

Post

# GRATUIT

## À L'INTÉRIEUR



**FREE** NO.  
**INSIDE!** **8**

LOOK  
INSIDE FOR YOUR 3-WAY  
BATMAN ACTION CARD. Turn  
it side to side and see 3 action-packed  
scenes or favorite characters from the  
movie Batman appear. There are 1 of 8  
exclusive Batman Action Cards available inside  
specially marked boxes of Post cereals. Collect  
and trade them!

CHERCHÉZ VOTRE CARTE D'ACTION BATMAN À  
3 IMAGES DANS CETTE BOÎTE. Tournez-la d'un  
côté à l'autre et voyez apparaître 3 de vos scènes  
d'action ou personnages préférés du film Batman.  
Chaque boîte de céréales Post spécialement  
marquée contient 1 des 8 cartes d'action  
Batman exclusives. Collectionnez-les  
et échangez-les!



**CEREAL** BOX  
**COLLECTING**

**HEY KIDS!**  
Here's your

**Josie**

**PUSSY  
CATS**

™ AND THE

HANNA-BARBERA RECORDS  
P.O. BOX 905  
REIDSVILLE, N.C. 27320  
RETURN REQUESTED

BULK RATE  
U.S. Postage  
PAID  
Reidsville, N.C.  
Permit 102

RECORD FROM

*Kellogg's*

FRAGILE: PHONOGRAPH RECORDS

SEE  
JOSIE and the PUSSYCATS

IN COLOR

Every Saturday Morning on CBS

A HANNA-BARBERA PRODUCTION



THIRD CLASS MAIL

**FREE  
INSIDE!**

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SECOND PRINTING

# WHY COLLECT CEREAL BOXES?

## MY COLLECTION, MY WOMAN, MYSELF

Collectors that escape nerd-dom long enough to land a girlfriend are faced with a new dilemma; the woman usually demands equal attention to the collection!

That might not seem so extreme to the non-collector but figure that it took ten times longer to get the collection than it did to bag the babe and see how the priorities might get scrambled!

I asked a friend: Why don't you have a girlfriend. He said: Who'd put up with all this?, (indicating three rooms full of "treasures.")

Nora told me: I lived with a collector in Seattle. Our room was full to the ceiling with his stuff. I got lost in it. When we broke up I didn't have anything left; it was all somewhere in his collection.

I've heard of collectors that got divorced. Their passion for collecting must be partially responsible. If a man's gonna lose a wife over a room full of "junk," it'd better be some darn cool junk! It's rare that a man gives up his collection before his relationship. I only know of one man that "quits" for a woman and he became a Jehovah Witness as part of the trade-off.

Hobbies like Monsters, Comic Books, Models, Baseball and non-sport Cards, are all a staggering 95% male! (Epic Comics Survey, 1981) That's a lot of stuff women don't understand! And they probably never will.

So now there's cereal boxes! Girls had to eat cereal! Girls understand cereal! There's no mystery. It was fun as a kid, it's fun now. Plus it's food! (It's not like we're spending our lunch money on comics or gum cards!) Mom always wanted us to eat right. Plenty of vitamins! The "mom" in our girlfriends and wives can't deny there's "the food angle."

Women are always after a guy that's emotional, sensitive. Can't blame a guy for being sentimental about his childhood. That's sensitive!

Women always want us to take them places: how about a trip to Canada... (See: Vacation in Canada p.4.)

Undeniably, Cereal Box Collecting is the most harmless hobby on the scene and one of the cheapest (unless you're going after Don Maris' Yellow Submarine WHEAT HONEY'S box!)

With any luck a collector can get his woman "hooked" and search for her favorite boxes too. It's a great hobby a guy can share with his...better-third.



QUAKER MR. T CEREAL features caricatures of pop-idol MR. T. This box is most famous for it's appearance in the movie "Pee Wee Herman's Big Adventure."

# Breakfast With Barbie™ CEREAL



 **Ralston®**

The five year old girl is sitting on the cold tile floor of the bright supermarket. In her hands she clutches her new box of **BREAKFAST WITH BARBIE CEREAL**.

She's really excited, turning the box from side to side, looking with wonder, smiling, and laughing with joy!

