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THIS is the standard package of Corn Flakes — the same reliable Corn Flakes you have handled for the past twelve years.

It has always been profitable for the retailer, because it has always satisfied the consumer.

It is still the standard. It is still growing in popularity. Additions to our plant were necessary to take care of the increasing demand.

**THE BIG PACKAGE
HIGHEST QUALITY**

The words "MADE IN CANADA" and "LONDON, ONT." in red across the face of every package are your guarantee of Quality.



ALL CANADIAN
STOCK-HOLDERS
ALL CANADIAN EMPLOYEES
ALL CANADIAN EATERS

Only Made in Canada by
THE BATTLE CREEK TOASTED CORN FLAKE CO., Limited

LONDON, ONT.