

(Horse hooves clip clopping)

Cowboy: Herdin' wild horses across rough country, ridin' full tilt down steep hills, jumping creeks. Those are all tough jobs, and to do 'em right, you've got to keep in training. Boys and girls, here at the ranch, we make our breakfast table a training table, with bowls of delicious new Post Grape-Nuts Flakes. The training tables cereal. Each flake is a whole grain of extra special wheat. And everybody knows that whole wheat helps you build up your muscle and strength. Gives you that whole wheat power. You will like getting that whole wheat power from Grape-Nuts Flakes because they're made a brand new way that tastes sweeter, crispier than any other wheat flakes you've ever eaten. Each flake has a special roasted-in curl to help keep it crispier right down to the bottom of the bowl.

- So tomorrow, you boys and girls do what Joey and I do every day. Make your breakfast table a training table, too. With Post Grape-Nuts Flakes. Build up your muscle, your strength, your speed. To get what it takes, eat Grape-Nuts Flakes. The training table cereal.