

the **OPTIMISTIC  
TREASURIST**

The Indispensable Guide to PEZ Collecting



Lion's Club  
1962:  
One of the  
Ultra-Rare  
PEZ in this  
issue

July, 1990

#4

PEZ Gallery  
Collector Card

**Chick-in-Egg**

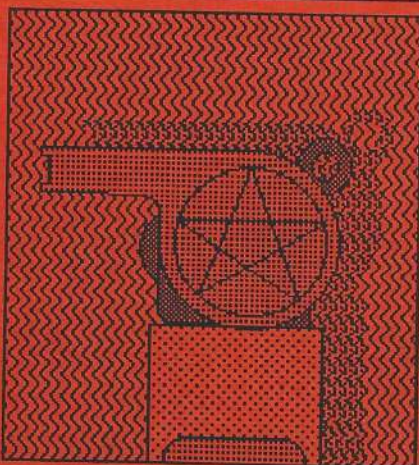
An annual visitor at  
Easter time, the  
Chick has three  
pieces: chick, hat  
and egg.



PEZ Gallery  
Collector Card

**Whistle**

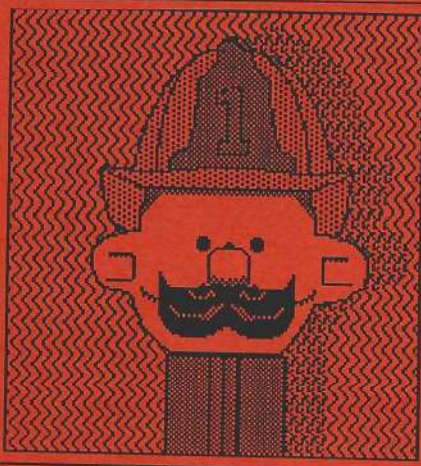
Available in many,  
many color vari-  
ations, with each  
side of the whistle  
being a different  
color.



PEZ Gallery  
Collector Card

**Fireman**

Another PEZ Pal,  
this one has a red  
helmet with silver  
insignia, and a black  
moustache.



# the OPTIMISTIC PEZZIMIST

**The Optimistic PEZ-  
ZIMIST**

**Vol. 1, No. 4  
July, 1990**

**Publisher/editor**  
Mike Robertson

**Contributing Artists**  
John McClung  
Roland Austin

**Writers**  
Mike Robertson  
John McClung  
Callee Jo Smith

**Staples**  
Little metal things  
that hold the mag  
together

**The Optimistic PEZ-  
ZIMIST** is published  
bi-monthly (and the  
suspense is killing  
me!) and hand-deliv-  
ered by uniformed  
employees of the  
United States Postal  
Service to your door-  
step or post office box.  
Neither snow nor  
rain, etc.....but there  
will be no mail July 4.

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## About the Cover

Lion's Club PEZ cover art provided by the editor. Photo was ThunderScanned into the Macintosh, where it was set upon by me and my Illustrator 88 software, converting a grainy scan into the subtle work of art you now hold. Isn't modern technology wonderful? Does anybody read this page? What is the meaning of life? Is okra a mammal? How many roads must a man walk down before he is thrown to the sea? How much more space do I have to fill here?

# MIKE NOTES FROM THE EDITOR SEZ

It's been an exciting couple of months for your editor. At the age of 36, I took a deep breath and made a complete career change. I'm now working for the company that prints The Optimistic PEZZIMIST! I get to spend my days doing creative things on a Macintosh, designing logos, doing layouts for newsletters and other printing jobs. It's great! And I can now have close supervision of the printing of each issue of O.P.

It's interesting to me how each issue has its own character. Last issue was almost all words and this issue is largely pictures. Another fringe benefit of my new job is the access to a good scanner; you'll notice a marked improvement in the photos used in this issue.

O.P. continues to grow! As I type this, we've got 84 subscribers. That's not including the folks who order a sample issue. Since I've always printed 100 copies of each issue up to now, you can see that back issues are getting very scarce. I have fewer than half a dozen copies of each of the first three issues. With this issue, I'm going to increase the press run to about 115 or 120, but the first three issues will not be reprinted.

I was surprised to get a call from MTV last month. They wanted to see the magazine as research for a proposed segment on unusual collectibles for their morning show Wake on the Wild Side. Unfortunately, nothing has come of this project, but it was a surprise to me that word of O.P. had reached the heavy-metalled halls of MTV.

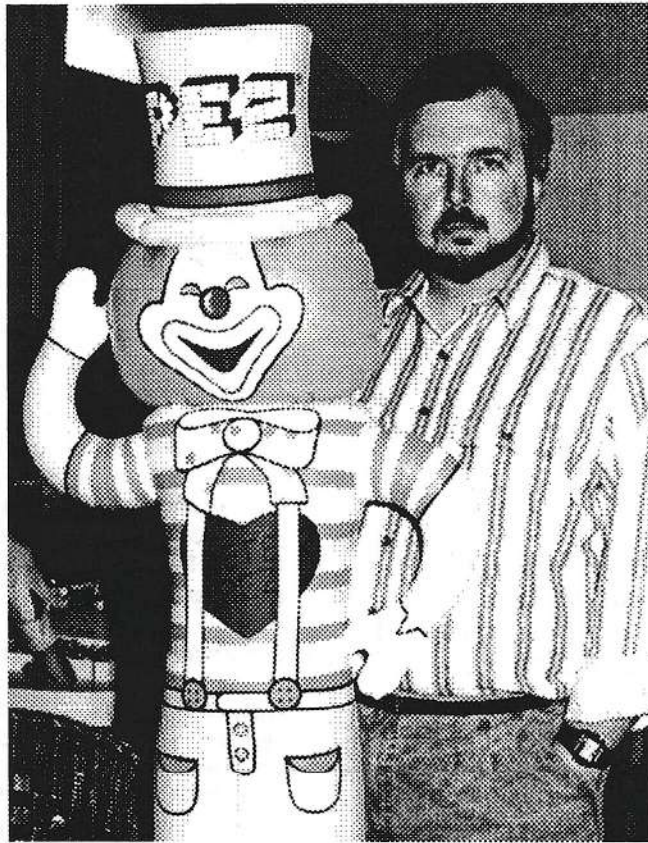
A day later, I got a call from a freelance magazine photographer who wanted to shoot my PEZ collection for a series he was doing on collectors. When I get to see some of the prints, I'll share them with you.

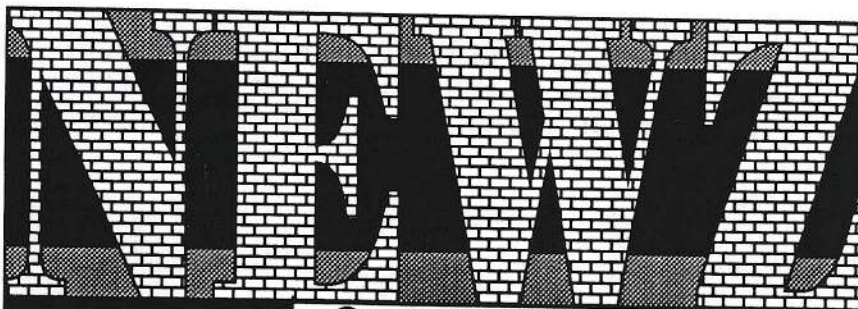
The point is, a lot of people would be fascinated by PEZ collecting if it was brought to their attention. Try talking to the Lifestyle editor of your local paper to see if they might want to do a story on your collection. And if you do get any coverage, be sure to let me know!

