

(movie projector rattle)

- Dad, would you like a hundred dollars a day? Mother, like to serve a better breakfast every day? You can! That's right, Post Cereal celebrates Better Breakfast Month with a \$100,000 sweepstakes. First prize is \$100 a day for a whole year. Second prize is \$10,000 in cash, and-

- My turn! Third prize is 1,000 General Electric breakfast starter sets. And look what Post has for us housewives, 11 different easy-to-fix better breakfast menus, free right on the package. Menus for growing families, for keeping trim, for active adults. 11 in all, healthful and nutritious.

- Now, tell them how to enter the sweepstakes.

- Simple, just send in the free entry blank, or your name and address on a postcard, to Sweepstakes, Box 1000, Bradley, Illinois. Enter today, and start collecting your set of better breakfast menus on these special Post packages.