

FREE INSIDE!

NO. 09

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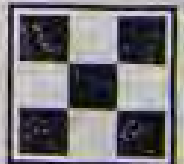


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November 27, 1990

Michael Vollmer
Free Inside magazine
PO Box 178844
San Diego, CA 92177

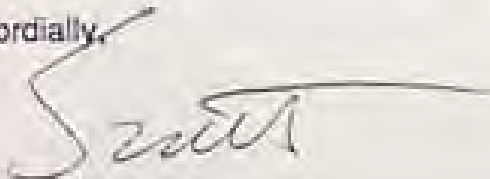
Dear Michael:

Thanks for the copies of FREE INSIDE. Your analysis of the cereal box market and my impact on it is pure, laughable shit but I'm bored with this silly feud. In the interest of moving on, I conditionally agree to trade ads. The latest FLAKE with your ad is enclosed. The next issue (#3) will be mailed in mid January.

Here's my new eighth page camera-ready FLAKE ad to run starting in the next issue. Dump the ancient Flake ad, I've sold HOT BOXING so you should drop that ad too.

If you have any questions, call me.

Cordially,



Scott Bruce

Enc. 1/8 page display ad

**FREE
INSIDE!**

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© 1990 by Michael Vollmer P.O. Box 178844 San Diego, Ca. 92177 and is a fanzine of contemporary cereal box collecting, devoted to the advancement of the contemporary cereal box collecting hobby. The views and opinions expressed herein are the views of MIKAL and do not necessarily reflect the views or opinions of any other collectors anywhere. Special thanks to Don, Rhonda, Duane, Jon, Scott, Bill, Jim, Jerry, David Cassidy, Susan, Graham, Joel, and Jay! KELLOGG'S, QUAKER, POST, RALSTON, Duck Tales, Disney, Jetsons, Hanna-Barbers, David Lynch's WILD AT HEART, the best movie of the year, Pink Panther, Calvin & Hobbs etc. are all © and referred to without permission.

WHY COLLECT CEREAL BOXES

THE ALL-AMERICAN HOBBY!

The premium is the main focus. Sometimes a character is graphically attractive.

Three dimensional display piece. Sits on the shelf.

Colorful, unique conversation pieces. Childhood memories.

American cultural behavior. Everyone knows what a cereal box is.

The premium is a "toy" and the fringe of the TOY boom.

Toys are more desirable in their original boxes. The cereal box is the premiums' box.

The premium with the box displays very well.

A collection of YOGI BEAR toys could be complimented by a Kellogg's OK's box.

Other such crossovers make the hobby accessible to outside collectors of Disney, Mattel toys, Hasbro, Smurfs, movie and TV tie-ins and much more.

Some characters in the cereal arena have their own merchandising reputations. TRIX rabbit, premiums, CAP'N CRUNCH, Qulsp and The Cheerios Kid (& Sue) are each available to collect.

Collectors with children have the opportunity to provide their families with fortified fun, featuring our latest trends.

The parade of Saturday morning cartoons

features exciting dramas of cereal characters. They make wonderful compilation video tapes you edit yourself!

They may be worth good trade value someday because so few collectors are involved at this point. If more people get into it, they will be looking for "back issue" boxes from our time period.

If our elected officials plummet us head-over-heals into war, in the name of peace, with the objective of establishing liberty for the Royal Family of Kuwait, these will all be pre-holocost boxes.

All cereal boxes up to 1991 will be collectable as the products of America's Glory Days.

Notably, we will be looking forward to plastic oil rigs and jet bombers inside Cheerios.

Lucky Charms with litter bomber marshmallows.

Hussein dart-game box-backs.

CAP 'N CRUCH's "Ships-at-War" game mail-in offer.

Help the rabbit find-the-hidden I-RATSIS on the back of TRIX.

Cinnamon Toast Crunch Bakers join the War Effort.

Eat your Wheaties so you, too, can grow up to be a soldier and fight the Desert I-Ratsis.

New from Ralston: American Flags, the patriotic brand cereal. Free state flag stickers.

It's all collectable. All-American. Innocent.

FREE INSIDE! MINI TOY BATMOBILE!

You'll have hours of fun with this cool toy Batmobile, just like the one in the movie!

Race around with the Batmobile as you track down the criminals of Gotham City™!

*Car inside not intended for use by children 3 years of age or under.





