



No. 6

FREE INSIDE!

SAVE 7¢



THE ORIGINAL
HAS THIS
SIGNATURE

W.K. Kellogg
TRADEMARK

COLLECTING CEREAL BOXES



*See you subsequently
Phil Cook
The Quaker man*

**FREE
INSIDE!**

FREE INSIDE #6 (Fall, 1988) Quarterly by Michael Vollmer P.O. BOX 1071 Spokane, Wa. 99210 (509)-838-5397 - QUAKER, KELLOGG'S, GM, POST, RALSTON, all graphics and characters are copyright their owners and no rights are implied by their use herein. THANKS TO Jon Anderson, Duane Dimock, Craig, Nate, Jerry Cook, Bret, Matt, Joel Bailgis, T. Tumbusch, and our wives and girlfriends for sharing it!

WHY COLLECT CEREAL BOXES

"Rosebud"

If Orson Welles, on his death bed, in the classic film Citizen Kane had whispered, instead, "Juggler Jim," his staff of reporters would have gone digging through a niche of Americana rarely seen by the masses.

Cereal boxes appear on almost every breakfast table in America. They have for many decades been the focus of extensive marketing techniques, many of which are now "classic" because they are remembered still, forty years later. Trinket manufacturers developed ingenious gimmicks as premiums for the radio sponsors and breakfast cereal companies! Graphic artists developed logos and characters which made their cereals more exciting than the other guys!

Breakfast cereals became so much of a character-related product that it's hard to imagine THIX without the silly rabbit, or RICE KRISPIES without Snap! Crackle! and Pop!. Each of these characters took on their own identities and marketing angles. They'd dress up in winter and go surfing in summer. Their adventures took place on the back of cereal boxes every morning and hit the garbage at the end of the day; Not before making their impression and sometimes being used to package stuff in the garage rafters.

Meanwhile America takes on one of the highest standards of living in the world. Driving around in fancy cars, microwaving the new, healthy breakfast cereals; dressed in quality designer clothes, it's challenging to find exciting things for the self that has everything.... Those cereal boxes are happy memories from the days before eighteen long years of school; compromises and assaults in the business; before co-dependency, families, mortgages, when monsters were from "Planet X," not the "I.R.S." Very few of these happy items survived. We threw them away like we threw away our childhood. It's going to cost a lot emotionally and financially if we try to buy them back. It is possible.

A corporate office has limited edition silkscreen paintings by Andy Warhol, sculptures, rare volumes of poetry, designer furniture, a "Buck Rogers," book, and a rare "Lone Ranger," WHEATIES box. The eccentric upper class reach forward and backward realizing that there is more than water in the fountain of youth. From childhood it is a good breakfast that has given man the strength to overcome the day! No matter how old we become, the buck stops.

"Juggler Jim is a boy of three, and a famous stage celebrity. He frequently mentions that he owes, his great success to Cheerios! He juggles pianos, tables, and chairs, even a group of performing bears! His stellar performance quite clearly shows, Jim is feeling his Cheerios!" ...

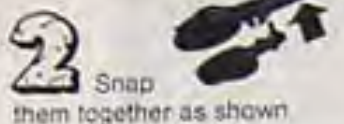




CAP'N CRUNCH
CRUNCHY SWEET CORN™

DINOSAUR SPOON

1 Kids... find the Dinosaur Spoon inside this box and carefully break apart the two spoon pieces.



3 Carefully cut out the dinosaur body and brace on box back following the heavy dotted lines. Ask your mom for help if you need it.



4 Fold the dinosaur body as shown. Insert the brace into the body (and lock sides together).



5 To make your Dinosaur Spoon move its mouth, use your finger to move the lever on top.



6 To use your Dinosaur Spoon as a spoon, remove it from the body and take off the bottom jaw. (Be sure to wash the spoon before using!)



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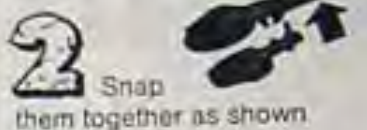
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There is a uniformity to the new premiums which makes them distinctly Kellogg's. All of the graphics on the Kellogg's boxes are being illustrated by the same team of artists.

There are a lot of new premiums and boxes this season. The most abstract is RICE KRISPIES "Bird Feeder." The bird diner is made by cutting a hole in the back of the box and filling the bottom with bird seed. Ha ha ha. "Avoid moisture," it warns on the box! It would be funny to have five or six of these cereal boxes swinging on the limbs of ones apple trees!

There are four categories of Kellogg's cereal box campaigns: space, spys, monsters and toys/Mattel.

