



Hot? *who cares?*

Let's go after *the wake-up food*

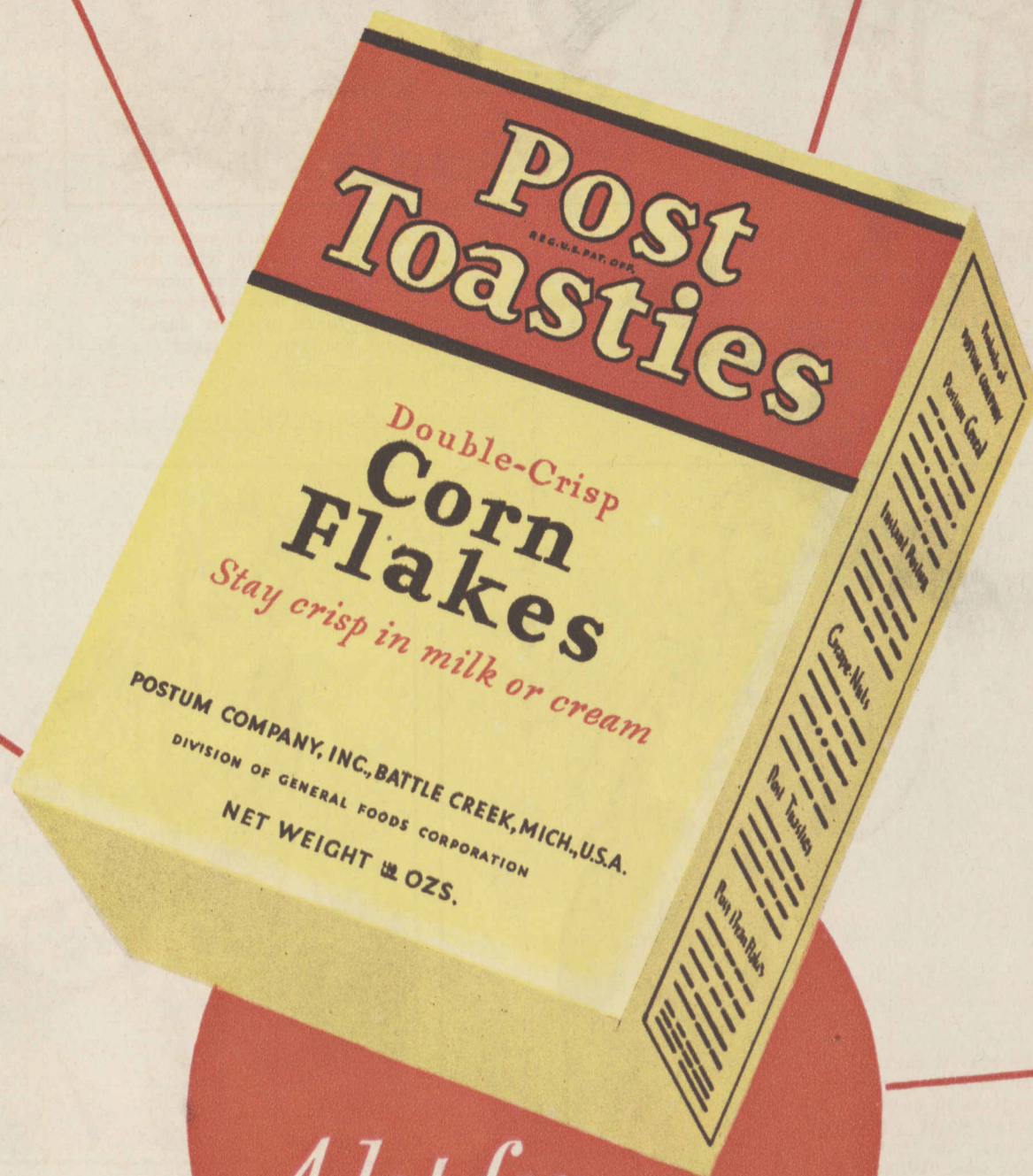
—cool and refreshing

Here it is—new energy—QUICK. Just the thing to brisk you up these late-lazy days of summer. Treat yourself to Post Toasties—the wake-up food! The energy food. So easy to digest, so quick to release new energy to the body. *And so delicious.* Golden flakes of sun-ripe corn, crackling crisp, swimming in cool, sweet milk or cream. What a tempting treat for big and little folks alike. Serve Post Toasties for a brisk-up breakfast, a pick-up lunch, a delightful supper “snack.” It's the wide-awake food for wide-awake families. And for wide-awake shoppers too. Everybody knows how economical it is to serve the wake-up food!

POST TOASTIES

The Wake-up Food

A PRODUCT OF GENERAL FOODS CORPORATION



*A lot for
your money!*

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