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Ralston®

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"every issue is a Ralston issue!" -FREE INSIDE reader

RALSTON remains the best of the novelty cereal companys!

And here goes another rant extolling the virtues of Ralston!

JETSONS cereal premiered with three different boxes released in different parts of the country. I located all three in the Pacific Northwest but only two in southern California. There's the hologram in-pack featuring characters from The Jetsons. Also The Space Camp stickers in-pack, & the flying disk.

BARBIE is dying out. The rumors that this was a one year shot seem to be true. The new comic book with Marvel should have brought a lot of new attention and motivated Ralston to re-negotiate the contract. Doesn't look like that's gonna happen.

SLIMER is the new Ralston GHOSTBUSTERS cereal. How in the world did Slimer become such a major character? Formerly The Real Ghostbusters, now it's SLIMER AND THE REAL GHOSTBUSTERS featuring the scholarship offer, and in-pack crayons.

Turtlize Your Room!

Hey Dudes! Check out this outta' sight door hanger and light switch cover! Just cut them out carefully and make your room an exclusive Teenage Mutant Ninja Turtles® Hangout! So the next time we're in town, we can party at your place with pizza and Teenage Mutant Ninja Turtles® Cereall!

NINTENDO is gone.

BATMAN has irregular distribution. The hologram t-shirt, kite, and comics offer are still available in some markets. Otherwise it's down to one-face on the shelf.

COOKIE CRISP changed its box. The characters are still the cop and thief. The new box is white. The old box, of course, was dark brown.

HOT WHEELS is still prominent. With two faces on the shelf, it has different offers and a colorful box.

SALES SAMPLES are great and Ralston makes them! Surely there is a JETSONS Sales Sample. It's time to make friends with store managers because almost every one of them gets a sales sample from the Ralston rep. Most of these go to an employee with kids. But if you're light with the manager, perhaps you can talk him out of the box, and let the employee keep the cereal. In my experience bribes don't work. Take a tip from Dale Carnegie and show a genuine interest in his business. Even though it's like brown nosing, kissing butt, and generally humiliating to beg, do all of these things and more to get the Sales Sample boxes from Ralston.

WHERE THE OTHERS FALL SHORT

The most difficult component of collecting cereal boxes is the availability of product. A hobby, to be successful, needs to be interesting. It's too easy to become discouraged when your hobby is unreliable. Most cereal companies are inconsistent in their offerings. A CHEERIOS, for instance, will have a great offer once a year. CORN FLAKES every three years, and RAISIN BRAN once, period. CAP'N CRUNCH is exciting but every onther in-pack is something besides CAP'N. In addition, the characters don't change often enough. A person collecting CAP'N CRUNCH five years ago would still be facing Soggies. We're long overdue for a new villain. CHRISTMAS CRUNCH was the best on-going collectable until this year when QUAKER failed miserably by not including a 1990 Christmas ornament. Major Failure (re-emphasised elsewhere in this issue). Heads must roll. Fire your marketing analyst, you losers!

Because of this irregularity on the part of the "big boys," Ralston is able to generate what collectors are looking for. Colorful, exciting, short shelf-life products. It is possible for a collector that's only been in it for 24 months, to show products that newcomers haven't ever seen. In addition, something like GHOSTBUSTERS, though available since 1985, has gone through many exciting gestations, including three name changes, holograms, glow-in-the-dark boxes, plus movie and television tie-ins!

A Ralston collector has the past decade of creative color and marketing to fall back on. Boxes like G.I JOE ALL STARS, GREMLINS, FREAKIES ('87), NERDS, CRACKER JACKS, and early GHOSTBUSTERS are still available from some dealers. Plus in the past couple years we've had DINERSAURS, NINTENDO, DUNKIN DONUTS, and more! A collector can choose to collect one cereal, like getting all of the MUTANT CEREAL variations, or can choose to collect a couple of each exploitation cereal. Like: the hologram and the free comic TURTLES boxes. Or the hologram and Police Academy COOKIE CRISP boxes. Just the hologram in-pack JETSONS. Occasionally the collector will get sharked by a crazed dealer somewhere with access to the "missing" Ralston box, but most of the time these boxes are available from other collectors in different markets.

By next year most of the cereals on these pages won't be available! That's one of the things that make a good collectable! Primarily it's what keeps it interesting for the collector.

