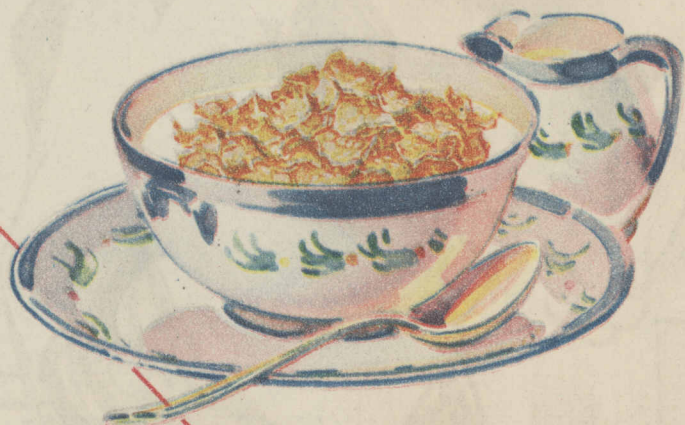


For delicious hot weather breakfasts
 .. serve the **Wake-up Food**
-quick new energy!



YOU need an energy food these summer mornings, but you want it light and easily digestible. Try a heaping bowlful of the Wake-up Food, Post Toasties.

Here's a delicious breakfast that's as light as toasted flakes can make it, and full of energy to fight off that lazy, hot weather feeling—energy that is quickly released to the body, it's so easy to digest.

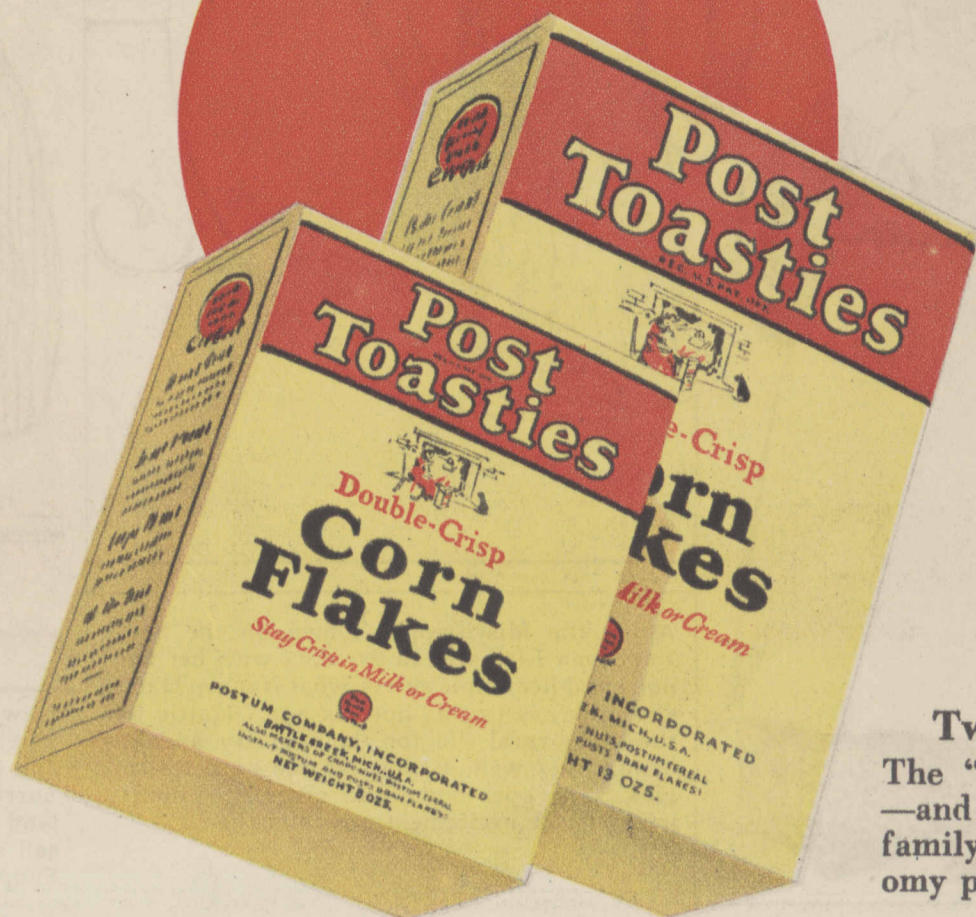
And how these crunchy flakes tempt the appetite! Delicate flakes from the tender hearts of selected white corn, toasted golden, crisp and seasoned to flavory goodness! Every member of the family votes for this quick-energy breakfast, the Wake-up Food.

Remember, 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

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