


**BIG
&**

**FREE
INSIDE!** TM

**NUMBER
7**

Should the Rabbit eat Trix?

It's the
BICENTENNIAL
and in the spirit of
American Independence
THE RABBIT
DECLARES HIS
INDEPENDENCE



He wants a
COMPLETE BREAKFAST
with Trix!



DO YOU AGREE... SHOULD THE
RABBIT EAT TRIX?



OR...do you believe that
TRIX ARE FOR KIDS
forever and ever and
never for Silly Rabbits!

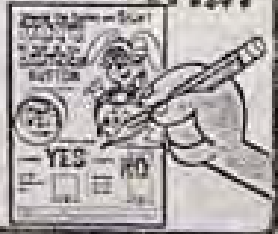
That is the question!

I WANT

YOUR VOTE!

KIDS OF
AMERICA!
YOU DECIDE
IF THE RABBIT
GETS TRIX
OR NOT!

To vote, use the ballot
on specially marked
boxes of Trix!



And be sure to see package details to get your
FREE OFFICIAL TRIX ELECTION BUTTON.
Wear your button proudly and declare:



© COPYRIGHT

CEREAL BOX COLLECTING

WHY COLLECT CEREAL BOXES



UNITED FRIENDS INC.
MEMPHIS, TENNESSEE

By: Thonda Jones
Michael Voller

Psychology Today ran an article about collecting. They say that a collection is a sign of the man's character.

Bob G. says: "I have stopped being surprised by the things people collect". A person is able to collect almost everything (and usually does!)

Cereal box collecting is one of the hottest hobbies on the antique scene. These contemporary treasures are familiar to every American. They bring back fond memories. Cereal boxes are something that skeptics agree will be valuable in the future. It's no surprise.

A collector finds the pieces and builds his collection by advertising and asking around. Most people already collect cereal premiums. These collectors have made friends with a lot of other premium collectors. There are radio, newspaper, and fast food restaurant premiums: comics, records, toys and games. A lot of times friends get together to show-off their collections. One collector, Forrest Ackerman, has a museum and he invites friends over on weekends like an "open house."

While building their collections, most guys deal with other collectors and trade or buy the new pieces. People often want various things; a guy might trade a plastic toy for a monster magazine or a record that someone wants for a cereal box the guy has. The collector learns a lot about these other collections and usually makes a couple new friends!

Most collectors get really excited about the cereal box hobby. Even non-collectors find the boxes exciting and are eager to save their cereal boxes for the collectors! There are a lot of boxes going around! A charismatic collector can recruit every co-worker and friend just by showing off a few pieces and being enthusiastic!

Steve B. said: "You collect cereal boxes? I saw a TV show about a guy that collects carrot bags. He's got all kinds, old ones, new...." We talked about the different cereals we eat as kids, what kinds "the man" wouldn't let us have! That night he went home and looked everywhere for his **FRANK'S** magnets. They were gone.

Matt K. won't take any amount of money or trade for his **MOOSEBONE** premiums! They were his when he was a kid and he's keeping them! He isn't a cereal box collector (yet) but he could probably be motivated to start if someone turned up a **MOOSEBONE** box with the Free magnets offer on the back!

Friends that don't collect cereal boxes (yet) really enjoy contributing to our collections! If we are collecting for our own pleasure and not for re-sale (!) these people will usually hand over backward to help! It's like donating something to a museum.

Collecting cereal boxes sets us apart by distinguishing our character, and yet, brings the world to our doorsteps because it's so fun to see!

DIRECTIONS:

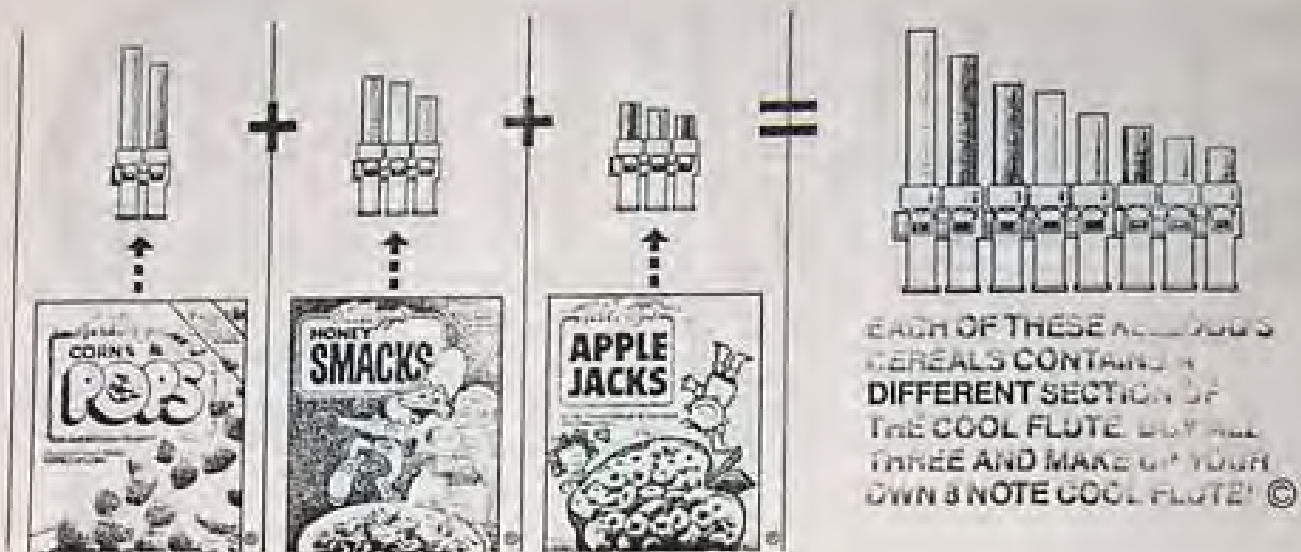
1. WET ARM SLIGHTLY.
2. PLACE TATTOO ON ARM.
3. HOLD FIRMLY 1 SECOND.
4. LIFT OFF TATTOO.

© 1987 UNITED FRIENDS INC.
MEMPHIS, TENNESSEE
BY DESIGNER
A. B. B. B. B.



TRIXY ISSUE: Collecting "carrot bags"





CORN POPS® RECALL!

Supermarkets across America received a very low-key recall announcement January 2nd of this year. Kellogg's was recalling four of its products because of a "hot" premium.

It means that two of the Kellogg's premiums did not conform to industry safety standards.

The boxes were removed from the shelves that week in most stores. However, it was during the Christmas vacation so a lot of stores were too busy. Collectors rushed out and cleared the shelves that still carried the product.

Then it was over.

National news radio carried the story. Pat Sajak made a crack about it in his monologue. If there was an Associate Press article, Spence, didn't pick it up.

The thing that made this so low-key is that nobody got hurt. No kids choked. The safety standards are strictly enforced because a scandal might destroy the entire "cereal" industry!

The notorious premiums were the long bars of "The Cool Flute," in Corn Pops, and the (sp) HONEYSMACKS in THE COOL FLUTE, COCA COLA and Family-pak POP TARTS!

These had all been on the shelves for months before the recall and Kellogg's said they would not try to recall the pieces that got out (because there were 14 million of them).

Because of the low-key nature of the recall, the boxes will not be a high demand item. The public didn't hear about it and there's nothing "bad" about them!

Unlike the cola-war, breakfast cereal companies will not experience polarization. Shelf space is limited in supermarkets and competition for the consumer dollar is fierce, indeed, but grocery stores are getting larger and the shelf space longer, offering a wider variety of all products to satisfy more specific target markets!

Unlike the Thrift stores of the 70's, area super-stores are staying open 24 hours offering the most obscure cereals from weird blue health flakes to raisin bran in plastic boxes. Instead of polarization the supermarkets of today are offering a greater opportunity for innovation and diversification in the cereal industry!

Another safeguard against a two-company industry is the solid base that the competition have in their flagship products. No matter how big Kellogg's and General Mills get, QUAKER will always have demand for CAP 'N CRUNCH and "CATS". Kellogg will have CHEL. Post will have the Flintstones! With the exception of CSPO's, Kellogg's rarely enters the exploitation market which leaves the others free to do GUMSBERRY, M. S. SWEET TURTLES and the latest video-dance.

Kellogg can experiment with DORRIN DONUTS and FRUIT ISLANDS. POST took the "most innovative" award for the 2nd year with California Raisins. QUAKER can revive QUISPI CINNAMON LEBOOTE's, and QUACK; or keep creating Christmas QUACK!

There are too many factors at work in the cereal industry to speculate on a polarization.

General  Mills



M&M's

Fruity Frosted Corn Puffs



New!

Brighter
Fruit
Colors!

