

(air whooshes)

- Now boys and girls, meet my pals, the Sugar Crisp Bears in a cartoon starring that three-way treat, Post Sugar Crisp. (jaunty music) (bell dings) ♪ Come on aboard it's time to eat ♪ (whistle toots) ♪ A crisp and crunchy breakfast treat ♪ (whistle chimes) ♪ Sugar Crisp is the cargo of mates ♪ (foghorn blares) ♪ Delicious cereal, it really rates ♪ ♪ Oh it's dandy, keep it handy ♪ ♪ Breakfast cereal, snack or candy ♪ ♪ Post Sugar Crisp ♪ (bell dings) ♪ At breakfast time add milk or cream ♪ (whistle toots) ♪ And as a snack it's just supreme ♪ (whistle chimes) ♪ Snack or candy down the hatch ♪ (foghorn toots) ♪ A three-way treat that can't be matched ♪ ♪ Oh it's yummy in the tummy ♪ ♪ With a coat of sugar honey ♪ ♪ Post Sugar Crisp ♪ Yep, it's really yummy in the tummy. Ask your mom to get you this great three-way cereal treat, Post Sugar Crisp.