled away and were surprised to count a total of 73.

Claudia wrote an article for the Sacramento Bee, which reflected our pride in having assembled what we considered a wonderfully low-prestige collection and our fantasy that we might fill out the collection with some of our older favorites. The article generated about 10 letters, mainly from people wanting to start collections, but no leads for acquiring any pre-1974 PEZ.

We continued to buy new PEZ as they appeared, but became convinced, after a few disappointing inspections of local flea markets and collectible shows, that older PEZ dispensers must be too fragile and relatively worthless for sellers to deal in. Not until August, 1989,

was Jill introduced to a copy of The Old Variety Store newsletter at the Museum of Modern Mythology in San Francisco, from which we contacted Steve Powers. We were amazed to learn that not only did Steve have a very extensive collection with all the "oldies", but that people were actively buying and trading PEZ across the country. We had to laugh that some of the dispensers which we had refused to buy over the last 15 years because we considered them too ugly, were now considered among the most valuable due to poor sales and limited distribution.

Our display tactics have progressed over the years from stuffing PEZ into assorted baskets around our house, to a quickly outgrown set of acrylic tube pyramids, to our present pride and joy: a rotating, lighted Timex watch display. The Timex display has the added advantage of keeping dust off our collection, maintaining it in top viewing condition. We still joke that one of the major deciding factors in the purchase of our present home was the existence of an unusual built-in shelf next to the stairs on which the Timex display fits perfectly. Ned is currently in the process of gutting the display to accommodate our current collection of 132 and replace the word Timex at the top with the appropriate PEZ logo.

Ned does product development for Ghirardelli Chocolate and Jill is a teacher, both in our late 30's. Some of our other collections include silly rubber stamps, Mr. Peanut items, floating-action ball-point pens, postcards, wristwatches, and dolls from the '50's. Our seven-year-old daughter, Molly, has followed our lead by collecting her own PEZ, along with "snow worlds", stickers, and ornamental pencils and erasers.

We became obsessed, at one point, with obtaining every PEZ ever produced. But recently we have resolved to pursue only the few older PEZ that really appeal to us for their personality and charm. After all, we started collecting just for the fun of it and we really want to keep it that way.

P e z z a z

Photo Postcards

**Free Sample
Enclosed!**

Imprezz your Friends
with these 4"x6", Glossy,
Full-Color, Arty, Professional,
Photo Post Cards.
Satisfaction Guaranteed.

Each set of ten cards
is \$12.00, plus one
dollar for postage
and handling.

Each set contains ten great cards!

Set #1 includes Peter PEZ and nine of his soft-headed friends—Batman, Joker, Penguin, Wonder Woman, Air Spirit, Diabolic, Scare Wolf, Spook, and Vamp!

Set #2 is all Warner Brothers toons: Bugs Bunny, Foghorn Leghorn, Henry Hawk, Merlin Mouse, Petunia Pig, Road Runner, Speedy Gonzales, Sylvester, Tweety, and Wile E. Coyote!

Set #3 includes Bozo, Bullwinkle, Casper, Popeye, Zorro, Tinker Bell, Moo Moo Cow B, Silly Clowns A & B, and a cool PEZ premium flag!

Other characters coming soon! Let us know what you'd like to see on a postcard!

Order Form:

(Photocopy this page. Don't cut up your O.P!)

Please send me:

_____ packs of Set #1, _____ packs of Set #2, and
_____ packs of Set #3

name: _____

address: _____

city/state/zip _____

Multiply total packs ordered by \$13.00. Send check or money order for total amount, payable to "Jill Russell" to:

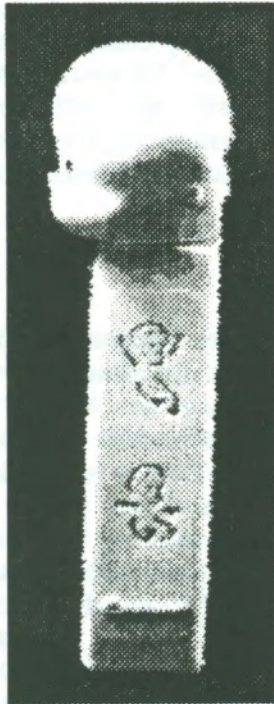
Jill Russell
3103 Lincoln Ave.
Alameda, CA 94501
(415) 522-3037

Allow 2-3
weeks for
delivery.



