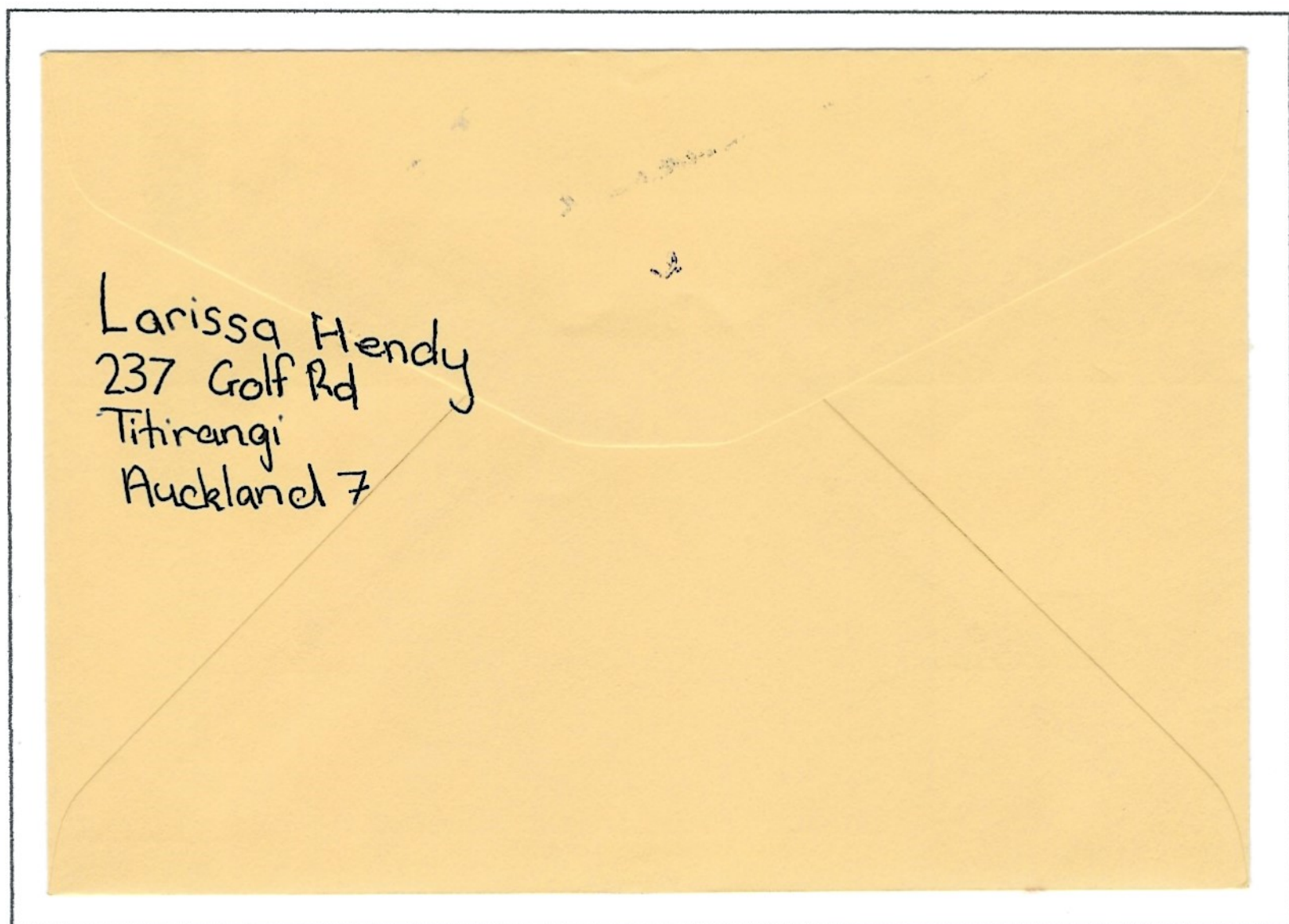


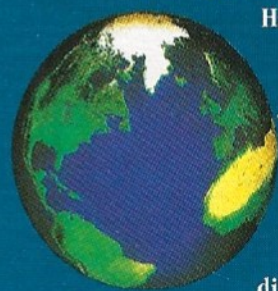
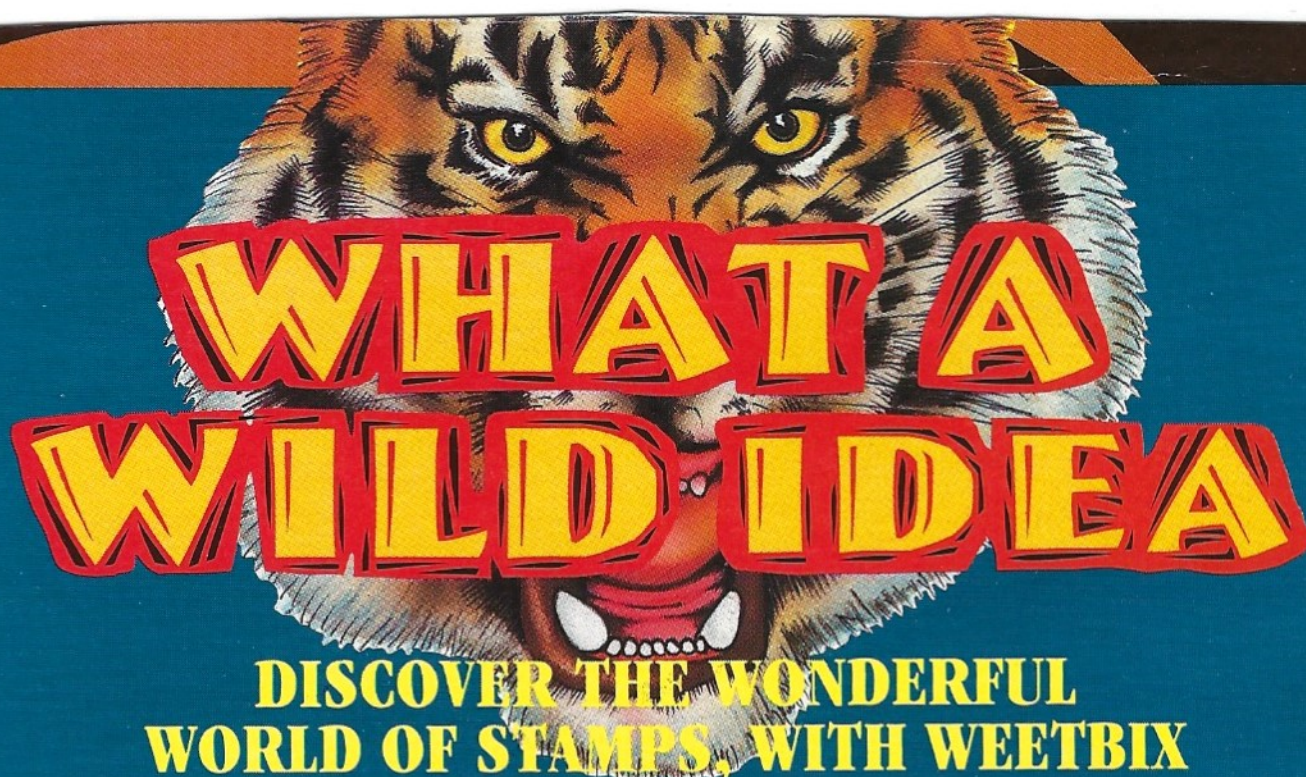
WHAT A WILD IDEA

To receive your 'Free Mini Collectors Pack' you are instructed to print your name and address on the back of an envelope with three bar codes enclosed.



WHAT A WILD IDEA

Sanitarium promoted Stamp Collecting with the "What a Wild Idea" slogan. The promotion appears on the back of the small WEETBIX packet, as shown on this page, and the large WEETBIX packet, as shown on the previous page.



Have you ever thought about starting up your own stamp collection? Millions of people all over the world love to collect stamps because it's a hobby which tells so many fascinating stories. To get you started, Weetbix has produced a special stamp album with a theme of Wild Animals. The Weetbix Wild Animals album tells you all about the different animals featured on the stamps and gives you helpful hints on stamp collecting. The Weetbix Wild animals album is available at your local supermarket.