FREE
INSIDE

ENJOY WITH
m&m's
PLAIN CHOCOLATE CANDY

NET WT 1/2 OZ (14.30 grams)

HAVE FUN FIVE DIFFERENT WAYS ©

Your Spying Spy Kit has all the gear and accessories a one-handed spy needs. It has two clips on the back that hook onto your belt or wardrobe. Want to hide it? Just slip it into your pocket. That way, no one will know you're a spy. Use it for storing secret messages from friendly Agents. It's even more fun if your friends have one too, so you can form a Spying Secret Agent Club and send messages back and forth.



IT'S A SIREN WHISTLE

For Sending and Receiving Morse Code

Use the Siren Whistle for calling, signaling and warning friends, or for sending messages in Morse Code. The Morse Code is printed on the inside of the top of the Code. Once you've learned it, you can send any kind of message with the whistle.

IT'S A SECRET CODER/DECODER

For Sending and Decoding Secret Messages



To write or unscramble code messages, turn knob on inside dial until letter A is directly under "code letter." Let's use code N, for example, in this code: A=N. To send the word: DANGER, you would write it as follows: (N)-QATRE. To unscram-

ble coded messages work from the outside alphabet to the inside alphabet. Set the inside N under the outside A. If you receive the message URYC, the letters directly under on the inside circle read HELP. So, hurry, a friend needs you! If a "spy" intercepts and breaks the code, change it by moving A on the inside alphabet to any new "code letter" on outside alphabet and follow the same procedure to send and unscramble messages. The sample on the Cap'n Crunch Box is A=W. (Always be sure to write the code letter first so the receiver knows the code you're sending.)

IT'S A COMPASS

For Finding Your Way



Half of the needle points to "N" (for North). When you're facing NORTH, East is to your right, West is to your left and South is behind you. So how could you possibly ever get lost?

The needle of a compass always points NORTH. Hold your compass level and steady until the needle stops wobbling. Then slowly turn the compass until the blue

IT'S A SUNDIAL

For Telling Time



points NORTH. The shadow cast by the pointer will tell you the Sun Time of the day. Who needs a watch anyway?

The sundial is on the left hand side of the box. Place the box in the sun and locate NORTH with your compass. Then turn the box until the arrow on the sundial also

IT'S A MESSAGE FLASHER/DIRECTION FINDER

For Flashing Signals From a Distance



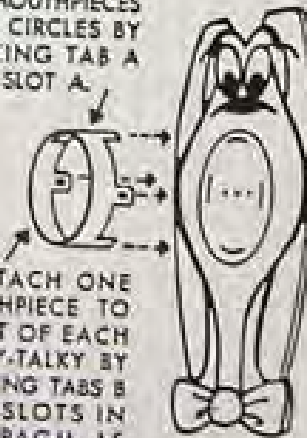
Inside the lid is a metallic flasher that reflects sunlight. Signal friends by holding the reflector toward the sun so they can see the reflector and signal back. Work out a Secret Signaling System, or

use the Morse Code, to stay in touch on sunny days when it's hard to see at a distance. (Use the "Direction Finder," on the right hand side of the box, to locate the direction you want to signal by looking through the small opening in the back of the box with the lid open.)



HOW TO SET-UP YOUR TRIX WALKY SQUAWKY TALKIES

1. FORM THE TWO RED MOUTHPIECES INTO CIRCLES BY LOCKING TAB A INTO SLOT A.



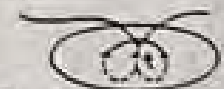
2. ATTACH ONE MOUTHPIECE TO FRONT OF EACH WALKY-TALKY BY INSERTING TAB B INTO SLOTS IN DIAPHRAGM AS SHOWN.

3. NEXT, TIE ENDS OF THREAD TO WALKY-TALKIES — FOLLOW SPECIAL INSTRUCTIONS.

THREADING INSTRUCTIONS



A WITH BACK OF WALKY-TALKY FACING UP, INSERT ONE END OF THREAD DOWN THROUGH CENTER HOLE OF DIAPHRAGM, THEN THREAD IT UP THROUGH ONE OF THE END HOLES, THEN DOWN THROUGH OTHER END HOLE.

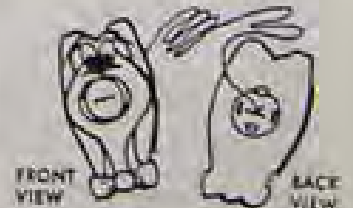


B NOW BRING THREAD UP THROUGH CENTER HOLE.



C NOW PULL THREAD TIGHT AND TIE KNOT.

