



New **Post**  
**"LITTLE BIT BETTER"**  
**BREAKFAST MENUS**

- ★ For Weight Watchers
- ★ For Young Men of Action
- ★ For Teen-Agers
- ★ For Keeping Regular
- ★ Something for Everybody in the Family

**YOUNG MEN OF ACTION** will go into orbit with this breakfast! No between-meal snacks because it's loaded with good oat nourishment. Shaped like the letters of the alphabet, delicious Alpha-Bits are always the center of attraction. Serve your men of action Alpha-Bits Menu #16.

**FREE!** Right now you can get 22 new "Little Bit Better" Breakfast Menus on Post cereal packages. These wonderful, easy-to-fix menus are from the famous General Foods Kitchens. They include suggestions for everyone in your family—for every day of the week.



**TEEN-AGERS ON THE GO** need the extra energy in this quick breakfast. Keeps them going until noon because it's loaded with balanced nourishment. What's more, they'll like eating it, too. Look for Post Toasties Corn Flakes Menu #8.

*Try These New Menus and Enter Post's "Little Bit Better" Breakfast Sweepstakes!*



**KEEPING REGULAR** is easy with these Bran Flakes! So delicious, lots of people eat them for flavor alone. And with this menu you not only get the wonderful benefits of bran, but a truly balanced breakfast with just 660 calories. Pick up Post 40% Bran Flakes Menu #3.



**WEIGHT WATCHERS** find it fun to keep trim with this one. Here's a way to fill up—not out. Only 410 calories, but look at what you get: more than one fourth of the vitamins, minerals and proteins needed daily—everything to help you stay healthy and slim. It's Menu #2, free, on the Post Grape-Nuts package.

**\$100,000**  
**IN PRIZES**

**WIN \$100.00**  
**every day**  
**for a whole year**

Nothing to buy! Nothing to solve!  
 Just send in your name and address.

**RULES**

1. Mail your name and address on a postcard to:  
 Post Cereals Sweepstakes  
 P.O. Box 1456  
 Bradley, Illinois

2. Entries must be postmarked not later than December 15, 1959. Winners will be chosen by an independent judging staff.
3. This promotion is good only in the U.S., its possessions and territories, except in Nebraska and New Jersey, and is subject to federal, state and local laws and regulations.
4. Employees of General Foods Corp., its subsidiaries and advertising agencies and their immediate families are not eligible.

★ ★ ★  
**1st PRIZE**

One Hundred Dollars For You Every Day for a Full Year—\$36,500 in all! What a fabulous prize! What a glorious year for you!



**2nd PRIZE**

Ten Thousand Dollars in Cash! (Almost \$200 a week!) Money to make your happiest dreams come true.

**ONE THOUSAND**  
**3rd PRIZES**

General Electric Breakfast Starter Sets, consisting of a new General Electric Can Opener, Deluxe Portable Mixer, and wonderful Peek-a-Brew Coffeemaker. Retail \$64.85.



**Post** All Post cereals happen to be just a little bit better!

