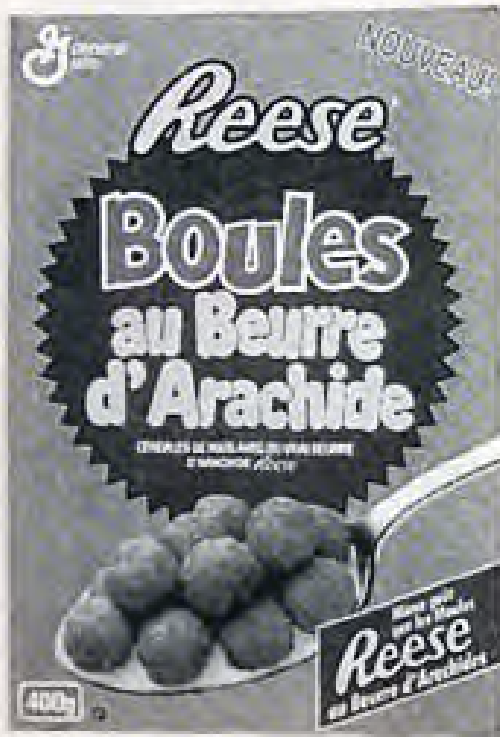


HÉ! LES ENFANTS. HEY KIDS!

**FREE
INSIDE!**

14

**GRATUIT
À L'INTÉRIEUR**



**FANZINE OF CONTEMPORARY
CEREAL BOX COLLECTING**

Ralston®

Low Fat
4 Wholesome Grains
Cholesterol-Free Food

PROVIDES 9 VITAMINS & MINERALS
see side panel for nutrition information

COOKIE CRISP®

Chocolate
'Chip'

Artificial
Flavor

brand Multi-Grain Sweetened Cereal



FREE
EXCLUSIVE SPIDER-MAN™
ANIMATED SERIES TRADING CARD!
INSIDE!
COLLECT ALL 6!

NET WT 11OZ (311g)

**FREE
INSIDE!**

FREE INSIDE The Fanzine of Contemporary
Cereal Box Collecting #14 January 1995 c
Michael Vollmer 249 S. Hwy 101 #230
Solana Beach, CA 92075 "Since 1987".
A publication of ITEM COMICS.

**ITEM
COMICS**

THE SURREAL AND GOOFY WORLD OF CEREAL BOX COLLECTING

RETROSPECTIVISTS AND VISIONARIES

Collecting cereal boxes is fun. Cereal box speculating requires the ultimate optimism: there is a future and the future is worthy of our time and effort. Children's breakfast cereals are not a fad so manufacturers will continue to develop new products in the decades to come. The merchandising crossovers and premiums offered on those boxes will concisely represent the American culture ...and that's a good thing!

It is tempting to believe that no box today will be worth so much as one from yesterday. Those old boxes, with their established demand and recognized legitimacy are collected by the "real" collectors, individuals with college degrees and reputations. The old boxes are vintage.

These new boxes, with their disposable characters and questionable longevity, are collected by fanatics. These offers are innately speculative. Contrary to being vintage they're classified as "garbage" by general society and many of our peers. Lastly, the future's target collector is that snotty-nosed pog player that used to like Teenage Mutant Ninja Turtles but now thinks Power Rangers are cool!

On the time line of linear history, we are where we are.

Let's imagine that we're hearing this same argument 20 years ago. A meeting has been called by local book collectors who have recently expanded into the emerging comic book hobby. It's 1974 and these retrospectivists are discussing a new wave of collectable: the cereal box. It's believed that the 1950's Disney WHEATIES boxes are good. 1940's PEP pins and anything "radio show" is good. 1950's TV show tie-ins, especially the westerns are good. Early 1960's Hanna-Barbera's cartoon boxes are given the benefit of the doubt. Somebody even suggests that Jay Ward's early CAP'N CRUNCH work might be valid since Bullwinkle was cool... Everyone in the group agrees that it would be a waste of thirty-five cents to buy new boxes: BARON VON REDBERRY, SIR GRAPEFELLOW, FREAKIES. These cereals impress the snots that watched Partridge Family but now think Bugealoes are cool! The collectors decide to focus exclusively on the past.

