

“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!



The Breakfast Foods of General Foods



“ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER”