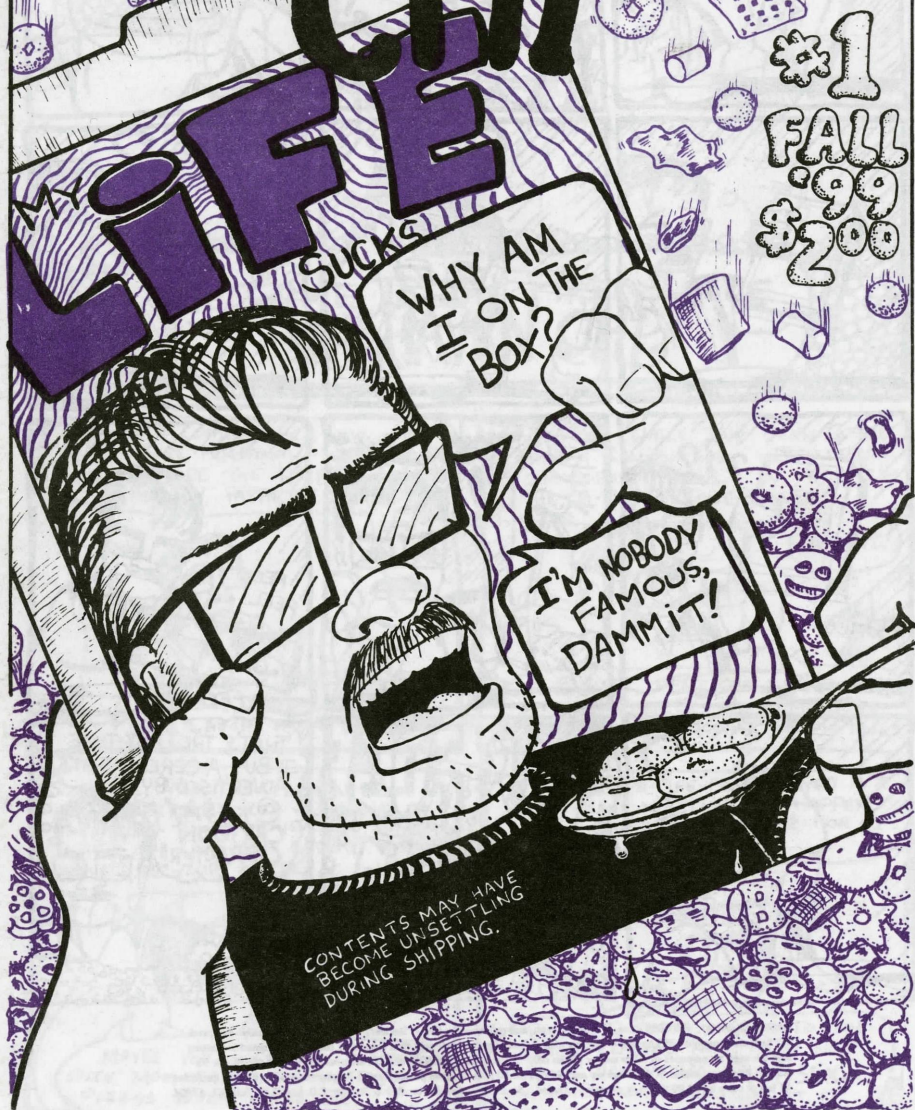


# UNSHAVEN CHI





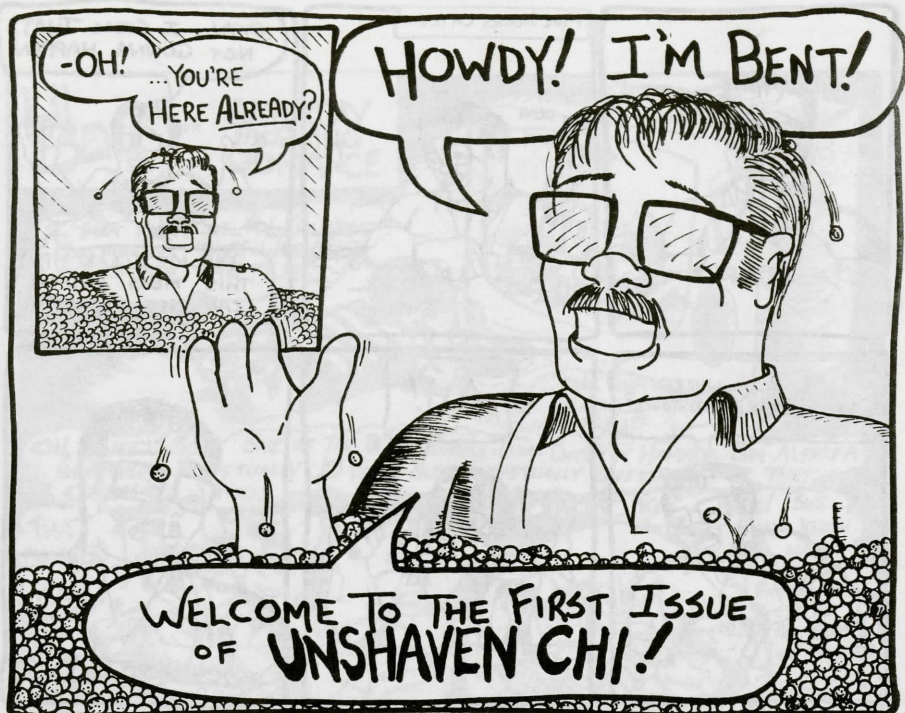
Once, he had it all; Good Education. Promising Career. And a Honking Cool Beard! This beard was a symbol of his individuality; his Rebel Spirit! Then he hit bottom, and found himself back in a lowbrow job for which he had to shave his beard. But this world of conformity cannot quell his spirit, or his sense of humor. He possesses an

## UNSHAVEN CHI!

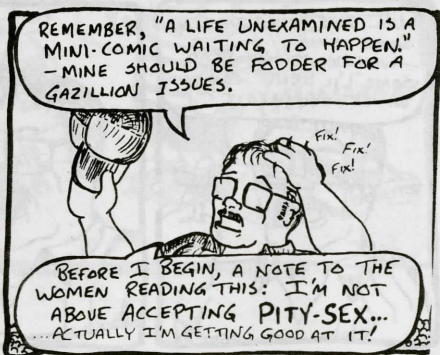
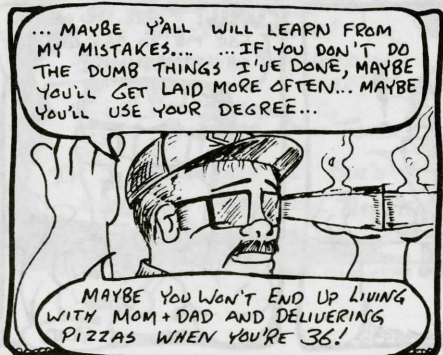
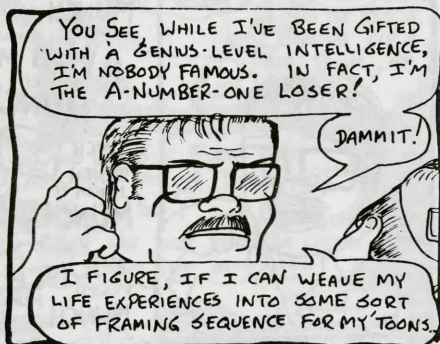
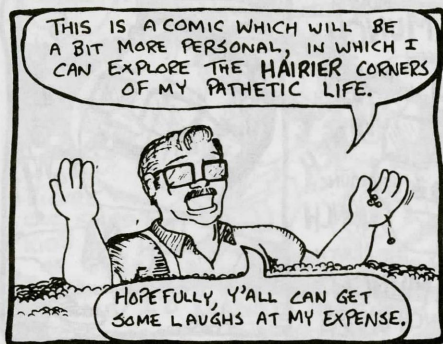


UNSHAVEN CHI #1, Fall 1999 issue, is written, drawn, and published by Ben T. Steckler. Published thrice annually. Bent and LT Bent are copyright 1999 by Ben T. Steckler. Other characters are copyright their respective companies as noted in margins. And are used for purposes of satire and/or tribute only. Subscriptions to UNSHAVEN CHI are available for \$14.00 U.S. for Six Issues. Additional copies of this issue are available for \$2.00 plus 50 cents postage each. Retailers may order book in quantities of five or more for \$1.00 per copy, shipping included. Send orders payable to: Ben T. Steckler, P.O. Box 7273, York, PA, 17404.





WELCOME TO THE FIRST ISSUE  
OF UNSHAVEN CHI!









# Lil BENT in I GET MY KIX™ FROM YOU!

KIX™ CEREAL WAS SOMETHING I DIDN'T APPRECIATE AS A KID. IT HAD NO ADDED SUGAR, AND NO MATTER HOW HARD THEY PUSHED IT, TO ME IT WAS JUST TRIX™ WITHOUT THE FRUIT FLAVORS

A SWAN DIVE!

HERE, MR. RABBIT! TAKE ALL THE KIX™ YOU WANT!

UH... DON'T YOU AT LEAST WANNA SEE MY DISGUISE?

