

♪ Three bears went hunting for something to eat ♪ ♪ And what they found was really a treat. ♪

- Post Sugar Crisp? ♪ As a cereal it's dandy ♪ ♪ For snacks it's so handy ♪ ♪ Or eat it like candy ♪ ♪ Post Sugar Crisp ♪

Announcer: Yes, the cereal treat that's fun to eat: Post Sugar Crisp! Just pour on milk or cream, you never need sugar, it's already sweetened for you. Each little puff of Sugar Crisp is coated with candy. What a delicious snack! You can eat it right out of the box. Any way you eat it, you'll love Post Sugar Crisp, the three-way treat!

- As a cereal it's dandy.

- For snacks, it's so handy!

- Or eat it like candy! ♪ Post Sugar Crisp ♪

Announcer: Get this red, white, and blue package with the three bears on it.