

"Any corn flakes start the day bright...
as long as they're **Post Toasties**"



RIGHT AS RAIN—BRIGHT AS SUNSHINE. That's Post Toasties . . . the corn flakes that so many folks tell us are just a little bit better. Must be because only Post Toasties are toasted a special way to keep their sweet corn flavor in every light, crisp flake. Try 'em.



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



The Breakfast Foods of General Foods