SEE OPERATING INSTRUCTIONS ON BACK OF WALKY-TALKIES.



FRONT VIEW

BACK VIEW



This 1957 historical account is great for cereal enthusiasts! The book traces the origins of the ready-to-eat breakfast industry. Ironically, the first cereal companies were founded by vegetarian religious "flakes" that quoted passages from the bible indicating that Yahweh was not a meat eater! During the 1800's, when breakfast was pork sausage, and meat pancakes, these crusaders heeded their flocks into grain diets of Grape Nuts, Corn Flakes and "Eliza's Nanna!"

Look for Binehart and Company Inc. to re-print this book in the near future!! In the meantime go dig around at the local library; on your own "Cornflake Crusade!"

1957 edition

CORNFLAKE CRUSADE

From the Pulpit to the Breakfast Table

GERALD CARSON
author of THE COUNTRY STORE



This set of three video tapes is really fun!! It's available from your local comic book store, through Capital City Dist.

The 1st tape, "Woggy celebrities," features famous actors pitching breakfast cereal; from Superman to the Lone Ranger!

The 2nd tape, "Famous Animated Flakies," has the cartoon characters, from Yogi and Bugs to Lucky, and Quake! During a presentation of 60's collectables, both QUESP commercials brought waves of laughter from the audience!

The 3rd tape, "Snap! Crackle! Poppourri," is the weird commercials; the weirdest being the fat lady school teacher with the pop-art Wheaties box! The commercial fades into a shot of the actual box in a collector's collection!

These tapes are like a home catalog of cereal bumps and premiums! They will surely accelerate demand for certain boxes because of the powerful sales pitch from the original ads! They are really fun for showing specific commercials to friends; only the hardened hardcore collector will make it through all three hours straight before flaking out! Give it a try!

Posttogo Mills

P

VOL. 1 WOGGY CELEBRITIES

CEREAL

COMMERCIALS

Natural Cough Syrup Flavor





FREE
\$2.37
VALUE

GRINS & SMILES & GIGGLES & LAUGHS

Here's an offer that's sure to put a grin on every kid's face. 3 Flair pens — red, blue and black — free with 3 purchase seals from GRINS & SMILES & GIGGLES & LAUGHS™, the sweet, crunchy cereal that smiles back at you.

This \$2.37 value is yours free — and that will put a smile on mom's face. You can get 2 sets of these 3 Flair pens for only 5 purchase seals.

See specially marked packages of GRINS & SMILES & GIGGLES & LAUGHS for details, or fill out the order blank below.

And here's 7¢ off your first purchase.



MAIL TO:
G.S.O.L. Pen Offer
P.O. Box 8363
St. Louis, Mo. 63102

3 purchase seals for your set of 3 Flair Hardhead Pens.
 5 purchase seals for two sets of 3 Flair Hardhead Pens.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

(This offer valid in U.S.A. Offer not where prohibited, taxed, or otherwise restricted. Please allow 4-6 weeks for delivery. Good until 12/31/87.)

7¢ off on Grins & Smiles & Giggles & Laughs Cereal. 7¢

At 7¢ off. For purchase of 1 or more boxes of 10.5 oz. (300g) or 12.5 oz. (350g) of Grins & Smiles & Giggles & Laughs Cereal. Offer good until 12/31/87. See back of cereal box for details. Offer good only in U.S.A. Offer not where prohibited, taxed, or otherwise restricted. Please allow 4-6 weeks for delivery. Good until 12/31/87.

7¢



Free Flair "Hardhead" Pens from the cereal that will draw a smile.



Ralston®

GRINS & SMILES & GIGGLES & LAUGHS



**FREE
MAGNET
INSIDE!**

Cecil

25% OF THE RECOMMENDED
DAILY ALLOWANCE (RDA) OF EIGHT
IMPORTANT VITAMINS AND IRON.

NET WT. 7.07 OZ. (200 GRAMS)

SWEETENED CEREAL

GENERAL MILLS: LUCKY TRIX PUFFS

I see their tape recorder
And I grab it
No you can't have it back
Billy Rabbit

-FRUITY BERRY
"Don't Believe
The Eye"

General Mills has some of the most recognizable cereal trademark characters in the industry! Sorry, The COCOA PUFFS loco-bird, Lucky, from LUCKY CHARMS and the Rabbit from TRIX are all more recognizable than most cartoons!