In fact, as individually becomes revered and collecting in the 21st Century becomes more abstract, it's exactly the Power Ranger's genera-



tion that will best appreciate the concise genius of cereal box collecting: these kids whose jobs might be home-based data processing for the DNA analysts. Just as the FREAKIES kids are developing the parameters of interactive consumer television and the policies of the Internet, in 1994 it was easier to sell a 1974 PINK PANTHER FLAKES cereal box than a 1950's Roy Rogers box.

In the digital future, a visionary investing in contemporary boxes will be more effective selling 1995 boxes than a retrospectivist who invested in 1960's boxes.

In October, 1994, a RAISIN BRAN box featuring The Banana Splits (1969) sold for \$250. That same \$250 would buy 75-100 CAP'N CRUNCH Mighty Morphin Power Rangers Red Ranger Watch Offer boxes (at \$2.50-3.50 each with coupon). If historically linear pricing applies, even conservatively in the year 2019, a Power Rangers box sells for \$100. That's \$7500-10,000. At \$200 it's \$15,000-20,000! can anyone realistically imagine that the RAISIN BRAN box will sell for \$10,000 -20,000+ ??

Get real! The future is NEW!

NET WT. 24 OZ (1 LB, 8 OZ) (680 GRAMS)

GREAT VALUE LESS THAN 25¢ A SERVING

Kellogg's

CORN FLAKES

The Original and Best™

NET WT. 24 OZ (1 LB, 8 OZ) (680 GRAMS)

The Aladdin MAGIC NUMBER CARDS

DISNEY AFTERNOON

The conspicuously brilliant Kellogg's Disney boxes have always been a collector favorite! Last year the Goof Troop TV show's Goofy and Max CORN FLAKES box topped the list! Now it's the Aladdin/Jasmine CORN FLAKES limited edition! (See: back cover).

It is only one of the Aladdin TV boxes; FROOT LOOPS has a spoon in-pack, a second FROOT LOOPS box features an Aladdin maze. The Aladdin figure set is offered on APPLE CINNAMON RICE KRISPIES with the order form deceptively concealed inside the box! (Did somebody get too cheap to put a three cent figure in a five dollar box of cereal?...) A bingo-style game appears on the back of the large 24oz. CORN FLAKES.

Also in Disney's TV afternoon are Bonkers, with various hidden pictures games on the back of FROSTED MINI-WHEATS. A Bonkers bike siren is offered on APPLE JACKS (same as last year?) Goof Troop is featured in various adventure postcards on RAISIN BRAN (perforated!) Darkwing Duck mail-ins are offered on COCA KRISPIES and FROSTED FLAKES.

(Continued next page)

ALL NEW! Frosted Mini-Wheats

Bonkers

Disney

DETECTIVE GAME

SEE YOU LOYALST! MAKE GOOD CHOICES FOR US SIDE TO ENJOY THE NEW HEALTHY CHOICE!

NET WT. 24 OZ (1 LB, 8 OZ) (680 GRAMS)

Frosted Mini-Wheats

FREE INSIDE

Disney **Aladdin**

COLOR CHANGING SPOON

COLLECT ALL FOUR

NET WT. 24 OZ (1 LB, 8 OZ) (680 GRAMS)

FROOT LOOPS

Kellogg's **APPLE CINNAMON RICE KRISPIES**

TRY **APPLE CINNAMON RICE KRISPIES**

IN RICE KRISPIES TREATS

FREE WITH TWO PROOFS OF PURCHASE *Aladdin* 4 FIGURINE SET

FREE WITH TWO PROOFS OF PURCHASE *Aladdin* 4 FIGURINE SET

VALUABLE PROMOTION OFFER

ALL INFORMATION IN THIS OFFER IS SUBJECT TO CHANGE WITHOUT NOTICE. SEE THE OFFER FOR COMPLETE DETAILS.

© 1992 Kellogg Co.

Kellogg's **Raisin Bran**

Disney's **GOOF TROOP POSTCARD**

SEND A FRIEND A POSTCARD

Kellogg's **Raisin Bran**

© 1992 Kellogg Co.

Kellogg's **Aladdin**

FREE WITH TWO PROOFS OF PURCHASE *Aladdin* 4 FIGURINE SET

© 1992 Kellogg Co.

Fun Facts About the Value of Kellogg's CORN FLAKES

© 1992 Kellogg Co.

FREE WITH TWO PROOFS OF PURCHASE **Bonkers BIKE SIREN**

Disney's **Bonkers BIKE SIREN**

Kellogg's **APPLE JACKS**

FREE WITH TWO PROOFS OF PURCHASE **Bonkers BIKE SIREN**

© 1992 Kellogg Co.