AS AN ADULT, I CAN DIG THE PLAIN CORN TASTE, AND I DIG THE JAY WARD TOONS THEY USED IN THE '60'S... THEY REALLY SURPRISE... ACTUALLY, THAT 'KL YDE' LOOKS LIKE AN ANCESTOR OF MR. BEAT!

IT WAS HIGH SCHOOL WHERE I FIRST LEARNED TO APPRECIATE KIX™... THAT WAS WHERE I FIRST MET SHARON™

SHARON™ WAS THE FIRST GIRL TO MAKE MY HEART SKIP A BEAT - LITERALLY! WE HAD MANY CLASSES AND AFTER-SCHOOL ACTIVITIES TOGETHER, BUT I WAS TOO AFRAID TO TELL HER HOW I FELT...

SHARON'S MOM™ WOULD MAKE THESE CHEWY-CRUNCHY BUTTERSCOTCH BARS FOR ALL THE BAKE SALES... HER SECRET INGREDIENT WAS KIX™

NOW IT'S THE '90'S... SUGAR IS BAD... AND THEY'VE PUT FRUIT FLAVORS IN THE KIX™. THEY CALL IT 'BERRY BERRY' KIX™, WHICH TO ME SOUNDS TOO MUCH LIKE 'BERI-BERI'. DO THEY REALLY WANT YOUR VITAMIN-FORTIFIED CEREAL SOUNDING LIKE A VITAMIN DEFICIENCY DISEASE?

IF SO, HAVE I GOT THE SPOKESTON FOR THEM

TSAMMY, THE TSE-TSE FLY!

HIVA KIDS! I BITE!

OF COURSE, MY CRUSH ON SHARON IS KNOWN NOW. THAT'S PROBABLY WHY SHE MISSED THE LAST REUNION...

KIX, TRIX ARE TRADEMARKS OF GENERAL MILLS. USED FOR TASTE & SWEET FLAVORS ONLY.

# Lil BENT! in CEREAL BOX NIGHTMARE!

WHEN I WAS A KID, I ATE BREAKFAST WITH A SHARP EYE ON THE CEREAL BOX...

... BECAUSE I COULDN'T HELP BUT WONDER, "WHAT IF 'TONY' WAS A REAL TIGER?"

IN THE TV ADS, 'TONY' ALWAYS HELPED OUT THE SLOW, FATTER KID...

... HE'D SHOW THE KID HOW A BALANCED BREAKFAST COULD GIVE THE KID THE EDGE NEEDED TO WIN!

... BUT I'D READ MY NATIONAL GEOGRAPHIC... (I ONLY READ IT FOR THE ARTICLES... REALLY!)



... I KNEW HOW A TIGER HUNTED...

'TONY' ONLY WANTED TO FATTEN THE KID UP.

US SLOW, FATTER KIDS HAD TO USE OUR WITS A LOT TO SURVIVE...



... FOR THE KILL!

... NEXT I'LL EXPLAIN HOW I ALWAYS ROSE UP FRONT BECAUSE OF THE TIGER IN OUR TANK!

TONY IS © VILLOUS

BENT 8-31-98



# Lil BENT vs THE Freakies

IT WAS THE 70s

I'D JUST BEGUN JR. HIGH, HAD FILTERED THRU MY GRADE SCHOOL FRIENDS, AND ASSEMBLED A FRESH POSSE OF WEIRDOS...

THAT WAS WHEN RALSTON CAME OUT WITH A REALLY WEIRD CEREAL...

MAYBE IT WAS THE SUGAR, MAYBE IT WAS THE CATCHY JINGLE...

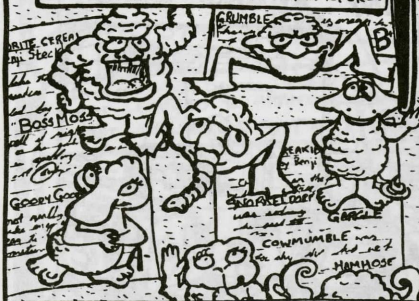
WE ARE THE FREAKIES, WE ARE THE FREAKIES, THIS IS OUR FREAKIE TREE...

SIS WAS LEAVING TO DRIVE IN THE VISTA CRUISER!

YEAH, Y'ALL ARE FREAKY, ALRIGHT!

...MAYBE SIS WAS RIGHT; WE WERE JUST WEIRD. -WHATEVER, WE LOVED THAT CEREAL.

WE ATE CASES OF THE STUFF, WE TRIED TO GET THE MAGNETS OF ALL THE CHARACTERS.



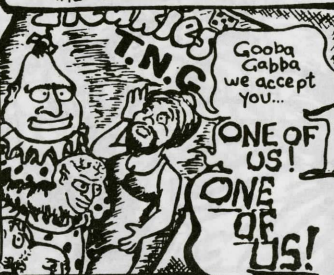
...REALLY THE CEREAL ITSELF HAD NOTHING TO DO WITH THE CHARACTERS, NO SHAPES, NO COLORS, NO FREAKY FLAVOR TRICKS...

DAVE WAS A CATALYST FOR US, WE COULDN'T BE FREAKY ANY LONGER. WE HAD TO CONSIDER WHAT THE GIRLS THOUGHT...



THE FREAKIES WERE LEFT BEHIND AS WE ENTERED A WORLD OF MASH NOTES, SKATING PARTIES AND DANCES... I PUT AWAY MY COPIES OF 'THE MONSTER TIMES' AND STARTED STEALING MY BROTHER'S 'PLAYBOY'S'.

NOWADAYS, I'M MORE SECURE IN MY WEIRDNESS. I LONG TO SEE MY ODD LITTLE FRIENDS AGAIN. I'D ALSO LIKE TOO SEE A CEREAL COMPANY WITH THE BALLS TO REALLY RUN WITH THE "FREAKIE" CONCEPT...



I THINK WE ATE IT BECAUSE WE IDENTIFIED WITH THE CHARACTERS... ... THAT IS, UNTIL THE DAY DAVE SNOOK GOT A GIRLFRIEND...

SHE CALLS ME "SNOOK-ELDRORF"

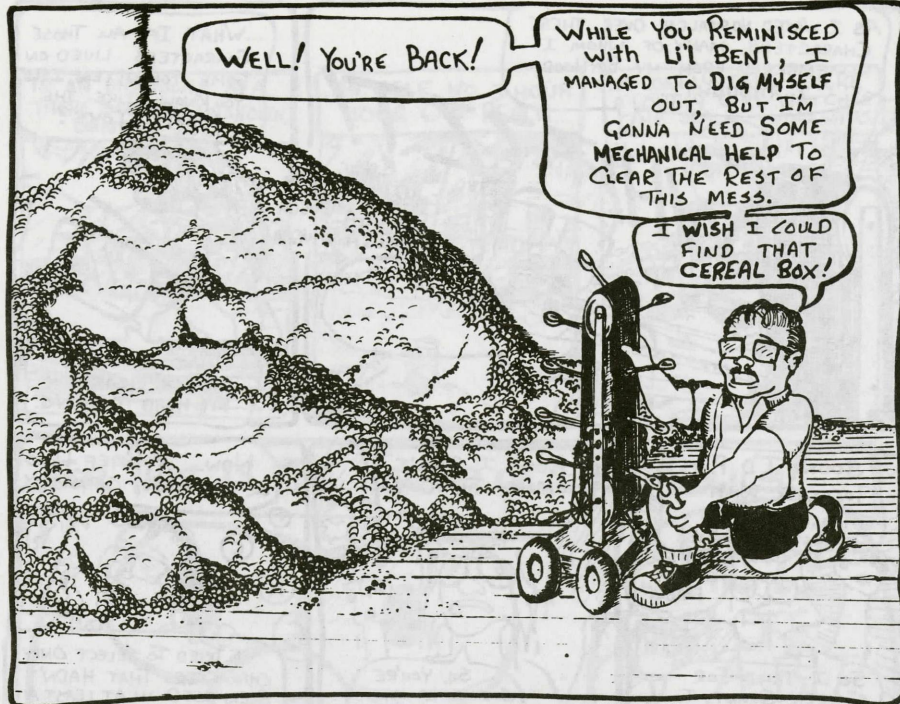
AND I CALL HER "BOSS MOSS"

YEAH, HER LAST NAME REALLY WAS "MOSS" OL' DAVE WAS DONE FOR.

WELL! YOU'RE BACK!

WHILE YOU REMINISCED WITH LI'L BENT, I MANAGED TO DIG MYSELF OUT, BUT I'M GONNA NEED SOME MECHANICAL HELP TO CLEAR THE REST OF THIS MESS.

I WISH I COULD FIND THAT CEREAL BOX!



WHERE DID I GET THIS MACHINE? I TOLD YOU; I'M A GENIUS! DIDN'T I?



YOU CAN FIND ALL THE PARTS YOU NEED IN THE OL' ACME CATALOG.\*



BUT ENOUGH ABOUT THAT...



...LET ME TELL YOU ABOUT MY NEXT STORY...

"THE ISLAND OF LOST BOWLS" GREW FROM MY RESEARCH FOR "LI'L BENT vs. THE FREAKIES"



I WAS TRYING TO DIG UP REFERENCE MATERIAL, BECAUSE MOM THREW OUT THE CEREAL BOXES AND I CAME ACROSS A WHOLE SLEW OF FORGOTTEN CHARACTERS



HERE ARE SOME OF THE BOOKS, ZINES, OR SITES I FOUND HELPFUL...