That wasn't a commercial for Ralston's new cereal. It happened in a Spokane, grocery store.

USA TODAY television interviewed a spokesman for Ralston who said this is the biggest push they've ever given one of their cereals.

Store manager Damon E. told me that this is a one-time deal; the store makes a buy and after that's sold, it's over. He didn't know if this was a regional, or national distribution plan.

There are 5 box variations in the first release. There's a "sales sample" that Ralston Reps gave store managers, featuring a photo of Barbie holding a silver Trophy. The back of the box has a graph of the marketing campaign thru Feb. '90. The Barbie Vanity Box has the same photo with a vanity in the background instead of glitter and stars.

Beach Blast Barbie (Free Barbie Magazine) features Barbie in a swim suit w/ ocean in background [2 versions of this box]. Dance Club Barbie Dance Tips Video and Cool Times Barbie Free Nail stickers are to be realled with the other 2 between Sept. and Nov. Superstar Barbie Free Diamond Give away and Animal Lovin' Barbie (Nov.-Dec.), Dinner Date Barbie Free Sticker ear rings (Dec.-Feb.)

All eight of these boxes have photo covers of the Barbie doll ("G.I. Joe's Girlfriend.")

Investing in Barbie cereal boxes is fiercely speculative. All of the box collectors are/will be "boys." They don't eat "Barbie" (yet) so they won't be sentimental the way they are about Mutant Turtles. Doll collectors are old women who won't eat Sugar-Barbie. Barbie is a personal favorite, a great set to have but it isn't probably gonna be worth bucks.

On the other hand this could hook girls into the hobby. That'd be a-okay with me!

# Lucky Charms

## BOOK REVIEW

SPECIAL GENERAL MILLS ED.  
OF GAMES JUNIOR MAGAZINE  
(Lucky Charms 2-Proof + .50)

This is a great mag! It's a regular issue of Games Junior with extra pages featuring Big-G characters.

The cover features Lucky. It's the "old" Lucky, even though the "Red Balloons" box with the offer features Ugly Lucky.

There's a great deal on the "Magic Secrets Video" (FREE INSIDE #4) only 2-PROOFS and \$6.75!

The mag is crossword puzzles and mazes. The center pages are 7 Big-G characters with their own mazes and games. It's really colorful with great graphics. The mag full of color ads for the individual cereals.

Fruity Yummy Mummy has replaced Boo Berry in most of the games.

The 60 page mag features 20 pages of color General Mills product!



# VACATION IN CANADA!

Collectables are turning International in 4 hobbies: comic books, model kits, Disneyanna, and cereal boxes!

Some collectables are established in International markets: antiques, coins and stamps.

For the past decade International comics have been collected as a novelty. John Green of California, has been dealing with Japan and Spain for many plastic model kits. With DisneyWorld in Tokyo, the Japanese are wild for Mickey Mouse! We can expect the same thing from the French when DisneyWorld opens in Paris.

Kellogg's has been an International cereal company for over 30 years, sending Tucan Sam and other characters to Arabia, Japan, England and breakfast talbes around the world! In North America, Canada and Mexico each have their own cereal industries.

The Mexican boxes are in Spanish ("POST Nutrideliciosos!) but still feature the Sugar Bear and Flinstones.

In Canada the boxes are in both English and French ("Capatain Crounche"!)!

These boxes are a great addition to a collection! It's pretty easy to become a pen-pal with a "foreigner," that can send boxes for the things they want: Sunday Comic Sections, Monster Magazines, Comic Books, Shiny Beads. It's fun and make new friends!

Spokane, Washington is just 200 miles from the Canada Boarder! So my friend Don Kruger and I packed up his Volkswagon and went North!

First of all it was fun to be so hardcore and drive to a foreign country to buy cereal boxes!



The Canadian Mountie asked us what we were going into Canada for. We told him that "Batman" was on cereal boxes so we were going to buy some! He said: I heard there's money in cereal boxes. I said: there can be, but right now there's a lot of speculation.