Demystifying DIE-CUTS

Die-Cut. I remember seeing that word on the list of PEZ dispensers the company sent me in 1980. But it didn't explain what they were. I went home to look at my Mickey and Donald, but couldn't find anything unusual about them. Finally, when I began to hear from other collectors, I saw my first pictures of die-cuts and naturally wanted some of my own. They are among the best made of all PEZ. Each dispenser, on the character's left side, has a stencil-like design stamped through the outer shell, which lets the inner sleeve show through. The Bozo has a light blue outer shell, which makes the red inner sleeve very obvious through the pictures of Bozo and "Butch". Mickey Mickey, with a yellow interior. A coyote the side of this dis-long-eared Easter colored head and a genta, body with an die-cut shows the brush and a couple Casper the Friendly white. The red in-up the two images addition, Casper's letters just below touch not found on final die-cut is the quirks of contain colors, the picture out well Donald has a blue his cap. A bright yellow sleeve shines through, delineating the heads of Huey, Dewey and Louie, his three nephews.



obvious through the picture of somebody named Mouse is the "old" style low body; he also has a looking Minnie adorns the dispenser. The old-style, Bunny has a lovely ivory-dark pink, almost magenta inner sleeve. The Bunny with his painted finished Easter eggs. Ghost is, of course, all inner sleeve really points of Casper on the side. In name is molded in raised the die-cut, an unusual the others. The fifth and Donald Duck. Due to the scanner and the picture of Donald didn't enough to be used here. body, the same color as

Die-cuts were obviously more expensive to produce than normal dispensers, which may be the reason they were discontinued. They are like nothing else in the world of PEZ!



I'd shore like to hear from you! Write to Mike Robertson; P.O. Box 606; Dripping Springs, Texas 78620!

Dear Mike,

Fantastic—love your style. Keep up the good work and keep the Pezzormation coming. Every collector's New Year's resolution should be to share at least one PEZ morsel with the readers of the Optimistic PEZZIMIST sometime in 1990. Let "share" be the PEZ password for the year. I am enclosing some Pezzormation to share. Congratulations again on a fun, fact-filled PEZ magazine, and Happy Pezzing to all.

Maryann Kennedy
Marshall, MN

Thanks for the kind words, Maryann. It would be great if everyone who reads O.P. would share knowledge, pictures, or even questions with the rest of us. Among the things Maryann sent was a copy of Patent #3,410,455, the only one of the patents I was not able to get from the library in Austin. According to this patent, the reason the shape of PEZ candy was changed was to make it impossible to use competing brands of candy in the PEZ dispenser. That opens up other questions, though, since this patent dates from 1968 and PEZ candy for the oldest dispensers was the same size as today's candy. Maryann reminds us that any dispenser with the patent # 2,620,061 was made after December 2, 1952. The original dispensers were called PEZ box and early ads show a dispenser with "PEZ Box" embossed on the side. Finally, Maryann sez that the Camel, Koala, and Rhino whistle-heads were not sold in Canada, although all the other Merry Music Makers were. Hers came from Sweden in 1986 or 87.

Dear Mike,

I would like to see some basic information in your magazine for those of us who are just starting a PEZ collection. First, one list of PEZ would be helpful, with notation of the common variants and a price guide. Also — what does 1st series, 2nd series, etc. mean? I like the computer art.