GET YOUR FREE MINI COLLECTORS PACK

CONTAINING:

- 10 New Zealand and 5 overseas animal stamps.
- Pack of stamp hinges.
- Magnifying glass.
- Entry form to win a family trip to Hong Kong flying Air New Zealand including family passes to Ocean World.
- Information pack on New Zealand Post's 'Stamp Hunters Club'.

TO RECEIVE YOUR FREE MINI COLLECTORS PACK:

- Clearly print your name & address on the back of an envelope.
- Enclose 3 barcodes from any Weetbix packets.
- And post to: Weetbix Offer, Private Bag 92127, Auckland.
- Allow 30 days for delivery.

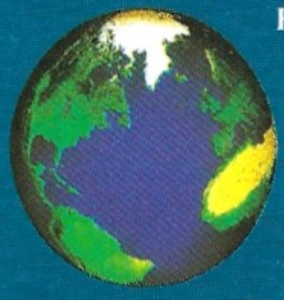
New Zealand Post   air new zealand



WHAT A WILD IDEA

WHAT A WILD IDEA

DISCOVER THE WONDERFUL WORLD OF STAMPS, WITH WEETBIX



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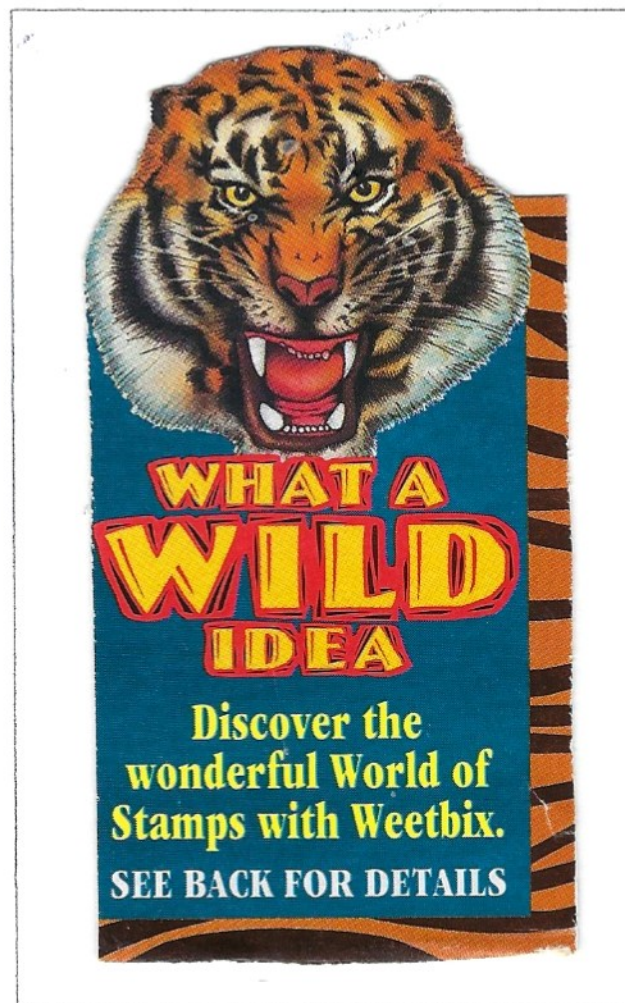


WHAT A WILD IDEA

Discover the wonderful world of stamps, with Sanitarium's WEETBIX. This exhibit describes how Sanitarium advertised STAMP MONTH 1994. It includes parts of the WEETBIX packets, WEETBIX cards, the gift pack and the card album.



The Siberian Tiger WEETBIX card and stamp



The WEETBIX advertising logo.

WHAT A WILD IDEA

Sanitarium include a "Thank you Letter" to their "Valued Customer", from their Marketing Services Assistant.



To Our Valued Customer

Please find enclosed the Weet-Bix Stamp Pack that you have ordered. We trust the enclosed meets with your satisfaction and approval.

We appreciate your valued custom and encourage you to enter our "Win a trip to Hong Kong" competition.

Yours faithfully

SANITARIUM HEALTH FOOD COMPANY



C M Glasson
Marketing Services Assistant

Enc

WHAT A WILD IDEA

After a wait of thirty days, Sanitarium finally deliver the long awaited "Free Mini Collectors Pack".