Scott Bruce's FLAKEWORLD: [www.flake.com](http://www.flake.com)  
The Official FREAKIES PAGE: [www.freakies.com](http://www.freakies.com)

TOPHER'S BREAKFAST CEREAL CHARACTER GUIDE: [www.geocities.com/~topher-cast/cereal-index.html](http://www.geocities.com/~topher-cast/cereal-index.html)

"CEREAL BOXES & PRIZES: 1960s" by SCOTT BRUCE (book) at: [torry.com](http://torry.com) order from his web site  
THE FREAKIE MAGNET (zine) e-mail: [Meisner65@aol.com](mailto:Meisner65@aol.com)



AS I WAXED NOSTALGIC OVER THESE CHARACTERS, MANY OF WHOM I REMEMBERED FROM MY BOYHOOD, I THOUGHT...



...WHAT IF ALL THOSE CHARACTERS LIVED ON SOME FORGOTTEN ISLE, YOU KNOW, ...LIKE THE MISFIT TOYS?



SOON I'D PUT TOGETHER WHAT I THOUGHT WAS MY COOLEST STORY YET.



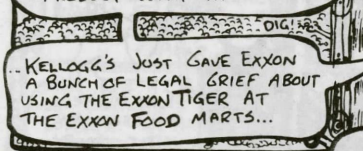
...BUT, I DIDN'T MAKE THE CUT.



Now. A BRIEF WORD OR TWO ABOUT COPYRIGHTS.



ANYWAY, I FEEL MY USE OF THESE CHARACTERS FALLS UNDER "FAIR USE" AS BOTH A SATIRE AND A TRIBUTE, SINCE I'M NOT TRYING TO SELL A FOOD PRODUCT WITH THEM...



CHUGGA CHUGGA

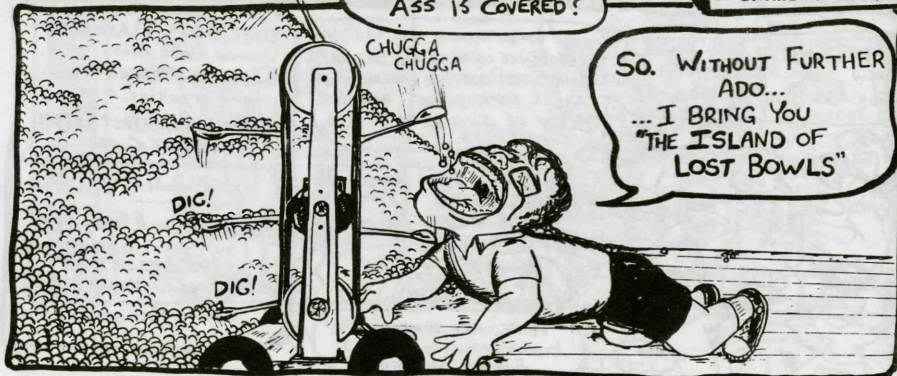
NEVER THE LESS...



THE CHARACTERS USED IN "THE ISLAND OF LOST BOWLS" ARE THE PROPERTY OF THEIR RESPECTIVE COMPANIES, AS NOTED IN THE LOWER MARGIN OF THE FIRST PAGE ON WHICH SAID CHARACTER APPEARS. BEN T. STECKLER CLAIMS NO RIGHTS TO SAID CHARACTERS OTHER THAN FOR PURPOSE OF SATIRE OR TRIBUTE.

CHUGGA CHUGGA

SO. WITHOUT FURTHER ADO...  
...I BRING YOU  
"THE ISLAND OF LOST BOWLS"





IN AN UNKNOWN SEA,  
THERE SITS AN UNKNOWN,  
LONELY ISLE...



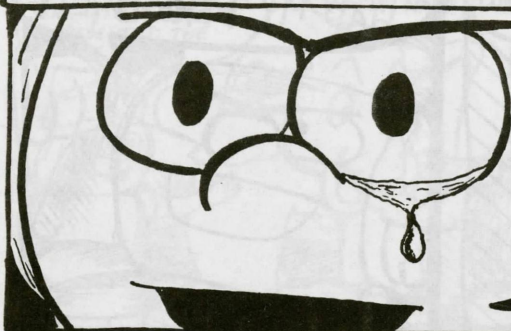
...AN ISLE NO 3-HOUR  
TOUR CAN REACH...



...A LONELY ISLE WHERE  
A LONELY GIRL WATCHES  
THE SEA ...AND WAITS...



...FOR THIS IS THE ISLAND OF LOST BOWLS!



HEY!  
BACK OFF  
A BIT!  
YOU'RE  
MAKING MY  
EYES WATER!



THAT'S  
BETTER.

DO YOU  
REMEMBER  
ME?

I USED  
TO HELP A  
CERTAIN CAPN  
SELL CEREAL.

NOW I'M ABANDONED  
ON THIS ISLAND LIMBO!

"OH HO! THE ISLAND  
LAIR OF THE ICE-CREAM  
SUNDAE-CRUNCH BEAST,  
GO GET 'IM, KIDS!"



NO SOONER  
HAD WE TOUCHED  
THE SHORE THAN  
THAT OL' BASTARD  
HAULED ASS AWAY!

PERSONALLY I THINK  
HE DITCHED US BECAUSE  
THE PUBLIC WAS GETTIN'  
SUSPICIOUS... AN OLD MAN,  
ON A BOAT WITH FOUR KIDS  
AND A DOG?



11-07-88 2:00PM.

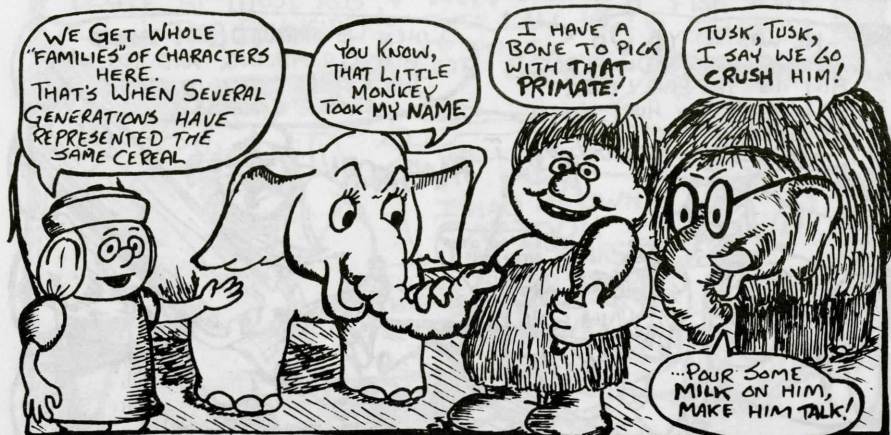
1





The other members of the Guppy crew are (L to R): ALFIE, CARLYLE, DAVE, and SEADOG.  
All are © Quaker Oats.

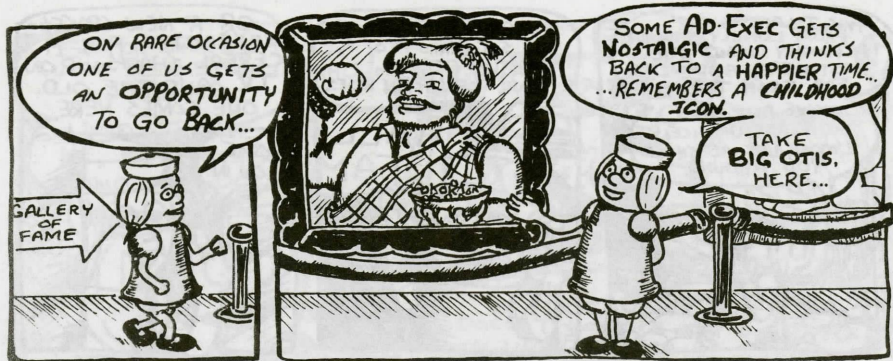




11-08-98 2:00PM.

(panel four) These characters (L to R) all appeared on boxes and/or in ads for Cocoa Krispies. COCO the Pink Elephant (which made no sense at all! 1959/60), OGG the caveman (who had a wife named Kell, you know. 1967-70), and TUSK the mammoth (who was brown, at least, which made a bit more sense than pink! 1971-81) Tusk was followed by a monkey named COCO, who appears alternately animated and live on boxes and in ads today. All © Kelloggs.

