



# Make tomorrow A WAKE-UP DAY!

Here's a quick-energy food as easy to digest as it is to serve

**H**EAPING bowls of Post Toasties, the Wake-Up Food with its quick new energy for everyone. What a splendid day tomorrow will be to start the whole family on a regular Wake-Up diet! For breakfast, the Wake-Up Food—crisp Post Toasties, rich in quick new energy for wide-awake minds—for wide-awake bodies.

Pure, white hearts of the choicest corn that grows, delicately flavored, and toasted to golden crispness. Here's a delicious cereal as rich in energy as it is tempting to the taste. And because it is so easy to digest, its rich store of energy is quickly released to the body.

Serve it for breakfast, for quick new energy after the night's long fast. And again for luncheon to renew the body's energy for a busy afternoon. Just remember the name—*Post Toasties*—the package—*red and yellow*—the man who sells it—*your grocer*. Start in tomorrow and make *every* day a Wake-Up day!



# POST TOASTIES

*The wake-up food*



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