

"Any cereal keeps me feeling swell
... as long as it's
Post Bran Flakes"



YES, LIFE IS SWELL WHEN YOU KEEP WELL—with Post' (delicious!) 40% Bran Flakes. You get all the "keep regular" benefits of bran—in a cereal that tastes so good lots of people eat it for the flavor alone! Maybe that explains why Post is the largest-selling bran flakes in the world.



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



The Breakfast Foods of General Foods