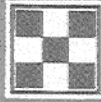


THE FREAKIE MAGNET

NEW!

The new chocolate-flavored breakfast cereal



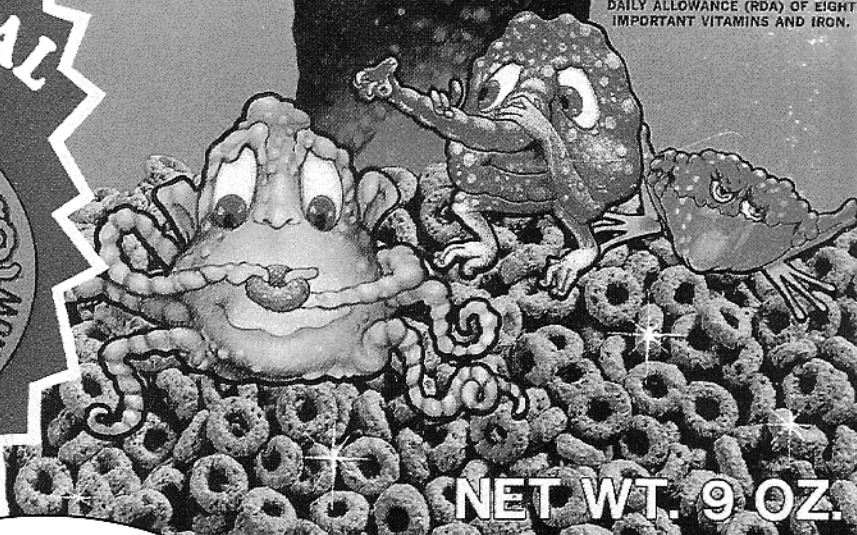
\$5.00

Cocoa Freakies

**FREE MEDAL
INSIDE!**



25% OF THE RECOMMENDED
DAILY ALLOWANCE (RDA) OF EIGHT
IMPORTANT VITAMINS AND IRON.



NET WT. 9 OZ.



**WINTER '94
Vol 1 No 2**

The Mad Toy Company

60 Waterman Avenue

Rumson, NJ 07760

(908) 842-2567

BUY • SELL • TRADE

1968	Jello	Jungle Book Disneykin premiums; Col. Hathi (mint)	35.00	975	Pillsbury	Funny Face - Ice Trays with Sticks complete set of 4 different (mint)	45.00
		Shir Khan (chip tail otherwise mint)	15.00	1969	Pillsbury	Tart n' Tangy Lemon unopened drink pack (Rare transitional package) Joke back (only have 1)	50.00
		Baloo (brown/mint)	25.00				
1960's	Honey Comb	Winnie the Pooh spoon sitters - Christopher Robins or Eyore	12.00 ea	1972	Honey Comb	glow in the dark Monster Heads (assembled) Frankenstein or The Mummy (exc) each	15.00
1970's	Pink Panther Flakes	SSP Racer (Barris Car)	35.00	1967	Kellogg's	Monkees mail-away Mickey finger puppet MIOOriginal mailer	35.00
1970's	Pink Panther Flakes	5 in 1 Spy Scope (mint and sealed in original cello)	125.00	1971	Apple Jacks	Daffy Dogs various poses, each	10.00
1960	O.K's	Yogi the Bear Swoppet (white)	25.00	1970's	Apple Jacks	Mr. Wonderfuls Suprise Mug and Bowl Set (rare)	75.00
1960	O.K's	Boo Boo Bear Swoppet (yellow)	25.00				
1960	O.K's	Mr. Jinx Swoppet (Red)	25.00	1960's	Mr. Clean	Figure (exc)	85.00
1960	O.K's	Pixie or Dixie Swoppet (blue/green)	25.00	1950's	Rafston	Space Patrol Outer Space Helmet mail-away premium mint in exc mailer (no mirror visor)	95.00
1960	O.K's	Tony the Tiger (yellow)	25.00				
1960	O.K's	Huckleberry Hound (red)	25.00	1969	Quaker	Quake Miners car (no head)	45.00
1960's	Trix	Secret Compartment Watch (white)	15.00	1969	Apple Jacks	H.R.Puff n' Stuff Ring (exc)	60.00
1960's	Trix	Whistle (blue/mint)	15.00	1972	Cocoa-Puffs	Sonny/Cocoa Puffs shaker maker (exc)	45.00
1960's	Trix	Tiddley Winks game	10.00	1971	Honey Comb	Josie and the Pussycats Spoon Melanie (MIBag)	25.00
1960's	Trix	Wrist Watch (yellow or white)	12.00				
1972	Trix	10" Vinyl Trix Rabbit Figure	35.00	1960's	Honey Comb	Jungle Book Spoon Hangers, Baloo, Kaa, Mowgley or King Louie, each	12.00
1972	Sugar Crisp	SugarBear YO-YO (MIBag)	8.00	1975	Freakies	Iron-On Patches (packed in cello 2 per each) Gargie and Goody Goody, Tree and Gargle, Tree and Grumble, each	15.00
1974	Sugar Crisp	Sugar Bear Lock (MIBag)	7.50				
1970's	Capt. Crunch	Boson's Whistle	10.00	1974	Freakies	Magnets, Cowmumble or Gargle, each	12.00
1960's	Capt. Crunch	Cereal Bowl (embossed)	30.00	1974	Freakies	Glider (off box back) Snorkledorf	25.00
1960's	Capt. Crunch	Note Pad 5" x 7" 20 leaves with great ad for Guppy Premium (unusal)	40.00	1972	Grins, Smiles, Laughs & Giggles	Grins Magnet Grins Walker	12.00 18.00
1974	Crazy Cow	Sticker (MIP)	20.00	1971	Archie's	Pop-up Figure Jughead (yellow)	20.00
1974	Crazy Cow	Trick n' Teaser Book No.4	15.00	1968	Frosted Flakes	Tony the Tiger Cookie Jar (exc.)	75.00
1969	Gen. Foods	Lucky Springy (green)	15.00				
1970's		Norman - Champ of the Cereal Bowl sticker	12.00	1950's	Quaker Oats	Roy Rogers F & F Cup (mint)	30.00
1970's		Marshall Mallow stickers 3 diff, each	7.00				
1968		Around the World in 80 Days figs	10.00 ea				
1960's	Kool Aid	Canteen, green with clear strap	95.00				
1971		Stretch Pets by R & L various in stock	18.00 ea				
1970's	Quangaroos	Gyrocycle (mint)	65.00				
1970's	Quisp	Gyrocycle (mint)	40.00				
1970's	Libby	Libby the Kid flicker cup (mint)	40.00				
1970's	Kellogg's	CamelTrain Chimp Accs. (mint/bagged)	25.00				
1973	Monster Cereal	Boo Berry Rub - on Decal (MIP)	15.00				
1973	Monster Cereal	Monster Toothbrush holders Frankenberry (blue)	25.00				
		Boo Berry (orange)	25.00				
1974	Monster Cereal	Erasers (originals) Frankenberry (blue)	20.00				
		Skull (light blue in bag)	15.00				
1974	Monster Cereal	Cars Frankenberry (assembled)	15.00				
		Boo Berry (assembled)	15.00				
		Count Chocula (assembled)	15.00				
1975	Monster Cereal	Glow stickers (plastic) Frute Brute (orange/unused)	15.00				
		Frankenberry (yellow/unused)	15.00				
1973	Monster Cereal	21" Figures Frankenberry (orange)	15.00				
1972	Kellogg's	Rice Krispie's Crackle Figure VF+	30.00				
1970's	Wonder Bread	The Fresh Guys 3" diameter Pin	35.00				
1969	Pillsbury	Goofy Grape Funny Face Walker MIOOriginal mailing box with weight and paperwork	80.00				
1970	Pillsbury	Funny Face - Choo Choo Cherry Pillow mint	45.00				

Specials

1968	Whitman	Cap'n Crunch coloring book (exc)	85.00
1982	Whitman	Twinkles, Sanford and Wilbur coloring book (VF+)	75.00
1973	General Mills	Monster Cereal coloring book Mail-away only (NM)	75.00
1973	General Mills	Monster Cereal cloth beach bag, printed two sides (unused)	60.00
1969	Pillsbury	Goofy Grape/Pillsbury Doughboy book bag (extremely scarce cross-over item)	75.00
1965	Mattel	Linus the Lionhearted talking doll (NM talking cond)	135.00
1960's	Vanilla Crunch	Wilma the Whale traveling tub box back featuring Wilma, Carlye and Alfie.	40.00
1950's	Fritos	Frito Kid Circus coloring book rare in package premium (exc.)	45.00
1960's	Post	Mary Poppins Bert the Chimney Sweep Pop-up Figure (MIBag on sprue)	95.00
1960's	Old London	Rocky and his Friends premium coins #'s 2, 6, 7, 8, 9, 10, 14, 19, 21, 23, 29, 40, 50, 51 each 10.00 or lot	100.00
1984	General Foods	Linus the Lionhearted record featuring Linus, Lovable Truly, So-Hi, Sugar Bear and Others (exc)	65.00
1968	Cracker Jack	Pass around Pack box (scarce)	85.00

Circa 1957 - Cheerios - Cheerios City Set complete with five buildings cut from box backs, 7 mail-away Tootsie Toy Cars (all pristine mint) plus three Tootsie Toy Street Signs (also mint), original paper work and a four page Tootsie Toy catalog, along with mailer box 200.00

Circa 1957 - Cheerios - Cheerios Airport set complete with five buildings cut from box backs, 39 piece mail-away airplane set with 19 mint airplanes (2" silver plastic 9 different types) plus four Nike missile launchers with 16 missiles (still mint in original cello bag) along with original paperwork and mailer box 65.00

This is just a small sampling of what we currently have in stock, we also have a wide array of Toys, Boardgames, Puzzles and other related material from the 1950's thru the 1960's and Beyond. We are always up for trades as well purchasing single items and collections outright.

Please make sure that when ordering you make all payments to: The Mad Toy Company, and allow three weeks for delivery after receipt of payment, you can reach us anytime at 908-842-2567, if we are not in please leave message about the item you want calling and if it's still in stock we'll call you back.

Many Thanks.

R.H.Bruce

WELCOME TO THE MAGNET!

Welcome to Winter '94 Freakie Magnet, the Cereal Collectors' Fanzine! Inside you'll find new and exciting articles, interviews, classified ads, display ads and more!

The Fall '94 Magnet, our pilot issue, was a huge success! Calls, letters, postcards and subscriptions poured in from across the United States, Canada and England!

Thanks to this tremendous response, the Freakie Magnet has doubled in size, and the overall copy quality has been improved! Since the Freakie Magnet is written by collectors for collectors, we continue to encourage submissions, color and b/w laser copies of boxes and photos of prizes, your letters, your FREE classified advertisements, and all-new display advertising (see masthead for rates).

We sincerely hope that you enjoy the Winter '94 Freakie Magnet! Seasons Greetings and see you in the Spring!



