

THE FOOD CONTROLLER

Has Licensed the Makers of

Kellogg's TOASTED CORN FLAKES

to continue to put up and sell---in the original Red, White and Green package---the delicious Toasted Corn Flakes you have always used.

MADE IN CANADA.

SOLD BY ALL GROCERS.

CANADIAN PACIFIC R.Y. CO.'S TELEGRAPH
FORM T. D. 1
TELEGRAM

All Messages are received by this Company for transmission, subject to the terms and conditions of the following regulations, which terms and conditions have been agreed to by the sender of the following messages, and which are printed on the back of the card on which the message is written.

J. McMillan, Manager, Telegraphs, Montreal.

91 rn bn 16

Ottawa Ont. Dec. 4/17.

Battle Creek Toasted Corn Flakes Co.
London, Ont.

Your application for license approved by committee. Form will be forwarded you in a few days.

W. J. HANNA.

18.3

SAVE WHEAT! AND USE THE IDEAL FOOD—

Kellogg's TOASTED CORN FLAKES

—three times richer in proteins than milk, oatmeal or potatoes—the most valuable food element for growing children and working adults.—Report by Dr. Alexander Bryce, M.D., D.P.H. (Camb.)

Kellogg's Toasted Corn Flakes are twenty-five per cent. richer in comparative food values than any whole wheat preparation in the market.

MOST ECONOMICAL BECAUSE:—A thousand calories (food units) in Kellogg's Toasted Corn Flakes cost less than a thousand calories in butter or, a third of the cost of a thousand calories in lamb chops and chicken or, a quarter of the cost of the same in eggs, beefsteak and haddock.

PROVEN.—By a report made by the Chemist of the Russell Sage Institute of Pathology. These facts are from official reports and are indisputable. Kellogg's Toasted Corn Flakes do just what the Food Controller asks everyone to do—**SAVE WHEAT.**

If your dealer's stock of Kellogg's Toasted Corn Flakes is low owing to the past uncertainty he will have plenty in a day or so, because Kellogg's Toasted Corn Flakes is now officially licensed by the Food Controller to be sold in the same Red, White and Green packages in which you have always bought it, and that means a continuous unstinted supply for everyone.

The Battle Creek Toasted Corn Flake Co., Limited
Head Office and Factory: LONDON, ONTARIO