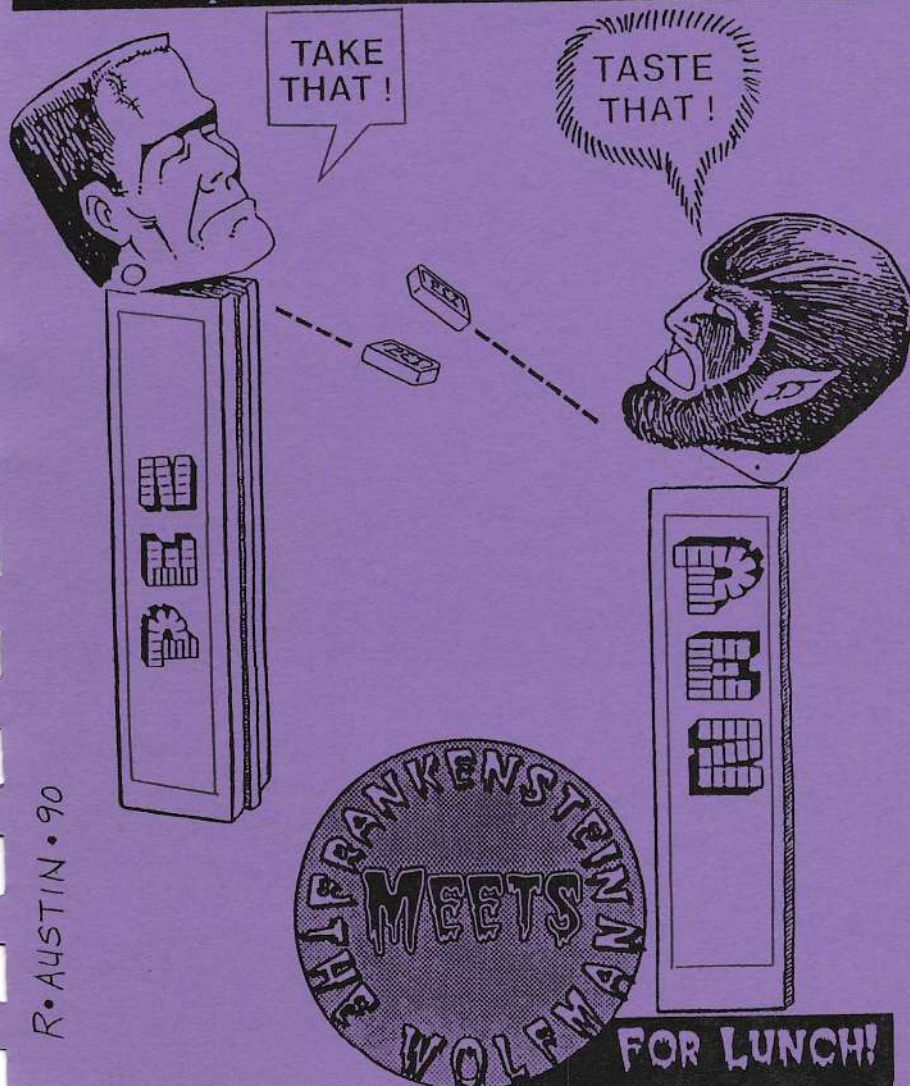


the OPTIMISTIC TERRIBLIST

The Indispensable Guide to PEZ Collecting



R. AUSTIN • 90

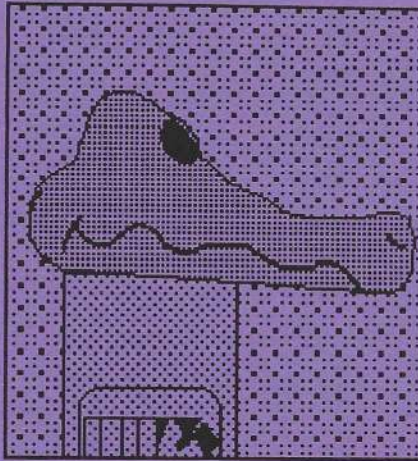
September 1990

#5

PEZ Gallery Collector Card

Crocodile

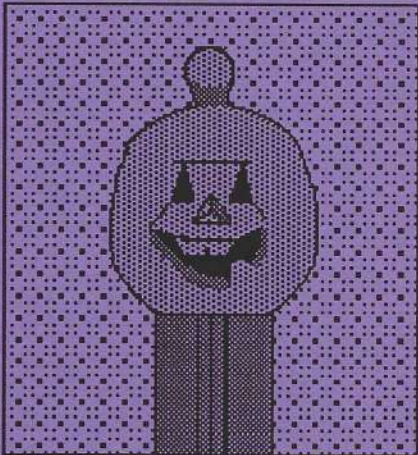
Has a green head
(found in different
hues of green) and
two red eyes.



PEZ Gallery Collector Card

Pumpkin

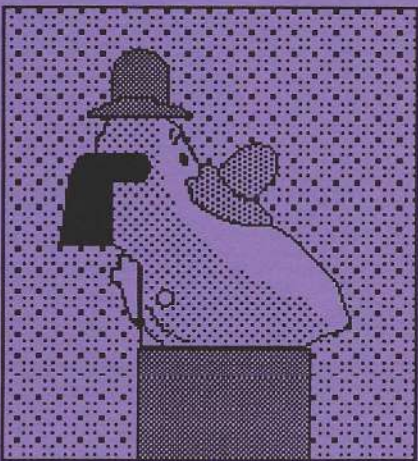
One of the less fright-
ening Halloween
dispensers, it has an
orange head with a
small black piece
inside.



PEZ Gallery Collector Card

Silly Clown A

or "Long-faced
Clown", the face is
white. Separate
pieces form hair, hat
and nose; these may
be almost any color.



the OPTIMISTIC PEZZIMIST

**The Optimistic
PEZZIMIST
Vol. 1, No. 5
September, 1990**

Publisher/editor
Mike Robertson

Contributing Artists
Roland Austin

Writers
Joan-Marie Domino
Mike Robertson

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Lisa Robertson

Printing
Ginny's Printing,
Austin, Texas

Who
Wrote the Book of Love

**The Optimistic
PEZZIMIST** is published bi-monthly by ShadowNoZe Productions, a non-existent front organization for a cabal of Illuminati and Sub-Genius anarchists who all believe that **Plan 9 From Outer Space** is one of the greatest movies of all time and that Fizzies were the perfect food...go figure.

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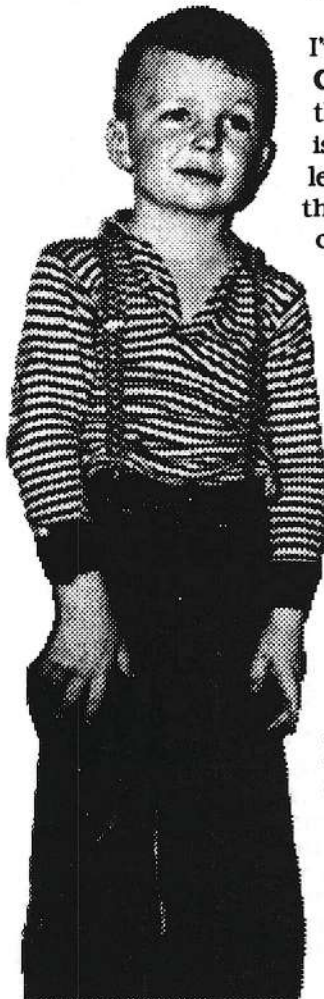
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Neat Stuff	every page

About the Covers

This issue's front cover is by Roland Austin, from Stillwater, Oklahoma, whose *faux* Star Wars PEZ last issue were only a small example of his craftsmanship. A big tip o' the PEZ Fez, Roland, for a great job.

The back cover is a photo of a 1970's reissue of a very early PEZ poster, from the collection of Ross Hartsough. Thanks for sharing this beauty with us,
Ross!

Mike Sez:



I've enjoyed working on this issue of **The Optimistic PEZZIMIST** more than any of the previous ones, aside from the debut issue; I hope it shows! As I continue to learn more about my computer and about the printing biz, **O.P.** will reflect that increased knowledge.

One of the things I like about this issue is that things are starting to work the way I'd always hoped; more than twice as many subscribers sent in ads for this issue, even though a gremlin printed the wrong deadline date. Thanks to all of you and especially to those who purchased full-page display ads! Your participation and support helps me gear up for another issue, in spite of the frequent thoughts that it would be easier to just chuck the whole thing.

Also, several subscribers have sent pictures or info that is very useful in assembling this magazine. I love to get letters and calls from new collectors who are so enthusiastic about PEZ that they're giddy! I'm glad I can have a role in stoking that fire!