General Mills also produces the highly collectable "Monster Cereals," COUNT CHOCOLA, FRANK-BERRY, BOO BERRY and FRUITY YUMMY BERRY (which is the same cereal as FRUIT BERRY; discontinued in the late 70's).

GM (THE BIG G) makes the "Jock" cereals WHEATIES and PRO STARS (Canadian). WHEATIES boxes usually feature famous sports personalities like PETE ROSE and THE DENVER BRONCOS (football team) and sometimes notorious guys like Bill Ripkin (when you "Picture Yourself on Wheaties!") Canada's PRO STARS feature "The Great One" Wayne Gretzky (Hockey player.)

TOTAL cereal claims to have more of everything than anything! It's the most popular of the GM boring adult cereals. TOTAL is also the only B.A.C. that carried a collectable campaign: Angela Lansbury's "Murder She Wrote" contest.

TRIX is most famous for CHEERION. It's always been promoted as a "kids" cereal even though, without the Cheerios "id & Sue, it's just another healthy oat-BAG.

The best efforts of The Big G have been it's whacky sugar cereals. The "Magically Delicious" YUMMY BERRIES, and TRIX are the best in production. In the past BARON VON EDEBERT, SIR GRAPT FELLOW, MR. WONDERFUL SURPRISE (ha ha!) and FROSTY O's were the best! GM also made SUGAR JEES, PAC MAN, BAROCK (totally gross!), ROCKY ROAD, ICE CREAM CONES, and CIRCUS FUNK!

General Mills made some great premiums for these cereals. The characters are imaginative and exciting! The ads are action packed! There is a lot of variety available and it's being eagerly looked for!

Unlike the Billy Rabbit, Lucky Leprechaun, and Sonny, we can get all the TRIX cereal we want, plus we can keep the box!

THE TRIX RABBIT ON MOON DUTY • 1962 GM

(Cereal Commercials Vol.2)

TRIX RABBIT: When I volunteered for moon duty they said I could have anything I wanted. So here I am alone with TRIX: the corn cereal with fruit flavor goodness! And no kids to take 'em. Coops, I'm weightless! It ease you luscious fruit colors! Come back Raspberry Red! Stop Lemon Yellow! Halt Orange Orange! Hey! I'm on the moon! Ha ha! And now for TRIX....

MOON KIDS: Billy Rabbit! TRIX are for kids!

RABBIT: Moon Kids too? I should have known!

KIDS: The Big G stands for Goodness.



There is something arrogant about people who save boxes. They remind me of the sanctimonious people who always have their ticket and the right change at the parking garage, or whose car is always in gear when the traffic light changes.

ERMA BOMBECK

Field Enterprises
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Erma Bombeck is on vacation this week. This column originally appeared in December 1984.



BOX-TOP BONANZA MAGAZINE

FOR THE COLLECTOR OF; RADIO-TELEVISION
PREMIUMS, COMIC, WESTERN, AND ADVENTURE
CHARACTER COLLECTABLES



Box Top Bonanza Magazine
JOEL SMILGIS, PUBLISHER-EDITOR
1937 - 15 AVE. PH. 309-752-9628
EAST MOLINE, IL 61244

7

CAP'N CRUNCH



SEADOG SPY KIT

IT'S FUN AND EXCITING
TO BE A SEADOG SEA SPY!

DENNIS THE MENACE/Hank Ketcham



"You're right! They DON'T put prizes in these things anymore."

WHY DEVELOP BATTERY-DRIVEN

The collectability of a cereal box with its premium is much greater! FRODO BAGGINS vanishing Garfield Paper box is more attractive with the "paper" inside!

Older boxes like G's Kenner cars and Winston boxes with their magnets, stickers and plastic "moon buggies," are in greater demand because they save the collector so much time and hassle trying to locate these obscure pieces.

Certain boxes, like COCA COLA Yoda Yo Spinner are self contained and have no premium inside. That "hassle-free," box is much nicer to own than a CAP'N CRUNCH "Dinosaur Spoon" box without the "spoon." A dealer selling the box will charge \$5. Or he'll sell the spoon for \$5. But that same dealer might be sell-

ing the set for \$10, because one is almost worthless without the other!

The same is true for CHRISTMAS TREES boxes with ornaments, Rainier Beer with stencils, and BOWTIE BIRTH with the Ghostbusters Mystery Record.

This formula hasn't been applied too much on self-contained boxes; however, a dealer in BOX TOP BONANZA offered the (first) four "DENTIN FURBLE" boxes for \$20. This package is great for someone that didn't get them in their area! This concept of packaging self-contained sets will be a major trend later on.