I'd like to do an article on possible ways to display a PEZ collection. If your collection is out where it can be seen, send me a photo. I'll print the best and most original of them in a future issue.

Finally, (broken record section coming) please participate in

this magazine! Out of 84 subscribers, only eight took advantage of their FREE classified ad. I don't understand this; imagine how great it would be to have 84 ads from other PEZ collectors to trade with, buy from, sell to, swap info with, etc. Please use your ads, even if you're not selling PEZ. You'll enjoy the mag more, I'll enjoy the mag more, the people who read your ad will enjoy it more! Until next time, keep looking! Great new finds are being made all the time; may the next one be yours!





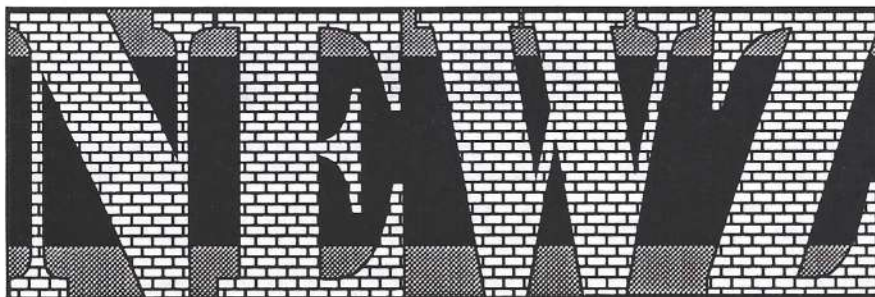
## Auction Results

Richie Sternfeld's  
PEZ Auction #5  
May 11, 1990

Frankenstein—  
\$146  
Dopey—\$159  
Wounded Soldier—  
\$66  
Uncle Sam—\$39  
Captain—\$57  
Betsy Ross—\$34  
PEZ Pal Knight—  
\$52  
PEZ Pal Sheriff—  
\$32  
Donald Duck Die-  
Cut—\$100  
Brutus—\$48  
Angel—\$9  
Batman (black  
visor)—\$29  
Captain America—  
\$13  
Henry Hawk—\$22  
Rooster—\$15  
King Louie—\$20  
Full-bodied Space-  
man—\$88

○ It's been an unusually active six months for new PEZ dispensers. First we had the Garfield variations, then the totally revised Easter Bunny. Now, the four Peanuts characters are popping up around the country. There are new display stands and new box header cards for the Peanuts PEZ, but as usual there was no thought-out campaign on the part of the PEZ company to ensure that all parts of the country got the new dispensers simultaneously. So if you live somewhere between the east and west coasts, you may have to wait until your local KMart runs out of Easter and Super Hero PEZ before they put out the new stuff. <sigh>

○ Did anyone see the segment on a cable show called (I think) Lifestyles which featured a pretty good PEZ collection? I received a tape of the last couple of minutes of the show, which features two female hosts who have been savagely parodied on Saturday Night Live. They had on display a collection which was provided courtesy of the "Walter Thomson Agency", whatever that might be. The camera did a quick pan across the dispensers, giving a tantalizing glimpse of some good pieces, including both Psychedelic dispensers. And, although it's been a couple of months since this aired, the Peanuts dispensers were prominently displayed in this collection. If anyone has a tape of the complete segment, please send me a copy!



○ There has been considerable discussion, before and after the publication of The Ultimate PEZ List, concerning the proper name for "that full-bodied dispenser that isn't Santa Claus". For years, it was called both Spaceman and Robot. Since there were already a couple of Spacemen in the PEZ list, I opted to call it Robot. Then Maryann Kennedy sent me a copy of a letter from PEZ a couple of years back; she had asked them what the proper name whatchacallits, in the three colors we are familiar with (red, blue, yellow) in a special box. Guess what the box says. According to the box, the dispenser is called the PEZ Space Trooper! A weary world heaves a sigh of relief now that THE TRUTH IS KNOWN!!!

○ Interesting PEZ collectibles continue to be found, although it's been awhile since someone found a previously unknown dispenser. But Bill Masters informs me he has just come across some PEZ slides! He found four of them, each with a picture of an animal running and a listing of the animal's name and the speed it can attain. The PEZ logo appears in the upper left corner of the slide. Each slide has a number; Bill has #2—Camel, #3—Irish Setter, #4—Elephant, and #7—Hare. This would indicate there were at least seven in the series. The question brought to mind is what in the world were these used for? Anybody heard of these?

### Auction Results

Brochure—\$20  
Paper costume  
(native)—\$20  
Paper costume  
(pilgrim)—\$40  
Popeye—\$46  
Mickey Mouse—  
\$29  
Donald Duck—\$8  
Zorro—\$20  
Goofy—\$7  
Pluto—\$7  
Daffy Duck—\$9  
Sylvester—\$9  
Tweety—\$7  
Speedy Gonzales—  
\$19  
Moo Moo Cow A—  
\$23  
Puzzy Cat—\$30  
Raven—\$26  
Wonder Woman—  
\$8  
Mickey Mouse—No  
bid  
Bugs Bunny—\$9  
Hulk—\$2  
Garfield—No bid  
Whistle—\$1

# Pezazz

## Photos and Postcards

4" x6", Glossy, Full-Color Photographs  
of all your favorite PEZ dispensers,  
available now in your choice of  
Post Card or Photo format, OR...

*New Item!* Special, Limited Edition,  
20"x 28", Poster-Size Photo of  
213 PEZ dispensers!

### Prices

Photos— \$8.00 + \$1.00 P&H = \$9.00/set

Post Cards— \$12.00 + \$1.00 P&H = \$13.00/set

Poster-Size Photo— \$35.00 + \$3.00 P&H = \$38.00 each

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Total Sets of Photos \_\_\_\_\_ @ \$9.00 per set = \_\_\_\_\_

Total Sets of Post Cards \_\_\_\_\_ @ \$13.00 per set = \_\_\_\_\_

Total Poster-size Photos \_\_\_\_\_ @ \$38.00 each = \_\_\_\_\_

TOTAL OF CHECK OR MONEY ORDER ENCLOSED = \_\_\_\_\_

- Allow 3 weeks for Delivery
- Send check or Money Order payable to "Jill Russell" to:

Jill Russell  
3103 Lincoln Ave.  
Alameda, CA 94501

# Check off your selections

## Here:

Photo

Post  
Card

### Set # 1— Soft Head

Air Spirit • Diabolic • Scare Wolf • Spook • Vamp • Zombie •  
Joker • Penguin • Batman • Wonder Woman

### Set # 2— Warner Brothers

Bugs Bunny • Foghorn Leghorn • Henery Hawk • Sylvester •  
Petunia Pig • Road Runner • Speedy Gonzales • Tweety Bird •  
Wile E. Coyote • Merlin Mouse

### Set #3— Oldies "A"

Bozo • Bullwinkle • Casper • Moo Moo Cow B • Popeye (old)  
• Pear • Silly Clown A • Silly Clown B • Tinker Bell • PEZ Flag  
Premium

### Set #4— Disney "A"

Baloo • Dalmation • Donald Duck • Duck Child • Pinocchio •  
Jiminy Cricket • Mickey 3 • Mowgli • King Louie • Goofy

### Set # 5— Disney "B"

Captain Hook • Dumbo • Li'l Bad Wolf • Peter Pan • Dopey •  
Zorro • Snow White • Tinker Bell • Mary Poppins • Practical Pig