Kellogg's often produces in-house character toys of their cereal trademarks. The Snap, Crackle, and Pop, "Action Poppers," in RICE KRISPIES are an example of this. The Tony Tiger "Frisbee Flyer" (by Whamo!) in FROSTED FLAKES, and last years "Diving Tony," are other examples. Not all toys are character related. "The Cool Flute" is pictured on three different boxes: CORN POPS has the long bars, APPLE JACKS has the middle, HONEY SMACKS has the smallest piece of the flute. "Jungle Creatures," stickers are inside APPLE JACKS (which has the jungle scene on the back,) "Ocean Creatures," are in HONEY SMACKS, and "Desert Creatures," on CORN POPS. "The Rock Trivia Machine," in RAISIN BRAN, is similar to "The Joke Machine," in last years RICE KRISPIES. "The Mystery Pen Disk," in FROSTED FLAKES, is similar to Mattel's "Picture Maker (1969);" each third of the stencil combine to draw a dinosaur. Kellogg's does a lot of cross-promoting with Mattel. The monster toys are really popular this year.

RICE KRISPIES featured Mattel's "Boglims" stamps (like last years "Captain Power," stamps in CORN FLAKES.) 18 oz. boxes of RICE KRISPIES feature an ugly "Boglims," mask on the back. A "Boglin," is a foam hand puppet of an ugly goblin-type thing with plastic moving eyes and a cage-like display box. Mattel retails the toy for \$17.95. Mattel cereal boxes are good items to have. The toy collecting hobby is already established and provides another group of potential cereal box collectors. Last years "Mad Scientist," Kellogg's boxes are really good to have. (Have you seen Mattel's "Mad Scientist," "Eyeball Maker,"! It is "gruesomely gross!"). FROSTED FLAKES is offering "Ghost Monster," iron-ons that glow-in-the-dark. RICE KRISPIES just released the "Glow-in-the-dark Talking Skull," which looks great on the back of the box! This is an excellent opportunity for Kellogg's to produce such monster items as "Glow-in-the-dark radioactive Swollen Finger," the hollow plastic finger that slips over our own. "Glow-in-the-dark Mutant Ears," the left ear in HONEY SMACKS and the right ear in CORN POPS, is something everyone will want!

There are only a few space toys on the cereal shelves right now. "The Rocket Bubble Blaster," box features kids in space suits blowing bubbles on the moon... The premium itself uses dishwashing liquid to make bubbles. FROOT LOOPS has the "Alien Detector," passport book. The box has a bar scene where space kids are interrogating creatures to see if their fingerprints are human or "alien." This is a great unofficial tie-in with Alien Nation, They Live, and the new DC Comic book Invasion.

(CONTINUED NEXT PAGE)



CUT OUT THE DOOR BELOW. HANG THE PACKAGE AS SHOWN ON THE SIDE PANEL. ENJOY FEEDING AND WATCHING YOUR FEATHERED FRIENDS.

TO PREPARE YOUR BIRD DINER FOR USE

- ① Cut out "door" on back following the dotted lines after package is empty.



- ② Insert a string as shown to hang the diner.



- ③ Tape top of carton shut or seal using tabs. Keep the bottom of box sealed.

- ④ Avoid moisture.



ORNAMENT INSIDE



All breakfast cereal premium boxes are "limited editions" but rarely has the cereal box itself been the focus of the premium like Quaker's CHRISTMAS CRUNCH. Unlike the character cereals of SMURFS, PINK PANTHER, and MR. T, this Quaker cereal still features Cap 'n Crunch as a Santa Claus.

Last year Quaker released this cereal in Dallas, Texas as a test market. At the same time regular boxes of Cap 'n Crunch featured a clear plastic Christmas ornament. The 1987 CHRISTMAS CRUNCH box is exactly like the new one except for the date on the ornament.

CHRISTMAS CRUNCH boxes are an excellent collectable. Unlike other premiums, all of these boxes must be sold before a certain time. Only collectors will want these after Christmas. Quaker had to produce just enough to have on the shelves but not too much that there are leftovers. These boxes arrived in Spokane supermarkets the week before Halloween. They were out on the shelves about two weeks later. They only went into some of the stores. Albertsons is SOLD OUT. Yoke's only has a few left. Some of the Safeway stores are SOLD OUT. Not all of the stores carried it. This limited distribution indicates that Quaker may not have produced a lot of the box. We can probably expect more next year, after they have their marketing information back.

I expect that Quaker has produced as many boxes as they do for a regular campaign in all three of the other Cap 'n Crunch boxes. If the Dinosaur Spoon boxes are 50% each, Crunch Berries, Peanut Butter Crunch, and Regular Cap 'n Crunch; let CHRISTMAS CRUNCH also equal 100%. I've reached this based on the stock that hit the shelves in November, that would have been re-stocked if it hadn't sold out.