There's one article that I had planned for this issue that isn't included after all. I can't tell much about it right now. It's a big story, one that may be

the most significant piece ever printed in **O.P.** But it's still developing, so I had to yank it and run something else instead. Next issue, I'll tell you all about it. Fortunately for me (and for those of you who hate staring at blank pages in magazines), a manila envelope arrived in my mailbox containing a pretty nifty article on PEZ. The article originally ran in a magazine called **Connecticut**, published in Montana (just kidding). The strange part was that there was no return address on the envelope; there was a brief note inside saying that perhaps our subscribers would find the article of interest, but the note was not signed. I don't know who the mysterious benefactor was, but it was great timing!

I saw a couple of **O.P.** subscribers at the Big D Super Collectibles Show in Dallas. There was not much PEZ up for grabs at the show; Texas may be the worst state to find older dispensers! But I really believe if all us collectors keep asking dealers for PEZ that more and more old items will surface.

Some random thoughts regarding PEZ:

When you look at the Warner Brothers characters available, several questions arise. How come we have obscure characters like Merlin Mouse and Cool Cat, but no Elmer Fudd? Why do we get Petunia Pig but no Porky? Wouldn't a Yosemite Sam or Tasmanian Devil dispenser be neat? Or even Pepe LePew? What's the worst mistake ever made by someone trying to identify a PEZ dispenser for you? Norm Hunt told me that a woman offered him a Dennis the Menace PEZ once; it turned out to be the Pirate PEZ Pal! Craig Robbins and I were both offered a Frankenstein once. When I called to find out more details, I asked the lady for a description. She said, "Well, he's got a green face, two buck teeth, and long black hair." In other words, it was Mr. Ugly, who shows his goofy face every autumn.

Closely related to the previous question, what's the most outrageous price ever asked for a common dispenser? I was generously offered a Bugs Bunny with feet recently for only forty dollars, plus postage! As for new dispensers in stores, I paid \$1.89 for a new Donald Duck in a mall candy shop; I believe this may be some sort of record.

On a very serious note, our sympathy, prayers and supportive thoughts go out to Richie Sternfeld, who lost his wife in an auto accident recently. Richie has done so much for PEZ collectors; ironically, there is little that we can do in return at a time like this. But we can say we're thinking about you, Richie, and wishing you strength and peace of mind to face the future.

Mike

AUCTION NEWZ AUCTION NEWZ AUCTION NEWZ

Results of Mike Robertson's Kinder Gentler Auction, July 10:

Wonder Woman (soft head)— \$20



Duckie— \$17

Angel— \$4

Joker— \$26

Maharajah— \$9

Sheriff— \$33

Pirate— \$22

Policeman— \$11

Raven— \$8

Jerry Mouse— \$24

Roadrunner— \$19

Monkey Sailor— \$12

Lion with Crown— \$10

Dr. Skull— no bids

Batman (soft head)— \$21

Doctor— no bids

Silly Clown B— \$5

Rooster— \$13

Peter PEZ— \$34

Rudolph— \$8

Barney Bear— \$24

Clown Whistle— \$9

Lamb Whistle— \$8

Little Lion— \$11

Yummy Dog— \$14

Yummy Gorilla— \$11

Hector Heathcote— \$37



David Welch Auction Items:

Chick-in-Egg (hatless)— \$55

Parrot Whistle— \$10

Tiger Whistle— \$13

Indian Whistle— \$10

Personalized— \$120

Make-A-Face— \$325

PEZ Counter Display— \$61



News? I got no news...I've held this space open until the last minute in the vain hope that the PEZ Company and, in particular, Scott McWhinnie, would deign to reply to my letter of a month ago. I can't understand a company which is so unresponsive to its consumers. I'm reprinting my letter to Mr. McWhinnie below, so that you can see the unreasonable demands and harassment which I heaped upon him. Maybe some of you would like to write and reinforce some of these ideas.

Dear Mr. McWhinnie,

I wanted to write to tell you how I have appreciated the increased number of new PEZ dispensers so far this year. It seemed for a few years recently that we were lucky to have one new character a year. But this year, we've had the Garfield with visor, the new Easter Bunny, and the four brand new Peanuts characters. Does this represent an official change in policy or did things just work out this way? It would be great to have a new dispenser every month or so! What's in the pipeline for the next new character?

I would also cast a vote for more non-licensed characters on dispensers. The Warner Bros. cartoon gang and the Super heroes are fine, but I miss the Kooky Zoo-type animals and even the variety of PEZ Pals. Perhaps sales were not as brisk for these as for the familiar characters, but I notice the trucks and whistles are still churned out regularly.

According to my research, 1992 will be the 40th anniversary of the introduction of the PEZ dispenser with head in the USA. Are there any plans to do something special for this occasion? Many of the collectors I correspond with have expressed the wish for a special commemorative PEZ of some sort, or a re-issue of a rare item, such as the Arithmetic dispenser. They also would love to see the PEZ company once again offer premium items, like the display stands or the various buttons, clickers, masks, etc. that used to be offered in every package. Something like the Golden Glow would be great to see again—maybe in silver this time!

It seems to me that the company is missing some potential market areas. Today, when you can buy a T-shirt for any company or product, it seems, where is the PEZ shirt? I work as a computer graphic artist and would gladly design such a shirt at no cost if the company would offer them to collectors and interested parties as a premium item.

Maybe I seem too fanatical about all this. But there is a large group of folks in the US who have deep feelings of devotion for the things that made our childhood special; one of those things is PEZ. We just want to see more recognition of our favorite toy & candy and more opportunities to show our devotion. I know over a hundred people who buy multiple packages of every dispenser your company makes; they would love to see more different dispensers and other products with the PEZ logo. We are true fans; please keep the PEZ goodies coming!

Wishing you continued success and pledging continued support,

Mikc Robertson

I'm Back

and looking for the following

PEZ:

**BRIDE
GROOM
KNIGHT
ALPINE
COWBOY
DIE-CUT EASTER BUNNY
LION'S CLUB LION
CREATURE
DOPEY
MARY POPPINS
WITCH REGULAR
CAMEL WHISTLE**

**Send lists and prices to:
Craig Robbins
22262 Craggyview
Chatsworth, California 91311**

**No one pays more
for PEZ.
Some good traders
available.**

**KOALA WHISTLE
RHINO WHISTLE
TIGER WHISTLE
ARITHMETIC
MAKE-A-FACE
PEAR
PSYCHEDELIC FLOWER
OLYMPIC SNOWMAN
OLYMPIC WOLF
OLYMPIC WOLF (SKI HAT)
OLYMPIC WOLF (BOBSLED HELMET)**

**Send lists and prices to:
Craig Robbins
22262 Craggyview
Chatsworth, California 91311**

the TICK

...our new Pez Pal

It's not just us ordinary mortals who love PEZ! Superheroes are also powerless when assaulted by the urge for PEZ. These panels are from **The Tick** No. 7, February 1990. Maybe the Tick is not as well-known as, say, Batman. But any hero who loves PEZ is Super in our book!



BUT WHAT THIS FEAST NEEDS, ARTHUR, IS PEZ.





The Tick is written and drawn by Ben Edlund, inked by Dave Garcia, lettered by Bob Polio, and edited by George Suarez. It is published by New England Comics and should be available at your local comic shop. The Tick is a fun book to read; the hero doesn't always seem to have both oars in the water, but the details in the pictures and the clean, crisp artstyle make for delightful reading. It was interesting to see how Ben Edlund drew PEZ dispensers, probably from memory. I can see a Mickey, a Donald, and maybe a Spider-man. What do you see? A couple of years ago, it was revealed that another superhero, The Flaming Carrot, carried a PEZ dispenser in his utility belt. Not a bad idea.



Pezazz

Photos and Postcards (4" x 6")

Sold in sets of 10. Circle your choices from the following list of 145!:

Air Spirit, Alpine, Arithmetic, Arlene, Astronaut 1 or 2, Baloo, Batgirl, Baseball Glove, Batman(Soft or Hard or w/Cape), Betsy Ross, Bozo, Bride, Bozo Die-Cut, Brutus, Bugs, Bullwinkle, Captain, Casper, Captain America, Captain Hook, Chip, Clown(w/ collar or long face), Cow B, Cocoa Marsh, Cool Cat, Cowboy, Creature/B.L., Crocodile, Daffy, Dalmation, Diabolic, Daniel Boone, Donald Duck (Reg or Die-Cut), Dopey, Droopy Dog, Dumbo, Duck Child, Easter Bunny '90, Fishman(Black), Foghorn, Giraffe, Groom, Frankenstein, Goofy '89, Green Hornet, Henry Hawk, Hulk, Joker, Hulk, Indian (Brave, Chief, Squaw, Whistle), Jiminy Cricket, King Louie, Mowgli, Li'l Bad Wolf, Lion w/crown or Lion's Club, Mary Poppins, Merlin Mouse, Mickey Mouse(Die-Cut, A, '89), Olive Oyl, Oympic(Snowman, Wolf, Ski, Bob), Panda, Pear, Penguin, Peter Pan, Peter PEZ, Petunia Pig, Pilgrim, Pilot, Pinnocchio remake, Pluto, Popeye(Orig, remake), Practical Pig 2, Pumpkin, Psychedelic (Eye[Flesh, Black], Flower), Rabbit, Regular PEZ Box, Tweety, Road Runner, Robot(Blue, Yellow), Santa Full Body, Scare Wolf, Snow White, Smurf (or Papa), Space Gun '50s, Speedy, Spiderman, Spook, Stand by Me, Sylvester, Thor, Tinkerbelle, Uncle Sam(Light, Dark), Vamp, Wile Coyote, Pooh, Witch(1,3 piece), Wolfman, Wonder Woman(Soft, Hard), Zorro, Zombi, Wounded Soldier, Whistles:(Camel, Frog, Koala, Monkey, Parrot, Penguin, Rhino, Tiger), Group Shots:(5 Olympic, 6 Bunny, Bride/Groom, 5 Regular, 30 Totems, Arithmetic w/ Instructions, 87 from 1976 cover of Manufacturing Confectioner Magazine), Premiums:(Big Clicker, Costume Book Cover, Glasses, Inflatable Peter PEZ, PEZ Flag, PEZ Flavor Girls, Visor, Yoyo.)