We went to Trail, British Columbia. It's a small ski-resort town with one mall and 2 grocery stores. The first one we went to had the Batman boxes! They had Nabisco SHREDDIES, that has a complicated Sci-fi game board with pop ups like MORNING FUNNIES on the back w/ game pieces inside. There are two kinds of SUPER GOLDEN CRISP. Two kinds of Post NATURAL RAISIN BRAN (with photo-claymation fronts.) They had many cereals that we don't have here, like General Mills PRO STARS featuring Wayne Gretsky, the hockey player. The LUCKY CHARMS box had Harrison Ford from Indiana Jones and the Last Crusade. There were many more that they didn't have: No Ralston. No Crunchberries, Peanut Butter Crunch, Pebbles, Smurfberrys, Apple Jacks, Honey Smacks, and GM Monster cereals!

On the way back to the boarder we stopped for gas and drove around looking for little mom-and-pop stores. We found Rice Krispies with Roger Rabbit stickers! and Frosted Rice with Tony Jr.!

We'd brought all American money and the Canadians were really friendly about exchanging it at the time of purchase. By this time we were getting pretty good at using the colorful Canadian bills.

Heading for the boarder, the VW full of cereal boxes, we got all paranoid that they'd never believe it was legitimate! and thinking us smugglers, would make us dump it all! At the Canadian side we stopped and showed the Mountie our boxes! He said he'd never "looked at cereal that way before."

Then came the American side where we'd have to dump the cereal. The Yankee looked in at the open cereal boxes (I'd been trying to put a Flasher Card set together.) He asked if that was all. We said yeah. He waved us through! No search, no siesure, no problem! Go International!



LIFT THE TAB  
TO REVEAL LA LANGUETTE

**GRATUIT**  
CARTE ALIMENTAIRE  
D'ACTION

**LEFEE**  
INSIDE  
**ACTION**  
CARD

INGREDIENTS: OAT FLOUR, SUGAR, WHEAT FLOUR, CORN FLOUR, MILK, HONEY, COCOA POWDER, VANILLA, NATURAL FLAVOR, MONONATURAL FLAVOR, VITAMIN B1, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, VITAMIN B6, FOLIC ACID, CALCIUM PANTOTHENATE, RESINS, POLYMER.

**Post**

**GOLDEN**

# ALPHA-BITS



**DORÉES** fun shaped oats and corn cereal with a golden touch of honey, céréales aux formes amusantes, faites d'avoine et de maïs et dorées de miel



450 g

**Post ALPHA-BITS**

Hey kids Hé les enfants is here est ici

**NUTRITIONAL INFORMATION**

	PER 1/2 CUP (125g)	PER 1 CUP (250g)
ENERGY	120	240
PROTEIN	5	10
FAT	1.1	2.2
CARBOHYDRATE	25	50
SUGARS	12	24
FIBRE	1.2	2.4
SODIUM	10	20
POTASSIUM	10	20

**PERCENTAGE OF RECOMMENDED DAILY INTAKE**

VITAMIN D	0	0
THIAMIN	40	80
PROPYLALANINE	0	0
NIACIN	8	16
VITAMIN B6	12	24
FOLIC ACID	8	16
VITAMIN B12	0	0
PANTOTHENATE	1	2
CALCIUM	1	2
PHOSPHORUS	4	8
MAGNESIUM	4	8
IRON	20	40
ZINC	5	10

INGREDIENTS: FLOUR, SUGAR, CORN MEAL, MILK, COCOA POWDER, VANILLA, NATURAL FLAVOR, MONONATURAL FLAVOR, VITAMIN B1, NIACINAMIDE, CALCIUM HYDROXYDIPYRIDOXINE, VITAMIN B6, FOLIC ACID, CALCIUM PANTOTHENATE, RESINS, POLYMER.