Each of the four ornaments are dated 1988. They are all 2-sided, color illustrations of winter scenes on heavy cardboard. I think this is a really "hot" item because a dealer can guarantee sales annually! Antique Christmas ornaments of the Cap 'n and Sozies will always be in demand!

CHRISTMAS CRUNCH is really a "limited edition" cereal box!

CHRISTMAS CRUNCH

Cap'n Crunch hopes your Christmas is lots of fun. And to help celebrate, he's wrapped up a special present for every one of his kids! Inside each box of Christmas Crunch cereal you'll find one of four fun Christmas ornaments! So have a Merry Christmas from Cap'n Crunch and the whole Crunch crew!!

Collect all 4



1988

CEREAL BOXES

PAYING 25¢ EACH!

Comic Book Shops sell plastic bags for Treasury Edition size comic books. Most of the cereal boxes will fit in one of these. There are a number of ways to keep cereal boxes from being damaged. One way is to carefully pop the glue holding the flaps of the box together and lay the box flat. In bags, it is possible to keep thirty or fifty boxes stored tightly in a cardboard box. Another way is to leave the box square, in a bag, sitting on a shelf. Sometimes a grocery store has the original shipping case that the cereal came in. One of these cases will hold twelve or fourteen boxes the same size.

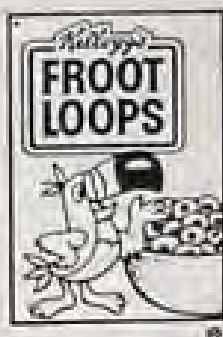
Another nice thing about Treasury Size comic book bags is that a collector can keep the Sunday Newspaper ad in the same box with the flat box. Some premiums, like "Find Dino," posters, and THE REAL GHOSTBUSTERS "Slimer" poster, can also slide into the bag.

Some cereal boxes are too big to go in a Treasury bag. Most of the large WHEATIES commemorative boxes don't fit. The 24 oz. CORN FLAKES, Jumbo Size CAP N CRUNCH, and Salston's NEEDS, don't fit. All of these can be kept together in a large cardboard box.

Most old boxes, from the 70's and earlier, will fit, unfolded, in a treasury bag and can be pinned to the wall. Flat or unfolded a bagged cereal box on the wall looks really neo-decorative!

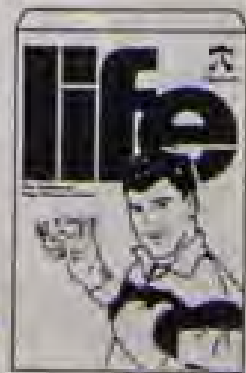
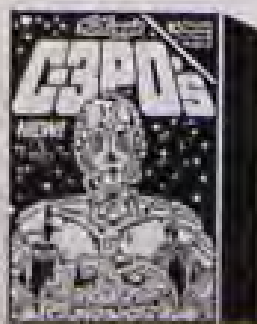
New cereal boxes are available in most supermarkets. Some are not distributed in certain areas. A lot of collectors don't like paying for a box of food and throwing the cereal away. A lot of adults can't eat the sugar cereals that comprise the collectable boxes. Sometimes there's no choice but to throw it away. Other times one can buy the cereal box from someone that does eat it: kids.

Most Comic Book Shops have a ready-made clientele that will sell a cereal box for 25¢. If the collector is buying treasury bags from the shop, he will establish with the shop owner that this is a legitimate hobby. This way the owner can assure the perspective seller that he'll get his two bits.



Parents are also really skeptical about adults offering to pay their children for a cereal box. The common ground with parents is the kids comic book collection. Some people collect comics, others collect cereal boxes. Also, because some cereals are too gross tasting to eat, one needs to buy the box from kids that do eat it! Most parents will accept this. A parent may also ask, if the cereal box isn't worth more than 25¢. Some boxes are, like a RAISIN BRAN "Duck Tales," "Duck Tracks," box. For that, maybe 50¢, but for others like Nabisco's SHREDDED WHEAT or General Mills' TOTAL aren't worth anything to anyone! To keep the kids hunting and going door-to-door in their neighborhoods, it has to be a broad guarantee that they can get 25¢ for any box! Another parent satisfier is that one is buying the box for the proof-of-purchase symbol. A parent will relate to how expensive it can be. Once the parent accepts that the weird cereal box collector is on the level they will help the kids by telling cousins and neighbors to save boxes for their kids.

Comic Book Shops are a good opportunity to reach the public in search of cereal boxes and premiums.



ASSEMBLY INSTRUCTIONS FOR CAP'N CRUNCH SEA CYCLE

Step 1. Separate parts and trim off all small projections where parts were attached to runners. (No glue is needed. All parts press or snap together.) (All parts are numbered for your convenience.)

Step 2. Assemble Deck (1), Rudder (2), Rudder Wheel (3), Wheel Pin (4) and Handle Bars (5) as shown in Fig. A.

