

"Any protein cereal keeps me in shape
... as long as it's
Post Grape-Nuts!"



GRAPE-NUTS PACKS MORE PROTEIN—30% MORE ...
in every spoonful than any other cereal sold—hot or cold, new or old.
Packs more energy, too. Plus a flavor that's different—nut-like, delicious.
Could be that's why folks who keep trim say, Grape-Nuts, hands down.



ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER.



The Breakfast Foods of General Foods