NEW FROM RALSTON

It's easy to get excited when rumors about a new Ralston cereal surface.

An example: what if Ralston was test-marketing a SUPERGIRL cereal in the south west? That a sales sample box had surfaced as the cereal to replace BARBIE for the little-girl market? It isn't true, of course, but Ralston is the company that would do something like that!

The bottom line being "buy Ralston" exploitation cereals because they're fun and Ralston has been consistent in discontinuing them or making them more cool on an on-going basis.

I'm not saying they'll ever be worth more than \$10 each. The concept of a cereal box collecting hobby as the next big cash-cow/ golden egg-laying goose, is just yesterday's "too-bad." Only one guy lost money in it.

Now it's about having fun and doing some trading. About having a hobby that's fun, lightweight, and possible.

Ralston is the most accessible to these basic hobby requirements.

COMING SOON (?)

BREAKFAST with BART™ brand cereal



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PROOF OF PURCHASE SEAL

The JETSONS

Cereal



14 OZ.
13806

CANADA PT. II

Mid-October was a beautiful time to visit British Columbia.

The only movie tie-in box was **KELLOGG'S Froot Loops Jungle Book** featuring character hangers (like the Barrel full of Monkeys game).

The best of the Canadian batch were the Cap'n Crunch boxes. Featuring the "offre de t-shirt du Capitaine Crouche", and available only to the Canadian people, these shirts would be really hot to have right now. Hey Canadians! Make contact with your American neighbors. Let's do some premium swapping!

POST Fruity Pebbles were available this time. The larger box has an airbrushed scene of Bedrock, still with Barney and Fred, and featured the Water Squirter figure of Barney or Fred.

KELLOGG'S Froot Loops also has a great Looney Tunes tie-in 50th Anniversary box featuring non-adhesive reusable sticker sheets to put on glasses, windows, etc. Each of the 6 different sticker sheets feature two WB characters.

Everything else was pretty generic. Mutant Turtle stickers in Nabisco Shreddies, etc. No Ralston cereals. Nothing fancy in the other **POST** or **KELLOGG'S** cereals.

GENERAL MILLS Pro Stars featuring Wayne Gretsky is still available.

The highpoint of the trip was stopping in a Cranbrook antique shop (which used to be the railroad station), looking for old boxes, we found an iron lung! It was really weird, big, metal, painted yellow, and came with the story about the woman who got polio, and was forced to live in the huge iron lung.

Rhonda and I speculated that the proprietor should put the med school human skeleton (from his back room) into the iron lung and "make a cool scene." Probably give the elderly a severe heart attack. Be funny, though.

Canada was all-right.

SOGGIE FACTS

Soggier/sog-è/n: A tasteless troublemaker, a mushy menace: thrives on making things soft, disgusting, universally known as real yucky!

LES FAITS DÉTREMPANTS:

Détrempeur (detrèmpoes): Démon dégoûtant, de la famille des monstres mouilleux: se délecte particulièrement à transformer tout objet en une bouillie molle, trempée et tout à fait désagréable.



FREE INSIDE **GRATIS A L'INTERIEUR**

FROM **THE Jungle Book** DU **Le Livre du Jungle**

SEE DETAILS ON THE BACK COVER VOIR LES DETAILS AU DOS

boxness

BOXES ARE NOT FLAT

The dicotomy of the cereal hobby. There have been a great number of "flats", appearing in the hobby and being called "boxes." By the nature of their "flatness," they most certainly are not "boxes."

It is hotly debated at adult cereal parties (those get together between mature collectors/eaters of cereal) if a "box" which was once a "flat," is as-or-more desirable than a "flat" which, technically has not yet been a "box." Thus two camps emerge of the "flat" collectors and the "box" collectors, each thinking their hobby is more pure.

1. FLATS. A flat can be a flat without being a box. (However, a box cannot be a box without first being a flat.) Flat collectors believe that a purist, or someone collecting "mint" must collect the original form of the piece. Flat collectors insist that the box collectors are whiners, settling for lower grade quality, often with rubber stamp prices and torn flaps. The flat collectors are not being sentimental about their youth, they are approaching the hobby from a professional standpoint. Without marketing, and graphic designers, there would be no "box" for the collectors to collect. Therefore archival "flats" are technically the original condition of a box. These "virgins" are rarely busted up into boxes. However some flat collectors have folded their collections into "neo-boxes."