Step 3. Snap Left Pontoon (6) to Bottom of Deck, starting at rear locating pins, and working forward. Press square end of Winding Crank (8) into raised side of Gear (9). With Deck upside-down, lay Crank Assembly in bearing groove of Deck and snap Right Pontoon (7) in position over it. See Fig. B.

Step 4. Peel self-adhesive Decals one at a time and by referring to the numbers, affix them to the corresponding parts of Cap'n Crunch and Sea Dog. (When putting Decals on Cap'n's Left and Right Thigh (16 & 17), line up holes carefully as improper alignment may impair operation. Also, Left and Right Boot Decal (18 & 19) must be affixed to numbered side of Parts 18 & 19.)

Step 5. Fasten Cap'n and Seadog (10) to seat by pressing 3 flat pins on base of bodies into the 3 slots in seat. Fasten Seadog's Left and Right Legs (12 & 13) and Left and Right Arms (14 & 15) to body by pressing pins into corresponding holes. (If part numbers have been covered by Decals refer to Fig. C.)

Assemble Cap'n's Left Upper Arm (20) and Left Forearm (22) by pushing pin into hole. Take one of Arm Pins (24 or 25) and push it through the remaining hole in Upper Arm. Slip large hole in Band over left side of Handle Bar. Make sure Forearm is on outside of Upper Arm. Then press Arm Pin through Upper Arm and into shoulder hole. Assemble and attach Right Arm in same manner using parts 21 & 23. Assemble Left Thigh (16) and Left Boot (18) by pushing pin into hole. With Boot on inside of Thigh, use Leg Pin (26 or 27) to attach Thigh to hole in body. Repeat procedure for Right Leg using parts 17 & 19. See Fig. C.

Step 6. Slip Rubber Band over Pulley Pedals (11) and snap in place in fork bearings. See Fig. C. Rubber Band should extend back under seat. Take Cap'n's legs one at a time and snap hole in each Boot onto its Pedal. (Keep Pedal in down position while doing this.)

Step 7. Insert Rubber Band Tool (31) through Left Half of Paddle Wheel (28) and pull Rubber Band through. See Fig. D-1. Holding Rubber Band as in Fig. D-2, stretch Rubber Band and slide one strand over center restriction pin. Band should end up on each side of center pin as in drawing. Place Left Half of Paddle Wheel on table, with wheel side down and Rubber Band extending up out of center tube. Take Right Half of Paddle Wheel (29) and holding it with wheel side up over Left Half, use Rubber Band Tool to reach down through center tube of Right Half and Pull Rubber Band up through. See Fig. D-2.

Rotate Right Half until line up pins (See Fig. D-2) are together and in this position press both halves firmly together. Make sure there is no space left between sections of paddle wheel pulley.

Step 8. Slip Paddle Wheel Gear (30) onto Right Side of Paddle Wheel as shown in Fig. E-1.

Grasping the Rubber Band which was positioned over Pedal Pulley in Step VI, stretch it back through the opening under the seat and while gently spreading it over your finger tips, loop it over the Paddle Wheel Assembly and onto the Paddle Wheel Pulley. Make sure Paddle Wheel Gear is on same side as Crank Gear. See Fig. E-2.

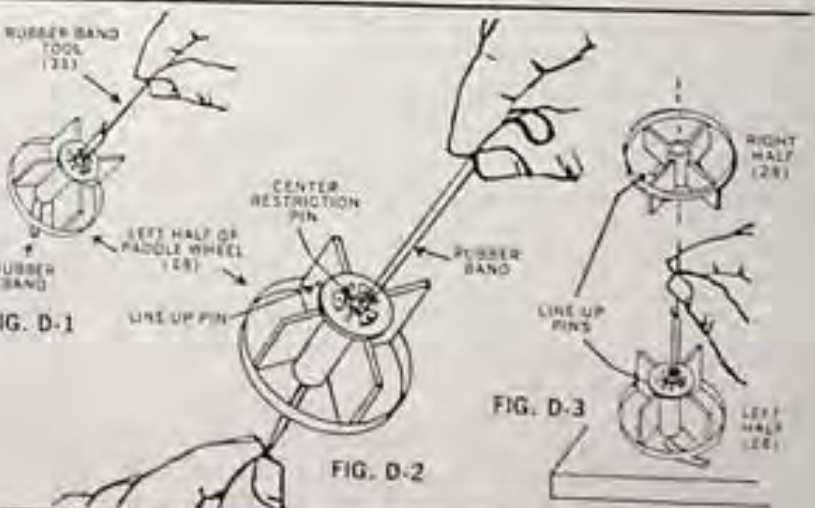
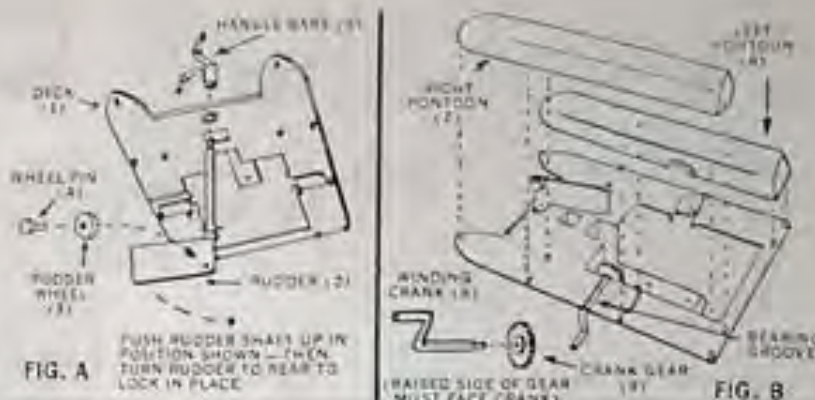
Bring Paddle Wheel Assembly forward under the seat and place it on the Paddle Wheel Bearings. Take ends of Rubber Band which extend from each side of the Paddle Wheel and hook them over the Deck Pins. (If Rubber Band has slipped back into tube, use Rubber Band Tool to fish it out again.) Carefully turn Paddle Wheel back and forth until the Gears on the Paddle Wheel and Crank Mesh. Then push down on both ends of the Paddle Wheel until it snaps into place in the Bearings.