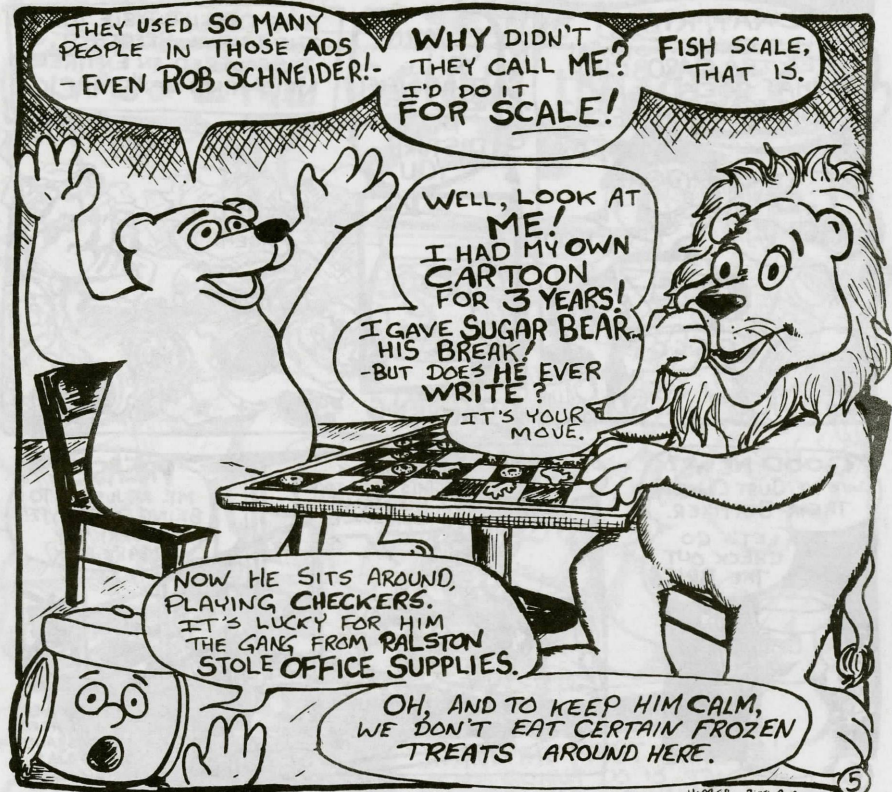
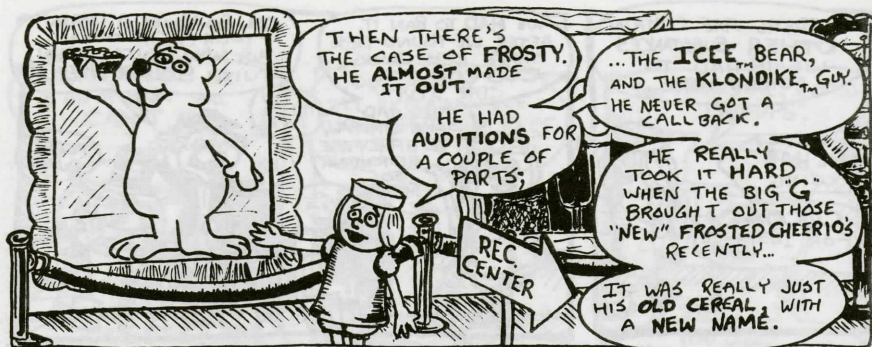




11-08-98 7:00 P.M.

BIG OTIS appeared on boxes of Kellogg's O.K.s. (1959/60). Then he was booted off the box. Kellogg switched to Yogi Bear wearing a kilt. Why a Kilt? I don't know. I guess they were going for the whole "It's OK to be Scottish" angle. I made up the bit about Otis being the Brawny Guy; I claim Poetic License. Big Otis is © Kelloggs.



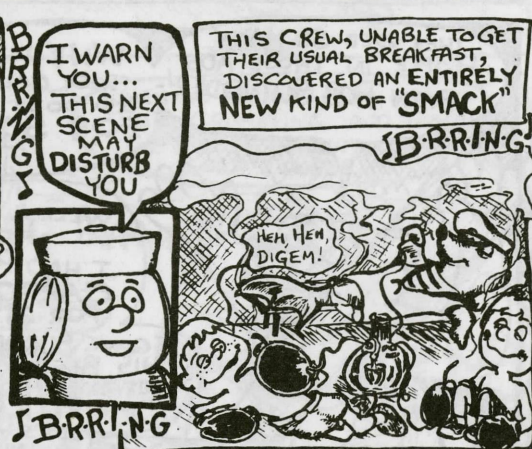
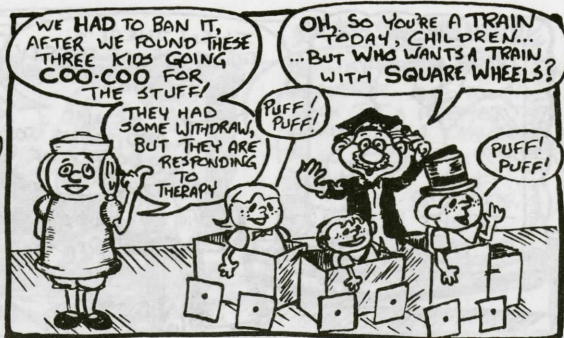
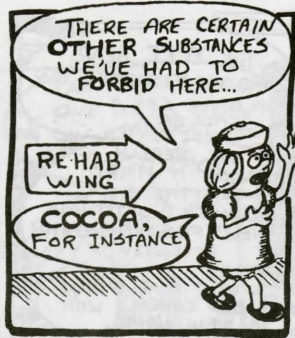


11-09-98 2:00 A.M.

FROSTY BEAR sold FROSTY-Os for the Big G (1960-68). I can't believe they didn't use him for the Frosted Cheerios campaign. Frosty is © General Mills.

LINUS THE LION-HEARTED was the spoketoon for Post's Crispy Critters (1962-68). Whenever he said "Crispy Critters", he was trampled by a stampede. Linus had a Saturday A.M. cartoon show that started in 1964 on CBS, then moved to ABC, where it ran on Saturday until 1966. The show then ran in re-runs on Sundays from 1966 to 1969. Members of Linus' cartoon kingdom included other Post characters, like Sugar Bear, So-Hi, and Lovable Truly. Ah, the good ol' days when a cartoon show was a commercial for cereal, and not just an ad for some toy-line. Linus is © Post.





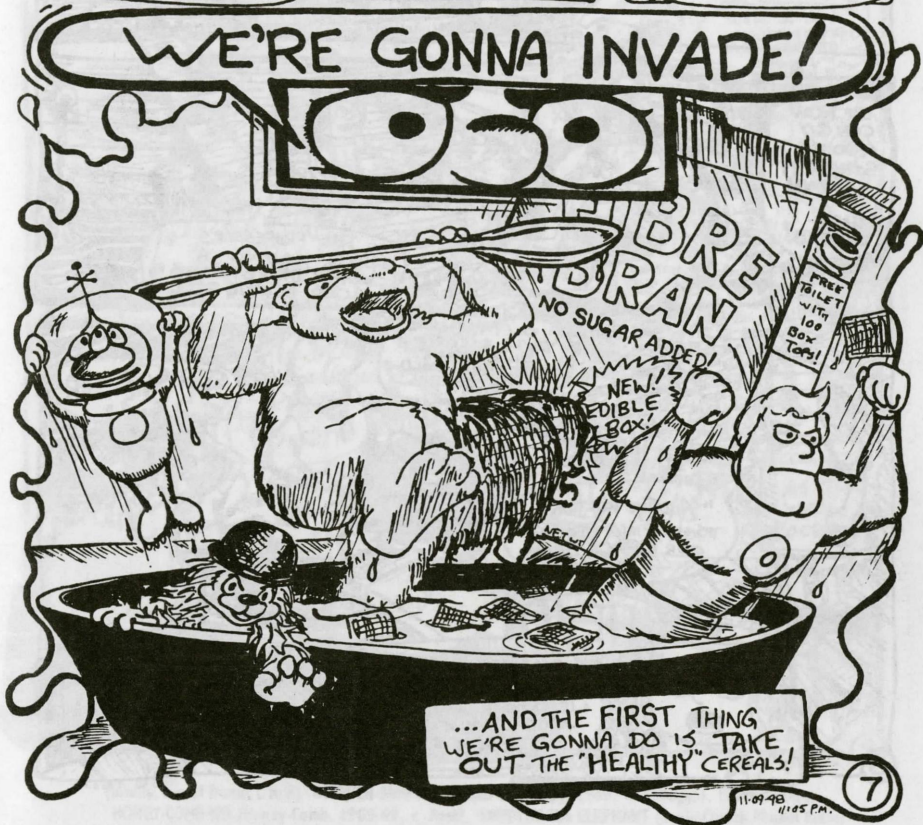
(panel two) PROFESSOR GOODY hawked Aunt Jemima Frozen Waffles (1968). He was always trying to eat them without the notice of Wallace the Waffle Whiffer. The children are THE COCO-PUFFS KIDS. They appeared on boxes and in ads for the Big G's Coco-Puffs in the days before Sonny the Cuckoo Bird (1961). The kids would say, "Puff-Puff Coco-Puffs," "Chocolate-Flavored Coco-Puffs," and "The Big G stands for GOODNESS!" Now THERE was some good ad-copy!

Professor Goody is © Quaker Oats. Coco-Puff Kids are © General Mills.

(panel five) getting stoned are SMAXEY SEAL (1957-61) and THE SMACKIN BROS (1966-70), who sold us Sugar Smacks before Dig-Em The Frog got everybody all 'hopped-up'. All are © Kelloggs.