ANNOUNCEMENTS

RETURN OF THE FREAKIES? Would you like to see the original Freakies Cereal on the shelves again? If you would, please write the Freakie Magnet, c/o Kevin Meisner, 92B North Bedford Street, Arlington, VA 22201. This is a real possibility so write today!

THE MAGNET GOES TO ATLANTIQUE CITY. The Freakie Magnet travelled to Atlantic City, NJ, to attend the "Atlantique City Holiday Fair" on October 15-16. There were many dealers with cereal items including Freakies, Quisp, Monster Cereals and more. The Magnet met dealers James Koval, Robert Bruce, Mike Frigerio, S.J. Glew, Brian Razzi, Michael Paquin and many others. We also met the ever enthusiastic Lou Ann Belmont who sported her Quisp T-Shirt (by Ralph Stout). The cost was a \$40 pittance for two 2-day tickets and the whole trip including meals and lodging cost less than \$300 for two people. Definitely worth it, we'll be back!

CEREAL COLLECTORS CONVENTION PLANNED! The Freakie Magnet is planning a Sugar-Charged Cereal Collector's Convention for Fall '95. Speakers, showcases, a buy/sell/trade floor and dinner (cereal?) are planned. The convention will most likely take place in Chicago, IL (a central location) next October. Write the Magnet with your ideas. More news on this in the future.



The Freakie Magnet ©1994 by Kevin Meisner is a cereal collector's magazine for everyone!

All inquiries should be addressed to: Kevin Meisner, 92B North Bedford Street, Arlington, VA 22201, or call 703-527-3485.

FREAKIE MAGNET STAFF:

Kevin Meisner
Quake Miner
Sonia Zamborsky
Countess Chocula
Mark Schramm
Cap'n Crunch
Christine Meisner
Queen Vitamin

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Classified: 50 words FREE
Display Advertising:
Full Page: \$80
Half Page: \$60
Quarter page: \$30
Business Card: \$20
Inside Cover: \$100
Back Cover: CALL

Cover illustration: CocoaFreakies
Cereal Box by Ralston Purina®.

Special thanks to all Freakie Magnet Winter 1994 contributors!

CRUNCHY NUGGETS

Dear Kevin,

Congratulations on your first issue of "The Freakie Magnet." It was great! I hadn't seen a color picture of a Freakies cereal box in years. I've been a Freakies fan for as long as I can remember. Some friends and I even recorded an album of songs a few semesters ago and we dubbed our band "The Freakies." (Geez, I hope someone at Ralston Purina doesn't read this and try to sue for copyright infringement! ha!). For my Television Production class I also wrote and directed a commercial for "SeinfeldO's" cereal---"the laughing faces cereal with the little marshmallow stars!" It was of course based on Jerry Seinfeld and turned out to be pretty funny -- which fortunately was my intention. I was also thinking with all the television shows being made into motion pictures, why not treat some of our cereal characters the same way? Just think, Kenneth Branagh starring as Lucky the Leprechaun in "Lucky Charms: The Movie." Or maybe Harrison Ford as a government agent out to discover the truth in a rumor that the government is holding an extraterrestrial in a top-secret underground complex in "Quisp and Present Danger." How about Oliver Stone directing our favorites in "Natural Born Freakies." Maybe even Johnny Depp as our vampiric hero in a Count Chocula version of "Interview with the Vampire" with a cameo of Bruce Willis as Frankenberry. (OKAY, maybe NOT!). Anyway, keep up the great work! I'm looking forward to the "Monster Cereal Special Edition."

Tim Williams
Warrensburg, MO

I had to print this letter in full, and you can see why! Thanks, Tim, and thanks for the article "Remembrances of Cereals past," located inside! -Kev



Dear Kev:

Just got off the phone with you, and went back in my room to get this guy (a Kaboom bowlhanger for me!) off my shelf. Only another collector can appreciate the aura of well being and satisfaction that radiates from a cherished collection. Yes, some of 'em are a little dinged up, or nibbled on, but who knows what adventures these critters had before they ended up here, and what kids' pocket they lived in, or how many trees they fell out of, or how many times they were lost, and mourned, and then joyously found. Who knows how many bowls of cereal this guy supervised, or how many kids fought over the poor souls on their way here?

Lou Ann Belmont
Newark, DE

Thanks for the bowlhanger, Lou Ann! It was great meeting you at Atlantic City! -Kev

Dear Kevin,

Issue #1 of the Freakie Magnet just came and I must say I'm impressed! You really did a cool job. I remember those Freakies "Mystery Prizes" - I forgot what I got though. I look forward to the next issue of the Freakie Magnet! By the way, was BossMoss green because moss is green?!? Later.

Steve Wann
Baltimore, MD

I'm glad you liked the Freakie Magnet, Steve! To find out why BossMoss was green or other Freakies questions, write a letter to the creator of the Freakies, Jackie End, c/o the Freakie Magnet, 92B North Bedford Street, Arlington, VA, 22201. All reasonable questions will be answered! -Kev

Kevin:

Nice cereal funzine! It's nice to have a publication on cereal box collecting since Scott Bruce stopped (temporarily?) publishing "Flake." Keep up the good work.

Ted Grish
Milpitas, CA

Thanks, Ted! Scott Bruce informs me that he will be coming out with a new issue of "Flake" in the near future. - Kev

Dear Kevin,

I am a collector of cereal premiums and boxes. I would be grateful if you could send me a list of your swaps for trade. At the

moment we have Flintstone cereal boxes and Where's Wally to name just two. Just send me your want list. I am also interested in TV. and movie related items. All the best, hope to hear from you soon.

Darren Goodwin
251 Humber Ave
Stoke Coventry, CV1 2AQ
ENGLAND

Coins? They are the size of poker chips and come in various colors and say "See package for details" on them. Can someone tell me what cereal they came from and what they were used for?

Doug Mark
40 Ryans Way
Waterdown, Ontario
Canada LOR 2H5

I am writing this letter because I am interested in locating a Kellogg's Wheaties box from 1953 or the card from the back of the box with a picture of Ben Hogan. Please let me know if you have this item or know where I can possibly locate it. Thank you.

Steven Griffith
9859 IH-10 West, Ste. 245
San Antonio, TX 78230

I have printed your full address, Darren, so that the readers can contact you directly. Thanks for making the Freakie Magnet an international affair! -Kev

Doug, I printed your address so that if anyone has the answer to your question they can contact you directly. Let me know what you find out! -Kev

Steven, I printed your letter hoping someone out there can help you. Good luck! -Kev

Kevin-

Bravo! Excellent 1st issue! I was sure surprised when I pulled it out of the envelope! Very entertaining! I especially liked Duane Dimock's ring article and the James Koval interview - the man who sold me my first magnets (Snorky and Cowmumble, I believe). The classifieds are great and I'm honored to have had my letter printed! My daughter and I both have read the first issue over and over again. Here is \$16 for my subscription - a mere pittance when you consider what the "Magnet" offers! Beautiful job!

Mike Howlett
Cambridge, MA

Thanks, Mike, your letter meant a lot! -Kev

Hi Kevin,

Thanks for the newsletter—it's very magnetic. Now a question, have you ever heard of Quaker Lucky

Introducing New Fruity Freakies Cereal for your kids.

DEC 4 1975

New Fruity Freakies is a crunchy, fruit flavored cereal your kids will love to eat. And since we're giving you 15¢ off, it's a crunchy, fruit flavored cereal you'll love to try.

And 15¢ off for you.

The Quest for Quisp

by Ralph Stout

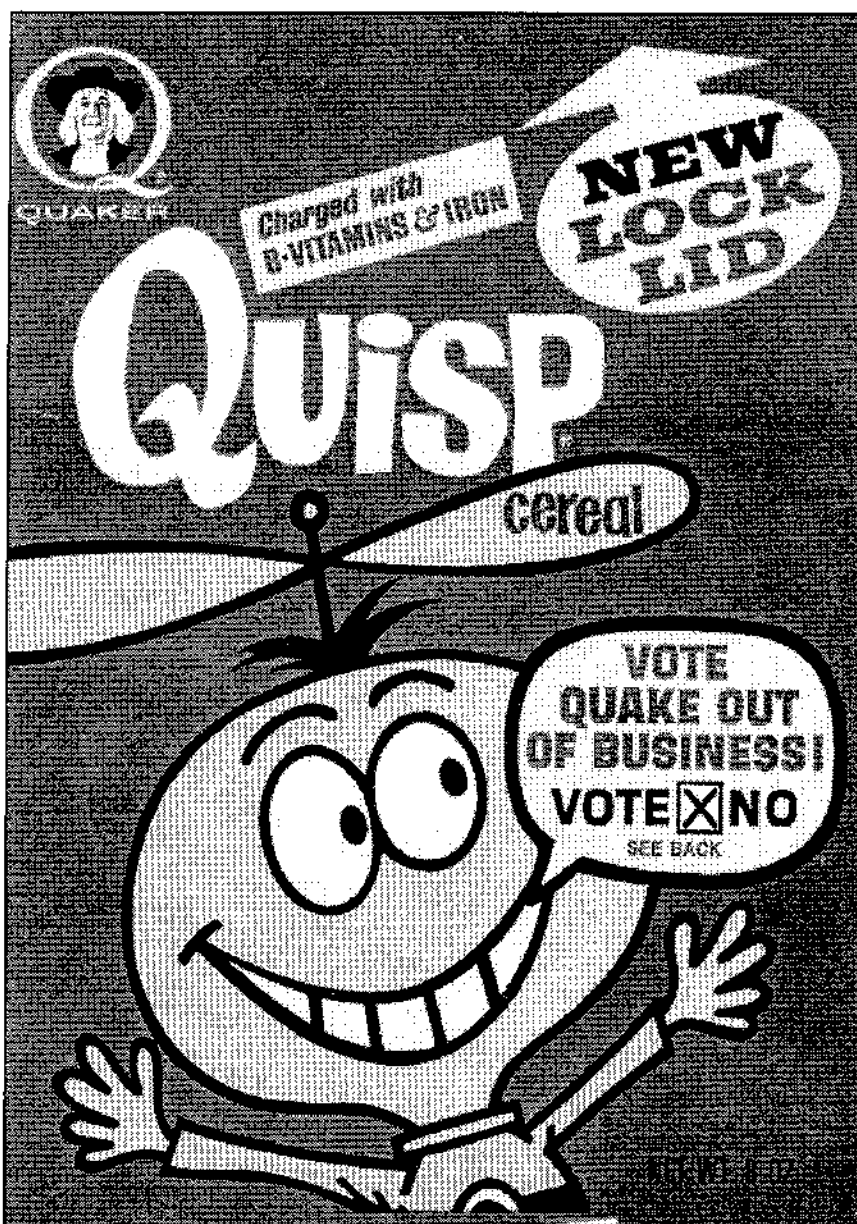
When I was a kid, my brother and I always looked forward to the weekly trip with our mother to the local supermarket. One of us would ride on the bottom of the cart, one of us would follow along side. After about 10 minutes of listening to us argue about whose turn it was to ride on the bottom of the cart, she would turn us loose to go pick out our weekly supply of cereal. She saw this as a necessary action in order to finish her shopping in peace. Once in the aisle my brother and I were surrounded by our friends and we were always on the lookout for the new kid on the block we had just seen advertised during our Saturday morning cartoons. My decision-making skills were put to the test in such hard-hitting decisions like whether I should try new Fruity Freakies or stick to one of my favorites like Quisp or Cap'n Crunch. The main criteria for the decision was always what was inside the box. A great prize could always make up for a week's worth of even the most inedible cereals. Booberry was never one of my favorites, but I remember drinking two weeks' worth of blue milk for the opportunity to send away for a set of spy decoder pens. On most of these outings I usually left the store with my favorite outer space cereal pitchman, Quisp. My brother's taste ran more towards Booberry or Freakies.

