

"Any bran cereal will wake up your appetite
...as long as it's delicious
Post Bran Flakes"



DICK SARGENT

Sleepy appetites rise and shine for Post 40% Bran Flakes... the delicious way to get the keep-regular benefits of bran. In fact—millions eat 'em for flavor alone. Must be why they're the largest selling!



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



The Breakfast Foods of General Foods