FREE WITH THE PROOF OF PURCHASE

Disney's DARKWING DUCK POCKET BINOCULARS



OPEN YOUR DARKWING DUCK POCKET BINOCULARS TODAY!

The Darkwing Duck Pocket Binoculars are now ready to go! They will be in your pocket. Carry them at all times to meet suspicious characters.

SEE THE BINOCULARS IN THE MAILER

Kellogg's COCOA KRISPIES

FREE WITH THE PROOF OF PURCHASE

Disney's Aladdin

4 FIGURINE SET



GET ALL 4 FIGURINES FREE!

SEE THE FIGURINES IN THE MAILER

Kellogg's APPLE CANNON RICE KRISPIES

When is it appropriate to destroy cereal boxes speculating on the value of a mail-in premium? Some collectors feel that a collectable, to be complete, needs the box and premium. In the same way, a cereal box needs to have the in-pack, if one were offered.

It is conceivable to destroy a cereal box in favor of the premium when the box is a duplicate, acquired solely for that purpose, received free from a co-worker, snatched from a dumpster or if the collector believes the premium will exceed the value of the box.

Believing that a cereal box is worth \$10 if it's worth anything at all, the free Darkwing Duck Bubble Blower from FROSTED FLAKES (2 proofs) might need a minimum \$20 "value" to justify cutting-up two boxes.

A future Disney collector might show anxiety about buying a premium offer box if the investor hadn't acquired the premium; alternately choosing to buy a self-contained mask/maze box. So contrived as this psychoshlock may sound, all this "mint-in-pack, with original mailer, box and mailer etc." TOY SHOP jargon makes such goofiness legitimate! On the other hand, a complete box with mail-in premium will command a \$30 minimum to start!

FREE WITH THE PROOF OF PURCHASE

Disney's Aladdin

4 FIGURINE SET



GET ALL 4 FIGURINES FREE!

SEE THE FIGURINES IN THE MAILER

Kellogg's APPLE CANNON RICE KRISPIES

FREE WITH THE PROOF OF PURCHASE

Disney's Aladdin

MAGIC CARPET MAZE



FREE WITH THE PROOF OF PURCHASE

Disney's Aladdin

4 FIGURINE SET



GET ALL 4 FIGURINES FREE!

SEE THE FIGURINES IN THE MAILER

Kellogg's FROOT Loops



HOT FLASHES

FRUIT BRUTE (GM 1978) is prominently product placed in PULP FICTION, Quentin Tarantino's cinema triumph! The heroin dealer casually eats the cereal while watching television. The retro-nostalgic box takes up half the screen!

The Muppets march continues onto Post's ALPHA-BITS! The first cool box in years from this letter shaped cereal. The Sesame Street Parent's Magazine, shrinkwrapped to the box, is beautiful!

The Muppets currently appear on CHEERIOS with cut-out light switch covers.

IS A BAG A BOX?

From the abyss of abstract product packaging comes the dilemma of POPEYE SWEET CRUNCH (Quaker). Distributed like Malt-O-Meal's "bagged" cereals, the illustrated bag is sold from a bin at the bottom of the cereal shelf. If the bag were a box it would be one of the great character boxes of the year! But it's a bag. Too complicated an issue for a quick conclusion, more meditating on the subject is necessary before determining, theoretically, if a bag is a box.





FROOT LOOPS (Kellogg's) has two new boxes featuring underwater themes; a maze and a baking soda submarine in-pack. Both ideas are generic (i.e. could have run during the '70's-90's) but the submarine was fun once my buddy and I figured out to use baking powder, like the instructions called for...

HOLIDAY LUCKY CHARMS (GM) featuring "Cute Lucky" is distributed in the Quaker Oatmeal-style canisters, with a cone shaped top. The transparent top contains Play Do, and candy. these canisters are traditionally awkward to collect because they take up so much room (can't be flattened) and sometimes are bulkier than their importance in the collection. On the other hand they can be used to contain premiums, in-packs. General Mills released a **TRIX** and a **CHEERIOS** canister with Crayola crayons last year. Oddly enough, GM returned to the "Holiday" title instead of **WINTER LUCKY CHARMS** ('94), a seemingly more flexible marketing title.

