



Copyright, 1917, Kellogg Toasted Corn Flake Co.

# Ask the American Boy Why He Prefers Kellogg's —

These are the flakes that are delicately toasted and thin—the original toasted corn flakes, tender and crisp, with that appetizing “come to breakfast” flavor you can't mistake or forget.

**KRUMBLES** is Kellogg's all-wheat food. Every single tiny shred is thoroughly toasted.

*W.K. Kellogg*



ck pag  
6/17  
LHJ