WHAT A WILD IDEA

Also enclosed is a "Get into Stamp Hunting" pamphlet, inviting kids to join the "Stamp Hunters Club".

GET A WHOLE YEAR OF STAMP HUNTING EXCITEMENT FOR JUST \$5.

Cut along here

It's an adventure, it's exciting and if you're into collecting things and exploring, you'll love being a Stamp Hunter.

Join us and we'll explore some fantastic places and things together. We'll discover heaps about New Zealand through its stamps, we'll do puzzles and mazes together - and you'll get plenty of useful Stamp Hunting stuff, including free stamps - all for just \$5 a year!

It's the coolest club for kids and we'd love to have you along.

GET STARTED WITH THIS AWESOME BEGINNER'S KIT

Just complete and mail us the joining form attached and soon you'll receive a pack, crammed full of great stamp stuff. It includes:

- pack of 25 stamps
- your own membership card
- your own membership booklet that tells you all about stamps and stamp collecting
- a newsletter packed with puzzles, games, stamp information, and special offers
- Stamp Hunters stickers
- voucher for a free icecream at any Wendys Supa Sundae outlet (when you buy one icecream you'll get another one free!).



I WONDER HOW MUCH IT'S WORTH?



YOUR FIRST FREE GIFT

What a brilliant start to your collection!

The \$1 blue Round Kiwi is one of the few round stamps ever produced in New Zealand - and it's yours free, when you join the Stamp Hunters Club.

In future you'll get more free gifts like this too.



PLUS

MORE AMAZING STAMP STUFF - ALL YEAR LONG

This is just the beginning. We want to make this the biggest, coolest kids club in New Zealand, so we'll be looking after you with heaps of stamp stuff.

You can look forward to getting all of the following things in the months to come. • your own club newsletter with puzzles, stamp news, games, competitions, and plenty more • your own birthday card and present • special offers on some of your favourite things (other than stamp stuff) • free stamps • savings on stamp stuff • and there's plenty more!

So be patient - and keep an eye on that mailbox!



WHAT A WILD IDEA

Included also, were the WEETBIX "Entry Form" for a family trip for 4 to Hong Kong; a packet of stamp hinges and a magnifying glass.



Weet-Bix
ENTRY FORM

WHAT A WILD IDEA

WIN A FAMILY TRIP FOR 4 TO HONG KONG

Yes, you could win a family trip for four to Hong Kong, which includes family passes to Ocean World, plus \$NZ1000 spending money. It's everything you need for some wild fun.

ENTER NOW!

A small image of a Weet-Bix Card Album showing a tiger on the cover and several cards inside.

A circular logo for Stamp Month 1994 featuring a tiger's head in the center, with the words "STAMP MONTH" around the top and "1994" at the bottom.

SANITARIUM

SEE REVERSE FOR DETAILS

WHAT A WILD IDEA

Also enclosed in the 'Free Mini Collectors' pack are two packets of stamps. One of the New Zealand Stamp Month animals and the other of world animal stamps, all of these can be placed in the WEETBIX Card Album