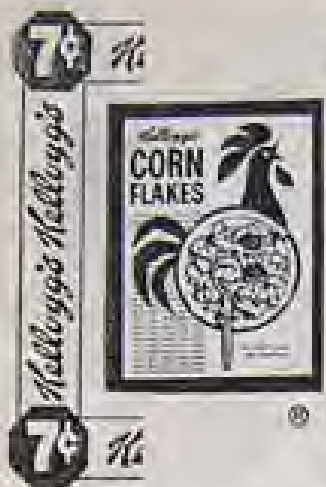
Make sure Paddle Wheel Halves are still firmly pushed together. Using the Rubber Band Tool, push the Rubber Band all the way down on the Deck Pins. The Sea Cycle is now assembled.

Operation: The Sea Cycle runs on either land or water. It can be steered by turning the Handle Bars. To operate, wind the crank in a clockwise direction. Set it on the floor or water and watch it go. You may wind it up to 75 turns, any more than that will shorten the life of the Rubber Band. An extra Rubber Band is included in your Kit. If you need more you can use any standard No. 15 Rubber Band. To insure a smoother and faster action, use a small amount of petroleum jelly (like vasoline) on both Paddle Wheel bearings.

TROUBLE??? If your Sea Cycle will not operate check for the following reasons:

1. Broken rubber band.
2. Band not on center pin correctly.
3. Paddle Wheel not completely together.
4. Gears not meshing.
5. Pedal Pulley not fully snapped into place.
6. Rubber Band ends not pushed down completely on Deck rubber band pins.
7. Crank Gear put on backwards.
8. Trimming the small projections on Gears and Paddle Wheel, where these parts were connected to the runners.





Kellogg's Kellogg's Kellogg's Kellogg's Kellogg's Kellogg's

THIS COUPON WORTH 7¢
on your next purchase of

Kellogg's RICE KRISPIES

SAVE 7¢

TO DEALER: We will return this coupon, plus 7¢ for handling, when terms of this offer have been completed with you and the consumer. Any other expiration instructions based on the endorsement from Kellogg's Department, or by mailing coupons to Kellogg's Sales Company, Battle Creek, Michigan 49811, providing proper purchase of sufficient stock to cover coupons presented for redemption must be allowed upon request. Redeemable only by consumer to whom originally issued. We will not accept redemption through intermediaries, assignment outside agencies, brokers, or others who are not listed distributors of our merchandise. Coupons will be void and subject to cancellation when presented contrary to terms of the endorsement. Any sales tax must be paid by customer. Void in any place where its use is prohibited. Excess based on redemption by law. Cash value 1/20¢ of 1¢.

Offer Expires Dec. 31, 1988 KELLOGG SALES CO., BATTLE CREEK, MICH.

Kellogg's Kellogg's Kellogg's Kellogg's Kellogg's Kellogg's

FROSTED FLAKES "Secret Pens," feature Tony on the back of the box, in a trench coat, decoding the location of the secret meeting... Kellogg's doesn't have a current "secret compartment" toy. A hollow plastic pen would be a good unofficial tie-in with Licenses Revoked, the new James Bond movie.

