

(cheery music) (bell chimes) ♪ Come on aboard it's time to eat ♪ (train whistle) ♪ A crisp and crunchy
breakfast treat ♪ ♪ Sugar Crisp is the cargo's mates ♪ (ships horn blows)
♪ Delicious cereal ♪ ♪ It's really great ♪ ♪ Oh it's dandy keep it handy ♪ ♪ Breakfast cereal snack or candy ♪ ♪
Post Sugar Crisp ♪ (bell chimes) ♪ At breakfast time add milk or cream ♪ (train whistle) ♪ And as a snack it's
just supreme ♪ ♪ As a candy down the hatch ♪ ♪ 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 ♪

- Oh, Roy Rogers!

- Sugar Crisp tastes downright good. Every wholesome wheat puff is sugar and honey coated, has a special
flavor and lots of energy too! I sure recommend Sugar Crisp. ♪ Oh it's yummy in the tummy with a coat of
sugar honey ♪ ♪ Post Sugar Crisp ♪

- Can't bear to live without Sugar Crisp!

Narrator: For goodness, for goodness sake get Post! (upbeat ding) Post Sugar Crisp.