### Set # 6— Oldies "B"

Baseball Glove • Big Clicker • Brutus • Green Hornet • Olive  
Oyl • Witch C • Psychedelic Eye • Psychedelic Flower • Full  
Figure Santa • Full Figure Robot

### Set # 7— Super Heroes/Movie Monsters

Batman • Batman with Cape • Captain America • Thor •  
Creature from the Black Lagoon • Frankenstein • Wolfman •  
Incredible Hulk • Spiderman • Wonder Woman

### Set # 8— Bicentennial

Betsy Ross • Captain • Daniel Boone • Indian Chief • Indian  
Squaw • Pilgrim • Uncle Sam • Wounded Soldier • Indian  
Brave • Cowboy

### Set # 9— Odds and Ends

Alpine • Arithmetic • Bride • Groom • Cocoa Marsh • Lion's  
Club Lion • Donald Die-Cut • Mickey Die-Cut • Olympic  
Snowman • Peter PEZ Inflatable



# John McClung

**Name:** John McClung, age 37

**Occupation:** Graphic designer, full-time; Pedal Steel Guitarist in country bands on weekends

**Lifestyle:** Busy single father with half-time custody of two great kids, Jenny (9) and Taylor (7)

## **Once Upon a Time...**

I started collecting PEZ as a 7-year-old in New York City. Those dispensers are lost forever, sad to say...I remember ones with no heads, and an astronaut with a clear helmet...very cool!

I resumed collecting in 1972 when serving as a Communications Technician aboard the aircraft carrier USS Oriskany. I stashed my PEZ in the one filing cabinet drawer I had in our work quarters. PEZ were small, cheap, and pretty easy to find...a pleasant sideline during my travels.

Noticing this interest, my family began adding to my collection, and before I knew it, I'd become a "serious" collector— since I had 30 or so, I had to claim to be a collector, otherwise I would appear to people as just some emotionally-retarded nut!

I've been collecting PEZ in an easygoing manner ever since. A while back, when I hadn't seen a new PEZ release in a couple of years, I also began collecting these great little palm-sized gumball dispensers, made by Superior Toy Co. They generally portray cartoon characters, and all have a hinged door allowing you to fill or empty the dispenser (in most dispensers, the door is the character's arm). They are very finely detailed, even better than PEZ— I highly recommend them as an adjunct to PEZ!

### **Gripes, Suggestions...**

I've always felt that the PEZ company was not on the ball as far as marketing the dispensers. Year after year I've seen little else but Super Heroes, Xmas, Easter and Halloween dispensers, all in monotonous succession.

Where were Pac-Man, Roger Rabbit and Jessica, Pogo, He-Man, Darth Vader, E.T., Barbie and Ken, Winnie the Pooh, Indiana Jones, Ghostbusters, Charlie Brown and Snoopy, Hello Kitty...? Any plans for Calvin and Hobbes, the Simpson Family, the Flintstones, Jetsons, Hulk Hogan, Dick Tracy (the movie's coming out this summer), Inspector Gadget, Gumby...? The list of missed opportunities goes on and on.

I also respectfully suggest that the PEZ company offer us collectors blatant preferential treatment—inside information on what's coming up...ways to buy display materials and current dispensers in quantity...foreign packaging and versions of dispensers. Perhaps they could poll us and see which classic dispensers should be re-issued. Maybe they could once a year re-issue a special dispenser, for collectors only, in 14 kt. gold or mother of pearl (ha!).

I know that my home dispenser display has generated oohs, aaahs, and interest from just about everyone who sees it, and I think the goodwill that we collectors create deserves special recognition. Everyone out there agree?

### **Other thoughts...**

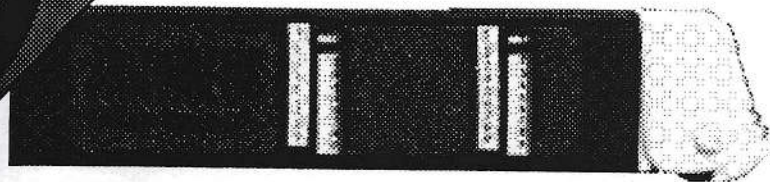
Until the start of this great newsletter, the only other collectors I'd even heard of were Ned and Jill Russell in Alameda, California. An antique dealer in Nevada City told me he had seen an article about the pair of Bay Area collectors. After some research, I found the article, and have been in touch with them for several years now (although we've never met in person!). They've been very helpful, sending articles, dispensers I didn't have or couldn't find locally, and lots of encouragement. I suspect that most of us PEZ collectors are similar gentle, slightly off-center souls. I look forward to meeting more of you, and maybe we can even get a convention together someday!

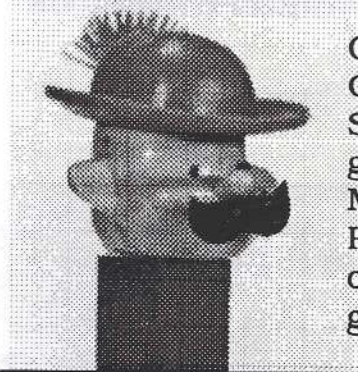
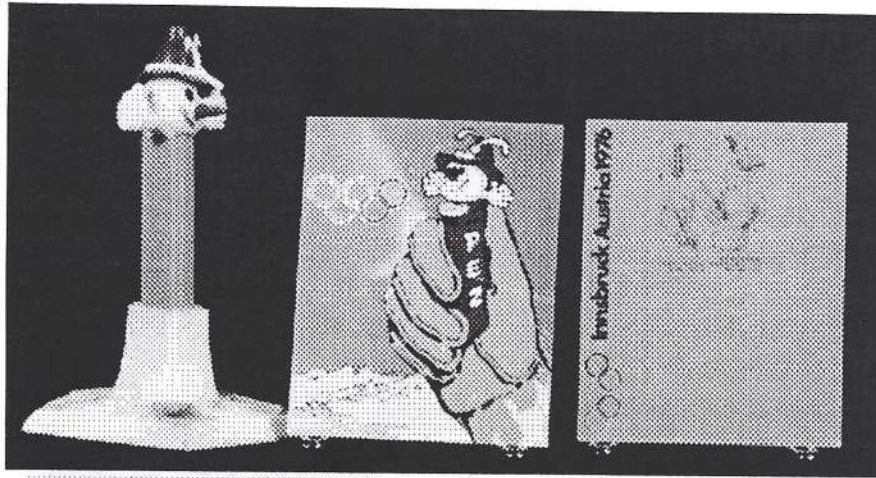


Sure, PEZ dispensers are great...All of 'em. But some of them make your heart beat faster as you finally come upon one of the...