2. BOXES. People collecting boxes are saving the piece itself, as it appeared for its intended purpose: as a box. A "flat" is not a box, they say. Even though a flat can be made to be a box, it is still a "converted" flat, and not a purely manufactured piece on the breakfast table. A further contention of the box collector is that a box, by its nature as intended-to-be-thrown-away, is more rare than archival pieces from an ad agency. The archival piece is evidence of marketing, specifically preserved as a reference source, not because of its "boxness." Further it is argued that boxes emerging from archives are often "stolen," and supporting the black-market of stolen "flats" only encourages such unAmerican characteristics as thievery, bribery, and graft. Remember, they say, these are childhood memories of youthful innocence, not coldhearted stock investments to be smuggled, analyzed and brokered.

Is a "flat" a "box", if boxes aren't flat, and will it have an impact on the future of this hobby? The founding members of this hobby have a responsibility to iron-out this issue before it becomes a confusing contradiction, threatening to break us up into feuding camps for generations.

When this is all over, we'll be buried flat in boxes.

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Batman - Lost In
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Hutch - Land of The
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Hornet - Irwin Allen -
Bewitched - Sid &
Marty Kroff -
Bonanza - Star Trek
- Lucy - Equalizer -
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With Real Apple Bits!

Fortified with 2 essential
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FREE TRIP
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FREE INSIDE!

GLOW-IN-THE-DARK GALACTIC STICKERS!



See back/side for details

NET WT. 14 OZ. (396g)

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interview

THE RELUCTANT GURU

Jon Anderson went into a supermarket to buy Kaboom. He struck up a conversation with the young check-out woman. "I'm going to hang it on the wall like art," he told her.

He was featured as "Box Top Buddy" in BOX TOP BONANZA, the radio-premium mag. Jon was a founder of the controversial "boxness" concept.

Nancy, a check-out woman from a Minnesota IGA grocery, told Jon that she would "give anything to taste a bowl of Quisp again."

Jon is married, with children, and ended up dead-center in the middle of cereal box and premium collecting. A comic-reading PEZ collector, this guy is totally in-the-know despite his insistence that he not be "King Jon," or be known as "Mr. Cereal Guy," Jon gets my vote as President of the Club.

MIKAL: What got you into cereal?

JON: Cereal is the stuff I ate 40% of the time from 5 to 17.

M: And you just started "collecting"?

J: I couldn't afford expensive toys like G.I. Joe and I actually had cereal more than those [toys] anyway. And it was cheaper.

M: What's your favorite boxes old or new?

J: (laughs) Go on to the next question.

M: What else do you collect besides cereal stuff?

J: Any food-related item I had when I was a kid. Especially discontinued stuff like Marathon Bar wrappers. Willy Wonka candy bars, Compa Loompas. Libby dinners

M: Do you have any pieces of advice for someone just getting into collecting?

J: Well, two things. 1.) Be straightforward. Honest. and 2.) (the big piece I didn't get:) really think about exactly what you want, to avoid getting things you only kind-of like, and end up getting rid of. Know the things you want. Decide. That will change and everything, but you start out limited. Be specific from the start.

M: Cool. You went to the Dallas show didn't you?

J: Yeah..

M: What TV shows do you watch?

J: Mister Rogers and Sesame Street because [Jake] watches them. Hogans Heroes, Dick Van Dyke, Andy Griffith. The TV show I watch more hours of is Cheers... because I like it.



Anderson

POST Fruity Pebbles / Cocoa Pebbles 2-sided color in-pack puzzles (dated 1980) actual size: 4" X 4"

retraction

August 22, 1990

Mr. Michael Volmer
Free Inside
Spokane, WA

Dear Michael:

Thank you for your response to my last letter. Here is how the retraction will read:

IN OUR LAST ISSUE OF FREE INSIDE . WE HAD MISTAKENLY REFERRED TO TOY SCOUTS, INC., AS HAVING OFFERED FOR SALE CEREAL BOXES WHICH THEY DID NOT HAVE IN STOCK. WE REGRET HAVING IMPLIED THIS, AS WE HAVE DONE BUSINESS WITH TOY SCOUTS IN THE PAST, AND THEY HAVE ALWAYS BEEN MOST FORTHRIGHT IN THEIR TRANSACTIONS. THEREFORE, WE APOLOGIZE TO TOY SCOUTS AND TO OUR READERS FOR ANY CONFUSION AND/OR INCONVENIENCE WE MAY HAVE CAUSED.