When I was eight I simultaneously saved boxtops for both a Cap'n Crunch vinyl bank and the Quisp ceramic bank. In what can only be explained as a fluke in a child's logic I gave both of these banks to my grandmother as Christmas presents. As far as my current interest in cereal premium collect-ing goes, this decision was one of

the smartest things I did when I was eight. My grandmother gave both of these banks a place of honor in her curio cabinet for over 20 years until I asked if I could have them back before she moved to Florida a little over two years ago. This was probably the simplest acquisition in my current quest for Quisp cereal premiums.

Quaker introduced Quisp and Quake in six test markets in

December of 1965. Next December, Quisp will celebrate his 30th birthday. Over these 30 years, there was a steady stream of prizes and premiums offered up until the mid-eighties. As sad as it is, the Golden Age of Quisp is over, available only in limited markets and with no prize inside. Quisp is a lost character who has lost his spirit thanks to the Quaker Oats Company who gave him his



start. In most areas of toy collecting, character is everything. In my opinion Quisp is one of the coolest characters ever to be created by marketing pitchmen. Although the Jay Ward influence is apparent in the comic books and animated commercials, it was the smiling face on the cereal box that greeted me every morning which fuels my current obsession with collecting premiums. What is unique about Quisp premiums is the fact that they follow along with the space theme nearly 100%. The only exception I can think of where a space theme was not offered was the matchbox car offers in the

early '70s. The Golden Age for Quisp premiums in my opinion was 1965-72. Premiums during this time period included the Quisp playmate doll, Cosmic Clouder Space Gun (which shot out a powder-like substance), Quisp rings, Quisp Laser Light (a type of Quisp Bat signal), Quisp Propeller Space Beanie, Quisp Battery-operated Space Ship, Quisp & Quake Comics, and finally in 1972 the Quisp ceramic bank which is sought not only by premium collectors but also by bank and advertising figural collectors. With the death of Quisp's adversary, Quake, the

premiums began to be less complicated and focused more on the relationship between Quisp and Quake's replacement, Quangaroo. Premiums in this timeframe included the Quisp Gyrocycle, Quisp on his unicycle, Quisp bike wheel covers, and the Quisp & Quangaroo 2-in-1 funbowl. The Gyrocycle and Unicycle had fun animated TV commercials which featured a cross-country race between Quisp and Quangaroo. By the late '70s and through the middle eighties, Quisp premiums did not include sendaways, but were relegated to inpack paper premiums only. These included iron-ons, puzzles, book marks, card games, ID badges, window stickers, and glow-in-the-dark lightswitch covers. After the mid eighties, Quisp died premium-wise and Quaker has consistently regurgitated the same old Space Trivia #2 Game for the past seven or eight years. In the past couple of months, the space trivia ad has been replaced by an ad touting the fact that Quisp is a low-fat and cholesterol free food. In my opinion, Quisp has not tasted the same ever since Quaker quit offering premiums inside the box. At least someday I will be able to show my kids what Quisp was like in the good old days, Spacegun in hand, flying around in his spaceship and harassing that muscular miner Quake.

Other Quisp and Quake premiums featured over the years:

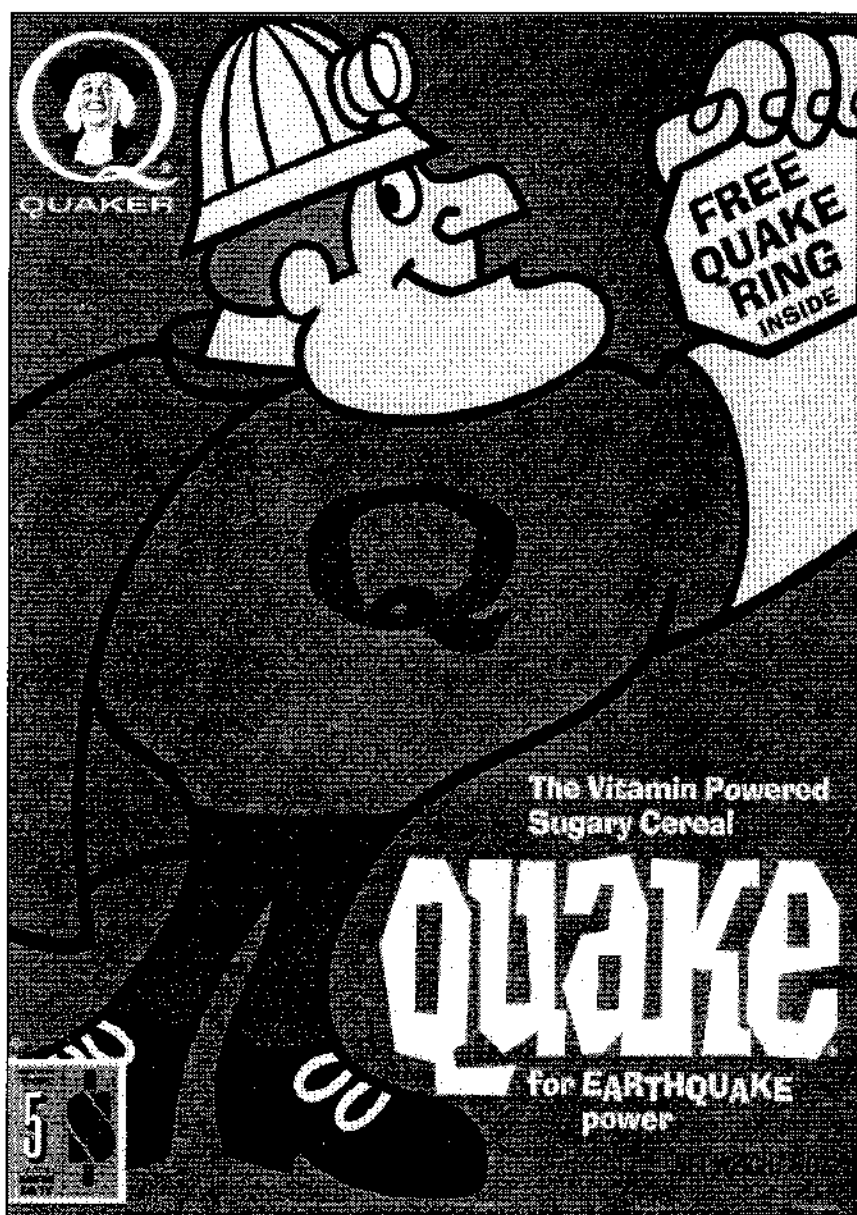
Quisp and Quake rings (8 rings total)

Quisp rings: Figural ring,

Meteorite ring, Space Whistle ring, Spacegun ring

Quake rings: Figural ring, Globe ring (the Grail of Quake collecting), Lava ring (same as Quisp meteorite ring except dome was shaped differently), Whistle ring (I'm not 100% on this)

continued next page



The Quisp & Quake Timeline

- Dec. 1965: Quisp and Quake introduced in six cities for a one-year test. Test markets were Indianapolis, Seattle, Little Rock, Phoenix, Syracuse, and Wichita. First premium sendaway: Quisp and Quake balloons featured on sample-size boxes.
- 1969: Quake makeover takes place. Miner's helmet and muscular body is replaced by Aussie cowboy hat and leaner frame. Quake earth digger is first new Quake premium (featured a catapult to shoot a piece of cereal).
- 1971-72?: Infamous death of Quake. Quaker features a promotion where you can write in and vote on which cereal stays, Quisp or Quake. Quake loses. (Actually the Quake box conceded that Quisp was kicking Quake's butt and you had to vote to keep him alive.)
- 1972-73?: Quaker introduces Quangaroos orange-flavored cereal with Sydney the Quangaroo (who sounds like Cary Grant in commercials). Quake makes cameos in commercials featuring a cross-country race between Quisp and Quangaroo. Quangaroo premiums include a gyrocycle, Sydney on a soapbox car, safety posters, furry wheel, and a rain poncho.
- 1972: The Quisp Grail is offered. Want to have fun saving money? Get this new Quisp bank. It's a colorful hand-painted bank that's approximately 6 3/4" high with room for lots of money inside. It's a great place to put your money from allowances, babysitting, paper routes, and the Tooth Fairy. Let Quisp start your saving soon. Send in just \$1 and one proof of purchase seal from Quisp.
- 1976-84?: Quisp premiums mainly consist of stickers and other paper items and stupid premiums like soap shapers.
- 1984-94: Play Space Trivia #1-4. No new premiums. Quisp without premiums is like a hot dog without the bun.
- 1994: New box touts how Quisp is low in fat and cholesterol free. "Who cares? I want Quisp for Quazy energy," says Ralph.

Quisp & Quake Premiums, continued from page 7

- Quake Rock Collecting Kit
- Quake Explorer's Kit
- Quake Earth Digger Car
- Quisp CosmicClouder Raygun
- Quisp Battery-operated Spaceship
- Quisp and Quake Playmate Dolls
- Quisp and Quake comics
- Quisp and Quake Flexiface Finger Puppets
- Quisp and Quake Kites
- Quake Miner's Helmet (yellow, with working light)
- Quisp Propeller Beanie (pink with battery-operated propeller)
- Quisp Gyrocycle
- Quisp and Quangaroo Cereal Bowl
- Quisp Spear-shooting Ship (Moon-mobile)
- Quisp Ceramic Bank
- Quisp Moonwalker (glow-in-the-dark, hangs from ceiling)
- Quisp on Unicycle
- Quisp Crazy Wheels (bike wheel covers)
- Quake Movie Viewer
- Quisp Magni-viewer
- Quisp Flashlight
- Willy Wonka Candy Factory (features mold of Quisp & Cap'n)
- Quisp Light Switch Covers (3 different kinds, glow-in-the-dark)
- Quisp Window Decals, Bookmarks, Iron-ons, Riddles, Puzzles, Space Stickers, Card Games, ID Badges



CAP'N CRUNCH SEA CYCLE

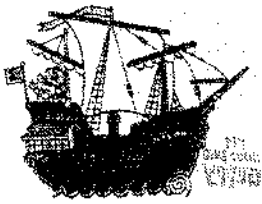
\$22.00 each ppd.

