

# "WE REDHEADED HINCKLEYS NEVER FIGHT (AT BREAKFAST)"



The Herbert Hinckleys of Hartsdale, New York



My husband, Herb, is all for Post-Tens, and no wonder! Even redheads are peaceful! says he, "when they can each pick their own cereal." Today Herb chose Post's Bran Flakes—says it's a delicious way to get the bran that helps keep him feeling so fit.



"Wow," said my enthusiastic Johnny at breakfast today, "I could eat Grape-Nuts Flakes forever." He's sold on that sugar-roasted flavor—and I'm sold on the wholesome nourishment in delicious whole-grain Grape-Nuts Flakes.



"Try keeping a family of redheads happy," says Mrs. Julie Hinckley, "then you'll know why POST-TENS top my grocery list. Seven wonderful cereals to choose from—a different cereal every day for everyone. Yes, the whole Hinckley family certainly are POST-TENS boosters!"

• Note from the POST-TENS people to blondes and brunettes: You'll love POST-TENS, too! Flaked, puffed, keneled, and shredded cereals—all of 'em famous favorites. Don't let redheads eat all the POST-TENS! Get your red-white-and-blue package of POST-TENS at your grocer's today.



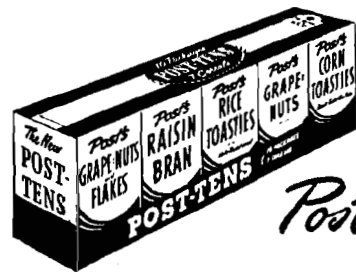
Paul ate two boxes of Corn Toasties this morning—and asked for more! Certainly proves that new Post's Corn Toasties really are fresher, crisper and toastier than ever! And I know they're an important energy food!



Lovable Alice, my 6-year-old, told the POST-TENS photographer: "Yesterday I had yummy Grape-Nuts and today I had yummy Rice Toasties—and tomorrow I haven't decided yet!"



## 7 favorite Cereals to please any taste



## Post-Tens

3 POST'S CORN TOASTIES, 2 GRAPE-NUTS FLAKES, 1 GRAPE-NUTS, 1 SHREDDED WHEAT, 1 RAISIN BRAN, 1 BRAN FLAKES, 1 RICE TOASTIES