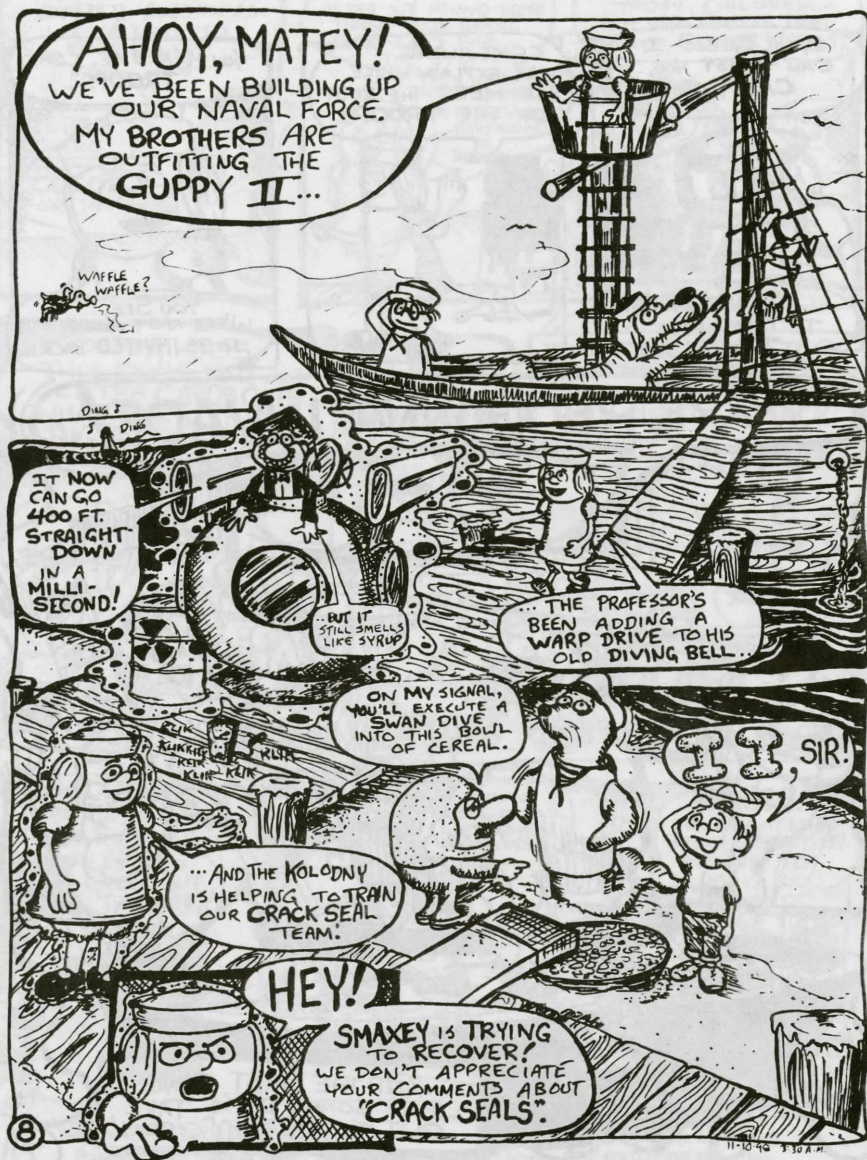
(panel seven) OFFICER CRUMB spent the early 80s protecting Cookie Crisp cereal from the likes of COOKIE CROOK. Both are © Ralston. SO-HI was a shameless stereotype and a shell for Post's Rice Krinkles (1960-68). You gotta believe the ad-men were smoking something when they pitched this character. So-Hi is © Post.





From left to right in the bottom panel are: GOGGOL The ALIEN (Sugar JETS, 1962/63, © General Mills), POPPY The PORCUPINE (Sugar CORN POPS, 1980-86, © Kellogg's), WALLY BEAR (a forgotten spokesman for Sugar SMACKS, 1986, © Kellogg's), and OATMAN (one of the Energy Three, who were on boxes of Frosty-Os in 1969, © General Mills). I like drawing Goggol. I'd consider him a proto-QUISP if he wasn't from a different company.





(top panel in distance) That's WALLACE The WAFLE-WHIFFER (Aunt Iemima Frozen Waffles, 1968, © Quaker Oats) about to home in on Professor Goody again.

(bottom panel, L to R) The KOLODNY was one of a whole group of oddball characters used to promote KIX cereal (1964/65, © General Mills). Kolodny was fond of diving into a bowl of Kix. Here, he's training Smaxey, and a SAILOR BOY (© Post) who used to appear on packages of Alpha-Bits (1963).







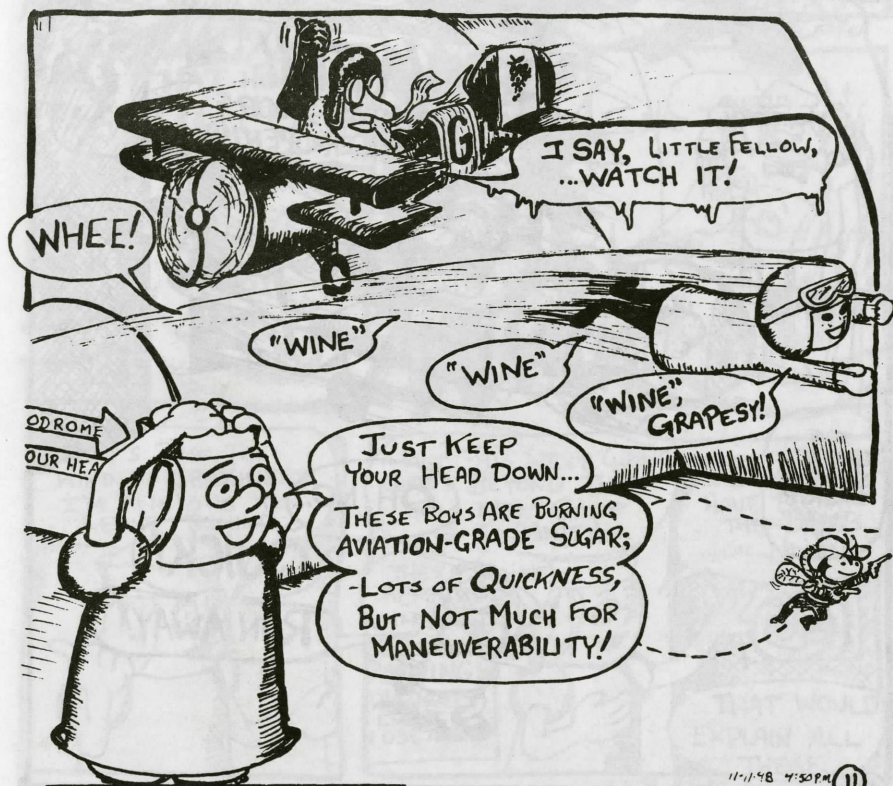
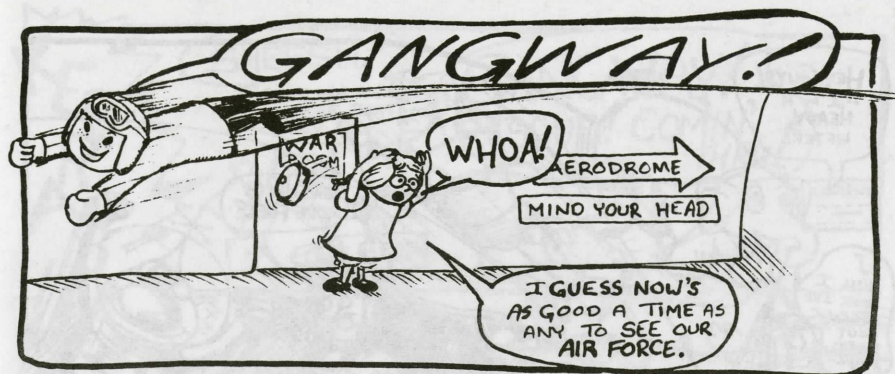


cont. from previous page

(bottom of frame, L to R) BLUE GIRAFFE (Triple Snack, 1963-65, © Kellogg's), HATTIE The ALLIGATOR and COLONEL CORNBURST (Corn BURSTS, 1966-69, © General Mills), MARKY MAYPO (Maypo, 1950s, © Maltex), SUGARPOPS PETE (Sugar POPS 1959-61, © Kellogg's), LAURENCE The DOG (Alpha-Bits, 1964, © Post), BOOBY (holding bow) (Kix, 1965, © General Mills), SHELLY The TURTLE (signing up with his horse) (Comy SNAPS, 1975-79, © Kellogg's).

JACK E. LEONARD (1963) and LOVABLE TRULY (1964-69) were both letter-carriers for Post's Alpha-Bits. By the way, that's a RISK board they're using for a battlemap. I do think it was clever that a company named POST would use mailmen for spokestoons. They thought that one out from A to Z.