1971
MINT
IN
BOX



CAP'N CRUNCH IRON-ON PATCHES

5 different, 1965
unopened in packs
\$10.00 each,
\$40.00 for set



LET'S TRADE!



American early 70s
graphics on early 80s
Canadian mint flats.



\$40.00 EACH
OR ALL 3
FOR \$105.00
PPD



MONSTER CEREALS

Duane Dimock
3089-C Clairemont
Dr. #202
San Diego CA
92117 619-276-5253

Think about it! When will you get
a chance to buy these again?

The Real Freakies

by Jackie End

This is the true story of the Freakies as presented by Jackie End, their creator, to the New Haven Ad Club on February 11, 1975. Jackie, who was in her early 20's at the time, created the Freakies for Ralston Purina at the advertising firm of Wells, Rich, Greene in 1971. Now here's the story:

The Freakies were born about four years ago. Ralston came to us and said: "We want to try to crack the children's cereal market. Don't worry about what goes into the box. We'll make something the kids like and that's good for them, but what we need is a concept." Since no one really took the project seriously, the assignment was given to me. But what no one knew was that I actually watch Bugs Bunny and Daffy Duck every morning (and Rocky and Bullwinkle on Sunday). At any rate, since I knew kids love monsters and since I love monsters, I thought it would be smart to do a cereal on monsters.

I knew I had to create characters the kids would respond to, because when you're selling a children's cereal you're not really selling the product—most kids' cereals taste about the same—you're really selling "fun." You see, children have difficulty differentiating their attitude about the "spokesman" from their attitude about the cereal. So the creative format actually becomes the product.

Now, since I didn't think Ralston was really serious either, I decided to base all the Freakies on people in the agency. And now, I'd like to explain to you who the Freakies really are!

I guess the best place to start is at



Jackie End, 1971

the top: BossMoss, the leader of the Freakies, in other words, their Boss. BossMoss is really Charlie Moss who is the President of Wells, Rich, Greene.

BossMoss is a very intelligent leader. And whenever the Freakies have a problem they go to BossMoss. He never solves the problem but they go to him anyway because he's kind and understanding. BossMoss has one unfortunate habit: he's always reminding people he's the boss! And sometimes you can hear him from miles away shouting: "I'm the Boss. I'm the Boss! And never spell my name wrong!" It seems that every time Charlie goes to any kind of formal luncheon or dinner, the place card always spelled his name wrong. (As I said before, I never expected this stuff to get on the air!)

As for BossMoss being an understanding leader, all I can say is, the fact that I am still working as Wells, Rich, Greene absolutely proves he is!

The next Freakie, Snorkeldorf, is based on Stan Dragoti, who was the co-Creative Director of WRG

at the time. Snorkeldorf is in love with himself. He thinks he is the most beautiful Freakie there is. And he carries mirrors with him wherever he goes. He also writes love poems to himself like:

*Mirror mirror on my dresser
compared to me everyone is lesser.*

If the Freakies were fighting for their independence, Snorkeldorf would be at the tailor getting his epaulets made bigger. Snorkeldorf's character came from the fact that Stan

Dragoti is probably one of the best-looking, best-dressed men I've ever seen. And I've seen a few!

The third Freakie, Gargle, is based on a writer who used to be at WRG. He was very British and after 17 years in this country, he still sounded like Ronald Coleman. At any rate Gargle is your pseudo-intellectual. He has read the entire encyclopedia from cover to cover and he's given to pontificating. If the Freakies were fighting for their independence, Gargle would be at the front lines arguing the futility of war with the enemy.

Next we have Goody-Goody. Goody-Goody is based on Grace Feldman who is our head of personnel. I think at the time I was angry at Grace for not getting me a chair for my office or maybe a phone extension or something. I got my revenge through Goody-Goody who is a compulsively neat person and who is always complementing BossMoss. Goody-Goody is possibly the greatest noodge of the Western World.

Next is Grumble. I fashioned him after someone who used to work at the agency. Grumble is

somebody's hard-headed Jewish Grandfather with foot trouble. Grumble is always saying things like: "When is this commercial gonna end, my feet are killing me!"

Next is Hamhose. Hamhose is the only Freakie who isn't based on someone at WRG. Hamhose is based on a cat I used to have named Pigpen (if you can follow that). Hamhose is very shy. He's so shy he spends all of his time in a garden hose. Hamhose says it's very comforting to be in a garden hose all day because you can take long walks all by yourself.

The last Freakie is Cowmumble. Cowmumble is based on me (four years ago). Cowmumble is very insecure and is always reading self-improvement books like "The Power of Positive Thinking," and mumbling things like: "Every day in Every Way, I am Getting Better." And let me tell you, it works.

As I said before, I never expected Freakies cereal to go but when Ralston concept-tested the Freakies characters the kids loved them. The test consisted of showing an illustration of each Freakie and describing each Freakies' personality. Some of the kids' comments were really cute. One little girl said that there was a girl like Goody-Goody in her class at school. A little boy said that he likes to be alone too and he wished he was small enough to stay in a garden hose all day. And another boy said, "I like

FREE FREAKIES POSTER! TO COMMEMORATE THE DISCOVERY OF THE FREAKIES TREE.

Here follows the inside story of the amazing discovery of the Freakies Tree. Some time ago the Freakies came to the New World. Before that, they were in the Old World. They left the Old World because they couldn't get their favorite food, Freakies cereal. It wasn't just that they loved the crunchy sweetness of Freakies cereal but you see, Freakies cereal has a lot of vitamins and things that they just couldn't live without.

So one day they packed their meager belongings and set sail on the good ship Freakie Flower. After many weeks at sea they sighted land. They moored their ship on what today is known as famous Freakie Rock. And there with feet wet foot on dry land.

Immediately, they set forth in search of the legendary Freakies Tree. The New World was very hostile to

them and strange voices in the night advised them to go home. But the Freakies, undaunted, persevered and also kept going. For they knew if they could find the Tree from whose branches it was said, Freakies cereal grew in abundance they'd have enough good-tasting Freakies cereal to last them the rest of their unnatural lives.

So on they trudged. Past puddles of quicksand. Past piano-shaped pools of molten lava. Outwitting every danger and curve ball the New World threw at them.

Finally, sick at heart and sure the legend of the Freakies Tree was the biggest put-on since the invention of the platypus, they stopped to rest.

Suddenly, the jungle parted and they were bathed in ribbons of golden light. Looking up, they saw the Tree. They rushed towards it. It was lovely. The cereal was fresh and crisp. They had found their home. Luckily, one of the Freakies had had the presence of mind to pack a camera and recorded the whole happy scene in living color.

You can have that same photograph as a 24" x 32" commemorative color poster for nothing. Or in other words, free. See the side of this box for details.



Snorkeldorf the best, because I'm great too. And it's hard when you're great."

Another thing the kids responded to was the look of the Freakies. An art director named Alex Tsao designed them and they are probably the most charming monsters you'll ever see.

The Freakies scored higher in that test than Cap'n Crunch had in his first concept test. And at that time Cap'n Crunch had been the only really successful introduction into the kids' cereal market in five years. Although a lot of other cereals tried.

The next step was a test market. A test market consists of doing just what you would do if you were advertising across the

country: you get the cereal on the shelves, you run the commercials and then you wait and see what happens.

What happened was, Freakies cereal got a 65% higher trial than the pre-sweet norms. We also got a 75% higher repeat purchase than the norms. And when we looked, we found we had a 98% awareness, which means that 98% of the households in the test market cities knew about the Freakies. In other words, it was a good idea to go national. So Ralston Purina built a factory and in September, 1974, the Freakies became a reality for the rest of the country.

Since then I've had some very gratifying experiences. For instance, Freakies fan clubs have been springing up all over the country. Not just among the 5 to 12 year olds but among college students as well.

continued page 21



Jackie End, 1990

Remembrances of Cereals Past

by Tim Williams

I was one of the lucky ones. My mother would buy, without question, whatever cereal I wanted. I mean I could have asked for "Honey-Coated Sugar Cubes Cereal" with the working nuclear submarine inside and I would have been off the coast of Nova Scotia buzzing on a sugar high the very next morning. The cereal aisle was always the first stop whenever I went grocery shopping with her. "Freakies" was always my first choice followed by "Ka-Boom" (ahhh, that turquoise milk), "Fruit Loops," "Cocoa Puffs," "Captain Crunch with Crunchberries" (how I longed for crunchberries to be in season), and many others including the "monster" cereals. But to be totally honest, I based my mother's consumer purchasing not on just taste alone. Oh no. I always looked for the coolest toy inside. Who cared if once in a while the cereal happened to be "Frosted Cardboard Chips with Foam Marshmallows?" As long as I got that cool bike reflector or alien ramp walker, what did it matter? I could always throw the putrid junk away when my mom wasn't looking. By our very next visit to the store, the REAL cereal (cereal with animated spokes...uhhh...creatures) would be mine.

Have you ever noticed that when we were kids we were always "morning people?" Nowadays I have trouble just opening my eyes. Back then as soon as my eyes were open I was at the breakfast table pumping spoonful after spoonful of multi-colored cereal into my bloodstream. I still have a great picture of me as a kid sitting

at the breakfast table in my pajamas with my parakeet on my shoulder, a huge box of Fruit Loops in front of me, and a spoonful of cereal ready to be crammed into my mouth. My eyes are glazed and my mouth is smiling big and wide...two sure signs that I'm cruising on a massive sugar high. Those were the days...great cereals, great cereal commercials, and great cereal surprises. Little did I know that somewhere there were



people already at work trying to forever change my cereal experience.

It wasn't long before consumer watchdog groups began complaining that cereal commercials were subversive and turning the youth of our great nation into sugar-laden nutritionally deficient consumer zombies. (And I thought that was THEIR goal all along!) Mothers quit buying sugar-coated cartoon cereals in favor of nutritionally sound fibrous nut glop. But not my mother, bless her soul. Thanks to her every morning was like Christmas. (You bought me a box of "Fruit Brute" Cereal? How did you know? It's just what I wanted!) But as the years began to pass, I noticed subtle changes in

the cereal industry. Gone were the days of cool cereal premiums. We were left with boring trading cards and the dreaded mail-away offers. My favorite cartoon cereal spokescreatures began to change. Some even...(gasp)...disappeared totally. Gone were Fruit Brute...Yummy Mummy...and Booberry. To my complete horror they even tried to bring back the Freakies with only a half-hearted pale imitation of the original. As I grew even older, even I began to eat some of the incredibly boring nutritious cereals like "Cornflakes" and even (forgive me) "Kix"—the cereal with no cartoon mascot but hey kids, it's "kid tested and mother approved!" Sure, I still ate those sugary cereals but only on special occasions like the first Saturday morning of the new cartoon season. I had begun to believe that I would never be able to recapture those magical cereal experiences of my youth ever again.