**New! Photo of 213 PEZ Dispensers available in 2 sizes:
8" x 10" OR Poster Size 20" x 28"**

Prices:

Photos 4" x 6":	\$8.00+ \$1.00 P&H =	\$9.00/set of 10
Post Cards 4" x 6":	\$12.00+ \$1.00 P&H =	\$13.00/set of 10
Photo 8" x 10":	\$10.00+ \$1.00 P&H =	\$11.00 each
Poster 20" x 28":	\$35.00+ \$3.00 P&H =	\$38.00 each

Total Sets of Photos: _____ @ \$9.00 per set = _____
 Total Sets of Post Cards: _____ @\$13.00 per set= _____
 Total No. of 8" x 10" Prints: _____ @\$11.00 each= _____
 Total No. of 20" x 28" Posters: _____ @\$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

PEZ for Sale:

- Policeman 1A**—\$12
Maharajah 1A—\$15
Ringmaster 2A (missing hatband)—\$25
Cocoa Marsh Space Man 1A (metallic blue dispenser)—\$100
Cocoa Marsh Space Man 1A (navy blue dispenser)—\$100
Cocoa Marsh Space Man 1A (lighter blue dispenser)—\$100
Football Player 1A (red helmet, white stripe, face mask and mouth guard, with original box missing top flap, otherwise excellent)—\$140
Pilot 3US—\$25
Pilot 4A—\$20
Cat with Derby 2A (orange hat, black face)—\$20
Chick-in-Egg no#, A (red hat, purple egg)—\$15
Duck with Flower 1A (White face, red lips, blue flower, no spring in head)—\$22
Duck with Flower 1A (Green face, yellow lips, red flower, 2 splits on mouth piece)—\$15
Easter Bunny 2A—\$5
Elephant 1A (orange face, green tongue, blue top hat, small crack on dispenser)—\$20
Gorilla 2A (dark brown face, red eyes)—\$12
Lion with Crown 1A (red crown, green face, black mane, red eyes)—\$20
Monkey Sailor 1A—\$20
Monkey Sailor 1A (other melt mark on dispenser)—\$15
Panda no#, A—\$15
Panda 2A (minor damage to back of head, inside cartridge broken)—\$10
Rooster 1A (yellow face)—\$15
Rooster 1A (white face)—\$15
Captain Hook 2A (several cracks in dispenser)—\$10
Captain Hook 2A (spring loose, overall wear)—\$12
Snow White 1A (yellow collar)—\$80
Zorro 1A—\$20
Zorro 1A (with "Zorro" printed on side, two minor melt marks)—\$75
Practical Pig 2A (early version, Bicentennial sticker on dispenser)—\$20
Practical Pig 4A (some overall wear)—\$15
Mickey Mouse Die-Cut 1A (melt mark and chip on dispenser on non-die-cut side)—\$85
Mowgli 4A—\$25
Jiminy Cricket 2A—\$25
Pluto 2A (older)—\$12
Casper Die-Cut 1A—\$140
Popeye 2A (new style)—\$15
Santa Claus (Full body, minor paint wear around feet)—\$60
Santa Claus (Full body, overall paint wear, especially around hat, inside cartridge dirty and damaged, making it difficult to open)—\$42
Frankenstein 1A—\$150
Frankenstein 1A (some overall melting and scuffs on dispenser)—\$135
Vamp 3US (soft head)—\$65
Zombi 3US (soft head)—\$65
Air Spirit 3US (soft head)—\$65
Donkey Whistle 4A—\$20
Full Body Robot (red)—\$125
Clown with Collar 1A—\$22
Long Face Clown 2A (Mint in package, with PEZ Lion sticker)—\$25

All items are in excellent or better condition unless otherwise noted.

Refunds issued only in case of description error.

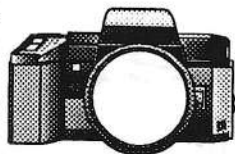
Minimum shipping charge is \$3.00. Additional insurance charge on orders over \$100.00.

Illinois residents add appropriate sales tax or furnish resale number.

Best time to call is 9pm—12am CST week nights. You may call 11am—5pm CST on any day.

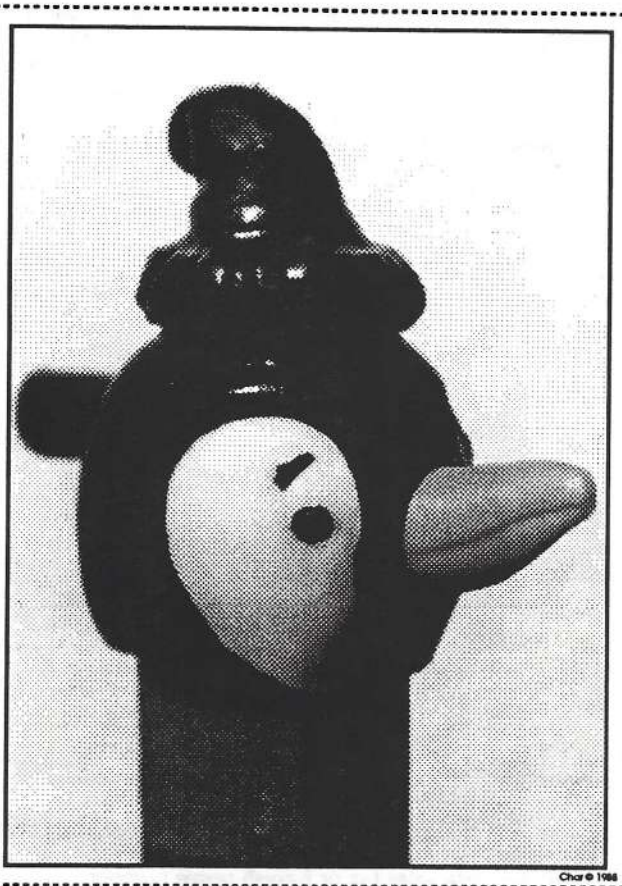
Payment in money orders preferred. Personal checks must clear prior to shipping. No exceptions. No credit cards.

David Welch (618) 687-2282
RR2 Box 233; Murphysboro, IL 62966

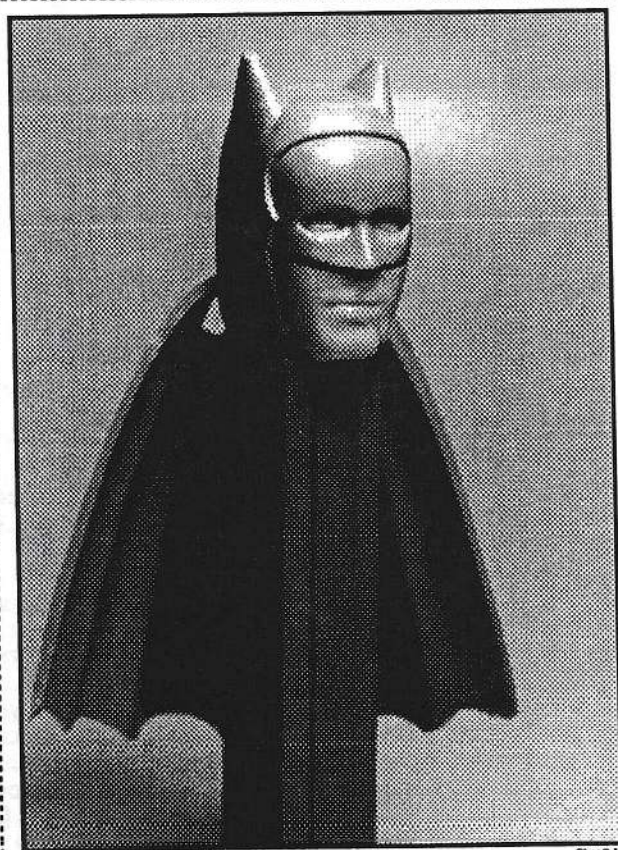


Hot Shots

*This cute Penguin whistle
was never sold in the U.S.*

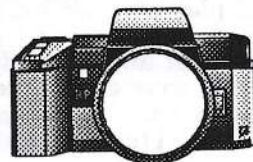


Char © 1988



Char © 1988

*The much-desired-but-seldom-found
Batman with Cape*



Hot Shots



The Domino Factor

"Oh, what a great idea!"... "How did you ever think of this?"... "They're soooooo cute!"... These are the usual responses we get from guests when first being introduced to our PEZ collection. Sound familiar?

