

DIARY.

My Tropical Tour
Jan 14th

We put into the most wonderful and picturesque Port this morning - all flowers and sunshine and quaint natives. The ocean trip has given me a new sort of appetite - I eat everything in sight. Tomorrow we go

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Talk Correctly and You Will Think Correctly

Slipshod English promotes slipshod thought. Get into the habit of careless use of words and you will soon be careless in thought. To think correctly and talk correctly, to talk correctly and think correctly you will find

A DESK BOOK OF ERRORS IN ENGLISH

a very serviceable little book. "Right to the point." 12mo., cloth. 24 pages, \$1, p.p.

8 University Avenue UNIVERSITY BOOK COMPANY, Toronto

EFFICIENT FOOD

Dr. Alexander Bryce, M.D., D.P.H. (Camb.), a famous authority in dietetics, has compiled a table showing the number of calories per ounce in different foods.

Calories are the units of food values. The number of calories per ounce contained in food proves its value.

This is what Dr. Bryce found and published:—

(CALORIES PER OUNCE)

| | |
|-------------------------------|------|
| Kellogg's Toasted Corn Flakes | 103. |
| Eggs (poached) | 48.3 |
| Macaroni au Gratin | 44.5 |
| Milk | 20.6 |
| Oatmeal (cooked) | 18. |
| Potatoes (baked) | 32.7 |

Not one of these staple foods contains one half the number of calories per ounce that Kellogg's Toasted Corn Flakes do — some of them are less than a fifth efficient in calories.

This is a real test of food values.

Put Kellogg's Toasted Corn Flakes on your daily menu—they are good to eat three times a day. Delicious, digestible, nourishing.

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CORN FLAKES

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