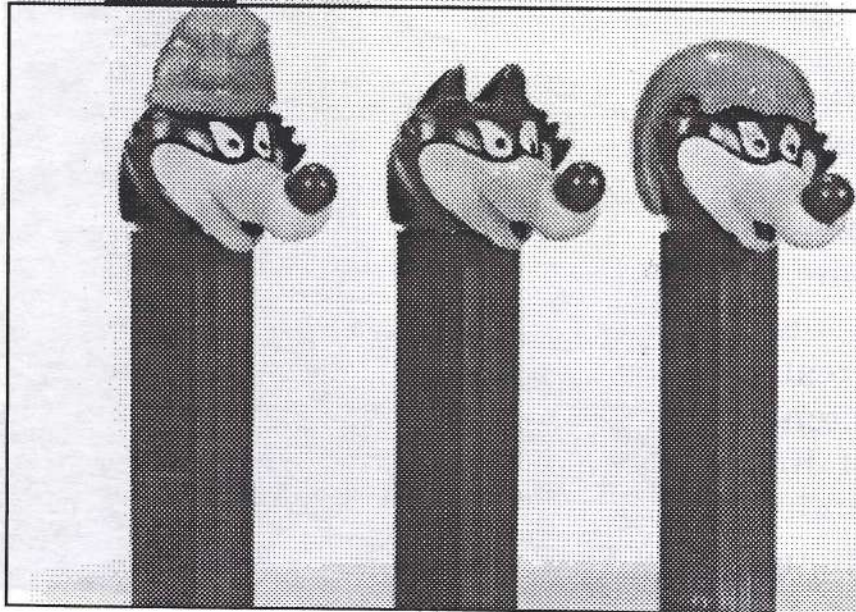
**Ultra-Rare**

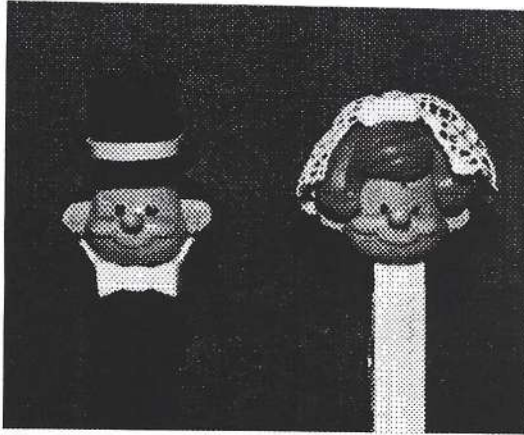
An example is the Arithmetic PEZ shown below, a nifty little premium that performed simple multiplication and division.





On this page are the hard-to find Olympic dispensers. Above, the Snowman from the Innsbrück games of 1976. Left, the 1972 Munich mascot was this Alpine PEZ Pal. Below, three variations of Vucko, the wolf from the 1984 games in Yugoslavia.



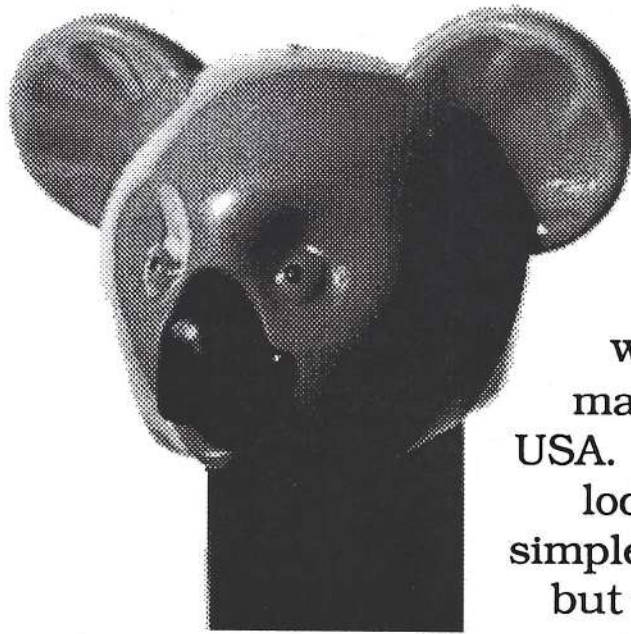


The Bride and Groom shown at left were major sales flops when introduced. It seems kids weren't interested in such adult concerns. That's why

they're hard to find today. Wouldn't they look great on a wedding cake?

It's hard to tell, though, why Mary Poppins should be so rare today, after its major box-office success as a hit Disney film. It's not a great likeness of Julie Andrews, though.





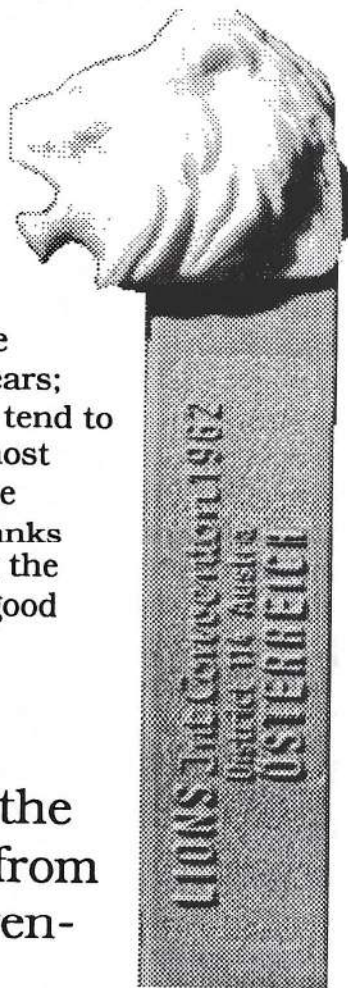
The Koala, left, is one of the “Whistling Zoo” dispensers which never made it to the USA. It's a nice-looking head, simple in design, but well-made.

I only know of one person who has the Make-A-Face dispenser, making it one of the very rarest PEZ.



What makes one PEZ dispenser more scarce than any other? There are several possible causes. One is limited production. Either because of an expiring licensing agreement or poor sales, a particular dispenser may only be produced for a short time. Think back a couple of years to when the "Annie" dispenser came out; it was only on the shelves for a few months, while other characters have stayed in production for many years. Another cause of rarity is that a dispenser was produced only in a certain country or group of countries. It has only been in the past couple of years that we've become aware that European countries and even our close neighbor, Canada, have marketed PEZ that never made it to the USA. Perhaps the major cause of rarity is the common factor that most "Baby Boomer" collectibles share. These items were not made to last for years; they were made for kids and kids tend to tear things up. It is therefore almost miraculous that ANY PEZ from the 1950's have survived! Special thanks must go to a lot of moms who put the toys away carefully and instilled good habits in their children.

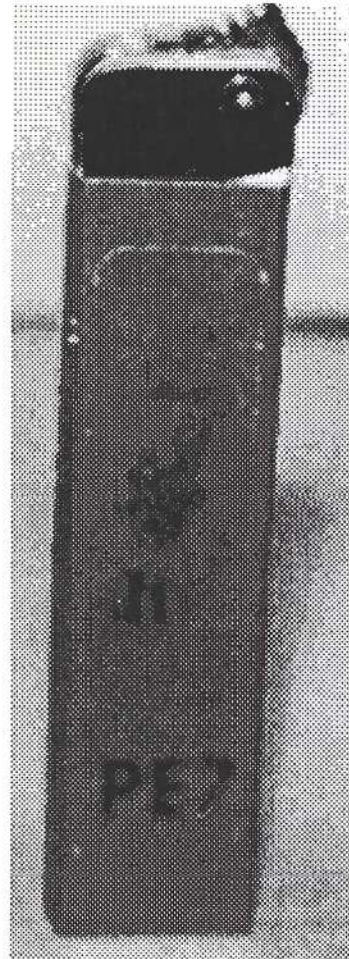
Right, another look at the Lion's Club dispenser from the International Convention of 1962.





You can find a witch dispenser every Halloween, but unless you're very lucky, it won't be one of these. The witch at left has an orange head and a broom-riding buddy molded into the black body. The Witch Regular below looks ancient. It's orange with a black cap, but the flying witch is painted on the side; so is the word PEZ, which is not in the specialized lettering we now know so well.