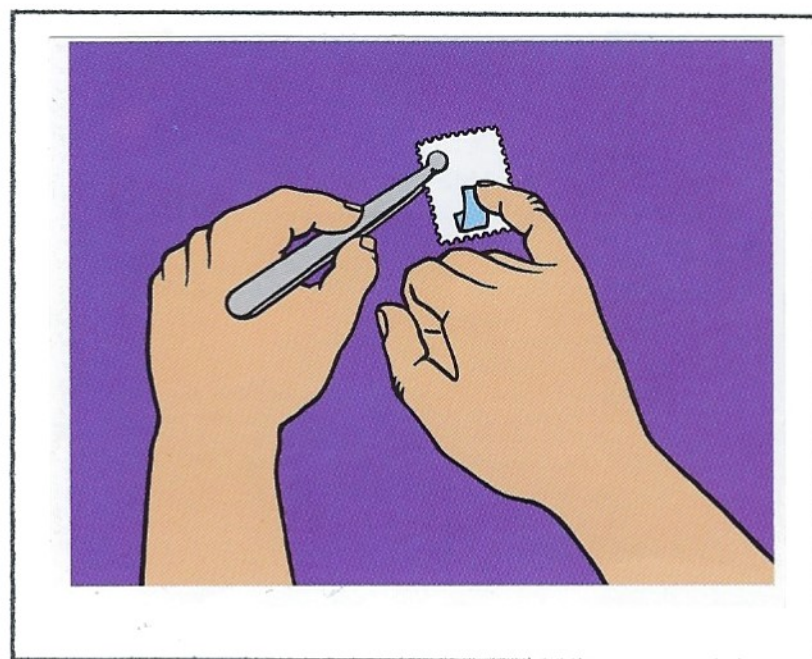


WHAT A WILD IDEA

The WEETBIX packets have one, two or three cards in each packet (depending on the size of the packet). There are a set of twenty cards in the set. The first four cards are shown here.



How to remove stamps



How to use stamp hinges



Definition of thematic collecting



How to use magnifying glasses

WHAT A WILD IDEA

The four cards on this page show some of the New Zealand Stamp Month issue.



The Siberian Tiger



The Giant Panda



The Spider Monkey



The Hippopotamus

WHAT A WILD IDEA

Two more cards show some of the New Zealand Stamp Month issue. Also shown are some of the famous early stamps.