And why not collect PEZ? For all the years the PEZ Company has been distributing these cute heads on dispensers, the package wording has basically remained the same — "Collect all your favorite characters." Well, after 20 some-odd years these words from the PEZ Company have finally sunk into our heads...probably for good.

Why did we start collecting PEZ? Maybe it was an "omen" Joan received as a child when she stepped on a dispenser and cut her foot, but the story we both agree on started when we first moved into our house in 1987. Bernie brought two PEZ with him that were his as a child — Batman and Dr. Skull. For two years Bernie insisted on keeping them on our curio where they collected dust and continually toppled over. Then we purchased a Garfield PEZ for a Garfield collector and loved it so much that we bought one for ourselves. We thought they looked so cute together (all three of them) that we went and bought as many other new ones as we could find. We thought that would be the extent of our collection until we found out about OP and learned that there were lots and lots of PEZ to collect, if we were lucky enough to find them!

And lucky we were!! Within one month we had three major PEZ finds (which we now call "PEZ Fixes") that opened us into the world of PEZ collecting.

The first came from a dealer who sold us a box of 36 PEZ Pals in their original wrappers and enclosed in their original display box. We had never seen these before and thought they were ugly, but we bought them anyway. He told us he had found them at an old candy store that went out of business, and said there were cases and cases of them there! Ever since we've been wondering, "What happened to the rest of them?"

The second came from a garage sale where we

bought a bag of 22 older dispensers including Wolfman, Creature, Peter Pan, Baseball Glove and more. By this time we had received our first copy of OP and could not believe our luck in finding such desirable dispensers! As if that wasn't enough, upon talking with the woman who sold them to us we discovered that she was once involved with the PEZ Company. Her family used to manufacture the vending machines that the PEZ Company used. She told us the PEZ Company was sooo nice that they often gave her free samples of PEZ Dispensers. Can you imagine that? [No! — Ed.]

We didn't think anything could top that bag of plastic until we bought a collection of 92 dispensers from a woman who decided to sell them because (are you ready for this, Mike?) she wanted to collect SMURF stuff! Needless to say, our "gain" caused us a week of sleepless nights and still brings tears to our eyes. Why? Her collection consisted of almost all of the soft heads, Bicentennials, animals, characters and just about every PEZ Pall Boy, are we grateful for Smurfs now!

Presently we're into trading more with other collectors. This collection (and OP) has introduced us to a lot of nice collectors from all across the States. We hope one day there will be a PEZ convention...maybe in Orange, Connecticut??

As far as the PEZ Company, we would like to send them this "wish list": bring back premiums, cooperate with OP, sell us collectors their old stock (we really wish!) and take some of our suggestions for new dispensers such as Rock Stars (Beatles, Stones, etc.), the Presidents (so we can finally learn them), Roger Rabbit, musical instruments, food and a domino (of course).

What else do we two collectors do? Bernie is a certified technician with the Goodyear (Blimp) Company, and enjoys TV, hanging with friends, playing the drums and rock music, especially Alice Cooper (He'd make a good dispenser). Joan is in the printing business, plays guitar, gardens, ice skates and talks incessantly about PEZ all day long until everyone she works with refuses to speak to her is she starts a conversation with the word "PEZ". Sound familiar? Some people just don't understand! Our other collections include talking dolls, tea pots, early Ford Mustangs and skulls (fake ones, of course).

We hope our profile wasn't too long but once we got started on PEZ, well...! A big thanks goes to Mike for a delightful publication and the opportunity to be profiled. We hope more of you are profiled so we can read all about your wonderful finds and collections. And of course, we welcome any calls or letters from other collectors.

Our final words (we promise): "To PEZ or not to PEZ; is there ever any question?!"

Joan-Marie and Bernie Domino
363 Northfield Avenue
West Orange, NJ 07052
(201) 736-5856

Silk Screened Shirts Sweatshirts or T-Shirts (All White)

\$20.00 \$12.00



Creature from the
Black Lagoon PEZ
(3 printed colors)



Santa PEZ
(3 printed colors)



Logo on front and back.
(Logo in blue, green,
red or yellow)

Note: Shirt graphics above enlarged to show detail
Proportion of graphics on actual shirts smaller.

- Creature
- Robot
- Santa

- Medium
- Large
- Ex-Large

Send check or M.O. to:
David Talsma
5183 Durwood
Swartz Creek, MI 48473

T-Shirts - \$12.00
Sweatshirts - \$20.00
Postage - \$2.00
Allow 2-3 weeks delivery

UNCLE MIKE NEEDS YOU!

What makes **The Optimistic PEZZIMIST** great is the modesty of its editor...no, wait, let me start again...

What makes **The Optimistic PEZZIMIST** great is the way PEZ collectors all over the country participate, sharing information, photos, and news with their peers. In order to do the future features we've planned, we need your help! Here are some ideas in the pipeline for upcoming issues and what you can do to help:

Displaying Your Collection—If your PEZ collection is permanently displayed in your house, take a picture of it and send it in. We'll be running a feature soon on the different ways to arrange a large group of PEZ for maximum impact in your home. If you built something special to contain your collection, jot down a few details telling what materials you used, the overall size of the piece, etc.

PEZ Premiums and Promos—Aside from PEZ dispensers themselves, there is a tremendous trove of other treasures the true trinket trader can try to track down (phew!). If you have anything that says PEZ, but is not a dispenser, please send a photo, or at least a complete description of whatever you've got. We will try to compile an "Ultimate" guide to PEZ promotional items and premiums.

Related to the above task is the job of listing all the PEZ costumes known to exist, the paper sleeves which fit over the dispenser base and feature various types of outfits. Simply photocopy the costumes you have and be sure to note a serial number if printed, such as "Series A #5", etc.

Also in the works is a listing of magazine articles pertaining to PEZ. If you have an article which has not been reprinted in **O.P.**, please send a copy or at least the issue number/date information. If the PEZ Company isn't going to learn their own history, it's up to us!

Any other interesting info or ideas for future articles are welcome!

Send any of the above (as soon as possible, please) to:

Mike Robertson

P.O. Box 606

Dripping Springs, TX 78620

Richie Sternfeld PEZ Auction #6

Closing Date: Wednesday, September 12, 1990

Rules:

1. I will accept mail or phone bids
2. You may call after 4:00 p.m. (E.S.T.) on the closing day (September 12) to check the current high bid or raise bids.
3. There are no minimum bids.
4. Invoices will be mailed to the successful bidder the day after the auction. I must receive payment within two weeks or the item(s) will be offered to the next highest bidder.
5. The winning bidder pays postage, minimum of \$1.50.
6. The auction will end at 9:00 p.m. (E.S.T.) or until 15 minutes 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) 847-6883**

Please note, this is a different phone number from previous auctions. You must use the new number!

Items offered for bidding

1. **Bozo**—1st series. Austria. **This is a die-cut.**
2. **Zombi** (Eerie Specter)—3rd series. USA. **Soft-head.**
3. **Diabolic** (Eerie Specter)—3rd series. USA. **Soft-head.**
4. **Snow White**—1st series. Austria. White collar and bow.
5. **Snow White**—1st series. Austria. Yellow collar and bow.
6. **Spaceman**—1st series. Austria.
7. **Lion with crown**—1st series. Austria.
8. **Little Lion**—1st series. Austria.
9. **Wonder Woman**—4th series. USA. **Soft head.**
10. **Wonder Woman**—4th series. Austria
11. **Clown**—series? Country? **In original cellophane.**
12. **Clown**—1st series. Austria.
13. **Winnie the Pooh**. 2nd series. Austria. **Foreign issue.**
14. **Monkey Sailor**—1st series. Austria.
15. **Joker**—4th series. USA. **Soft head.**
16. **Jiminy Cricket**—4th series. Austria.
17. **Popeye**—1st series. Austria. Molded hat.
18. **Santa Claus (Style A)**—1st series. Austria.
19. **Panda**—4th series. Austria.
20. **Puzzy Cat**—2nd series. Austria. No spring action in head.
21. **Daffy Duck**—4th series. Hong Kong.
22. **Practical Pig**—4th series. Austria.
23. **Mickey Mouse (Remake A)**—4th series. Austria.
24. **Mickey Mouse (Remake B)**—4th series. Hong Kong.
25. **Dumbo**—2nd series. Austria.
26. **Captain America**—4th series. Austria.
27. **Witch**—1st series. Austria.
28. **Witch**—1st series. Austria. Dark red hair.
29. **Witch**—4th series. Austria. Light red hair.
30. **Rooster (Whistle-head)**—4th series. Austria.
31. **Rooster**—2nd series. Austria.
32. **Rooster**—1st series. Austria. In original package w/tattoo of dove.
33. **Speedy Gonzales**—4th series. Hong Kong.
34. **Stewardess**—2nd series. Austria.
35. **Unopened pack of refills**—sealed in original cellophane. 1960's. Features brochure with PEZ Pals (Mexican, Boy with Cap, Sailor). Mint.
36. **Wrapper**—features instructions to redeem for a space gun. No zip code in address. 1950's?
37. **Unused sheet of 2 stickers**. Printed in Austria. No idea as to date.
38. **Full pack of candy. Choco flavored.** Made in Austria.
39. **Light cardboard sun visor.** Double-sided. 1950's premium. About 7.5 " wide. Mint.