I only know of one existing Witch Regular, making it truly one of the Ultra-Rare PEZ.



# Yikes! Ugh! Blech!

# HEU



**Roseanne Barr**

*Yeah, we know, she was also a Hollywood PEZ—but if she isn't also a "PEZ from Hell," then who is?*



**Orville Redenbacher**



**Walter Cronkite**



**Rodney Dangerfield**

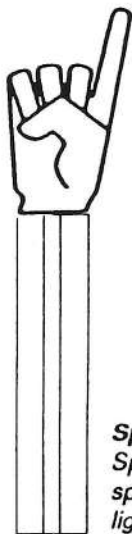


**David Letterman**  
*If the company ever releases this one, we'd consider that a "stupid PEZ trick."*

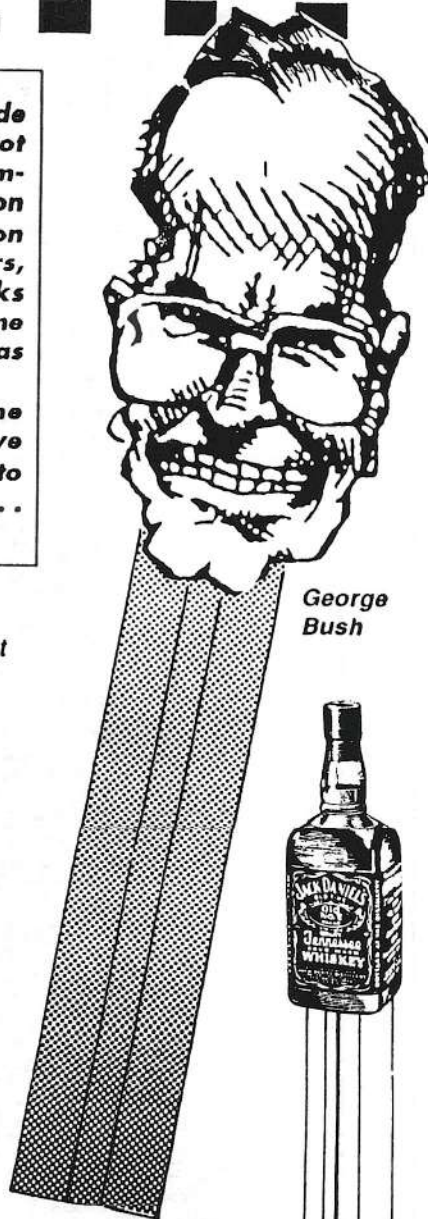
... It's... PEZ FROM

**OP's** informed inside sources tell us that not only does the PEZ company miss the boat on many popular cartoon and movie characters, but its marketing folks have now and then come up with real doozie ideas for new dispensers.

Luckily, none of the ones shown here have ever found their way to public candy counters... but you never know!



**Sports Fan Pez**  
Special dispenser for sports event spectators – "Number One" hand lights up!

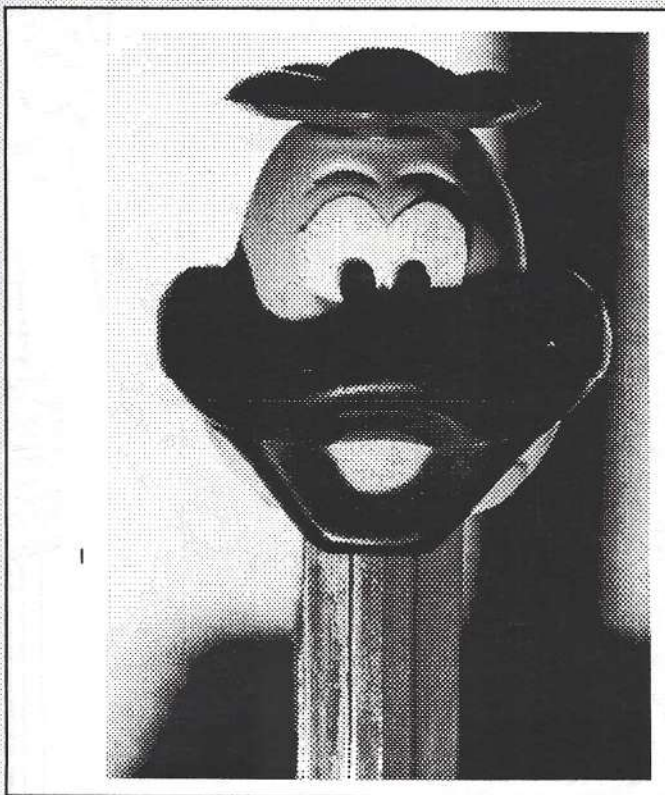


**George Bush**



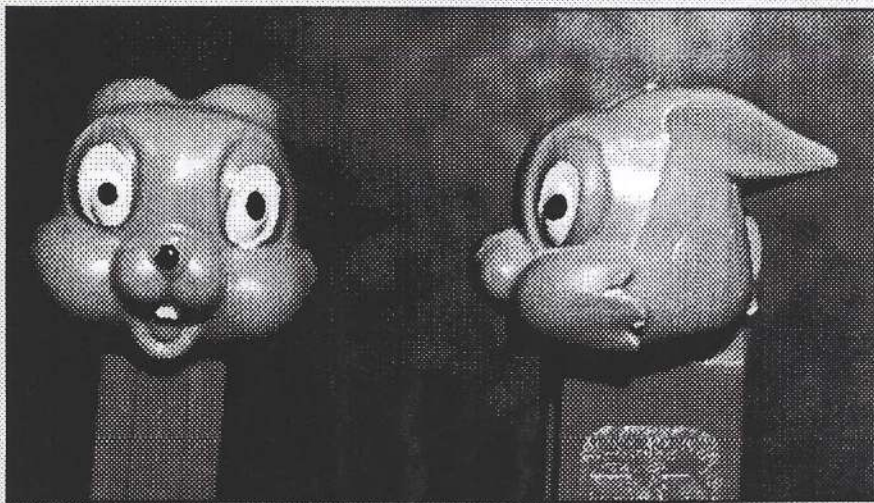
# HOT SHOTS

*The theme for Hot Shots this issue is stupid, ridiculous-looking dispensers that should have been recalled on aesthetic grounds. Exhibit A is the Duckie, below. Does it look like a duck? Why is there a flower on his head? What does this character have to do with Easter? Sheesh!*





*On this page are two botched attempts at recreating some lovable Disney characters. Above, believe it or not, is Chip, one half of the Chip-n-Dale rodent pair. You've never seen him like this! Below, two views of the alleged Thumper dispenser; it hardly even looks like a rabbit!*





**Send your letters to Mike Robertson; P.O.Box 606;  
Dripping Springs, TX 78620**

Hi Mike,

First for the important stuff, thanks for creating such a great magazine. My mom and I have alot of fun reading about all the different PEZ containers and collectors!

I have been collecting PEZ for about three years; I'm eight years old and I have about 30 PEZ containers. My granny buys and sells antique toys all over the U.S. so she's always sending old ones. I have the softhead Joker, the first PEZ (it's in pretty good shape), and many others. I store them on a shelf in my bedroom, and my mom only lets me use one at a time so they won't get broken. They all fell during the earthquake in October; some of the feet broke off on the bodies, but they did pretty good otherwise.

