

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.

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

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