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One Inch of the Yukon

It was the most unusual breakfast cereal premium ever offered: a legal deed to 1 square inch of land in Canada's Yukon territory, free in each box of Quaker Puffed Rice and Puffed Wheat.

The Quaker Oats Co. made the offer in 1955, when it sponsored a children's TV show called *Sergeant Preston of the Yukon*. Determined to go beyond the standard sort of cereal box giveaways, the company paid

the Canadian government \$10,000 for a 19.11-acre tract on the Yukon River, 12 miles north of Dawson, in the heart of Sergeant Preston country. Quaker then passed title on to the Klondike Big Inch Land Co., Inc., which sub-

divided the land into 21 million square-inch plots, for which individually numbered deeds were printed and packed into 21 million boxes of cereal.

There is no record of any deedholder

journeying to the Yukon to inspect his holdings, although one man wrote Quaker maintaining that he had collected 10,000 deeds, enough to give him title to a 75-square-foot plot. (It didn't, how-

ever, since his tiny land parcels were not adjacent.) Ultimately, the Canadian government reclaimed the land from Quaker for \$37 in back taxes. The deeds themselves are prized today by collectors and are worth \$25 to \$40 each.



Legal deed to a free piece of Canada