Best,
Joe Wilcoxon
Largo, FL

One reason I, as editor of this rag, most want to hear from readers is to know at what level of collecting and knowledge most of you are. Those of you who have been collecting a long while may take for granted that everyone knows what a "Die-cut" or a "regular" are, but only a year ago, I had never seen either one myself. To answer your last question first, Joe, a series number refers to the patent number on the dispenser. A patent number of 2,620,061 is series 1, since that was the earliest patent number granted to PEZ in the US. Series 2 refers to patent #3,410,455, granted in 1965. 3rd series is patent #3,845,882 and 4th series is patent #3,942,683. Is this important? Depends on who you talk to. Some collectors make a big deal out of the patent number and this is why it sometimes appears in auction or sale lists. Other believe that if you've got one Snowman dispenser, you've basically got 'em all. This business started as a way of dating when a particular dispenser was made, but when it was learned that the patent was for the body, not the head, it made the point sort of moot. You can find later heads on earlier bodies, so numbering seems to have been inconsistent. And, some bodies have no patent number at all. If you're just starting to collect, I'd recommend you try to get one of each different character, not one of every series that character appeared in.

I have received several requests for a complete list of PEZ. This is a more monumental task than the casual observer can imagine, because nobody knows all the PEZ that have been issued. However, I have been working on such a list and it will be in the next issue. More than just a list of names, there will be enough info on each one for you to identify any dispenser you find. There will also be a new checklist that you can copy and use to keep track of your collection. As for a price guide, I still believe such a thing is not possible right now. Perhaps we can establish the comparable worth of one item versus another, but,

as I said last issue, it's worth whatever someone will pay. I would gladly fork over a couple hundred bucks for a Psychedelic Flower, but is that really the market value of it? On the other hand, I wouldn't pay much for a die-cut, because I have all of them already. But someone else might pay a hundred dollars or more for one. I feel the market must get much bigger before prices can realistically be assigned.

Mike,

What a treat!!! I just got done speed reading the introductory issue of the O.P. It is quite obvious that you were as excited writing the first issue as I was to have the opportunity to read it. It's on my coffee table (next to other publications) but I am not sure what to tell my friends when they ask about it. Do I tell them I buy it for the articles? As usual, the articles are informative and entertaining. I truly enjoyed the format, and I can't say enough about the graphics.

I showed the O.P. to friends, and suddenly I thought I was in Oz. They turned a shade of green, envious that there wasn't a publication, like this, dedicated to the things they collect. We are truly lucky to have you fill the void created by the departure of the O.V.S. But like all performance evaluations at work, I must find fault with something—the price of ads. (As they say at the flea markets) Do ya think you could do a little better on the price? Imagine, free advertising. Keep up the great work. Please.

Bill Masters
Sacramento, CA

P.S. Almost forgot. The collection cards are a great idea. The information regarding the number of pieces/features the dispenser should include is very helpful. By the way, do you think we will find the characters signing autographs at toy shows? How much would you pay for an autographed "Creature from the Black Lagoon"?

An autographed Fishman oughta be worth about a fin, Bill. As for the price of classifieds, a glance at this issue's ads will show that even freebies are too expensive for most. Come on, gang! There's no excuse for not using your free ads each ish; even if you don't make a great trade or buy, it costs you nothing! Try something different in your next ad. I'd like to see a bit of wackiness creep into the classifieds, too. To make it even easier for you to place an ad, I will now take Classifieds by phone. Call me at (512) 858-7720 and I'll put you in print.

The next two letters contain some answers to the PEZ Poll found elsewhere in this issue, but I wanted to print them as

they represent our two youngest subscribers.

Dear Mike,

Just got my Optimistic PEZZIMIST. I love it. My Mom has read it to me once and my Grandma at least five times. I found my name (in my ad) and the name of my PEZ Pen Pal, Maryann Kennedy; I am thrilled!

I want to answer your PEZ Poll...so, here goes.

1. I haven't seen all the PEZ dispensers; Maryann has sent me some neat pictures. And, I liked Bullwinkle the best because I thought it was Rudolph the Red-Nose Reindeer; when I found out that it was "Bullwinkle", I thought it was the stupidest-looking dispenser I had ever seen! So, that is my vote for #'s 1 and 2—Bullwinkle! P.S. Grandma said that Bullwinkle was before my time—I am only 4!