**INFORMATION NUTRITIONNELLE**

	PAR 1/2 TASSE (125g)	PAR TASSE (250g)
ENERGIE	120	240
PROTEINES	5	10
LIPIDES	1.1	2.2
GLUCIDES	25	50
SUCRES	12	24
FIBRE	1.2	2.4
ALUMINIUM	10	20
POTASSIUM	10	20

**PERCENTAGE DE L'APPORT QUOTIDIEN RECOMMANDÉ**

VITAMINE D	0	0
THIAMINE	40	80
PROPYLALANINE	0	0
NIACINE	8	16
VITAMINE B6	12	24
FOLIC ACIDE	8	16
VITAMINE B12	0	0
PANTOTHÉNATE	1	2
CALCIUM	1	2
PHOSPHORE	4	8
MAGNÉSIMUM	4	8
FER	20	40
ZINC	5	10

Any questions or comments? We'd like to hear from you! Call 1-800-258-7908, 9 AM - 4 PM (EST).

Questions ou commentaires? Nous sommes à l'écoute! Composez le 1-800-258-7908 entre 9 h et 16 h (EST).





# HONEYCOMB



3-WAY BATMAN ACTION CARDS  
 CARTES D'ACTION BATMAN A 3 IMAGES

COLLECT ALL  
 COLLECTIONNEZ LES  
**8**

**LOOK INSIDE FOR YOUR DAILY BATMAN ACTION CARD!** Turn it side to side and see 3 action-packed scenes of featured characters from the movie Batman comic. There are 7 of 8 exclusive Batman Action Cards available inside specially marked boxes of Post cereals. Collect and trade them!

**CHERCHÉZ VOTRE CARTE D'ACTION BATMAN A 3 IMAGES DANS CETTE BOÎTE.** Tournez-la d'un côté à l'autre et voyez apparaître 3 de nos scènes d'action de personnages préférés du film Batman. Chaque boîte de céréales Post spécialement marquée contient 1 des 8 cartes d'action Batman exclusives. Collectionnez-les et échangez-les.



**JOIN THE CRIMEFIGHTERS!  
 JOIGNEZ-VOUS AUX  
 COMBATTANTS DU CRIME!**



**BE POLICE COMMISSIONER!** For...  
 You'll see a day with a team of real life...  
 members of a police force nearest you. You'll...  
 see an actual police training table at a police...  
 station. You'll see a police station full of real life...  
 officers who are really making the law in a...  
 real way.

At the end of your day you'll receive a special...  
 treat from the Chief of Police. Plus you'll...  
 see a day and a night patrol. You'll see how...  
 patrol works and every detail. You'll see the...  
 excitement of a patrol.

Vous verrez un jour une patrouille avec une...  
 équipe de véritables combattants du crime. Et...  
 vous serez le plus proche de leur monde...  
 dans un moment à un endroit où on vous...  
 voit tout de près. C'est une chance de police...  
 que vous n'avez pas au commissariat de police. Vous...  
 apprendrez au contact de la circulation. Et vous...  
 apprendrez de premiers dans les moments où les...  
 situations change tout.

À la fin de la journée, le directeur de police vous...  
 offrira un bon repas, une collation de police et...  
 plus. Également, vous les verrez de très près...  
 au moment de participer avec eux à un...  
 tour de la ville. Participez aussi vous-même...  
 combattants du crime. Apprendez tout.

*Hey kids  
 He les enfants  
 is here!  
 est icil!*



Send this card to: [Address]

Name: \_\_\_\_\_

Age: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Send to: [Address]

Post Cereals  
 GENERAL FOODS CORPORATION  
 700 W. Wacker Drive  
 Chicago, Illinois 60601



Scott Bruce's Cereal Box Collecting Magazine



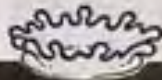
# 25 Best Cereal Boxes of All Time!

- Investment Tips
- Profiles & Reviews
- Buy, Sell, Trade Ads!

Free 25 Word Ad With Subscription!

Single \$5 Annual \$20

Box 481-TS, Cambridge, MA 02140



QUISP character premiums  
boxes and rings  
QUAKE character premiums  
boxes and rings  
QUANGAROOS: Simon premium  
boxes and toys  
CINNAMON LE FOOTE boxes  
VANILLA CRUNCH boxes

wanted - buy or trade

# JON ANDERSON

9363 5th St. N.E.  
BLAINE, MN. 55434  
612-783-0853



POST Super Sugar Crisp flat, featuring The Archies cut-out cardboard record 1969

# Better Price Guides

Illustrated  
**Radio Premium**  
catalog and price guide



**TOMART PUBLICATIONS**

P.O. Box 292102, Dayton, OH 45429

## CEREAL COMMERCIALS ON TAPE

- Why watch a whole 15-30 second program
- Condensed down to just commercials
- Save time, social networking decisions and brain strain

The commercials taking to air with cereal ranging from 1978 to 1998. Full color 2 cassette or 4 cassettes that include their promotional items included.