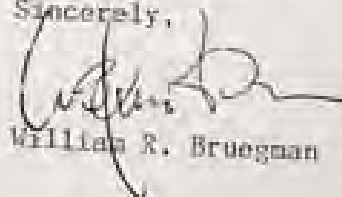
There will be no editorial ad-libbing or implied sarcasm attached to this retraction or to Toy Scouts in any way.

Regarding your statement about my jealousy over your cereal boxes, I'm afraid you are sadly mistaken. Cereal boxes are not on my list of priorities in life, in my business, or in my personal collection. I congratulate your recent acquisition of the Quaker boxes you purchased for several thousand dollars. As you know, I was competing against you for the purchase of those boxes, but found the price prohibitive. If I were really a cereal box fanatic, I'd have bought them anyway.

Lastly, thank you for the Aurora advertisement we used in Model and Toy Collector #13. I'm sorry we did not give you credit at the time. The photo had been in our files for several years with no identifying information as to the source. I will give the proper credit in the update column of Model and Toy Collector #16.

I hope this squares up everything between us so that we may put this matter behind us where it belongs. Let's try to remain impartial to outside influences and base each business transaction with each individual on its own merits-not someone else's. I further hope that we may be able to keep in touch and do business in the future.

Sincerely,



William R. Bruegman

WRB/jms



dealings

"IT'S FOR A FRIEND": GETTING THE BEST DEAL

The greatest advice to come down the pike this season is from a Lunchpail Collector in Texas. His advice is this: tell the dealer that you're looking for the piece because it's a deal you're working on for someone else. He says that this technique takes the "emotion" out of a deal and leaves the "demand" in an objective state to be negotiated by the "actual" value instead of a passionate "want" (more often than not.)

This is a beautiful concept.

When you must deal with those pigs, just tell them it's for a friend. And even if they know it's for personal use, and call you a liar, deny it.

Unfortunately fibbing to them was the most effective way to deal with the speculators during the frenzy of collecting "old" cereal boxes in early 1990.

PEZ

WANTED:

PEZ

QUAKE WORLD GLOBE RING

FREDDY FLUTE TOY

JOSIE & THE PUSSYCATS

JON ANDERSON

612-783-0853

Phase 6

THE PHASES OF TRAVEL

1. The single collectors are buying them for their own pleasure, when they find them. They are disorganized, aren't communicating with each other. Each thinks he's the only one doing it. It's for fun, not profit, and the incentive to hoard doesn't exist.
2. A communication network is established. Trading begins between collectors.
3. The network grows. Most of the collectors are known to each other and the "worth" of certain boxes is established by specific knowledge of trades made, and wants expressed.
4. Outsiders come into the circle; speculators hoarding and manipulating the demand. The accelerated demand, and newcomers enthusiastic to catch-up, push the circle further apart as each collector needs to look out for his own interests more urgently; prices rise and demand increases.
5. The public gets word of it. People who have no concept or interest begin charging "speculator" prices thinking that an established demand exists.
6. Prices skyrocket. The top prices make the national news as quirk-stories for the masses to giggle at.
7. The market crashes. False demand and the hoarding flood the hobby as bored speculators move on to other interests.
8. The market stabilizes. Price averages established at phase 3, become the standard. The "best" boxes are still the best. The others are easily available at low prices and collectors are able to take their time filling out collections.
9. Passive collectors dump their collections in favor of other interests.
10. The circle gets tight again.

This trend was established in "fad" hobbies like Vintage Paperback Collecting, Lunchpail Collecting, Plastic Model Kits, Good Girl Art Comic Books, and Garbage Pail Kids Non-Sport Cards/Cabbage Patch Dolls.



HOT FLASHES



By far the coolest of the Christmas cereals is POST Super Golden Crisp: Sugar Bear musical Christmas Ornament in-pack. Incredible! Sugar Bear dressed-up as Santa, plays traditional songs on a micro-chip when squeezed. Tons cooler than QUAKERS faux pas of not including an ornament in Christmas Crunch. Soooooo GENERAL MILLS released their Holiday Lucky Charms nationally this year (following last years test market). It's in a shiny green box with a bright red ribbon and bow graphic wrapping the front. It looks really nice but I refuse to forgive them for the UGLY LUCKY character. Give the leprechaun back his pointed ears!