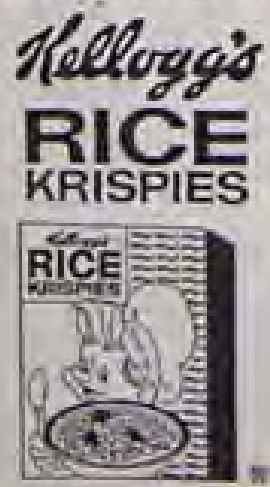
Kellogg's is relying entirely on in-box premiums rather than making people send away for items. Some things can't be given away in the box. Inflatable premiums like "Blow-up Tony Tiger and Toucan Sam would be great! or odd-shaped CORN POPS "Beach Balls!" A HONEY SNACKS "Dig Em Jumping Toy," would be a good send-away-for premium. Kellogg's has a great opportunity to retaliate against the influx of Apple Cinnamon cereals by developing the characters of the APPLE JACKS kids! Put these kids in space suits, or trench coats, or fighting monsters! The fad-oriented public is ripe for the development of established characters! A lot of collectors and kids would send for it!

Kellogg's has a solid history of creating collectable cereal boxes. Their logos and boxes have changed distinctively each decade. The latest change has been the RICE KRISPIES logo. New 16 oz. boxes also feature "Chipmunks" masks of Alvin, Simon, and Theodore. The mask makes the box a premium with a new logo besides! Old Kellogg's cereal boxes will always be in demand.

Ironically, the most sought-after cereal box was made by Kellogg's in this decade!

Kellogg's Vanessa Williams, Miss America Commemorative CORN FLAKES box was produced in 1984. This box didn't make it to supermarket shelves but Kellogg's had distributed the box in a number of places as a souvenir before the scandal hit! That scandal tarnished the reputation of the Miss America Pageant and could mock the 75 year wholesome reputation of Kellogg's CORN FLAKES. This box isn't something that the company boasts of having produced. Cereal box collectors, on the other hand, see in this box a validation of the hobby itself; a cereal box that the general public recognizes as a legitimate collectable! As Vanessa Williams builds her career with even more hit singles on the Top-40, magazine covers on Ebony, People, and others, this box will be demanded by many diverse collectors in addition to PURE cereal box collectors. This box is a worst-case scenario of personality related product endorsements for Kellogg's. Even though the demand for this box was unintentional, and Kellogg's hasn't let the front of the box appear in media articles, it remains distinctly "Kellogg's."

NEXT ISSUE: Kellogg's PEP Pins!



ON YOUR NEXT PURCHASE OF

Kellogg's OK'S

THE BR-R-RAWNT NEW DAT CEREAL

SAVE 7¢

TO DEALER: We will return this coupon, plus 7¢ for handling, when terms of this offer have been completed with you and the consumer. Any other expiration instructions based on the endorsement from Kellogg's Department, or by mailing coupons to Kellogg's Sales Company, Battle Creek, Michigan 49811, providing proper purchase of sufficient stock to cover coupons presented for redemption must be allowed upon request. Redeemable only by consumer to whom originally issued. We will not accept redemption through intermediaries, assignment outside agencies, brokers, or others who are not listed distributors of our merchandise. Coupons will be void and subject to cancellation when presented contrary to terms of the endorsement. Any sales tax must be paid by customer. Void in any place where its use is prohibited. Excess based on redemption by law. Cash value 1/20¢ of 1¢.

Offer Expires Dec. 31, 1988 KELLOGG SALES CO., BATTLE CREEK, MICH.

WIZARD OF ID

HOW DO YOU KNOW WHEN YOU HAVE A DRINKING PROBLEM?

by Brant Parker and Johnny Hart



#1 17-89

COMIC INDEX (continued from last issue)

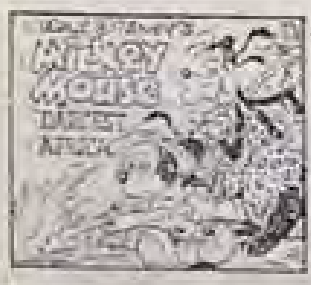
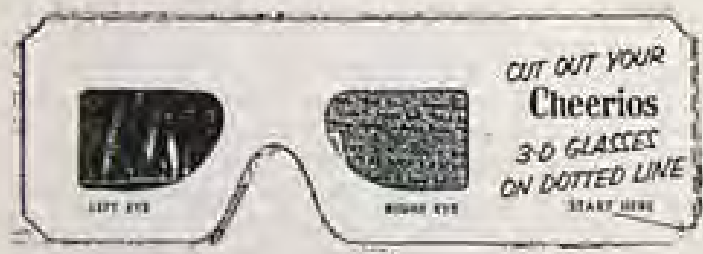
A list of cereal company comic book premiums as listed in the Bob Overstreet Official COMIC BOOK Price Guide 1987 (17th Edition - House of Collectables Publisher)