**CEREAL COMMERCIAL TAPES - One Hour Each - FULL COLOR COVERS:**

### Volume 1 (CC1) - SOGGY CELEBRITIES

Over 70 commercials that span 1984-1998 featuring: SPICE FROST, TOM COBBETT, SPICE 2002, THE LEGAL RANGER, JUST IN SPICE, CAPTAIN MCGRAW, THE MONSTER, JERRY DURANTE, CANDY TROTTER and a few lot of others. \$24.95

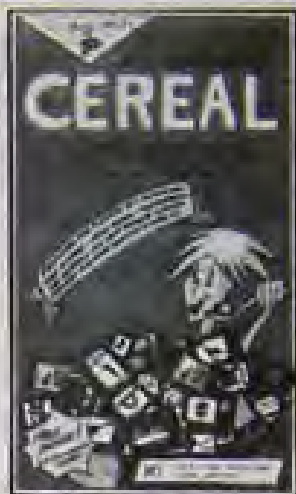
### Volume 2 (CC2) - FAMOUS ANIMATED FLAKES

WOLFGANG, IT'S THE BEST OF BOTH, BUZZ BERRY, FROST FLAKE, KID BEAT and BOO BOO, DIPPY BUCK, SHAGGY PULL, TOP CAT, QUIN, QUIN, QUIN, HUCKY and more of those fun cartoon shows. \$24.95

### Volume 3 (CC3) - SNAP, CRACKLE, POPPOURRI

THE BARNET, CRACKLE, BIRCHWOOD, COOKIES, CORNBREK, OCCASIONALLY, FLYING PIGEON and more commercials to be made. This CD is the most variety pack you'll find with all commercials. \$24.95

PRICES: CC1, CC2, and CC3 are \$25.00 each, or just two for \$49.00 or any 3 or more \$75.00 each. These prices include postage. Add an optional \$3.00 for insurance. Select other options and don't take another dollar off each.



NAME	TITLE	QUANTITY
ADDRESS	CC1	
CITY	CC2	
STATE	CC3	
PHONE	TOTAL	\$11 - 1

Make checks payable and orders sent to:  
**ED FINN 3684C Clairmont Dr. #202, San Diego, CA 92117**

Sample from the above video tapes, for name is Duane Clonack. For INTERESTED in BUYING CEREAL, BONES and commercial items or trading cards, items call us. We'll be glad to help you call us 1-813-276-6223 and 1 or 1-813-276-6223.

**INSIDE! ONE EXCITING STAR WARS CARD.**

**KIDS!** Get an exciting Star Wars card with every box of cereal. The card features a picture of a Star Wars character and a short story about the character. Collect all 6 cards to get a special Star Wars poster.

**FREE STAR WARS POSTER**

**PLUS** Each box of cereal has a surprise inside.

**MONSTER CEREALS**

**YOGURT**

**FREE STAR WARS POSTER**

**PLUS** Each box of cereal has a surprise inside.

**FrankenBerry**

ARTIFICIAL STRAWBERRY FLAVOR FROSTED CEREAL + MARSHMALLOW BITS

**INSIDE - one of 6 STAR WARS CARDS**

**NET WT 12 OZ (340g)**

**Fortified with 8 Essential Vitamins and Iron**

GM Frankenberry flat, featuring Star Wars cards; pictures Crazy Cow on back 1978

# HOT FLASHES



**RALSTON'S** Glow-in-the-Dark **REAL GHOSTBUSTERS** cereal box is the best innovation of the year in cereal box technology! (Sure to get passed over in the scramble for the new Hologram boxes and Batman cereal.)