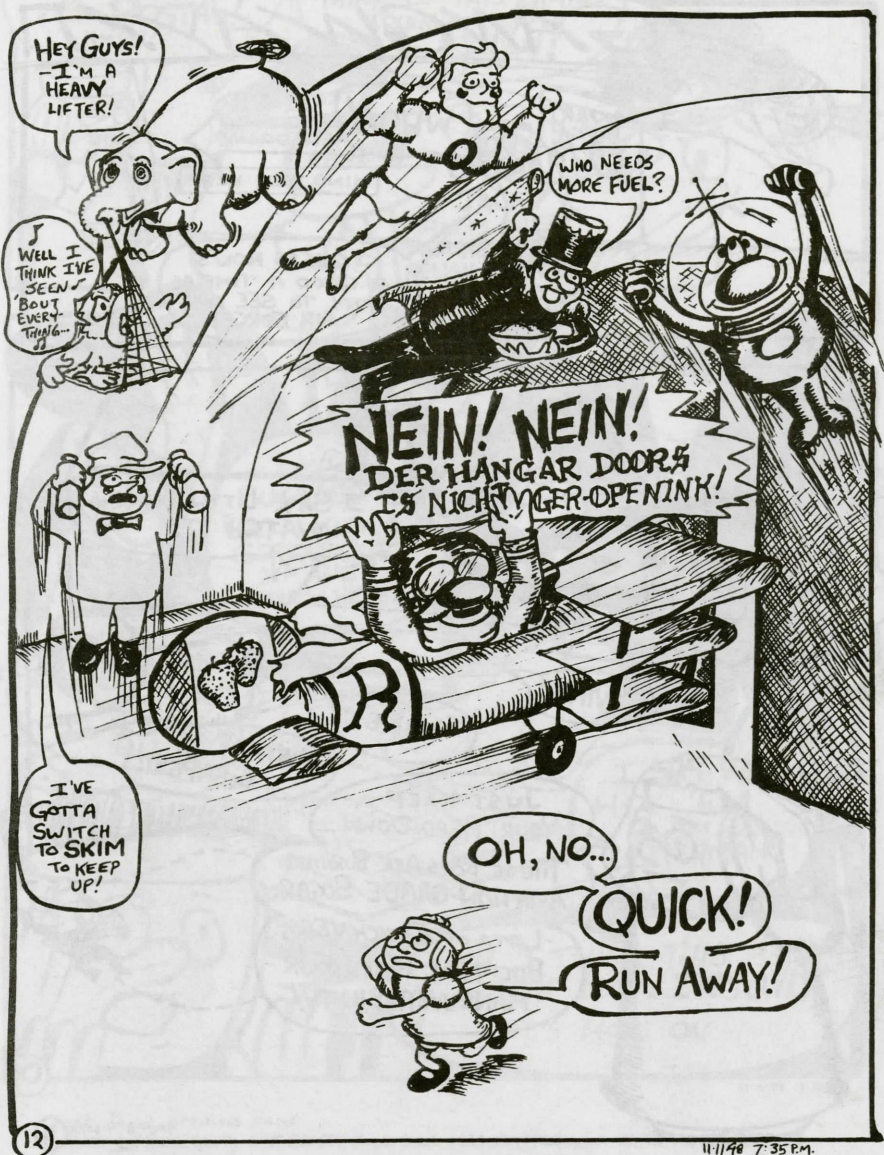




11-1-98 4:50 PM 11

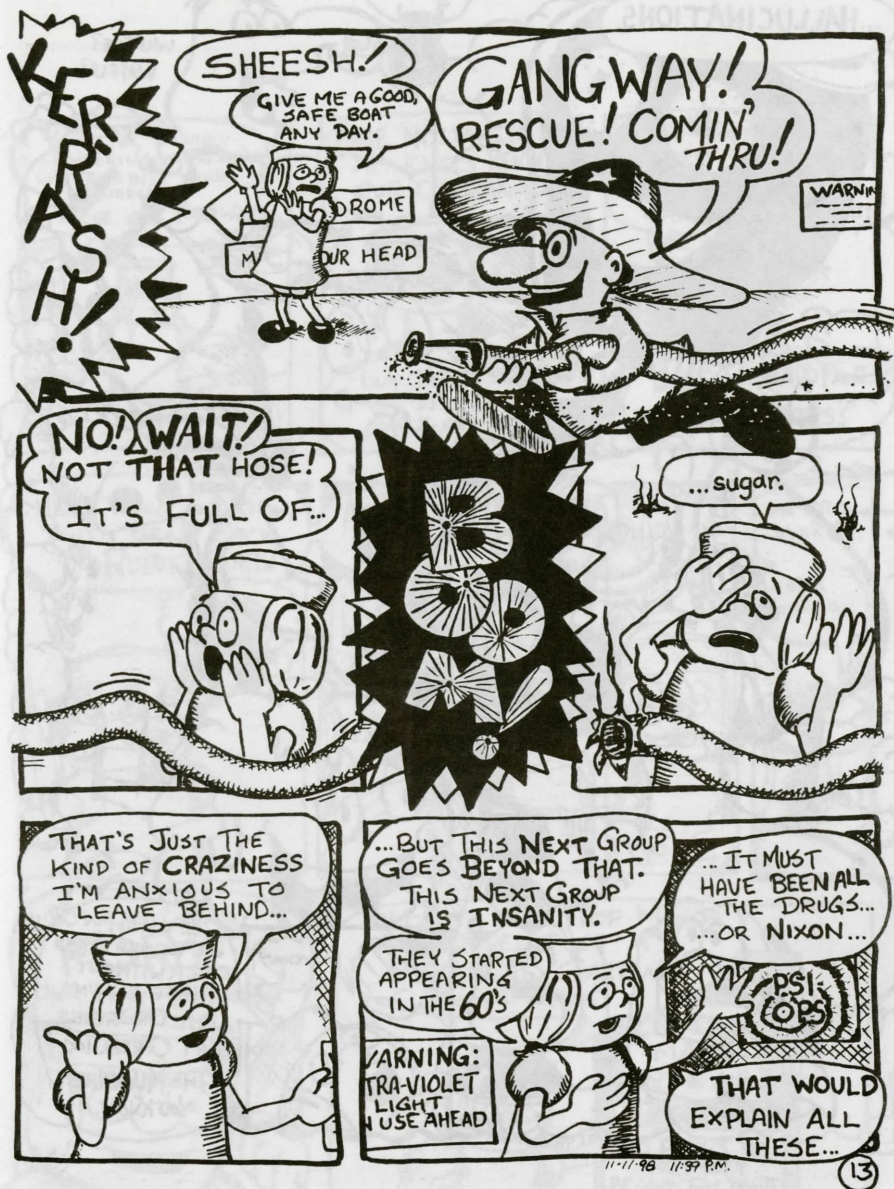
On this page we find flying by, JOHNNY JET (JETS, 1960, © General Mills), SIR GRAPEFELLOW (of the eponymous Sir Grapefellow cereal, 1972, © General Mills), and BUFFALO BEE (Rice Honeys, 1954-65, © Nabisco).





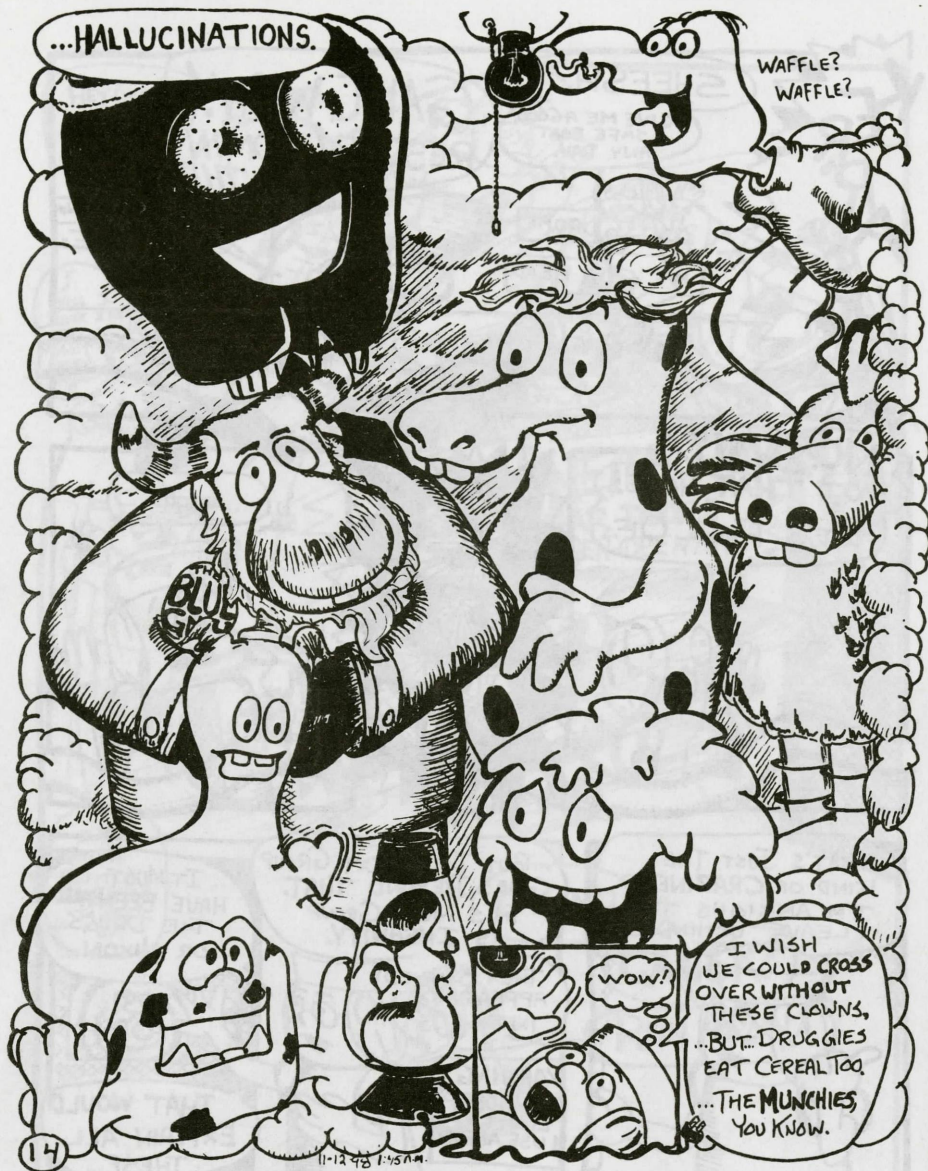
Inside the Aerodrome, TWINKLES The ELEPHANT carries SANFORD The PARROT (Twinkles, 1960, © General Mills). Continuing clockwise, we see Oatman and SUGARMAN (Frosty-Os, 1969, © General Mills), Goggol again, BARON VON REDBERRY (Baron Von Redberry, 1972, © General Mills), and finally MILKMAN The third member of the ENERGY THREE (© General Mills).