- Popped Wheat 1947 SMILIN JACK 16 pgs. 10x7"
- Popped Wheat 1938 TERRY AND THE PIRATES 16 pgs.
- Popped Wheat 1947 DICK TRACY 16 pgs.
- Popped Wheat 1947 LITTLE ORPHAN ANNIE 16 pgs.
- Sparked Wheat 1942 SMILIN JACK 16 pgs.
- Sparked Wheat 1942 TERRY AND THE PIRATES 16 pgs.
- Quaker 1940 LITTLE ORPHAN ANNIE
- Quaker 1941 L.O.A. and the Rescue 20 pgs.
- Quaker 1941 L.O.A. and the Kidnappers 20 pgs.
- Sparkies 1942 L.O.A. and Mr. Grudge 20 pgs.
- Sparkies 1942 L.O.A. and the Great Am 20 pgs.

FREE COMIC
EACH WEEK

With Giant Size
Comic Book

POPPED WHEAT
At Your Grocer's



GET THIS AND 7 OTHER EXCITING BOOKS
GET THIS AND 7 OTHER EXCITING BOOKS
GET THIS AND 7 OTHER EXCITING BOOKS
3-D GLASSES WITH EVERY SET



GET THIS AND 7 OTHER EXCITING BOOKS
GET THIS AND 7 OTHER EXCITING BOOKS
GET THIS AND 7 OTHER EXCITING BOOKS
3-D GLASSES WITH EVERY SET



Kellogg's®



**FREE
BIRD
FEEDER**

SEE PACKAGE BACK



**INSIDE
ROCKET
BUBBLE
BLASTER**



Kellogg's
RICE KRISPIES

CHIPMUNK™ MASK

Collect all three!



ALVIN



SIMON

HERE'S A RIDDLE:

What's 30 years old, has 6 legs,
and is red, green and blue?



Cut along
red line.

Cut out
eyes on
dotted
lines.

Fold tab
here insert
string
and tie.

Fold
tab
here
insert
string
and tie.

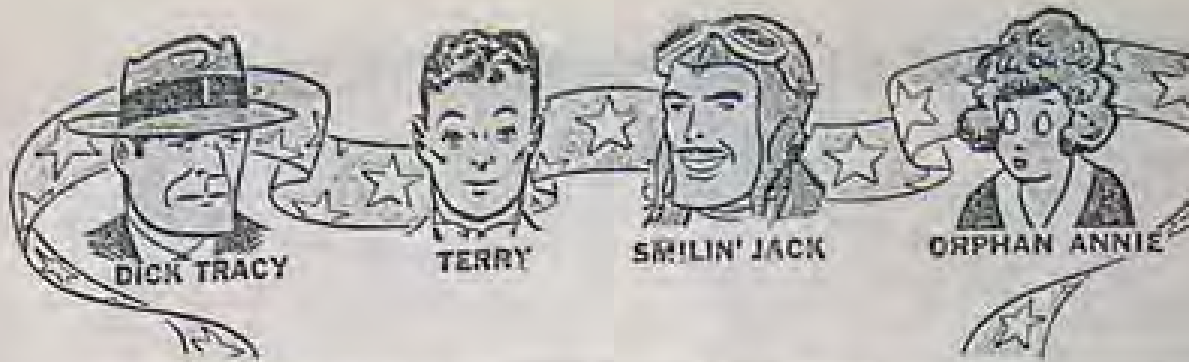
THEODORE

Theodore, who plays the drums for the group, is the shiest chipmunk. He has become an accomplished songwriter writing over 300 original tunes, including the immortal "The Little Bird Who Slept Through Winter And Woke Up Late Only To Find The Really Good Worms Were Already Taken."

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The Chipmunks™ is a registered trademark of Bagdasarian Productions.

Watch "Alvin and
The Chipmunks" and all your
Saturday morning favorites on





ARE WE GETTING RIPPED OFF?

A simple formula for calculating the value of a cereal box is estimating the value of the in-box premium and multiplying by four. Rarity, demand, and price all play a part. If a CHEERIOS Pink, plastic, 3-wheel car sells for \$5, expect the box to sell for \$20. If a Star Wars sticker from CHEERIOS sells for \$10, get \$40 for the box. A KIX "Atomic Bomb" ring from the 40's sells for \$35-50, does this make the box worth \$140-200? If a box is priced \$80, determine if the in-box premium is worth \$20. If it isn't then maybe the box is too high. There are other variables when the box is the premium (like a Kellogg's C3PO's with masks on the back) or is featuring send-away-for-premiums. Some boxes have no premiums. Sometimes the box is "character related." H.R. Puf n Stuff and Josie and the Pussycats boxes might bring five times the value of the premium. The same would be true for other Hanna-Barbera and Sid/Marty Kroft cereal boxes. Exception: "Donald Duck's Atomic Bomb," comic book sells for \$400. This doesn't make that CHEERIOS box worth \$1600! Most of the comics in that same series sell for \$2-12., making the box a more appropriate \$48.00 . Ha ha ha! (CONT. NEXT ISH.)