Woo sceptics in a dark room! It's "Kooler than Jesus"

**RALSTON BATMAN CEREAL** is out! The box features the bat-logo from the movie poster with an offer for a comic book. Another version of the box has no offer on the front, leaving the box blank (solid black w/logo,) and is shrink wrapped with a Michael Keaton Bat-Statue plastic bank on the top! These particular boxes are selling as fast as stores can stock them! Jon Anderson called it "one of the coolest boxes of all time!"

**LUCKY CHARMS** box no. 26 Lucky's Secret Map is the first in-pack featuring Ugly Lucky. The box ties in with the TV ads.

**RICE KRISPIES** Shadow Box features 10 images you can make with your hands to create shadow images (if you're into that kind of thing.)

**CAP 'N CRUNCH** Wheel Rattlers. Each one of the 4 are pictured on the front of the different boxes; Cap'n on **JUMBO SIZE**, Soggles on **CAP'N**, The Crunchberries on **CRUNCH BERRIES**, and the 1st appearance of Peanut butter Bird on **PEANUT BUTTER CRUNCH**.

**QUAKER CHRISTMAS CRUNCH** hit the shelves Nov. 1st, again this year. The ornaments are cardboard, with iridescent shimmer. the box will be in demand every year to completists just getting into the hobby. The premiums look great on the tree! Limited distribution time, dated box, and a hot in-pack make it an easily recognizable collectable. The graphics on the box are different than last years; which was the same as the test-market box (except for the '87 date ). This box may also indicate a phasing-out of The Soggles, with the introduction of the Peanut Butter Bird, and The Crunchberries; the 1st new Cap 'n Crunch characters in five years!

**POST FRUITY PEBBLES/COCOA PEBBLES** Bedrock Ink Stamp is the best in-pack of the season! This is the 1st in-pack of the new 13 oz. size box. It's better than stickers because it's reusable. It's excellent for collectors because so much of the hobby is mail-order that it can be used on packages and letters! It won't wear-out so it can be used for years; like the Shadow's radio premium rubber stamp! It's obviously a cereal premium because it has the "Fruit-a-Rooty" and "Cocoa-Lossal," phrases underneath the characters! (The 1st 13 oz. boxes have a really cool blue capper for the extra 2 oz. and are really flashy. Unfortunately the offer is **FREE BOWLING** instead of an in-pack.)



# WHEEL RATTLERS



**HOLOGRAM MANIA!** Kellogg's enters the U.S. Hologram box business with FROSTED FLAKES 4 diff. Tony Tiger holograms; and Kellogg's Hologram Book premium offer. Why does Kellogg's insist that FROSTED FLAKES be a jock cereal? The holograms are of Tony playing sports. Why not a pirate, or a space-tiger, or Caped Super-Tiger?! Kellogg's has been running hologram boxes in England for years! Many of those boxes are coming into America by mail-order. Insiders say there's supposed to be a bunch more holograms coming from Kellogg's soon.

**RALSTON**, the forerunner of American Hologram boxes, introduced 5 new hologram boxes! TEENAGE MUTANT NINJA TURTLES, NINTENDO, GHOSTBUSTERS, COOKIE CRISP, and DINERSAURS. Each box features the t-shirt hologram offer. This is a very difficult set to put together (Is anyone else still missing 2-of-the-4 FREAKIES holograms?) Erratic distribution of DINERSAURS and COOKIE CRISP will make these two especially difficult. Even so the boxes are way-cooler than Kellogg's Tony-The-Jock!

**PREDICTION:** Ralston will start making plastic cereal boxes, like last years Street Kids Brand Heathcliff, and Raisin. The first plastic Ralston box will be a bust of Super Mario

Brother, full of NINTENDO cereal, with the NINTENDO CEREAL logo across his chest.

## RALSTON NOWHERE-NEAR COMPLETE TEENAGE MUTANT NINJA TURTLES CEREAL BOX CHECKLIST

- Sales Sample box, features marketing plan on back of the box
- Mini-comic book in-pack featuring the creators Eastman and Laird on the back of the box
- Action Toys promo: Trading Cards 1-3
- Action Toys promo: Trading Cards 4-6
- Action Toys promo: Trading Cards 7-9
- Nintendo Turtles Video-game offer
- Free Turtles Poster offer
- Adventures in Turtleopolis Game 1
- Adventures in Turtleopolis Game 2
- Adventures in Turtleopolis Game 3
- Adventures in Turtleopolis Game 4
- Hologram Box; same image as regular cereal box in hologram. Humorous side panel lists "uses for a hologram box"



# ARE THEY WORTH \$12,000. ?!

Last year collectors began whispering about a cereal box selling for \$5000. By now this is a full-blown rumor! No cereal box has ever sold for \$5000!