Disney's afternoon TV line-up will soon include **Lion King Adventures**. Certain to carry a cereal tie-in, those boxes will build nicely upon the **CHEERIOS** and **CHEX** boxes previously featuring **Lion King** characters.

Nintendo is back on Kellogg's cereals with **Donkey Kong Country** on **FROSTED FLAKES**, **CORN POPS**, **APPLE JACKS**, **FROSTED MINI WHEATS** and. The chance to win a prize is printed on the inside of each box. Cool graphics of **Donkey Kong** on the front and back of the boxes. **CORN FLAKES** is offering the **Donkey Kong Country** game watch.

Quaker's **LIFE** and **CINNAMON LIFE** feature Steven Spielberg's **Animaniacs!** It is one of the best **LIFE** boxes in a long time! There are four different boxes; box backs have cut-out cards with the characters from this popular cartoon! The low price of the stop watch offer implies a popularity market test for a possible solo cereal, akin to Quaker's **TINY TOONS CEREAL** (1990), a similar Spielberg project.

Quaker's **CAP'N CRUNCH** features a second tie-in with the **Power Rangers** TV show. The mounting popularity of **Power Rangers** (traveling stage show, upcoming major motion picture) indicate a solo cereal in the works. Will it be Quaker's? Rather than license **Power Ranger's Macaroni and cheese** to Kraft, (as Nintendo and **Flintstones** both did) **Saban Foods** has distributed its own **Mac & Cheese**. Would they try to distribute an independent cereal also?



Kellogg's HOLIDAY RICE KRISPIES

NO NO HOLIDAY RICE KRISPIES

OVEN-TOASTED RICE CEREAL

GREAT FOR HOLIDAY TREATS!

1. MELT IT!
2. MIX IT!
3. SPREAD IT!

NET WT 18 OZ (510g)

CHRISTMAS CRUNCH

Gift Labels

CHRISTMAS CRUNCH

NET WT 18 OZ (510g)

CHRISTMAS CRUNCH

40 Years of Adventure

Disneyland

Cheerios

Great White Greek God Cereal

FREE

Cheerios

NET WT 18 OZ (510g)

QUAKER OATMEAL

POWER UP

WITH THE POWER RANGERS MORPHIN BREAKFAST SET!

NET WT 18 OZ (510g)

QUAKER OATMEAL

INSTANT QUAKER OATMEAL

With Natural Maple & Brown Sugar Flavors & Other Natural Flavors

POWER UP

POWER RANGERS

& WIN!

NET WT 18 OZ (510g)



Kellogg's joins GM and Quaker with its own Christmas cereal: HOLIDAY RICE KRISPIES. This red and green colorful Krispie Treats! distribution and made colorful Krispie Treats!

CHEX did take time-out from being dull to feature Disney's Lion King video release on the entire line! Each CHEX box has colorful Lion King graphics (similar to Disney's Fox and the Hound video CHEX boxes '93) and in-pack Lion King "pogs". Very nice boxes.

SUNCRUNCHERS (GM) is one of the most disgusting cereals anyone could eat! GM sent free coupons for this new boring adult cereal. It's like eating a milky bowl of CHEX MIX with pretzels! Resent saving this box, even if it's free, and certainly avoid tasting the product.

BLUEBERRY MORNINGS (Post) is another boring adult cereal. Although not so retching as SUNCRUNCHERS the disgustingness of the flavor is obvious. If Post is so determined to find a use for dehydrated blueberries, they should add them to FRUITY PEBBLES and maximize the sale of that line.

Aggressive new packaging on the Post PEBBLES line has made the boxes more collectable! Dressing Barney differently varies the box more often. The catchy greet alligator suit against the dark background of COCOA PEBBLES box is very colorful! Sax-master Barney with sunglasses and blue blazer make a great contrast on the red FRUITY PEBBLES box! The new multi-colored FRUITY logo is more colorful, however, lacking the uniformity of color lettering, it's harder to read. It'll be changed back very soon. That re-change will make this logo very collectable. To be effective with a multi-colored logo, the background would have to be white, like DINO PEBBLES ('90). A white background with a red border would blast the new multi-colored logo off the FRUITY PEBBLES box! They should try it!

SPECIAL THANKS

This year, particularly, many people around the world, have contributed to my cereal collecting hobby. Sincere thanks to Lance Worth, Carol Volmer, John Suarez, Darren Goodwin, R.H. Bruce, Duane Dimock, Charm, Kevin Malsner, Sean, Liz, and Dan Levy!



