

Licensed by the Food Controller under number 2-055.



COUNT THE COSTS IN FOOD VALUES

The housewife gets more satisfaction if she counts the costs of her purchases in food values instead of dollars and cents. Why? Because she not only gets the most nutritious foods, but she actually DOES save her dollars and cents.

Based on a price per 1,000 calories

Kellogg's

TOASTED CORN FLAKES

for low price and high food values, lead over a number of the best foods obtainable as follows:

Corn Flakes	at 15 cts. a pkg.,	1,000 calories	11.7 cts.
Butter	at 50 cts. a lb.,	1,000 calories	13. cts.
Bacon	at 55 cts. a lb.,	1,000 calories	19. cts.
Milk	at 13 cts. a qt.,	1,000 calories	18.5 cts.
Roast Beef	at 26 cts. a lb.,	1,000 calories	23.4 cts.
Lamb Chops	at 38 cts. a lb.,	1,000 calories	32.7 cts.
Chicken	at 32 cts. a lb.,	1,000 calories	41.3 cts.
Eggs	at 45 cts. a doz.,	1,000 calories	44.7 cts.
Beefsteak	at 34 cts. a lb.,	1,000 calories	45.6 cts.

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

Only Made in Canada by

The Battle Creek Toasted Corn Flake Co., Limited
Head Office and Factory - London, Ontario