

Cereal Box Bonanza

FREE GIFT IN PACKAGE, EH?
WHAT'S THE IDEA, WALLY?

IT'S AN INDUCEMENT, MORT!
TO INTRODUCE FOLKS TO NEW
SUGAR PUFFS!

Look for MORT & WALLY
on the brand new
SUGAR PUFFS PACKAGE

KIDS! YOU'LL LOVE YOUR NEAT, FREE
BUBBLE RING!

... And your whole family
will love delicious
SUGAR PUFFS

THE HONEY-TOASTED CEREAL
is a new treat... sweet, just toasted! A
crisp, crunchy, and a little bit sticky!
That's the secret... it's so good!
Look for MORT & WALLY on the new package
right **THREE** Below Blue Ring in the package.
The ring is all assembled, ready for use.
SUGAR PUFFS is made with your
favorite cereal now **LOOK FOR MORT & WALLY** THIS
MORT & WALLY WALKS!

THE RING IS RIGHT INSIDE
THIS NEW PACKAGE

**HONEY-TOASTED
SUGAR PUFFS**
SHOT FROM GUNS!

Mort and Wally Sugar Puffs newspaper ad

Quaker Oats Company, newsprint proof, 21" long, 1958.
\$25.00.

Post

**NEW! SUGAR COATED
CORN FLAKES**

The newest
(and eatingest)
corn flakes
in the U.S.A.
just happen
to be

All Post cereals happen to be just a little bit better!

Sugar Coated Corn Flakes magazine ad

Post/General Foods, paper, 14" tall, 1958. \$5.00.

Men of action just happen to get their
ENERGY from new **Post Alpha-Bits**

New, power-packed oat cereal
that's fun to eat! Only one cereal
in the world is packed with the same
crisp cereal pieces of oats. A new cereal
that's fun to eat. It's off to a Post cereal.

Post

All Post cereals happen to be just a little bit better!

"Men of action" Alpha Bits magazine ad

Post/General Foods, paper, 14" tall, 1958. \$5.00.