Then, slowly at first, I noticed some of my old cartoon cereal friends back on the airwaves. Sugar Bear returned along with (an albeit new version of) Lucky from "Lucky Charms" and Captain Crunch. I found a magazine called Toy Shop News which was filled with advertisers who had all of those cereal premiums from my youth that were lost throughout the years. I even acquired a treasured Freakies figure and Freakies-mobile (thanks Kev)! These days may not be as magical as those treasured days of childhood, but I still have my memories, not to mention some of those cool cereal toys.

Now that I'm only a poor college student, I can't always afford the rarer (and thus more expensive) cereal premiums that I once had...yet. But whenever anyone does come over and see some of those toys, they remember, and for a few minutes they are transported back to an early morning when they had breakfast with the captain of a ship, a strange alien, a rabbit, a toucan, a tiger, and a bunch of monsters. Sure we're older now and a lot more mature, but it never hurts to remember. After all, when life begins getting me down and things start getting tough, all I need to do is sit down with a big bowl of sugary cereal and remember...and all is at peace with the universe.



Tim Williams standing before his favorite cereal prize.

CEREAL ART!

Original custom painting
of your favorite cereal character!

By: Mikal

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Interview: Dave Gutterman

The Freakie Magnet's search for cereal knowledge takes us to Chicago, IL, home base of "Quake Collectibles," a cool toy shop. Quake Collectibles is named after, you guessed it, our old Quaker friend Quake (Quisp's in-house competition). The proprietor and creator of this cereal collector's mecca is Dave Gutterman. Dave is 29 years old and has been collecting cereal boxes since the late 1980's. His love of collecting lead him to dealing, which he has been doing full time for the past five years.

The Freakie Magnet: Dave, I want to start out by thanking you for granting this interview. I understand that in addition to mountains of knowledge on cereal boxes and prizes, you have some very interesting stories about some large cereal box finds that I know the readers would enjoy.

Dave Gutterman: There are two cereal box find stories I'd like to share, the first being a large Kellogg's find that happened about three years ago, and the second being a Quaker find that happened to me a few months ago. If you'd like to focus on these I'd be happy to oblige.

M: That sounds great, if I can reserve the right to interview you again in the future on other cereal-related topics.

DG: Sure, no problem.

M: Great! Well, before we go to the stories, tell me how you got started in cereal box collecting.

DG: Actually, I started off as a lunch box collector. I started saving cereal boxes in the late 1980's, and have been a serious cereal box collector for about four years.

M: What's your favorite cereal box?

DG: Well, I recently got a Quake Miner Helmet box with the Quake

ring offer. I also like the Yogi Bear OKs box with the Batman periscope offer. I like Quake the best, as you can probably tell by the name of my store.

M: Yeah, I was excited when I found out about your store. Cereal collectors are a rare breed, and the fact that someone had taken the hobby so far as to name their collectibles store after Quake is a testimony.

DG: Thanks!

DAVE'S HUGE KELLOGG'S SCORE

M: Let's get to the heart of it, and tell everyone about your two major cereal box finds!

DG: Every cereal collector dreams about scoring a major cereal box find. My first happened in 1991. I was contacted by Leo Burnett, who is a retired advertising executive for Kellogg's. Somehow, Leo heard about my store and called me up. He asked me if I dealt in any old cereal packaging. I said, "Yes, what do you have?" Leo told me that he had 300-400 file copies of cereal boxes from the late 50's to the early 70's!

M: Wow! What was your reaction?

DG: First, my mouth dropped open and my

tongue hit the floor. Next, I thought a) is this guy playing a joke on me, and b) if its true, what's the best way to reel him in.

M: What did you say to him?

DG: Well, he asked what I could pay for the flats. So I asked him to name some of the boxes. The first one he named was the OKs box with Yogi Bear on the front. He also mentioned a Frosted Flakes box from 1958, and said that there were 300-400 more like this ranging in all the different boxes Kellogg's made during that time period.

M: Then what happened?

DG: I asked him if he knew what he wanted for them, and he said \$1000.

M: Wow, only \$1000, that's incredible!



Quake Collectibles

DG: He said it would have to be cash, and at this point I'm wondering again if he's playing a joke on me. So I asked if I should come to him or if he would bring them to the store. He said he would bring them in. "When could you bring them in?" I asked, and he said that he could be there "in a couple of hours." I was so excited that within those two hours I called everyone I knew to tell them about it.

M: Then what happened?

DG: A few hours later an elderly gentleman arrived with a box. I knew what was inside and I was in heaven. I was so excited! I immediately started going through them.

M: What did you find?

DG: Just scanning through, I found several Banana Splits boxes, several Monkees boxes, Batman from 1966 (TV show), Josie and the Pussycats, Wild Bill Hickock, Guy Madison (Wild Bill's sidekick), Woody Woodpecker, Dennis the Menace, Captain Kangaroo, and hundreds more. It was incredible, just incredible.

M: Excellent, what an excellent find! What happened next?

DG: I Only had two or three hundred dollars on me, so I immediately closed the store and went to the bank to withdraw the rest. Within the next few days, word leaked out and the biggest collectors in the country were vying for the boxes.

M: Is this how you became famous?

DG: I didn't know that I was.

M: Well, if you weren't then, you are now.

Note: Here's a quick inventory of some of the boxes that were in the

Dave's Kellogg's monster find: 8 batman, 10 Yogis, 6 Snugglepuss and Quickdraw McGraw, 6 Banana Splits, and an odd assortment of test market boxes that no one had ever heard of before. Probably 100 were generic boxes only worth maybe \$10 a piece. There were Frosted Flakes boxes with cool offers, the original black box Fruit Loops box, various character offers, including different Sugar Pops and Cocoa Krispies characters that had been used over the years.

DAVE'S HUGE QUAKER SCORE

M: Let's move on to what everyone is waiting for, Quisp!

DG: In August of 1994, the Chicago Tribune published an article on my "Quake" store focusing on cereal boxes. The picture they ran with the article had me next to a Quake box. This was not a real box as I did not have one at the time and knew of only three or four others owned by other collectors. My Quake box was a repro box made by Jim Roselle from New Jersey.



A week later after the article ran, a mysterious gentleman came in the

store, saw my fake Quake box and asked me how much it sold for. I told him that it was the only repro box in the store, but that I had several other boxes that went for several hundred dollars. He asked if I had other quaker boxes, and I said "No, not right now." He said, "Well, are you interested in older Quaker stuff?" and I said "What do you have?" He told me he had Quisp, Quake, King Vitamin, Cinnamon Crunch, Vanilly Crunch, Punch Crunch and Quangaroos. Once again, my tongue hit the floor.

M: I cant wait 'til one of these guys calls me.

DG: You never know! Anyway, he asked me straight out what would I pay. These were file copies, uncirculated flats. Very quickly, I wanted to be fair, but I also wanted to get them at a good price, I said \$100 a piece. His response was "Cool, I'll bring you some next Tuesday," and he was gone. My mind was full of questions but this guy was in and out so fast there wasn't time to ask any.

M: Kinda like a secret agent. And of course we can't reveal his identity or where he got the boxes, right?

DG: Yep. All I could dream about all weekend was Quisp, Quake and Quangaroos. Tuesday rolled around and I'm nervous hoping it wasn't a fluke or something. He called in the afternoon and said he'd be in in an hour.

M: You must have been freaking out!

DG: The anticipation was great because I always wanted a Quake and Quangaroos box, I had named my store after Quake and was drawn to the boxes, like Freakies for you. An hour to the minute passed and he walks in the door

Guterman Interview, cont.

with a big manilla envelope. I tried to stay calm but the anticipation was too much. He said, "Hello, here's what I brought you." They were all mint flats! The top box was an orange and yellow Quangaroos box, the first box introducing Quangaroos. The next box was an early Quisp, then a cartoon King Vitamin box, both a cowboy and a miner helmet Quake box, all three Cap'n spinoff boxes from the 70's (Vanilly, Cinnamon and Punch crunch) along with other early Cap'n, Peanut Butter Crunch and Crunchberries.

M: What happened next?

DG: So I said, GREAT, I had the money on me and there were 10 or 11 boxes, so I gave him \$100 a piece. I said to him, "Can you get any more?" and he goes "Sure." He said he'd be in contact with me, so about every two weeks for the next couple months or so he called me and brought in 5-10 at a time, including a couple of unknown Quisp and Quake premiums boxes. Altogether, the man brought me 50 Quaker boxes from the mid-60's to the mid-70's with the lone exception being a 1949 Bugs Bunny Puffed Wheat box which I sold for \$300.

M: WOW, this is absolutely incred-

ible. Here's the outcome of Daves Quaker Deal.

DG: A lot of the flats I traded away at \$200-\$300 trade value. I sold a 1967 Quisp kite box with part of the top cut off for \$325. I traded a Quake cowboy box for a Pink Panther Flakes. I traded a Quake Cavern Helmet offer box for \$700 in trade



items. The trade items included some boxes, Pez, advertising stuff, a lot of good stuff for the store. Out of the original 50 I have between 20-25 left including 5 Quake boxes (Quake Kite box:

\$700-\$800; Quake ring box: \$900; Quake Cavern Helmet box: \$700; Cowboy Quake gyro car box: \$350; Quake cowboy super spinner box: 350; Cap'n Crunch 3 sets of spin offs (Vanilly, Cinnamon, Punch Crunch), price per set \$750; Quisp flexifaces box - \$450; Quisp "Vote Quake out of business" box, brother box to quakes last box - \$300; 2 Quangaroos, first box, no offer - \$350; Quangaroos Gyrocycle, sister box to the Quisp gyrocycle box, \$350; 3 King Vitamin, all cartoon, one is the crashing castle offer - \$350; King Vitamin space stickers, \$300; other King Vitamin a drawing on the back of the box \$300; a couple Cap'n Crunch, Ford mustang inside - \$200; Same box but Cap'n is skiing on cereal - \$200. I also have Quisp late 70's and some other boxes. The listed prices are subject to change and some of these boxes I'm not selling. I've been selling off the duplicates and people can certainly call if they're interested.

M: How do you price these things?

DG: The prices are based on rarity and demand. And of course, the condition is key—these are mint, uncirculated flats. As far as I know there are three or four people in the country who had Quake boxes before I got 9 of them. Quisp and Quake first appeared in 1966. Quake wasn't around very long.

His character was a miner until some time in 1969 when he was transformed into an Australian cowboy. He lasted until late '71/early '72 when he introduced Quangaroos. Quangaroos lasted until about 1976. Quisp sporting a ray gun on the front lasted until late '68/early '69. Starting in 1969, four different poses of Quisp periodically sported the front of the box, sideways, upside-down, left and right, kind of like a clock at 12, 3, 6 and 9. Quisp ran full force through the 70's and then in limited production in the 80's and the 90's and is available in a few states today.

M: Why do you think that Quaker continues to produce Quisp in such limited quantities?