The coolest Corn Flakes box in three years is KELLOGG'S 9 oz. box featuring the Duck Tales mask of Scrooge. Combine a recognizable Disney character with a self-contained premium/ box and low cost of the 9oz. box. Definately most cool.

The limited distribution of GENERAL MILLS Count Chocula and Frankenberry "flicker eyes" boxes and the subsequent vandalism of the boxes once they hit the shelves, make these boxes highly prized. Kids were tearing the eyes off the boxes. General Mills recalled the boxes, shrink wrapped, and then re-released them to the same price. I witnessed this phenomenon in a local supermarket where a dozen and a half of the boxes sat



on the shelf with their eyes torn off. Tragic. I harassed the box boys and eventually the manager to check the back-stock for more but they were sold.

POST Fruity Pebbles and Cocoa Pebbles had the box-on-top with plastic Fred or Barney toys inside. Similar to the California Raisin campaign, and the Sugar Bear stuffed dolls, these capper boxes are really colorful and large. It's a really distinct piece with limited distribution which sold fast in stores.

BATMAN™CEREAL is continuing, one after another, to create exciting premiums and attractive black boxes! Certainly the fad has died (deader-than-dead) and people are probably feeling kinda guilty, maybe resentful for getting so carried away, but the distinction of these boxes are historic. They're just plain cool. The best of the BATMAN boxes is still the bank from last winter, but the recent most cool is the Batmobile in-pack. Easily mistaken for the \$2.95 metal batmobile, this in-pack is a plastic "hot wheels type car" and will be around for years inside kids' car cases. That guarantees the box a nostalgic hook, in addition to the comic book collectors' of the future.

GOLDEN GRAHAMS features locker Rocker posters.

HOT WHEELS™CEREAL just came out this past summer! With a sales sample featuring the marketing plan (like Mutant Turtles, Barbie and Batman), the 1st box features a free HOT WHEELS car in-pack. Ralston should've had Mattel customize a car as the in-pack instead of using old back-stock cars. At least they're the original metal cars from 1983-1988. It just isn't unique enough as a cereal premium.



PEANUTS™ characters have been all over Ralston CHEX cereals the past year. Offering various party-mix in-packs, each box RICE CHEX, WHEAT CHEX, AND CORN CHEX features a different Peanuts character. A recent version has the "shake-up" bag for party-mix in-pack. Earlier versions has a Recipe Book, featuring Peanuts characters on the box and the book. Like the Dolly Madison ZINGERS boxes, these will have a particular fascination for PEANUTS collectors but lacks the media saturation of the ZINGERS.

"COOLEST IN-PACK AWARD" this season goes to Kellogg's for the "Water Cannon" innovation! It's a nozzle that screws onto the top of a 2-liter plastic bottle and turns the entire thing into a huge squirt gun! And boy does it shoot! It's only good for one solid shot of seven feet, leaving the target drenched, and a second shot of four feet, with equal impact. After that it's back to the hose! This is incredible because almost everyone has those 2-liter bottles and it's easy to use. On the other hand, if you just found one sitting around, its use isn't obvious and that's what makes it so inventive!

KASHI, the gross puffed cereal, has left it's box the bland-same but raised the letters on the front. It's a really cool idea for some of the "real" cereals to try! It looks great!

"THE BEST BETT AWARD" goes to Disney (again) for 2 projects: The CHIP AND DALE RESCUE RANGERS rubber stamp in CORN POPS and FRUIT LOOPS. Because it's Disney, DUCK TALES Adventure Digest offer on 18 oz. CORN FLAKES featuring an airbrushed cover on the back of the box. An excellent companion to the 1987 RAISIN BRAN box, this DUCK TALES box will join the ranks as "THE MOVIE" cycles through video release and into history.



CHEERIOS, HONEY NUT CHEERIOS and APPLE CINNAMON CHEERIOS all feature Bugs Bunny 50th Anniversary flicker disks ("Magic Motion Stickers") with Warner Bros. characters! It's a great tie-in with the TIME/WARNER video release, and all of the 50th Ann. hoopla. It's debatable if Bugs Bunny isn't a better BETT than Disney, but traditionally, the Ducks have always beat the Rabbits to the bucks. The in-packs are really cool though! However TINY TUNES may change all that!