Right now it's a matter of keeping the premium with the box.



YOU COLLECT CEREAL BOXES?!

When I was growing up getting to pick out the cereal was behind one's birthday and Christmas for anticipation and greed! One only chose the cereal after a lot of nagging and naming that yes, Total and Post Toasties were better for you, and yes, they had more vitamins, but please, please, give us TRIK and BARON VON REDBERRY and we'll pop a Flinstone's vitamin! Isn't that just as good? Since my long suffering mother had to work her job six days a week and had no time for breakfast, my brother and I usually prevailed.

As a result, many tortured minutes were spent deciding whether to get another mini-SSP power car with the power strip, in CHERIOS, or to get a TRIK top or a Whirly-prop. The options were almost endless! Don's superstore was a weekly toy store and we used the things to the utmost!

The decision having been made, the next phase was getting the toy out of the box when home! This was accomplished various ways. The straight-in approach worked okay with puffs like TRIK or TRIK but was rotten when dealing with flakes. The other way was to squeeze the box and clear out one side; the best for flakes.

With CAP 'N CRUNCH and the dust that came with it, we usually just dump the cereal in tupperware bowls. I did feel like we were wiping out though when we had to empty out the box.

Flying saucers, telescope ring, Missile launchers, TRIK magnifier whistles, whirly gigs, foam flyers, gliders, all that stuff, was wonderful to play with. We had boxes of these toys and played with most of over and over. (There just isn't an one can do with a HONEY COMB license plate).



In the past year I've been trying to find some of these premiums from inside cereal boxes. Here's hoping others get as much fun out of cereal box premiums as I did!



The corny flakes at Z100 are in the cereal business.

Where to be

■ **RADIO FLAKES:** Radio station KKRZ (100.3 FM) is at it again. The people who brought you Officer Tony, Jammin' Salmon and Little Ricky Rocko now are in the cereal section of all Portland-area Fred Meyer stores with "Morning Zoo Flakes." They're actually corn flakes manufactured by Rabston Purina, but the first package includes the Morning Zoo crew on the front, Officer Tony's banana boogie bread recipe and Jammin' Salmon's Crossweird Puzzle on the back. The cereal will sell for \$1.39 for an 18-ounce box. To kick off the promotion, the Z100 crew will serve the cereal free to all comers at "The World's Largest Breakfast" from 9 a.m. to noon Saturday at the Gateway Fred Meyer. Guests will include Nu Shooz and Darcelle; activities will include the Banana Olympics.

COMART PUBLICATIONS
 400 E. Street #161
 P.O. Box 2102, Dayton, Ohio 45420

Kellogg's Breakfast Lunch Box Auctions
Mail & Phone Bids
 Single Catalog \$3 Subscription \$10 (4/yr)
Photographs of Nearly 400 Items in Every Catalog!
 Mr. Lunch Box Inc.
 Box 87
 Somerville, MA 02143
 617. 492 5004



Toy Shop

Sample Copy Department
 700 E. State Street
 Iola, WI 54990

JUST KIDS NOSTALGIA
 5 GREEN ST.
 HUNTINGTON, NY 11743



(516) 423-8449

WANTED

Freddy the Flute



Josie AND THE PUSSY CATS

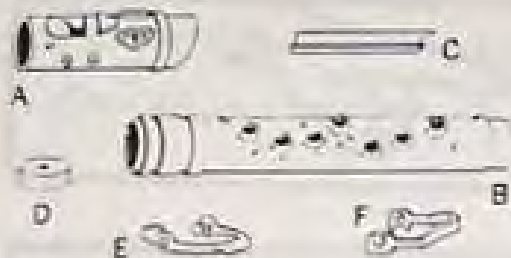


H.R. Pufnstuf PREMIUMS



509-838-5397
MICHAEL VOLLMER

Freddy the Flute



Step 1 — Twist or snap all parts off runners and you will have the following parts:

- A. Mouthpiece
- B. Body
- C. Air Retainer
- D. End Plug
- E. Upper Lip
- F. Lower Lip

Important

Trim off all small projections on parts, at the spot where parts were connected to the runners.

Step 2 — Begin assembly with Body (B) and End Plug (D). Place End Plug (D) on table, cup side up, and press down Body (B) over it. Slide End Plug in the rest of the way with your thumb. Make sure it's pushed in as far as it will go. See Fig. 2.