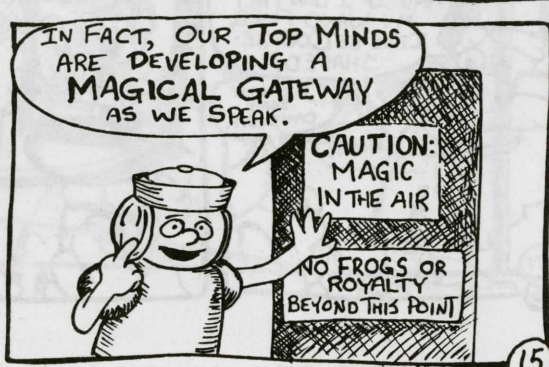
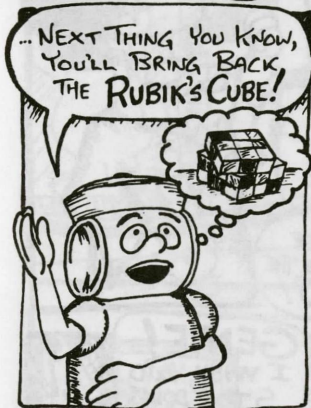
The Fireman is known as The **TWINKLES SPRINKLER**. He appeared on boxes of Sugar Sprinkled Twinkles in 1965. By logic I deduce that his hose contains ...**SUGAR!** In the 60s our parents didn't know what an explosive drug sugar could be. ©General Mills





APPLE JACK (Apple Jacks, 1965, ©Kellogg) hovers weirdly in the upper left corner, just as he did in the ads. Spiraling clockwise, we find Wallace, BIGG MIXX (Bigg Mixx, 1990, © Kellogg, Kellogg Had this habit of making new cereals by combining pieces from existing cereals, see also Triple Snack), GZORPE (Kix, 1964, © General Mills), CHOCKLE THE BLOB (Choco-Crunch, 1982, © Quaker Oats), ZILCH (Kix, 1964, © General Mills), The BLUE GNU (who pushed Kombos in 1969, which came in chocolate, strawberry, and orange flavors, none of which were BLUE, © Kellogg), and everybody's favorite maniac, The CRUNCHBERRY BEAST (Cap'n Crunch with Crunchberries, 1967-70s, © Quaker Oats).





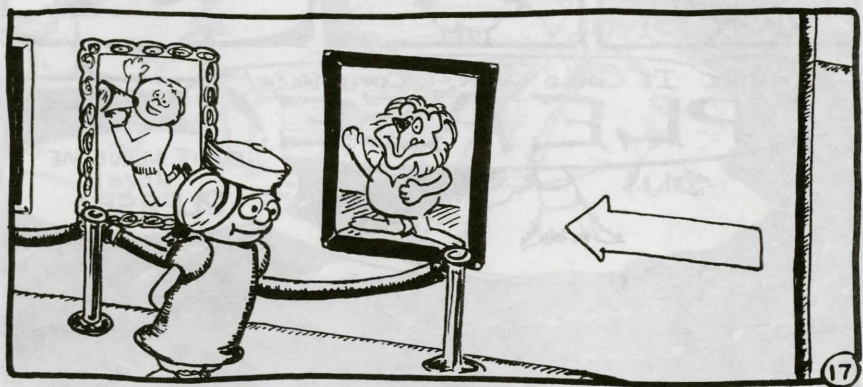




11-10-98 7:15 P.M.

(clockwise) SPARKLES The GENIE (Sugar-Sparkled Flakes, 1963, © Post), WHOO, The WIZARD OF OATS (All-Stars, 1960, © Kellogg's), The ALPHA-BITS WIZARD (Alpha-Bits, 1986, © Post), and COOKIE JARVIS (Cookie Crisp, 1976, © Ralston).



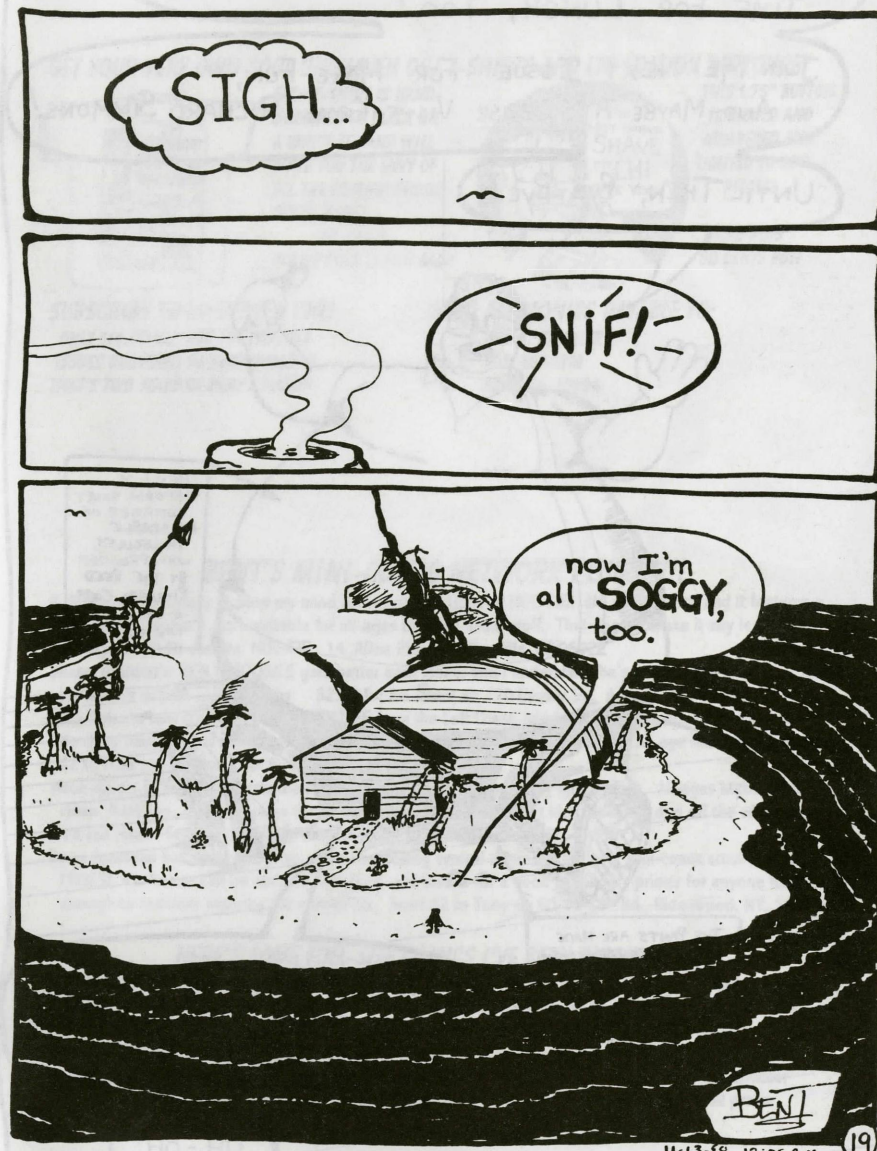
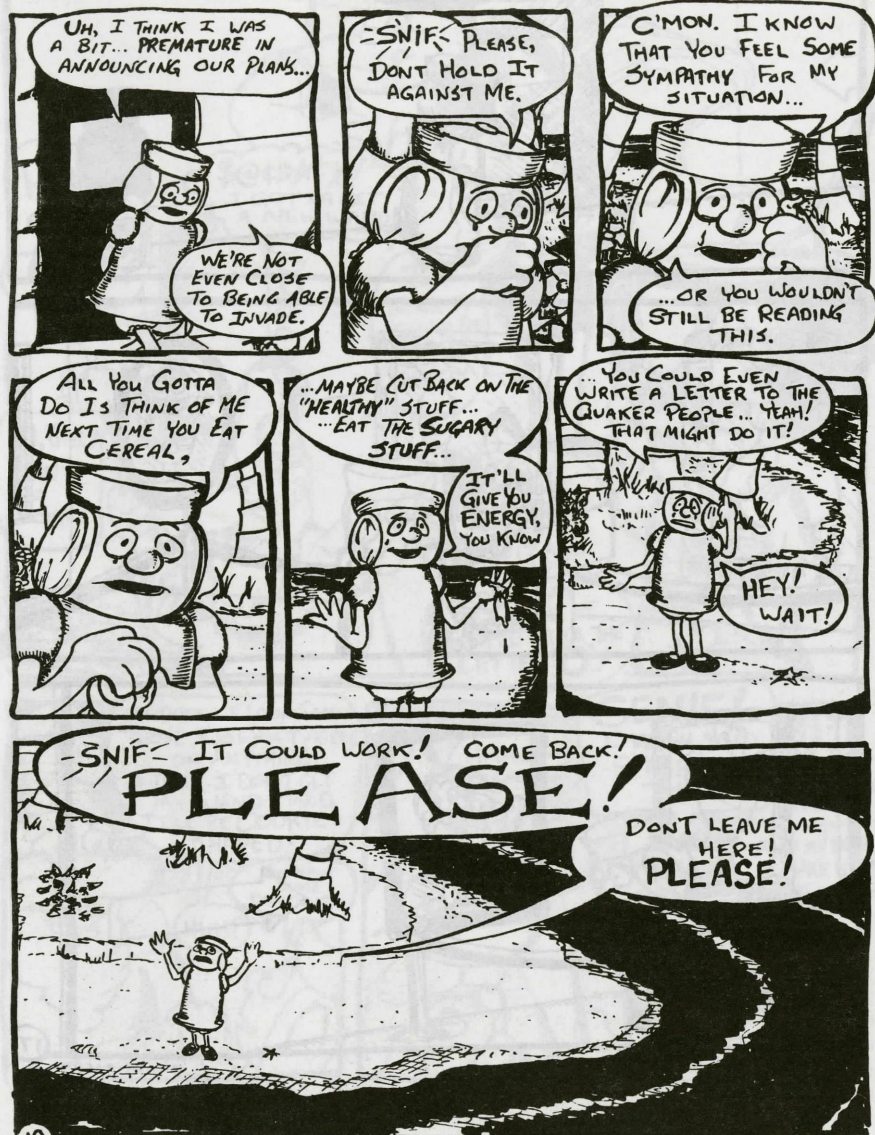