3. Number one on my list is any PEZ (not now on the market) that I can get my little fingers on. And, my Mom really likes it when I get them for a nickel! We are garagers and flea marketers; I am surprised my Mom didn't name me FLEACHIA!

4. I think that Minnie Mouse should be available as a PEZ to go with Mickey. What is a Mickey without a Minnie?

5. The first PEZ I remember was this last Halloween, the Witch. I threw a fit at the local market (real teary) and Grandma bought it for me. On the way home, all the candy was already gone, I decided that I would collect PEZ 'cause everyone else in the family collects something. Which is a lead-in to #6...

6. We collect everything. Grandma collects old wind-up tin toys, and toys, and playthings and pretties. I can play with anything that doesn't "move" so it's not so bad. My Mom collects whistles, she has 1000's of them! Auntie Billee collects openers (mostly beer) and Trolls. Auntie Mindy collects E.T. Grandpa used to collect dust, but he is getting hep lately; at the end of summer he bought a 1916 Model T Ford. We didn't get to drive it much because it got too cold. But, now he looks for "tools, hats, and stuff" for his Model T.

I have just been collecting for a little while, but I have over 100 dispensers. Some are repeats, but I don't care. I like them all.

Callee

Sincerely,
Callee

Callee, I am very impressed! Very few four-year-olds can type such a weighty letter, especially if they can't even read yet. More proof of the superior intelligence of O.P. readers.

Dear Mike,

We enjoyed the first issue of your new PEZ newsletter and especially enjoyed your computerized photos of different dispensers.

As my son is a relatively new collector, he would be thrilled to find any old PEZ at a garage sale!! I think he would be especially thrilled to find a full-bodied PEZ of any sort!

One area where we think that PEZ could really be promoted is through the fast food chain, McDonalds. We would love to see a promotion done through their Happy Meals with a different McDonaldland character done on a weekly basis. Since McDonalds has had some really nice premiums in the past, we think a PEZ would be an ideal promotion and want everyone to write McDonalds and the PEZ company to encourage this sort of a promotion. Wouldn't you just love a Grimace or Ronald PEZ?????????????????

Also, you mentioned "Totems" in your newsletter. Tim has two in his collection and of course we were drawn to them because they were a PEZ knock-off. Can you run some information on them in one of your issues? We'd love to find out more about them and what has been put out in the past. We have a football player and a bear. We found these in a candy store several years ago. Haven't had any luck since then finding any more.

Tim would like to see more articles on the actual manufacturing of the different types of PEZ. For instance, for a newcomer to this type of collecting, some of the terminology (soft-heads, die-cut, etc.) can be a little confusing to a novice who has none of these in his collection. For instance, in an old OVS, we enjoyed an article which showed the three different rabbit heads, etc.

I enjoyed the article on Eduard Haas and since my uncle's name was Ed Haas, we got a big kick out of it! (He's deceased!)

Thanks for giving us your magazine—we anticipate learning a lot each issue!!

Sincerely yours,
Betsy & Tim Crosson
Atascadero, CA

I've learned that a surprising number of PEZ collectors are also into McDonalds stuff and I think your idea is a good one. If you're interested in seeing PEZ as a McDonalds premium, write to:

**Customer Relations Department
McDonalds Corporation
Campus Office Bldg., Kroc Drive
Oak Brook, IL 60521**

I doubt it would do any good to write to PEZ, but if the McDonalds people initiate the project, it just might go.

When I mentioned Totem dispensers in my ad, my brain was experiencing a temporary brown-out, 'cuz I don't even have any Totems. The dispensers I was thinking of were "Yummy" dispensers, which are very similar in appearance. I'm not the person to write an article about non-PEZ dispensers, since I only have about six, but if someone else would like to tackle it, I will gladly print it.