DG: Well, I know some people who work for Quaker and I can't get a straight answer out of anybody. Some of the people think that Quisp is produced to for licensing purposes. There have been two or three separate campaign pushes to reinstate Quisp and Quake nationally but I understand that these have failed due to budget concerns.

M: Do they think it wouldn't work?

DG: I'm not sure. I know there have been attempts because I've met people who have been on the committees to research it.

M: Is there anything else you want to tell the readers?

DG: I'd like to give the chronology of the three Cap'n Crunch spin-offs: Vanilly Crunch ran from 1971 to 1974; Cinnamon Crunch ran from 1974-76; and Punch crunch ran from 1976-1978.

M: What was Punch Crunch like?

DG: It was pink-looking fruit loops, all one flavor fruit cereal.

M: Before we go, why don't you tell the readers about your store.

DG: Well, in addition to cereal boxes, the real focus is comic,

DG: I don't, people know and they call me.

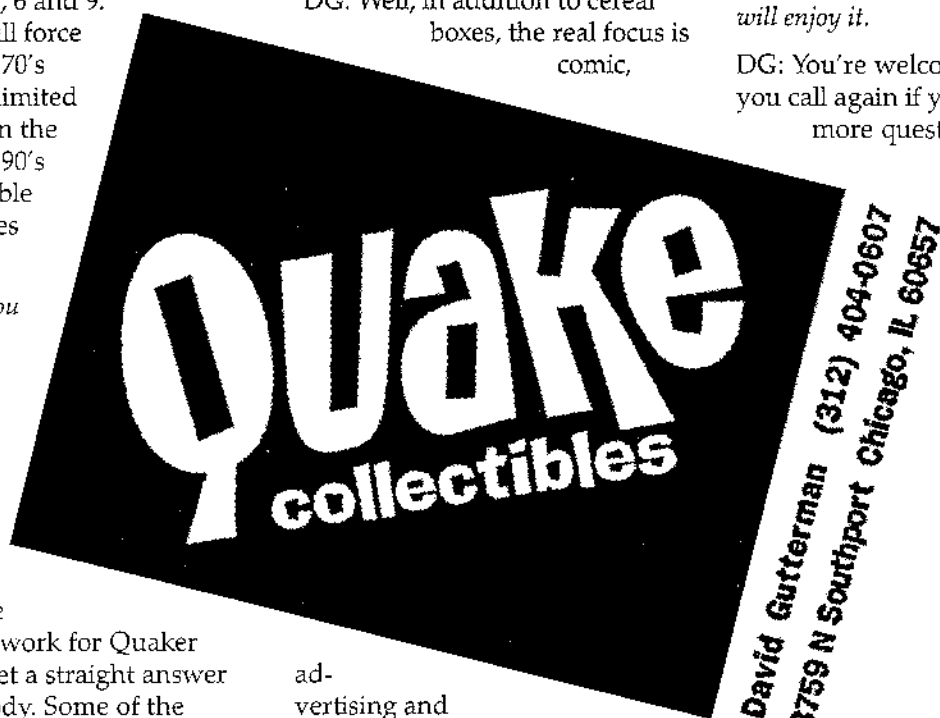
M: I thought you said you're not famous!

DG: (laughs) I enjoy my business and I like making poeple happy, that's what I like to do. I've even sacrificed pieces from my own personal collection to make people happy.

M: Well, Dave, thanks for the great interview! I'm sure everyone out there will enjoy it.

DG: You're welcome! Make sure you call again if you have any more questions.

M: I'm sure I will.



ad-vertising and television characters from the 60's and 70's. I also have GI Joe, Star Trek, Star Wars and Pez. The store is loaded with stuff from the 60's and 70's. Fruit Brute, Count Chocula, Batman, Speedy, when you go to a toy show, that's what I've got.

M: Do you set up at toy shows?

DG: I used to, but I decided to make the store my main focus. When I go to shows I go to shop. I don't have a catalog, either, but I do a lot of mail order.

M: Where do you advertise?



Tick Tock Toys Giant Sales List



1950's PREMIUMS

Capt. Jolly Comic Book - No. 4	\$27
Cisco Kid Paper Mask - Tip Top Bread	\$15
Crusader Rabbit Club Button - C7	\$25
F & F Cars - Ambulance / Plymouth / Fords	\$10
Frank Buck Adventure Club Booklet in Mailer	\$150
Fritos Dinosaurs - Various	\$7
Guns of the West Pistols - 2 MIP	\$10
Kelloggs Animals - Bison	\$7
Kelloggs Large Skin Divers - Set of 3 / only 2 caps	\$40
Kelloggs Small Skin Diver - Orange	\$8
Klondike 1" Land Deed	\$15
Lady and The Tramp Figure - Dogs	\$7
Mighty Mouse Magic Picture Card #3	\$20
Nabisco Prehistoric Beasts - Mammoth / Sloth	\$7
Rin Tin Tin Sharpshooter Puzzles	\$15
Snow White Jingle Club Button	\$35
Superman Space Satellite Gun w 2 Spinners - C8	\$135
Tom Corbett Magic Eye	\$20

1960's PREMIUMS

Archies Car - Post	\$8
Batman Pop Tarts Comic Book - 1966	\$20
Buried Treasure Ice Cream Sticks - Various	\$7
Camel Trains - MIP - R & L	\$22
Captain Crunch Guppy Model Kit - Incomplete	\$70
Captain Crunch Magnaviewer - MIP	\$40
Captain Crunch Sea Dog Spy Kit w/ Instructions	\$25
Chex Decoder Ring	\$17
Cracker Jack Put Together Prizes - 1960's	\$6
Dr. Doolittle Figures - Shake'A'Puddin' - 1968	\$25
Funny Face Goofy Grape Tab Button	\$25
Funny Face Goofy Grape Sings - Record - 1967	\$50
HR Puff'N'Stuff Sticker - 4 Winds	\$13
Nabisco Clown Spoon Hanger - Trans. Yellow	\$7
R & L Put Together Vehicles - Various	\$6
R & L Put Together Space Craft - 2 different	\$10
Stretch Pets - MIP - Various	\$14
Toolie Bird - MIP - R & L	\$22
Twinkles Sponge - Cut out - Orange	Trade

1970's PREMIUMS

Boo Berry Compartment Ring - Hinge Melted	\$55
Bullwinkle - Moosylvania Button - Small	\$5
Bullwinkle - Other Moosylvania Items	Call
Captain Crunch Balloon Cars - Various Characters	\$10
Captain Crunch Binoculars - MIP	\$20
Captain Crunch Gyroscope	\$10
Captain Crunch Locks with Key - Various	\$10
Captain Crunch Locks without Key - Various	\$8
Captain Crunch Pop Rocket Ring - No Plunger	\$60
Captain Crunch Scratch and Sniff Booklets - 1975	\$10
Captain Crunch Storyscope MIP	\$15
Captain Crunch Treasure Chest - No contents	\$15
Casper Flying Figure - MIP	\$45
Count Chocula Figure	\$13
DC Super Heroes Poster - 1979	\$15
Flintstones - Caves for Rolling Figures - Post	\$35
Freakies Cars - Various	\$2
Freakies Rubber Figures - Various	\$25
Funny Face Mugs - Orange, Punch, Rudi Tutti Frutti	\$10
Funny Face Coins for Walkers	\$10
Hostess Iron Ons - Twinkie, Cap'n Cupcake, etc.	\$10
Jack in the Box Haunted House - 1971 Mint	Trade
Josie and the Pussycats Spoon	\$24
Keds Space Whistle	\$15
Kelloggs Character Book Marks - Tony Snap	\$6
Libbyland Dinners Flicker Mug	\$35
Monster Cereal Cars - Various	\$12
Monster Cereal Cars - Set of Three - Mint on Sprue	\$40
Muncha Bunch Eraser - Blue	\$5
Pebbles Change Purses - Fred, Dino, Barney	\$6
Pebbles Swimming Fred	\$12

Pillsbury Doughboy Rag Doll - C8	\$15
Quake Corvette - MIP - Non Character	\$10
Quangaroo Gyroscrambler - Faded with no Flywheel	\$30
Quangaroo Orange Crate - No Ears	\$45
Quisp Eight Legged Moon Walker - MIP	\$50
Quisp Propeller - MIP	\$35
Star Wars - Millennium Falcon Punch Out - 1978	\$20
Star Wars - Poster - 1978	\$15
Three Stooges Poster - Honeycomb - 1977	\$20
Vulture Squadron Membership Card - C6 - 1970	\$6

1980's PREMIUMS

Captain Crunch Blue Dolphin	\$6
Captain Crunch Fun Books - Various - 1980	\$6
Captain Crunch Mystery Puzzles	\$6
Captain Crunch Pocket Iron Ons - Various	\$4
Captain Crunch Wallet with Money	\$6
Captain Crunch Walk the Plank Poster	\$6
Jackson 5 - Stickers and Box Backs - Cereal 1985	\$8
Monster Cereal - Watch and Play Cards - Count or Boo	\$7
Pillsbury Doughboy Coffee Mug - Unusual - 1987	\$16
Rice Krispies Bottle Toppers - Various	\$3
Sugar Bear Yo Yo	\$7
Sugar Bear Hopping Figure	\$15

50's BOXES AND PACKAGES

Cheerios - Disney Wiggle Picture Badge - 1957 - C7	\$100
Juniors - Three Spoon Man on Front - Canteen Offer	\$160
Rin Tin Tin Ring Box - Rice Honeys	\$95
Shredded Wheat - Single Spoon Man on Front - Flat	\$50
Sugar Smacks - Smaxy Seal Front - C8	\$110
Superman Rocket Box - Kelloggs - 1956	\$300
Western Cereal Box Sales List	SASE
Wheaties - Disneyland Light Up - Fire Truck - C8	\$135
Wheaties - Pinocchio Mask - C7	\$95

60's BOXES AND PACKAGES

Cheerios - Rin Tin Tin Fort Apache Cut Out - C6	\$65
Batman Candy Box - #1 3 The Caveman - 1966 - C9	\$45
Corn Flakes - Huck & Yogi - Fruit & Spoon Offer	\$80
Corn Flakes - Huck & Yogi Game Cloth - C6	\$40
Crispy Critters - Linus - Mint Flat	Trade
Funny Face Goofy Grape Package - 1967 - Still Full	\$15
OK's - Yogi Front - Comic Book Back - C7	\$275
OK's - Yogi - Inc. Box Only Front and Back	\$120
Quisp - First Box - Comic Book Offer - C8	Trade
Raisin Bran - Valerie Doll Offer - 1965	\$60
Rice Honeys - Buffalo Bee - Whirly Twirly Offer - C10	\$35
Rice Honeys - Buzzing Buffalo Bee - C7	\$50
Rice Krinkles - So Hi - Early 60's - C6	\$85
Rice Krispies - Woody Swimmer - C6 - Stains	\$70
Sugar Smacks - Quick Draw on Front - C7.5	\$225
Twinkles - 1961- C9	Trade

70's and 80's BOXES AND PACKAGES

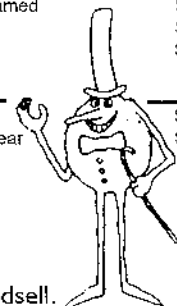
Cheerios - Star Trek the Next Gen. - 1988	\$15
Count Chocula - Bela Lugosi - 1980's	\$27
Freakies - First Box - 1971 - C4	\$60
Funny Face Packages - Various	Call
Pop Tarts Box w/ Stick Up For Breakfast Offer - 1976	\$20
Royal Gelatin Box w/ King Royal on the Front	\$15

DISPLAYS, ADS AND CELS

Astro of the Jetsons - Early 60's - Trimmed	\$200
Captain Crunch Sundae Store Sign - 1967	\$35
Funny Face Ads - Various	\$6
Huckleberry Hound - Early 60's - Trimmed	\$100
Mr. Wiggle Newspaper Ad for Puppet	\$15
Quisp and Quangaroo Cel - Trimmed	\$120

A FEW TOYS

Kosmic Kiddle - Mint - No Rock	\$130
Multiplication Rock Album - Some Wear	\$45



TICK TOCK TOYS

Dan Goodsell and Steve Roden

PO Box 342 Culver City CA 90232 310-815-0465

Call for availability. Postage is \$3- Make checks out to Dan Goodsell.

Send want lists. We are always buying boxes, premiums, packages, Funny Face, etc.

The Gnarly New

by Mikal

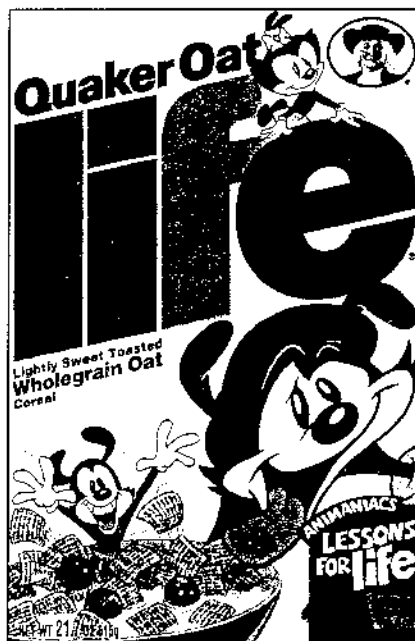
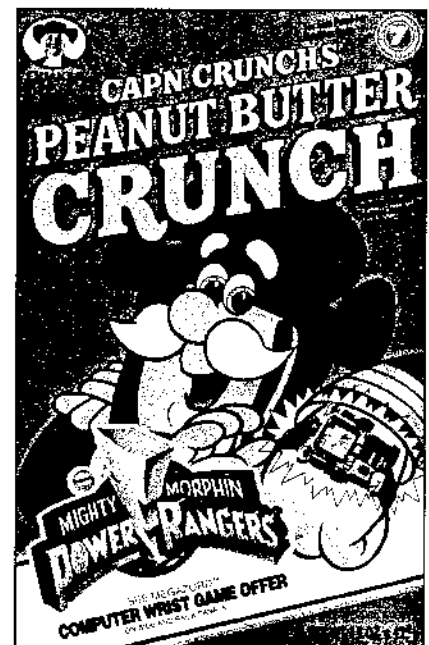
Ten years from now, what will I want me to have done today? Get 'em while they're hot! In the corridors of cereal aisles, knowing what I know now...I take my coupons and the sales flyers to go through the four major supermarkets of Souther California. The following list is what I came away with...the MOST of.



1. COOKIE CRISP Spiderman animated series trading card in-pack. Exclusive cards printed with the Cookie Crisp logo. Only six cards to collect; easy to complete. Marvel comic book character with major motion picture pending. Send-away for free Spiderman magazine and six more trading cards.



2. CAP'N CRUNCH PEANUT BUTTER CRUNCH Power Rangers Megazord Game offer. The second Power Rangers box also features VR Troopers TV show. Hyper-trendy, Rangers and the premier of Troopers on always cool Cap'n Crunch box. Possible predecessor to Power Rangers solo cereal.



3. CORN FLAKES Aladdin Limited Edition, featuring full frontal image of Jasmine and Aladdin; story on back. Beautiful!

4. FROOT LOOPS Aladdin color-changing spoon in-pack. Great graphics; cool spoons! Easy to collect set of four.

5. COUNT CHOCULA "Wolf" foil box. The second Chocula foil box. Graphically superior to the first. Gorgeous box. Really expensive retail price.

6. LIFE Animaniacs. Brand new! May top next list. Great cartoon box!

FREE INSIDE!



R&L Daffy Dogs from Apple Jacks, 1971.

CEREAL ITEMS WANTED:

A&W burger wrappers (except Papa); Chip-a-Roos cookies bag; Libbyland dinners; pre-1980 Cap'n Crunch ads. Minimum c-7.5+. Len Goldberg, P.O. Box 64284, Ottawa, Canada, K1Y 4V1. 613-798-8037 EST.

Advertising figurals wanted: Linus the Lionhearted bank, Quisp bank, Sonny boy, Choo Choo Charlie and passenger vinyl on paper mache base, Dairylea girl, Snoboy apples bank. Jim Rash 609-646-4125 call collect evenings.

Cereal items wanted: Quisp, Quake, & Cap'n Crunch rings, Cap'n Kaleidoscope and Guppy Ship, Banana Splits rings or premiums, Moonstones cars or magnets, Giggles walker. Quisp T-shirts for sale, \$16 ppd.. Ralph Stout, 1216 Mason Circle, Urbana, IL 61801. 217-344-4550.

Commercials wanted for Quisp, Quake, Simon and Cap'n Crunch. Always trading repro boxes and always looking for Quisp, Pooh, Jungle Book. Stuff to trade. Doug Mark, 905-689-3722 EST.

Desparately Seeking...Tigger! Spoonhanger, that is. Also Kellogg's Cavemen, Underdog.

Lou Ann Belmont, 302-737-2707. 66 #2C Abbey Lane, Newark, DE 19711.

Freakies stuff! Need 3 patches (1975) Grumble, Goody Goody, Hamhose - 2 Snorkeldorfs for trade! Need boats, flip-n-fly, any fan club stuff from (yecch) 1987 - need Gargle and Snorky (or whatever their revised names are) 2" round stickers (1987). Mike Howlett, 5 Garden Court #5, Cambridge, MA 02138. (617) 661-0435.

Freakies wanted! Figures, magnets, boats, rings, Hamhose medal (from CocoaFreakies!), Goody fruit hat figure, and others! Kevin Meisner, 92B North Bedford Street, Arlington, VA 22201. 703-527-3485.

Funny Face wanted - fan club, buttons, drink stand, packages, store displays, booklets, etc. Top prices paid for items I don't have. Thanks! Dan Goodsell, P.O. Box 342, Culver City, CA 90232. 310-815-0465.

Goody Goody boat wanted to complete set. Also want any premium from Klondike Pete's Crunchy Nuggets. Contact Richard Fenick, 1081 Merillon Ave., Westbury, NY 11590. 516-338-0655.

Josie and the Pussycats erasers, Dick Dastardly Biplanes, Archie's

Jalopy and Jungle Book spoon riders wanted! I also collect advertising dolls, figurines and commercials on video tape. Call Oscar, 213-483-5683 or write 1812 Grafton Street, Los Angeles CA, 90026

Plastic Cereal premiums wanted, also any Funny Face premiums or old Hostess characters. Ken Thompson, 624 E. Mulberry, Apt. 2, Bloomington, IL 61701. 309-827-2549.

Toolie Birds, Quisp and Quake wanted! Also Quisp rings; Cap'n Crunch rings; Funny Face walkers; Grins/Smiles; all 1960's - 70's cereal premiums wanted! Aaron Sultan, 3201 Arrowwood Drive, Raleigh, NC 27604. 919-954-7111.

Wacky Races, Dastardly and Muttley, Archies, H.R. Pufnstuf premiums wanted. Steve Wann, 9107 Covered Bridge Road, Baltimore, MD 21234.

Wanted: 60's Post cereals premiums featuring So-Hi, Loveable Truly, Linus the Lionhearted, Sugar bear; inflatable, Halloween costumes, coloring books, in-packs, etc. Premiums of Twinkles, Bullwinkle, Quisp, Quake, King Leonardo, Tennessee Tuxedo, Cap'n Crunch, Tooley birds, Crater Critters, Funny Fringes, many others. Roland Coover, 1537 E. Strasburg

Rd., West Chester, PA 19380-6380. 610-692-3112.

Wanted: Cereal Boxes, especially Linus's, Crispy Critters, Twinkles, Frosty-O's ; Cereal premiums, anything from the 60's-70's; Linus the Lionhearted board game. Will buy or trade. Call Gary Miles 717-684-6054, 28 North 5th Street, Columbia, PA 17512.

Wanted: Secret decoders or any large corny plastic rings. Old or new. . . not so much for collectability, more for fun. Write me. Yael Grauer, 3238 Lenape Drive, Dresher, PA 19025.

CEREAL ITEMS FOR SALE:

For Sale: Old cereal boxes from the 40's, 50's, 60's & 70's some full and mint, also premiums. I buy and sell collectibles some rare and hard to find. Please send inquiries to: Herb Hastings, Rt. 1 Box 2, Cambridge, MD 21613 or call 410-228-7252 anytime.

Kellogg's Little People up for grabs! I have 18 of them and two original cereal box backs depicting most of them. Take the whole lot for \$60 plus \$3 postage, or buy them individually at \$3 each, box backs \$5 each. Postage extra. Call or write Sally Germain, 3611 27th Avenue SW, Naples, FL 33964. 813-353-3826.

Lone Ranger Face Ring, \$75; Sugar bear 2" Figure MIP \$5; Cap'n Crunch detective kit, \$5; Holiday Lucky Charms 1990 with gift tags on box, \$5; Tiny Toon 1990 with fan cards on box \$5; Jetsons Holgram MIP \$5. Dolly Brush, 3300 Robinson Creek Rd., Ukiah, CA 95482. 707-462-0851.

Quisp cereal, Fresh, \$5 a box + shipping; Freakies reproduction

boxes: Original box featuring figures, magnets, freakmobiles, several planes, mystery prize; Fruity Freakies box with Goody fruit hat, flip-n-fly, iron-on patches; CocoaFreakies box with Hamhose medal: \$20 each plus shipping. Many cereal prizes for sale or trade, send sase for current list. Kevin Meisner, 92B North Bedford Street, Arlington, VA 22201. 703-527-3485.

Roberto Clemente Corn Flakes boxes, Pitts issues, flat, \$10, full \$15, postage included, also other boxes to trade. Ed, 1018 Laurel Street, Ambridge, PA 15003. 412-266-7848.

