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Keep going with PEP!

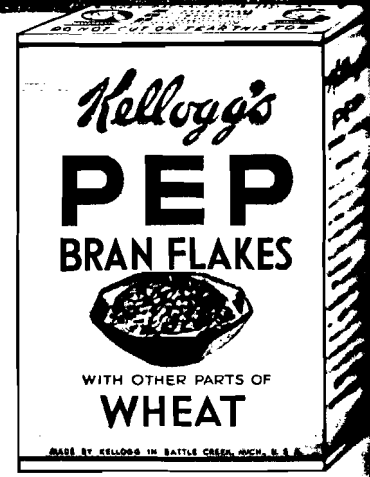
... and enjoy the finer flavor and crispness of Kellogg's PEP ★

YOUNG PEOPLE KNOW. They dash from one busy hour to the next. They play hard. And work hard. They need spirit and energy. They agree on Kellogg's PEP Bran Flakes.

Taste PEP. Then you'll know why it is so popular! The famous Kellogg flavor is there. Full. Rich. Tempting. Every flake is crisp and crackly. Plus enough bran to be mildly laxative. Delicious with whole milk or cream. Add tasty

variety with sliced fruit or honey. PEP gives all the goodness of health-giving grain. Wheat is nature's storehouse of energy and nourishment. Vitamin B. Proteins. Healthful minerals.

Buy these *better bran flakes* from your grocer. Enjoy a bowlful of PEP every day—at breakfast. And at lunch or supper. Always fresh and crisp in the patented WAXTITE bag.



"Kellogg's PEP Bran Flakes are the result of more than 25 years' experience in ready-to-eat cereals. Today, they represent the highest quality and finest possible to produce."

W.K. Kellogg
OF BATTLE CREEK