

♪ Hurry, hurry, hurry ♪ ♪ Crowd right in ♪ ♪ The acrobats are about to begin ♪ ♪ The curtain's up and what do we see ♪ ♪ The Sugar Crisp Bears ♪ ♪ One, two, three ♪ ♪ They're the liveliest trio you ever did meet ♪ ♪ Just watch 'em do a stupendous feat ♪ ♪ Eatin' Sugar Crisp three different ways ♪ ♪ While doing tricks to win your praise ♪ ♪ As a cereal it's dandy, just what you like ♪ ♪ While riding on top of a single-wheel bike ♪ ♪ No sugar is needed, it's sweet already ♪ ♪ It sure makes me a steady teddy ♪ ♪ He finds it so handy to munch as a snack ♪ ♪ So easy to eat while you're riding bareback ♪ ♪ Giddy-Up, giddy-up, giddy-up, whoa ♪ ♪ Take it right with you wherever you go ♪ ♪ He likes it as candy on his trapeze ♪ ♪ He eats as he flies with the greatest of ease ♪ ♪ It's flavored with honey ♪ ♪ There's none to compare ♪ ♪ It's tough for a bear who's up in the air ♪ ♪ Oh the Sugar Crisp Bears are the toast of the town ♪ ♪ Folks sing their praises for miles around ♪ ♪ And eat the cereal they like most ♪ ♪ Sugar Crisp that's made by Post ♪

Announcer: Yes friends, Post Sugar Crisp is a real honey of a treat. As a cereal, it's dandy. For snacks it's so handy. Or eat it like candy. Post Sugar Crisp.