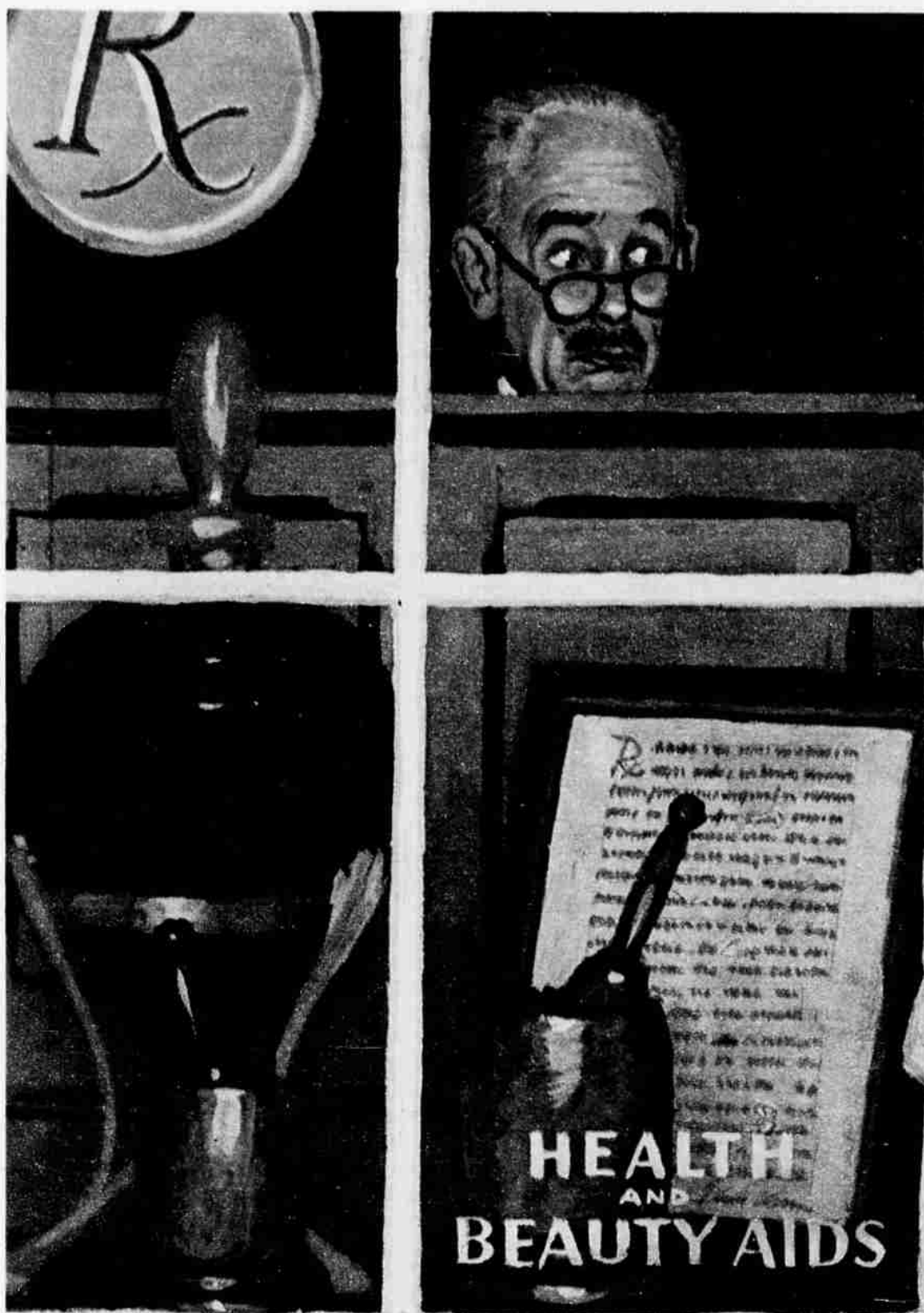


"Any bran cereal keeps you feeling swell
... as long as it's
Post Bran Flakes"



ANYMORE DRUGS

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"



The Breakfast Foods of General Foods