

# PRIVATE LIFE OF THE MALE



(3 stages of)

*Ah, Wedded Bliss!*



**STAGE 1—The Newlywed**  
The days when you'd rather make love than eat breakfast...

dietitians say you need at least one quarter of your daily nourishment at breakfast!

Whoa, Mr. Newlywed—you can't live on love! After all, you've gone all night without food. That's why doctors and

So ease up on the breakfast-time kisses, and stoke up! (Forstoking that's a pleasure, try Grape-Nuts Flakes!)

*Ah, Fatherhood!*



**STAGE 2—The Proud Parent**  
who takes time from breakfast to with the kid—the Future President, now, Pop—get wise! Uncle

Sam says you need whole-grain nourishment! And, mister, how you get it in Grape-Nuts Flakes! Every honey-golden flake is jam-crammed full of it! Bursting with Vitamin B1, too, for hop-skip-and-jump energy!

*Ah, Phooey!*

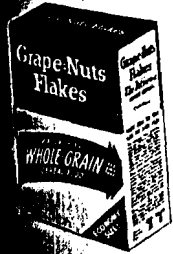


**STAGE 3—The Snoring Forties**  
... when snore time cuts into breakfast time.

Man, if you want eatin' that's better than sleepin', sit yourself down to some crispy, golden, sweet-as-a-nut Grape-Nuts Flakes! Pour 'em in a bowl, heap 'em with luscious slices of juicy fruit, drown 'em in farm-fresh milk! Gee, ain't breakfast wonderful!

## Grape-Nuts Flakes

A GENERAL FOODS CEREAL



LISTEN TO THOSE WHO KNOW!

- Government authorities say: Most of us don't eat an adequate breakfast.
- Doctors and dietitians say: All of us should get at least 1/4 of our daily nourishment at breakfast.
- Nutritionists say: An adequate breakfast includes both fruit and a cereal with whole-grain nourishment.
- We say: All General Foods cereals provide whole-grain nourishment.



**EAT A GOOD BREAKFAST—DO A BETTER JOB!**

Grape-Nuts Flakes • Grape-Nuts Wheat-Meal • Post Toasties • Post's 40% Bran Flakes