Step 3 — Slide Air Retainer (C) contoured side up into grooves of Mouthpiece (A) as far as it will go. See Fig. 3.

Step 4 — Carefully slide Upper Lip (E) over top of Mouthpiece (A) and slip onto top pins of Mouthpiece, one side at a time. See Fig. 4.

Carefully place Lower Lip (F) onto bottom pins of Mouthpiece, one side at a time. See Fig. 5.

Important

Be sure not to spread Upper & Lower Lips (E&F) any farther than is necessary to slip them onto their pins, or you may damage them.

Step 5 — Press Mouthpiece (A) assembly all the way onto Body (B) assembly, lining up arrows at rear of each part. See Fig. 1.

Your Taking Freddy is now complete.

Step 6 — **Operation** — The lips are controlled with the lever, which is an extension of the Upper lip (E), at rear of the Flute. By sliding the lever up and down, the lips will open and close.

When playing, always leave the Flute lips in an open position, in order not to restrict the air flow. Place the Mouthpiece to your lips (not in your mouth or between your teeth) and with your tongue forming the word "COO" blow steadily. Do not blow too hard or too softly. Hard blowing will cause the Flute to squeal and play out of tune.

Be careful, even the tiniest leak between the fingers and the holes will impair the sound. Hold the instrument firmly so that the tips of your fingers feel centered on the holes. See Fig. 5.

The numbers on the provided music indicate that you are to close all holes, up to and including that number. Example:

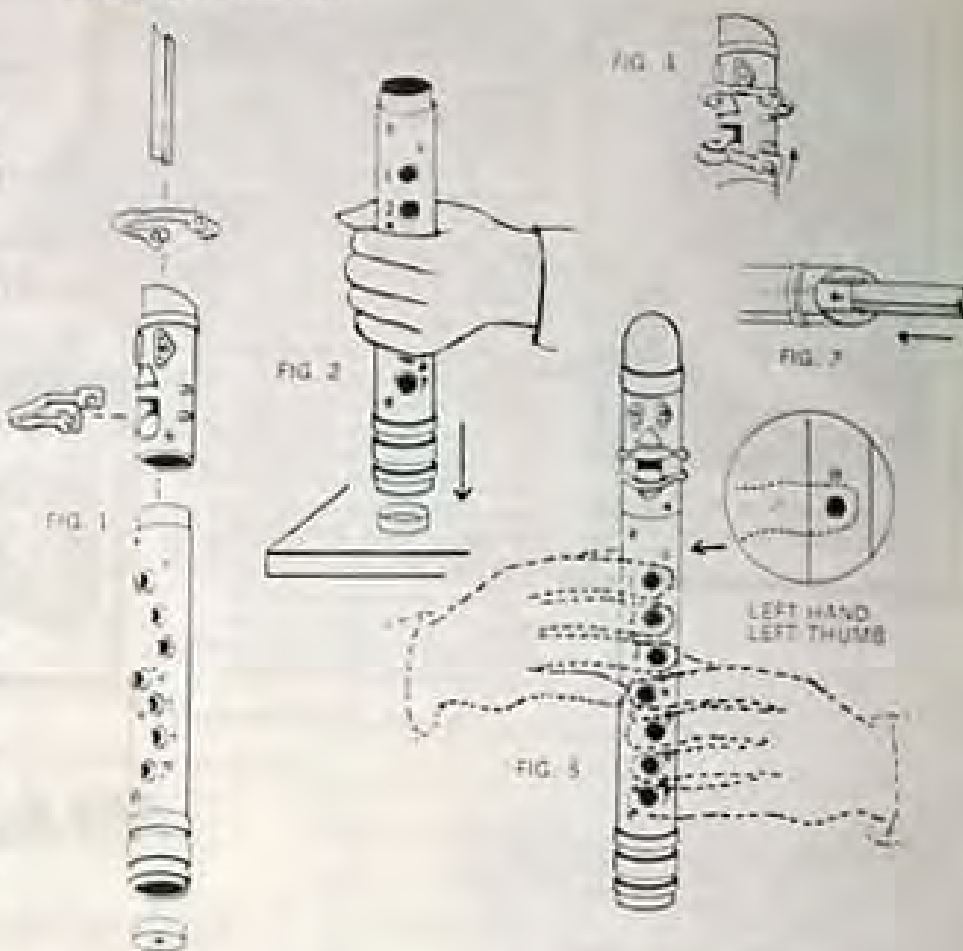
	+2	+3	+4	+5
Left Hand	●●●●	●●●●●	●●●●●●	●●●●●●●
Right Hand	●●	●●●	●●●●	●●●●●

The thumb hole **B** is always kept closed unless designated open by a **O** which means all fingers open or specifically to open thumb hole.