Closing date: Wednesday, Sept. 12, 1990

Remember to use new phone number:

(718) 847-6883

CREATE A PEZ PAL CONTEST

Look for the entry form tucked into this issue! It's your chance to design your own PEZ dispenser! There have been lots of PEZ Pals, from the Bride & Groom to the Sailor, the Maharajah, the Nurse, the Policeman, etc. But only YOU can tell us what the Great Missing PEZ Pal is! The entry form contains a grayed-out PEZ Pal head with no accessories. Your job is to draw in the hat, hair, jewelry, glasses, and other attachments for the Pal of your dreams. Please darken in the gray lines that remain visible after you have added your additional pieces. A black felt tip pen will work great! Winners and the best entries will appear in the next issue of O.P.!

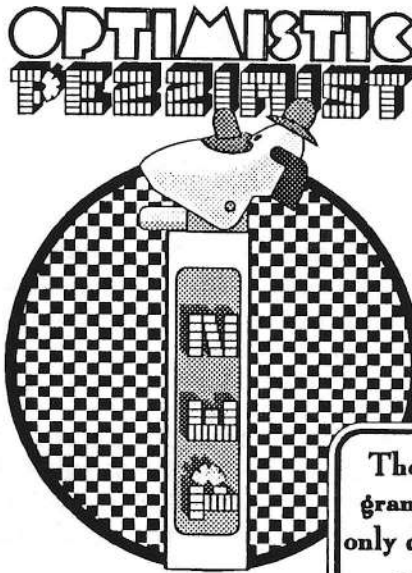
Rules:

1. Draw your PEZ Pal on this form or a photocopy. No other sizes or formats are acceptable.
2. Drawings must be in black ink on white paper.
3. You may send in more than one entry if you wish.
4. Entries must be received by Monday, October 1, 1990.
5. Entries will be judged by Mike Robertson, whose decision is final.
6. The top three entries will receive prizes as follows:
First place: An O.P. T-shirt, a limited edition computer PEZ Print, and a pack of Peppermint PEZ.
Second place: An O.P. T-shirt and a limited-edition PEZ Print.
Third place: Limited-edition PEZ Print.
7. All entries are subject to publication in **The Optimistic PEZZIMIST**. Entries will not be returned, so submit a high-quality copy if you wish to keep your original.
8. Creativity and originality are more important than artistic skill!

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

**“I Dreamed I Swept Through
the Flea Market...
in my Optimistic PEZZIMIST T-Shirt!”**

**One
Lovely
Shirt...
Ten
Lousy
Bucks!**



**Four
Fruity
Flavors,
er..
Colors!**

**The T-Shirt your
grandparents could
only dream about can
now be yours!**

Dear Mike:

Are you kidding? I'd be crazy to pass up an offer like this! Send
me the following O.P. T-Shirt:

(enter quantity; circle color and size)

_____ Lemon shirt(s) in size S M L XL @ \$10.00 = _____

_____ Orange shirt(s) in size S M L XL @ \$10.00 = _____

_____ Cherry shirt(s) in size S M L XL @ \$10.00 = _____

_____ Lime shirt(s) in size S M L XL @ \$10.00 = _____

Postage & Handling (\$1.50 per shirt) = _____

Total enclosed: _____

name _____

address _____

city/state/zip _____

Send check or money order to:

Mike Robertson•P.O.Box 606•Dripping Springs, Texas•78620

Reprinted from Connecticut magazine, June 1989. This is probably as close as we'll get to an interview with Scott McWhinnie.



There are few Americans under the age of 40 who don't have pleasant childhood memories of Pez, those tiny, tangy, fruity, fun candies dispensed from fun little plastic dispensers with heads. It's hard, actually, to say the word Pez without smiling a little. It's a fun candy.

As a favorite of the generation that refuses to let go of its adolescence, Pez is having a terrific second life in the '80s. With baby boomers moving into positions of influence in the media and entertainment fields, the durable, lovable candies are showing up more and more often on television, in magazine articles and in movies. The most notable instance to date was Rob Reiner's 1986 film *Stand By Me*, set in the early '60s, in which Pez was not only mentioned twice but featured conspicuously in the film's ad campaign.

Recent TV mentions have been on "The Tracy Ullman Show," "Empty Nest" and "The New Leave It To Beaver." And while the *Stand By Me* promotional use was a bonanza for the company, it has not been the only one. As a matter of fact, despite the hoopla surrounding the use of Reese's Pieces in the movie *E.T.*, *E.T.* himself is given a demonstration of how to use a Pez dispenser. And just wait—there is a movie scheduled to come out this summer that features a rock 'n' roll band dressed in Pez dispenser costumes and called The Pez People. Should be a lot of fun.

But Pez is no mere nostalgia act. Introduced in the United States in 1952 (the original Pez was invented in Austria), today the candy is more popular than ever, mostly because the unique dispensers and oddly alluring little tablets continue to charm that most fickle and trend-oriented

group of consumers—kids. Always healthy, Pez sales shot up 39 percent two years ago, leaving the company reeling. Pez's headquarters in Orange (a popular flavor) is currently in the process of doubling its manufacturing and warehousing space to keep up with demand. More than one billion Pez tablets are now consumed annually in the United States. Lay one billion Pez candies end to end and they will trace a straight line from New Haven to Butte, Montana. Pez President and CEO Scott McWhinnie, a large, forthright man with a gift for marketing honed during years at General Mills and Schapper toys, came to Pez five years ago. At the helm of a private company, he now has the air of the prodigy's him—proud accomplishments, talent, as it show a visitor the mechanics of making and packaging Pez as he is adamant about sheltering any bit of information deemed confidential—which in the candy business, apparently, is almost everything. The 39 percent figure quoted above, vague as it is, and the McDonald's-like "more than one billion consumed" claim are the only numbers McWhinnie will release.

Of course, it's possible to



parent about to point out accomplishments but highly protective of the were. McWhinnie is as happy to show a visitor the mechanics of making and packaging Pez as he is adamant about sheltering any bit of information deemed confidential—which in the candy business, apparently, is almost everything. The 39 percent figure quoted above, vague as it is, and the McDonald's-like "more than one billion consumed" claim are the only numbers McWhinnie will release.

try and make some edu-

“...he is adamant about sheltering any bit of information deemed confidential...”

cated guesses at sales figures (12 Pez candies per roll, retailing for around a dime, and so forth), but McWhinnie discourages guesswork. Besides, Pez sells undisclosed numbers of 79-, 89- and 99-cent dispensers (each with two rolls of Pez), as well as markets (but does not manufacture) unknown numbers of Manner and Napoli wafers from Austria, and Pezazz breath mints, rendering even the most hesitant arithmetic not only fruitless but no fun either. So put away your calculators.

Production volume may be less difficult to recklessly estimate (five-day work week, two eight-hour shifts, etc., etc.) but if the truth be known, the figure is readily apparent to the careful observer. All you need do is make an eyeball measurement of the two huge silos of sugar from which the Pez production process begins, which McWhinnie carelessly lets slip are “gigantic” (a clue!). Next, study the tremendous mixing bin in which colorings and flavorings are added to form the primordial soup from which Pez tablets are made. Now, multiply. (Or divide, perhaps.) Don't forget to take into account the friction caused by the sweet, vertiginous smell of crude Pez powder that hangs very literally in the air inside the production facility. Finally, sneak a 10-second count of the number of candies (formed through heat, compression, humidity, and saying “Presto change-o!”) streaming out of the candy-forming machine into white plastic buckets—somewhere between one and 600,000. In the end, you can state with no reasonable authority whatsoever that the Orange Pez plant produces 42 million billion Pez candies a day, give or take a jillion. But don't quote us.