Send today for free price list of unopened and collapsed cereal boxes. A nice selection of unopened boxes including Mr. T, C-3PO's, Donutz, Freakies (1987), Jetsons, Hot Wheels, Urkel O's, Jerry Rice Wheaties, etc. Ted Grish, Box 360509, Milpitas, CA 95036.

Spooky and Casper devils food sandwich cookies-box, 1968 (c-8.5+) \$85 + \$4 shipping. Len Goldberg, P.O. Box 64284, Ottawa, Canada, K1Y 4V1. 613-798-8037 till midnight EST.

UK cereal boxes & premiums for sale or trade, (mainly film related) from Black Cauldron to Jurassic Park- also interested in trading latest U.S. film and T.V. related cereal boxes - contact Rick Harrop, 18 Royal Crescent, Willenhall, Coventry, England, CV3 3DZ.

Woody Woodpecker bowl and cup, looks like carved out of a log with Walter Lance copyright, \$50; Buffalo Bee Bowlhanger, opaque yellow, \$20. Call or write Bob, 908-505-8084, 1001 Longboat Ave, Beachwood, NJ 08722.

Real Freakies, continued from page 11

We keep getting requests for T-shirts from fraternities and sororities. We also got a letter from a little boy in the Midwest who said he had organized a Freakies club and that there were seven members, each with the name of one of the Freakies. He, of course, was called BossMoss. But, he said, since there were only seven Freakies, and since he had another twenty kids who wanted to join, couldn't we create twenty more Freakies so that he could let the other kids in the club, too. I told our client that I would be happy to write to him suggesting that he start going into BossMoss No. 2 and Snorkeldorf No. 3, and so on. I was not really up to making another twenty enemies!

Today the Freakies are doing very well. I think this is because with seven different characters there is a Freakie for every kid to relate to. Also, I think the fact that Freakies is the only cereal concept without a straight good guy/bad guy conflict situation makes it that much more interesting to the kids.

I really don't mind that it took four years for the Freakies to go national. When a company is investing the kind of money you've got to invest to launch a new product, you want to be as sure as you can be about the results. But I must tell you that when I saw the first Freakies commercial on my own television set, I toasted them with a glass of champagne, even though it was 9 a.m. on a Saturday morning!

Letters to Jackie End can be sent c/o The Freakie Magnet, 92B North Bedford Street, Arlington, VA, 22201. Further, if you would like to see the original Freakies Cereal re-introduced, please indicate this in your letter.



Quisp FANATIC TOY COMPANY

1216 Mason Circle, Urbana IL 61801
(217) 344-4550



Always looking for cereal premiums, toys, rings, boxes, animation cels, watches, or food premiums from the 60's and 70's featuring the following characters: Quisp, Quake, Cap'n Crunch and crew, Banana Split, Major Moonstones, Grins Smiles Giggles and laughs, Freakier, Sugar Bear, Ernie the Keebler Elf, Otter Pop, Atom Ant, Twinkles, Rocky & Bullwinkle, Mr Puffstuff, Baron Von Redberry, Dick Dastardly and Muttley, Pink Panther and any other odd ball stuff. Also looking for Spy Kits



**FOR SALE OR TRADE, 100'S
OF CEREAL ADS, QUISP &
QUAKE T-SHIRTS, AND
ASSORTED CEREAL
PREMIUMS!!!!!!**

Majormoon

ALWAYS LOOKING
FOR QUAKE &
QUISP RINGS!!!



ADVERTISE IN THE FREAKIE MAGNET

Buy, Sell, or Trade

**Reach thousands of people with your
Freakie Magnet custom display advertisement.**

**See page 3 for display ad rates,
and call 703-527-3485 for more information.**

HAMHOSE'S CHRISTMAS SONG

(BY HAMHOSE AND JACKIE END)

BOSSMOSS: Gargle, why did you have to tell Hamhose there's no Santa Claus?

GARGLE: Because in my opinion there isn't any. And my opinion, as you know, is practically fact.

BOSSMOSS: I'll tell ya' what I know. If Hamhose wants to believe in Santa Claus, that's his business. Just like if you don't want to, that's your business. In other words, mind your own business!

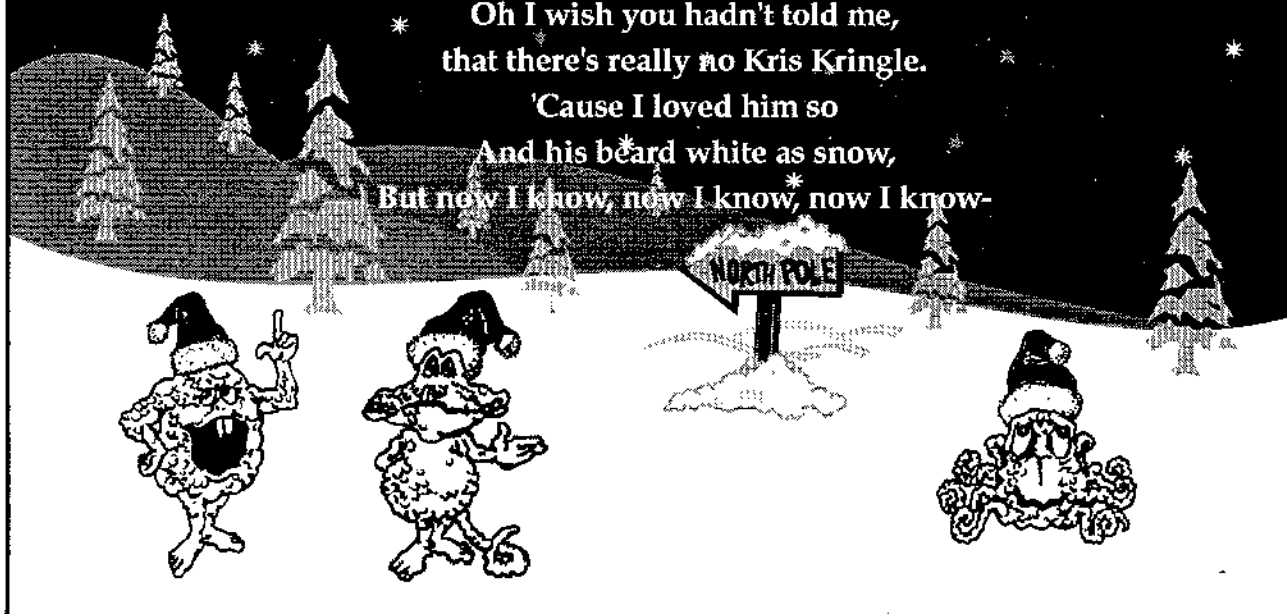
HAMHOSE: (to the tune of 'Let it Snow')



Oh I wish you hadn't told me,
I was so happy just believing,
in a jolly ho-ho
and a beard as white as snow
but now I know, now I know, now I know-

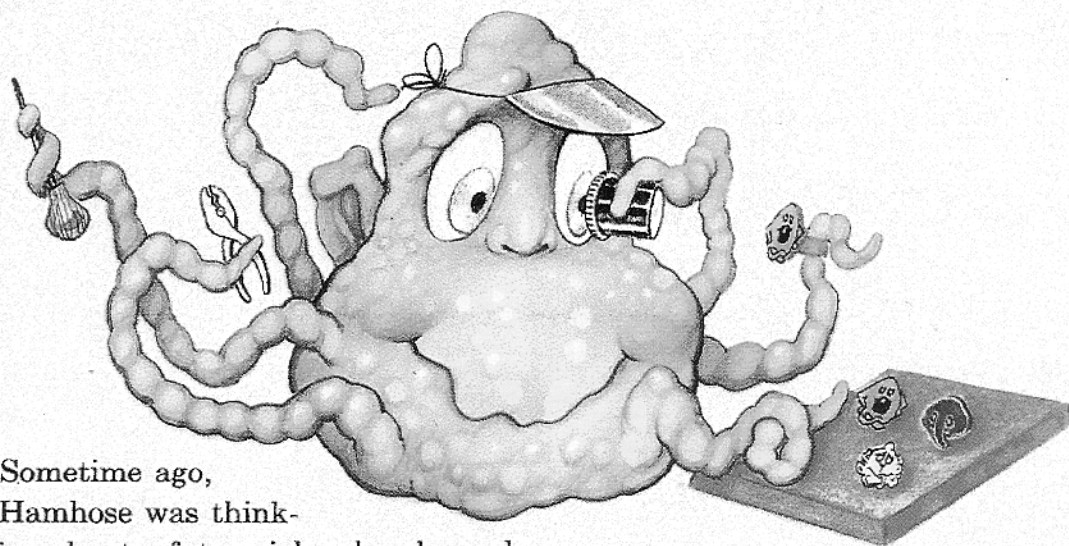
Now that I've learned the truth,
Oh I just can't go on anymore.
I don't want to sing any carols,
and I don't want a wreath on the door-

Oh I wish you hadn't told me,
that there's really no Kris Kringle.
'Cause I loved him so
And his beard white as snow,
But now I know, now I know, now I know-



HAMHOSE HAS HIS DAY.

or Thanks to Hamhose's ability as a jeweler, everyone can now have their very own Freakies ring.



Sometime ago, Hamhose was thinking about a future job, when he realized that he was best equipped to work with his hands. Mainly because he had so *many*.

So he decided to be a jeweler. At any rate, Hamhose began taking photographs of all the Freakies so that he could use their likenesses in his jewelry. Then, one day he got all his photographs together, along with some glue and plastic and started to work.

Hamhose worked for quite some time humming happily to himself while he worked.

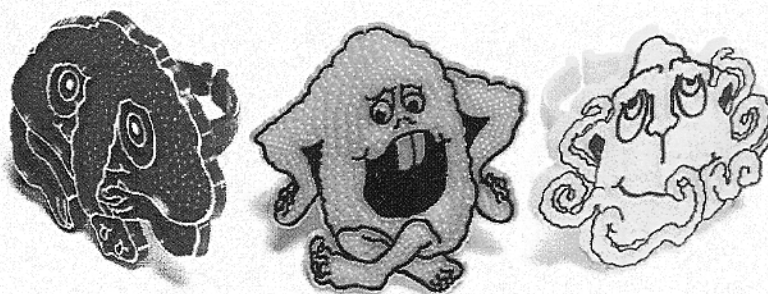
Then, one day, the humming stopped and Hamhose walked slowly toward

the Freakies carrying a beautiful velvet tray upon which was placed the most magnificent assortment of rings anyone had ever seen. Each ring bore a striking resemblance to some Freakie. There was a Snorkeldorf ring, a Hamhose ring and a Boss Moss ring.

The Freakies were astounded by Hamhose's achievement. And immediately broke out into spontaneous applause.

The Freakies thought Hamhose's rings were so good, that they decided to share them with the rest of the world. (Which is why you'll find one free inside this box.)

**FREE
FREAKIE
RING
INSIDE!**



© 1973 RALSTON PURINA CO.

FREAKIE RING MYSTERY SOLVED!
SEE YOU IN THE SPRING