



Eddie Barnes is not a humming bird (or is he?)



Then why, you ask, does he breakfast like one?

Well, maybe he doesn't know that doctors say that he—*everybody*—should



get at least *one-quarter* of his daily nourishment at breakfast, when energy is low.

No wonder Eddie Barnes just dr-a-a-gs himself to work!

If he only knew about Grape-Nuts—the swelegant, "boy-I-feel-like-a-kid-again" cereal . . . If he only knew that Grape-Nuts is a "Basic 7" food with whole-

grain nourishment—the kind Uncle Sam wants everybody to eat every day.

If he only knew how chock-full Grape-Nuts are of the crackling energy vitamin . . . B1!

If Eddie knew these things, he'd get himself a box of those swell-tasting Grape-Nuts.

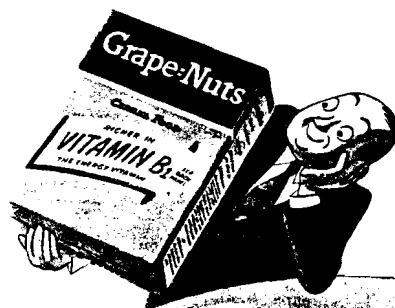
Tomorrow morning, he'd start out with a bowlful of this crisp, crunchy,

malty-rich cereal . . . add his favorite fruit with plenty of milk . . . and who? What a breakfast he'd enjoy! . . . Well, somebody please tell Eddie Barnes?

LISTEN TO THOSE WHO KNOW

- ▶ Government authorities say . . . most of us *don't* eat an adequate breakfast.
- ▶ Doctors and dietitians agree . . . we should *all* get at least one-quarter of our daily nourishment in the morning at breakfast.
- ▶ In a survey of nutritionists, 100 out of 443 said an adequate breakfast should include *both fruit and cereal* with whole-grain nourishment.
- ▶ All General Foods cereals provide whole-grain nourishment.

GRAPE-NUTS • GRAPE-NUTS FLAKES
GRAPE-NUTS WHEAT-MEAL • POST TOAST
POST'S 40% BRAN FLAKES



*Eat a good breakfast
—do a better job!*

Grape-Nuts

A GENERAL FOODS CEREAL

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