

ECONOMY AND EFFICIENCY

All articles of food are now very costly and the prudent housekeeper carefully studies food values and buys accordingly.

Consequently, the sale of

Kellogg's

**TOASTED
CORN FLAKES**

is steadily increasing.

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

Dr. Alexander Bryce, N.D., D.P.H. (Camb.) places Toasted Corn Flakes ahead of such nutritive food as poached eggs, macaroni, milk, oatmeal (cooked), and baked potatoes, for food value.

Kellogg's Corn Flakes are sold only in the original red, white and green package.

Made only in Canada by

The Battle Creek Toasted Corn Flake Co. Ltd.

Head Office and Factory - London, Ont.

Canada Food Board License Number 2-055.