

(airplane engine roars)

Ed: I've been flying now since 1941. We'll have some problems in the field and oftentimes I'm going 16, 18 hours a day. For breakfast, I've got to have something I know is going to stick with me. Post 40% Bran Flakes. I keep my system completely lined up with it.

Woman: We all have breakfast together. Ed has Post 40% Bran Flakes at least four times a week.

Ed: It's delicious. After you've eaten cereals, you might say the taste would go away. But that doesn't happen with your Post 40% Bran Flakes.

Narrator: To stay at your best, start your day a little bit better regularly with Post 40% Bran Flakes, the good tasting bran flakes.