In regard to your desire for greater explanations of some types of PEZ, see the pictures of the die-cuts in this issue. The "Soft-heads" are just that, rubber heads (instead of the usual hard plastic) which fit over a generic base. As far as I know, the only soft-heads are the six Eerie Specters (see OVS #15), the Joker, the Penguin, Batgirl, the older Batman and Wonder Woman. Eventually, this magazine should show you every dispenser, from the rarest to the most common, so stay tuned!

Dear Mike:

Congratulations and compliments on a terrific first issue that looks and reads great! I was surprised to see my whole letter printed; I hope you aren't that desperate for copy next time out! [No way!—ed.] But I was flattered...showed it to my kids, my mom, my girl friend... and boy, were they impressed! They think I'm really big-time now! Enclosed is my PEZ profile...it may be too long for your needs, so edit it as needed. I really hope to get the PEZ company more involved with and interested in collectors—we do an awful lot of positive PR for them, so I hope they'll read that part of my profile and take note! Keep up the great work, Mike!

Pezzily yours,
John McClung, Ph.D., P.E.Z.

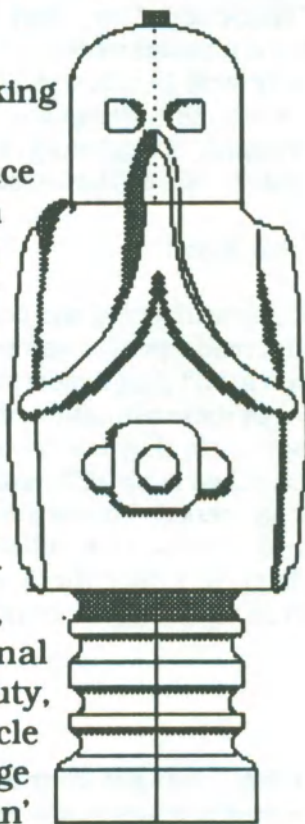
John, I just got your letter in time to put in this column, but you raised a couple of points I want to address. It's great that you sent your own PEZ Profile; I hope others will do the same (We'll run yours next ish.). However, the PEZ company won't be reading it. They have refused to have anything to do with O.P., declining requests for interviews, ad art, etc. Plus, after receiving an ominous letter from them concerning the sanctity of their logo, designs, etc., I had to refrain from sending them the magazine. I agree, we do alot for PEZ; unfortunately, they don't wish to do anything for us. I would love to publish the "official" PEZ magazine, but it ain't gonna happen.

PEZ POLL RESULTS

Silly me. I thought that some sort of consensus could be reached. But nooooooooooooo! The main fact established by the first PEZ Poll was that PEZ collectors don't agree on much except that they like PEZ. Still, the responses were interesting, surprising and amusing. Thanks to all who participated; we'll do it again! Now, on to the results:

Question 1: What is the best-looking PEZ dispenser ever made?

A surprising tie for first place between the Full-Body Spaceman and Snow White! Tied for second place were Pony-Go-Round, Droopy Dog, the Doctor, and the Full-Body Santa Claus. Other dispensers receiving votes for best-looking included the Joker, Thumper ("most alive-looking"), Creature from the Black Lagoon (wonder who picked that!), Diabolic, Pinocchio, Peter PEZ, the new Mickey Mouse, Bullwinkle, the 1962 International Lion's Club Lion (which is a real beauty, but hardly anyone has seen it), Uncle Sam, and "the unfamiliar one on page two of the first issue— more 'human' looking than most".



Question 2: What is the stupidest-looking dispenser ever made?

Another tie for first between the Psychedelic Eye and all PEZ Pals! Second placers were Mr. Ugly and the Psychedelic Flower. Other ugly vote-getters were the



Duckie, the Rooster whistle, Bullwinkle, Smurf ("a good likeness of a bad original. What is a Smurf anyway?"), Henery Hawk and Foghorn Leghorn ("not because of the head shape, but the ugly vomit-green color."), Rudolph ("If he was a guest on What's My Line, nobody could figure it out."), the PEZ Boy and Girl, Annie ("Cheapest-looking; she had more \$ than PEZ spent to design her."), and "the unfamiliar one on page two of the first issue". One reader responded, "I've yet to find one I haven't liked."



