

# Snap, Crackle and Pop

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**Snap, Crackle, and Pop** are the cartoon mascots of Kellogg's crisped-rice breakfast cereal Rice Krispies, known in Australia as Rice Bubbles.

## Contents

- 1 History
- 2 Physics
- 3 Names in other markets
- 4 References
- 5 External links

## History

The gnomic elves<sup>[1]</sup> characters were originally designed by illustrator Vernon Grant in the early 1930s. The names are an onomatopoeia and were derived from a Rice Krispies radio ad:

Listen to the fairy song of health, the merry chorus sung by Kellogg's Rice Krispies as they merrily snap, crackle and pop in a bowl of milk. If you've never heard food talking, now is your chance.

The first character appeared on the product's packaging in 1933, Grant added two more and named the trio Snap, Crackle and Pop.<sup>[1]</sup> Snap is always portrayed with a baker's hat and Pop with the military cap and uniform of a marching band leader. Crackle's red or striped stocking cap leaves his occupation ambiguous.<sup>[1]</sup> Corporate promotional material describes their personalities as resembling brothers. Snap is the oldest and a problem solver, Crackle is an unsure "middle child" and Pop is a mischievous youngster.<sup>[1]</sup>

From their original design as elderly elves with large noses, ears and hats, Snap, Crackle, and Pop were reimagined with younger and more proportional features in 1949. They first appeared as animated characters in the 1960s, targeted towards such children's shows as *The Howdy Doody Show*.<sup>[1]</sup> The voices of the original gnomes<sup>[1]</sup> were provided by Daws Butler, Paul Winchell and Don Messick. More recent voices have included Chris Evans, Keith Chegwin, Chad Doreck, Eddie Deezen, Thom Adcox-Hernandez and Dino Andrade. As of 2009, the three gnomes<sup>[1]</sup> ] are



Snap, Crackle and Pop as they appear today. The one on the left is Snap, the center one is Crackle, and the one on the right is Pop.



An older version of the three mascots

voiced by Andy Hirsch (Snap), Danny Cooksey (Crackle) and Mark Ballou (Pop).<sup>[*citation needed*]</sup>

The trio were used in conservation messages during World War II and briefly re-imagined as superheroes in the early 1990s, but later returned to their original elf-like form. Likewise, there was briefly a fourth gnome<sup>[1]</sup> in the 1950s named Pow who represented the explosive nutritional value of Rice Krispies.<sup>[2]</sup>

Leo Burnett Worldwide assigned Chicago-based cartoonist Don Margolis to do Snap, Crackle and Pop for the Rice Krispies boxes as well as other applications.<sup>[*citation needed*]</sup> Davidson Marketing also used him for their Rice Krispies assignments. Don did the three gnomes<sup>[1]</sup> until the end of 1998.

## Physics

"Snap", "Crackle", and "Pop" are terms sometimes facetiously used for the fourth, fifth, and sixth derivatives of position.<sup>[3]</sup> The first through third derivatives are well known. The first derivative of position with respect to time is velocity, the second is acceleration and the third is jerk. The fourth derivative of position is more formally known as Jounce. There is no formal designation for the fifth and sixth derivatives of position.

## Names in other markets

[1]

- Denmark - Pif! Paf! Puf!
- Finland - Riks! Raks! Poks!
- France - Cric! Crac! Croc!
- Germany - Knisper! Knasper! Knusper!
- Italy - Pif! Pof! Paf!
- Switzerland - Piff! Paff! Poff!
- South Africa - Knap! Knaetter! Knak! (Afrikaans)
- Quebec - Cric! Crac! Croc!
- Mexico - Pim! Pum! Pam!

## References

1. <sup>^</sup> *a b c d e f g h i j* Kellogg's. "Snap! Crackle! Pop!" (http://kelloggs.mediaroom.com/file.php/104/BIO+Snap!+Crackle!+Pop!.pdf) 2007. Accessed 20 Aug 2010.
2. <sup>^</sup> The mag. *Mental\_floss Magazine* "A Second Helping of Cereal Facts." (http://www.mentalfloss.com/blogs/archives/18246) 2008. Accessed 20 Aug 2010.
3. <sup>^</sup> Visser, Matt (31 March 2004). "Jerk, snap and the cosmological equation of state" (http://arxiv.org/pdf/gr-qc/0309109.pdf). *Classical and Quantum Gravity* (Victoria University of Wellington) **21** (11): 4. doi:10.1088/0264-9381/21/11/006 (http://dx.doi.org/10.1088%2F0264-9381%2F21%2F11%2F006). ISSN 0264-9381 (//www.worldcat.org/issn/0264-9381). Retrieved 27 February 2014.

## External links

- Kellogg's (<http://kelloggs.mediaroom.com/>)
- A 1933 Rice Krispies ad (<http://www.flickr.com/photos/wishbook/1233808995>) from *Parents Magazine*

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Categories: Cereal advertising characters | Fictional elves | Onomatopoeias | Trios | Cartoon mascots  
| Kellogg Company

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