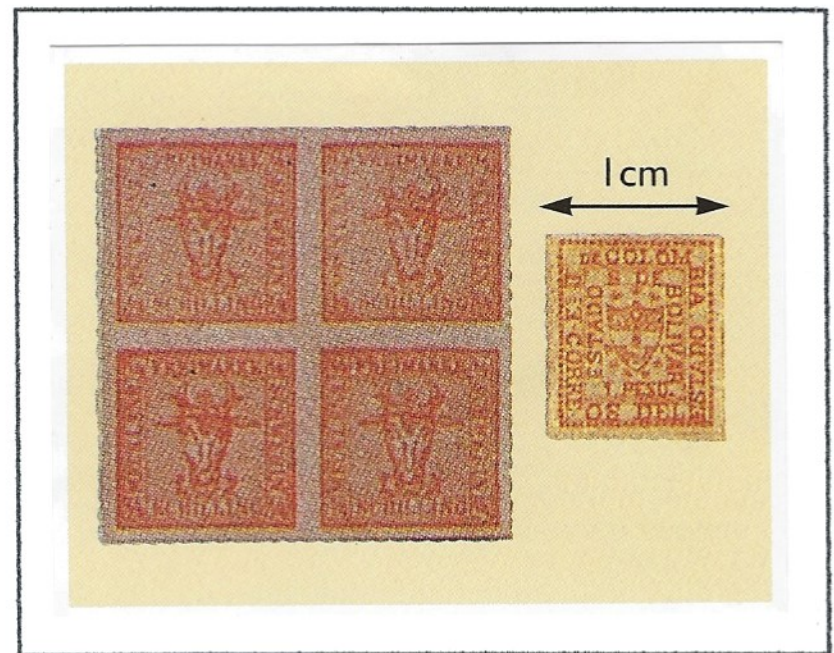
The White Rhinoceros



The Polar Bear



The Penny Black



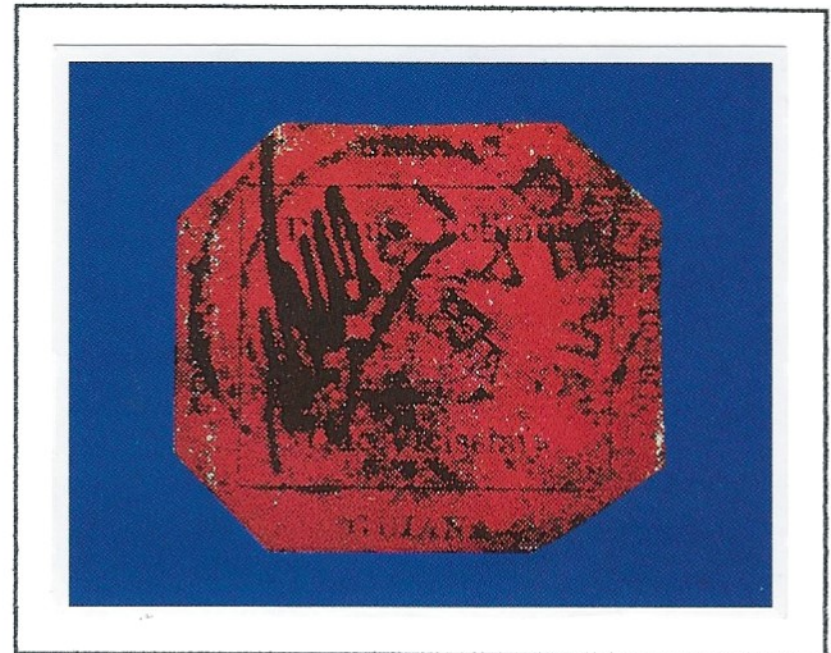
The smallest stamps

WHAT A WILD IDEA

More stamp oddities from the WEETBIX card series.



The Cape Triangular from the Cape of Good Hope



The most famous rare stamp from British Guiana



Coin stamps from Tonga



Forgeries and fakes from France

WHAT A WILD IDEA

These 4 cards show aspects in stamps, shapes, twins, postmarks, first day covers



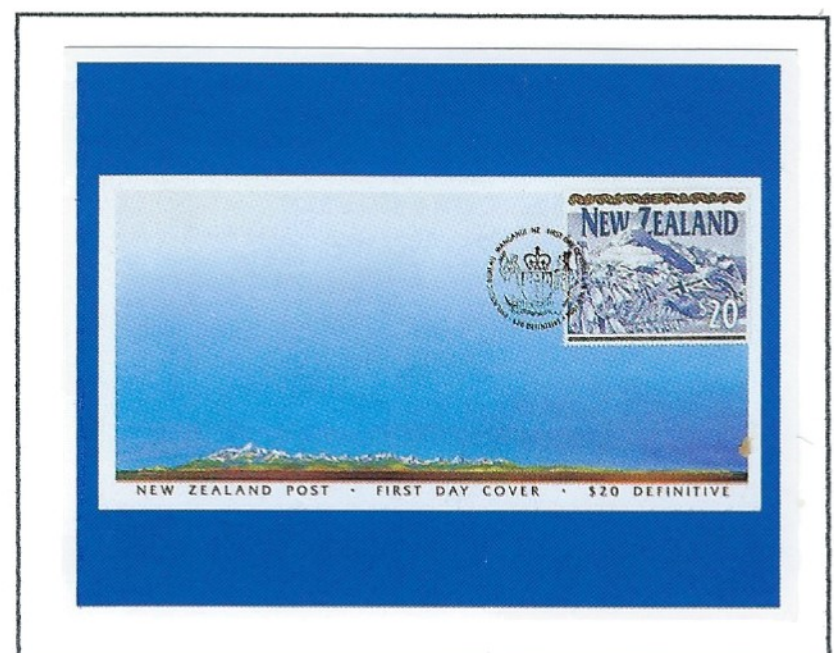
Unusual shapes



Twins



Postmarks

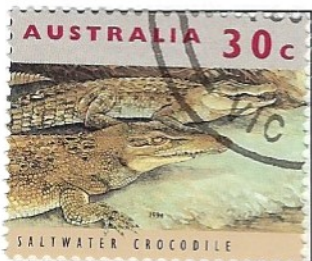


First day covers

WHAT A WILD IDEA

Sanitarium provided a card album for young collectors to place their cards and stamps in. Below is one of the pages showing the Saltwater Crocodile and the common Hippopotamus

THE SALTWATER CROCODILE is the largest living reptile in the world. It can grow to a length of 7 metres or more, and it lives in estuaries, streams, swamps, lakes and coastal waters across Northern Australia. (Despite its name, it is also found in freshwater).



Saltwater Crocodiles feed on crustaceans, fish, reptiles, birds and mammals. The prey is usually caught when it comes to the water to drink. Although attacks on people occasionally make news-paper headlines, crocodiles are not big eaters. They need only 10 per cent of the nourishment of a mammal of equivalent size.

THE WHITE RHINO, like other rhino species, is on the verge of extinction. It survives only in small 'pockets' of the African continent, mainly in



wildlife parks and reserves. Despite its name, the White Rhino is actually slate grey in colour, and it is also known as the

'Square-lipped' rhinoceros.

