

"Any cereal starts the day right
... as long as it's
Post Bran Flakes"



LIFE IS SWELL WHEN YOU KEEP WELL... like you do
when you enjoy the "keep regular" benefits of Post 40% Bran Flakes.
Tastes so good, too—lots of folks eat it for the flavor alone.
That's probably why Post is the biggest-selling bran flakes in the world.
Try some—see if you don't feel swell yourself!



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



The Breakfast Foods of General Foods