Flat, unused boxes from advertising archives (dated 60's and 70's - with cool characters) have sold for as much as \$100. TOY SCOUTS INC. claims to have sold damaged boxes from the 60's for more than that; but if you've ever tried to buy anything from them you know it's questionable if they've ever had the boxes in the first place!

Scott Bruce, of MR. LUNCH BOX, wrote a book about lunch boxes, was pictured in PEOPLE magazine, and did a "price guide," (based partially on the prices he was able to establish through his own auction catalog.) He is now working on a MR. CEREAL BOX book and a probable follow-up "price guide," based on his own prices. He paid more than a hundred dollars for a box, it's rumored. Some pail collectors feel that when he began dumping lunch pails, the over-stimulated demand dropped off and the contrived self-styled pricing system crashed; making the "price guide" obsolete. Might the same thing happen when this pillar-of-the-hobby sells-out for personality-related character toys?

It has been impossible to verify if the proto-type HONEY SMACKS flat, featuring Transformer-type robots, was bought for \$5000. An unused proto-type is a piece from the cereal company's archives, like original art, that didn't (DID NOT) get used; did not become a "cereal box."

In 1978 DC Comics decided not to publish about 20 comics. They photocopied the original art, bound it into two issues and made 35 copies of each. A set of this non-comic book sold for \$550 in 1986. This does not make photocopies of unpublished comics worth \$500 anymore than saying proto-type non-cereal boxes are really cereal boxes worth \$5000. each. They aren't.

Anyone that tells you a cereal box is worth \$5000 probably has one to sell you...if they can convince you to believe it!

HAPPY  
HOLIDAYS

from

JUST KIDS

NOSTALGIA



QUAKER Christmas Crunch, 1989 features Iridescent Christmas tree ornaments and is the 1st Christmas premium featuring Peanut Butter Bird and The Crunchberries.

## ANDY ROONEY

60 MINUTES October 15, 1989

....55 pounds of cereal cost us \$174.00 or \$3.16 a pound. One pound of chicken in the same store cost \$1.29 a pound. Here are the top 10 sellers: Kellogg's CORN FLAKES still #1. Nabisco has a corner on the Shredded Wheat market at #6. They're both good. The bad news is Kellogg's FROSTED FLAKES, #2. They're corn flakes with sugar all over them. CAPTAIN CRUNCH is the only silly kids name that gets in the top 10. I made a few selections myself. These are the worst names: FRUITY YUMMY MUMMY, NINTENDO CEREAL SYSTEM, and COUNT CHOCULA. PRESIDENT'S CHOICE is pretty bad. That's not President Bush's choice, I don't think. It's probably the president of the cereal company's choice. He's stuck with a lot of them. The worst ideas for a cereal were: MORNING FUNNIES, COCOA PUFFS, and FRUITY MARSHMALLOW KRISPIES. I don't want anything "funny" for breakfast. I don't want chocolate candy for breakfast. I don't want anything "puffy," and how can anything with marshmallows be crispy? There are a lot of different kinds of TOTAL. If it was "total" when they named it, why did they keep adding stuff to it? The best commercial is for CRACKLIN' OAT BRAN: "3. Conceal The Evidence. What Cracklin' Oat Bran?"

A lot of these cereals with bran and fiber and low cholesterol suggest they're good for us. If I ate all this I'd probably live forever. You can imagine a board of directors meeting at one of these cereal companies. They all sit around a big table like this. First they need a name. What do you think we oughta call it, Ed? "Super" is a good name. How about SUPER CEREAL? Yeah, we could use a little something more. "GOLDEN". People like anything golden. Good. SUPER GOLDEN CEREAL. How about SUPER GOLDEN CRISP? You got it! SUPER GOLDEN CRISP! Jim, hire us an advertising agency to sell this stuff! George, design us a box for SUPER GOLDEN CRISP! Then finally, just as they're about to end the meeting, someone remembers something they forgot. He says, say, boss, what are we gonna put in the box? The president says, you're kidding. We'll put the same stuff in here that we put in all the other boxes....

