KELLOGG'S RICE KRISPIES

Bright
Swap

What a Happy sound Swap is the happiest

Sound I've found you may clap rap tap swap but

Swap makes the world go round

I say it's crackle the crispy sound you got to have crackle in the
clock not wound Geese Cackle Feather Tickle Bells Buckle Beets Pickle

But crackle makes the world go round

DICK MARX
KELLOGG'S RICE KRISPIES

Snap Rice Krispies

[Music notation]

I insist that Pop's the sound the best is mixed up,

Pop's all-round you can't stop hop-sing when the cereals fall-

Pop makes the world go round

[Music notation]
KELLOGG'S RICE KRISPIES

SWAP. WHAT A HAPPY SOUND

I SAY IT'S CRACK-LE THE CRISPY SUMP YOU GOT TO HAVE CRACK-LE OR T

I INSIST THAT POP'S THE SUMP THE BEST IS PASSED UNLESS

SUMP I'VE FOUND YOU MAY CLAP RAP TOP SLAP BUT

CLOCK'S NOT WOUND GESE CACK-LE FEATHERS TICK-LE BELTS BEE-LE GEES POP-LE

POP'S A-ROUND YOU CAN'T STOP HOP-PIN' WHEN THE CEREAL'S POP-PIN'

SWAP MAKES THE BOWL GO ROUND

CRACK-LE MAKES THE WORLD GO ROUND

POP MAKES THE WORLD GO ROUND
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,

[Signature]

Helen Castle
Consumer Service Department

Received 1 June 1982.
Note the crude sketch! Also note names of the singers written in next to their entrances: LEN, HEZZ, JOE.