

- [Narrator} If you're a mother growing children. (kittens meow)

Oops! If you're a mother of growing children, give 'em grape nuts, the concentrated cereal for more protein, more energy. Now, you know, if children don't get enough protein and energy foods, they can't grow properly. They won't feel well. They won't even go out to play, imagine! But when Grape Nuts enters the picture it's bodybuilding proteins help them grow. It's energy-giving carbohydrates make them and you feel like this! Because concentrated Grape Nuts gives more protein and more energy per spoonful...

- Than any other cereal, new or old, cooked or cold. Grape Nuts taste wonderful too. They're so wonderfully crunchy to chew. Such good exercise for teeth and gums.

- So everybody, you too mother, eat Grape Nuts! Alone or add to other cereals, boosts the protein, gives more energy per spoonful, and oh that wonderful Grape Nuts flavor! So everybody, you do that. Everybody eat grape nuts... the concentrated cereal! (upbeat marching music)