

- Hoppy will be back pronto, folks, but right now, here's another yarn for ya. (thunder claps) ♪ At Three Bears Milk Bar one stormy night ♪ ♪ The boys were drinkin' milk with all their might ♪ ♪ And eatin' the cereal they like the most ♪ ♪ Sugar Crisp that's made by Post ♪ ♪ When all of a sudden came a terrible din ♪ ♪ It's Bart McBinn! ♪ ♪ A rough, tough guy from Cherokee ♪ (guns fire) ♪ That's me! ♪ ♪ I'm a-lookin' for fearless Frank McColl ♪ ♪ We're shootin' it out, for once and for all ♪ ♪ We'll shoot all right, and I won't miss ♪ ♪ But first I'm gonna finish this ♪ ♪ As a cereal, it's dandy-o ♪ ♪ Man, what a treat ♪ ♪ Just pour on the milk and you're ready to eat ♪ ♪ "It's great," says old Prospector Fitch ♪ ♪ "When you dig into this, you're strikin' it rich" ♪ ♪ "For stacks it's a-handy," says checker champ Fred ♪ ♪ "Post's Sugar Crisp keeps you a jump ahead" ♪ ♪ "I eat it like candy," says Pianna Pete ♪ ♪ "I play with one hand, with t'other I eat" ♪ ♪ But back to the feudin' twixt Frank and McBinn ♪ ♪ Frank's eatin' is done, let the shootin' begin ♪ ♪ They're reachin' ♪ ♪ Oh glory! The bullets will fly ♪ ♪ What's this? Why it looks like they see eye to eye ♪ ♪ "A man who eats Sugar Crisp can't be so bad" ♪ ♪ "When a guy eats this stuff, he can't stay mad" ♪ ♪ Post's Sugar Crisp made them the greatest of friends ♪ ♪ And that's how it is that our story now ends ♪

Narrator: As a cereal, it's dandy, for snacks, it's so handy, or, eat it like candy. Look for the package with the three bears on it and get Sugar Crisp, one of the newest members of the Post family of cereals.