

"Any bran cereal keeps you at the plate...
as long as it's delicious
Post Bran Flakes"

DICK SARGENT



Ask any real bran fan—and he'll tell you to get your
keep-regular benefits with Post 40% Bran Flakes. That's
because they taste so good that millions prefer them for
flavor alone. Guess that's why they're the largest selling!



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



The Breakfast Foods of General Foods