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New Factory, Toronto, Canada

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### To the Wholesale Trade

The happiest mortal in the world is the Child eating something that tastes mighty good right down to the last wee bit.

**KRUMBLES**, for that reason, has become an everyday necessity that you can urge your customers to stock.

**KRUMBLES** is put up in WAXTITE packages, which ensures it reaching the table of the housewife in the perfect condition it leaves our ovens. The weather or surrounding conditions have no effect on it.

**KRUMBLES** is prepared from the finest of hard wheat—the whole of the wheat — cooked, “krumbled” and delicately toasted—an exclusive method that brings out a richness and sweetness never before known in the history of wheat — the real **KELLOGG** flavor. There is nothing else just like it —the ideal, ready-to-eat food, crisp and tasty, satisfying and nourishing!

**KRUMBLES** is a sure repeater.

Look for the signature on every package. **KRUMBLES** — sealed **WAXTITE**—retails at . . . . .

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W. K. KELLOGG CEREAL CO., Toronto

*W. K. Kellogg*



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