

# HOW MUCH DOES YOUR FOOD COST?

Food values are measured in units of calories.

To-day, when food costs are soaring, the careful housekeeper will find out how much per 1,000 calories her food costs.

If she buys:

Butter at 50c. per lb.,	1,000	calories	will	cost	13	cents
Bacon at 55c. per lb.,	"	"	"	"	19	"
Milk at 13c. per qt.,	"	"	"	"	18.5	"
Roast Beef at 26c. per lb.,	"	"	"	"	23.4	"
Lamb Chops at 38c. per lb.,	"	"	"	"	32.7	"
Chicken at 32c. per lb.,	"	"	"	"	41.3	"
Eggs at 45c. per doz.,	"	"	"	"	44.7	"
Beefsteak at 34c. per lb.,	"	"	"	"	45.6	"
<b>Kellogg's Toasted Corn</b>						
<b>Flakes (ready to serve)</b>	"	"	"	"	11.7	"

So Kellogg's Toasted Corn Flakes is the most economical food to buy. You get more food value for your money than in any of the above foods.

Kellogg's Toasted Corn Flakes is a three-times-a-day food—just as bread or potatoes are.

Get the Kellogg's Toasted Corn Flake habit. It pays. It saves meat and wheat.

Nourishing for growing children. Sustaining and satisfying for working adults.

*Sold only in the original red, white and green package.*

# Kellogg's

## TOASTED CORN FLAKES

LICENSED BY THE FOOD CONTROLLER UNDER NUMBER 2-055

ONLY MADE IN CANADA BY

**The Battle Creek Toasted Corn Flake Co., Limited**  
**Head Office and Factory: London, Ont.**

Est'd 1906