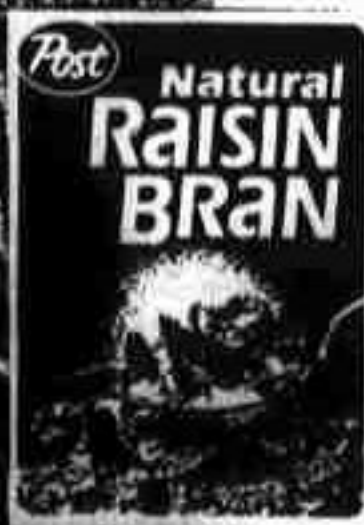


Sweet vs. Sweetened.

THAT'S THE
DIFFERENCE BETWEEN
POST® NATURAL RAISIN BRAN
AND KELLOGG'S®
RAISIN BRAN.

POST® is loaded with plump,
juicy raisins that are natu-
rally sweet through and
through. Kellogg's® coats

raisins with sugar. Now
which raisins would you
rather give your family?



Post NATURAL
RAISIN BRAN

THE SWEETNESS
IS IN THE RAISINS,
NOT ON THEM.



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