



From the Editors

Meteorites with your breakfast cereal

In the U.K., Nestlé's make a brand of breakfast cereal called Shreddies. It is a rather good cereal that I have eaten since being a child. This year we have the option of buying packets with a "REAL meteorite".

Emblazoned all over the box are images of fire-trailing fireballs and the explanation "A meteor is a rock from space that has entered the Earth's atmosphere. The name changes to meteorite once it hits the surface".



contaminated with cutting liquids or damaged by the cutting process, and scale is rejected by scientists because it is so heavily weathered. Nevertheless, it is extraterrestrial material and it does carry enormous emotional appeal. I hope Nestlé's promotion campaign is a great success.

Derek Sears
Editor

There is a web site where one can obtain a Certificate of Authentication from a certain Jeffrey Appleby. Inside the packet there is a credit card sized lamellated card with a compartment containing dust from the Gibeon meteorite. To the naked eye, it looks like saw dust, but it could be surface scale. It is all good fun.

I would like to applaud Nestlé's for this latest promotion. Every year NASA spends a fortune, quite rightly, promoting its areas of interest. There is no doubt in my mind that many of us were attracted to the research area we love because we heard about it through press releases, school projects, commercials on the television, or comic book strips. In short, the excitement of space running through us is also running through the spirit of our culture as a whole, stimulating an interest in science and mathematics in the schools, selling products, or stimulating pliable minds through science fiction. Nestlé's thinks they are selling cereal. I think they are selling the excitement of the exploration of the solar system through the meteors from space that became meteorites when they hit the Earth. Everyday, meteorite saw dust is thrown away in the trash as it is hopelessly