

Received
1 June 1982

KELLOGG'S RICE KRISPIES

BRIGHT

SNAP

LEN

SNAP WHAT A HAP-PI SOUND SNAP IS THE HAP-PI-EST

SOUND I'VE FOUND YOU MAY CLAP RAP TAP SNAP BUT

SNAP MAKES THE WORLD GO ROUND SNAP RICE OF KRIS-PIES

CRACK-LE RICE KRIS-PIES POP RICE KRIS-PIES

CRACKLE

HAZARD

I SAY IT'S CRACK-LE THE CRIS-PIY SOUND YOU GOT-TO HAVE CRACK-LE OR THE

CLOCK'S NOT WOUND Geese Cackle-Feathers-Tickle Belts-Buckle-Beets-Pickle

BUT CRACK-LE MAKES THE WORLD GO ROUND

Let Folio
10-TO-D

DICK MARX

KELLOGG'S RICE KRISPIES

Handwritten musical notation for the first system. It consists of three staves. The top staff is the vocal line with lyrics: SNAP RICE KRIS-PIES. The middle staff is the piano accompaniment with lyrics: CRACK-LE RICE KRIS-PIES. The bottom staff is the bass line with lyrics: POP RICE KRIS-PIES. There are handwritten annotations: a circled 'P' in the left margin, a circled 'Pop' above the first measure, and a circled 'LEAD' above the 'RICE' in the second measure.

Handwritten musical notation for the second system. It consists of a single staff with lyrics: I IN-SIST THAT POP'S THE SOUND THE BEST IS MISSED UN-
POP'S A-ROUND YOU CAN'T STOP HOP-SIN' WHEN THE CE-RE-AL'S POP-

Handwritten musical notation for the third system. It consists of a single staff with lyrics: POP MAKES THE WORLD GO ROUND

Handwritten musical notation for the fourth system. It consists of three staves. The top staff is the vocal line with lyrics: SNAP RICE KRIS-PIES. The middle staff is the piano accompaniment with lyrics: CRACK-LE RICE KRIS-PIES. The bottom staff is the bass line with lyrics: POP RICE KRIS-PIES. There are handwritten annotations: a circled 'E' in the left margin, a circled 'LEAD' above the 'RICE' in the second measure, and a circled 'Pop' above the first measure.

KELLOGG'S RICE KRISPIES

SNAP. WHAT A HAP- PY SOUND SNAP IS THE HAP- PI- EST
 I SAY IT'S CRACK- LE THE CRIS- PY SOUND YOU GOT- TA HAVE CRACK- LE OR I
 I IN- SIST THAT POP'S THE SOUND THE BEST IS MISSED UN- LESS

SOUND I'VE FOUND YOU MAY CLAP PAP TAP SLAP BUT
 CLOCK'S NOT WOUND GEESE CACK-LE FEATH-ERS TICK-LE BELTS BUCK-LE BEES PICK-LE
 POPS A-ROUND YOU CAN'T STOP HOP- PIN' WHEN THE CER-RE-ALS POP- PIN'

SNAP MAKES THE WORLD GO ROUND
 CRACK- LE MAKE THE WORLD GO ROUND
 POP MAKES THE WORLD GO ROUND



CONSUMER SERVICE DEPARTMENT
235 PORTER STREET
BATTLE CREEK, MICHIGAN 49016

Dear Consumer:

Thank you for writing to Kellogg Company. We appreciate your interest in our KELLOGG'S RICE KRISPIES "SNAP! CRACKLE! POP!" song.

Although the words and music for this song are not generally available, we do have a rough copy which we are sending along. We are happy to provide this material. However, we can do so only with the understanding that the words and music will not be used in any type of performance for profit.

Thank you again for contacting us. We hope that our advertising and products will continue to please you.

Sincerely,

Consumer Service Department

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Note the crude sketch! Also, note names of the singers written in next to their entrances: LEN, HAZEL, JOE.