Question 3: What's number one on your want list, the dispenser you'd most like to find in a garage sale for a dime?

The winner—the Psychedelic Flower! Tied at second were Snow White, Olive Oyl, Bride, "Anything I don't have" and the Pineapple, about which one reader said, "but I would feel obligated to try to get it for a nickel." Other hotly-sought items are the Psychedelic Eye, the Golden Glow, the Arithmetic, the Bicentennial series, the Pear, Dopey ("mostly because my nickname ever since about five or six years old has been Dopey—not of my choice."), full-body Spaceman, Brutus, and the Groom.

Question 4: What character is not available on a PEZ dispenser, but oughta be?

Some of you got really inspired by this question, but the most votes were for the Flintstones, who tied up first place all by themselves! Tied for second were other worthy suggestions—Wizard of Oz



characters, Pee Wee Herman, and Minnie Mouse. Third place was shared by Betty Boop, Superman, and McDonalds characters. Also on the list (and just try to picture some of these!) were Howdy Doody, Felix the Cat, Sesame Street characters, Star Wars characters, Hanna Barbera characters, Blondie and Dagwood, the entire cast of Pee Wee's Playhouse, Sandy (Annie's dog), Snoopy, Charlie Brown, Lucy (be patient!), the rest of the seven dwarfs, Ron and Nancy Reagan, George and Barbara Bush, Jimmy and Roselyn Carter, Yosemite Sam, Curly of the 3 Stooges—"not Shemp!", Lady Di and Prince Charles, the Cat in the Hat, Jim and Tammy Bakker, the Pillsbury Doughboy, a Tarantula or Spider for Halloween, Boris and Natasha, Sherman and Peabody.

Question 5: What was the first PEZ dispenser you remember seeing?

No surprise here— Santa Claus was the big winner, appearing in more stockings than anybody else. But second place goes to the "regular" or original dispenser. Other ancient memories were Bullwinkle, Popeye, full-body Spaceman, Captain Hook, PEZ Pals, Policeman, Fireman, Snowman, Soft-head Wonder Woman, Witch and Doctor.

Question 6: What else do you collect besides PEZ?

Oh, brother! You name it! First place was figural candy containers (glass, etc.). Other answers getting multiple votes were old toys, McDonalds toys, Disneyana, Vinyl advertising dolls, and fast food premiums. Among the rest of the pack were rubber stamps, jukeboxes, Batman, antique gumball machines, Kewpie dolls, Nash Metropolitans, Coke trays, pencils and pens, toothbrush holders, celluloid Aunt Jemimas, postcards, Mr. Peanut items, nursing bottles and invalid feeders, Barbie and Ken, wristwatches, cereal premiums, Marx playsets, Fanny Farmer, Kitchen primitives, Famous Monsters

(models, magazines, posters, etc.), Soakys, Coca-Cola stuff, '50's bicycles, '50's furniture and decorations, Pillsbury Doughboys, North American Plains Indian artifacts, Victorian walnut furniture, Toby mugs and figural cream pitchers, Strawberry Shortcake, advertising and premiums (candy-related), doll-related items (dishes, etc.), Wizard of OZ stuff, especially the Wicked Witch, Dr. Seuss, Cabbage Patch, Precious Moments figurines, Care Bears, Smurfs, Bakelite ring boxes, tiny manicure and sewing kits, Hallmark ornaments, marble fireplace keys, commemorative railroad plates, Wades, Banana Splits, Jay Ward, Merry Miniatures, Cookie Cutters, Salt and Pepper Shakers, H.R. Pufnstuf, picture books about collections, crystal, bone china flowers, blown glass, and non-sports cards. Whew!