An inadvertent, but felicitous, visual metaphor for Pez's unforthcoming attitude is the company logo carved out of shrubbery that sits in front of the building. Rather than be planted at a prominent motorist-oriented angle, the hedge is flat and faces inward. The best

view is from the president's office.

Pez was born in Vienna 62 years ago, the invention of a merchant with a detailed knowledge of the properties of peppermint oil. What he figured out was a way to transfer the oil's bracing flavor into a small rectangular candy that he called Pez (taking the first, middle and last letters from the German *Pfefferminz*). The logo—blocky capital letters comprised of Pez-shaped elements—remains today what it was at the start.

Today, notes McWhinnie, computers are often used to help invent names for products, and vast searches are done to ensure that a name neither is already taken nor means something unpleasant in another language. The Pez name has stood up well without market research, although there is at least one accidental overlap, which McWhinnie himself encountered a few years ago in a Mexican restaurant. Briefly intrigued by a few dishes that had "pez" as an ingredient, McWhinnie soon learned the Spanish word for fish.

For its first generation, peppermint Pez was sold in Europe in wrapped packages. In 1950, the Pez dispenser was invented—back then, a plain rectangular box that ejected the candies through its top. When Pez came to the United States in 1952, the company, then known as Pez-Haas, did a little market research that would ultimately have tremendous impact. It seemed that the best way to crack the U.S. market would be to introduce fruit flavors. It was further deemed that the dispensers should get tops shaped like heads of popular cartoon characters.

McWhinnie, the sole mouthpiece through which Pez history issues, is admittedly unclear on the company's stateside beginnings. He thinks the original peppermint Pez was probably sold for a while, but isn't sure. He also isn't sure which Disney character topped the very first dispenser—it was most likely

M i c k e y

"McWhinnie is admittedly unclear on the company's stateside beginnings."

“The product is obviously something people want, but you’ve still got to make it appealing.”

Mouse or Donald Duck.

With their nostalgia value, those early dispensers have become collectors' items among those disposed to collect such things. Over the years, there have been Pez dispenser collector clubs, even a newsletter or two. The company receives maybe 10 letters a day, often from Pezophiles hungry for Pez trivia that apparently does not exist.

McWhinnie displays a couple dozen old dispensers in his office, but ultimately answers the “How many in all?” question with the unsatisfying “hundreds and hundreds.” Pez's current dispensers, however, are easy to pinpoint. Right now, there are some 40 different models on the market, most bearing heads based on established cartoon characters. Pez is careful to choose only “the oldies but goodies,” as McWhinnie calls them, that have stood the test of time, like Spiderman, Wonder Woman, Bugs Bunny, Tweety Smurfs and Garfield. There are also generic characters—seasonal things like a pumpkin or a witch for Halloween, a bunny or a chick at Easter, a snowman or Santa Claus at Christmastime—and a few non-character dispensers, such as a whistle and a series of trucks. Next year, four Peanuts characters will be introduced, in conjunction with the cartoon strip's 40th birthday. Mickey Mouse and Santa Claus are Pez's all-time best sellers. What Pez has never done and never will do, says McWhinnie, is top a dispenser with a living person's likeness. Live people are too unpredictable—popularity can disappear as quickly as it comes (remember Evel Knievel?), and unexpected trouble can ruin the promotional value as quickly as you can say Mike Tyson. So, to the many requests the company has received to do, for instance, a Michael Jackson dispenser, Pez can only say, uh, beat it.

Pez candy was still being imported from Austria until about 15 years ago, when the Orange headquarters was built and the

**“Our desire is to have Pez be part of
American lore.”**

company moved out from New York. (“I don’t know if there was any method to that madness,” says McWhinnie, regarding the tasty new location.) It was McWhinnie who had the company’s name changed officially from Pez-Haas to Pez Candy—another subtle but sure marketing maneuver of his, like the changeover he instituted from crinkly, tearable cellophane packages for Pez dispensers to colorful, durable “poly” bags. “The product is obviously something people want,” he says. “But you’ve still got to make it appealing.”

That same reasoning is behind McWhinnie’s careful monitoring of the way Pez is used in movies and television. Anyone who bothers to contact the company regarding desired use of the product (legally, everyone has to; practically, not everyone does) must withstand McWhinnie’s personal scrutiny. His intent, he stresses, is simply to ensure an appropriate context. “We certainly don’t want to stop its usage,” he says.

He further notes with a certain pride that every Pez reference or usage in movies and on television is a freebie. “Most people pay money for this sort of thing,” he says—most products that appear casually on the screen are in fact carefully placed by so-called “product placement” specialists. McWhinnie himself gets telephone calls constantly from such folks who tell him that he too could purchase such exposure. “I say, ‘No—why should I? People want to use our product anyway.’” Accordingly, Pez does no direct advertising, relying instead on in-store displays and word of mouth.

The popularity and longevity of Pez obviously make McWhinnie very happy. “Our desire is to have Pez be part of American lore,” he says. “Pez is more than a novelty. It’s not just today’s piece of junk. It’s a great-tasting candy in a recognizable, collectible dispenser.”

**My thanks to the unknown reader
who sent me a copy of this
article—Mike.**



Dear Mike,

I like the Heroes you have working on staff with you, especially Firesign Theater ("You know, I think we're all bozos on this bus.") I thought I'd let you know that apparently a number of people don't have the second example of the Football Player. It has a molded separate piece of red plastic for the stripe down the helmet, and doesn't have a pennant space on the box; just Patent #3,942,683, Made in Austria. As the only one I found of this was here in Winnipeg, I am wondering if it was only released in Canada?

The PEZ Candy Shooter (202): I had to laugh (*with you*, not *at you*) when you described it like a police revolver. If someone doesn't have it, they wouldn't guess it was clip-fed and not a revolver. I have two mail-in coupons offering this pistol; one gives a Columbus Circle address in NYC with zip code, the other gives a Long Island City address???? Offered twice???? The one also show the different packs of PEZ flavours in the older (and infinitely more beautiful) *semé* packages, with CHOCO flavor listed. Know of anyone who has an extra pack for trade??? One flavour example I don't have.

I hope someone out there is saving parts from "trashed" PEZ, because after the great (pen)Ultimate Guide to PEZ, I found that my Mexican Boy is missing a goatee and my Ringmaster is missing the moustache; actually, I thought the Ringmaster I have was just a colour variety of the Groom as they seem otherwise identical.

I guess the only "unique" PEZ I have is that Canadian Camera, but it never held candy, of course. My favourite of all is, and will remain, Bullwinkle...if any of your readers out there has a 45 rpm record by "Boris Badanov" called "Rocky, Baby" (a rap record from a few years back), I'd cer-

tainly trade dear for it. I heard it on a radio show up here called
"Doctor Demento: and have been looking for it ever since.

Splendiferous job you've done. Regards,

Ross Hartsough
Winnipeg, Canada

Always good to hear from the Great White North, Ross. This is not the first time I have mixed up the revolver/automatic issue; I just don't know much about guns. If you're really looking for Choco PEZ, check out Richie's auction this issue. And as for the missing moustaches, consider this: I bought my Mexican Boy back around 1978, brand new, in the package, and he did not have a moustache. Either it was a mistake that slipped by, or else PEZ made them both ways.

Dear Mike,

I've never been much of a letter writer, but it's time to start. The Optimistic PEZZIMIST is #1! I look forward to getting each issue. There is so much valuable information, I use the O.P. as a reference book. Keep up the good work.

Your friend,
Craig Robbins
Chatsworth, California

To those who don't know, getting a letter from Craig occurs about as often as a visit from Halley's Comet. Thanks for writing, Craig! Let this be a challenge to all you other subscribers who are content to soak up each issue and never contribute!

Dear Editor:

I realize that you will not print this in your gazette about PEZ, but I must try to unload some of the guilt that I carry as the parent of a PEZmaniac. Just writing this may help (I wrote Dear Abby but she didn't know what a PEZ was/is).

I do not remember where M___ (I will refrain from using his name) got his first PEZ, but I must assume that I bought it for him. He never had any money — always spent it on trivial junk. M___ was a terrific beggar for weird and

strange things. I do remember many of the little PEZdemons being around our home.

PEZ (I choke on the word) has ruined M___'s life. His infatuation for them has kept him from holding down an honest job. He never worked like most other folks do. He spends an immoral amount of money for one of the plastic "big-mouths" — even up to \$4.00 for one!

M___ went unmarried for many years, causing his mother much grief. He finally found a wonderful lady to marry him, covering up his PEZpsyche by encouraging her to collect Mickey Mouse artifacts (Mickey is a person, PEZ ain't—see the point?). PEZmania makes them sneaky. He will try to sneak a new one, or an old one, into the house unnoticed. He did that with his mother and me.

The PEZ has some hidden, evil power over M___ or any other weak-willed person. It causes disrespect for parents. One time a few years ago he came home, went to the garage and began digging in a chest of drawers where his mother had preserved a drawer for his things. Having dug out several of the floppy-headed sweet-spitting monsters, he sternly said, "Where is the Psychedelic Eye?" Now I had had a do-it-yourself project a while back and the spring out of one of the peppermint popper-headed-pushers just fit the bill. I surely didn't want to break up good ol' Donald Duck—so I took the ugly eyeball one, the grossest one of the bunch. You can't imagine how red M___ got and he wouldn't speak to me for a month. I even offered to take him down to the variety store and buy him a new PEZ.

I feel such terrible guilt because I think Divine Providence is against the PEZ (remember they seem to have some unholy attraction and hold over some few people). To illustrate why I think that...M___ and Pretty Wife went to San Francisco on their second wedding anniversary to meet with some PEZfreak perverts. Guess what God did while they were there? Yep, He shook the place nearly down with an earthquake. Nuff said!!!

It frightens me to think that I have contributed to the debased conduct of one of my male children. Who knows what his end will be? Perhaps in the gutter because of PEZ!

I feel certain that there are a few other parents out there in the world like me, so I am going to organize a support group—P.O.P.S. (Parents Of PEZmaniacs Society). If anyone feels any of the terrors of a pounding conscience, the cold, clammy sweat of child abuse by PEZ, or any of the multiple other

symptoms accompanying the parent of a PEZ maniac, you may write to me and I will give you some of the defense mechanisms which I have used to keep my sanity in spite of having a child afflicted with the PEZmania virus.

Keith Robertson
Los Fresnos, Texas

Mr. Robertson, your letter touched me deeply. What harm must your child have suffered due to your early introduction of PEZ into his life. My suggestion to you is that you spend all your time and resources in trying to assuage the guilt you feel. Send your son money, collectibles, deeds to family property...anything to make up for this tragedy. Buy him a new car, or even a house. No gift is too lavish to pay for the damage done. I'm sure you can send your son a large check today. Mom probably has the address.

Dear Mike,

I'm ten years old and I collect PEZ. My dad is a PEZ collector, too. He's the one that got me interested in PEZ. I have a lot of PEZ and I have them sitting on a shelf in my room. I think the new Peanuts PEZ are really neat. My favorite is Woodstock. I also like the Garfield PEZ and the chicken in a egg. I think the PEZ Guns are neat, too. My brother Eric and I shoot the PEZ bullets at each other and then we eat them. My dad has lots of PEZ but we still look for more when we go to the store and flea markets. I like the Yummys, too. I wish they would make a Roger Rabbit PEZ. I think all the PEZ are NEAT!

Sincerely,
Amber Austin
Stillwater, Oklahoma

Amber, please show your father the previous letter and tell him he should be ashamed of infecting you with the PEZ habit.

Hi, Mike:

How's everything by you? Enjoyed your last

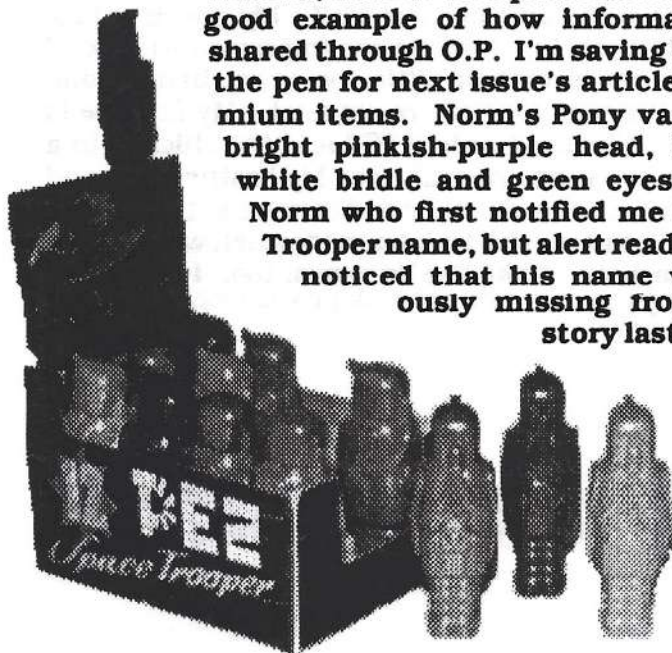
issue of the O.P., especially the article on the "Ultra-rare" dispensers. Keep up the good work! I've enclosed some pictures for you; one is of the box of PEZ robots I told you about, that clears up the question of what they were really called by PEZ. As you can see, the box says "Space Troopers". Not a bad-looking box either. Sure like to have it; how about you?

I've also enclosed some pictures of some recent finds I had and of how I display my collection. I recently found an Arithmetic dispenser in a cocoa-brown color and a version of the Lion's Club lion, only mine is on a regular base, not one that says, "International Lion's Convention". First one I've heard of like that! The last couple of pictures are of a PEZ pen I received in trade and of a nice color variation of the pony that I recently acquired. Hope you can use some of them for one of your upcoming issues. Take care and looking forward to O.P. #5.

Norm "The PEZ Pal" Hunt
Clifton, New Jersey

Thanks, Norm. The pictures are great and a good example of how information can be shared through O.P. I'm saving the photos of the pen for next issue's article on PEZ premium items. Norm's Pony variation has a bright pinkish-purple head, black mane, white bridle and green eyes. And it was Norm who first notified me of the Space Trooper name, but alert readers may have noticed that his name was mysteriously missing from the Newz story last issue, due to

some type gremlins. The photo of the box is shown here to elicit drools of envy from the rest of



us. For those of you who don't receive the full-color edition of the Optimistic PEZZIMIST, there are three red, three yellow, and six blue troopers in the box; perhaps this is why the blue one is more common?

Dear Mike,

The last time we spoke you seemed to indicate a need for more articles, features, etc. in O.P. It must be difficult coming up with new PEZ stuff for each issue. I thought about it and have a few suggestions that may help:

— A regular article in each issue on how to display a collection.

— A “make-your-own-PEZ-from-parts” contest. Photos could be published and the subscribers could vote.

— The oddest place a PEZ dispenser was ever found. (I didn't include the story in our profile about the man who found them behind walls, because he never sent them. Not yet, anyway.)

— A video exchange among collectors. It'd be fun to see other collections (and the collectors) from across the country.

If you're interested in any of these or need any help, let us know. Take care and we'll talk to you soon!

Joan-Marie & Bernie Domino
West Orange, New Jersey

Good ideas! See page 17 for more info on future articles which need a lot of input from readers. I like the idea of making new PEZ from parts: but first. see the PEZ Pal contest this issue. I always enjoy hearing stories of great finds, too. The video sounds like a good idea as well. I know there's an MTV segment on the PEZ factory floating around, as well as the show I mentioned last issue, which could also be incorporated into such a tape.

**We need YOUR letters!
Send 'em to:
Mike Robertson
P.O. Box 606
Dripping Springs, TX 78620**

PEZZIMIST Market

I have for trade: Creature From the Black Lagoon and Football Player (first). What trades? I'm looking for: Astronauts 1 and 2; Casper Die-Cut; Pear; Psychedelics; Mary Poppins; Snow White. Ross Hartsough; 98 Bryn Mawr Road; Winnipeg R3T 3P5, Canada.

WANTED: PEZ, McDonalds, Burger King, Wendy's, Arby's toys, boxes, pins, buttons, displays, anything. Send me your buy/trade lists. Also looking for PVC figures— Smurfs, Roger Rabbit, Little Mermaid, etc. Ann Jackson; 4009 S. Park Drive; Belleville, IL 62223. 618-234-2370.

"Stand By Me" Movie Posters, \$15.00 each, including shipping. Size: 27 x 41 inches. "If I could only have one food to eat for the rest of my life? That's easy. PEZ. Cherry flavor PEZ. No question about it." (In large lettering on poster, mountains & boys below) Rialto T.V. Art; 81 1/2 - S. Washington Street; Seattle, WA 98104. 206-622-5130.

PEZ FOR SALE (All without feet): Orange— \$20; Betsy Ross— \$30; Lion with Collar— \$15; Scrooge McDuck— \$10; Speedy Gonzales— \$20; Panda— \$10; Monkey Sailor— \$20; Raven (yellow beak)— \$20; Incredible Hulk— \$5; Octopus (orange)— \$25; Rooster (white)— \$10; Rudolph— \$10; Road Runner— \$5; Wonder Woman (soft head)— \$15; Fishman (green—broken ear)— \$10; Mexican Boy (missing mustache/no earrings)— \$10; Truck #1 (singel rear axle)— \$5. Judy Wehner; 326 W. 113th Ave.; Crown Point, IN 46307. (219) 663-4359.

PEZ for trade: Snow White, Santa

Claus A, Eerie Spectre, soft head Wonder Woman, Betsy Ross, Indian Chief, Pinnocchio A, yellow-face Popeye, Pony, die-cut Mickey (dispenser part only), etc. Graham A. Trlevel; Box 481, Rt. 113; Lionville, PA 19353.