Every year I take my collection to school and put it in the display case in the library. I get so many compliments from the kids, I can't believe it. I thought my mom was strange when she wanted me to start collecting PEZ but now I like them alot! I collect baseball cards, too.

My granny gave this subscription to my mom and me as a gift and we decided to do the same for a friend of ours that collects PEZ; his name and address are on the enclosed subscription form. If you could send him **The Optimistic PEZZIMIST** starting at Vol.1. No. 1. we would really appreciate it!

Happy collecting,  
Nickolas Bradley and Mom  
Santa Clara, CA

**Thanks for writing, Nickolas. I'm glad to see a new generation of PEZ Pals springing up. I only wish I had kept the PEZ I had when I was a kid! I know what you mean about your collection attracting attention; mine is on prominent display in our living room and visitors are always fascinated by it!**

**The idea of sending O.P. subscriptions as a gift is a great one (heh heh)! I would remind everyone once again, though, that subscriptions will always start with the most recent issue.**

Dear Mike,

Here's another little PEZ "bit" from the local NJ Sunday funnies! Thought you could add it to your collection.

The Ultimate PEZ Guide is really wonderful. I learned much from it; for instance: 1. I have both Dumbo and Circus Elephant. 2. My Puzzy Cat needs a hat. 3. My Mexican PEZ Pal needs more than just his hat. What a great reference source—Thank you, Thank you! Your efforts are appreciated and your patience admired!

All the Snoopy PEZ are out in full force here on the "beautiful" Jersey Shore. They're in both cellophane and blister packs. If any fellow PEZ pals can't find blister packs of their favorite new PEZ, I'll be glad to pick them up for cost + shipping (Gee, sounds like a free Pezzmart ad potential!)

Also, if anyone travels to Canada, they might be so kind as to stock up on whistler's and Disney's and help us out by selling them reasonable.

Question about the Olympic PEZ (as I've never seen one). Where were they available— in the stores or only at games? Were they sold only the area? I'd love to see a photo

of one. Also hope someone stocks up next time and can make us all a deal we can't refuse!

Thanks,  
Kathleen Eovino  
2505 Algonkin Trail  
Manasquan, NJ 08736

**I just LOVE getting lengthy notes from PEZ people! Kathleen sent a Hi and Lois Sunday comic strip which featured the kids searching under the couch cushions for treasure and finding "27 cents, an earring, a roll of antacids, a matchbook and some REAL old 'PEZ'".**

**Kathleen, As far as I know, the Olympic PEZ were only sold at the games themselves. However, what's done with the leftovers? Until late last year, you could order the Olympic Wolves from the PEZ distributor in Yugoslavia, but they say they are all out of 'em now. Your wish for pictures, though, is hereby granted in this issue.**

**Wouldn't it be great if some O.P. subscriber was a candy wholesaler who could get us each a box of Peanuts dispensers (with header card) or whatever else might come along? Kathleen, your offer to supply the world with Peanuts PEZ is very generous and I'm sure you'll get some takers. It would also be great to be able to buy Canadian dispensers in quantity from someone we knew and trusted. I know several subscribers live close enough to the Great White North to go over and get PEZ, but we only have one subscriber actually living in Canada....wait! I think I hear him now!**

Dear Mike,

Love the O.P. and do appreciate all the work you and your advertisers go to to make sure we get a "neat" surprise in every issue.

You may know that there are "new" PEZ out in Can-

ada now— Huey, Dewey and Louie— yes, three different coloured hats (red, green and blue). The “Duck Children” had only two colours, I believe. They are slightly different (painted eyes) from the 1rst issue.

Now that you've done the PEZ boxes, how about a list of the “dresses” (the cardboard outfits) by series? A list of clickers? Yo-yo's, etc.? Did you know there is a jumping rope? I've got one as does a friend of mine. Candy (not PEZ) fills the plastic handles and the “rope” is plastic!

Enclosed find, for your eating and collecting pleasure, three Kinder Surprise Eggs. These have been available in Canada for over five years now. The earliest ones we used to get (c. 1982) had a solid pre-constructed piece, sometimes metal. They are all do-it-yourself now. 1989 theme was Disney, so there were Disney characters to put together. This year's theme is Pink Panther, so if one of your plastic tubs is pink and yellow instead of just yellow, it contains a Pink Panther item. I'm told upcoming for 1991 will be Smurfs. **[Arrrrrrghhhhhh, nooooo!!!!— ed.]** When/if these things ever hit the States, they will become as “hot” as PEZ for collecting. I've never seen such craftsmanship and engineering genius in such small toys. They make Cracker Jack toys look pale by comparison.

A friend of mine did a 10-city tour of Australia and looked in over 30 stores for Rhino, Camel and Koala. He found only three Koalas in two of the cities. Those three whistlers were not released in Canada or USA, but judging from the countries listed on back, they were issued everywhere else!

Best Wishes,  
Ross Hartsough  
Winnipeg, Canada

**Even more than long letters, I love long letters which come with goodies inside! Some of you may be wondering why I've mentioned Kinder Eggs two issues in a row, but they are wonderful! Ross, thanks a million**

**Ross, I got a couple more from England, courtesy of Mark Pawson, who wrote a neat little booklet on his own enjoyment of Kinder Eggs. The toys inside the eggs take several minutes to assemble, not just a matter of snapping two parts together. They are intricate, detailed and just plain coolsville! Get some if you can!**

**This was the second report of the new Duck Child variations to reach me. I haven't seen them as yet, but once again, it would be great if someone would stock up on these and sell them at reasonable cost to us southerners.**

**The idea for articles on costumes is a good one, and the other items mentioned will be covered in an upcoming feature on premiums and promotional items.**

Dear Mike,

I just love your magazine! I have been interested in PEZ for about four years. I never thought that as many people as there are felt the same way about PEZ as I do. I just finished cataloguing all my dispensers from your ultimate list and I came across a couple of dispensers that I couldn't place. Maybe you can help me out. The first is a mouse, a brown head, painted pink on ears and painted eyes. You'd think that it was "Jerry", but my dispenser has a light pink piece that makes up the mouth. The nose is brown and comes out through the pink. The next one is...I don't even know how to describe it! He wears a black hat, rim curled up a bit. A pink face, black eyes (painted). A separate white piece (I guess it's a long mustache)— It goes almost around his whole head. A brown nose is yet another piece that is put on top of the white piece. There is also a red painted tongue on the pink part. The last "mystery" dispenser is a donkey, gray, with big ears, and six hairs molded into the forehead. The eyes are black and painted on. There is a separate pink piece for the nose and mouth. The 1st two have feet, the donkey does not. These dispensers are from Canada, so I don't know if that is the reason why

ers are from Canada, so I don't know if that is the reason why I could not find them on your list. Please help! I'm dying to know if I made a big discovery, or just a big mistake! Keep on making a wonderful publication for us "delightfully different" people who love PEZ!

