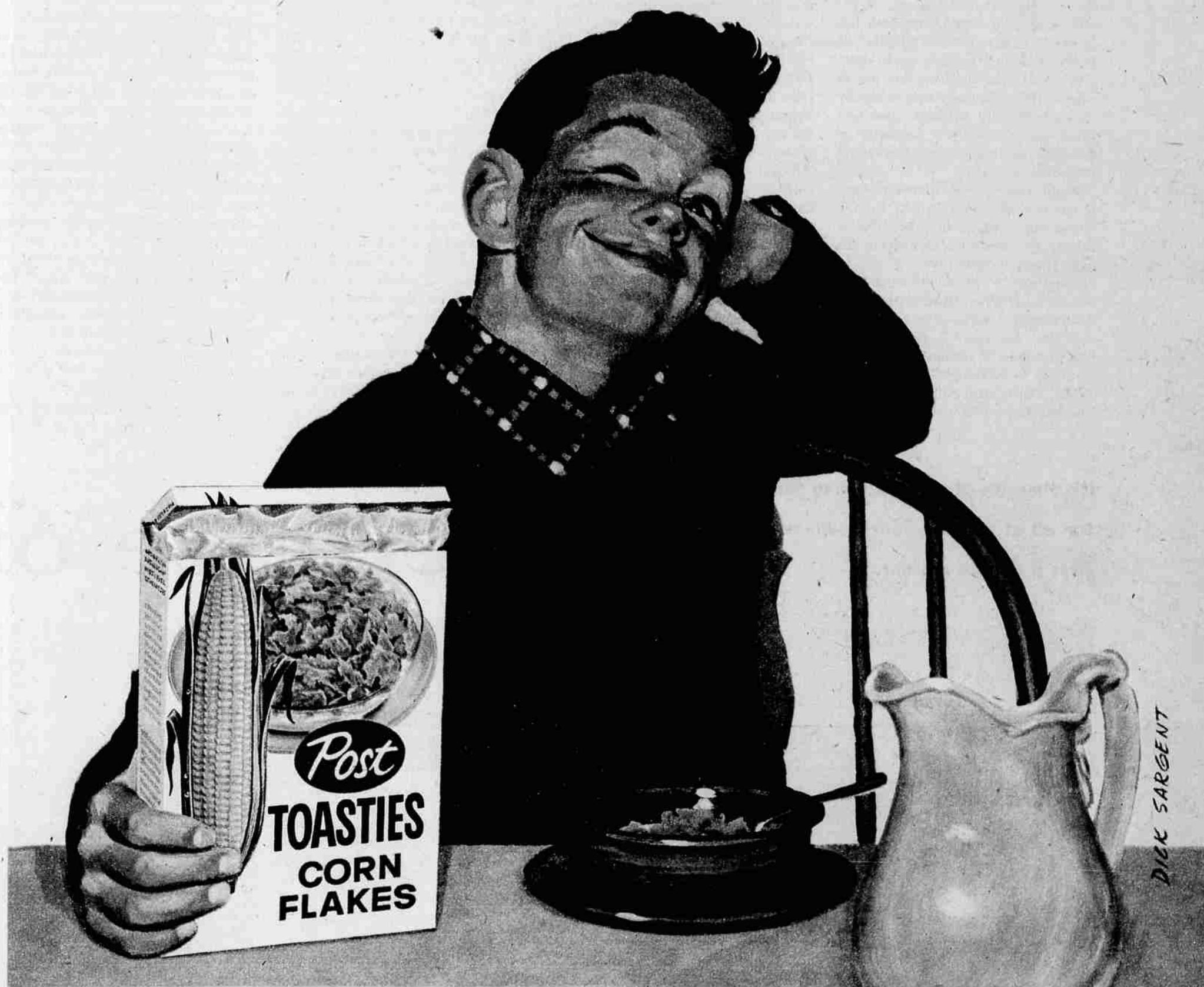


"Any corn flakes are OK...
as long as they're
Post Toasties"



DICK SARGENT

Maybe there's no earth-shaking difference in corn flakes
—but folks keep telling us Post Toasties taste "just
a little bit better." The sweet corn flavor is toasted right in
with the crispness. Next time, why not try Post Toasties?



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



The Breakfast Foods of General Foods