

...To you



and



you

and you



and you



# Cool POST TOASTIES, the wake-up food, brings quick NEW ENERGY

NO wonder it's called the Wake-Up Food. Join the thousands who eat it every day. See why! As invigorating to drooping, heat-fagged systems as a fresh summer breeze from the North.

The Wake-Up Food—how cool it is—how deliciously crisp in a bowl of fresh milk or cream. And what new energy it brings you!

Nature's great energy-giving grain—pure white hearts of the choicest corn that grows, toasted in flakes of delicate crispness. As easy to digest as it is to serve—and because it is so easy to digest, its abundant store of energy is quickly released to the body. How well it deserves its name—the Wake-Up Food!

For breakfast, luncheon, supper—any time when you want a dish abounding in the energy the system needs so much these summer days, Post Toasties is the Wake-Up Food for you—and you—and you—and you.



...To you



and you



and you



and you



Quick New Energy

## POST TOASTIES The Wake-up Food

A PRODUCT OF GENERAL FOODS CORPORATION

Two sizes  
The "handy size"—  
and the "large family  
size" economy package