PEZ wanted! I would like to buy your PEZ stands and your duplicate PEZ before 1980's. Have few common PEZ to trade. Please feel free to call or write: John LaSpina; 57 Oakey Drive; Kendall Park, NJ 08824. (201) 821-0239.

Have lots of McDonalds & fast food goodies and advertising dolls & figures to trade for PEZ. Also a few PEZ for trades. Desperate for a Bullwinkle. Can anyone help? Happy Autumn to my PEZ Pals! Sue— (314) 629-1092

PEZ wanted: Pineapple, Bride, Die-Cut Bunny and Arithmetic. Also anything PEZ. For trade: many PEZ items, including a vending machine. Please call or write Barry Koester; 11819 Pepper Drive, Modesto, CA 95351. (209) 521-6582.

PEZ FOR SALE: Items in my full page ad are remainders from my early July list. If you didn't get one, it's because you aren't on record in my files. Drop me a line and let me know what you need! David Welch, RR2 Box 233; Murphysboro, IL 62966

Wanted: PEZ collectors to correspond with, to buy, sell, trade. Send your list; I'll send mine. Looking forward to hearing from all collectors. Richard Geary; 1273 Argyle Drive; Madison, OH 44057. 216-428-3922.

The Advertising Deadline for next issue is:

Monday, October 1, 1990.

Get your free classifieds and your pre-paid display ads (ten bucks per page) in by this date.

All subscribers are entitled and encouraged to use their free classified each issue!

WANTED: PEZ. Anything PEZ: Advertising, Premiums, Enclosures, Display Items — Anything PEZ. Also looking for color variations of dispenser heads. Still looking for PEAR, PINEAPPLE. Top prices paid. Top traders available. Let me hear from you. All letters answered. Maryann Kennedy; 409 N. 5th Street; Marshall, MN 56258. (507) 532-6926.

Four different Yummy dispensers (they look like Totems) available for trading. Send me your available lists if you're interested in: Yummy Dog — looks just like Scooby Doo, Mouse, Parrot, or Gorilla with Baseball Cap. Dispensers are round cylinders and are sealed in cellophane with roll of "Yummies" candy. I'd also be interested in other Totem types in trade. If no offers to trade come in, I'd consider selling them and will update any interested PEZ pals who express an interest. Thanks a lot. Kathleen Eovino; 2505 Algonkin Trail; Manasquan, NJ 08735. (201) 223-8023.

Advertising Dolls wanted: Speedy Alka Seltzer, Reddy Kilowatt, Fruit Stripe Gum, Caravelle candy bar, Mr. Fleet, Good Humor bar, Mobil Oil, Orkin Man, Sony Boy and many others. Please send lists and prices to Craig Robbins; 22262 Craggyview; Chatsworth, CA 91311. Top prices paid or will trade for PEZ.

WANTED! Circus, carnival and especially sideshow freaks memorabilia. Books, magazines, newspaper clippings, banners, posters, toys, costumes...anything. Most interested in pre-1950 items. Write SETH; 510 Ontario St., Apt 4; Toronto, Ont., Canada, M4X 1M7 or call

416-927-1104 anytime.

PEZ wanted: Zombi, Brutus, Olive Oyl, Peter Pan, Snow White, Dopey. For trade: 1982 silver space gun, Spiderman mask. Write us today! Ned & Jill Russell; 3103 Lincoln Ave.; Alameda, CA 94501. (415) 522-3037.

PEZ Wanted: Daniel Boone, Mary Poppins, Yappy Dog, Giraffe, Indian Brave, Peter Pan, Tinkerbelle, Cowboy, Scare Wolf, Spike, Tyke, Cool Cat without feet. PEZ Trades: Frankenstein, Brutus, Alligator, Pirate, Sheriff, Indian Squaw, Fishman, Soft-headed Super friends and more. Elton & Shirley Garber; 7500 Glenwood Drive; Conneaut, OH 44030. (216) 224-1680.

Need money to buy PEZ? I collect so many dang things besides PEZ, I'm sure you have something I can buy from you: Marx playsets, TV Western cap guns (especially Paladin), non-sports cards, Aurora HO race sets, comic books, electric trains, and — old, expired credit cards! Don't deprive a big kid from his third childhood; sell me something! Roland Austin; P.O. Box 2641; Stillwater, OK 74076. (405) 624-9624.

Have: older Fireman PEZ Pals in original, unopened vending boxes. Two different style boxes available, \$5.00 + \$1.00 shipping. Also interested in trading some duplicates. We have: newer style Popeye, Indian Chief, Hulk, Pirate, Doctor, Jiminy Cricket, Mexican, Dumbo, Sailor and others, some in packages. Send us your list! Joan-Marie & Bernie Domino; 363 Northfield Avenue; West Orange, NJ 07052. (201) 736-5856.

Back Issue/Subscriber Info

Issue #1: The debut issue that changed the reading habits of a nation! Issue number one introduced PEZ Gallery Collector Cards, Hot Shots, the PEZZANT Market, and other features which are now standards. Also included is a look at the patents for PEZ dispensers, the first PEZ Poll, and a Crossword Pezzle. Very limited number of copies left. Ten dollars each.

Issue #2: The legend continues, with a Dave Talsma cover, the Haas Story, a look at die-cuts, Poll results and a Collector Profile of Ned & Jill Russell. Also, the cartoon that only 3% of the readers "got"! This issue is also in very limited quantities and sells for seven dollars each.

Issue #3: It's The Ultimate Guide to PEZ, the mind-blowing listing of 23 different PEZ collectibles with full descriptions of each. John McClung's Peter PEZ cover fronts the issue and his Hollywood PEZ fills the centerfold.

Issue #4: Pictorial guide to the Ultra-Rare PEZ, a profile of John McClung (who also contributes "PEZ from Hell", our first (and possibly last) PEZ poem, the Star Wars PEZ Hoax and the usual other stuff. Three dollars each.

Issue #5: This one should seem very familiar to you, but it's got a Roland Austin cover, a great article on the PEZ company of today, a look at the Tick's quest for PEZ, lots of letters and ads, as well as a swell contest! Three dollars each.

Subscriptions are available for \$15.00 per year (six issues).

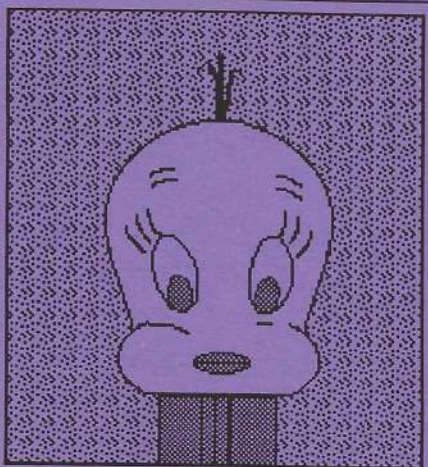
To order back issues or a subscription for yourself or as a gift, send check or money order to:

Mike Robertson
P.O. Box 606
Dripping Springs, TX 78620

PEZ Gallery Collector Card

Tweety

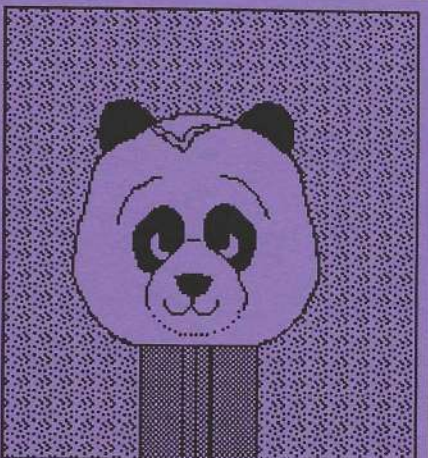
Two simple pieces: a large yellow head and a small black piece for the three tiny hairs on top. Eyes and beak are painted.



PEZ Gallery Collector Card

Panda

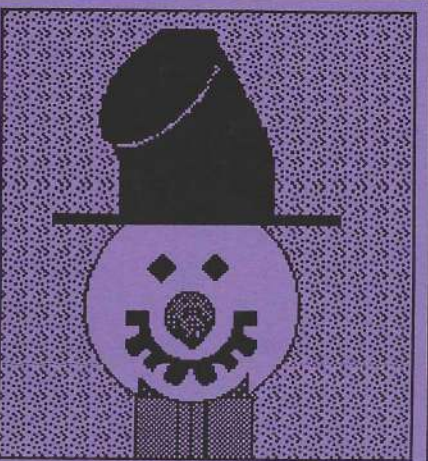
Six well-made pieces form the Panda: two black eyes, a nose, two ears, and a white head.



PEZ Gallery Collector Card

Snowman

The original Snowman has six pieces: white head, red carrot nose and separate pieces for eyes, mouth and hat.



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