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More than Just a Kiddie Meal

Iola, Wis.—February 20, 2001—Just as fast food has long been a preferred selection of American restaurant, so too have the premiums this industry has marketed to youngsters become sought-after items. Over the past 30 years these toys have gone on to become valuable collectibles in their own right. All of which is expertly chronicled in the book ***Kiddie Meal Collectibles***, written by Robert J. Sodaro with Alex G. Malloy.

This extensive compendium is the most comprehensive and up-to-date price guide available for the quickly growing field of fast food collectibles. Readers are able to locate information and items from nearly 40 chains. The list includes franchises from Arby's to White Castle, which provide toys and/or collectibles as premiums and promotional giveaways. The nearly 30-year listing offers some 7,000 price listings dating back to the early 1970s.

Collectibles include such items as games, glasses, toys, and plush items which have often been tied to contemporary film releases, notable sports figures or events, or popular cartoon and comicbook characters, and continue to be extremely popular for the franchises—creating even more collectors as time goes on.

Accompanied by over 400 photographs of the most sought-after collectibles, readers will be able to expertly and accurately evaluate their own collections. Each listing offers up-to-date values for individual items and complete sets. Special features include profiles of the

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fast-food restaurant franchises and their premium programs, along with tips for locating, collecting and grading items.

Both Sodaro and Malloy are experienced authors and experts in the contemporary collectibles field who have worked with each other on several projects over the past 15 years. Sodaro has been writing about comicbooks and collectibles since 1985, and has contributed to virtually every major comicbook magazine in the field, including *Amazing Heroes*, *Wizard*, *Comics Buyer's Guide*, *Combo*, and *Marvel Age*. Malloy is also an established expert in the field of collectibles and prices, He was the publisher of *Comics Values Monthly*, and continues to update those prices in *Comics Values Annual*. He is also the author of numerous books on collecting including *American Games*, *Comic Book Artists*, *Comic Collectibles and Their Values* and others. In this book they have once again combined forces to accurately document this increasingly popular collectibles category.

Kiddie Meal Collectibles can be purchased from various major bookstores (ISBN 0-930625-16-1) or directly from the publisher, Krause Publications, Book Department PR01, PO Box 5009, Iola, WI 54945-5009, for \$24.95 plus \$4.00 shipping of the first book and \$2.00 for each additional book. Residents of the following states please add appropriate sales tax: Calif., Iowa, Ill., Penn., Tenn., Va., Wash. and Wis. Contact Krause Publications, Dept. PR01 at 800.258.0929 or visit them at www.krausebooks.com.

BOOK AT A GLANCE

Title: *Kiddie Meal Collectibles*

Authors: Robert J. Sodaro and Alex G. Malloy

Publisher: Krause Publications

Description: Comprehensive identification and price guide to restaurant chain premiums.

Pages: 208

Photos: More than 400

Cover: Softcover

Size: 8-1/4 x 10-7/8 inches

Price: \$24.95

ISBN: 0-930625-16-1

To Order: Contact Krause Publications, Book Department PR01, PO Box 5009, Iola, WI 54945-5009 or 800-258-0929 or www.krausebooks.com.