

IT'S CALLED *"The Wake-up Food"*

NOT JUST BECAUSE YOU EAT IT WHEN YOU *wake up*
 BUT BECAUSE YOU *wake up* WHEN YOU EAT IT



Every bowl of crisp Post Toasties you enjoy is rich in quick new energy. Isn't that cheery breakfast news for the millions who like to eat Post Toasties every day for its delicious, mellow flavor?

Here's a cereal as rich in energy as it is in flavor—as easy to digest as it is to serve. And *because* it is so easy to digest, its stored-up energy is quickly released to the body. That's why it's called "The Wake-up Food".

Pure white hearts of the choicest corn, deliciously flavored, and toasted to delicate crispness—what an ideal energy-breakfast to start off those growing youngsters on their active day of work and play! And what an ideal energy-lunch for that busy husband who *wants* something tempting, and who *needs* something wholesome, easy to digest, and rich in energy for the strenuous business of the day! Don't forget—there's just one way to get "The Wake-up Food." Ask your grocer for Post Toasties—in the red and yellow wax-wrapped package.

POST TOASTIES

The wake-up food