BARBIE™ CEREAL \$4000 diamond give-away features a kalidoscope in-pack (also available in NINTENDO, MUTANT TURTLES, COOKIE CRISP) The photo on the box is great, but mostly covered by the offer. Too bad. HELP!: has anyone found the "Dinner Date Barbie Free Sticker Ear Rings" or "Animal Lovin' Barbie" boxes? Is Ralston just late putting them out? You tell me!

TEENAGE MUTANT NINJA TURTLES have a new box every three weeks it seems! At one point they were offering to send everyone to college. Luckily they included some crayons with that offer. The best, recent offer was the cut-out door hanger. Those were pretty funny. TURTLE insiders predict another 30 months of prosperous FAD merchandising so don't get sick of them yet!

LUCKY CHARMS continues to feature "ugly Lucky" despite indignation and national protests against General Mills for replacing the pointy-eared Leprechaun with a dorky looking fag.

RICE KRISPIES logo change (again)! And that means all of the steely air-brushed logos will be the rare ones, and not the black block letters which were discontinued in '88.

QUAKER had an extensive Halloween campaign on their boxes beginning in October offering BRITE 'N GLOW FUN KITS, a box with light-up sticks, day-glo shoe laces, and stickers, shrink wrapped to the front of the box.

SHRINK WRAP IT! General Mills has gone crazy for wrapping their boxes in cellophane! Starting with Michael Jordan posters, they've taken to wrapping posters and Breakfast Zone books to many of their boxes. POST was first to wrapped the CRISPY CRITTERS Little Golden Book to their boxes in the late 80's. Now even a "boring adult cereal" wrapped yeast or something! to the box. (It was too boring to be more specific).

FAST FACT: If you're gonna collapse the box to conserve space, slip it in a TREASURY BAG; available at most comic book specialty shops. If you're not going to collapse it, but keep it "boxed", keep the cereal bag inside the box. The bags will fit most 14 oz. and smaller boxes.

DICK TRACY popped up on CAP 'N CRUNCH, CRUNCH BERRIES, and PEANUT BUTTER CRUNCH. The door-hanger in-pack is really cool because one features CAP'N and the others have DICK TRACY. Because it's Disney, there's a lot of promo, but the movie isn't gonna live long after summer. It's got the same kind of hype that "ANNIE" had, and unfortunately, this new enthusiasm creates a great retrospective for the character but probably won't generate a sequel. The graphics alone make the box worth the effort! A collector doesn't even have to like DICK TRACY to admire the pop art character logo and heavy blacks on the back of the box. The offer on the side, for the send-away watch is great! Is that watch available at K-MART? If it isn't, it's destined to be a highly collectible piece as a premium-only. DICK TRACY is also available on Quaker's LIFE cereal featuring the black boy. Like the cheap generic cereals, Quaker has placed a sticker on the front of their LIFE box, with notification of the promotion.

PREDICTION:

RALSTON will produce a Nightmare on Elm Street "FREDDY'S Nightmares brand cereal", tying into a Saturday morning cartoon show. The cartoon will feature Freddy as a good guy, like a "ghostbuster", fighting monsters that invade kids dreams. There will be 2 different kinds: a graham chex with marshmallows, and a regular graham chex.

COLLECTING CEREAL BOXES

CALVIN & HOBBS/Bill Watterson



GRAINS

New rumors are coming up from Mexico. Unless you want to end up sacrificed to Voodoo gods by drug-dealing crazies, or shaken down by corrupt cops, stay the hell out of Mexico! Their cereal tastes awful and no box is worth being decapitated for! Head north! Canada is a much more civilized country!

Things have really quieted down in the "collecting old boxes" hobby, as fewer and fewer collectors wait for their opportunity to own an old box. Certain elements of the hobby that were smearing the future with cash have become much more conservative. Furthermore there have been no new infuxes of old boxes in the past 9 months. This has really cooled some collectors' enthusiasm. It's really frustrating to want something and not be able to get it. Eventually it's simpler to want something different. Investors are keeping what they have and waiting to see what happens next. Old box collecting, as an emerging hobby, is dead-in-the-water.

On the other hand, there's a great interest in new boxes as collectors are meeting each other and exchanging Spoon Riders and other premiums.

The Cheerios Next Generation box from '87 is really hot now. Does that mean it's a \$25.00 box? Thank goodness for Trek-aholics!

WHY I WON'T BUY CEREAL BOXES IN FLORIDA!

There's a new restrictive regulation inside every box of cereal in the state of Florida. It's a new way to oppress the people, insult freedom, and spit in the face of Americans everywhere. Collect them all. A new one every month.

How the hell did this state get into America? Isn't there a law against elderly Fascists running legislatures? And the voters kept the Gov. in!

Florida garnered much media attention this past year by outlawing certain rock'n roll music, making a few arrests and generally behaving as oppressors. These are the same guys that arrested Jim Morrison over 20 years ago! The very same, only they're 90 years old instead of 70!

So these are troubled times. Yet the Red Menace is over, they say! A country that is commie, but allows 25% free market reform is still commie! On the same logic, these Florida fascists feel that a free country with 25% of its liberty denied, is still FREE. What the hell, take 35%! It's just blacks, women, and teenagers.

The federal government needs to support the whack-o Jim Jones' "rescue" protesters againsts the women of America. The Fed has dug such a huge financial vacuum with loans of billions to drug dealing dictators, madmen, and rainforest burners, they need every little taxpayer. At the last report, every child born today owes the U.S. government \$12,000. In back-taxes. It's probably higher with the latest post-Central America, "conflict" in the Middle East. The government contends that not only is "she" an unemployed teenage murderous bitch, but a thief as well!

Speaking of teenagers, since they're already registered, and we may be needing them to light lowel heads in the deserts of the stinking "holy land," let's pull them all into the reserves, right now! They can't have sex without condoms because of aids, most of them are forbidden by religious maniacs from using

contraceptives! They can't drink legally until they're 21. The war on American- who-use-drugs have driven crack prices skyhigh.

Worried parents wander around their rooms with spray chemicals to detect the use of pot, coke, and crack! If kids get caught they can end up institutionalized with religious sadists shoving their personal brand of God™ down the addicts' throats. These kids are faced with a completely bankrupt society, both economically and spiritually; a society where it's a woman's right to an abortion, but it's illegal for a doctor to perform it. Where a man has a right to burn the American flag in protest, but it's illegal to violate public "burning" laws. Where the free expression of the artist is subject to prior review by a panel of conservative "average minded" officials. Then to be DRAFTED by their own government to fight, and die, for some elderly Fascists' right to drive his air conditioned Chrysler LeBaron 70 miles an hour down the Florida coastline to the courthouse where he and his wrinkled co-horts can whiddle away at a few more lives, liberty, and various pursluts of happiness. Kids today might as well just blow their own heads off and save the state, and the Arabs, the trouble.

The kids who want to abolish tax-credits for mega-millionaire televangelists, take the confederate flag off the various Southern State flags, and get the elderly the hell-out-of the Florida legislature, will be the first to go.

Let Florida build a huge bridge to Cuba so they can learn from each other how to really violate some human rights: the golf playing elderly and their cigar chompin' brothers, the commie Cubans.

In the meantime, while Florida debates whether to tax the airwaves of national advertisers whose ads are seen in Florida, I will not be sending any money into their economy. There's a Disneyland in California. There's orange juice, and plenty of sunshine. Furthermore, there's no cereal box I need so badly, that I have to give my cash to those bastards, so they can further finance another 10%-off liberty and justice in America!

They're not one of us.



5-1
SPY KIT
 ONE INSIDE THIS BOX

ACTUAL SIZE
 3 1/4 INCHES



Post

PINK PANTHER FLAKES

Pink Frosted Corn Flakes

NET WT. 10 OZ.

BUYING



THE PAIN PARLOR



THE PENDULUM

AURORA and MPC MODEL KITS
unbuilt in original boxes
PAYING 50% MARKET PRICE

MPC PIRATES OF THE CARIBBEAN

AURORA MONSTER SCENES



THE HANGING CAGE



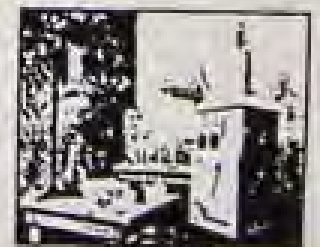
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FRANKENSTEIN



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