Special fingering called for:

	3RS	DRS
Left Hand	●●●●	●●●●
Right Hand	●●	●●

● = Open
● = Closed



THE FIRST FIVE FIVE NOTES

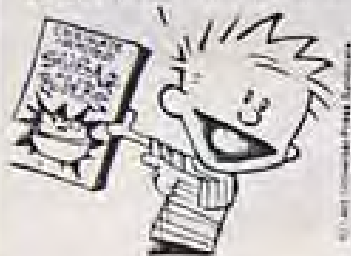
THE NEXT FIVE FIVE NOTES

THE LAST FIVE FIVE NOTES

Kellogg's

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I'LL BET YOU'D RATHER HAVE A BOWL OF TASTY, LIP-SMACKING, CRUNCHY-ON-THE-OUTSIDE, CHERRY-ON-THE-INSIDE, CHOCOLATE FROSTED SUGAR BOMBS! CAN I POUR YOU SOME?



...AND WHAT? THIS GREAT cereal is out! His street comic book team, and top-line ads in excellent collectable box! Salston combined a glassed ~~UP~~ ~~DOWN~~-type thing with turtle shaped mac-bites. Buy it for the box!

...THE cereal is being test-marketed in the mid-west (somewhere) and everyone I've told wants one of those boxes! Anyone out there that can get them will be sitting on a really hot box! Even if the cereal does go national, the test market boxes, like 1987 ~~XXXXXXXXXX~~, will be hot, hot!

...THE TURTLES have the Sunday Comics guys on the back and inside the opening panel on the back of the box (like early 60's ~~XXXXXXXXXX~~ comic book boxes). Series 1-4 are out everywhere. 5-8 are in California and 9-12 are out in the mid-west. The cereal is very acidic so if you have a problem with acid, watch out! This cereal bites.

FROSTED FLAMES free baseball box! is great! ...and the baseball is really FREE! One proof-of-purchase and the mail-in certificate for a baseball with Tony Tiger on it!

...THE "Police Academy" toy-line box features a "whacky oop" whistle inside and a kid playing with the new toys on the back. With Police Academy being serialised annually at the theaters, this will be a perpetual box!

...THE cereal system with the plastic pin-ball game is really good! Even the cards-on-the-back-of-the-box are good! Like Salston's earlier ~~XXXXXXXXXX~~ and G's ~~XXXXXXXXXX~~, this exploitation cereal will live-out the type. Warning: Nannies syndrome, this is another really high-acid cereal! Great box!

...THE ~~XXXXXXXXXX~~ "Kid in Your Lane" box features a "whacky oop" on the front and "whacky oop", "Hello", and "Goodbye" on the back! The 1988, (smaller) box came out months before the larger box carried the same design.

...THE REAL ~~XXXXXXXXXX~~ cereal changed its name back to ~~XXXXXXXXXX~~ for the summer release of the movie sequel. The box contains a "level-record" (like the "McDonald's" Sunday supplement) on which the listener might sing-along and win a prize! This record is also in ~~XXXXXXXXXX~~ (and ~~XXXXXXXXXX~~).

...THE ~~XXXXXXXXXX~~ baseball cards came out this summer. Unfortunately, because the cards aren't licensed by the clubs, baseball cards don't recognize them as collectable. With 22 cards in the set (and only 2 in a box) it's almost too difficult to collect. Plus, being a "jock" thing, that jocks don't recognize, it's almost pointless.

...THE ~~XXXXXXXXXX~~ whacky masks, on the other hand, are really weird; self-contained boxes and funny! This is a good one!

...THE ~~XXXXXXXXXX~~ ("New Red Balloons") has a "map" inside. Reminiscent of "Boy Lucky Escaped the Ice Cave," mail-in. Because it's a "Lucky" character premium, it's good; HOWEVER, this new trademark change, giving Lucky a perm and rounding off his ears, makes him real ugly! This will drive up demand for the OLD Lucky and may overshadow the desirability of this new premium. (There is a 1-800 number on the box and people are encouraged to demand the return of the ~~XXXXXXXXXX~~ Lucky!))!!!

...THE ~~XXXXXXXXXX~~: Kellogg's will create a new character trademark for ~~XXXXXXXXXX~~ and that guy will be an astronaut!!!

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