

ITS



DELICIOUS FLAVOR
is just half of it

"The Wake-up Food" brings you

quick new
energy

HOW wonderful it is that in the delicious bowl of crisp Post Toasties you enjoy so much, there's more than flavor! There's energy—an abundance of it. And so easy to digest that its store of ready energy is quickly released to the body. That's why it's called the Wake-Up Food—for wide-awake bodies—for wide-awake brains.

Post Toasties is mellow, golden flakes of nature's great energy-giving grain—pure, white hearts of corn, deliciously seasoned and toasted to delicate crispness. Served crisp from the package with cool, fresh milk or cream, here is just the energy breakfast those growing youngsters need. And what an ideal energy-lunch for the active business man—light but satisfying—delicious and wholesome, easy to digest and rich in quick, new energy for a strenuous afternoon.

Remember—if you're to get the Wake-Up Food you need—ask your grocer for Post Toasties. You'll know it by its red and yellow, wax-wrapped package.

**POST
TOASTIES**

The wake-up food

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Two Sizes
The "handy size"
—and the "large
family size" econ-
omy package.