11-12-68 9:55 P.M.

17

These footnotes were provided for those of you who didn't pay attention during the golden age of Cereal advertising. Did you get more of the jokes when You read the footnotes? Should I do something that doesn't go so deep into baby-boom era culture next time?



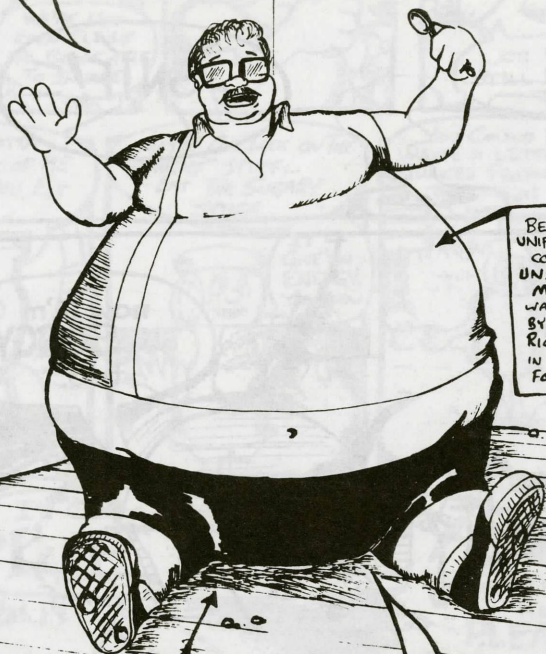




WELL, FOLKS, I THINK I GOT MOST OF  
THAT MESS CLEANED UP! -AND JUST IN  
TIME FOR LUNCH, TOO!

JOIN ME NEXT ISSUE FOR MORE FUN,  
AND MAYBE A SURPRISE VISIT FROM RICHARD SIMMONS!

UNTIL THEN, BYE-BYE!



BENT'S  
UNIFORM SHIRT,  
COMPOSED OF  
UNSTABLE  
MOLECULES,  
WAS PROVIDED  
BY THE REED  
RICHARDS CORP.  
IN EXCHANGE  
FOR THIS AD.

THE PANTS ARE MADE  
FROM ORDINARY CLOTH,  
HOWEVER, AND ARE  
AT THEIR LIMIT.  
YOU ARE ADVISED  
TO STAND CLEAR.

... HEY! DIDN'T I HAVE  
A BOWL ... AND A TABLE  
EARLIER?

UH-OH.



**GET YOUR VERY OWN COOL UNSHAVEN CHI T-SHIRTS AND LTD EDITION BUTTONS!**



EACH T-SHIRT IS HAND-SCREENED IN BLACK ON A WHITE TEE AND WILL MAKE YOU THE ENVY OF ALL THE NEIGHBORHOOD SKATE-BUMS!

(XL ONLY)  
\$12.00 PLUS \$1 P&H EACH



THIS 1.75" BUTTON IS SIGNED AND NUMBERED AND LIMITED TO 200 PIECES!

\$1.50 PLUS  
50 CENTS P&H

**SUBSCRIBE TO UNSHAVEN CHI!**

ONLY \$14.00 U.S. FOR THE NEXT SIX ISSUES DELIVERED TO YOUR MAILBOX! THAT'S TWO YEARS OF BENT'S TOONS!

**SEND ALL MONIES PAYABLE TO:**

BEN T. STECKLER  
P.O. BOX 7273  
YORK, PA, 17404

**BENT'S MINI-COMIC NETWORK PLUGS!!!!**

K. Wolfgang continues to blow my mind with each new issue of NOE-FIE. #8 is his latest, and it features a wordless story that's more suitable for all-ages than his usual stuff. That doesn't make it any less entertaining. Send \$3 cash to: NOE-FIE, 14 Allen Place, Collinsville, CT 06022

Shawn Granton's TEN FOOT RULE gets better each issue, and I understand he's a pizza-guy now, too. Well, his comics deliver... ..laughs. \$2.00 for his latest at: 170 Beaver St., Ansonia, CT, 06401

Mike Tolento now chronicles his EMPTY LIFE from the Left Coast, which should make his life just get weirder. He does have a bit of a potty-mouth, kiddies, so fake your mom's signature on an age statement and send \$2 to Mike at: p.o.box 20028, Santa Barbara, CA, 93120

Mose King's BETTA BOB shows the world thru the eyes of a Siamese Fighting Fish. All-ages humor with a clean, fluid line. More chuckles than GARFIELD; Betta Bob doesn't kick the dumb dog off the countertop all the time. Send \$2 to: Mose King, p.o.box 713, Hogansburg, NY, 13655

Tony Consiglio has spent about six years now telling cynical stories of life as a mini-comic artist in DOUBLE CROSS! His humor can be wickedly touching, and makes for a good cautionary primer for anyone foolish enough to consider entering the comics biz. Send \$2 to Tony at: 60-13 68th Rd., Ridgewood, NY, 11385

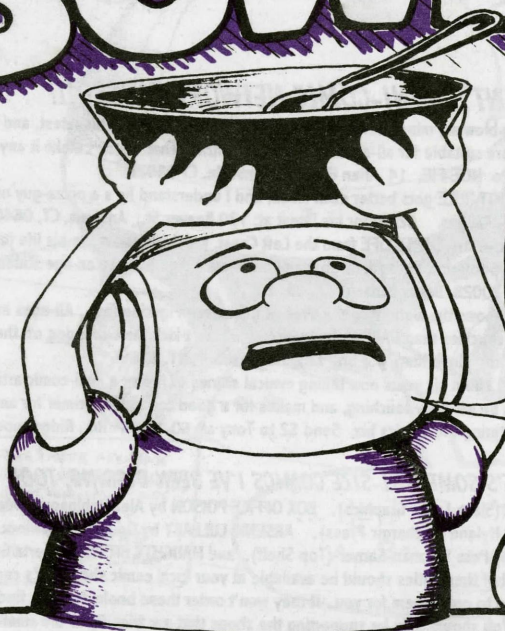
**HERE'S SOME FULL-SIZE COMICS I'VE BEEN DIGGING, TOO!**

SLACKER by Doug Slack (Slave Labor Graphics), BOX OFFICE POISON by Alex Robinson (Antarctic Press), LETHARGIC LAD by Greg Hyland (Lethargic Press), ARSENIC LULLABY by Doug Pasckiewicz (A Silent Press), HEY, MISTER! By Pete Sickman-Garner (Top Shelf), and NAUGHTY BITS by Roberta Gregory (Fantagraphics). All of these titles should be available at your local comic shop, if it's cool, or the owner should be happy to order them for you. If they won't order these books for you, find another comic shop, please. You should only be supporting the shops that are friendly to the small press.



IN THIS ISSUE:

# THE ISLAND OF LOST BOWLS



PLEASE,  
SIR,  
I WANT  
SOME  
MORE.

by  
**BENT**

THE XERIC·AWARD·LOSING  
MINI - EPIC!