

"Any corn flakes are OK
...as long as they're
Post Toasties"

Maybe there's no earth-shaking difference in corn flakes—
but folks keep telling us Post Toasties taste just
a little better than other kinds. Well, they ought to—
they're toasted a special way that toasts
the sweet-corn flavor right in with the crispness.

Perhaps that's why so many people don't just get
corn flakes—they get the box that says Post Toasties.



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



The Breakfast Food of Gentlest Flavors