Thanks!  
Liz Phillips  
Westfield, NJ

**'Fraid there's no big discovery here, Liz. Your mouse is indeed Jerry and you can tell for sure by the MGM trademark located on back of his head. The pink critter with the mustache is "Chip"; he's pictured in the Hot Shots this issue. Finally, your Donkey is one of the Whistling Zoo. You didn't mention a whistle in the back, so maybe it's missing, but the description otherwise fits.**

**If any of you need help identifying dispensers, I'm happy to help. You can make the job much easier if you'll just lay the dispenser in question on a copy machine and send me the copy.**

Dear Mike,

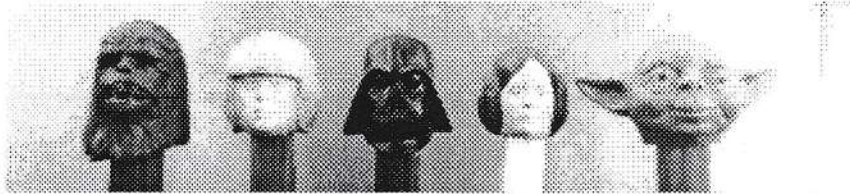
**Another great publication!! Thanks.**

Everyone has at one time or another seen a dispenser with DBP 818 on it instead of a U.S. patent number. Until now we have all wondered "What does it mean?" Thanks to a German friend of mine, the question is finally answered. It is "Deutsches Bundespatent"--"German Confederation patent" and the number of the patent.

Happy Pezzing,  
Maryann Kennedy  
Marshall, MN

**As always, Maryann, thanks for the great info. That's all the letters we've got room for this time.**

# Oklahoma Warehouse Find Reveals Star Wars PEZ Characters



PEZ Enthusiasts everywhere were stunned and surprised to learn that a batch of PEZ candy dispensers in the shape of characters from the popular movie Star Wars has been found in a warehouse in Oklahoma. Five characters from the movie were found in a box of promotional material. They are Chewbacca, Luke Skywalker, Darth Vader, Princess Leia, and Yoda. Star Wars PEZ have been rumored for years. John Ciafalo, spokesman for PEZ, said in a 1982 interview that the company was negotiating for the license to release the movie characters as PEZ dispensers. Months, then years, went by and no more was heard on the subject.

In May, 1990, a real estate agent named Bill K. Asham was inspecting a large warehouse he was listing for sale. The warehouse was apparently empty, but in an upstairs loft, Asham found a pair of sealed boxes. Inside one box was several hundred National Geographic magazines; in the other were the Star Wars PEZ dispensers. They were on blister cards featuring art from the movies and the box contained six of each character. "I didn't even realize that they were valuable when I found them," Asham said. "I mean, I figured that PEZ had already sold Star Wars merchandise, since it seems like every other company brought out stuff for the movies." When Asham shared news of his find with some PEZ collectors, however, he realized that he had

## Lost for years, only the prototypes for the Star Wars dispensers exist

apparently stumbled on the prototypes for a group of dispensers that never made it to commercial release. As such, the discovery could be worth a considerable sum.

In the past two years, the collectible market price for PEZ items has skyrocketed, with many older dispensers now fetching over 200 dollars each from avid collectors. Asham plans to auction the Star Wars prototypes through The Optimistic PEZ-ZIMIST, a magazine especially for PEZ collectors.

However, if you read down in the fine print, you may discover that the pictured dispensers are actually fakes and this article is a hoax. The Star Wars PEZ were constructed by Roland Austin of Stillwater, Oklahoma, using heads from Star Wars action figures. Darn!

# PEZ Poetry Page

*I never thought we would be running poetry in this declass  rag, but, thanks  
to Callee Jo Smith and her Grandma, behold!*

*Pezsonalities— fact, or  
Pezsonalities— fiction,  
The PEZ candy dispensers  
Are my personal addiction.*

*A real Disney Thumper?  
Or the generic kind?  
Who cares? I don't have it!  
It's one heck of a find!*

*A Trojan Warrior?  
Now who can that be?  
The Knight? Or could it be Thor?  
I don't care, sell it to me!*

*My soul for a die-cut  
Or, a PEZ with soft head.  
I'll trade my Donkey Kong  
For a DWB of bright red.*

*An OP auction sale?  
PEZ dispensers you say?  
I will bid on them all!  
You can't keep me away!*

*Pezsonalities— fact, or  
Pezsonalities— fiction,  
I'm an Optimistic Pezzimist  
And, I love my addiction!*

*— Callee & Grandma —  
27*

# PEZZANT MARKET

**PEZ FOR SALE:** Snow White (white collar) \$80, Popeye (old style/yellow face) \$32, Mickey Mouse Die-Cut \$85, Frankenstein \$155, Psychedelic Eye \$300, Olive Oyl \$125, Creature from the Black Lagoon (rare black head) \$225, Rooster \$20. David Welch; RR2 Box 233; Murphysboro, IL 62966. (618) 687-2282.

Wanted! 60's and 70's cereal boxes and prizes from Quisp, Quake, Trix, Cocoa Puffs, Wheat Honeys, Frankenberry, etc. Graham Triebel; Box 481, Rt. 113; Lionville, PA 19353.

For Sale: 110 assorted PEZ dispensers, many still in package. Group includes

Regular, soft-head Joker and Penguin, plus many others. Will sell for \$200. John Larsen; 523 Third Street; Colusa, CA 95932. (916) 458-4769.

Wanted: PEZ— still need some commons. What do you have? Call John Devlin (314) 487-0544.

WANTED: PEAR and PINE-APPLE PEZ dispensers. I also collect color variations and anything PEZ— advertising, displays, premium items, anything PEZ. Excellent traders available or top prices paid. Want to hear from PEZZERS. All letters answered. Maryann Kennedy; 409 N. 5th Street; Marshall MN 56258. (507) 532-6926.

PEZ wanted: Zombi, Brutus, Olive Oyl, Peter Pan, Snow White. Many PEZ for trade. Write for our list today! Ned & Jill Russell; 3103 Lincoln Avenue; Alameda, CA 94501. (415) 522-3037.

1982 PEZ Space Gun—silver or red— MOC \$75.00 each. Will trade these and other PEZ for old, expired credit cards (American Express, Texaco or other gas companies, Department stores, Diners Club, etc.) This is no joke! Sell me your old credit cards! Roland Austin, P.O. Box 2641, Stillwater, OK 74076. (405) 624-9624.

Magic Cards as seen on television. Do over 100 amazing tricks. Just \$5.00. We carry over 2300 Magic Tricks and Magic Books. Send for Giant catalog of tricks we sell, includes free Magic trick—\$2.00. The Old Curiosity Shop; 409-16th Street. Dept. PZ; Watervliet, NY 12189. (518) 273-1374. Mastercard/Visa accepted.

See this ugly blank space? This should have been **your** free ad! Use your ad next issue!

The Deadline for ads, letters, or any other submissions for Issue #5 is July 5, 1990

# A KINDER, GENTLER AUCTION

Since Richie is not having an auction this issue, I dug through my own box of duplicates to bring you an auction aimed at newer collectors. There's nothing here that will fetch those hundred dollar prices we all dread. But there are a great number of new collectors looking for semi-rare items and this list is for them.

Rules:

Bids will be accepted by phone only, beginning at 7:00 p.m. (Central Daylight Time) on Tuesday, July 10, 1990.

There are no minimum bids.

Bids must increase by 10% over the current high bid. The auction will end at 11:00 p.m. (CDT). No all-night bidding wars for me!

Winning bidders will be notified by mail; or you may call me on the night after the auction to see if you won anything.

Winning bidders will receive a bill for the item(s) won and an additional postage/wrapping charge.

No items will be sent out until payment is received.

I guess that covers it! I hope all you newer collectors can give a good home to these dispensers.