One more item of business: names of all respondents were entered in a random drawing. Then my lovely wife, Lisa, drew one name out of the hat. The winner of the limited-edition PEZ print is Ann Jackson of Belleville, Illinois. Congratulations, Ann!

Answers to last issue's Crossword

Across:

- 2. Lamb
- 7. Tom
- 8. Zoo
- 9. Pooh
- 11. Thor
- 12. Jerry
- 14. Penguin
- 15. Air
- 16. Bozo
- 18. Smurf
- 19. Raven
- 20. Mowgli
- 22. Dopey
- 24. Angel
- 28. Annie
- 30. Brutus

- 31. Skull
- 32. Pez
- 33. Green Hornet
- 35. Pear
- 36. Daffy Duck
- 40. Spike
- 42. Pinocchio
- 43. Groom

Down:

- 1. Blob
- 3. Batman
- 4. Cool Cat
- 5. Joker
- 6. Boy
- 7. Thumper
- 8. Zorro

- 10. Batgirl
- 13. Dumbo
- 16. Bullwinkle
- 17. Olive Oyl
- 21. Pluto
- 22. Dog
- 23. Popeye
- 25. Garfield
- 26. Casper
- 27. Baloo
- 29. Lion
- 33. Goofy
- 34. Hulk
- 37. Fun
- 38. Duck
- 39. Chip
- 41. Pig

Buying 1960's Items

Cereal Boxes, Cookie Jars, Dolls, Games, Giveaways, Lunch Boxes, Original Toy Boxes, Model Kits, Toys, Tin Windups, Watches, Catalogs, Playsets, PEZ, etc!!!

Action Boy
Addams Family
Banana Splits
Batman
Beany & Cecil
Beverly Hillbillies
Bullwinkle
Captain Action
Captain America
Dark Shadows
Dr. Evil
Flintstones
Get Smart

G.I. Joe
Green Hornet
Invaders
James Bond
Jetsons
Land of the Giants
Lost In Space
Major Matt Mason
Man from U.N.C.L.E.
Mister Ed
Movie Monsters
Outer Limits

Popeye
Rat Patrol
Sea Devils
Spiderman
Superman
3 Stooges
Time Tunnel
Tom & Jerry
Yogi Bear
Voyage to the Bottom
of the Sea
Zeroids
AND MORE!!!



David Welch
RR 2 Box 233
Murphysboro, IL
62966
618-687-2282
All Letters Answered

the PEZZAN Market

60's and 70's cereal prizes wanted, from cereals such as Quisp, Quake, Quangaroos, Sir Grapefellow, Trtx, Cocoa Puffs, etc. Will pay top dollar for needed items or will trade. Graham Trivel; Box 481, Rt. 113; Lionville, PA 19353.

Help! I am just starting collecting PEZ and need some of the less common (but not rare) PEZ. Please send list with price of what you have for sale. I especially need Dantel Boone. Joe Wilcoxon; 3007 Bluffs Drive; Largo, Florida 34140. Thanks!!

FREE! Okay, so I don't really have anything to give away...but what an attention grabber! Seriously, I've just started collecting PEZ. Please send your sale/trade list and other hobby interests. I'm an adult kid who loves the Ol' barter system! David Kuhn; 7424 Greenbriar Dr.; Evansville, IN 47710.

Wanted: Bride, Pineapple, Die-Cut Bunny, Silver Helmet Astronaut, 1970's gun, and Make-a-Face. Many good traders available, including Bullwinkle, Casper and Regular. Please call or write. Barry Koester; 1124 Speer Drive; Modesto, CA 95351. (209) 521-6582.

New PEZ Collector wants PEZ and McDonalds Happy Meal premiums and boxes. Send me your trade or sale lists and I'll send you mine. Thanks! Ann Jackson; 4009 S. Park Drive; Belleville, IL 62223. 618-234-2370.