INTERNATIONAL SCENE

Cereal box collecting can be an international hobby! There are many exciting boxes all over the world featuring American promotions and graphics of interest for US collectors.

Licensing fees for US motion pictures are less in foreign markets such as Canada and England. British cereal boxes featured The Simpsons, and Jurassic Park at a time when no US cereals featured these characters. Currently British boxes have featured Star Trek Generations on WHEATABIX, and Kellogg's CORN POPS featured TV's Baywatch (called "Boobwatch" by the British). READY BREK (a Cream of Wheat style cereal) featured Disney's Snow White, with a 3-D card in-pack!

In addition to well known movies and TV, many foreign cereals are similar with subtle differences. As Vincent Vega observed in Pulp Fiction, "...it's the little things."

Kellogg's COCO KRISPIES are called COCO PUFFS and still features Coco the Monkey, as the racist caricature which originally appeared on the American box.

The Star Trek Generations WHEATABIX boxes feature in-pack stickers of Kirk and the cast, but scenes on the back of the box have no reference whatsoever to any Star Trek series.





In Europe, General Mills cereals are distributed by Nestle.

In Spain, the Honey Nut Bee is a Turtle. FROSTED FLAKES are called FROSTIES, and Ralston sells HONEY CHEX.

In England they still use the word "sugar" in their cereal names. SUGAR PUFFS feature Marvel's X-Men action figures on the box with a foil sticker on the front (6 different characters). The latest SUGAR PUFFS box features DC's Batman trading cards in-pack, with comprehensive graphics of The Dark Knight on the front, sides and back of the box. What are the worth?

In comics, toys, and model kits, foreign editions are sold for less than their US counterpart. On the other hand, these boxes are exclusive to that country; imports. Imports sell for more than domestic product. Fewer people collect them so the market isn't as big; lower demand. They feature promotions which aren't available in America, so more people want them.

Nobody know what they'll sell for but they're sure worth having in a collection!

375g e

Kellogg's

COCO POPS

Sooty FINGER PUPPET FREE INSIDE!

375g

375g Kellogg's COCO POPS

COCO
FINGER PUPPET THEATRE!

COLLECT US ALL!

375g

375g

RICE KRISPIES

Kellogg's

RICE KRISPIES

ARROZ TOFADO

COM 8 VITAMINAS E FERRO

GANHA 1 Mini-Caixa 200g SYSTEM

250g

250g

RICE KRISPIES

Nestlé

Cheerios

375g

COM 8 VITAMINAS E FERRO

Cheerios

mel amêndoas

GRATIS

RECEITAS MUNDIAIS & FACTOS DISPONÍVEIS

375g

Nestlé

250g

Kellogg's

HONEY CHEX

250g

250g

250g



VIVA de QUEBEC!

A big "wow/cool" to the latest dozen from The Great White North! The cereal boxes in Canada are printed with both English and French graphics!

Many Canadian cereals are the same as America's: Kellogg's, GM, Post. Nabisco's SHREDDIES dominate in place of Ralston's CHEX.

Besides the language variations, sometimes the American campaign will also run in Canada, such as the TRIx flicker-eyes box. This TRIx box has a different back than the US version, featuring a doorhanger instead of the locker posters. The new REESE'S PEANUT BUTTER PUFFS is printed entirely in French on the back of the box.

Domestic CINNAMON MINI BUNS ran a DC Comics in-pack last year featuring 4 mini comics, while in Canada, the box features DC's Superman trading cards as the in-pack, with great Superman graphics all over the box!

(continued next page)



Cheerios E-1

Cheerios THIS BUY 1 OF SEAS ON WEDS IN 1g

Cheerios

Whole Grain Toasted Out Cereal
Contains 40% whole grain

LION KING **ROY LION**

Cheerios 100%

Cheerios E-1

THE LION KING **ROY LION**

Cartoon Cut-Outs **Personnages à découper**

HEY KIDS! **HE! LES ENFANTS.**

SEE THE MOVIE AT A THEATRE NEAR YOU! **VOYEZ LE FILM AU CINEMA DE VOTRE QUARTIER!**

NOUVEAU! **ONLINE!**

Trix

Trix

Fruity Toasted Cereal Puff Cereal
Contains 40% whole grain

Trix

X!1 E-1

FREE! Fruity Toasted Cereal Puff Cereal

NOUVEAU! **ONLINE!**