

“Any cereal starts the day right  
... as long as it's  
**Post Bran Flakes**”



DICK SARGENT

**LIFE IS SWELL WHEN YOU KEEP WELL . . .** like you do when you enjoy the “keep regular” benefits of Post 40% Bran Flakes. Tastes so good, too—lots of folks eat it for the flavor alone. That's probably why Post is the biggest-selling bran flakes in the world. Try some—see if you don't feel swell yourself!



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



**Post**

The Breakfast Foods of General Foods