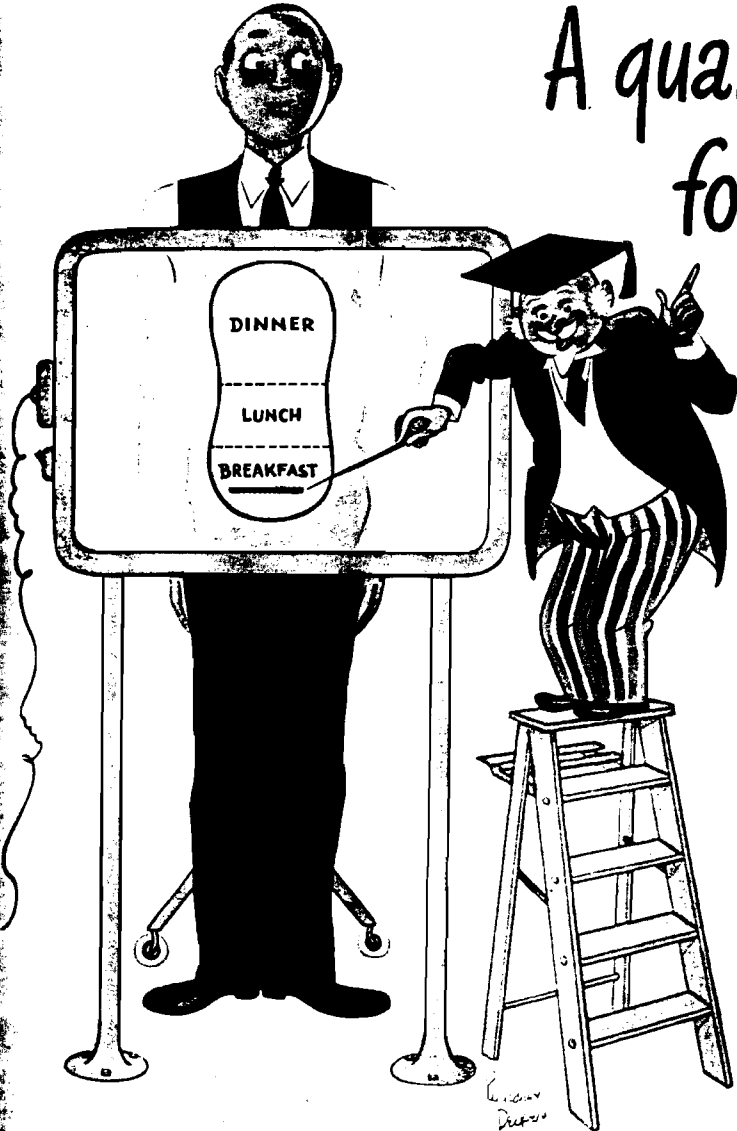
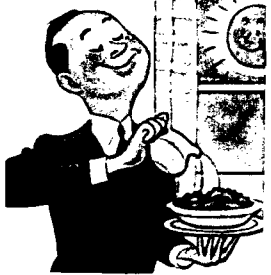


# A quarter's your quota for breakfast



1 Neighbor, it's like this—when you get out of bed in the morning your vitality's very low. No wonder! It's been 12 hours since you ate last. Your stomach's crying to be fed!

2 But that's just when most people *don't* eat enough, doctors and dietitians tell us. They say you need at least one-quarter of your daily nourishment at breakfast.



3 Uncle Sam says you need whole-grain nourishment every day. And say, do you get it from Grape-Nuts Flakes!—that "boy-oh-boy-it's-wonderful" cereal! It's a "Basic 7" food, bursting with B1 for energy!

4 Tomorrow, treat yourself to a big bowlful of malty-rich, sweet-as-a-nut Grape-Nuts Flakes. Pour on the milk, pile on your favorite fruit. *Man*, what a swellegant way to help get that top o' the morning quarter of your quota!



- LISTEN TO THOSE WHO KNOW!**
- ▶ Government authorities say that most of us *don't* eat an adequate breakfast.
  - ▶ Doctors and dietitians agree that we should *all* get at least one-quarter of our daily nourishment in the morning at breakfast.
  - ▶ In a survey of nutritionists, 424 out of 443 said an adequate breakfast should include *both* fruit *and* a cereal with whole-grain nourishment.
  - ▶ All General Foods cereals provide whole-grain nourishment.
- GRAPE-NUTS • GRAPE-NUTS FLAKES  
GRAPE-NUTS WHEAT-MEAL • POST TOASTIES  
POST'S 40% BRAN FLAKES

*Eat a good breakfast*

**Grape-Nuts Flakes**

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