(Holds up a box of POST SUPER GOLDEN CRISP)

## THE TOP 10 BREAK-FAST CEREALS

(re: 60 MINUTES)

1. CORN FLAKES
2. FROSTED FLAKES
3. CHEERIOS
4. RAISIN BRAN (K)
5. RICE KRISPIES
6. NABISCO SHREDDED WHEAT
7. CHEX
8. CAP 'N CRUNCH
9. HONEY NUT CHEERIOS
10. FROSTED MINI WHEATS

## THE OTHER BOXES ON ANDY'S TABLE THAT NIGHT:

KIX, FROOT LOOPS, COCOA PUFFS, DINER-SAURS, PRODUCT 10, APPLE JACKS, MORNING FUNNIES, FRUITY MARSHMALLOW KRISPIES, FRUITY PEBBLES, MUSLIX, HONEY SMACKS, LIFE, SUPER GOLDEN CRISP, HONEY COMBS, JUST RIGHT, TOTAL, TOTAL RAISIN BRAN, CLUSTERS, OH'S, KASHI, APPLE CINNAMON CHEERIOS, KELLOGG'S RAISIN SQUARES

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60 MINUTES, CBS TV



OKAY, CATS!  
THAT WRAPS UP  
OUR SESSION FOR  
KELLOGG'S!



GROOVY, JOSIE!  
WHERE CAN KIDS  
GET THESE  
ROCKIN' RECORDS?



FROM KELLOGG'S,  
ALEX, FOR EACH  
RECORD KIDS SEND  
JUST 35¢ AND  
TWO BOX TOPS!



GREAT SOUNDS!  
I'M GONNA  
GET ALL 4  
RECORDS  
FOR MY  
COLLECTION!

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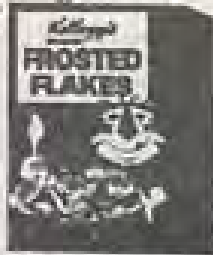
**EXCLUSIVE OFFER!**

**Josie and the Pussycats**

**45-RPM RECORDS**

**EACH ONLY 35¢** with 2 box tops from Kellogg's Sugar Frosted Flakes or Froot Loops cereals.

**4 DIFFERENT RECORDS... 8 HITS BY THESE CBS-TV FAVORITES!**



MAIL ORDER FORM  
BELOW WITH 2 BOX  
TOPS FROM KELLOGG'S  
SUGAR FROSTED FLAKES®  
OR FROOT LOOPS®  
CEREAL PACKAGES!

© Kellogg Company

**JOSIE RECORDS, Box 905, Reidsville, North Carolina 27320**

Please send me the "Josie and the Pussycats" Record(s) checked below.  
FOR EACH RECORD ORDERED, I enclose 35¢ and two box tops from  
Kellogg's Sugar Frosted Flakes or Froot Loops cereals.

**CHECK BOX FOR RECORDS WANTED:**

RECORD NO. 1  
A Letter to Mama—  
plus—Inside, Outside,  
Upside Down.

RECORD NO. 2  
Josie—plus—With  
Every Beat of My Heart.

RECORD NO. 3  
You're—just—  
if That Isn't Love.

RECORD NO. 4  
It's Gotta Be Me—  
plus—I Wanna Make You  
Happy.

**(PRINT PLAINLY—PLEASE INCLUDE ZIP CODE)**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WE MUST HAVE YOUR ZIP CODE TO MAIL RECORDS.  
Send your address, or check or money order payable  
to JOSIE RECORDS (no stamps please), U.S. Military  
overseas and U.S. zone of U.S. territory and APO  
addresses. Allow 25 days for delivery. Offer good in U.S.  
except where prohibited, licensed, regulated, or taxed.  
Offer expires February 28, 1972.

(See order form at right for some limits on each record.)

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