-BRET S.

WACKY PACKAGES®

© TOPPS CHEWING GUM, INC.



FOR BETTER OR FOR WORSE/Lynn Johnston



HOT FLASHES

FRUITY YUMMY MUMMY (General Mills) hit the shelves this Fall. A fruit cereal, with marshmallows, this is much tastier than COUNT CHOCULA or FRANKENBERRY! This cereal was in release during the 70's except it was called FRUIT BRUTE and featured a Werewolf instead of a Mummy! This cereal is in most supermarkets...but where's BOO BERRY?!

WHEATIES (General Mills) has a couple new "Special Edition" boxes. Steve Largent of the Seattle SeaHawks is on one. Michael Jordan of the Chicago Bulls (Basketball team) just came out this week. One-in-ten boxes has a certificate for a Michael Jordan Basketball. (...and if you don't get one FREE, there's a certificate for \$5.00 OFF a 14.95 said-same ball).

SUPER GOLDEN CRISP (Post) features a free "velcro ball game" which is brilliant! The back of the box is a target. The velcro triangles are inside. Stickers of velcro stuff are inside. Put the stickers on the box and you've got the game! The same box has an excellent offer: The SUGAR BEAR wristwatch with "eyes that move!" for only 9.95 plus proof of purchase!

HONEY AND NUT CHEERIOS (General Mills) offers Black and Yellow Honey & Nut Bee pencils with a 24-letter maximum for customizing your name on each! ...Or how about putting ELVIS PRESLEY on a couple sets for only \$1.75 a set! Imagine how valuable! ha ha ha FOR SALE: ELVIS PRESLEY Honey and Nut Cheerios' Honey and Nut Bee Pencil Sets....

DINOSAURERS (Ralston) is featuring "Nintendo" items on one box. This is one hot item especially since Nintendo came out with that "Twister"-size interaction board. I think this is a real solid tie-in for the videogame wizards. The 3-D scenes "Win a Trip to DisneyWorld" are still around. The latest campaign is "Win a Real Dinosaur Bone"...a kind of "Fossils are our friends" item. The box features "fossil facts" on the back.

FORTIFIED OAT FLAKES (Post) has changed its box from the gold and white to a dark blue. The cereal is now called OAT FLAKES. Even though it's an "Adult Cereal," the obsolete box is a good one to get.

CINNAMON TOAST CRUNCH (General Mills) sent a .75 oz. box as a sample to Zip Code areas in Spokane, Wa. It's the size of the Kellogg's VARIETY PAK (pictured here "actual size".) The sample arrived with a color 9x5 card featuring a 50¢-OFF coupon.



APPLE CINNAMON OH'S (QUAKER) hit the shelves in the Riveridge Rosauers. Perfect timing to rival GM's...
 APPLE CINNAMON GREENIOS (General Mills) came onto the shelves at most Safeways. Perfect timing to rival Kellogg's....
 APPLE CINNAMON APPLE JACKS (Kellogg's)....ha ha ha

fading fast - last years cereals that we just don't see much of anymore: ICE CREAM CONES (GM) CIRCUS FUN (GM) FREAKIES (RALSTON) FRUIT ISLANDS (RALSTON) ROCKY ROAD (GM)

QUOTES

"I'm specializing in Raisin Bran". - Duane D.
 "I know you're buying this for the mask...". - Cashier
 "If you're not insane for saving the receipts am I crazy for saving the shopping list"? - Carol
 "Look at all the cereal you got"! - Matt
 "You should buy ten boxes so we can have the ornaments on our tree"! - Rhonda
 "We aren't saving boxes we've got a collection of premiums". - Craig (& Michele)

NEW FRUITY YUMMY MUMMY™

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USA TODAY December 02, 1988 featured a General Foods Advertising Section called the BEDROCK GAZETTE with color pictures of Cocoa Pebbles, Fruity Pebbles, the premiums and the names of all the people that sent in their name! Watch USA TODAY on February 14th for the Kellogg's VALENTINE LIST!



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Cereal
Box
Collecting

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KELLOGG COMPANY
COMMEMORATIVE PACKAGE

*Congratulations to
Vanessa Williams,*

“MISS AMERICA 1984”

Through the issuance of this special edition package, Kellogg Company gives recognition to Vanessa Williams for her achievement in having been selected Miss America 1984.

It is with this intent that Kellogg Company provides this limited edition Commemorative Package as a lasting reminder that America remains the land of opportunity for all people, that we must continue to promote the American dream and encourage all Americans to freely pursue life, liberty, and happiness.

Kellogg Company
Battle Creek, Michigan

