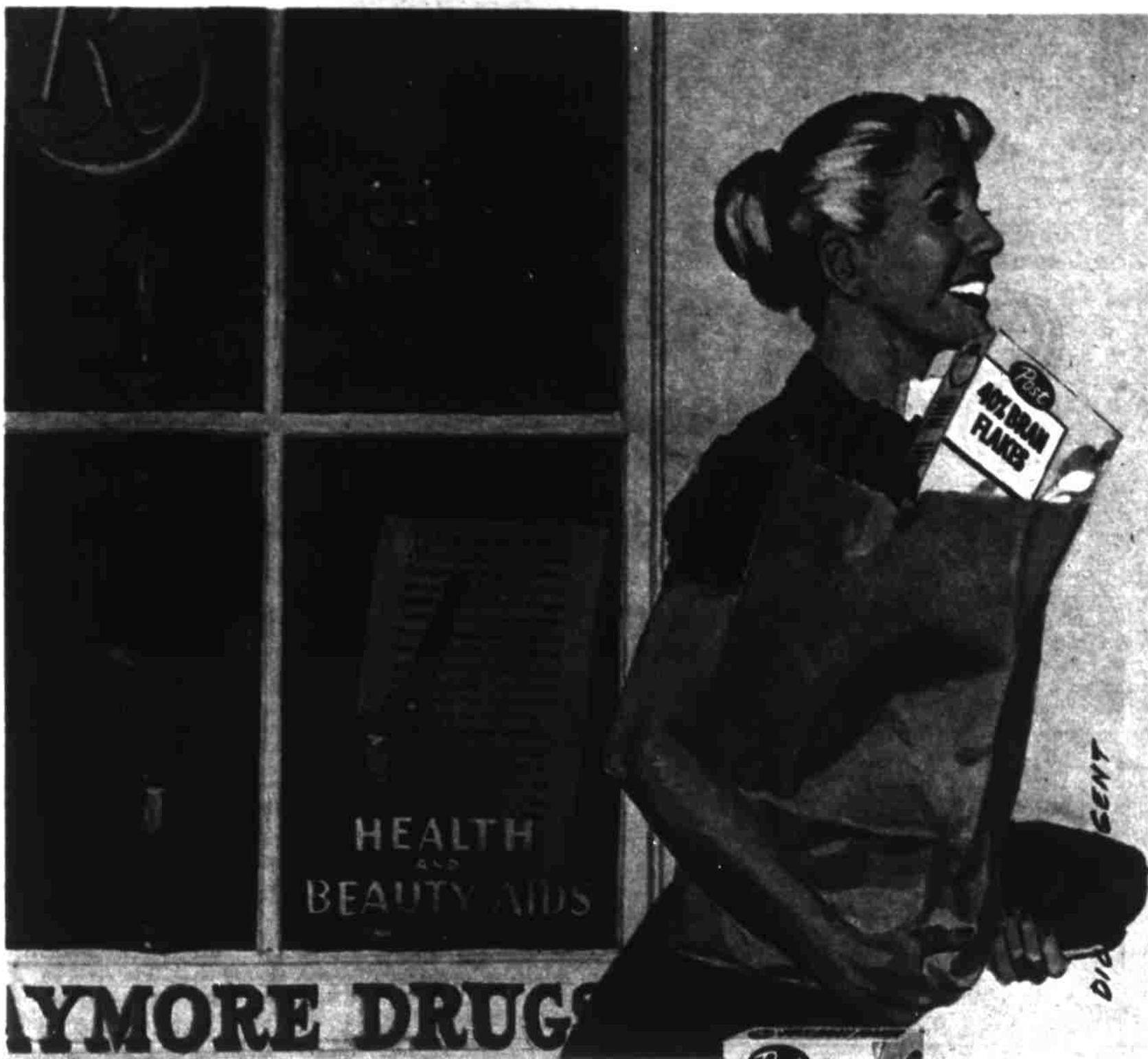


"Any bran cereal keeps you feeling swell
 ... as long as it's
Post Bran Flakes"



LIFE IS SWELL WHEN YOU KEEP WELL... with the "keep regular" benefits of Post 40% Bran Flakes. And this special cereal tastes simply delicious—in fact, many eat it just for the flavor. So it's not surprising that it's the biggest-selling Bran Flakes in the world.



ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER.



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