Mike Robertson

512-858-7720

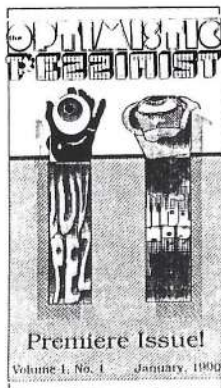
Auction Date: Tuesday, July 10

7:00—11:00 p.m. (CDT)

1. **Wonder Woman** (Soft head)
  2. **Duckie** (Off-white head, red lips, blue flower)
  3. **Angel**
  4. **Joker** (Soft head)
  5. **Maharajah PEZ Pal**
  6. **Sheriff PEZ Pal**
  7. **Pirate PEZ Pal**
  8. **Policeman PEZ Pal**
  9. **Raven** (Black head, yellow beak, red glasses)
  10. **Jerry the Mouse**
  11. **Roadrunner**
  12. **Monkey in Sailor Cap**
  13. **Lion with Crown (Roar the Lion)**
  14. **Dr. Skull**
  15. **Batman (Soft Head)**
  16. **Doctor PEZ Pal** (missing silver reflector, otherwise complete)
  17. **Silly Clown B** (no collar)
  18. **Rooster** (still in package with lemon and grape candy in old-style wrappers and a flyer for the Dinosaur/Space Sticker album.
  19. **Peter PEZ** (still in package with candy)
  20. **Rudolph the red-nosed reindeer** (still in package with candy)
  21. **Barney Bear** (still in package with candy and "Free Water Color Paint Set" included)
  22. **Clown Whistle** (not sold in US, still in package)
  23. **Lamb Merry Music Maker** (still in blister card package)
  24. **Little Lion**
- Numbers 25 and 26 are Totem dispensers, an imitation of PEZ. They are still in the package and include three packs of round candy.
25. **Totem Dog** (looks suspiciously like Scooby Doo, but is not licensed)
  26. **Totem Gorilla** (purple face with green baseball cap)
  27. **Hector Heathcote dispenser.** This is a rare candy dispenser, similar in design to the Totems, but with no markings on the body. It is in the original cardboard box, which features pictures of Fred and Wilma Flintstone, Bozo, Yogi Bear, Dino, Pebbles, Huckleberry Hound, and Dino. Also in the box is a roll of "Freshettes" candy to use in the dispenser.

Auction ends Tuesday, July 10  
Call Mike at 512-858-7720 to bid

# The Back Issue Dungeon

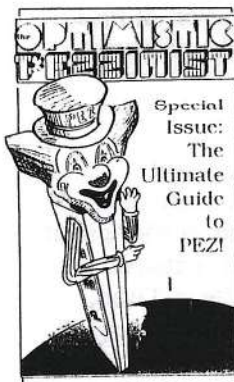


Debut issue (January 1990), featuring PEZ Patents, the first PEZ Poll, Crossword PEZZLE, letters, Hot Shots, and more!

Issue 2 (March 1990) contains the Haas family story, Demystifying Die-Cuts, Collector Profile (Ned & Jill Russell), Poll results, and the usual features.



**These issues are in very limited supply! Order from:**  
**Mike Robertson**  
**P.O. Box 606**  
**Dripping Springs, TX 78620**



Issue 3 (May 1990) has the huge Ultimate PEZ list, John McClung's Hollywood PEZ, letters, Collector Cards, etc.

Issue 4 (July 1990) features photos of Ultra-Rare PEZ, plus profile of John McClung, his PEZ from Hell center-spread, and more!



Copies of Issue 1 are now ten dollars each  
Issues 2 and 3 are seven dollars  
Issue 4 is three dollars

PEZ Gallery  
Collector Card

**Cockatoo**

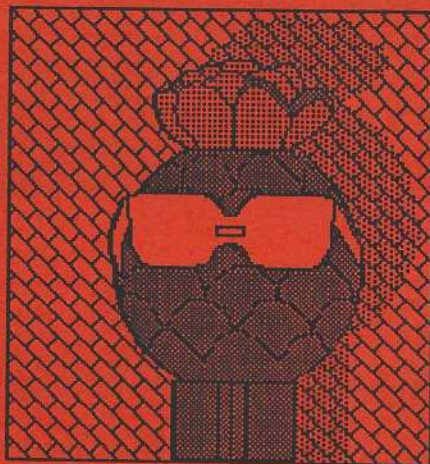
This three-piece head  
(head, beak, topknot)  
is also found in sev-  
eral different color  
variations



PEZ Gallery  
Collector Card

**Pineapple**

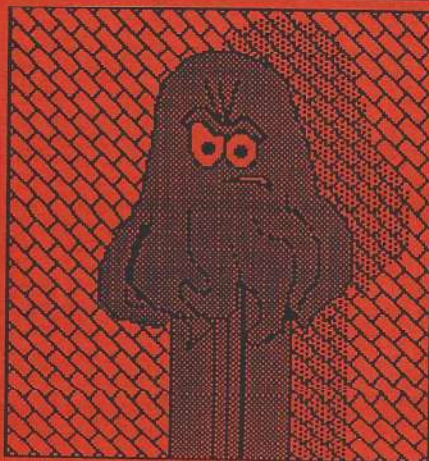
A hard-to-find Crazy  
Fruit character with  
orange head, green  
leaves on top and  
those crazy white  
shades.

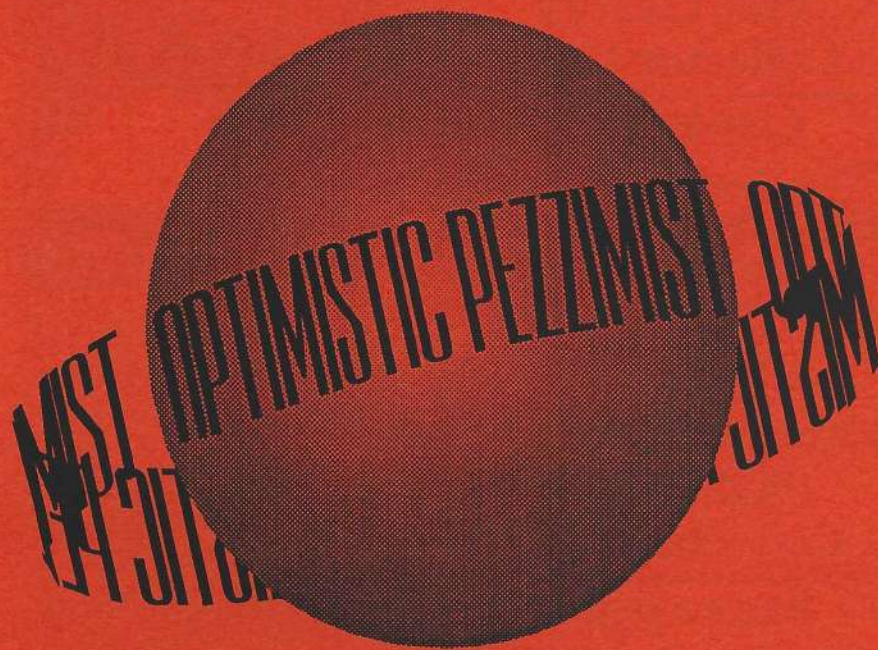


PEZ Gallery  
Collector Card

**Blob/Octopus**

A single piece head  
makes up this dis-  
penser. The head  
has been found in  
red, orange, and  
black.





The Optimistic PEZZIMIST!  
Spanning the globe, or at  
least most of Dripping  
Springs, Texas, to bring you  
all the news of interest in  
the wonderful world of PEZ  
collecting!