Hi, PEZZERS. Have Premiums to trade for Premiums, Dispensers to trade for Dispensers, or mix 'em. Need Pear, Pineapple, Colonial, Chick without hat, color variations. Will trade or buy. Looking for ANYTHING PEZ, including correspondence with other Pezzers. Happy Collecting. Maryann Kennedy; 409 N. 5th Street; Marshall, MN 56258; 507-532-6926.

PEZ For Trade: Brutus, Old-style Popeye, newer-style Popeye, Panther, Pilot, full-figure-head Santa, Olympic Wolf, Tom, and others. Looking for Wounded Soldier, Peter Pan, Olive Oyl, Cowboy & color variations of Witch and Blob. Write or call, Norm Hunt; 139 W. 4th Street; Clifton, NJ 07011. (201) 772-5669.

Wanted: Mickey Mouse die-cut, Donald die-cut, Zombi, Brutus, Olive Oyl, Snow White, Frankenstein, Batman with cape, Big clicker, small clown clicker. For trade: 1982 space gun, small girl clicker and assorted PEZ. Ned and Jill Russell; 3103 Lincoln Avenue; Alameda, CA 94501. (415) 522-3037.

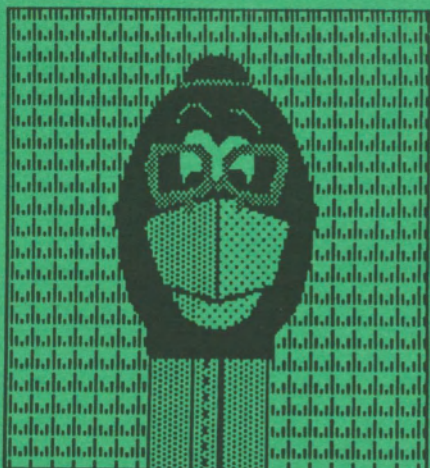
PEZ plastic stands for sale: white stands (holds six dispensers)—\$15 each. Red flocked stands (holds 12 dispensers)—\$30 each, Steve Powers; 121 Coco St.; Moss Beach, CA 94038. 415-728-5851.

Use your free classified ad in each issue of O.P.!

PEZ Gallery Collector Card

Raven

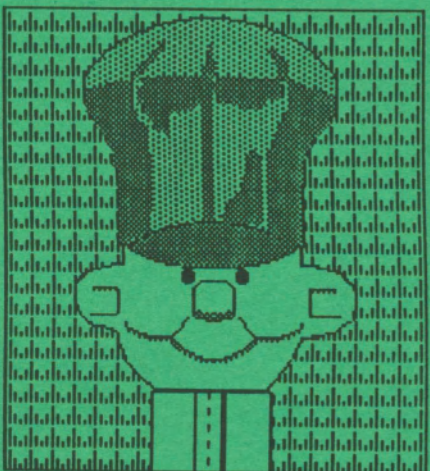
The Raven has a four-piece head, which should include a black head, yellow bill, red spectacles and a small piece which forms the whites of his eyes.



PEZ Gallery Collector Card

Engineer

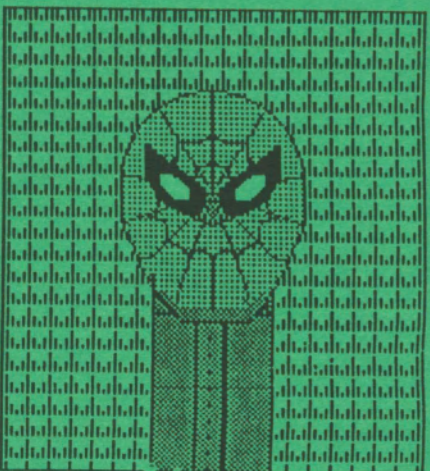
The tallest hat in the PEZ Pal group is the blue one belonging to the Engineer. He's found with many different colored bodies.



PEZ Gallery Collector Card

Spiderman

One of the earliest Marvel superheroes, Spiderman is easy to find. There is some variation among Spideys, mainly on the back of the head.



Uncle Mike's Computer Cartoons



Earl was all abuzz over the recent
Easter Island discovery.