The heaviest bull rhino can weigh more than 3 tonnes (3,000kg) and although

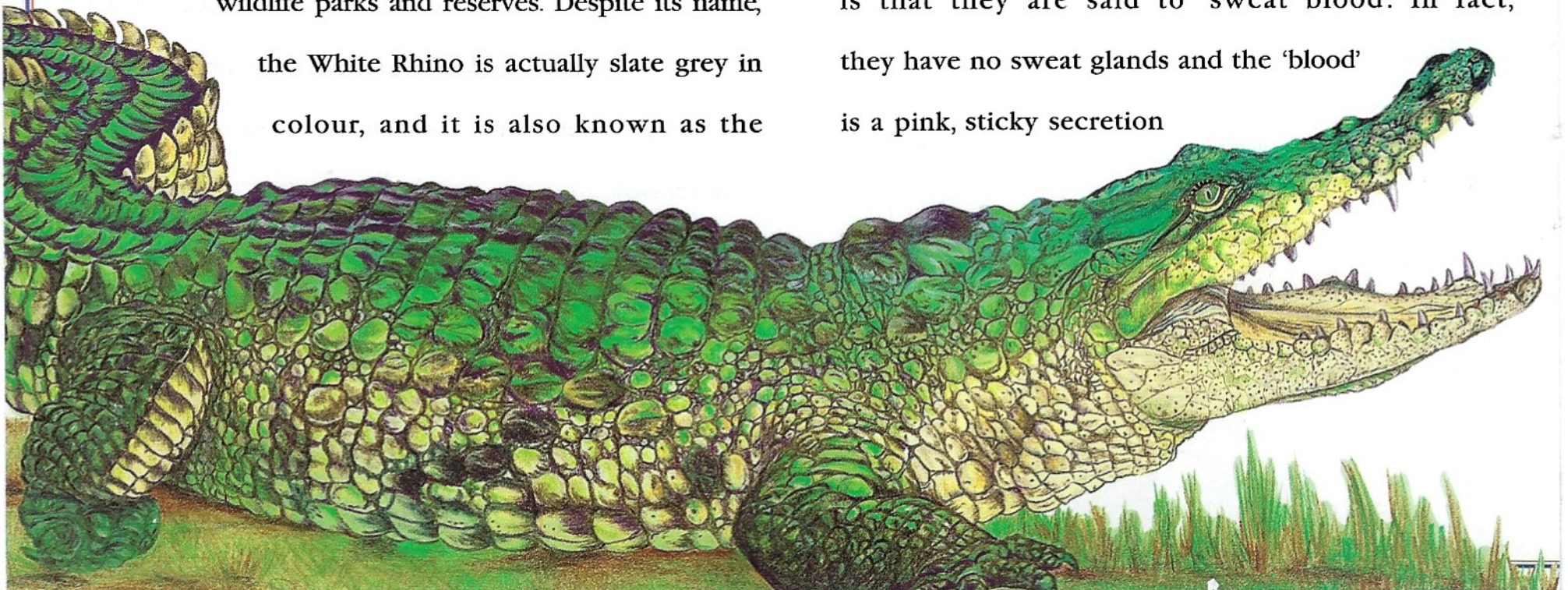
rhinos are bulky animals, their trot and gallop are very powerful. They can cope with very rough country, and their thick skin means they can push through dense and thorny vegetation like armoured cars!

FASCINATING FACTS - During a siege in Paris in 1870, letters were sent out of the city attached to balloons. Of the 56 letters released from Paris, 51 made it to the outside world.

THE COMMON HIPPOPOTAMUS

is found along rivers, lakes and swamps in Africa. It is very vulnerable to hunting and is becoming increasingly scarce in the wild. It lives in water during the day and grazes on land at night. A particularly interesting fact about hippos

is that they are said to 'sweat blood'. In fact, they have no sweat glands and the 'blood' is a pink, sticky secretion



WHAT A WILD IDEA

This is the end of a wild idea.

SANITARIUM

Weet-Bix®

New Zealand's favourite **WHOLE WHEAT** malted breakfast biscuits

1 kg NET

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